

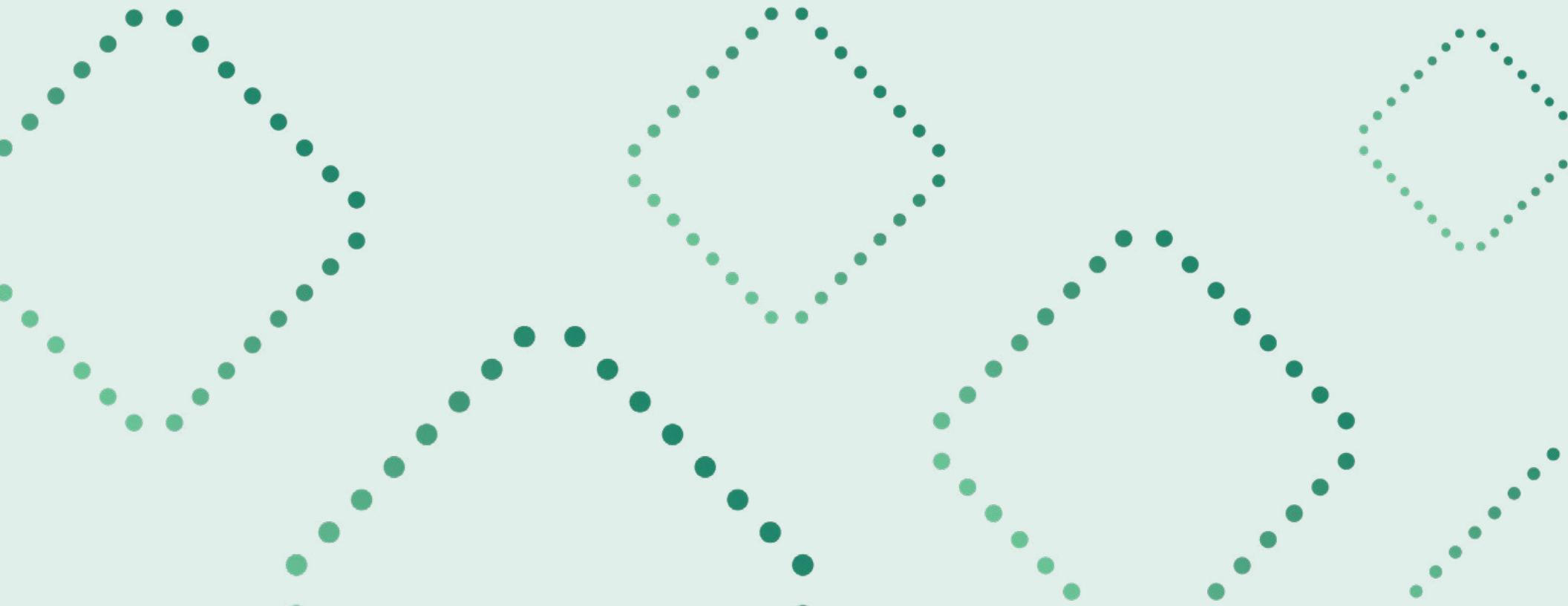
Brand Guidelines

Updated 2023



Brand Statement

Our brand identity is the tangible expression of all that we stand for, and the purpose of these guidelines is to maintain strength and consistency in our brand.



Brand Vision

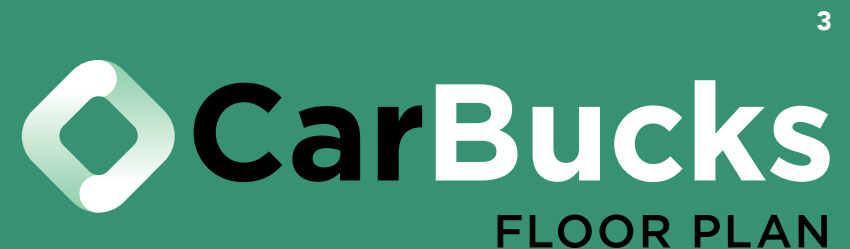
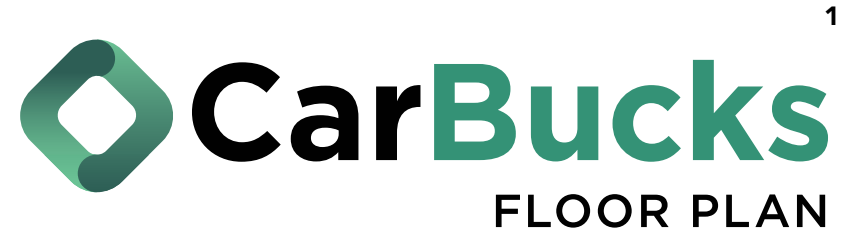
CarBucks offers customers fair, flexible financing and the simplicity and fluidity of the mark represents the movement of cash. Embedded within our diamond symbol is the fundamental relationship between auto auctions, auto dealers, retail auto customers, and our company.

