



# Introduction

The purpose of our corporate identification program is to unify the visual impression made by our graphic communications, which ultimately leads to increased sales. Our brand identity is intended to convey a sense of strength and professionalism, and to help create a well-defined image for Auto Credit Express. Strict adherence to corporate standards is important to building the ACE brand as a national leader in special finance and other products. These design standards apply to all of our signs, stationery, advertising, promotional materials and other means of communication. The guidelines set forth in this manual should be followed by all employees, contractors, consultants, suppliers and anyone involved with Auto Credit Express.

## Signage

### Exterior Signage

Primary exterior facility signage consists of free-standing, building-mounted and pole-mounted signs. A number of options are shown here to suit different applications. Regardless of size, all graphic elements should maintain the same proportion as those pictured. However, the sign types depicted here are flexible and/or scalable in order to work in virtually any environment. These standards, of course, may be subject to local municipal codes and regulations or lease arrangements. Therefore, design and production of all sign types must be coordinated with the Auto Credit Express marketing department.

### Interior Signage

Primary interior facility signage is intended to provide a link to the exterior signage as well as to the corporate brand identity. They convey a sense of uniformity and quality through the common use of type, color and message. These consist of hanging logo signs, full-color wall posters, pole and base signs and light box signs. Interior signs are used to direct customers to the proper location within a dealership and to reinforce a positive, professional image for Auto Credit Express.

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# Curb Sign

EXTERIOR: PRIMARY



One of our primary exterior signs is the Curb Sign. This sign represents a main identifying element for all Auto Credit Express branch offices to inform passing vehicular traffic. It features a lightweight, highly portable, wind- and weather-resistant base and poster inserts.

The Curb Sign has a secure poster frame mounted to a dual-spring base which allows it to give in severe weather. The Curb Sign has been tested to withstand wind gusts up to 75 mph. The frame is constructed of steel that is powder coated to resist rust. The poster inserts are constructed of vinyl lettering on rigid, lightweight styrene panels.

## GENERAL SPECIFICATIONS

**Two-Sided Portable Curb Sign**  
#0501.E01

**Application**

For use on the street, near driveways and near the showroom or office.

**Dimensions**

41" x 55" in height

**Weight**

15 lbs.

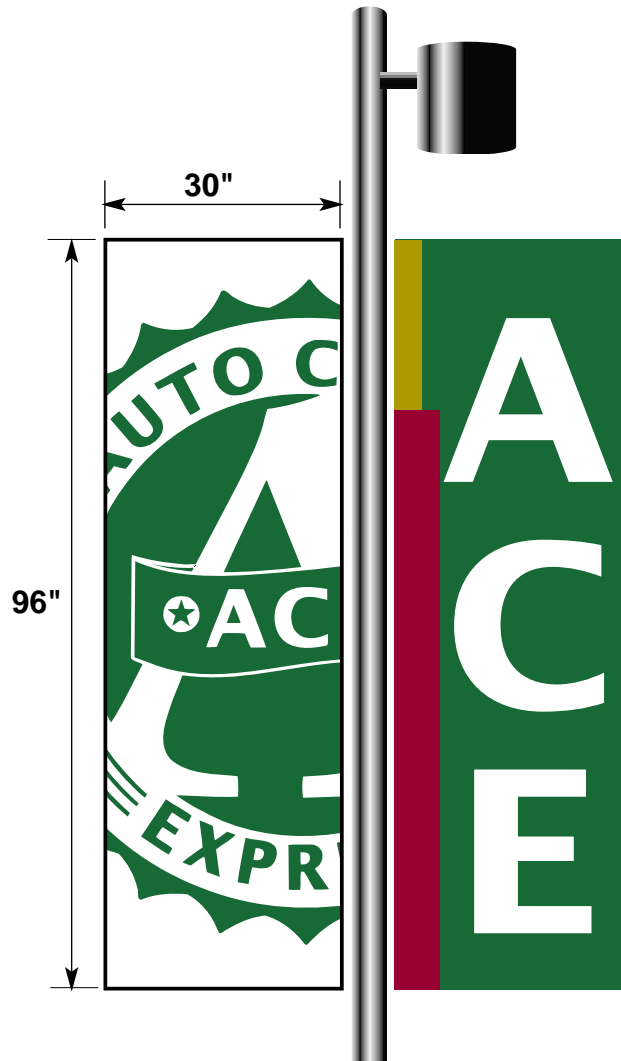
**Assembly/Installation**

Frame is assembled and shipped in one box; poster inserts in another.



