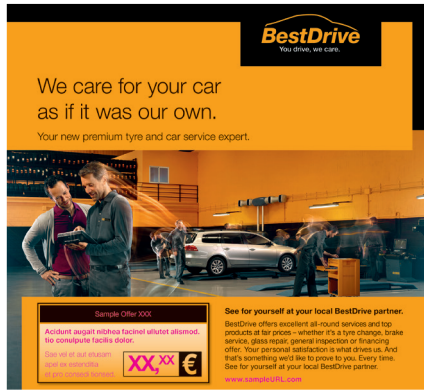


BestDrive

Brand Manual

2015

PURPOSE OF THIS BESTDRIVE BRAND MANUAL



CONTACT US!

Always contact ContiTrade if you have any doubts about any part of this toolkit.

Find out what we have in store for you to support your marketing and promotional activities. Don't hesitate to get in touch. Your questions or suggestions are always welcome!

Jan Michaelsen
Head of Retail Marketing
BU ContiTrade

Continental Reifen Deutschland GmbH
Tire Division

Buettnerstrasse 25,
30165 Hanover, Germany
Phone: +49 511 938 28626
Mobile: +49 151 10847 451
Fax: +49 511 938 2335
Email: jan.michaelsen@contitrade.com

Dear Reader,
This Brand Manual is for all employees who are strategically and operationally responsible for the "BestDrive" brand. This Brand Manual should also be distributed to external service providers who provide services under the "BestDrive" brand.

The Brand Manual aims to develop brand recognition as much as possible among our customers and stakeholders outside the company, and to set down requirements for synergies when developing joint solutions within the company.

This Brand Manual is structured around and continues to use the specifications already documented for the "BestDrive" brand.

In addition, those people responsible within the companies have made important contributions, and their requirements have been incorporated and translated into practical responses.

We wanted to make it as easy as possible to work with the Brand Manual, so we have focused more on pictures than on words. The pictures are deliberately not limited to

the usual "dos". A lot more time was invested in the development of "don'ts". We use the same ranking system throughout: green = recommended; yellow = possible; red = inappropriate.

The text supplements these pictures and reviews the differences between the alternatives.

A brand develops in the minds of our customers. Many different aspects which are not covered in the Brand Manual play a role in this. For instance, the cleanliness of our subsidiaries and the personal contact with employees there

make a huge impact. The content of the Brand Manual only covers the exterior frame.

So together, let's make the "BestDrive" brand a reality in brand identity, positioning and tone.

The ContiTrade EMEA Marketing Team

CONTENTS



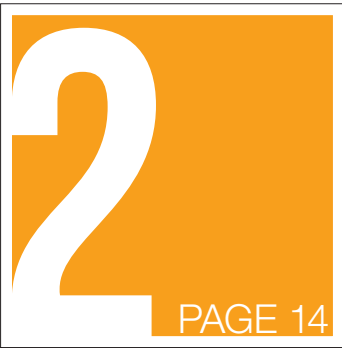
BESTDRIVE BRAND MANUAL

- 1.1 Welcome to BestDrive
- 1.2 Our brand works for you
- 1.3 The brand model
- 1.4 The tagline



CORPORATE DESIGN

- 3.1 The logo as a basic form
- 3.2 Logo protection area
- 3.3 Logo colours
- 3.4 Logo translation
- 3.5 Tagline application
- 3.6 Logo with tagline. Local adaptation
- 3.7 Logo don'ts
- 3.8 BestDrive logo truck
- 3.9 Truck logo protection area
- 3.10 Logo colours
- 3.11 Trademark symbols
- 3.12 Logo don'ts
- 3.13 Colour distribution
- 3.14 Primary colours
- 3.15 Secondary colours
- 3.16 Accent colours
- 3.17 Summary
- 3.18 Corporate typeface
- 3.19 Font for office applications
- 3.20 Font for different writing systems



THE 6 KEY RULES

- 2.1 No. 1: Primary colours
- 2.2 No. 2: The "2/3 – 1/3" principle
- 2.3 No. 3: The primary logo
- 2.4 No. 4: Protection area
- 2.5 No. 5: Master service icons
- 2.6 No. 6: "One brand – One tagline" principle



PRINT AND DIGITAL MEDIA

- 4.1 Key visuals / "we" and "you" mechanism
- 4.2 Print media / layout principle
- 4.3 Service icon collection
- 4.4 Business letter
- 4.5 Business card
- 4.6 Office applications
- 4.7 Digital media / website



SHOP OUTSIDE

Planning your BestDrive shop

- 5.1 Basics for the facade
- 5.2 Facade variants
- 5.3 Facade dos and don'ts
- 5.4 Overview of site
- 5.5 Forecourt
- 5.6 Signboards
- 5.7 Master service icons
- 5.8 Shop entrance signs
- 5.9 Information and guidance system
- 5.10 Pylons
- 5.11 Signposts
- 5.12 Service icon collection
- 5.13 Window lettering
- 5.14 Flags
- 5.15 Lighting concept



6.1 SHOP INSIDE

Planning your BestDrive showroom

- 6.1.1 Shop concept
- 6.1.2 Material colours
- 6.1.3 Flagship, medium and small stores
- 6.1.4 Reception / consulting area
- 6.1.5 Waiting area
- 6.1.6 Presentation area
- 6.1.7 The lighting concept
- 6.1.8 The floor concept

6.2 SHOP INSIDE

Flagship store

- 6.2.1 Flagship floorplan
- 6.2.2 Reception area
- 6.2.3 Presentation area
- 6.2.4 Waiting area
- 6.2.5 Hot beverage station
- 6.2.6 Kids' corner

6.3 SHOP INSIDE

Medium store

- 6.3.1 Medium floor plan
- 6.3.2 Reception area
- 6.3.3 Presentation area
- 6.3.4 Waiting area

6.4 SHOP INSIDE

Small store

- 6.4.1 Small floor plan
- 6.4.2 Reception area
- 6.4.3 Presentation area
- 6.4.4 Waiting area

6.5 SHOP INSIDE

Furniture and displays

6.6 SHOP INSIDE

Workshop



MISCELLANEOUS

- 7.1 Workwear
- 7.2 Business shirt / polo shirt
- 7.3 Vehicle branding
- 7.4 Promotional items
- 7.5 Doormat
- 7.6 Local product names
- 7.7 Press release



MULTI-BRAND

- 8.1 From mono-brand to retail-brand
- 8.2 Provider brands. Tyre brands
- 8.3 Provider brands. Car service brands
- 8.4 Customer brands
- 8.5 Integrating Conti360°



DEALER BRAND

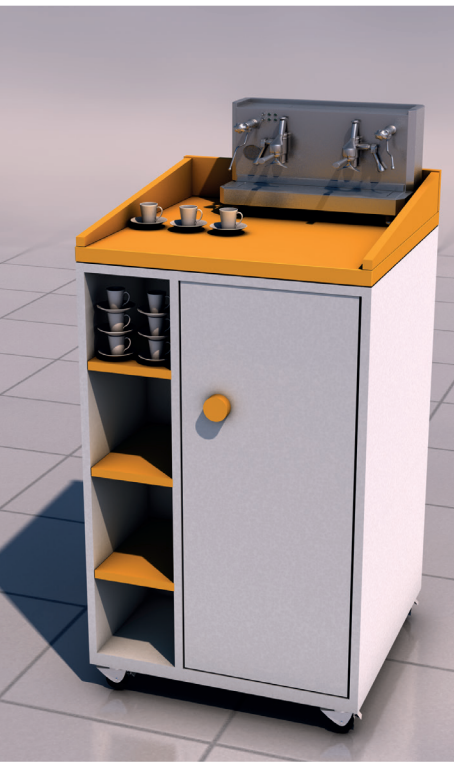
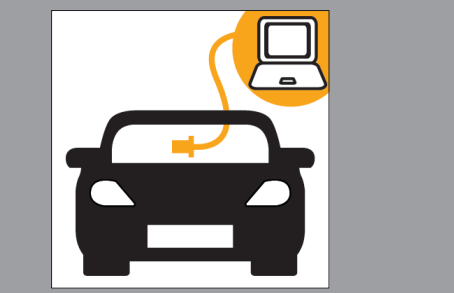
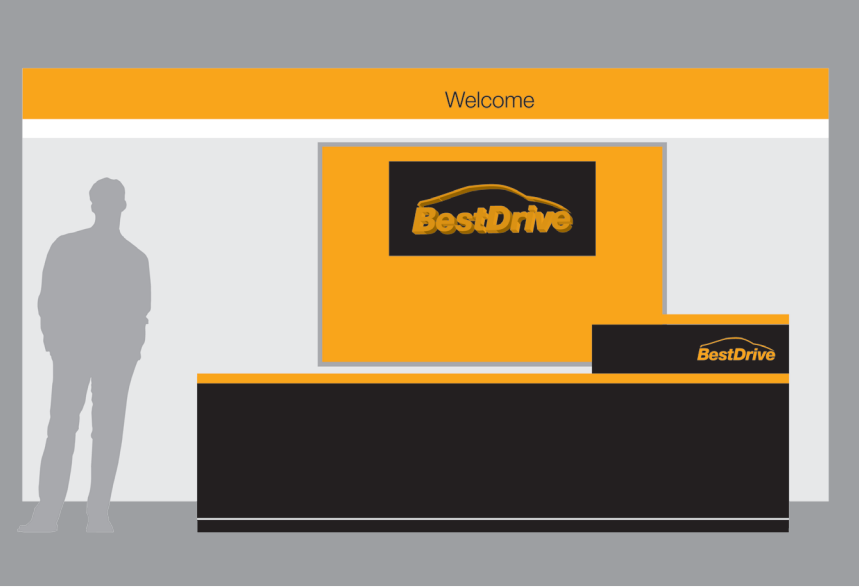
- 9.1 Concept
- 9.2 Dealer brand
- 9.3 Official Network Partner



WELCOME TO BESTDRIVE

Content

- 1.1 Welcome to BestDrive
- 1.2 Our brand works for you
- 1.3 The brand model
- 1.4 The tagline



1.1 WELCOME TO BESTDRIVE

Thanks to our powerful corporate resources, our decades of technical competence and the know-how and determination of all our partners, BestDrive has become a world-leading network in the tyre retail market.

You will gain many advantages from representing this network in your area:

- Our premium brand attracts premium customers.
- Our global network provides premium products.
- Our marketing support facilitates premium sales efforts.

All this means unlimited opportunities for success and sustainable growth for your shop.

Welcome to BestDrive.

| BestDrive history | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The BestDrive brand was created by Continental, PLT Replacement. The target was to develop a dedicated retail brand independent of the tyre-related product brands already in place. | BestDrive is currently used in EMEA (Czech Republic, France, Italy, Poland, South Africa, Spain, Sweden), the Americas (USA) and APAC (Australia, China, Malaysia, Thailand). |
| A global retail brand was first considered in 2005. One year later the first Brand Manual had been completed, including the brand name, logo and a shop manual. | A major decision was made in 2012 at the first Global Trade Council meeting: The Global Trade Council is the owner of the BestDrive brand. At the second Global Trade Council meeting in 2013 the decision was made to delegate the operative coordination function to the retail marketing department of ContiTrade EMEA. |

1.2 OUR BRAND WORKS FOR YOU

How do leading companies from McDonald's to Starbucks to Ikea keep on being successful?

They benefit from brands that are unmistakable and universally well-known. From now on, the BestDrive brand will work in the same way for you.

The concept of branding has a long history. Cowboys used heated irons to mark their cattle. Manufacturers such as the McDonald's company picked up that concept and used their logo and other characteristic marks to advertise their goods. Today, wherever there is McDonald's, people are guaranteed to notice. The brand immediately tells them the quality and taste to expect.

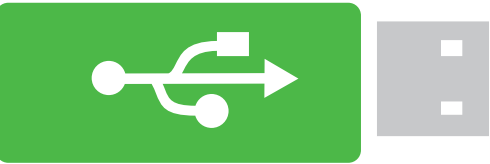
Its design evokes ideas and emotions that are attractive and which help to sell the product.

The BestDrive brand will mark your shop out as an official BestDrive branch and let customers know at a glance that your business is part of a leading international network, known for premium tyres and premium service.

The BestDrive brand makes your shop stand out.



Legend of the USB symbol:



Wherever you see this symbol, you will find matching templates or files either on the attached USB or on ContiView.

1.3 THE BRAND

The brand model

Expectations

Customers generally expect "easy, fast, competent and fair" services in the automotive industry (Source: Flow Consulting). Hence the BestDrive brand model has been developed to meet these customer expectations.

Key promise

The BestDrive brand model consists of functional and emotional attributes which have been derived from the above-mentioned customer expectations. These attributes result in the key promise of the BestDrive brand:

"Premium solutions and relationships built on trust."



"Premium solutions" are the key non-failure factor, i.e. quality, precision and reliability must be right or the customer's business is lost.

On the other hand "relationships built on trust" are the key success factor for BestDrive. Owned and franchise outlets must strive to establish customer relationships which are built on trust and differentiate BestDrive from the competition.

The functional attributes of BestDrive are:

- Competent:
"We are well experienced in what we do."
- Reliable:
"We deliver products and services that exceed expectations."
- Convenient:
"We arrange things for your comfort."

These functional attributes result in the functional promise:

- Premium solutions:
"We always deliver top quality."

The emotional attributes of BestDrive are:

- Fair:
"We ensure that we only deliver services which you really need."
- Personal:
"We value our customers as individuals."
- Respectful:
"We talk on eye-level with our customers."

These emotional attributes result in the emotional promise:

Relationships built on trust:

"We take full responsibility for all our customer's vehicle related issues."

There are 3 fundamental rules for how the brand has to be handled:

1. The brand must be visible.
2. The brand must always be reproduced and used in accordance with the instructions in the BestDrive Brand Manual and style guide.

3. Everybody in the network must always deliver what BestDrive promises its customers, i.e. products and services must be premium.

Sticking to these rules will strengthen the BestDrive brand and lead to more profitable business for each member of the network.

1.4 THE BRAND

The tagline

The key message of the BestDrive brand, the "tagline", unmistakably emphasises that BestDrive offers more than just tyres. BestDrive creates "peace of mind" and follows the simple principle:

"You drive, we care."

The tagline is used in combination with the logo and transfers the brand identity to the customers.

Tagline application

Please see chapter 3.5 TAGLINE APPLICATION and 3.6 LOCAL ADAPTATION for further information about when to apply the tagline and how to deal with local language adaptations.






2

THE 6 KEY RULES

Content

- 2.1 No. 1: Primary colours
- 2.2 No. 2: The "2/3 – 1/3" principle
- 2.3 No. 3: The primary logo
- 2.4 No. 4: Protection area
- 2.5 No. 5: Master service icons
- 2.6 No. 6: "One brand – One tagline" principle

Legend of the traffic light system:

-  Recommended
-  Possible
-  Inappropriate

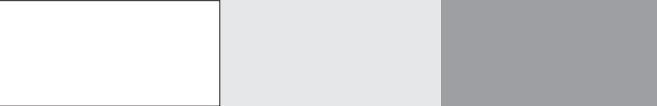
2.1 THE 6 KEY RULES

Primary colours

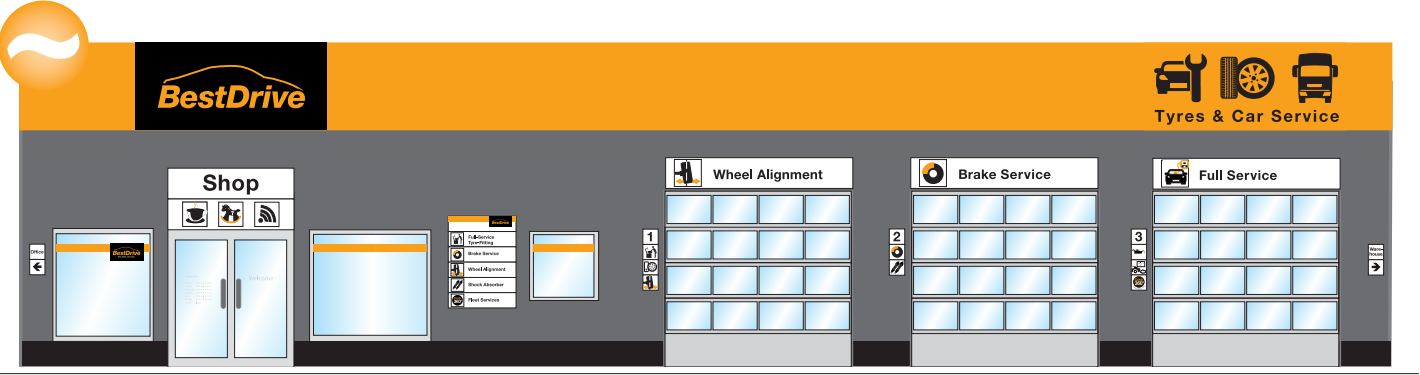
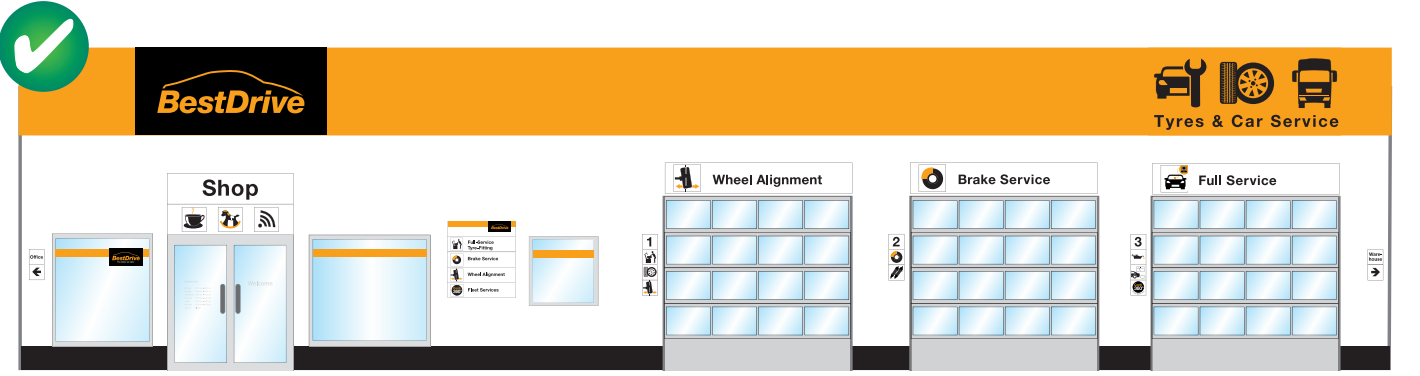
Definition of the rule:
Two colours build the brand: Continental Yellow and Continental Black. These are called the primary colours. The primary colours can be combined with "secondary" colours, e.g. facades or apparel.



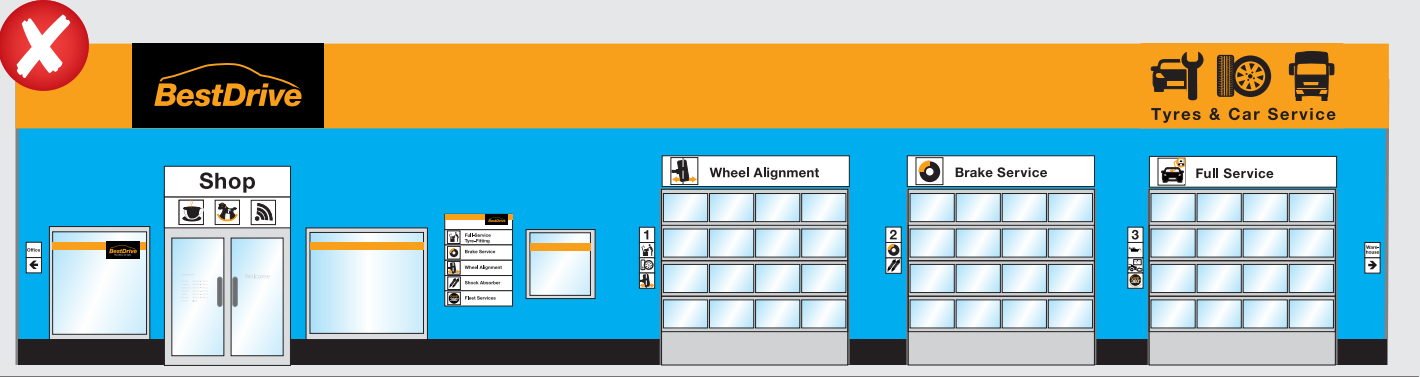
Primary colours



Secondary colours



Reason for the rule:
Brand recognition is strongly influenced by colours. In order to ensure brand recognition in favour of BestDrive the use of colours has to be defined and limited.



This Brand Manual shows the brand in various applications – from the shop outside to a ball pen. But in reality many more applications will occur.

In this chapter the most important rules have been summarised. Most of the applications shown in the Brand Manual can be understood by applying these rules. Applying the key rules to new applications will help you to find a proper solution.

The rules will be repeated in the respective chapters.

2.2 THE 6 KEY RULES

The "2/3 – 1/3" principle

Definition of the rule:

The two major brand colours, i.e. Continental Yellow and Black, have to be applied in a minimum proportion in every space: Continental Yellow has to make up at least 2/3 while black must not extend beyond 1/3. Note: The colour proportion only applies to the major brand colours Continental Yellow and Black. Other colours such as white or grey may cover a portion of the object as they are not brand-building colours, i.e. they are secondary colours.

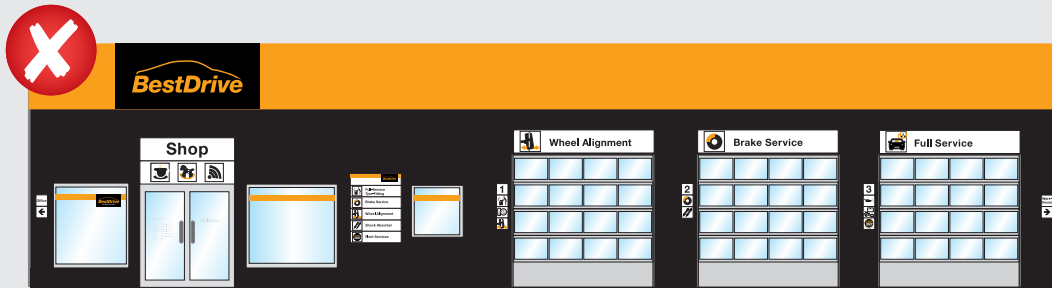
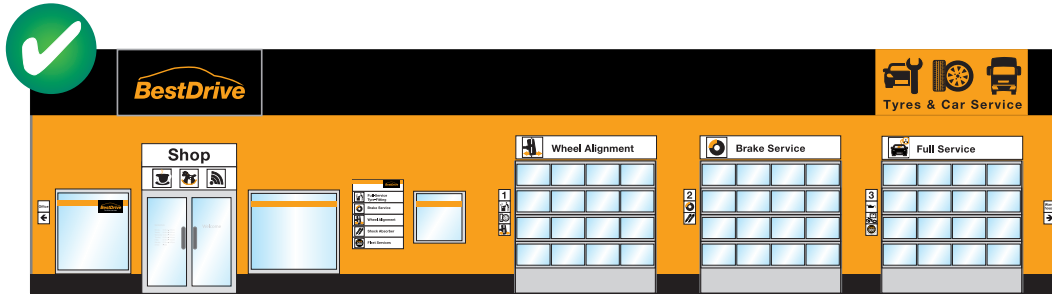
Reason for the rule:

- Many brands use black
- Continental Yellow is our unique colour
- We need differentiation from competition
- Continental Yellow has to be the prevailing colour in order to ensure brand recognition



2/3 Yellow

1/3 Black



2.3 THE 6 KEY RULES

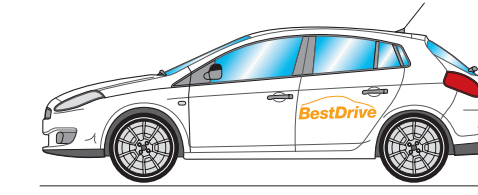
The primary logo

Definition of the rule:

One logo has to be the major one in order to increase brand recognition. This primary logo shall be used as much as possible.

Reason for the rule:

In several cases the use of the primary logo is difficult. For these instances we have defined alternative logo colour-variations, e.g. for flags. However, the primary logo has to be the first choice in order to ensure brand recognition.



2.4 THE 6 KEY RULES

Protection area

Definition of the rule:

The logo always consists of the brand name, one of the defined silhouettes and a protection area of a defined minimum size.

Reason for the rule:

The protection area is both a unique part of the logo, which increases its recognition, and a way to ensure that the logo has enough space around it.



2.5 THE 6 KEY RULES

Master service icons

Definition of the rule:

Wherever possible the logo shall be used in combination with the master service icons, which indicate the type of services we offer under the BestDrive brand.

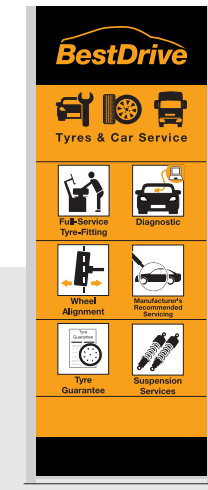
Reason for the rule:

- "BestDrive" does not reveal our business
- "You drive, we care" does not reveal our business
- The brand is fairly new in most markets
- End customers rarely know what we offer

There is a need to emphasise our offer.



Signboard without master service icons, but pylon in front of the shop with master service icons.



2.6 THE 6 KEY RULES

"One brand – One tagline" principle

Definition of the rule:

The BestDrive brand has one tagline: "You drive, we care". This tagline may be translated, but no other tagline may be added.

Reason for the rule:

The tagline is an integral element of the brand. The brand itself is clearly defined and so is the tagline. The tagline must not become an arbitrary element of the brand.





CORPORATE DESIGN

Content

CORPORATE DESIGN

- 3.1

The logo as a basic form
- 3.2

Logo protection area
- 3.3

Logo colours
- 3.4

Logo translation
- 3.5

Tagline application
- 3.6

Logo with tagline. Local adaptation
- 3.7

Logo don'ts
- 3.8

BestDrive logo truck
- 3.9

Truck logo protection area
- 3.10

Logo colours
- 3.11

Trademark symbols
- 3.12

Logo don'ts
- 3.13

Colour distribution
- 3.14

Primary colours
- 3.15

Secondary colours
- 3.16

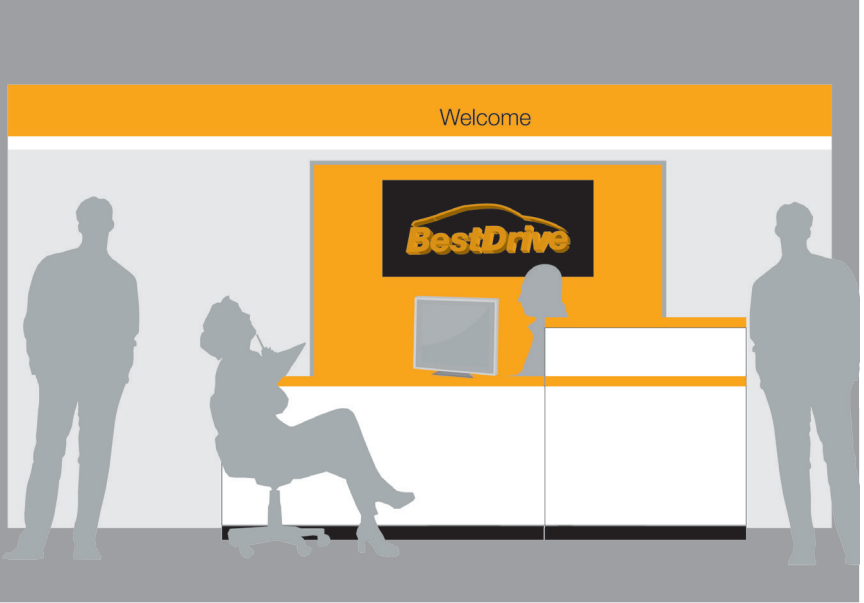
Accent colours
- 3.17

Summary
- 3.18

Corporate typeface
- 3.19

Font for office applications
- 3.20

Font for different writing systems



Our brand is attractively designed and truly unmistakable. Like every other great brand, it appears in exactly the same way wherever you see it. This is the key to its power, which we must protect with great care, and this is why all BestDrive dealers are contractually obliged to follow the instructions given in the chapters of this toolkit.

Any failure to do so will damage the BestDrive brand. It will weaken your own profits and may in severe cases lead to termination of the privilege to represent our network.

Furthermore: Brand management supports legal protection!

A strict and consistent use of the brand helps us in litigations on intellectual property rights. Having used the brand in a strict and unmistakable way helps us to defend our rights.

There are three basic rules that must govern all your actions:

- **The brand must be visible.**

Wherever a BestDrive service is offered or advertised, the customer must see the BestDrive brand.

- **The brand must be consistent.**

Wherever the brand is visible – in your shop, on company cars, on letterheads or in adverts – it must always be shown exactly as prescribed in this toolkit.

- **You must keep the brand's promise.**

Wherever customers buy a BestDrive service, they must find the high levels of quality, business conduct and communication for which our brand stands for.

Always follow the rules. You will be the first to profit.

3.1 THE BRAND LOGO

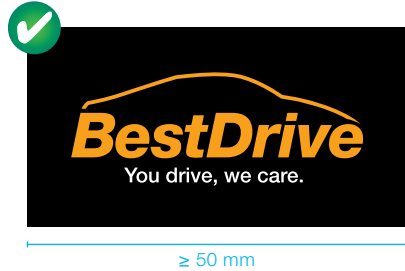
The logo as a basic form

The logo is made up of three components: the word mark of the name BestDrive, the silhouette of a passenger car outline, and the black protection area (i.e. background).



BestDrive logo minimum sizes

The minimum width of the BestDrive logo **without the tagline is 27 mm**. The minimum width **with the tagline is 50 mm**. This ensures legibility and logo recognition.



3.2 THE BRAND LOGO

Logo protection area

Logo without tagline



Logo with tagline

The obligatory space around the logo is a protective margin. The logo should never be used without it. The height / width of the protection margin is 1x i (the "i" is taken from the BestDrive logotype. Please see blue colouring on the right-hand side for reference).



The logo protection area is an obligatory space around the logo which serves as a protective margin that is always visible. Even if the logo sits on a background with the same colour, the protection area needs to be emphasised, for example by illuminating the logo or by lifting it physically from the background (compare image).



3.3 THE BRAND LOGO

Logo colours

BestDrive logo without tagline

Primary

Secondary

Stationery only

Newspaper

Fax

BestDrive logo with tagline

No version with tagline, because the colour contrast is too low

No version with tagline, because the tagline is too dominant in relation to the silhouette with lettering

Colour versions

Black / white versions

The standard colour of the BestDrive logo is 'Continental Yellow' for the logotype and the silhouette, placed on a 'Continental Black 4C' background. Use this combination wherever possible.

The tagline is white.

The "yellow-on-black" logo with white tagline is agreed. If a "black-on-yellow" logo is applied, a white tagline does not work. Therefore it has been decided to always use the "black-on-yellow" logo always without the tagline.

In some situations, the logo may appear in one of the colour combinations:

In black-and-white media such as newspapers, the logo will usually appear in white on a black background, or vice versa (less preferable).

In a few exceptional cases, the logo can be used with black letters on a white background (for example for a fax). However, when applying this version the black frame around the logo is mandatory. It is part of the logo and helps to ensure that the logo protection area is maintained (compare chapter 3.2. LOGO PROTECTION AREA).

3.4 THE BRAND LOGO

Logo translation



Depending on the market, it might be necessary to translate the brand name for better consumer comprehension or due to a local legal requirement. If this is the case there are certain requirements that must be considered.

1. Most importantly, if the logo has to include a translation it has to be approved centrally prior to any implementation.
2. The translation has to capture the original meaning and connotation.
3. The translation must not replace the English logotype. It should be positioned on the right-hand side of the original logo. If this is not possible due to a lack of space, the translation may be positioned underneath the original as an exception.
4. If the brand name has to be translated, no tagline should be applied.

3.5 THE BRAND LOGO

Tagline application

When to use the tagline

The BestDrive logo is a unit consisting of a striking word mark and the silhouette. Depending on the application, it can be used in combination with the tagline "You drive, we care". The general rule for when to apply the tagline depends on whether or not a long-distance effect is anticipated. The aim of this rule is to increase legibility and recognition of the logo and tagline.

Long distance. Without tagline

If the media carrying the logo will only be seen from a far distance, the tagline should NOT be used. This applies for example to signboards, billboards, flags or vehicles. These items are perceived from afar so a tagline would not be legible and should therefore be left out.

Close distance. With tagline

However, if it is certain that the logo will be clearly seen from a near distance, the tagline should be used. This applies for example to print media, online media, advertisements, merchandising, roll-ups, Power Point (title), films and animated sequences etc.

Very close distance. Exception

Nevertheless, the BestDrive logo including tagline has to have a minimum width of 50 mm to ensure readability. In practice this means that some material that is actually meant to be perceived from a close distance may not apply the BestDrive logo with the tagline as a matter of exception.

Examples are business cards, small newspaper adverts and merchandise such as engraved lighters or pens. For those items the BestDrive logo without tagline should be applied, still ensuring the minimum width of 27 mm (for more information see the previous and following pages).

Tagline separate from BestDrive logo

In some instances it might be useful to use the strong BestDrive tagline separately from the logo. An example would be a discreet wall imprint in the workshop area.

However, the tagline must always be in the immediate vicinity of the BestDrive logo.



Key rules:

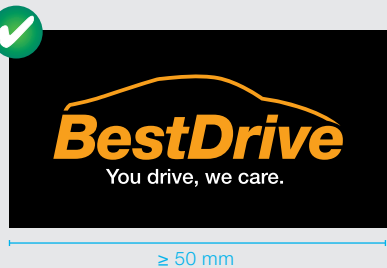
1. The maximum distance between the tagline and the BestDrive logo is the width of the logo (a).
2. The maximum font size of the tagline is equivalent to the BestDrive wordmark font size (b).
3. The font type of the tagline must be Helvetica bold.

The BestDrive logo **with the tagline** will be used on all communication and image-building media that are perceived from a **close distance**:

- Print media (front and back covers)
- Online media
- Advertisements
- Merchandising
- Roll-ups
- Power Point (title)
- Films and animated sequences

The BestDrive logo **without the tagline** will be used on all major outdoor media that need to be legible from a **long distance**:

- Signboards
- Billboards
- Flags
- Vehicles



Logo protection area

The logo must always be surrounded by a logo protection area, no matter if the tagline is being used or not. The protection area defines the minimum margin between the logo and all other design elements.

3.5 THE BRAND LOGO

Tagline application

Very close distance. Logo size: small

Communication media like business cards or small giveaways are viewed from a very close distance. However, sometimes they do not provide enough room to comply with the minimum width of the BestDrive logo with tagline (50 mm). In such a case the BestDrive logo without tagline should be applied, still ensuring the minimum logo width of 27 mm, in order to ensure readability.



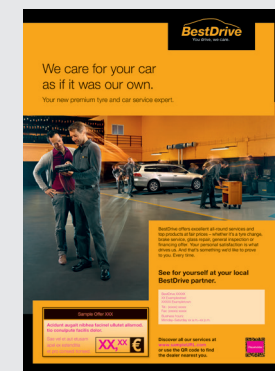
Business cards and giveaways

Close distance. Logo size: medium

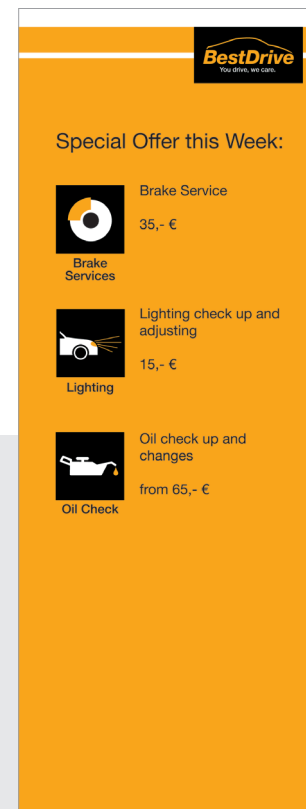
Communication media like adverts, business letters, POS items etc. are viewed from a close distance. They provide enough room to ensure the minimum width of the BestDrive logo with or without tagline for optimal legibility.



Business letter



Advertising



POS presenter

BestDrive Brand Manual

Long distance. Logo size: big

Communication media like signboards, billboards, flags and vehicles are viewed from a far distance and possibly even during movement. The purpose of these logos is to communicate a message quickly from afar which requires a certain size. So even if they provide enough room for the tagline, it is unlikely to be legible from a distance. Consequently, the tagline should not be applied in such cases.



Flag



Signboard



Billboard

3.6 THE BRAND LOGO

Logo with tagline. Local adaptation

The English version of the tagline is always preferred. Depending on local restrictions or other limiting circumstances, a local translation of the tagline may be applied.

Is the english version applicable?

YES



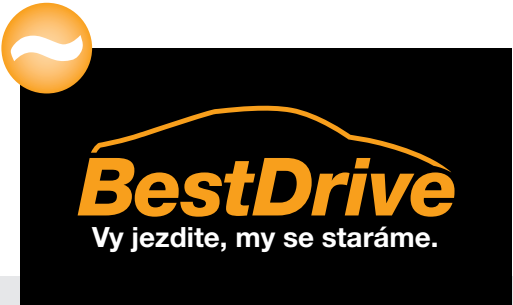
NO

Proper translation possible?

YES

Does the translation fit into the logo?

YES



NO

NO



Basic rules for translation
When adapting the tagline to the local language, please consider some basic rules:

- Try to capture the original meaning and its connotation.
- Try to keep the translation short and simple.
- Try to avoid using more than 5 words.
- In any case, the translation should not exceed the width of the word "BestDrive".
- The font size must NOT be altered and has to be the same size as the original.
- Never replace the tagline with for example service-keywords like "Tyre & Car Service", for example.
- A translation of the tagline must be approved by the central BestDrive marketing team!



Logo protection area

The logo must always be surrounded by a logo protection area, no matter if the tagline is being used or not. The protection area defines the minimum margin between the logo and all other design elements.

Please see chapter 3.2 LOGO PROTECTION AREA.

The logo must not be changed or altered. Never isolate parts of the logo, or add any further elements.

If you insert the logo into, or print it from, PowerPoint or other PC files, always ensure that those applications do not distort the logo shape and colours.

The irregular variations depicted are specifically forbidden!

3.7 THE BRAND LOGO

Logo don'ts



Horizontal distortion



Gradated background



Colour alteration



Shadowing



White word mark / silhouette on Continental Yellow background



Vertical distortion



Image background



Silhouette removal



3D distortion



Shearing



Abbreviation



Coloured background



Logo with silhouette of a motorcycle outline

3.8 APPROVED LOGO VARIATIONS

BestDrive truck logos

BestDrive – Truck USA



BestDrive – Truck EU



BestDrive truck logos

Logo variations may only be used on the shop facade. Please refrain from using these on stationery, workwear, advertising or any other media. It is not permitted to use the standard logo and a logo variation on the facade at the same time.

Please note that the Truck EU logo was updated in July 2015. Please do not use the old logo any more.

The logo is made up of two components: the logotype of the name BestDrive and the silhouette of the commercial truck outline for USA and EUROPE.

The minimum width of the BestDrive logo is 27 mm. When scaling the logo proportions to any desired size, make absolutely sure that the logo is not distorted. The height and width must remain intact at all times.

3.9 APPROVED LOGO VARIATIONS

Logo protection area

BestDrive – Truck USA



BestDrive – Truck EU



The obligatory space around the logo is a protective margin. The logo should never be used without it. The height / width of the protective margin is 1 i.

Commercial vehicles tyre service

Fleet managers are generally visited by our BestDrive sales force. The branch itself may or may not be the place for us to service commercial vehicles, but in any case its promotion is not important to attract customers. In consequence, commercial vehicle facade branding will not have an efficient effect in influencing fleet managers' decision-making process to our advantage.



3.10 APPROVED LOGO VARIATIONS

Logo Colours.

BestDrive – Truck USA

Primary

Secondary

Stationary only

Newspaper

Fax

BestDrive – Truck USA with tagline

No version with tagline, because the colour contrast is too low

No version with tagline, because the tagline is too dominant in relation to the silhouette with lettering

Colour versions

Black/white versions

The standard colour of the BestDrive logo is 'Continental Yellow' for the logotype and the silhouette, placed on a 'Continental Black 4C' background. Use this combination wherever possible.

In some situations, the logo may appear in one of the colour combinations:

The BestDrive logo is 'Continental Black 4C' for the logotype and the silhouette, placed on a 'Continental Yellow' background.

In black-and-white media such as newspapers, the logo will usually appear in white on a black background, or vice versa (less preferable).

3.11 APPROVED LOGO VARIATIONS

Trademark symbols

BestDrive – Logo without TM



BestDrive – Logo with TM



It is possible to amend the brand logo with symbols indicating legal protection, i.e. "TM" and "®".

We have analysed these according to three different aspects:

- a. Legal implications
- b. Psychological implications/customer point of view
- c. Graphical implications

Legal implications
Whether we amend our logo with these symbols or not does has no influence on brand protection. These symbols are thus legally not relevant.

Psychological implications
Customers are hardly aware of the legal aspect and associate the symbols with a protected, thus important, brand. This is at least valid in several markets.

Graphical implications
It is likely that the symbols will either be too small and illegible, or too large and damage the appearance of the logo.

This is predominantly due to the fact that we use a very slim silhouette within our logo. Therefore the symbols are likely to spoil the overall impression of the logo.

