



BRAND PLAYBOOK

A NOTE FOR DESIGNERS

No one interacts with the brand like you do; you’re working with it every day, and you might grow weary of this toolkit. It’s important that you remain disciplined in the application of the DISCOUNT TIRE brand to ensure a consistent brand experience for our customers.

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01	MISSION + VISION
02	BRAND POWER + PROMISE
03	TONE OF VOICE
04	IDENTITY ELEMENTS - Logos + Guidelines - Color Palette - Typography - Graphic Elements - Photography + Illustrations
05	VISUAL EXAMPLES - Advertising - Digital + Print - Social Media

A large, stylized red number '7' is positioned in the background, partially obscured by the main text.

MISSION + VISION

OUR

TO MAKE DREAMS COME TRUE

We are committed to providing excellent tire and wheel service by delivering an inviting, easy, and safe customer experience with every transaction. Our friendly and knowledgeable employees strive to do what's right for the customer and deliver respectful service backed by fair prices, comprehensive product selection, and an inviting atmosphere.

MISSION

OUR

TO BE THE BEST.

**We've been setting the industry standard
since 1960 and we will continue to set the
standard as we grow.**

VISION



BRAND POWER + PROMISE

Strong Brands have the power to earn a place in people's hearts and minds, ensuring growth and loyalty.

THE POWER OF THE DISCOUNT TIRE BRAND IS UNEQUALED IN OUR INDUSTRY, HAVING BEEN BUILT UPON THE HIGHEST STANDARDS AND UNEQUALED SERVICE OVER OUR 60+ YEAR HISTORY.

OUR BRAND PROMISE

We promise that when you work for or do business with us you will experience caring people doing the right thing.

Our brand promise is an expression of our core values (IOOGA). The foundation of our company is our people, their caring nature, and high level of integrity. To the people of our company, it is about caring for and cultivating people, our passion for safety, being empowered to make our customers happy, promoting from within, and sharing in each other's success. For our customers, it is knowing that caring people will do the right thing.

We differ from our competitors because we truly care about each other and our customers.

OUR BRAND PILLARS

01

TRUSTED EXPERTS

02

CAN-DO ATTITUDE

03

UNEXPECTED EXPERIENCE

04

LOW PRICES + MORE CHOICES

01 TRUSTED EXPERTS

Earned through our commitment to training, transparency, and industry-leading integrity.

We are unique in that all we do is tires and wheels. We are the industry's experts. We are well trained and believe in what we do. For us, doing the right thing for the customer every time means engaging our customers to understand their true and immediate needs, empowering them with expert advice that is in their best and safest interest, and providing the highest quality service work. We back our products and services with hassle free warranties. We know we have earned our customer's trust when they give us their keys and say, "do whatever you think is best."

We differ from our competitors because we are experts. We are motivated to understand our customer's needs and empower them with the best advice, service, and after sale support.

02 CAN-DO ATTITUDE

**The basis for our
LET'S GET YOU TAKEN CARE OF®
tagline, a conscious effort to
delight our customers.**

It is our people's attitude that makes Discount Tire a magical place to work and do business. We are passionate about having fun, giving our best, working safely, and sharing in each other's success. We care about doing the right thing, we are empowered to do so, and have fun doing it. This is why we are happy people with Can-do Attitudes. We know our customer's time is important, so we do things right, and we do them with a sense of urgency. We know every day we must earn the right to call them our customers. It is our people that keep our customers coming back time and time again.

We differ from our competitors because we focus on hiring people with Can-do Attitudes and we have a culture (IOOGA) to support these attitudes.

03 UNEXPECTED EXPERIENCE

Putting the customer experience first is how we approach every interaction.

It is an easy thing. We treat people how we want to be treated. The experience starts with our Trusted Experts with Can-do Attitudes, low prices, and more choices. It is sealed with our clean stores, free services, and hassle-free after service support. This is our service experience we use to create peace of mind and delight each of our customers... An experience that our customers have come to trust and confidently refer to their family and friends.

We are different from our competitors because we inspire our customers with an unexpected experience simply by treating people how we want to be treated.