Logos Specifications



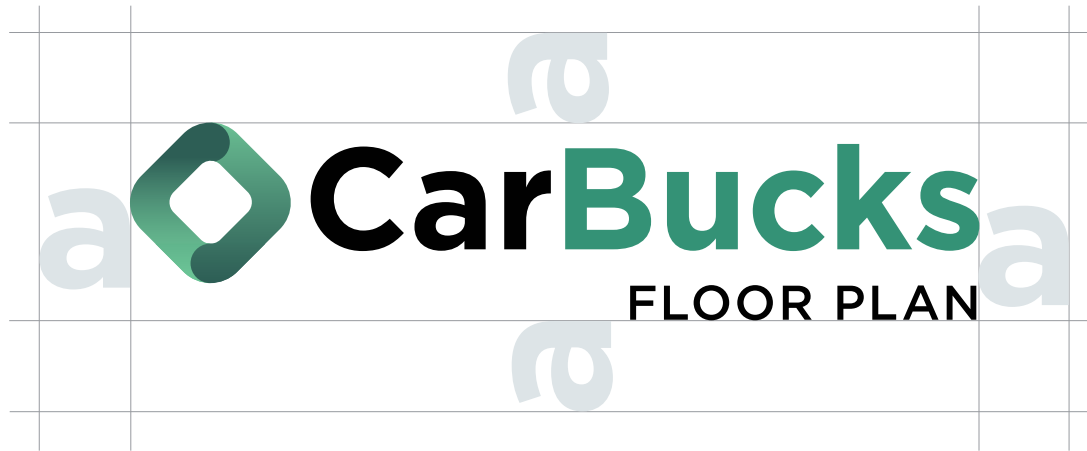
Primary Logo

The preferred logo usage is black and green text with smaller black text underneath (1). A version with white and green text can be used on a black background or a background that doesn't provide enough contrast (2). A version with black and white text can be used on a green background (3).



Clear Space

Measured by the width and height of the letter A in the logo, this is the minimum distance required between the logo and other elements like text, photography, borders, etc.



Logo Don'ts

To maintain the integrity of the logo, the proportions and spacing of the CarBucks Floor Plan text should not be altered. Here are some other things to avoid.



