



C=0 M=65 Y=100 K=0
R=244 G=121 B=32
PMS=158C



C=0 M=80 Y=100 K=10
R=215 G=22 B=53
PMS=186C



C=100 M=20 Y=5 K=65
R=0 G=70 B=102
PMS=7694C



C=20 M=0 Y=0 K=89
R=49 G=61 B=68
PMS=432C



C=100 M=10 Y=0 K=10
R=0 G=147 B=208
PMS=639C

LITHIA'S PERSONALIZED COLOR AND FONT THEMED TEMPLATE

Following Lithia's Brand Guidelines, create a saved color and font theme in Word for users to easily access and apply the official Lithia colors and font to their own projects

By Devin Bunch



C=21 M=6 Y=97 K=0
R=211 G=211 B=46
PMS=611C



C=50 M=100 Y=0 K=0
R=146 G=39 B=143
PMS=513C



C=100 M=0 Y=100 K=0
R=0 G=166 B=81
PMS=7482C



C=3 M=32 Y=96 K=0
R=244 G=178 B=37
PMS=7409C



C=5 M=0 Y=0 K=5
R=226 G=236 B=241
PMS=656C

LITHIA'S BRAND GUIDELINES

- Lithia claims 12 official colors with unique RGB codes
- DIN OT is the official corporate font to be used on all forms of media on Lithia material

DIN OT Medium Italic

The quick red car...

DIN OT Bold

The quick red car...

DIN OT Bold Italic

The quick red car...

DIN OT Black

The quick red car...

DIN OT Condensed Medium Italic

The quick red car...

DIN OT Condensed Bold

The quick red car...

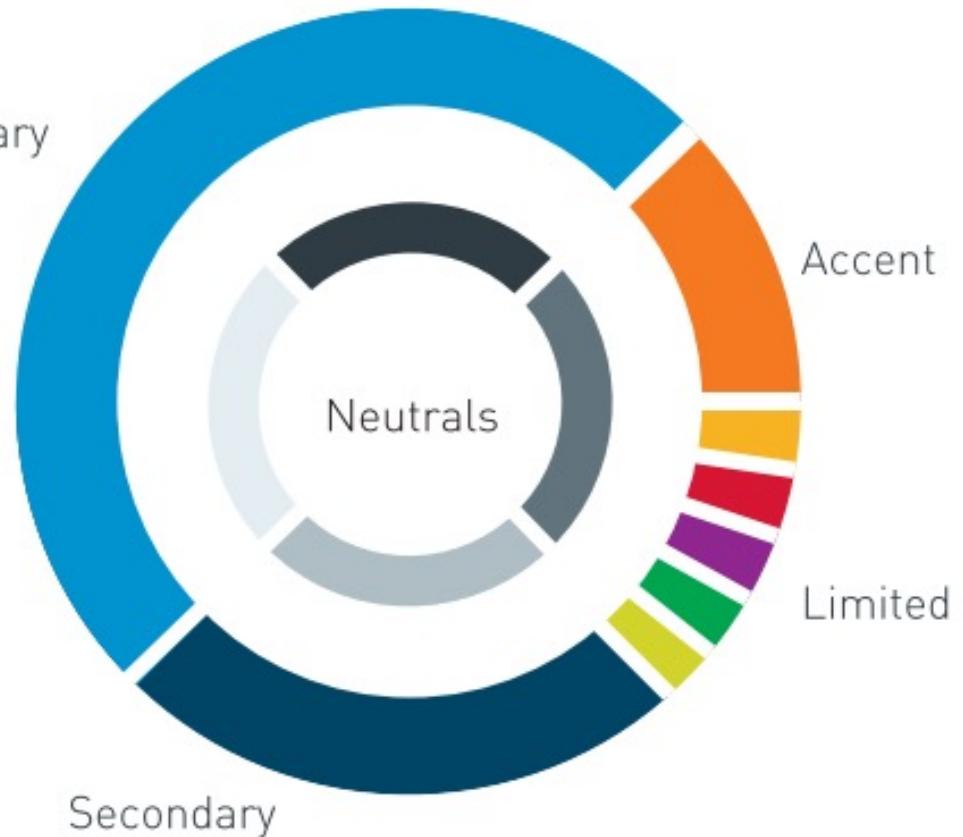
DIN OT Condensed Bold Italic

The quick red car...

