



Brand Guide

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Logo and Color

Logo Color



Logo Size and Variation



Primary

#319FD9
RGB 49, 159, 217
CMYK 71, 23, 0, 0

#80BB42
RGB 128, 187, 66
CMYK 55, 4, 100, 0

#F05227
RGB 240, 82, 39
CMYK 0, 83, 96, 0

#FDB715
RGB 253, 183, 21
CMYK 0, 31, 100, 0

Secondary

#0A0A0A
RGB 10, 10, 10
CMYK 74, 67, 66, 86

#58595B
RGB 88, 89, 91
CMYK 64, 56, 53, 32

2

Type and Icons

H1

Arimo Bold

Ensure Confidence In Your Data

H2

Arimo SemiBold

Deliver a Great Automotive Retail Experience

H3

Arimo Medium

Boost your dealership efficiency by leveraging crucial CSI values

Body

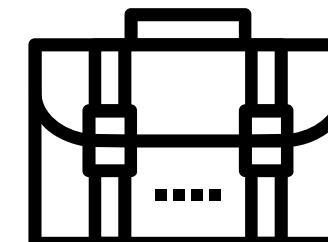
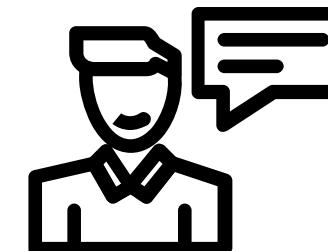
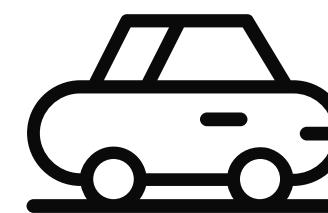
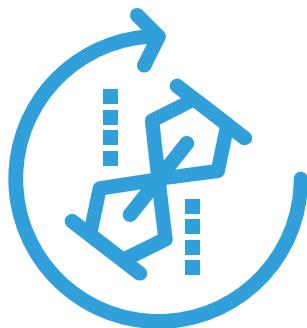
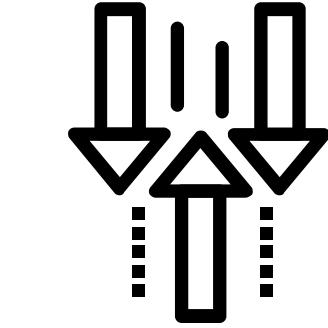
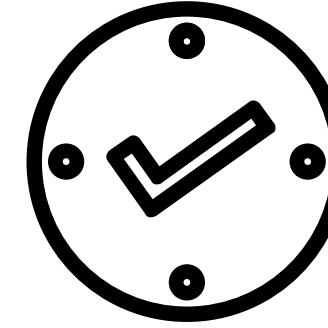
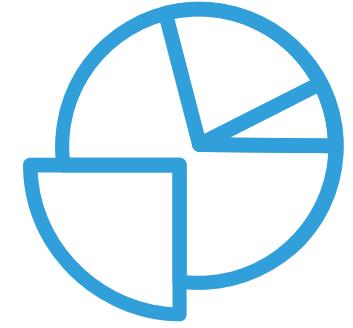
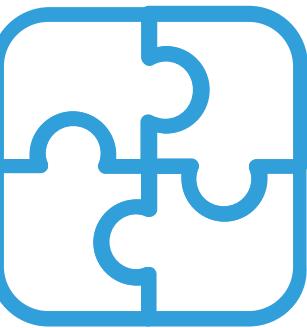
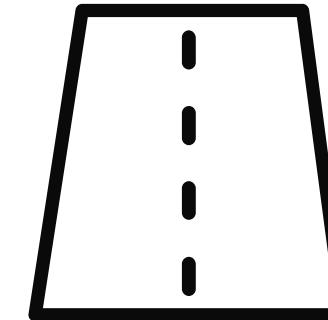
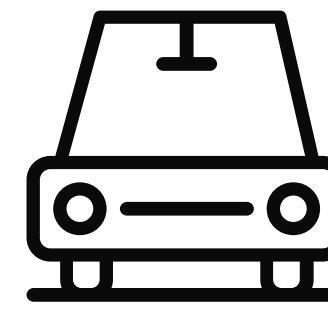
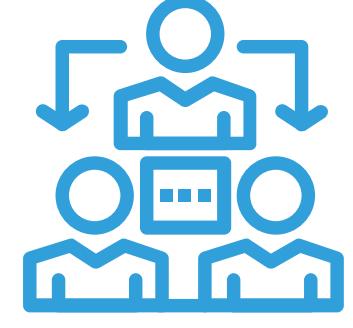
Arimo Regular

With Oxlo DataXtractor™ your Customer Satisfaction Index (CSI) and Net Promoter Score (NPS) data is collected monthly & weekly, across all your brands and dealers, delivered to you in one place – ready for you to review and help you make data-driven decisions.

