

IDEALEASE



IDEALEASE BRAND STANDARDS

IDEALEASE BRAND OVERVIEW

LOGO STANDARDS | BUSINESS MATERIALS | VEHICLE DECALS | FACILITY SIGNAGE



INTRODUCTION

The Value of Consistent Branding

The rollout of the new Idealease brand and logo will take place over the next several months, with a public rollout scheduled for April 2014.

However, we realize that there are certain aspects of the internal rollout that should begin immediately. These guidelines are intended to provide direction to change some of our everyday representations of Idealease and its brand.

Because each affiliate has different marketing needs, it is important to adhere to these Brand Guidelines to ensure that all customer communications support and strengthen the overall Idealease brand in the market place.

By utilizing consistent integrated customer-facing communications materials, you will be able to leverage the equity of the organization's brand, which will add value to your dealership's brand in the local market.

It also makes your marketing and advertising more effective.

IDEALEASE

LOGO COLORS

Pantone

PMS 286 Blue

Four Color Process

C: 100

M: 72

Y: 0

K: 0

RGB

R: 0

G: 57

B: 166

HEX

#0039A6

Pantone

PMS Process Black

Four Color Process

C: 0

M: 0

Y: 0

K: 100

RGB

R: 0

G: 0

B: 0

HEX

#000000

IDEALEASE

The full color logo should be used whenever possible using the exact color builds provided.

Pantone (PMS) color is a standard, specially blended ink that is used to ensure consistency of color when printed. PMS colors can be reproduced using **Four Color Process** (CMYK - Cyan, Magenta, Yellow, and Black) which may reduce printing cost when printing multiple colors on the same sheet.

RGB color is a model in which Red, Green, and Blue light are added together to reproduce colors. It is used for electronically displayed documents.

HEX color is a six digit number used in HTML, CSS, and other computing applications to represent colors. HEX colors are primarily used for web design.

ACCEPTABLE VARIATIONS:

Full color on color background:



When the full color logo is placed on a background of color, the dashes in the road should be WHITE.

Blue Idealease, solid black road:



This version is acceptable only when the process does not allow for a gradient (ex. Embroidery or small promotional items). When this variation is used, the dashes in the road should be WHITE. This version is NOT acceptable for use on truck decals, facility signage, websites, printed marketing materials, or anywhere else where using a gradient would be possible.

Reversed out of dark background:



In the event the background being used is so dark that it interferes with the visibility and legibility of the full color logo, it is only then acceptable to use this reversed out version. When the logo is reversed out, the dashes in the road should be TRANSPARENT to the background.

With tagline:



This version should be ONLY used on facility signage and truck decals. This tagline should not be modified or altered in any way.



Clear Space Requirement:

Always surround the logo with adequate clear space. Clear space must be equal to or greater than the height of the "l" in the Idealease logo.

Minimum Size: 1.5 inches wide

To maintain the integrity of the Idealease logo, do not use a size smaller than 1.5 inches wide on any materials whether print or online.

DO NOT:

 Distort, stretch, or manipulate the logo in any way



 Alter the colors of the logo



 Add words or graphics to the existing logo



 Use low resolution logos or logos of poor quality





BUSINESS CARDS

- 1: .25" margin on top, left, right, and (when possible) bottom
- 2: Idealease logo 1.75" wide
- 3: Font - Myriad Pro
 - a - Company Name:** 9pt Bold, All Caps
 - b - Address:** 8pt Regular, 11pt Leading
 - c - Name:** 9pt Semibold, 11pt Leading, .625" Space Before
 - d - Title:** 8pt Italic, 8pt Leading
 - e - Contact Info:** 7pt Regular, 8pt Leading

EMAIL SIGNATURE

To the right is a sample of an official Idealease signature using the new logo.

Font - Myriad Pro 11pt (sub fonts Calibri or Arial)

Location Name
Name
Title
Contact Info
Space (Return)
Idealease logo

Idealease of Barrington
To B. Determined
Brand Standards Manager
Direct: 555-222-1234
Fax: 555-333-1234
Email: standards@idealease.com



Download the png file of the new logo from the Idealease Resource Center and save to your computer.

