


OUR ROAD MAP TO SUCCESS
BRAND BOOK 2020



**HEALTHCARE
FOR YOUR CAR**

A photograph taken from the perspective of someone in the back seat of a car, looking out the front window. The sun is low on the horizon, creating a bright, golden glow and lens flare. The silhouettes of a man and a woman are visible in the foreground, looking out the window. The car's interior, including the dashboard and a rearview mirror, is partially visible in the dark. A red rectangular overlay on the right side of the image contains a quote in white text.

**“I LIKE CARS.
I COULDN’T TELL
YOU WHY. IT’S AN
EXTENSION
OF ONE’S
PERSONALITY.”**

– CHIP FOOSE

THE GOAL OF THIS BOOK IS TO PROVIDE AN OVERALL ROAD MAP OF HOW WE CAN SHARE OUR REFRESHED BRAND WITH THE WORLD.

CONSIDER THIS A LIVING, BREATHING DOCUMENT, THAT WILL CHANGE AND ADAPT AS WE NEED TO MEET THE NEEDS OF OUR CUSTOMERS.



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THE PALĚSTRA WAY

SIMPLY PUT, WE'RE HERE
TO BE ON YOUR SIDE.

WHETHER WE'RE TALKING ABOUT
REINSURANCE, RENTER'S INSURANCE,
HOME WARRANTIES, OR VEHICLE SERVICE
WARRANTIES, WE ONLY SPEAK ONE
LANGUAGE: YOU.

YOU HAVE A LIFE TO LIVE. PEOPLE THAT
COUNT ON YOU. YOU HAVE A HOME THAT
YOU LOVE. YOU HAVE A VEHICLE TO GET
YOU WHERE YOU NEED TO BE.

WHEN SOMETHING HAPPENS, YOUR LIFE
DOESN'T STOP. THAT'S WHY WE'RE HERE.

WE'RE HERE TO MAKE THE COMPLICATED
EASY. TO BE YOUR SAFETY NET. TO BE
THERE WHEN YOU NEED US. AND INVISIBLE
WHEN YOU DON'T.

BECAUSE YOU SHOULDN'T SPEND YOUR
LIFE WORRYING ABOUT THE LITTLE THINGS.
YOU SHOULD SPEND YOUR LIFE LIVING IT.

WHILE WE MAY HAVE DIFFERENT LINES OF
WORK, OUR ONLY BUSINESS IS YOU.

WE ARE PALĚSTRA, AND WE'RE HERE
TO BE ON YOUR SIDE.

CHAPTER ONE
OUR VALUES

WE EXIST FOR ONE SIMPLE REASON:
**TO PROVIDE PEACE OF MIND TO
EVERY DRIVER.**

WE BELIEVE THAT CAR MAINTENANCE SHOULD BE SIMPLE. NO INTIMIDATING TACTICS, NO COMPLICATED CONTRACTS, NO TRICKS – JUST AN EASY WAY FOR THOSE SEEKING PEACE OF MIND FOR THEM AND THEIR FAMILY, TO HAVE A TRUSTED EXPERT THAT WILL HELP THEM ALONG THE WAY, TO CARE FOR THEM.

WE BELIEVE IN TAKING CARE OF DRIVERS, AND THEIR PRIMARY SOURCE OF INDEPENDENCE: THEIR VEHICLE.

BECAUSE WHILE OTHERS ARE IN THE SERVICE CONTRACT BUSINESS, WE'RE IN THE HELPING PEOPLE BUSINESS.

AND WE WILL BE WITH YOU EVERY STEP OF THE WAY.



OUR BRAND VISION

BE EVERY DRIVER'S MOST TRUSTED CAR HEALTH ADVISOR.

IT MEANS CHANGING THE WAY PEOPLE THINK ABOUT SERVICE CONTRACTS.

TO TURN A SERVICE PEOPLE AVOID TO SOMETHING THEY TRUST.

BY BEING A TRUSTED EXPERT. HAVING GOOD BEDSIDE MANNER. HAVING OUR CUSTOMERS' BEST INTERESTS AT HEART.

BECAUSE WE KNOW TRUST IS EARNED, WE'RE COMMITTED TO EARNING IT EVERY SINGLE DAY.