Don't stretch the logo



Don't squeeze the logo



Don't change colors of the logo



Don't outline or add a stroke to the logo



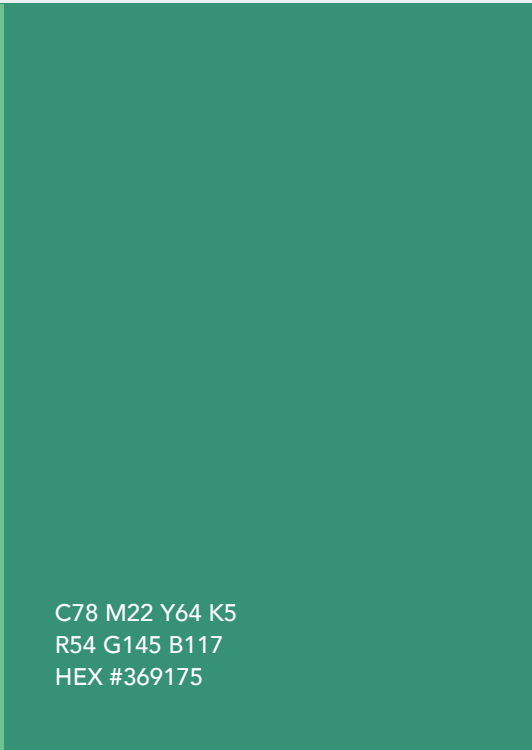
Don't add type to the logo

Color Palette & Brand Patterns





GREEN GRADIENT



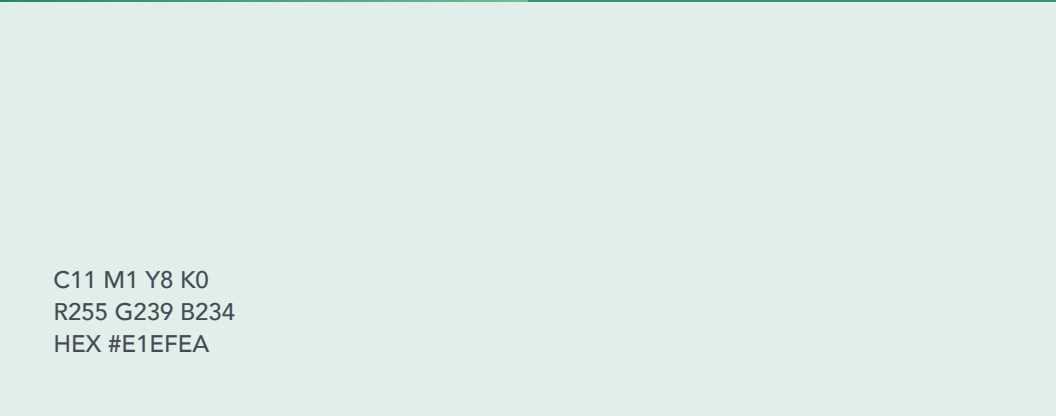
C78 M22 Y64 K5
R54 G145 B117
HEX #369175



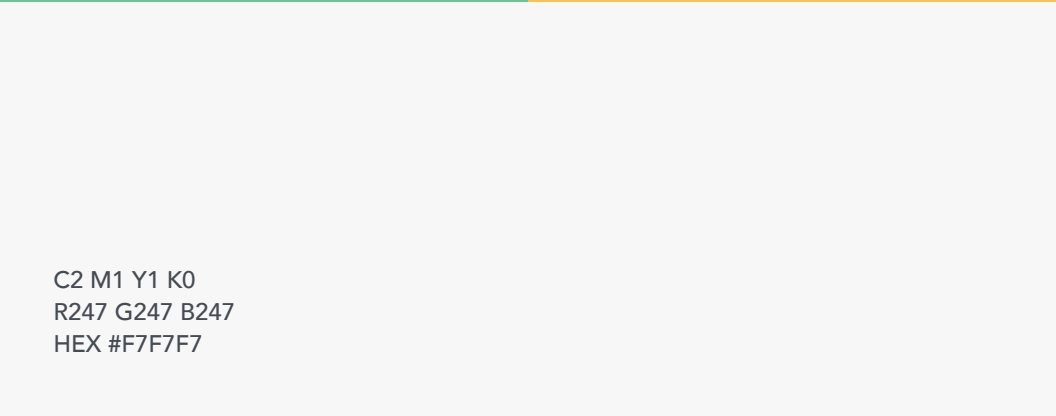
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R101 G201 B148
HEX #65C994



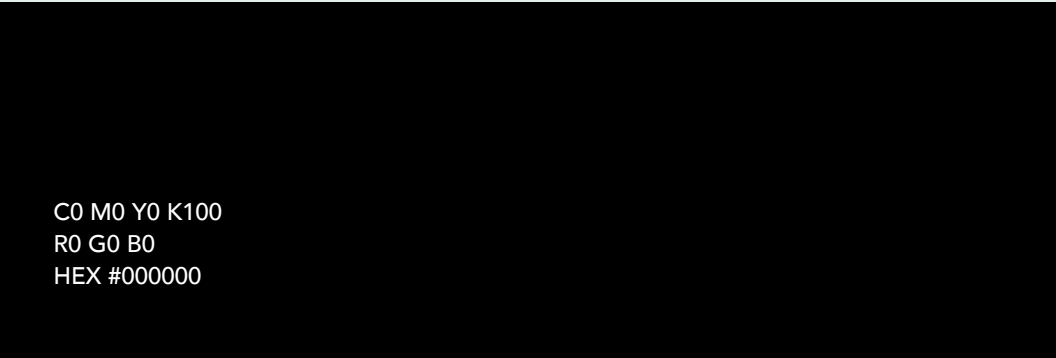
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R246 G194 B85
HEX #F6C255



