

AUGUST 2024

BRAND GUIDE

COPPLE CARS
— PLATTSMOUTH —

WHO WE ARE

IDENTITY

COLOR

TYPOGRAPHY

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USAGE



“FROM START TO FINISH, THE LIFE OF THE CAR AND THE LIFE OF THE FAMILY IN THE CAR, THE ROAD TO COMPLETE SATISFACTION BEGINS AND ENDS WITH OUR VALUES.”

- Crystal Mattson, Sales Team Manager, Copple Cars

WHO WE ARE

BRAND PROMISE

BRAND POSITIONING STATEMENT

At Copple Cars Plattsmouth, we empower confident buying with transparent sales and pricing while treating our customers with our “best friend standards”. We also strive to deliver confidence in your driving and ownership experience through our commitment to above industry standard reconditioning which allows us to offer high quality vehicles that you can trust.

GUARANTEE

3-Day Money Back Guarantee

BRAND TONE OF VOICE

A trusted friend: Welcoming, fun, transparent, friendly, knowledgeable, genuine.



THREE UNIQUES

Our Uniques are an internal filter when we are creating marketing messages and communication to our customers and target audience. This helps us stay consistent with our sales process, the value we bring to our vehicles, and the way we communicate with and treat our customers.

Our uniques are also a consistent reminder to our entire team how we deliver a unique experience from other dealership.

A decorative graphic consisting of multiple thick, dark blue curved lines that originate from the left edge of the slide and sweep downwards and to the right, creating a sense of motion and depth.

CONFIDENT BUYING
CONFIDENT DRIVING
BEST FRIEND STANDARD

WHO WE ARE

CORE VALUES



INTEGRITY



PROBLEM-SOLVING



INNOVATION



BEHAVIORS



PERFORMANCE





WHO WE ARE

BRAND ARCHETYPE | PRIMARY: “THE EVERYMAN”

The Everyman archetype emphasizes community, belonging, and relatability.

VALUES: simplicity, honesty, and down-to-earth traits, connecting through shared experiences.

RELATABLE: Friendly, hospitable, and approachable like family.

SUPPORTIVE: Provides comfort, reliability, and small-town friendliness.

EMPATHETIC: Actively listens to customers, understanding their challenges.

HUMBLE: Focuses on needs without pushing sales.

MOTIVATORS: Community, reliability, dependability, trustworthy, inclusivity

CORE FEARS: Avoids alienation and irrelevance, prefers blending in rather than being seen as superior.

OPPORTUNITIES FOR DIFFERENTIATION AS THE EVERYMAN

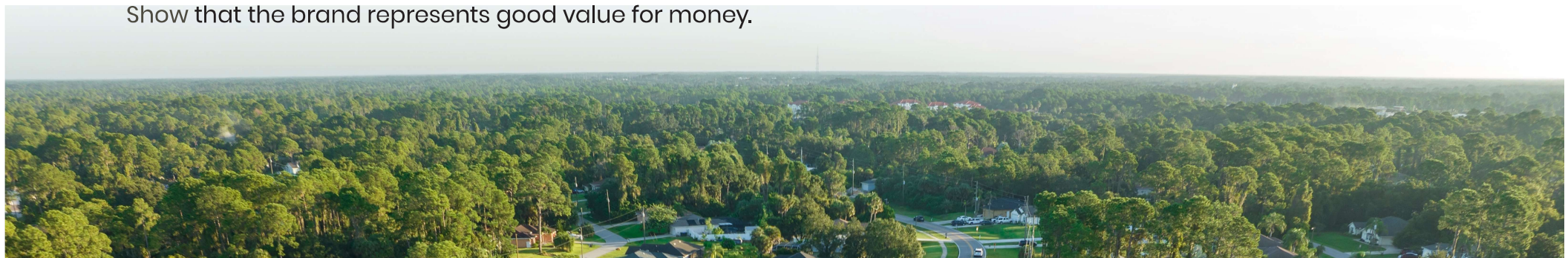
- As buyer groups scoop up more car dealerships, they water down the brand experience due to lack of operational and customer service inconsistency. If a car buyer has a bad experience with one (e.g., Woodhouse), they may not return to any of them.
- Service and shopping experience are common marketing terms among Copple’s competitors. Copple can stand out with a key messaging framework and employing customer stories by sharing HOW vs. WHAT you do. Connect to customers through service in action.
- Leverage your reviews. Other dealers who tout exceptional customer service have incredibly negative reviews. Copple’s reviews can show customers how they go above and beyond. Even prospects who didn’t ultimately purchase from Copple highly ranked them for an exceptional customer experience.
- Continue to show your community support and involvement and promote events that have the highest potential to connect with customers
- Connect with content: Offer helpful car-buying tips and share specific processes that set you apart for speed, reliability, and fun.

