



BRAND STANDARDS

QUICK REFERENCE GUIDE 2012

WHY BRAND GUIDELINES?

Our brand is one of our most important assets. Customers — and potential customers — will notice, evaluate and remember our brand every time they experience it through our advertising and marketing materials, store environments, employees, products and services.

This document is meant to be a quick reference for the most common brand uses, as well as a guide for the most common brand questions you may have and inconsistencies you may encounter, including: logo and tagline usage, recommended ad templates, approved color palette and fonts and required legal terminology.

We all have a role, as well as a responsibility, in advancing and protecting the Jiffy Lube® Brand. With our Customer Value Proposition and this guide as a resource, you can create communications that help strengthen our brand, our relationships with our customers and ultimately our business.

CUSTOMER VALUE PROPOSITION (CVP)

A customer value proposition is defined as the compelling promise that a product, service, brand or company makes to a defined consumer segment that outweighs its total perceived cost, while being differentiated from, and superior to, available competing alternatives and supported by reasons to believe.

The Jiffy Lube CVP:

We believe every driver deserves to be free from the anxiety of keeping their vehicle in top shape.

Target Audience: People who value their vehicles and depend on it to keep their life running. They understand the importance of an oil change and proper maintenance and are open to pay more for that benefit.

Key Consumer Insight: There is anxiety around everything it takes (and who to take it to) in order to keep their vehicle running in top shape.

Tablestakes: Oil change, convenience/speed, knowledgeable/trained employees, trust, value for money, range of services, quality products.

Functional Benefits: Making it easy to maintain your vehicle.



Emotional Benefits: No matter what the source of anxiety, we make you feel assured.

Reasons to Believe: We do more than change oil. We're preventive maintenance experts. We have the nation's only ASE-certified training program in the quick lube industry. We have access to manufacturer's recommendations for all vehicle makes and models and even keep our

customer's service records on file in our nationwide database — so no matter where they are — our customers know that Jiffy Lube understands them and their vehicles.

LOGO

The Jiffy Lube logo consists of a symbol and wordmark. The wordmark may not be modified in any way. The symbol may be displayed alone, but there are guidelines. The size and positioning of these two components must never be altered. The registration mark (®) is required when using the logo. The placement of the (®) must be consistently to the top right of the “e” in “lube” as shown.

The Jiffy Lube logo should never be used in a sentence. Instead, Jiffy Lube should be spelled out with the appropriate registration marks. The (®) must be present with the first mention of Jiffy Lube on a page, or the first mention of Jiffy Lube in a document.

Always use approved artwork files rather than attempting to recreate the logo.

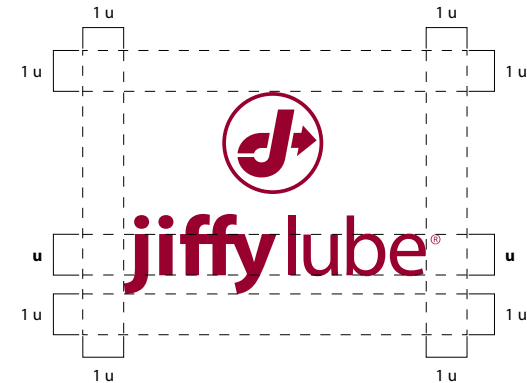
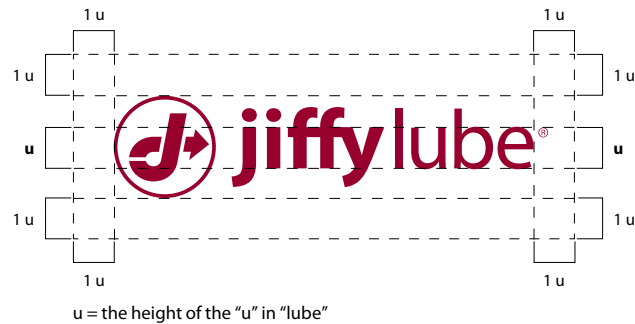
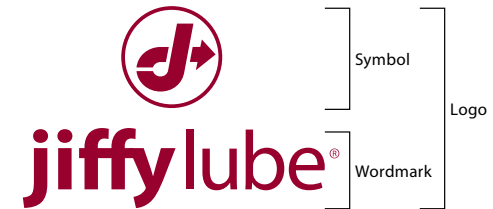
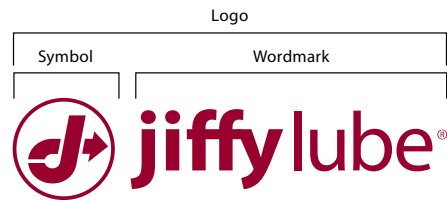
Logo Clear Space Requirements

The Jiffy Lube logo must clearly stand out whenever it appears. One way to ensure this is by maintaining clear space around the logo. Please ensure that a clear space equal or greater than the height of the “u” (u = the height of the “u” in lube) is always maintained. Also remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.