Iconography

Use Icons for short punchy bits of information. Icons should assist the message but not overpower or complicate the meaning.

Ensure new icons use the same line width and complement the existing icons.



3

Graphic Elements

Graphic Elements

Graphic elements are used to add texture and depth to the brand design.

These examples show elements that may be used in design for print and digital collateral.

Photo Treatment



Background Option

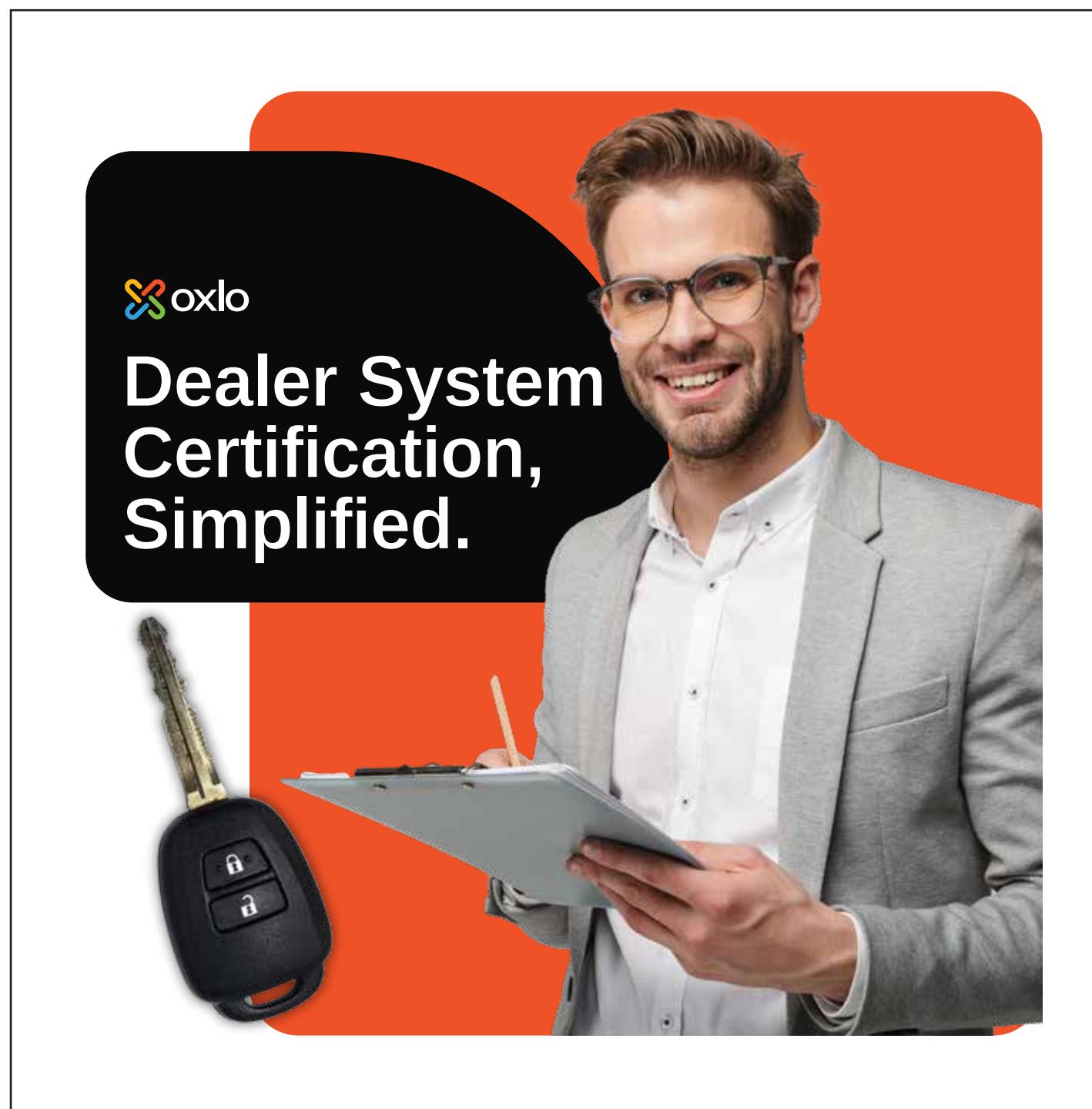


Other Elements



Social Media Mockups

The visual tone balances simplicity and trustworthiness, while the colorful accents add energy and action. The abstract shapes draw focus to the main points and imagery, with neutral backgrounds elevating the colorful photos and designs. Clean typography and colorful gradients enhance clarity and professionalism. These elements should guide social content, calls to action, paid ads, collateral, web design, and more.





Thank You