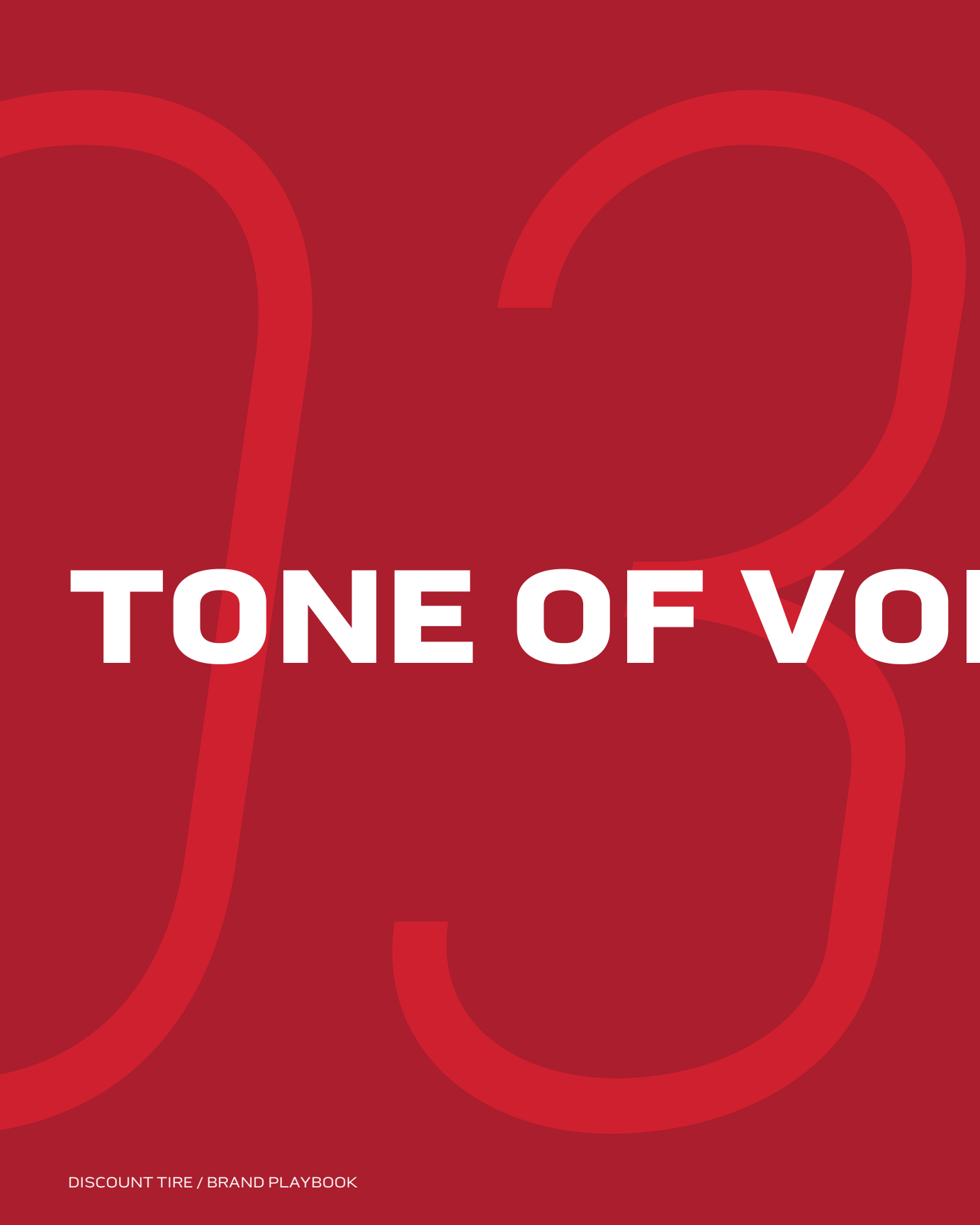
04

LOW PRICES + MORE CHOICES

Our unparalleled scale ensures we have what our customers need and want, all at the best value.

The company's name is a promise for low prices. We also offer the widest selection of quality product from the most affordable to the highest performance. We make sure we have products our customers want when they want them. We know it is price, selection, and convenience that gets people in the door.

We are different from our competitors because we provide the widest selection of products and provide low prices on all the products we offer. No matter what product we sell, it is a great deal for the customer.



TONE OF VOICE

HOW WE SOUND:

**REAL +
RELEVANT**

**SIMPLE +
IMPACTFUL**

**CONFIDENCE
INSPIRING**

REAL + RELEVANT

- We use familiar words and phrases.
- We present facts, tips, and recommendations conversationally, never attempting to sound smarter than our audience.
- We don't shy away from an occasional pun or clever humor.

SIMPLE + IMPACTFUL

- We write and speak with headlines that are to the point, with copy that is brief and punchy.
- We avoid crafting long sentences reliant on commas and semicolons, with the goal of being efficient and clear.

CONFIDENCE *INSPIRING*

- We communicate with logic and reason, avoiding sounding like we are trying to convince or persuade.
- We establish confidence through proof-points and claims that come from our genuine expertise and experience.



IDENTITY ELEMENTS

LOGOS + GUIDELINES



PRIMARY LOGO

Our primary logo should be used on a black or white background in most print and digital applications to maximize readability. When creating a brand focal wall in-store, the primary logo may be placed on a red background to create a large expression of brand color.



ONE COLOR LOGO

The one color alternate logo is intended for limited use across print and digital touchpoints. This logo should never be used in-store or in built environments.



The clear zone around the logo is necessary in order to ensure legibility. Whether the logo is in a holding shape, on a screen, or on a piece of print, the edge of whatever surrounds the logo should not intrude on the prescribed boundary.



PRIMARY LOGO DO NOT’S



DO NOT change the size of any part of the logo.



DO NOT use as website address.



DO NOT change the positioning of any part of the logo.



DO NOT use old logo.



DO NOT change the colors of the logo.



DO NOT add a drop shadow to the logo.



DO NOT change the positioning of the any elements



DO NOT add a glow to the logo.



DO NOT slant or tilt logo.



DO NOT remove a stroke to the logo.



DO NOT use on colored backgrounds without the white outline



DO NOT remove any part of the logo.

There are some things that should never be done to our (or any) logo. Strictly adhere to the guidelines around our primary logo.

LET'S GET YOU TAKEN CARE OF® is our signature tagline that instills confidence in our customer. It's a succinct way to let our customers know that we have their back and their best interest in mind.

When our tagline stands on its own it can exist in one of four main configurations which vary in number of lines: one, two, and three. This will allow for flexibility across different formats and make sure that it reads well no matter what space it needs to fit in. Our alternate six line configuration is intended for minimal use and should only be used as a tone-on-tone textural treatment.

Our tagline can exist apart from our logo, but should never be the only identity element within a composition. For example, LET'S GET YOU TAKEN CARE OF® could be the primary message on a billboard but our logo should clearly appear somewhere else on the billboard. Or in a retail environment it can appear separate from our logo because it is within a DISCOUNT TIRE branded space.

Our tagline should never be broken apart or any part be used without the full tagline. Ex., We'll Get You Taken Care Of, Let's Get Your Tires Taken Care Of. Tagline must remain intact.

LET'S GET YOU TAKEN CARE OF®

**LET'S GET YOU
TAKEN CARE OF®**

**LET'S GET
YOU TAKEN
CARE OF®**

**LET'S
GET
YOU
TAKEN
CARE
OF®**

When you need a lockup of the tagline and primary logo, please use this approved lockup. The relation of the tagline and primary logo should not be changed.

Please refrain from using the primary logo locked up with the tagline when the cap height of the tagline will be less than 6pts.



AMERICA'S[®]
TIRE



The AMERICA'S TIRE alternate logo should only be used in regions where DISCOUNT TIRE is legally unable to be used. The same guidelines that are used with the DISCOUNT TIRE logo are also used with this logo.



LET'S GET YOU TAKEN CARE OF®

*IDENTITY
ELEMENTS*

COLOR PALETTE

DT RED WHITE & BLACK

COLOR PALETTE

Color is the most powerful tool in the DISCOUNT TIRE brand. How we wield our color palette is what sets us apart.

We believe in a 1:1:1 approach when it comes to our primary color palette. In individual applications, it may not look exactly like this proportion, but when you take a step back and look at our brand as a whole, it should look very close to it.

Our secondary color palette are all shades of the primary color palette. They should be used to support our primary colors when applications need a little more “umpf.” The recommended approach is to use the shades for a tone-on-tone treatment which helps create a clear hierarchy in messaging and a little more visual interest.

Please use our Pantone specifications when using our two grays. We have included alternate percent of black specifications for use only in applications where Pantone colors may not be selected.

