



Firestone Complete Auto Care Brand Design Manual



Firestone

***AT FIRESTONE COMPLETE AUTO CARE
WE BELIEVE THAT TAKING CARE OF THE THINGS
YOU OWN IS A SIGN OF SELF-RESPECT.***

TABLE OF CONTENTS

1.0

BRAND IDENTITY

- 1.01 History
- 1.02 Brand Positioning /
Consumer Value Proposition
- 1.03 Values
- 1.04 Persona
- 1.05 1 + 1 = 3
- 1.06 Vision 2020
- 1.08 Our Target Boss
- 1.09 Voice
- 1.10 The F-Shield

5.0

PHOTOGRAPHY

- 5.01 Examples
- 5.02 Don'ts

2.0

LOGOS

- 2.01 Firestone Complete
Auto Care Logo
- 2.10 F-Shield
- 2.18 Vehicle Branding

6.0

CO-BRANDING & PARTNER BRANDING

- 6.01 BSRO Multibranding
- 6.05 Partner Branding

3.0

COLOR

- 3.01 Primary Palette
- 3.02 Secondary Palette

4.0

TYPOGRAPHY

- 4.01 DAF Campaign Fonts
- 4.02 General Use Font
- 4.03 Web Fonts
- 4.04 Default Fonts

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**** If there are any questions, please reach out to the BSRO brand team.**
* Stock imagery was used throughout the document to keep the cost down. They are intended as examples only.

1.0

BRAND IDENTITY

History

Brand Positioning /

Consumer Value Proposition

Values

Persona

1 + 1 = 3

Vision 2020

Our Target Boss

Voice

The F-Shield

1.01 History

**I BELIEVE
FUNDAMENTAL
HONESTY IS THE
KEYSTONE OF
BUSINESS.**

– HARVEY FIRESTONE

In 1900 from a twelve-man factory in Columbiana, Ohio, Harvey Firestone changed the way we drive to this day. It was about cars and a relentless commitment to innovation. In 1926, Firestone Complete Auto Care was founded, and ever since then people have trusted us to keep their vehicles running well. Now there are more than 1,700 locations and 17,500 teammates nationwide. Today we're more than a tire company. More than a service company. Firestone is a car company.



1.02 Brand Positioning/ Consumer Value Proposition

Our customers are high-stakes drivers who work hard and play hard. They believe that if they take care of their cars, their cars will take care of them. Firestone is the total car care company. We keep your car running newer, longer.

Consumer Value Proposition = Our promise to the Boss

1.03 Values

HARDWORKING

Those who work the hardest in life get the most out of it.

UNCOMPROMISING

If it's worth doing, it's worth doing the right way and never taking shortcuts.

TIME-TESTED

History is a great teacher, but we never let the past get in the way of progress.

THE HARDWORKING HERO

We believe that anything is possible through pride, hard work and self-reliance. We're connected to our work and understand its meaningful impact on others. We put care and precision into what we do and how we do it.



By working together toward a common brand positioning for Firestone Tire and Firestone Complete Auto Care, we can create a whole that is greater than the sum of its parts. We'll create more value, achieve a stronger voice in the market, and we'll be more effective at driving business results.

Unification

F-Shield, Drive a Firestone, Trace's Adkin's voice,
Simple Truths, Hardworking Persona

1.06 Vision 2020

The Race to Trust

Our industry succeeds and fails on trust. Everything we do, from our communication to our service to our interaction with people, must be geared toward earning the trust of our customers, our Boss.



VISION

To be ranked among the most admired customer service companies by the end of the decade.

PURPOSE

To be the most trusted provider of automotive care in every neighborhood we serve.

STRATEGIC IMPERATIVE

Create lifetime customers.

1.07 Vision 2020: Must-win battles

Increase Boss loyalty.

Harness the power of Complete Auto Care.

Build winning markets.

Establish a high-performing Boss-centric culture.

Drive strategic B2B growth.

1.08 Our Target Boss

HIGH-STAKES DRIVERS

People who depend on their vehicles to move forward in life. They believe if you take care of your vehicle, it will take care of you.