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

Logo Color

The Jiffy Lube logo can only be reproduced in three colors: **Proprietary Red** is the preferred logo color. Use the **Black** color option only on black and white materials. Use the **White** color option only on black and white materials, dark backgrounds or when the logo appears on the Pantone® (PMS) 202.



Print Logo Size Requirements

The minimum logo size cannot be less than 1/8" (.3175cm) in height (height of "u" in "lube").

Broadcast Logo Size Requirements

The minimum logo cannot be less than 22 scan lines (height of "u" in "lube").

Embroidery Logo Size Requirements

The minimum logo cannot be less than 3/8" (0.9525 cm) in height (height of "u" in "lube"). When using the logo as an embroidered graphic, the (®) is not required. This is the only instance where the logo can be printed without the (®).

Logo Don'ts

The Jiffy Lube logo has been carefully created to work across a broad range of applications. This logo should not be modified or recreated in any way. This page illustrates some, but not all of the possible misuses.

If you do not have the proper logo artwork, or if you have any question about correct usage, please contact the Jiffy Lube marketing resource provided on the back cover.

In some rare cases the logo may need to appear outside of the Wave element. If it appears in a photo or on a background it must always be used without visual clutter and with sufficient contrast. Please see the adjacent photo as a guide for correct and incorrect usage.



(too much space between symbol and word mark)



(modified wordmark - misuse of initial caps and bold font)



(modified size relationship - incorrect proportions)



(modified wordmark - initial caps)



(modified wordmark - incorrect color usage)



(modified symbol - incorrect placement of symbol)



(modified wordmark - incorrect font)



(modified symbol - incorrect symbol color)



Poor positioning of logo. Excessive visual noise and weak contrast.

Excellent positioning of logo. No visual noise and strong contrast.



FLYING "J" SYMBOL

The Flying "J" Symbol may be separated from the wordmark but must always appear with a full logo on the same screen or page, or adjacent page. When used in this way, the service mark (SM) is required on the Symbol. The placement of the (SM) must be consistently to the lower right edge of the Flying "J" Symbol as shown.

In some unique cases the Symbol can be used alone. This will generally be in situations when very small Symbols are needed such as on the Jiffy Lube SmartPhone Mobile App or in maps online to show locations of service centers. In these specific instances only, the service mark (SM) is not required on the Flying "J" Symbol.

Flying "J" Clear Space Requirements

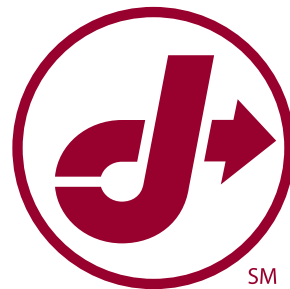
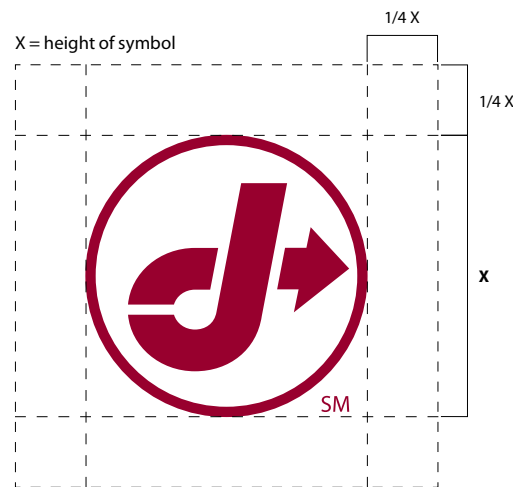
The clear space around the Flying "J" Symbol should be equal to or greater than $1/4 X$, with X being equal to the height of the Symbol.

