



Brand Guide

2024/09/19 - napanexdrive.ca

Brand Guide

Thank you for reviewing this document.

The guidelines included in this document will help maintain graphic and message continuity, protect our visual identity, and help us build powerful and relevant messages.



Why is this important?

Every graphic element we choose is an essential part of our brand image. That is why it is vital that we use each one carefully. Following the guidelines in this document will help us speak with a single influential voice so we can generate engaging communications, build strong connections with our audiences, and protect our brand.

Need approved fonts, logos, graphic elements, or additional information?

 [Download Media Kit](#)

Contact

Alexandre Dionne
Specialist - Graphic Design and Marketing Documents

Phone

514.256.5031 | ext. 7804

E-mail

adionne@uapinc.com

napanexdrive.ca



Table of contents

Defining the brand

| | |
|---------------------------------|----------|
| Introduction | 1 |
| NexDrive story | 2 |
| Brand profile | 3 |
| Target audience | 4 |
| Tone of voice | 5 |
| Lifestyle visuals | 6 |
| Technical visuals | 7 |
| Spelling / Tagline | 8 |

Table of contents

Graphic assets

Logos 9

Primary10

Secondary11

Clearance.....12

Minimum sizes13

Prohibited usages14

Typography 15

Main fonts16

Web fonts17

Backup font18

Colours..... 19

Definition20

Gradients21

Design elements 22

Power shape23

Blocks.....24

X shape.....25

Circles26

Icons27



Table of contents

Marketing materials

Traditional media 28

Advertisement.....29

Promotional items30

Clothing31

Digital media 32

Website.....33

Communication 34

Communication template35

Signage 36

Outdoor signs37

Outdoor signs38

Outdoor signs39

Outdoor signs40

Outdoor signs41

Garage door.....42

Window sticker43

Exhibition booth44

Courtesy Electric Vehicles.....45

Tent.....46

Parking place and charging station47



Defining the brand

Introduction

NexDrive story

Since its beginning in **1926**, United Auto Parts Limited (UAP) has been a leader in the Canadian automotive aftermarket and committed to keeping Canada moving every day. Being a leader means staying ahead of the industry when it comes to social, environmental and technological changes. How Canadians travel has changed and will continue to evolve, creating future market opportunities for UAP. UAP, through its NAPA Canada division, is now **reimagining the Canadian automotive servicing industry**.

The NexDrive story begins in this period of change and great opportunity. Beyond the NexDrive brand, we value the creation of a new aftermarket ecosystem for the maintenance and repair of **next-generation vehicles**. NexDrive is the trusted solution that will enable automotive service providers across Canada to capitalize on the market shift and leverage new knowledge-based ways of doing business. In addition, NexDrive customer service is designed to meet the growing expectations and needs of its increasingly sophisticated customers.

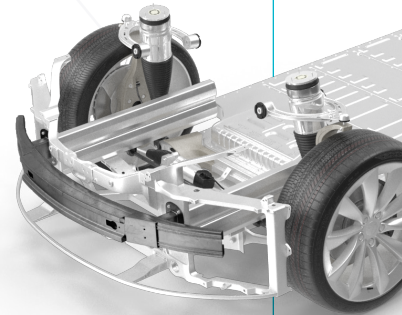


NexDrive offers automotive service providers data, tools, and knowledge so they can service and repair their clients' electric and hybrid vehicles. With the arrival of new technologies, such as vehicles powered by hydrogen or other types of alternative fuels, NexDrive **will be there to support** the demand for new service techniques. NexDrive offers to Canadian motorists an exceptional experience and a certified alternative to car manufacturers.

As a major player in the aftermarket industry, NexDrive will also recruit and train the next generation of automotive technicians and specialists. People who are **passionate** about technology and dedicated to their craft will play a key role in our network.

The NexDrive story can be summarized by the following statement:

NexDrive is an automotive service network for next-generation vehicles.



Brand profile



Brand Values

Quality
Expertise
Innovation
Forward thinking
Accessibility

Reasons to believe in NexDrive

Our certified service centres are equipped with the latest technology.

