

EBBETT GROUP
CORPORATE
IDENTITY



BRAND GUIDELINES





WELCOME

This document offers a straightforward and comprehensive set of guidelines. The following will guide you through the fundamental identity elements such as the Ebbett logo, typeface, and colours, along with general principles for their application across various media formats. While we encourage a consistent brand identity, there may be instances where a tailored approach is necessary. If you need guidance on implementing the brand identity beyond these guidelines, please don't hesitate to reach out to Ebbett Corporate Marketing for assistance.



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OUR BRAND

MISSION & CORE VALUES

Our mission is that “We love delivering exceptional experiences every single day” and we strive to live by our values of Respect, Integrity, Care and Excellence.

BRAND ORIGINS

The current Ebbett brand design draws inspiration from its branding heritage, featuring a circular shape reminiscent of the original wheel motif from past logos. The red colour is taken from the “Marque of Excellence” logo. The bold baseline represents “firm”, “absolute” and “concrete”. It protects the main brand and cleverly accommodates both the primary brand above and subsidiary brands below. The distinctive winged “E” shape pays homage to the iconic spinning wheel emblem of the “Ebbett Motors Limited” logo.

The bold Ebbett font imparts a sense of reliability and robustness. To enhance versatility and reproduction, the logo has been streamlined into a sleek, flat design, exuding a modern aesthetic while retaining its timeless appeal.



LOGO VERSIONS

Full colour stacked version



Full colour wide version



Other permitted colour versions



Light versions to be used on dark backgrounds.



White versions to be used on dark greyscale backgrounds.



Black versions to be used on light greyscale backgrounds.



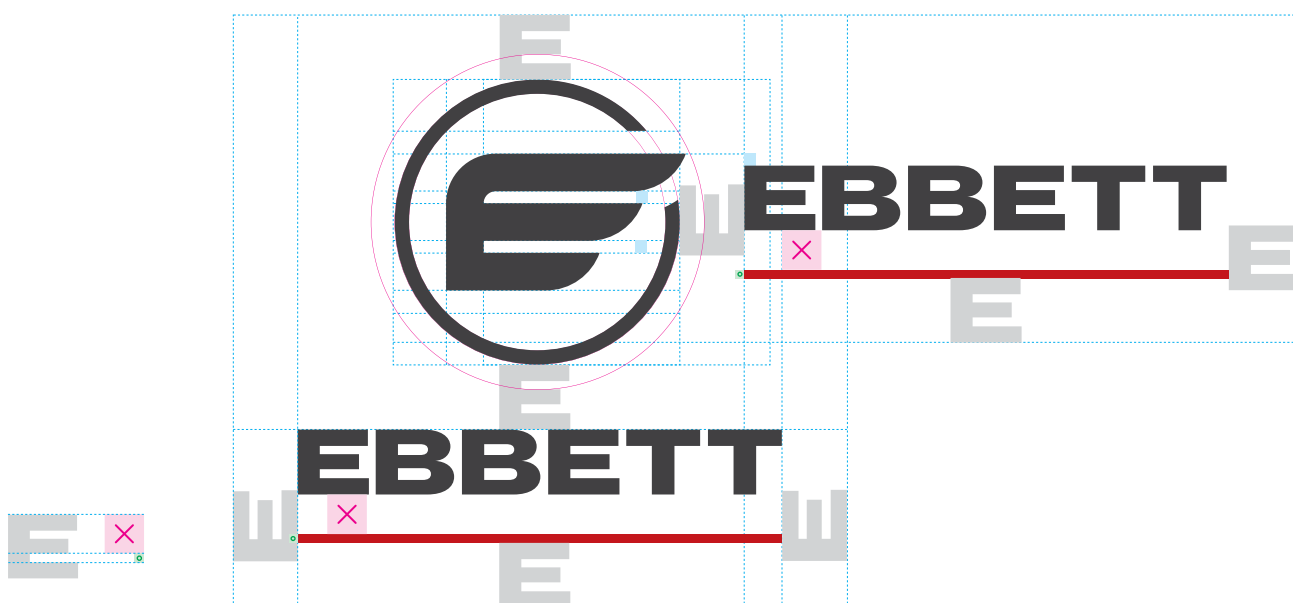
EBBETT LOGO

LOGO CLEAR SPACE

The clear space defines the minimum area in which no other graphic element is permitted.
The margin of clear space around the logo is defined in relation to the "E" in EBBETT.



LOGO CONSTRUCTION

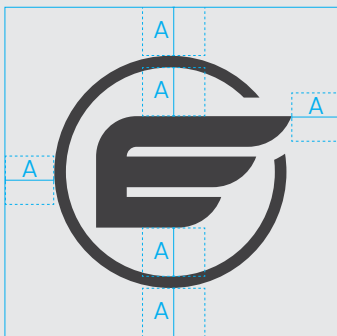


EBBETT SYMBOL



The Ebbett symbol holds significant value to those familiar with our brand. However, its effectiveness and application must be strategically considered due to its lesser-known status in the market, outside of our existing customer base.

EBBETT ICON & CLEAR SPACE



The clear space margin around the Ebbett logo symbol, excluding the text, is specified within the designated "A" area.

SYMBOL USAGE

The Ebbett symbol may not be meaningful to those unfamiliar with Ebbett brand, its impact could be diminished due to low recognition among the broader public. Therefore any signage or communications where those unfamiliar with the brand are likely to see it, the full logo with the word "Ebbett" should be used.

Ebbett symbol usage should be tailored to environments and contexts where its significance is understood and valued. In documents, the symbol can be used as design element of the corporate identity, it can be used for dealer-specific apparel and merchandise, where the recognition by existing customers adds value.



MINIMUM SIZING

The Ebbett logo must maintain legibility at all sizes, for this reason a minimum size is set for both print and digital applications:



INCORRECT LOGO CONSTRUCTION



Do not use logo without the baseline.



Do not extend spacing between E symbol and EBBETT & baseline.



Do not alter the E symbol in relation to EBBETT wording & baseline.



Do not use the E symbol with other fonts. The E symbol can be used as a stand alone element in certain circumstances.



INCORRECT LOGO USES

The Ebbett logo should retain its original shape and visibility. The logo's size and proportions should remain true to the correct form, without any distortion, stretching, skewing, crowding or the use of incorrect colours. If there are any uncertainties, please reach out to Ebbett Corporate Marketing for clarification.



Do not use logo without applying the correct clear space - see page 6.



Do not use logo without applying the correct clear space - see page 6.



Do not stretch the logo.



Do not skew the logo.



Do not outline the logo.



Do not use a pixel or low resolution logo.



Insufficient contrast or placed over product.



Do not use incorrect colours.

