



**2018 New Branding Manual**

# Table of Contents

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Concept Statement . . . . .	4
Before and After . . . . .	6
Correct Usage . . . . .	7
Color Usage . . . . .	8
Corporate Colors. . . . .	9
Incorrect Usage . . . . .	10
Grid and Measurements . . . . .	11
Corporate Fonts . . . . .	12
Secondary Art . . . . .	15
Stationery Suite . . . . .	14-18
Web Page Design . . . . .	19
Vehicle Design . . . . .	20
Signage . . . . .	21
Three-Dimensional Applications . . . . .	22-23
Advertisements . . . . .	24-27

# Concept Statement

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Since people keep their cars longer these days, the need for car repairs grow. If you have ever owned a car for more than 11 years, it's likely that you have been to a mechanic often. Midas is a natural choice of service for most due to their fair prices and convenient hours. Midas has spent over 50 years building trusted relationships with their customers based on providing them with the same reliable and professional service they expect every time they visit. They also provide a limited lifetime guarantee that is valid for as long as you own your car.

Midas has been around since the 1950s, making it one of America's original franchises. Since they began, they have been evolving everyday and expanded as they continued to grow. They have always pioneered ways of making franchising in automotive repair better and developed better ways to help their customers. Midas has always treated their customers fairly by helping them understand their vehicles' condition and which repairs were urgently needed, which ones were recommended, and which ones would need to be considered for the future.



# **Brand Standards**

## Before and After

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### OLD LOGO

The old corporate logo was an oval with a border that varied in width which contained the company name. The primary colors were chosen to gather attention. There wasn't an explanation 3D dot for the "i". Overall, this logo didn't communicate what the company was, an auto repair service.



### NEW LOGO

The new corporate logo has a symbol that communicates that it is an auto repair service. The typeface keeps the auto theme going; the color keeps the original idea of gathering attention even though it's not as bright. This logo has a clean, modern look to upgrade the brand.

## Correct Usage

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### HORIZONTAL

The horizontal logo was chosen as the main logo so that it could fit universally on any platform. This logo is used on almost all the company's elements because a horizontal logo fits the layout or company item better than a vertical logo.



### VERTICAL

This is the vertical logo for Midas. This logo should be used if the layout calls for a smaller logo instead of the horizontal logo. There are currently no company elements with this logo.



### ICON LOGO

This is the icon only logo for Midas. Although it will not be used as often as the other two options, this logo allows the option of a quick, recognizable logo for Midas. This logo is often used as a design element.

# Color Usage

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## BLACK AND WHITE

A black and white version of the logo that can be converted into any color needed.



## PRIMARY COLOR

The logo is only one color to keep a clean, minimalistic feel. The red color represents strength and energy and can easily gather the attention of others.



## REVERSED LOGOS

The logo is in white to be able to be read clearly in busy pictures or colored backgrounds.

# Corporate Colors

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**C = 23.22**  
**M = 34.33**  
**Y = 100**  
**K = 1.22**

## PRIMARY COLOR

There is only one primary color in this rebranding. The red that was chosen as the primary color was a nod to the old corporate colors. Red is used to get attention and also represents energy and strength. This red is slightly muted so that the color isn't too harsh on the viewer's eyes.



**C = 15.21**  
**M = 90**  
**Y = 96.85**  
**K = 5.28**

## SECONDARY COLORS

The secondary colors are yellow based and also gives a nod to the original Midas colors. However, the new yellow color is more orange than the original so that it doesn't clash with the other colors. The gold color is to represent the "Golden Touch" and give a sense of luxury, quality, and trust.