Our technical advisors and technicians are highly trained and certified to service and repair all types of electric, hybrid, and next-generation vehicles.

We are committed to staying ahead and keeping up with developments in our industry.

Our service centres across Canada are partnered with the country's leading automotive parts distributor, NAPA Auto Parts.

Brand vision

As an established leader in the maintenance and repair of electric vehicles, member of the nation's largest network, NexDrive is the trusted brand for next-generation vehicles, regardless of make or model.

NexDrive distinction

The NexDrive difference is demonstrated through the expertise of our highly trained and certified professionals, a local service offering, and personalized attention at every step of the customer experience. Powered by NAPA, NexDrive service centres have access to the largest selection of quality electric replacement parts.

NexDrive benefits

Universal: We service and repair all makes of vehicles.

Proximity: We are a nationwide network.

Environmental awareness: We care for our planet.

Tech savvy: We embrace new technology.

Added value: We offer the best services at competitive prices.

Target audience

Our target audience is electric vehicle owners across Canada. They are aware of the positive impact these vehicles have on the environment and want to be part of this great movement towards zero emission transportation solutions. Electric vehicle users are looking for new technologies and innovations that enhance their lifestyle. To maximize the life of their vehicles, they are willing to invest in maintenance and repairs. Some are looking for long-term savings based on low cost of ownership per kilometre driven. They are typically professionals, families and young urbans.

They are looking for:

- Personalized, high-quality service;
- Technical expertise;
- Fast and reliable solutions.

Our target audience values transparency, honest communication and a customer-oriented approach.



Driver profiles:

The environmentally conscious driver

"I care for our planet and this is a way for me to contribute."

The driver who is ready to be part of the movement

"I want to be part of the solution and contribute to the electric vehicle transition."

The economically motivated driver

"I appreciate the long-term savings based on low cost of ownership per kilometre driven."

The driver who is ready to try a different ownership experience

"I perceive the NexDrive service centres as competent, credible and close. For me, it is a relevant and alternative solution to my dealer."

The driver looking for a cool vehicle

"I like the fact that my EV gives me a quiet and refined ride."

Tone of voice

In general, drivers of next-generation vehicles are plugged into the world of new technologies. They are well informed and expect well-structured arguments. Therefore, the tone of our communications must be clear and informative.

The goal of our communications is to get our target audience to take action. They must not only believe in our leadership and expertise, but also fully trust our NexDrive certified service centres. Therefore, the tone must be open, personal, and authentic.

All our communications should display the following qualities:

- Brief, concise, and strong
- Explicit and easy to understand
- Reliable, to showcase our expertise as a certified and trusted brand
- Friendly, to promote close relationships with our NexDrive customers
- Honest, to demonstrate that we keep our promises

Words that describe the
NexDrive brand:

Expertise

Innovation

Leadership

Quality

Trustworthy

Lifestyle visuals



Technical visuals



Spelling / Tagline

The correct spelling for the brand is as follows : “**NexDrive**”.

Tagline for marketing material

Service network for next-generation vehicles

Exterior shop signature

Electric Vehicle Maintenance and Repair

The tagline can be used to support the logo or texts.



Graphic assets

Logos

Primary

Preferred



Alternate primary logos are available for use if space or ink colours are limited.



Secondary

Usage

The secondary logo may be used on signage or items that are clearly associated with the NAPA brand.

