



Independence drives us.



OWNER'S MANUAL



Independence drives us.

Welcome to your new association – the Auto Care Association.

As the voice of the auto care industry and the champion for consumer choice, we are bringing a stronger focus to clearly communicate the value we deliver to drivers, businesses and the economy. Our great industry has always been driven by a spirit of independence. Now it's time for everyone else to know it.

Not only have we changed our name to better reflect the industry we represent, we are redefining our industry to be better understood and appreciated by stakeholders and audiences outside of the industry. Our industry guarantees freedom of mobility. Our industry keeps America rolling. Our industry deserves an identity that illustrates our contribution to safety, the economy, the environment, jobs, energy efficiency and the quality of life. That new identity is called the auto care industry.

We hope this Member Owner's Manual will help you adopt the new association name and logo and the new auto care industry language.

our brand story.

Changes in our industry and culture provide an opportunity for the Automotive Aftermarket Industry Association (AAIA), and the members we represent — YOU — to strengthen our collective image and better communicate our value.

Research shows that “aftermarket” creates a negative association across our audiences, and that opinion leaders, lawmakers and consumers will respond more positively to our industry story when they see a connection to their personal values in our communications.

your association.



To capitalize on these insights, your association is taking on a new name, identity and attitude to connect with people both outside and inside the industry. And your involvement and support are crucial to our success.

The following pages are your keys to getting on board with our new brand.

Welcome to *your* Auto Care Association.

logo use

Our new logo has a broad appeal, presenting a consumer-friendly style that is open, approachable and clean. The type shapes offer a clear and distinct look, while the colors feel warm and energetic. Please use this logo on your website and link to www.autocare.org, and adhere to all usage guidelines when using it online or in printed materials. All logos are available on www.autocare.org for download and use.

	
PMS 152 CMYK 0.66.100.0 RGB 229.114.0	PMS 430 CMYK 33.18.13.40 RGB 124.135.142

REPRODUCTION IN SPOT (PMS) COLORS:

When the Auto Care Association logo is printed in spot color on paper, it should always print 100% of PMS 152 and 100% of PMS 430 (see figure 1).



FIGURE 1: FULL COLOR

REPRODUCTION IN 4-COLOR PROCESS (CMYK):

In situations where the logo reproduces in process color, use the CMYK color version.



FIGURE 2: ONE COLOR

REPRODUCTION IN ONE COLOR:

When the Auto Care Association logo must appear in 1-color, it should appear 100% black, CMYK 0.0.0.100, or RGB 0.0.0 (see figure 2).



FIGURE 3A: KNOCK OUT

REPRODUCTION WHEN ON DARK BACKGROUND:

When the Auto Care Association logo must appear on a dark background, use the KO (Knock Out) version of the logo (see figure 3a). If the tone of the background makes the colored letters difficult to read, use an all white version of the logo (see figure 3b).



FIGURE 3B: KNOCK OUT

AREA OF ISOLATION

The Auto Care Association logo should always be afforded a predetermined area of breathing space, referred to as an area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. For the clear space guidelines, use the height of the “A” in Auto Care as a guide (see figure 4).



FIGURE 4

IDENTITY DON'TS

The Auto Care Association logos should be used as provided and not changed in any way.



DO NOT place over a busy image



DO NOT rotate the logo



DO NOT add any effects



DO NOT place over a split image



DO NOT distort the logo



DO NOT change or add colors

social media use

The Auto Care Association wants to engage in two-way conversations with you on social media. All of our social networks have been updated with the new name, logo and distinct look. Join us on our many social networks for frequent posts and information including our weekly factoids, event information and tips to take advantage of our many member benefits.



www.facebook.com/autocareorg



www.twitter.com/autocareorg
(tweet to @autocareorg)



tiny.cc/autocareorg_linkedin
(LinkedIn Group)



www.youtube.com/autocareorg

**On the Road
with Kathleen**

www.autocare.org/ontheroad
(President and CEO blog)

We encourage you to post or tweet on why you are a member of the Auto Care Association, and what you do. In all your social media postings, please tag us with @autocareorg and #autocarelaunch. Photos are welcome.

Please use any and all of the below sample posts to celebrate your involvement with the Auto Care Association. Also, find more ways to get social with us by visiting www.autocare.org/social, including getting a digital member badge to proudly display on your social networks.



We love the new look of @autocareorg. Proud to be a member:
www.autocare.org #autocarelaunch



Proud member of @autocareorg because independence drives us too.
www.autocare.org #autocarelaunch



Do you value choice when it comes to auto care? We do too as members of @autocareorg. www.autocare.org.



[Tweet a PHOTO of product, garage, staff or customers.]
Proud to be in the @autocareorg industry! #autocarelaunch







AAIA is now @autocareorg. Visit www.autocare.org for more info!
#autocarelaunch

language use

The core language of our new brand describes what the industry does, and why it matters. Whether your company manufactures, supplies, distributes or sells auto parts and products, or provides service and repair, you play a key role in the care of people’s automobiles – much the same as how the health care industry cares for people’s health.

Used consistently across all members’ communications, our new industry-wide unified language will tie our diverse membership and customer base into a larger story that speaks for us all.

LANGUAGE DON'TS	LANGUAGE DO'S
 <p>automotive aftermarket industry</p>	 <p>auto care industry</p>
 <p>Automotive Aftermarket Industry Association</p>	 <p>Auto Care Association*</p>

*Never shorten the association's name or use the acronym ACA, because we want all audiences to hear its full form everywhere and every time it is used.

auto care checklist

Below is a checklist of things you can do to help us celebrate the auto care industry and your Auto Care Association.

- [] Download and use the Auto Care Association logo in place of the AAIA logo on your company website and printed materials.

- [] Link all online uses of the Auto Care Association logo to www.autocare.org.

- [] Engage with the Auto Care Association on all of our updated social networks. Find out how at www.autocare.org/social.

- [] Adopt and use the term auto care industry in place of automotive aftermarket industry in your corporate communications.

- [] Bookmark the new Auto Care Association website at www.autocare.org to stay current on all of your association's initiatives, programs and opportunities.

- [] Add autocare.org as an accepted domain name for email senders into your email accounts (to make sure our emails don't go into your spam filter).

- [] **Celebrate the start of a dynamic new brand: the brand new Auto Care Association.**

autocareTM ASSOCIATION

Independence drives us.

7101 Wisconsin Avenue
Suite 1300
Bethesda, MD 20814

T: 301.654.6664
F: 301.654.3299
info@autocare.org

www.autocare.org