



# Brand & Graphic Standards

# INTRODUCTION

This Brand & Graphic Standards Guide was developed to assist CustomerLink Systems in building brand identity through proper and consistent use of the CustomerLink Systems Brand Mark. The CustomerLink Systems Brand is a valuable asset and the protection of its integrity is vital to our growth. The reproduction standards and artwork in this manual were developed in order to protect and strengthen the CustomerLink brand. They are intended for use by CustomerLink Systems, vendor partners, channel partners, and their communications departments to ensure consistent use of the CustomerLink Systems Brand Mark in all media.

If you have questions regarding the guidelines set forth in this manual please contact:

MARKETING COMMUNICATIONS DEPARTMENT  
CustomerLink Systems Inc.  
2270 Douglas Blvd., Suite 212  
Roseville, CA 95661

916.781.4344 phone  
916.781.4345 fax

# WHAT IS A BRAND?

## **What is a Brand and Branding?**

A brand is the essence of how a customer perceives a company and connects with that company and its products. Branding is the process by which an enterprise or organization works to establish positive customer sentiment about the organization itself and the products and services it provides. This sentiment occurs on a deeper, more intrinsic, more emotional level than simply the level of price, benefit and value.

## **How do You Build a Brand?**

Brand building is an ongoing process. A strong brand is built through consistent communication with a consistent message. Imagine all communications reflecting the same deep insight. Imagine the strength of the message if all employees understood and could articulate the corporate vision. Imagine what it would mean for a company if the message being conveyed to customers, vendor partners, channel partners, investors, staff members, neighbors, and friends was consistent and reflected the core values of the company. The message may be delivered in countless ways, through marketing communications such as direct mail, advertising, and trade show attendance, during a sales presentation, through use of innovative technology, at an investor meeting, during a customer service phone call, by the way the telephone is answered, by the level of community involvement, or by the way employees treat each other. The list goes on and on. Every employee in an organization is a representative of that organization and has the ability to impact the brand, both positively and negatively. All employees are ambassadors of the brand and should understand their very important role in building it.

## **The Power of a Brand in the Marketplace**

At one time, the idea of branding was most closely associated with consumer goods. But an understanding of the power of branding has spread far beyond traditional consumer-goods marketers. Today, business-to-business organizations must take the branding process seriously. Why? To give themselves a leg up in the marketplace. Strong brands have the power to increase sales and earnings. A brand has the power to command a premium price among customers and a premium stock price among investors. A strong brand can boost earnings and cushion cyclical downturns. Organizations that fail to protect and enhance their brand identity, risk losing their pricing power and more importantly, their connection with their customers.

## **The Power of a Brand Inside a Company\***

A strong brand not only helps customers understand an organization but it also imparts a sense of mission inside the company. Since employees embody the brand to their customers, it is vital they understand and embrace brand values. Once an enterprise understands what the brand is all about, it gives direction to the whole enterprise. You know what products you're supposed to make and not make. You know how you're supposed to answer your telephone. You know how you're supposed to package things. It gives a set of principles to an entire enterprise. When managers have a clearly articulated sense of the brand, it can also help to guide basic strategy.

*\*Shelly Lazarus, CEO and Chair of Ogilvy & Mather World Wide*

# THE CUSTOMERLINK BRAND

Ultimately, our prospective customers have options when it comes to customer communication services. Establishing CustomerLink as a trusted brand name increases the likelihood they will choose us.

So, what are the CustomerLink brand values and how do we communicate them?

*We at CustomerLink value unparalleled quality, product innovation, service second to none, and the unwavering commitment to helping our customers build successful businesses. We value honesty, integrity, professionalism, and respect for others.*

We communicate these values in many ways: from the products and services we offer, to our marketing and sales communications, to our relationships with vendor and channel partners, to our relationships with each other. It should be the goal of everyone at CustomerLink Systems to build a positive brand image in the minds of our customers, prospective customers, and the business community in which we work. When people see our corporate colors and our name and logo, or hear the name CustomerLink Systems, we want them to think, “quality products and service, innovative technology, industry leader, and an organization worthy of trust and respect.”