**C = .65**  
**M = 37**  
**Y = 99.72**  
**K = 0**



## Incorrect Usage



**DO NOT** make the icon bigger than Midas



**DO NOT** make the icon smaller than Midas



**DO NOT** merge the icon and Midas



**DO NOT** put the logo on a busy background without a white background

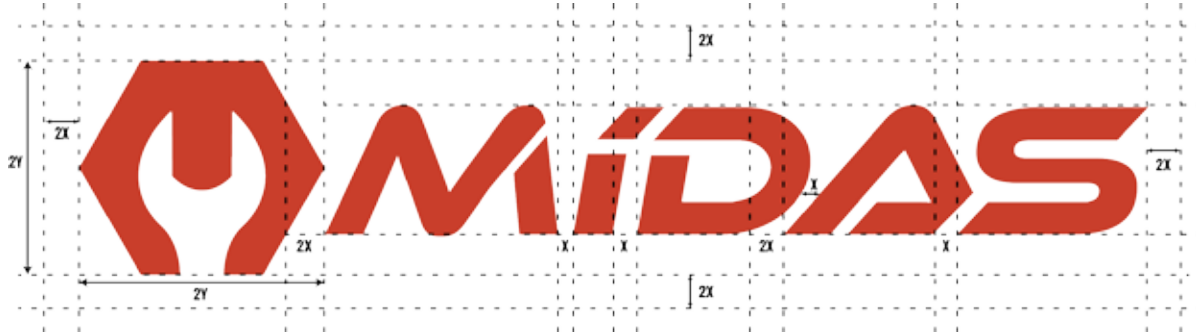


**DO NOT** have Midas inside and reversed in the icon



**DO NOT** make the logo two-toned

# Grid and Measurements



The logo's height and width is measured by the height of the letters in Midas while the spacing is measured by the space in the A. Midas is the dominate element in the logo with a width of  $6.5y$  while the icon is  $2y$ , making the entire logo  $8.5y$ . This helps the logo be spaced and positioned at all times. The clear space around the logo is two times the space in the A and must be there for all other elements.

The minimum size for any of the logos is a half an inch in height. This is to ensure that the logo is readable and consistent throughout all logo sizes.

## MEASUREMENTS:



# Corporate Fonts

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## OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+=?:”

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*()\_+=?:”**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+=?:”

This typeface is used more than the other typefaces for the secondary elements. Since we use more than one font, the size of the text varies from 9-18 points.

## SPLENDID PLAN 9

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**  
**!@#\$%^&\*()\_+=?:”**

This typeface is used for titles and headlines. Mostly used for this brand book at 14 points.

## GARAMOND

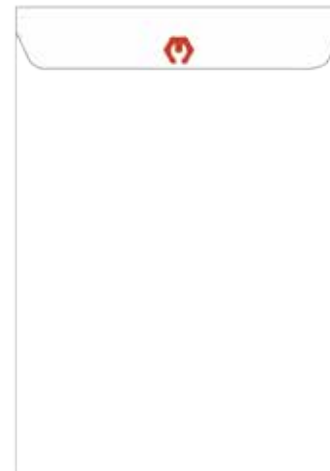
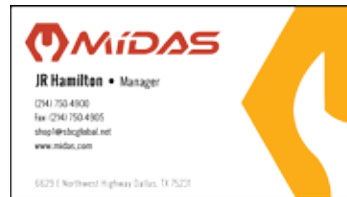
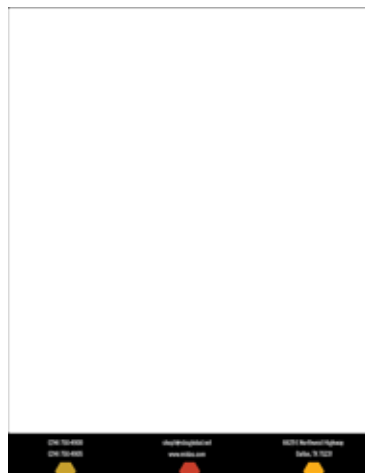
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+=?:”

This typeface is used for any body copy usually 11 points in size.