DT Red PANTONE 186 C RGB: 207 32 47 CMYK: 12 100 91 3 HEX: CF202F	WHITE RGB: 255 255 255 CMYK: 0 0 0 0 HEX: FFFFFFFF	DT BLACK RGB: 0 0 0 CMYK: 60 40 40 100 HEX: 000000
Deep Red PANTONE 187 C RGB: 170 24 44 CMYK: 23 100 88 15 HEX: AA183C	Light Gray PANTONE 663 C RGB: 229 225 230 CMYK: 9 9 5 0 HEX: E5E1E6	Medium Dark Gray PANTONE Cool Gray 11 C RGB: 84 86 91 CMYK: 66 57 51 29 HEX: 54565b
	10% Black	80% Black

When it comes time to develop seasonal/holiday messaging and our red, white, and black can't get the job done, please use PMS 2767 C (Deep Blue) as an accent within the composition. It should never appear on a black background or used as a background. Our Deep Blue should always appear at full opacity and full tint — never lightened.

While our Deep Blue opens up our range of expression, it may not be enough in certain instances. Please use imagery to drive the messaging as opposed to adding more colors to our palette.



Deep Blue
PANTONE 2767 C
RGB: 19 41 78
CMYK: 100 71 0 66
HEX: 13294E

IDENTITY
TYPOGRAPHY
ELEMENTS

Pill Gothic 600mg has historically been used by DISCOUNT TIRE as our only typeface. While it is a perfectly good typeface, Pill Gothic has two other weights (300mg and 900mg) that have a lot of potential and can unleash more typographic expression within the DISCOUNT TIRE brand. If used purposefully and paired well, the three weights will provide contrast and clarity.

Pill

GOTHIC

300mg Thin Oblique, Oblique (Tracking: -25, -50)

Makes for a great accent typeface when set large. Create huge textural moments or callouts in big statements with this typeface.

600mg Regular, Regular Oblique, Bold, Black

Best used for body copy and subheadings. This typeface looks great in regular, bold, and sometimes black weights.

900mg Regular, Bold, Black

Excels at being used for headers, subheaders, and big, bold statements. It plays well with 300 Thin Oblique to create great typographic moments. It can also be used in thinner weights when deemed appropriate.

300
600
900

Lato is our digital typeface and should only be used when Pill Gothic is NOT available or when type in a digital application needs to be dynamic.

Pill Gothic and Lato should never be paired together in a print composition.

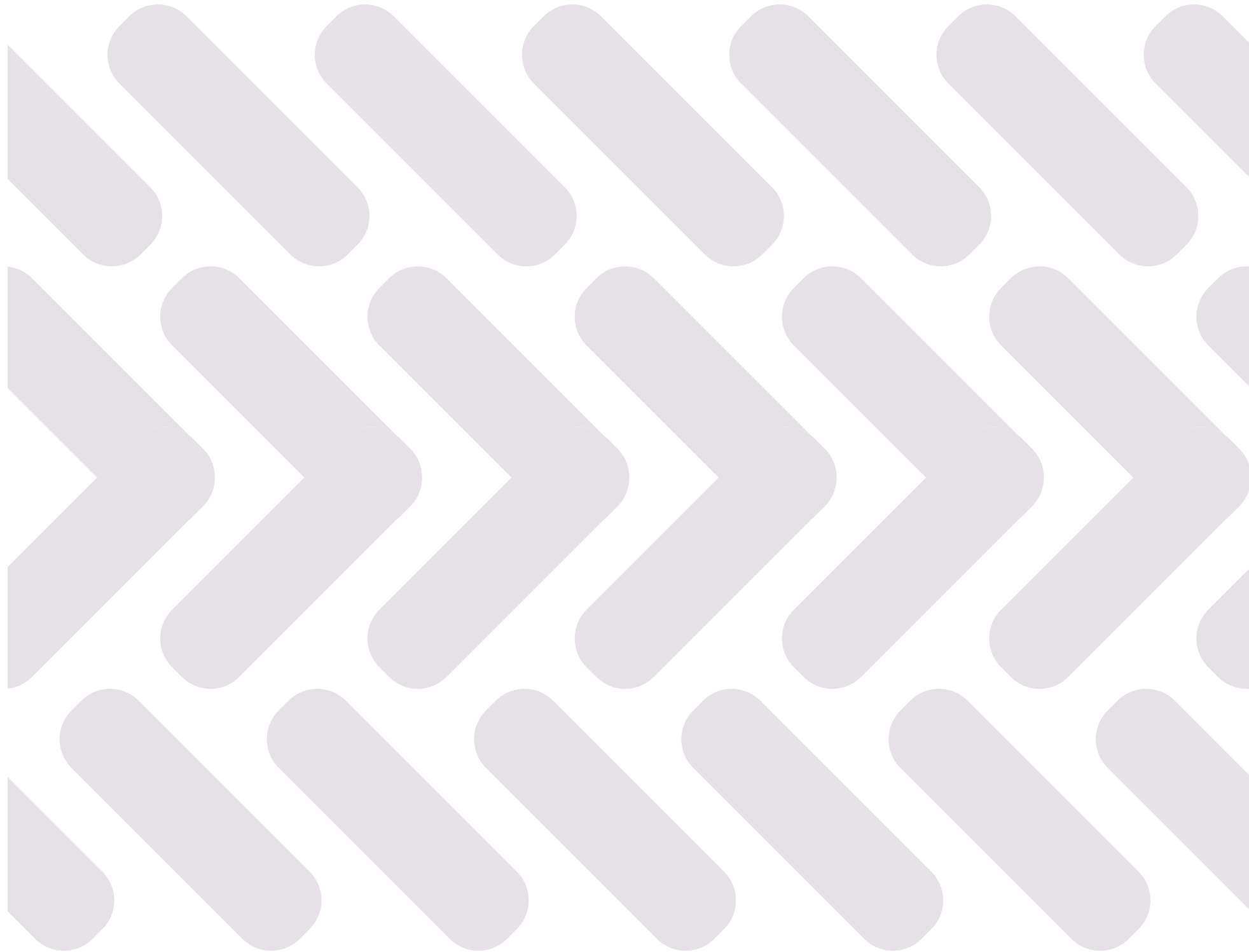
Lato

Light
Regular
Bold
Black

GRAPHIC ELEMENTS

TREAD PATTERN

The tread pattern is comprised of the “pill” shape that holds “TIRE” in our logo. The pattern should primarily be used as a textural/tonal background element.