Flying "J" Color

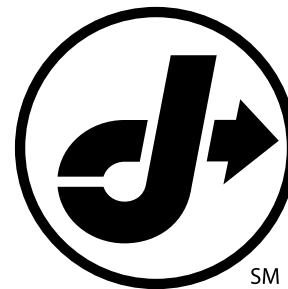
The Flying "J" can only be reproduced in three colors. **Proprietary Red** is the preferred color. Use the **Black** color option on black and white materials only. Use the **White** color option only on black and white materials, or when the Flying "J" appears on the Pantone (PMS) 202.



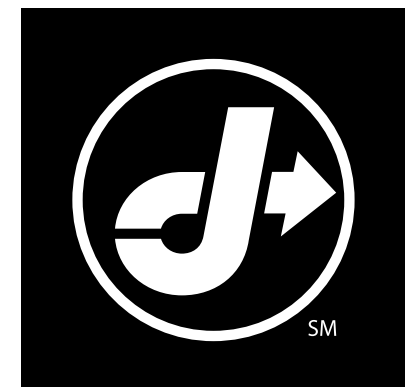
The symbol can be used alone but only if the full logo appears in close proximity.



Proprietary Red PMS 202



Black



White

Flying "J" Symbol Size Requirements

When used independently of the Jiffy Lube logo, the Flying "J" Symbol should never be smaller than the size of the Symbol in the full logo featured on the same screen or page, or adjacent page. It is recommended that the Symbol should be three times as large as the Symbol in the accompanying logo whenever possible.



Flying "J" at least three times as large as Logo Symbol

Very small sizes of the Mark can be used where logos are not appropriate.

Jiffy Lube® Service Center #2118

2138 Briarcliff Rd NE
Atlanta, GA 30329-3450 US
404-728-0591
1.09 miles

Jiffy Lube® Service Center #2112

1271 Clairmont Rd
Decatur, GA 30033-5360 US
404-636-4726
2.89 miles

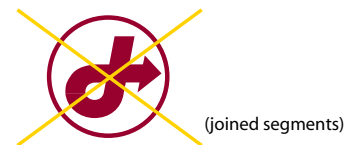
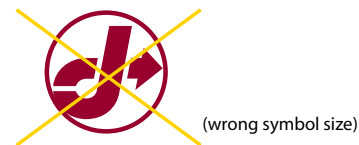
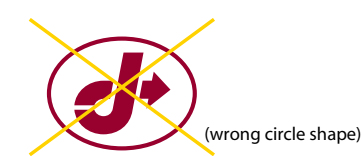
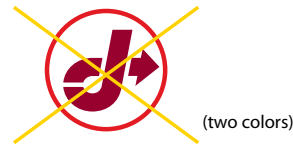
Jiffy Lube® Service Center #2106

5017 Buford Hwy
Chamblee, GA 30341-3505 US
770-451-4480
4.61 miles

Flying "J" Symbol Don'ts

The Jiffy Lube logo has been carefully created to work across a broad range of applications. This logo should not be modified or recreated in any way. This page illustrates some, but not all of the possible misuses.

If you do not have the proper logo artwork, or if you have any question about correct usage, please contact the Jiffy Lube marketing resource provided on the back cover.



WAVE ELEMENT

All Jiffy Lube marketing communication should feature the wave branding element. The wave is composed of two parts: one variable and one fixed. By being able to extend or contract the variable part, it is ensured that the wave fits harmoniously in a variety of aspect ratios without compromising or overtaking the concept zone. The fixed part will ensure that the wave's angle and the Jiffy Lube logo placement are always consistent throughout all marketing communications. You should never attempt to recreate the wave element.

Wave Clear Space Requirements

The clear space around the wave should be equal to or greater than 1/2 the height of "b" (b = the height of the "b" in lube).

Wave Color Requirements:

The Wave can only be reproduced in two colors. Proprietary Red is the preferred color. Use the Black color option on black and white materials only.

Wave Don'ts

The wave has been carefully created to work across a broad range of applications. This logo should not be modified or recreated in any way. This page illustrates some, but not all of the possible misuses.

If you do not have the proper logo artwork, or if you have any question about correct usage, please contact the Jiffy Lube marketing resource provided on the back cover.



b = the height of the "b" in "lube"



Proprietary Red PMS 202



Black



(Change color of Wave)

(Change color of logo)



(Text within the Wave)



(Change curvature of the Wave)



(Change positioning and/or size of the Jiffy Lube logo)

TAGLINE

Tagline Lockup Guidelines

The preferred usage for the Leave Worry BehindSM tagline is to always use it in conjunction with the Jiffy Lube logo and Wave element. In some rare cases it is not possible to use the wave element. An example would be in severe horizontal applications where there is not enough depth. In that case the logo and tagline lockup should still be used but without the wave element.

