



MARKETING GUIDELINES & BRAND STYLE GUIDE

WHY BRAND STANDARDS ARE IMPORTANT

Building a successful brand takes consistency. Whether it's a corporate location or a franchise store, it is important to approach all marketing content with brand standards in mind. Cohesive and consistent marketing will not only help grow your business but will also help Costa Oil – 10 Minute Oil Change grow into a nationally recognizable quick lube brand.

This guide specifies the Costa Oil – 10 Minute Oil Change brand guidelines and standards that should be applied to all marketing materials, including social media and online advertising, print ads, guerrilla marketing efforts, apparel, and swag.

HOW TO USE THIS GUIDE

We recommend using these guidelines as a starting point and branching out as needed and appropriate, keeping your audience in mind and maintaining a professional and consistent brand image.

With the exception of logo modification, these guidelines are not hard and fast rules -- other colors and special fonts have their place in attracting customers' attention and we encourage creativity!

To ensure a consistent and professional brand image is maintained, all customized marketing materials must be approved by Corporate Marketing BEFORE being circulated or posted online, as per the FDD and Franchise Agreement. We appreciate your cooperation and understanding!

ABOUT COSTA OIL – 10 MINUTE OIL CHANGE

We are the alternative to the traditional cold shoulder quick lube that is more concerned with upselling you into products you don't need than friendly and honest customer service.

Our no appointment, drive through, fast and affordable oil changes get customers back on the road quickly. We not only provide high-quality oil changes, but also complimentary fluid top offs and air in your tires.

With top-of-the-line products backed by exceptional customer service, we strive to exceed our customers' expectations with each visit.



We are not your average quick lube!

OUR VISION

Our vision is to serve as America's premier choice for quick automotive services that empower customers with convenience and affordability – delivering reliable results every time they come through our doors!

2 0 2 4



OUR MOTTO

**Affordable Oil
Changes For Those
Who Value Their Time**

VALUE PROPOSITION

**10-Minute, Stay-In-Your-
Vehicle Oil Changes,
No Appointment Necessary,
No Upsells, No Need to
Leave Your Vehicle.**



P A G E 5

OUR CORE VALUES

Q. Quality Over Quantity

U. Unified

I. Innovation

C. Customers First

K. Kindness



MARKETING KEYWORDS

WHAT MAKES US DIFFERENT

Convenience - No appointment necessary, drive-through, stay-in-your-vehicle, 10-minute oil changes

Service - Professional, accurate, thorough, 18-point checklist

Experience - Clean, bright atmosphere, no hard sells, friendly, welcoming

Price - New customer discounts, competitive with local market, deals

Our Value Statement - Our promise to *every* customer

OUR VALUE STATEMENT TO YOU

THANKS AGAIN FOR VISITING US

PLEASE LET ME KNOW IF YOU HAVE ANY
QUESTIONS

MY NAME IS ***** IF YOU NEED ANYTHING

THESE ARE THE THINGS WE DID TODAY:

IF YOU FELT THAT WE DID A GOOD JOB
PLEASE FEEL FREE TO LEAVE US A
REVIEW ONLINE. THAT IS HOW WE
CAN GROW AS A SMALL BUSINESS

IF YOU NEED WASHER FLUID OR ANY
TOP OFFS PLEASE STOP IN.
YOU DO NOT NEED AN OIL CHANGE
FOR THESE COURTESY ITEMS

HAVE A GREAT WEEK



IF YOU DO NOT HEAR THIS VALUE STATEMENT PLEASE LET
US KNOW! WE ARE WAY MORE THAN JUST AN OIL CHANGE!

WE ARE

PROFESSIONAL

HELPFUL

FRIENDLY

COURTEOUS

ETHICAL

HUMBLE

CUSTOMERS LOVE OUR...

Fast, Affordable, Friendly Service

No Hard Upsells, No Hassle

Knowledgeable & Professional Teams

Outstanding Customer Experience Ethic

Kind Employees

+ No High Pressure Upsell

+ Accurate Work

= COSTA OIL

WHAT OUR CUSTOMERS ARE SAYING

Thomas



Youngstown, OH Location

"I recently visited this oil change place and I have to say, I was thoroughly impressed with their service. The staff was friendly and knowledgeable, and they made sure to explain everything they were doing to my car in detail. The oil change itself was quick and efficient, and they even checked my tire pressure and topped off my fluids at no extra charge. Overall, I had a great experience and would definitely recommend this oil change place to anyone in need of fast and reliable service for their vehicle." Supports VETERANS and FIRST RESPONDERS!!!!!!us

APPROVED LOGOS

PRIMARY USAGE



COSTA OIL
10 MINUTE OIL CHANGE



*All approved logos can be
downloaded from OilU.org*

APPROVED LOGOS

SECONDARY USAGE

COSTA OIL



COSTA OIL



All approved logos can be downloaded from OilU.org

LOGO MODIFICATIONS

Do not manipulate or alter our logos in any way. Do not rotate, skew, or transform abstractly. Do not add effects, textures, strokes, or drop shadows.