# Pole Banners

## EXTERIOR: PRIMARY



These banners are commonly associated with light poles that line a dealership. They provide excellent placement for signage that reinforces location and name recognition. Due to the limited display area available on the typical banner, the graphic elements are confined to a logo or a highly abbreviated copy message.

The preferred approach is for two banners to hang on either side of a pole as shown above. At least four consecutive poles are preferred to create awareness through repetition. These poles should be directly in front of the Auto Credit Express office if possible. Hanging single banners is an acceptable alternative when two banners are not possible.

Pole banners are silk-screened on a heavy-gauge, 18-oz. vinyl material. Banners are mounted to fiberglass rods and metal hardware secured to the light poles.

## GENERAL SPECIFICATIONS

### Two-Sided Vinyl Pole Banners #0501.E02

#### Application

Use on light posts throughout dealership and/or in front of used-car offices.

#### Dimensions

30" x 96" in height

#### Assembly/Installation

Professional installation recommended. Simple hand tools required to attach hardware to light poles.



# Box Sign

EXTERIOR: PRIMARY



The design standards for the box sign are intended to create awareness for the Auto Credit Express office among passing vehicular traffic and to provide a link to the corporate brand. Box signs can be mounted to buildings, or they can be created by retrofitting existing box signs such as the example shown above.

When retrofitting an existing sign frame, if the size permits, a box sign could carry both a company name and a key marketing message. If an existing frame is not large enough, then the company name should be used alone.

## GENERAL SPECIFICATIONS

### Illuminated Box Sign #0501.E03

#### Application

Free-standing, retrofitted box sign on a pole, or building mounted.

#### Material

White translucent lucite face with vinyl surface graphics; boxes are painted metal.

#### Dimensions

Wide variations possible; however, all graphic elements should maintain proper proportions, regardless of size.

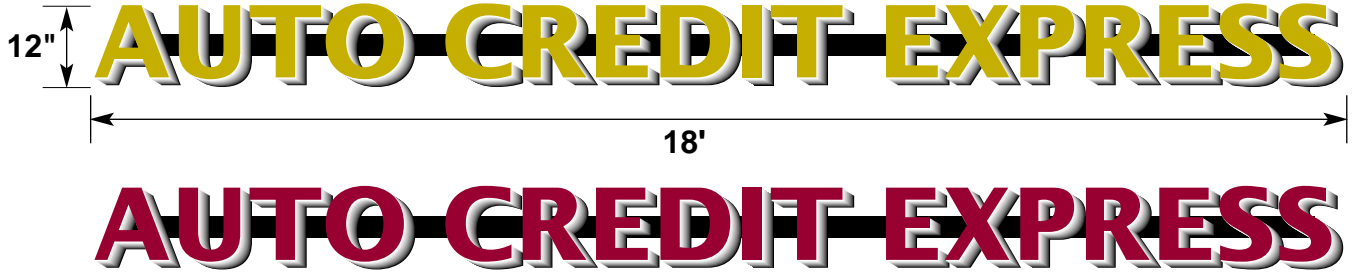
#### Assembly/Installation

Professional installation required.



# Channel Letters

EXTERIOR: PRIMARY



Channel letters are internally illuminated and generally associated with storefront fascias. They can also be mounted to other areas of a building. These signs are intended for the company name only.

Because space considerations will vary from location to location, the dimensions cited here are for reference only. The preferred approach is for the name to be created using Burgundy PMS no. 202 for use on light-colored walls. An acceptable alternative is to use Gold PMS no. 456 on dark walls. The objective is to create as much contrast between the channel letters and the background as possible.

## GENERAL SPECIFICATIONS

**Illuminated Channel Letters**  
#0501.E04

**Application**

Fascias, or wall mounted in a visible location.