BECAUSE YOUR CAR IS MORE THAN A MEANS OF TRANSPORTATION, IT'S YOUR LIFELINE; WE'RE COMMITTED TO HELP YOU KEEP IT HAPPY AND HEALTHY.

WE'LL DO WHAT WE CAN TO HELP YOU, AND LEAVE OUT ANYTHING YOU DON'T NEED.

WE'LL BE THERE TO FOCUS ON CARE FOR YOUR CAR. WE'LL BE THERE FOR YOU, SO YOU CAN BE THERE FOR THE PEOPLE THAT DEPEND ON YOU.

CHAPTER TWO

OUR MANIFESTO

YOU DON'T HAVE TO CARE ABOUT CARS
TO CARE ABOUT YOUR CAR.

YOU DON'T HAVE TO BE A GEAR HEAD
TO LOVE YOUR RIDE.

YOU DON'T HAVE TO KNOW WHAT'S
UNDER THE HOOD TO KEEP IT PURRING.

YOU DON'T HAVE TO SPEND ALL YOUR
MONEY TO KEEP IT LOOKING LIKE A
MILLION BUCKS.

YOU DON'T HAVE TO KNOW HOW IT
WORKS AS LONG AS IT WORKS.

AND YOU DON'T HAVE TO WORRY
ABOUT A THING. AS LONG AS THERE'S
HEALTHCARE FOR YOUR CAR.



A man and a woman are working on a car engine in a garage. The man is wearing a denim shirt and is focused on the engine, while the woman is smiling and looking at him. The scene is overlaid with a blue color filter.

**“THERE ARE NO
TRAFFIC JAMS
ALONG THE
EXTRA MILE.”**

– ROGER STAUBACH

OUR BRAND PROMISE

**TO HELP
YOU KEEP
YOUR RIDE
HAPPY AND
HEALTHY.**

OUR BRAND PERSONALITY

EDUCATIONAL

KNOWLEDGE IS POWER, AND EMPOWERS OUR CUSTOMERS. PART OF OUR BEDSIDE MANNER INVOLVES MAKING YOU AWARE OF ALL YOUR OPTIONS.

STRAIGHTFORWARD

WHEN IT COMES TO YOUR CAR'S HEALTH, WE DON'T PLAY GAMES, WE'LL GIVE IT TO YOU STRAIGHT, WITH YOUR BEST INTERESTS AT HEART.

HELPFUL

CAR HEALTHCARE CAN BE COMPLICATED AND INTIMIDATING. WE ARE HERE TO MAKE THINGS EASY FOR OUR CUSTOMERS.



OUR PROMISE
TO OUR CUSTOMERS

WE'RE HERE TO CARE FOR YOUR CAR.
SO YOU DON'T HAVE TO.

WHEN SOMETHING UNEXPECTED
HAPPENS, YOU CAN TRUST WE'LL HELP
MAKE IT BETTER.

ONCE YOU HAND OVER THE KEYS, WE'LL
MAKE SURE YOUR CAR STAYS HAPPY AND
HEALTHY FOR LESS.

WE'RE HERE TO ARM YOU WITH THE
KNOWLEDGE YOU NEED TO KNOW WHAT
YOUR CAR NEEDS, AND WHEN IT NEEDS IT.
BECAUSE PREVENTION IS THE FIRST LINE
OF DEFENSE.

WE GIVE IT TO YOU STRAIGHT,
NO TRICKS, NO GIMMICKS. BECAUSE WE
HAVE YOUR BEST INTERESTS AT HEART.

WE'RE HERE TO LEND A HELPING HAND.
BECAUSE AFTER ALL, WE ARE IN THE
PEOPLE BUSINESS.

SO WE'LL ALWAYS BE BY YOUR SIDE, AND
GO THE EXTRA MILE FOR YOU.





OUR SPIRIT ANIMALS

IF WE WERE TO EMBODY SOMEONE'S PERSONALITY, NOT NECESSARILY THEIR LOOKS, THIS IS WHO THOSE 'SOMEONE'S' MIGHT BE:



RICHARD HAMMOND
@RICHARDHAMMOND

- DEEP KNOWLEDGE OF CARS
- ABILITY TO SIMPLIFY CAR TERMS
- APPROACHABLE
- SELF-DEPRECATING, HUMOROUS
- TRUSTWORTHY



DR. MEHMET OZ
@DROZ

- MOTIVATIONAL/HELPFUL
- LIKEABLE
- LOOKS OUT FOR YOU
- TRUSTWORTHY
- KNOWLEDGEABLE

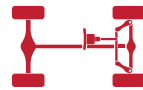
CHAPTER THREE

HOW WE TALK

POWERFUL VISUALS ARE ONLY PART OF THE BRAND PERSONALITY.