- Leave Worry Behind is the only approved tagline. All others must be discontinued.
- Always use the approved logo lock-up. DO NOT MODIFY.
- The service mark (SM) is required when using the tagline and must be consistently placed to the top right of the “D” in “BEHIND” as shown.
- The (SM) must be present with the first mention of Leave Worry Behind on a page, or the first mention of Leave Worry Behind in a document.

Tagline Clear Space Requirements

Please ensure that a space equal to the height of the “b” in the logo is always maintained between the logo and the tagline.

Tagline Color Requirements

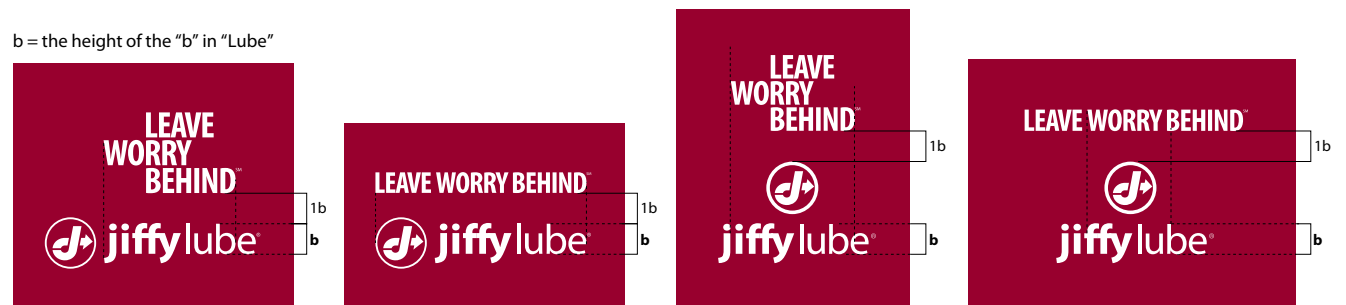
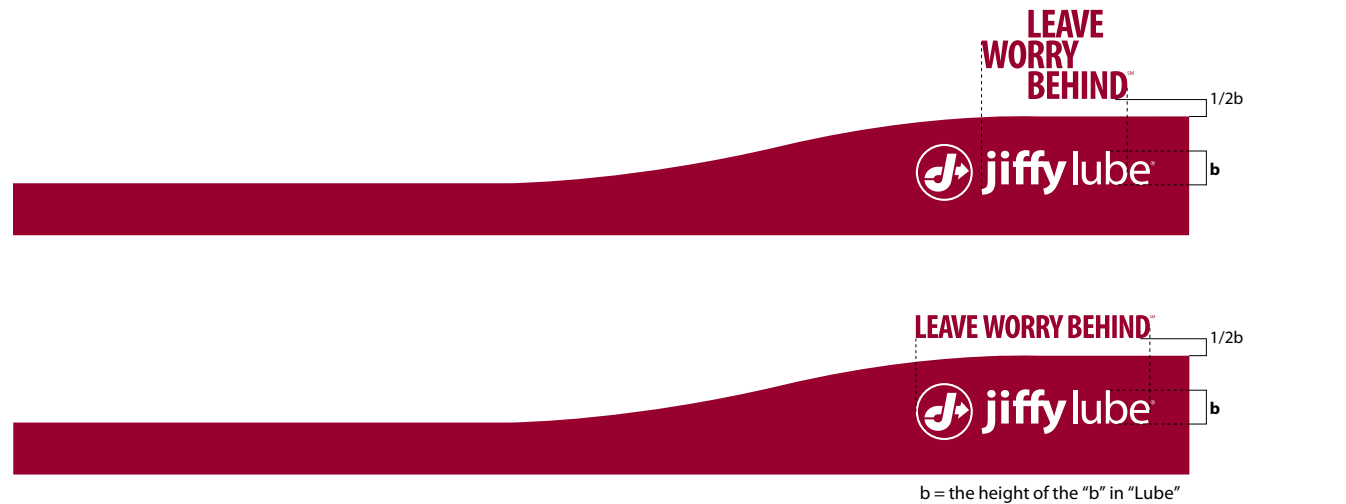
The Leave Worry Behind tagline can only be reproduced in three colors. Proprietary Red is the preferred color. Use the Black color option on black and white materials only. Use the White color option only on black and white materials, or when the tagline appears on the Pantone (PMS) 202.

