

Guidelines ver 1.03



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INTER CARS BRANDS

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INTRODUCTION

A brand is much more than a logo, and a rebranding project is not only new identification. Building a strong brand image requires strategic thinking, consistency and creativity.

Therefore, the key elements of Inter Cars brand were thought through and reordered.

The new brand logo will set out a new narrative which, by referring to the most important issues, outlines the brand's ambitions for the future.

INTER CARS BRAND NARRATIVE

Inter Cars would not exist today without the entrepreneurship of one man – Krzysztof Oleksowicz. The road to success led from a small family business to the largest player in the market of spare parts distribution in Poland and Central Europe.

How did we achieve it? When others think “A”, we think “C”. We are constantly ahead of the market and we are unrivalled at this, though many have tried to imitate us. Inter Cars has what other players don't – the entrepreneurial spirit present at every level of the company's organization. Thanks to this spirit we are able to find business opportunities or possibilities to improve even where the rest does not see them.

We believe that only an entrepreneur can truly understand another entrepreneur, so we are the best partners for garages. Together we want to improve, be more efficient, friendlier and more professional. We are ready for the challenges that the automotive market will present in the future. We have the courage and the energy to work every day at the highest speed to set standards on the market over the next 25 years.

Driving higher standards. Inter Cars.

TARGET GROUP AND FIELD OF COMPETENCE

Inter Cars is a trading brand aimed at garages. Its core competence is the sale of various types of spare parts and automotive technology. A brand that offers too much to too many target groups, loses its clarity. Therefore, if an area of a company's activities goes beyond a so defined field of competence, it is worth considering offering it under a different brand name.

Target group:

Primary group:

Owners of independent garages

- large, medium and small, and garage -
shops, very different in terms of appearance
and quality of service.

Complementary group:

B2B customers (factories, farms,
corporations), B2C customers
(individual clients).

Field of competence:

Sales of spare parts and automotive technology

- Spare parts for passenger cars and trucks
- Spare parts for other types of vehicles
- Tools and garage equipment

Inter Cars is at the same time a corporate
and a trading brand.

BRAND MODEL

Brand model defines the key concepts from the point of view of the brand's target communication. It is worth consulting from time to time to make sure that we communicate according to the guidelines.



NEW BRAND IMAGE

The new logo is a reinterpretation of the previous one which was based on the intertwined “IC” letters. The new mark reflects the brand's narrative based on the slogan „**WYSOKIE STANDARDY, WYSOKIE OBROTY**” – by referencing the tachometer indicating high speed.

The new logo should always function smoothly. It is, therefore, prohibited to interfere in its appearance or use it to create other marks without justification.

It should be noted that in the logo used in signage two parts of the name are written together, however, in verbal communication a separated form of the name „**Inter Cars**” should always be used.

**DRIVING HIGHER
STANDARDS**

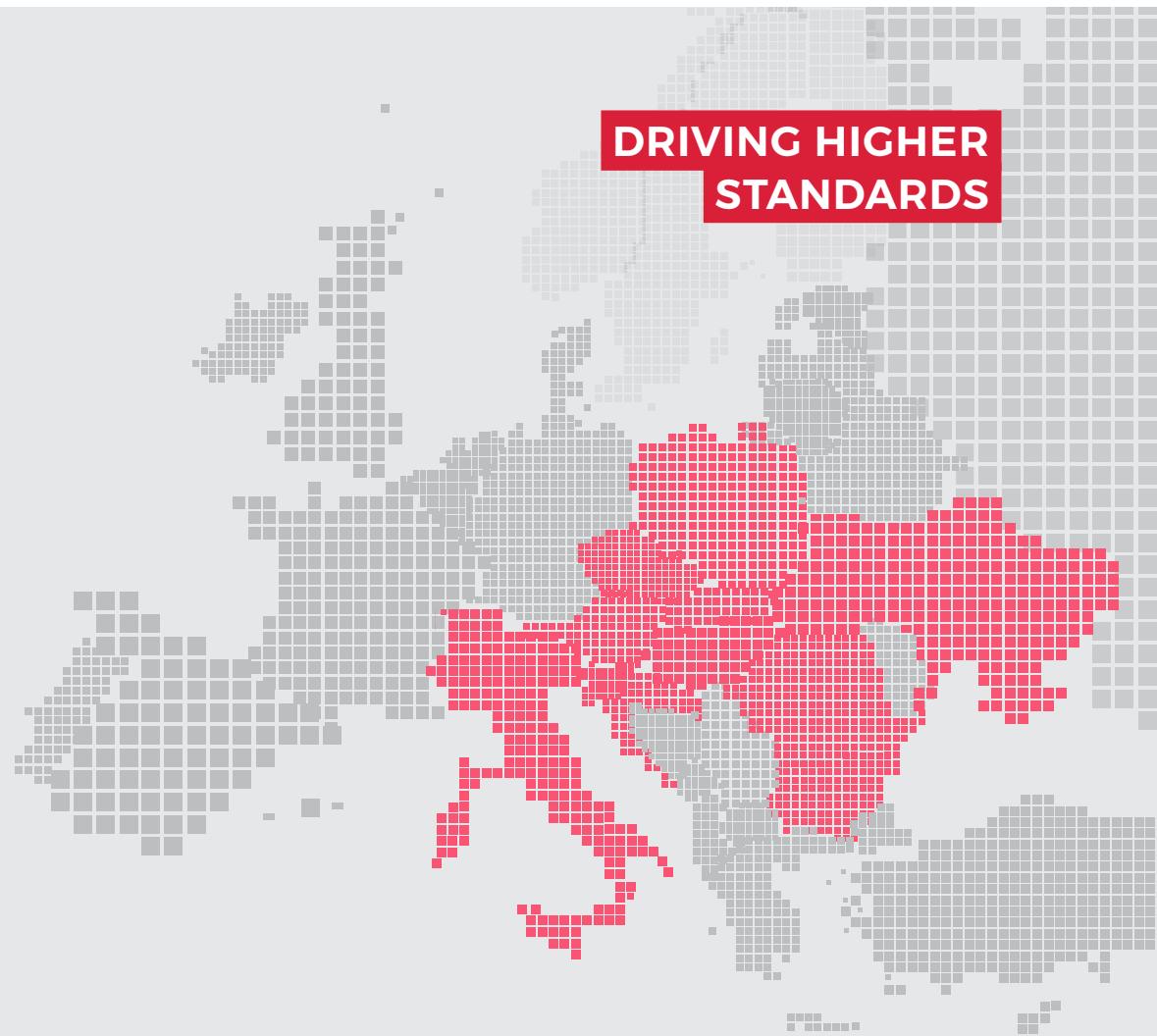


BRAND IN THE INTERNATIONAL CONTEXT

Inter Cars is an international brand. Its new image on each of the markets should be consistently built based on the standards defined in this book.

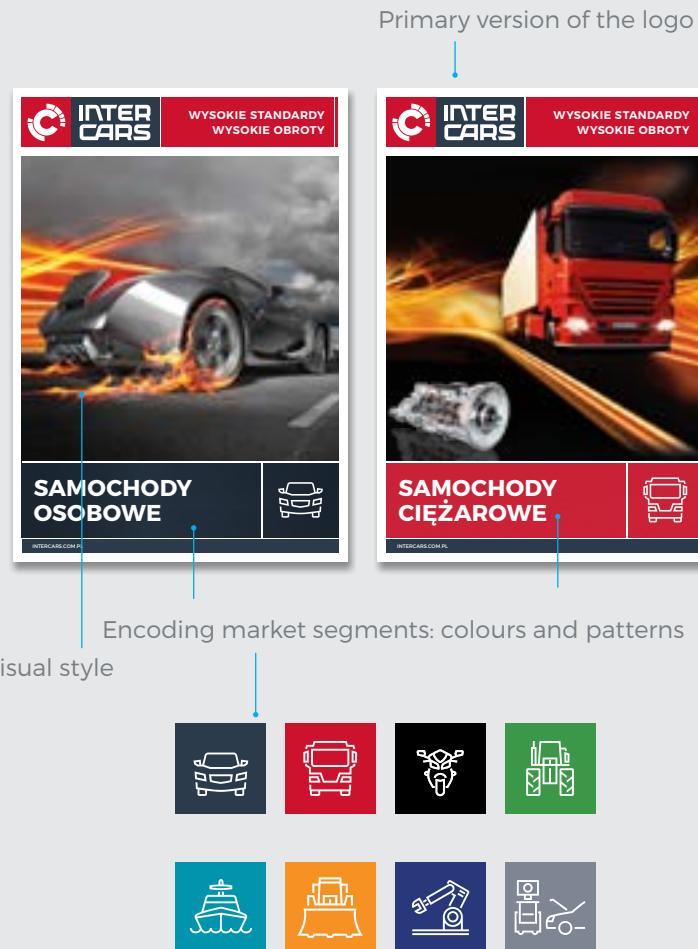
For the purposes of international communication, we created a company slogan in English: „**DRIVING HIGHER STANDARDS**”. In communications in local markets we accept translating the slogan to a given local language, but it should be borne in mind that the starting point for such translations is the Polish language (not English). The slogan should always transmit the spirit of the brand narrative.

**DRIVING HIGHER
STANDARDS**



VISUAL WORLD OF THE BRAND

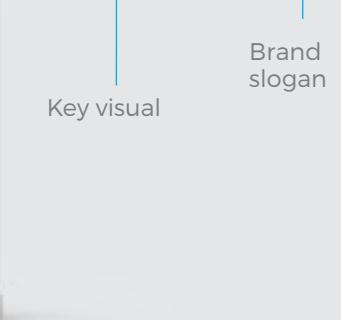
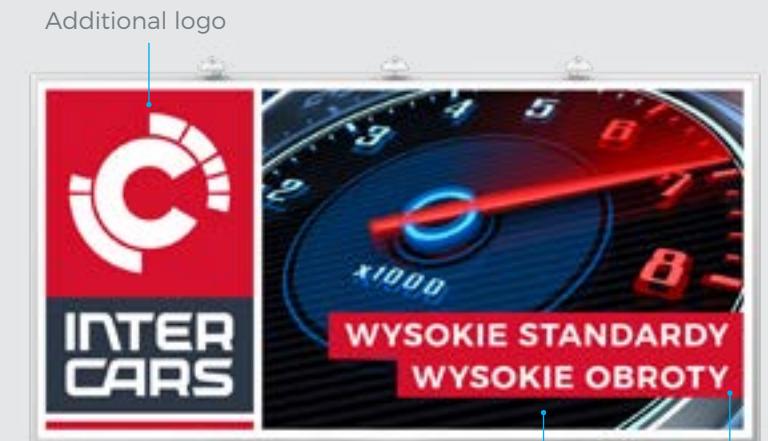
The world of Inter Cars brand is built through a consistent use of the logo, colours, typography and defined style that are common to the entire brand. Moreover, the company introduced additional visual codes for individual market segments and selected product groups, making it possible to differentiate communication dedicated to different product groups.



CONTINUOUS IMPROVEMENT
ENTREPRENEURSHIP
Partnership
Future
Energy INVOLVEMENT
DYNAMICS
Game Changer

PANTONE: 186C	PANTONE: 7546C
CMYK: 10 100 84 0	CMYK: 0 0 0 0
HEX: #CF1E35	HEX: #FFFFFF
RAL: 3027	RAL: 9016

Brand colours



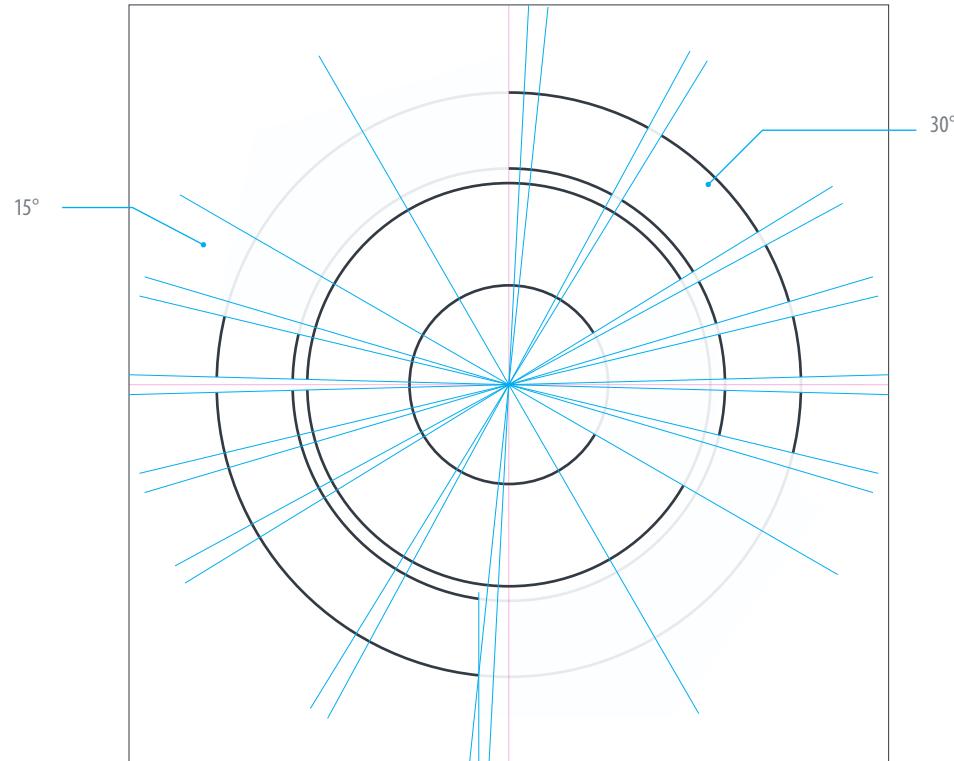
2

BASIC ELEMENTS OF THE BRAND

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2.1.

BRAND LOGO



The construction of the “tachometer” mark is symmetrical.

Caution! Do not attempt to construct the logo on your own.
Use only the electronic version.



mark

logotype

red line

white frame

Primary logo is the first element identifying Inter Cars brand. The logo is made up of three modules (mark, logotype, red line). The whole logo is surrounded by a white frame.

Caution! Do not attempt to construct the logo on your own. Use only the electronic version.

BRAND LOGO

PRIMARY LOGO – MINIMUM AND OPTIMUM AREA OF ISOLATION

2.1.3



The area of isolation protects the logo against the appearance within its limits of foreign graphic elements that could impair its legibility.

The optimum area of isolation is half the logo height. However, we allow for the use of the minimum area of isolation, 25% of the logo height, in the materials of our own brand.



The minimum logo size is 10 mm across the height.

In print it is recommended to use the Pantone system.



Brand logo should always be surrounded by a white frame (outline).

Caution! Do not attempt to construct the logo on your own.
Use only the electronic version



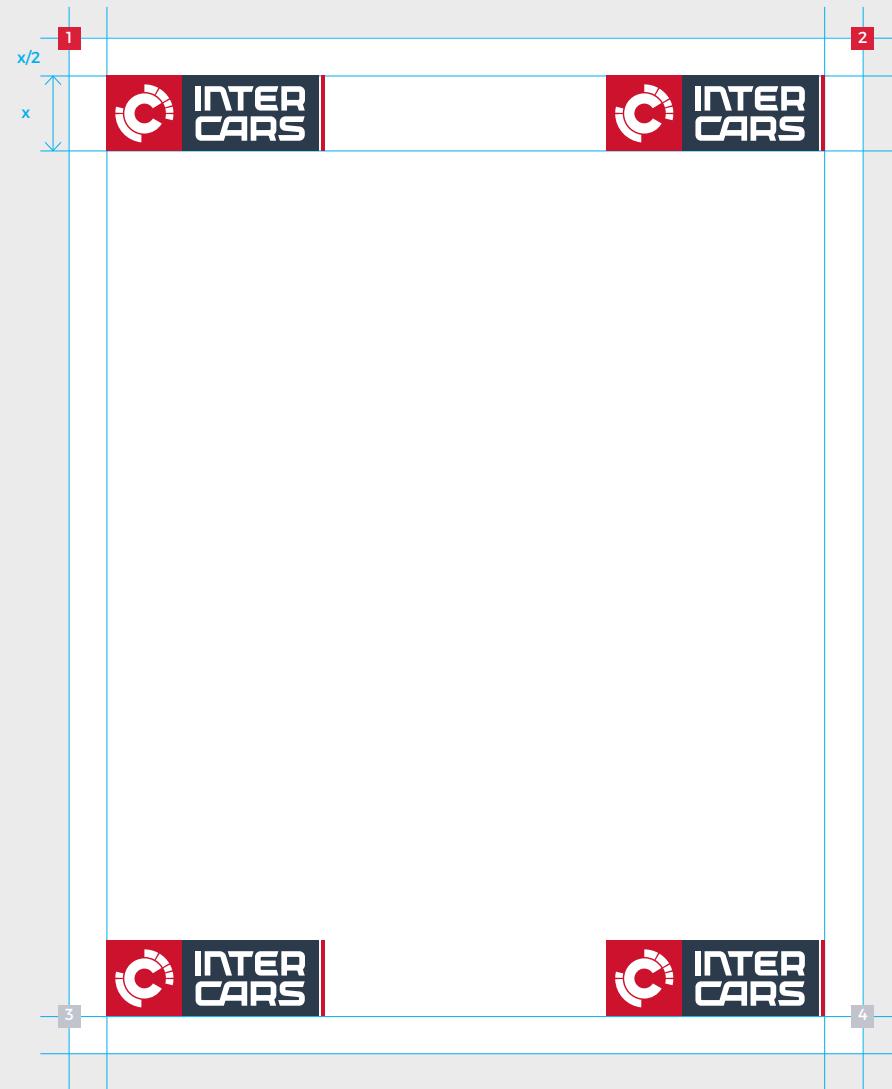
Using complementary logo:

1. when we have a narrow horizontal space
2. when we have a narrow vertical space

BRAND LOGO

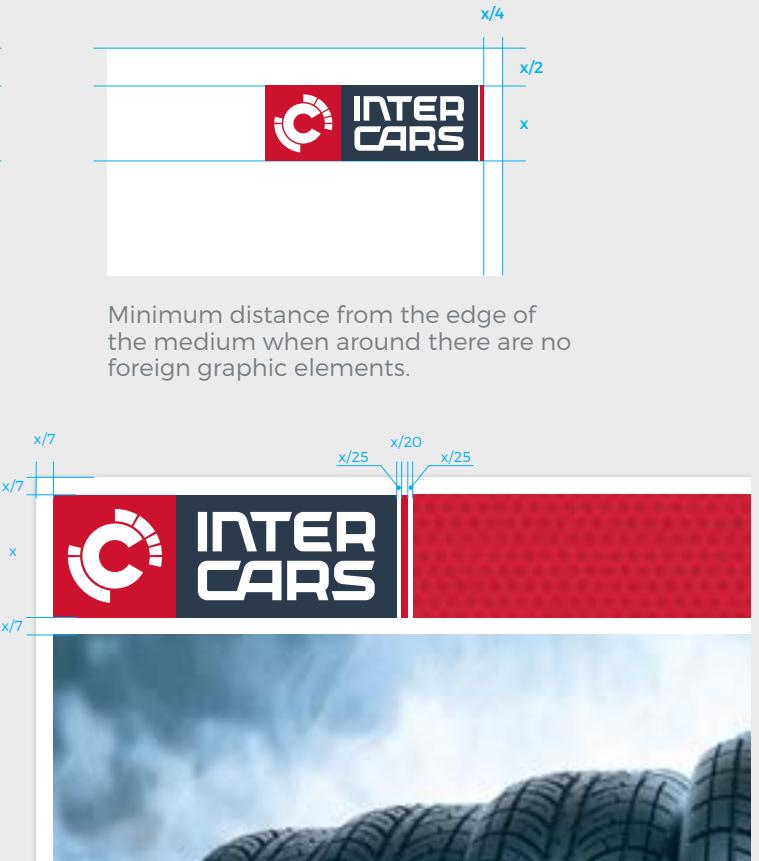
APPLICATION RULES

2.1.5



The logo may appear independently in every corner.

