

Team PRP

PREMIUM RECYCLED PARTS

AFFILIATE

WHO WE ARE / OUR MISSION / OUR VALUES

HOW TO USE THE LOGO

TEAM PRP LOOK & FEEL

TEAM PRP IN YOUR COMMUNICATIONS



WHY WE NEED GUIDELINES

Consistent application of Team PRP's identity is a top priority. Our members and stakeholders have worked diligently to both obtain and maintain a reputation as the premier group of recyclers in North America. As a result, there is immense pride associated with the Team PRP logo. It should be used consistently to reinforce that elevated level of professionalism and prestige. It should also be immediately recognizable to all current and prospective customers.

We have created this set of rules and restrictions for some of the most important visual elements of our brand, including our logo, to ensure their usage is cohesive across multiple platforms.



We hope you find this document to be straightforward and easy to digest. You are a valued part of the PTeam PRP network, and we rely on every individual associated with this organization to help us maintain a high level of excellence.

As you know, Trust and Accountability are two of our internal cultural values. When customers see our logo, those values should extend to what our brand symbolizes within the automotive industry as well.

You can count on Team PRP members and affiliates to deliver the highest quality recycled parts, with the fastest shipping, and no hidden costs. If a customer isn't satisfied—it's on us! They can make their return within 30 days, hassle free.

If you ever run into questions that aren't spelled out within this set of guidelines—or you have suggestions—please don't hesitate to reach out. It's different perspectives that help to build the strongest brands. We're here to Help One Another through Education.

The more you know, the more we grow.

Jarret Hann

Executive Director | jhann@teamprp.com

WHO WE ARE

THE LARGEST GROUP OF PREMIUM AUTO RECYCLERS IN NORTH AMERICA

Our tag line says it all.

OUR MISSION

The mission of Team PRP is to supply quality automotive parts and provide our customers with “One Source” availability, outstanding product knowledge, and timely delivery.

OUR CULTURAL VALUES

TRUST

Deliver a level of **operational sameness** in quality, pricing, packaging, delivery, and customer service.

EDUCATION

Identify industry trends. Adopt and adapt technology to be more efficient. Embrace change.

HELPING ONE ANOTHER

Encourage collaborative thinking and peer-to-peer learning. **TEAM is literally in our name.**

ACCOUNTABILITY

Set clear, achievable goals. Establish open and honest communication. **Own the results.**

SELFLESSNESS

Strive to do right by your partners, your customers, and the **Team PRP Brand.**

CLIFFS NOTES VERSION: Be consistent. Do better; be better. Share success. Own your mistakes. Stay humble.

OUR LOGO

CONFIGURATIONS

Full Lockup

Arrows



Variations

Wordmark w Qualifier/tag



Wordmark Only



CLEAR ZONE

To retain the integrity and legibility of the logo, a “clear zone” - or boundary - is created around all sides of the logo. No other elements in a communication or design should invade the clear zone.

The zone can be determined by measuring the height of a lowercase letter (inside of the black outline). That height = x. The “x” measurement can then be used to determine the space needed around each side of the logo.



OUR LOGO

COLOR VARIATIONS

For each logo configuration variation (full lockup, wordmark with qualifier, wordmark only), there are different color options available.

Full Color
with highlights,
shadow and gradients



Arrows and letter highlights: gradiated grey/white

Letters: CMYK 6/100/100/0

Inner shadow: CMYK 15/100/100/40

Outline, qualifier and registration mark: 100% black

Affiliate tag: CMYK 6/100/100/0

Full Color Simplified
flat color interpretation,
no highlights or shading



Letters: CMYK 6/100/100/0

Outline, qualifier and registration mark: 100% black

Arrows: 30% black

Affiliate tag: CMYK 6/100/100/0

Greyscale
color removed



Letters: 50% black

Arrows: 30% black

Outline, tag, qualifier and registration mark: 100% black

Monocolor - black



Monocolor - white



OUR LOGO

MINIMUM SIZES

Minimum size refers to the smallest size at which the Team PRP logo may be reproduced to ensure its legibility. The minimum size is defined for practical reasons, where space limitations dictate the size of the logo. Most reproduction methods have limitations. Ensure the logo configuration and color you select suits the process being used and that the logo reproduces clearly.