BRAND COLOURS

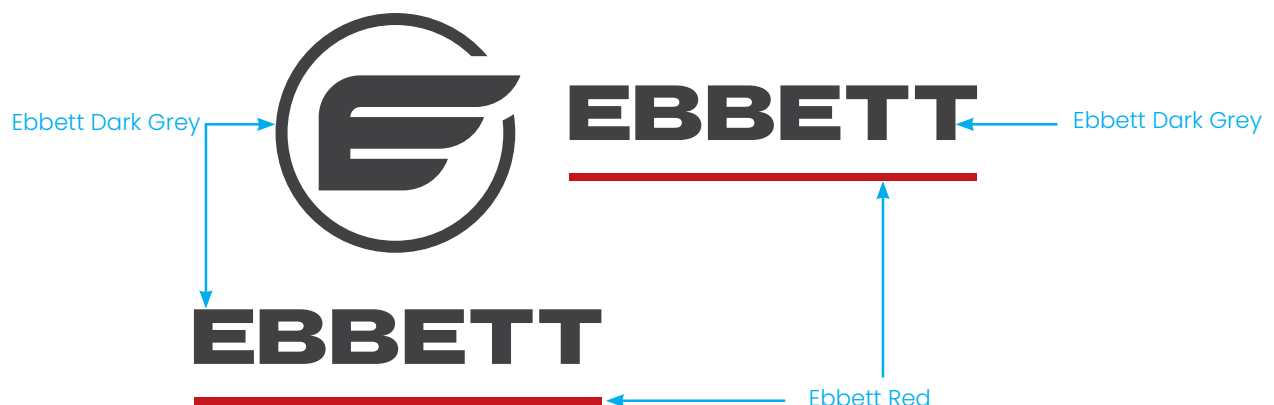
PRIMARY CORPORATE COLOURS

Ebbett Dark Grey

Pantone: 446
CMYK: 0|0|0|90
RGB: 65|65|65
Hex: #404040

Ebbett Red

Pantone: 7621
CMYK: 0|100|100|20
RGB: 196|22|28
Hex: #C4161C



COLOURS TONES

Colour tones are used to differentiate values of information and are used across digital and print applications for background.

Ebbett Grey Tones

100%	Hex:#404040
80%	Hex:#707070
60%	Hex:#808080
40%	Hex:#A8A8A8
20%	Hex:#D2D2D2
10%	Hex:#EEEEEE

Ebbett Red Tones

100%	Hex:#C4161C
80%	Hex:#CF4D36
60%	Hex:#D9755D
40%	Hex:#E69D85
20%	Hex: #F1CAB9
10%	Hex: #F7E1D6

TYPOGRAPHY

Ebbett employs two different typefaces to maintain a consistent and uniform brand image in its marketing communications. The Termina typeface is exclusively reserved for the Ebbett logo and should be used sparingly. The primary typeface for both headings and body copy applications is Poppins. These fonts are available for download at: <https://brand.ebbett.co.nz/brand-guidelines/>

PRIMARY FONT - POPPINS

Poppins Bold

Graphic Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Semi-Bold

Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Medium

Sub-headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Light

Body copy & small sub-headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Light Italics

Term's & Condition's

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*



OTHER FONTS - LIMITED USE

Termina Heavy

LOGO & BUSINESS CARD NAME
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Termina Medium

LOGO CO-BRANDING LOCATION
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

Visby CF Heavy

EBBETT PRODUCT TITLES
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Market OT

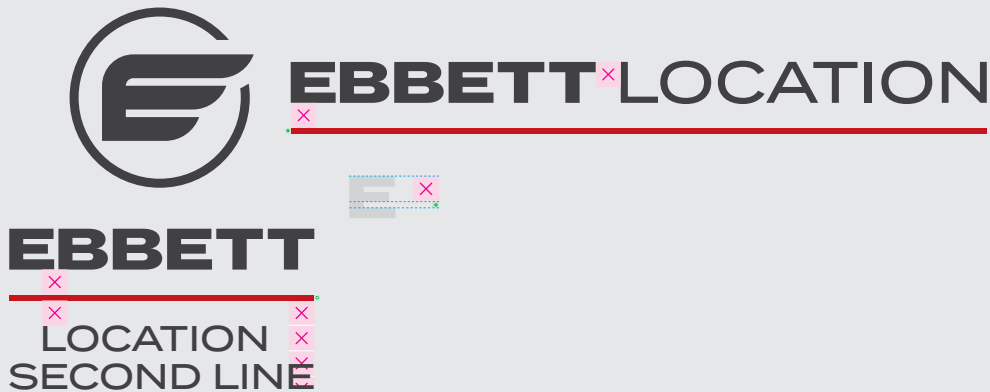
Ebbett Values use only
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



CO-NAMING

DEALERSHIPS & LOCATION LOGOS

The Ebbett Group has multiple dealerships across the north island; co-naming guidelines are crucial to ensure harmonious and balanced placement of the Ebbett logo alongside the dealership name or location.



CORE LOCATION



CO - NAME



**JOHNSTON
EBBETT**



JOHNSTON EBBETT

CO - NAME + LOCATION



**JOHNSTON
EBBETT**

PORIRUA



JOHNSTON EBBETT

PORIRUA



**JOHNSTON
EBBETT**



JOHNSTON EBBETT



**JOHNSTON
EBBETT**

PORIRUA



JOHNSTON EBBETT

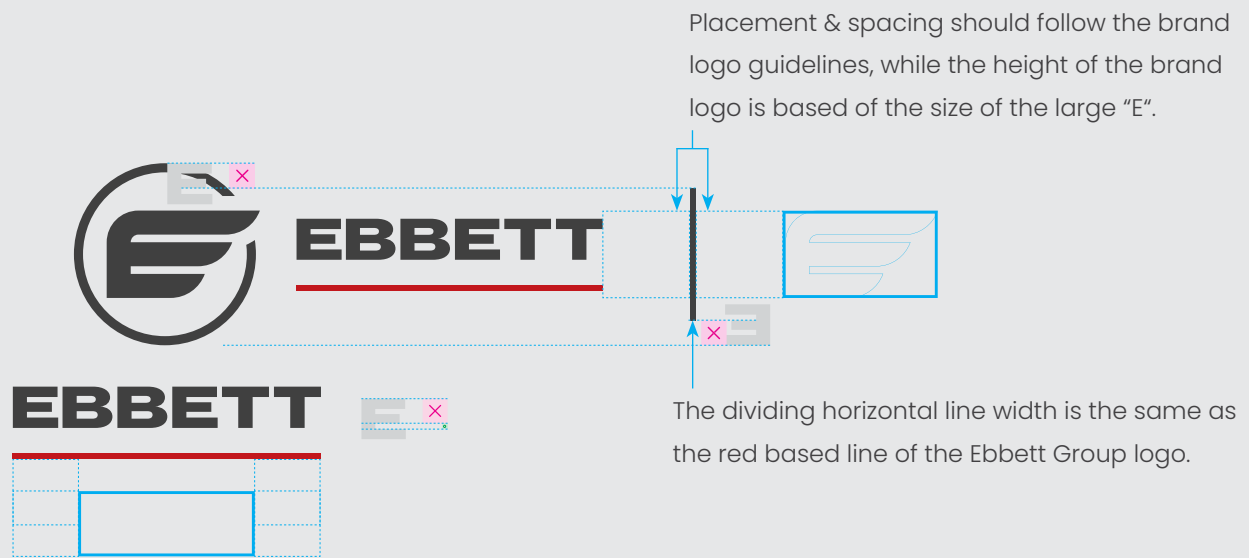
PORIRUA



CO-BRANDING

DEALERSHIPS & BRANDS LOGOS

The Ebbett Group represents numerous brands across their dealerships; co-branding guidelines ensure a the correct placement of the Ebbett logo alongside these brand logos.



LOGO CO-BRANDING



LOGO, LOCATION & CO-BRANDING



CO-NAME & DOUBLE BRANDING



To be use in limited space in
replacement for stacked logo version



BUSINESS ASSETS

BUSINESS CARD EXAMPLE

Business Card: 90mm wide by 55 high with 3mm bleed.