The preferred positioning of the logo is the left upper side of the medium.



Minimum distance from the edge of the medium when around there are no foreign graphic elements.

Medium with a white frame

Medium not using a white frame around its circumference

INTER CARS

AKCJA PROMOCYJNA

**ZAPALNICZKA + SCYZORYK
ZA 1 ZŁ NETTO**

ZA ZAKUP KPL. KLOCKÓW HAMULCOWYCH

**Pro
waz
INTER**

**WYSOKIE STAND
WYSOKIE OBROT**

INFOLINIA: 800 566 545

FINANSOWANIE

Leasing X

INTERCARS.COM.PL

INFOLINIA: 801 80 20 20, 22 714 10 00

Program inwestycyjny skierowany dla klientów posiadających historię zakupów w Inter Cars S.A. Klienci korzystający z tego typu umów inwestycyjnych mogą liczyć na stabilne zakupami na wydłużony czas, co potwierdza duży poziom zaufania i lojalności we współpracy z liderem rynku motoryzacyjnego w Polsce jakim jest Inter Cars S.A. Jego podstawowa zasada polega na tym, że klient ma możliwość investycji o wyższych wartościach niż np. w programie inwestycyjnym Mi i na dłuższy termin niż 12 miesięcy. W inwestycji nie ma rynku, do której umieszczone są zazwyczaj oferty rozwijające się Działu Wypożyczenia Warsztatowego Inter Cars S.A. Inwestycja może dotyczyć oprogramowania niezbędnego do poprawnego działania warsztatu czy sklepu.

Bardzo szeroka oferta Inter Cars S.A. wysokim poziomem dostępności, dużą ilością filii w całej Polsce, bardzo dobrą logistyką to bezwzględne zalety, które powinny być najważniejszymi elementami inwestycyjnych Inter Cars S.A. w porównaniu z innymi programami inwestycyjnymi.

INTER CARS

**WYSOKIE STAND
WYSOKIE OBROT**

INFOLINIA: 800 566 545

**NAJWIĘKSZY WYBÓR
CZĘŚCI DO SAMOCHODÓW
OSOBOWYCH**

Inter Cars SA
ul. Klonowa 48, Kajetany
05-830 Nadarzyn

Centrum Logistyczne Inter Cars SA
ul. Gdańska 15, Cząstków Mazowiecki
05-152 Czosnów
tel.: 22 714 10 00, fax 22 714 10 01

INTER CARS



BRAND LOGO

ACHROMATIC LOGO VERSION

2.1.7



Embroidery on clothing



Label on the glass

Achromatic logo can be used for backgrounds in the company colours, black, and transparent architectural elements.

Versions of the achromatic logo can only be used when there is no possibility of using the primary logo.

Using the achromatic version of the logo has to be approved by the Marketing Department.



In black-and-white print, the inverted achromatic version of the logo should be used.

BRAND LOGO

INVERTED ACHROMATIC LOGO VERSION

2.1.8



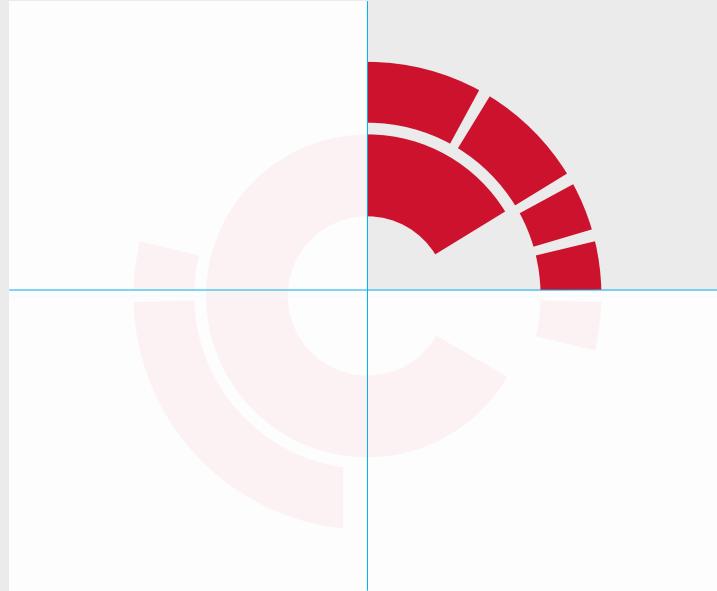
The negative version of the achromatic logo is used on backgrounds in corporate colours and in black.

In black-and-white print, the inverted achromatic version of the logo should be used.

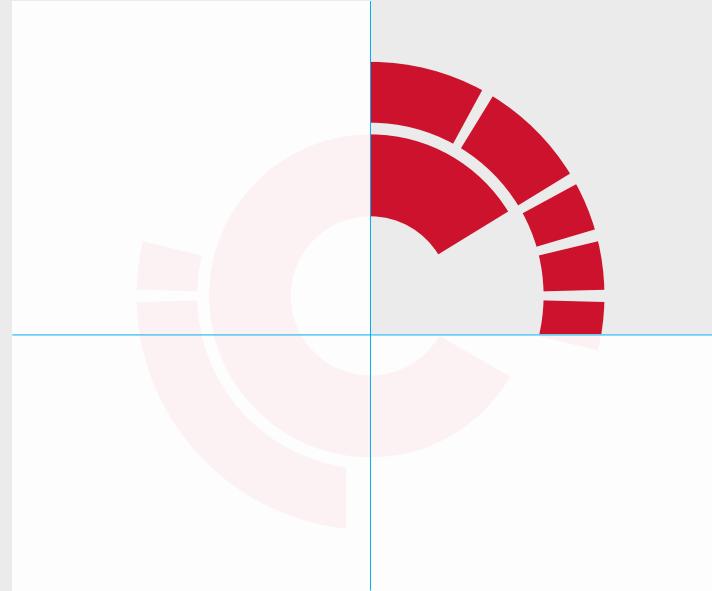


ALUMINIUM

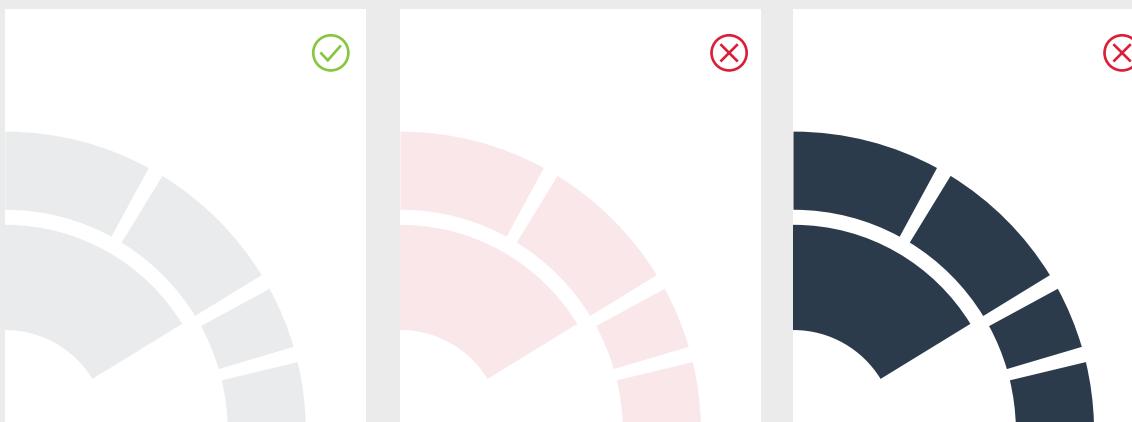
EMBOSSING



OPTION 1



OPTION 2



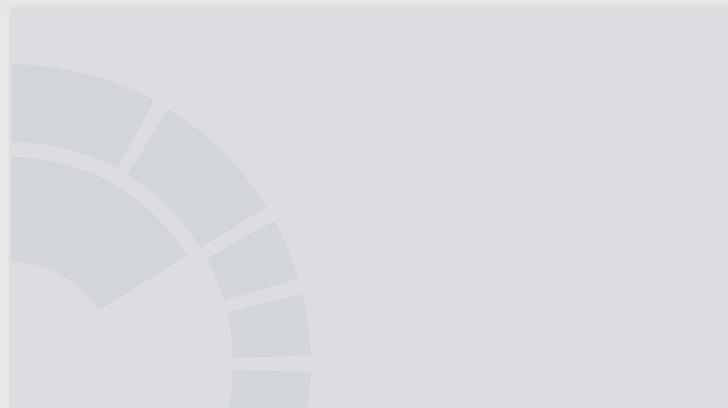
The mark can be cropped according to one of the two presented options. It is permitted to use it in red, tint of graphite or in grey.

The cropped mark may be used only on the left slope near the edge of the medium. Care should be taken to leave appropriate space around it.

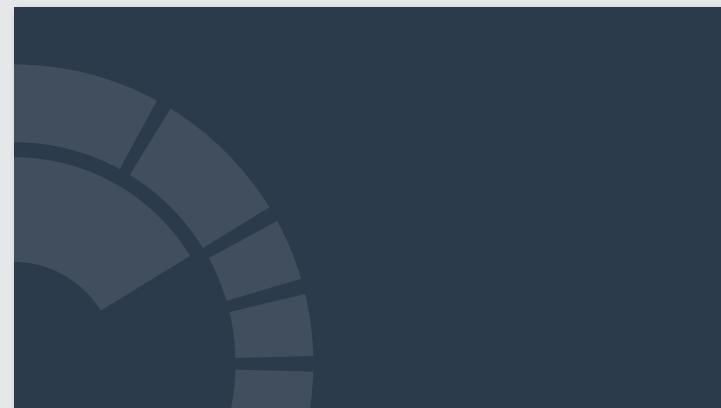
OPTION 1: spot varnish



OPTION 2: background colour - white



OPTION 3: grey 5%

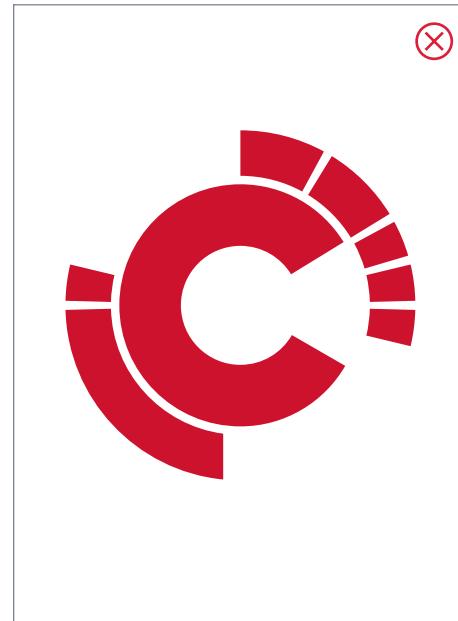


OPTION 4: graphite 90%

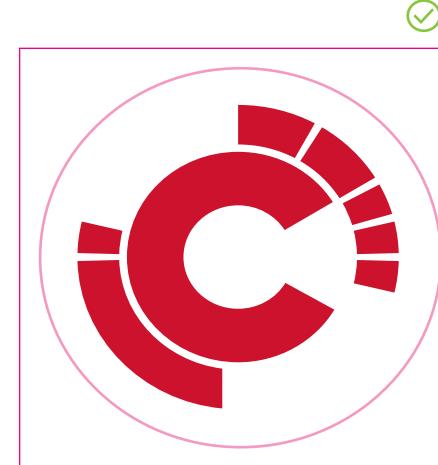
The cropped mark can be applied when using various printing techniques, i.e. spot varnish. It may also appear on the backgrounds that are composed of the tonal transition of the primary colours.



The cropped logo can be used as an additional graphic element.



It is prohibited to use this form of the mark on a format other than a circular medium.



Permissible use of the mark on a square medium.



Make use of the round shape of the medium.



Use of the logo permitted conditionally but not recommended.

In order to build a strong Inter Cars brand, it is necessary to ensure an adequate and correct exposure of its logo.



Do not attempt to construct the logo on your own. Always use the electronic version included with the book.

What is prohibited!

1. The logo should be scaled not stretched.
2. Use only the versions of the logo attached to the book and described in it.
3. Do not change the colours of the logo or its structure on your own.
4. Keep in mind that the logo should always have a white frame (outline).



2.2.

BRAND COLOUR SCHEME

PRIMARY COLOUR SCHEME

PRIMARY COLOURS AND THEIR PROPORTIONS

2.2.1

40%

40%

20%

Red

PANTONE: 186C

CMYK: 10 100 84 0

HEX: #cfe35

RGB: 207 30 53

RAL: 3027

Graphite

PANTONE: 7546C

CMYK: 65 45 25 65

HEX: #2c3b4c

RGB: 44 59 76

RAL: 5008

White

PANTONE: White

CMYK: 0 0 0 0

HEX: #ffffff

RGB: 255 255 255

RAL: 9016

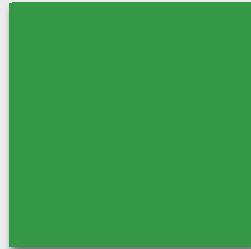
PRIMARY COLOUR SCHEME

ADDITIONAL COLOURS

2.2.2

Green

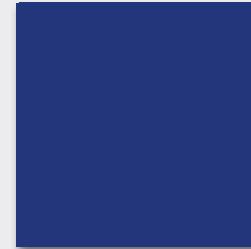
colour dedicated to AGRO segment



CMYK: 80 20 100 0
 HEX: #358e2e
 RGB: 53 145 55

Navy blue

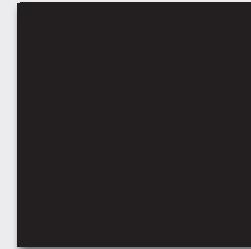
colour dedicated to INDUSTRY segment



CMYK: 90 80 0 30
 HEX: #233575
 RGB: 48 52 115

Black

colour dedicated to MOTO segment



CMYK: 0 0 0 100
 HEX: #ce1d34
 RGB: 0 0 0

Marine

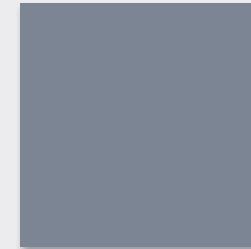
colour dedicated to MARINE segment



PANTONE: 313 C
 CMYK: 90 0 20 20
 HEX: #008eab
 RGB: 0 142 171
 RAL DESIGN: 220 50 35
 NCS: S 3050-B

Asphalt grey

colour dedicated to the GARAGE EQUIPMENT product range



PANTONE: 50% 7546C
 CMYK: 33 23 13 33
 HEX: #898e9a
 RGB: 138 145 155
 RAL: 7046

Orange

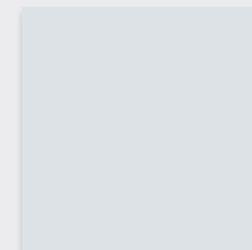
universal complementary colour (backgrounds, system bar)



PANTONE: 137C
 CMYK: 0 44 93 0
 HEX: #f29100
 RGB: 242 145 0

Grey 1

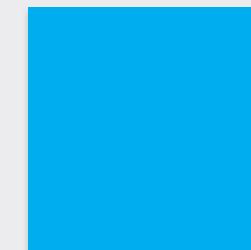
colour accents



PANTONE: 10% 7546C
 CMYK: 7 6 3 7
 HEX: #e4e3e6
 RGB: 227 227 232

Blue

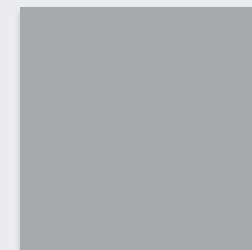
colour accents



CMYK: 100 0 0 0
 HEX: #009ee0
 RGB: 0 160 227

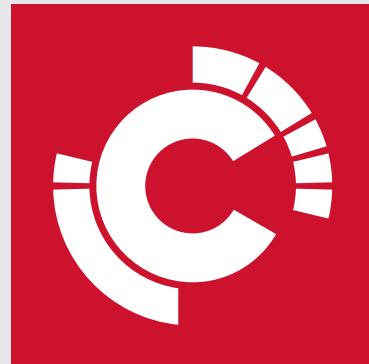
Grey 2

colour accents (logotype Grupa Inter Cars)



CMYK: 0 0 0 40
 HEX: #b2b2b2
 RGB: 178 178 178

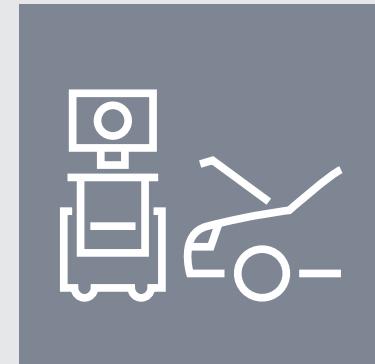
The colour scheme of the identification system is another important element of the brand's style. It is important to use the colours in line with their description, which will guarantee good visibility and recognisability of the logo.