C11 M1 Y8 K0
R255 G239 B234
HEX #E1EFEA



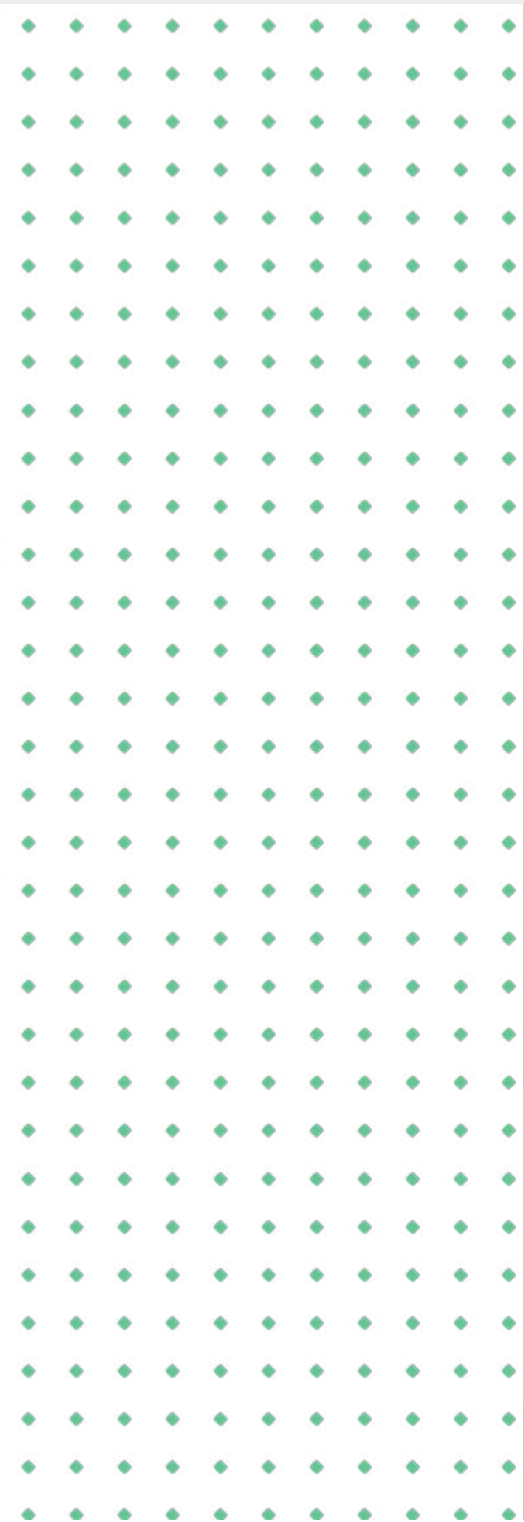
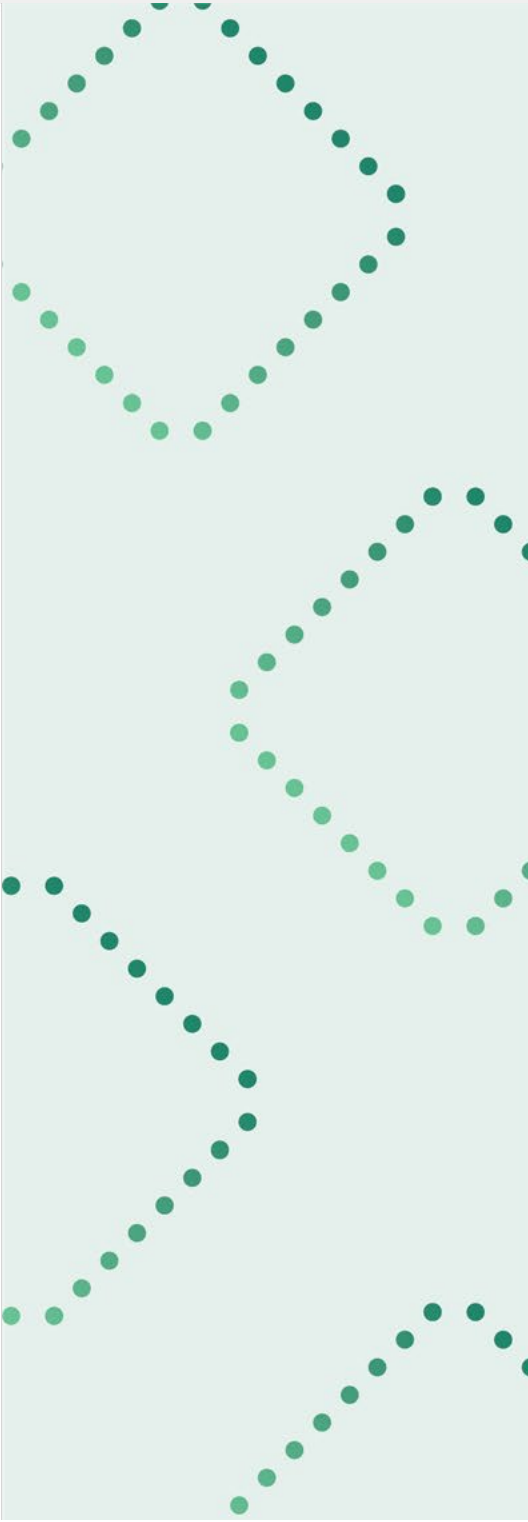
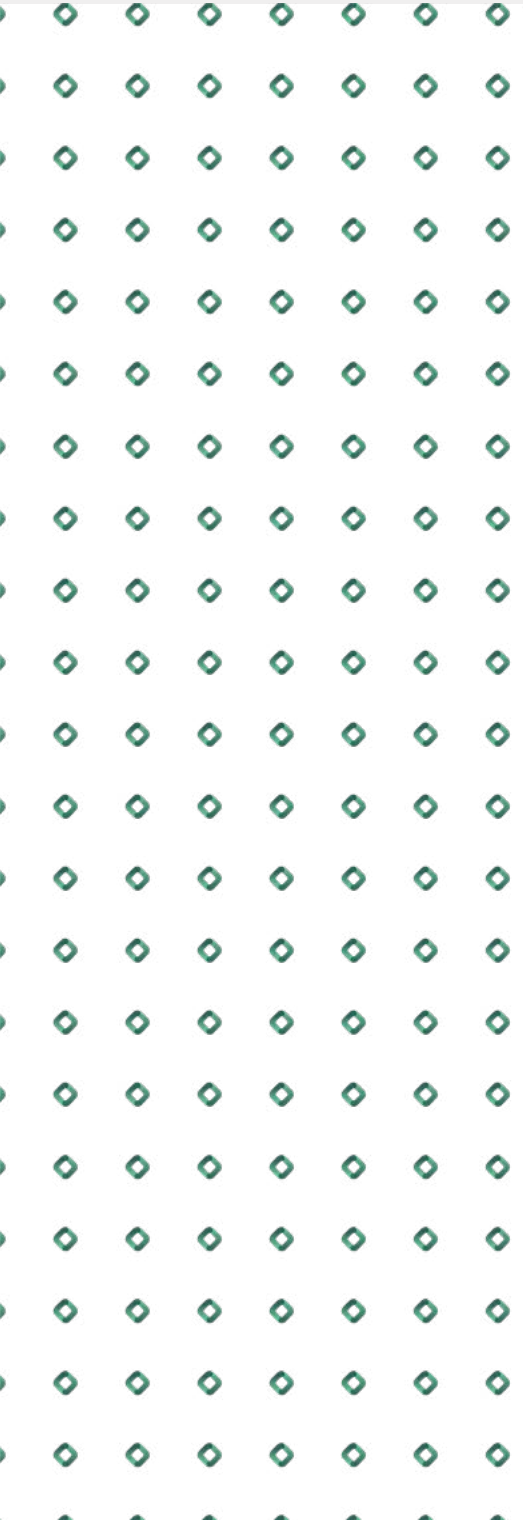
C2 M1 Y1 K0
R247 G247 B247
HEX #F7F7F7



C0 M0 Y0 K100
R0 G0 B0
HEX #000000



C272 M61 Y51 K35
R68 G75 B83
HEX #444B53



Imagery



Examples of Approved Photography



Typography



Print Typography

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web Typography**Montserrat Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brand In Use



Everything you need to grow.

