



basil[®]

...just great deals!

Mission Statement/ Brand Statement

The Basil Logo has been updated and refreshed. It strengthens the Basil brand, unifying every aspect of Basil Family Dealerships, expressing our commitment to our community, our longevity in the industry as well as our dedication to family.

The roads logo is the dominant force in the identity. The depth given to the roads logo is a contemporary update and evolution of the roads logo.

The lowercase usage of the 'basil' name represents a welcoming, family friendly environment in which we pride ourselves.

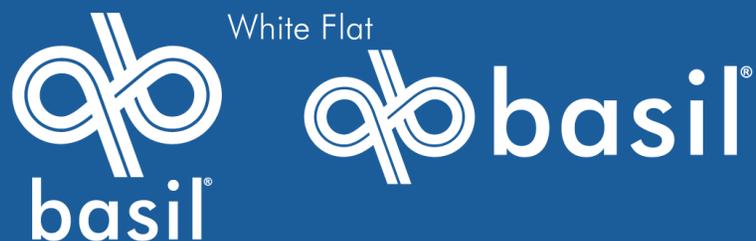
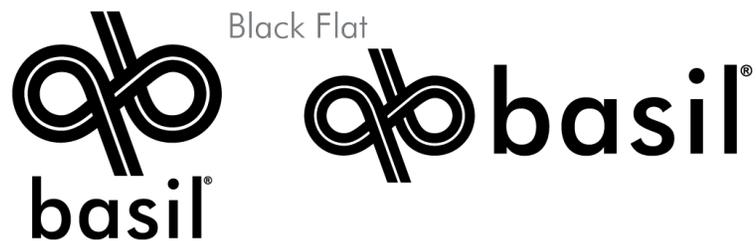
The dominant usage of blue, with a secondary color of orange picks up from our current palette and introduces a fun, bold element.

Mission

The mission of the Basil Family Dealerships is to achieve maximum customer satisfaction today, while building loyal customers for tomorrow.

Core Values

Since day one, Joe Basil, Sr. has noted that "simple courtesy is not out of date in the automobile business." Values are what have shaped the Basil organization since we have opened our doors in 1953, and our extraordinary team is what helps sustain these values into the future. We cooperate through integrity, honesty and respect towards our customers and fellow co-workers, sharing our passion, offering superior service to go the extra mile, and positively giving back to the local community.



Brand Logo (Master)

There are 10 versions of the logo shown: Blue Overlapping (vertical and horizontal), Blue Flat (vertical and horizontal), Black Flat (vertical and horizontal), White Overlapping (vertical and horizontal), and White Flat (vertical and horizontal).

In all these instances use the vertical lockup before resorting to the horizontal version.

- The horizontal logos should only be used as last resort or under special circumstances.
- The Blue Overlapping vertical logo is the go-to and should be used whenever possible.
- The Blue Flat, White Flat, and Black Flat logos are for when only one color is an option (i.e. - t-shirts, embroidery, etc).
- When color isn't an option use the White Overlapping vertical logo.
- If there's a white background and color's not an option, use the Black Flat logo.

****Be sure to keep the registered trade mark wherever the Basil logo appears! ®***

Basil Logo: What Not to Do

Here are some examples of the logo being misused:



Don't use the cross-roads upside-down.



Don't change the size of the word mark.



Don't use 2 different colors.



Don't include the old lines



Don't add drop shadows or other effects.



Don't change the color.



Don't put the logo on a slant.



Don't use black or blue on dark surfaces (use white instead).



Don't gray-scale the blue (use black instead).



Don't change the font.



Don't change the lock-up.



Don't capitalize any letters.



Don't connect the inner white line.

Typography

These are the fonts we will be sticking with. Futura BT Medium should be the go-to headline font, and Futura BT Light should be the go-to paragraph font. Futura BT Bold and Black Jack should be used very sparingly.