VARIANCES FROM GENERAL POPULATION

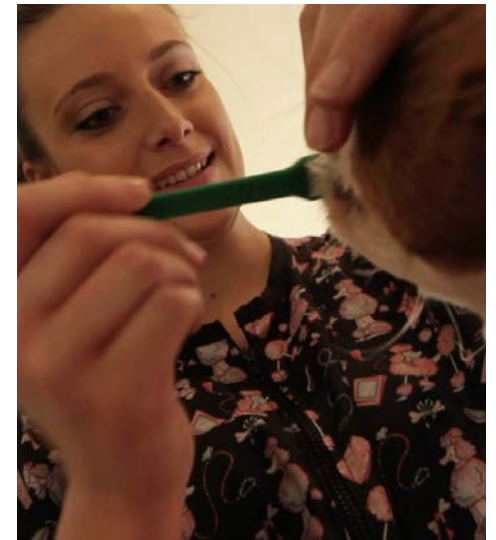
Spend almost 2x as much on maintenance and tires. **1.7x**

Own 3 or more cars **28%** vs **16%**

Have a long driving commute **26%** vs **17%**

Drive more miles a year **14,171** vs **11,884**

*Data from a quantitative study conducted in 2011



**CONFIDENT.
AUTHENTIC.
KNOWLEDGEABLE.
TRUSTWORTHY.**

We speak in simple straightforward language and don't hide behind fancy words. We're not pushy, arrogant or salesy. We explain, but we don't lecture. We offer advice because we want to help. Our voice reflects our love for vehicles, driving and the pride that comes with owning a well-maintained ride, and we talk to our Bosses as we do to our wives, our husbands, and our friends.

NOT JUST A LOGO BUT A BADGE OF HONOR.

The F-Shield is a bold and powerful symbol of our commitment to quality. It's a declaration of durability, dependability and strength. It's a badge of honor and the unifying visual element that ties Firestone Tires and Firestone Complete Auto Care together into one strong brand.



DIMENSIONAL
F-SHIELD



2.0

LOGOS

Firestone Complete Auto Care Logo

F-Shield

Vehicle Branding

2.01 Firestone Complete Auto Care Logo

Do not distort, remove, change or resize any of the elements, including color.



Logotype (Preferred Treatment)



MRT Lockup

The lockup version is used to reinforce FCAC's scope of services.

2.02 Logo Color

These are the proper color applications.
Do not add or change any color value.



Full Color (Preferred Treatment)

Use the FCAC logo in full color whenever possible.
When color reproduction is unavailable, a grayscale version of the logo may be used.

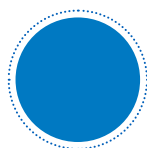


Reversed

Use this reversed version of the FCAC logo in full color when placing it on a dark image or color.



Heritage Red
Pantone 485
r 237 / g 28 / b 36
c 0 / m 95 / y 100 / k 0
hex # d81d05



Service Blue
Pantone 300
r 0 / g 121 / b 193
c 100 / m 44 / y 0 / k 0
hex # 005eb8



MRT Gray
Pantone Cool Grey 9
r 135 / g 135 / b 133
c 0 / m 1 / y 0 / k 51
hex # 878785

2.03 Logo Color

These are the proper color applications.
Do not add or change any color value.



White on Firestone Red



Firestone Red on White

2.04 Logo Black & White

The logotype and MRT lockup of the FCAC logo can be found in the following versions and are available for use when color reproduction is unavailable.



Negative

For use on black or dark backgrounds.



Positive

For use on white or light backgrounds.

2.05 Isolation Zone & Minimum Size

In order to strengthen the brand's effectiveness, the format requirements below establish how to apply the logo.

Isolation Zone

Maintain a clear space around the FCAC logo, protecting it from intrusive typography or graphics. This space is equal to the x-height of the F in Firestone (A). This rule applies to both logo formats.



Minimum Size (with "since 1926")

Avoid reproducing any variation of the FCAC logo smaller than 2 inches. This rule ensures that "since 1926" and lockup "Maintenance, Repairs, Tires" remain legible.



Absolute Minimum Size

The absolute minimum size for the FCAC logo is 1 inch. **When reproducing the logo smaller than 2 inches use this alternate version with "since 1926", and lockup "Maintenance, Repairs, Tires" removed.**

The digital lockup should not fall below 100 pixels in width.



2.06 Don'ts

In order to strengthen the brand's effectiveness, the format requirements below establish how not to apply the logo.



Do not use a satin texture.



Do not use in a sentence or combine with any other elements.



Never add a shadow.



Do not apply an inner glow.



Do not use our full color logo against a colored or complex background.



Never add a bevel texture.



Never squeeze or warp.



Never apply a gradient.



Never rotate.

2.07 Lock-Up Don'ts

The Firestone Complete Auto Care brand logo is never permitted to be locked up with any Bridgestone or Firestone brand mark.



The FCAC logo should never be locked up with the F-Shield.



The FCAC logo should never be locked up with the F-Shield.



The FCAC logo should never be locked up with the B mark.



Do not pair the logo with any other or create unapproved lockups.



Do not pair the logo with any other or create unapproved lockups.



Do not pair the logo with any other or create unapproved lockups.



Do not pair the logo with any other or create unapproved lockups.



Do not pair the logo with any other or create unapproved lockups.



Do not pair the logo with any other or create unapproved lockups.