For example:

- On signage that appears on the facade of a building that's clearly identified with the NAPA brand
- On promotional items that already feature the primary logo on one side

Alternate secondary logos are available for use if space or ink colours are limited.

nexdrive™

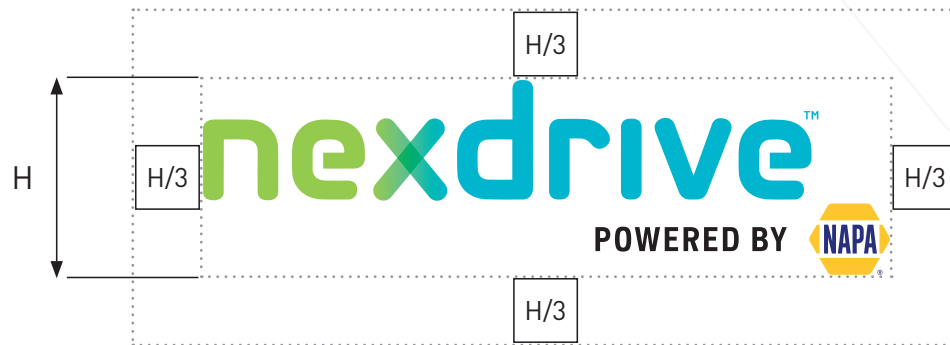


Preferred

nexdrive™

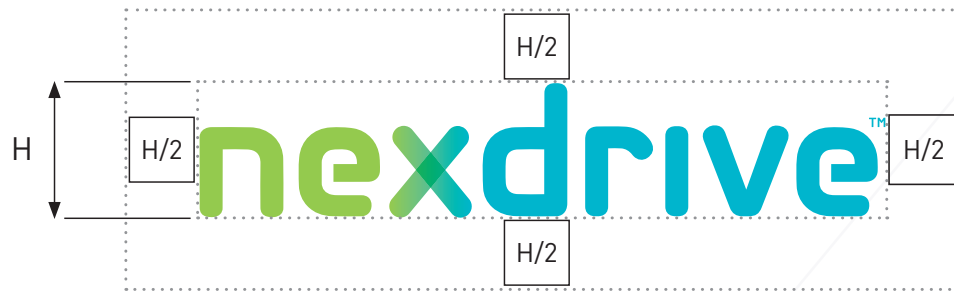
nexdrive™

Clearance



The clear space surrounding the primary NexDrive logo must measure at least one third of the logo's height (H).

Nothing should appear in this clearance zone.



The clear space surrounding the secondary NexDrive logo must measure at least half of the logo's height (H).

Nothing should appear in this clearance zone.

Minimum sizes



2.45 inches / 315 pixels

To ensure legibility, the NAPA logo must be at least 0.25 inches (34 pixels) high.



0.6 inches / 45 pixels

To ensure legibility, the secondary logo must be at least 0.6 inches (45 pixels) wide.

To preserve the integrity of our logo, please do not modify it in any way. Always respect the above-mentioned aspect ratio.

Prohibited usages



Do not use unapproved colours.



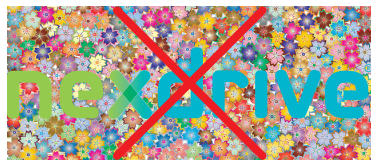
Do not outline the logo.



Do not use the logo as part of a sentence. Use "NexDrive" instead.



Do not place other content in the clearance area shown previously.



Do not place the logo on a patterned background.



Ensure enough contrast with a background element.



Do not deform the logo.



Do not apply effects to the logo.

To preserve the integrity of our logo, please do not make any of the above-mentioned changes.
Always follow the specifications outlined in this document.



Graphic assets

Typography



Main fonts

DINPro - Regular | Headers and body

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789

DINPro - Bold | Headers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789

PF Isotext Pro - Regular | URL and subheadings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789

Web fonts

Barlow | Headers and body

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789

Barlow - Bold | Headers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789

PF Isotext Pro - Regular | URL and subheadings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789

Backup font

Verdana - Regular | Headers, body, URL, subheadings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789

Verdana - Bold | Headers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789

If needed, use Verdana as a backup font (web fallback, emails...).