Red



Graphite



Asphalt grey

Translucent Film:

folia 3M™: 3630-73
 folia Avery: Red 4509
 folia Avery: Linia 5500
 folia MACal: MACal 970

WE DO NOT USE TRANSLUCENT FILMS

WE DO NOT USE TRANSLUCENT FILMS

Opaque film:

folia 3M™: seria 100: 720
 folia Avery: Cardinal Red 777-007CF
 folia Avery: Cardinal Red 700-749
 folia MACal: 9859-12
 folia ORACAL: Cardinal Red 551-028
 folia ORACAL: Cardinal Red 951-028

Not apt for illumination:

folia MACal: 9839-19
 folia ORACAL: 951-571

Not apt for illumination:

folia Avery: Grey 777-020CF
 folia Avery: Grey 700-720
 folia MACal: 9889-159
 folia ORACAL: Slate Grey 951-721

When using films, keep in mind that there are two types: translucent films and opaque films. Translucent films are used when the medium is illuminated (illuminated panels, pylons), and in any other case opaque films should be applied (signboard, cars – apart from the windows, on which One Way Vision film should be used). The identification system of Inter Cars brand provides only for the illumination of the red colour, and both graphite and grey should be blocked so only white letters or lines shine on them.

PRIMARY COLOUR SCHEME

COLOURFUL BACKGROUNDS

2.2.4



Regardless of the background colour, the logo should always include a white frame. In the case of promotional materials shade can be used additionally under the logo (40% Black, offset: 0, size: 3mm).

2.3.

TYPOGRAPHY

Montserrat Bold

Montserrat Semi Bold

Montserrat Regular

Montserrat Light

TRUCK TIRES

Montserrat Regular
16pt/21pt

The main brand font of the Inter Cars identification system is Montserrat, a modern and timeless font, the shape of which makes it possible to adjust it to different surfaces. Font can be used for titles, continuous text or bullets.

Montserrat font can be used both in print, on electronic media or online. In the second case, however, we must be sure that the recipient of the content also has this font on their computer, otherwise the reading will be wrong.

Myriad PRO Condensed Bold

Myriad Condensed

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec euismod erat eu augue viverra, ac pharetra magna pretium. Aenean vulputate, mi eu sagittis lacinia, felis nisl commodo felis, fringilla lobortis urna lectus ut velit. Nunc viverra elementum lorem, sed dapibus mauris ullamcorper et. Cras fermentum odio nisi. Etiam magna tortor, ultricies non ex quis, luctus maximus lectus. Sed gravida, leo a tincidunt tristique, risus sem condimentum purus, et scelerisque nulla nulla sed nibh. Praesent eget nisl nisi.

Myriad Pro Condensed – used in catalogues, where space is limited.

System font + online

Calibri, as the font system, can be used both in electronic correspondence as well as in internal system software. In the case of multimedia presentations Tahoma font can also be used, if necessary.

Online typeface table

Titles: **Calibri bold**

Continuous text: Calibri regular

2.4.

BRAND SLOGAN

**DRIVING HIGHER
STANDARDS**

Montserrat Semi Bold
kerning: optical
16pt/21pt
tracking: 35

W programie InDesign jest
możliwość wpisania tekstu na
ramce, ustawienia:
Underline on
weight: 23
offset: -6

**DRIVING HIGHER
STANDARDS**

OPTION 1. Align to the white frame



**DRIVING HIGHER
STANDARDS**

**A VERY LONG
SLOGAN**

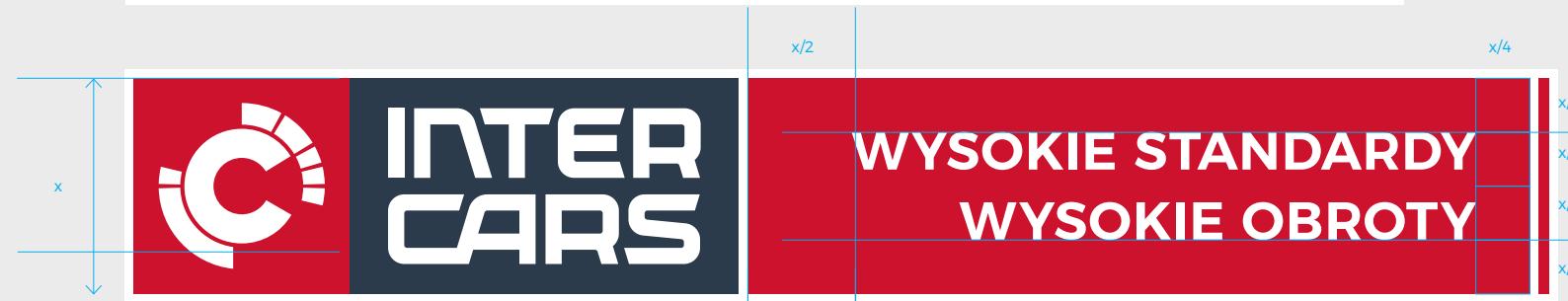
OPTION 2. Align to the logo

In the case of titles on information materials rule no. 1 should be applied. The title should be always near the edge of the medium and the white frame. The preferred position for the slogan or the title is the page opposite to the one where the logo is located.

BRAND SLOGAN

BRAND LOGO WITH SLOGAN

2.4.2



The logo with the slogan constitute a compact unit that is not separated by any additional red line.



The logo with the slogan constitute a compact unit, therefore the slogan cannot be written on graphite background.

2.5.

ICON STYLE



Icons occupy an important place in the Inter Cars identification system. They make it possible to visualize and distinguish the segments of activity, as well as describe the product range. Apart from the icons permanently assigned to particular market segments, the remaining icons can be matched to the promoted product or, if necessary, designed.

It should be kept in mind that communication using icons should not be abused (use no more than three icons together) and on very narrow materials they should not be used at all.

ICON STYLE

APPLICATION RULES

2.5.2

centring icons



separating an icon with a vertical line emphasizes its importance

rule for panel labelling

vertical division in front of icons is not used on a group table, because it increases the readability of the logo



centring icons and text

no breakdown – one module



alignment of all the icons down to the baseline

2.6.

PHOTO STYLE



The style of the brand should be illustrated with photographs showing its character.

Photos seen here are the key visuals for different segments, however, they do not cover the communication needs of the brand.

When selecting images, it is important to make sure they meet the following criteria:

- dynamic frames,
- close-ups of details, emphasizing the quality of the material,
- saturated colours with touches of red and graphite,
- highlighting the movement, speed and energy through additional graphic processing.



3

BRAND ARCHITECTURE

3.1. Coexistence of Inter Cars with other brands from the portfolio	47	3.2. Coexistence of Inter Cars with partner brands	58
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INTRODUCTION

As part of its activities, Inter Cars also uses other brands, until now often juxtaposed with one another in a spontaneous way. This section clarifies how Inter Cars brand should be presented in the vicinity of other logos with both own and partner brands.

3.1.

COBRANDING OF INTER CARS
WITH OTHER BRANDS FROM
THE PORTFOLIO

We introduce the principle of differentiating the methods of using endorsement for product and service brands from the ones used for companies.

01. PRODUCT AND SERVICE BRANDS IN INTERCARS PORTFOLIO

Product and service brands, for which the association with Inter Cars brand carries image value, use the "**POWERED BY INTERCARS**" endorsement. We do not use this endorsement for our own brands, where the lack of visibility of the Inter Cars brand is intended.



02. HOLDING BRANDS

Holding brands, separated into businesses exceeding the main competence of the Inter Cars brand (sale of spare parts and automotive engineering), use the "**GRUPA INTERCARS**" endorsement. It should be assumed that the slogans used for the companies from the Group is mandatory, and other situations are considered exclusively as exceptions to the rule.



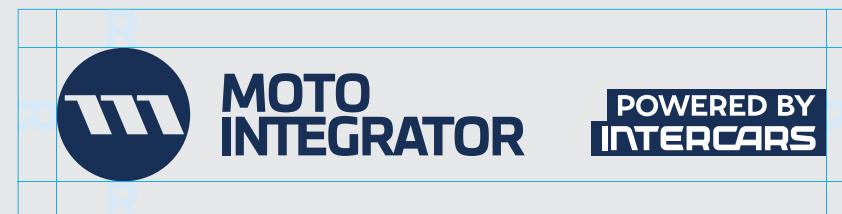
There are two ways of applying the
“**POWERED BY INTERCARS**” endorsement.

**01. INTEGRATED ENDORSEMENT**

Solution using the brand logo. This solution is used in most cases.

**02. ACCOMPANYING ENDORSEMENT**

Solution applied on media with a smaller surface, or when a product / service brand has a claim assigned permanently to the logo.



Just like in the case of product brands, there are two ways of applying the slogan.

01. INTEGRATED ENDORSEMENT

Endorsement integrated with the brand logo. This solution is used in most cases. Due to the diverse range of colours used by holding companies, a endorsement using shades of grey is preferred.

**02. ACCOMPANYING ENDORSEMENT**

Accompanying slogan. A solution applied on media with a smaller surface, or when the product/service brand has a claim assigned permanently to the logo. In such case, it is acceptable to use both red and graphite slogan – if the endorsement is indeed set apart from the brand the endorsement refers to – as well as the endorsement in greyscale.



This block contains two examples of accompanying endorsements. On the left, a white card features the LAUBER logo with the slogan "Still on the road" below it, and the GRUPA | INTERCARS logo at the top right. On the right, a larger white card features the ils logo at the top, followed by contact information for Janusz Karpowicz: "Janusz Karpowicz Import Service Team Coordinator", address "ILS Sp. z o.o. Klonowa 48 Str. 05-830 Kajetany, Poland www.ils-logistics.pl", and contact details "Ph.: +48 22 71 41 964 Fax: +48 22 73 08 345 Mobile: +48 665 391 152 janusz.karpowicz@ils-logistics.pl". The GRUPA | INTERCARS logo is also present in the top right corner of this card.



GRUPA
INTERCARS



GRUPA
INTERCARS



GRUPA
INTERCARS



GRUPA
INTERCARS

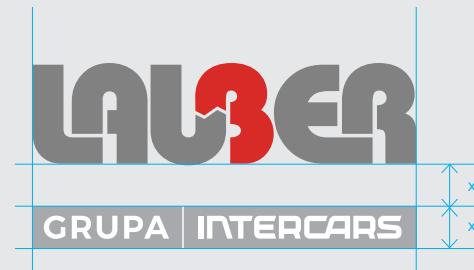


GRUPA
INTERCARS

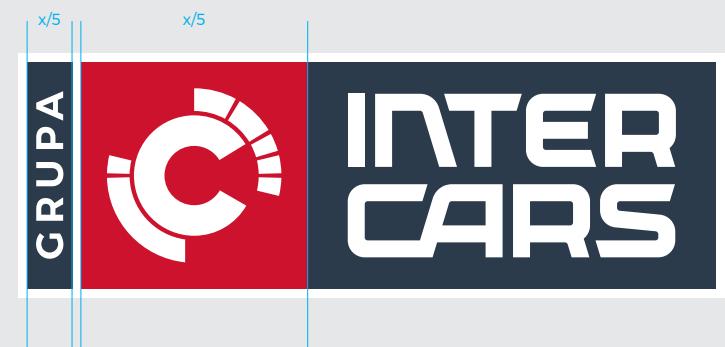


GRUPA
INTERCARS

a parallel endorsement in grey should be added, perhaps as an extension of the upper illustration



For the purposes of communication including the whole holding of Inter Cars, „**GRUPA INTERCARS**” has been designed in a horizontal and vertical version.



Holding brands can be combined with the group logo in such a way that the field on which the holding brands were placed, form a uniform grey stripe closed at the end with a red line.

Then we do not use individual brand captioning.



OTHER CASES OF COEXISTENCE

COEXISTENCE OF BRANDS AT A DISTANCE FROM ONE ANOTHER

3.1.10

Presence of brands at a distance from one another on the same surface, e.g. facade.



3.2.

COEXISTENCE OF INTER CARS WITH PARTNER BRANDS

COEXISTENCE WITH PARTNER BRANDS

PARTNER BRAND PRESENCE IN IDENTIFYING INTER CARS

3.2.1

Inter Cars brand often coexists with foreign brands, both on its own, as well as on foreign promotional materials. The aim should be to ensure that these brands always respect the principles of the new visual identification of Inter Cars.

Partner brand forms part of communication in such a way as for the Inter Cars brand to remain dominant.



INTERACTION WITH FOREIGN BRANDS

COEXISTENCE OF BRANDS IN PARTNER'S IDENTIFICATION

3.2.2

In this case the partner's identity should be dominating. Inter Cars brand is secured in the form of a stripe placed at the top or the bottom of the partner's material.

Only as a complementary solution, in a situation where you cannot use the stripe, a vertical logo can be used, bearing in mind the need to apply the area of isolation and the white frame.



COEXISTENCE WITH PARTNER BRANDS

GROUPING BRANDS AROUND INTER CARS AND MOTointegrator

3.2.3

Due to the different target group and narrative, the communication of Inter Cars and Motointegrator brands has been separated. Also the rules of coexistence of both brands with other brands have been redefined.

01

Inter Cars brand should occur in the context of suppliers or manufacturers of parts and automotive technology.



02

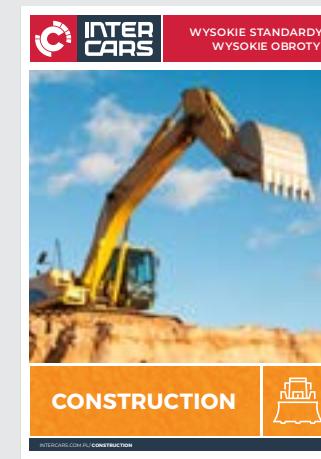
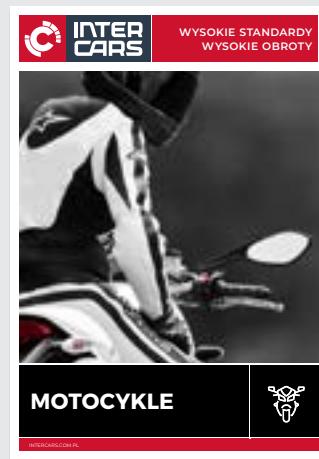
Motointegrator brand should appear in the context of brands belonging to a network of garages. We limit the exhibition of garage brands (both partner and own) to key brands and present them in order from strongest to weakest.



3.3.

MARKET SEGMENTS AND PRODUCT GROUPS

As part of Inter Cars we have separated five market segments (by type of vehicle/target group), which received additional means of expression (colour, pattern and icon), making it possible to individualize their promotional materials. The separated segments are:



01 PASSENGER CARS

02 TRUCKS

03 MOTORCYCLES

04 AGRICULTURAL
VEHICLES

05 INDUSTRY

06 CONSTRUCTION

In addition to the identified segments, individual codes have also been assigned to another group: GARAGE EQUIPMENT.

MARKET SEGMENTS AND PRODUCT GROUPS

PASSENGER CARS

3.3.2

NAME OF THE SEGMENT:

SAMOCHODY OSOBOWE



The passenger car segment constitutes the biggest part of the Inter Cars business. For this reason, materials related to this segment are the most similar to the universal Inter Cars materials, based on a combination of graphite and red.

The additional elements are the icon and the pattern imitating the structure of carbon fibre. Depending on the promoted product group, more specific icons and images related to particular product lines can be used.

LEADING COLOUR:

GRAPHITE

ICON

PATTERN / BACKGROUND

AKCJA PROMOCYJNA



CZĘŚCI DO SAMOCHODÓW OSOBOWYCH

USE

OLEJE I SMARY
DO SAMOCHODÓW
OSOBOWYCH



OPONY DO
SAMOCHODÓW
OSOBOWYCH



CZĘŚCI SILNIKOWE



PANTONE: 7546C
CMYK: 65 45 25 65
HEX: #2c3b4c
RGB: 44 59 76
RAL: 5008



Note: there is no need to use all the items on each promotional material. However, we should make sure that the market segment remains recognizable to the recipient.

NAME OF THE SEGMENT:

SAMOCHODY CIĘŻAROWE



Visual identification of truck segment contains a lot of red.

The additional elements are the icon and the pattern imitating the structure of perforated sheet. Depending on the promoted product group, more specific icons and images related to particular product lines can be used.

OFERTA PROMOCYJNA



11 TOWARÓW
W SUPER CENIE

Promocja na produkty obowiązująca od 26.10 do 07.11.2015 r. lub do wyczerpania zapasów.