Generally we recommend working without these symbols. However, if it is locally common and expected from customers for serious brands, then the use of the above-mentioned symbols as applicable is permitted.

The logo must not be changed or altered. Never isolate parts of the logo, or add any further elements.

If you insert the logo into, or print it from, PowerPoint or other PC files, always ensure that those applications do not distort the logo shape and colours.

These irregular variations are specifically forbidden:

3.12 APPROVED LOGO VARIATIONS

Logo don'ts



Horizontal distortion



Gradated background



Colour alteration



Shadowing



White word mark / silhouette on Continental Yellow background



Vertical distortion



Image background



Silhouette removal



3D distortion



Shearing



Abbreviation



Coloured background



Logo with silhouette of a motorcycle outline

3.13 THE BRAND COLOURS

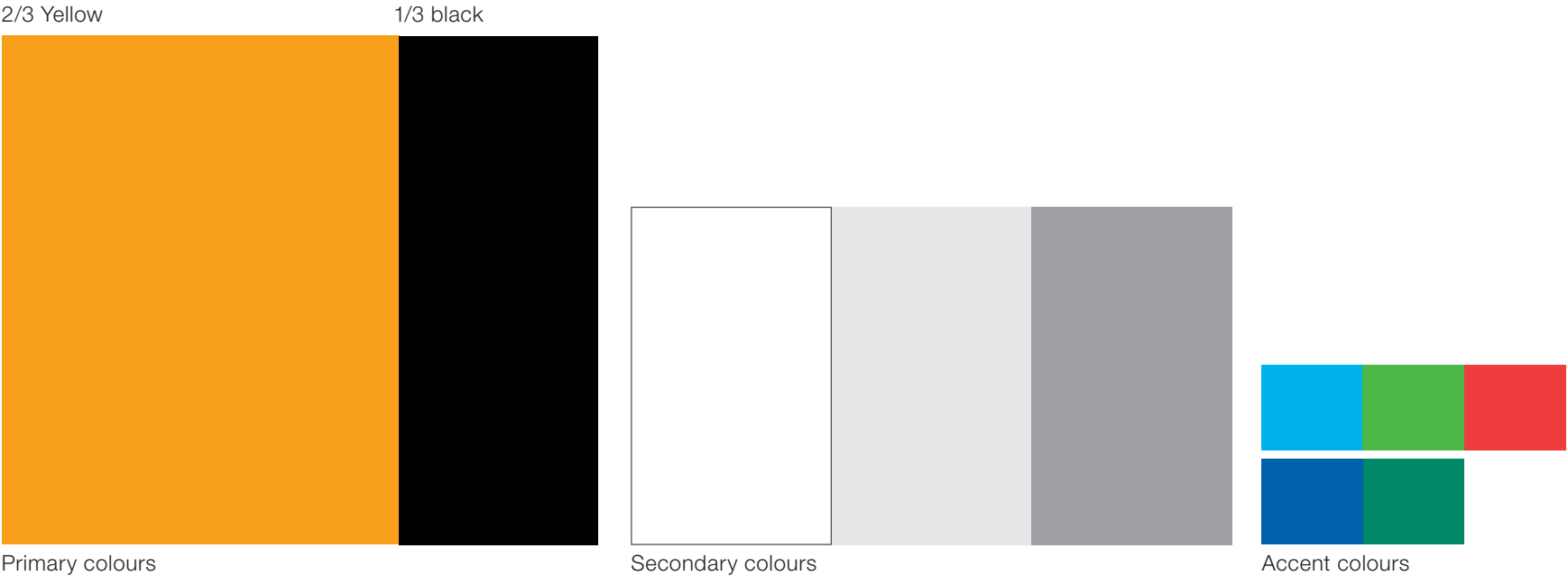
Colour distribution

The two BestDrive primary colours give the company's communication its characteristic appearance.

Continental Yellow is used for large surfaces as well as headlines, introductory passages, and to highlight passages in copy.

BestDrive Black is used as an additional colour in the corporate identity. BestDrive Black has specifications for both one-colour and four-colour applications. When dealing with large surfaces, the four-colour version should be used to ensure the proper degree of saturation. Copy and the logo must appear in the one-colour version.

BestDrive Black represents mainly rubber and imparts an impression of power, dominance and force.



Special colours

Please print the Continental primary colours as special colours whenever possible and use the correct colour application for the respective print or production method.

The BestDrive colour code must be adhered to: Dominant colours are Continental Yellow and Black, with an overall ratio of 2:3 Yellow and 1:3 Black.

Continental White and tones of Gray may be added as secondary colours.

The Continental accent colours are only to be used in print media, for example in graphics and in cases where additional colours are needed for differentiation or emphasis.

3.14 THE BRAND COLOURS




Primary colours

Continental Yellow and Continental Black (1 C / 4 C) are the primary corporate colours.

Continental Black has specifications for both one-colour and four-colour applications. When dealing with large surfaces, the four-colour version should be used to ensure the proper degree of saturation. Copy and the logo must appear in the one-colour version.

For print media a general rule is that off-set printing uses a four-colour black whereas digital printing most likely uses a one-colour black.

Please double-check with your printer about any specific printing requirements.

| | |
|-------------------------------------------------------------------------------------|----------------------|
|  | Continental Yellow |
|  | Continental Black 1C |
|  | Continental Black 4C |

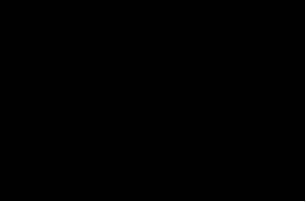
| | |
|---------------------------------------------------------------------------------------|---------------------------|
|  | Continental Yellow |
|  | Continental Black 1C / 4C |



Continental Yellow



Continental Black 1C



Continental Black 4C

| Print | | Electronic media | | Textile | Paintwork |
|---------|--------------------|------------------|----------|-----------------|-----------|
| Pantone | CMYK | RGB | HEX | Pantone Textile | RAL |
| 137 C | 0 / 40 / 100 / 0 | 255 / 165 / 0 | # ffa500 | 14-0303 TPX | 1028 |
| Black C | 0 / 0 / 0 / 100 | 0 / 0 / 0 | # 000000 | 19-0303 TPX | 9005 |
| Black C | 90 / 72 / 72 / 100 | 0 / 0 / 0 | # 000000 | 19-0303 TPX | 9005 |

| matte opaque | glossy opaque | translucent | acrylic |
|------------------|--------------------|-------------------|------------------|
| Oracal 631 - 020 | Oracal 751 C - 020 | Oracal 8800 - 020 | Evonik - GS 1H20 |
| Oracal 631 - 070 | Oracal 751 C - 070 | Oracal 8800 - 070 | Evonik - GS 9H01 |






Continental White was chosen to represent mainly Auto-
motive as it evokes feelings of expertise and modernity.




Continental Gray 4 signifies the success and stability of
the brand's corporate aspect.

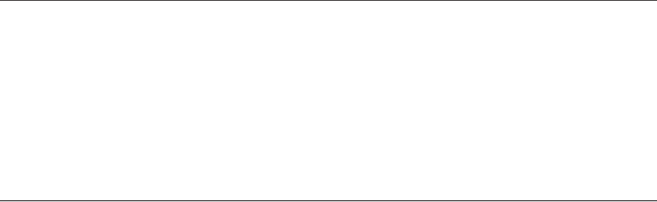
Continental Gray 2 is used for typography, for graphics
and diagrams or for surfaces as well as graphics.

3.15 THE BRAND COLOURS

Secondary colours

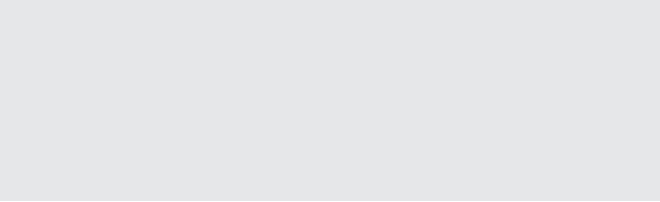
| | |
|-------------------------------------------------------------------------------------|--------------------|
|  | Continental White |
|  | Continental Gray 4 |
|  | Continental Gray 2 |

| | |
|---------------------------------------------------------------------------------------|--------------------|
|  | Continental White |
|  | Continental Gray 4 |
|  | Continental Gray 2 |



Continental White

| Print | |
|--------------------|----------------|
| Pantone | CMYK |
| | 0 / 0 / 0 / 0 |
| Cool Gray 9 C, 10% | 0 / 0 / 0 / 10 |
| Cool Gray 9 C, 70% | 0 / 0 / 0 / 45 |



Continental Gray 4

| Electronic media | |
|------------------|----------|
| RGB | HEX |
| 255 / 255 / 255 | # ffffff |
| 240 / 240 / 240 | # f0f0f0 |
| 150 / 150 / 150 | # 969696 |



Continental Gray 2

| Textile | Paintwork |
|-----------------|-----------|
| Pantone Textile | RAL |
| 11-0601 TPX | 9003 |
| 14-4102 TPX | 7035 |
| 17-1501 TPX | 7037 |

| matte opaque | glossy opaque | translucent | acrylic |
|------------------|--------------------|-------------|------------------|
| Oracal 631 - 010 | Oracal 751 C - 010 | | Evonik - GS WH01 |
| Oracal 631 - 072 | Oracal 751 C - 072 | | |
| Oracal 631 – 071 | Oracal 751 C – 071 | | |



Continental Light Blue, Light Green, Light Red, Dark Blue and Dark Green are the accent corporate colours.

These are only used in print media!

The accent colours are mainly used in graphics and in cases where additional colours are needed for differentiation or emphasis.

3.16 THE BRAND COLOURS

Accent colours



Continental Light Blue



Continental Light Green



Continental Light Red

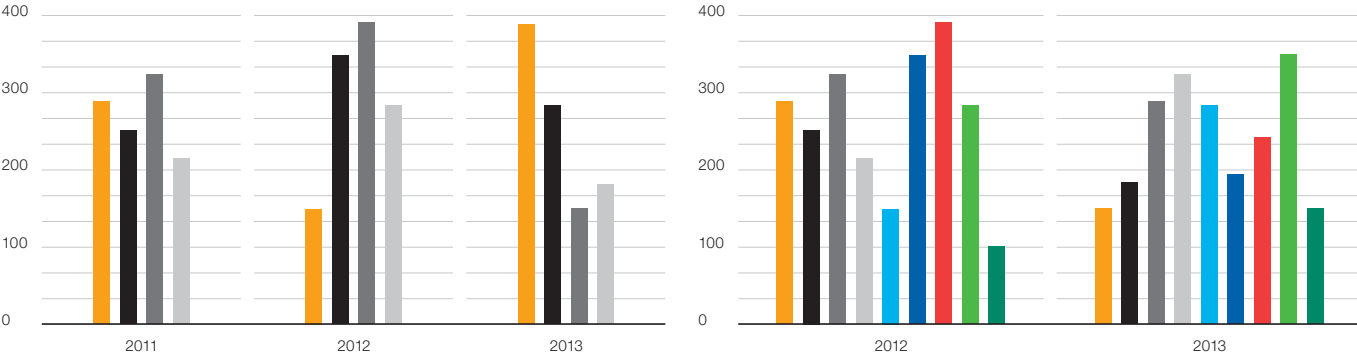


Continental Dark Blue



Continental Dark Green

Example graphic



Legende Headline Percil utpatincin hent lumsan

- Legend Exer amconsectet dolore
- Lortisi blan hent velis nibh elenisi iureet Dolor aute dit lutat
- Percil utpatincin onulla mcons autpatet eta dolore
- Ut dolortie commy nullam alit irit eugiam sed eta diele

- Legend Exer
- Lortisi blan hent
- Percil utpatin
- Percil utpatincin on
- Ut dolortie commy
- Legend Exer
- Lortisi blan hent
- Percil utpatincin on
- Ut dolortie com

- Continental Light Blue
- Continental Light Green
- Continental Light Red
- Continental Dark Blue
- Continental Dark Green

Print

| Pantone | CMYK |
|---------|-------------------|
| 299 C | 80 / 5 / 0 / 0 |
| 361 C | 70 / 0 / 100 / 0 |
| 032 C | 0 / 90 / 80 / 0 |
| 293 C | 100 / 60 / 0 / 5 |
| 335 C | 100 / 5 / 70 / 20 |












Electronic media

| RGB | HEX |
|---------------|----------|
| 0 / 165 / 220 | #00a5dc |
| 45 / 185 / 40 | # 2db928 |
| 255 / 45 / 55 | # ff2d37 |
| 0 / 78 / 175 | # 004eaf |
| 5 / 120 / 85 | # 057855 |



3.17 THE BRAND COLOURS

Summary

| | | Print | | Electronic media | | Textile | Paintwork | Laminating | | |
|-------------------------------------------------------------------------------------|-------------------------|--------------------|--------------------|------------------|----------|-----------------|-----------|------------------|--------------------|-------------------|
| | | Pantone | CMYK | RGB | HEX | Pantone Textile | RAL | matte opaque | glossy opaque | translucent |
| Primary Colours | | | | | | | | | | |
|  | Continental Yellow | 137 C | 0 / 40 / 100 / 0 | 255 / 165 / 0 | # ffa500 | 11-1064 TPX | 1028 | Oracal 631 - 020 | Oracal 751 C - 020 | Oracal 8800 - 020 |
|  | Continental Black 1C | Black C | 0 / 0 / 0 / 100 | 0 / 0 / 0 | # 000000 | 19-0303 TPX | 9005 | Oracal 631 - 070 | Oracal 751 C - 070 | Oracal 8800-070 |
|  | Continental Black 4C | Black C | 90 / 72 / 72 / 100 | 0 / 0 / 0 | # 000000 | 19-0303 TPX | 9005 | Oracal 631 - 070 | Oracal 751 C - 070 | Oracal 8800-070 |
| Secondary Colours | | | | | | | | | | |
|  | Continental White | | 0 / 0 / 0 / 0 | 255 / 255 / 255 | # ffffff | 11-0601 TPX | 9003 | Oracal 631 - 010 | Oracal 751 C - 010 | Oracal 8800 - 010 |
|  | Continental Gray 4 | Cool Gray 9 C, 10% | 0 / 0 / 0 / 10 | 240 / 240 / 240 | # f0f0f0 | 14-4102 TPX | 7035 | Oracal 631 - 072 | Oracal 751 C - 072 | - |
|  | Continental Gray 2 | Cool Gray 9 C, 70% | 0 / 0 / 0 / 45 | 150 / 150 / 150 | # 969696 | 17-1501 TPX | 7037 | Oracal 631 – 071 | Oracal 751 C – 071 | - |
| Accent Colours | | | | | | | | | | |
|  | Continental Light Blue | 299 C | 80 / 5 / 0 / 0 | 0 / 165 / 220 | #00a5dc | | | | | |
|  | Continental Light Green | 361 C | 70 / 0 / 100 / 0 | 45 / 185 / 40 | # 2db928 | | | | | |
|  | Continental Light Red | 032 C | 0 / 90 / 80 / 0 | 255 / 45 / 55 | # ff2d37 | | | | | |
|  | Continental Dark Blue | 293 C | 100 / 60 / 0 / 5 | 0 / 78 / 175 | # 004eaf | | | | | |
|  | Continental Dark Green | 335 C | 100 / 5 / 70 / 20 | 5 / 120 / 85 | # 057855 | | | | | |



3.18 THE BRAND TYPOGRAPHY

Corporate typeface

45 Light
46 *Light Italic*
55 Roman
56 *Roman Italic*
65 Medium
66 *Medium Italic*
75 Bold
76 *Bold Italic*

Helvetica Neue 45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a
b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7
8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... - æ œ
@ o a © f , å « € ® † / ø • Ø Û Á ˇ % „ » Æ fl ^ ¡ Ó Ì Ï TM Í
Å — ÷ › ‹ Ç Ù ‡

Helvetica Neue 46 Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a
b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7
8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... - æ œ
@ o a © f , å « € ® † / ø • Ø Û Á ˇ % „ » Æ fl ^ ¡ Ó Ì Ï TM Í
Å — ÷ › ‹ Ç Ù ‡

Helvetica Neue 55 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5
6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... - æ
œ @ o a © f , å « € ® † / ø • Ø Û Á ˇ % „ » Æ fl ^ ¡ Ó Ì Ï
TM Í Å — ÷ › ‹ Ç Ù ‡

Helvetica Neue 56 Roman Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5
6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... - æ
œ @ o a © f , å « € ® † / ø • Ø Û Á ˇ % „ » Æ fl ^ ¡ Ó Ì Ï
TM Í Å — ÷ › ‹ Ç Ù ‡

Helvetica Neue 65 Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5
6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... - æ
œ @ o a © f , å « € ® † / ø • Ø Û Á ˇ % „ » Æ fl ^ ¡ Ó Ì Ï
TM Í Å — ÷ › ‹ Ç Ù ‡

Helvetica Neue 66 Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5
6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... - æ
œ @ o a © f , å « € ® † / ø • Ø Û Á ˇ % „ » Æ fl ^ ¡ Ó Ì Ï
TM Í Å — ÷ › ‹ Ç Ù ‡

Helvetica Neue 75 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y
Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3
4 5 6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ...
- æ œ @ o a © f , å « € ® † / ø • Ø Û Á ˇ % „ » Æ fl ^ ¡
Ó Ì Ï TM Í Å — ÷ › ‹ Ç Ù ‡

Helvetica Neue 76 Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y
Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3
4 5 6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ...
- æ œ @ o a © f , å « € ® † / ø • Ø Û Á ˇ % „ » Æ fl ^ ¡
Ó Ì Ï TM Í Å — ÷ › ‹ Ç Ù ‡

Helvetica Neue is the corporate typeface. It conveys the strength, competence and modernity of the brand and at the same time draws attention to headlines without distracting from content.

Helvetica Neue is an easy-on-the-eye sans serif typeface with open counterforms for maximum legibility.

The Arial typeface is used in MS Office applications and Nimbus Global serves as the international recommended replacement font.

- **Headings**
Typestyle: Helvetica Neue 45 Light.
Headline sizes can vary. With brochures, ensure that they are uniform throughout the productoriented section in order to achieve a consistent look.

All headlines and sublines are centred. In brochures, the headlines are aligned flush left. Make sure the letters are evenly spaced. Leading should be automatic, however with extremely large headlines (such as on posters) it can be manually reduced.

- **Sublines**
Typestyle: Helvetica Neue 55 Roman or Helvetica Neue 65 Medium.

The recommended size is 14 point; leading 150% of capital letter height.
When cap height is the same as in the body text, use a subline that is bolder and a different colour from the copy.

- **Body text**
Typestyle: Helvetica Neue 65 Medium or Helvetica Neue 55 Roman (on a black or dark-coloured background).

Helvetica Neue 55 Roman or Helvetica Neue 45 Light (on a white or pale-coloured background).
Type size is 8.5 point; leading 150% of type size. The tracking is ±0, but PIC3 in brochures.
Digits should always be individually offset (except when creating tabular data).

- **Captions**
Type size: Helvetica Neue 66 Medium Italic or Helvetica Neue 56 Italic.

• **Highlighted content**
Type size: Helvetica Neue 75 Bold.

3.19 THE BRAND TYPOGRAPHY

Font for office applications

Arial is the default font for office applications used by BestDrive. It has been included as a standard typeface in all Microsoft Windows versions since 3.1 (Microsoft and Apple).

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5
6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... - æ
oe @ o a © f , å « € ® † / ø • Ø Û Á ¯ % „ » Æ fl ^ ¡ Ó Ì Ï
™ Í Å — ÷ › ‹ Ç Ù ‡

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4
5 6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... -
æ oe @ o a © f , å « € ® † / ø • Ø Û Á ¯ % „ » Æ fl ^ ¡
Ó Ì Ï ™ Í Å — ÷ › ‹ Ç Ù ‡

Arial Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5
6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... - æ
oe @ o a © f , å « € ® † / ø • Ø Û Á ¯ % „ » Æ fl ^ ¡ Ó Ì Ï
™ Í Å — ÷ › ‹ Ç Ù ‡

Arial Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4
5 6 7 8 9 0 ! “ \$ % & / () = ? ` + # * ‘ _ - - € ¥ ¢ ~ ... -
æ oe @ o a © f , å « € ® † / ø • Ø Û Á ¯ % „ » Æ fl ^ ¡
Ó Ì Ï ™ Í Å — ÷ › ‹ Ç Ù ‡

3.20 THE BRAND TYPOGRAPHY

Font for different writing systems

Nimbus Sans Global

Light
Regular
Bold

תצלמה ב איה, היגולונכט מיגאב וא שידײ.
ךנת תאז מידחוימ ורונש. רדס וא טפשמה

Hebrew: **Nimbus Global Bold** / Nimbus Global Regular

ح رسم وه. ي ف ت ب س ك و ط ق س ف ة ي ز ن ل ا
را ذ ن ا ن ي ب ي ل. س ف ن ن ي ز ا ن ل ا ي ت ل ا

Arabic: **Nimbus Global Bold** / Nimbus Global Regular

Юллюм квюаыквуэ мэя про экз, нык
ырант адипижкй, толлй волуптатум мыа.

Cyrillic (Russian): **Nimbus Global Bold** / Nimbus Global Regular

樞 馱 獮 漕 潤 璫 蠟 蠹 醺 嶂 愐 懔, 駢 鈇 較 輶 輶 莠 莛 慮 蓊 蒨
飢 炆 炆 珣 偵 圖 嫻 愜 悵, 簾 縹 厖 吡 吹 旒 第 筍 輶 輶 鉅 跼 𧯛

Chinese: **Nimbus Global Bold** / Nimbus Global Regular

悲サネコル林体消必だぜな並者ヤ作異ラ任却こずス半演げ作
う表索ラ編長レケイ際理ば写長住よもでン普2術載へ商後口

Japanese: **Nimbus Global Bold** / Nimbus Global Regular

International default font

Nimbus Sans Global is the international default font used by Continental. Nimbus Sans Global currently contains some 35,000 characters, including complete sets for Chinese, Japanese and Korean. In addition to Latin, Greek and Cyrillic letters, it features Kanji, Hiragana, Katakana, the Japanese syllable characters and the complete set of Korean Hangul syllable characters.

This typeface is used for all languages for which the corporate typeface Helvetica LT Pro is not available. Additional spacing is required when using the Nimbus Chinese character set.

To order Nimbus Sans Global type styles, please contact the Font Shop directly:
Customer service officer Axel Kleynemeyer
akleynemeyer@fontshop.de
T. +49 30 / 695 96 333

4

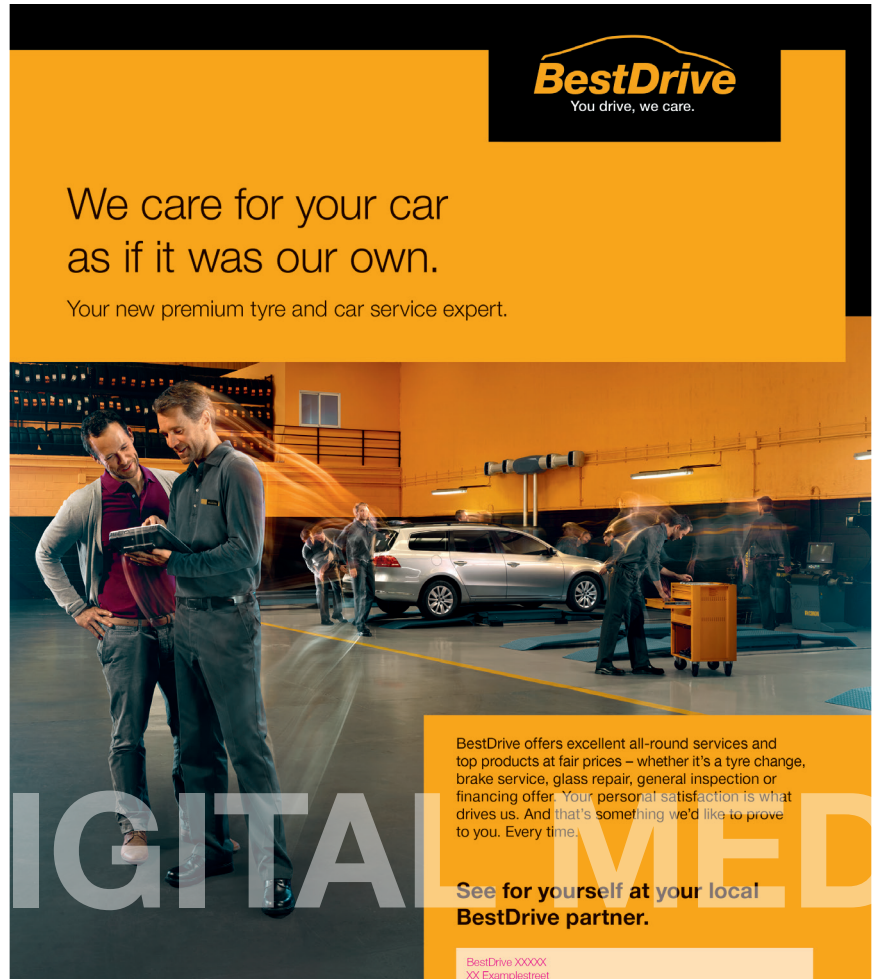
PRINT AND DIGITAL MEDIA

Content

- 4.1 Key visuals / "we" and "you" mechanism
- 4.2 Print media / layout principle
- 4.3 Service icon collection
- 4.4 Business letter
- 4.5 Business card
- 4.6 Office applications
- 4.7 Digital media / website

The previous part of this manual explained the basic use of the corporate design elements. The following chapter deals with their specific implementation for print and digital media.

It starts with a brief overview about the European brand campaign that has been developed to visualise the foundation of the BestDrive brand model: "premium solutions" and "relationships built on trust". It further covers information on layout principles, grid patterns, stationery, office applications and basics for an online appearance.



4.1 KEY VISUALS

"We" and "you" mechanism

BestDrive is part of an international network. There are three different key visuals for BestDrive:

- a general "image" motif
- a specific "tyre" motif
- a specific "car services" motif.

Even though the setting and emotion of each motif is slightly different, all motifs have been designed to visualise the foundation of the BestDrive brand model: "premium solutions" and "relationships built on trust".

Key visuals logic:

- **Swoosh**
To be different (eye-catcher)
To visualise dynamics
To bridge interaction and service
- **Relationships built on trust**
- **Premium solutions**



Premium

Premium solutions are reflected by cleanliness and tidiness of the workshop as well as a professional 360 degree approach towards the vehicle. The competent mechanic/sales manager is shown at various points around the car to underline the complete service offer as well as total care for the vehicle.

Relationship

Relationships built on trust are resembled by the customer interaction of the sympathetic mechanic/sales manager with different customer groups in the front of each motif. Three different customer groups have been chosen: single male, couple and mother with child. Hence the key visuals can be more tailor-made for the different target customers and reflect the demographic development of most European countries.

Interlink

So, all key visuals tell two stories which have to be inter-linked at the same time. Therefore swoosh effects were chosen to connect the work which is done in the background with the customer interaction in the front of each key visual. Furthermore the swoosh effects add movement to the picture and are a clear eye-catcher for every advertising material.

Communication

All key visuals can be used in image communication (=to create brand awareness) and offer communication (=to generate shop traffic). The different settings and various customer groups offer great flexibility for the marketing materials.

4.1 KEY VISUALS

"We" and "you" mechanism

BestDrive stands for premium tyre and automotive services as well as trustworthy customer treatment. BestDrive doesn't offer only good solutions but premium solutions and relationships that build on trust.

The slogan 'You drive, we care' is brought to life in a new campaign that you can see on the following pages. We differentiate between image, product and offer communication.



Image motif



Tyre motif



Car service motif

4.2 PRINT MEDIA

Layout principle

General portrait format:

Basic size

We use A4 in portrait format. From this size we get the proportions for 1/1, 2/1 as well as 3/1 adverts in horizontal and vertical format.

a X-axis

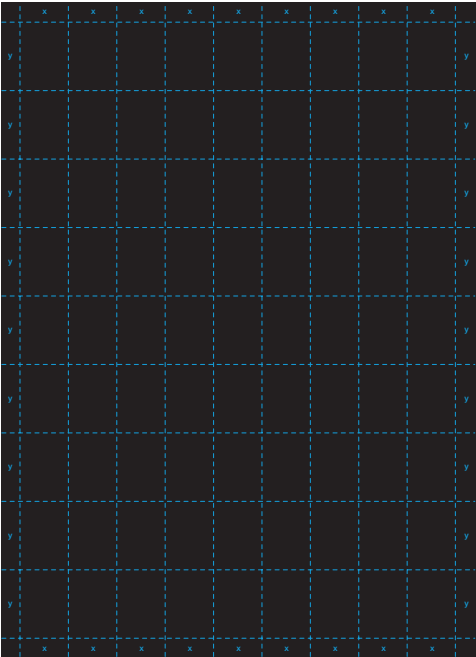
The width is divided into nine parts along the x-axis.
x = 1/9 width

b Y-axis

The height is divided into nine parts along the y-axis.
y = 1/9 height

Grid pattern

That adds up to a grid pattern which is 9x wide and 9y high.
Every layout element and its size and position is derived from this grid pattern.



Dealer brand

For further information on how to integrate dealer-specific information such as a dealer logo, please see chapter 9 DEALER BRAND.



Image advert

a. Headline

Watch for a reasonable size when writing headlines. The standard size for 1/1 and 2/1 is 30 pt – the leading is set automatically (36 pt).

b. Subheading

The subheading is half the size of the headline. Headlines and subheadings are aligned left. The leading in the first line is the font size of the headline. From the second line on, the leading is set automatically.

Headline: 30 pt/36 pt

Subheading (first line): 15 pt/30 pt

Subheading (every following line): 15 pt/18 pt

c. Copy

The basic copy size for 1/1, 2/1 and standard A4 is 10 pt. In principle, the copy is always left-aligned and set in one column.



Product advert

d. URL

The URL is right-aligned and written in bold. The URL is placed x/3 from the right margin of the Continental Yellow copy block and y/6 from the last line of the copy.

4.2 PRINT MEDIA

Layout principle

General landscape format:

Basic size

We use A3 in landscape format. From this size we get the proportions for 1/1, 2/1 as well as 3/1 adverts in horizontal and vertical format.

a X-axis

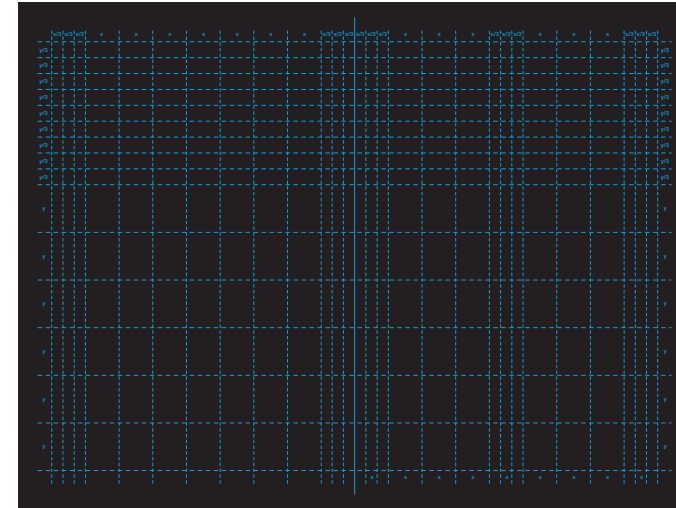
The width is divided into 18 parts along the x-axis.
 $x = 1/18$ width

b Y-axis

The height is divided into nine parts along the y-axis.
 $y = 1/9$ height

Grid pattern

That adds up to a grid pattern which is 18x wide and 9y high. Every layout element and its size and position is derived from this grid pattern.



Dealer brand

For further information on how to integrate dealer specific information such as a dealer logo, please see chapter 9 DEALER BRAND.

a. Logo

The block containing the logo has a width of 3x and a height of y and must be placed at the top edge, a distance of x from the right margin. In relation to the block, the width of the logo (including the slogan) is 70%.

b. HL/SH block

The Continental Yellow block containing the headline and the subheading is placed x/3 from the right margin. Please see pages 10–12 for more examples. The height is variable.

c. HL/SH

The headline and the subheading are centred vertically in the description field. The description field is placed 2/3x from the left margin. A distance of y/3 above and y/3 below must be maintained for the Continental Yellow block.

d. Copy block

The Continental Yellow copy block has a width of 11/3x and is placed x/3 from the right margin. The height is variable and depends on the content. The description field is placed x/3 from the left margin, y/6 from the top margin and 2/3x from the right margin.

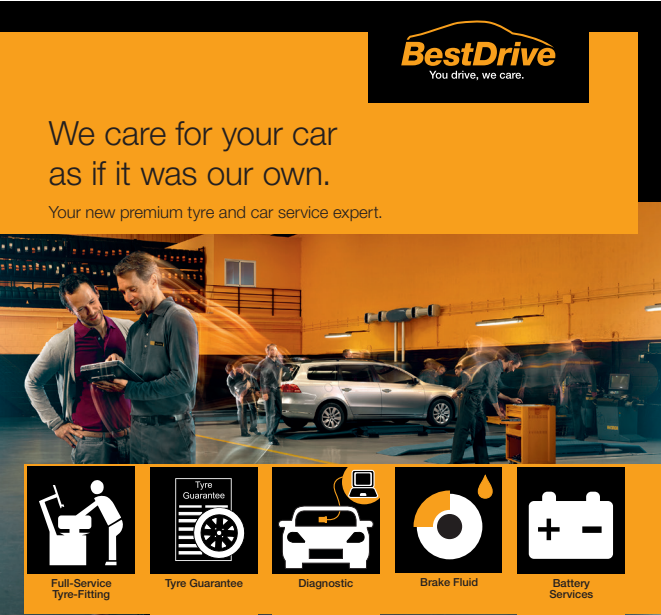
4.3 PRINT MEDIA Service icon collection

Product and service portfolio

The BestDrive pictogram collection illustrates the most common products and services. The illustrations are always accompanied by the equivalent verbal description placed below the pictogram.

This collection is designed with Continental White illustrations on a Black background, with a Continental Yellow text box underneath.

This colour combination is mainly used for print and digital media which do not need to be read from a distance.



Example Advertising



4.4 PRINT MEDIA

Business letter

Your stationery

This material will make it easier for you to create all your office materials to present our brand in the correct manner. The following pages show you the correct appearance of letter and fax sheets and business cards. For each of these documents, electronic template files are included on your toolkit USB stick. All that you or your media designer need to do is insert your company information, and the documents are ready for printing!

If in doubt about the use of these templates or the examples on the next pages, please consult the BestDrive team.

- a) Including dealer name
- b) Without dealer name

This chapter provides an overview of all the media described as business stationery, from letterheads to business cards and faxes.

Specifications

Format DIN A4, 210 x 297 mm
Print 2-colour, Pantone 137C and Pantone BlackC

For each of these documents, electronic template files are included on your toolkit USB stick. All that you or your media designer need to do is insert your company information, and the documents are ready for printing!

For stationery we have identified three different scenarios:

- A. The ContiTrade staff are part of the Continental country organisation
- B. The ContiTrade staff are exclusively dedicated to the BestDrive brand (e.g. acquisition of new franchisees)
- C. BestDrive dealers (equity and franchise alike)

A. Corporate

Continental Aldungesellschaft | Vahrenwalder Straße 9 | 30165 Hannover | Germany | Phone: +49 511 938-0 | Fax: +49 511 938-0770 | www.continental-corporation.com

Mr. John Smith
AnydepartmentAnycompany
123 Anystreet
Anytown 12345

Name
Function/Department
Phone: +49 511 938-0000
Mobile: +49 171 10002000
john.mustermann@continental-corporation.com

Date: March X, XXXX | Your message dated: March X, XXXX | Our reference: c/kb | Your reference: hp/hm

Your inquiry dated March X, XXXX

Dear Mr. Smith,

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

Continental Aldungesellschaft | Vahrenwalder Straße 9 | 30165 Hannover | Germany | Phone: +49 511 938-0 | Fax: +49 511 938-0770 | www.continental-corporation.com

B. Sales

BestDrive | Vahrenwalder Straße 9 | 30165 Hannover | Germany | Phone: +49 511 938-0 | Fax: +49 511 938-0770 | www.bestdrive.com

Mr. John Smith
AnydepartmentAnycompany
123 Anystreet
Anytown 12345

Name
Function/Department
Phone: +49 511 938-0000
Mobile: +49 171 10002000
john.mustermann@bestdrive.com

Date: March X, XXXX | Your message dated: March X, XXXX | Our reference: c/kb | Your reference: hp/hm

Your inquiry dated March X, XXXX

Dear Mr. Smith,

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

BestDrive | Vahrenwalder Straße 9 | 30165 Hannover | Germany | Phone: +49 511 938-0 | Fax: +49 511 938-0770 | www.bestdrive.com

C. Dealer

BestDrive | Vahrenwalder Straße 9 | 30165 Hannover | Germany | Phone: +49 511 938-0 | Fax: +49 511 938-0770 | www.bestdrive.com

Mr. John Smith
AnydepartmentAnycompany
123 Anystreet
Anytown 12345

Name
Function/Department
Phone: +49 511 938-0000
Mobile: +49 171 10002000
john.mustermann@bestdrive.com

Date: March X, XXXX | Your message dated: March X, XXXX | Our reference: c/kb | Your reference: hp/hm

Your inquiry dated March X, XXXX

Dear Mr. Smith,

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

Enclosed with this letter, which has been written using the Arial font, size 10 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letters is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalized sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first folding mark; the tab settings correspond to the settings for the footer.

BestDrive | Vahrenwalder Straße 9 | 30165 Hannover | Germany | Phone: +49 511 938-0 | Fax: +49 511 938-0770 | www.bestdrive.com

Fax

C. Dealer

Company Dealer
Max. two lines

BestDrive
You drive, we care.

TELEFAX

To: "Please quote recipients here"

CC: "Please quote recipients of copies here"

Company: "Please quote company name here"

Department: "Please quote department here"

Fax: "Please quote fax number here"

Date: "Please quote date here"

Pages: "Please quote number of pages here" incl. coversheet

Text

Company Dealer
Street Number
Postal zip code City
P.O. Box
Postal zip code City
Country

Phone: 0000 0000-0000
Fax: 0000 0000-0000
Mail: example@bestdrive.com
www.bestdrive.com

Name Bank
IBAN: DE00 0000 0000 0000 0000 00
BIC: ABCDEFGH

A press release and a fax are the few corporate documents that are permitted to include the inverted BestDrive logo in black and white.



4.5 PRINT MEDIA

Business card

The following elements should always be placed on business cards:

- Logo
- Sender information
- Name
- Function/department
- Communications data
- Company name
- Address

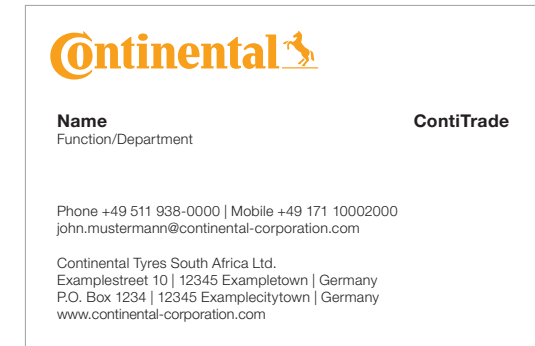
Specifications

Format 85 x 54 mm

Print 2-colour, Pantone 137C and Pantone BlackC

For each of these documents, electronic template files are included on your toolkit USB stick. All that you or your media designer need to do is insert your company information, and the documents are ready for printing!