2.08 Independant Usage

Although the Firestone Complete Auto Care logo does a great job of spelling out our name, we ask that you do not use the it in sentence form. It violates the isolation zone and weakens the importance of the logo. There are, however, two exceptions listed below.

At  we believe that taking care of things...

At FCAC we believe that taking care of things...

At Firestone Complete Auto Care we believe that taking care of things...

WITH GENERAL EXCEPTIONS TO
INDICATE SPONSORSHIP

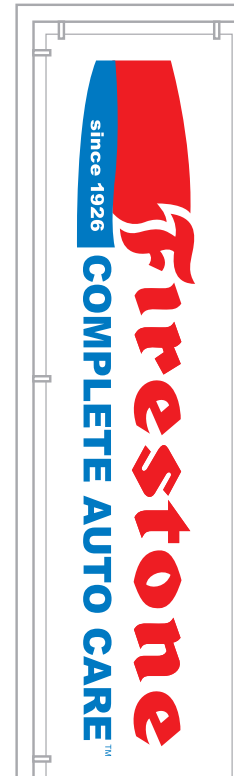


Presents



2.09 Vertical Display

When the Firestone logo is displayed vertically, it should be read from top to bottom.



2.10 F-Shield

The F-Shield is our secondary logo and is to be used in marketing and other branded elements.



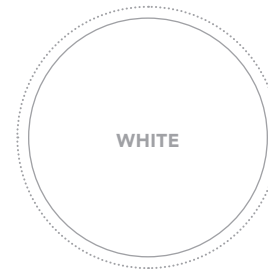
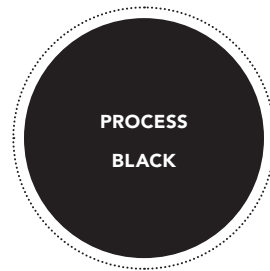
F-SHIELD



DIMENSIONAL F-SHIELD

2.11 F-Shield Color

There are various color combinations for the F-Shield, but please do not expand on the colors provided below.



TYPE A

Use this standard F-Shield whenever possible. Area within the shield and surrounding the "F" should be white.

TYPE B

Sometimes color is not an option so use Type B for positive monochrome display. Area within the shield and surrounding the "F" should be white.

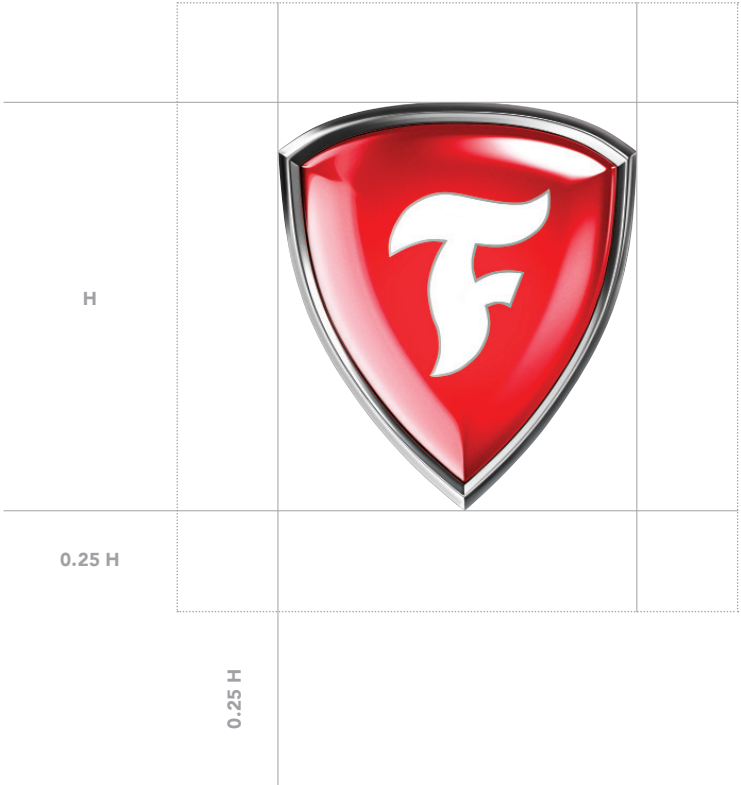
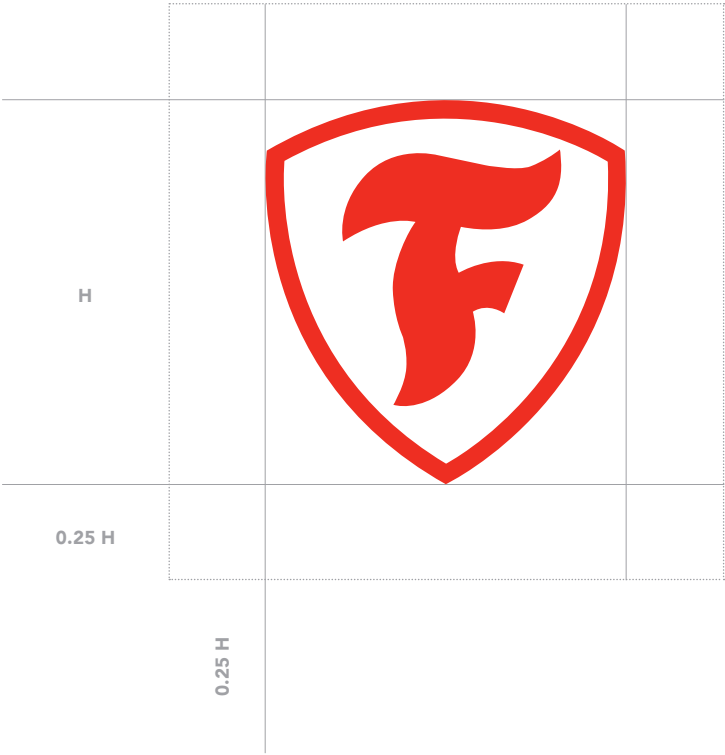
TYPE C