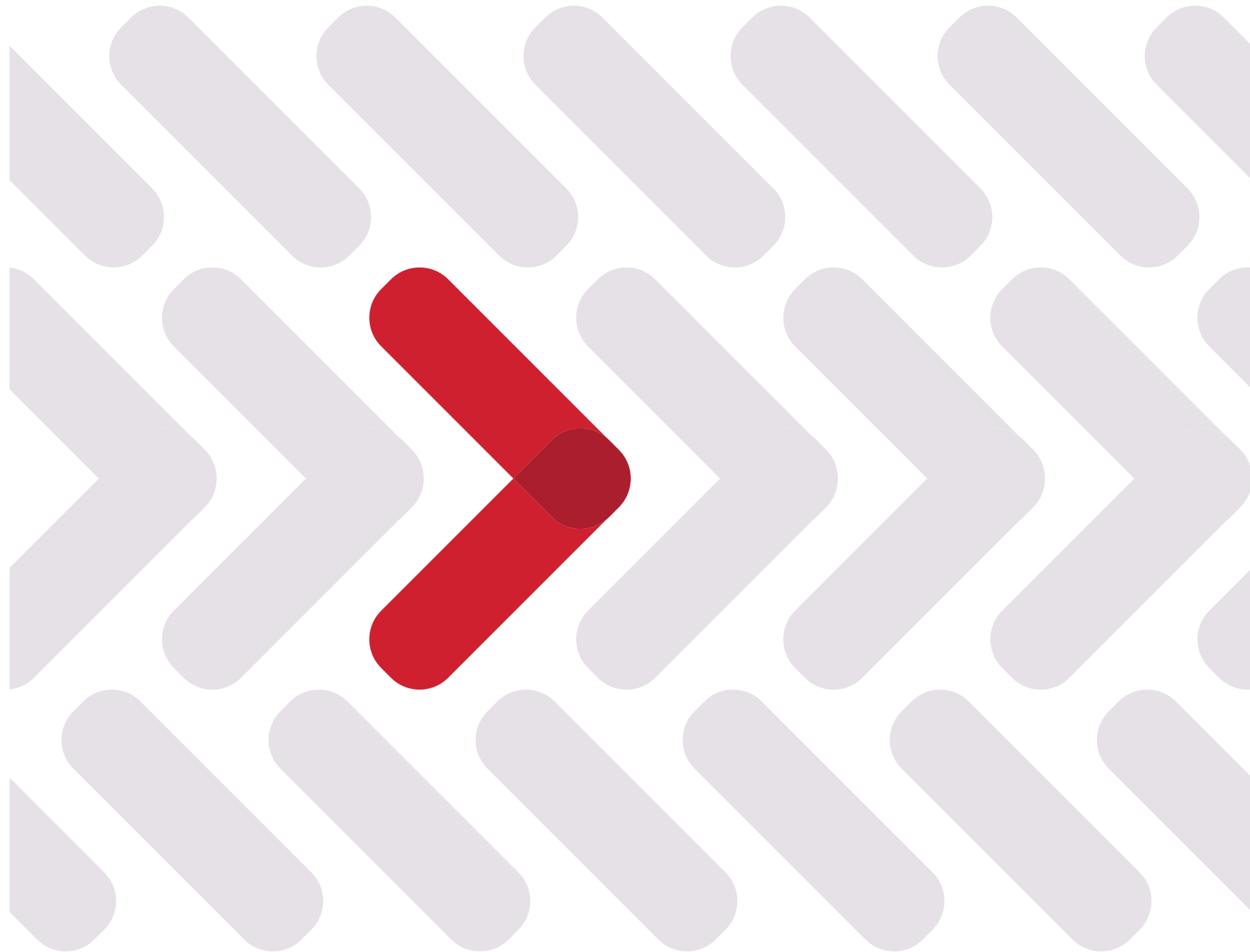
TREAD PATTERN

While there has only been one tread pattern developed, there can be a whole library of tread patterns! Please adhere to the following rules when creating a new tread pattern:

01 - The pill shape should remain the same size throughout the whole pattern. Do not enlarge, shrink, or stretch it within a single pattern.

02 - When joining the pill shape together to create a longer or more complex shape, please make sure to align the rounded corners at straight or 90° angles. This will create a smooth curve and avoid any awkward pinch points in the pattern.

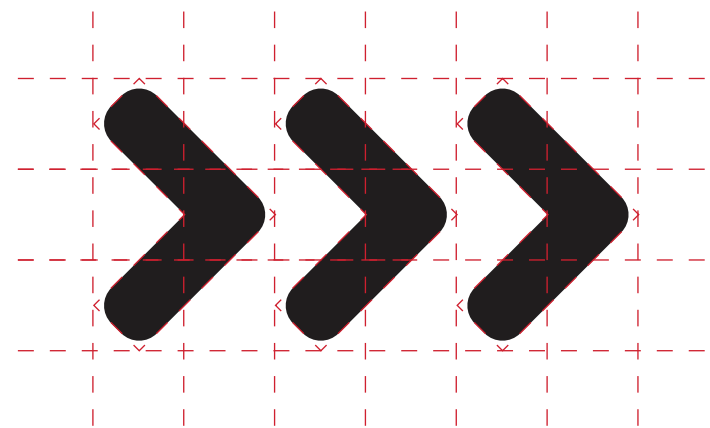
03 - Avoid tight spacing within the pattern. It needs to be clear at large and small scales. If in doubt, a good rule of thumb is to have at least a 2:1 ratio of shape to space.



CHEVRONS

Chevrons are a consistent graphic element used to aid navigation across both physical and digital touchpoints. They can appear in a set of three or just a solo chevron. When they appear as a trio, they can be all the same color, or as a gradient fading out of the background.

Chevron construction on a square grid:



CONDITION ICONS

Our condition icons are used to signify the performance orientation of the tires in print, digital, and video. They should primarily be used as a supporting element but can occasionally be spotlighted when promoting a specific category or promoting our variety.