WHO WE ARE

BRAND ARCHETYPE | PRIMARY: “THE EVERYMAN”

EFFECTIVE CONNECTION STRATEGY FOR THE EVERYMAN ARCHETYPE:

- **INCLUSIVE MARKETING:** Use language and imagery that reflect the diversity and reality of your customers. Campaigns should feel like they speak to everyone, not just a select few.
- **COMMUNITY ENGAGEMENT:** Participate in and sponsor local events and create forums and spaces where customers can interact with the brand and each other. Community building is a powerful way for Everyman brands to create lasting loyalty.
- **CUSTOMER-CENTRIC SERVICES:** Offer services that truly meet the everyday needs of the customer, with an emphasis on ease, convenience, and practicality. The focus should be on improving the customer’s life in tangible, simple ways.
- **HONESTY AND TRANSPARENCY:** Communicate openly with customers about products and business practices. Everyman brands should avoid corporate speak and opt for plain, straightforward communication.
- **CONSISTENT RELIABILITY:** Ensure that every interaction with the brand is consistent and reliable. From product quality to customer service, the brand should embody dependability.
- **NOSTALGIC MESSAGING:** Use themes of nostalgia and tradition in marketing to evoke warm, comforting feelings that connect emotionally with audiences. This can reinforce the feeling of familiarity and reliability.
- **AFFORDABLE OFFERINGS:** Price products and services competitively to stay accessible to the average consumer. Show that the brand represents good value for money.



WHO WE ARE

BRAND ARCHETYPE | SECONDARY: “THE CREATOR”

The Creator archetype exists to innovate and inspire. Creator brands have an idealistic vision of how things should work, which may go against the accepted industry norm. As a result, creator brands bring new ideas to life, express creativity, and shape the world uniquely, which appeals to those who share their vision.

VISIONARY: They see possibilities and opportunities where others see obstacles.

EXPRESSIVE: They value self-expression and encourage others to express their creativity.

PERFECTIONIST: They strive for the highest quality and excellence in their creations.

INNOVATIVE: They are always looking for new ways to do things and improve the world.

NON-CONFORMIST: They often challenge the status quo in their industry and push boundaries.

HOW A CREATOR BRAND CAN CONNECT WITH ITS TARGET AUDIENCE

- **ENCOURAGE SELF-EXPRESSION:** Offer ways to let customers express their individuality. Run campaigns or contests that invite customers to create and share their own content or designs, rewarding the most creative entries.
- **PROVIDE EDUCATIONAL CONTENT:** Develop and share guides, webinars, and workshops that teach new skills or creative techniques related to your service/industry.
- **COMMUNITY BUILDING:** Host local meetups where like-minded individuals can connect, have fun, collaborate, and share ideas.
- **EMPHASIZE QUALITY AND CRAFTSMANSHIP:** Share the customer or brand journey, highlighting the dedication to the processes behind the customer experience, the quality of the vehicles, etc.
- **CHALLENGE THE STATUS QUO:** Use bold and inspiring brand messaging that challenges conventional thinking and encourages customers to think outside the box.
- **FUTURE-ORIENTED CONTENT:** Share insights, trends, and predictions about your industry's future. This can include car buying and selling and how your brand leads the way.



IDENTITY

Our brand visuals are more than just images; they're the foundation of our identity. Each element – from our logo to our imagery – reflects our commitment to quality, trust, and customer satisfaction. By consistently using these visuals, we create a strong brand experience that builds loyalty and reinforces our position as a trusted partner.

IDENTITY

LOGO USAGE



Copple Cars Plattsmouth's logo comes in two color options and two layouts and should always be displayed in full.

DARK | LONG



FULL-COLOR | TALL



Use Copple Cars Plattsmouth's white logo on dark or mid-tone backgrounds.

