

Brand Styleguide

Introduction: What is a brand?



Branding is the ***building of a value-based relationship*** between a product, service or business and its marketplace.

A brand, quite simply defined is ***the collective of all the attributes, intrinsic qualities and identifiable features associated with a product, service or business with which consumers build meaningful relationships***

Brand imaging is the physical 'face' of the brand - the logo, packaging, signage, messaging *(advertising)*, etc.

Brand equity is the quantifiable value the brand earns in the marketplace among consumers, suppliers, employees and investors.

Big O Tire's BC brand equity can be assessed by gauging brand value in three distinct ways; through determining the value of the **tangible** elements of the brand (logo, trademark, name, physical assets, etc.), the **intangible** elements of the brand (patents, formulas or recipes, innovations, business systems, etc.) and the **holistic** value of the brand (brand perception, awareness, culture, etc.)

The component parts of each of these categories are referred to as **brand assets**.

Consumers' interaction with the brand directly *(using the product or service)* is what is called the **brand experience**. The brand experience must deliver whatever is the brand promise reflected in brand imaging and marketing.

Brands provide businesses a **strategic**, competitive tool to use to differentiate their products and services from competitors and procuce sustainable value where product features and competitive pricing alone provide only short-term benefits and are vulnerable to tactical market changes.

Big O Tires BC: Understanding our brand and this Styleguide.

What is the essence of our Brand.

The Big O Tires brand in British Columbia borrows some of its brand equity from that developed by Big O Tires over many years in the United States. Up here in Canada however, Big O Tires has come to reflect and even more grassroots, community-connected and engaged brand than its US counterpart.

Ours is a no-nonsense, no-frills brand that promises an honest, straightforward and solutions-based approach to tire sales and installations and other related auto service where applicable.

We are your 'local' shop. We know our customers by name and they likely know our people by name too. **While we don't expect to always *'get it right',* we promise to always '*make it right'!***

Why do we need a 'Styleguide'?.

All Big O stores throughout BC are unique and independent, though the basic core values each delivers from store-to-store and market-to-market form the consistent thread that weaves through a mosaic that is the Big O Tires brand in British Columbia.

No one 'part' of this brand, is more valuable than any other and the value of the Big O Tires brand must always be protected for the benefit of all stores that exist beneath it.

For this reason, the brand and all imaging associated with it must be delivered with consistency, represent integrity and reflect quality at all times.

It is for this reason that this brand 'styleguide' has been created; a simple-to-follow guide to assist stores in the correct and consistent delivery of the Big O Tires brand in their market.

When/how should this guide be used?

Anyone who is a Big O Tires brand ambassador should be familiar with these guidelines and use them to correctly deliver our brand wherever and how ever it is to be applied.

From the local print shop printing banners and flyers, to the local media outlet creating your advertising or the local event organizer who asks you for your logo, in each case, the instructions in this Styleguide should serve as a basic, practical set of rules to ensure the Big O Tires BC brand is delivered correctly.

Like all rules, there will always be exceptions and occasions where the rules simply can't apply exactly as posted. in those cases, this guide should be used as a basic tool to compliment your own best judgment and oversight of the Big O Tires brand imaging.

Contents: Working with our basic brand elements.

Design elements

Master logo
Secondary logos
Positioning line
Colour palettes
Typography

Design Elements: Master logo.

Master Logo

The Big O Tires 'Master' logo is the clearest representation of our brand.

Usage

The 'Master' logo should be the default logo used in all applications when possible.

Elements

The 'Master' logo consists of the trademarked 'Big Tires and service centers' wordmark and Trademar symbol in black beneath the three-tiered black, burgundy and red angular bar.

Application

The 'Master' logo should be used in the proportions shown to the right (Fig. 1). Note the correct spacing of any encroaching elements (represented by the 'grey area'). The 'Master' logo should always be used on a white or 'light' neutral (non-colour) background. ***Only the Master logo or secondary logos as displayed on the next page are authorized for use as shown. Modifications such as those shown in Figs. 2 - 6 are prohibited.***

Fig. 1



Fig. 2



Fig. 3



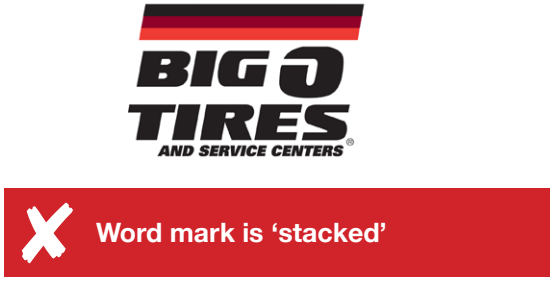
Fig. 4



Fig. 5



Fig. 6



Design Elements: Secondary logo applications

Secondary logo use

In cases where the use of the logo requires modification, please refer to these solutions.