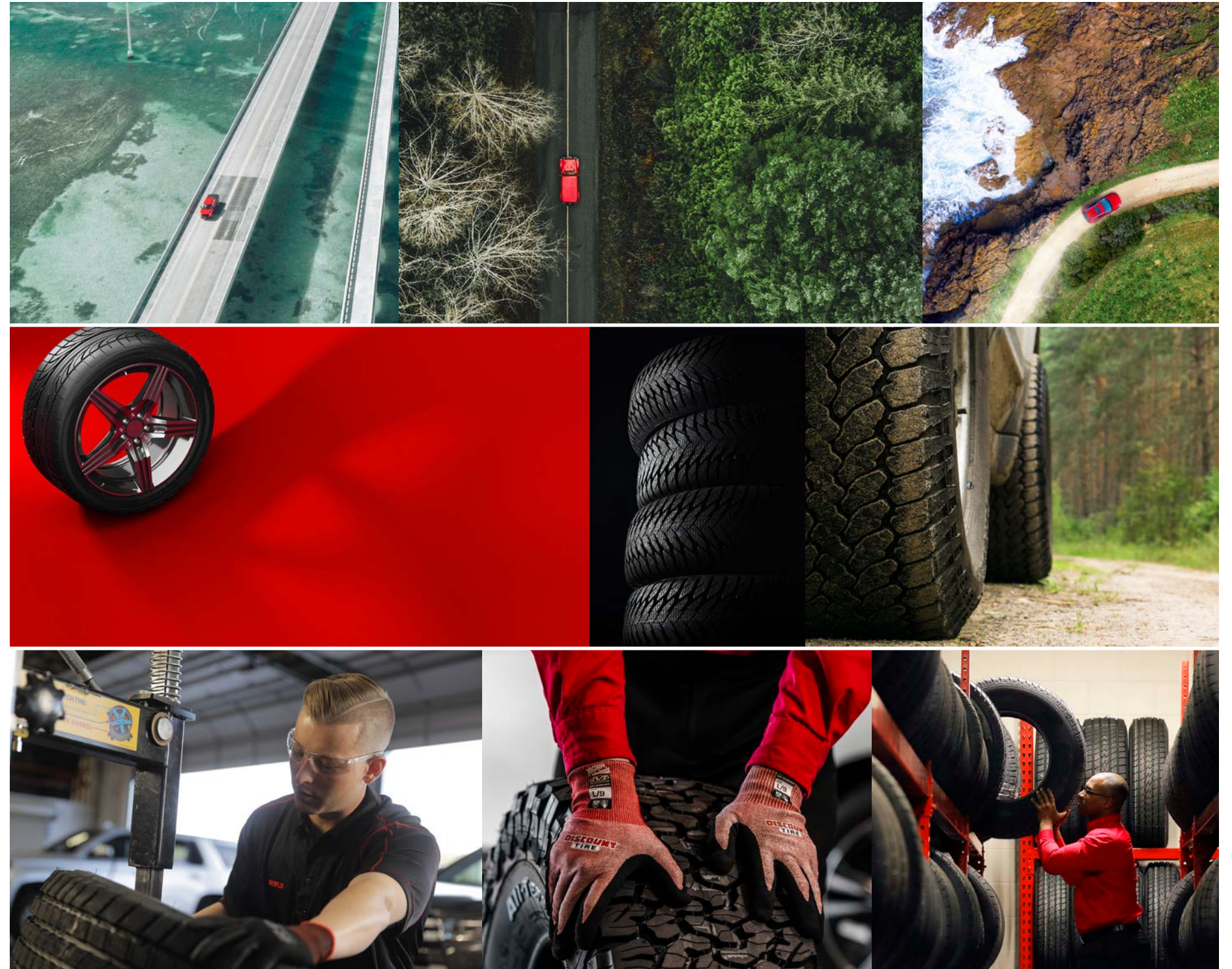
IDENTITY
PHOTOGRAPHY
ELEMENTS

Photography should fall into one of three buckets:

Emotive/Lifestyle photography should lean into the feeling of the open road with no stress, no waiting, and all the confidence in the world.

Product photography should show our main offering: tires. They can be on or off the car, new or well-loved, but never in disrepair. Showing the tire in context (on the road, trail, etc.) is encouraged as long as the tire is the focal point of the photo. These photos should exude quality.

Service photography is all about the employees making it happen. These photos should include the hands-on moments we provide every step of the way.









A large, stylized, red number '5' is positioned in the background, partially obscured by the text. It has a thick, rounded stroke.

VISUAL EXAMPLES

VISUAL ADVERTISING EXAMPLES











**ANY CONDITION.
ANY ROAD.
ANYWHERE.**



**DISCOUNT
TIRE**

LET'S GET YOU TAKEN CARE OF®

CONTENT GUIDE

SOCIAL MEDIA

Our goal is to be a trusted partner and garner loyalty by being a valuable resource to drivers in every moment of their lives.

THIS CONTENT GUIDE FOR SOCIAL MEDIA IS YOUR ROAD TO SUCCESS. IT PROVIDES A MAP TO CREATE STRONGER MESSAGING & CONNECTIONS THROUGH VISUAL & WRITTEN CONTENT.

OUR CONTENT PILLARS

01 EDUCATE

02 CONNECT

03 PROMOTE

01 **EDUCATE**

**As trusted experts, we
provide relevant information,
services and solutions for
tires, wheels and wipers.**

02 **CONNECT**

We provide an unexpected experience online when we share unique content that showcases the life of drivers. We foster and engage in conversations while sharing our values.