A. Corporate



Continental

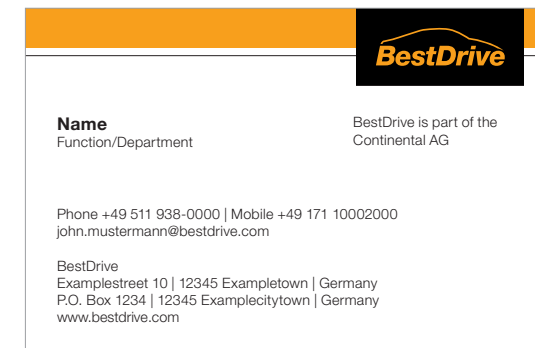
Name
Function/Department

ContiTrade

Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@continental-corporation.com

Continental Tyres South Africa Ltd.
Examplestreet 10 | 12345 Exempletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.continental-corporation.com

B. Sales



BestDrive

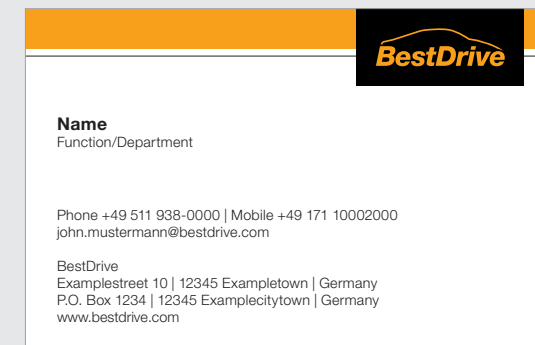
Name
Function/Department

BestDrive is part of the
Continental AG

Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@bestdrive.com

BestDrive
Examplestreet 10 | 12345 Exempletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.bestdrive.com

C. Dealer

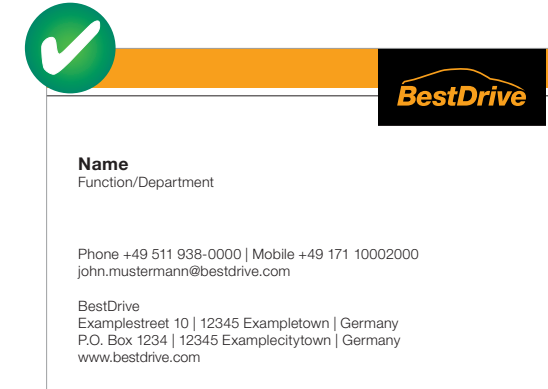


BestDrive

Name
Function/Department

Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@bestdrive.com

BestDrive
Examplestreet 10 | 12345 Exempletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.bestdrive.com

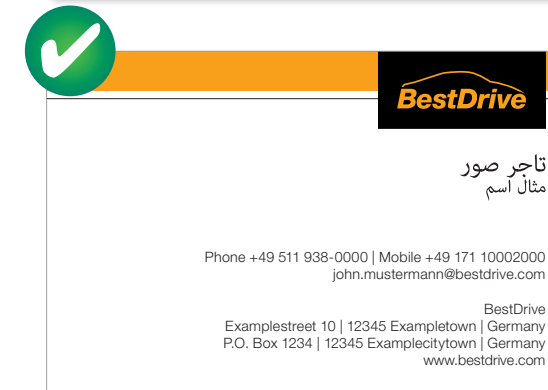


BestDrive

Name
Function/Department

Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@bestdrive.com

BestDrive
Examplestreet 10 | 12345 Exempletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.bestdrive.com



BestDrive

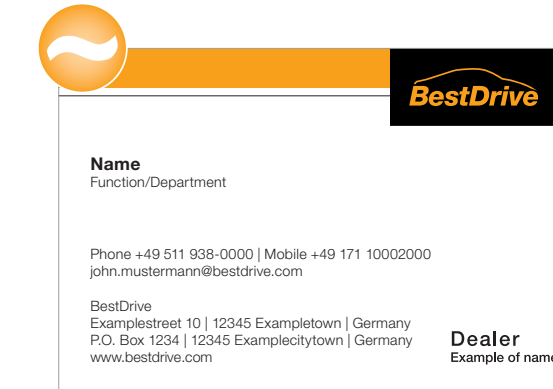
تاجر صور
مثال اسم

Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@bestdrive.com

BestDrive
Examplestreet 10 | 12345 Exempletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.bestdrive.com

- ✓ Optimal BestDrive stationery design without dealer branding.
Back side with alternative language version.

- Adequate use of BestDrive stationery design with only the dealer name in Helvetica font



BestDrive

Name
Function/Department

Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@bestdrive.com

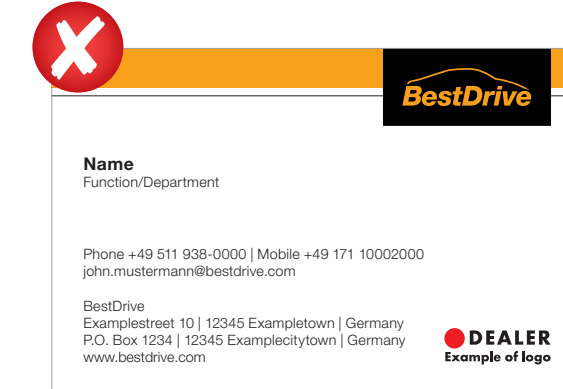
BestDrive
Examplestreet 10 | 12345 Exempletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.bestdrive.com

Dealer
Example of name

- ✗ Inadequate integration of dealer branding as the dealer logo and colour may not be integrated on BestDrive stationery.

It is not permitted to use any logo other than the BestDrive logo on the business card.

The back side may only be used for an alternative language version of the business card.



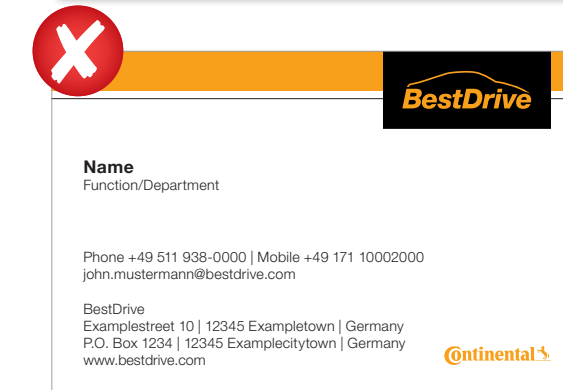
BestDrive

Name
Function/Department

Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@bestdrive.com

BestDrive
Examplestreet 10 | 12345 Exempletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.bestdrive.com

DEALER
Example of logo



BestDrive

Name
Function/Department

Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@bestdrive.com

BestDrive
Examplestreet 10 | 12345 Exempletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.bestdrive.com

Continental



BestDrive

Air Conditioning, Battery Services, Brake Pads, Car Tuning, Electronic Invoicing, Full Service, Tyre-Fitting, Legal Testing, Manufacturer's Recommended Servicing, Oil Changes, Online Appointment

4.6 PRINT AND DIGITAL MEDIA

Layout principle for office applications

In this section you will find general layout principles for office applications like Word or Power Point documents. For each of these documents, electronic template files are included on your toolkit USB stick, so there is no need to recreate any of the layouts yourself. Please make sure to always use these templates so the style of your documents and presentations is consistent with the overall BestDrive design philosophy.

Power Point

The new Power Point master layout always consists of three main elements:

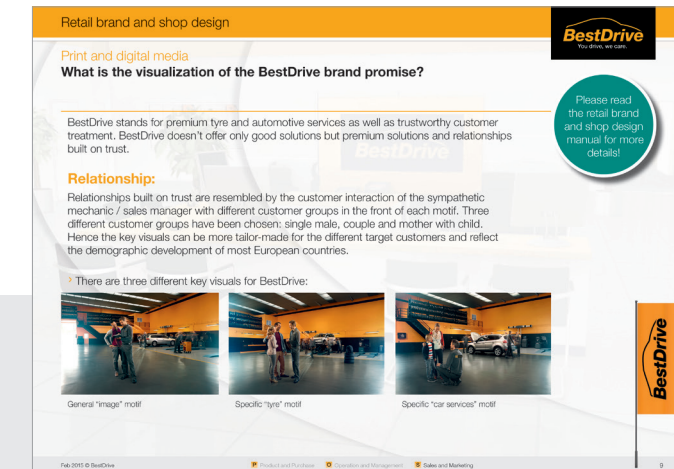
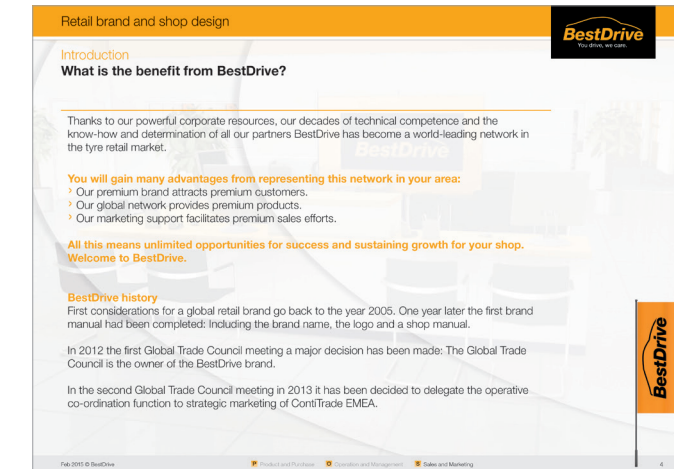
- Header: Designed to include the BestDrive logo on the top right corner and the headline and subhead line on a defined background in Continental's primary colours.
- Content area: Designed to contain the main content, pictures or graphics.
- Footer: Designed to contain date, author, copyright, sender information (name of the presentation, division or department) and page number.

The Power Point template can be used to create internal and external presentations about topics relevant to the company. When customising your presentation, please observe the following basic rules to ensure that the slides comply with the new guidelines for presentations:

- Make sure that headlines are legible when placed on images.
- The logo has to stay on top. Please do not change its size or position.
- Only use the Continental colour palette.
- Ensure that pictures are of good quality and are not distorted.



PowerPoint title slide example



PowerPoint content slides examples

4.6 PRINT AND DIGITAL MEDIA

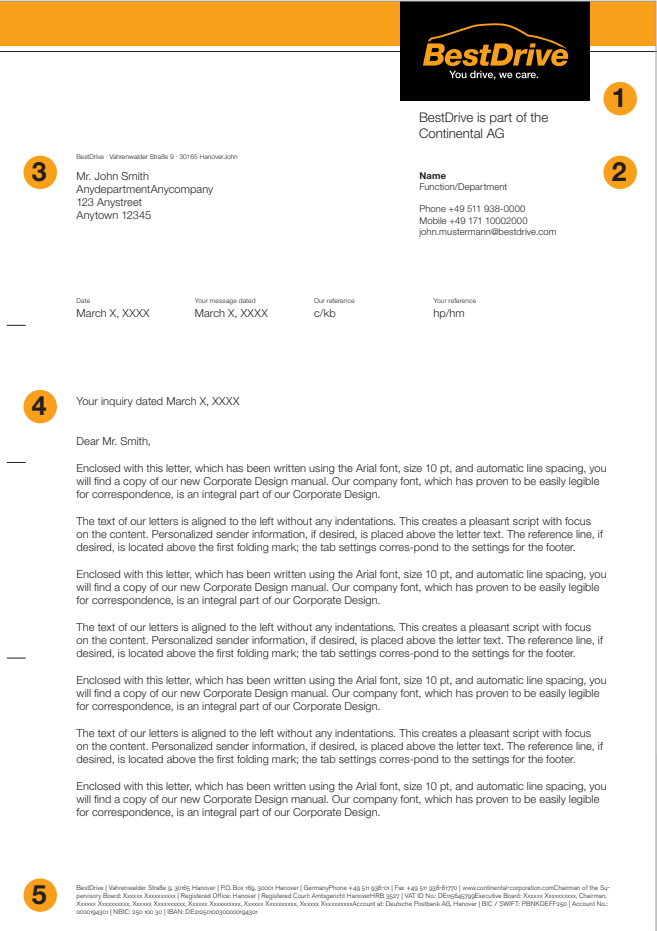
Layout principle for office applications

Word

The layout of Word documents follows the same principle as official business letters. However, important business correspondence should always be printed on official pre-printed letter paper applying the correct Continental Yellow colours. Only a correct 2-colour letterhead is allowed for letters sent to outside parties. The office letterhead is allowed for internal use only.

If a letter is to be sent as an attachment to an e-mail, the entire letter can be produced electronically. Make sure that you always pay close attention to the correct quality when using black-and-white versions.

When working with an office letterhead template, please make sure to follow a few basic rules.



Office letterhead – Word document example

- 1 Logo**
Never delete or change the logo or the yellow background in any way
- 2 Personalisation**
Arial, font size 8.5 pt, line spacing 10 pt, rag right (flush left)
- 3 Address/body text**
Arial, font size 10 pt, automatic line spacing
- 4 Reference line (optional)**
Arial, font size 6 pt
- 5 Footer**
Arial, font size 6 pt, line spacing 6.5 pt, rag right (flush left), thickness of footer line 0.35 pt

Footer content

In addition to the usual information such as address, phone and fax numbers, website, bank accounts and VAT ID, the footer must also contain the following in all EU countries: the legal form and registered place of business for the company, the number under which it is entered in the Commercial Register, all members of the Executive Board or general managers of the company and the Chairperson of the supervisory board, in each case with title, first and last name. The respective national statutes are to be complied with in non-EU countries.

Pre-printed vs. office letterhead

Only a pre-printed letterhead with correct Continental colours is allowed for letters sent to outside parties. The office letterhead is allowed for internal use only.

If a letter is to be sent as an attachment to an e-mail, it is permitted to produce the letter electronically with Office.

For each of these documents, electronic template files are included on your toolkit USB, so there is no need to recreate any of the layouts yourself.

While we may benefit from showing well-known tyre brands on a branch's facade (transfer of brand awareness; see chapter 8 MULTI-BRAND), there is no additional benefit to incorporating tyre brands within digital media.

4.7 PRINT AND DIGITAL MEDIA

Website

Your web presentation

The growing area of Digital Media is increasingly important, especially with the high and rising use of mobile devices. Many customers have their first contact with the BestDrive brand online, which provides a great opportunity to deliver a premium first impression.

Naturally interactive applications and multimedia contents offer virtually unlimited design options. Hence, it is of essential importance that BestDrive is immediately recognised as the originator of all interactive content. Common design elements highlight the affiliation to a strong corporation and at the same time guarantee a harmonious overall appearance when different media converge.

This chapter illustrates the basic design rules used to create a consistent look for a BestDrive website.

Key principles

- Design must be in line with the BestDrive corporate identity
- Content must be up-to-date and relevant
- Functionalities should be simple and standardised for easy and quick navigation



A separate BestDrive Web Style Guide is currently being worked on and will be available soon.

URL

Domain registration is handled centrally for all companies.

Please report problems such as brand violations to central ContiTrade marketing. Central marketing will consult with intellectual property management and the law department.

To not confuse customers we recommend staying away from "temporary URL's", frequently used for sales promotions, anniversaries etc. Such occasions shall be promoted online, but the main page and proper navigation will certainly handle the traffic. Furthermore, customers will find themselves automatically in the complete brand world, not just a selected outpost on the web.

Multi-brand

While we may benefit from showing well-known tyre brands on a branch's facade (transfer of brand awareness; see chapter 8 MULTI-BRAND), there is no additional benefit to incorporating tyre brands within digital media.

When customers are visiting a BestDrive website, they have intentionally chosen to visit BestDrive. It is safe to assume they know what to expect: tyres and car service. Hence, it is not required to show well known tyre brands in order to give an additional explanation of what BestDrive is about.

4.7 PRINT AND DIGITAL MEDIA

Website

Design basics

Interactive applications and multimedia contents are part of the company communication and thus must fundamentally correspond to the communication rules of the Continental AG. Affiliation to Continental AG must be clearly deducible from appearance.

In order to guarantee recognisability, the design of interactive applications as well as multimedia information and advertising materials is focused on the appearance of the websites which are related to the interactive applications and which play a major role in the public image of Continental AG.

In order to warrant an application design that is as functional as possible, the following design principles must be used as the basis for each layout.

Logo and colour

The corporation's current Corporate Design Specifications apply to the Continental logo.

All applications which are not directly integrated into a website (standalone, popup) require the logo on the top left side. Subsequent dimensioning applies for applications which have been optimised for a screen resolution of 1024x768 pixels.

However, you need to observe the requirements of the medium/end device, screen resolution, the technology used for realisation and the manner of presentation. If necessary you need to adjust the position and size of the logo to optically correspond to the given examples.

Please only use logos which have been provided by Continental AG. Please take care never to distort and always display the logo in good quality (even after potentially possible scaling of the application).

Do not place text or navigation elements directly above the logo. Levels or other elements on the page must not cover the logo.

Typography

Fonts are always embedded unless technically not feasible. This applies for instance to Flash applications. Arial may be replaced by Helvetica.

Arial and Lucida Sans are system fonts and are legally admissible to be used and embedded in applications. Other fonts may be used in exceptional cases only (e.g. in games in order to suit a certain topic); however the legal regulations of the manufacturer must be adhered to. Usually the font must be purchased; this entitles you to use and embed the font in applications unless the embedded fonts may be extracted by third parties at a later stage and used further. Thus, in Flash, you may only embed purchased fonts.

Applications in HTML exclusively use system fonts. Font families are provided for headlines and copy text. These are defined via CSS in a specified order.

Arial, Helvetica and Sans-serif are used for headlines while Lucida Sans, Verdana, Arial and Sans-serif are used for the copy text. The description of all following fonts will abstain from listing the entire family; only the first font will be specified.

In print versions only Arial is used. Please replace Lucida with Arial.

Fonts and font sizes specified in the Web Style Guide also apply to interactive modules which have been created especially for embedding in the website.

Social media

Current analysis from Europe indicates that social media is not important for the purchase process. No specific analysis is available for a postpurchase process.

Corporate communication has formulated binding guidelines for social media engagements. Among many other aspects 24-hour professional responsiveness is required. The capacity impact of any social media entry is high and shall be considered well in advance.



BestDrive Web Style Guide

A separate BestDrive Web Style Guide is currently being worked on and will be available soon.

5

SHOP OUTSIDE

Planning your BestDrive shop

Content

- 5.1 Basics for the facade
- 5.2 Facade variants
- 5.3 Facade dos and don'ts
- 5.4 Overview of site
- 5.5 Forecourt
- 5.6 Signboards
- 5.7 Master service icons
- 5.8 Shop entrance signs
- 5.9 Information and guidance system
- 5.10 Pylons
- 5.11 Signposts
- 5.12 Service icon collection
- 5.13 Window lettering
- 5.14 Flags
- 5.15 Lighting concept

In the following sections, we will show you how a tyre business attains a powerful BestDrive identity with the design elements presented.

When planning the BestDrive shop, we looked at things from the customer's point of view.

Buying from the tyre dealer is not the same as in a super-market, where the customer can stroll up and down the aisles. At the dealer, the customer is looking for prompt, direct contact with the salesperson or the fitter, so that he can solve his specific problem.

So when it comes to the shop layout, there are two basic principles:

- Provide transparency and easy orientation! This shows the customer that the service here is prompt and straightforward.
- Visual focus on the core business! This shows the customer that we are competent and fair in the way we work.





BestDrive Brand Manual

5.1 SHOP OUTSIDE

Basics for the facade

The shop front's appearance not only identifies the BestDrive shop but it also marks the start of the customer's retail experience. Therefore, its appearance also stands for the quality of the products and services, and is a very visible representation of our professionalism and values in all of our business activities.

The clear and distinct use of the BestDrive brand elements provoke brand recognition and help customers to easily identify the shop. It also helps them to emotionally link the shop with all the associations that have been collected through advertising, for example.

Key principles

- The BestDrive logo is always integrated within the signboard and should ideally be positioned above the entrance. If it is not possible to position the logo above the entrance, it should be placed on the left-hand side of the building. If none of these positions are feasible, the logo should be placed in the most visible location.
- The master service icons and the caption "Tyres & Car Service" communicate the brand's line of work and are always part of the signboard unless they are shown on a main shop pylon.
- The facade's colour is painted in either a primary or a secondary brand colour (Continental Yellow or White)
- Front door signs easily identify the shop entrance and illustrate further complimentary offers within the shop, like free Wi-Fi, coffee or a kids' corner.
- Discreet but distinct BestDrive window lettering marks the point of sale and communicates a premium shop appearance.
- Illuminated shop front signs
- Clear signposting of workshop bays
- Black baseline around the bottom edge of the building to protect against dirt

Special architectural conditions

In practice, several different architectural conditions will be found, which might make it difficult to fulfil all key principles of a standard shop facade. In such cases it is necessary to implement the most important characteristics of a BestDrive shop front in order to achieve and benefit from a maximum of BestDrive association under the given circumstances.

The strongest branding characteristic is represented by the BestDrive

- **signboard with the primary yellow colour**
- **logo and the master service icons**
- **window lettering**



CONTENT

CONTACT



5.2 SHOP OUTSIDE

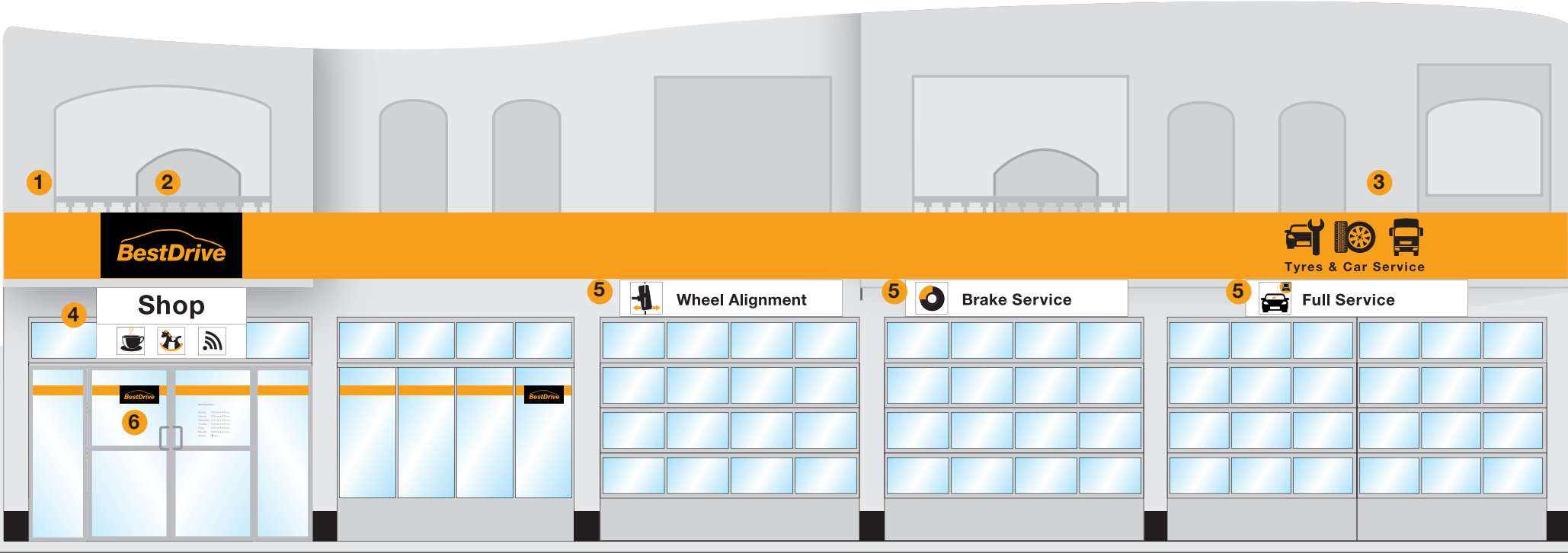
Facade variants

Local and architectural requirements

When retrofitting a shop to the BestDrive shop format, it is crucial to always pay attention to the key principles of the facade basics. However, sometimes it is necessary to take given architectural requirements or even restricted budgets into account. In order to achieve the best possible brand recognition under any given circumstance, there are some minimum shop front requirements to follow:

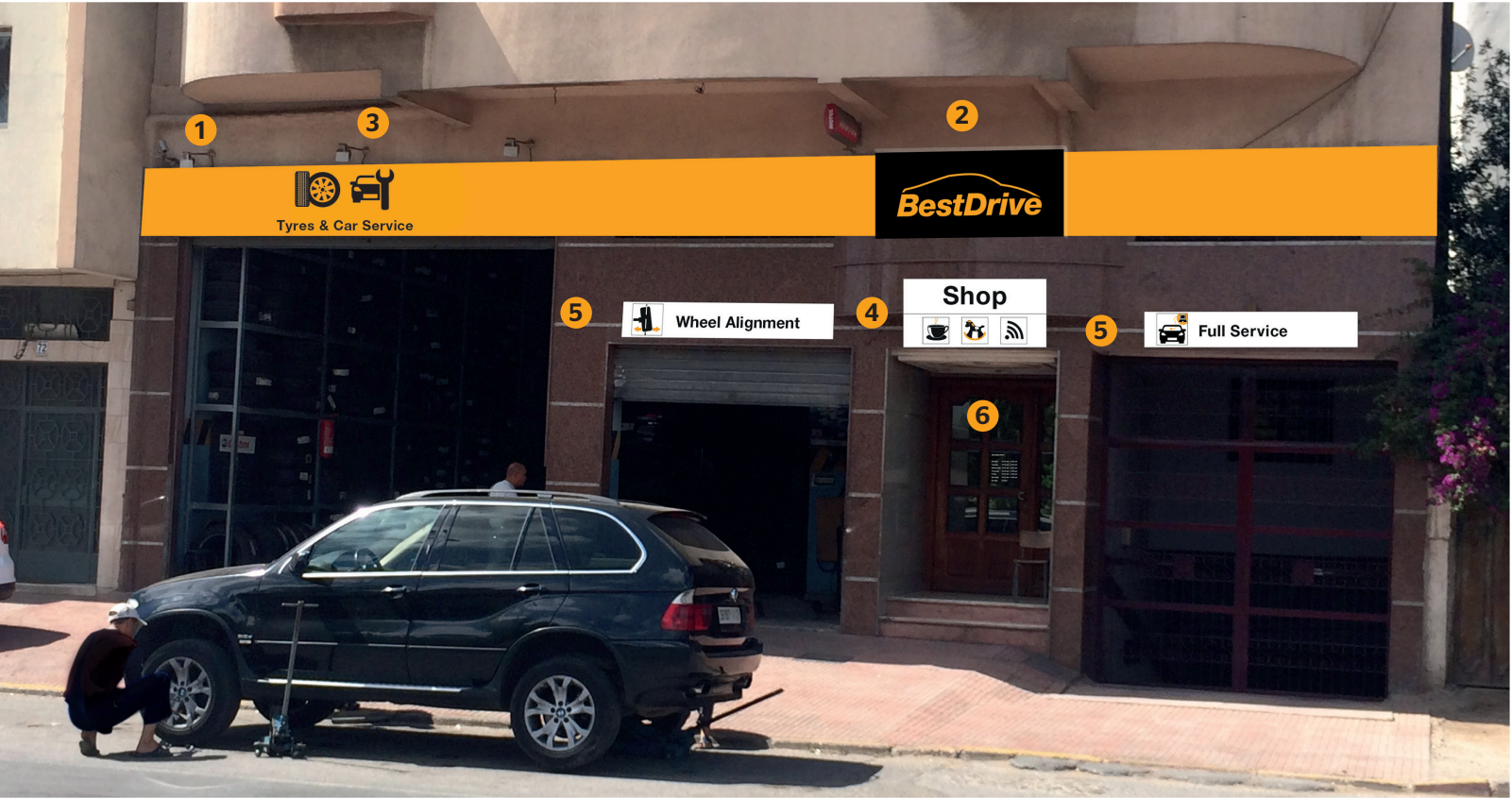
Minimum shop front requirements:

- Existing signboards replaced with BestDrive signboard
- BestDrive logo above main entrance (or if not possible on the left-hand side of the building or the best visible location as an exception)
- Master service icons and caption on signboard clarifying the brand's line of work
- Shop entrance labelled
- Clear signposting of workshop bays
- Opening hours signage on windows
- Facade colour painted in BestDrive primary or secondary colours, or use of existing natural facade cladding material like glass, bricks or sandstone (if painting is not possible)



Facade elements:

- 1 Signboard
- 2 BestDrive logo
- 3 Master service icons
- 4 Shop entrance signs
- 5 Service signs
- 6 Window lettering



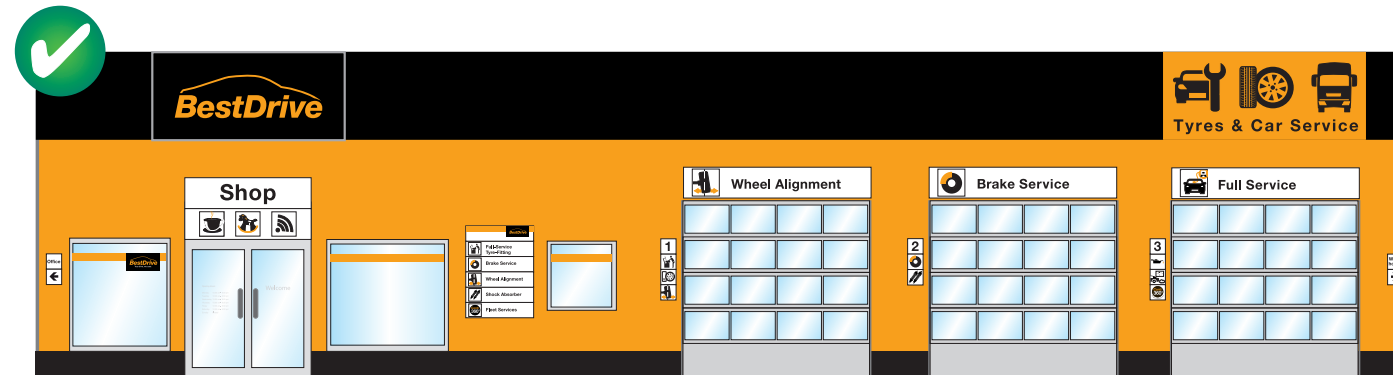
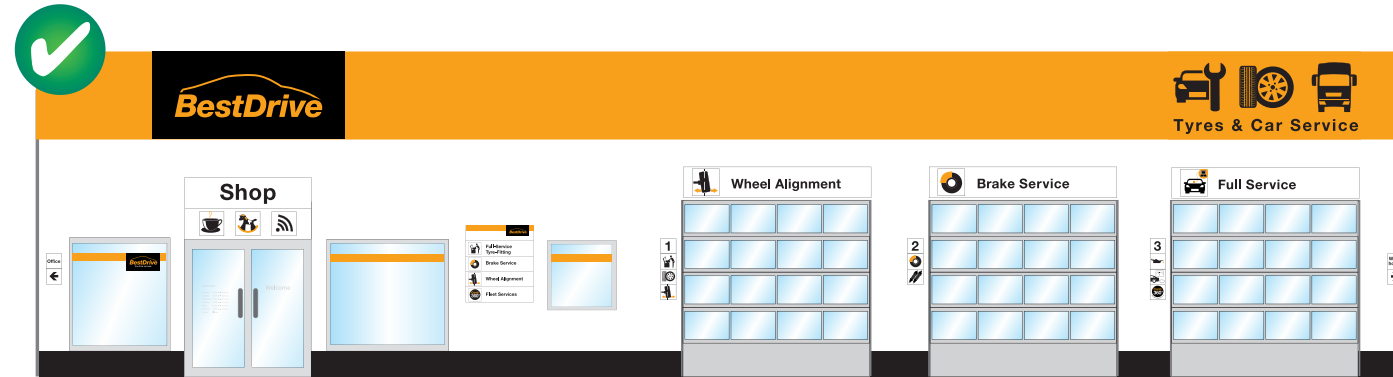
Diversity and best practice

BestDrive possesses the knowledge of an ideal shop design and layout, however as every building is different a unique approach to the business is necessary. However, a consistent and uniform implementation of the brand in all BestDrive outlets increases the brand effectiveness and brand recognition by the consumer. Therefore all BestDrive shop designs should be committed to utilising the instruments of the BestDrive Brand Manual in the appropriate way.

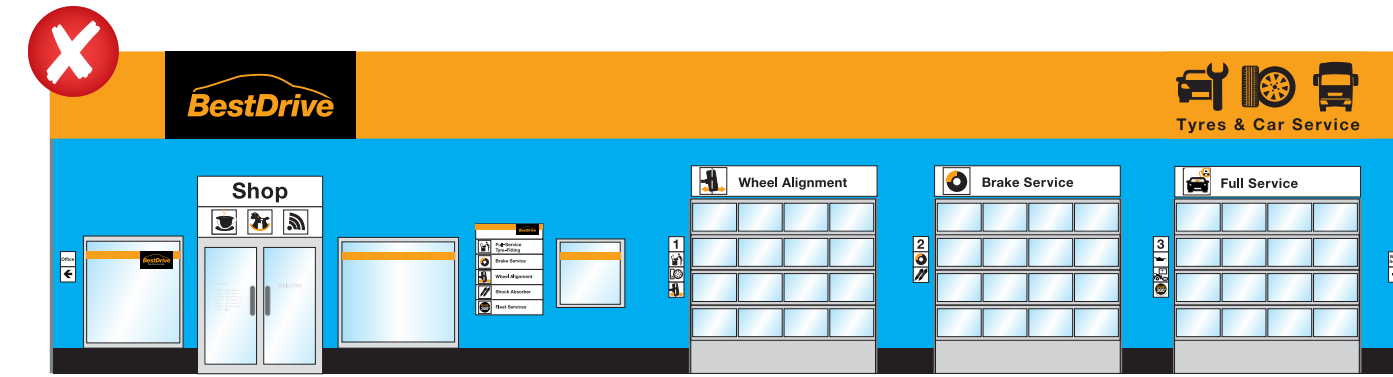
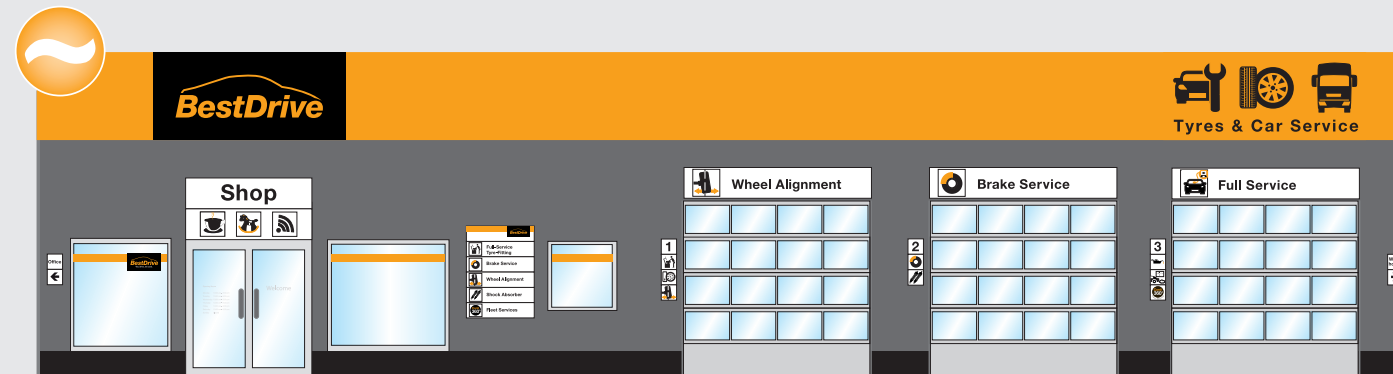
5.3 SHOP OUTSIDE

Facade dos and don'ts

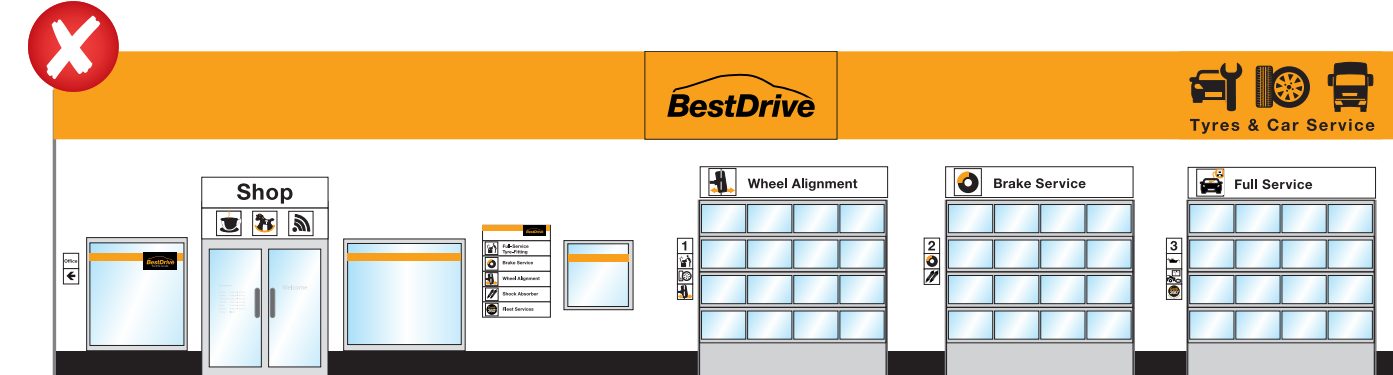
✓ Standard key principles are followed.



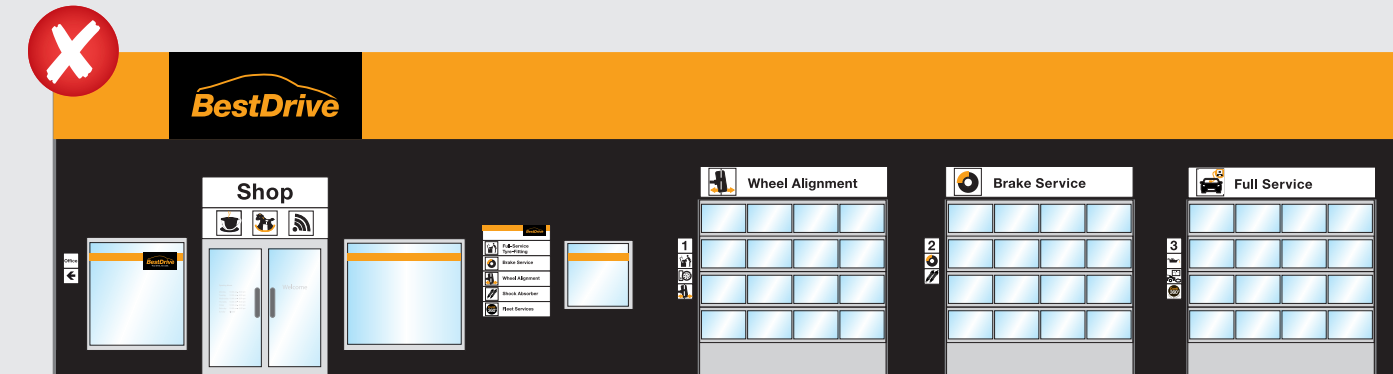
○ The facade colour is painted neither in the main primary nor in the main secondary colour but may be accepted as it is a neutral colour which does not conflict with the overall brand perception.



✗ The facade colour strongly conflicts with the overall brand perception and is not allowed.

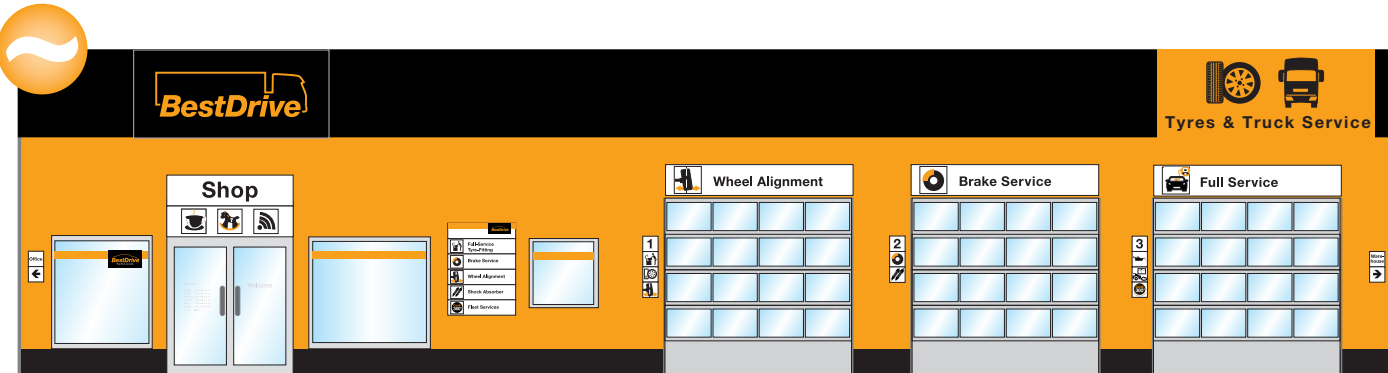
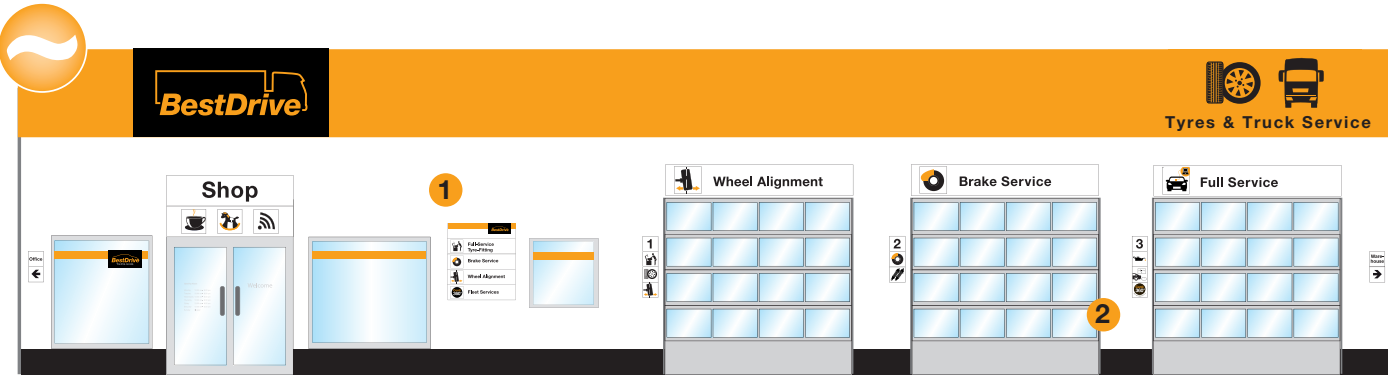


✗ Inappropriate logo has been used. The logo also has to be positioned above the shop entrance if possible.