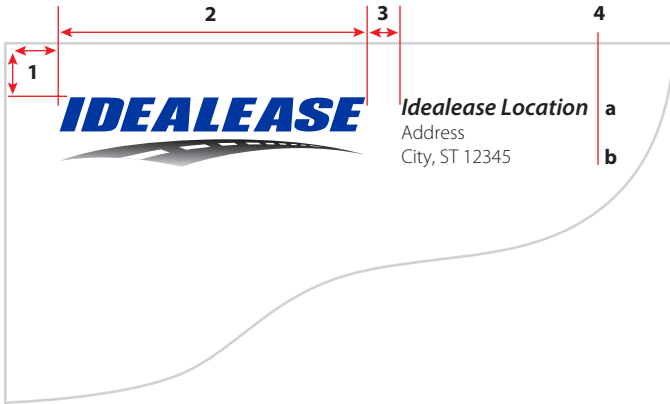
In Outlook:

Find Options > Mail > Signatures
Choose New, name signature, and hit ok
Insert information above
Click the add picture button
Click OK

These items have been created for you by Idealease Barrington and are available from the Idealease Warehouse:

www.idealeaseresourcecenter.com
go to **External Links** then click on **Idealease Warehouse**

Questions? Call **970-493-7688**



#10 BUSINESS ENVELOPES (Left)

#10 WINDOW ENVELOPES

Size: 9.5" x 4.125" (shown at 75%)

1: .375" margin on top and left

2: Idealease logo 2.125" wide

3: .25" margin

4: Font - Myriad Pro

a - Company Name: 12pt Semibold Italic

b - Address: 10pt Light, 12pt Leading

MAILING LABELS (Right)

Size: 4" x 3" (shown at 75%)

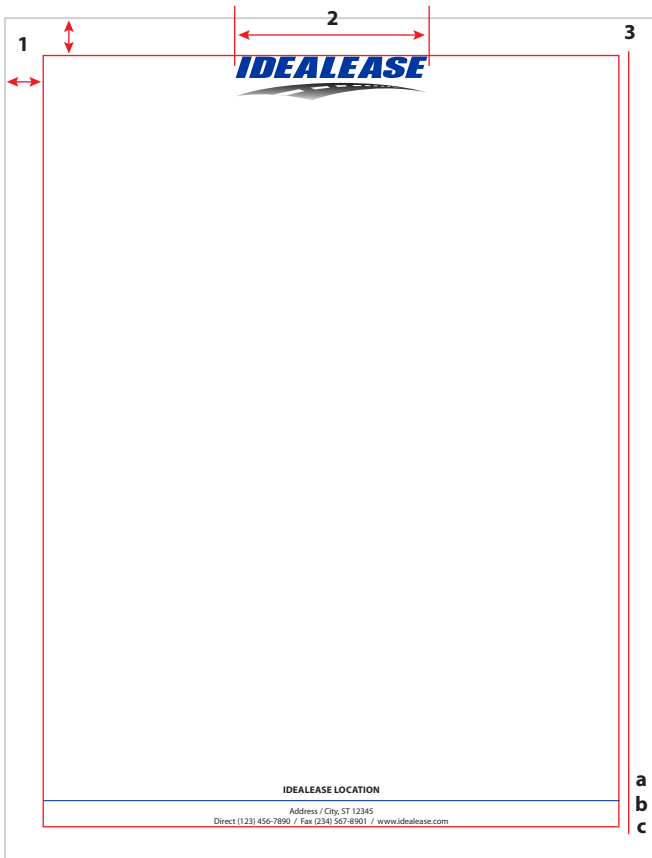
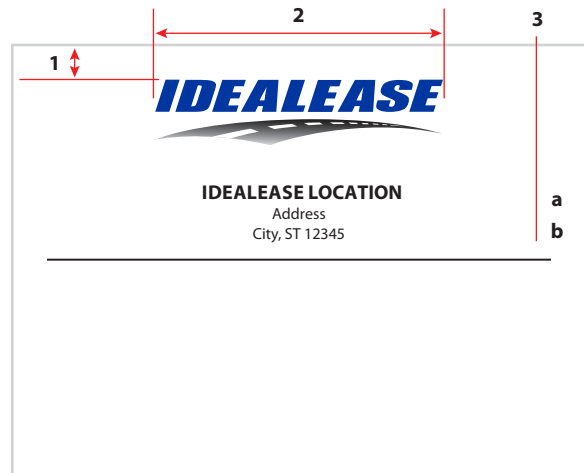
1: .25" margin on top