The F-Shield may also be used in all white when displayed on a photograph or solid background. Area within the logo should be solid black or red.

TYPE D

Type D is limited to the following usage: Advertising, Signage, Motorsports, Tires, Novelty and Apparel.

2.12 Isolation Zone & Minimum Size



MINIMUM SIZE



MINIMUM SIZE



2.13 Nonstandard Materials

APPAREL



When using red, white or black apparel, please use the two-color F-Shield.

APPAREL



Apparel backgrounds are flexible; when apparel is not red, white or black, the F-Shield should be in white or black.

EMBOSSING



Embossing of solid-color materials, including metal and rubber, is acceptable. The Dimensional F-Shield should never be embossed.

ENGRAVING



Engraving of the F-Shield into wood is acceptable. The Dimensional F-Shield should never be engraved.

2.14 F-Shield Don'ts

This is a short list of things that are prohibited when using the F-Shield.

×



Never squeeze

×



Never rotate

×



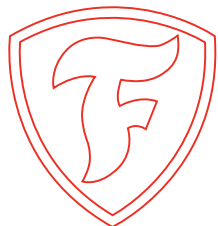
Never change the color

×



Never add a gradient

×



Never outline

×



Never add a shadow

×



Never add new strokes

×



Never add an image

2.15 Dimensional F-Shield Don'ts

This is a short list of things that are prohibited when using the Dimensional F-Shield.



Never squeeze



Never rotate



Never adjust the size of the F



Never change the color



Never add a shadow



Never angle or skew



Never add the Firestone logo



Never add a gradient

2.16 Dimensional F-Shield Background Usage



COLOR GRADIENT

Using a color gradient background is okay, but preferred backgrounds are black, white or gray.



FLAT COLOR

The F-Shield against a flat color looks great too. Preferred backgrounds are black, white or gray.



TEXTURED BACKGROUND

The F-Shield's saturated color makes it look great on dark, textured surfaces.



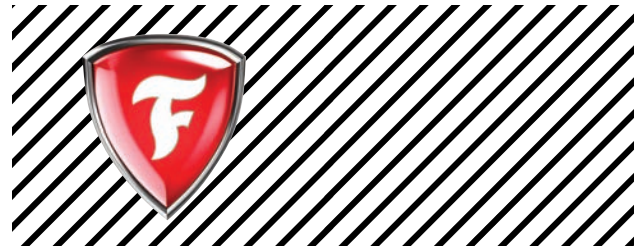
CAR BADGE

The F-Shield was designed as a car emblem, so a car is a natural background.



THE F-SHIELD & FACES

Don't put the F-Shield near someone's face. You can place it next to their bodies or a group of people, just not their face.



PATTERNS

Complex patterns obscure the F-Shield, so don't use them.



STACKING F-SHIELDS

While you might think two F-Shields are better than one, they're not. One F-Shield speaks loudly enough.