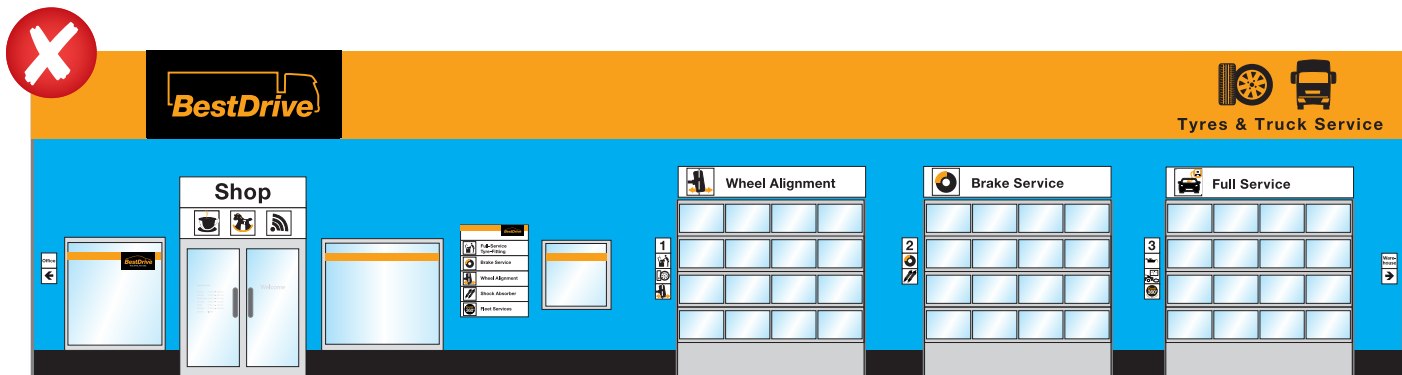


✗ The facade colour should never be Continental Black even if this is a primary colour. The facade colour should be either in Continental White or Continental Yellow. The master service icons must always be integrated within the signboard unless they are shown on a main shop pylon.

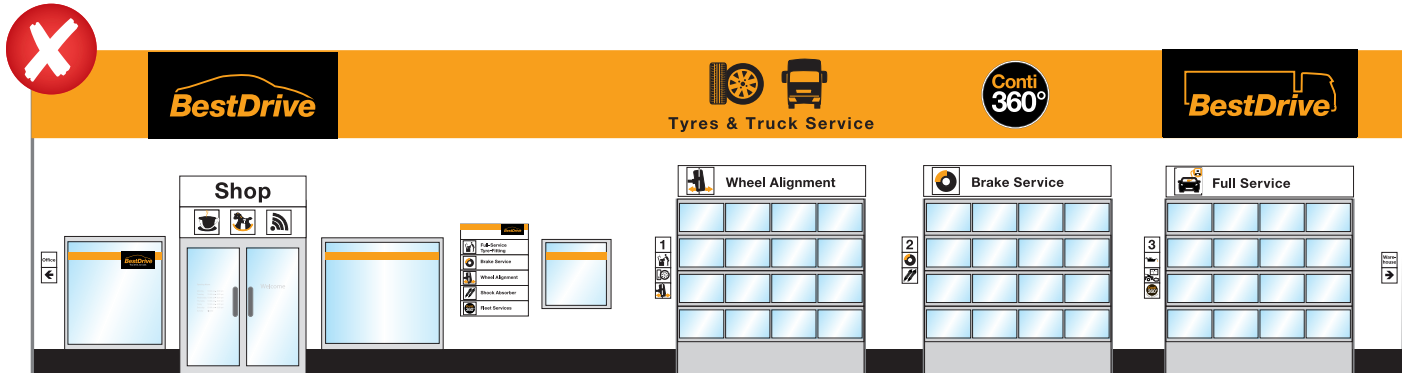
It is adequate to use an approved BestDrive truck logo version on the shop signboard. However, it is always preferred to use the standard BestDrive logo. All other key principles like facade colour and signage are appropriate.



| 1 | BestDrive |
|---|---------------------------|
| | Full-Service Tyre-Fitting |
| | Brake Service |
| | Wheel Alignment |
| | Fleet Services |



It is inadequate to use a facade colour which strongly conflicts with the overall brand perception.



It is inadequate to use different BestDrive logo variations on the facade. Also, any additional multi-branding elements (e.g. Conti360° Fleet Service signs) may not be applied to the signboard. Please refer to chapter 8.4 MULTI BRAND for more information.

5.4 SHOP OUTSIDE

Overview of site

Eye-catching site and premium appearance

The BestDrive outlets achieve this through their exterior branding concept with eye-catching signage and flags to support the visibility of the shop. The building facade represents BestDrive at first sight and it is important that the outer appearance reflects what the brand stands for: premium solutions and relationships built on trust. Therefore the building facade must have a premium appearance, i.e. it must be clean, tidy, undamaged and welcoming. Signage should be clear so the customer is directed accordingly and illuminated if possible, because even after opening hours (when it is dark) the customer's attention can be attracted and this may generate new business. The complete BestDrive location (building and plot) has to reflect the premium image of BestDrive. There is no room for exceptions.

Detectable site

As in any business it is crucial that customers can find and get to the BestDrive franchise outlet. For example, being listed on the third page of search results on Google does not get a website any clicks.

Similarly a physical location needs to be clearly visible and easily accessible.

Plot

As the customer enters the BestDrive premises the forecourt and parking places play an important role. Besides exhibiting cleanliness and tidiness at first sight they serve as areas to start the customer interaction. Parking places must be clearly marked and should be numbered.

- **Shop front**

The BestDrive logo on the shop front is an illuminated display to ensure customers can find you even in the dark. Small guide lights can also be put up.

- **Parking area**

When a customer drives onto your premises, he needs to be able to see straightaway where he can park his car. Parking bays right in front of the shop are the best solution. This is very convenient and it is only a short walk to the shop.

- **Shop entrance**

The customer does not want to waste time looking for the entrance or asking the way, so it must be clear at first glance where he has to go. Please see further information about shop entrance signs in chapter 5.7.



5.5 SHOP OUTSIDE

Forecourt

- **Illuminated shop front signs**

The BestDrive logo on the shop front is an illuminated display to ensure customers can find you even in the dark. Small guide lights can also be put up.

- **Parking that is easy to find and is right in front of the shop**

When a customer drives onto your premises, he needs to be able to see straightaway where he can park his car. Parking bays right in front of the shop are the best solution. This is very convenient and it is only a short walk to the shop.

- **Directional signs with clear symbols**

If it is not immediately clear where the car park or the entrance is, a directional sign should be set up on the premises.

Signposting with pylons and flags; simple in their design, easy to identify from a distance

How do customers find you? Your shop needs to be clearly visible from a distance and the motorist needs to know how to get onto your forecourt. The flags and pylons serve as a guide for the motorist, making it easy to find your shop quickly.

- **Entrance can be seen clearly from far away**

The customer does not want to waste time looking for the entrance or asking the way, so it must be clear at first glance where he has to go.

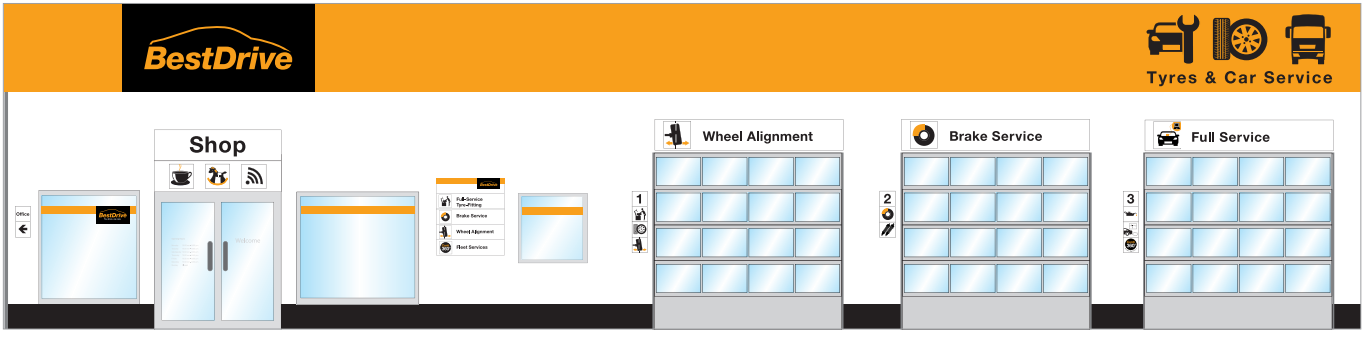
- **Glass shop fronts with a view straight through to the sales counter**

Glass panes mean the customer can see right through to the information counter, so he can already see from a distance where he needs to go. There should be no shelves behind the glass panes to obstruct the view of the counter.



5.6 SHOP OUTSIDE

Signboards with primary yellow colour



BestDrive standard signboard for facades

- The standard BestDrive logo is shown in Continental Yellow for the logotype and the silhouette, placed on a Continental Black background.
- The defined specifications on minimum clear space around the logo must be complied with in any case.
- For the signboard, the BestDrive tagline is not being used in order to improve the long-distance effect of the logo.
- The master service icons and the caption "Tyres & Car Service" communicate the brand's line of work and are always part of the signboard (optional if already shown on a main shop pylon). These elements are always placed with Black illustrations and letters on a Continental Yellow background.

Position of logo and master service icons

The logo is always positioned above the main shop entrance. The master service icons are generally placed towards the end of the signboard near the service bay doors.

Illuminated signs

Especially the logo and master service icons should be illuminated signs. For further information see chapter 5.15 LIGHTING CONCEPT. Building signage and illuminated signs are planned and implemented individually in accordance with local architectural conditions.

Signboard regulations

BestDrive standard signboard



The BestDrive logo with its black background and protection area (1 x i) has the same height as the signboard. The minimum space between the logo and the edge of the signboard should be at least 3 x i.

The minimum space between the logo and master service icons should be at least 2 x i.

The master service icons are generally placed towards the end of the signboard and should have a minimum space to the edge of the signboard of at least 2 x i.

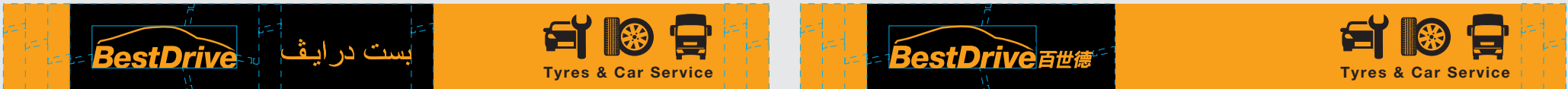


In some countries it is customary to add the shop's phone number to the signboard. If this is required, make sure that

you use the same font size and type (Helvetica bold) as for the master service icons.

Signboard with translation

Example: BestDrive logo with Arabic and Chinese translation



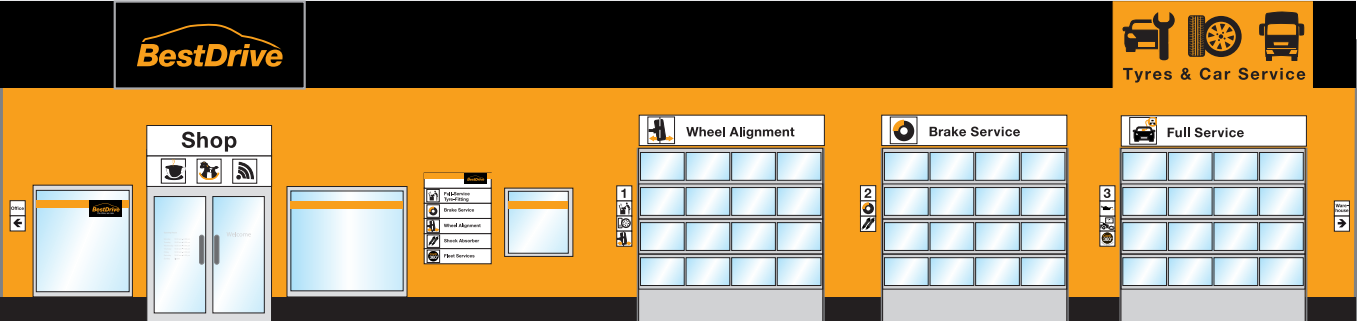
If a translation of the brand name "BestDrive" has to be included within the signboard, the translation has to be positioned in the immediate vicinity of the logo.

The translation should only consist of letters and should not incorporate the silhouette of a passenger car outline.

Clear messages

The BestDrive logo must be clearly visible and master service icons are being used to illustrate the service offer on the outside of the building. If certain boxes are devoted exclusively to tyre or car services this should be clearly marked with icons from the BestDrive service icon collection.

5.6 SHOP OUTSIDE Signboards with primary black colour



BestDrive alternative signboard for facades

Depending on the architectural circumstances and local perception, it might be beneficial to apply more Continental Yellow to the entire building than in the previously illustrated version. In this case it is still important to follow the main rule of colour distribution for an overall colour ratio of 2/3 Continental Yellow and 1/3 Continental Black.

In order to achieve this, the facade can appear in Continental Yellow colour and the signboard may appear in Continental Black. Nonetheless, the key parameters of the signboard may not be changed, so the standard BestDrive logo (not the inverted version) must be used, the master service icons have to stand on a yellow background with black letters and pictograms, and protective margins have to be respected.

Position of logo and master service icons

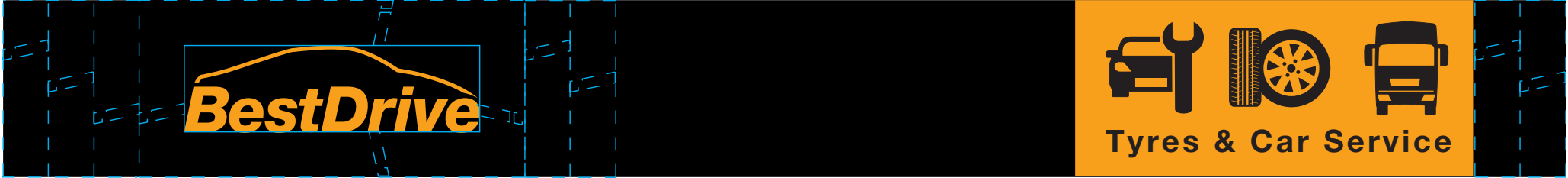
The logo is always positioned above the main shop entrance. The master service icons are generally placed towards the end of the signboard near the service bay doors.

Illuminated signs

The logo and master service icons in particular should be illuminated signs. For further information see chapter 5.15 LIGHTING CONCEPT. Building signage and illuminated signs are planned and implemented individually in accordance with local architectural conditions.

Signboard regulations

BestDrive alternative signboard

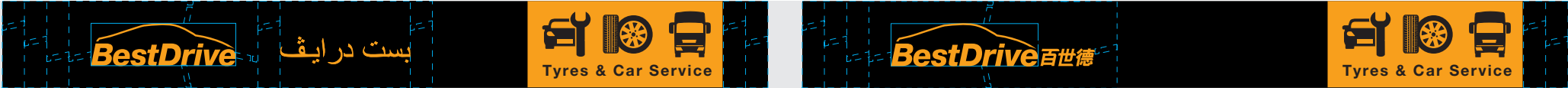


The BestDrive logo with its black background and protection area (1 x i) has the same height as the signboard. The minimum space between the logo and the edge of the signboard should be at least 3 x i. The minimum space between the logo and the master service icons should be at least 2 x i.

The master service icons are generally placed towards the end of the signboard and should have a minimum space to the edge of the signboard of at least 2 x i.

Signboard with translation

Example: BestDrive logo with Arabic and Chinese translation



If a translation of the brand name "BestDrive" has to be included within the signboard, the translation has to be positioned in the immediate vicinity of the logo.

The translation should only consist of letters and should not incorporate the silhouette of a passenger car outline.

5.7 SHOP OUTSIDE

Master service icons

Emphasising the brand's product and service portfolio

The need to emphasise BestDrive's field of business activity to end customers has been recognised, in order to give a clear and quick indication what BestDrive offers. It also helps to avoid any confusion with other possible services for which the words "best drive" might stand. For example, several ContiTrade brands have added the information "Tyres & Car Service" to their logo in order to highlight the brand's product and service portfolio.

Application

The master service icons and the caption "Tyres & Car Service" help to communicate the brand's product and service portfolio. These elements are always depicted with black illustrations and letters and are placed on a Continental Yellow background.

Depending on what a shop offers, all three master service icons, or a selection of these, are always part of:

- The main shop signboard
- Signposts and pylons
- Branded flags
- Branded vehicles

Position of logo and master service icons

The logo is always positioned above the main shop entrance. The master service icons are generally placed opposite the logo, so for example on a shop front the icons are positioned opposite the BestDrive logo towards the end of the signboard near the service bay doors.



The add-on "Tyres & Car Service" together with 3 main master service icons is BestDrive's key service message that shall highlight the main field of business activity.

Alternative combinations

- Combination if a shop offers tyres and car service, but no truck service
- Combination if a shop offers only tyres and truck service
- Combination if a shop offers only truck service



Pylons/Signposts/Flags/Vehicle branding

To see examples of applied master service icons on pylons, see chapter 5.10 PYLONS.

To see examples of applied master service icons on signposts, see chapter 5.11 SIGNPOSTS.

To see examples of applied master service icons on flags, see chapter 5.14 FLAGS.

To see examples of applied master service icons on vehicles, see chapter 7.3 VEHICLE BRANDING.



5.8 SHOP OUTSIDE

Shop entrance signs

The shop entrance signs are positioned above the entrance if possible. This helps a customer to easily identify the shop entrance from a distance and to recognise further complimentary offers within the shop, like free Wi-Fi, coffee or a kids' corner.

This not only helps to improve customer orientation but it also indicates added value as these complimentary offers suggest that we "care" about their retail experience.



5.9 SHOP OUTSIDE

Information and guidance system

The following illustrations give general guidance on how to size different elements of information and guidance systems.



Multi-brand

For more information about including other logos or brands, please see chapter 8 MULTI-BRAND.



5.10 SHOP OUTSIDE

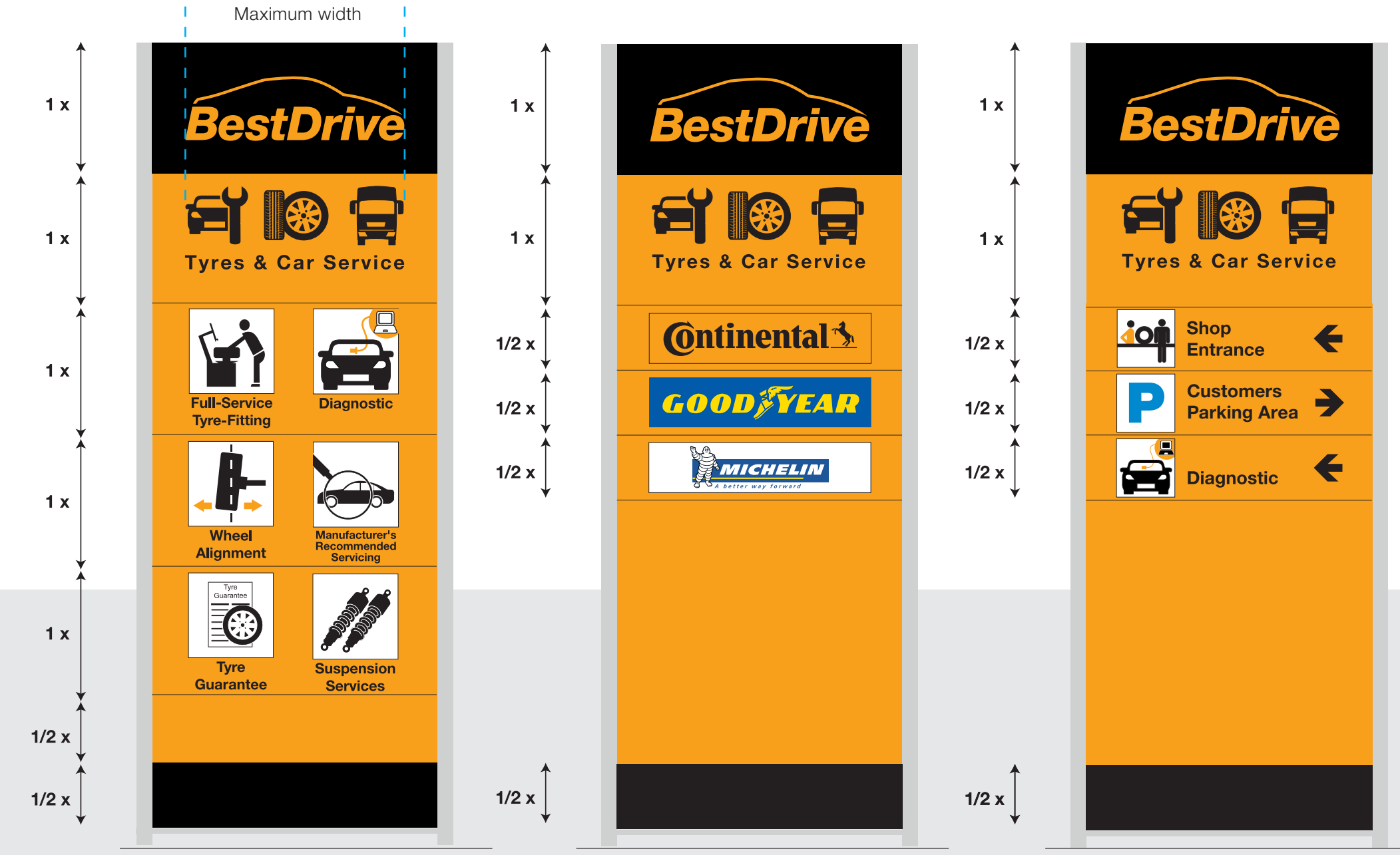
Pylons

How do customers find you? Your shop needs to be clearly visible from a distance and the motorist needs to know how to get onto your forecourt. Pylons serve as a guide for the motorist, making it easy to spot your shop quickly.

The BestDrive pylons are simple in their design and easy to identify from a distance. They always consist of the BestDrive logo and the master service icons on the very top, and a black base on floor level as black is less susceptible to dirt. The middle part is reserved for the individual content like service signs, direction signs or brand logos. Content is always placed on a Continental Yellow background.

Multi-brand

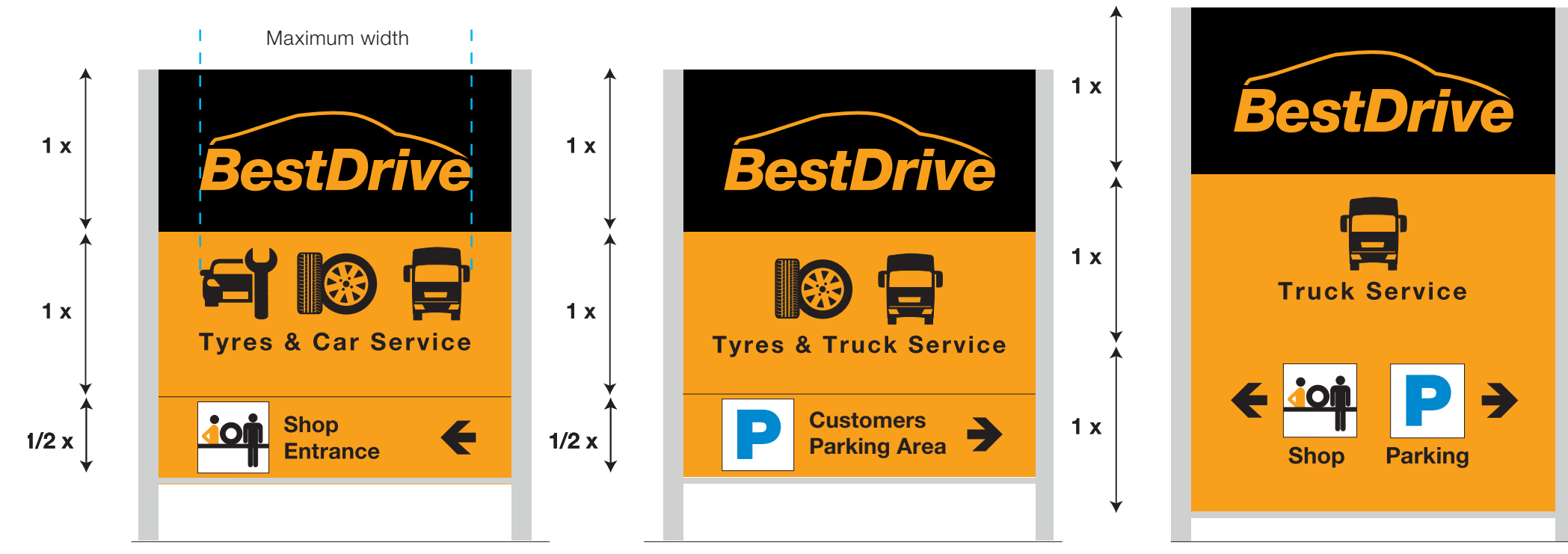
For more information about including brands, please see chapter 8 MULTI-BRAND.



5.11 SHOP OUTSIDE Signposts

The routes drivers take around an area often depends on the layout of the entrance, car park, garage and shop. If the car park or shop entrance is not immediately recognisable, a guide system can offer the necessary assistance.

The layout is similar to the BestDrive pylons: the BestDrive logo and the master service icons are on the very top, and underneath there is space reserved for the individual content on a Continental Yellow background. There is no black base due to the limited available layout space.



5.12 SHOP OUTSIDE Service icon collection

Product and service portfolio
The BestDrive pictogram collection illustrates the most common products and services. The illustrations are always accompanied by the equivalent verbal description placed below the pictogram.

This collection is designed with Continental Black illustrations on a White background, with a Continental Yellow text box underneath.

This colour combination is mainly used for the outdoor area (e.g. pylons, signposts, shop facade) as it is easier to identify from a distance than the inverted colour combination.



5.13 SHOP OUTSIDE

Window lettering

Standards

Clear shop front

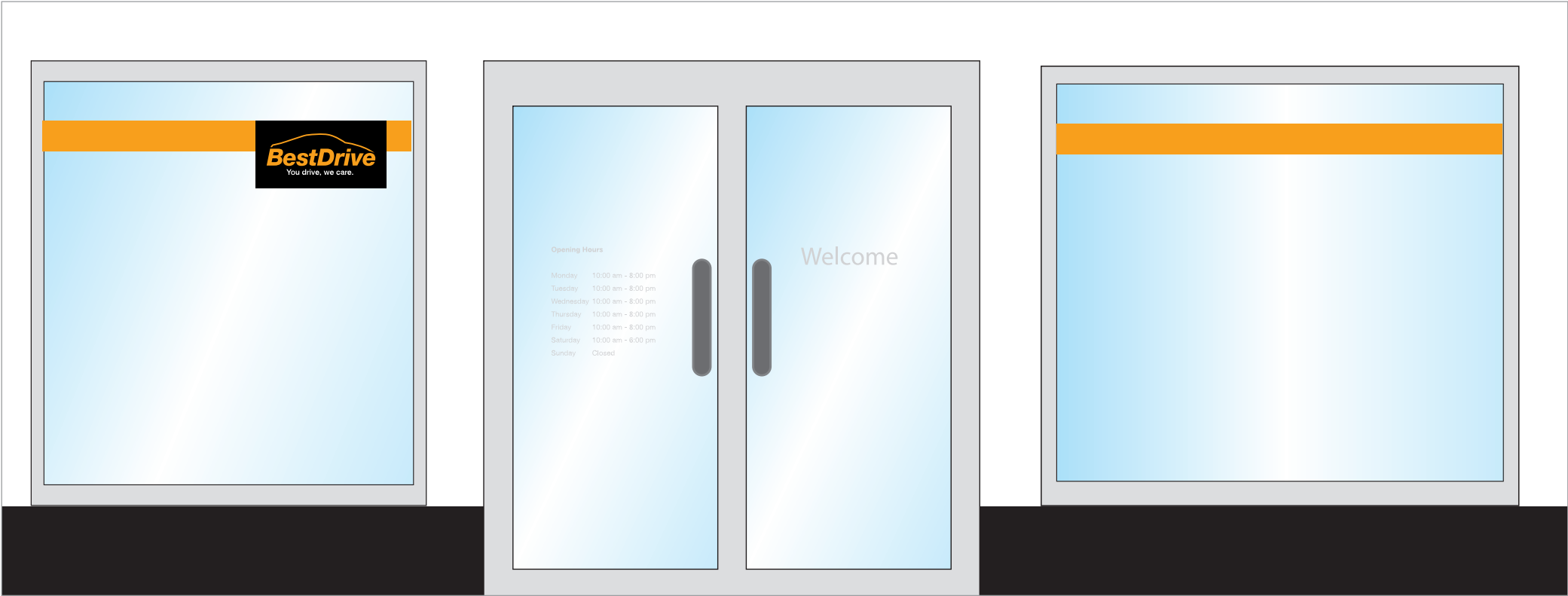
The shop front is the 'window to the brand' and tells customers what the shop sells. Windows should be full height and clear. Communications should be restricted to a single message, legible from a distance to support the offer.

Windows create transparency and a well-lit office space. While it may be easy to place promotions here, the overall appearance must not be spoiled. Limited window branding is developed; space for promotion material designed.

If there are glass doors, etched glass foil should be used to apply the opening hours and important shop information to the main entrance door.

Less is more

The general rule "less is more" also applies for many areas of the tyre and automotive retail business. The customer should not be overloaded with displayed information or logos.



5.13 SHOP OUTSIDE Window lettering



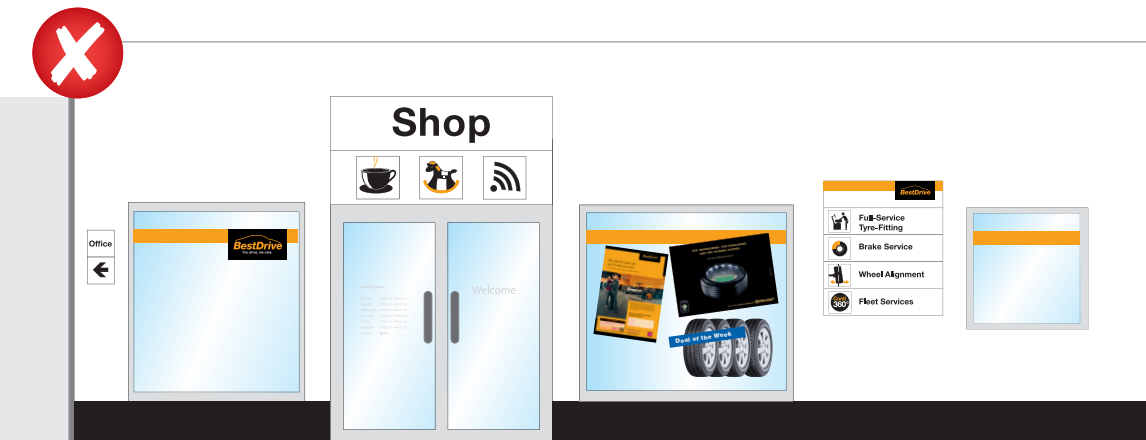
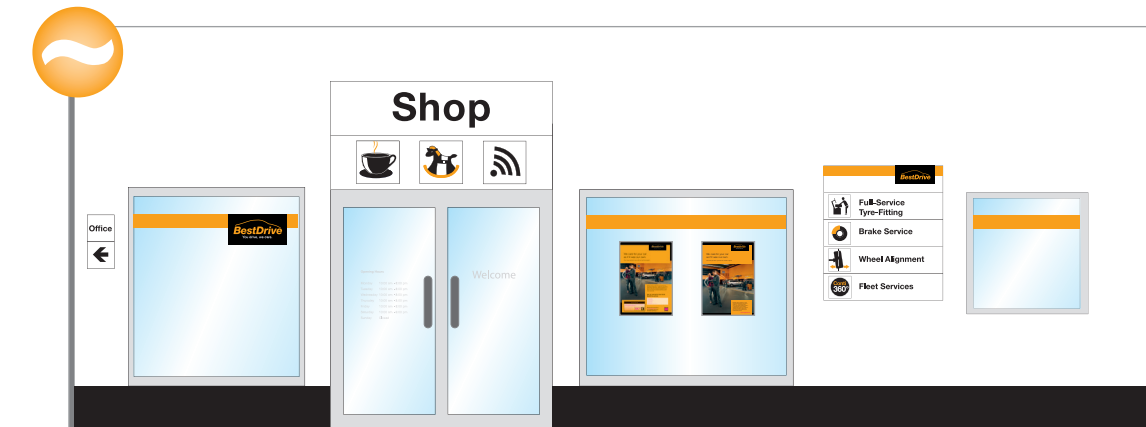
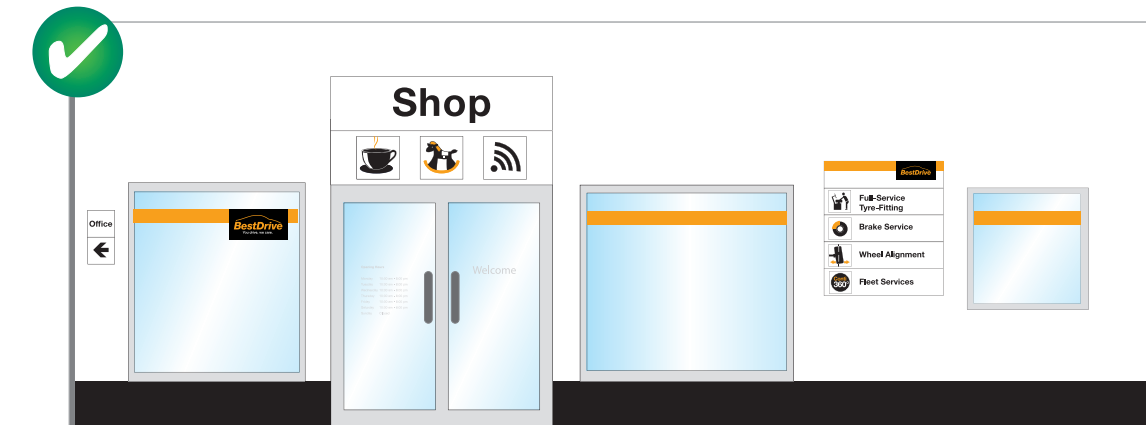
One-way vision foil

It is possible to cover an entire window that is not supposed to be see-through, for example if you want to cover up the window of a storage room. In this case we recommend applying one-way vision foil to your window as the perforated vinyl can carry your branding message on the outside while you can still see from inside to outside.

✓ Standard window lettering is reduced to the distinct Continental Yellow stripe with only one BestDrive logo in the immediate vicinity. Opening hours are applied with etched glass foil to the main door.

~ Promotional material is placed in the dedicated frames. The promotion message is limited to a single legible message that does not overpower the shop window's appearance.

✗ Promotional material is not positioned in the dedicated frames nor is it limited to a single message. The overall impression is messy and not premium.





5.14 SHOP OUTSIDE Flags

Standards

Your shop needs to be clearly visible from a distance and the motorist needs to know how to get onto your forecourt. If the terrain allows it, in addition to the pylons, flag masts can also be installed in front of the shop, e.g. around the entrance.

In terms of flag colour, it is acceptable to use the reversed BestDrive logo with black letters on a Continental Yellow background as a matter of exception. This is due to the fact that the black colour is less unique and less visible from a far distance than yellow.

If a Continental flag is in the immediate vicinity, the BestDrive flag has to apply the standard BestDrive logo colour.

This helps to safeguard the Continental brand appearance by making both flags immediately distinguishable. Combinations of differently coloured BestDrive flags at one site are allowed to be used, and might even help to increase customer attention.

Flags from other tyre manufacturers (non-group brands) may only be used if it helps to create brand awareness that helps to associate BestDrive with car and tyres service. For more information on this topic please see chapter 8 MULTI-BRAND.

Application

- The BestDrive logo may be used for flags in standard colour or exceptionally in the reversed colour application with black letters on a Continental Yellow background.
- The logos are positioned with the text rotated at an angle of 90° anticlockwise.
- Attention is to be given to the correct proportions and colour rendering in the manufacturing process.

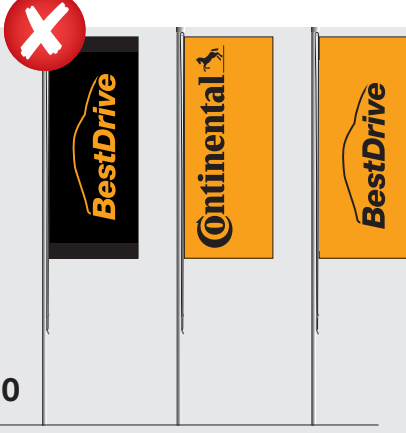
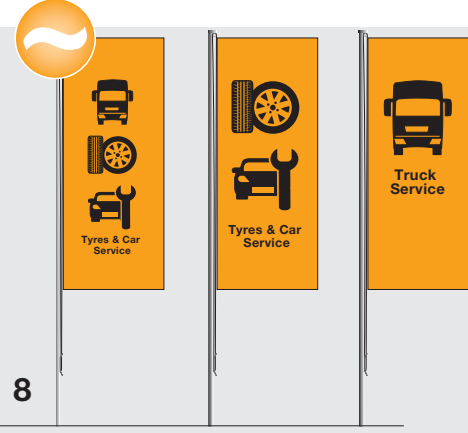
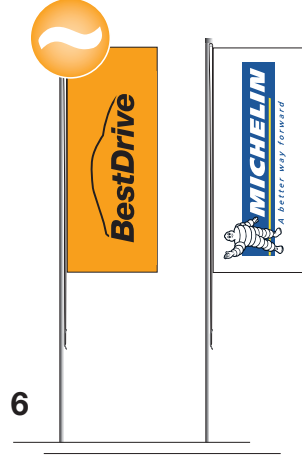
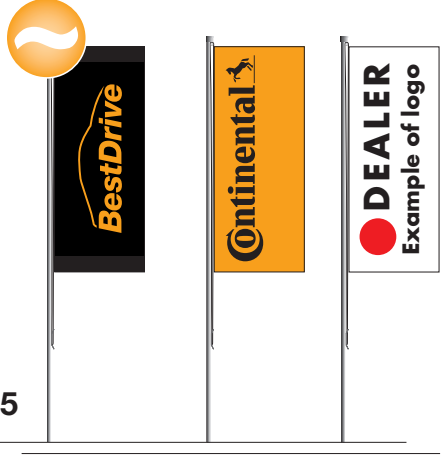
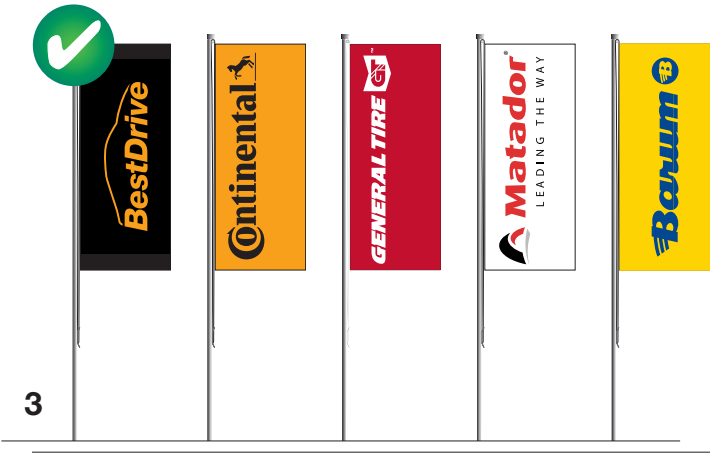
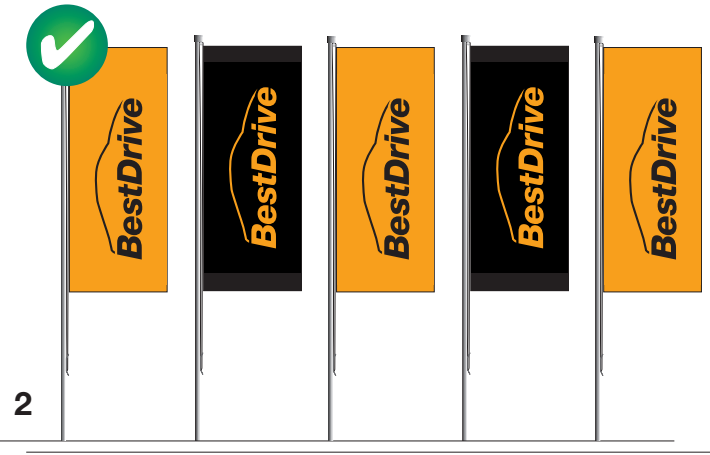
Flag combinations

1. BestDrive + Continental
2. BestDrive combination (standard logo and reversed logo)
3. BestDrive + combination of group brands

4. BestDrive + Dealer
5. BestDrive + Continental + Dealer
6. BestDrive + combination of non-group brands

7. BestDrive + combination of non-group brands
8. BestDrive master service icons

9. BestDrive (reversed logo) in the immediate vicinity of Continental flag
10. BestDrive (reversed logo) in the immediate vicinity of Continental flag

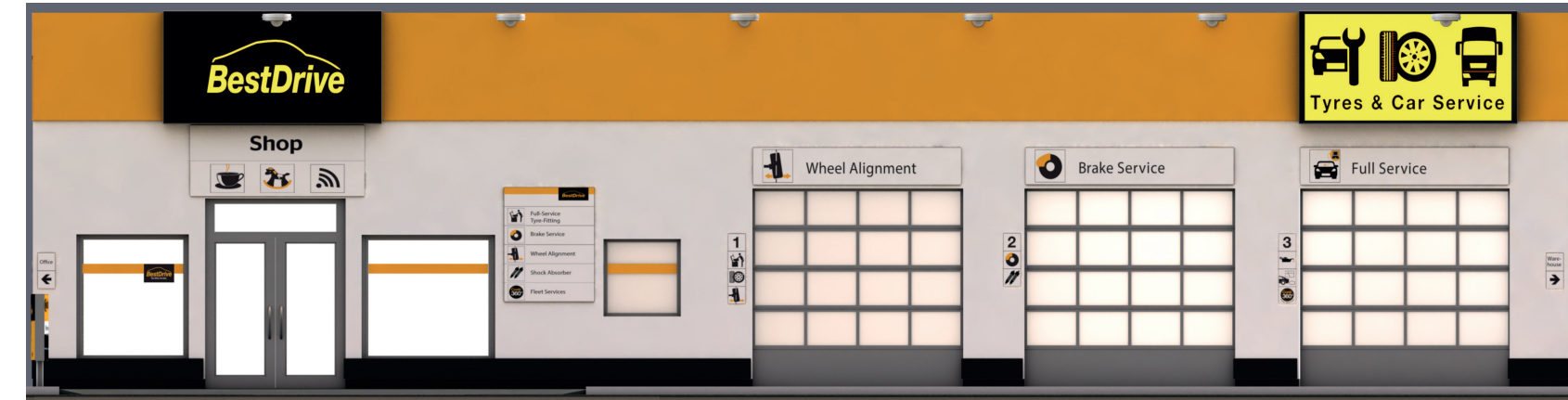
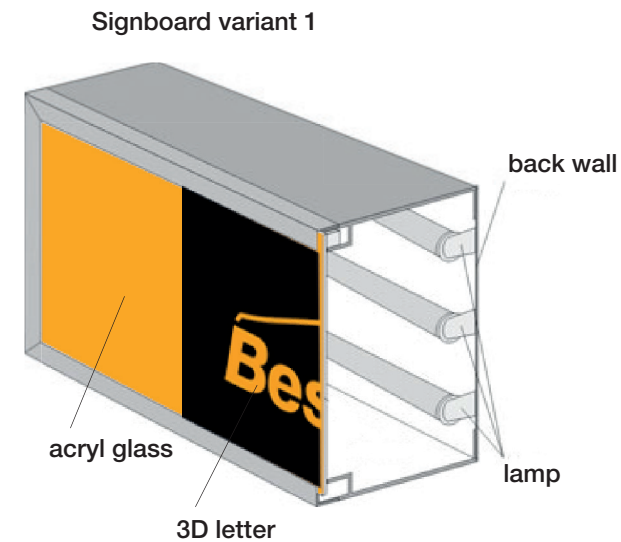


5.15 SHOP OUTSIDE Lighting concept

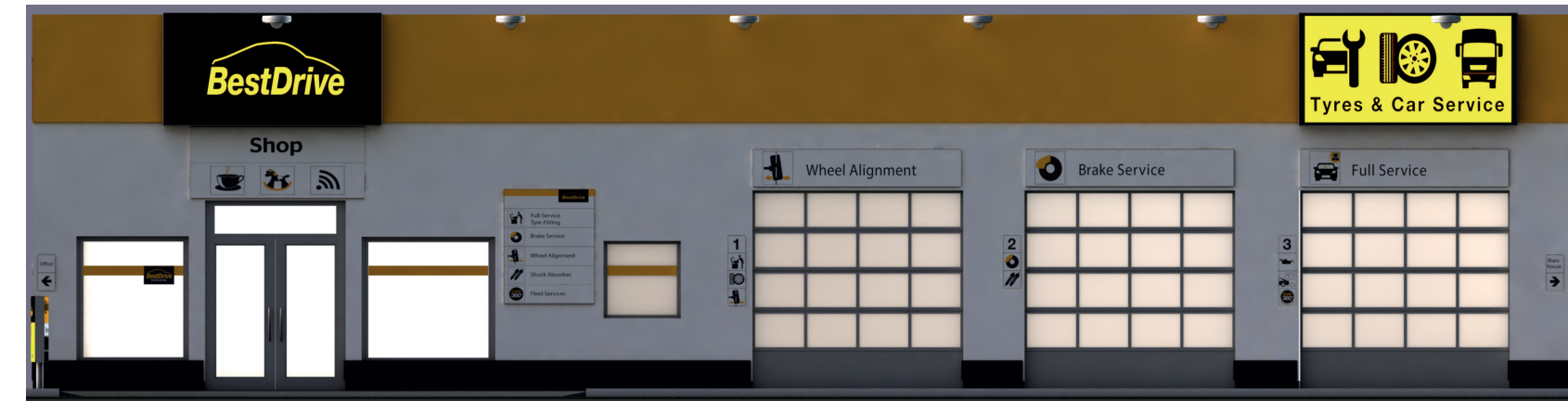
For the shop's outside area the lighting concept is an important factor as it makes your shop visible even in the dark and it generally indicates whether your shop is open or not.

