



# 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.

# Style Guide

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# 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.









# 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.



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