# **Applications**

# Stationery

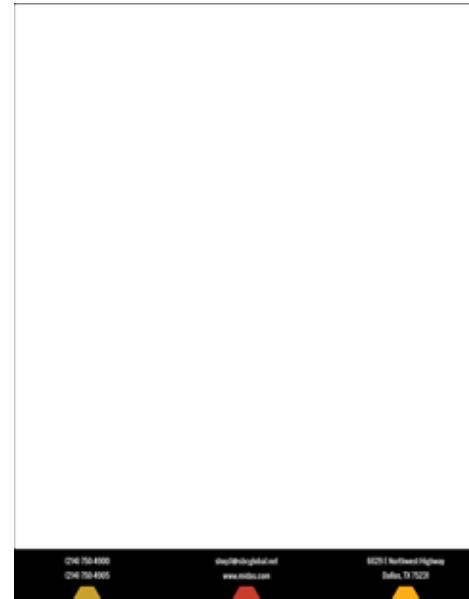


# Letterhead



The letterhead has a simple, clean feel. The logo is at the top left corner. The logo also provides the message and information at the bottom of the page a place to start. The information at the bottom of the page has the company's phone number, fax number, email, website, and address.

The second page keeps the same clean and simple look by providing most of the page for the letter. There's no design in the back to distract from the letter. The bottom has a black bar to separate the information from the letter, as well as to add contrast from all the white space from the top. The information at the bottom is the same from the first page.



# Envelopes

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The envelopes contain the same clean, simple, and professional look that the letterheads had. The logo is at the top of each envelope with the address underneath. The same placement of the message in the letterhead is applied to the address here, where the address starts at the beginning of Midas. The icon logo is in the center of each envelope flap for a simple, yet effective design.

# Business Card



The business cards have the logo in the top left corner on the front side. The employee's name is the second biggest text with their position on the other side of the dot. The other information is the company phone number, fax number, email, website, and the address at the bottom of the card.

The back of the card has a place for the employee to write down the customer's next appointment. It also has the Midas corporation line from the old business card.

This business card has a clean, professional, and modern look. The icon logo is in the yellow secondary color with a half of it on both sides of the business card.



# Web Page Design

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The new website didn't go through a drastic change because they had everything pretty well laid out. However, this website looks and feels cleaner and more professional than the old website because of the lighter colors. The white background allows for the logo and other important text to stand out and be more readable. The secondary colors were to recolor the icons, slides, and more. The featured services that you would see on the homepage were also redesigned to bring more attention and to also fit the overall theme of the new design with the hexagons, sharp edges, and new background color.

# Vehicle Design

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## EMPLOYEE VEHICLE

This vehicle will only be available to employees in a position of leadership, such as managers. The wordtype logo will be displayed on both sides with the doors while the icon logo will be displayed in the center of the hood. The vehicle is red while the logo designs will be the yellow from the secondary colors.

## TOW TRUCK

The tow truck is the same colors as the employee vehicle with the vertical logo on both doors. The hood will also have the icon logo on the hood like the employee vehicle. The customers that see this tow truck approaching will be delighted and relieved because they know that they will soon be able to get on the road.



# Signage



## INSIDE SIGNAGE

The inside signage will be the horizontal logo with the main color, red, since the desk is white. There's no other color that we have to be aware of in this situation.

## OUTSIDE SIGNAGE

The outside signage will be in the golden secondary color to contrast the red top. This color was chosen because the red and gold compliment each other more than the red and orange when overlaying the other.



# 3D Applications

## PROMOTIONAL ITEMS

These items are used to promote Midas by handing them out in offices and meetings. The pens come in three different colors: black and red, red and gold, and gold and red. All three options have the logo on both sides and have silver along with the corporate colors. The flashlight and car charger are more with the theme of promoting that Midas is a company that deals with cars. Those two items were chosen because they can both be very helpful in the car. Both the flashlight and charger are black with red detail and horizontal logo.





## UNIFORM

The uniforms will be upgraded from a plain, gray t-shirt with the logo on one side to this black polo. This uniform has a more modern look with the red outline of the collar and sleeves as well as the red buttons. It will also have a pocket in the front with the red lining. The icon logo will be on the right side of the employee while the back has the horizontal logo on the back of the shirt.

# Advertisements



The Midas advertisements are distinct in the fact that they are either heartwarming or, most recently, humorous; we have incorporated that sense of humor in these advertisements. The information about the featured service will always be at the bottom with a white background so that it's more readable. The logo will also always be present in the top left corner.





# Advertisements

**Ignoring the warning light?  
Don't be that guy.**



**Count on Midas to help keep your car's cooling system operating safely and efficiently and avoid preventable repair expenses.**