During business hours it is recommended that you illuminate the signboard and the windows to signal that your shop is open. At dusk, or whenever there is only inadequate daylight during business hours, make sure that the building and the premises are well-lit so it is easy for a customer to spot the shop, even in the dark and from a distance. Illuminated signposts lead the way to the shop and a bright parking area creates an overall pleasant and safe atmosphere.

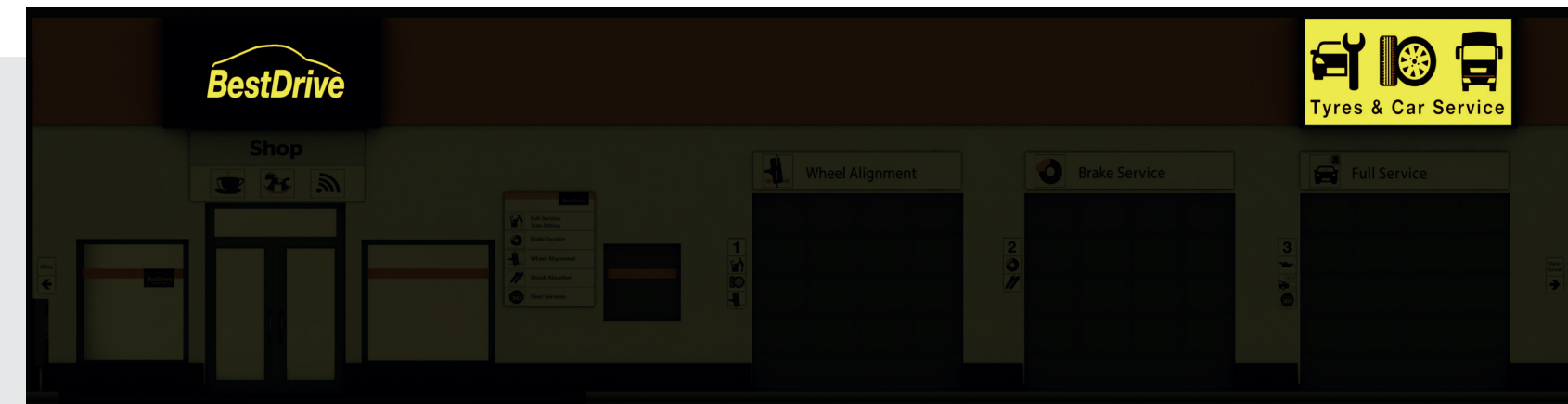
After business hours it might be beneficial to keep the logo and the master service icons backlit if the shop is located close to city traffic or near a major road where it is in constant customer sight. This ensures that your shop is being seen around the clock. If the shop is located in an industrial area with only little or no traffic during night hours, there is no reason to keep the lights on.



Lighting during the day



Lighting at dusk



Lighting at night

5.15 SHOP OUTSIDE

Lighting concept

Spotlights

Instead of backlit signboards, it is very common to use spotlights to illuminate a shop. Please make sure that you use an appropriate number of spotlights in order to achieve adequate lighting.

Lighting levels should comply, in the following order, with the laws, regulations, standards and recommendations in order to establish appropriate levels for lighting public and private spaces, buildings, monuments and signposts in each case.

Reduce lighting levels or switch off the installation after certain hours at night or if there is a change in the lighting requirements of the activity or reason for installation (e.g. commercial lighting for security lighting, lower traffic intensity, illumination for buildings and monuments, illuminated signs, etc.).

Bright entrance

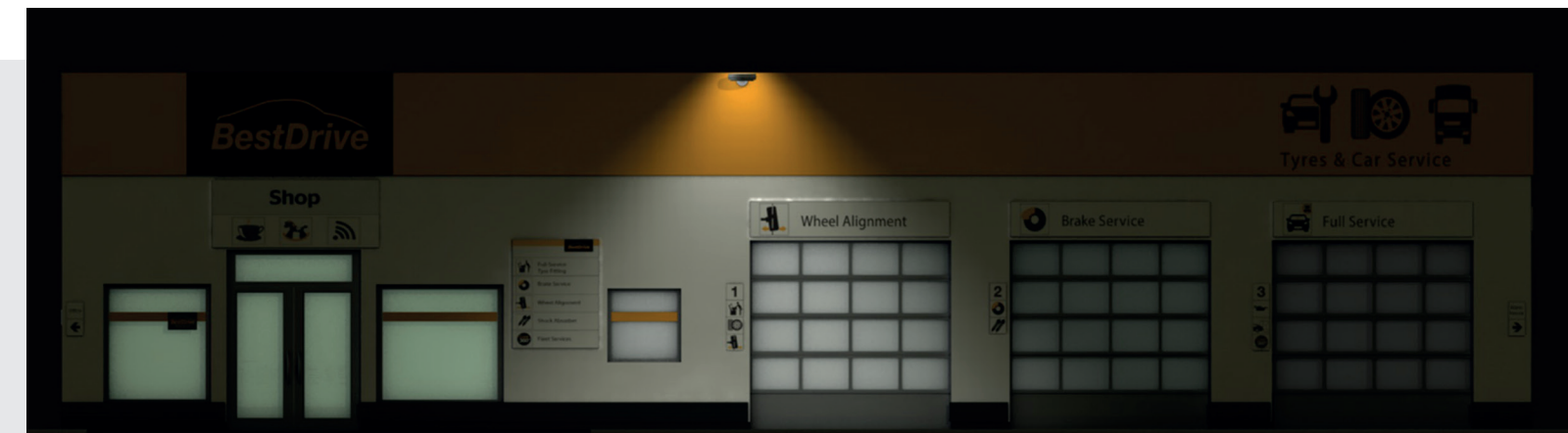
Whether it is the customer entering the building (reception area) or the vehicle entering the workshop, always avoid "dark" entrances. A bright and clean entrance for the customer and car gives comfort subconsciously and underlines the premium appearance.



✓ Optimal lighting



⤿ Sufficient lighting



✗ Inadequate lighting



SHOP INSIDE

Planning your BestDrive showroom

Content

Planning your BestDrive showroom

- 6.1.1 Shop concept
- 6.1.2 Material colours
- 6.1.3 Flagship, medium and small stores
- 6.1.4 Reception / consulting area
- 6.1.5 Waiting area
- 6.1.6 Presentation area
- 6.1.7 The lighting concept
- 6.1.8 The floor concept

6.2 SHOP INSIDE

Flagship store

- 6.2.1 Flagship floorplan
- 6.2.2 Reception area
- 6.2.3 Presentation area
- 6.2.4 Waiting area
- 6.2.5 Hot beverage station
- 6.2.6 Kids' corner

6.3 SHOP INSIDE

Medium store

- 6.3.1 Medium floor plan
- 6.3.2 Reception area
- 6.3.3 Presentation area
- 6.3.4 Waiting area

6.4 SHOP INSIDE

Small store

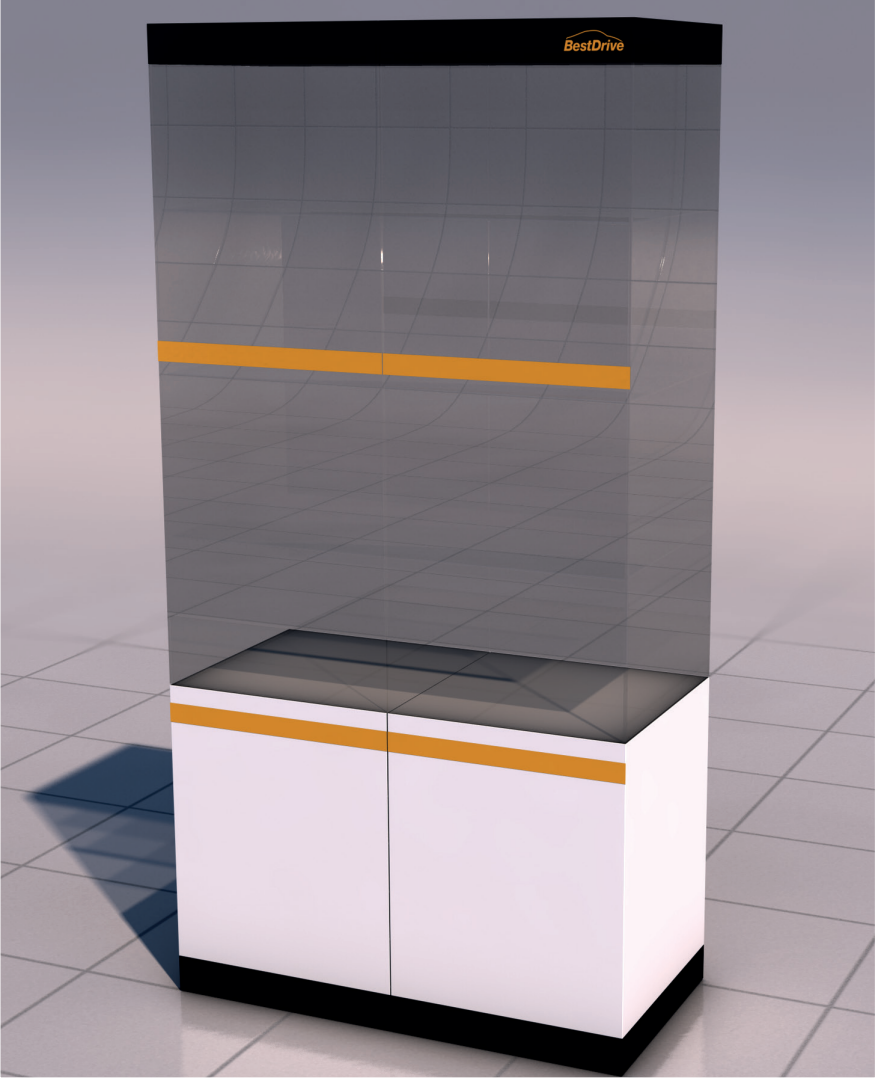
- 6.4.1 Small floor plan
- 6.4.2 Reception area
- 6.4.3 Presentation area
- 6.4.4 Waiting area

6.5 SHOP INSIDE

Furniture and displays

6.6 SHOP INSIDE

Workshop



6.1.1 SHOP INSIDE

Shop concept

When planning the inside of a BestDrive shop, there are certain principles that need to be considered. The most obvious is that the branding intensity is being diminished compared to the outside appearance.

While on the outside of a BestDrive shop the branding intensity is more powerful in order to attract customers, on the inside of a shop we try to do the opposite. When looking from the customer's point of view, they already know that they are visiting a BestDrive shop, so there is no need to "attract" anymore. Now the main aim is to deliver a premium environment and a pleasant customer experience. Hence, the branding intensity switches from "eye catching and showy" to "discreet and unobtrusive".

The exterior and interior presentation of the business is very important for the customers' evaluation of your company. If a positive impression is achieved, they will be more receptive and open to a sales conversation.



6.1.2 SHOP INSIDE

Material colours

For the basic interior decoration of a shop we recommend a certain colour palette when selecting materials for walls, floors, ceiling, tiling, furniture etc.

The smaller the room, the lighter and brighter the overall colour environment should be. So a small shop should use, for example, white walls, light coloured ceilings and wooden floor. The walls should generally apply a Continental fascia on the very top of each wall (approximate height is 40 cm).

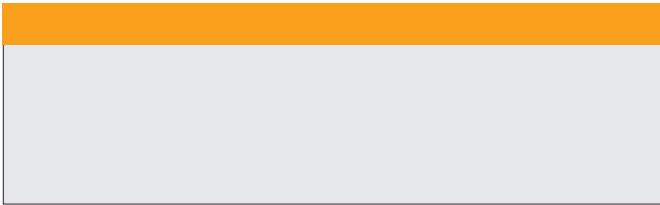
Larger-sized shops can use slightly darker colours to put more emphasis on elegance and to achieve a more premium impression. For example, light grey walls with yellow fascia, anthracite floor tiling or a darker wooden floor.

Please make sure that general unbranded furniture (e.g. sofas, chairs and tables in the waiting area) matches the corporate brand colours. We recommend black or dark grey, as those colours are least prone to get dirty and are likely to match the brand colours. We do not recommend choosing a generic yellow as it is unlikely that it will match the corporate Continental Yellow. Also, this primary colour should be used sparsely on the inside in order to not overwhelm the overall interior design.

Wall colours



White with Continental Yellow fascia



Continental Light Grey with Continental Yellow fascia

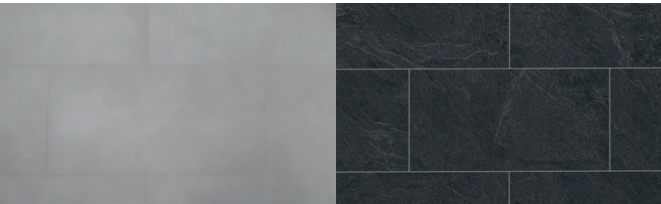
Floor covering



Dark coloured wood

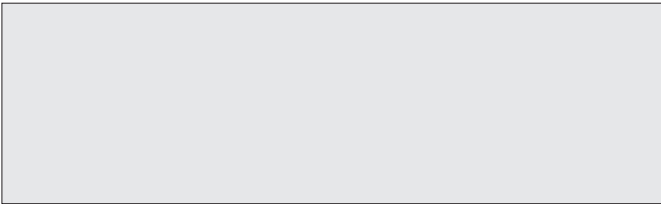


Light coloured wood



Tiling light grey / anthracite

Ceiling covering



Brightly coloured, depending on the system.

Furniture



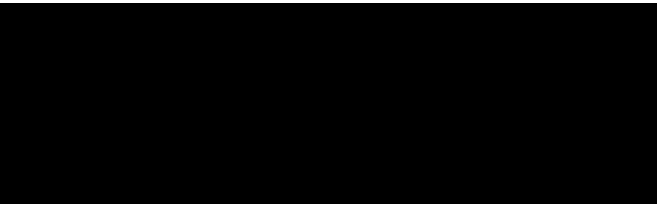
Satin stainless steel



Continental Black

Continental Light Grey

Upholstery



Continental Black



Continental Yellow



White

Continental Yellow

6.1.3 SHOP INSIDE

Flagship, medium and small stores

This chapter discusses the typical structuring layout of three representative shop sizes – flagship, medium and small.

The illustrated structuring solutions demonstrate how different shop sizes can be structured attractively using the design elements in this manual.



Any shop size is subdivided into four clear sections:

- Reception area
- Presentation area
- Waiting area
- Workshop area

The architectural and structural design of the shop is used to achieve this subdivision. The reception area is located towards the back of the room, opposite the entrance door. Different floor coverings help to divide the room into the different sections.

The following pages start with the general characteristics of each of these sections and are followed by exemplifying graphics how to ideally structure each shop size.



6.1.4 SHOP INSIDE

Reception / consulting area

A customer at a specialist tyre dealer wants to find the right person to speak to straightaway. This means the reception area must be designed so that it is immediately obvious. It should be located diagonally towards the back of the room, opposite the entrance door. Different floor coverings can also help to emphasise the reception area.

The sales counter and visitor chairs

The sales counter combines a worktop at standing height and at sitting height. The higher worktop can accommodate the printer and possibly other office tools to keep the immediate working surface tidy. If required, mobile pedestals are to be pushed under the worktop to store additional working materials. One or more sales counters can be used, depending on the size of the shop. They can be fixed to one another or combined into an "L" shape counter. Two visitor chairs should always be positioned at each table, because some customers come in twos and both should be able to sit down.

A large branding display and backlit sales counter

A large branding display behind the sales counter can be used to put additional focus on the reception area to give a clear sign of orientation. The rear wall will feature a large BestDrive logo on a Continental Yellow display in accordance with the logo specifications. The BestDrive logo will ideally be optically highlighted using a backlit transparency. In addition, the sales counter can feature an indirect lighting system as well.

Tidy area and practical organisation

The customer should not be distracted by a variety of unnecessary or confusing leaflets. And you should use a tidy working area to indicate to the customer that things are done properly here. This is why there should only be the tools you need for advising the customer on the sales counter: keyboard, flat-screen monitor, pen, promotional flyer, etc. Everything else should be stored away out of sight behind the counter or in mobile pedestals. The best and most straightforward advice can be given via the product itself or a product leaflet.

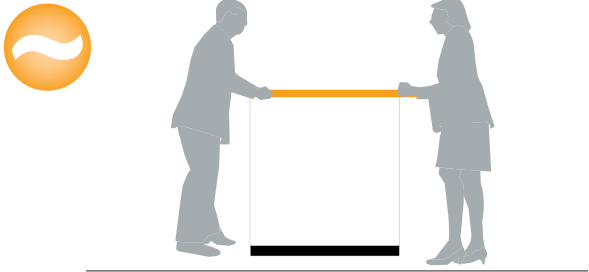


CONTENT




CONTACT

Tagline inside of the shop

A survey revealed that the majority of the companies do not apply the tagline. As we are trying to reflect the common situation we generally illustrate the shop interior without the tagline. Nonetheless, it is adequate to apply the tagline within the shop. An exemplary illustration is shown on the left-hand side.



Meet at eye level

-  Sales conversations might take some time, so it is preferable that the customer and salesperson are sitting.
-  It is required for staff to stand up in order to greet a customer on eye level. For longer conversations it is better to sit down, so the customer is comfortable.
-  It is not appropriate for the salesperson to sit while a customer is standing or vice versa.

6.1.4 SHOP INSIDE

Reception / consulting area

Price board



In some countries it is customary to show a price board in the reception area to indicate transparency and build trust with customers.


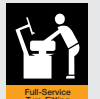
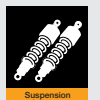
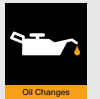
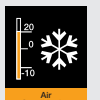
The design for a price board follows the standard BestDrive layout whereas the offered services and prices have to be added individually, of course.

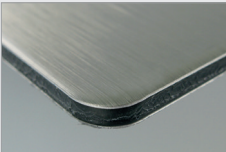
The look-and-feel of the price board should always be premium to reflect the BestDrive image. Simply sticking a poor print-out to the counter must be avoided.

Material suggestions

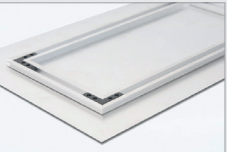
We recommend two material options depending on the available budget and frequency of necessary price changes. Alucobond®, also commonly referred to as "Diabond" or "ACM", are high-quality aluminium composite panels with a smooth glossy surface and are available in a number of standard colours. A price table made of this material will look high-class and modern. Alternatively, a snap frame can be used to show high quality printouts from a professional copy shop. This will allow you to change the content more easily and cheaply but will look less high-class than Alucobond®.

| BestDrive You drive, we care. | | |
|------------------------------------------------------------------------------------------------------------------|----------------------------|---------|
|  Diagnostic | Read & Erase error codes | 25,- € |
| | SLR all systems | 30,- € |
| | Play & storage live data | 15,- € |
|  Full-Service Tyre-Fitting | New tyres from | 55,- € |
| | Balancing | 30,- € |
| | Valves for aluminum wheels | 15,- € |
|  Suspension Services | Shock absorber from | 55,- € |
| | Repair | 30,- € |
| | Installation | 15,- € |
|  Oil Changes | Used oil disposal | 25,- € |
| | Brand engine oil | 30,- € |
| | Oil change | 45,- € |
|  Air Conditioning | Maintenance | 25,- € |
| | Coolant | 30,- € |
| | New installation | 145,- € |

| BestDrive You drive, we care. | | |
|------------------------------------------------------------------------------------------------------------------|----------------------------|---------|
|  Diagnostic | Read & Erase error codes | 25,- € |
| | SLR all systems | 30,- € |
| | Play & storage live data | 15,- € |
|  Full-Service Tyre-Fitting | New tyres from | 55,- € |
| | Balancing | 30,- € |
| | Valves for aluminum wheels | 15,- € |
|  Suspension Services | Shock absorber from | 55,- € |
| | Repair | 30,- € |
| | Installation | 15,- € |
|  Oil Changes | Used oil disposal | 25,- € |
| | Brand engine oil | 30,- € |
| | Oil change | 45,- € |
|  Air Conditioning | Maintenance | 25,- € |
| | Coolant | 30,- € |
| | New installation | 145,- € |



Detail view Alucobond®



Detail view Snap frame



6.1.5 SHOP INSIDE

Waiting area

Waiting area with window through to the workshop

Customers like to be able to keep an eye on their car, so it is important that they can always watch their vehicle being serviced in the workshop. A window between the waiting zone and the workshop will allow the customers to have eye contact with their cars and emphasises the professionalism and transparency of BestDrive.

Door from the shop to the workshop

The door from the shop to the workshop should be fitted so that both the sales staff and the customers can go through or look through it. This lets customers see how sales and the workshop cooperate.

Pleasant atmosphere and furnishings in the waiting area

The waiting area must be clearly distinct from the rest of the shop in terms of its design. A wooden floor and 'home-ly' furniture should make the short stay more pleasant. Please make sure that the furniture (e.g. sofas, chairs and tables in the waiting area) matches the corporate brand colours. We recommend black or dark grey, as those colours are least prone to getting dirty and are likely to match the brand colours. We do not recommend choosing a generic yellow as it is unlikely that it will match the corporate Continental Yellow. Also, this primary colour should be used sparsely on the inside in order to not overwhelm the overall interior design.

Typical beverages and daily newspaper

In most cultures, short breaks from the daily working routine are usually filled with three activities – chatting to other people, drinking coffee or tea, and browsing through a non-demanding newspaper.

The waiting area therefore features a hot beverage station or a small drinks dispenser and a local daily newspaper. Studies show that daily newspapers/news channel are mostly preferred, with magazines second.



6.1.5 SHOP INSIDE Waiting area

- **Kids' corner**

Offering a designated, child-friendly space certainly adds value for those customers who visit with children. It will also positively underline the BestDrive brand message that "we care".

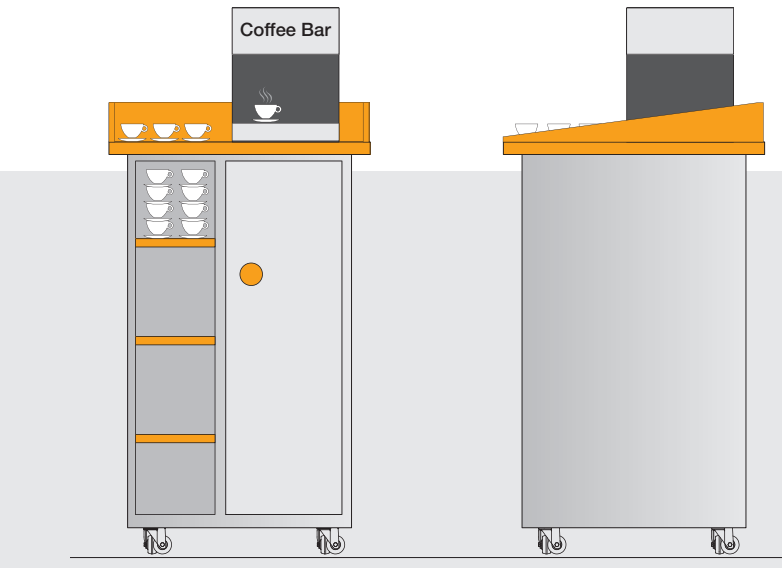
If there is no space for a kids' corner, you could also put out children's magazines, such as comics and/or pencils and paper for drawings.

- **Hot beverage station**

In order to make the customer's waiting time as pleasant as possible, we recommend a high-quality hot beverage station in addition to a drinks dispenser. The quality of the hot beverage station should not be underestimated for the customer experience. Depending on the region, the drinks dispenser should be designed to include a small fridge, should you wish to offer cold beverages.

- **Photo wall paper**

In order to add local or culturally-specific character to the inside of the shop, photo wall paper may be applied. . However, there must be a clear differentiation between decorative elements ,0and brand-building elements. This means that brand logos should never be mixed with decoration.



Wi-Fi



To meet the requirements of a changing world a BestDrive outlet should ideally offer more than magazines and coffee in the customer waiting area. Due to the growing importance of always being connected, the offer of a free wireless network service in the outlet should be considered. Hence the customer can use the internet whilst waiting for their service.

6.1.6 SHOP INSIDE

Presentation area

Placement of products

Products and displays have to be strategically placed within the BestDrive outlet. Preferred brands must have preferred stands. The shop manager should think of an active sales approach, rather than expecting a customer to simply buy a product because it is physically present in the sales area.

It is not desirable to place as many products on product shelves as possible. They are not supposed to replace the storage facilities as might be the case in some supermarkets. A premium presentation area requires you to exhibit fewer items but to put more emphasis on them. Different BestDrive furniture and displays have been developed to help organise the presentation area and to exhibit products in a straightforward and high-value way.



Physical separation from the consulting area

The presentation area is clearly separated from the consulting area and waiting area.

Focus on the core business of tyres and rims

Tyres and rims are the main items to be seen in the presentation area. For the customer, this visibly emphasises the core business and competing products do not distract. Supplementary products such as windscreen wipers are placed separately on panel walls.

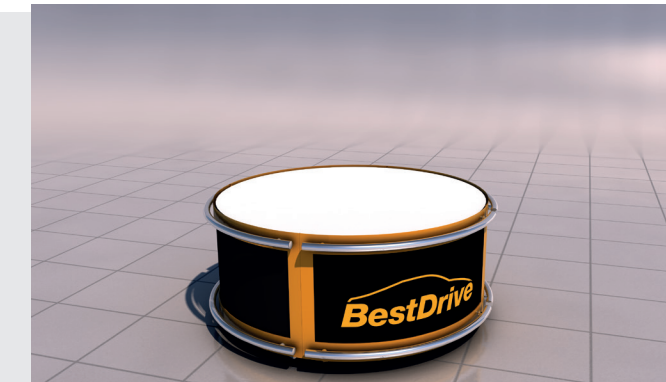
Use of occasional display units specifically for promotions

Occasional display units for special promotions can be used to complement the tyre and rim shelving. Some of the BestDrive displays already offer integrated room for the presentation of individual promotions and or advertising messages.



Less is more

As previously mentioned, when a customer has arrived in the BestDrive shop he should not be overwhelmed with products and advertising messages. It is more important to show the width of our competences than to show many of the same items.



6.1.7 SHOP INSIDE

The lighting concept

Light only has an effect when it hits a surface. Thus, you should ensure good lighting, for example, to window displays and back walls of work bays. This will stop the unwelcome "black hole" effect to your building.

Bright lighting makes the reception area stand out
The lighting concept is of considerable importance for the shop. The reception area in particular needs to stand out. The large branding display and backlit sales counter generate attractive light reflections and lets the reception area stand out.

Using light to provide depth to the room
In the shop window area there must be no bright illumination and no blinding light that obstructs the view into the shop. The customer must be able to see immediately from outside that he will be given good advice here. The light in the rear section (reception area) creates the appropriate room depth. The exterior lights must therefore not be positioned in front of either the entrance or the shop window.

Backlit shop fronts, counters and shelves
Backlighting enables you to create lighting accents in crucial areas. The BestDrive logo on the shop front, the backlit transparency at the sales counter and the back-lighting of the shelves holding the rims all create accents for orientation, advice and sales.

Complementary illumination using spotlights
You will need adjustable spotlights to illuminate the tyre shelving and promotional display units. This enables you to focus your spotlights on the appropriate promotion. We use mobile lighting for this purpose, plus bright bulbs.

Guide/emergency exit lights
In most markets emergency exit lighting must be fitted according to building regulations and it may be required to use a decentralised system with LED technology. Please make sure you fulfil all the relevant legal requirements for emergency lighting in your region.



Emergency exit lights

Bright lighting at reception area



Good lighting



Inadequate lighting



6.1.8 SHOP INSIDE

Floor concept

When choosing a shop floor there are three main aspects that should be considered:

Colour

The floor colour should correspond to the overall shop and interior colour. Strong colours (e.g. red or green) or intense design patterns (e.g. chess board) should be avoided. As a general recommendation it can be said that for smaller shops a lighter floor colour can help to increase the overall brightness of the shop. However, whether a light or darker colour is chosen is a matter of local preference.

Robustness

Any floor material has to be robust enough to withstand typical shop floor traffic for many years. It is mandatory to maintain a premium perception at all times which should not be compromised by a floor with a worn appearance.

Material type

The type of material is a very local aspect. Hence, it is recommended that you choose according to local trends and preferences.



6.2

SHOP INSIDE FLAGSHIP STORE Planning your BestDrive showroom

Content

- 6.2.1 Flagship floor plan
- 6.2.2 Reception area
- 6.2.3 Presentation area
- 6.2.4 Waiting area
- 6.2.5 Hot beverage station
- 6.2.6 Kids' corner

6.2.1 FLAGSHIP STORE

Flagship floor plan

A flagship store uses the architectural layout and combines all design and shop elements in order to achieve a clear subdivision in the three sections:

- Reception area
- Presentation area
- Waiting area



FLAGSHIP STORE >>>

6.2.2 FLAGSHIP STORE

Reception area

The reception area is designed so that it is immediately obvious to the visitor:

- It is positioned opposite the entrance
- A large branding display in the rear features a large backlit BestDrive logo
- A major L-shape sales counter with three consultant spaces and visitor chairs give a clear sign of orientation.



6.2.3 FLAGSHIP STORE

Presentation area

The presentation area is clearly separated from the consulting and waiting area and uses BestDrive product shelves and sales displays to organise and strategically place the products:

- Preferred brands are displayed on premium and eye-catching stands
- Tyres and rims are the main items to emphasise the core business
- Supplementary products such as windscreen wipers are placed on panel walls
- Only a limited selection of products is being shown to not overwhelm the customer with too many competing products and the available space is not used for storage
- Occasional display units are used to highlight special promotions and advertising messages



6.2.4 FLAGSHIP STORE

Waiting area

The waiting area combines all recommended shop elements to achieve the best possible waiting experience for the customer:

- Pleasant atmosphere and furnishings in the waiting area
- A window through to the workshop
- Door from the shop to the workshop
- Daily newspaper and different magazines
- Kids' corner
- Hot beverage station and typical beverages
- WLAN



6.2.5 FLAGSHIP STORE

Hot beverage station

A high-quality beverage corner in addition to a drink dispenser will help to make the customer's waiting time as pleasant as possible.

- The beverage station is designed in matching brand colours. It has room for a coffee machine, for example, and also space to store all the necessary supplies like mugs, sugar, ingredients etc. to keep the station tidy.
- Depending on the region, the drinks dispenser should be designed to include a small fridge, should you wish to offer cold beverages.



6.2.6 FLAGSHIP STORE

Kids' corner

The kids' corner offers space specifically for children with appropriate supplies like:

- Children's magazines such as comics
- Pencils and paper for drawings
- Toys such as cars or blocks



6.3

SHOP INSIDE MEDIUM STORE

Planning your BestDrive showroom

Content

- 6.3.1 Medium floor plan
- 6.3.2 Reception area
- 6.3.3 Presentation area
- 6.3.4 Waiting area

6.3.1 MEDIUM STORE

Medium floor plan

In comparison to a flagship store, the medium-sized shop offers less room and most likely a reduced budget for the interior. Hence, it uses fewer design and shop elements in order to achieve a clear subdivision into the 3 sections:

- Reception area
- Presentation area
- Waiting area

[CONTENT](#)

[CONTACT](#)

BestDrive Brand Manual



6.3.2 MEDIUM STORE

Reception area

The reception area is reduced in size but it is still designed so that it is immediately obvious to the visitor:

- It is positioned opposite the entrance
- A large branding display in the rear features a BestDrive logo (backlit if possible)
- A sales counter with one or two consultant places and visitor chairs



6.3.3 MEDIUM STORE

Presentation area

The presentation area is significantly reduced in size but should still be separated from the consulting and waiting area. BestDrive product shelves and sales displays are used to organise and strategically place the products:

- Even if there is less space to use eye-catching product stands, preferred brands should be placed in a preferred area. For example, premium tyres should be displayed in the tyre stand on customers' eye level. Quality and budget brands can be displayed on a lower level.
- Tyres and rims are the main items to emphasise the core business
- Supplementary products such as windscreen wipers are placed on panel walls
- Only a limited selection of products is being shown to not overwhelm the customer with too many competing products
- The available space is not used for storage, even if the actual storage space might be limited in size
- Occasional display units are used to highlight special promotions and advertising messages



6.3.4 MEDIUM STORE

Waiting area

The waiting area combines the most important shop elements to create a pleasant waiting experience for the customer:

- Pleasant seating in the waiting area
- A window through to the workshop
- Door from the shop to the workshop
- Moderate beverage station and a water dispenser
- A daily newspaper or magazine



6.4

SHOP INSIDE SMALL STORE

Planning your BestDrive showroom

Content

- 6.4.1 Small floor plan
- 6.4.2 Reception area
- 6.4.3 Presentation area
- 6.4.4 Waiting area

6.4.1 SMALL STORE

Small floor plan

In comparison to a medium-sized store, a small shop offers only little room and most likely a very limited budget for the interior. Hence, it uses only basic design and shop elements in order to achieve a clear subdivision into the three sections:

- Reception area
- Presentation area
- Waiting area



6.4.2 SMALL STORE

Reception area

The reception area is reduced to a minimum size but it is still designed so that it is immediately obvious to the visitor:

- It is positioned opposite the entrance
- A branding display in the rear features a BestDrive logo
- A single sales counter with one consultant place and two visitor chairs



6.4.3 SMALL STORE

Presentation area

The presentation area is reduced to a minimum size. It might not be possible to separate it clearly from the consulting and waiting area. In this case it should be integrated instead. BestDrive product shelves and sales displays are used to organise and strategically place the products:

- Even if there is less space to use eye-catching product stands, preferred brands should be placed in a preferred area. For example, premium tyres should be displayed in the tyre stand on customers' eye level. Quality and budget brands can be displayed on a lower level.
- Tyres and rims are the main items to emphasise the core business
- Supplementary products such as windscreen wipers are placed on panel walls
- Only a limited selection of products is being shown to not overwhelm the customer with too many competing products
- The available space is not used as storage facilities, even if the actual storage space might be limited in size



6.4.4 SMALL STORE

Waiting area

The waiting area only offers very basic elements to create a pleasant waiting experience for the customer:

- Pleasant seating in the waiting area
- A window through to the workshop
- Door from the shop to the workshop
- Moderate coffee station and a water dispenser
- A daily newspaper



6.5

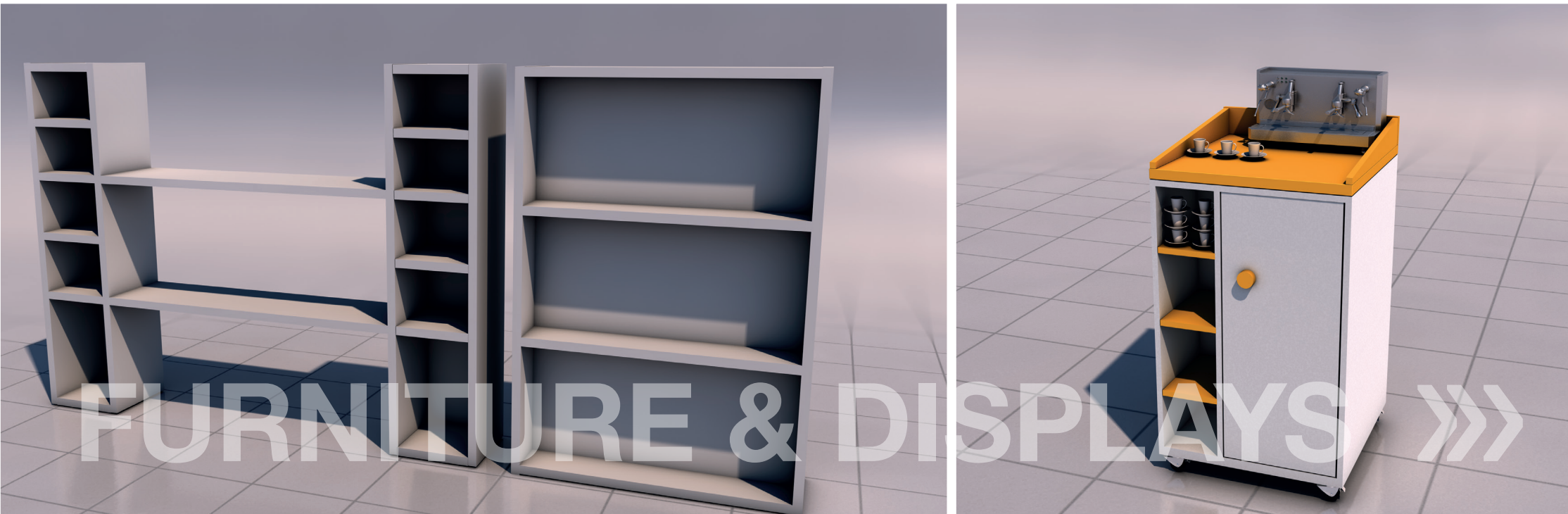
SHOP INSIDE Furniture and displays

6.5 SHOP INSIDE Furniture and displays

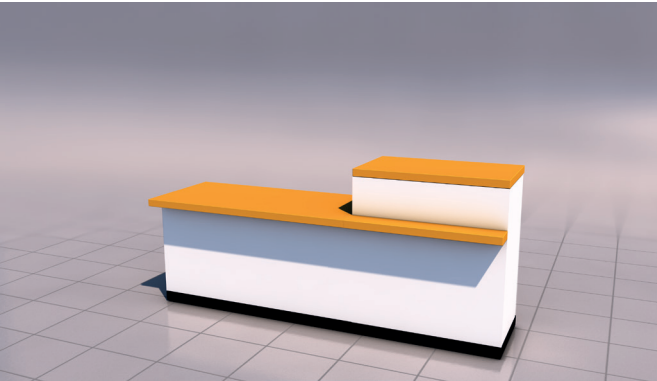
A set of BestDrive furniture and displays have been developed to offer practical interior solutions for the different shop sections (excluding the workshop) and to achieve a uniform appearance in outlets. All elements have been carefully designed considering the general brand appearance but also the practical usability in an everyday shop routine.