2: Idealease logo 2" wide

3: Font - Myriad Pro

a - Company Name: 10pt Bold, All Caps

b - Address: 8pt Regular, 10pt Leading



LETTERHEAD (Left)

Size: 8.5" x 11" (shown at 40%)

1: .5" margin

2: Idealease logo 2.5" wide

3: Font - Myriad Pro

a - Company Name: 9pt Bold, All Caps

b - Address: 8pt Regular, 10pt Leading, .125" Space Before

c - Contact Info: 8pt Regular, 10pt Leading

This item is also available to download in a digital format from the Idealease Resource Center.

These items have been created for you by Idealease Barrington and are available from the Idealease Warehouse:

www.idealeaseresourcecenter.com

go to **External Links** then click on **Idealease Warehouse**

Questions? Call **970-493-7688**



Use the logo with the "Truck Leasing & Rental" tagline.

COLORS

 **Pantone**
PMS 286 Blue

 **Pantone**
PMS Process Black

SIDE DECAL

28.62"h x 122"w

FRONT/BACK DECAL

16.3"h x 69.5"w

DOOR LOGO DECAL

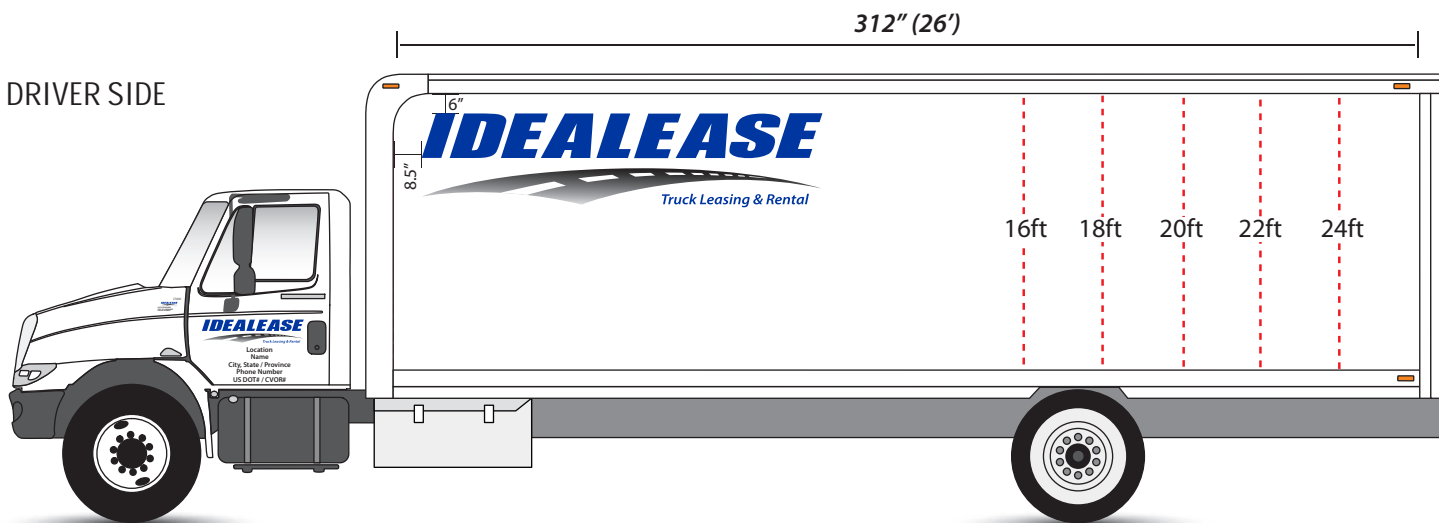
7.27"h x 31"w



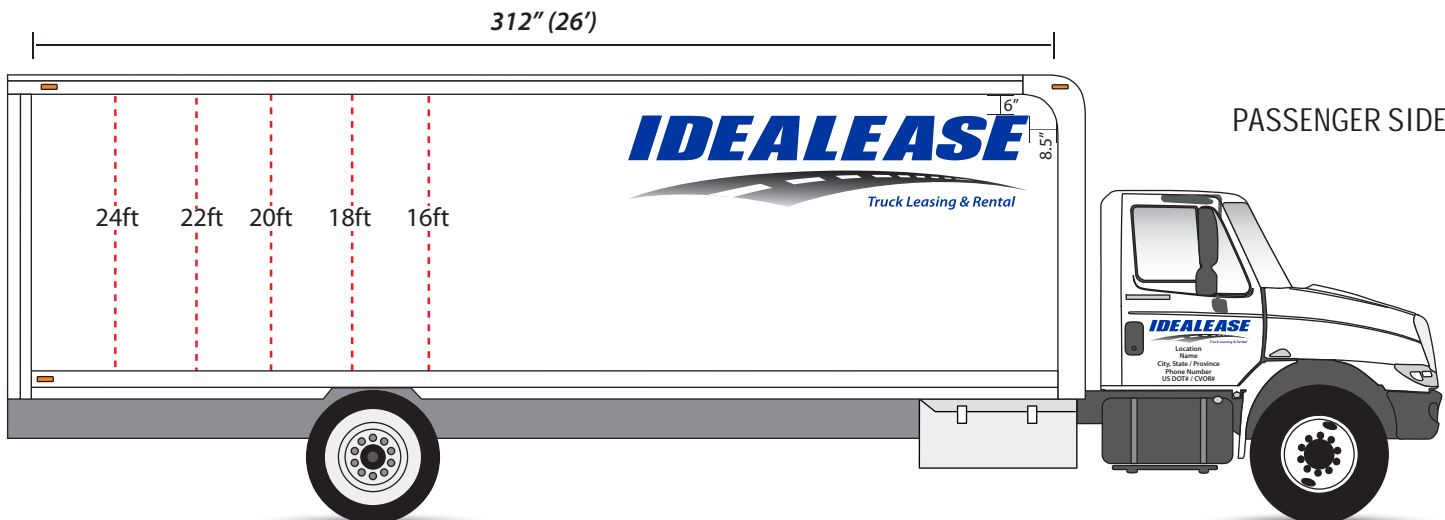
SIDE DECAL
28.62”h x 122”w

The Side Decal remains one constant size no matter what size box truck on which you are installing the decals. The placement also remains constant as the truck size changes.

On the Driver Side, the decal is placed such that the “I” in Idealease is set 6” down and 8.5” over from the top left corner of the box as shown in the drawing below.



On the Passenger Side, the decal is placed such that the last “E” in Idealease is set 6” down and 8.5” over from the top right corner of the box as shown in the drawing below.



FRONT/BACK DECAL

16.3" h x 69.5" w

The Front/Back decals remains one constant size no matter what size box truck on which you are installing the decals. The placement also remains constant as the truck size changes.

The Front decal is placed such that the decal is horizontally centered and the top of the word Idealease is set 8.5" down from the top of the box as shown in the drawing below.

The Back decal is placed such that the decal is horizontally centered and the top of the word Idealease is set 11.5" down from the top of the box as shown in the drawing below.