Text & Footer Colour: Ebbett Dark Grey,
Right Side Bar Ebbett Red (see Page 7)

Name: Termina Heavy | Size 7.5pt

Contact Details: Poppins Light | Size 7pt | 11pt Leading

Address Details: Poppins Light | Size 7pt | 12pt Leading

Web Address: Poppins Medium | Size 7pt | 12pt Leading

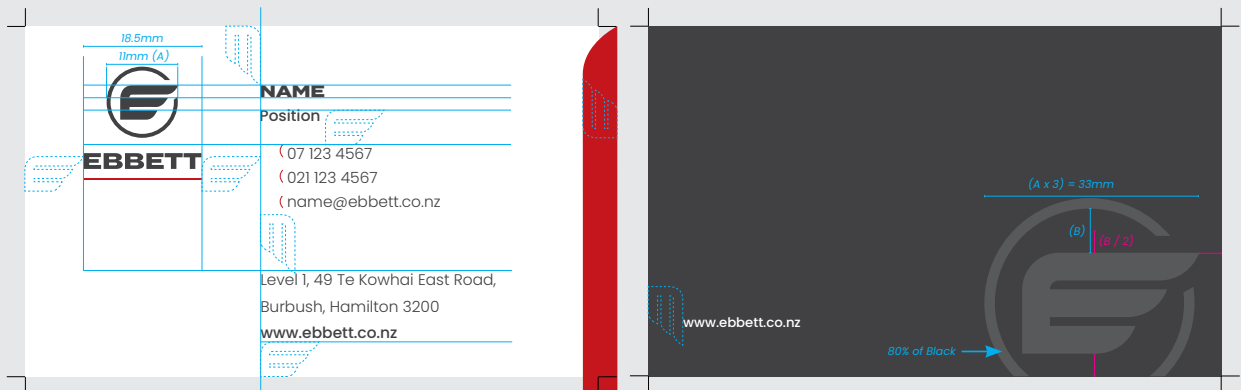
Back - Background: Ebbett Dark Grey (see page 7)

Dealership Represents or Web Address:

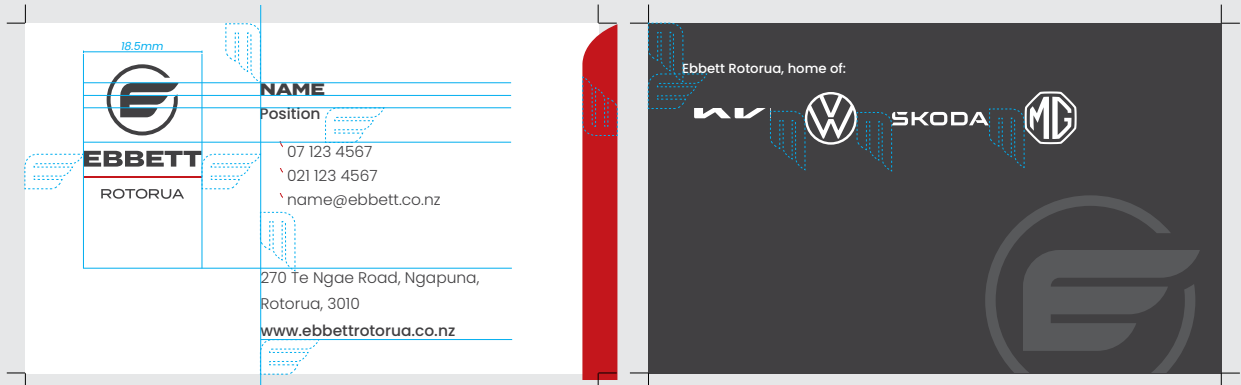
Poppins Medium | Size 6pt | Colour White

Contact Ebbett Marketing Department for a dealership business card template.

Corporate



Dealership



EMAIL SIGNATURE HTML FILE

Table size: width="470" height="240"

Column 1: width="293" Column 2: width="167"

font-family: Gotham, "Helvetica Neue", Helvetica, Arial, Sans-Serif;

Font Color: #000000; Link Color: #e81f2c

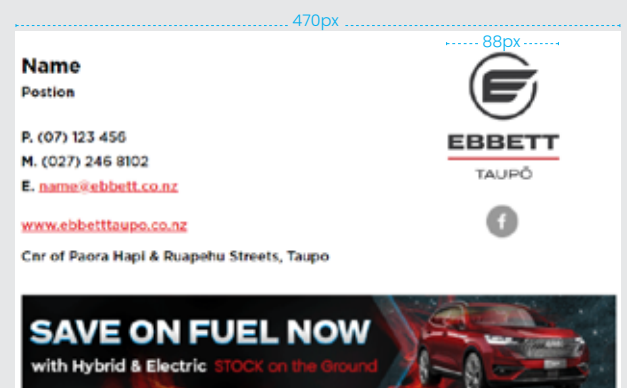
Name: font-size: 16px; font weight: bold

Details: font-size: 11px

Logo Size: width="88" height="100

Social Media icon: width="28" height="25"

Banner Size: width="470" height="80"



LETTERHEAD & ENVELOPE

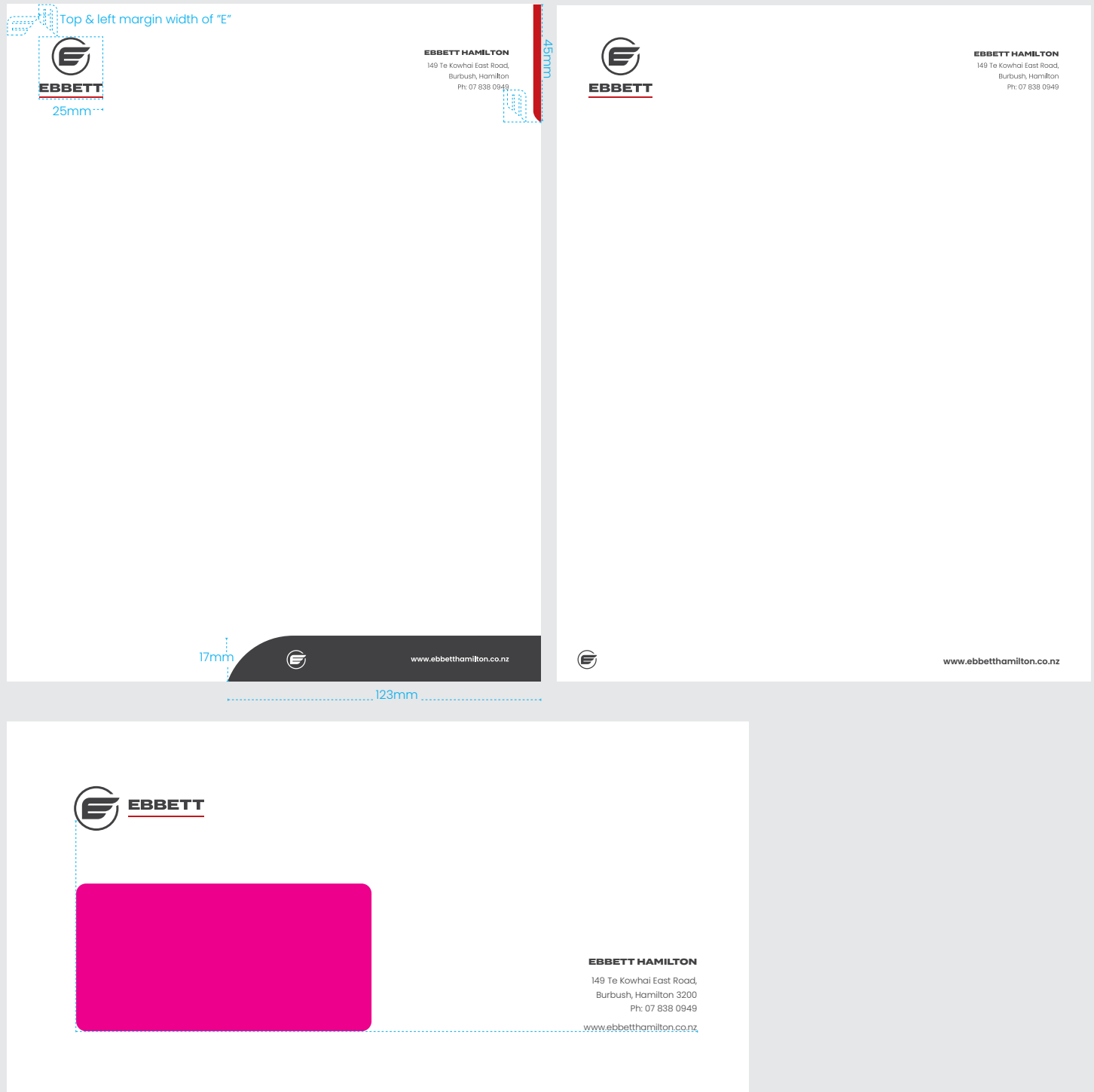
Text & Footer Colour: Ebbett Dark Grey,
Right Side Bar Ebbett Red (see Page 7 Corporate Colours)
Dealership name: Font – Termina Heavy, size – 7.5pt
Details: Font – Poppins Light, size 7.5pt with 12pt leading