Many elements are easily combinable and come in the two main base colours, black or white. The sales counter and some product displays can also feature lighting sets that can be added individually.

All furniture and displays are produced centrally on request. Please contact the central BestDrive marketing team if you are interested in ordering.



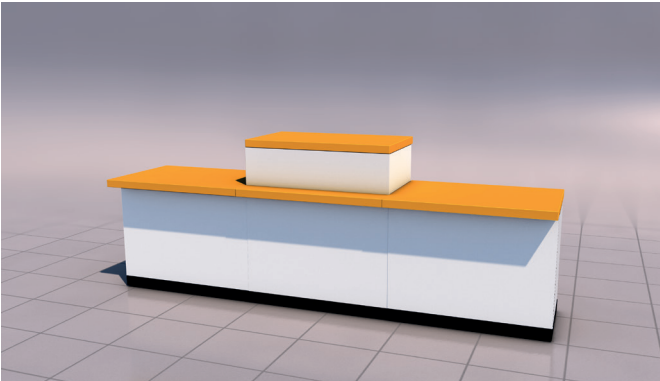
6.5 SHOP INSIDE
Furniture and Displays



Reception desk with worktop
for one workplace and bag shelf.

White or black (see below) corpus
Material: MDF

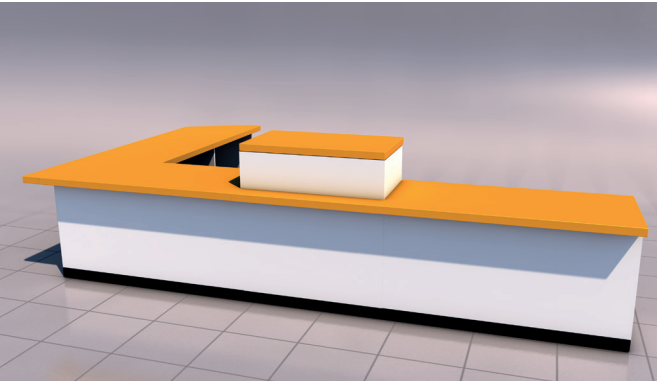
Size: height 1.100 mm
length 2.000 mm
depth 560 mm



Reception desk with worktop
for two workplaces and bag shelf.

White or black (see below) corpus
Material: MDF

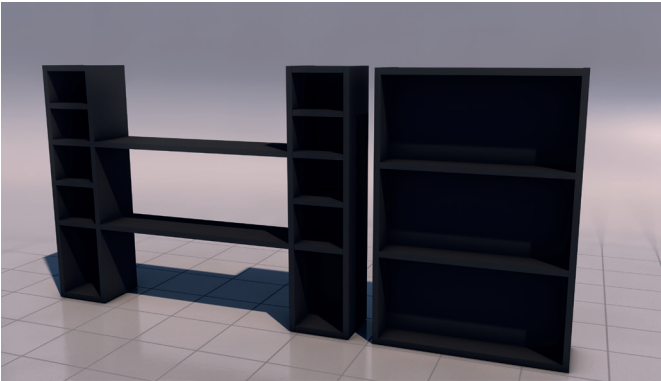
Size: height 1.100 mm
length 3.350 mm
depth 560 mm



Reception desk L-form with worktop
for three workplaces and bag shelf.

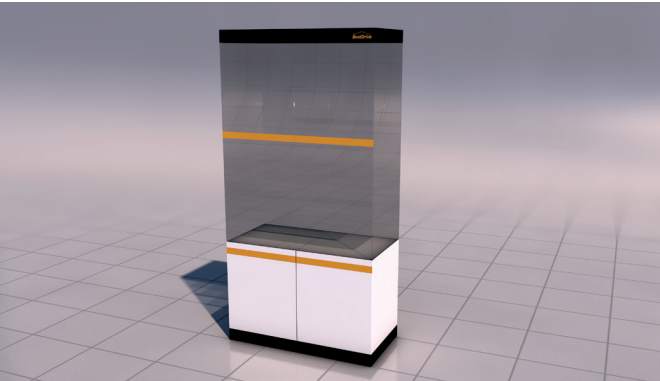
White or black (see below) corpus
Material: MDF

Size: height 1.100 mm
length 1 4.350 mm
length 2 2.700 mm
depth 560 mm



Shelf, two models
Grey or black corpus
Material: MDF

Size: height 1.200 mm
length 1 2.400 mm
length 2 1.200 mm
depth 400 mm



Glass cabinet
Pedestal:
- Height: 583 mm
- with lockable door and 1 shelf

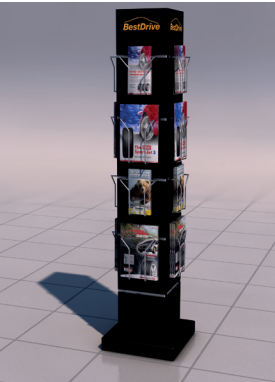
Size: height 1.803 mm
length 980 mm
depth 415 mm



Brochure rack two sided
Different hangers up to DIN
A4 brochures. MDF black

Motif: BestDrive logo

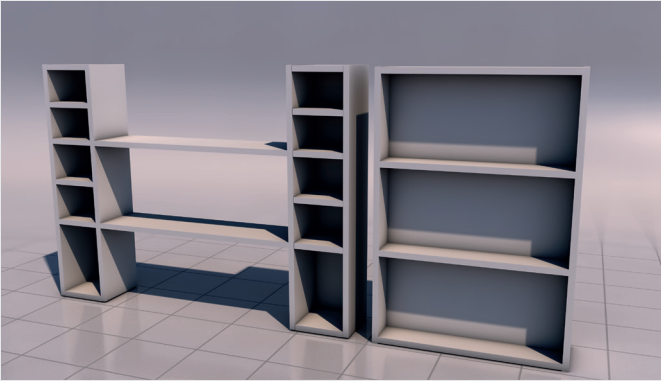
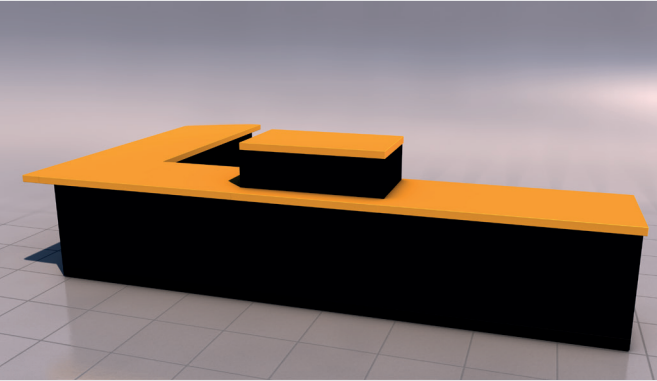
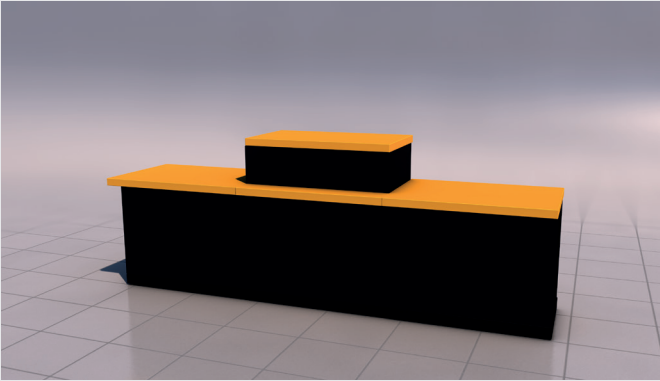
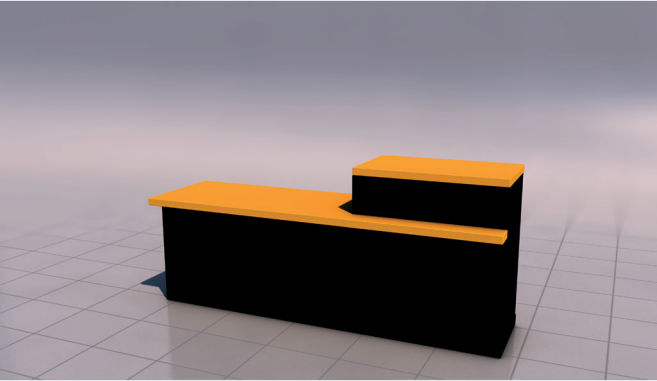
Size: height 1.670 mm
length 400 mm
depth 400 mm



Brochure rack four sided
Different hangers up to DIN
A4 brochures. MDF black

Motif: BestDrive logo

Size: height 1.670 mm
length 400 mm
depth 400 mm

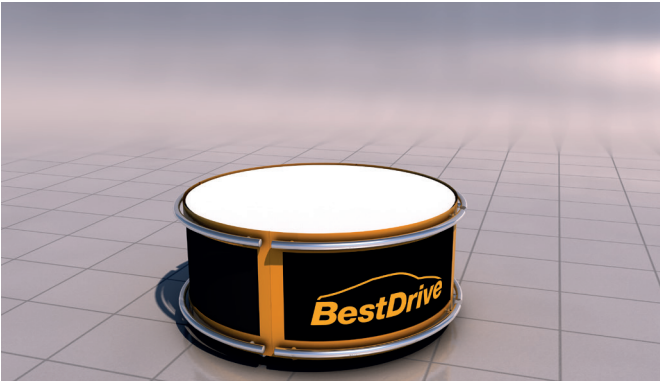


Coffee station
Material: MDF

Size: height 950 mm
length 600 mm
depth 600 mm

6.5 SHOP INSIDE

Furniture and Displays



Lighting island in Continental Yellow metal with stainless steel handles; four strong rolles.
Motif: Standard product campaign.
Individual motifs possible.

Size: 1.200 x 580 mm



Decorative desk flag
Upper part:
acrylic glass with two-sided BestDrive logo plot
Plinth:
plastic, black

Size: height 260 mm
length 120 mm
depth 50 mm



Single tyre stand for presentation
Quick and easy assembly

Size: height 1.800 mm
length 400 mm
depth 400 mm



Panel wall light grey
Type of construction:
Front MDF or particle board, light grey, double varnished. Pilaster-strip aluminium U-profile, anodised. Open side visible, embedded flush with the adjacent areas.

Size: variable



Panel wall black
Type of construction:
Front MDF or particle board, black, double varnished. Pilaster-strip aluminium U-profile, anodised. Open side visible, embedded flush with the adjacent areas.

Size: variable



Grey coloured tubes, very robust with large rolls; easy handling.
Motif: BestDrive logo
Size: height 2.170 mm
length 1.500 mm
depth 570 mm



Stainless steel tubes; easy to build up. Lots of space even for large items.
Motif: BestDrive logo
Individual motifs possible

Size: height 2.400 mm
length 1.000 mm
depth 500 mm



Truck tyre display which holds three truck tyres. Continental Yellow metal on top.
Delivery in pieces for quick assembly.
Motif: BestDrive logo

Size: height 2.100 mm
length 2.005 mm
depth 900 mm



Suited for tyres from 185 mm to 350 mm width. Can also be used for van tyres.
Motif: BestDrive logo
Material: stove enamel, black

Size: height 600 mm
length 300 - 400 mm
depth 350 mm

6.6

SHOP INSIDE Planning your BestDrive workshop

6.6 SHOP INSIDE Workshop

The following paragraphs only give a basic framework for a workshop. Please note that requirements for machinery and workshop layout are not subject to this Brand Manual. If you require any specific information about this topic please contact the central BestDrive marketing team.

Interior

- The **workshop shall be visible** to the customer, preferably from the waiting area through a window. This will create trust, in the same way taking a quick look at the kitchen of a restaurant. We have nothing to hide!
- Workshops should always be **safe, clean and tidy**. Tidiness and cleanliness shows you pay attention to detail. A well-run facility builds customer confidence and motivates staff to give their best.
- The **workshop walls** should feature **light grey tiles** to support the operational needs, e.g. tyres leaned against the wall. The tiling should be at least 1500 mm high so that truck tyres can also be put against the wall without soiling the painted part of the wall.

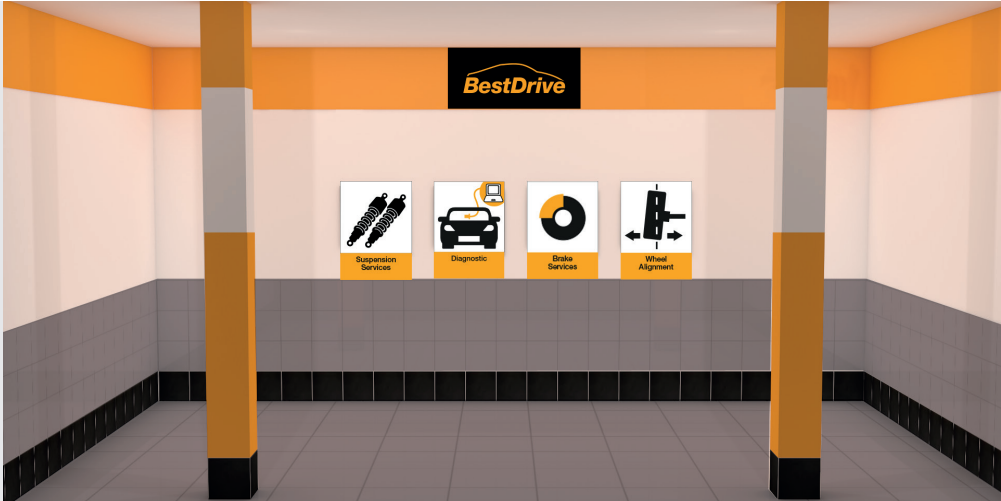
The remaining part should be painted in white or light grey **wall paint** to create a well-lit, fresh atmosphere that supports trust in our brand.

A painted **fascia in Continental Yellow** colour runs around the very top of the workshop walls. The fascia is approximately 400 mm high (depending on the overall height of the walls). A **BestDrive logo** should be added to the fascia at the centre of the main wall, which is in customer sight.

- **Machinery or storage** items should ideally be in a brand matching colour, for example anthracite. Yellow is prone to get dirty quite quickly and is not recommended. Non-brand matching colours (e.g. red, blue) are clearly to be avoided.

Exterior

- Signage should be maintained to installation standards. It should not be damaged, defaced, obscured or replaced by non-approved signage.
- Keep driveways uncluttered with plenty of parking spaces
- Signs or pavement markings should clearly tell the customer how to get to the service bay



WORKSHOP »»

[CONTENT](#)

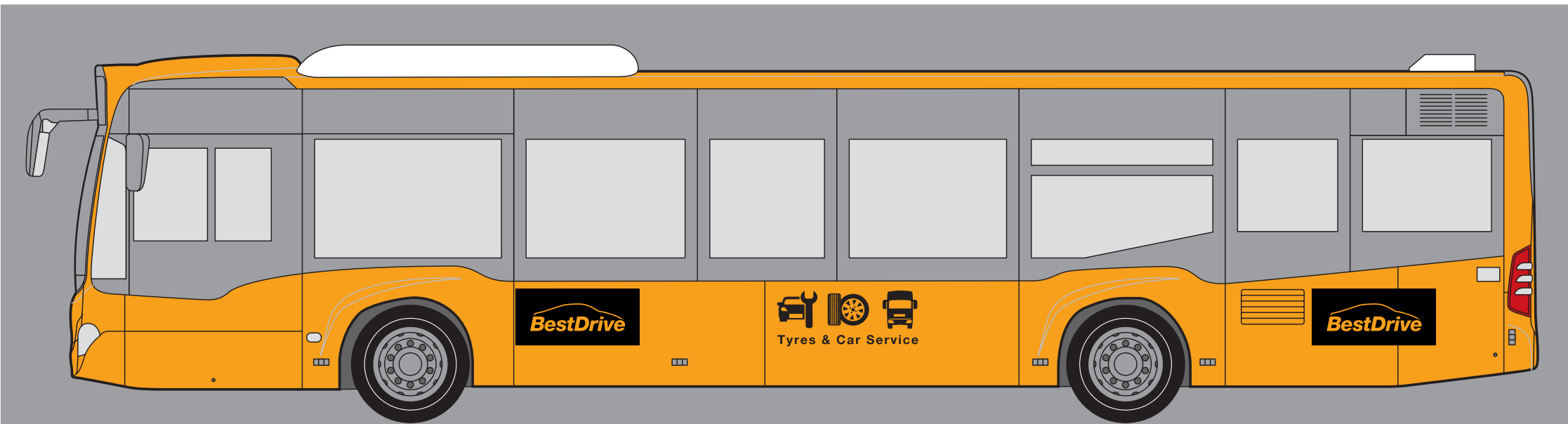
[CONTACT](#)



MISCELLANEOUS

Content

- 7.1 Workwear
- 7.2 Business shirt / polo shirt
- 7.3 Vehicle branding
- 7.4 Promotional items
- 7.5 Doormat
- 7.6 Local product names
- 7.7 Press release



7.1 MISCELLANEOUS Workwear

Functional clothing that is appropriate for the country and season is very important. It ensures individual well-being, provides protection and reduces the likelihood of mistakes or injuries. As well as all these important criteria for purchasing clothing, some visual aspects should also be taken into account:

Uniformity:

Like a sports team wears a uniform, our staff should wear identical clothing. Different preferences with respect to heat/coldness shall be granted, e.g. long and short sleeves, but all short-sleeved shirts shall look the same.

Brand colours:

The company clothing should show our brand colours, i.e. Continental Yellow and Black, as much as possible. Due to the dirt and grease in the workshop, "black" is preferred to "Continental Yellow". Grey is another option, but it is far more likely to get dirty. Other colours such as blue or green are not brand colours and therefore not allowed.

Discreet branding:

We believe branding in general and in particular on people shall be discreet. That corresponds best with our brand attributes such as "reliable", "personal" and "respectful". Our employees shall be perceived as consultants, not as billboards. The BestDrive logo is of course a necessity but shall be moderately sized.



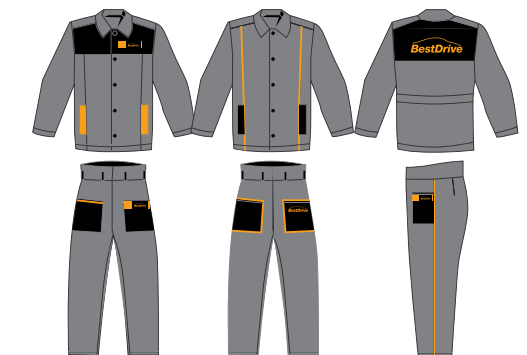
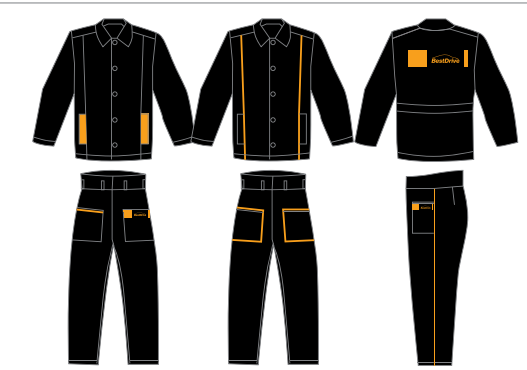
- Colours are according to the CI
- Yellow colour highlights very effectively on black
- Logo stitching is directly applied to the black fabric
- Black fabric is less prone to get dirty, which helps to maintain a premium impression for longer



- Colours are according to the CI
- Yellow colour highlights less effectively on grey
- Logo stitching requires additional black background fabric to apply to the CI
- Grey fabric is prone to get dirty more quickly



- Blue colour is not in accordance with the CI
- Continental Yellow usage on non-CI colours is not allowed



7.2 MISCELLANEOUS

Business shirt/polo shirt

The BestDrive customer reception must be visible and easy to access when entering the premises. A new BestDrive customer wants to be able to identify the right person to talk to, so uniform staff clothing is essential.

Furthermore BestDrive clothing is another way to strengthen brand awareness and can be obtained from the BestDrive head office. Always remember that consistency exhibits professionalism.

Business shirts may be preferred in the shop. The respectable appearance of a shirt shall not be impaired by flashy branding. The ideal solution has discreet yet perceivable branding.

In order to support a trustworthy, premium brand positioning, white shirts for "white collar workers" are considered appropriate. If white shirts are chosen, a BestDrive logo shall be omitted or placed carefully/discreetly. Grey or even black shirts are less recommended in this case.

In many countries/cultures polo shirts may be seen as more appropriate as they are more associated with a hands-on working style. The choice for either one approach is to be derived from national context. Polo shirts may be black, grey or white.



Employees with constant direct customer contact should only use BestDrive name tags to brand their workwear.

Size: 75 x 40 mm



Employees working in the workshop use stitched BestDrive logos to brand their workwear.

Size: 75 x 21 mm front side, maximum 300 mm width back side



7.3 MISCELLANEOUS

Vehicle branding

General specifications

All vehicles must have a monochrome design. Vehicle type designations and lettering, as well as manufacturer's plates, should be removed.

- **Paint**

The only colours involved are Continental Yellow for the bodywork and superstructure, and black for the chassis, bumpers and rims etc. Continental Yellow is a colour shade that has been mixed especially for Continental, so there is no RAL number for that colour. There are, however, several manufacturers who have the Continental Yellow colour shade available. Commercially available RAL 9017 paint is used for the black colour. No paint is applied to rubber, plastic or chrome parts, nor to type designations.

- **Logo positioning / logo size**

The BestDrive logo is always the standard version with yellow letters on black. The logo should not be used with inverted colours. Logos and the master service icons are placed on the sides and rear of vehicles. The size and position may vary depending on the size of the vehicle. If the vehicle in question deviates substantially from the dimensions given in this section, please scale the logo size up or down proportionately. The defined minimum clear space around the logo must be complied with accordingly. Application of the logo to the vehicle must be carried out by a professional, and workmanship must be flawless.

- **Door graphics**

Graphics can be placed on the doors of the driver's cockpit, the engine bonnet, the truck trailer and the vehicle's rear side. Please refrain from branding the rear side if it is used as a loading platform which is prone to scratching. Use the following illustrated examples as a basis when designing your door graphics so as to ensure that form and spacing are always consistent. Additional legal information may be shown if required. Always use the New Helvetica 45 Light font with a capital letter and mixed upper/lower case lettering. Lettering may consist of more than one line, and must always be left-aligned.

- **Adhesive promotional labels / promotion vehicles**

The surfaces of vehicles must always be kept free of stickers. Exceptions are stickers applied to promotional vehicles in order to advertise current promotions. Designs for promotional vehicles must always be discussed and agreed with the relevant persons responsible for corporate design.

| General remark: | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Vehicles that are ordered with a base colour in black or even Continental Yellow featuring accurate BestDrive branding will be great eye-catchers. However, most company cars come in white as they are chosen based on price. We have focused on how to brand those vehicles. When a higher budget is available for vehicles, it will be possible to implement more exciting design solutions. | Vans are particularly challenging for branding. As they are available with windows, the lateral surfaces are usually uneven. Applying interlayers has its limits: images and text will be stretched or distorted. |

| Individual design for your fleet |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| It is possible to receive individually designed vehicle livery for your fleet. We will need a copy of the registration document of each required car in order to tailor specific layouts that are accurate in dimension. We will then send you the artwork ready for production which you can use with a local printer. |

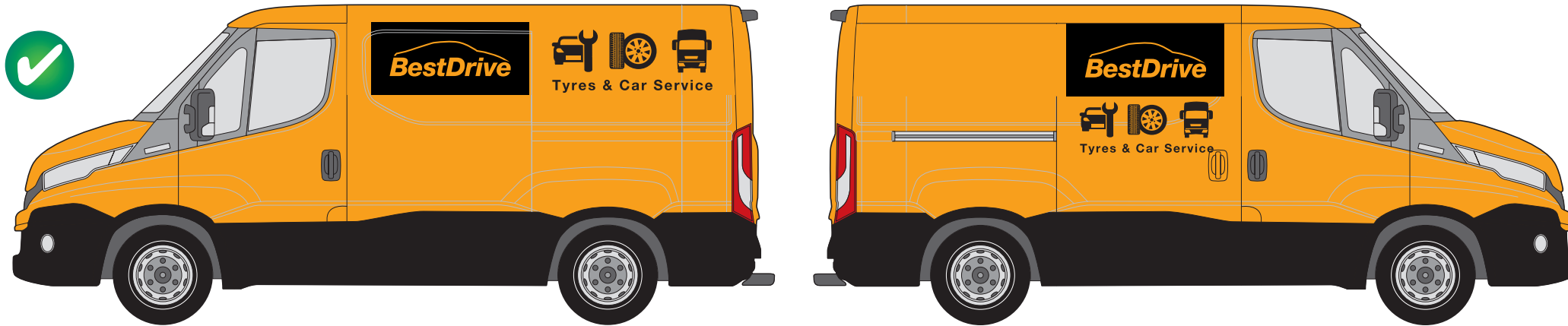
| Multi-brand |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| When supportive branding is requested, our previous considerations for branch branding apply for vehicles as well. For further information see chapter 8. |

| Dealer brand |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A franchise partner might want his name/company name to also appear on company vehicles. In this case certain principles need to be considered to maintain a consistent branding approach. For further information see chapter 9. |

7.3 MISCELLANEOUS

Vehicle branding

Delivery van



- Continental Yellow is the main vehicle colour for a maximum branding effect. It follows the ideal colour distribution of 2/3 Continental Yellow to 1/3 Black.
- The BestDrive logo is applied as per the defined logo specifications.
- The BestDrive logo is applied without tagline in order to facilitate quick logo perception.
- The master service icons are applied correctly.



- Continental Yellow is used at least partially on a white vehicle
- The BestDrive logo and master service icons are applied correctly
- Logo stitching requires additional black background fabric to apply to the CI
- Grey fabric is prone to get dirty more quickly

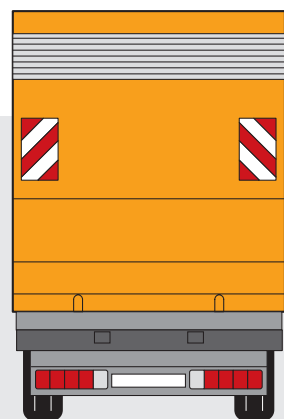


- The base colour of the vehicle must be a brand colour
- The BestDrive logo cannot be implemented on its own. The master service icons and partial spaces of Continental Yellow colour have to be applied to the vehicle. Vehicles must always be kept free of stickers.
- An inverted colour version of the BestDrive logo must not be applied

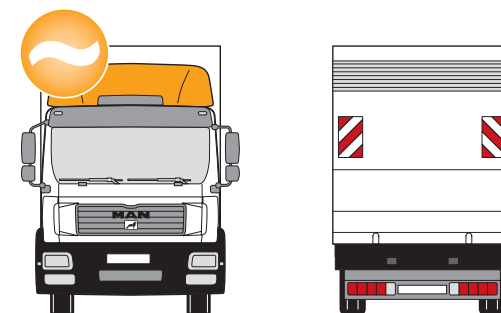
7.3 MISCELLANEOUS

Vehicle branding

Delivery truck



- Continental Yellow is the main vehicle colour for a maximum branding effect. It follows the ideal colour distribution of 2/3 Continental Yellow to 1/3 Black.
- The BestDrive logo is applied as per the defined logo specifications.
- The BestDrive logo is applied without tagline in order to facilitate quick logo perception.
- The master service icons are applied correctly.



- Continental Yellow is used at least partially on a white vehicle
- The BestDrive logo and master service icons are applied correctly
- Logo stitching requires additional black background fabric to apply to the CI
- Grey fabric is prone to get dirty more quickly



Breakdown service mobile

- The BestDrive logo with a truck silhouette is only allowed on a vehicle such as a mobile service truck if it is solely in service for truck customers.

However, as this vehicle will be seen by many PLT customers in the traffic, the risk of confusing potential PLT customers is likely higher than the chance to please truck fleet customers. Therefore we recommend, not to use this option.

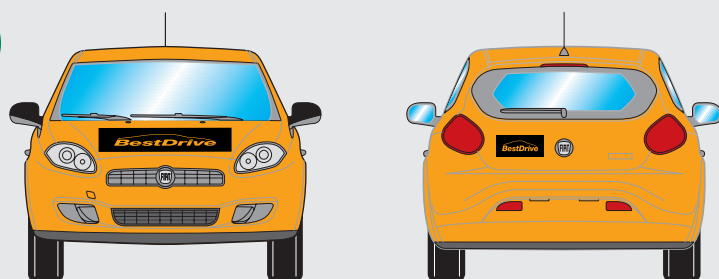


- The base colour of the vehicle must be a brand colour
- The BestDrive logo cannot be implemented on its own. The master service icons and partial spaces of Continental Yellow colour have to be applied to the vehicle. Vehicles must always be kept free of stickers.
- An inverted colour version of the BestDrive logo must not be applied

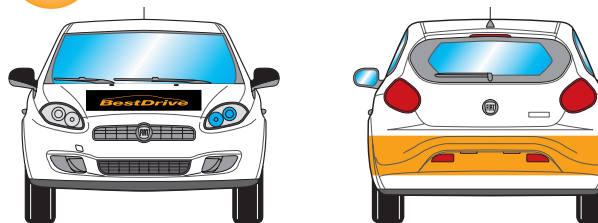
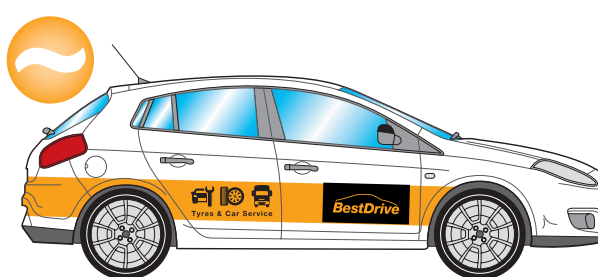
7.3 MISCELLANEOUS

Vehicle branding

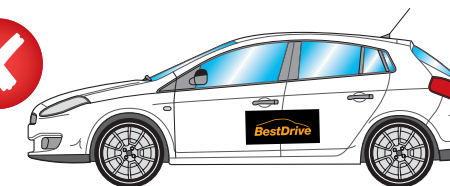
Passenger car



- Continental Yellow is the main vehicle colour for a maximum branding effect. It follows the ideal colour distribution of 2/3 Continental Yellow to 1/3 Black.
- The BestDrive logo is applied as per the defined logo specifications.
- The BestDrive logo is applied without tagline in order to facilitate quick logo perception.
- The master service icons are applied correctly.



- Continental Yellow is used at least partially on a white vehicle
- The BestDrive logo and master service icons are applied correctly
- Logo stitching requires additional black background fabric to apply to the CI
- Grey fabric is prone to get dirty more quickly



- The base colour of the vehicle must be a brand colour
- The BestDrive logo cannot be implemented on its own. The master service icons and partial spaces of Continental Yellow colour have to be applied to the vehicle. Vehicles must always be kept free of stickers.
- An inverted colour version of the BestDrive logo must not be applied
- The base colour of the vehicle should not be black, as black is not driving the BestDrive recognition

7.3 MISCELLANEOUS

Vehicle branding

Advertising on non-owned vehicles

Truck with box body

Continental has successfully embraced advertising on truck-tails. Trucks in national or regional operations are seen as attractive in this regard. Plain truck- or trailer-tails with hidden locking devices provide a smooth surface and therefore the best opportunities for including images. People following a truck are driving on the road and should therefore be part of our target group.



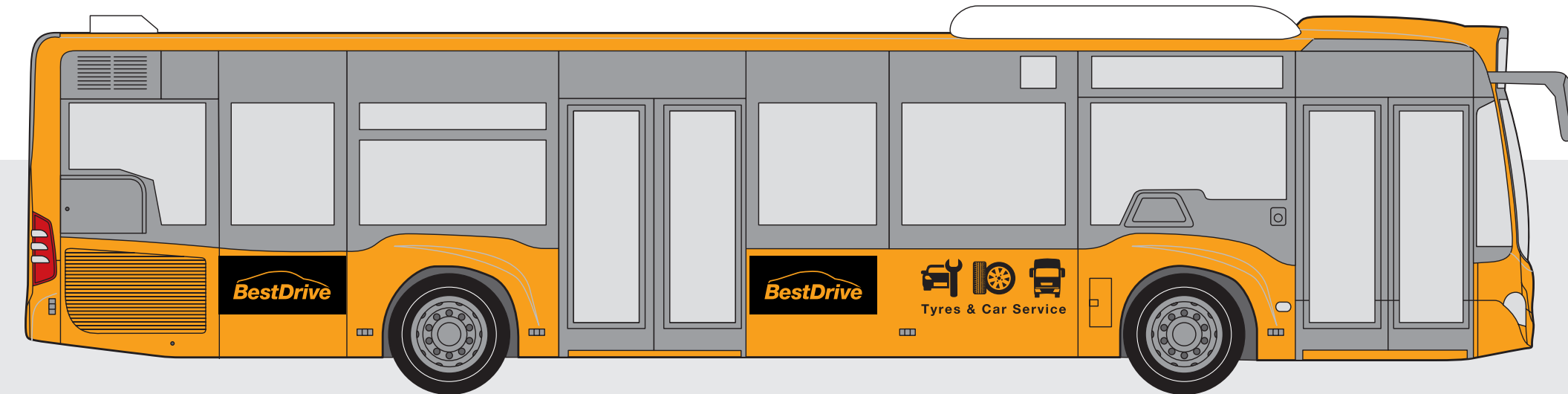
General branding layout

The BestDrive logo is always positioned on the top frame of a vehicle. If enough space is available, the master service icons should be placed next to the logo. Underneath there is enough room to show a current advertising motif.

Advertising on non-owned vehicles

Bus

Local advertising, e.g. on city buses, may increase awareness for the BestDrive brand and for the local brand embassies, our branches. We would like to stimulate possible solutions. What has been deemed appropriate for the branch should work here as well.



7.4 MISCELLANEOUS

Promotional items

Gifts build and maintain friendship. Promotional items are an economical measure in this sense.

Whereas balloons have a short lifespan, lighters or pens may accompany our customer for quite some time and add significantly to the brand perception. Therefore the imprint has to fully comply with the brand rules and fit in with the other applications such as shop design.

As there is a wide variety of promotional items, we can only show a few examples here. If you have any questions please contact central marketing.

BestDrive lighter

Modern design with high-grade technology. This cigarette lighter is refillable with butane so it can be used over and over again.



Balloons

100 Continental Yellow balloons packed in a bag.



Ball point pen

Modern, attractively designed ball point pen with an ergonomically shaped gripping area. High-grade plastic processing. High-capacity blue refill.



Baseball cap

Attractive, fashionable design with a pre-shaped peak, 100% cotton, adjustable brass fastener for an optimum fit. One embroidered logo.



Paper bag

Current design, eco-friendly material. Paper bag with fine cord grip. In two sizes.



7.5 MISCELLANEOUS



Doormat

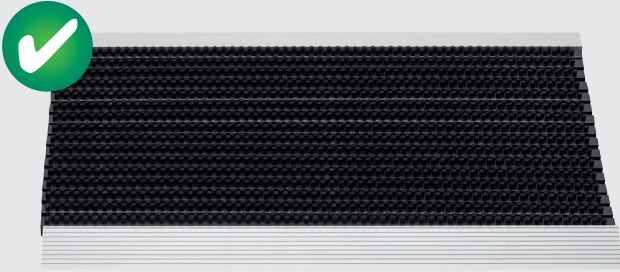
Use of doormats

In many cultures shoe-soles and feet are perceived offensive. For many people stepping on our brand logo would feel strange. Out of respect to these people and their perception we should not imprint our logo on a doormat.

In addition, it will not be possible to keep the logo clean, which would also be inappropriate.

We recommend black doormats without branding imprint, as black is insensitive to dirt and blends in with internal and external branding.

- 
Branding on doormat
 Doormats can be in a matching brand colour but should never apply the BestDrive logo or any other logo.
- 
 Branded doormats are not appropriate.



7.6 MISCELLANEOUS

Local product names

Application and dos and don'ts

Some local companies might introduce country-specific products and services (e.g. insurance, mobile service, fleet services) possibly including a unique brand name. Such names are allowed, but they must not pick up design elements chosen for the BestDrive brand itself. The BestDrive brand is unique and is to be protected in all aspects.

We recommend using standard font (Arial) for such instances, keeping the overall impression straight and premium.



7.7 MISCELLANEOUS

Press release

Introduction

It is important to have good relationships with the local press and media. Press statements whether by BestDrive head office or BestDrive franchisees must be prepared carefully as editorial material always has a high level of credibility for consumers.

Templates

BestDrive has developed templates for public releases and a PR guideline which explains how to deal with journalists and media. Adding new services to the existing portfolio can be of interest for the local and national media and it is important to include the press. If new services are announced with a launch event it is crucial to consider the implications for local media presence and coverage. A checklist for BestDrive launch events is available to ensure all necessary steps are taken to maximise the outcome.

Scope

Press releases differ for local and more regional or national scope. The local relevance for new services at the BestDrive franchise outlet is higher and a good link to the local newspapers is important.

On a more regional or national level the importance of automotive magazines increases. These magazines will not necessarily cover a specific location with a certain offer and therefore the BestDrive head office coordinates the national communication about the network as a whole. Of course being the pilot shop for a specific new service or innovation may get certain shops a presence in national PR or media.

Information

The BestDrive franchisee always has to refer to the BestDrive press officer if contacted by media or journalists. The BestDrive head office strongly advises the BestDrive franchisee to get final feedback/approval from the BestDrive press officer before distributing any press release.

Press Release



Tire performance is the critical factor in transferring forces to the road and maximizing overall grip

- That's why driver assistance systems depend on tires with maximum grip
- Braking distances reduced by up to 20 percent since 2000
- Premium tires boost safety, driving pleasure and economy

Hanover, June 2015. Over the last 15 years, tires have been responsible for significant improvements in active safety. To this end, premium tire manufacturers in particular, including Continental, have developed more advanced compounds, brought the construction of their tires into line with the state of the art and optimized their tread patterns. As a result, braking distances have become much shorter, handling precision has improved immensely and rolling resistance has been significantly reduced. True, when comparing a new tire with its direct predecessor, the development engineers can usually claim "only" single-digit improvements in percentage terms. But comparing a tire from 2000 with a current model reveals what remarkable progress has been made. When the wet braking performance of a current tire and a tire with the old design were compared, the difference was almost 20 percent.

Continental conducted this unusual comparison at the Continental TechShow 2015. In the test, a model year 2015 BMW 1 Series model was fitted with ContiPremiumContact passenger tires from model year 2000 with the construction and tread typical of that tire at the time. Then the test engineers fitted a car from model year 2000 with the latest ContiPremiumContact 5 tires. When the two cars were tested back-to-back on the wet handling course at the Contidrom, the 15-year-old car showed a marked improvement in performance as the greatly improved grip enabled braking and steering commands to be executed more safely and precisely. This allowed the car to make up, at least in part, for the absence of electronic stability control. The performance of the new car on the old tires dropped away substantially, however. It seems that even the most advanced driver assistance systems are not able to offset the development progress made between the old and new tire models.

Your contact:
Example Name, phone: example number



Press release in black and white (example)

Inverted BestDrive logo in black and white

A press release and a fax are the few corporate documents that are allowed to carry the inverted BestDrive logo in black and white.

8

MULTI-BRAND

Content

- 8.1 From mono-brand to retail-brand
- 8.2 Provider brands. Tyre brands
- 8.3 Provider brands. Car service brands
- 8.4 Customer brands
- 8.5 Integrating Conti360°



Name
Function/Department

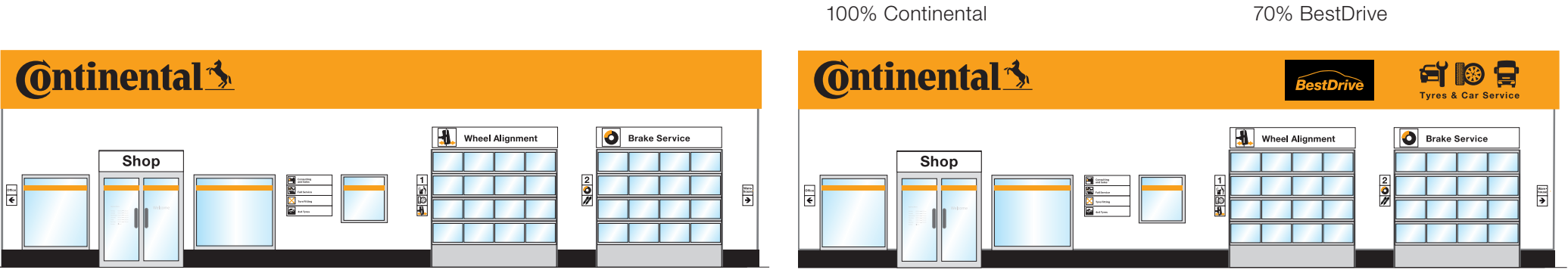
Phone +49 511 938-0000 | Mobile +49 171 10002000
john.mustermann@continental-corporation.com

Continental Tyres South Africa Ltd.
Examplestreet 10 | 12345 Exampletown | Germany
P.O. Box 1234 | 12345 Examplecitytown | Germany
www.continental-corporation.com



8.1 MULTI-BRAND

From mono-brand to retail-brand



Phase 1

Mono-brand (i.e. Continental)

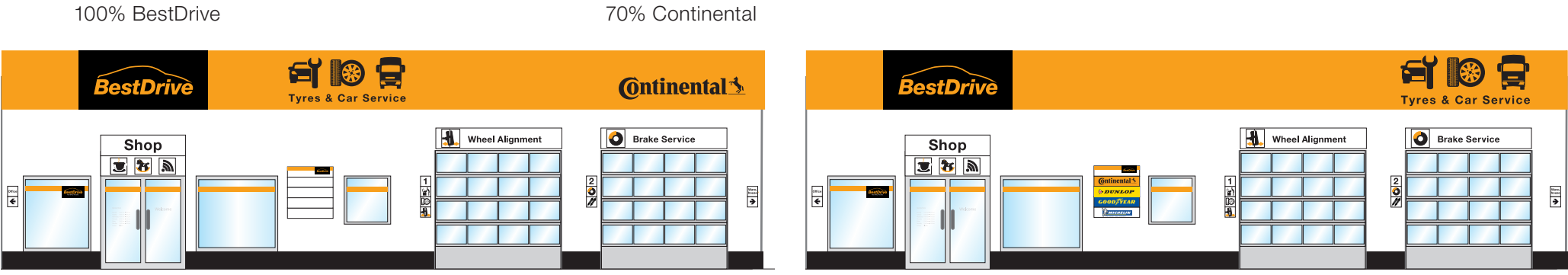
Consumers have more confidence in a well-known tyre manufacturer than in local dealers. Dealers will try to dress up their shops in order to look like OE brand embassies.