COSTA OIL



DO NOT CHANGE
LOGO COLOR

COSTA OIL



DO NOT ADD
OTHER ELEMENTS

COSTA OIL

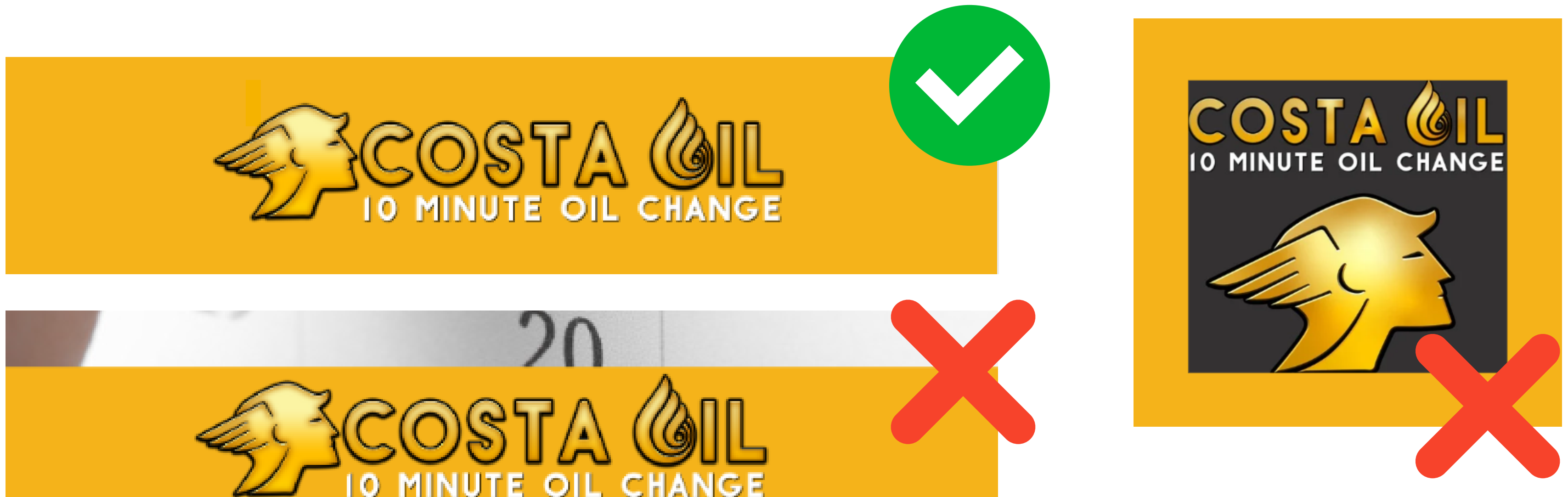


DO NOT CHANGE
PROPORTIONS

All logo usage must be approved by corporate marketing.

LOGO PLACEMENT

Ensure adequate space around all sides of the logo. Do not crop the logo too tightly.



All logo usage must be approved by corporate marketing.

LOGO PLACEMENT

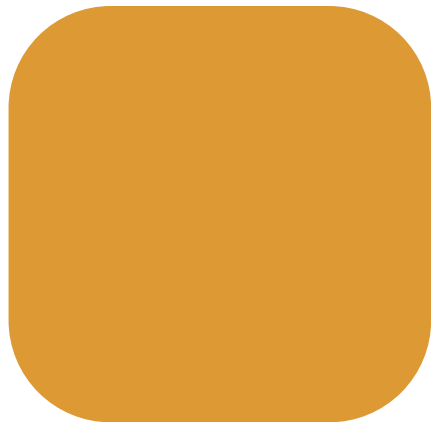
Use care when placing the logo on top of an image to ensure the logo is still clear and readable. If needed, add a solid or transparent background to make the logo stand out or move it to a different part of the image.



All logo usage must be approved by corporate marketing.