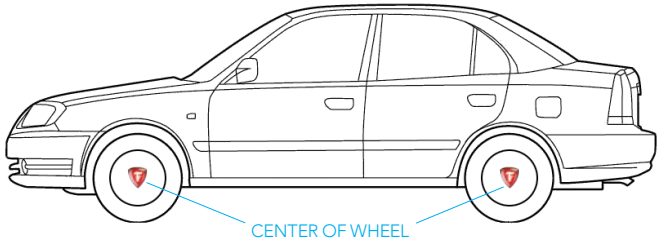
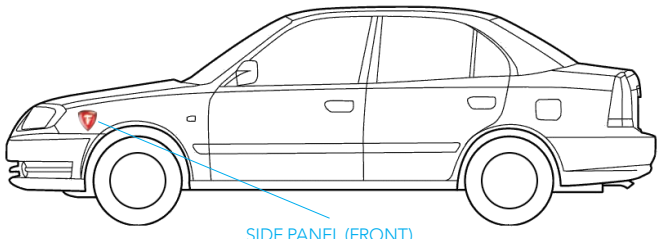
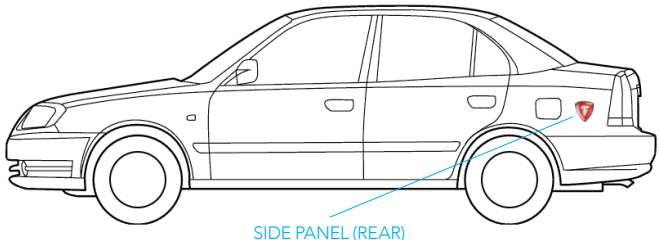
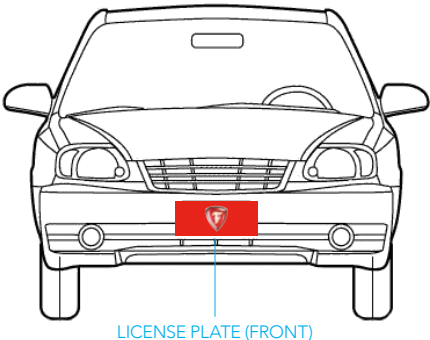
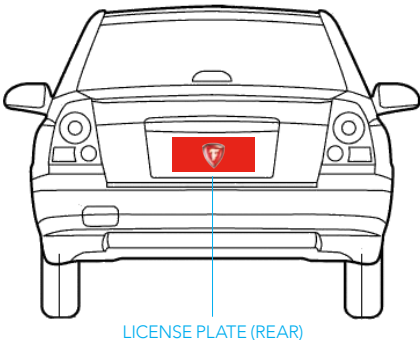
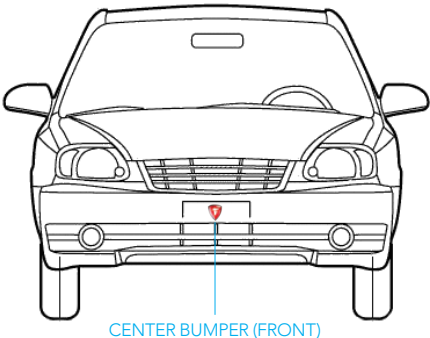
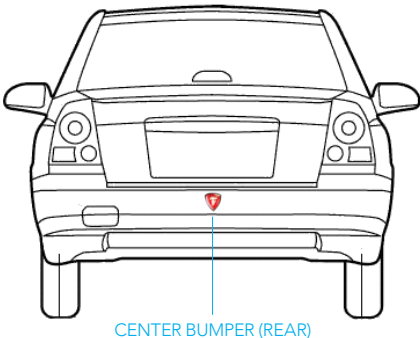


F-SHIELD BACKGROUND PATTERN

Our F-Shield should never be used as a pattern or placed on a red background.

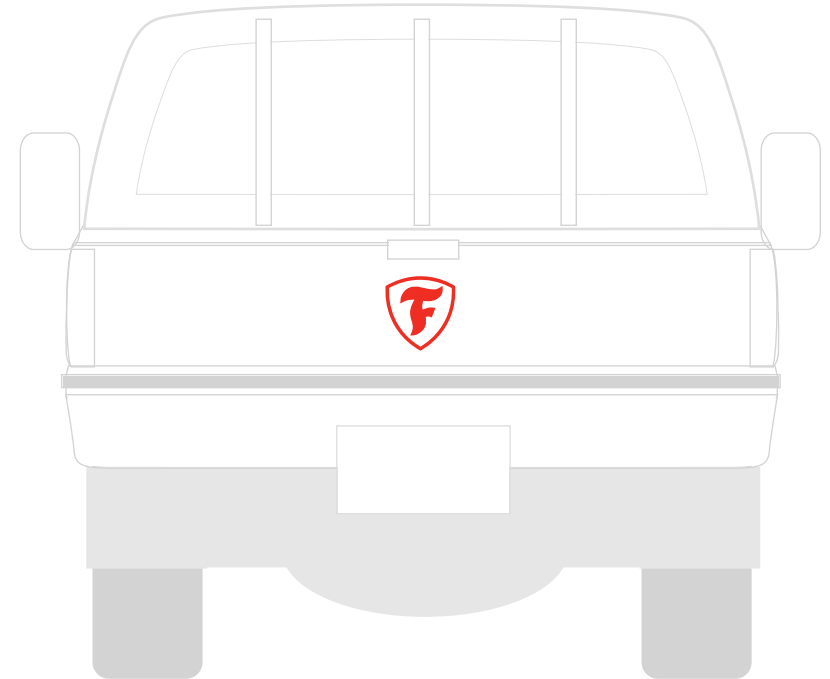
2.17 Dimensional F-Shield Placement

Apply the F-shield to a car on any of the areas displayed. don't apply the F-shield elsewhere per legal guidelines.



