

# THE BRAND BOOK

A guidebook for telling the Pritchard story



# **WELCOME TO THE PRITCHARD BRAND BOOK.**



Since 1913, Pritchard Companies has been more than a name. We're a legacy—a story built on handshakes, hard work, and relationships that last. This brand book isn't just guidelines and colors; it's a map of who we are, where we've come from, and where we're headed.

In these pages, you'll find our values and the principles that guide us, but it's more than that. It's about our roots, our purpose, and our promise to customers, employees, and partners alike. Each word here reflects the DNA of a company that isn't chasing trends or easy wins. We're here for the long haul, dedicated to doing things the right way—whether that means going the extra mile for a customer, adapting to the times without forgetting our roots, or building partnerships that stand the test of time.

As you dive into this brand book, remember that every page is a reflection of the Pritchard way: a commitment to integrity, loyalty, and a work ethic that's unmistakably ours. Here's to the history we're building together, one mile, one handshake, one day at a time.

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The Pritchard Brothers, circa 1913

# GETTING STARTED

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## **THE PRITCHARD BRAND PURPOSE**

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**WE EXIST TO BUILD  
A LEGACY THROUGH  
LASTING  
RELATIONSHIPS  
AND DELIVERING  
BEYOND EXPECTATIONS**

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Relationships are  
our **foundation**.



We believe that success is built  
on the strength of relationships  
— nurturing connections that  
stand the test of time.

Legacy isn't inherited,  
it's **earned**.



Each interaction, each decision  
is a chance to contribute to  
something bigger — an enduring  
legacy of trust and service.

Exceeding expectations  
is our **standard**.



Every customer and every  
community deserves more than  
just good enough. We go the  
extra mile, every time.

# THE BUILDING BLOCKS OF THE PRITCHARD BRAND

## Brand Purpose

Why we exist — beyond just making money.

→ We exist to build a legacy through lasting relationships and delivering beyond expectations.

## Brand Positioning

Where we stand in people's minds compared to the rest.

→ Pritchard is the trusted partner that goes the extra mile, building real connections and delivering unmatched value.

## Brand Mission

What we're committed to doing every day to make things happen.

→ Every day, we're committed to exceeding expectations and creating lasting relationships.

## Brand Vision

The big dream we're chasing for the future.

→ To build a legacy where relationships and integrity lead to lasting success for generations to come.

# THE PRITCHARD BRAND VALUES

Our brand values are built on integrity, trust, and lasting relationships, with a commitment to honesty, personalized service, and always doing the right thing for our customers and community.

## → We believe in going the extra mile

Our customers come first—they are the heart of our business. Every interaction is an opportunity to exceed expectations and leave a lasting impression.

## → We celebrate your individuality

We understand that everyone has unique needs and aspirations. Our goal is to create personalized experiences that connect with you and build lasting trust.

## → We think in journeys, not transactions

We are here for the long haul. Building lasting customer relationships and delivering exceptional service is our priority, far beyond the initial transaction.

## → We believe in being straightforward

Honesty and openness are the backbone of our approach. For us, trust isn't given; it's earned by being transparent every step of the way.

## → We rely on our experience

Our decisions are backed by solid research and years of experience, allowing us to blend instinct with expertise to best serve our customers.

## → We believe integrity should come standard

Doing what's right guides our actions, every time. We make choices we'd gladly share with those who matter most to us — our families, our community, and the generations to come.

# OUR 1P PHILOSOPHY

At Pritchard, 1P is our collective guide for how we work, collaborate, and deliver results with purpose.

## ALL IN, ALWAYS

At Pritchard, we focus on the bigger picture, setting high standards and making decisions that drive lasting success. Every effort, big or small, contributes to something greater than ourselves and builds toward a stronger future.



## KEY BEHAVIORS

### We set the bar high:

Always strive for excellence, no matter the task.

### We think long-term:

Make decisions that prioritize lasting success over short-term gains.

### We lift others up:

Be a supportive teammate by encouraging, uplifting, and driving positive energy to help everyone succeed.



The Pritchard Family, 2024





# **TELLING OUR STORY**

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# TONE AND VOICE

Our words always reflect our heritage—built on a century of hard work, loyalty, and doing the right thing. We speak with integrity, and we never forget that people are at the heart of what we do. Whether talking to a customer or an employee, our tone is all about trust, respect, and delivering value without the noise.

→ **Genuine**  
never pretentious

We speak plainly and from the heart. Every word is rooted in honesty and integrity.

→ **Confident**  
never arrogant

We know what we're about—over a century of doing things right, but we never let pride get in the way of being grounded.

→ **Straightforward**  
never cold

We cut through the fluff, but always keep the warmth. People are at the center of everything we do.

→ **Down-to-Earth**  
never overly-polished

We're real, approachable, and practical. Simplicity and directness define us, but we're never dull.

→ **Dependable**  
not rigid

We stick to our word and stay reliable, but we're not stuck in our ways. We adapt when necessary while staying true to our roots.

# COPY DIRECTION

Our approach to copy is **straightforward**, **genuine**, and grounded in trust and integrity. It should reflect our century-long commitment to delivering value with a **conversational**, **down-to-earth**, dependable tone.

→ “Generations of Service,  
Miles of Dedication.”

Emphasizes the brand’s longevity and commitment to serving customers over time.