Pneumatics OC

LEMA DAYCO



CZĘŚCI DO SAMOCHODÓW CIĘŻAROWYCH



INTER
CARS

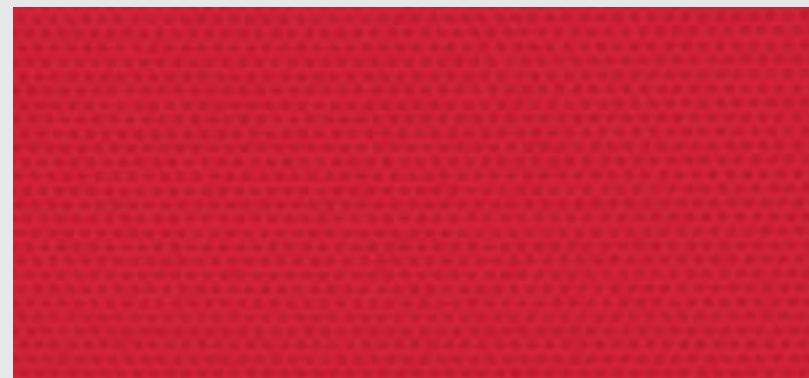
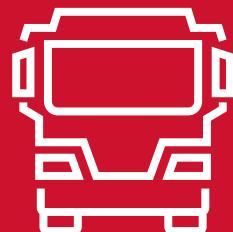
LEADING COLOUR: RED

ICON

PATTERN / BACKGROUND

USE

PANTONE: 186C
CMYK: 10 100 84 0
HEX: #cfle35
RGB: 207 30 53
RAL: 3027



AKUMULATOR Y
DO SAMOCHODÓW
CIĘŻAROWYCH



OPONY DO
SAMOCHODÓW
CIĘŻAROWYCH



AKUMULATOR Y
DO SAMOCHODÓW
CIĘŻAROWYCH



Note: there is no need to use all the items on each promotional material. However, we should make sure that the market segment remains recognizable to the recipient.

MARKET SEGMENTS AND PRODUCT GROUPS

MARINE

3.3.4

MARINE



Visual identification of MARINE segment contains a specific colour.

The additional elements are the icon and the pattern imitating the grass.



LEADING COLOUR: RED

ICON

PATTERN / BACKGROUND

USE



MARKET SEGMENTS AND PRODUCT GROUPS

AGRO

3.3.5

AGRO



Visual identification of AGRO segment contains a specific colour.

The additional elements are the icon and the pattern imitating the grass.



**INTER
CARS**



CZĘŚCI I AKCESORIA AGRO



**INTER
CARS**



CZĘŚCI I AKCESORIA AGRO



WYSOKIE STANDARDY
WYSOKIE OBROTY



**CZĘŚCI I AKCESORIA
AGRO**



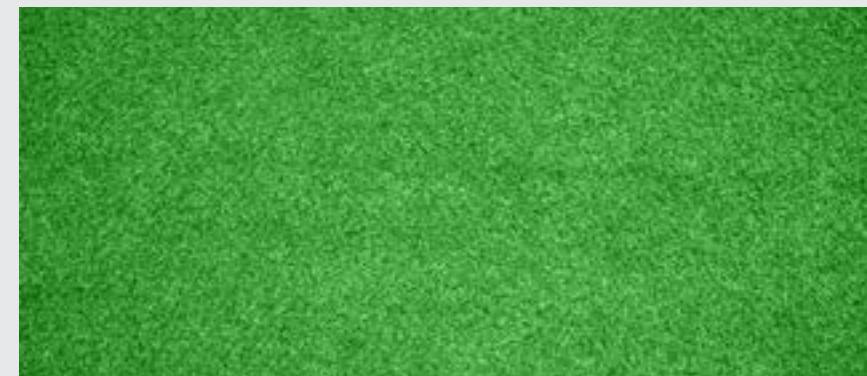
INTERCARS.COM.PL CONSTRUCTION

LEADING COLOUR: RED

ICON

PATTERN / BACKGROUND

USE



Note: there is no need to use all the items on each promotional material. However, we should make sure that the market segment remains recognizable to the recipient.

MARKET SEGMENTS AND PRODUCT GROUPS

CONSTRUCTION

3.3.6

CONSTRUCTION



Visual identification of CONSTRUCTION segment contains a specific colour.

The additional elements are the icon and the pattern imitating the ground.



INTER
CARS



ŁYŻKI

CZĘŚCI I AKCESORIA CONSTRUCTION



INTER
CARS



ŚWIECE

CZĘŚCI I AKCESORIA CONSTRUCTION



INTER
CARS

WYSOKIE STANDARDY
WYSOKIE OBROTY



CZĘŚCI I AKCESORIA
CONSTRUCTION



LEADING COLOUR: RED

ICON

PATTERN / BACKGROUND

USE



Uwaga: nie ma potrzeby stosowania wszystkich elementów na każdym materiale promocyjnym.
Należy jednak dopilnować, by segment rynku pozostawał rozpoznawalny dla odbiorcy.

The other separated segments have also received additional visual means. Note, however, that they will be communicated with less frequency than the passenger car and truck segments.

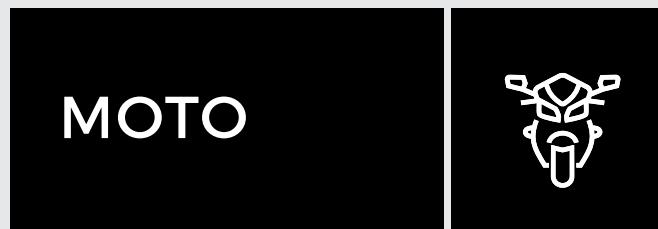
NAME OF THE SEGMENT:

AGRICULTURAL VEHICLES



CMYK: 80 20 100 0
HEX: #358e2e
RGB: 189 32 50

MOTORCYCLES



CMYK: 0 0 0 100
HEX: #c1d34
RGB: 205 18 41

INDUSTRY



CMYK: 90 80 0 30
HEX: #233575
RGB: 204 31 52

Additional graphic elements are the icon, the green colour and the pattern resembling a lawn cut short. Photos used in the communication of this segment should always present agricultural machinery in action, if possible.

Additional graphic elements are the icon and the black colour referring to the colour used by Inter Motors brand. No pattern has been defined for this segment.

Additional graphic elements are: the icon and the navy blue colour. No pattern has been defined for this segment.

MARKET SEGMENTS AND PRODUCT GROUPS

RULES OF BUILDING VISUAL MATERIALS

3.3.5

Segmenty rynku

deseń+kolor



The choice of colours depends on the market segment which the specific product range refers to.
Proper icons for each product group (except for the parts - we use icons for the market segment).

SAMOCHODY OSOBOWE
SAMOCHODY CIĘŻAROWE

MOTO
AGRO
PRZEMYSŁ
MARINE

Rzadko stosowane

OLEJE I SMARY DO SAMOCHODÓW OSOBOWYCH		OPONY DO SAMOCHODÓW OSOBOWYCH		AKCESORIA DO SAMOCHODÓW OSOBOWYCH	
AKUMULATOR Y DO SAMOCHODÓW CIĘŻAROWYCH		OPONY DO SAMOCHODÓW CIĘŻAROWYCH		AKCESORIA DO SAMOCHODÓW CIĘŻAROWYCH	
CZĘŚCI SILNIKOWE		OPTY DO MOTOCYKLI		AKCESORIA DO JEDNOSTEK PŁYWĄCYCH	
CZĘŚCI ZAMIENNE		OPTY DO MASZYN ROLNICZYCH			
CZĘŚCI ZAMIENNE					
CZĘŚCI ZAMIENNE					

Grupy asortymentowe

ikona + napis + deseń



General rule: if you have a problem with assigning the appropriate colour to the group (e.g. the offer includes more than one segment of the market), use basic grey colour (no pattern).

Części zamienne



Opony i felgi



Akcesoria



Części silnikowe



Do samochodów osobowych



Do samochodów osobowych



Oleje i smary



Do samochodów ciężarowych



Do samochodów ciężarowych



Akumulatory



Do motocykli



Do motocykli



Zawieszenie



Do maszyn rolniczych



Hamulce



MARKET SEGMENTS AND PRODUCT GROUPS

EXCEPTION: GARAGE EQUIPMENT

3.3.6

NAME OF THE SEGMENT:

WYPOSAŻENIE
WARSZTATÓW



Due to its specifics, the garage equipment product group receives an individual visual code in the form of individual colour and pattern resembling perforated sheet.

If the case when communication is related to the equipment for truck garages, priority is given to the visual scheme for the trucks segment (red).

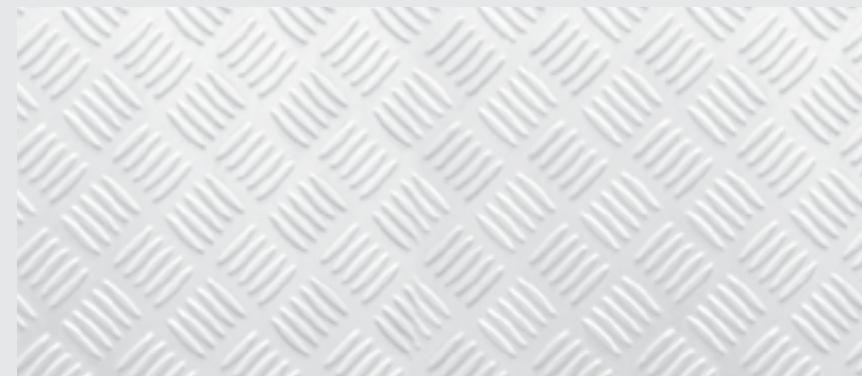
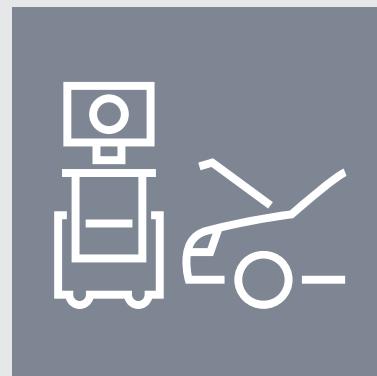


LEADING COLOUR: GREY

ICON

PATTERN / BACKGROUND - 60% OPACITY

USE



Note: there is no need to use all the items on each promotional material. However, we should make sure that the market segment remains recognizable to the recipient.

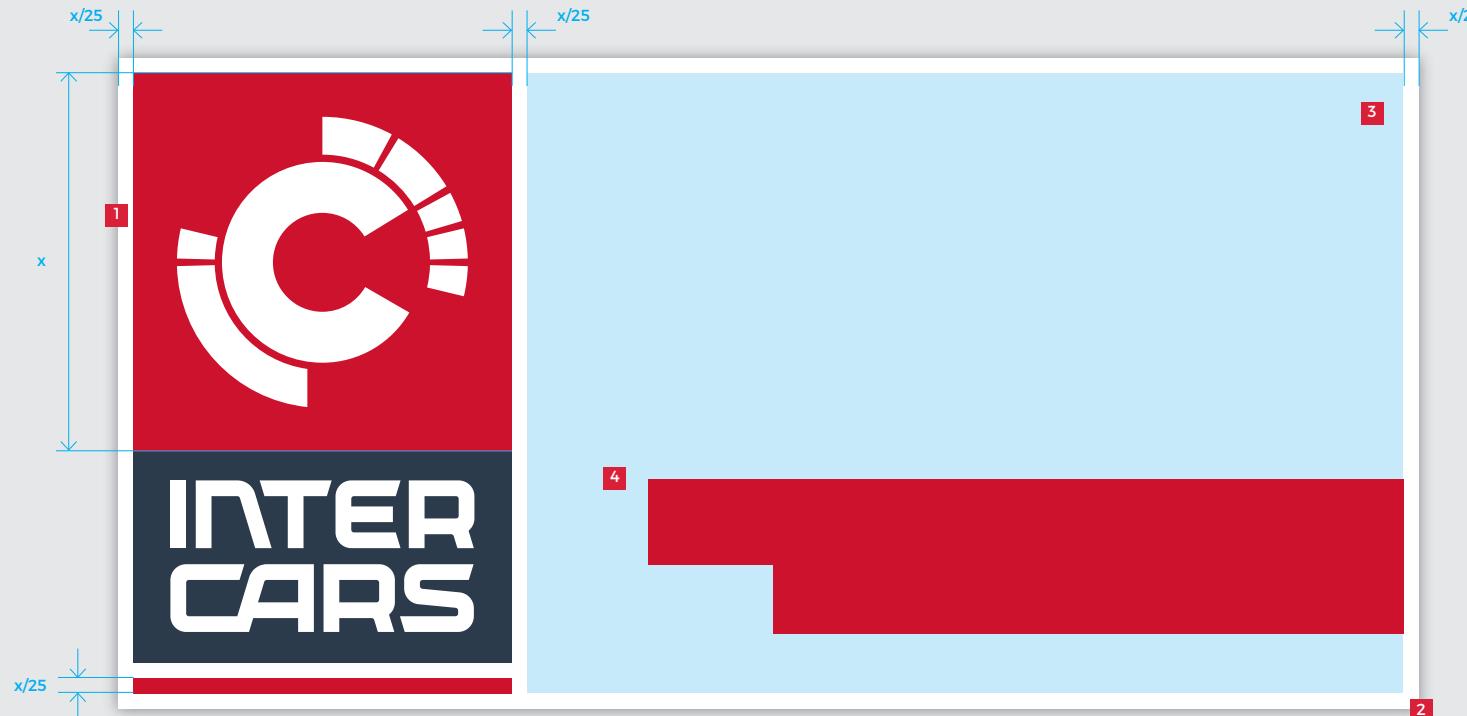
4

VISUAL IDENTIFICATION SYSTEM

4.1.

BASIC PRINCIPLES FOR LAYOUTS

4.1. Basic principles for layouts	70
4.1.1. Horizontal construction 1	71
4.1.2. Horizontal construction 2	72
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4.1.7. Construction of the medium - vertical examples	77



1 Select the position of the logo: left, right, up or down. Then, determine the width of the logo (letter x) proportionally to the height of the medium.

2 The frame width for the medium should be calculated on the basis of the logo width ($x/25$). The box closes the medium and all objects should be included within its boundaries.

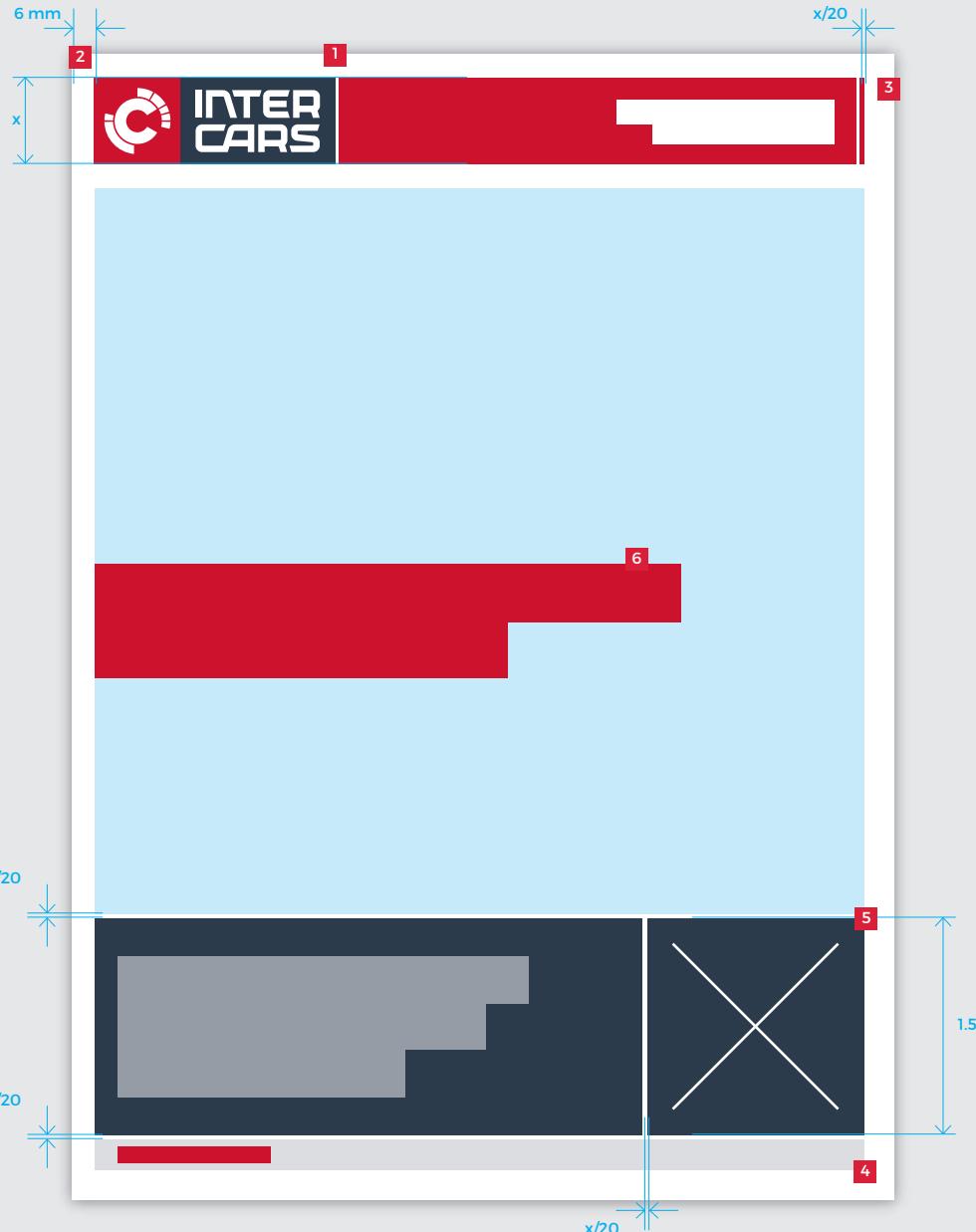
3 The visual and the title should be placed in the middle.

