Mercedes-Benz Club of America
Brand Style Guide Presentation

Club Leadership Webinar
May 26, 2010
It’s about Member Growth…
And Value!

The Path to Value
Research-based

Thousands interviewed

Dozens of one-on-one interviews

Compared MBCA with similar organizations
What do members really want?

Information vs. Social
Consistency!
"Products are made in the factory, but brands are created in the mind."

- Walter Landor, branding pioneer
Brand Value

Best Global Brands 2009
The Definitive Ranking of the World's Most Valuable Brands

Interbrand
Mercedes-Benz brand is the world's 12th most valuable (2009)
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Note: Order of webinar presentation content varies slightly from published Style Guide Table of Contents
The Style Guide

As we strive to better align the Mercedes-Benz Club of America for our current and future members, it is important that the MBCA brand and all the elements that make up the company’s visual identity, remain consistent.

To achieve that goal, we have created this Brand Style Guide to give you the tools you need to best represent the Mercedes-Benz Club of America to our members. All major brands utilize a style guide to steer the application of the brand’s assets – the logo, colors, fonts and typography. This allows us to create a more consistent, cohesive and quality look and feel that is professional and representative of the Club’s brand. The purpose is to give you simple and easy to use rules to follow that will guide you as an ambassador of the MBCA brand.

As an officially sanctioned Section of the Club, you have an opportunity, as well as an obligation to strive for a consistent brand experience for all members of the Club. We appreciate your adherence to these guidelines.
Working with Our Brand

Mission

The Club’s mission is to enhance the enjoyment of the Mercedes-Benz experience by giving members access to information, experts and fun, member-appealing local events.
Working With Our Brand

Personality

Consider the words below as a list of adjectives or descriptors of the brand and use them consistently to inspire the design and creative process for internal and external marketing materials.

• **Contemporary** – clean, uncluttered, simple, clear, current, modern, cool
• **Quality** – high caliber, professional level, consistent
• **Inclusive** – participation for everyone, appealing to the interests of current and future members
• **Expertise** – smart, technically savvy, reliable, resourceful, insightful
• **Enjoyment** – fun, enthusiastic, proud, passionate about the Mercedes-Benz brand
Applying “Contemporary” to your Section

✓ Balance images of new and classic cars on your web site and newsletter
✓ Try to keep content and imagery balanced and uncluttered
✓ Relate copy to current events
✓ Follow font guidelines
✓ Try to make imagery visually compelling. Classics look very contemporary when shot with interesting backdrops
Classic and Contemporary
Working With Our Brand

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- **Enjoyment** – fun, enthusiastic, proud, passionate about the Mercedes-Benz brand
Applying “Quality” to your Section

- Use high resolution images – if it looks fuzzy, don’t use it or try to fix
- Avoid too many “parking lot” shots
- Consider the size of the image
- Use the logo consistently and only use approved image files provided by NBO.
- Print before you send. Never let the logo appear jagged or out of focus
Working With Our Brand

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Applying “Inclusive” to your Section

- Consider top level communications to be of interest to every member
- Report on social events, but balance with information that all members can benefit from
  - Car maintenance tips
  - Stories from NBO
- Special communications to new members to encourage engagement
Working With Our Brand

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- **Enjoyment** – fun, enthusiastic, proud, passionate about the Mercedes-Benz brand
Applying “Expertise” to your Section

- Identify and promote the experts in your Section as valuable resources
- Add an “ask the experts” section to your local web site
- Sponsor a technical event
- Promote the forums
- Listen to member interests and help connect them to each other
- Survey members about what they feel expert in
Working With Our Brand

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Applying “Enjoyment” to your Section

- Promote driving days
- Balance social events with information about
- Develop ‘fun facts’ about your Section and the Club
- Network with other Sections and share tips on getting the most out of the Mercedes-Benz experience
General Usage

In order to exhibit the trust and consistency that comes with the MBCA brand, it is crucial that the MBCA logo never be altered or customized in any way. The color must remain constant and the proportions should never be distorted, even when the logo is resized. In addition to never being altered, a definitive amount of white space must be used to surround the logo so that it stands out from the other images on the page.
Logo

Size / Proportion

While the logo itself remains constant, the size of the logo is variable and dependent on the context in which it is placed on the page. The key is to make the logo a distinct part of the landscape without overpowering the other information on the page. Another crucial element in sizing the logo is to keep it proportional, never altering the width to height ratio. Keeping the logo free from any distortions allows it to retain its visual strength across a wide range of sizes. When sizing the logo down, it is important to always maintain legibility on a page. The words in the logo should always be readable.