Graphic assets

Colours

Definition

1

1 - Power Green

CMYK: 46, 0, 90, 0

RGB: 166, 201, 89 • #a6c959

2

2 - Mantis Green

CMYK: 62, 0, 81, 0

RGB: 134, 189, 107 • #86bd6b

3

3 - Medium Sea Green

CMYK: 68, 0, 69, 0

RGB: 71, 187, 125 • #47bb7d

4

4 - Light Sea Green

CMYK: 82, 0, 39, 0

RGB: 57, 180, 175 • #39b4af

5

5 - Energy Blue

CMYK: 83, 0, 20, 0

RGB: 62, 181, 206 • #3eb5ce

6

6 - Dark Blue

CMYK: 100, 80, 40, 40

RGB: 8, 48, 80 • #083050

1 to 5: If used for text, these colours are for titles only.

6: Used for titles and as solid background colour.

Gradients

Example 1

1 to 5

Example 2

1 to 3

Example 3

3 to 4

Example 4

4 to 5

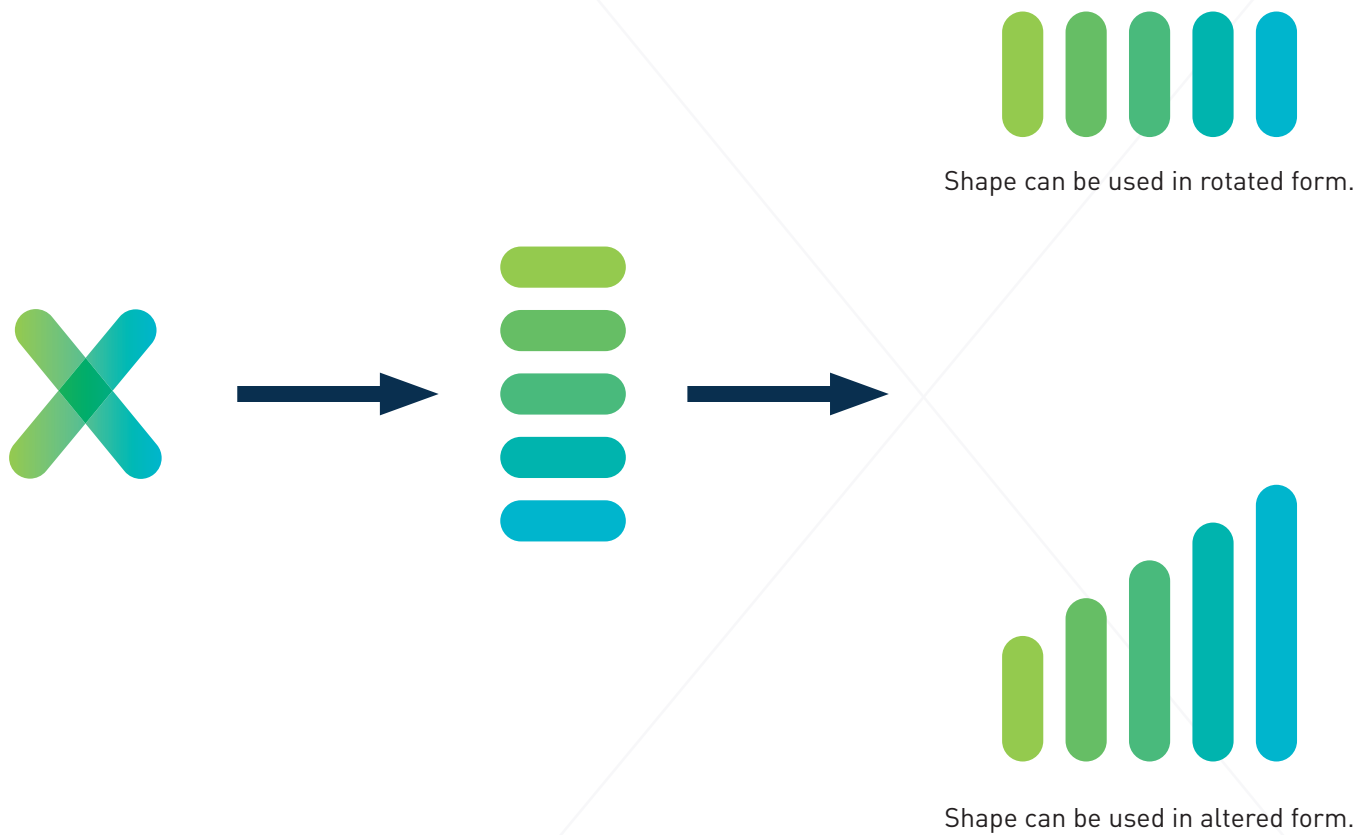
Please use gradients only to give more punch to your compositions.
To ensure legibility, never use them as a background for body texts.