IT'S ALSO A PRODUCT OF THE PRINTED AND SPOKEN WORD. WHAT IS SAID IS THE MESSAGE. HOW IT'S SAID IS THE VOICE.

AT HEALTHCARE FOR YOUR CAR, WE SEE OURSELVES AS EDUCATORS WHO VALUE SIMPLICITY, TRANSPARENCY, AND EASE OF USE. OUR COMMUNICATIONS SHOULD REFLECT AND REINFORCE THESE CHARACTERISTICS.



HOW WE TALK
OUR VOICE

OUR VOICE IS OUR PERSONALITY. IT'S HOW WE EXPRESS OURSELVES AND INTERACT WITH CONSUMERS. IF YOU THINK OF HC4YC AS A PERSON, THEN OUR VOICE IS:

REAL

BASICALLY, THIS MEANS TALKING HOW PEOPLE TALK, AND WRITING HOW PEOPLE WRITE. IT'S ALWAYS EASIER TO ENGAGE YOUR AUDIENCE WHEN YOU SPEAK IN PLAIN ENGLISH. IT'S EVEN BETTER WHEN YOU CAN BE ENTERTAINING, AS LONG AS IT DOESN'T GET IN THE WAY OF CLEAR COMMUNICATION.

INSIGHTFUL

IN THIS CATEGORY, PEOPLE HAVE COME TO EXPECT VAGUE OR COMPLICATED CONTRACTS. IT'S OUR JOB TO DEMYSTIFY THE PROCESS AND ACTUALLY EDUCATE. BE THE EXPERT, AND SPEAK FROM EXPERIENCE, WITHOUT USING JARGON OR INSIDER TERMS. RELATE TO THE CUSTOMER'S CHALLENGES AND SPEAK IN A FAMILIAR AND ACCESSIBLE WAY.

STRAIGHTFORWARD

OUR GOAL WITH SERVICE CONTRACTS IS TO TAKE A PROCESS THAT'S AMBIGUOUS AND TRICKY TO NAVIGATE, AND MAKE IT EASY. WE SHOULD DO THE SAME WITH HOW WE TALK ABOUT OUR PRODUCTS. TAKE COMPLICATED MESSAGES AND MAKE THEM EASY TO UNDERSTAND. SPEAK TO THEM IN A FAMILIAR WAY.

DO

DON'T

REAL

THAT THINGAMAJIG IS BROKEN AGAIN? WE GOT YOU COVERED.

BROKEN DOESN'T HAVE TO MEAN BROKE.

WE PROUDLY OFFER A MULTITUDE OF COVERAGE OPTIONS FOR CONSUMERS LOOKING TO PROTECT THEIR VEHICLE BEYOND THE LIMITS OF THEIR FACTORY WARRANTY.

INSIGHTFUL

WHY DO EXPENSIVE REPAIRS ALWAYS HAPPEN AFTER YOUR WARRANTY EXPIRES?

ARE YOU PREPARED FOR A SUDDEN REPAIR EXPENSE ON YOUR VEHICLE?

STRAIGHTFORWARD

THINK OF ALL THE THINGS YOU'D RATHER SPEND \$1200 ON THAN A NEW ALTERNATOR.

YOU DON'T HAVE TO SPEAK CAR GUY. YOU DON'T EVEN HAVE TO SPEAK TO A GUY.

FOR THAT TIME WHEN THE TRANNY BLOWS OUT ON YOUR FOUR BANGER.

GET A FREE QUOTE AND START SAVING THOUSANDS TODAY!



**LET US FOCUS
ON YOUR CAR,
SO YOU CAN
FOCUS ON THE
ROAD AHEAD.**

CHAPTER FOUR
HOW WE LOOK

WE WANT TO MAKE SURE WE ALWAYS LOOK OUR BEST. BUT BEYOND LOOKING GOOD, PRESENTING OURSELVES IN A CONSISTENT WAY IS JUST AS IMPORTANT.