Tagline Size Requirements:

The size of the tagline should always be directly proportionate to the Jiffy Lube logo. The size of the tagline should never be altered.

Tagline Don'ts

The tagline and logo lockups have been carefully designed to work together to compliment the branding of the company and to reinforce the tagline that embodies the CVP positioning. The tagline should not be modified or recreated in any way. This page illustrates some, but not all of the possible misuses.



**LEAVE
WORRY
BEHINDSM**

Proprietary Red PMS 202

**LEAVE
WORRY
BEHINDSM**

Black

**LEAVE
WORRY
BEHINDSM**

White



(incorrect color usage)



(modified size)



(incorrect font)



COLOR PALETTE

Primary and Accent Colors

The Jiffy Lube primary color is PMS 202. The accent colors are PMS 8003, PMS 490, PMS 485, PMS 654 and Black and White. PMS 8003 has a metallic sheen and is recommended to add dimension to communications so they do not feel flat and static. When reproduction of the metallic color is not possible, a 4-color gradient was created to mimic that accent color.

Additional Color Palette

These colors were selected based on their ability to coordinate and complement the Jiffy Lube Primary and Accent colors. Give preference to the palette before any other color. This ensures the aesthetic quality and visibility of marketing materials.

Primary Color



PMS 202 (Proprietary Red)
C: 0 M: 100 Y: 61 K: 43
R: 152 G: 0 B: 46
Hex #822433

Accent Colors



Metallic
PMS 8003



Gradient
C: 42 M: 43 Y: 54 K: 0
R: 170 G: 160 B: 153



PMS 490
C: 0 M: 74 Y: 100 K: 72
R: 101 G: 35 B: 0
Hex #5B2B2F



PMS 654
C: 100 M: 67 Y: 0 K: 38
R: 0 G: 61 B: 121
Hex #002C5F



PMS 485 (Classic Red)
C: 0 M: 100 Y: 91 K: 0
R: 228 G: 31 B: 31
Hex #D52B1E



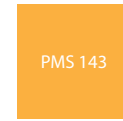
Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Hex #000000



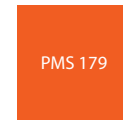
White
Hex #FFFFFF

Additional Color Palette

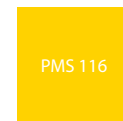
Orange/Yellow



PMS 143



PMS 179

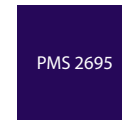


PMS 116

Purple

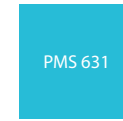


PMS 5275



PMS 2695

Blue



PMS 631

Gray



PMS Cool
Gray 8

IMAGERY

Like our brand voice, imagery (photography, illustrations) should send a message that the Jiffy Lube brand is trustworthy. The style should demonstrate our technical expertise, our customer-centered approach or the anxiety-free feeling only our customers experience.

- Always use professional photographers
- Eliminate other non-Jiffy Lube branding from photos
- Utilize diversity where possible
- Jiffy Lube HSSE requirements must be reflected in photos (techs wearing safety glasses, etc.)
- Usage rights for all photography must be negotiated prior to usage.



TYPOGRAPHY

Primary Typeface

The primary typeface is Myriad. Myriad is mandatory on all headlines and/or headers. The use of Myriad Bold and/or Myriad Roman is allowed. Upper and lowercase are the recommended format when using this typeface.

Secondary Typeface

Use Helvetica Condensed Roman for all body copy and legal copy. Helvetica Bold Condensed Roman may be used for special emphasis.

Never use Helvetica Condensed Bold to write body copy with 20 words or more. Do not use all uppercase for body copy. Left justified is the recommended body copy format.

Legal Copy Examples

Legal copy (such as a disclaimer) must be no less than 5.5 pt. for print and must not be smaller than 8 pt. in Web, video or other digital media.

Primary typeface

Myriad Roman *and Italic*

Myriad Bold *and Bold Italic*

Myriad Roman *and Black Italic*

Myriad Condensed *and Condensed Italic*

Myriad Bold Condensed *and Bold Condensed Italic*

Secondary typeface

Helvetica Condensed Roman

Helvetica Bold Condensed Roman

Legal Copy Examples

This is an example of 5.5 pt. type.