FRONT

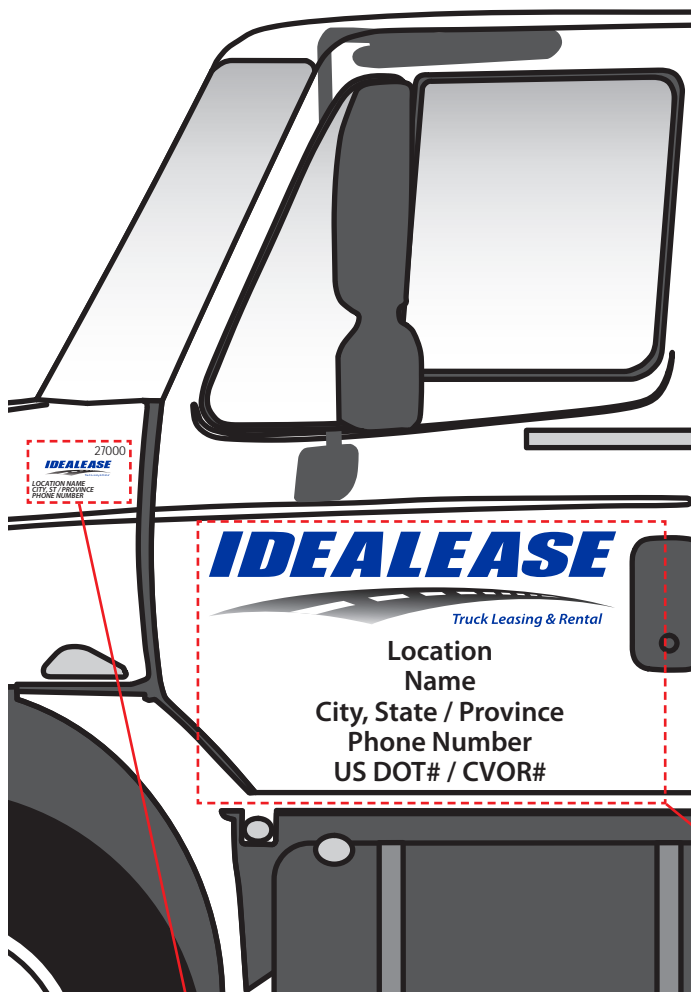


BACK

DOOR LOGO DECAL

7.27" h x 31" w

The Door decal is placed immediately below the crease in the door and such that the decal is horizontally and vertically centered as shown in the drawing to the left.



DEALER DECAL

Size: 2.984" h x 5" w

Number: Font - 44pt Impact

Location Information: Font - 26pt Myriad Pro Italic, All Caps

DOOR COPY DECAL

1.43" Cap Height

Overall: 10.75" h x 16.31" w

Font: Myriad Pro Semibold

Copy is customized by Location per this template



Use the logo with the "Truck Leasing & Rental" tagline.