THESE GUIDELINES CAN HELP US MAKE SURE EVERYTHING WE PUT OUT INTO THE WORLD HAS A UNIQUE, HEALTHCARE FOR YOUR CAR FEEL.



HOW WE LOOK

PRIMARY LOGO

OUR LOGO IS MADE UP OF THE HEALTHCARE FOR YOUR CAR BRAND NAME, NEXT TO THE “CAR HEART” SYMBOL, UNDERLINED BY OUR “SPEED LINE”.

THE NEW HEALTHCARE FOR YOUR CAR PRIMARY LOGO DOES NOT USE THE “.COM” URL EXTENSION ANYMORE, WHICH HAS ITS OWN LOGO APPLICATION.

THE TYPEFACE HAS BEEN SIMPLIFIED IN ORDER TO MAKE THE LOGO MORE READABLE ACROSS VARIOUS APPLICATIONS.

THE FOUR COLOR APPLICATION IS INTENDED TO BE USED WHEN POSSIBLE, WITH THE CAR HEART IN RUBY RED AND THE SPEED LINE IN SPEED BLUE.

PLEASE ALWAYS USE SUPPLIED ARTWORK AND DO NOT ALTER IN ANY WAY, AND NEVER TYPE THE LOGO.



HOW WE LOOK
LOGO COLORWAYS

OUR LOGO HAS BEEN SUPPLIED IN THE FOLLOWING COLORWAYS.

THE 4-COLOR VERSIONS ARE FOR PRIMARY USE AND SHOULD BE USED WHENEVER POSSIBLE.

IN SOME CASES WHERE BACKGROUND OR PLACEMENT MIGHT AFFECT READABILITY, THE SINGLE COLOR APPLICATIONS, ALL-WHITE OR ALL-BLACK VERSIONS OF THE LOGO SHOULD BE USED TO ENSURE MAXIMUM READABILITY.

THE MONOCHROME VERSIONS ARE FOR LIMITED USE WHEN ONE COLOR PRINTING IS REQUIRED.



White 4-color logo
for black/dark backgrounds



4-color logo
for White/light backgrounds



Single color applications



Reversed logo for color,
photographic, and monochromatic applications.



HOW WE LOOK
LOGO VERSIONS

OUR PRIMARY LOGO HAS BEEN SIMPLIFIED TO ENHANCE READABILITY ACROSS ALL MEDIA CHANNELS. ALTERNATE VERSIONS HOUSE ADDITIONAL INFORMATION UNDER THE SPEED LINE WHEN NEEDED.

IN CASES WHERE WE WANT TO USE THE LOGO AS A DIRECTIONAL TO OUR WEBSITE, THE URL VERSION OF THE LOGO CAN BE USED.

IN INSTANCES WHERE THE TAGLINE IS NEEDED, WE CAN USE THE TAGLINE VERSION OF THE LOGO AS WELL.

SINCE SIMPLICITY IS ONE OF OUR KEY TENETS, THE TAGLINE SHOULD NEVER APPEAR WITH THE URL IN THE SAME LOGO, AS IT PRESENTS AN OVERLOAD OF INFORMATION THAT MIGHT OVERWHELM VIEWERS.



Primary Logo



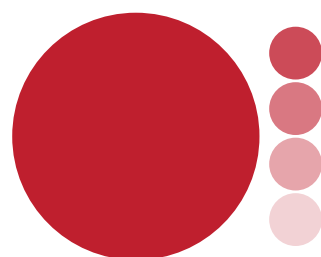
URL Logo



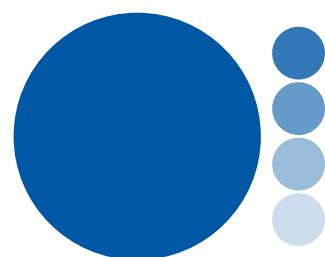
Tagline Logo



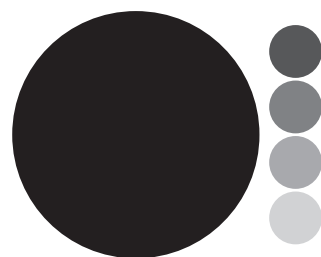
HOW WE LOOK
COLORWAYS



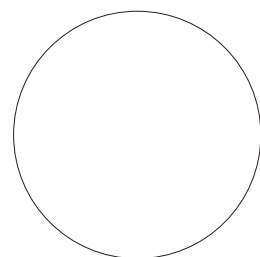
RUBY RED
RGB: 190, 30, 45
CMYK: 15, 100, 90, 10
Web: be1e2d
Pantone: 7621



