

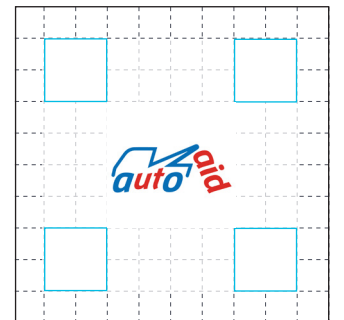
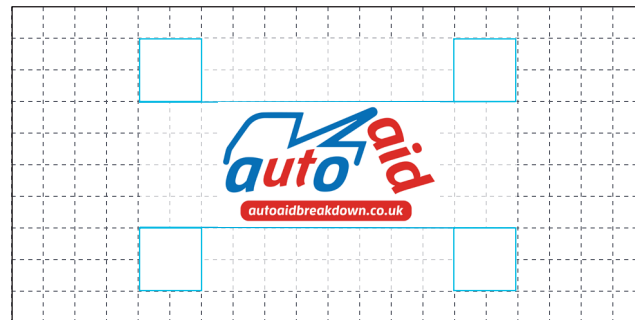
BRAND GUIDELINES

DESIGN ESSENCE

Every piece of collateral should be designed to be unmistakably AutoAid Breakdown, creating a look that is instantly recognisable. While the identity has strong design elements that, together, create one distinctive brand, it is the consistent application of these elements that will bring about an instant sense of familiarity and spark recognition and trust.

COMPANY LOGOTYPE

CORRECT USAGE OF LOGOTYPE



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPANY TYPOGRAPHY

AS USED ON THE WEBSITE

FONT NAME: ROBOTO

R O B O T O

ROBOTO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

ROBOTO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

COMPANY COLOUR SYSTEM

PRIMARY COLOUR SYSTEM

PRIMARY COLOUR SYSTEM

Autoaid Breakdown has three official colours: Blue, Red and White. These colours have become a recognisable identifier for the company.

Usage:
Use them as the dominant colour palette for all internal and external visual presentations of the company.



COLOUR CODES

Colour Code Blue
CMYK : C100 M028 Y000 K016
RGB : R000 G110 B179
Web : # 006EB3

Colour Code Red
CMYK : C000 M095 Y100 K000
RGB : R218 G041 B028
Web : #DA291C

Colour Code White
CMYK : C000 M000 Y000 K000
RGB : R255 G255 B255
Web : #FFFFFF

COLOUR GRADIENTS



Dark to Light



Dark to Light

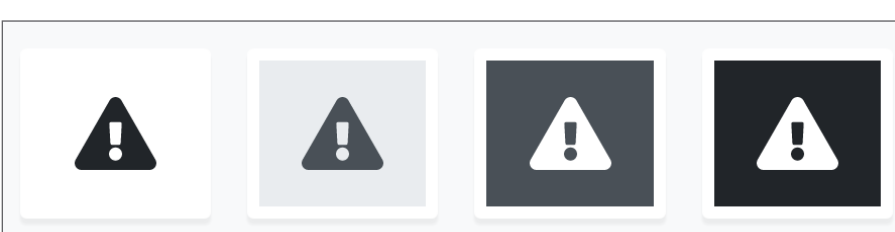
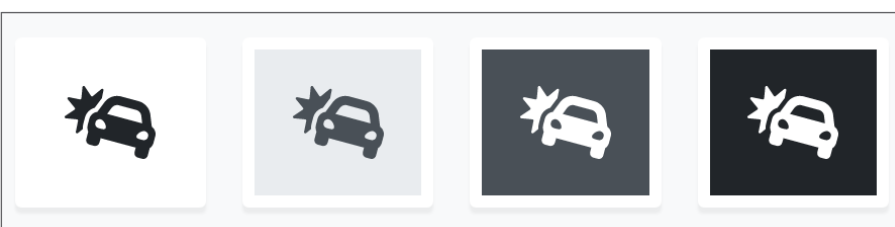


Dark to Light

COMPANY WEB ICONS

SOURCED FROM: FONT AWESOME

Examples shown below.



COMPANY PHOTOGRAPHY

SOURCED FROM: ROYALTY FREE WEBSITES

All photography should reflect the U.K. Example shown below.



BRAND GUIDELINES

These Brand guidelines are designed to help you understand how to bring the AutoAid Breakdown Brand to life in your communications.

It is important to apply these guidelines, as the AutoAid Breakdown Brand is our most powerful asset. Using it correctly helps to ensure it remains recognisable, consistent, and retains its value.

Using it incorrectly or inappropriately can mislead customers and contravene FCA guidelines.

If you would like any further information or advice about the AutoAid Breakdown Brand, please contact:

affiliates@autoaidbreakdown.co.uk

OUR VALUES AND PERSONALITY

AUTOAID BREAKDOWN IS KNOWN FOR IT'S VALUE FOR MONEY AND TRUSTWORTHINESS. BELOW ARE THE THINGS IMPORTANT TO US AND THEREFORE REFLECTED IN OUR BRAND'S IDENTITY.

