

Mar. 21
2013



ChoiceLocal Brand Guide

Version

1.0

Output Date:

March 21, 2013

What's Inside

- Logo with different background types and tag lines.
- Colors
- Fonts
- Brand Name, Tag Line, Main Marketing Messages
- Why ChoiceLocal?

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ChoiceLocal ▶
Local Marketing. Local Customers.

Logo Version: 1. Branding Line Version: 1. Background: Dark Grey #999999

ChoiceLocal ▶
Local Marketing. Local Customers.

Logo Version: 1. Branding line Version: 1 Background: Light Grey #CCCCCC

ChoiceLocal ▶
Local Marketing. Local Customers.

Logo Version: 1. Branding line Version: 1 Background: Black #000000

ChoiceLocal ▶
Local Marketing. Local Customers.

Logo Version: 2. Branding line Version: 1 Background: Light Grey #CCCCCC

ChoiceLocal ▶
Local Marketing. Local Customers.

Logo Version: 2. Branding line Version: 1 Background: White #FFFFFF

ChoiceLocal ▶
Local Marketing. Local Customers.

Logo Version: 2. Branding line Version: 2 Background: White #FFFFFF

Disclaimer: Use this marketing message as tag line rarely if at all.

ChoiceLocal ▶
Be the Top Local Choice.

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Blue Primary Logo Color:

HEX: #0088DB

RGB: 0 136 219

CMYK: 1.00 0.38 0.00 0.14



Green Arrow Color:

HEX: #96C83C

RGB: 150 200 60

CMYK: 0.25 0.00 0.70 0.22

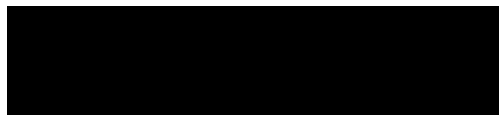


Black Secondary/Outline Color:

HEX: #000000

RGB: 0 0 0

CMYK: 0.00 0.00 0.00 1.00



White Optional Secondary Color:

HEX: #FFFFFF

RGB: 255 255 255

CMYK: 0.00 0.00 0.00 0.00



Main Logo Font Info:

Font: Gisha

Font Color: #0088DB

Bold

Outer bevel: Flat, Black, width 4, Raised, Contrast 0%, Softness, 134 angle option part

Size 357 x 67

Branding Line Version 1 Info:

Local Marketing. Local Customers.

Font: Calibri

Font Size: 14

Font Color: #000000

Branding Line Version 2 Info:

Local Marketing. Local Customers.

Font: Calibri

Font Size: 14

Font Color: #FFFFFF

Headlines Font Info:

Font: Arial

Font Size: 16

Font Color: #000000

Secondary Font Colors: #0088DB, #96C83C, #EE920D

Main Site Font Info:

Font: Arial

Font Size: 12

Font Color: #000000

Secondary Font Colors: #0088DB, #96C83C, #EE920D

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Brand Name:

“ChoiceLocal” not “Choice Local” not “Choice Local Marketing”

Tag Line:

Local Marketing. Local Customers.

Key Marketing Messages:

1. Be The Top Local Choice
2. 10% of our profits help a child in need.
3. We are your best ROI in marketing.
4. Most of our customers receive \$10 for every \$1 they invest in marketing with us.
5. We make the world a better place, one company at a time.

Why ChoiceLocal?

8 Reasons that ChoiceLocal is Different & The Best For Your Business

1. **By being our client you are helping a child in need.** 10% of our profits go to help a child in need. Our company was founded on this purpose. Our goal is to help 10,000 kids every year.
2. **We project your revenue and return on investment from us before you become a client of ChoiceLocal.**
3. **We are your best ROI in marketing.** Most of our customers receive \$10 for every \$1 they invest in marketing with us.
4. **We specialize in marketing local businesses just like yours in the at home care, physician office, and home improvement businesses.** Since our client's businesses are essentially the same, yet they serve different localities, we can "carbon copy" the success we have had doing marketing for other businesses just like yours to yours.
5. **We understand how to market your business better than anyone.** We know because we have essentially done it already for a company very similar to yours.
6. **We will know your business as good as you do** - this is due to us serving businesses just like yours in different localities across the United States.
7. **Every lead that we generate for you – you own.** It is not shared with anyone else. So your close rate on leads is higher and your average deal size is bigger. In addition, you will have complete ownership of all work that we do for you– forever – this is unlike many local Internet marketing companies and unlike any source that you will buy leads from.
8. **Awesome customer service.** Our entire company culture is built around providing awesome customer service. This is not a bullet point – this is who we are.