4 The underlined titles should be placed at the right edge of the frame.

BASIC RULES FOR LAYOUTS

VERTICAL CONSTRUCTION

4.1.3



1 We must select the position of the logo: left, right, up or down. Then, determine the size of the logo (letter x). The optimum size is 15–30 mm (in print).

2 For A4 format the optimum frame width is 6mm. The box encloses the medium and all objects should be included within its boundaries.

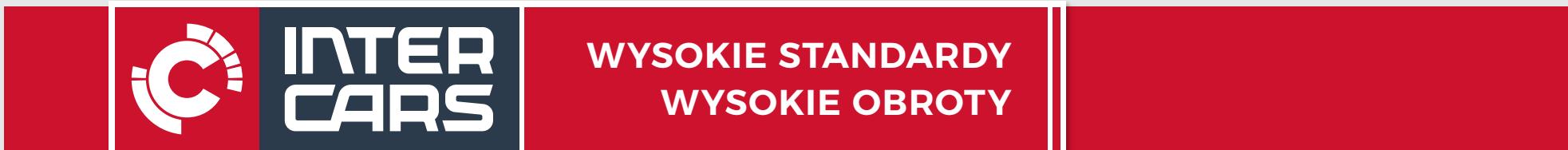
3 At the end of the red stripe there is always a red line with the width of $x/20$.

The distance between the upper bar with the logo is always equal to the width of the outer frame.

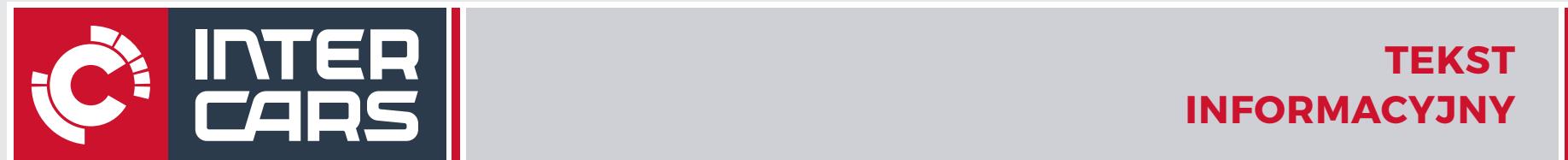
5 Space for the description, title or icon. The optimum height of the panel is 1.5x (at 30mm logo height), the maximum height is 2x (at 20mm logo height).

4 The website address or partner logos should be placed on the lower panel.

6 The visual and the title should be placed in the middle. The distance between the panels is $x/20$.



Brand logo with slogan



Brand logo

Module with the title



Brand logo with slogan + area of isolation

Module with the title



Positioning the website address on the stripe with the logo – alignment to the right of the information module



Centring the website address on the red or graphite stripe

BASIC RULES FOR LAYOUTS

WEBSITE ADDRESS

4.1.5

INTERCARS.COM.PL



INTERCARS.COM.PL



INTERCARS.COM.PL



INTERCARS.COM.PL



INTERCARS.COM.PL



INTERCARS.COM.PL



Filia Ostrowiec Świętokrzyski
Tel.: 42 714 18 80
intercars.com.pl



Inter Cars SA
ul. Gdańską 15, Częstków Mazowiecki. 05-152 Czosnów
tel.: 22 714 18 80, kom.: 22 714 18 81, fax: 22 714 19 20
jan.kowalski@intercars.eu, intercars.com.pl



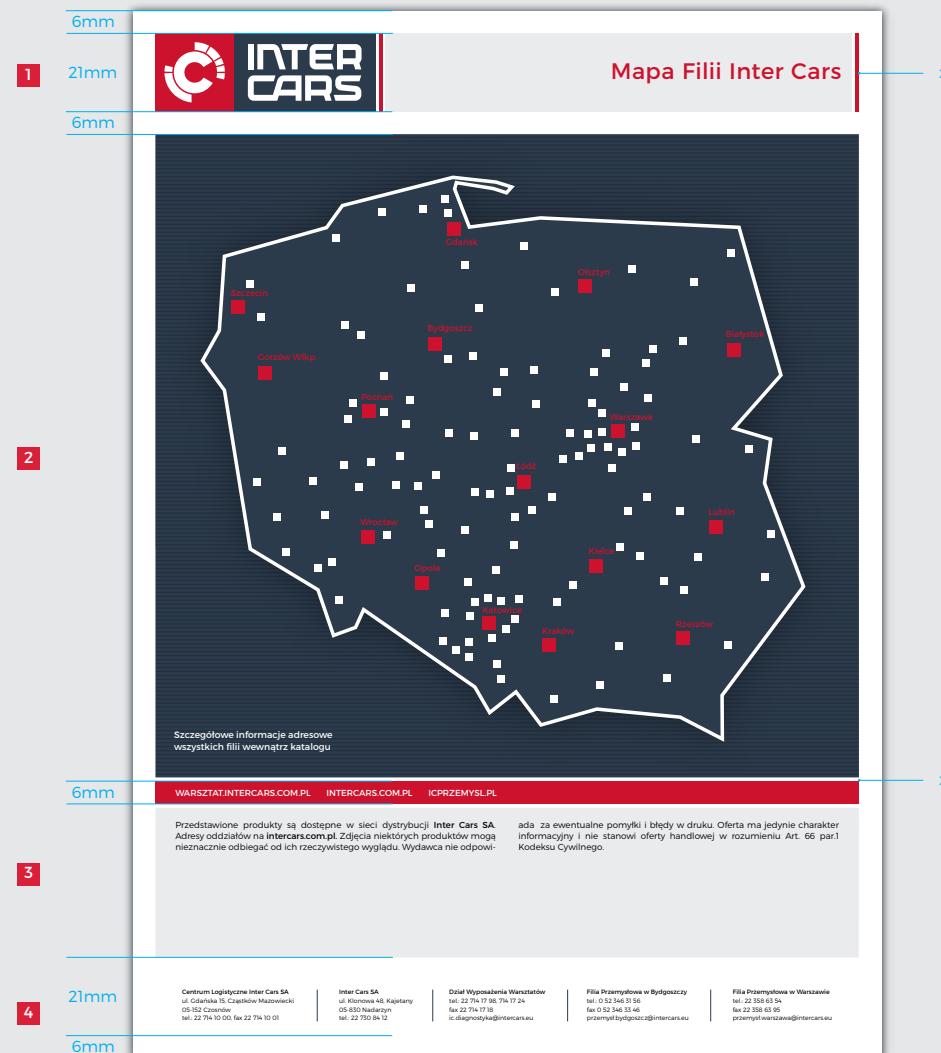
Website address can be found both on the stripe (red, graphite or grey Pantone 7546 C 10%) as well as outside it as written text. The address is not preceded by the letters "www". It should be noted that in the case of graphic materials the address should be written in capital letters, while written text – lowercase letters.

BASIC RULES FOR LAYOUTS

CONSTRUCTION OF THE MEDIUM - VERTICAL EXAMPLES

4.1.7

A vertical medium is composed of: 1 / a stripe (logo module with the slogan or information about the segment), 2 / a box destined for a picture or visual, 3/ a graphite/grey module with the description and 4 / a module with the website address and possibly with partner and branch logos.



4.2.

STATIONERY AND OFFICE SUPPLIES

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4.2.1. A4 letterhead paper	79	4.2.8. Binders	86
4.2.2. A4 letterhead paper, memo	80	4.2.9. Binders	87
4.2.3. DL envelopes, DL with window, C5, C4	81	4.2.10. Folder A4	88
4.2.4. Personal cards 50x90	82		
4.2.5. Business cards 50x90	83		
4.2.6. Branch business cards 50x90	84		

STATIONERY AND OFFICE SUPPLIES

A4 LETTERHEAD PAPER

4.2.1

STATIONERY AND OFFICE SUPPLIES

A4 LETTERHEAD PAPER, MEMO

4.2.1

Calibri Bold
10pt/15pt

2x



Departament Komunikacji

Numer pisma
Pismo wysypane drogą elektroniczną.

Pan/Pani
Imię i Nazwisko
Stanowisko/Funkcja
Instytucja/firma
ul. XXXXXXXX 7/4
00-000 Warszawa, skr.poczt.x

Calibri Regular
10pt/16pt

Ipsum dolor sit amet, consectetur adipiscing elit. Nullam sem quam, vestibulum vitae fermentum a, gravida ut augue. Duis eget faucibus sapien. Nam urna justo, pellentesque ut auctor ut, interdum sed eros. Quisque maximus fermentum eros, vel dictum libero. Pellentesque sit amet convallis augue, eget dictum tortor. Phasellus imperdiet mi sed risus faucibus scelerisque. Donec eu cursus lorem. Nam egestas lacinia auctor. Mauris vitae lorem efficitur, imperdiet sem vel, varius turpis. Cras congue mattis nulla. Nam blandit feugiat nisl at porta. Vivamus tristique mi orci. Phasellus sollicitudin nunc quis mattis scelerisque. Ut a felis placerat, bibendum arcu ac, eleifend nisl.

Sed quis placerat sapien, ut condimentum ligula. Etiam ac libero egestas, sodales diam at, pellentesque nunc. Duis tempor orci at volutpat pulvinar. Donec fringilla interdum tempus. Mauris finibus facilisis tincidunt.

Zwrot grzeczościowy

Jan Samochodowy

Montserrat Regular
6pt/8pt lub Calibri
Regular

30mm

20mm



MEMO

OD / FROM:

DO / TO:

DATA / DATE:

TEMAT / SUBJECT:

Calibri
Regular
24pt

Calibri
Regular
10pt/21pt

Ipsum dolor sit amet, consectetur adipiscing elit. Nullam sem quam, vestibulum vitae fermentum a, gravida ut augue. Duis eget faucibus sapien. Nam urna justo, pellentesque ut auctor ut, interdum sed eros. Quisque maximus fermentum eros, vel dictum libero. Pellentesque sit amet convallis augue, eget dictum tortor. Phasellus imperdiet mi sed risus faucibus scelerisque. Donec eu cursus lorem. Nam egestas lacinia auctor. Mauris vitae lorem efficitur, imperdiet sem vel, varius turpis. Cras congue mattis nulla. Nam blandit feugiat nisl at porta. Vivamus tristique mi orci. Phasellus sollicitudin nunc quis mattis scelerisque. Ut a felis placerat, bibendum arcu ac, eleifend nisl.

Sed quis placerat sapien, ut condimentum ligula. Etiam ac libero egestas, sodales diam at, pellentesque nunc. Duis tempor orci at volutpat pulvinar. Donec fringilla interdum tempus. Mauris finibus facilisis tincidunt. Phasellus non erat sem. Donec quis elit ligula. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec euismod lacinia dui, eget viverra elit. Duis ut sodales magna, gravida viverra tellus. Vivamus quis nisi sit amet ex tempus aliquet ac a magna. Quisque lobortis sapien et volutpat vehicula. Suspendisse et lorem ac enim lobortis fringilla eu et ligula. Mauris efficitur, erat in varius blandit, urna justo maximus lectus, vel sollicitudin diam nulla in velit. Donec sed ligula est.

Inter Cars SA NIP 118-14-52-946 Sąd Rejonowy dla m. st. Warszawy Kapitał zakładowy 28.336.200 PLN PEKAO S.A IV 0/Warszawa
ul. Powińska 64 Regon 014992887 XIII Wydział Gospodarczy Kapitał wpłacony 28.336.200 PLN 791240 1053111 00000 4434564
02-903 Warszawa KRS 0000008734 Krajowego Rejestru Sądowego
intercars.com.pl

STATIONERY AND OFFICE SUPPLIES

DL ENVELOPES, DL WITH WINDOW, C5, C4

4.2.2



Commercial products are marked with the primary logo keeping the area of isolation. In the case of offset printing, we use Montserrat brand font, and in the case of templates for text editor – MS Calibri system font.

STATIONERY AND OFFICE SUPPLIES

PERSONAL CARDS 50X90

4.2.3

Personal cards are printed on both sides.
The recommended paper is Genius 350g
Indigo print + soft touch film.



STATIONERY AND OFFICE SUPPLIES

BUSINESS CARDS 50X90

4.2.4

Business cards are printed on both sides.
The recommended paper is Genius 350g
Indigo print + soft touch film.



Montserrat Light
6.5/8pt

Montserrat Regular
6/8pt, caps

Inter Cars SA
ul. Gdańską 15, Cząstków Mazowiecki, 05-152 Czosnów

DZIAŁ SPRZEDAŻY HURTOWEJ

Recepja: tel.: 22 714 19 54, fax: 22 714 18 10
Sprzedaż hurtowa: tel.: 22 714 18 00
recepjal@intercars.com.pl intercars.com.pl



Jan Kowalski
Specjalista ds. marketingu i reklamy

Inter Cars SA
ul. Gdańską 15, Cząstków Mazowiecki, 05-152 Czosnów
tel.: 22 714 18 80, kom.: 22 714 18 81, fax: 22 714 19 20
jan.kowalski@intercars.eu intercars.com.pl

Montserrat Semi Bold
7/8pt

line spacing 8pt



Jan Kowalski
Specjalista ds. marketingu i reklamy

NARZĘDZIA I WYPOSAŻENIE WARSZTATÓW

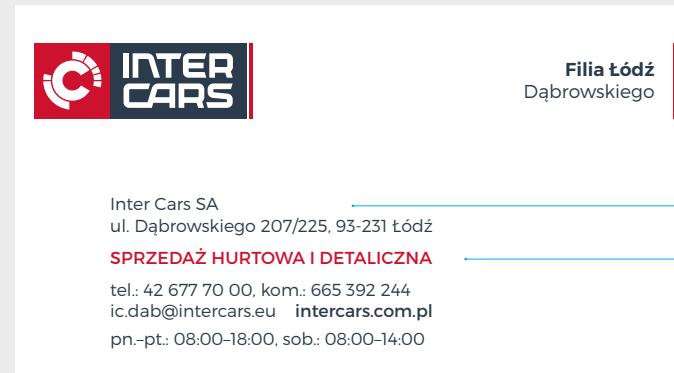
Inter Cars SA
ul. Gdańską 15, Cząstków Mazowiecki, 05-152 Czosnów
tel.: 22 714 18 80, kom.: 22 714 18 81, fax: 22 714 19 20
jan.kowalski@intercars.eu intercars.com.pl

STATIONERY AND OFFICE SUPPLIES

BRANCH BUSINESS CARDS 50X90

4.2.5

Personal cards are printed on both sides.
The recommended paper is Genious 350g
Indigo print + soft touch film.



Montserrat Semi Bold 7pt
Montserrat Light 7pt

Montserrat Light 6.5/8pt

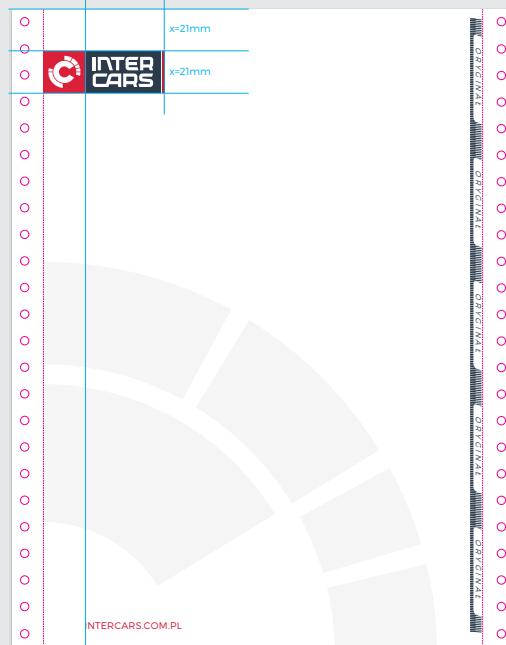
Montserrat Regular 6.5/8pt



STATIONERY AND OFFICE SUPPLIES

NOTEBOOK, DESKTOP PLANNER, INVOICE

4.2.6



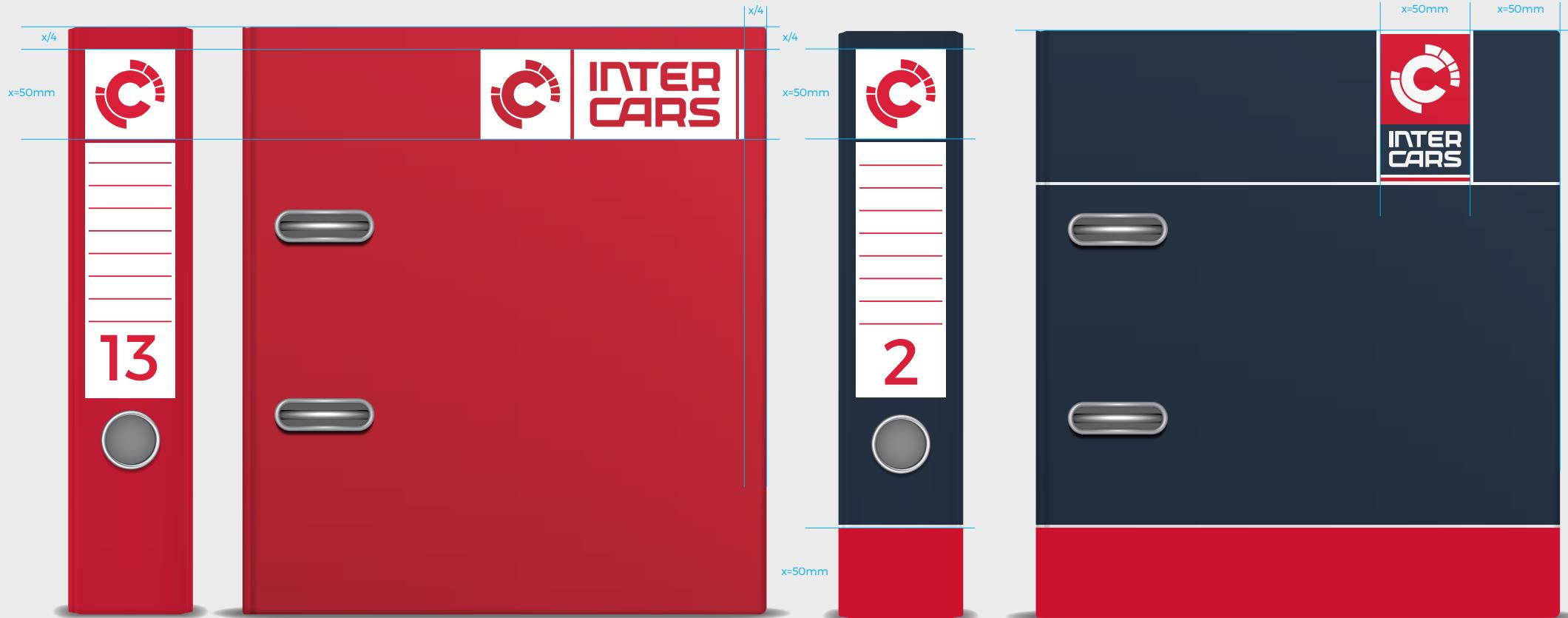
styczeń	luty	marzec	kwiecień	maj	czerwiec	lipiec	sierpień	wrzesień	październik	listopad	grudzień
1 2 3 4 5 6 7 8 9 10 11											
12 13 14 15 16 17 18											
19 20 21 22 23 24 25											
26 27 28 29 30 31											

Office forms are marked with the primary logo keeping the isolation area. In the case of offset printing, we use Montserrat brand font, and in the case of templates for text editor – MS Calibri system font.