**Dimensions**

A 12"-high letter produces a sign approximately 18 feet in length.

**Assembly/Installation**

Professional installation required.



# Molded Letters

EXTERIOR: PRIMARY



A suitable and cost-effective alternative to Channel Letters is the Molded Letter sign. This sign type is similar to the Channel Letter except that it is not illuminated. They can be mounted to storefront fascias or to other areas of a building. These signs are intended for the company name only.

Because space considerations will vary from location to location, the dimensions cited here are for reference only. The preferred approach is for the name to be created using Burgundy PMS no. 202 for use on light-colored walls. An acceptable alternative is to use Gold PMS no. 456 on dark walls. The objective is to create as much contrast between the Molded Letters and the background as possible.

## GENERAL SPECIFICATIONS

**Molded Letters**  
#0501.E05

**Application**  
Fascias, or wall mounted in a visible location.

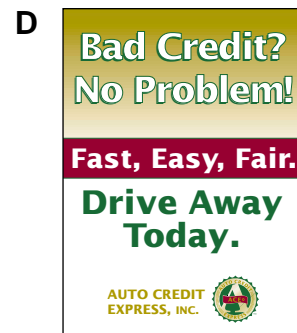
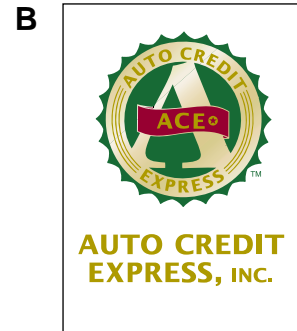
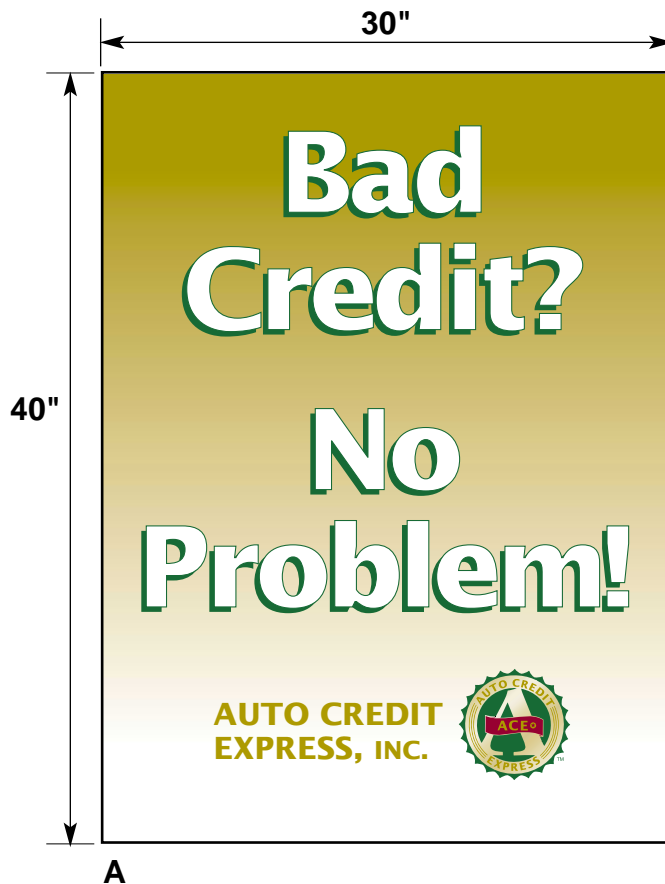
**Dimensions**  
A 12"-high letter produces a sign approximately 18 feet in length.

**Assembly/Installation**  
Professional installation required.



# Window Sign

EXTERIOR: SECONDARY



These are digital window graphics that are printed on a vinyl material that has an adhesive back. These signs will adhere to virtually any clean surface and are semi-permanent. The color and adhesive is rated to last up to two years. As with the other vinyl window graphics, they can be removed with a scraping tool.