This is an example of 8 pt. type.

Alternate typefaces

Geneva

Arial

AD TEMPLATES

Print Examples

A consistently strong voice not only conveys professionalism but also integrity. First impressions are lasting. By utilizing a simple template across all, we can create the lasting impression that we want — uncluttered.

Whether it's a direct promotional offer, educational message or even general brand, we recommend creating a family look and feel with PMS 654 as the dominant background color with the PMS 202 wave anchored at the bottom. A gradient can be used to give the blue background more depth and richness.

If you choose not to use the blue background, please refer to page 10 of this document to find the approved alternative color options.

Images can be an actual product or service/ installation, or general brand imagery of worry free, preventive maintenance customers.

OFFER ORIENTED MATERIALS

0% OFF
OUR PREVENTIVE
MAINTENANCE SERVICE.

Uciat. Loremqu undendaepam hitiunt eniet harum que nos ut aborat iunt molorupat voluptate minulpa dolupta ssectore di que necto quam aut odipit eatis vidipsanto cullupta duclient

LEAVE
WORRY
BEHIND™

jiffylube

PMS 654 Blue Background

SERVICE ORIENTED MATERIALS

WIPERS WIPED OUT?

Image/
Illustration

WE CAN INSTALL A NEW SET IN NO TIME.

Uciat. Loremqu undendaepam hitiunt eniet harum que nos ut aborat iunt molorupat voluptate minulpa dolupta ssectore di que necto quam aut odipit eatis vidipsanto cullupta duclient

LEAVE
WORRY
BEHIND™

jiffylube

PMS 654 Blue Gradient Background

BRAND ORIENTED MATERIALS

WE DON'T FIX VEHICLES.
WE HELP KEEP THEM
RUNNING RIGHT.

Uciat. Loremqu undendaepam hitiunt eniet harum que nos ut aborat iunt molorupat voluptate minulpa dolupta ssectore di que necto quam aut odipit eatis vidipsanto cullupta duclient

LEAVE
WORRY
BEHIND™

jiffylube

Outdoor

Outdoor is a perfect example of an extreme horizontal dimension where the wave element is not easily suited. Please use a PMS 202 containment box in these cases.

OUTDOOR AND BANNERS



Web Examples

Online ads are quite small and will require the optional "box" treatment instead of the typical "Wave" element. This box should appear in the proprietary Jiffy Lube red. The backgrounds can be a solid color like one of the primary accent colors or a photograph or illustration.

ONLINE BANNERS

Vertical Banner



Horizontal Banner



Rectangular Banner



TERMINOLOGY, TRADEMARKS & COPY REQUIREMENTS

Terminology

- Always use “vehicle” instead of “car.”
- Use “Preventive maintenance” instead of “Preventative maintenance.”
- Jiffy Lube logos cannot be used in a sentence.
- Jiffy Lube cannot be used as a possessive, such as “Jiffy Lube’s employees.”

Trademarks

Please take notice of trademarks.

- Jiffy Lube®
- Jiffy Lube Fleet Care™
- Jiffy Lube Gift Card®
- Jiffy Lube Signature Service® Oil Change
- Leave Worry Behind™

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 10 business days.
- If requestor has not received feedback within 10 business days, materials have been deemed appropriate.

Coupon Requirements

Coupons must contain the following:

- Offer valid only at participating service centers. Not valid with any other offer.
- List participating service centers or participating markets (Boston area locations).
- 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 (1”w X .75”h).



Coupon Sample

Legal Requirements

Approved Copyright language:

Standard legal

- Jiffy Lube and the Jiffy Lube design mark are registered trademarks of Jiffy Lube International, Inc.®
- © 2012 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.®
- © 2012 Jiffy Lube International, Inc.

Legal Size Requirements

Legal copy (such as disclaimer) must be no less than 5.5 pt. for print and must not be smaller than 8 pt. in Web, video or other digital materials.

Advertising and Marketing Resources

For approved artwork files, photography and other marketing resources, please visit:

- www.jiffymarketing.com
- www.jiffylube.com/brandstandardsguide





If you have questions regarding the correct usage of the Jiffy Lube brand, or to request artwork files,
please contact your Division Marketing Manager, or visit jiffymarketing.com

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