COLOR PALETTE

PRIMARY



#DD9933



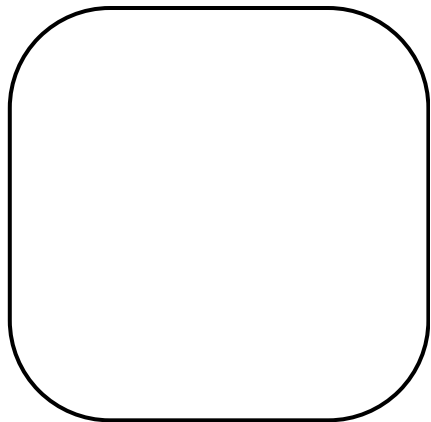
#E9A90F



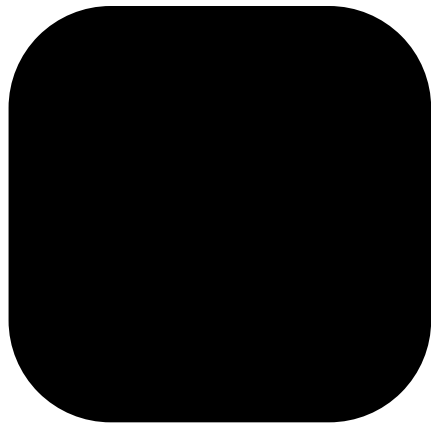
#F5B31A



#EEB510



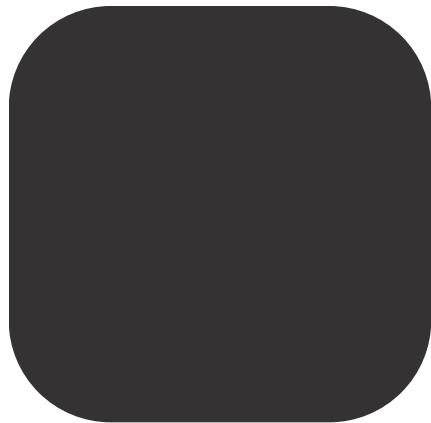
#FFFFFF



#000000



#3B2A2A



#353233



#666664

COLOR PALETTE

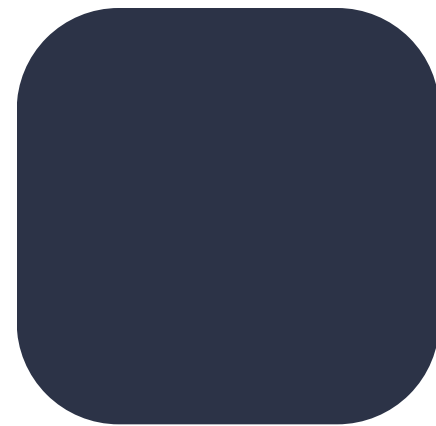
SECONDARY



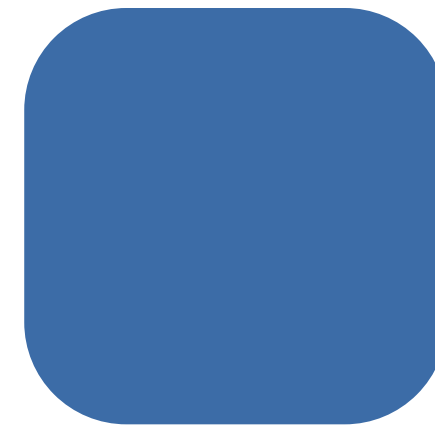
#F6CC38



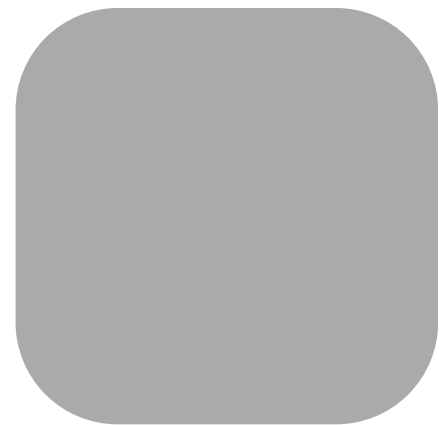
#FFD050



#2C3347



#3C6CA7



#AAAAAA



#CCCCCC

Other colors can be used; all designs subject to approval by Corporate Marketing.

TYPOGRAPHY

PRE-APPROVED FONTS

ANTRASTE

HEADINGS AND EYE-CATCHING DESIGNS

ANTON

Headings and eye-catching designs

Roboto

Medium or large text on designs

Helvetica

Small text on designs

RESOURCES

OILU.ORG

Branding Kit Graphics

[OillU.org_|_Templates](#)

Pre-Approved Banners & Signs

[OillU.org_|_Templates](#)

One Click Print Kits

[OillU.org_|_Templates](#)

Pre-Approved Social Media

[OillU.org_|_Templates](#)

Weekly Postcards

[OillU.org_|_Templates](#)

RESOURCES

Graphics, Ads, Postcards

Video Editing

EDDM Postcards

Vinyl Banners, Flags

Corrugated Plastic Signs, Aluminum Signs

Business Cards & Coupon Cards

Branded Merchandise

TOOLS & VENDORS

[Canva](#) [Paint](#) [My Creative Shop](#)

[Clipchamp](#)

[Taradel](#) [Got Print](#)

[Banners on the Cheap](#)

[Signs on the Cheap](#)

[Got Print](#) [Staples Same Day](#)

[Zazzle](#)

QUESTIONS?

CONTACTS

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Post requests for approval in your store Slack channel.

COSTA OIL
10 MINUTE OIL CHANGE