Ratio = 1:1 (square)
Don’t stretch the logo

Stretching will occur when you attempt to increase or decrease the logo size by pulling from the side or top of the frame.
Keep the logo square

Ratio = 1:1 (square)

Hold down the shift key and adjust from the corner of the image to keep a 1:1 ratio
Using the right MBCA logo

✓ NBO will give every section access to a library of logo files that contain:
  ✓ Two High resolution images -- one MBCA blue; one black
  ✓ Two low resolution images -- one MBCA blue; one black

✓ Use low res images for online applications – web, online only newsletters, email, etc

✓ Use high res images for printed materials (print newsletters, letterhead, etc.)
Clear Space

The use of clear space is a key technique when properly presenting a logo. A definitive amount of clear space surrounding the MBCA logo forces it to stand out from other objects on the page, isolating it from competing graphic elements such as photographs, background patterns and most importantly, other logos. To comply with the logo’s guidelines, you should keep an area of a minimum of 10 pixels on all sides of the logo. An example of the correct and incorrect uses of size and proportion can be found below.
The logo’s background -- the area on a page directly behind the logo and within a 10 pixel radius -- should be free from any graphic modification and should always appear on a white background. This means the logo cannot have shadows behind it, textures below the logo color, highlights on the logo edges, fading between multiple colors or gradient backgrounds, and image backgrounds. Do not add type or other graphics to the logo or the area immediately surrounding the logo. Do not reverse the colors of the logo in order to place it on a dark background. Reversing (or inverting) the logo is not an acceptable application of the brand. Also, the logo should not be used as a watermark. Nor should you apply a two-tone look to the logo. This would mean filling in the areas of lettering, the leaves or the spaces surround the star and within a 10 pixel radius of the logo with any color other than white. These uses are unnecessary and in fact, take the attention away from the face of the logo. An example of incorrect uses of background can be found below.
How to Apply Clear Space

Web Pages:
Creative solutions like this are a great way to spotlight and celebrate the brand

Newsletters:
Giving the logo its own space helps distinguish the Club
What to do if the MBCA logo is on a background?

- Consider re-sizing or cropping the image to create white space
- When you apply the correct logo, it will be sent with minimum clear space
- Apply a gradient (fade to white) background
- Use the opportunity to re-design and keep familiar elements that members will see as a refresh
What to do if your Section logo or design embeds the MBCA Logo?

- Create a migration path to keep elements of the past
- Celebrate the old with the new
- Reinforce to members the evolution of the Mercedes-Benz brand
- Run a story
Logo

Colors

The color of the MBCA logo should remain consistent. When the logo is displayed, only the approved colors should be used, adding to consistency of the brand’s message. Whenever possible, the preferred use is to present the logo in color. The preferred color as noted below is the MBCA Blue. The alternate color is black. The logo should never appear in any other color, nor should the color ever be reversed out in the logo.

Pantone: PMS 282
CMYK: C:100, M:73, Y:0, K:54
RGB: R:0, G:38, B:84
Hex: #002654

Pantone: Pantone Black C
CMYK: C:30, M:30, Y:30, K:100
RGB: R:0, G:0, B:0
Hex: #000000
Color is not an optional element in a brand
Breaking down color in the brand

Pantone PMS

Pantone Matching System; a standardized system for identifying colors

CMYK

Printing process using four colors (C- Cyan; M- Magenta; Y- Yellow; K- Key black)

RGB

Used to display color electronically (e.g. in computer programs, such as Word)

Hex:

Translation of color used by programmers for Internet applications (HTML, CSS, etc.)
Trade Name

The correct name of the Club is Mercedes-Benz Club of America. It is acceptable to use MBCA (always shown in all caps; no punctuation). It is preferred that the name of the Club be abbreviated after first referencing the full name, however, it is not always necessary for internal and member communications. When referring to the Club, always capitalize the letter C. It is preferred to use the full name of the Club as often as possible in external communications to prospective members as it reinforces the brand. When referring to the web site, use lower case – www.mbca.org, or simply mbca.org.
Applying the Trade Name to your Section

✓ Conduct a simple audit of your materials; read through past newsletters, emails to membership

✓ How often do you refer to the Club by its full name and how often by MBCA

✓ Check for how others refer to the Club’s trade names and encourage their use of the same language

✓ Use symbols to indicated trademarks and registered trademarks
  ▪ Type an open parenthesis followed by letter r or tm and then close parenthesis

StarFest(r) ➞ StarFest®

✓ More on trademark use in June’s Club Communicator™
Fonts & Typography

Preferred Fonts

The preferred font type for the Club is a sans-serif face. We have established Arial as our everyday font. It is available in every application from email to Word to PowerPoint and is the preferred font for general use situations, such as correspondence with members. Alternates to Arial are Helvetica and Verdana, which are also readily available and allow flexibility in everyday use. The NBO reserves the Frutiger font to be used at the national level for design purposes. Its simple and elegant look creates a distinctive feel for the brand, but it is not recommended for everyday applications by Sections.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 45 Light | Frutiger 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

(FOR SECTIONS’ EVERYDAY USE)

(FOR NBO USE ONLY)
On Fonts

What is Sans Serif?

✓ Sans Serif fonts don’t have small features at the ends of letters

M vs. M

Why Sans Serif?

✓ It is the font type used in the MBCA logo
✓ Represents a cleaner, crisper look and feel
✓ Giving a range of sans serif fonts allows for consistency, while giving flexibility
Using Fonts with Word

The preferred font of the Mercedes-Benz Club of America is Arial. It works well in Word, especially when typing longer documents, letters to members and other correspondence.

Most type in documents using Word should appear in 12 point, but can be as small as 11 or 10 if necessary.