WHITE | LONG

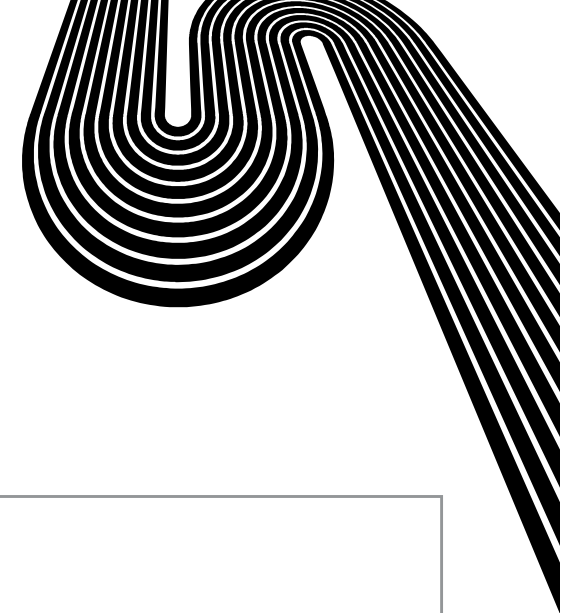


WHITE | TALL



IDENTITY LOGO USAGE

Guidelines for logomark usage: Do not stretch, alter colors, add or remove elements, apply effects, change the layout, use low-resolution images, or place it on an incorrect background.



— PLATTSMOUTH —

Do not stretch



— PLATTSMOUTH —

Do not change color

COPPLE
PLATTSMOUTH

Do not add or remove elements



— PLATTSMOUTH —

Do not change layout



— PLATTSMOUTH —

Do not use low resolution



— PLATTSMOUTH —

Do not use on incorrect background

IDENTITY

LOGO + TAGLINE

Confident Buying. Confident Driving.



IDENTITY

LOGO CLEAR ZONE

Ensure the logo has ample space to breathe.
Always provide enough clearance around the
logomark to keep it unobstructed.



COLOR

Color plays a crucial role in telling our brand's story. Our vivid and energetic palette highlights our passion for serving customers and reflects the confidence in helping them find and drive their perfect vehicle.



COLOR BRAND PALETTE

The color palette at Copple Cars Plattsmouth is crafted to be vibrant and energetic, mirroring the brand's dynamic and welcoming personality. This thoughtfully chosen palette perfectly aligns with our brand identity, ensuring our visual communication is both striking and aesthetically appealing.

PRIMARY

NITRO YELLOW

Hex: #F7C82D
CMYK: 3, 20, 92, 0
RGB: 247, 200, 45
Pantone: 7406 C

This is the cornerstone of our brand identity. Nitro Yellow is vibrant and eye-catching, representing the energy and enthusiasm we bring to every customer interaction. It's a bold choice that immediately grabs attention and sets the tone for our brand's communication.

SECONDARY

MOSAIC BLACK

Hex: #151515
CMYK: 72, 67, 65, 80
RGB: 21, 21, 21
Pantone: 426 C

Serving as our secondary color, Mosaic Black is a deep, dark black with a hint of warmth. It provides a strong, sophisticated contrast to the Nitro Yellow, balancing the palette and adding depth to our visual identity.

ACCENT

SAND DUNE

Hex: #4D4B41
CMYK: 62, 56, 66, 42
RGB: 77, 75, 65
Pantone: 405 C

A cool taupe that introduces a neutral yet stylish element to our palette. It's versatile and complements both the punchy yellow and the deep black, adding a layer of refinement to our brand's look.

ACCENT

ARGENTANIUM

Hex: #C6CCD1
CMYK: ?
RGB: 198, 204, 209
Pantone: 427 C

This cool light gray tone works perfectly as an accent, offering a subtle contrast to our primary and secondary colors. It enhances the brightness of the yellow and the richness of the black, contributing to a modern and polished aesthetic.

LIGHT BACKGROUND

THUNDERSTORM

Hex: #EDED
CMYK: 78, 46, 84, 49
RGB: 237, 237, 237
Pantone: Cool Gray 1C

A subtle, warm-toned gray, Thunderstorm serves as a perfect background color. It's unobtrusive and allows the more vibrant elements of our palette to stand out, while maintaining a clean and professional look across all platforms.