Printed letterhead: A4 printed with 3mm bleed.

This layout is for offset printing only, please contact Ebbett Marketing for a dealership letterhead PDF for printing.

Word Template: A4 printed no right side bar or footer

Dealership Word Letterhead templates are available for download at <https://brand.ebbett.co.nz/>



LAYOUT & DESIGN

Consistency in style and design ensures that every interaction with the Ebbett brand reflects our core values, messaging, and aesthetic, helping to fostering trust and recognition among our audience. Consistent styling and design not only enhance brand recognition but also communicates professionalism and reliability, ultimately strengthening the Ebbett brand.

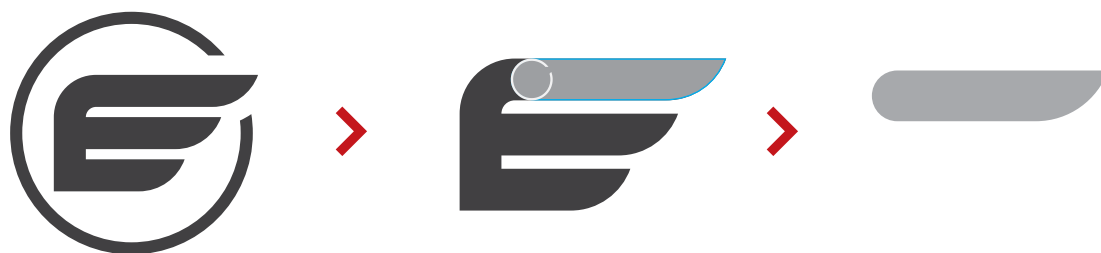
SECONDARY COLOUR PALETTE

The Secondary colour palette is to be used alongside Ebbett Corporate Primary colours (see page 7). Examples include Ebbett Products, eye catchers, buttons and tabs.

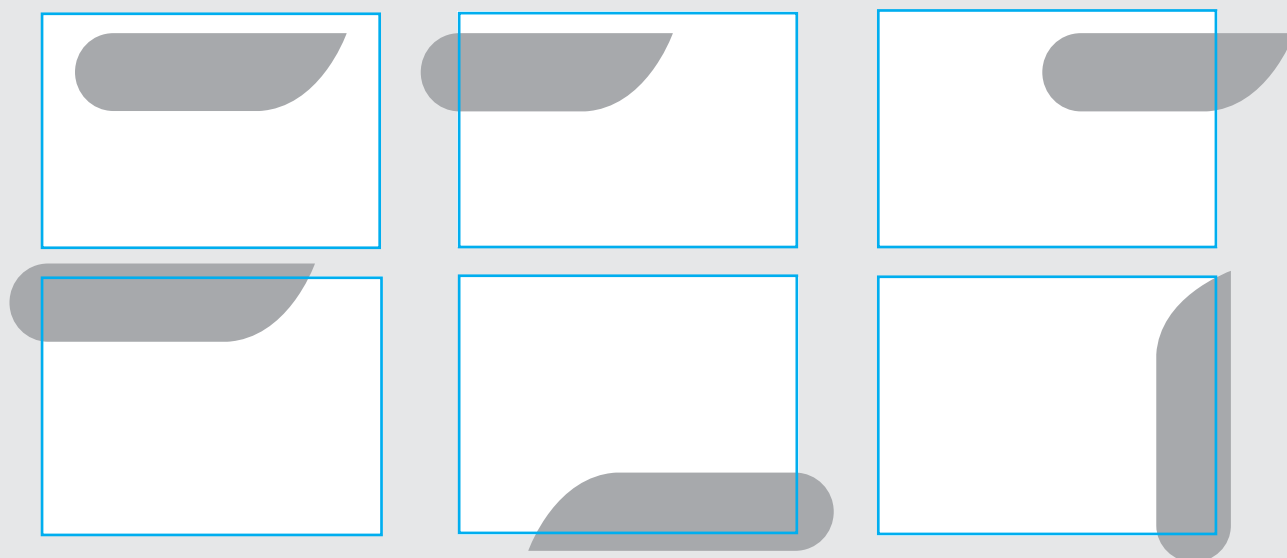
Tints					Gradients
RGB: 250 166 25 Hex: #faa61a CMYK: 0 40 100 0					
RGB: 250 166 25 Hex: #f26522 CMYK: 0 40 100 0					
RGB: 42 132 65 Hex: #2a8441 CMYK: 84 25 100 10					
RGB: 3 83 35 Hex: #015323 CMYK: 84 25 100 53					
RGB: 102 204 204 Hex: #6acccc CMYK: 50 0 24 0					
RGB: 1 102 153 Hex: #00679b CMYK: 93 58 18 2					
RGB: 30 117 187 Hex: #1b75bc CMYK: 85 50 0 0					
RGB: 28 69 147 Hex: #1f4692 CMYK: 99 85 8 1					