DIN OT Condensed Black

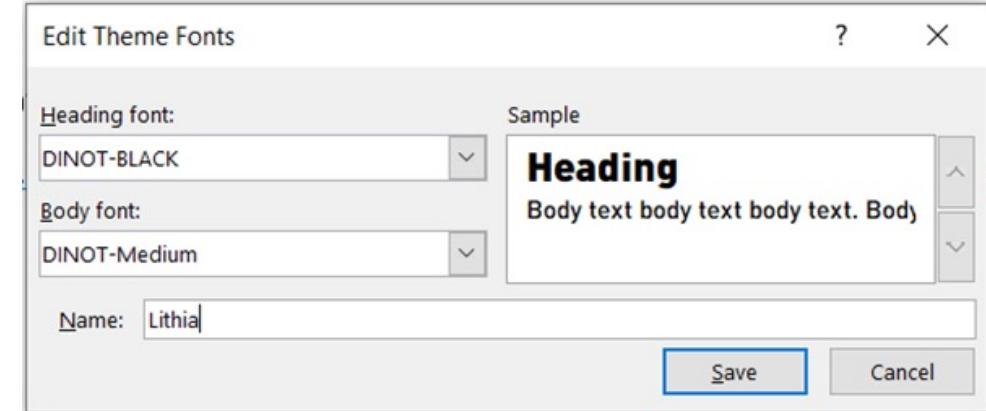
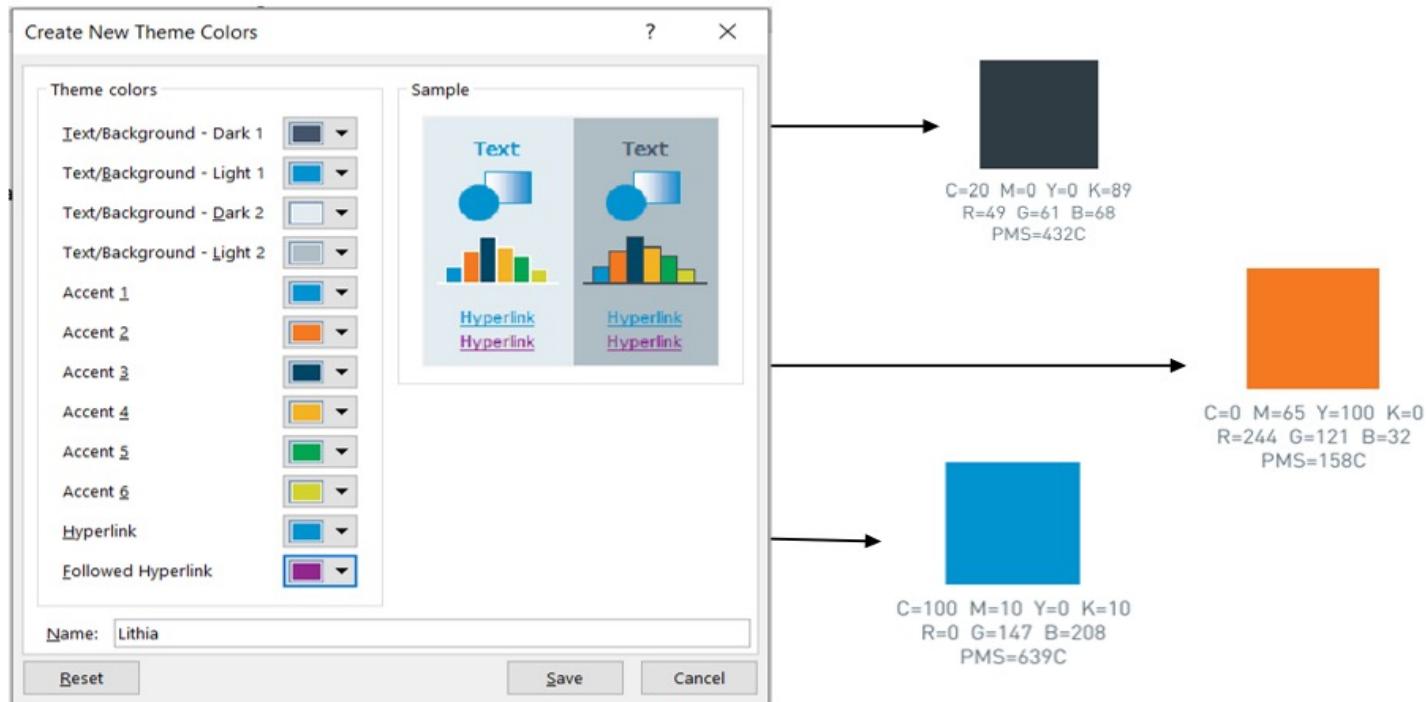
The quick red car...

