

# Garber Automotive Style Guide



Created 2014 by

**Houser & Hennessee**  
ADVERTISING CORPORATION

# **Garber Automotive Style Guide**

The Garber Automotive Style Guide establishes guidelines designed to help dealerships project a consistent identity under the Garber umbrella. By following these guidelines, dealership messages will share common elements in marketing and advertising projects, to ensure a consistent Garber “brand identity” is communicated to the public through all dealerships’ activities.

This style guide a starting point that allows room for creative expression, while maintaining the Garber brand integrity across a variety of platforms. The ultimate goal of this guide is not to restrict, but to create a distinct and unified presence for the Garber organization. This guide covers many variables to consider when promoting your individual rooftops. Included are recommendations as to the use your Garber logo, preferred fonts and colors, brand positioning statements, jingle, etc.

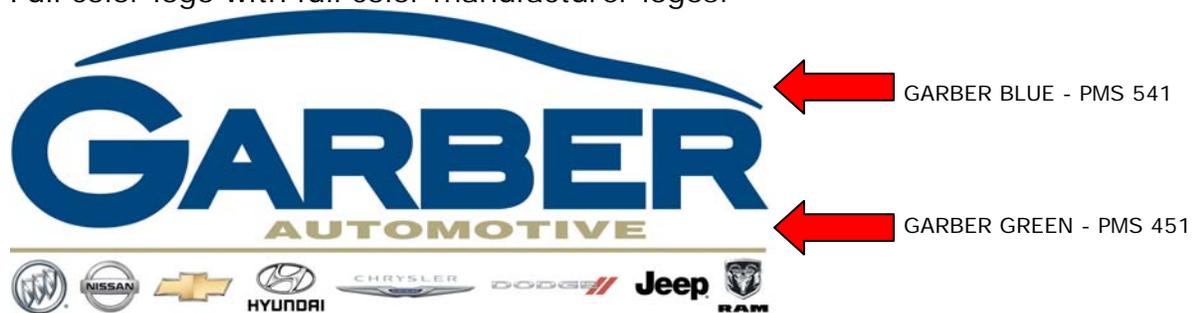
Please share this guide with your teams, and reference this Style Guide for advertising and marketing projects including TV, radio, web/internet, social media, public relations, etc. It also serves as a guide for designers detailing preferred typefaces and styles, color palette, etc.

## Logo Usage

It is important to maintain the integrity of the logo across all platforms. This includes how the logo is to be used, from placement to acceptable alterations.

- Do not change logo proportions (ie, don't stretch or squeeze without maintaining the correct height and width ratios)
- If the logo is used over a photo or another color, please use a stroke-line to ensure the logo has proper contrast and stands out from the background.
- Acceptable uses of color:  
GARBER BLUE - PMS 541,  
GARBER GREEN - PMS 451

Full color logo with full color manufacturer logos:



Black logo over white background



You may "reverse" the black logo, creating a white version to use over a black, "Garber Blue" or other dark background, provided that the integrity of the manufacturer logos are not compromised.

**Do not use the Garber logo in an unauthorized color such as red, yellow, etc.**

Reminder: Each manufacturer logo has its own separate requirements for usage to meet co-op requirements. Please consult your manufacturer guidelines for details and complicity.

All of the approved versions of the Garber logos can be found at [www.GarberLogos.com](http://www.GarberLogos.com)

## Fonts and Typography

The Garber logo font is Blair. Comparable PC font is Verdana

Other recommended fonts include:

Myriad –or- Verdana

Helvetica –or- Arial bold, Arial black

## Words/Phrases

Garber's positioning statement is

**"Everybody Knows You'll Do Better at Garber"**

Garber's unique offer is

**Buy It. Love It. Or Bring It Back.**

Example of use in a script or ad:

**"You can buy with confidence with Garber's Exclusive 3-Day Return Policy:  
Buy It, Love It, or Bring it Back."**

Examples for use in print/web:

Updated version:

**BUY IT. LOVE IT. OR BRING IT BACK.**  
**Garber's Exclusive 3 Day Return Policy**

Older versions:



**\*For discussion: Use of a common web url/toll free phone number**

- Print version: 1-888-GoGarber and 888GoGarber.com
- Audio version: "call 888-Go Garber" or visit 888GoGarber.com"

**Other words/phrases:**

- Serving the Great Lakes Bay Region since 1907
- ...for over 100 years
- Dedicated to customer satisfaction
- Quality

Do Not Use  
FREE

Use instead  
INCLUDED

Avoid  
CHEAP  
CHARITY

Recommended instead  
ECONOMICAL, AFFORDABLE  
COMMUNITY SUPPORT

## **Methods of Creative Execution**

GMG encourages your dealership's sale and retail-oriented, call-to-action advertising. Please consider the following in your advertising: GMG recommends avoiding a sense of crisis or distress. Also avoid the use of questionable humor, and language or behavior not in-line with Garber's image and philosophy.

## **Electronic Media**

### Jingle

Use the Garber Jingle in all radio and TV commercials. You may use the instrumental version, but when time allows, the jingle "sing" version is preferred.

### Announcer/Talent

If you or your manager(s) choose to not be the "voice" of your dealership, we can create a unifying sound by having your TV and Radio spots recorded by the Garber announcer. Houser & Hennessee will help the group select their preferred announcer.

Please remember when you advertise your individual dealership, you are also advertising for all of the Garber Organization. Following these guidelines is a choice, and that choice will result in a consistent look/style that GMG recommends for Garber brand consistency.