

Brand Guide



Helping **E**veryone **A**chieve **R**eliable **T**ransportation

Integrity • Passion • Transparency



HEART Certified Auto Care Set Standards and Build Brand Loyalty

HEART is more than a name. It's also the core mission for everything we do. At HEART, excellent auto care and outstanding customer service are just the beginning. We also believe in treating customers the same way we treat our neighbors—with compassion and respect.

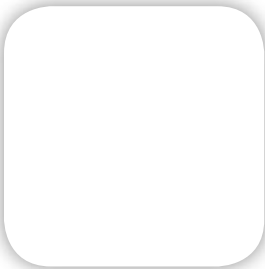
Our brand identity is our national calling card. When someone sees a HEART franchise or advertisement—whether in Illinois, California, or Alaska—it should immediately convey the image of caring, compassion, quality, reliability, and expertise. Just as a flag represents a country, the HEART mark represents our brand. Our logo is how HEART sets standards and builds brand loyalty.

It's important to us that our customers feel the same sense of comfort and enthusiasm for the HEART brand that we feel as employees and owners of HEART locations. We can help maintain that sense of comfort by making sure we protect our brand identity and use it consistently in every representation of our company through advertisements and services.

Our brand assets:

- Provide immediate recognition for our company and our services
- Clearly reflect our unique, differentiated identity
- Convey trust and credibility
- Express a promise of expert care and complete satisfaction

HEART Color Guide



White
Background



HEART Red
0 C • 100 M • 100 Y • 0 K
Headlines, Subheads, Banners



Light Grey
0 C • 0 M • 0 Y • 5 K
Background, if needed for variation



Dark Gray
0 C • 0 M • 0 Y • 90 K
Body Text

HEART Typography

Aa

Aleo Family
Print and digital
headlines, subheads,
points of emphasis

Aa

Helvetica Family
Body text
(print marketing &
advertising)

Aa

Arial Family
Body text
(digital applications
such as press releases
and emails)

HEART Logo

Overview

The HEART logo symbolizes caring, compassion, and expert auto service. It represents our brand essence and promise.

The logo includes the distinctive HEART letterform logo with “Certified Auto Care” in clear typography within a predesigned graphic nameplate. Topping off the logo is the tire track rainbow that spans over the HEART graphic. The logo should never be redrawn or created from generic typography. Using the logo in strict observance of these guidelines will protect the brand’s visual clarity.



Color logo

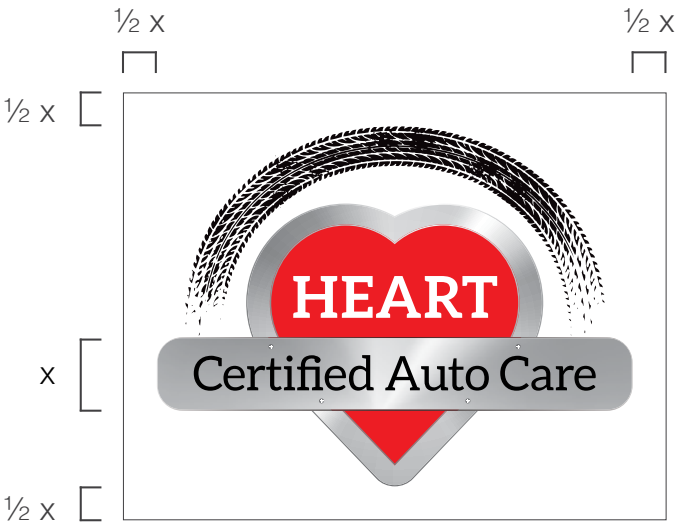


Grayscale logo

Clear space

The logo requires a specific minimum amount of “clear space” around it to keep it free of visual distractions from elements, such as photography, headlines, copy, and other graphics.

With “X” being equal to the height of the graphic name plate, the minimum clear space above, below, and to either side of the logo is 1X from the topmost, bottommost, farthest left, and farthest right points. Whenever possible, additional clear space should be used to separate the logo.



Minimum logo sizing



Do not use the HEART logo any smaller than 1" wide

HEART Logo

Don'ts



DON'T stretch or skew



DON'T tilt, flip, or rotate



DON'T cut off



DON'T fade



Of Crown Point

DON'T add to the logo



DON'T change the logo colors



DON'T remove or alter any part of the logo. DON'T add shadows or special effects



DON'T contain the logo in any shapes

Background Color Display

Display the HEART logo over white. It is also permitted to use a light color as shown to the right. Make sure the HEART logo can be clearly seen.



0% – 20%
Opacity



21% – 80%
Opacity



81% – 100%
Opacity

In the case of a special background, such as a photograph or illustration, avoid backgrounds with complex patterns and make sure that the HEART logo can be clearly seen.



HEART Locations

Every HEART location should feel comfortable while customers are waiting for their autos being serviced. Maintain a relaxing, stress free environment that is family friendly. Pay close attention to the type of music playing, the magazines available, and any television programs shown.

Music

Approved music for your HEART location includes country, top 40 tunes, and oldies. Do not play music that is aggressive or contains adult lyrics, and avoid tuning your station to talk radio or political opinion programs.

Magazines

Our customers expect the waiting room to be suitable for both adults and children. Please select the periodicals, newspapers, or magazines in the waiting area carefully. To keep in line with the HEART brand, only provide magazines that feature automobiles, homes, sports, fashion, or news. Do not display any magazines intended only for adult audiences. All dates should be within the past three months.

Television

Pay particular attention to the channel your waiting room television is tuned to. Often, programming will vary significantly throughout the day on any one particular channel. It's important that any waiting room television is tuned to a neutral station where the selection will remain consistent without constant monitoring. Acceptable types of programs include sports, news, and family friendly game shows that do not portray violence.



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