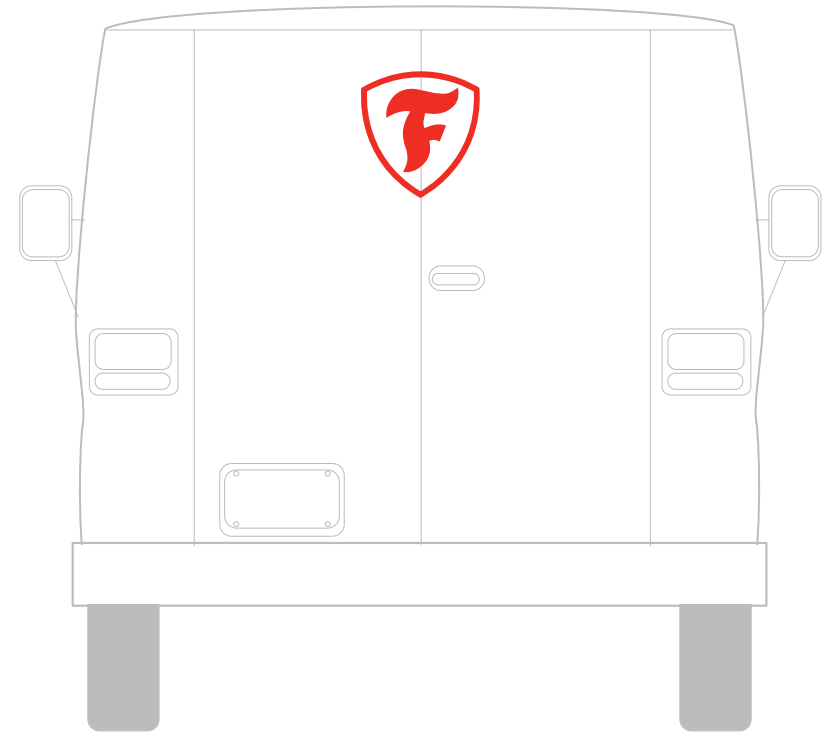
2.18 Vehicle: Pickup Trucks

Our pickup trucks use the logotype on the side because the format allows for it. To help bring awareness to our Firestone Complete auto Care lockup, it is placed on the back. Please reference the color guidelines in section 3 when deciding on logo treatment to maintain legibility.



2.19 Vehicle: Vans

To help leverage our Firestone Complete Auto Care lock-up we use this symbol on the side of the van. It gives the van a unique character to set it apart from other branded vans.



2.20 Vehicle: Trucks

Our larger trucks follow the same principles as our Vans.



3.0

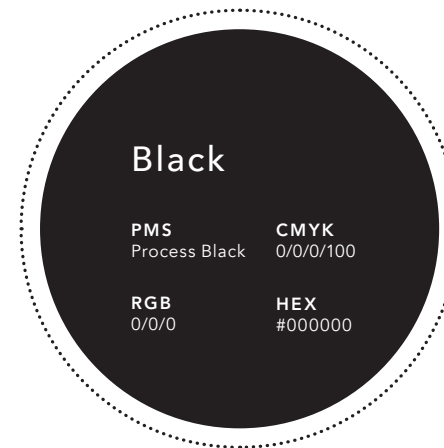
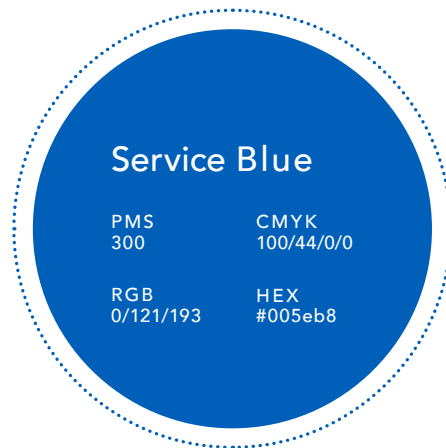
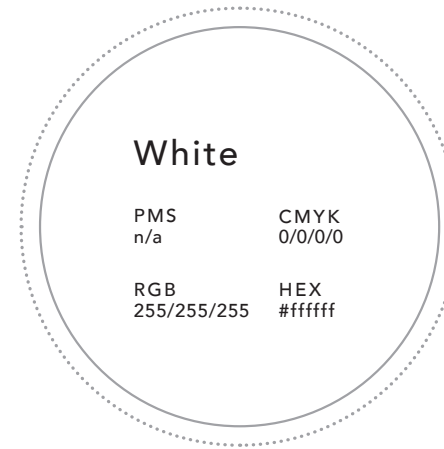
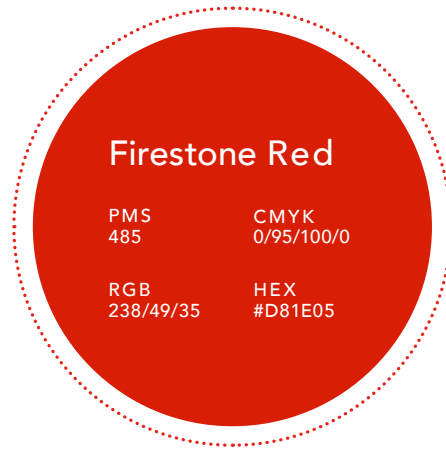
COLOR