Primary



THE PRODUCT: A WORD DOCUMENT

- Serves as a template for utilizing Lithia's Brand Guidelines, available for download in [SharePoint](#)
- Allows EDS users to adopt official Lithia colors and font in their own projects in Word



THE FEATURES

- Includes user selection for Lithia's official Corporate Font: DINOT
- Colors—Theme is set up; colors are ready for user selection!
- Download and installation not required*



Titles Are in Lithia's Primary Blue

Headings Are in Lithia's Secondary Blue

This document serves as an official Lithia color and font word template for any project. Please utilize Lithia's Brand Guidelines by coloring your document with the drop down menu's suggested colors.

Fonts

Header Font: DINOT-BLACK

Text Font: DINOT-MEDIUM

Colors

All colors in the theme attached to this document are official Lithia RGB colors. Feel free to personalize features in Word with these theme colors!

Lithia's Brand Guidelines include a complete list of the RGB color codes.

Links

Links appear in Lithia's primary blue: [Lithia's Official Brand Guidelines](#)

Followed Links appear Lithia's accent purple: [Link to Download the DINOT font package](#)

Tables

Examples of creative ways to use this color theme in tables:

Name	Email and Phone Number	Project Role

Name	Address

* The DINOT font package can be downloaded for further use in Excel, PowerPoint, etc., but is not necessary for Word with this template.

VIDEO TUTORIAL

The screenshot shows a SharePoint document library interface titled "EDS - Gamification 2022 - All Documents". The browser address bar displays the URL: lithiamotors.sharepoint.com/sites/EDS/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FEDS%2FShared%20Documents%2FGamification%202022&viewid=82c2732b-3190-46eb-8bef-c.... The page header includes the LITHIA driveway logo, a "SharePoint" link, a search bar, and user profile icons.

The main content area shows a "Private group" named "EDS" with a blue icon. It displays navigation links like "Home", "Conversations", and "Documents". The "Documents" section is currently selected and shows a list of items:

Name	Modified By	Modified	Actions
Lithia_Color_and_Font_Word_Template.docx	Devin Bunch	19 minutes ago	[More Options]

The status bar at the bottom of the screen shows the Windows taskbar with various pinned icons (File Explorer, Edge, File, Mail, Photos, OneDrive, Microsoft Teams, Excel) and system information: 79°F Mostly sunny, 3:11 PM, 2/22/2022, and a user profile for Devin Bunch.

BEFORE AND AFTER EXAMPLES

Applying Lithia's Font & Color Theme

DIGITAL INNOVATION GROUP

REQUESTER NAME	Cathy Qui
POINT OF CONTACT	Kyle Stutzman
BUSINESS ANALYST	Devin Bunch
REQUEST DATE	2/9/2022

PROJECT BACKGROUND AND BUSINESS NEED

SUMMARY

Overall, DFC is requesting the addition of a Fact table for the 66 Portfolio Lending Model attributes in the FinCo environment. DFC is also requesting the addition of 4 attributes to the existing [defi].[Fact_Application] table.

The purpose of this Business Requirements Document is to outline the implementation of 70 new Defi attributes into the FinCo DataMart. This data will allow DFC to verify the Portfolio Lending model is working as intended and allow DFC to perform analysis and reporting off this model.