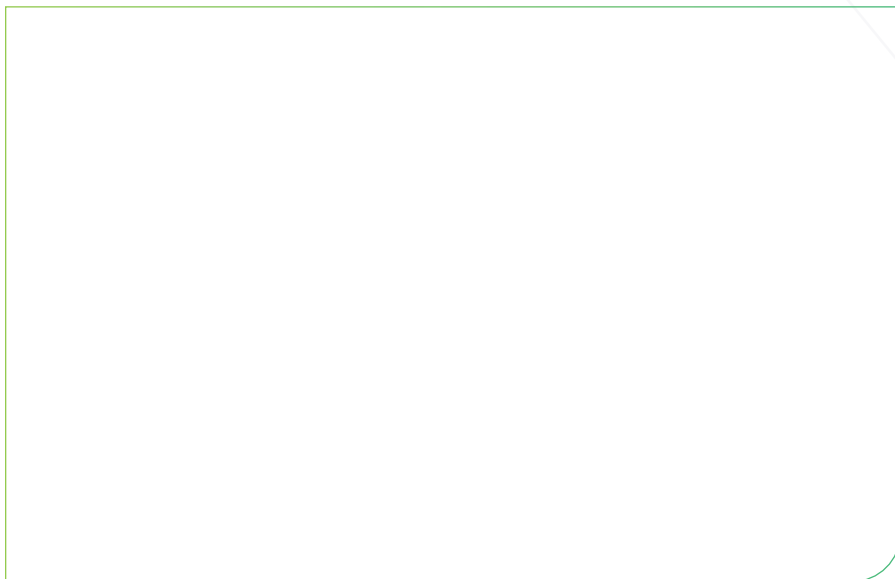
Graphic assets

Design elements

Power shape



Blocks



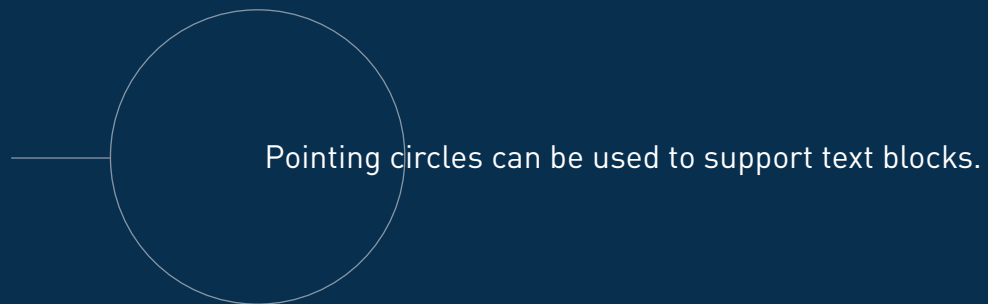
Blocks (images or gradients) must have one rounded corner.