Inter Cars SA Filia Mława, ul. Bukowa 1, tel. 23 677 34 60, 23 677 34 61 Codziny otwarcia: Pon.-Pt. 8:00-18:00, Sob. 8:00-14:00

INTERCARS.COM.PL

Binders may be marked in different ways depending on the adopted colour scheme and production capabilities. However, identification must always be used in accordance with the guidelines contained in the chapter "Brand logo".

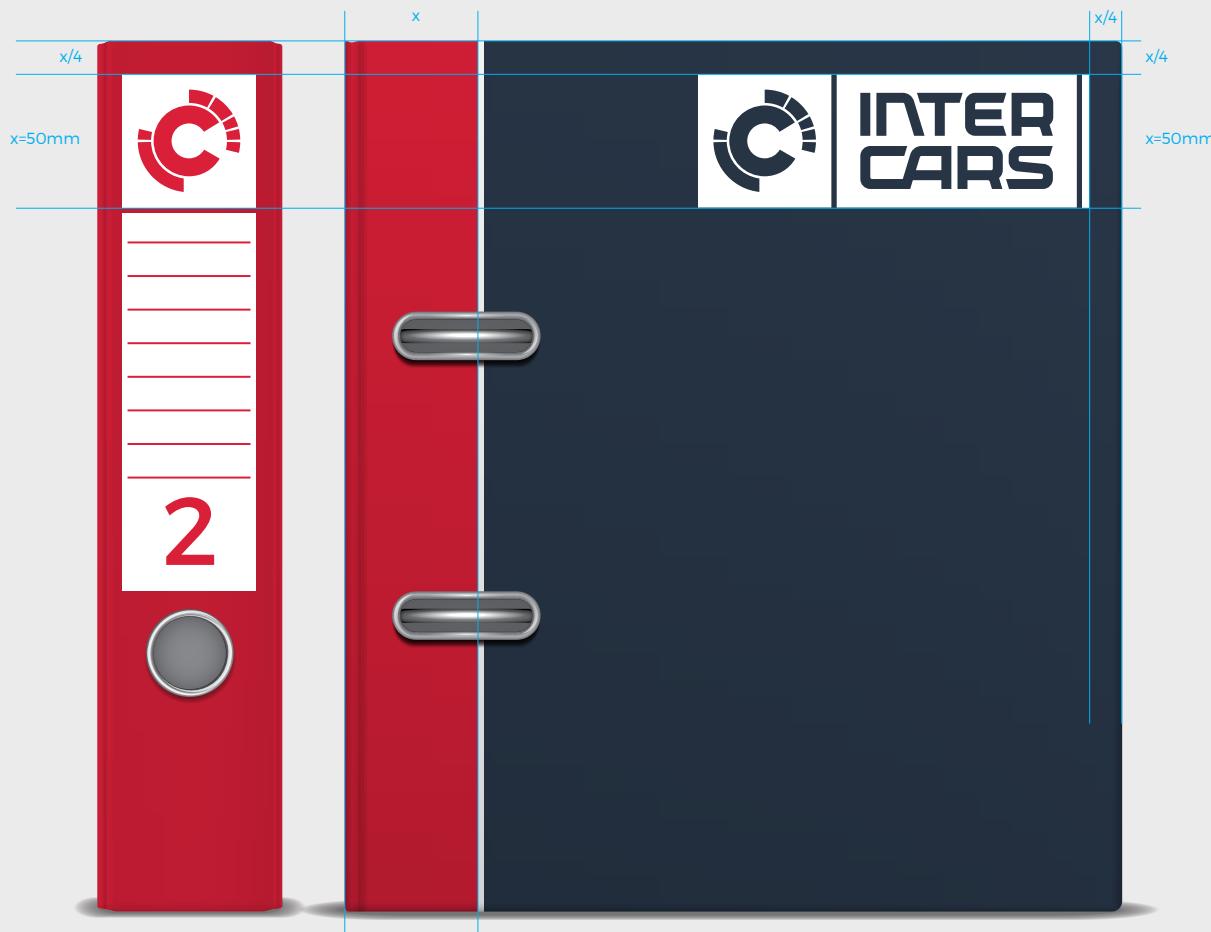


STATIONERY AND OFFICE SUPPLIES

BINDERS

4.2.8

Binders may be marked in different ways depending on the adopted colour scheme and production capabilities. However, identification must always be used in accordance with the guidelines contained in the chapter "Brand logo".



Folders may be marked in different ways depending on the adopted colour scheme and production capabilities. However, identification must always be used in accordance with the guidelines contained in the chapter "Brand logo". In the case of a double-sided medium, a mark printed on both sides can be used.



4.3.

PR MATERIALS

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INFORMACJA PRASOWA
Ciąstków Mazowiecki, dn. 23.09.2015r.

Wysokie standardy. Wysokie obroty. Inter Cars
To motto towarzyszące nowemu logotypowi, z którym
Inter Cars wchodzi w kolejne 25-lecie.
Nowe logo jest nową interpretacją dotychczasowego znaku
firmowego opartego na splecionych literach IC. Zmieniony
symbol odzwierciedla aktualną narrację marki.

„WYSOKIE STANDARDY, WYSOKIE OBROTY”

Skojarzenie nawiązuje bezpośrednio do obrotomierza. Poza symbolem zmienił się krój liter użyty w zapisie nazwy. Czcionka została specjalnie zaprojektowana z myślą o Inter Cars, przez co jest wyjątkowa i unikalna. Odświeżony symbol i nazwa tworzą kompozycję blokową, co wzmacnia siłę wizualną marki, eksponując nową czerwono-grafitową kolorystykę i pomaga wprowadzić porządek w olbrzymiej ilości materiałów drukowanych i elektronicznych produkowanych przez firmę. Docelowo marka będzie wyekspponowana w ponad 350 filiach, które przejdą modernizację zarówno pod kątem standardów wizualnych, jak i standardów obsługi. Inter Cars SA zapowiada okres wdrażania nowego logotypu od 3 do 4 lat. Wszystkie nowe produkcje będą tworzone już z nową wersją, stopniowo będzie wycofywane stare logo. Niemniej przez te 3 – 4 lata stare logo będzie jeszcze funkcjonować na już istniejących nośnikach. Wszystkie nowe produkcje będą tworzone już z nową wersją logo, jednocześnie stopniowo będzie wycofywana stara wersja.

Inter Cars SA
ul. Gdańskiego 15
Ciąstków Mazowiecki
05-152 Czosnów

Kontakt dla mediów:
Rynek samochodów osobowych
[Grzegorz Putkiewicz](#)
697 991 736

Rynek samochodów użytkowych
[Agnieszka Kubak-Falecka](#)
669 900 124

Przydatne linki:
[Inter Cars SA](#)
[Wydarzenia Inter Cars SA](#)



INFORMACJA PRASOWA
Ciąstków Mazowiecki, dn. 23.09.2015r.

Wysokie standardy. Wysokie obroty. Inter Cars
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Nowy logotyp symbolizuje dynamiczny rozwój w kolejnym 25-leciu Inter Cars w kraju oraz na arenie międzynarodowej w oparciu o wysokie standardy w obsłudze klienta. W najbliższych 5 – 6 latach firma zapowiada rozbudową sieci dystrybucji o kolejne 300 punktów handlowych w oparciu o dotychczasowy model współpracy właściciel filii – właściciel warsztatu.

Zwrot grzecznościowy

Jan Samochodowy

Inter Cars SA
ul. Gdańskiego 15
Ciąstków Mazowiecki
05-152 Czosnów

Kontakt dla mediów:
Rynek samochodów osobowych
[Grzegorz Putkiewicz](#)
697 991 736

Rynek samochodów użytkowych
[Agnieszka Kubak-Falecka](#)
669 900 124

Przydatne linki:
[Inter Cars SA](#)
[Wydarzenia Inter Cars SA](#)

Calibri Bold 18pt
Calibri Regular 8pt

Calibri Regular 10pt

Calibri Bold 13pt

Calibri Regular 8pt

Office forms constituting templates for the text editor
should be prepared using MS Calibri system font.

PR MATERIALS

CONFERENCE STAND - OPTION 1

4.3.2



PR MATERIALS

CONFERENCE STAND - OPTION 2

4.3.3



Different examples of roll-ups marking. However, identification must always be used in accordance with the guidelines contained in the chapter "Brand logo".



In the case of invitations we can use both a picture with the system bar or the logo itself. However, identification must always be used in accordance with the guidelines contained in the chapter "Brand logo".



4.4.

ADVERTISING MATERIALS

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ADVERTISING MATERIALS

A4 PRESS ADVERTISEMENT – VERTICAL VERSION

4.4.1

Press advertisement can appear both as image and product advertisement. It may use the image with the system bar or the logo itself. Always use the labelling according to the guidelines contained in the chapter "Brand logo" and "Basic principles for layouts".

The advertisement features a speedometer with a red needle pointing towards 6, set against a dark background with blue and red markings. At the bottom left is the Inter Cars logo (a stylized 'C' inside a red square) and the word 'INTER CARS'. To its right is a red banner with white text: 'WYSOKIE STANDARDY' and 'WYSOKIE OBROTY'. Below this, a section titled 'FINANSOWANIE' contains text about investment financing. Another section at the bottom left is labeled 'Leasing' with a small car icon. At the very bottom are the contact number 'INFORUNIA 801 80 20 20, 22 714 10 00' and the website 'INTERCARS.COM.PL'.

The advertisement consists of two parts. On the left is a black vertical strip featuring the Audi logo and the word 'Audi'. On the right is a white page with the Inter Cars logo at the top. Below it is a large image of various car parts including a wheel, a battery, and suspension components. A blue line on the right edge indicates the height of 21 mm. At the bottom is a dark banner with white text: 'NAJWIĘKSZY WYBÓR' (The Biggest Selection), 'CZĘŚCI DO SAMOCHODÓW' (Parts for cars), 'OSOBOWYCH I CIĘŻAROWYCH' (Passenger and Commercial), and the website 'INTERCARS.COM.PL'.

The optimum height for the A4 format is 21 mm

Press advertisement can appear both as image and product advertisement. It may use the image the system bar or the logo itself. Always use the labelling according to the guidelines contained in the chapter "Brand logo" and "Basic principles for layouts".

**NAJWIĘKSZY WYBÓR
CZEŚCI DO SAMOCHODÓW
OSOBOWYCH**

Inter Cars SA
ul. Gdańska 15, Częstków Mazowiecki
05-152 Czosnów
tel.: 22 714 10 00, fax 22 714 10 01

**INTER
CARS**

**NAJWIĘKSZY WYBÓR
CZEŚCI DO SAMOCHODÓW
CIĘŻAROWYCH**

Inter Cars SA
ul. Gdańska 15, Częstków Mazowiecki
05-152 Czosnów
tel.: 22 714 10 00, fax 22 714 10 01

**INTER
CARS**

Office forms constituting templates for the text editor should be prepared using MS Calibri system font.

 **OGŁOSZENIE O PRACĘ**

MIEJSCE PRACY: Częstków Maz. ZZL
PRACA CZASOWA: około 12 miesięcy – 3 dni w tygodniu

Jeden z podmiotów z Grupy Kapitałowej Inter Cars poszukuje kandydatów do pomocy w pracach administracyjno – kadrowych w charakterze:

Asystent/asystentka ds. personalnych

DO ZADAŃ WYBRANEJ OSOBY BĘDZIE NALEŻAŁO PRZEDS WSZYSTKIM:
Realizowanie zadań administracyjnych działu; wprowadzanie danych pracowników do systemu; udzielanie wsparcia w zakresie zapytań pracowników dotyczących kwestii kadrowych i płacowych; usprawnienia wewnętrznego procesu obiegu dokumentów; dbanie o prawidłowy przepływ informacji.

WYMAGANIA:
Dobra organizacja czasu pracy, dokładność, rzetelność;
Łatwość nawiązywania kontaktów i umiejętność pracy w zespole;
Nastawienia na współpracę i poszukiwanie rozwijających satysfakcjonujących zainteresowane strony;
Podstawowej wiedzy z zakresu prawa pracy.

OSOBOM SPEŁNIAJĄCYM POWYŻSZE WYMAGANIA, zaangażowanym oraz chcącym podjąć pracę w naszym zespole oferujemy: wsparcie we wdrożeniu do obowiązków, pracę w przyjaznym i profesjonalnym środowisku.

Zainteresowanych prosimy o wypełnienie e-formularza zamieszczonego w ogłoszeniu na librze lub na intercars.com.pl w zakładce: praca w ic/aktualne ogłoszenia

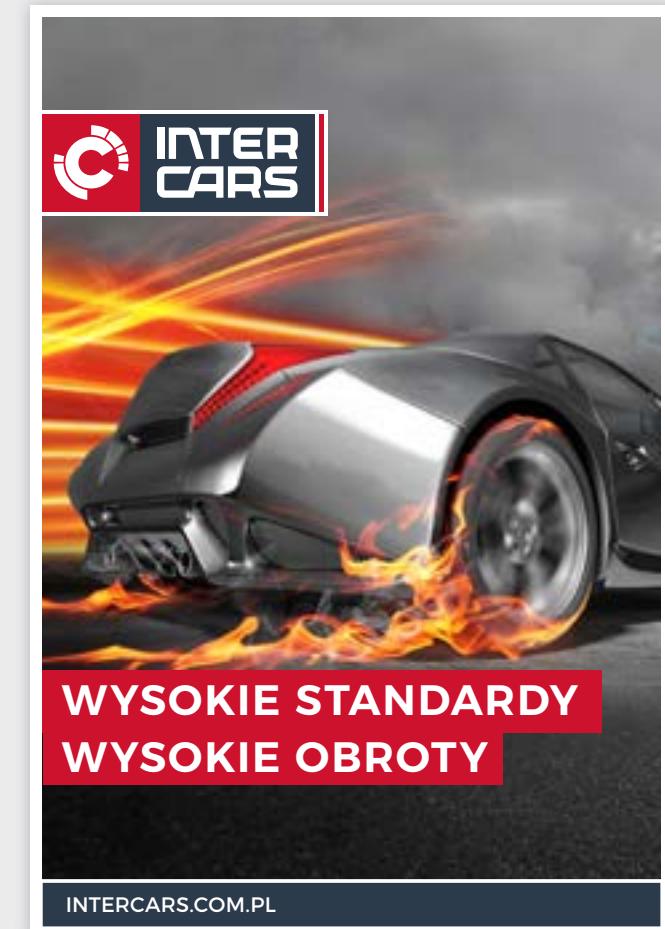
„Wyrażam zgodę na przetwarzanie moich danych osobowych dla potrzeb niezbędnych do realizacji procesu rekrutacji (zgodnie z Ustawą z dnia 29.08.1997 r. o ochronie danych osobowych (Dz.U. Nr 133, poz. 883), tj. z dnia 26.06.2014 r. (Dz.U. z 2014 r. poz. 1182 ze zm.).”

intercars.com.pl

ADVERTISING MATERIALS

LAYOUT FOR IMAGE POSTER – VERTICAL VERSION

4.4.4



In the case of full-size photos the position of the logo can be changed, keeping in mind it has to be aligned to the left or the right edge of the margin.

ADVERTISING MATERIALS

LAYOUT FOR WEBSITE ADVERTISING BANNERS

4.4.5

SLIDER for the homepage



ADVERTISING BANNER
with a white frame



ADVERTISING BANNER
with a picture for the slope



Always use the marking according to the guidelines contained in the chapter "Brand logo" and "Basic principles for layouts".

ADVERTISING MATERIALS

LAYOUT FOR ADVERTISING FANCE BANNERS

4.4.9



BANNER SET is closed at the ends with the vertical logo.



BANNERS are suspended individually. Placing one eliminates another in the same sequence. Rotational hanging of banners is possible.



