



Brand Standards

Quick Reference Guide



Introduction

A brand requires consistency, care and management to build brand strength and increase awareness. Brand guidelines and standards will help accomplish this.

The following brand rules for the Jiffy Lube® brand will update and shift the brand image from an oil change only proposition of the past to an auto maintenance experience for the future.

The rules contained are by no means an all-encompassing collection. It is meant to be a reference guide, focusing on the most common brand issues and questions, including logo usage, branding zone, approved color palette and fonts as well as legal copy and terminology.

Additional resources can be found at :

www.jiffymarketing.com

Approval process

All advertising materials must be submitted to Jiffy Lube International for written approval prior to production.

- Visit **www.jiffymarketing.com** to submit advertisements or promotional materials for approval.
- Jiffy Lube creative services will review submitted materials and respond within 15 business days.
- If requestor has not received feedback within 15 business days, materials have been deemed appropriate.

The Jiffy Lube logo consists of two components: a symbol and a wordmark. Established size, color and positioning relationships must never be modified or re-created in any way.

Approved artwork can be found at:

www.jiffymarketing.com

The J-Arrow

When using the J-Arrow symbol by itself, the entire Jiffy Lube logo must appear somewhere else on the document. The only exception is if limited space is available.



Tagline

- "Keep my ride alive!"™ is the only approved tagline. All others must be discontinued.
- Always use approved logo lock-up. DO NOT MODIFY.
- Logo lock-up with the tagline can be found at: www.jiffymarketing.com

Clear Space

The Jiffy Lube logo must stand out wherever it appears. To ensure this, clear space must be maintained around the logo.

Jiffy Lube Logo:

- The clear space around the logo should be equal or greater than the height of the 'u' in the logo. See example.

J-Arrow Logo:


- The clear space around the logo should be equal to or greater than 1/2 of the logo.

Note: The registered trademark symbol® is ignored for the purposes of measuring clear space in this example.

Our Logo

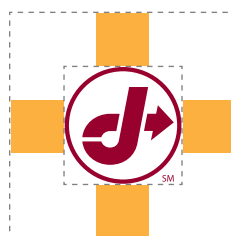
How to use it



U =  Clearance area = height of the "u" in the logo.



Note: only the Jiffy Lube-approved tagline may enter the clearance space.



Clearance area = 1/2 the size of the J-Arrow symbol.

Do not use the J-Arrow symbol or Jiffy Lube logo in any of the following ways:

1. Do not use as a watermark (faded).
2. Do not place over photos, textures or colors which make logo hard to read.
3. Do not use the drop shade or alter font.
4. Do not use as a design element.

Logo Size Limits

- Logo can't be used if smaller than 1/8"
- Embroidered logos can't be used smaller than 3/8" based on the height of the 'u' in "lube."

All Jiffy Lube marketing communications must feature the Branding Zone, which will bring attention to the Jiffy Lube logo.

A black and white version of the Branding Zone is acceptable but must only be used when there is a color restriction.

There are two brand zones depending on your preference:

- Vertical logo zone - requires 1/3 of image should be left for Branding Zone.
- Horizontal logo zone - logo width should be 1/3 the width of the board.

Out-of-Home communications should also include a Branding Zone.

Approved artwork is available at:

www.jiffymarketing.com

Our Logo

How NOT to use it

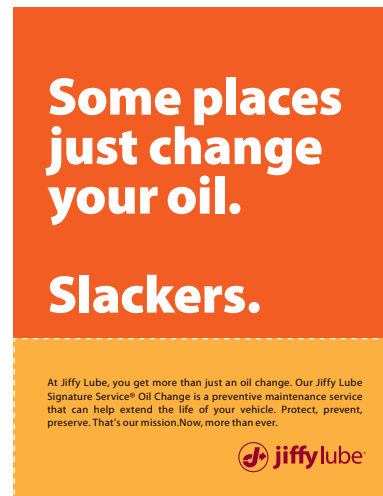


 **jiffylube**® Regular logo limit: 1/8 inch tall

 **jiffylube**® Embroidered logo limit: 3/8 inch tall

Branding Zone

ad samples



1/3 horizontal branding zone



1/3 vertical branding zone

valpak sample

**More than just
an oil change.**

Our Jiffy Lube Signature Service® Oil Change is far more than just an oil change. It's a preventive main-tenance service that can help extend the life of your vehicle. We pioneered the protect, prevent, preserve brand of maintenance that's been the industry standard for 30 years. **Now, more than ever.**