Phase 2

Mono-brand shop featuring BestDrive

Consumers start to understand that mono-brand dealers will try to sell that one brand. They start to look for unbiased consultancy.

We start to introduce a retail brand.



Phase 3

Retail-brand shop featuring Continental.

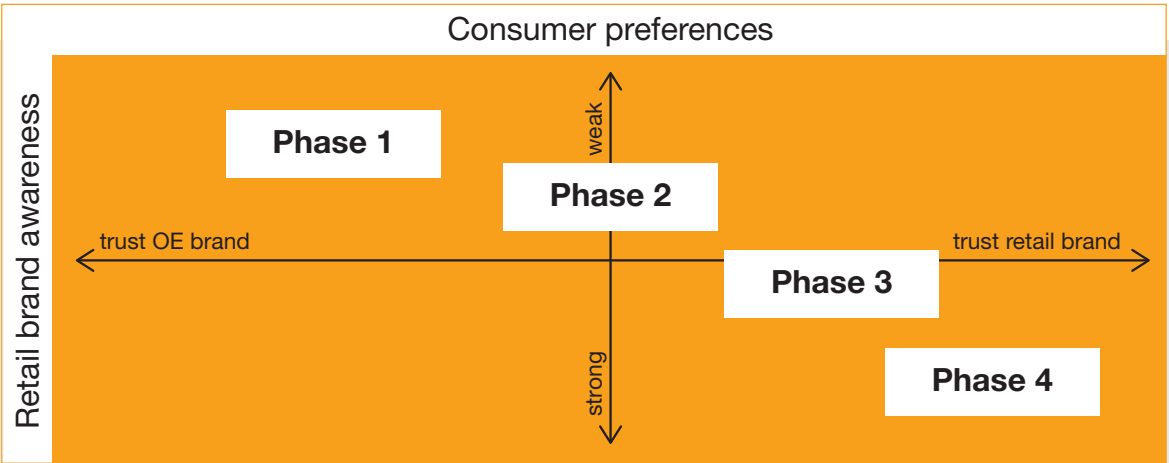
More and more consumers prefer brand-independent consultancy. They start avoiding mono-brand shops. We switch to our retail brand as the leading brand, still showing continuity with the OE brand.

Phase 4

Retail-brand shop featuring group tyre brands in the same way

Consumers clearly prefer independent consultancy. Mono-brand dealers are avoided. We have increased the brand recognition for our retail brand and we consciously avoid showing our relationship to our OE brand/heritage.

Helping to identify the right phase:

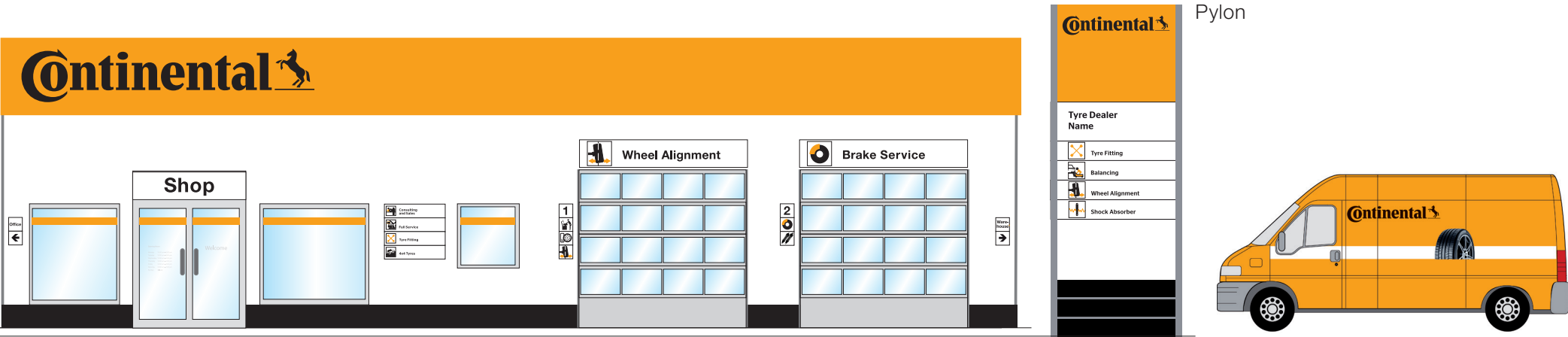


Retail-brand without any tyre brands

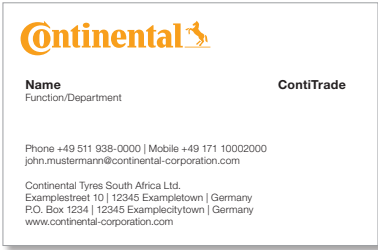
It will always be desirable to advertise Continental's group brands whenever possible. If the building structure forces us to focus on only a few text elements on the facade it might be necessary to leave them out.

8.1 MULTI-BRAND

From mono-brand to retail-brand



Phase 1
Mono-brand (i.e. Continental)



Business card

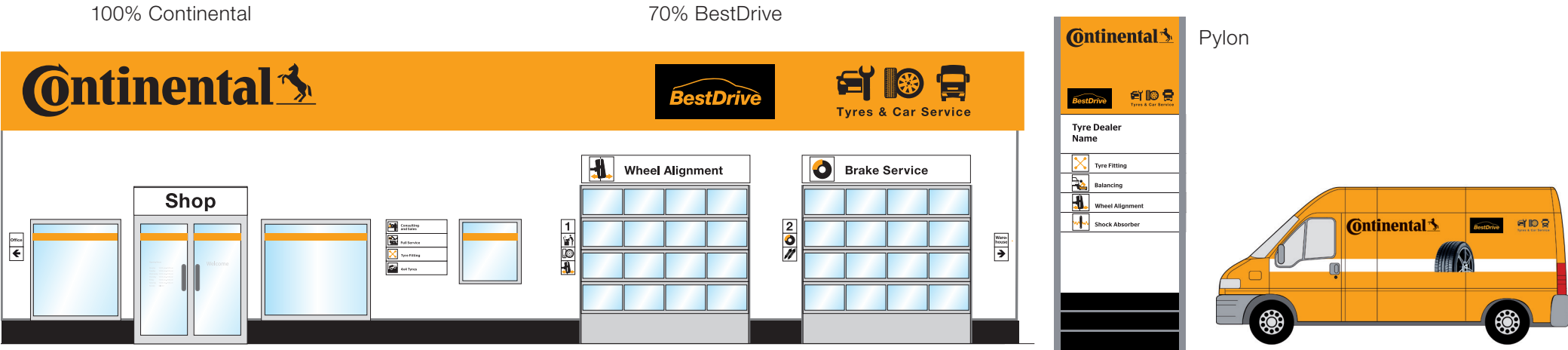


Advertising

- Continental is the only brand
- All communication elements show Continental only
- Retail-brand name does not show up at all

In order to facilitate an efficient transition from Continental mono-brand to BestDrive retail-brand it has been agreed that a "global Continental shop manual" (based on the existing MENA-PLT shop manual) will be developed.

This should ensure a unified "phase 1", which can be transferred easily and economically to the BestDrive shop design.



Phase 2
Monobrand shop featuring BestDrive



Business card

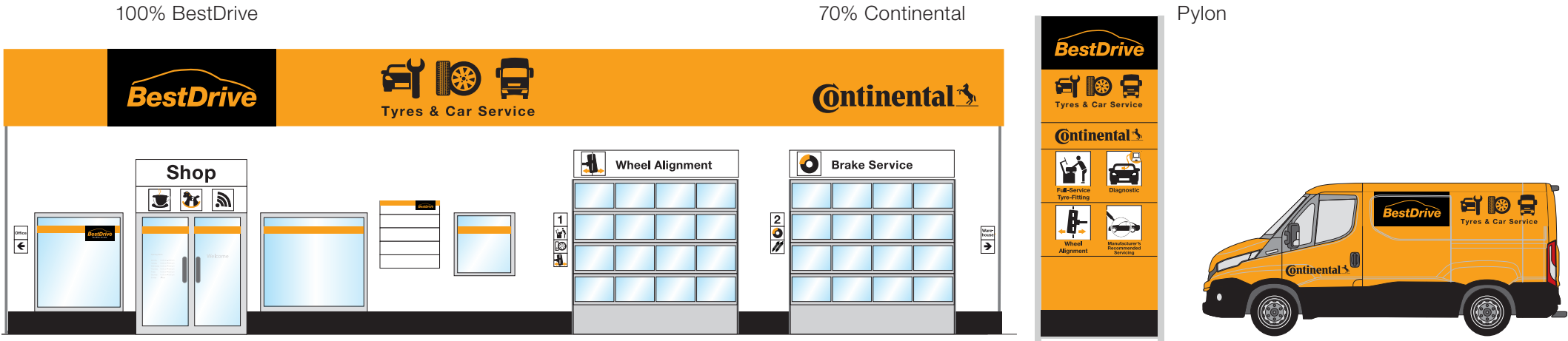


Advertising

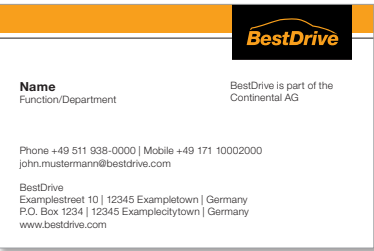
- Continental is the leading brand
- All communication elements show Continental logo first
- Retailbrand is shown smaller than Continental

8.1 MULTI-BRAND

From mono-brand to retail-brand

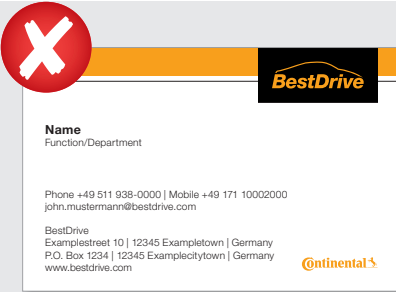


Phase 3
Retail-brand shop featuring Continental



Business card

- The retailbrand is the leading brand
- All communication elements show the retail-brand logo first
- Continental brand is shown smaller



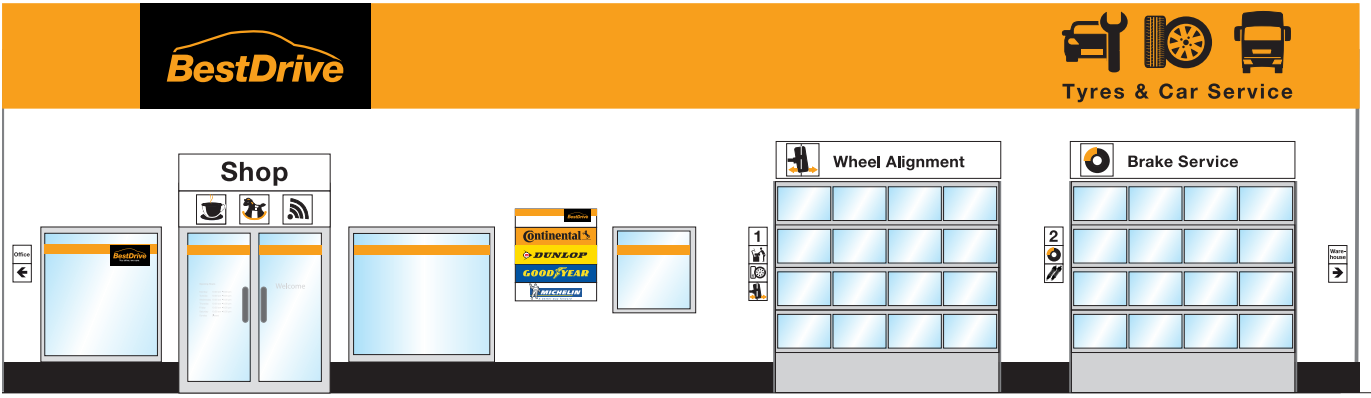
It is not permitted to show the Continental logo on a BestDrive business card



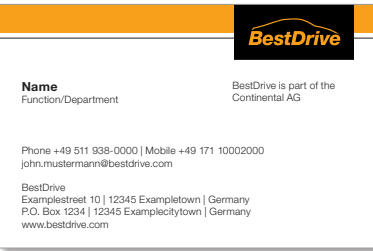
Advertising



For small newspaper ads, due to lack of space in Phase 3 we write the addition: "A Continental company"

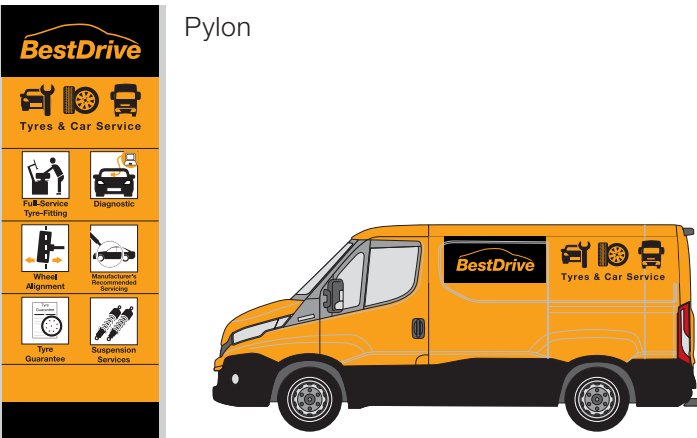


Phase 4
Retail-brand shop featuring group tyre brands in the same way

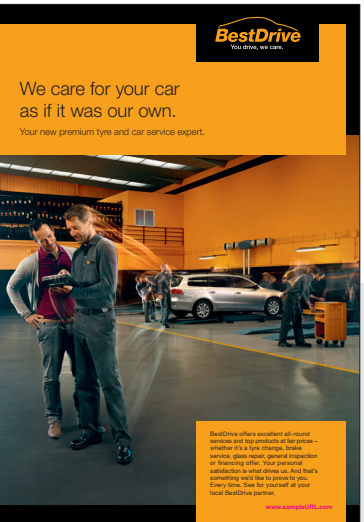


Business card

- The retail-brand is the only brand
- All communication elements show the retail-brand logo only
- Continental brand is shown just as other brands



Delivery vehicle



Advertising

8.2 MULTI-BRAND

Provider brands. Tyre brands

Tyre Service PLT/two-wheel

BestDrive is a relatively new brand, particularly in many markets. Therefore the brand awareness for our retail brand BestDrive is not yet sufficient, i.e. customers do not associate BestDrive with Tyres & Car Service. In this case it might be helpful to use well-known manufacturer brands to guide customers. **The higher the brand awareness of BestDrive the less we need this approach.**

The multi-brand approach:

- In markets where the **Continental brand is broadly associated** with tyres it will be wise to take advantage of this effective linkage. In this case no usage of non-group brands is necessary.
- In markets where the **Continental brand is only moderately known**, it might be to the best advantage of BestDrive to additionally promote other well-known tyre manufacturers. It is likely that BestDrive will profit from their established reputation and it also indicates a brand-independent consultancy – contrary to a mono-brand retail shop.
- In some markets the **Continental brand may not be understood** as a tyre brand at all, thus we would need other tyre brands in addition to build the necessary association.



8.2 MULTI-BRAND

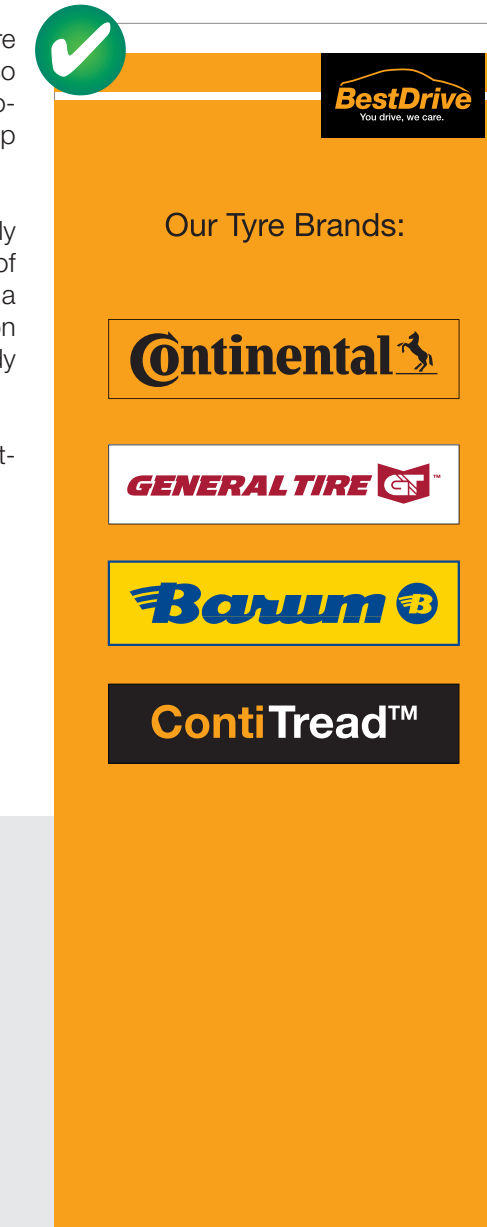
Integrating tyre brands. Application

Apart from the shop facade it is permitted to show tyre brands on promotional stands inside of the shop and also on company vehicles. As a general rule, it is only appropriate to show group tyre brands and never non-group brands inside a shop.

The use of non-group brands outside of the shop is only appropriate if it helps to link customers' associations of well-known tyre brands with the BestDrive brand. If a customer is already inside a shop, there is no justification to show competitor brands as the customer will already know what kind of shop it is.

See a POS banner for product information on the right-hand side.

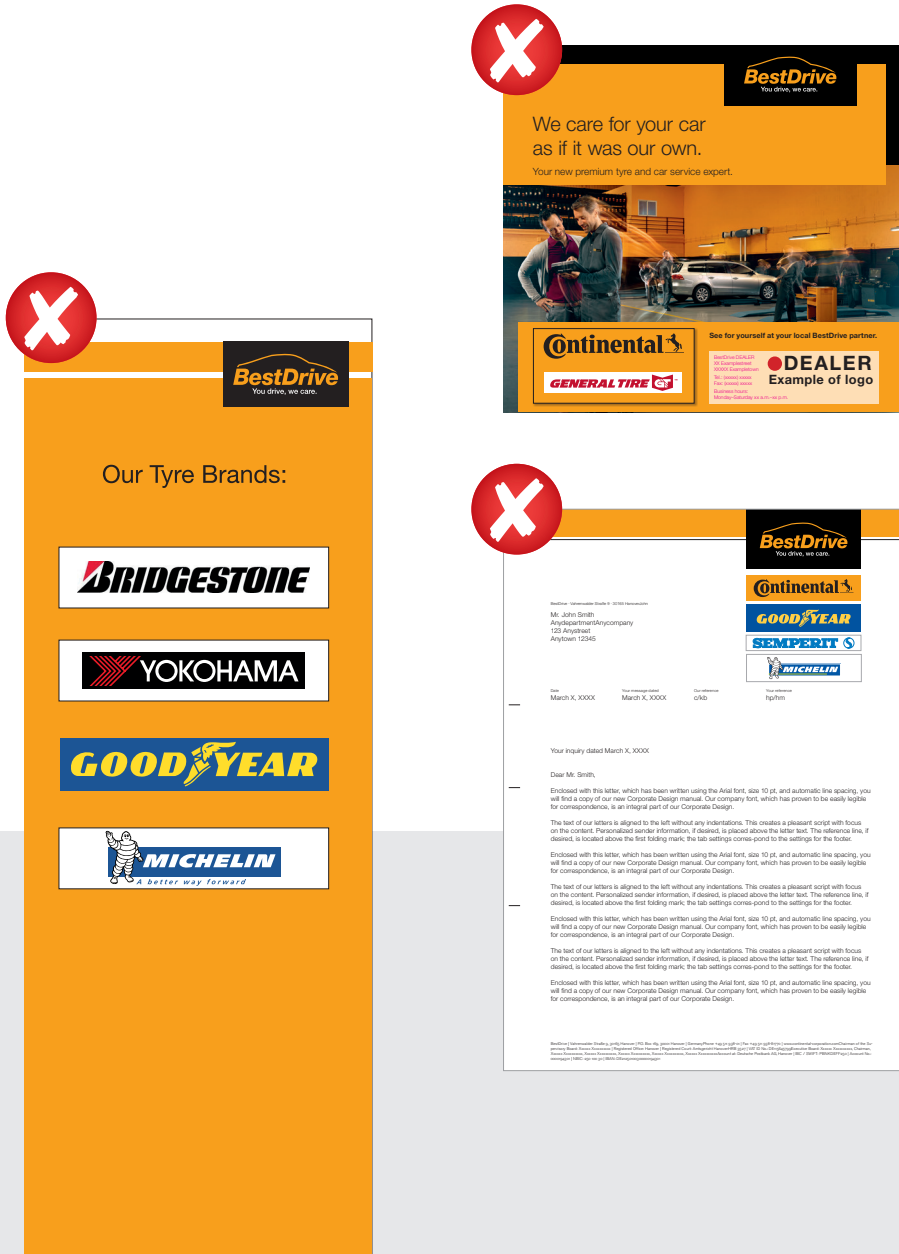
Showing group tyre brands inside or outside of the shop is appropriate.



It is permitted to apply non-group tyre brands outside of shop, so on the facade or on vehicles, if the market situation requires it.

8.2 MULTI-BRAND Integrating tyre brands. Don'ts

- Never display non-group brands in the inside of a shop
- Never use any tyre brand logos in advertising
- Never use any logos on stationery other than the BestDrive logo
- Never apply any logos to workwear other than the BestDrive logo

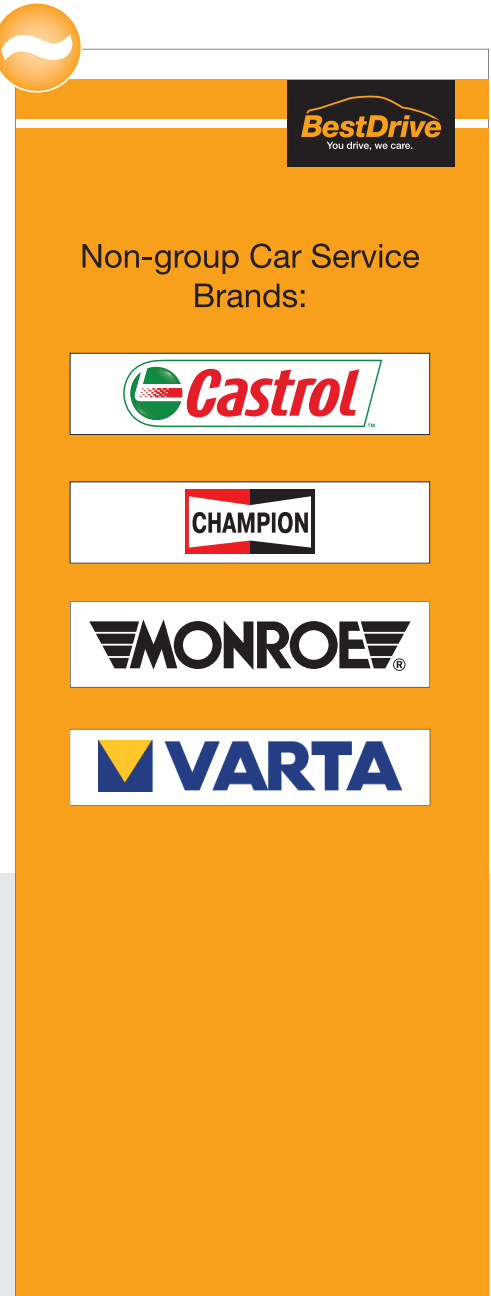


8.3 MULTI-BRAND Provider brands. Car service brands

Car service

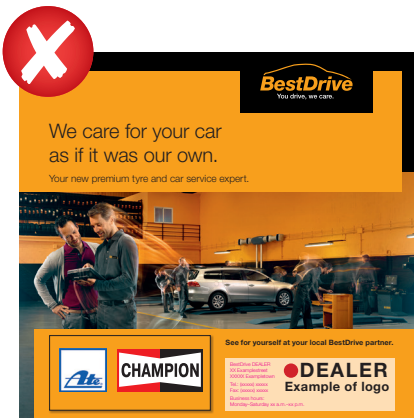
In general, car service or parts brands might not be as strongly associated with its products as tyre brands are. This means that featuring parts brands will bring less benefit of the desired association with its products. However, depending on the market the strength of association might vary, so each market can decide whether or not it is beneficial to apply parts brands on or within their shop.

In any case it is preferred to integrate our automotive group brands such as Ate or VDO. If non-group brand products are offered within your shop, please position these on BestDrive displays only. Please refrain from applying service and or parts brands to any print media including stationery.



8.3 MULTI-BRAND Integrating car service brands

- Only display car service brands on the shop facade if these are so well known in your market that your business benefits from it
- Only display car service brands on a wall inside of a shop within a defined BestDrive space
- Never use any car service brands in advertising
- Never use any logos on stationery other than the BestDrive logo
- Never apply any logos to workwear other than the BestDrive logo
- Never use non-group promotional stands or displays. Always present products on BestDrive displays



8.4 MULTI-BRAND Customer brands. Integrating leasing companies

Contrary to "supplier brands" we can show "customer" brands, for example, names from leasing companies. Posting these brand names on the facade will show the customer that our branch is an authorised partner of this leasing company. This indicates a good network and partnerships and will create trust.

Customer brands are not meant to be visible from a distance. It will be sufficient if customers can recognise these logos when they are in the parking area or close to the entrance. This means that a moderately sized signpost within a defined frame will fulfil this requirement.

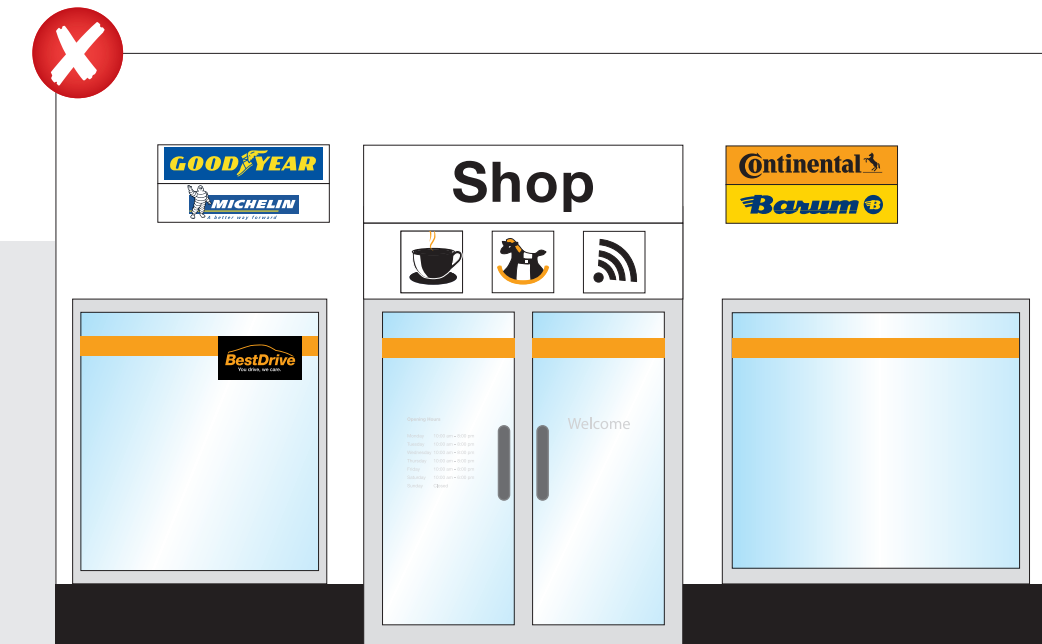
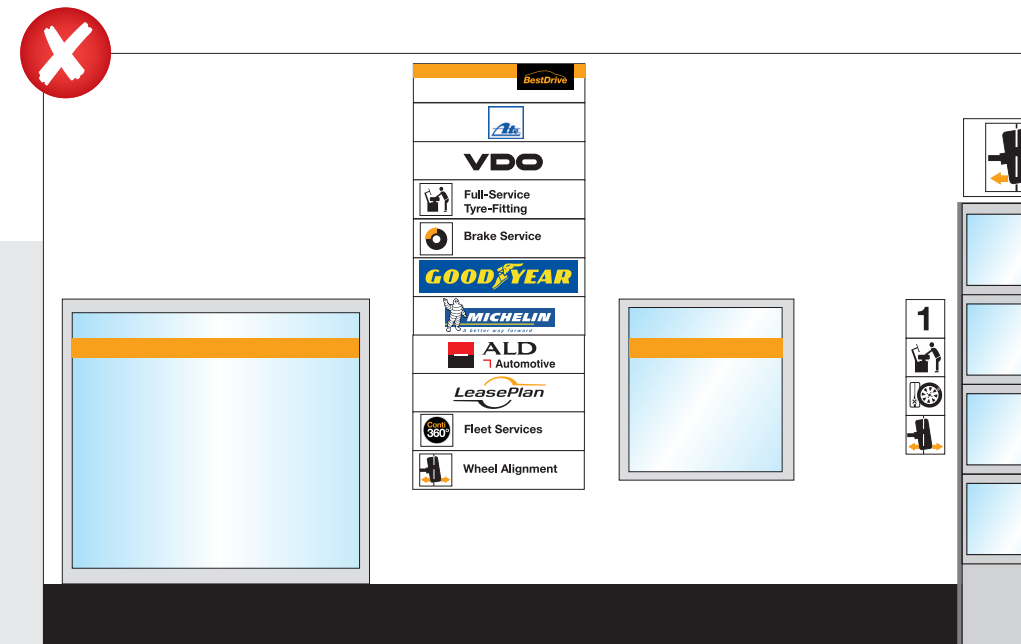
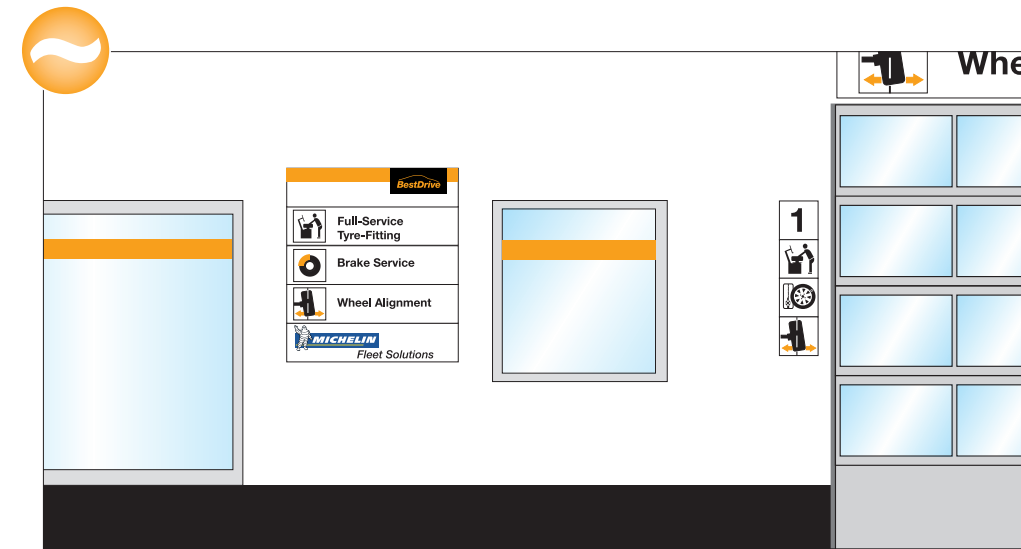
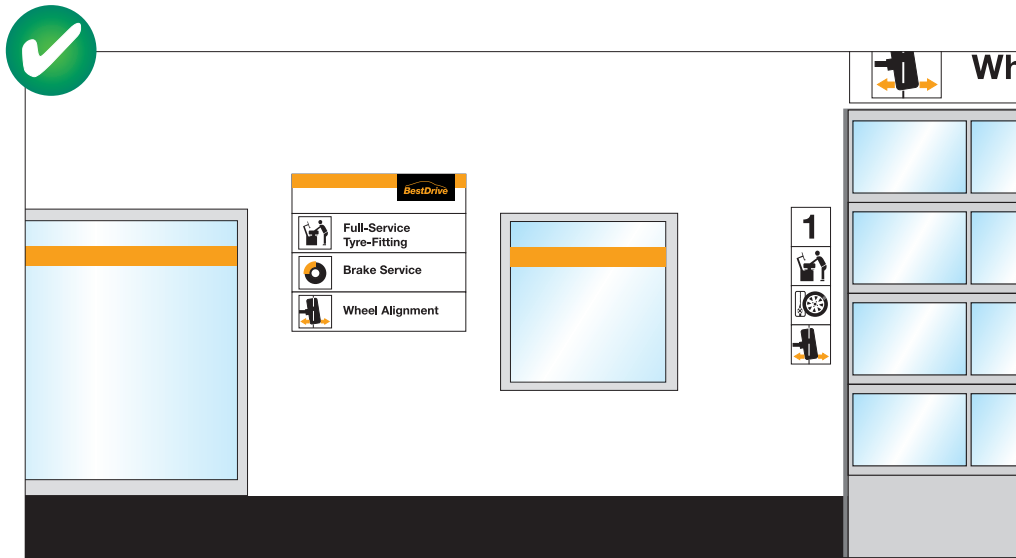





Leasing companies etc.

For customers of leasing companies it is important to service their vehicle at an authorised service point. Using the shop front to emphasise the companies for which we are authorised to act will likely help customers choose us. Where economically relevant the logos of customers such as leasing companies shall be displayed.

8.4 MULTI-BRAND

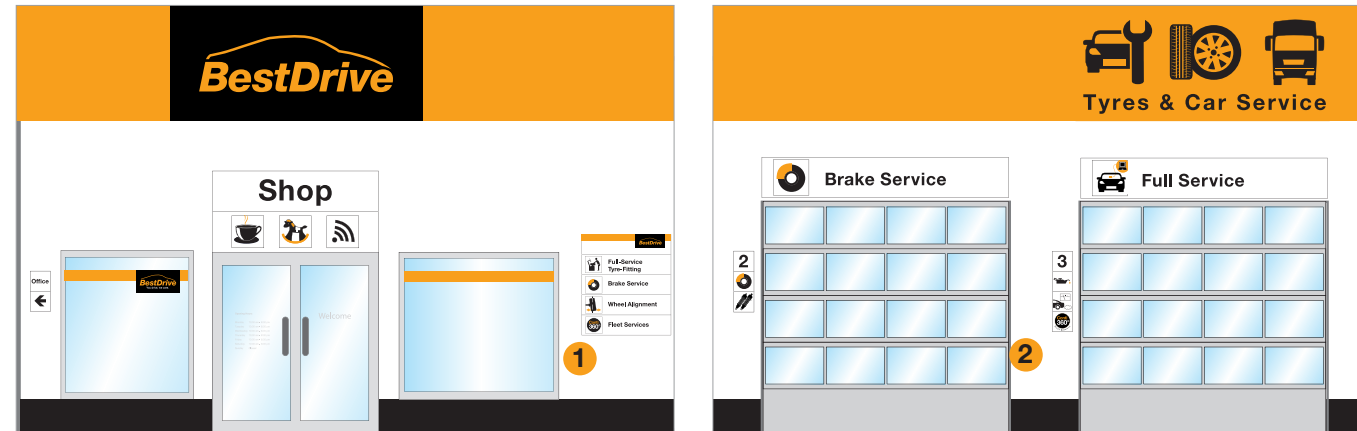
Integrating customer brands. Dos and don'ts



-  Showing only group services or brands on the shop facade is the optimal model.
-  Showing non-group services or brands is allowed if required but not a desired model.
-  Showing services or brands generally outside of the defined frame is not allowed. Showing too many brands and services on the shop front jeopardises the premium impression. There is a limit of 5 signs per defined frame.

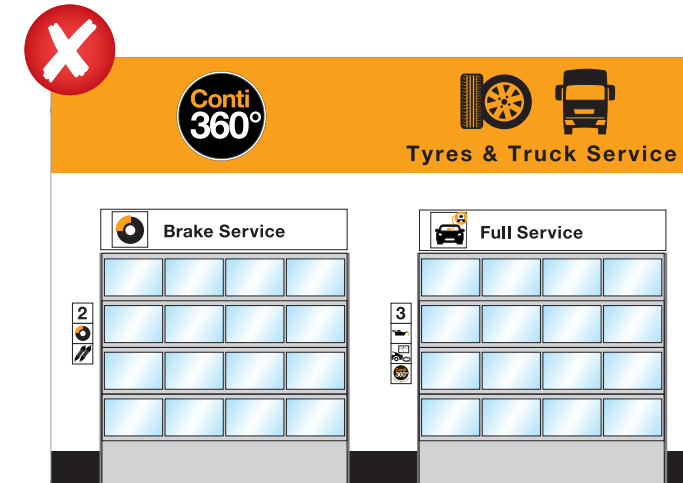
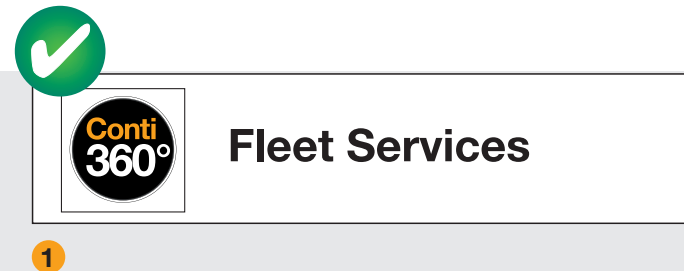
8.5 MULTI-BRAND

Integrating Conti360° Fleet Service



Conti360° Fleet Service

Continental has bundled truck service under the service brand "Conti360° Fleet Service". If a truck branch is a proud partner of the Conti360° Fleet Service network, it is desirable to show the logo within the defined frame next to the entrance or next to the specific service bay door.



X Showing the Conti360° Fleet Service logo on the signboard or generally outside of the defined frame is not allowed.





DEALER BRAND

Content

- 9.1 Concept
- 9.2 Dealer brand
- 9.3 Official Network Partner

We care for your car
as if it was our own.

Your new premium tyre and car service expert.

Sample Offer XXX

Acidunt augait nibhea facinel ullutet alismod.
tio conulpute facilis dolor.

Sae vel et aut etusam
apel ex estenditia
et pro consedi tionised.

XX,XX €

See for yourself at your local BestDrive partner.

BestDrive offers excellent all-round services and top products at fair prices – whether it's a tyre change, brake service, glass repair, general inspection or financing offer. Your personal satisfaction is what drives us. And that's something we'd like to prove to you. Every time. See for yourself at your local BestDrive partner.

[www.sampleURL.com](#)

Shop

Welcome

Dealer

Official Network Partner

DEALER

Example of logo

BestDrive is part of the Continental AG

Name: Mr. John Smith
Address: 123 Anywhere
Anytown 12345

Phone: +44 123 456 7890
Email: john.smith@bestdrive.com

Date: March X, XXXX

Your inquiry dated March X, XXXX

Dear Mr. Smith,

Enclosed with this letter, which has been written using the Arial font, size 12 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letter is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalised sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first body text. The side margins correspond to the settings for the letter.

Enclosed with this letter, which has been written using the Arial font, size 12 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letter is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalised sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first body text. The side margins correspond to the settings for the letter.

Enclosed with this letter, which has been written using the Arial font, size 12 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

The text of our letter is aligned to the left without any indentations. This creates a pleasant script with focus on the content. Personalised sender information, if desired, is placed above the letter text. The reference line, if desired, is located above the first body text. The side margins correspond to the settings for the letter.

Enclosed with this letter, which has been written using the Arial font, size 12 pt, and automatic line spacing, you will find a copy of our new Corporate Design manual. Our company font, which has proven to be easily legible for correspondence, is an integral part of our Corporate Design.

Tyres & Car Service

Dealer

Example of name

9.1 DEALER BRAND Concept

If we welcome a new franchisee under the BestDrive brand any such dealer brings in their company name. In many instances the company name originates from the owner's family name. Logically, the emotional relationship between the franchisee and his company name will be quite strong. Therefore many franchisees wish to bring their company name along, even when part of the BestDrive brand.