X shape

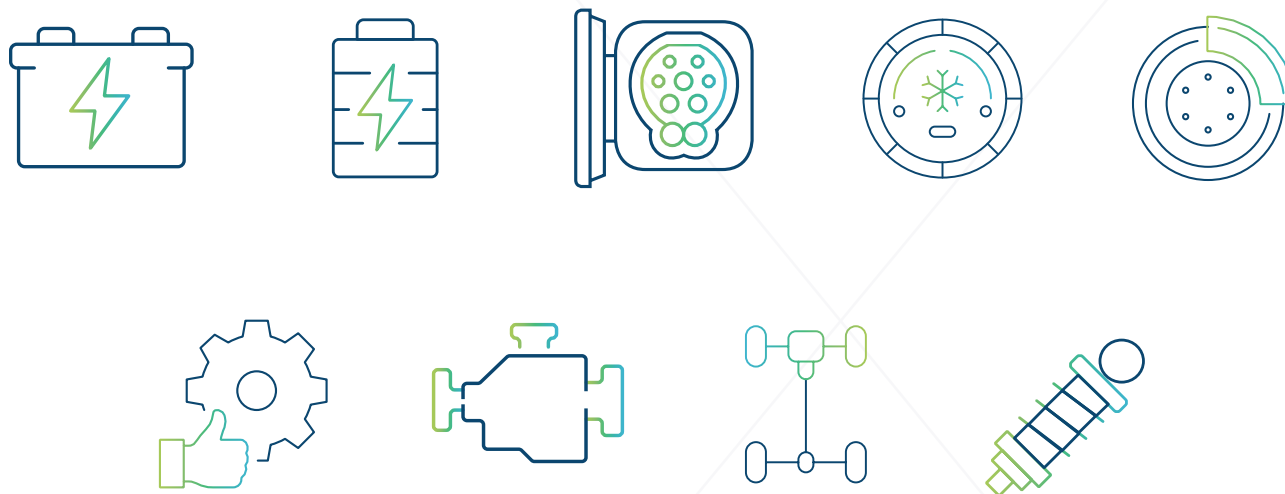


The X shape can be used as a support element or featured in the background.

Circles



Icons



Lineal icons can be used as a support element.



