



THE
PARKS
Promise



P A R K S A U T O M O T I V E G R O U P



FIRMLY ROOTED IN OUR PAST.



Driving Our Future.

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THE PARKS PROMISE

At Parks Automotive Group, a promise is more than words. It's a commitment to our valued customers and a way of life for our employees.



We promise to deliver efficient service that responds to customers' needs in a timely manner, ultimately saving them time and money.



We promise to communicate openly, displaying fairness and honesty in every interaction.



We promise to do what we say we're going to do, when we say we're going to do it. And if we ever fall a little short of this standard, we promise to make things right.

We promise to do better, to be better, every day. That's the Parks Promise.

Stytle

Guide

PARKS PROMISE BADGE

The Parks Promise badge has a retro feel, calling to mind Parks Automotive Group's longstanding commitment to the community. The tagline, "Experience the Parks Promise" serves as an effective call to action, and can be used alongside the badge as desired.



EXPERIENCE THE PARKS *Promise*

CORRECT USE

The badge should be used consistently across all visual mediums, such as billboards, emails, digital ads and TV spots. Using badge with reverse colors is acceptable.

INCORRECT USE

Very small spaces, such as display ads, are the exception. The badge should never appear smaller than one inch and can therefore be omitted from certain sized digital ads.

TYPOGRAPHY

The following fonts were carefully selected to enhance the badge's retro feel. They should be utilized to ensure consistency across mediums and among dealerships.

Aa DIN

Aa Acumin Variable Concept

Aa Valencia Script

PRIMARY COLORS

The primary colors are not only pleasing to the eye, but are proven to encourage positive feelings.

Blue is often associated with trust, while orange inspires optimism—two emotions that define the car-buying experience at Parks.

DARK BLUE

23356c

R35 G53 B108

C100 M91 Y29 K16

PANTONE 654C

YELLOW

e39f30

R227 G159 B48

C10 M40 Y96 K0

PANTONE 143C

LIGHT BLUE

2558a7

R37 G88 B167

C92 M73 Y1 K0

PANTONE 285C

WHITE

FFFFFF

R255 G255 B255

C0 M0 Y0 K0

LIGHT GREY

c0bfbf

R192 G191 B191

C25 M20 Y20 K0

COOL GRAY 3 C

DARK GREY

606569

R96 G101 B105

C63 M52 Y48 K20

PANTONE 444C

SECONDARY COLORS

The secondary colors should play a supporting role, never upstaging the primary colors but supplementing them and adding eye-catching variety.

IMAGERY

Lifestyle images or running footage should be used across all mediums, showing vehicles in the places where car buyers often drive them. Think family-friendly SUVs on suburban streets, sleek cars with downtown backdrops and trucks in rugged settings. Any photos of salesman/customer interaction should appear candid and natural.

The brand's primary colors can be used as an overlay to help the images stand out.



Promo Materials

CREATIVE

To bring the Parks Promise to life in every dealership, these materials can be displayed. Each serves as a constant reminder to the Parks team, while reinforcing the brand's commitment to excellence in shoppers' minds.

THE PARKS
Promise

C H E V R O L E T

G M C

B U I C K

- ✓ We promise to do what we say we're going to, when we say we're going to do it.
- ✓ We promise to deliver top quality, efficient service to our valued customers.
- ✓ We promise to communicate openly and honestly.

P **PARKS**
AUTOMOTIVE GROUP

EXPERIENCE THE PARKS *Promise*

THE PARKS Promise

- ✓ HIGH-QUALITY SERVICE
- ✓ EFFICIENT PURCHASE PROCESS
- ✓ TEAM YOU CAN TRUST
- ✓ PREMIUM BUYING EXPERIENCE

At Parks Automotive Group, a promise is more than words. It's a commitment to our customers and a way of life for our employees. We promise to hold each member of our team to the highest standard, demanding a level of integrity that defines us not only as a dealership, but as individuals as well. We promise to provide honest, efficient service that saves time and money. We promise to offer expert knowledge that inspires confidence – and ultimately, keeps customers coming back.

PARKS
AUTOMOTIVE GROUP

CHEVROLET

CHARLOTTE: (704) 598-4000 | HUNTERSVILLE: (704) 875-6558 | KERNERSVILLE: (336) 992-2000 | COMMERCIAL: (336) 531-7878

PARKS
AUTOMOTIVE GROUP
YOUR PREMIER CHEVROLET DEALER OF NORTH CAROLINA

HOME SEARCH NEW SEARCH USED WORK TRUCKS SPECIALS FINANCE ABOUT US

PARKS AUTOMOTIVE GROUP INVENTORY:

Category: Any Category | Make: Any Make | Model: Any Model | Location: | Type: Any Type | Year: Any Year | 1405 VEHICLES | SEARCH INVENTORY

THE PARKS Promise

KEEPING THE PROMISE FOR OVER
50 YEARS

- ✓ HIGH-QUALITY SERVICE
- ✓ EFFICIENT PURCHASE PROCESS
- ✓ TEAM YOU CAN TRUST
- ✓ PREMIUM BUYING EXPERIENCE

LEARN MORE



Broadcast

Elements

RADIO

The “Experience the Parks Promise” tagline must be present in every VO, tying the radio spot to the larger campaign. After serving the community for over 50 years, Parks’ reputation speaks for itself. That being said, the radio spots should maintain a consistent tone that’s confident but not cocky. Proud, but never smug.



TV/DIGITAL VIDEO

TV and digital video, such as pre-roll and social, must also include the tagline – both in the VO and on the screen. The brand voice and message should mimic the one used for radio, conveying the Parks Promise with sincerity.



EXPERIENCE THE PARKS *Promise*