



REPAIRPAL BRAND GUIDELINES

LOGO VARIATIONS



REPAIRPAL BRAND LOGO

Used in full color when referring to the RepairPal brand or values.



**FAIR PRICE
GUARANTEE**



**FAIR PRICE
GUARANTEE**

FAIR PRICE GUARANTEE LOGO

Used in full color with disclaimer* to show customers that you are backed by RepairPal's 3rd party fair price validation.

*See repairpal.com/fairpriceguarantee for details

LOGO GUIDELINES

The RepairPal Logos are symbols consumers recognize for quality repair at fair prices, so it should never be altered.

Don't:

- Change the typeface
- Add visual effects like a drop shadow
- Change the shape in any way
- Change the spacing between letters
- Change or adjust the colors
- Change or replace the words in any way

Leverage the RepairPal Fair Price Guarantee logo to prove to customers that your dealership is fair priced.

Do:

- Hyperlink the logo to repairpal.com/fairpriceguarantee
- Always include this disclaimer: See repairpal.com/fairpriceguarantee for details
- Empower your Service Advisors and BDC with 3rd party proof of fair prices to combat price objections and provide confidence that your dealership is fair priced.

SUGGESTED USE

- Print logo on your repair orders
- Place logo on your website service pages with this messaging: "Quality repairs. Prices you can trust"
- Use logo in your new customer conquest Fixed Ops marketing campaigns
- Use logo your email/text reminder campaigns for returning customers to come in and schedule service
- Place logo on your digital MPI
- Print logo on physical mailers being sent to conquest and return customers
- Use logo in your social media posts
- Place logo on your post service hang tags with this messaging: "Quality repairs. Prices you can trust"

COLOR PALETTE



#E98B2F



#E6F8FF



#B2E8FF



#0098D3



#002F58

FONT

Roboto Light

Roboto

Roboto Medium