EBBETT SHAPE

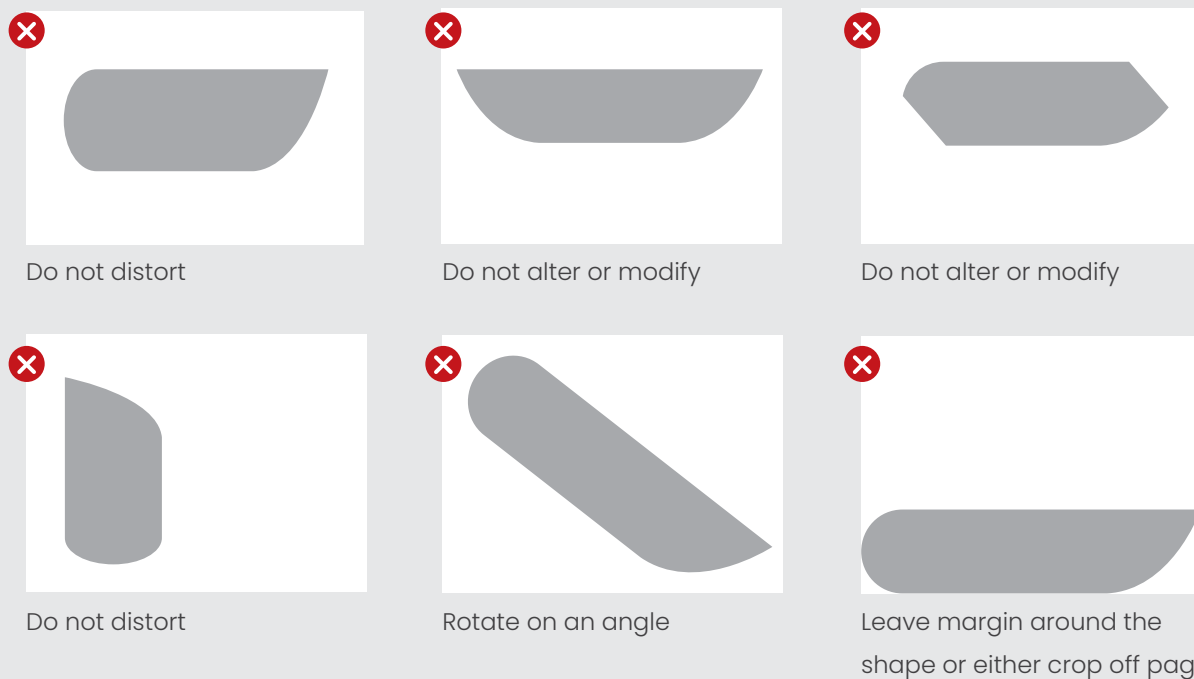
The Ebbett shape is a combination of the logo circle and the top of the logo "E", the shape is a flexible design element that can be used to define the Ebbett brand.



Layout positioning options: proportions must retain its true and correct form without any distortion.

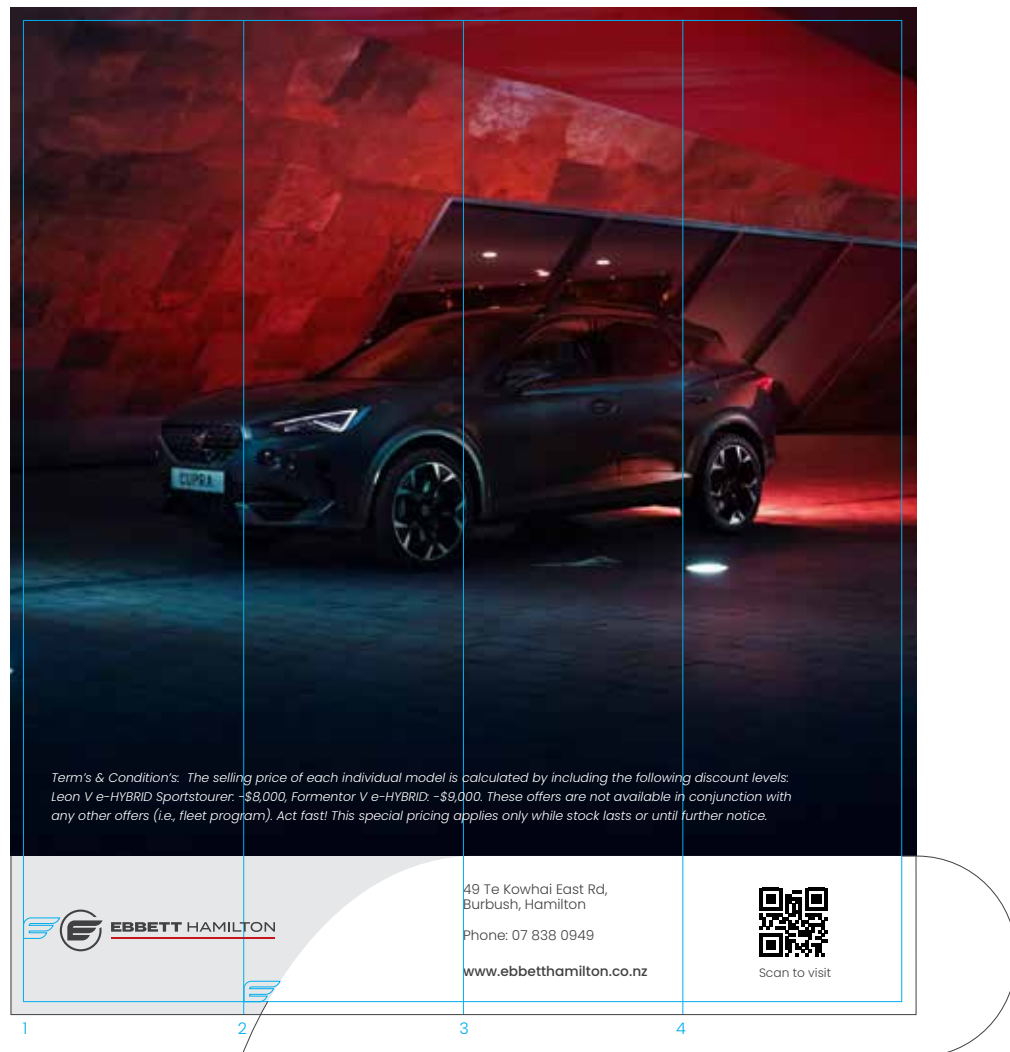


Incorrect Ebbett shape usage:



FOOTERS & SIDE BAR

Examples of Print Footers & Side bars for Ebbett Dealership using the Ebbett Shape.



Portrait layout with 3mm bleed, divide the footer into 4's. The 1st section is for the Dealership logo, use the "E" for a margin guide.

3rd section for address details font size 8 or 9px. 4th section for placement of either open hours **OR** QR code.

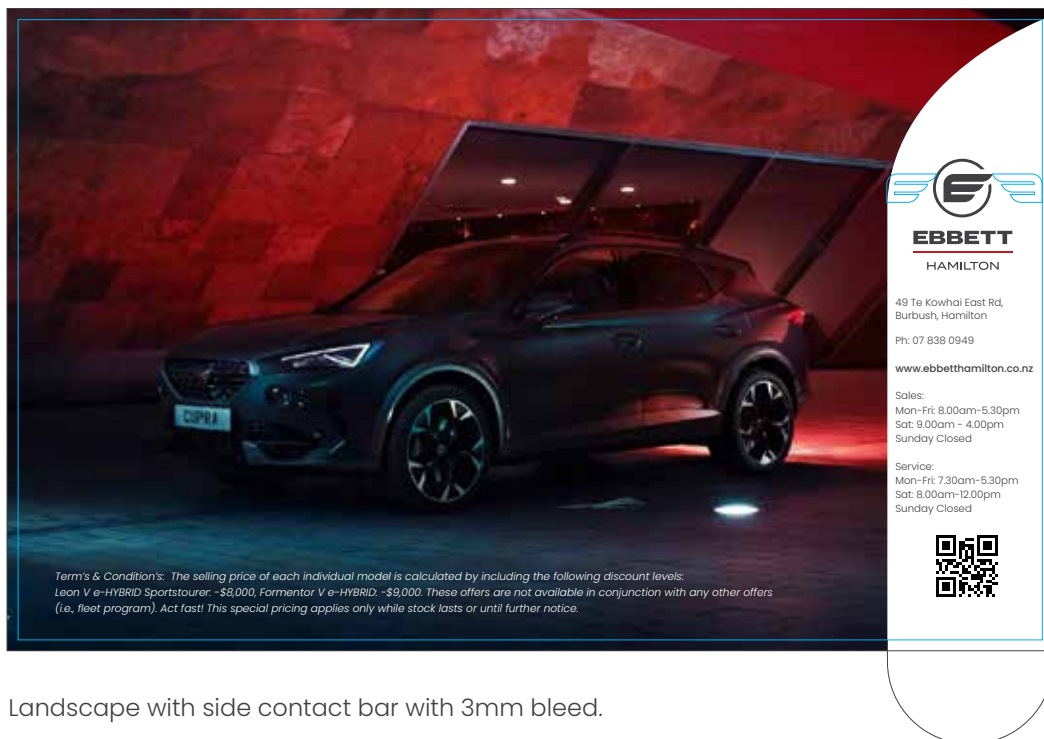
Note: Do not place T's & C's in footer section.