COLORS



Pantone
PMS 286 Blue



Pantone
PMS Process Black

DOOR LOGO DECAL
7.27" h x 31" w

SIDE DECAL
28.62" h x 122" w

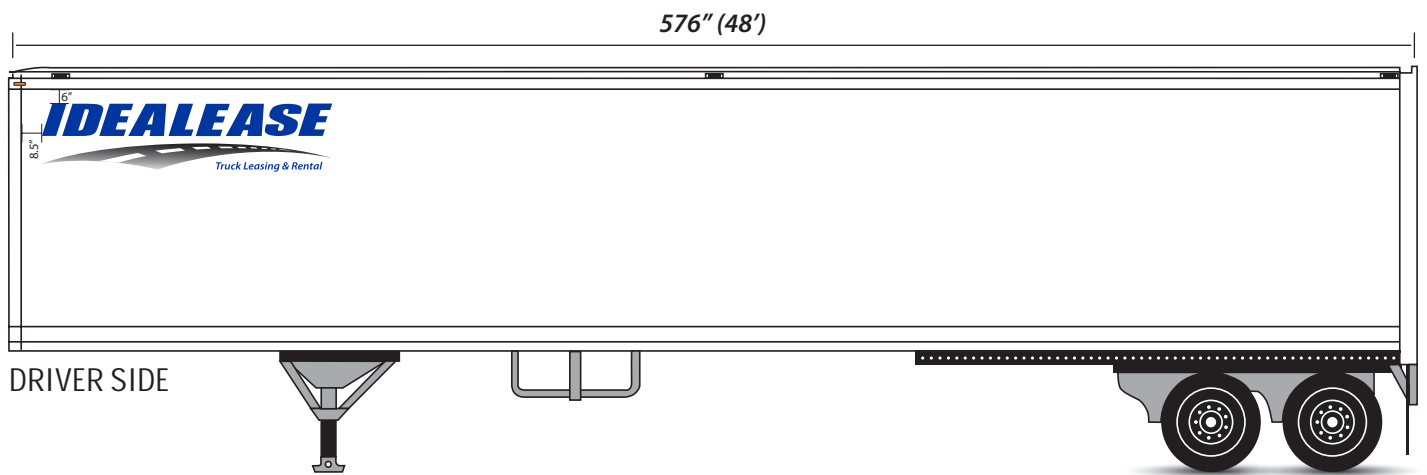
AIR SHIELD DECAL
10.91" h x 46.5" w



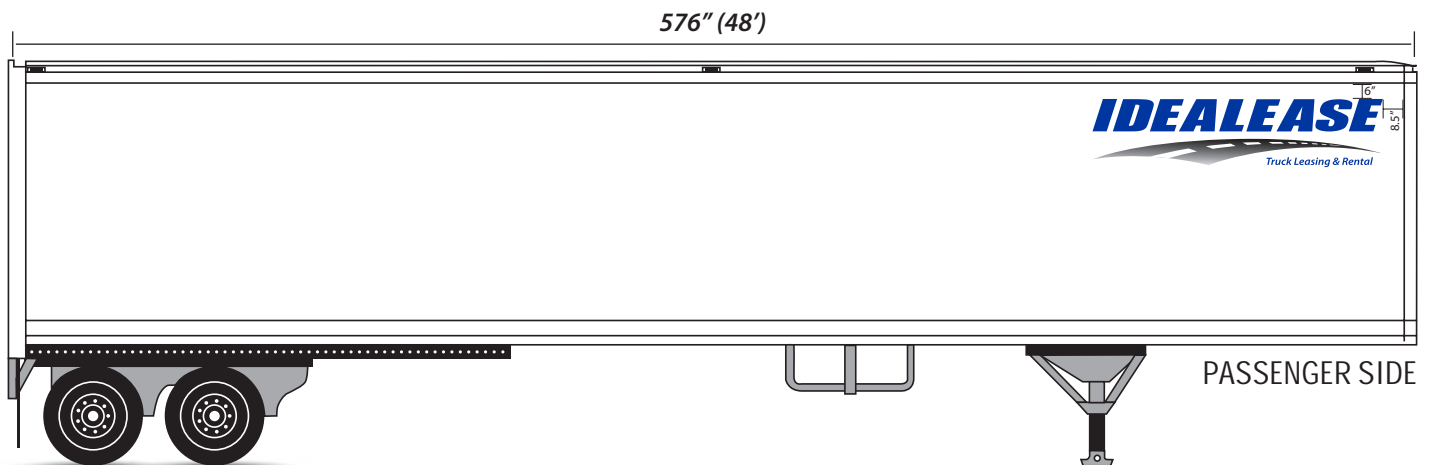
SIDE DECAL
28.62" h x 122" w

The Side Decal remains one constant size no matter what size trailer on which you are installing the decals. The placement also remains constant as the trailer size changes.

