



WALKAWAY Brand Guidelines

WHAT TO & WHAT NOT TO DO WITH THE WALKAWAY BRAND

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Why a brand standards manual?

A Brand Standards Manual helps to ensure a consistent application of the visual identity across platforms in both internal and external communication materials. The implementation of the WALKAWAY Protection for Vehicle Financing brand is an integral part of positioning us as a premier name in the automotive retail sector. Therefore, it is extremely important that all staff and partners adhere to the standards as outlined in this manual.

Designers (in-house or external) continue to have the freedom to create designs that are unique to the subject and area being showcased. However, certain elements must be present in a consistent way to ensure that all publications are still recognized as part of the WALKAWAY Protection for Vehicle Financing brand. Templates are available for a wide variety of materials, including letterhead, and PowerPoint presentations.

Protection space.



Don't make another move without protection.
Yup, there is "Protection space" for our logo.

Just as you and I enjoy our own personal space, so does the WALKAWAY logo.

Equivalent to the size of the WALKAWAY "A". Keep this surrounding area free of distraction-- including Presto the WALKAWAY Fairy's wand.

Also referred to as "clearspace" or "safe-space", it's a region where our brand can hang-out and just be.

So practice safe-space! Play by these rules and no one will get hurt:)

Logo versions.

Colour

The WALKAWAY logo first preference is to appear in colour-- dark and light blue with tagline text in black.



Black/white

WALKAWAY can be produced as plain black text as appropriate in black and white documents.



Knock-out/reverse

It can also appear as a knock-out/reverse image-- white text on a dark background, either blue or black.



Minimum Size Restriction

Don't size the logo below 2 inches. Anything smaller and we risk the tagline becoming illegible. This small version would be used in certain print applications (i.e. letterhead, business cards).



Standard colours.


Don't blush, we've all made mistakes. Yup, there are "standard WALKAWAY colours."


Just as you and I enjoy wearing colours that make us look and feel good, so does the WALKAWAY brand.

Our corporate colours are specified by Pantone Matching System (PMS).

CMYK, RGB and Web-safe (Hexadecimal values) are the colour applications used by various software applications.



Pantone 295	CMYK	RGB	WEB-SAFE
	C 100%	R 0%	00447B
	M 57%	G 68%	
	Y 0%	B 124%	
	K 40%		

Pantone 2935	CMYK	RGB	WEB-SAFE
	C 100%	R 0%	0076BF
	M 46%	G 118%	
	Y 0%	B 192%	
	K 0%		

Logo Do's and Don'ts.

Don't type or make any new WALKAWAY logos



Patterned backgrounds, like bad suits, are avoidable-- don't place the WALKAWAY logo on one



Don't stretch-- we're flexible but the WALKAWAY logo doesn't do yoga



Don't angle the logo



Don't put the logo on a coloured background or into any other shapes



Typography.

Trebuchet is our corporate font

WHY? Because we want our online and print documentation to be readable and to have a visual aesthetic. Trebuchet is also a web-safe font.

Trebuchet Facts

Trebuchet MS, has short descenders and reasonably long ascenders, a small body size and generous line spacing.

An ascender is the part of a lower-case letter that is taller than the font's x-height.

Ascenders, together with descenders, help to increase the recognizability of words

Trebuchet has a large x-height, this tends to increase readability (x-height is the height of the lowercase letters in relation to the capline). A small x-height tends to make type difficult to read, especially at smaller sizes. Large x-height typefaces tend to look friendlier and sometimes more youthful. Small x-height typefaces look more serious and historical.

Find further information online at:

http://en.wikipedia.org/wiki/Trebuchet_MS

Trebuchet regular

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet italic

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet bold

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet bold italic

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trademark and Trade name.

Protection inside the paragraph

WALKAWAY's brand needs protection inside the paragraph too! Our brand name is always represented in continuous text fully capitalized in the font that is being used. It should never be inserted using logotype or in small caps.

Do:

WALKAWAY Protection for Vehicle Financing

Don't

Walkaway protection

First impressions

We always fully introduce ourselves when first mentioned:

WALKAWAY Canada Incorporated

WALKAWAY USA, LLC

WALKAWAY Pty LTD

WALKAWAY Protection for Vehicle Financing

However on second and further mentions, you can be less formal:

Do:

“WALKAWAY Canada”

“WALKAWAY USA”

“WALKAWAY Australia”

“WALKAWAY Protection”

“WALKAWAY”

Don't:

“walkaway insurance”

“Walkaway Canada”

“Walkaway”

Avoid Acronyms!

Avoid acronyms like WAP (WALKAWAY Protection). While the short hand is fine for internal communications, these acronyms are confusing to external audiences when they may be familiar with different uses of these combinations of letters.

Example:

WAP is an extremely common acronym for *Wireless Access Point* and might confuse both readers and people searching for our product online.

Legal/copyright information.

Protecting our Trademark

We're a noun, not a verb!

In order to protect our trademark we must be careful about how it is represented in our written materials, advertising, and on the web. That means we can't turn our product and name into a colloquialism. The WALKAWAY Protection name should always be treated as a noun, and not used in a verb phrase.

Do:

"WALKAWAY Protection allows you to return your vehicle and effectively cancel your debt."

Don't:

"WALKAWAY allows consumers to walk away from negative equity when life changing events occur."

"Essentially, we allow you to simply return your vehicle and walk away."

Where do I find out more?

Give our Marketing Manager a call

Nathan Carr

T 416-603-8555 x133 or 1-866-603-8666

C 416-892-4495

nathan.carr@walkaway.ca

Templates, Logos and Material

For downloadable copies of the WALKAWAY Protection for Vehicle Financing logo and document templates, you can visit www.walkawaycanada.com/brand/ for resources.

WALKAWAY Canada Incorporated

2700 Matheson Blvd. East

Suite 101, East Tower, Box 47

Mississauga, Ontario

L4W 4V9