## GENERAL SPECIFICATIONS

**Window Sign**  
#0501.E06

**Application**  
Windows

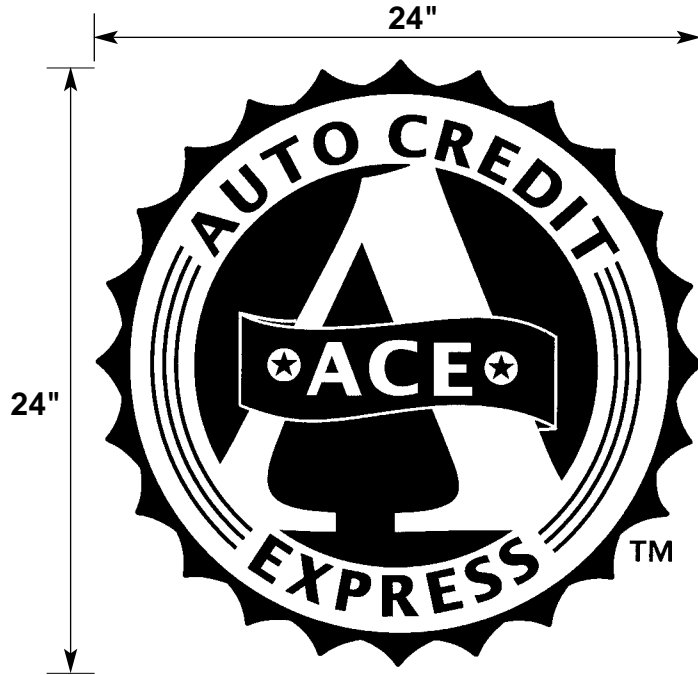
**Dimensions**  
30" x 40"

**Assembly/Installation**  
None required—just press on glass.



# Vinyl Window Logo

EXTERIOR: SECONDARY



These are one-color vinyl window graphics with a self-adhesive backing. These signs will cling to glass without the need for tape, glue, pins, etc. Installation is semi-permanent; a scraping tool is required to remove it from glass.

## GENERAL SPECIFICATIONS

**Vinyl Window Logo**  
#0501.E07

**Application**  
Windows

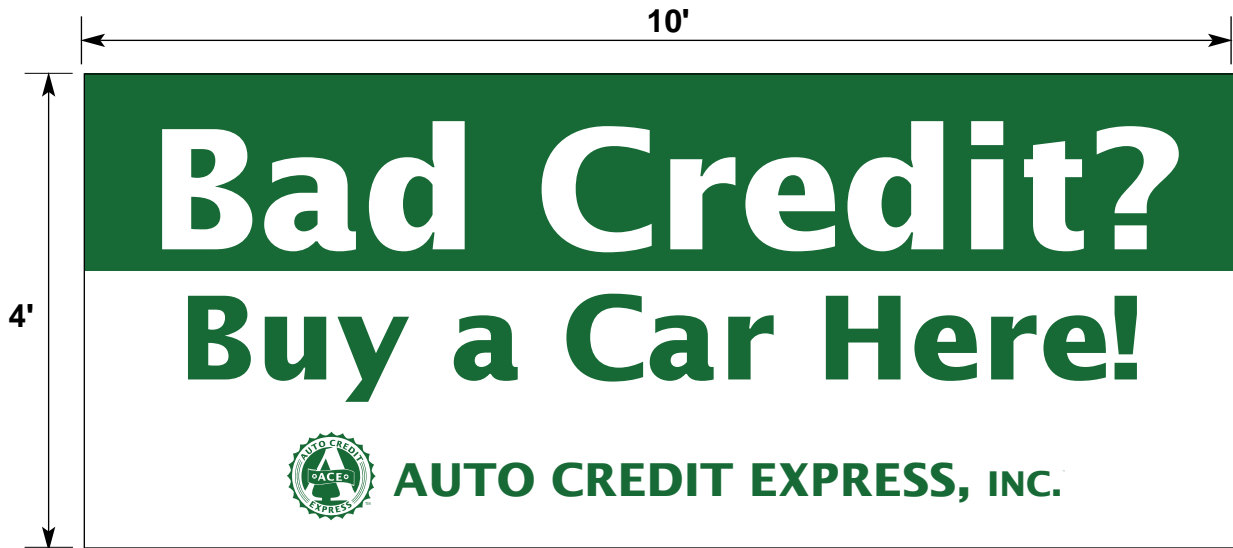
**Dimensions**  
24" x 24"

**Assembly/Installation**  
Fairly easy. Installation requires a ruler/straight edge to position the graphic straight and square in a window. Backing paper is removed and the vinyl is applied with a squeegee or with a smooth, hard-edged tool to press on firmly and remove any air bubbles.