On the Driver Side the decal is placed such that the "I" in Idealease is set 6" down and 8.5" over from the top left corner of the box as shown in the drawing below.



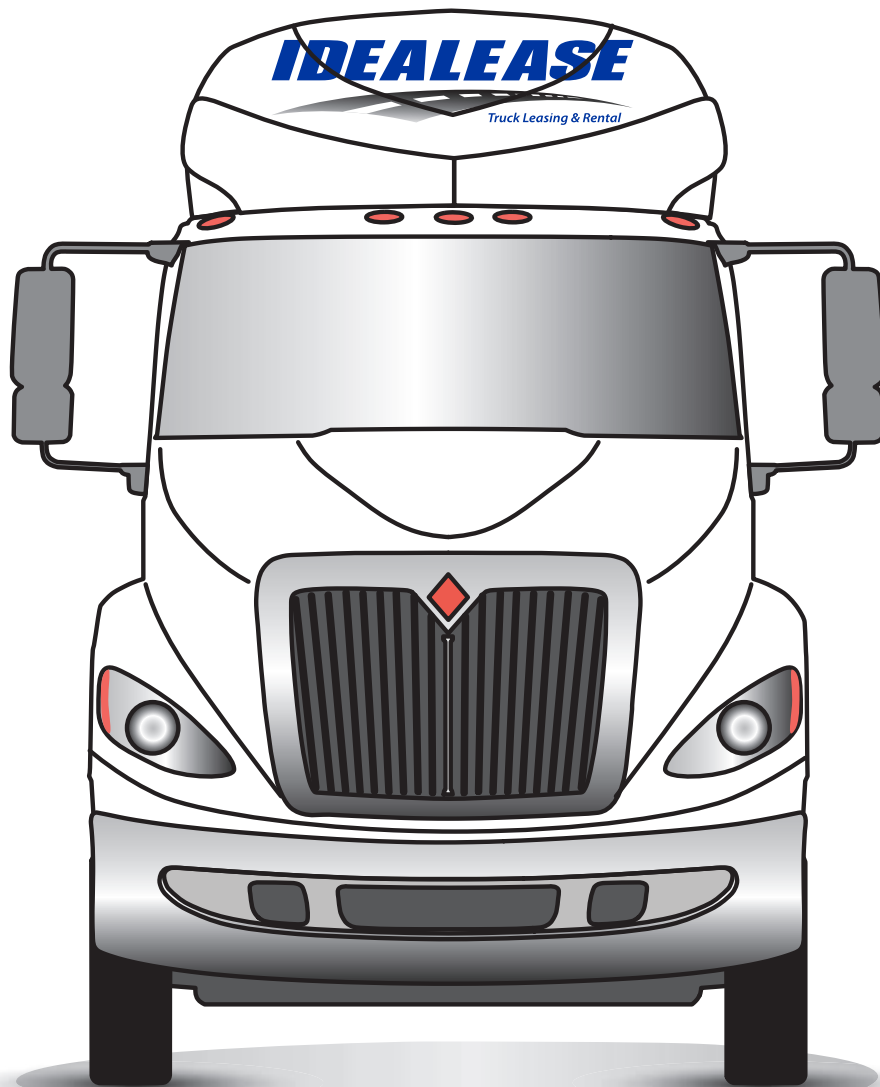
On the Passenger Side the decal is placed such that the last "E" in Idealease is set 6" down and 8.5" over from the top right corner of the box as shown in the drawing below.