Black & white use or limited space *(Fig. 7)*

When space does not permit the use of the three-tiered bar, or the application doesn't allow for all bar colours to be displayed, the secondary logo wordmark may be used as shown and only in black.

Fig. 7



Black/Dark Background (Reversed wordmark *(Fig. 8*)

When the logo must be displayed on a dark coloured or black background, the 'reverse' wordmark may be used as shown and only in white.

Fig. 8



Reversed 'Brand' alternative *(Fig. 9*)

In cases where you want to work in reverse but make use of a brand colour, use the reverse logo on our branded 'red' background *(see colour palette further on)*

Fig. 9



Design Elements: Positioning line

How to use the Big O Tires 'BC' Brand Positioning line

Over the years and across the various regions where Big O Tires has conducted operations in North America, a variety of positioning lines or 'slogans' have been deployed. These descriptive catch phrases help in 'positioning' the brand tactically in the marketplace.

In some cases, brand positioning lines can vary from region to region. And, as with most brands, as the market environment changes, positioning lines are modified or changed altogether to address new tactical challenges and opportunities that arise.

From "A reputation you can ride on" to 'The Team You Trust", Big O has sported several catchy slogans over the years. Currently in BC, Big O Tires' Positioning Line is "Trust is a BIG deal."

The current positioning line is designed as an adjunct to support our Motorist Assurance Program designation.

**** No other positioning lines should be used with the BC brand imaging.***

Textual Use Only

If the positioning line must be used in a 'non-graphical' form, please use the Primary or Secondary Heading text ('Quadon' or 'Myriad Pro') described on the **typography page**.

Graphical Use

If the Positioning Line is used 'graphically' *(Fig. 10)*, use the font ('KristenNotSoITC') described on the typography page for the "Trust is a" and "deal!" elements. Use the wordmark from the Master logo for the word "BIG".

The 'BIG' should be sized so that the top and bottom of the word line up with the top and bottom of the textual component as shown.

The 'graphical' Positioning Line should always be used in either black (on light backgrounds) or white (on dark backgrounds). Alternatively, the "BIG" in the Positioning Line may be displayed in red *(Fig. 11)* to correspond with the BIg O Brand 'red' as detailed on the colour Palette page.

Fig. 10



Fig. 11



Design Elements: Colour Palette

Using the Big O Tires Authorized Colour Palette

The following are the authorized colours for Big O Tires Brand use.



CMYK: C 0%, M 90%, Y 86%, K 0%
PMS: 032
RGB: R 238, G 59, B 51
Web Hex: #ee3b33

CMYK: C 0%, M 100%, Y 61%, K 43%
PMS: 202
RGB: R 144, G 0, B 40
Web Hex: #900028

CMYK: C 0%, M 0%, Y 0%, K 100%
PMS: Black
RGB: R 0, G 0, B 0
Web Hex: #000000

Design Elements: Typography

Using Type with our brand

As consistency when it comes to the use of our logo is important, so too is the use of any tyupefaces used in brand/marketing messaging. This includes advertising, signage, website materials, promotional materials, etc.

Graphical Font

The graphical font is the font to be used for any 'designed' text. This should be reserved generally for the positioning line or graphical headlines.

Heading Font (Primary)

The Primary Heading Font is the preferred font to use for all major headings and titles. This font should be used in ALL CAPS in either UltraBold or ExtraBold typestyles

Sub-Heading Font

The Sub-Heading Font is designed more for non-design use or sub headings and should be used in sentence case. This font may also be substitued for either Helvetica Bold or Arial Bold

Body Copy

This is the font to be used for all body copy or general text. Similar to the Sub-Heading Font, body copy may also be set in Helvetica (regular) or Arial (regular)

Graphical Font:
KristenNotSoITCV

we speak your vehicle's language!

Primary Heading Font:
Quadon (Ultra or ExtraBold)

SO COME SEE US FOR ALL YOUR TIRES & AUTO SERVICE NEEDS.

Secondary Heading Font:
Myriad Bold

From brakes repairs to your next set of winter tires, our team has the expertise and experience to get the job done right, the first time!

Body Copy:
Myriad Regular

Big O Tires serves customers throughout BC with 23 locations ranging from stores on Vancouver Island to the Lower Mainland, the Okanagan and even as far north as Prince George. We've built a reputation over the years for exceptional service and we're ready to serve you. Come see us today!

trust is a BIG deal!