1/3 horizontal branding zone

outdoor samples

**Some places just change your oil.
Slackers.**



1/3 horizontal branding zone

**Jiffy Lube. Now,
more than ever.**



1/3 verticle branding zone

The Jiffy Lube primary color is Pantone® 202. There are 14 accepted colors that complement the primary color.

- Tints of these colors may be used. Tints may range from 60%-90%.
- Embroidery thread colors must be matched to PMS Tone.

Colors

primary color

PMS 202

C:10 M:97 Y:61 K:48
R:130 G:36 B:51
HTML: 822433

PMS 485

C:0 M:93 Y:95 K:0
R:213 G:43 B:30
HTML: D52B1E

PMS 550

C:43 M:5 Y:6 K:10
R:140 G:184 B:198
HTML: 8CB8C6

PMS 5275

C:73 M:62 Y:8 K:26
R:85 G:81 B:123
HTML: 55S17B

PMS 2695

C:90 M:100 Y:10 K:47
R:68 G:35 B:94
HTML: 44235E

PMS 654

C:100 M:73 Y:10 K:48
R:0 G:44 B:95
HTML: 002C5F

PMS 631

C:73 M:0 Y:11 K:0
R:60 G:182 B:206
HTML: 3CB6CE

PMS 370

C:64 M:5 Y:100 K:24
R:91 G:143 B:34
HTML: 5B8F22

PMS 364

C:73 M:9 Y:94 K:39
R:66 G:119 B:48
HTML: 427730

PMS 5507

C:26 M:5 Y:13 K:15
R:167 G:184 B:180
HTML: A7B8B4

Cool Gray 8

R:139 G:141 B:142
C:23 M:17 Y:13 K:41
HTML: 8B8D8E

Cool Gray 10

R:97 G:99 B:101
C:38 M:29 Y:20 K:58
HTML: 616365

PMS 143

C:0 M:32 Y:86 K:0
R:238 G:175 B:48
HTML: EEAFF30

PMS 179

C: 0 M:88 Y:84 K:0
R: 222 G:56 B: 49
HTML: DE3831

PMS 116

C:0 M:12 Y:100 K:0
R: 254 G: 203 B:0
HTML: FECB00

Primary Typeface:

- The mandatory typeface is Myriad. The use of Myriad Bold and/or Myriad Roman is allowed.
- Review the list on the right for font recommendations for the following: Headlines, copy, accents, charts, subheads, etc.

Alternative Typefaces/Internet Fonts:

- Helvetica and Arial

Fonts can be purchased at www.fonts.com.

Coupons must contain the following:

- Offer valid only at participating service centers. Not valid with any other offer. Must include promotion code, expiration date and bar code (where applicable). See example.
- Bar code images should remain at 100% of the size produced by Promotions Maintenance (.75" w X 1" h).
- List participating service centers or participating markets (Boston area locations).

Copyright language

Abbreviated legal without Jiffy Lube Signature Service® Oil Change:

- Jiffy Lube and the Jiffy Lube design mark are registered trademarks of the Jiffy Lube International, Inc.® 2010 Jiffy Lube International, Inc.
- Standard legal with Jiffy Lube Signature Service® Oil Change:
- Jiffy Lube, the Jiffy Lube design mark and Jiffy Lube Signature Service are registered trademarks of Jiffy Lube International, Inc.
- © 2010 Jiffy Lube International, Inc.