Landscape layout with 3mm bleed, divide the footer into 8's. The 1st section is for the dealership logo, use the "E" for margin guide. 4th section for address details, font size 8 or 9px. 6th section for placement hours and 8th section QR code.

Note: Do not place T's & C's in footer section.



Landscape with side contact bar with 3mm bleed.

Use stacked logo, use the "E" for margin & placement guide.

Address details left align with margin measured from the stem of the 'E'.

Note: Do not place T's & C's in footer section.



EBBETT ICONS

Icons are symbols used to convey information quickly and efficiently through visual recognition. Ebbett icons are constructed using lines in a uniform line thickness across the icon.



EMAIL DIRECT MARKETING

Email Direct Marketing (eDM) templates have been set up for each Ebbett Dealership and can be found in Mailjet.

Global Styling:

Page layout & background: white box container style with background colour: #f4f4f4

Font Family: Arial

Font Colour: #404040

H1: Arial Bold, 28px

H2: Arial Bold, 22px

H3: Arial Regular, 18px

Paragraph: Arial Regular, 15px with 24 line height.

Button Styling: Full width with board radius of 3px, colour either #404040, # C4161C or brand colour for single branded eDM's.

Template Elements include:

Headers with dealership logo and brands.

Footer Maps, dealership logo and brands as well as dealership contact details.

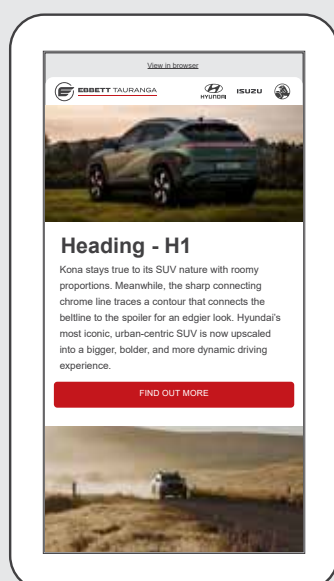
Mobile View:

Check all eDM's in mobile view before sending out.

Set columns to stack in reverse in mobile display so right hand images show above copy on mobiles.

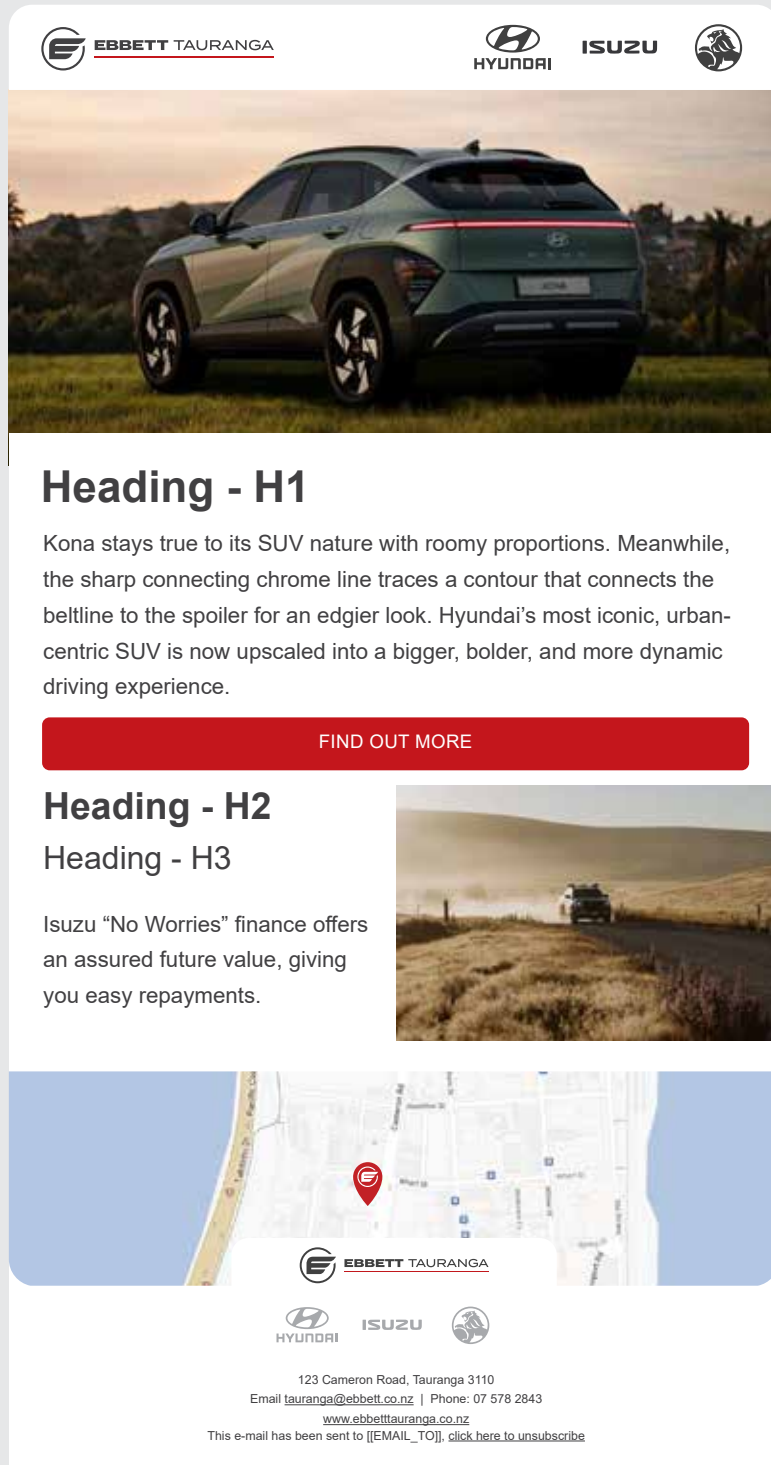
Set images in 2 columns – Mobile display to scale up so the image will display full width on mobile.

Mobile View:



Desktop View:

[View in browser](#)



Example of single brand header with logo centered:



IMAGERY

Ebbett lifestyle imagery employs a warm colour hue, at the heart of our visual storytelling are people. By showcasing human experiences, we establish a connection that resonates with our audience, fostering trust and a sense of security.



IMAGERY DON'TS

Avoid using low-resolution images or those with watermarks due to copyright restrictions. Ensure that aspect ratios are maintained when scaling images, and when cropping avoid cutting off important sections of the vehicle. If flipping the vehicle, make sure that license plates and vehicle logos are oriented correctly. When placing a vehicle image on a background, ensure that the angle and scale are appropriate. Note please do not use images where children are not correctly restrained in a moving car.



Do not use low-resolution images



Do not use images with copyright watermarks



Incorrect aspect ratio when scaling



Avoid cutting off important sections of vehicles.