Never type a long document in fonts sizes larger than 12 (this is 14 point) or smaller than 10 points (this is 9 point)

Headlines

For headlines, use 14 point and consider making the font bold to help the headline stand out.

Do NOT vary the size of fonts too much in your documents.
Applying the Style Guide in PowerPoint

Helvetica is another font available and offers a clean, contemporary look, especially in PowerPoint.
Applying the Style Guide to Email

Verdana is a nice font for email signatures.

You can create your own MBCA signature and even use the official MBCA Blue by customizing elements.
Locating the “pipe” key
Fonts & Typography

Typography

All MBCA branded material should follow the general typography guidelines, including standards on spacing, punctuation, justification, use of capital letters and appropriate font choice. And just like the logo itself, the size of the typeface depends on the context and the length of the text.

• Never write a phrase entirely in capital letters
• Don’t distort the font by means of condensing, expanding, or stretching
• Don’t use a very tight line height

Do not type in all caps
Do not increase spacing between characters
Do not decrease spacing between characters
Do not increase font height
Do not decrease font height
Do not use a tight line height for paragraphs
Co-Branding

Co-branding is the pairing of the national Club name and/or logo with a local Section or event or initiative. When displaying the logo with the name of a Section of the Club, the emphasis and weight should be given to the logo, with a proportional treatment to the Section name. The Section name should always appear a minimum of 10 pixels to the right of the logo (not to the left) and in the approved colors and typeface families. When spelling out the title of the Club along with a Section name, separate the two using a “pipe” with the Club title in bold and Section title unbold. When separating the Club and Section onto two lines, always keep the names on separate lines. In type only situations where the logo is not present, use approved typeface families, but there is flexibility in applying various colors to the type.

Bluegrass Stars Section
MBCA | Central Ohio

MBCA Virginia

Mercedes-Benz Club of America | Get In and Go™

Mercedes-Benz Club of America | StarFest 2010®
Applications for co-Branding – logo with section

1. Set the logo on a white background with ample clear space

2. Add a text box to right of the outer perimeter of the logo and type Section name using Arial, Helvetica or Verdana in Bold

Kansas City Section
Applications for co-Branding

1. Set the logo on a white background with ample clear space.

2. Add a text box to right of the outer perimeter of the logo and type Section name using Arial, Helvetica or Verdana in Bold.

Kansas City Section

Use the frames of the text and image boxes to line up for distance and centering. Use the center dot from each box as a guide.
Applications for co-Branding

1. Set the logo on a white background with ample clear space

2. Add a text box to right of the outer perimeter of the logo and type Section name using Arial, Helvetica or Verdana

3. Ensure the height of the text is as tall as the distance from the center of the star to the top of the point
Applications for co-Branding

1. Set the logo on a white background with ample clear space

2. Add a text box to right of the outer perimeter of the logo and type Section name using Arial, Helvetica or Verdana

3. Ensure the height of the text is as tall as the distance from the center of the star to the top of the point

4. Change the color of the text to MBCA Blue
Welcome to the Western Michigan Section!

Welcome to the Western Michigan Section!

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Applying the Style Guide to Section Business Cards

✓ Use quality stock
✓ Be consistent using same key elements (Name, title, Club Section, Address, URL, Phone, Cell, email, website URL)
✓ NBO to provide back of card benefit copy

Join the Club!

Call the National Business Office today for exclusive Club discounts & benefits

(800) 637-2360 M – F, 8am-5pm MT

Mercedes-Benz Club of America | Style Guide
Applying the Style Guide to Section Newsletter

- Place the MBCA logo in the top left corner
- Keep logo free from backgrounds; crop photos or fade to white
- Try to use photos on the front cover that are higher quality, professional images, keeping contributed photos from events to inner sections
- Strive for 1:250 rule – one photo for every 250 words
- Make changes over time; promote upcoming ‘new look and feel’
- Publish an article on the new branding, Style Guide and exciting developments in Club marketing; repurpose updates from the Club Communicator
Marketing Collateral

As with the website, all marketing materials should feel clean and modern, remaining consistent with the colors that best reflect the MBCA brand. Additionally, the MBCA logo must be present on all marketing materials, preferably in the top left or bottom right corner.

In terms of aesthetics, all photographs should have a high resolution and the strategic use of white space should direct the reader’s attention to the important visual elements.

The materials should also contain the contact information for the National Business Office, which would be standardized across all collateral. Always include the website and apply the RGB color to the Club name and URL.

**Mercedes-Benz Club of America**
National Business Office
1907 Lelaray Street
Colorado Springs, CO  80909
1-800-633-2360 (p)
719-633-9283 (f)
www.mbca.org
Closing/Summary

✓ Branding initiatives designed to create member retention and growth
✓ Changing nature of Club creates opportunity for better integration locally and nationally
✓ Brand Style Guide is a set of tools
✓ Support from NBO
✓ Start with easy changes and migrate
✓ Involve and engage members
What’s Next?

- Download today’s presentation. Read/re-read/familiarize
- Look for email from NBO with link to recorded webinar
- Send link to Section leaders to listen to/learn from