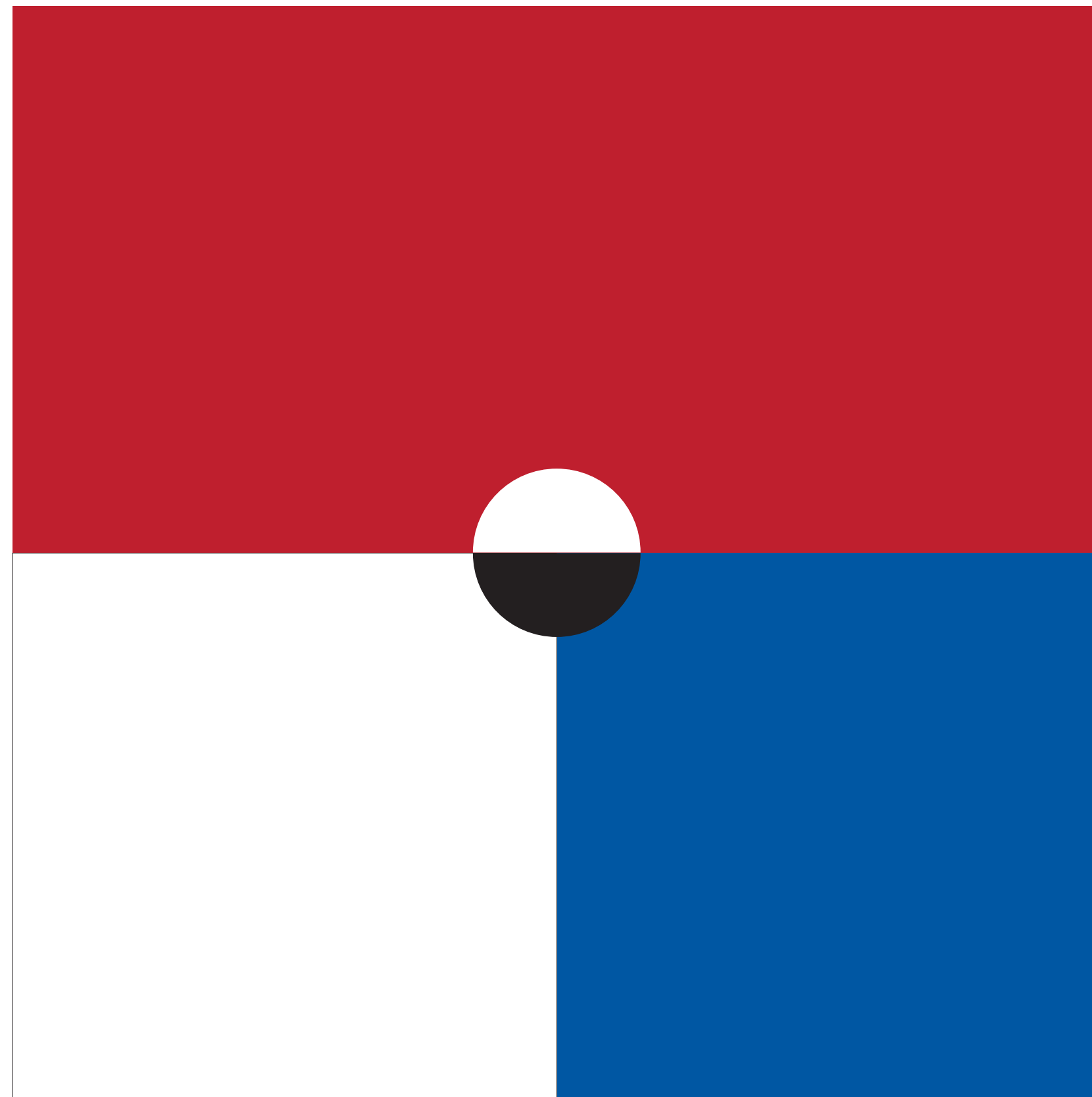
SPEED BLUE
RGB: 0, 86, 162
CMYK: 100, 70, 0, 5
Web: 0056a2
Pantone: 4686