Ensure logos & plates are oriented correctly

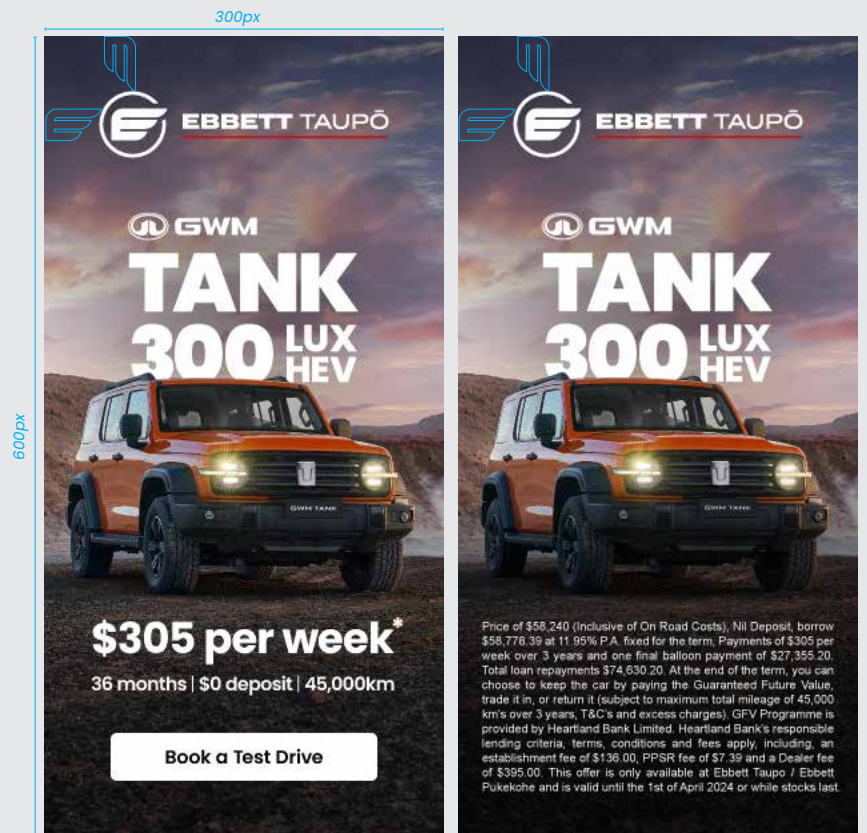


Ensure scale and angles are appropriate to background



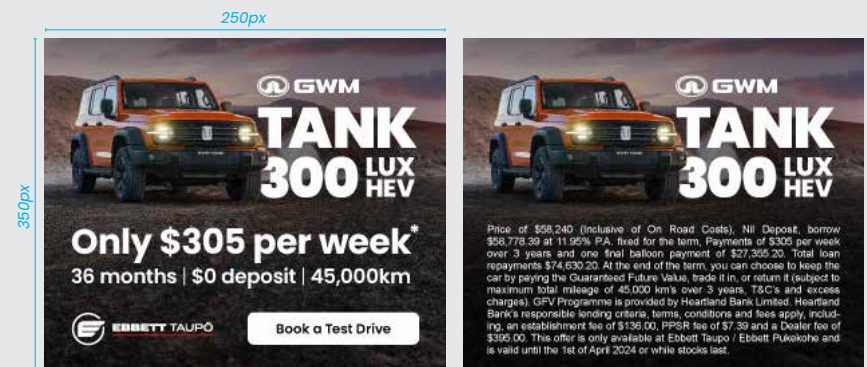
When designing Google digital display adverts, ensuring the logo is appropriately sized and positioned with adequate margins. Correct logo sizing maintains brand visibility and recognition, while generous margins help prevent overcrowding and maintain visual clarity, optimising the overall impact of the advertisement.

Animation is a good option to avoid overcrowding when there is a large amount of content. Note if advertising a finance offer all terms and conditions must be displayed.



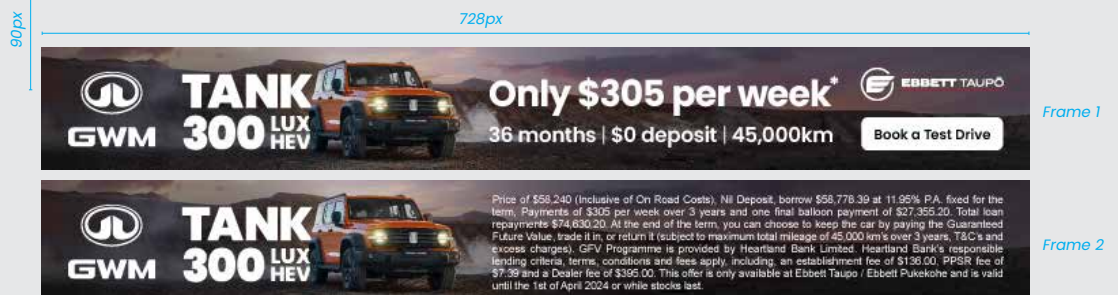
Frame 1

Frame 2



Frame 1

Frame 2

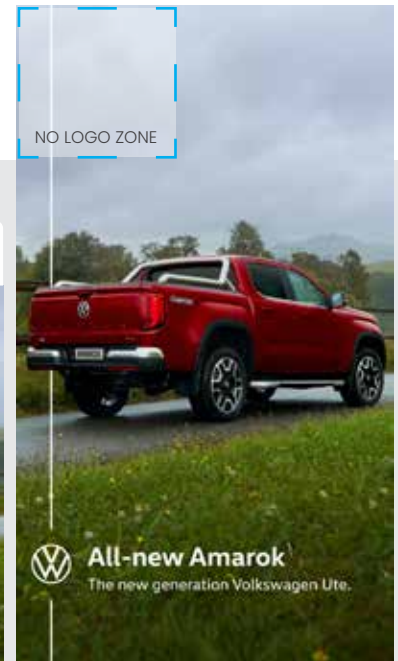
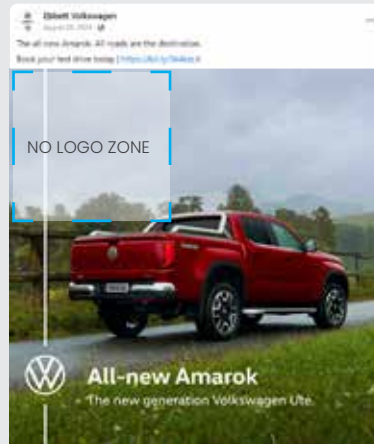


Frame 1

Frame 2

DIGITAL - SOCIAL MEDIA

Do not place brand logos in the top left corner as it competes with the dealership page logo.



In carousel advert, try to keep logos, headings and wording in the same position across the carousel tiles.