AIR SHIELD DECAL
10.91" h x 46.5" w

The Air Shield Decal remains one constant size no matter what size air shield on which you are installing the decals. The placement also remains constant. Air Shield Decals should be horizontally centered. Vertical placement should maximize visibility and legibility.

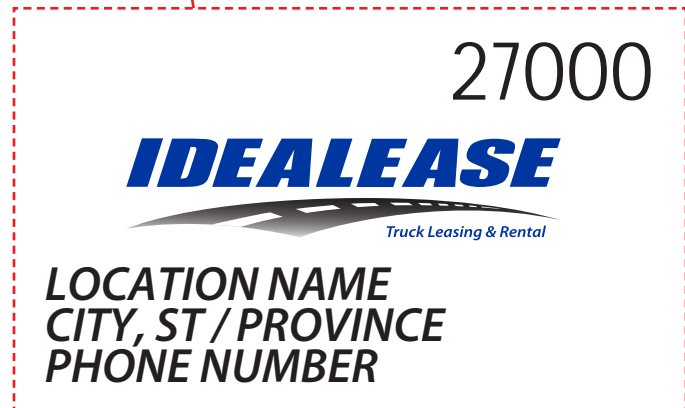
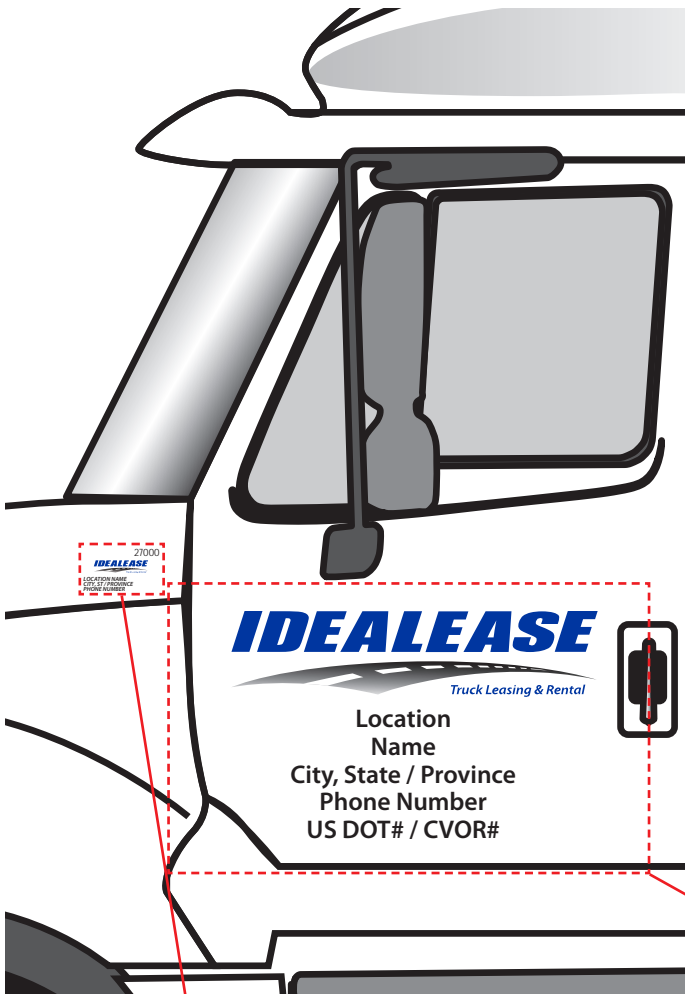


PASSENGER SIDE

DOOR LOGO DECAL

7.27" h x 31" w

The Door decal is placed immediately below the crease in the door and such that the decal is horizontally and vertically centered as shown in the drawing to the left.