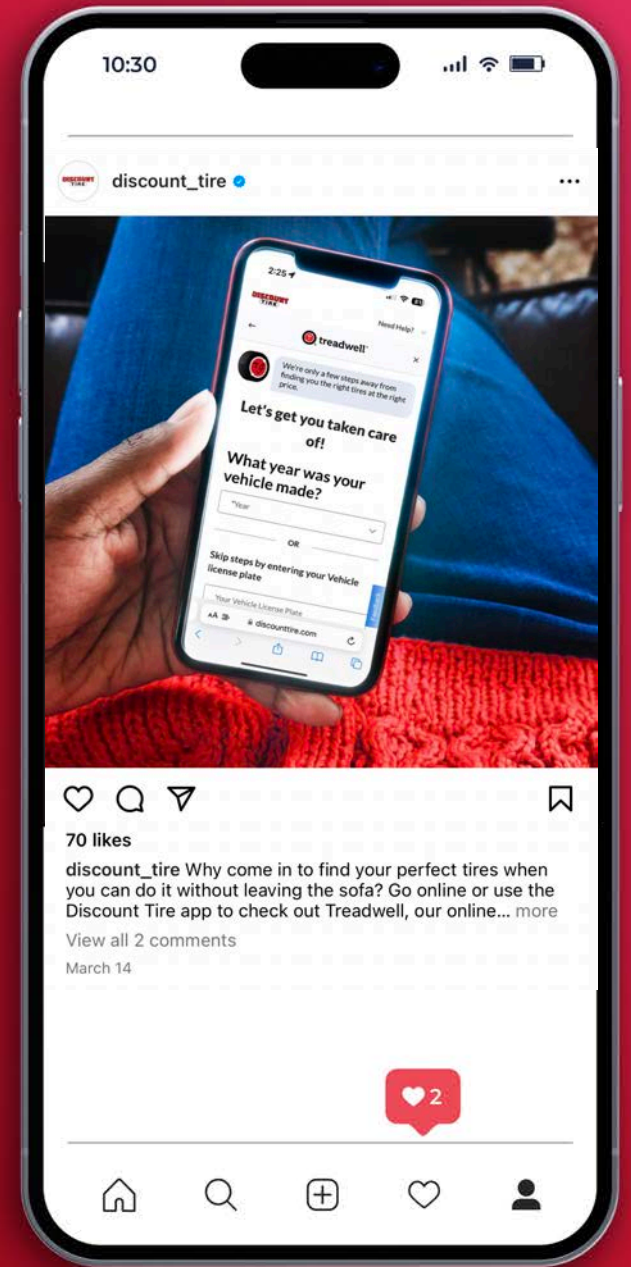
03 **PROMOTE**

**We feature more choices
with our tire, wheel
and partner brands.
We actively support our
sponsorships and
showcase our
company culture.**

SOCIAL MEDIA

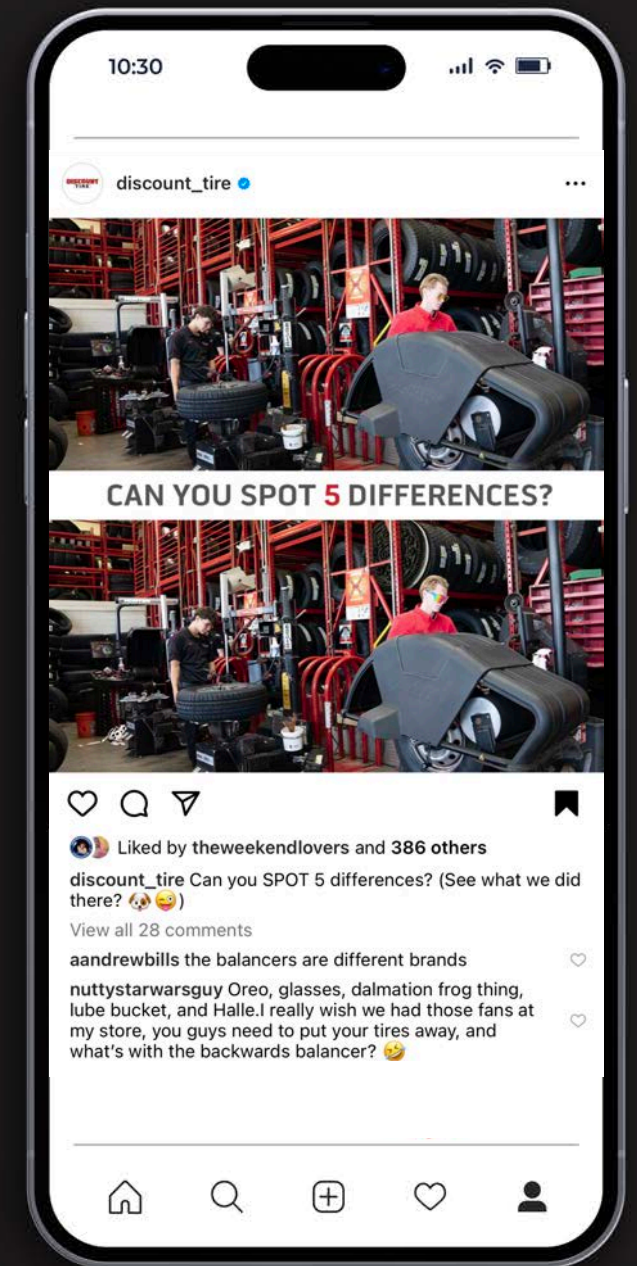
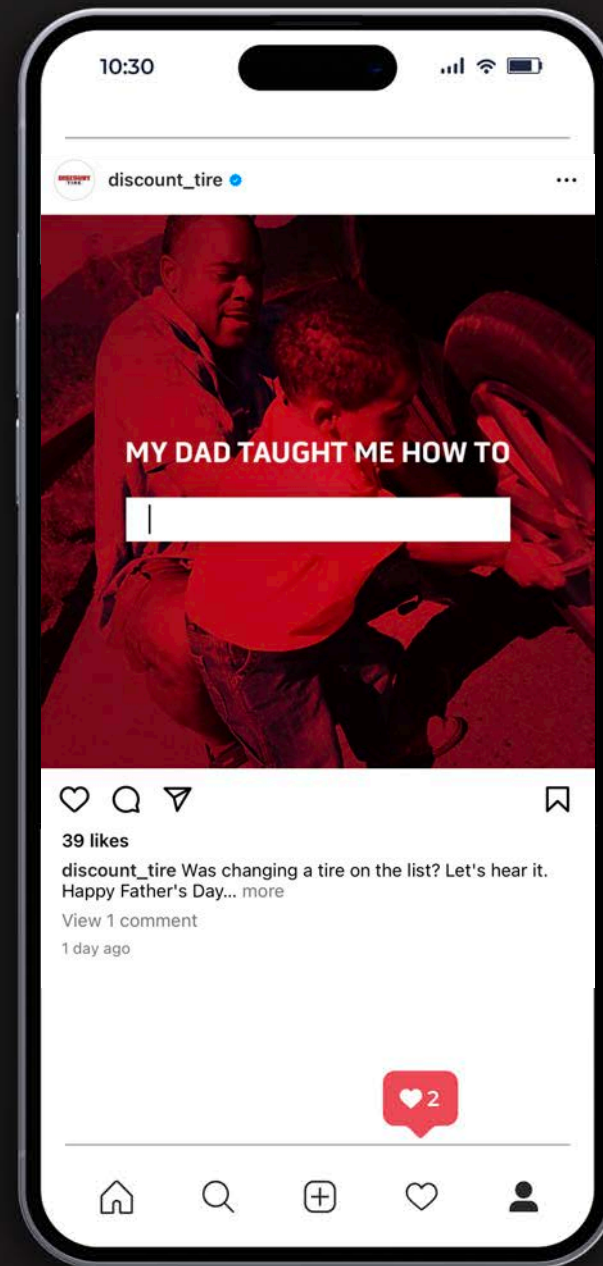
EDUCATE