Fonts

Myriad (copy)

Myriad Italic (copy/accents)

Alternate fonts (internet use):

Myriad Bold (headlines/subheads)

Helvetica

Myriad Bold Italic (headlines/subheads)

Arial

Myriad Black (headlines)

Myriad Black Italic (headlines)

Myriad Condensed (copy/charts/captions)

Myriad Condensed Italic (copy/charts/captions)

Myriad Condensed Black (narrow headlines/narrow subheads)

Myriad Condensed Black Italic (narrow headlines/narrow subheads)

Legal Copy

coupon sample

\$5 OFF

Get \$5 off a Jiffy Lube Signature Service® Oil Change. Our Jiffy Lube Signature Service® Oil Change is more than just an oil change. We:

- Change the oil with up to five quarts of quality motor oil
- Change the oil filter
- Inspect key components
- Check and fill the tires and multiple vital fluids
- Clean exterior windows and vacuum interior floors

You can find your nearest Jiffy Lube service center by visiting www.jiffylube.com.



Expires: xx/xx/xxxx
Promotion Code: xxxxxx

Jiffy Lube Location
0000 Main St.
Houston, TX 77000

Jiffy Lube Location
0000 Main St.
Houston, TX 77000

Jiffy Lube Location
0000 Main St.
Houston, TX 77000

Jiffy Lube Location
0000 Main St.
Houston, TX 77000

Offer valid only at participating service centers. Not valid with any other offer. Jiffy Lube and the Jiffy Lube design mark are registered trademarks of the Jiffy Lube International, Inc.© 2010 Jiffy Lube International, Inc.

Terminology

- Always use “vehicle” instead of “car.”
- Use “Preventive maintenance” instead of “Preventative maintenance.”
- Jiffy Lube logos cannot be used in a sentence.

Trademarks

Please take notice of trademarks.

- The following logos are available at:
www.jiffymarketing.com

- Jiffy Lube Signature Service® Oil Change
- Keep my ride alive!™
- Jiffy Lube®
- Jiffy Lube Fleet CareSM
- Jiffy Lube Gift Card®
- Jiffy Lube RewardsSM

Our core service

The first mention on a document should be stated “Jiffy Lube Signature Service® Oil Change.”

- The ® mark should always be present after “Service” in the first mention on a document.
- Any further mention may be stated “Jiffy Lube Signature Service.”

When space is limited you may use the option below for the Jiffy Lube Signature Service Oil Change approved points in advertising:

Our Jiffy Lube Signature Service® Oil Change is more than just an oil change. We:

- Change the oil with up to five quarts of quality motor oil
- Change the oil filter
- Inspect key components
- Check and fill the tires and multiple vital fluids
- Clean the exterior windows and vacuum the interior floors

Terminology & Trademarks



Jiffy Lube Signature Service® Oil Change

Jiffy Lube® technicians will:

Change

- Oil with up to five (5) quarts of quality motor oil
- Oil filter

Inspect Key Components

- Brake fluid level (in transparent reservoirs)
- Serpentine belts
- Wiper blades
- Antifreeze/coolant reservoir levels
- Engine air filtration system
- Exterior lights
- Chassis (lubricate when applicable)

Check/Fill

- Tire pressure
- Transmission/transaxle fluid
- Differential fluid
- Transfer case fluid
- Power steering fluid
- Windshield washer fluid
- Battery water (excluding sealed batteries)

Clean

- Exterior windows
- Vacuum interior floors

Bonus!

You will also receive free top-offs on motor oil with the same type of oil purchased originally and any or all of the multiple vital fluids (listed above) between service visits for up to 3,000 miles.* Additionally, we will perform a service review, which includes a visual inspection of the engine air filter and the vehicle manufacturer's severe driving** recommendations based upon the vehicle's current mileage.

*Up to a maximum of 2 quarts per fluid.
**Refer to vehicle's owner's manual for a definition of driving conditions.

For more information contact: Jiffy Lube Creative Services. Jiffy Lube International
700 Milam St. 19th floor. Houston, Texas 77002. T: 713.546.8654 or visit **www.jiffymarketing.com**