Create the dealership you've dreamed of with flexible solutions from CarBucks Floor Plan. We offer great rates and unparalleled service so you have the power to do more.

Contact Us

417 Woods Lake Road
Greenville, SC 29607

Phone 864-234-9696
Fax 864-234-9506

usecarbucks.com



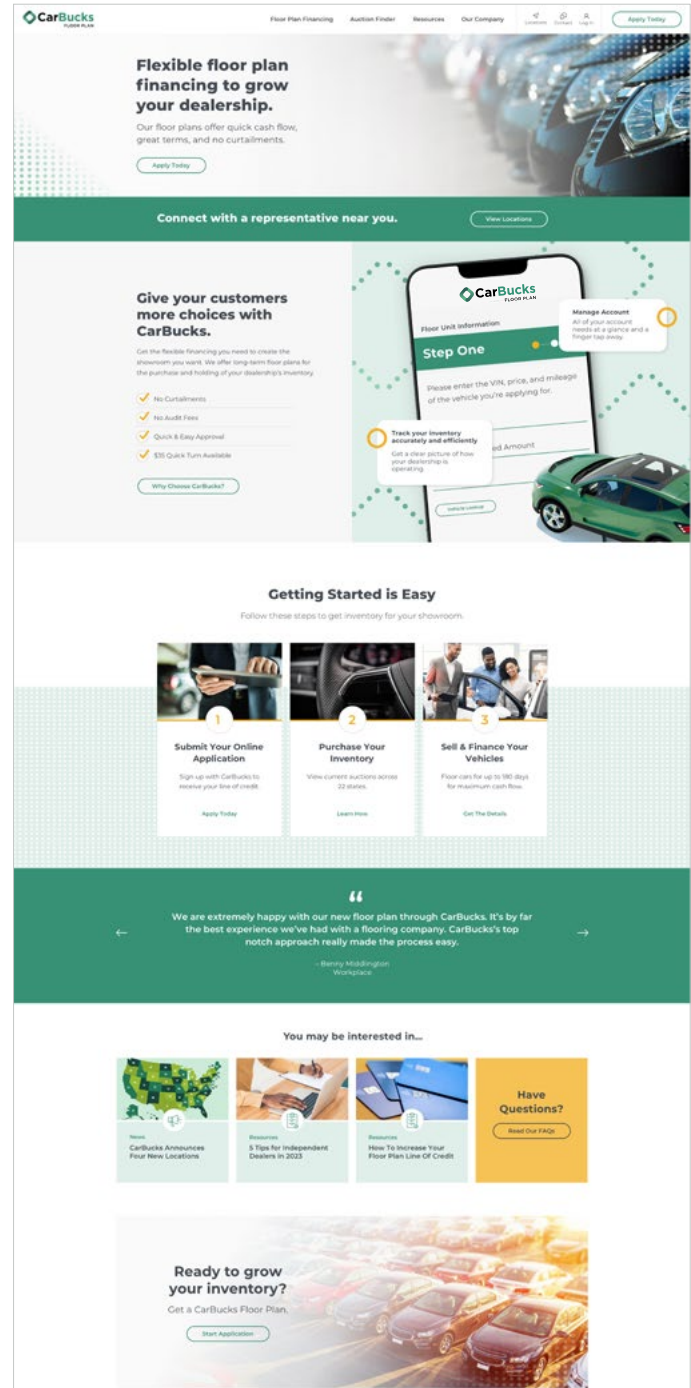
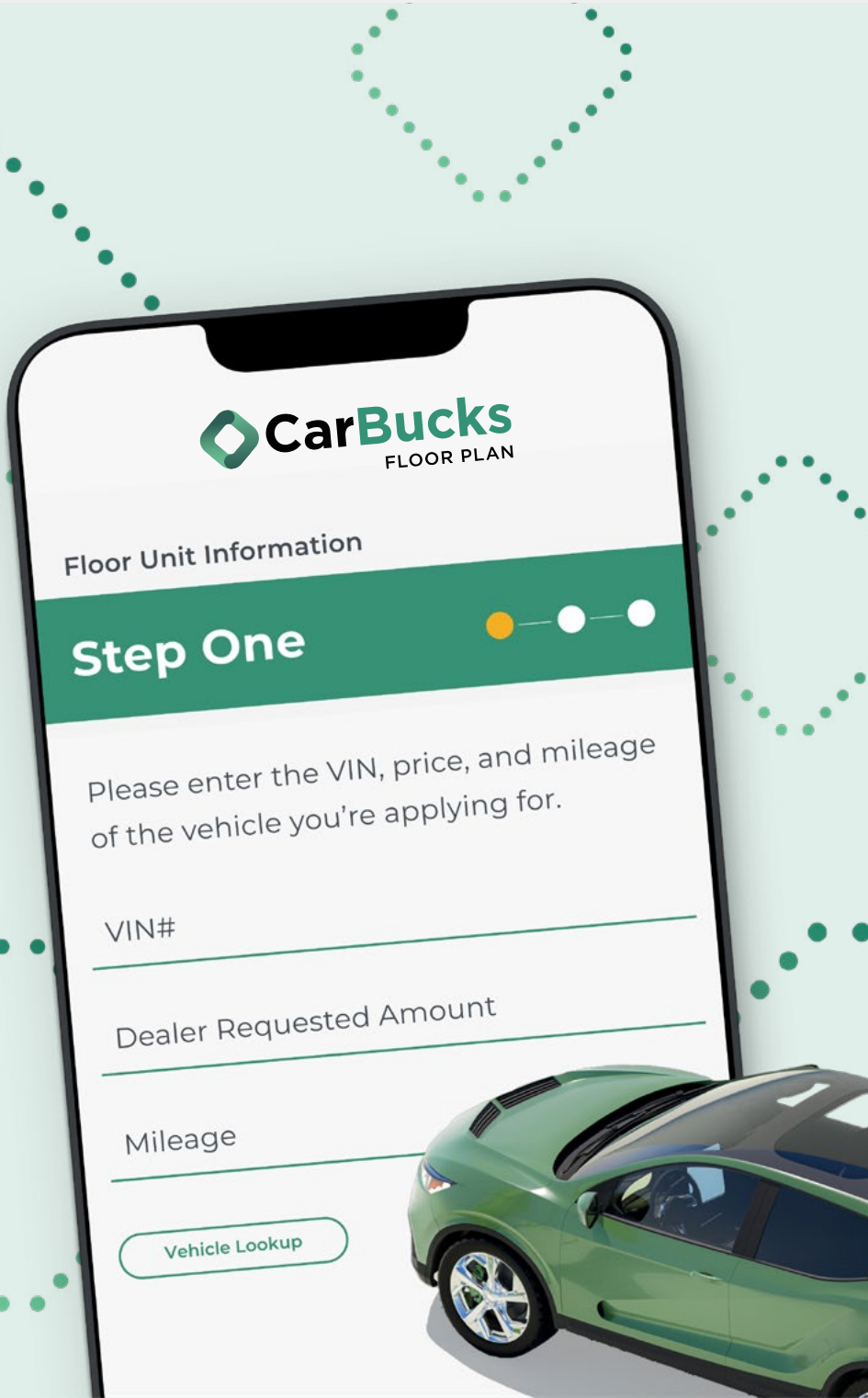
Our Benefits

- No Curtailments**
Our long-term plan features no curtailments so you can maximize your cash flow and operate your business more efficiently.
- Quick Turn**
For substantial savings, our quick turn program incentivizes selling units early in each term.
- Delayed Payment**
Take advantage of our delayed payment program to receive title and get funding before payment drops — up to four days.
- 180 Days**
To help dealers, we've extended our floor plan terms up to 180 days so you have more time to move units.
- Non-Auction Purchase**
For additional financing options, ask about our non-auction purchase program.



Floor planning made simple.

- No Curtailments
- \$35 Quickturn
- 180 days available





If you have any questions about this brand guide or requirements, the Marketing team is happy to help.

Contact us at marketing@localfirstbank.com