Marketing materials

Traditional media

Advertisement



Promotional items



Clothing

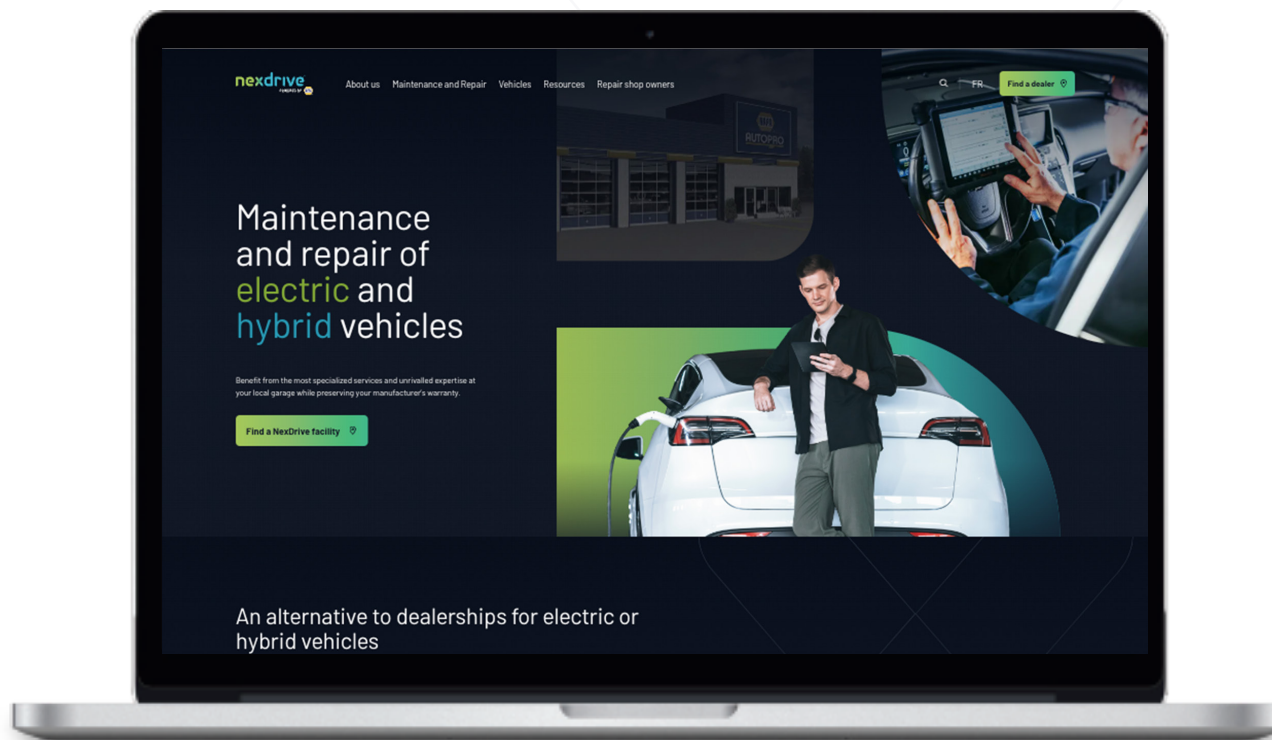




Marketing materials

Digital media

Website

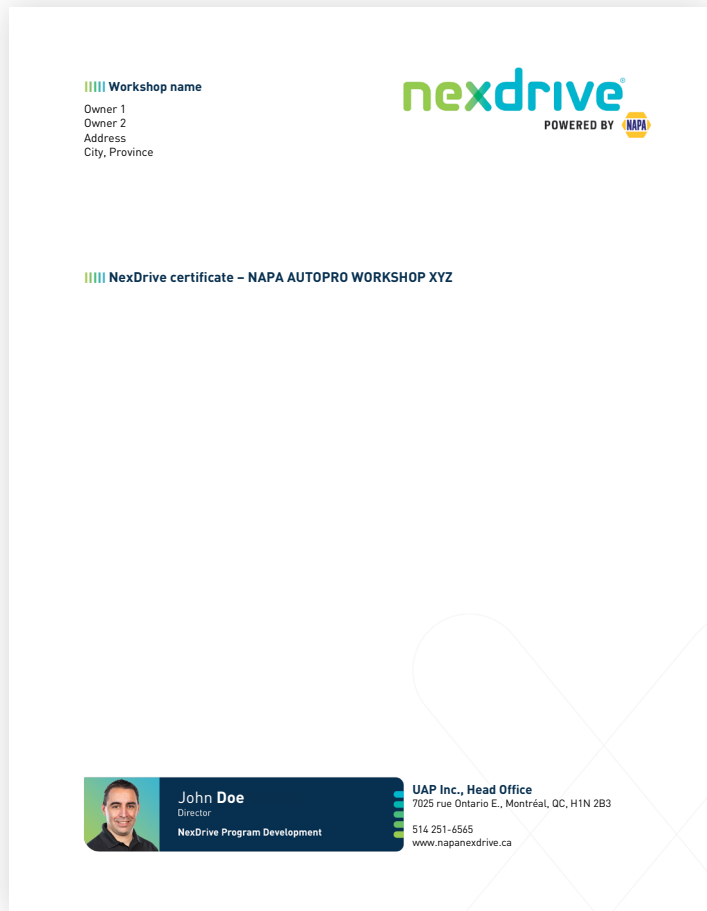




Marketing materials

Communication

Communication template



This template is designed for communications that require a NexDrive letterhead. The text (body and titles) must follow the typography guidelines outlined in this document.



Marketing materials

Signage

Outdoor signs

1



9x7

2



36x7

Signs can be adjusted to fit your needs, but keep in mind that **you must respect the aspect ratio and not distort the visuals.**