→ “Over 100 Years of  
Doing Things Right.”

Combines history with the message of reliability and doing the right thing.

→ “Driven by Tradition,  
Focused on the Future.”

Balances respect for heritage with a forward-looking approach.

→ “Proudly Built on Values,  
Powered by Relationships.”

Combines the brand’s ethical foundation with a commitment to people.

→ “Experience the Legacy,  
Feel the Difference.”

Invites customers to be part of the brand’s rich heritage and trusted service.





# **LOOKING THE PART**

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# USING OUR LOGO

Our Pritchard logo embodies our brand, designed to represent who we are. To preserve its integrity, please use it as intended. Here's how to ensure it always shines:

## ✓ Consistency

Always use the logo exactly as designed, without altering proportions, colors, or elements.



## ✓ Color Guidelines

Use the correct logo color variations — black on light backgrounds, white on dark backgrounds, and blue for branding consistency.



## ✓ Clear Space

Ensure the logo has sufficient clear space around it, free from text or other elements, to maintain visibility and impact.



### Don't change the color

Stick with our approved color palette—our logo should never appear in unapproved shades.



### Don't squish or distort

Keep proportions intact. Distorting it ruins the balance and professionalism we stand for.



### Don't rearrange elements

Maintain the original arrangement of every part of the logo. No altering the layout.



### Don't add effects

The logo doesn't need bells and whistles. Shadows or effects only distract from its clean design.

### Don't apply gradients

The logo should remain solid, without gradient effects that interfere with its clarity and impact.



## OUR BRAND FAMILY

Each Pritchard business unit has a unique visual identity to resonate with its specific audience, while remaining aligned with the core Pritchard brand values. Despite these distinct appearances, all brands should maintain a consistent tone of voice that is authentic, approachable, and reflects Pritchard's commitment to integrity and customer connection.





# PHOTOGRAPHY DO'S

A bold, cinematic photography style that showcases vehicles in clean, dramatic settings or expansive, cinematic backdrops.

## Showroom Quality

Capture vehicles in clean, well-lit environments with minimal distractions to highlight their design.

## Dramatic & Bold

Use dynamic angles and lighting to emphasize power, size, and durability.

## Cinematic Backdrops

Incorporate expansive, rugged landscapes to evoke adventure and excitement.



# PHOTOGRAPHY DON'TS

Steer clear of environments that don't allow our vehicles to stand out and shine.

## **Crowded & Cluttered**

Avoid busy dealership lots and overcrowded parking areas that feel chaotic and impersonal.

## **Repetitive Lineups**

Steer clear of monotonous rows of vehicles, as they lack creativity and fail to highlight the unique qualities of each vehicle.

## **Uninspiring Locations**

Don't use dull or generic settings that diminish the dramatic potential of the vehicles and brand identity.



## TYPOGRAPHY AND COLOR

This combination of bold typography and a professional, modern color scheme is designed to create a powerful visual identity that is modern, approachable, and assertive.

# A HISTORY OF EXCELLENCE

Headlines in **Gunterz Bold**

W.S. "Walt" Pritchard began selling automobiles in 1913. Over 110 years later, the company remains owned and operated by 4th and 5th generations of the Pritchard Family.

Body copy in **Calibri**

### Pritchard Black

Hex: 231F20

Pritchard Black is used  
60% of the time.

### Pritchard Gray

Hex: 414042

Pritchard Gray is used  
20% of the time.

### Pritchard White

Hex: FFFFFF

Pritchard White is  
used 20% of the time.

### Pritchard Blue

Hex: 1F4993

Pritchard Blue is used  
20% of the time.

# BRAND FAMILY COLOR PALETTES

Each Pritchard brand has a unique color palette that reflects its personality, unified by foundational colors like black, white, and signature blue. Accent colors, such as green for Electric Vehicles and bold blue and orange for All 4 Rentals, help each brand stand out while staying connected to Pritchard's core identity. Moving forward, the goal is for all Pritchard brands to feel closer and more coherent, creating a stronger, more unified presence under the Pritchard Companies umbrella.



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E96C2E

# VISUAL STYLE

This visual style for Pritchard Companies reflects a clean, professional, and community-oriented brand with a focus on trust and reliability.

## ✓ Classic Branding Elements

The consistent use of the Pritchard logo highlights heritage and reliability.

## ✓ Simple, Modern Design

Clean design keeps the focus on key messages without clutter.

## ✓ Monochrome Accents with High-Quality Imagery

Dark backgrounds and sharp imagery create a modern, emotional appeal.

# EXAMPLES

PRITCHARD  
COMPANIES  
EST. 1913

5-star service comes standard

PRITCHARD'S OF GARNER



A photograph of a male technician wearing a blue cap with a "P" logo, safety glasses, and a blue uniform. He is working on the engine compartment of a vehicle. Above him are five white stars. In the bottom left corner, there is a circular logo for "PRITCHARD COMPANIES EST. 1913". Below the technician, there is a testimonial: "Love my local service at Pritchard's of Garner. They are the BEST!" followed by the name "Maureen Nedved". At the bottom, the text "PRITCHARD'S OF GARNER" is displayed.



# **WE'RE WRITING THE NEXT CHAPTER AT PRITCHARD**



With everything you need, you're now firmly in the driver's seat. It's time to set out and create your own Pritchard journey. We can't wait to see the impact you'll make.





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