A reputable dealer name with a deep-rooted family history will certainly support the BestDrive business, particularly if BestDrive is not yet enjoying high brand awareness with potential customers. However, some shops do not fulfil all the requirements of our premium BestDrive brand but are still important for our network coverage. These shops may not implement a full BestDrive branding but only an "Official Network Partner" sign.

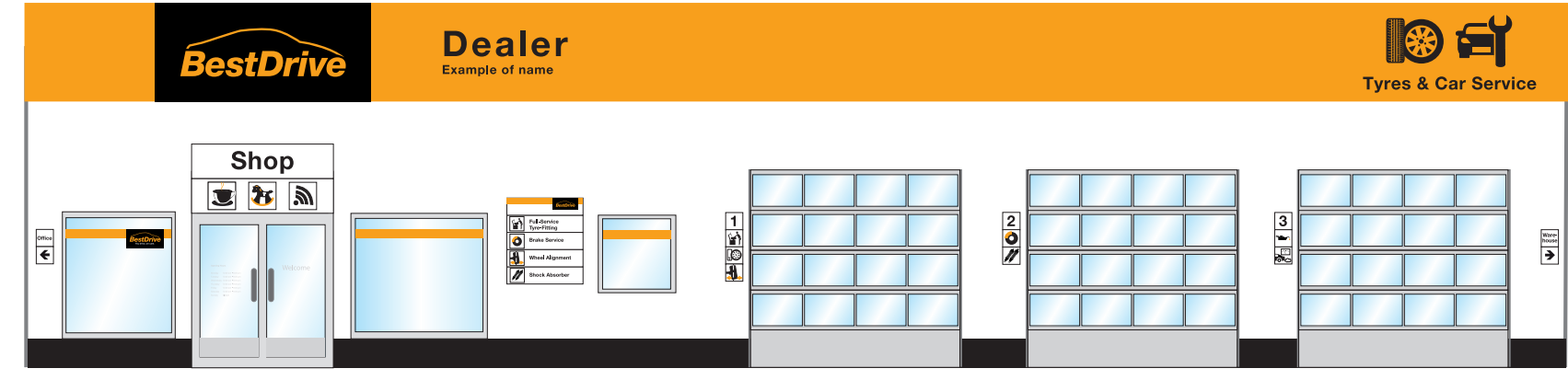
There are several good reasons for a franchisee to engage with BestDrive. One good reason would be to benefit from a strong central communication, which builds recognition and trust into the BestDrive brand and its branches. A branch will only benefit from such central communication when it looks like BestDrive and it will be associated with the central communication.

Therefore the integration of a dealer brand needs to follow defined principles in order to not contradict the consistent BestDrive appearance. Please use the illustrated examples on the following pages as a guide.

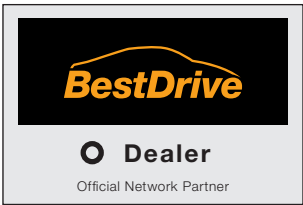
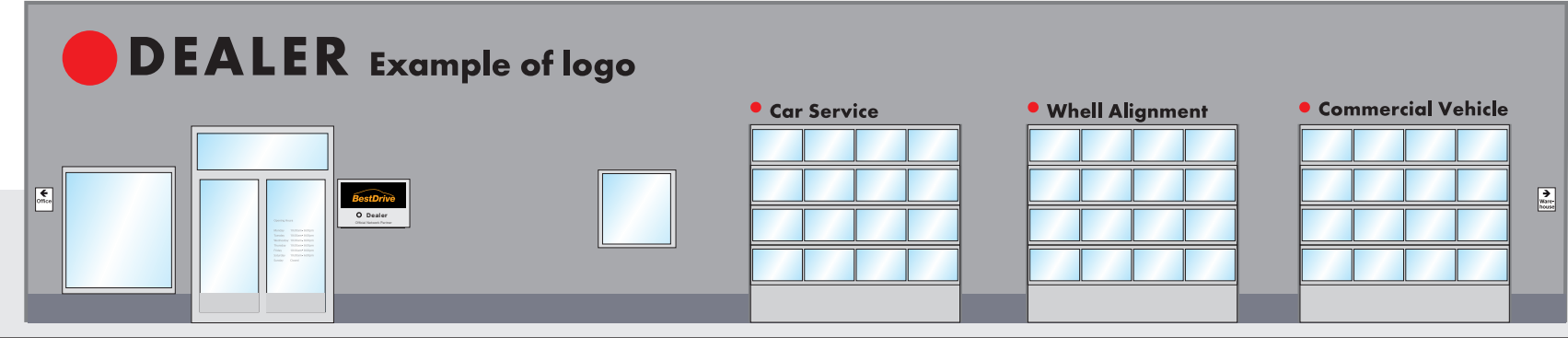
Benefit

Furthermore a dealer brand with a good reputation will certainly support the BestDrive business, particularly if BestDrive is not yet enjoying high brand awareness with potential customers.

1. Dealer brand integration



2. Official Network Partner



9.2 DEALER BRAND Shop outside

Integrating the dealer brand

In order to ensure that every franchisee will benefit, it is our target to grow with franchise partners. Every franchisee brings many different assets to the partnership with BestDrive such as people, customers and goodwill. And something that might be even more important to the owner: the family name.

We respect the dealer name that has likely turned to dealer brand in the local context. This is why we have foreseen a respectful and prominent position for the dealer brand in all communicative aspects.

In order to ensure a corporate identity on branch level we shall avoid a mixture of fonts, font size and colour. Therefore the dealer brand/dealer name is integrated in Arial font.

General application criteria

In order to ensure that every franchisee will benefit from the BestDrive brand awareness and the supportive central communication, a stringent design in both shop (local) and media (central and local) is necessary. Shops and adverts basically have to look the same so that the customer makes the association.

Therefore our clear recommendation for any franchisee is to stick to the full design guidelines of this Brand Manual. The franchisee's company name does not interfere with this target. However, the name should fit in the branding scheme in a partner-like manner. It should not overrule the BestDrive brand name.

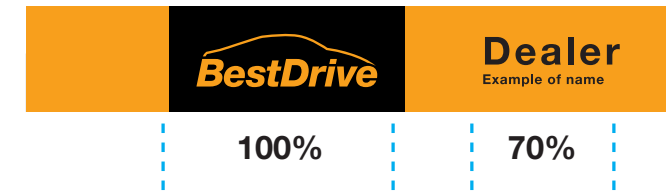
Shop facade – Dos and don'ts

If it is required to integrate the dealer brand there are two main rules to follow:

1. The dealer name has to be placed next to the BestDrive logo in black corporate Helvetica font.
2. The dealer logo should never be integrated in the BestDrive layout.

Other locations on the facade or the use of dealer colours are inappropriate.

Dealer name size



The ratio of the BestDrive logo size to the dealer name is approximately 100:70, so the dealer name has a maximum 70% of the BestDrive logo size.

The five steps of dealer name application

1. Position: On the facade the dealer name has to be placed next to the BestDrive logo.

2. Proportions: The ratio of the BestDrive logo size to the dealer name is 100:70, so the dealer name has a maximum 70% of the BestDrive logo size.

3. Protection area: The protection area between the BestDrive logo and dealer name has to be at least 2 x i.

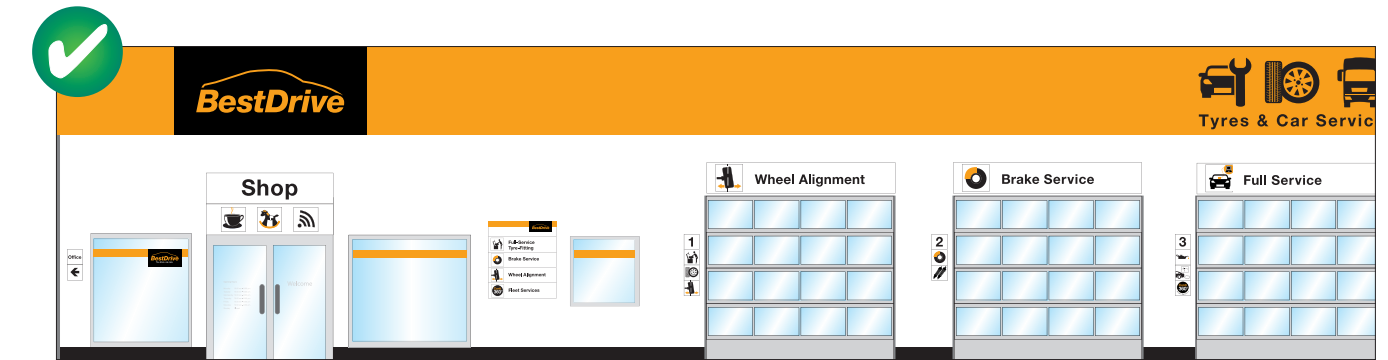
4. Font: Always use the Helvetica font with a capital letter and mixed upper/lower case lettering. Lettering may consist of more than one line, and must always be left-aligned.

5. Colour: The dealer name has to be in black. It cannot use any colour.

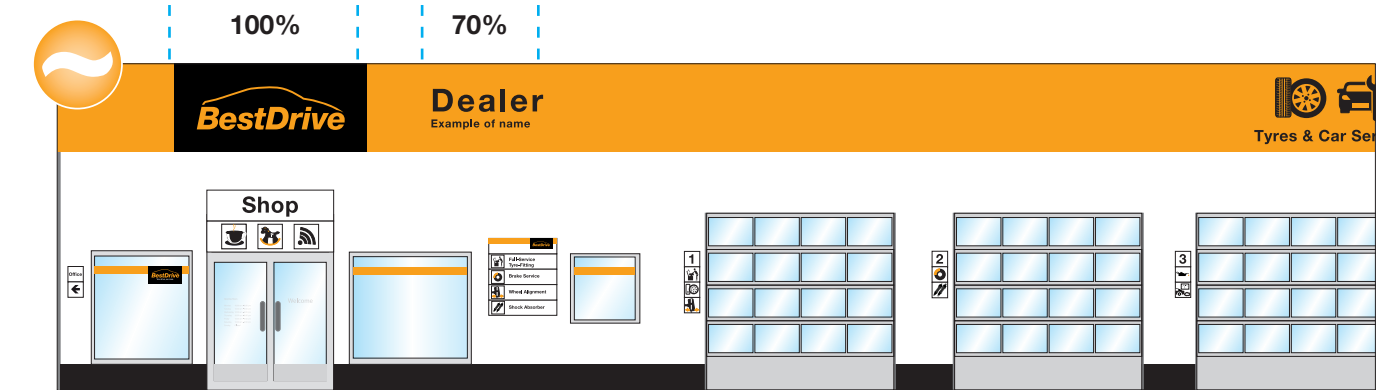
Please use the illustrated examples on the following pages as a guide.

BestDrive signboard

- Dealer name in Helvetica font (neutral) and black on yellow
- Dealer logo in black on yellow
- Dealer logo in colours and /or bigger (wider or higher) than BestDrive logo



Optimal BestDrive facade without dealer branding



Adequate BestDrive facade with dealer name



Inappropriate BestDrive facade with dealer logo and colour

9.2 DEALER BRAND

Pylon with dealer name




This, of course, is not the real copy for this advertisement. The real words will be written once you have approved the headline. Rest assured, the words will expand the concept. With clarity. Conviction.

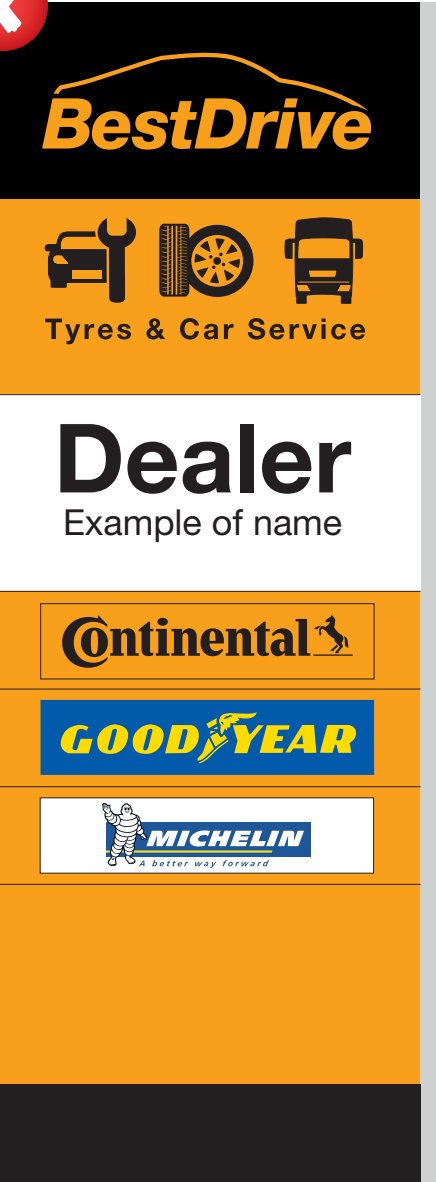
And even a little wit. Because in today's competitive marketing environment, the body copy of your advertisement must lead the reader through a series of disarmingly simple thoughts. All your supporting arguments must be communicated with simplicity and charm. And in such a way that the reader will read on. (After all, that's a reader's job: to read, isn't it?) And by the time your readers have reached this point in the finished copy, you will have convinced them that you not only respect their intelligence, but you also understand their needs as consumers. As a result of which, your advertisement will repay your efforts. Take your sales; simply put, they will rise. Likewise your credibility. There's every chance your competitors will wish they'd placed this advertisement, not you.

Multi-brand

For more information about including brands, please see chapter 8 MULTI-BRAND.

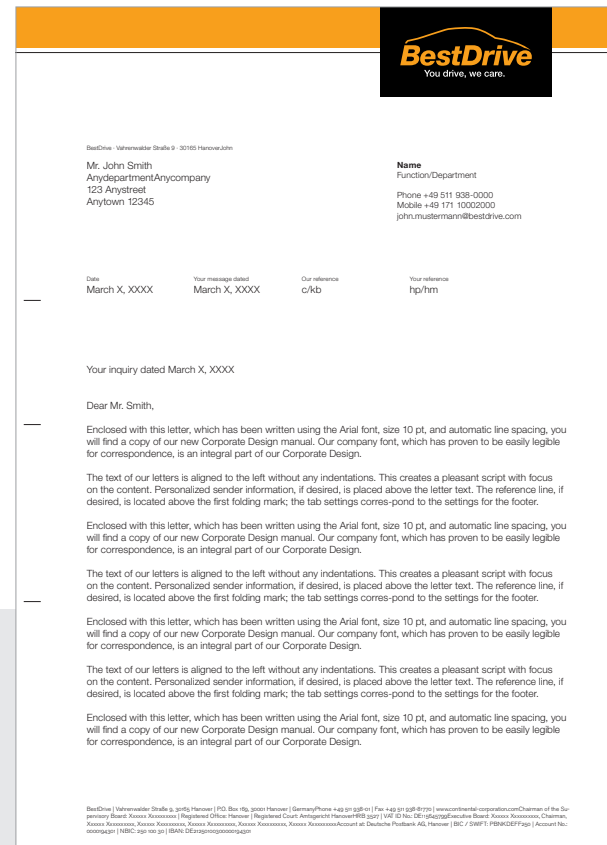
BestDrive dealer pylon

-  Without dealer name
-  Dealer name in black on yellow under the master service icons
-  Dealer name on white

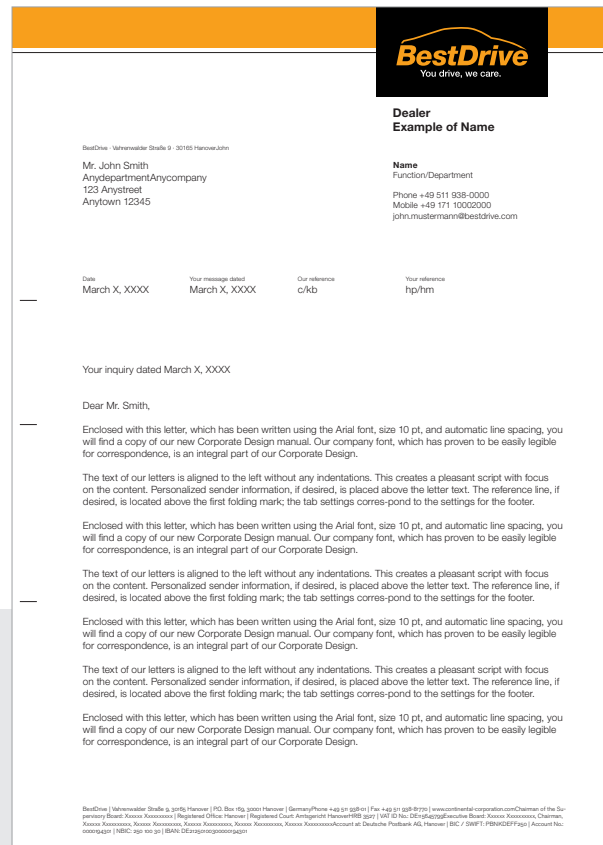
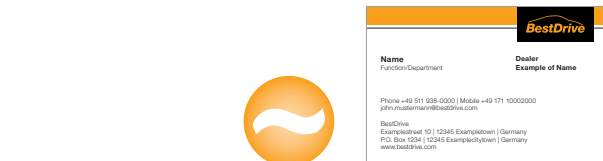


9.2 DEALER BRAND

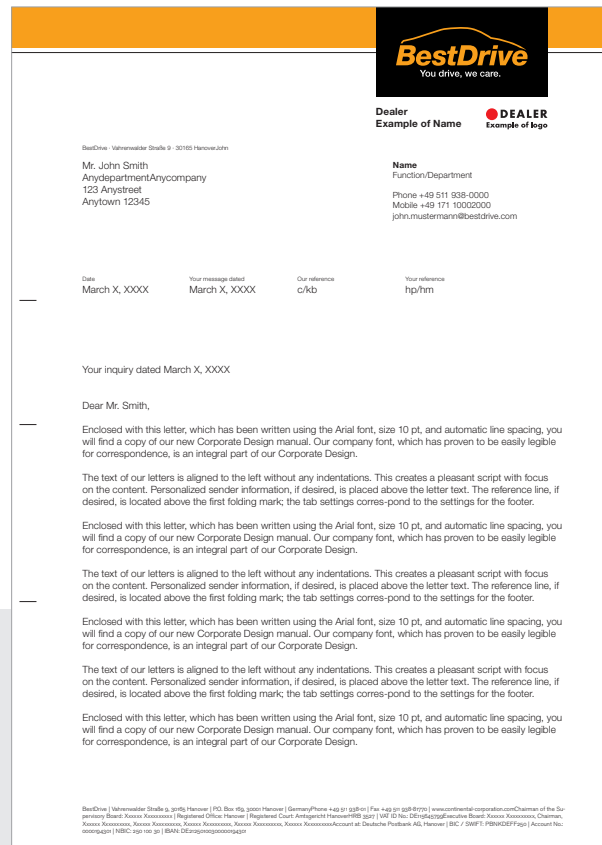
Print media



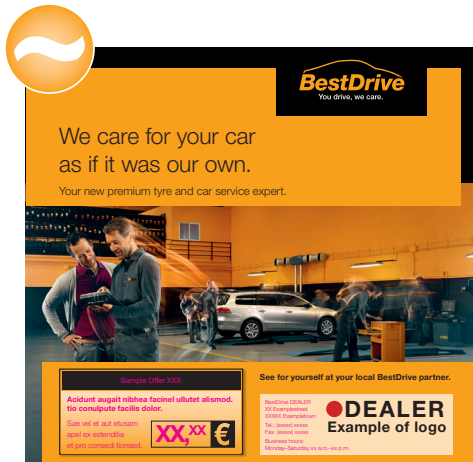
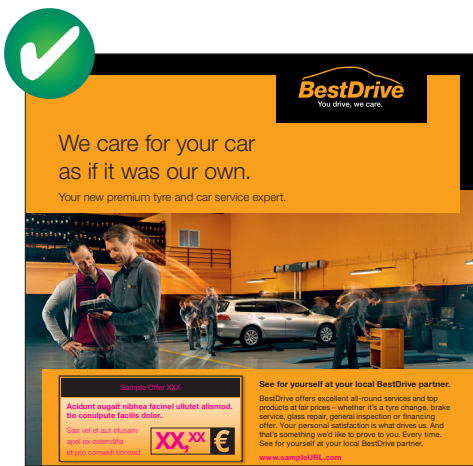
Optimal BestDrive stationery design without dealer branding



Adequate use of BestDrive stationery design with dealer name only



Inadequate integration of dealer logo and colour on BestDrive stationery



CONTENT

CONTACT

9.2 DEALER BRAND

Vehicle



Optimal – BestDrive designs without dealer branding

Advert – Adequate use of BestDrive design with dealer area

Vehicle – Adequate use of BestDrive design with dealer name only

Advert – Inadequate use of BestDrive logo on dealer advert

Vehicle – Inadequate integration of dealer logo and colour on BestDrive vehicle design

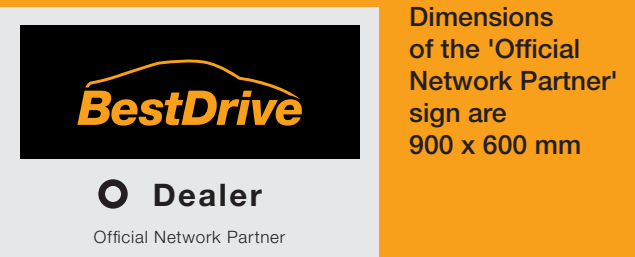
Official Network Partner

Some shops do not deserve our premium brand BestDrive but are nonetheless important for our network coverage. Whilst we should reject such dealers from a pure marketing point of view, a strong requirement from sales will require a trade-off. Full branding in this scenario is inappropriate.

However, the dealer may insist on showing that he belongs to the BestDrive network in some way. For cases like this we have developed the "Official Network Partner" sign. The sign consists of the BestDrive logo and an amended protection area in grey, which ensures the brand logo is at a defined distance from other sign elements.

The "Official Network Partner" sign can be translated into the local language. It is meant to be fitted to the shop facade, not the signboard or anywhere else.

We might want to set a contractual basis to remove the sign at our expense as a one-sided statement of intent.



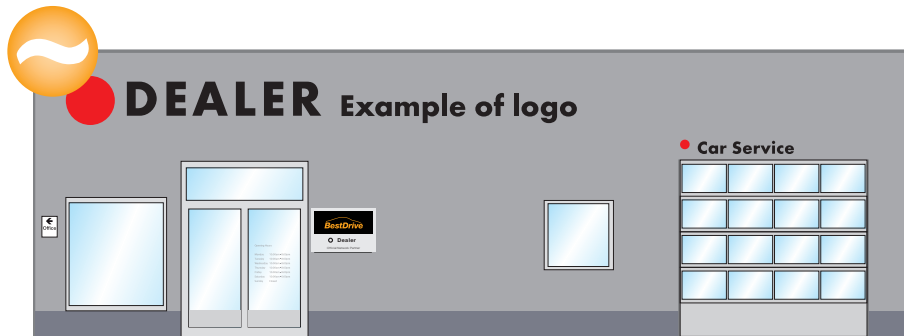
9.3 DEALER BRAND Official Network Partner

BestDrive facade

- ✓ Standard BestDrive facade with no dealer name is always preferred and most beneficial for the shop owner.



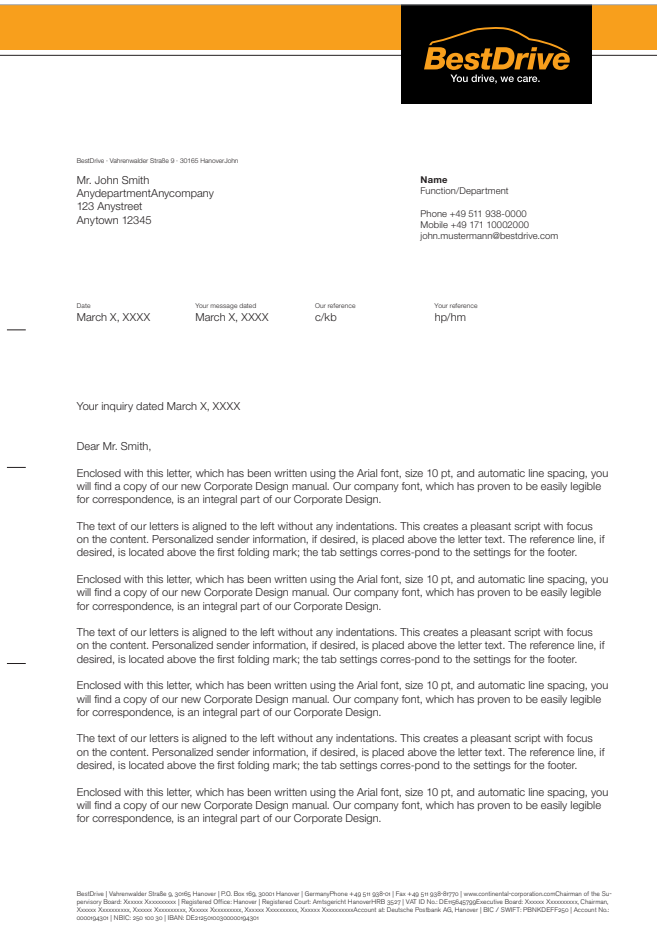
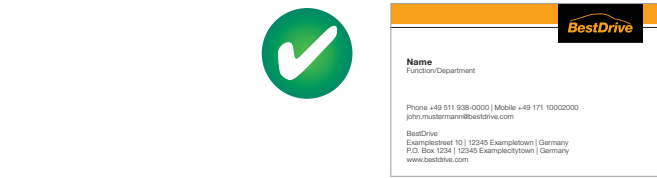
- Dealer uses the Official Network Partner sign on the facade next to the entrance.



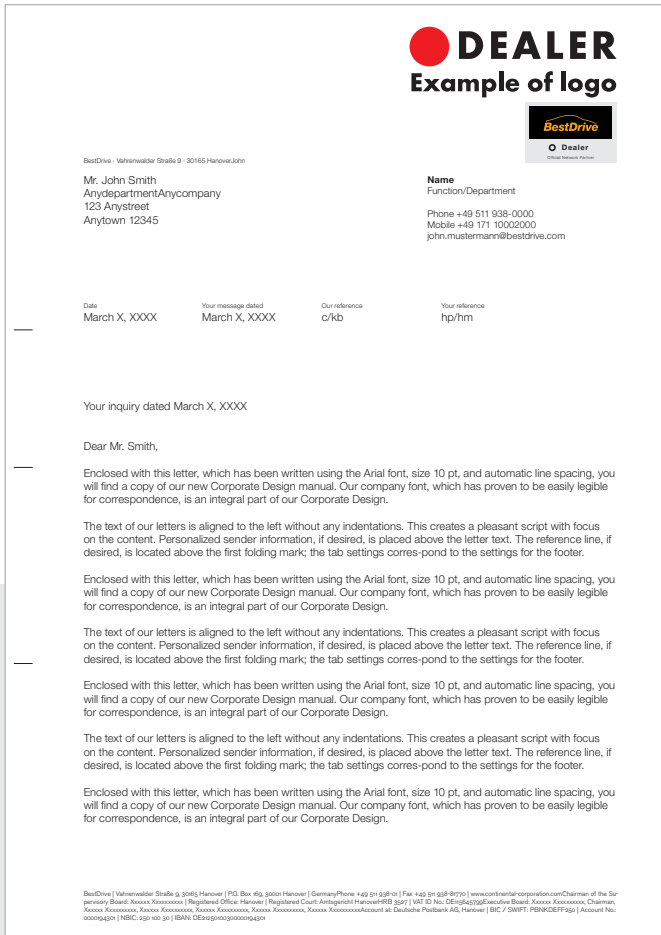
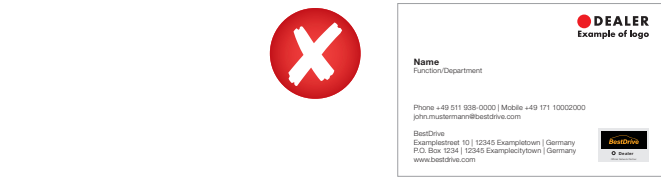
- ✗ Dealer uses an inappropriate combination of BestDrive branding and own dealer branding.



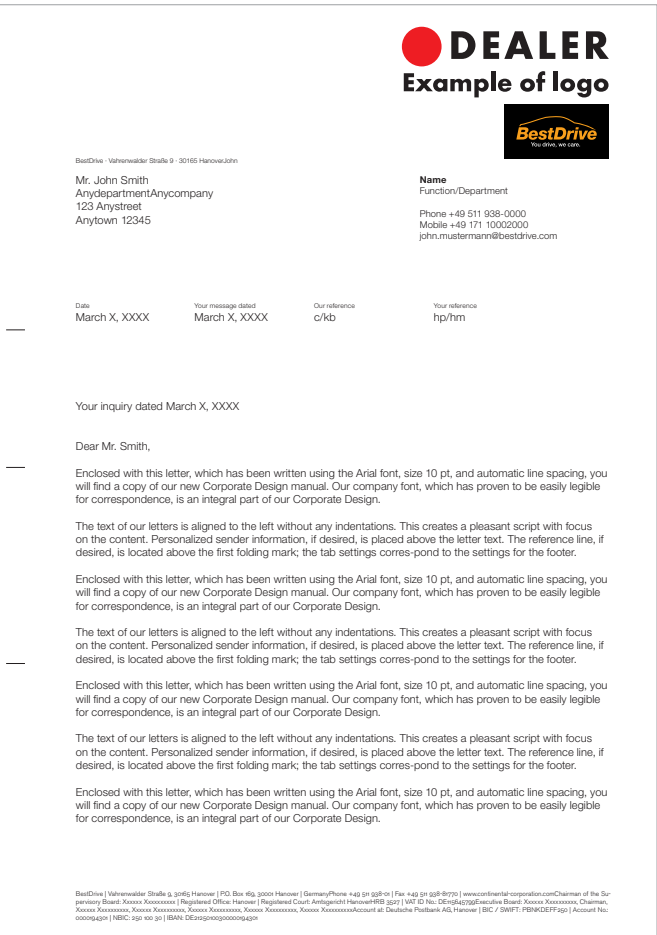
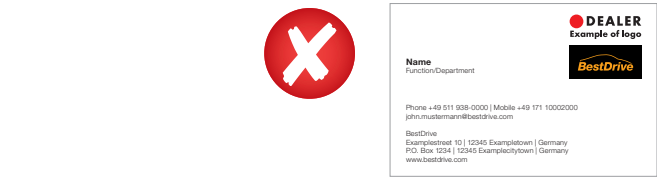
9.3 DEALER BRAND Print media



Optimal BestDrive stationery design without dealer branding



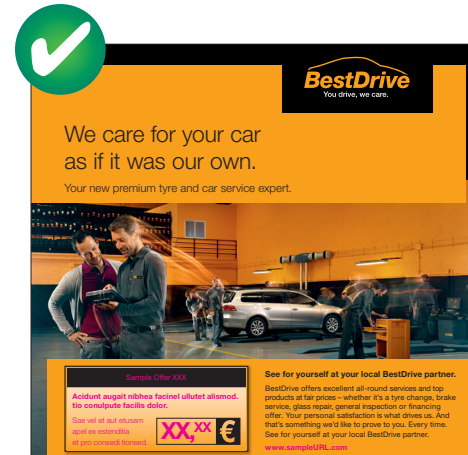
It is inadequate to use the Official Network Partner sign on dealer stationery.



It is inadequate to use the BestDrive logo on dealer stationery.

9.3 DEALER BRAND

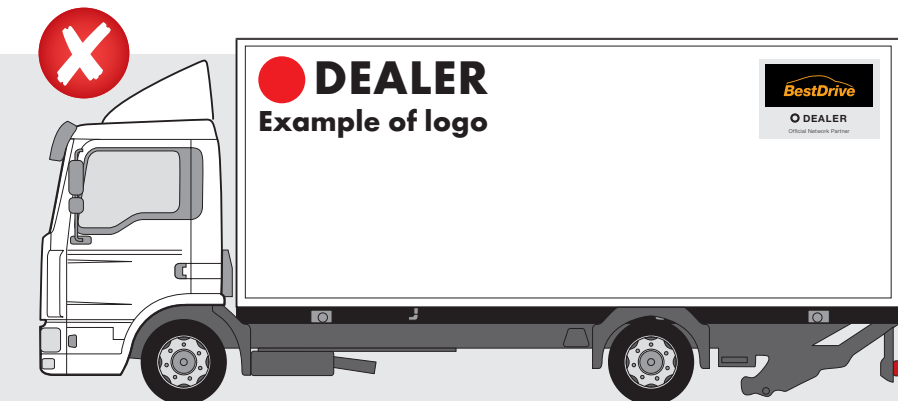
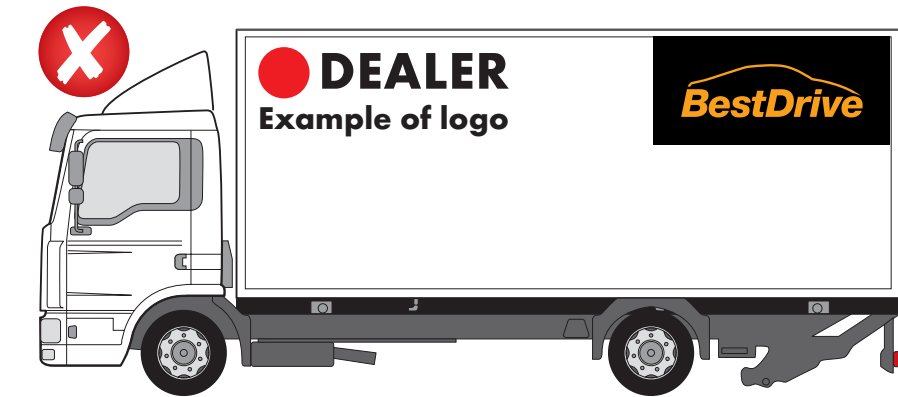
Print media



- ✓ **Optimal** BestDrive design without dealer branding
- ✗ **It is inadequate** to use the Official Network Partner sign on dealer stationery.
- ✗ **It is inadequate** to use the BestDrive logo on dealer stationery.

9.3 DEALER BRAND

Vehicle



- ✓ **Optimal** BestDrive design without dealer branding
- ✗ **It is inadequate** to use the BestDrive logo on a dealer vehicle.
- ✗ **It is inadequate** to use the Official Network Partner sign on a dealer vehicle.

DOWNLOAD AREA

BestDrive brand colours

- BestDrive brand colours summary [BD_brand_colours_summary.pdf](#)

BestDrive brand typography

- BestDrive corporate typface [BD_corporate_typface.pdf](#)

BestDrive key visuals

- BestDrive Image motif [BD_image_motif.pdf](#)
- BestDrive Tyre motif [BD_tyre_motif.pdf](#)
- BestDrive Car service motif [BD_car_service_motif.pdf](#)

BestDrive layout principle

- BestDrive Grid pattern DIN A4 [BD_grid_pattern_DIN_A4.pdf](#)
- BestDrive Grid pattern DIN A3 [BD_grid_pattern_DIN_A3.pdf](#)
- BestDrive Example image advert DIN A4 [BD_image_advert_DIN A4.pdf](#)
- BestDrive Example product advert DIN A4 [BD_product_advert_DIN A4.pdf](#)

BestDrive logo without tagline

- BestDrive primary logo [BD_primary_logo.pdf](#)
- BestDrive secondary logo [BD_secondary_logo.pdf](#)
- BestDrive stationary only logo [BD_stationary_only_logo.pdf](#)
- BestDrive newspaper logo [BD_newspaper_logo.pdf](#)
- BestDrive fax logo [BD_fax_logo.pdf](#)

BestDrive logo with TM

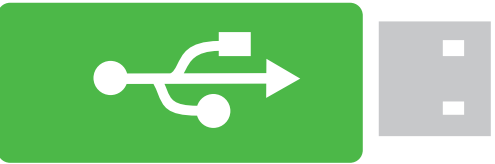
- BestDrive primary logo with TM [BD_primary_logo_with_TM.pdf](#)

BestDrive logo with tagline

- BestDrive primary logo with tagline [BD_primary_logo_with_tagline.pdf](#)
- BestDrive newspaper logo with tagline [BD_newspaper_logo_with_tagline.pdf](#)
- BestDrive fax logo with tagline [BD_fax_logo_with_tagline.pdf](#)

BestDrive logo translation

- BestDrive primary logo "Arabic" [BD_primary_logo_Arabic.pdf](#)
- BestDrive primary logo "Chinese" [BD_primary_logo_Chinese.pdf](#)



By clicking on the links above, you will see screen pdfs only. For artwork and high resolution data see folder “files” on this medium.

DOWNLOAD AREA

BestDrive logo Truck USA without tagline

| | |
|--------------------------------------------|-------------------------------------------------------|
| • BestDrive primary logo truck USA | BD_primary_logo_truck_USA.pdf |
| • BestDrive secondary logo truck USA | BD_secondary_logo_truck_USA.pdf |
| • BestDrive stationary only logo truck USA | BD_stationary_only_logo_truck_USA.pdf |
| • BestDrive newspaper logo truck USA | BD_newspaper_logo_truck_USA.pdf |
| • BestDrive fax logo truck USA | BD_fax_logo_truck_USA.pdf |

BestDrive logo Truck USA with TM

| | |
|--------------------------------------------|-------------------------------------------------------|
| • BestDrive primary logo truck USA with TM | BD_primary_logo_truck_USA_with_TM.pdf |
|--------------------------------------------|-------------------------------------------------------|

BestDrive logo Truck USA with tagline

| | |
|---------------------------------------------------|--------------------------------------------------------------|
| • BestDrive primary logo truck USA with tagline | BD_primary_logo_truck_USA_with_tagline.pdf |
| • BestDrive newspaper logo truck USA with tagline | BD_newspaper_logo_truck_USA_with_tagline.pdf |
| • BestDrive fax logo truck USA with tagline | BD_fax_logo_truck_USA_with_tagline.pdf |

BestDrive logo truck EU without tagline

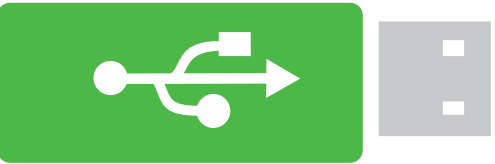
| | |
|-------------------------------------------|------------------------------------------------------|
| • BestDrive primary logo truck EU | BD_primary_logo_truck_EU.pdf |
| • BestDrive secondary logo truck EU | BD_secondary_logo_truck_EU.pdf |
| • BestDrive stationary only logo truck EU | BD_stationary_only_logo_truck_EU.pdf |
| • BestDrive newspaper logo truck EU | BD_newspaper_logo_truck_EU.pdf |
| • BestDrive fax logo truck EU | BD_fax_logo_truck_EU.pdf |

BestDrive logo truck EU with TM

| | |
|-------------------------------------------|------------------------------------------------------|
| • BestDrive primary logo truck EU with TM | BD_primary_logo_truck_EU_with_TM.pdf |
|-------------------------------------------|------------------------------------------------------|

BestDrive logo truck EU with tagline

| | |
|--------------------------------------------------|-------------------------------------------------------------|
| • BestDrive primary logo truck EU with tagline | BD_primary_logo_truck_EU_with_tagline.pdf |
| • BestDrive newspaper logo truck EU with tagline | BD_newspaper_logo_truck_EU_with_tagline.pdf |
| • BestDrive fax logo truck EU with tagline | BD_fax_logo_truck_EU_with_tagline.pdf |



By clicking on the links above, you will see screen pdfs only. For artwork and high resolution data see folder “files” on this medium.

DOWNLOAD AREA

BestDrive business letter

- BestDrive business letter – sales [BD_business_letter_sales.pdf](#)
- BestDrive business letter – dealer [BD_business_letter_dealer.pdf](#)
- BestDrive business fax – dealer [BD_business_fax_dealer.pdf](#)

BestDrive business card

- BestDrive business card – sales [BD_business_card_sales.pdf](#)
- BestDrive business card – dealer [BD_business_card_dealer.pdf](#)
- BestDrive business card – example arabic [BD_business_card_arabic.pdf](#)

BestDrive office application

- BestDrive PowerPoint document [BD_PowerPoint_document.pdf](#)
- BestDrive Word document [BD_Word_document.pdf](#)
- BestDrive Excel document [BD_Excel_document.pdf](#)

BestDrive service icon collection

- BestDrive service icon collection black – english [BD_service_icons_black_EN.pdf](#)
- BestDrive service icon collection white – english [BD_service_icons_white_EN.pdf](#)
- BestDrive language overview – Service icon collection [BD_language_overview_service_icons.pdf](#)

BestDrive shop outside

- BestDrive master service icons [BD_master_service_icons.pdf](#)
- BestDrive combinations of master service icons [BD_combinations_of_master_service_icons.pdf](#)
- BestDrive pylon [BD_pylon.pdf](#)
- BestDrive signposts [BD_signposts.pdf](#)
- BestDrive shop entrance sign [BD_shop_entrance.pdf](#)

BestDrive shop inside

- BestDrive overview material colours [BD_overview_material_colours.pdf](#)
- BestDrive price board [BD_price_board.pdf](#)

BestDrive miscellaneous

- BestDrive logo and name tag [BD_logo_and_name_tag.pdf](#)

BestDrive multi-brand

- Logo Conti360° [Logo_Conti360.pdf](#)

BestDrive dealer brand

- Official Network Partner sign [Official_Network_Partner_sign.pdf](#)



By clicking on the links above, you will see screen pdfs only. For artwork and high resolution data see folder “files” on this medium.

BestDrive

You drive, we care.