Welcome to Recall Masters
Branding Guide

RM

Going Above and Beyond Recalls

Introduction to Branding Guide

Since its inception, Recall Masters has been associated with comprehensive vehicle recall solutions as well as with safety on our nation's roads and highways. In recent years, Recall Masters leveraged access to owner data and vehicle owner engagement to introduce retention solutions that promoted ongoing servicing. Our clients in the automotive industry, comprising of manufacturers, franchise dealerships and other organizations that require vehicle monitoring, rely on Recall Masters to deliver a full array of technology, data and marketing services to address the current vehicle recall crisis.

The brand identity of Recall Masters plays an important part in establishing its presence in the automotive community, where some of the most well-known international brands stand firm. As such, maintaining brand consistency and strength remains a high priority. This Branding Guide will serve Recall Masters, strategic partners, members of the media and others in preserving the integrity of its trademarks and the framework of its marketing communications.

For more information on this Branding Guide or any Recall Masters products or services, please email Sean Reyes, Chief Marketing Officer for Recall Masters, at sean@recallmasters.com.

Mission Statement

To repair every recalled vehicle in the United States and demonstrate world-class customer service toward enhancing the reputation and relationships of automobile manufacturers and local dealerships with consumers.

Approved Company Description

Recall Masters develops solutions that help the automotive industry drive revenue and support retention above and beyond recalls. The customer acquisition and retention platform leverages best-in-class vehicle owner data to connect 2nd/3rd/4th generation owners - 3X more customers and prospects than what is visible to even the manufacturers. Repeat servicing is supported through a targeted retention solutions effort that broadens the reach to lost and lapsed customers before they defect. The turnkey, fully-integrated customer lifecycle management solution creates greater recall awareness and helps automakers protect their brand.. Recall Masters is a privately-held company based in Laguna Hills, CA. For more information, please visit www.recallmasters.com.

Essence of the Brand

The "WHY?" Statement
- i. Why we do what we do
- ii. Our pride
- iii. Our purpose is personal
- iv. Translates to caring for our clients
- v. The "Difference"
- vi. Products can change, our mission does not
- vii. The essence of the brand

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Approved Typefaces

Recall Masters uses Myriad Pro as its official typeface, allowing for the use of Arial and Calibri in special cases where font compatibility varies and is depedent on whether the font is installed locally. These alternate fonts are to be used only in those instances where Myriad Pro is not available and NEVER in use of logo.

ABC123
Myriad Pro Regular

ABC123
Myriad Pro Regular Italic

ABC123
Myriad Pro Semibold

ABC123
Myriad Pro Semibold Italic

ABC123
Myriad Pro Bold

ABC123
Myriad Pro Bold Italic

ABC123
Myriad Pro Condensed Regular

ABC123
Myriad Pro Condensed Italic

ABC123
Myriad Pro Bold Condensed

ABC123
Myriad Pro Bold Condensed Italic

Alternate Fonts
For electronic media, PPT or other documents where font compatibility varies, the full family of Calibri and Arial typefaces are available.

ABC123
Calibri Light

ABC123
Calibri Regular

ABC123
Calibri Bold

ABC123
Arial Regular

ABC123
Arial Bold

Approved Color Palette

RM Dark Blue CMYK: 100 / 86 / 30 / 20 RGB: 28 / 56 / 106 Web #: 1c386a PMS: Pantone 534	**RM Orange** CMYK: 8 / 43 / 100 / 0 RGB: 231 / 156 / 36 Web #: e79c24 PMS: Pantone 7564	**RM Dark Text** CMYK: 70 / 64 / 62 / 58 RGB: 51 / 50 / 51 Web #: 333233 PMS: Pantone 447	**RM Gray** CMYK: 60 / 52 / 47 / 18 RGB: 104 / 104 / 108 Web #: 68686c PMS: Pantone Cool Gray 10	**RM Light Blue** CMYK: 55 / 18 / 0 / 0 RGB: 107 / 175 / 224 Web #: 6bafe0 PMS: Pantone 292
RM Bright Blue CMYK: 91 / 53 / 21 / 3 RGB: 3 / 108 / 153 Web #: 036c99 PMS: Pantone 7690	**RM Dark Orange** CMYK: 18 / 53 / 100 / 3 RGB: 204 / 130 / 13 Web #: cc820d PMS: Pantone 7571	**RM Light Text** CMYK: 0 / 0 / 0 / 40 RGB: 167 / 169 / 172 Web #: a7a9ac PMS: Pantone Cool Gray 6	**RM Light Gray** CMYK: 0 / 0 / 0 / 15 RGB: 220 / 221 / 222 Web #: dcddde PMS: Pantone Cool Gray 1	**RM Black** CMYK: 75 / 68 / 67 / 90 RGB: 0 / 0 / 0 Web #: 000000 PMS: Pantone Black

Typography

Correct Use

Recall Masters
www.recallmasters.com
RM

Incorrect Use

RecallMasters
www.RecallMasters.com
RECALL MASTERS

Recall Masters, Inc.
23131 Verdugo Dr.
Laguna Hills, CA 92653
phone: 888.651.4480
fax: 949.861.6350
email: info@recallmasters.com
www.recallmasters.com

Approved Logo Standards

1. **Logo Graphic:** Must retain "flat graphic" attributes and color consistency as presented here

2. **Logo Type:** Myriad Pro Regular with lower-cased "recallmasters" in Bold

3. **Proportion:** Must retain proportion

4. **Use against background:** Select appropriate gray or light gray logo to maximize contrast with background. Also applies to apparel.