BLACK
RGB: 0, 0, 0
CMYK: 70, 60, 60, 100
Web: 000000
Pantone: Black



WHITE
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Web: ffffff
Pantone: 7621



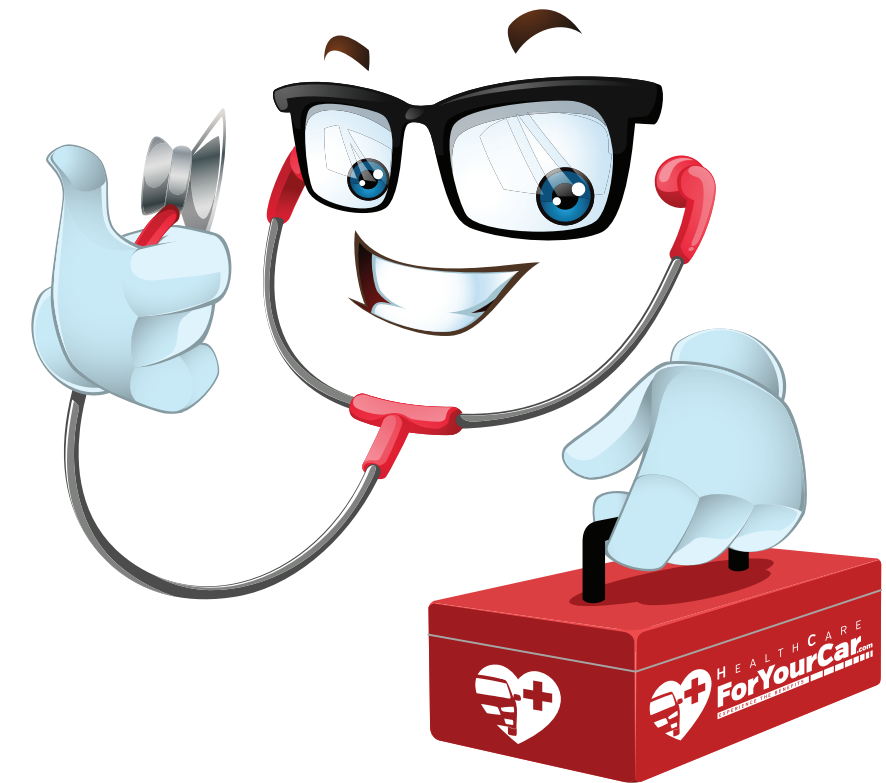
HOW WE LOOK
OUR MASCOT

DR. OTTO IS OUR MASCOT. HE'S YOUR TRUSTY COMPANION DEDICATED TO MAKING THINGS EASIER FOR YOU, AND VERY KNOWLEDGEABLE ABOUT ANYTHING AND EVERYTHING HAVING TO DO WITH CARS AND CAR MAINTENANCE.

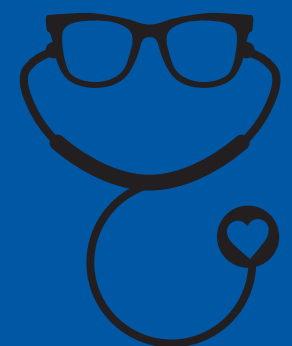
DR. OTTO COMES AS A FULLY VECTORIZED ILLUSTRATION IN FOUR COLORS, WHICH WORKS BEST AGAINST CLEAN WHITE BACKGROUNDS, OR VERY LIGHT BACKGROUNDS.

FOR APPLICATIONS AGAINST COLORED OR PHOTOGRAPHIC BACKGROUNDS, WE HAVE CREATED A SIMPLIFIED ICONIC VERSION OF DR. OTTO THAT WORKS IN CASES WHERE THE FULL-COLOR VERSION MIGHT GET LOST.

PLEASE ONLY USE DR. OTTO ARTWORK AS PROVIDED AND DO NOT MODIFY IN ANY WAY.



4-color Dr. Otto mascot



Dr. Otto Icon

HOW WE LOOK
TYPOGRAPHY

OUR BRAND TYPEFACE IS WORK SANS. IT IS A ROBUST SANS SERIF TYPEFACE THAT IS EFFECTIVE AT LARGE OR SMALL SIZES ON SCREEN AND IN PRINT.