TERTIARY

DEEPWOOD

Hex: #2A482D
CMYK: 6, 4, 4, 0
RGB: 42, 72, 45
Pantone: 553 C

Adding a pop of complementary color, Deepwood Green roots the brand in nature and balance. It brings a sense of calm and reliability, which nicely counteracts the high energy of the Nitro Yellow, making the overall palette well-rounded.



TYPOGRAPHY

Typography is one of our most recognizable brand elements, much like handwriting. The more our customers see it, the more familiar and recognizable our brand becomes. Our family of typefaces ensures consistency in our messaging across all branded materials.

TYPOGRAPHY

TYPEFACE

EUROSTILE EXTD is our logo typeface.

Poppins is our primary typeface. It works at both large and small scales. The various weights allow us to use it with impact on large graphics while working hard as legible body copy on ads.

SECONDARY TYPEFACE

BEBAS NEUE is our secondary typeface. It works as an headline and accent font for additional styling. It should not be used for body copy.

BEBAS NEUE
BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Eurostile Extd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!@ # \$ % &)

Poppins

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!@ # \$ % &)

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!@ # \$ % &)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!@ # \$ % &)

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!@ # \$ % &)

VISUALS

Finding the right visual element is crucial to illustrating our brand's tone and message correctly. Because viewers react viscerally to images, even before reading text, choosing the correct image or icon to communicate our message is vital.





VISUALS

PHOTOGRAPHY

To ensure consistent, high-quality visual representation of our inventory, all vehicle photography must adhere to the following standards. Images should accurately portray the vehicle's condition, highlighting its key features and appealing aesthetics. Proper lighting, angles, and backgrounds are essential for creating professional and engaging photos that accurately reflect our dealership's commitment to quality. Ensure photos are clear, sharp, and visually appealing, especially for online listings.

Photography should:

Be well lit

Show team members engaged in helping customers

Show happy customers

Show inventory

Should not:

Be poorly lit

Be pixelated

Show overly edited people

VISUALS

ICONOGRAPHY

Copple Cars Plattsmouth icons should embody a sleek and modern aesthetic. They should feature clean lines, rounded corners, and a minimalist approach, utilizing our brand color palette.



CALL



EMAIL



SEARCH



CHECK MARK



AWARDS



GEAR



WEB



PERSON



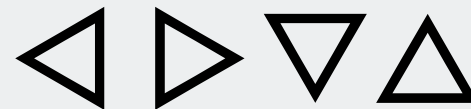
COMMUNICATION



LOCATION



SUPPORT LOCAL



DIRECTIONAL

USAGE

FILE TYPES:

EPS: File that contains Vector points and paths. These are essentially design files that contain all the raw data. Points and paths are movable in programs like Illustrator. Typically large file size.

Uses: Print

JPG: Files that store less information, do not allow transparency but utilize CMYK or RGB, smaller sized file.

Uses: Digital, Web, Print

PNG: Files that store less information, allow transparency, slightly larger than JPG in file size. Can not use in CMYK/Print.

Uses: Digital, Web

VECTOR (POINTS) VS. RASTOR (PIXELS)

Vector: An image type that uses points and paths, instead of set pixels. Unlike pixels that get pixelated and blurry when increased over their capability, vectors can be infinitely increased or decreased because points and paths remain the same. File size tends to be large.

File types: eps, tif, ai | Typically logos and flat digital artwork uses Vector, can be for Digital or Print.

Rastor: An image type that uses pixels to make up an image. Has high color range and typically is used with photographs or in web design. Pixels look great when they are used within their resolution range, anything larger they become pixelated. File size can vary greatly.

File types: jpg, png, gif | Typically pictures or web-safe images.

CMYK VS RGB

CMYK: Cyan, Magenta, Yellow, black

– are the 4 colors typically used by printers. CMYK artwork is used on images/logos that will be printed. These keep the color % dictated by the amount of C, M, Y, K. CMYK images can look less vibrant on digital devices but look great when printed.

File types: jpg, eps

RGB: Red, Green, Blue – monitors and digital display use RGB and offer a larger range of colors than CMYK. RGB does not look as good printed, printers have to guess the % of each color (CMYK) and colors can appear off. RGB is used for digital: tv, web, phones.

File types: jpg, png, gif, eps