DEALER DECAL DETAIL

Size: 2.984" h x 5" w

Number: Font - 44pt Impact

Location Information: Font - 26pt Myriad Pro Italic, All Caps

DOOR COPY DECAL

1.43" Cap Height

Overall: 10.75" h x 16.31" w

Font: Myriad Pro Semibold

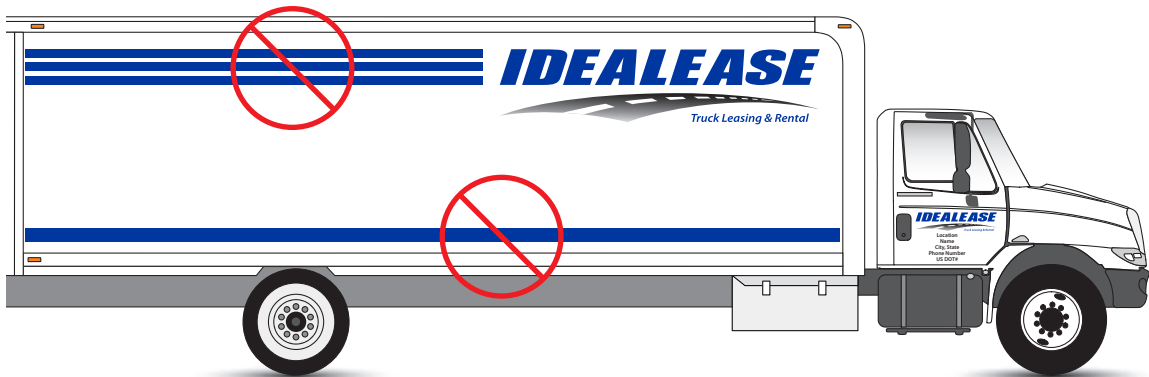
Copy is customized by Location per this template

DO NOT:

⊘ Member Name, City, State, and Phone Number is no longer to be applied to the sides.



⊘ Do not add additional decals to the side.



⊘ Do not use a larger logo decal on the side.



There are two basic types of Idealease facilities: Stand Alone locations and Dealership Based locations. Both must have clearly visible signage that advertises the Idealease name and logo.

A Stand Alone location is an Idealease facility that operates independently of the dealership. The Idealease lease and rental facility may or may not be located on the same grounds as the dealership. With a stand-alone facility, all offices, service bays and parking are dedicated to Idealease. Most Stand Alone locations have a minimum of 100 lease and rental vehicles. On average, they will consist of several offices, four or five leasing bays, a washing bay and a drive-through lube pit. A typical layout of such a facility is included with this package. These facilities will average 8,000-12,000 square feet. Fifteen percent of our Idealease locations presently operate as Stand Alone facilities.

Most Idealease locations operate within the International dealership. These Idealease locations are sometimes assessed a percentage of the overall overhead cost of the dealership. The majority of our locations fall into this category.

Regardless of whether or not your facility is a Stand Alone location or a Dealership Based location, you must have visible and accurate signage outside of and/or on the building.

You should acquire your Idealease sign from a local sign vendor. Your sign must be in four colors and include the standard, copyrighted Idealease logo. The colors of the logo must match the following approved PMS codes:

PMS 286 Blue

Black

Background White

While we have included some examples of future signage, we will release more detailed signage standards in October. It is acceptable to begin replacing your current signage with the new Idealease logo, but please wait on erecting any new permanent signage until specifications and guidelines are released in **October 2013**.



Pole Mounted Signs



Single Faced Illuminated Wall Mounted Sign



Idealease Directional Signs



430 North Rand Road • North Barrington, IL 60010

(847) 304-6000 | www.idealease.com