IT COMES IN A VARIETY OF WEIGHTS THAT ENABLE ITS DYNAMIC USE ACROSS THE BRAND. ALL WEIGHTS CAN AND SHOULD BE USED DEPENDING ON THE CREATIVE FOR MAXIMUM FLEXIBILITY. USE BOLD FOR EMPHASIS, FOR EXAMPLE HEADLINES. USE EXTRA BOLD FOR EXTRA EMPHASIS, SUCH AS NUMBERS. USE REGULAR AND MEDIUM TO HELP BREAK UP SAMENESS IN TEXT BLOCKS.

EACH INDIVIDUAL AT AN AGENCY OR EXTERNAL GROUP USING OR INSTALLING WORK SANS IS REQUIRED TO REGISTER FOR A LICENSE.

WORK SANS CAN BE FOUND ON GOOGLE FONTS HERE:
<https://fonts.google.com/specimen/Work+Sans>

STOP WORRYING

**WE'RE
HERE TO
HELP**

SHOP OUR PLANS AND LET US
TAKE CARE OF THE REST.

**HEALTHY CAR,
HAPPY FAMILY.**

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CHAPTER FIVE
SOCIAL STRATEGY

IT'S OUR SOCIAL NETWORK, HOW WE ASK FOR RECOMMENDATIONS, HOW WE GET COLLECTIVE FEEDBACK. IT'S OUR SOCIAL MEDIA.

SOCIAL MEDIA IS ONE OF THE CORNERSTONES OF OUR COMMUNICATIONS STRATEGY, AND AS SUCH, WE HAVE TO HAVE A CAREFULLY THOUGHT OUT PLAN TO EXECUTE, OR WE'LL BE LEFT BEHIND.

IN THE FOLLOWING PAGES WE'LL EXPLORE OUR APPROACH TO SOCIAL, WHICH SHOULD ALWAYS BE A REFLECTION OF OUR BRAND AND THE VALUES WE STAND FOR.





TO BE SOCIAL IS TO BE

REAL

WE SHOULD SPEAK AND ACT AUTHENTICALLY, CONVERSATIONALLY AND CASUALLY, AS WE WOULD WITH A FRIEND, NOT AS A BRAND.

HUMAN

PEOPLE WANT TO KNOW THE JOURNEY, AND SEE THEMSELVES IN IT. LET'S TALK LIKE THEM, SHOW THEM PEOPLE LIKE THEM, AND BE INTERESTED IN WHAT THEY'RE INTERESTED IN.

VALUABLE

WE SHOULD BE INTERESTING, SURPRISING, EDUCATIONAL AND USEFUL. EVERYTHING WE DO SHOULD PROVIDE VALUE FOR OUR AUDIENCE.

SCRAPPY

THE DAYS OF HIGHLY POLISHED STUDIO PHOTOS ARE LONG GONE, PEOPLE WANT TO SEE REAL, ON-THE-GO GLIMPSES INTO OUR LIFE.

SOCIAL STRATEGY

RELEVANT CONTENT

ALL CONTENT SHOULD MAKE VIEWERS CONNECT WITH OUR BRAND, REGARDLESS OF THE CHANNEL AND DELIVERY METHOD.