# Vinyl Banner

EXTERIOR: SECONDARY



These are simple, one color banners that are good for attracting the attention of drive-by traffic. Weather-resistant, 18-oz. vinyl banner has grommets for hanging. Can be used as a temporary sign to promote new store, a special promotion, etc.

## GENERAL SPECIFICATIONS

**Vinyl Banner**  
**#0501.E08**

**Application**

On buildings, awnings, between poles, etc.

**Dimensions**

4' x 10'

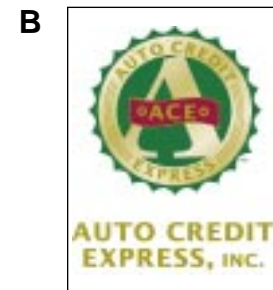
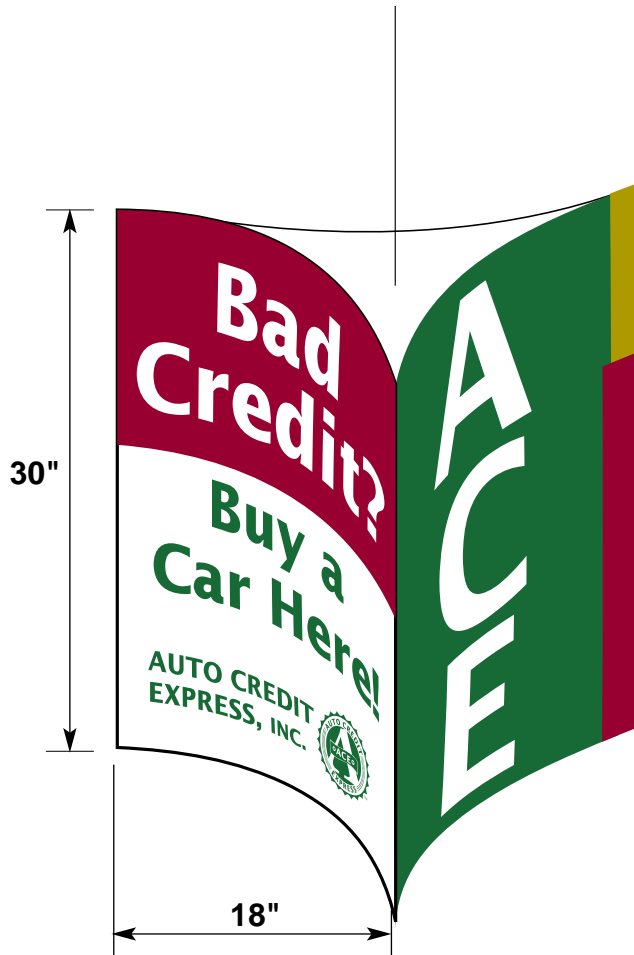
**Assembly/Installation**

Hang with rope



# Hanging Logo Sign

INTERIOR: PRIMARY



The Hanging Logo Sign is used to identify the Auto Credit Express office and to direct customers to the proper location within a showroom. In addition to identifying the location of the ACE office, these signs convey a positive sense of continuity through repeated exposure to the same format, graphics, color and nomenclature.

The Hanging Sign is a lightweight, full-color digital graphic print on a 12 point board. The preferred approach is to hang this sign from a suspended ceiling over the department. Where multiple desks or workstations are used by the Auto Credit Express office within a dealer's showroom, the preferred approach is to hang multiple signs.

## GENERAL SPECIFICATIONS

### Hanging Logo Signs #0501.I02

#### Application

Hangs from suspended ceiling with plastic clip.

#### Dimensions

18" x 30"

#### Weight

1 lb.