ADVERTISING MATERIALS

OUTDOOR ADVERTISING LAYOUT - HORIZONTAL VERSION (6: 3)

4.4.10

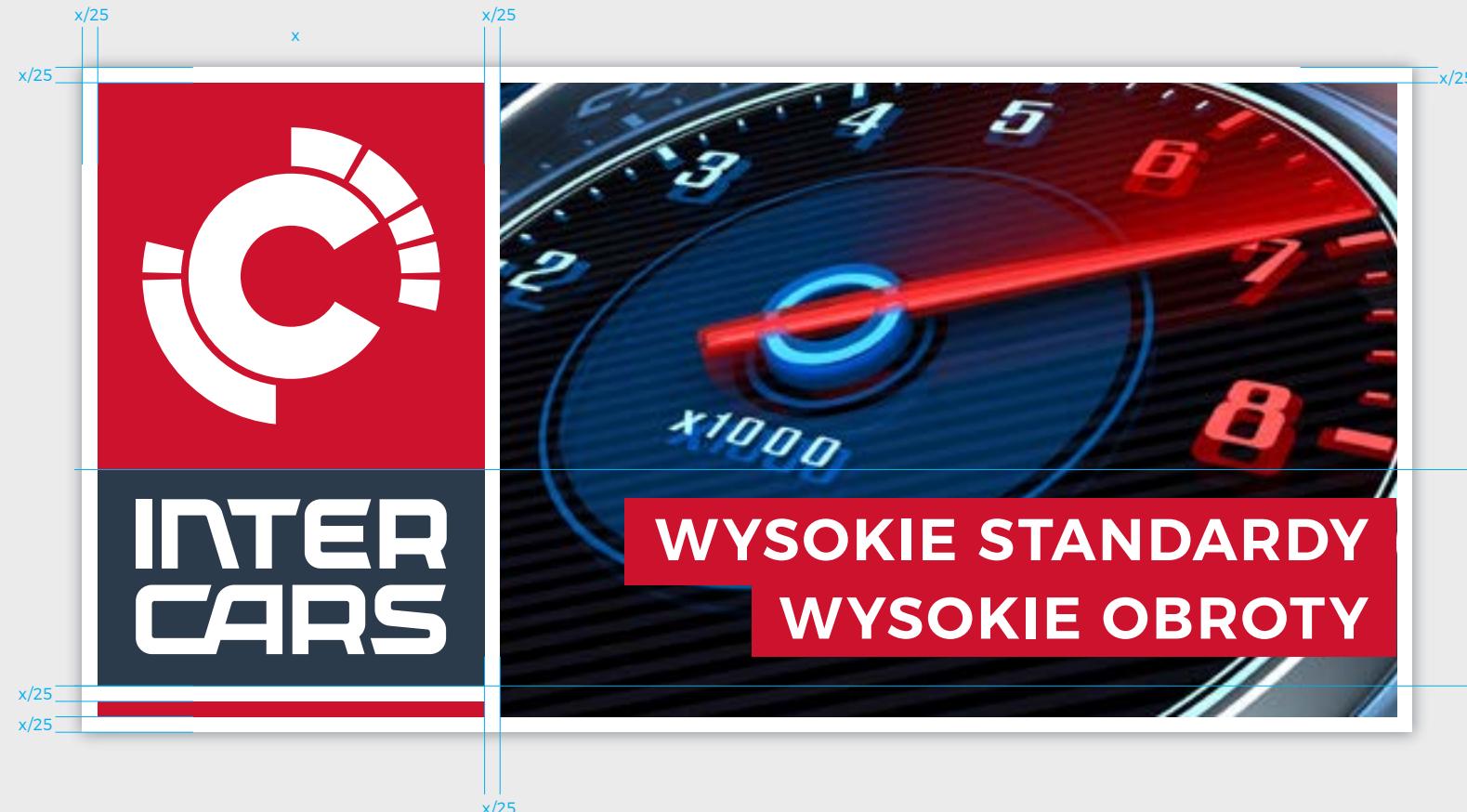


ADVERTISING MATERIALS

OUTDOOR ADVERTISING LAYOUT - HORIZONTAL VERSION (6: 3)

4.4.11

Always use the marking according to the guidelines contained in the chapter "Brand logo" and "Basic principles for layouts".



ADVERTISING MATERIALS

OUTDOOR ADVERTISING LAYOUT - HORIZONTAL VERSION (16: 9)

4.4.12

Always use the marking according to the guidelines contained in the chapter "Brand logo" and "Basic principles for layouts".



4.5.

COMPANY PUBLICATIONS

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COMPANY PUBLICATIONS

COMPANY MAGAZINES COVERS – EXAMPLES

4.5.1

INTER CARS

WYSOKIE STANDARDY
WYSOKIE OBROTY

KATALOG 2015

CZĘŚCI I AKCESORIA
DO SAMOCHODÓW
OSOBOWYCH

AMTEL VREDESTEIN Continental RUNWAY EAVON TYRES K TIGAR

Mapa Filii Inter Cars

Szczegółowe informacje adresowe wszystkich filii wewnętrz katalogu

WARSZAWA@INTERCARS.COM.PL INTERCARS.COM.PL ICPRZEMYSŁ.PL

Przedstawione produkty są dostępne w sieci dystrybucji Inter Cars SA. Adresy oddziałów na [Intercars.com.pl](#). Zdjęcia niektórych produktów mogą nieznacznie odbiegać od ich rzeczywistego wyglądu. Wydawca nie odpowiada za ewentualne pomyłki i błędy w druku. Oferta ma jedynie charakter informacyjny i nie stanowi oferty handlowej w rozumieniu Art. 66 par. 1 Kodeksu Cywilnego.

Centrum Logistyczne Inter Cars SA
ul. Golińska 15, Częstochowa Małogoszka
05-152 Częstochowa
tel. 22 714 10 00, fax 22 714 10 01

Inter Cars SA
ul. Mikołaja Al. Kapitański
05-030 Niedźwiedź
tel. 22 754 17 65, fax 22 714 17 26
ic.diagnostyk@intercars.eu

Dział Wypożyczeń Warsztatów
tel. 0 52 346 31 56
fax 0 52 346 33 46
przemyty@bydgoszcz@intercars.eu

Dział Przemysłu w Warszawie
tel. 22 358 63 54
fax 22 358 63 95
przemyt.warszawa@intercars.eu

When setting a publication company's typefaces should be used – Montserrat and Myriad Pro.

Segment labelling should be introduced and the colour scheme assigned to them.

Always use the labelling according to the guidelines contained in the chapter "Brand logo" and "Basic principles for layouts".

In the navigation of the catalogue it is acceptable to use additional colours, which should be other than the brand colours.

Produkty Valeo do klimatyzacji

Stacje ClimFill® do napełniania klimatyzacji

ClimFill® Easy

Stacja napełniająca automatyczna stacją do napełniania pojazdów odbioru klimatyzacji

- zredukowana waga i rozmiary ułatwiające manewrowanie
- Automatyczne odryzkiwanie, oczyść i napełnianie czynnik
- Automatyczne separowanie i dozowanie oleju
- Pompowanie prądownicy 50 l/min
- Zbiornik 10 kg (7 kg ilość roboczej)
- Baza danych AUTOADATA

Ref. 710201

ClimFill® Pro & Pro HFO

Najwyższa jakość w pełni automatyczna stacja do obsługi klimatyzacji samochodów, osobowych, dostawczych, ciężarowych, maszyn rolniczych oraz samochodów hybrydowych i w autobusach.

- Dostosowane do oleju R134a lub adaptacyjnego oleju 1234yf
- Elektroniczne sterowanie
- Alzeta ClimFill® Lock
- Wydajna pumpa prądownica do skutecznego napełnienia A/C
- Wydajna pumpa prądownica 167 l/min
- Zbiornik 32 kg (22,4 kg ilość roboczej)
- Baza danych AUTOADATA

Ref. 710202 - ClimFill® Pro
Ref. 710295 - ClimFill® Pro HFO do obsługi nowego gazu

ClimFill® Maxi

Wy pełna automatyczna stacja do obsługi dylektów klimatyzacji A/C w samochodach ciężarowych i autobusach.

- Kolorystyczny wyświetlacz dotykowy
- Wydłużone okresy między przeglądami dzięki regeneracji oleju
- Program super dodatkowania oleju skutecznego napełnienia A/C
- Wydajna pumpa prądownica 167 l/min
- Zbiornik 32 kg (22,4 kg ilość roboczej)
- Baza danych AUTOADATA

Ref. 710203

Akcesoria dla stacji klimatyzacji i układu klimatyzacji

stacja	opis	Ref.
paper fermiczny do drukarki (5 rolek)	710266	
zestaw przewodów - 4,5 m (IP & HP)	710229	
złącze sierwoszere BMW	710233	
złącze sierwoszere REAULT	710234	
filtr osuszacz do ClimFill® Easy	710219	
filtr osuszacz do ClimFill® Maxi	710220	
filtr osuszacz do ClimFill® Pro & Pro HFO	710218	
zestaw do hydraulik / kompresorów olejów (PIG + POF)	710225	
zestaw do wykrywania nieszczelności systemu	710226	
zestaw do testu do phukana	710216	
zewnętrzny zestaw do phukana (R134a i HFO 1234yf)	710236	
olej do pomp prądowniczych	710207	
zestaw do adaptacji	710217	
zestaw do phukana	710215	

valeo added

www.valeoservice.com
Valeo Service Eastern Europe Sp. z o.o.
ul. Wolska 9A, 02-583 Warszawa
TEL: (+48) 22 543 43 01
FAX: (+48) 22 543 43 05

Automotive technology, naturally

www.warsztat.intercars.com.pl

Nova generacja stacji klimatyzacji VALEO
do obsługi pojazdów: osobowych, dostawczych, ciężarowych i pojazdów hybrydowych

ClimFill PRO

PROMOCJA
ClimFill Easy

Cena netto: 8 900 zł
Cena z VAT: 10 947 zł

Indeks: **VAL710201**
DZIENNA RATA LEASINGOWA: **8,00 zł**

ClimFill PRO HFO (R1234yf)

Cena netto: 13 900 zł
Cena z VAT: 17 097 zł

Indeks: **VAL710202**
DZIENNA RATA LEASINGOWA: **8,00 zł**

ClimFill Maxi

Cena netto: 20 900 zł
Cena z VAT: 25 707 zł

Indeks: **VAL710203**
DZIENNA RATA LEASINGOWA: **13,00 zł**

PROFI TOOL
Cena netto: 5 990 zł
Cena z VAT: 7 368 zł
Indeks: **S P01 000 018**

Monoclima
Manualne urządzenie mobilne do obsługi klimatyzacji samochodowych
Cena netto: 990 zł
Cena z VAT: 7 368 zł
Indeks: **EVERTAC MONOCLIMA**

SPIN
Manualne urządzenie mobilne do obsługi klimatyzacji samochodowych
Cena netto: 990 zł
Cena z VAT: 7 368 zł
Indeks: **EVERTAC SPIN**

Opis techniczny	ClimFill Easy	ClimFill PRO	ClimFill Maxi	AC0000	MONOCLIMA
Ciągnik chłodzący	R134a	R134a/R1234yf	R134a	R134a	R134a
Typ obsługiwanych pojazdów	osobowe/ciężarowe/dostawcze/ mazury relacji/samochody hybrydowe	osobowe/ciężarowe/dostawcze/haubicze/ mazury relacji/samochody hybrydowe	osobowe/ciężarowe/dostawcze/haubicze/ mazury relacji/samochody hybrydowe	osobowe	osobowe/ciężarowe/dostawcze/ mazury relacji
Tryb pracy	automatyczny/manualny	automatyczny/manualny	automatyczny/manualny	Ręczny	manualny
Wprowadzanie barwnika UV, oleju	manualne/automatyczne	automatyczne	automatyczne	Ręczne	manuałnie
Baza danych samochodów	osobowe/dostawcze/ciężarowe	osobowe/dostawcze/ciężarowe	osobowe/dostawcze/ciężarowe	Ręczne	nie
Stosowanie etu.Zam., prowadów LP/HF	automatyczne	automatyczne	automatyczne	Ręczne	manuałnie
Elektronika wagi oleju / VV	TAK	TAK	TAK	NIE	NIE
Pojemność zbiornika R134a	10 kg	10 kg	32 kg	8 kg	4,4 kg
Pompka prądownica	50 l/min	100 l/min	100 l/min	70 l/min	50 l/min
Diagnostyka wyciągnięcia	TAK	TAK	TAK	NIE	NIE
Drukarka	TAK	TAK	TAK	TAK	NIE

* Wykonanie nie stanowi oferty w rozumieniu art. 66 k.c., ma charakterstępny i podlega dalszym negocjom. O szczegółach zaprasza przedstawiciel Handlowego lub pod adresem e-mail: leasing@intercars.eu

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4.6.

GADGETS

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GADGETS

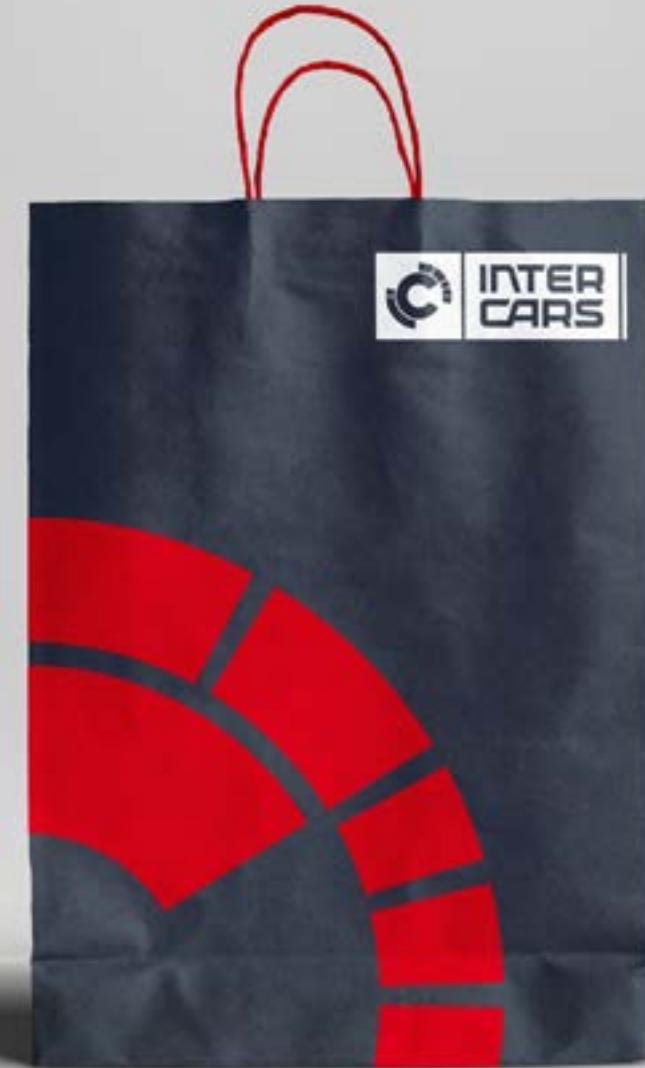
SET OF ELEMENTS

4.6.1



GADGETS
PAPER BAG

4.6.2





GADGETS

UMBRELLAS AND LANYARD

4.6.4



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Z poważaniem, Best regards] Calibri Regular, 10 pkt, RGB: 44, 59, 76

KAMIL KAPLIŃSKI] Calibri Bold, 10 pkt, RGB: 207, 30, 53

Starszy Administrator Systemów Informatycznych] Calibri Bold, 10 pkt, RGB: 44, 59, 76
IT Systems Senior Administrator] Calibri Regular, 10 pkt, RGB: 44, 59, 76



Calibri Bold, 10 pkt, RGB: 44, 59, 76 [Systemy Informatyczne
Calibri Regular, 10 pkt, RGB: 44, 59, 76 [IT Systems

Inter Cars SA] Calibri Bold, 10 pkt, RGB: 44, 59, 76

Ul. Giełdowa 7/9] Calibri Regular, 9 pkt,
00-202 Warszawa RGB: 44, 59, 76

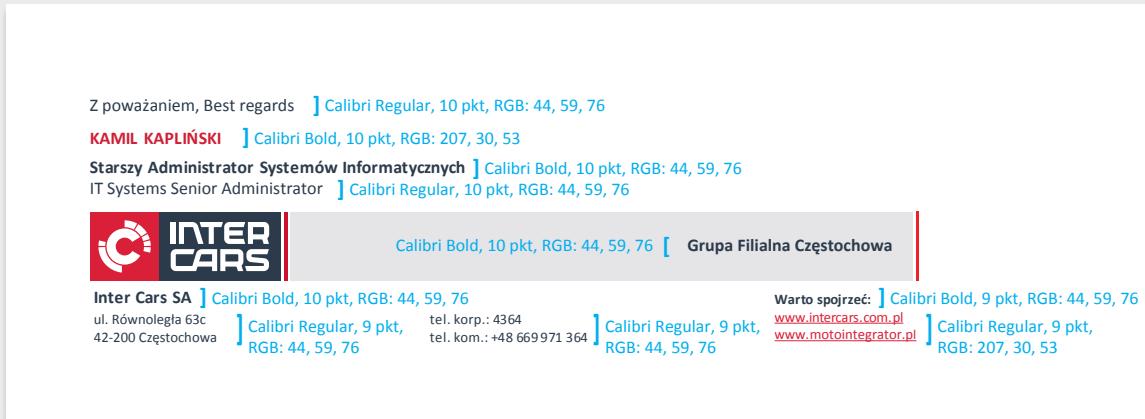
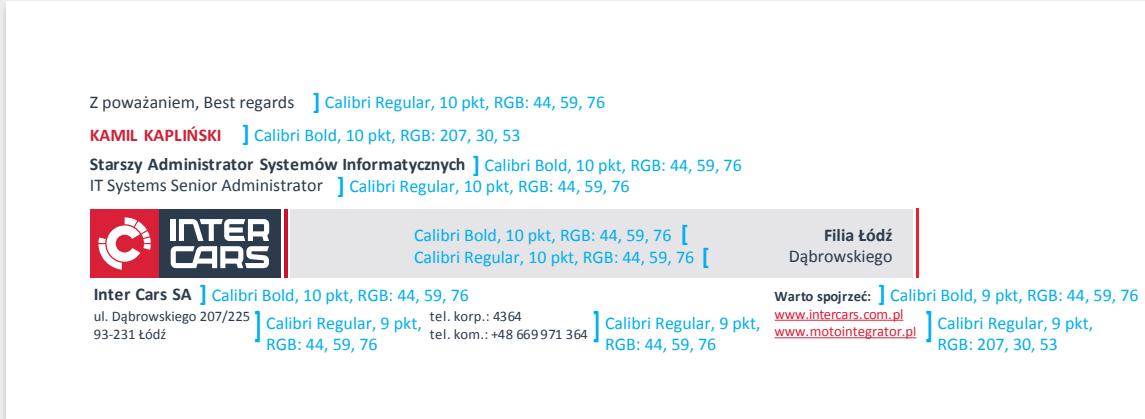
tel. korp.: 4364
tel. kom.: +48 669 971 364

Warto spojrzeć:] Calibri Bold, 9 pkt, RGB: 44, 59, 76

www.intercars.com.pl
www.motointegrator.pl

] Calibri Regular, 9 pkt,
RGB: 207, 30, 53

In e-mail correspondence MS Calibri system font should be used.