Primary Palette

Secondary Palette

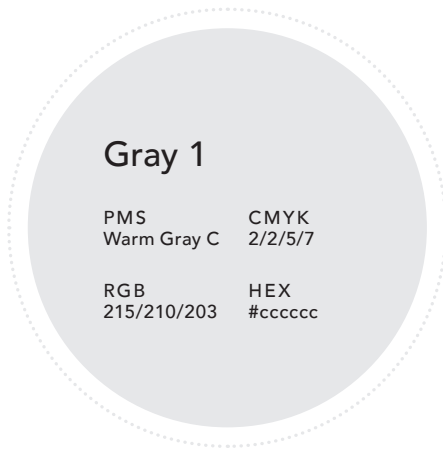
3.01 Primary Palette

Our color palette is simple, proud and bold. It speaks to our brand's ethos. Firestone red and blue are our primary colors and should always be complemented with white or black.



3.02 Secondary Palette

Our Firestone Red plays nicely with blue, white and black, but sometimes we need another tone. Please use these provided grays when necessary.



4.0

TYPOGRAPHY

General Use Font

Web Fonts

Default Fonts

4.02 General Use Font

Avenir is our general use brand font. It communicates quickly and has multiple weights. Its neutral look and feel play nicely with other campaign fonts. Avenir also renders better for web and comes

standard on iOS devices. When paired with campaign fonts, it is best used for subheads, fine print and information graphics. All URLs to be in Avenir.

Avenir

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = - : ; ' "

Light Book Roman Medium Heavy **Black**

Website URLs

DriveAFirestone.com

Avenir is a web-safe font; it also comes standard with iOS devices. But there are still chances that it will not render on all screens. So when you can't use Avenir, please default to Helvetica.

Avenir

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = - : ; ' "

Default Web Safe Font

Helvetica

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = - : ; ' "

4.04 Default Fonts

In order to appear as a cohesive brand, we also ask that you use the default fonts below for all internal purposes. These are only to be used when Avenir is not an option.

For PC Computers

Arial

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = - : ; ' ”

For Mac Computers

Helvetica

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = - : ; ' ”

5.0

PHOTOGRAPHY

Examples

Don'ts

5.01 Examples

Please reference the BSRO digital asset management for approved images. Please contact the brand team for access. Images featuring technicians should depict all proper safety procedures. All lifestyle images should portray appropriate safety procedures for operating a vehicle.

Safety Procedures include the following:

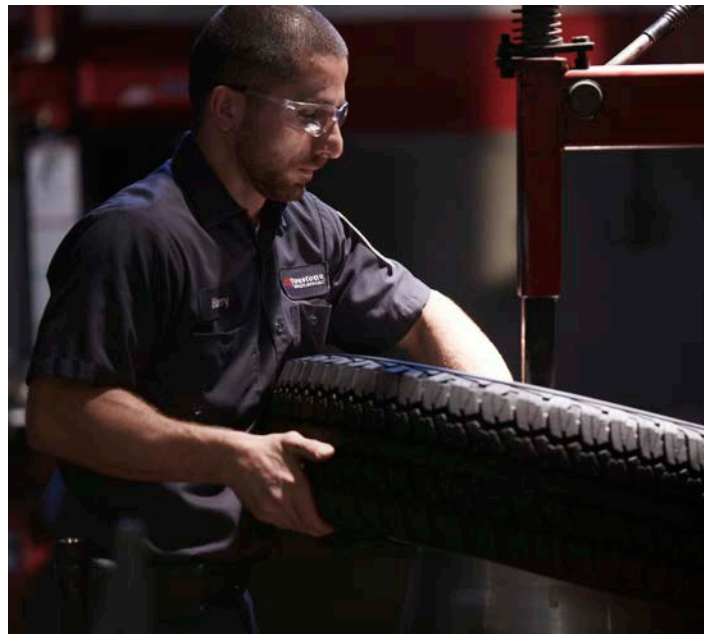
- Tire sized appropriate to vehicle
- Remove any vehicle branding
- Ensure seat belts are being used
- Ensure talent is always fully inside the vehicle



Take pride in our emblem.