Outdoor signs

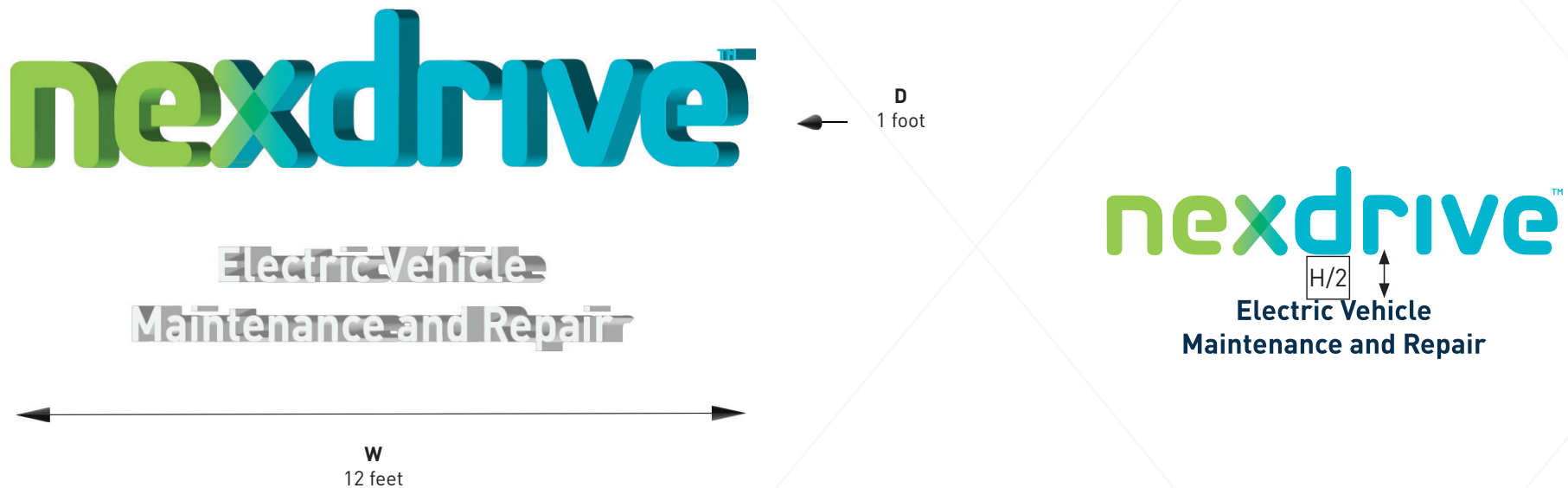


Outdoor signs



Outdoor signs

An embossed sign (3D lettering) is also available.



The 3D lettering should be 12 feet wide (W) and 1 foot deep (D).
The tagline must appear under the NexDrive logo with the required clearance. Please refer to the vector files provided with this Brand Book.

Signs can be adjusted to fit your needs, but keep in mind that **you must respect the aspect ratio and not distort the visuals.**

Outdoor signs



Garage door



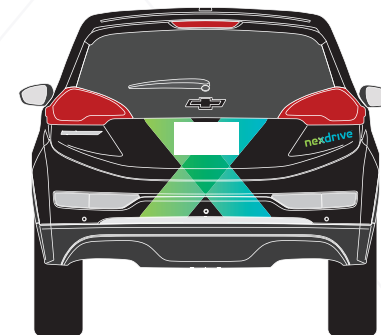
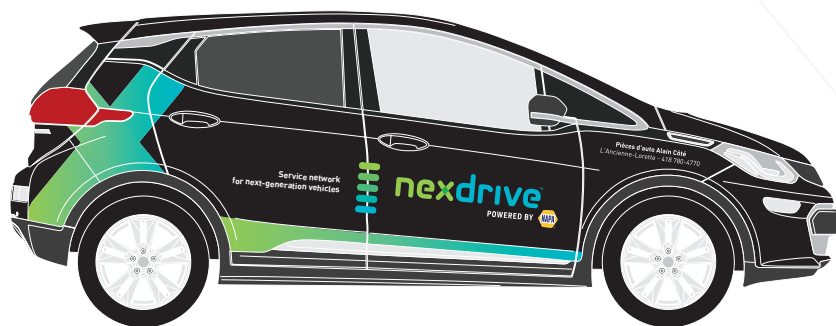
Window sticker



Exhibition booth



Courtesy Electric Vehicles



Vehicles must have at least one "NexDrive POWERED BY NAPA" logo. You may also use the X shape and gradients.

Tent



To order your tent, please contact **Alexandre Dionne**:

Alexandre Dionne

Specialist - Graphic Design and Marketing Documents

514.256.5031 | ext. 7804
adionne@uapinc.com

Parking place and charging station