# COLOR PALETTE



<b>Uncoated PMS</b>	PMS 280	PMS 116	Black	30% Black
<b>Coated PMS</b>	PMS 280	PMS 123	Black	30% Black
<b>CMYK*</b>	100c / 75m / 0y / 20k	0c / 22m / 100y / 0k	0c / 0m / 0y / 100k	0c / 0m / 0y / 30k
<b>Web</b>	#003366	#FF9900	#000000	#999999
<b>RGB</b>	0r / 51g / 102b	255r / 153g / 0b	0r / 0g / 0b	153r / 153g / 153b

*\*adjust process builds to match PMS colors based on printer's proof*

# APPROVED LOGO COLOR OPTIONS



3-color



one-color grayscale  
100% / 50% / 20%



1-color black only



1-color white reverse (acceptable on black or PMS 280 only)



3-color reverse (acceptable on black only)

80% PMS 280  
80c/60m/0y/16k

Non-reversed versions of the CustomerLink logo are highly preferred to reversed versions for most corporate and sales communication.

If a reversed version is necessary, use 1-color white reverse. Use 3-color reverse only as a last resort. If this version is used there is a special exception to the color guidelines: Use 80% PMS 280 or equivalent CMYK to improve contrast on black.

# LOGO VERSIONS WITH TAGLINE

There is an alternate version of the CustomerLink logo with a tagline. The tagline helps particularize the logo to the auto repair market space, as well as providing an energetic, upbeat assertion of the power inherent in the CustomerLink CRM offering.

There are no rules that govern in what situations the tagline should or should not be used.



1-color white reverse (acceptable on black or CustomerLink blue only)

Non-reversed versions of the CustomerLink logo with tagline are highly preferred to reversed versions for most corporate and sales communication.

If a reversed version is necessary, use 1-color white reverse. 3-color reverse with tagline is not approved format.

# SURROUNDING AREA

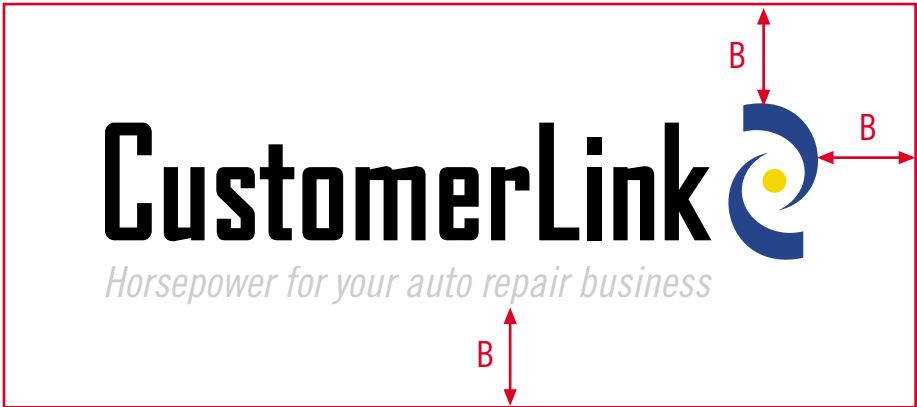
A minimum area, as shown here, should be kept between the logo and any other graphical elements or typographic matter. Do not place logo over photos or artwork unless there is a sufficiently large, clear area in the artwork that can contain the logo with the minimum surrounding area.



Primary Logo



Logo with tagline



# USE OF THE MARK AS A GRAPHICAL ELEMENT



Welcome to the  
CustomerLink Booth

The mark may be used to accent typography and as a decorative graphical element in signage and many other applications.



The mark cannot be used by itself anywhere near the logo or logotype.

# USAGE ERRORS

Do not stretch the logo out of its normal aspect ratio (height x width)



Incorrect



Correct

Do not tilt the logo.



Incorrect



Correct

Do allow the logo to straddle two color blocks.



Incorrect



Correct



# CD AND FILE INDEX

Download PC and Macintosh digital logo files at:  
[www.customerlink.com/ourcompany/idstandards](http://www.customerlink.com/ourcompany/idstandards)

or use the files on the enclosed CD at right.

The following is a list of files on the CD and the Web page listed above. Each file below, with the exception of the first one, has been provided in low and high resolution JPEG formats, and Adobe Illustrator EPS format:

## Brand & Graphic Standards Guide (PDF file)

3 color PMS logo	1 color GRAYSCALE logo with tagline
3 color PMS logo with tagline	1 color BLACK logo
3 color CMYK logo	1 color BLACK logo with tagline
3 color CMYK logo with tagline	1 color WHITE logo reversing in black
1 color GRAYSCALE logo	1 color White logo reversing in blue

*Due to copyright laws, the font Trade Gothic has not been included on the CD. You must purchase your own copy of Trade Gothic from Adobe Systems Inc.*

**CustomerLink**   
*Horsepower for your auto repair business*

Brand & Graphic Standards  
Digital Logo Files

(Inside Back Cover)

CustomerLink 