5. **Logo Variations:**

a) Default logo is "Logo Graphic Only" but where other Recall Masters branding is spelled out. Example would be a product sheet where logo graphic appears at the top right, but where the words "Recall Masters" appear throughout the document.

b) RM logo with web address is also acceptable but primarily used where no other mention of "Recall Masters" is present. Example would be signage, promotional items or other sponsorship branding.

c) Embroidered for Apparel: Where the other two logos will not work, optional "RM Recall Masters" logo can be used due to letter spacing and sizing which presents difficulties when stitched.

6. **Exceptions:** In rare instances where one or more of these standards must be violated, please seek approval from Recall Masters marketing department.

7. **Incorrect Use of Logo:** Take note of sample incorrect uses of logo and the deletion of older logos no longer in use.

Additional RM Brands

Recall Masters uses a number of different logos as part of its family of products and services. These brands must be represented as they are to the right. If you have any questions on proper use of logo(s) or to obtain electronic images from Recall Masters, please send your inquiry to sean@recallmasters.com

RM Gray logo for light background   RM Light Gray logo for dark background

Logo Graphic

Logo Graphic

Logo Type   www.**recallmasters**.com   www.**recallmasters**.com

Embroidered Logos for RM Apparel

Logo Graphic

Logo Type   Recall Masters   Recall Masters

Business Cards

All Recall Masters business cards are produced by the marketing team and adhere to all logo and typeface standards.

collateral images do not appear in actual size

Office Correspondence

Start templates for office correspondence are available in Word and InDesign formats, which can be obtain from the marketing department at Recall Masters. Myriad Pro remains the preferred typeface on all documents, though Arial or Calibri can be used alternatively in the body of the correspondence in instances where Myriad Pro is unavailable.

Document Templates

Documents which are intended for marketing purposes may require a prominent document title (e.g. Press Releases). The title header appears on page 1, with only page number (optional) appearing on subsequent pages. A start template is available in InDesign in order to adhere to corresponding collateral standards.

collateral images do not appear in actual size

Product Spec Sheet

Product Spec Sheets are technical support documents or quick reference guides, and produced by the product development department with assistance of the marketing department. Product Spec sheets are usually limited to bullet points that describe product features, benefits or technical specifications.

The title header appears on page 1, with only page number (optional) appearing on subsequent pages. A start template is available in InDesign in order to adhere to corresponding collateral standards.


Product Marketing Sheet

Product Marketing Sheets are typically two-sided documents, and produced by the marketing department at Recall Masters. Product marketing sheets may offer a mix of graphics, paragraphs and bullet points to promote products or services beyond their specifications.

The title header appears on page 1, with only page number (optional) appearing on subsequent pages. A start template is available in InDesign in order to adhere to corresponding collateral standards.

eMail Signature

Recall Masters employees are required to include a standardized signature in all email correspondence (exception for email sent from mobile devices). The "photo circle" and the LinkedIn badge are optional. The HTML signature is provided by the marketing department of recall masters.
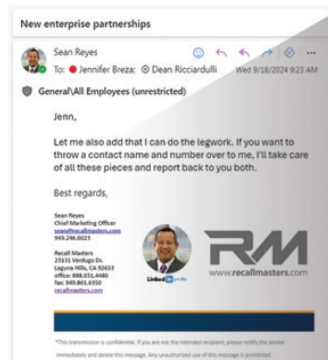
collateral images do not appear in actual size

PowerPoint Template

The standardized template for all PowerPoint (PPT) presentations is available from the marketing department at Recall Masters. No modifications to the color template or font (Arial) are permitted. Arial is the preferred font over Myriad Pro in PowerPoint presentations due to font compatibility issues that create inconsistencies on devices where Myriad Pro is not installed.

Cover Page: Presenters are permitted to add a dealership or other organization logo on cover. The text within can be customized for the specific event. No other edits are permitted.

Interior Page: Presenters are permitted to add a dealership or other organization logo to the "Master Slide" adjacent to the Recall Masters logo.

Optional: Add Dealer Logo

Optional: Add Dealer Logo

Website

The Recall Masters website, which can be viewed at www.recallmasters.com also observes the graphics standards set forth in this document. While the home page (featured immediately on the right) and the interior pages (far right image) may contain unique design elements, the entire website must remain consistent color palette, logo usage and header treatment. The only exception to graphic standards is the font chosen for the site, which is the Roboto webfont, necessary for the WordPress theme that the site runs on.

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For More Information

For more information about branding
guidelines or to obtain templates, logos
or other electronic files, please contact the
Marketing Department of Recall Masters at
sean@recallmasters.com.