TIPS & GUIDES
INSIDER INFO
SERVICES



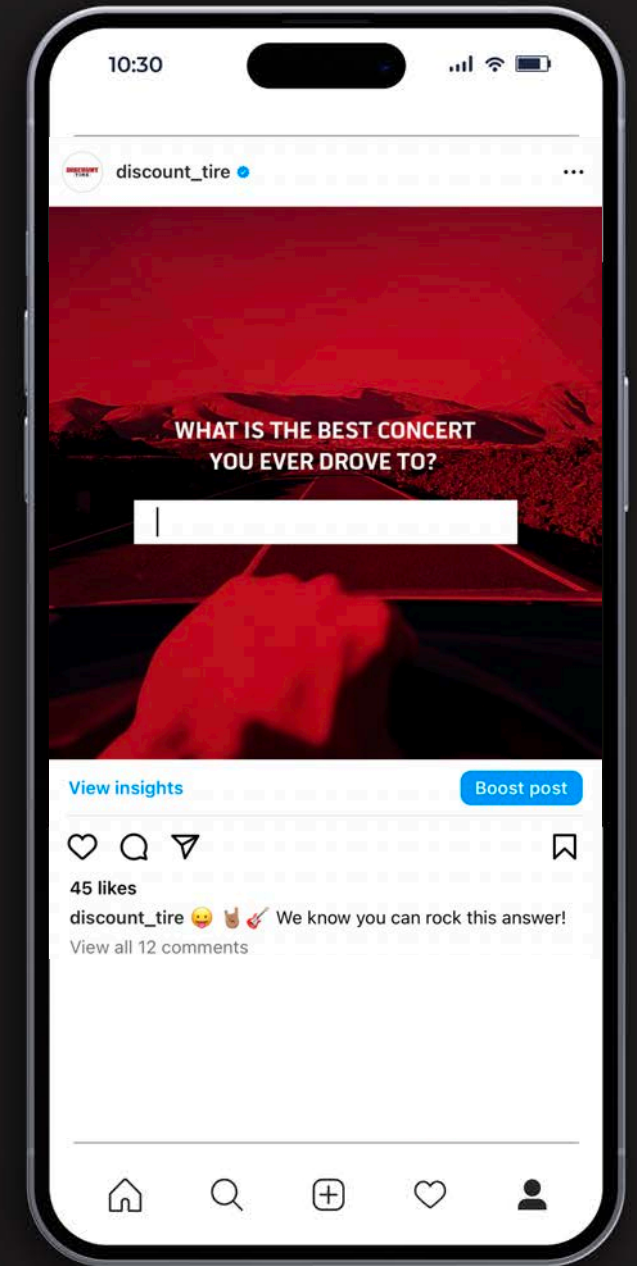
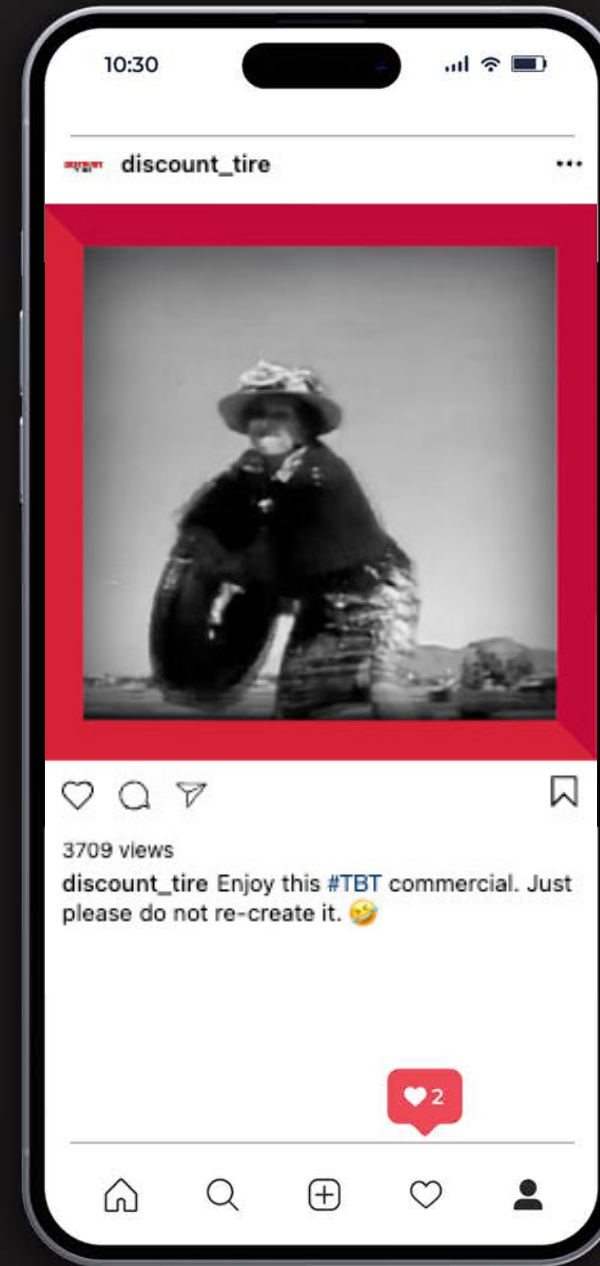
CONNECT