ASSUMPTIONS

- DFC has developed **70** new attributes in Defi's system that need to reside in the FinCo environment.
- The **70** newly developed attributes currently exist in Lithia's DataLake since DFC implementation in Defi's system last month; however, this data is in the QA stage and not production yet. Lithia IT needs to update the logic to include these **70** attributes.
- New attributes for DFC's Models in the future will be kept under this newly created **[defi].[Fact_Model]** table in the FinCo environment for DFC's use.
- The Portfolio Lending attributes all start with "pl_". There are **66** of them out of the **70** total.

DOCUMENTS AND RESOURCES

- Defi Portfolio Lending Data Dictionary
- Sample JSON Defi Data containing the new attributes
- Defi's Existing Data Dictionary
- Shyam(Lithia IT) has access to Defi's login credentials for Lithia's service account.

BUSINESS REQUIREMENTS

Objective(s)

- Create a new table in FinCo's SQL DataMart, named **[defi].[Fact_Model]**, populated by Defi's **66** new portfolio lending attributes
- Create a view in the SQL DataMart that mimics the source table **[defi].[Fact_Model]**
- Create a view in Snowflake that mirrors the **[defi].[Fact_Model]** table in the FinCo SQL DataMart
- Add Defi's **4** new **Fact_Application** attributes to the existing **[defi].[Fact_Application]** table in FinCo's SQL DataMart
- Update the views with these **4** new attributes in the FinCo SQL DataMart that use **[defi].[Fact_Application]** as their source table

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REQUESTER NAME Cathy Qui
POINT OF CONTACT Kyle Stutzman
BUSINESS ANALYST Devin Bunch
REQUEST DATE 2/9/2022

CONTEXT DIAGRAM

External Data Sources (FinCo Isolated Network Area): Lithia Data Platform Azure Data Factory, Lithia Data Platform Data Lake, Dell FTP Server.

Infra Inbound Folders → FinCo Azure Data Factory → FinCo Synapse Data Mart → End Users (Driveway Financial Corporation Staff).

Key Vault, Logic App (for alerting), and From Outbound Folders are also shown.

HAND OVER PLAN

- Lithia IT will add the 66 new Portfolio Lending attributes to the FinCo DataMart for DFC to query in Snowflake and the SQL DataMart.
- Devin Bunch (Lithia IT) will write the data dictionary for Defi's Portfolio Lending Attributes. Also, update the existing Defi Data Dictionary with additions/definitions for the 4 new Application attributes.
- Priyanka Guha (DFC BA) will conduct UAT.
- Cathy will signoff for production. Requested Go Live date is **2/18/2022**.

ATTRIBUTES

A complete list of the 66 new Portfolio Lending attributes from Defi can be found in [Appendix A](#).
A list of the 4 new Application attributes from Defi can be found in [Appendix B](#).
A list of the existing attributes in **[defi].[Fact_Application]** can be found in [Appendix C](#).

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BUSINESS ANALYST Devin Bunch
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Lithia Motors, Inc. Confidential and Proprietary 2 of 12

BEFORE AND AFTER EXAMPLES

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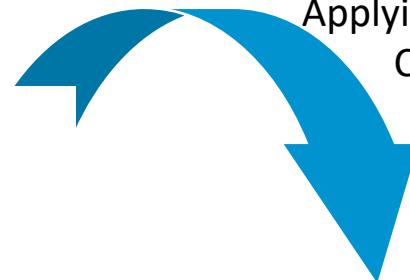
Devin Bunch | Data Analyst, DART Program

Digital Innovation | **Lithia Motors, Inc. (NYSE: LAD)**

Phone: 541-968-2174



Applying Lithia's Font &
Color Theme



Kind regards,

Devin Bunch | Data Analyst, DART Program

Digital Innovation | Lithia Motors, Inc. (NYSE: LAD)

Phone: 541-968-2174



WHY FONT AND COLOR MATTER

- Consistency across company
- Instills company pride
- Visual appeal
- Builds up Lithia's Brand
- It's the small things

RESOURCES

- [Lithia's Official Brand Guidelines](#)
- Download the DINOT font package [here](#)
- Link to the [Lithia Color and Font Word Template](#) in SharePoint

THE END!