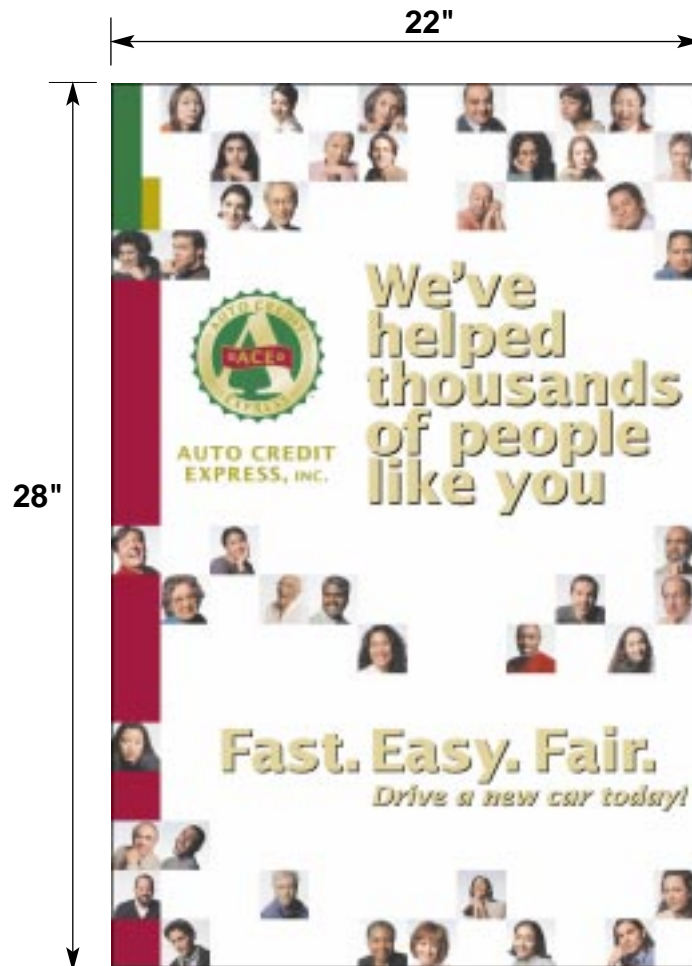
#### Assembly/Installation

Easy. Posters and three-sided plastic mobile frames are shipped flat. Snap panels onto frame. Hanging clip slides onto ceiling grid.



# Wall Poster

INTERIOR: PRIMARY



Wall Posters are full-color, large format digital color prints. In addition to complementing the other signs, these Wall Posters reinforce the key benefits a customer enjoys by working with Auto Credit Express. They serve as important reminders to everyone that Auto Credit Express is a professional, courteous and dependable organization dedicated to serving the special finance market.

Wall Posters measure 22" x 28" and come complete with a frame ready to hang.

## GENERAL SPECIFICATIONS

**Full-Color Wall Poster**  
#0501.I03

**Application**  
Hangs on office walls; also in waiting areas for service.

**Dimensions**  
22" x 28"

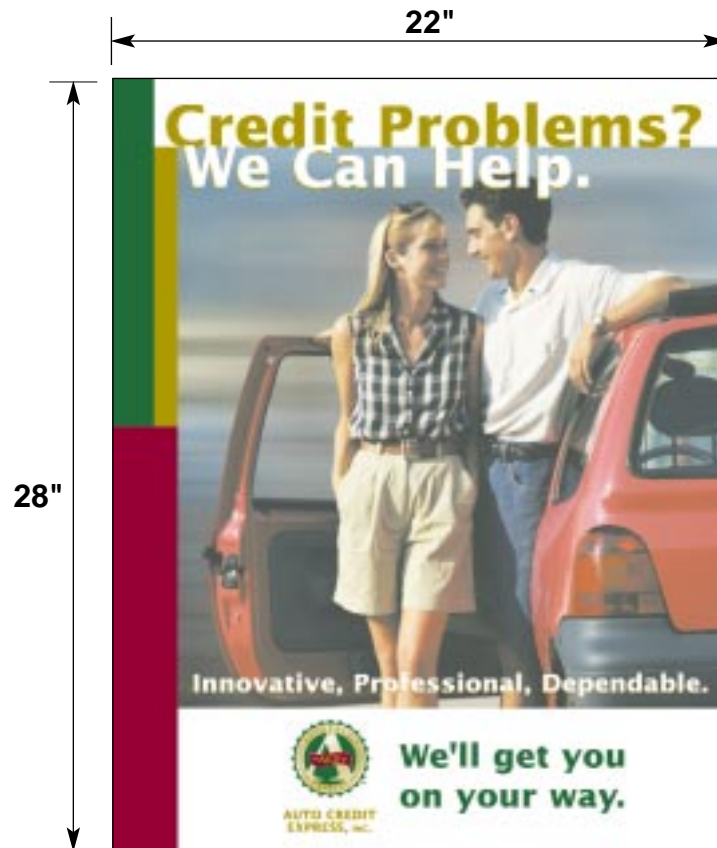
**Weight**  
1 lb.