FAMILY VALUES
USER-GENERATED CONTENT
ENTERTAINMENT



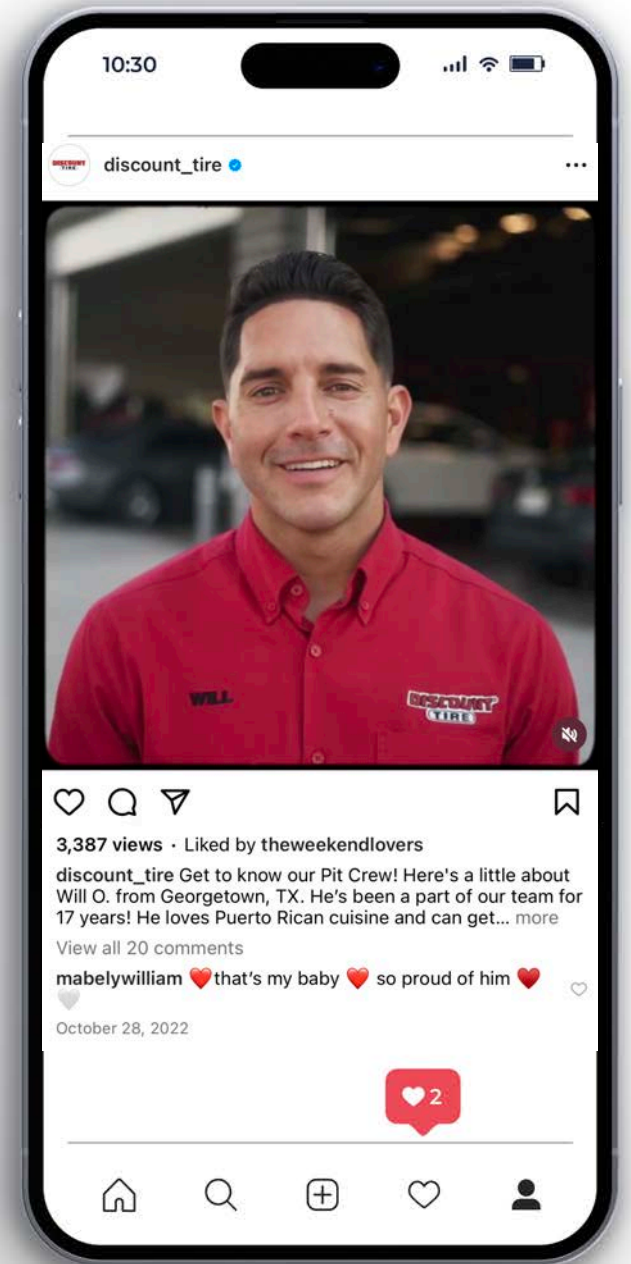
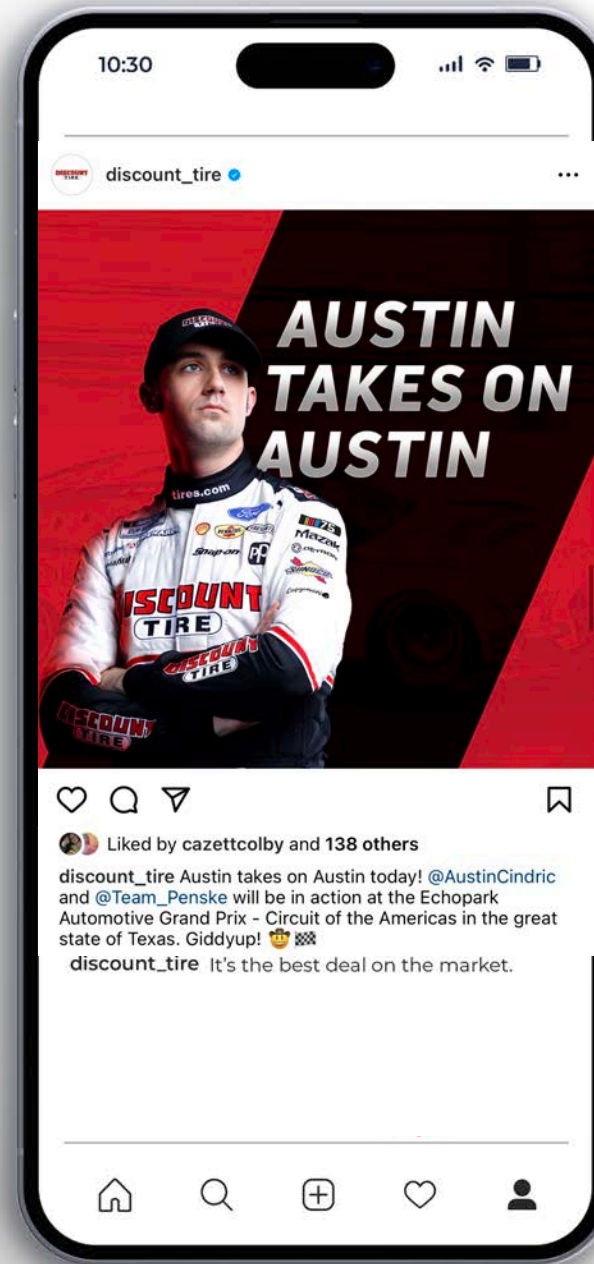
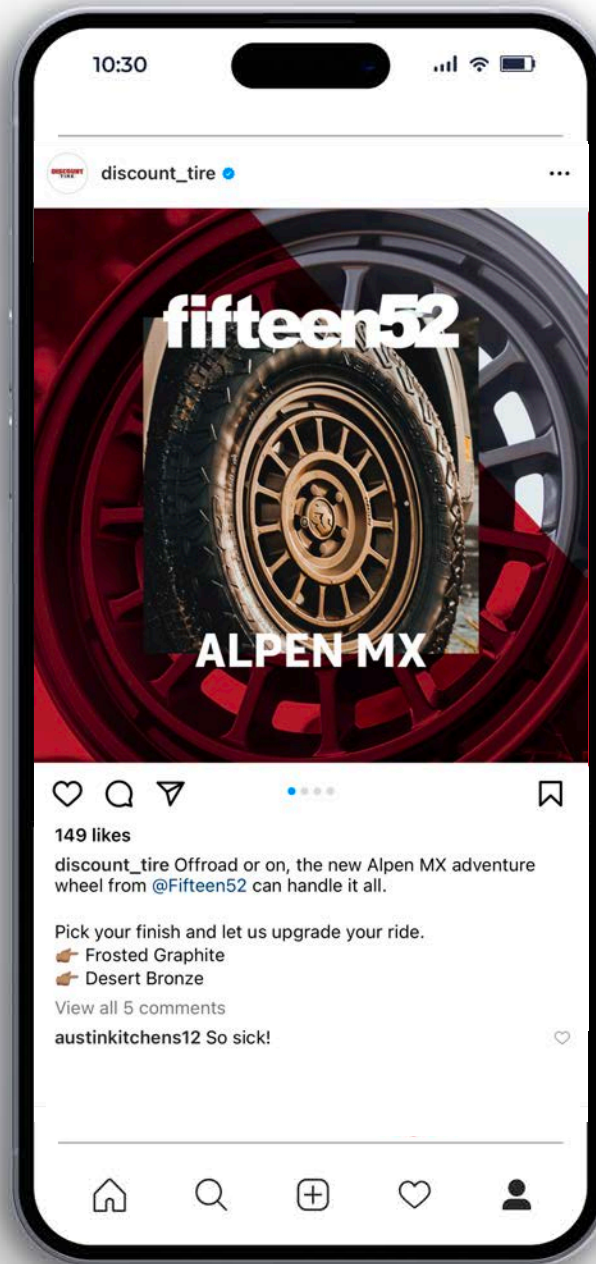
CONNECT

GIVEAWAYS
NOSTALGIC
TRAVEL



PROMOTE

PARTNER BRANDS
SPONSORSHIPS
EMPLOYMENT
PILLAR PROMOTIONS





BRAND PLAYBOOK