Show our tire hard at work in an authentic way.



Show technicians completing services offered at Firestone Complete Auto Care.



Straight-on angles when showing tires on a car.

5.02 Don'ts



Avoid overstylized tech photos.



Only use models when they appear to be real FCAC technicians.

We pride ourselves on our image, and how we show ourselves is very important. The wrong message can make us feel unauthentic. We don't need a gimmick to show our product. Contact the brand team for any questions or exceptions.



Avoid the high-angle speed blur.



Avoid car clichés.



Nobody likes a show-off.



Never overly pose a shot.

6.0

CO-BRANDING & PARTNER BRANDING

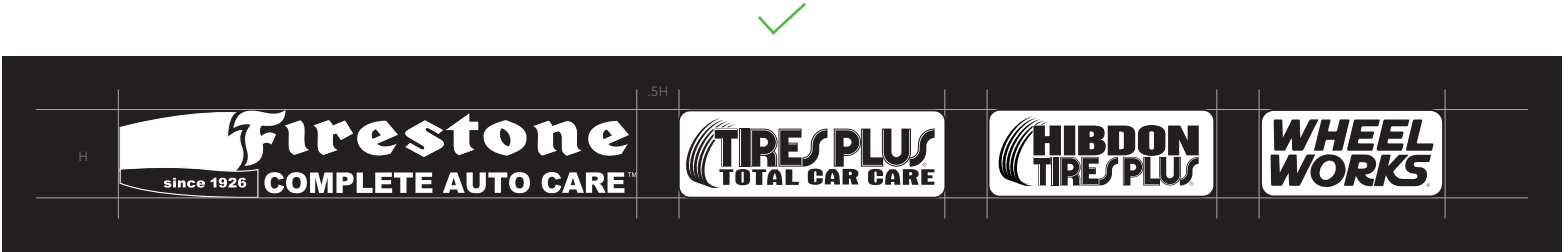
BSRO Multibranding

Partner Branding

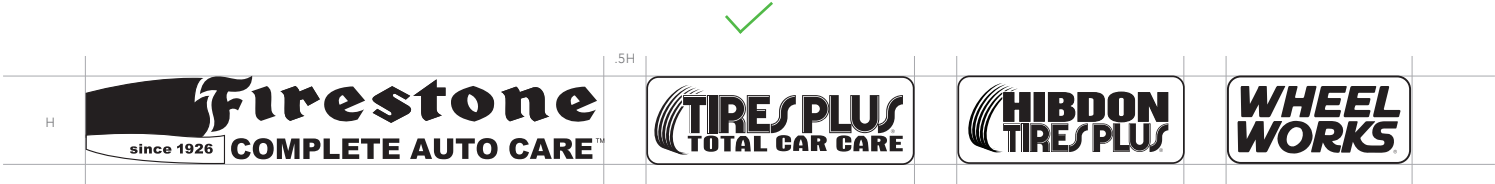
6.01 BSRO Multibranding: Horizontal



Display the BSRO multibrand lockup on a white background whenever possible.



When a black background is used, all logos should be in white.



6.02 BSRO Multibranding: Vertical



6.03 BSRO Multibranding: 2x2



6.04 Don'ts



Do not switch the order of the logos in any way.



Do not display any of the logos in color when a black background is used.



Do not use the FCAC MRT logo version when locking it up with BSRO multibrands.

6.05 Partner Branding: Interstate Batteries

Never use more than one logo and never stack any logos.



Display the partner branding lockup on a white background whenever possible.



When a black background is used, all logos should be in white.



Do not change the order of the logos in the lockup.



Do not display either logo in color when a black background is used.



Do not use the FCAC MRT logo version when locking it up with a partner brand.

*Note: Please work with partner brand to adhere to their brand guidelines and legal requirements.

6.06 Partner Branding: Quaker State

Never use more than one logo and never stack any logos.



Display the partner branding lockup on a white background whenever possible.



When a black background is used, all logos should be in white.



Do not change the order of the logos in the lockup.



Do not display either logo in color when a black background is used.



Do not use the FCAC MRT logo version when locking it up with a partner brand.

*Note: Please work with partner brand to adhere to their brand guidelines and legal requirements.



Thank You