VALUES

We care deeply about the customer and their experiences, both in the events surrounding the requirement of our services and with our services themselves.

integrity - we deliver on promises made

quality - we always strive to do better

PERSONALITY

We are an approachable, friendly and respected U.K. roadside rescue service provider. We are thoroughly professional, but can also be light-hearted if/when appropriate.

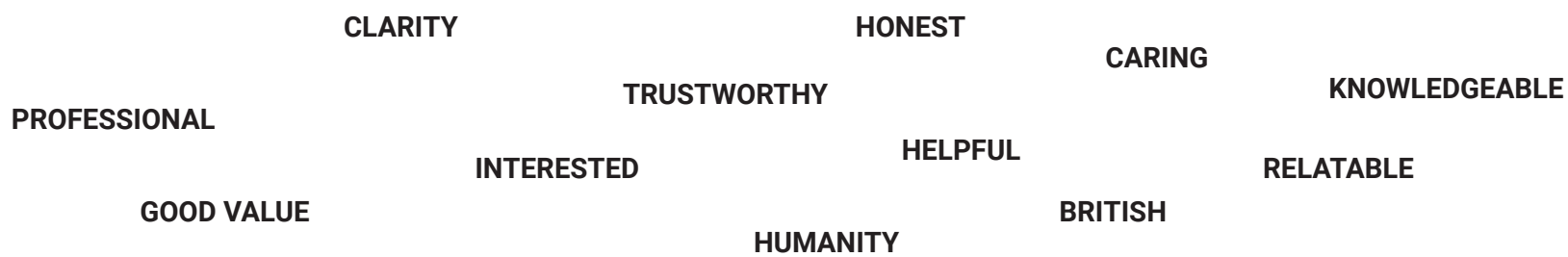
honest - being genuine and straightforward

ease - being accessible and easy to deal with

VOICE AND TONE

OUR BRAND'S VOICE AND TONE SITS AT THE CORE OF THE RELATIONSHIP CUSTOMERS HAVE WITH US. IT FOSTERS CONNECTION AND COMMUNITY. WE WILL ALWAYS STRIVE TO INSTILL MORE CONFIDENCE IN OUR PRODUCTS.

Our Brand's Voice is the overall personality of AutoAid Breakdown. Our Brand's Tone, on the other hand, are the emotions of that Voice. While our Brand's Voice remains consistent throughout, our Tone can change to reflect the situation and platform, but at all times it will remain professional. As such, we believe these keywords best describe us:



SOUNDS LIKE - DOESN'T SOUND LIKE

AS A BRAND, OUR VOICE SEEKS TO BE:

- **Supportive**
We'd like customers to walk away feeling like we understand them and have their backs.
- **Kind, but not over the top**
We're the friend you ask for support, but we're not over-the-top about it.

AS A BRAND, OUR VOICE IS NOT:

- **Condescending**
We're here to give you advice about how our products will support your needs, but we'll never talk down to you about it.
- **Sarcastic**
We're even, steady, and nice, but we won't crack jokes at your expense.

GENERAL POINTS OF NOTE

THESE GUIDELINES DO NOT ADDRESS REGULATORY REQUIREMENTS, INCLUDING ADVERTISING RESTRICTIONS AND PROHIBITIONS. PLEASE EMAIL OUR TEAM ON AFFILIATES@AUTOAIDBREAKDOWN.CO.UK TO DISCUSS ANY CONCERNS

PRIOR APPROVAL REQUIRED FOR ANY USAGE OF AUTOAID BREAKDOWN BRAND

The use of our Brand is only permitted by prior approval. Please email: affiliates@autoaidbreakdown.co.uk to discuss your situation.

FINANCIAL CONDUCT AUTHORITY

Ensure that, at all times, all rules and regulations of the F.C.A. are adhered to. If unsure, please email: affiliates@autoaidbreakdown.co.uk

U.K. PHOTOGRAPHY

Any imagery used should always reflect we are a U.K. Brand and use U.K. themed imagery.

U.K. ENGLISH

We always use U.K. English in every instance.

NO DEGRATORY LANGUAGE

We never use any slurs or slang.

NO REFERENCES OR ASSOCIATION TO PORNOGRAPHY, ALCOHOL OR GAMBLING

We never reference any inappropriate subjects. If unsure, please email: affiliates@autoaidbreakdown.co.uk

NO REFERENCES TO POLITICS, RELIGION OR TERRORISM

We never reference any of these subjects. If a unique situation does occur, please email: affiliates@autoaidbreakdown.co.uk

NO DISHONEST BEHAVIOUR OR MISREPRESENTATION

We always fact-check and we never over-promise.

NO 3RD PARTIES

We do not reference any other companies outside our Group or their trademarks or their content. If unsure, please email: affiliates@autoaidbreakdown.co.uk

DOWNLOAD THE RESOURCE PACK FROM HERE:
<https://downloads.rcib.co.uk/branding/autoaidbreakdown-logo-pack.zip>

Email: brand@rcib.co.uk | Call: 01708 985 495
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