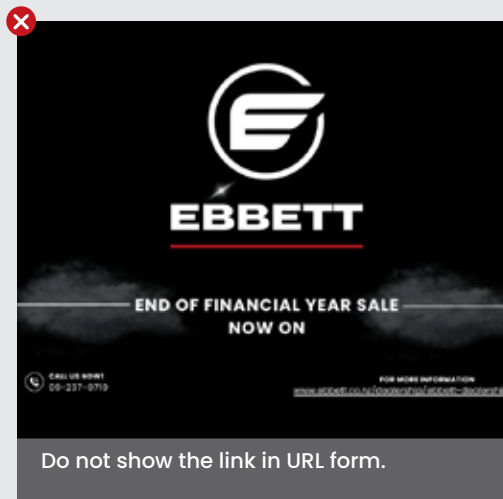


INCORRECT SOCIAL MEDIA IMAGERY & POSTS

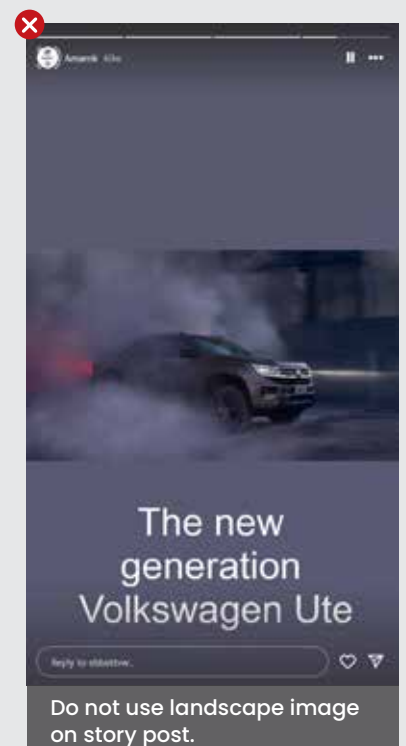
Do not duplicate Ebbett logos (e.g. Group and dealership) on the same post. Do not show the URL in the graphic as this is linked in the post. Do not use a landscape image for story post, and or generated text.



Do not duplicate Ebbett logos.



Do not show the link in URL form.



Do not use landscape image on story post.

VEHICLES SIGN-WRITING

Vehicle branding is an excellent marketing opportunity and good vehicle signage can help build brand awareness. It is important to apply correct logo placement to avoid any distorting of the Ebbett brand.



INCORRECT VEHICLE SIGN-WRITING

Avoid placing the logo over door openings or windows, ensure the logo is adequately sized to maintain readability. Do not place the Ebbett logo in reserve depending on the car side. Refrain from cutting off logo elements. Ensure to maintain visual contrast between logo and car colour e.g. grey on grey.

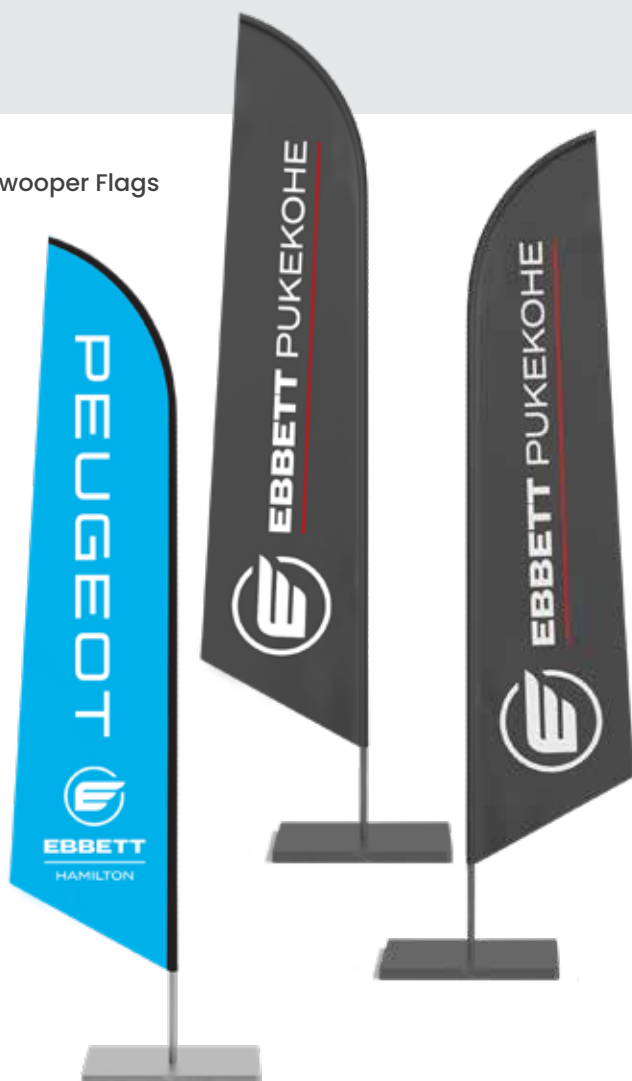


POINT OF SALE EXAMPLES

Wind-Blade Flags



Swooper Flags



Key Rings

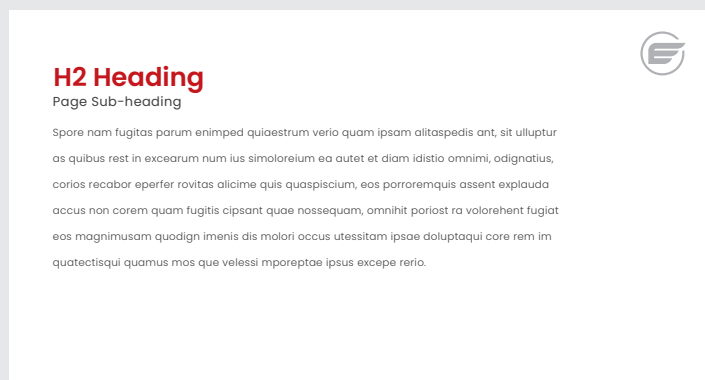


Licence Plate Surrounds: due to the small margin and distance that licence plate surrounds are viewed this is the one case where cropping of the Ebbett logo is allowed.

POWERPOINT

Consistency across all forms of communication, including presentations, helps in reinforcing the Ebbett brand identity and maintaining a professional image. Also adhering to the PowerPoint template streamlines the creation process, allowing individuals within the organisation to focus more on the content rather than the design, ensuring that the message is effectively communicated.

New Standard PowerPoint Template



Heading H1:

Size: 60pt – Font: Poppins Semi-Bold

Colour: Standard Ebbett Red #C4161C

Dark %40 Ebbett Grey #A8A8A8

Heading H2:

Size: 20pt – Font: Poppins Semi-Bold

Colour: Standard Ebbett Red #C4161C

Dark %40 Ebbett Grey #A8A8A8

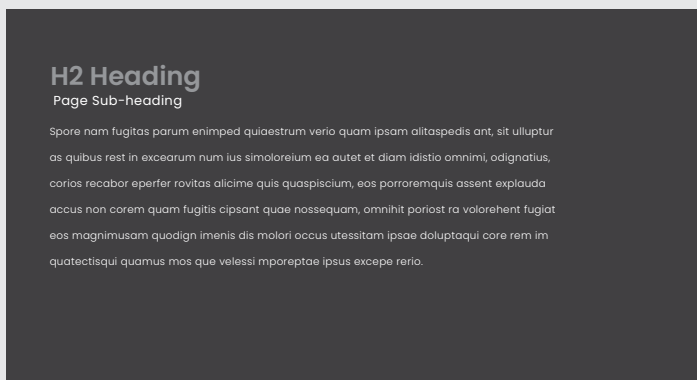
Title Subheading:

Size: 20pt – Poppins Regular – Letter spacing Loose

Colour: Standard: Ebbett Grey #404040

Dark: White

New Dark PowerPoint Template



Page Subheading:

Size: 14pt – Poppins Regular – Letter spacing Loose

Colour: Standard: Ebbett Grey #404040

Dark: White

Paragraph:

Size: 18pt – Font: Poppins Light

Colour: Standard: Ebbett Grey #404040

Dark: White

Background:

Standard: White

Dark: Ebbett Grey #404040



EBBETT PRODUCTS

EXAMPLES EBBETT PRODUCTS BRANDING

Ebbett product branding is derived from the Ebbett Logo the outer circle and the shape of the logo's "E". The Ebbett Products colours are sourced from the secondary colour palate. The designated fonts include Poppins Regular all caps for top line & tag line, Visby Heavy all caps for product name eg."PROMISE".

