

BRAND PERSONALITY

If the **Auto(atc)Center** were a car...

Cars immediately evoke emotions and attitudes. They are also a subtle extension of a personality. We have chosen a car that matches your brand's personality to convey a sense of understanding of **Auto(atc)Center** to anyone who will be creating design elements that your customers will interact with.



2011 "(atc) Special Edition" Ford Mustang

- 5.0 liter, V-8, 6-speed manual "Coyote" engine
- 540 hp, 510 lb.-ft of torque, R2300 ROUSHcharger
- Ti-VCT for variable intake/exhaust valve closing
- "Back In Black" base and "Red Hot Chili Pepper" stripes
- 20 inch chrome wheels, Cooper RS3 tires
- Special edition ROUSH suspension package
- Meets and exceeds top government safety ratings
- Best in class for mpg by EPA (17 city/26 hwy)
- Leather seats and with (atc) logo

In recent years, Ford has masterfully brought the Mustang back to where it belongs as an American icon. This latest latest retro-renaissance vehicle combines modern tech with the legendary heritage that is Mustang. It's their best efforts of almost 50 years of enthusiastic passion from designer to manufacturer that maintains their legacy in a contemporary way.

Just as the Mustang is an American icon, **(atc)** is an Augustan icon. With almost 60 years of serving the driving public of the CSRA, (atc) is committed to maintaining the family heritage that keeps customers talking. This modern redesign of their exterior and interior (in aesthetics and philosophy) remains rooted to the original spirit and legacy "at the center" of their company.



BRAND ATTRIBUTES

- Trustworthy
- Talented
- Experienced
- Attentive
- Professional
- Passionate
- Truthful
- Valuable
- Proven
- Distinctive
- Innovative

BRAND VISUAL LANGUAGE— "trust in your vehicle, peace in your travels."

Your visual language is what defines your identity beyond the logo. It's the characteristics, the look and feel that makes all of your touchpoints unique and identifiable. Your visual language supports your key messages through shapes, colors, textures, graphics, typography and more.

The **Auto(atc)Center** visual language is clean, ultra modern, distinctive, versatile and most importantly, friendly and accessible. It has a future feel but isn't trendy- it has staying power.

Primary		Dark Palette		
(atc) Red	(atc) Black	(atc) Dark Grey	(atc) Brown	(atc) Dark Green
Light Palette				
(atc) White	(atc) Light Grey	(atc) Blue	(atc) Light Green	(atc) Orange