**Assembly/Installation**  
No assembly required—ready to hang.



# Light Box Sign

INTERIOR: SECONDARY



Light Box Signs are full-color, large format digital color transparencies that are illuminated. These are a dynamic way to tell the Auto Credit Express story and complement other site signage. The Light Box Sign is wall mounted. The box is approximately 5" deep and is illuminated with fluorescent tubes.

## GENERAL SPECIFICATIONS

**Light Box Sign**  
#0501.101

**Application**

Hangs on office walls; also in waiting areas for service.

**Dimensions**

22" x 28" x 5"

**Weight**

5 lbs.

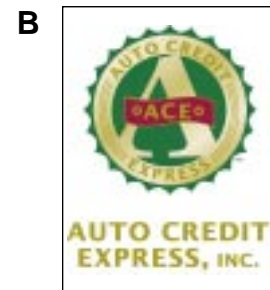
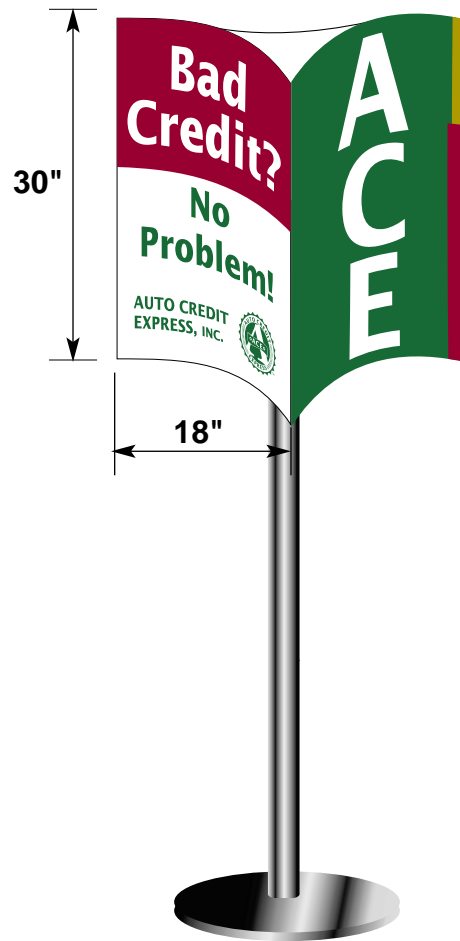
**Assembly/Installation**

No assembly required—ready to hang.



# Pole and Base Sign

INTERIOR: SECONDARY



Pole and Base Signs are smaller, lightweight floor displays that can be used to create awareness and direct traffic to the Auto Credit Express office in a showroom. They are three sided and utilize the same hardware as the hanging logo sign, but are free-standing on a 6-foot pole. Three-sided, full-color digital graphic posters measure 18" x 30" each.

## GENERAL SPECIFICATIONS

**Pole and Base Sign**  
#0501.I04

**Application**  
Free-standing throughout dealership.

**Dimensions**  
6' in height

**Weight**  
3 lbs.

**Assembly/Installation**  
No tools required—snap posters onto frame, slide frame onto pole. Base, pole and posters shipped flat.