In e-mail correspondence MS Calibri system font should be used.

5

CARS AND CLOTHES

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5.1.

CAR BRANDING



CAR BRANDING

PASSENGER CARS – SALES REPRESENTATIVES

5.1.2



Cars for sales representatives should be clearly marked with the primary logo on a red stripe. We also assume complementing the marking with additional elements in red, i.e. mirrors, roof and other decorative elements.

The white frame around the logo does not occur on vehicles only in white and silver.



OPTION 1



OPTION 2

The bonnet and the side of the smaller van should be clearly marked with the primary logo.

Side marking appears on a red belt, which is guided up to the post at the front door.

We also assume complementing the marking with additional elements in red, i.e. mirrors.

There is also the possibility of marking in line with option 2 – with cropped mark on the sides of the vehicle.

The white frame around the logo does not occur on vehicles only in white and silver.

The bonnet and the side of the smaller van should be clearly marked with the primary logo.

Side marking appears on a red belt, which is guided up to the post at the front door. We also assume complementing the marking with additional elements in red, i.e. mirrors.

The rear of the car is marked with a red stripe with the information on the website and the address, if necessary. The rear window is marked with a cropped mark of the brand logo.

The white frame around the logo does not occur on vehicles only in white and silver.



The side of the partner car should be clearly marked with the primary logo and the partner's logo. Both logos should be of similar size, so as to form an equal stripe.

Below a red and graphite stripe is placed, bearing the website address and the information "trusted partner", which should be placed under the partner's logo.

The white frame around the logo does not occur on vehicles only in white and silver.



The side of the partner car should be clearly marked with the primary logo. Side marking appears on a red belt, which is guided up to the post at the front door.

Below a red and graphite stripe is placed, bearing the website address and the information "trusted partner", which should be placed under the partner's logo.

The white frame around the logo does not occur on vehicles only in white and silver.



5.2.

CLOTHING DESIGN

Sales representatives' clothing should be marked with the primary logo on the left breast. The optimum logo size is **6 cm**. To maintain good quality, rather than embroider directly on the fabric, use a badge. It is allowed to include additional elements with a shirt, i.e.: graphite buttons and cuffs, red stripe along the shirt. The outfit can also be complemented with a thin graphite tie.



Sales representatives' clothing may also appear in the casual version, i.e. shirt in graphite or with small checks. A company trouser belt can complement such outfit.



Sales representatives' clothing may also appear in the summer version in the form of polo shirts. A polo shirt, apart from the primary logo on the left breast, has a double-cropped mark on the right side at the bottom and red-trimmed sleeves.



CLOTHING DESIGN PHYSICAL WORKERS

5.2.4

Clothing for physical workers is kept in a dark, graphite-red colour scheme. Placing the logo on coloured backgrounds, be careful to apply the white frame around the character or use the achromatic version.



Clothing for physical workers can be marked with partner's logo. It is also acceptable to place the primary logo on the back.



Employee IDs have been diversified by using two colour stripes next to the logo (red for the headquarters staff and graphite for the employees of Inter Cars branches or the group).

Employee leashes should include one logo at the bottom, and the brand slogan on the rest.

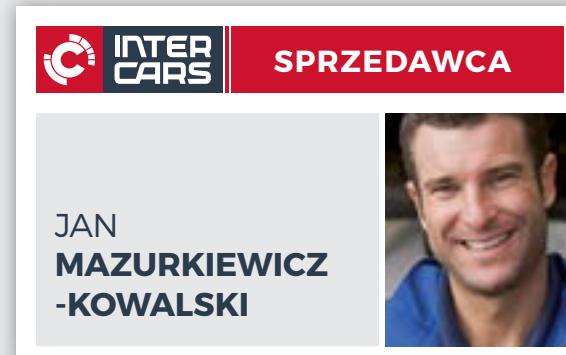
86x54 mm



85x60 mm



86x54 mm



86x54 mm



WYSOKIE STANDARDY WYSOKIE OBROTY



WYSOKIE STANDARDY WYSOKIE OBROTY



WYSOKIE STANDARDY WYSOKIE OBROTY



WYSOKIE STANDARDY WYSOKIE OBROTY

6

SIGNAGE FOR MODEL BRANCH

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6.1

EXTERNAL SIGNAGE

The marking of a model branch (class A) is modular and must be tailored to the location specifics. The elements used in the marking have identified priorities of implementation that define which of them are mandatory and which are optional.

The signage elements include:

1. panel,
2. stripe,
3. mark or vertical logo,
4. vertical panel,
5. entrance signboards,
6. pylon or a freestanding signboard,
7. flag,
8. parking signboard,
9. wall promotional/product banner.



Marking is based on a stripe stretching along the facade with panels placed according to the principles that are presented below.

EXTERNAL SIGNAGE

MODEL BRANCH - EXAMPLE OF THE FULL BRANDING

6.1.2



EXTERNAL SIGNAGE

MODEL BRANCH – EXAMPLE OF THE FULL BRANDING

6.1.2



Panel is a compulsory element of the marking of a sale point. It consists of three modules – horizontal logo (single-line version of the logotype), red panel with the slogan and segment-product range icons.

The order of these elements is fixed. It is possible to separate the icons from the first two modules. Then the icons constitute a separate panel placed at a determined distance on the same stripe.

The panels have a box-like construction and are illuminated so as to illuminate all the white and red components. The colours grey and graphite are blocked.

The panels can be made in the pan face technology. It is recommended to cover panels with translucent films.

Day view



Night view - illumination simulation



Panel should be placed on a graphite stripe. The length of the panel is adapted to the existing conditions, it can be adjusted by extending the red module with the slogan.

In extreme cases, it is possible to use only the module with the primary logo and the red module with the slogan.



EXTERNAL SIGNAGE

PANELS – CONSTRUCTION WITH SEPARATE ICONS

6.1.5

Another way of increasing the size of the panels is dividing them. Up to 3 or 4 icons can be placed on a stripe and they may also form a separate panel. Panels can be repeated on different facades within one branch.

The order and the manner of distribution of the icons should be respected. Priority is given to the market (passenger cars, trucks, motorcycles) segment icons, and only after them the product range (garage equipment and/or tyres) icons can be placed.



Available technologies for making the panel stripes:

1. fusing film onto the facade,
2. trapezoidal sheet with low embossment (RAL 5008)
3. paint (RAL 5008 or 7046 in case of dark buildings).

If there is no possibility of marking the building with a stripe, it must be made sure that the panel hung on the facade is the longest possible.

Recommended colour for the facade of the building: RAL 7046.

RAL 5008



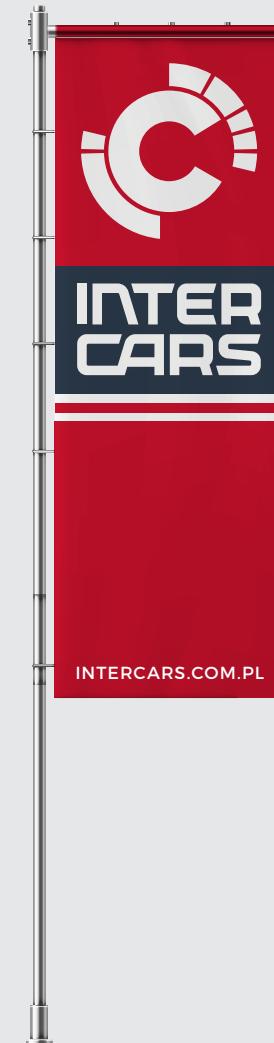
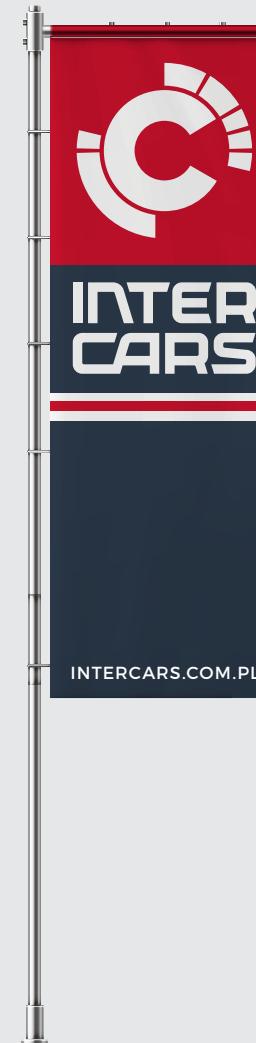
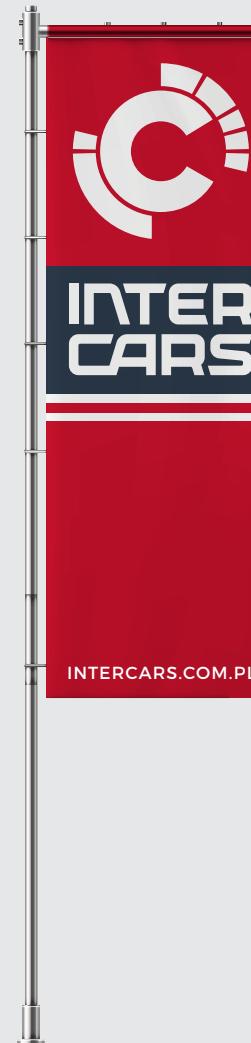
RAL 7046



Flags are an optional element of signage. They should be placed in sequences of 3 or 5 pieces, alternately.

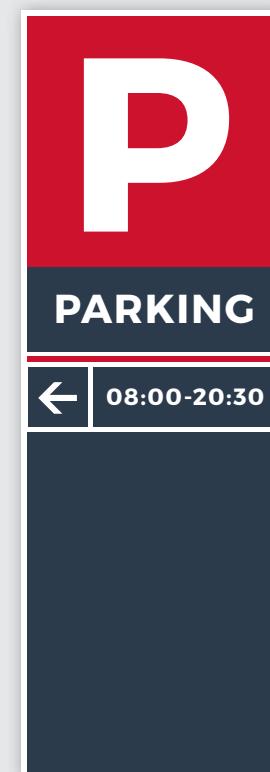
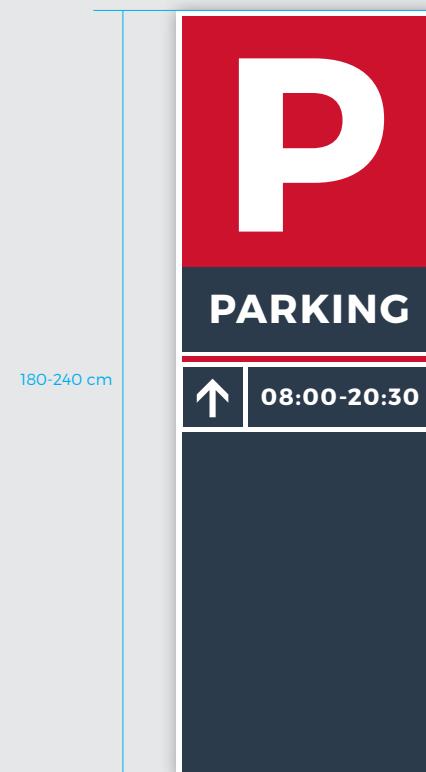
For one flag choose the red version.

The flag proportions should be adapted to the available masts, extending the space under the logo.



When on the premises of a given branch, there is a more complex communication situation, you may need to place additional navigation elements.

If the parking on the premises of the branch is shared, you can use the parking signboards. Their height and size can be adjusted to the existing navigation system.



EXTERNAL SIGNAGE

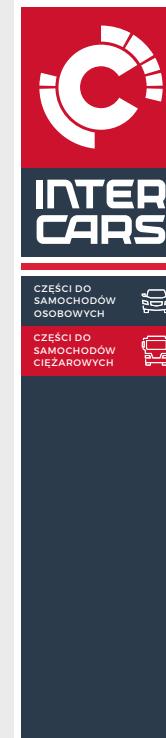
PYLON SIGN, 175X750

6.1.9

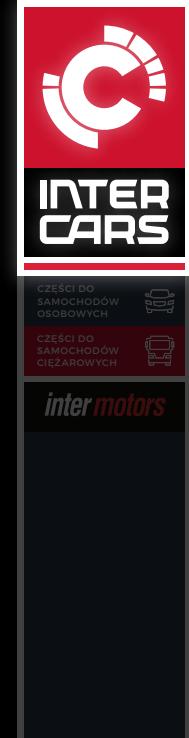
Pylon is an optional element and should be placed in prestigious locations.

The proportions of a pylon can be changed by extending it. It is recommended to make this marking element of dibond or powder-coated sheet.

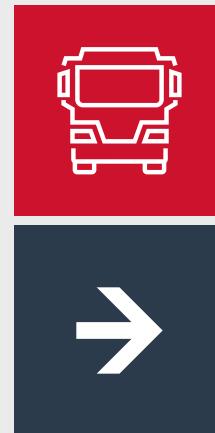
The maximum range of panels with segments, product range and services.



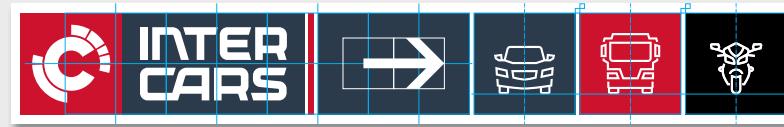
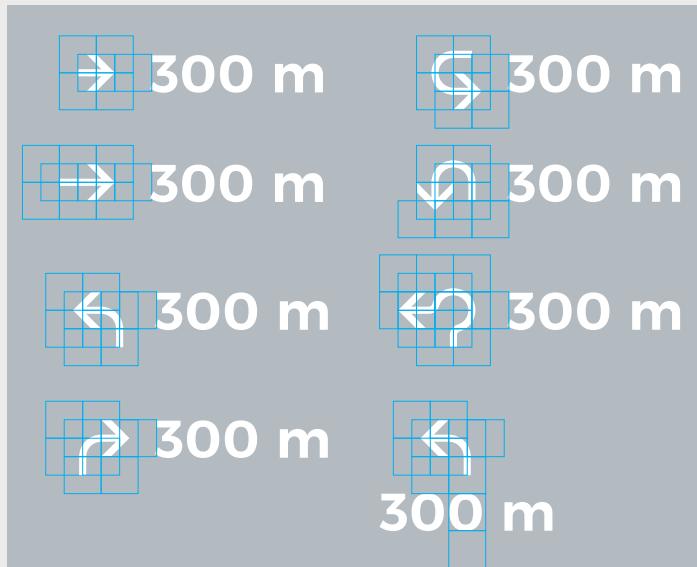
On a pylon only the panel with the logo is highlighted. Graphite colour is blocked, so only red and white elements are illuminated.



Temporary information may be placed on direction boards or banners.



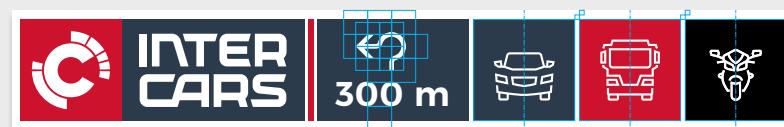
Other arrow versions are possible after turning them by 45° or 90°.



If an arrow appears alone on the panel, it should be enlarged as much as possible.



Icons set upright do not have a white space between them.



Directional information is always placed after the company logo on a graphite panel.



The white frame is doubled when the banner has eyelets.



Vertically you can use up to three icons.



EXTERNAL SIGNAGE

DOOR STICKERS

6.1.11

Door sticker has a modular structure. Panels with adequate market segment are compiled under the logo. The order of panels is fixed.

Labels are printed on a film and centred in relation to the vertical axis of the glazings.

Label must be smaller than the width of the glazing by 10-20 cm.



Compulsory information on the panel with contact information
- phone number
- website



6.2.

INTERNAL SIGNAGE

INTERNAL SIGNAGE

SITE PLAN

6.2.1



INTERNAL SIGNAGE

PASSENGER CAR SEGMENT

6.2.2



INTERNAL SIGNAGE

TRUCK SEGMENT

6.2.3



Internal signboards depending surface of the retail area could be in a width of 80 or 100 cm.

Truck Segment



Passenger Car Segment