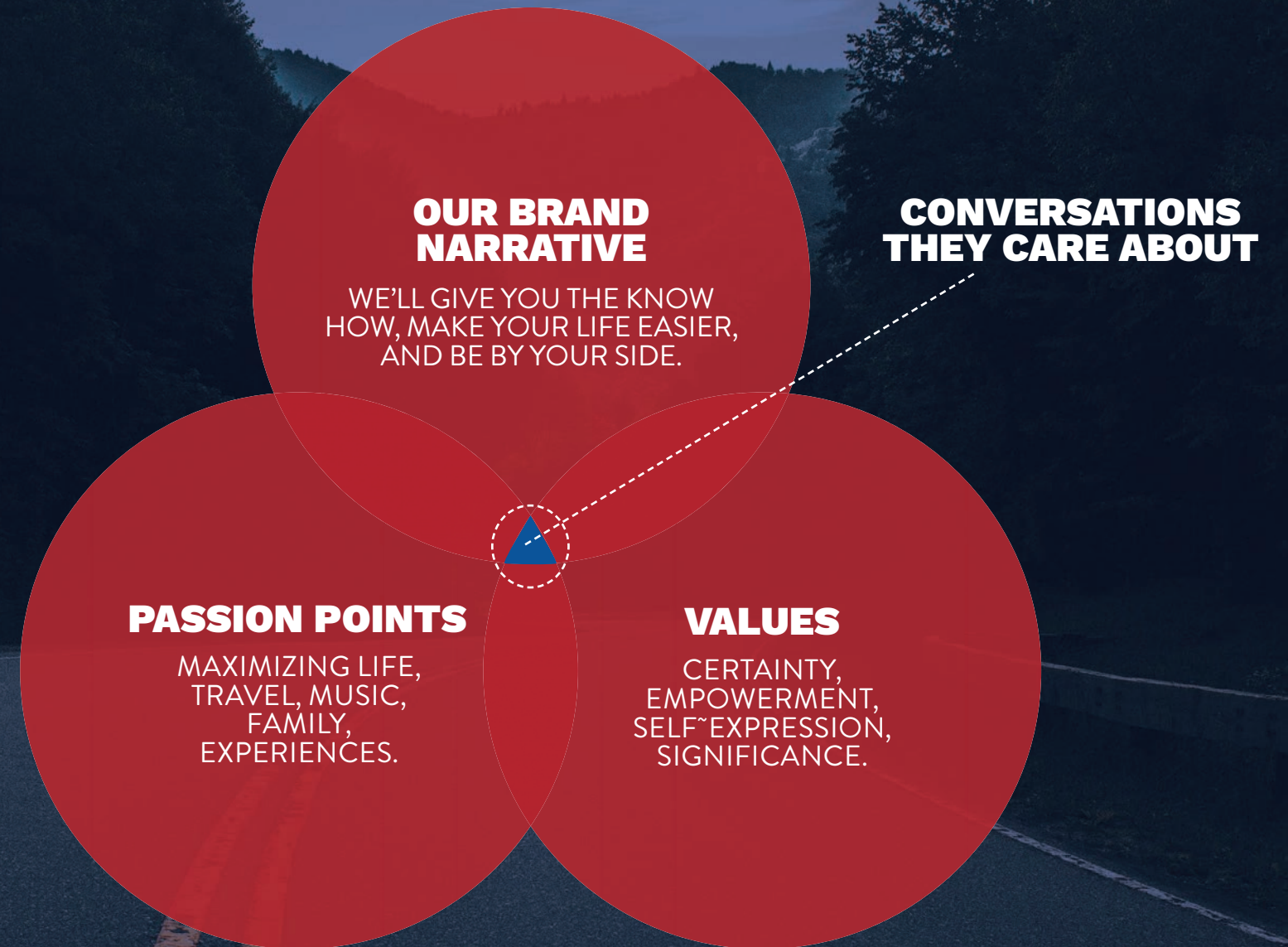
COMPARED TO OTHER CHANNELS, SOCIAL MEDIA IS A CONTENT-ORIENTED, ENGAGEMENT CHANNEL.

HEAVY LIFTING ON HARD SELL AND DIRECT RESPONSE IS DONE BY OTHER CHANNELS (IE, DISPLAY.)

SOCIAL MEDIA'S ROLE IS TO CREATE BRAND-CONNECTING MOMENTS.

CREATIVE MUST BE BUILT IN CONTEXT OF THE FEED AND RELEVANT TO CONSUMER INTERESTS.

WE CAN ALWAYS HEAVY-UP ON PROMO MESSAGING WHEN NEEDED. BUT, TO BECOME A SOCIAL BRAND, WE MUST LEAD WITH ENGAGING, RELEVANT CONTENT.



SOCIAL STRATEGY

CONTENT PILLARS

CONTENT PILLARS	CAR WELLNESS 101	LIFESTYLE	LIFE HACKS	SUCCESS STORIES
OBJECTIVE	Educate and empower car owners by sharing basic knowledge of car repair and maintenance in small bits that can help keep your car healthy.	Share a glimpse into what our customers enjoy doing most, when they're free from worrying about their car.	Entertain and educate by sharing tips on how to make the most out of what life throws at you.	Share stories of customers that have had positive experiences through our products and the positive effects on their life
PASSION POINTS	Maximizing Life, Family, Experiences.	Family, Music, Travel, Experiences.	Maximizing Life, Travel.	Family, Maximizing Life.
CHANNELS	