Futura BT Bold (Regular & Italic): Headline 1

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Futura BT Medium (Regular & Italic): Headline 2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Futura BT Light: Paragraph Text

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Black Jack: Script Text

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Colors

Basil Blue



C 93 **M** 68 **Y** 12 **K** 1

R 31 **G** 92 **B** 154

PMS 300

1f5c9a

Basil Orange



C 9 **M** 71 **Y** 100 **K** 1

R 220 **G** 105 **B** 38

PMS 1505

dc6926

Basil Gray



C 57 **M** 47 **Y** 43 **K** 11

R 115 **G** 118 **B** 123

PMS Cool Gray 9

73767b

Black



C 100 **M** 100 **Y** 100 **K** 100

R 0 **G** 0 **B** 0

000000

White



C 0 **M** 0 **Y** 0 **K** 0

R 255 **G** 255 **B** 255

ffffff

These are the 5 colors that the Basil re-brand is focused around. Blue is the primary color, while orange, gray, white and black are secondary colors. Body text should always be gray, black, or white, while headline text should be blue, black or white. Orange is to be used very sparingly as more of an accent color. The orange line at the bottom of the page, or the orange "...just great deals" tag-line are good examples on how to use this secondary color.

basil family dealerships



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Logo with Tag Line

These are each store's preferred logos to be used consistently throughout all of their assets. For certain situations there are also vertical versions, and white versions, but whenever possible use these versions.

Logo with Dealership Mark

For 2 manufacturers' logos, the combined height is equal to the height of the logo lockup. For one manufacturer's logo, the height can be a little smaller. These are only to be used in special circumstances.

EX: Website headers

Horizontal Dealership Logos

These are all of the preferred store and group logos. Sticking to the same color pallet (blue, gray, and orange), same fonts (Futura BT Medium regular and italic, and Black Jack), and the same consistent lock-up throughout.



Horizontal Dealership Logos Reversed

To be used when the colored store logos would be otherwise visually obstructed due to the background.

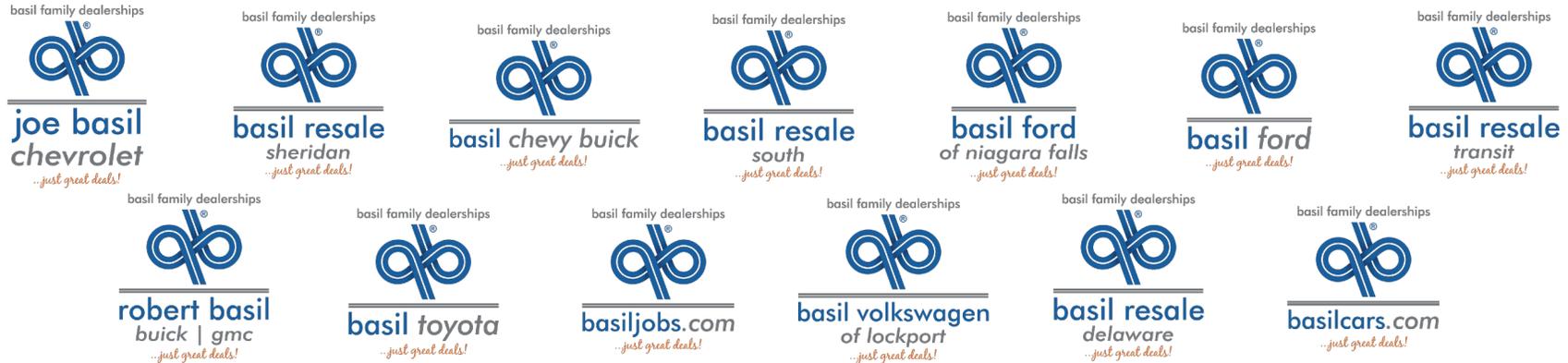


Vertical Dealership Logos

The vertical store lockups are the backup options to the horizontal versions. Whenever a horizontal logo won't work well, they can be substituted for the vertical version.

Vertical Dealership Logos Reversed

To be used when the colored store logos would be otherwise visually obstructed due to the background.



Co-Branding Basil Logo with Accompanying Car Manufacturer



This is the logo lock up for each store when working in a small space. For larger media, have the dealership logo in the left corner of the page, and manufacturer's logo in the right corner of the page, each the same height, and each equidistant from their respective corner.

**If brand manufacturer has different regulations, they always take priority over the Basil set-up.*