Full Lockup

The minimum width the full logo lockup may appear is 1.65". This ensures the arrows can still be deciphered.

If the logo must appear smaller than 1.75" wide, use one of the simpler configurations without the arrows or highlights and shadow on the letters. See below.



Small Logo Options

The minimum width that the logo may appear with the qualifier is 1.25", ensuring that the tag line appears no smaller than 5pt.



In application to an extremely small item, such as a pen, the wordmark/tag only option should be used, and appear no smaller than .75" wide, ensuring that the wordmark letters are no smaller than 9pt.



OUR LOGO

INCORRECT USAGE

Misuse of the Team PRP logo lessens its effectiveness of visual communications. It is important to be consistent and use consideration when working with the logo so that it always looks its best and communicates clearly.

The following examples illustrate some common mistakes made when reproducing logos.

Do not substitute fonts or remove the registration mark



Do not change the colors of the logo



Do not distort the logo horizontally



Do not distort the logo vertically



Do not use the logo over competing textures, patterns or images that compromise legibility of any part of the logo



TEAM PRP LOOK & FEEL

COMMUNICATING QUALITY, SCOPE AND VALUE

The Team PRP brand look in communications matches our overall messaging, with a style that is strong, bold and clear. We endeavor to create concise communication, that's easy to understand and embodies a sense of our organization's quality, scope and value.

COLOR PALETTE

Red	PMS 185C	CMYK 6/100/100/0	HEX #E4002B
Deep Red	PMS 187C	CMYK 15/100/100/40	HEX #A6192E
Grey	40% Black	CMYK 0/0/0/40	HEX #999999
Black	100% Black	CMYK 0/0/0/100	HEX #000000

COLOR DEFINITIONS

PMS (Pantone Matching System)
Exact matching spot color number system for print materials.

CMYK (cyan, magenta, yellow, black)
The mixture of standard printing colors to create an approximation of a desired color.

HEX (HTML hexadecimal notation)
A number system for designating the proper mixture of red, green and blue to create a web-safe color for on screen display.

APPLICATION EXAMPLES



TEAM PRP IN COMMUNICATIONS

USING TEAM PRP IN YOUR COMMUNICATIONS

As a member of Team PRP, you are exactly that: a Team Member, working in partnership with the largest group of premium auto recyclers in North America.

In all of your communications, keep in mind that professionalism, quality and integrity should be at the heart of your messaging and that when you present yourself, you are presenting EVERY Team PRP member as well.

USING THE FULL NAME

Besides the correct use of the logo, it is important to implement a consistent use of our name in communications.

Please always use the complete name of our organization, especially in print: **Team PRP**

Refrain from using only “PRP” to reference the organization to avoid confusion with any other organizations.

TAG LINES

THE LARGEST GROUP OF PREMIUM AUTO RECYCLERS IN NORTH AMERICA

Using this tag line is the most efficient way to convey who we are and what we represent. Use this tag line when introducing Team PRP in your communications.

RE-THINK RE-CYCLED

Every day is Earth Day for Team PRP automotive recyclers! As Team PRP members, we should always be educating and advocating, within the industry and to the general public, the importance of utilizing recycled automotive parts: for efficiency, value and the environment.

Use the Re-Think Re-Cycled messaging whenever appropriate and wherever you can.

TEAM PRP LOGO FILES

SUPPLIED LOGO FILES

There are 3 main iterations of the logo:

- Full Lockup (all of the logo elements locked in a stationery arrangement)
- Wordmark with Qualifier (arrows removed)
- Wordmark Only (arrows and tagline removed)

For each of those logo iterations, we have color options:

- the full color version with gradients, shadows, highlights, etc
- full color simplified, a simpler, flat/ 2D interpretation
- greyscale
- black
- white (supplied only as .eps and .png)

Then for each of those color option, there are 4 different file types:

- .eps high resolution vector file used for printing which can be scaled to any size
- .pdf high resolution vector file can also be used for printing, universal format, easy to share digitally
- .jpg low resolution file for digital/screen use. Smaller file size, but does not scale up without loss of quality
- .png low resolution file for digital/screen use with transparent background. Also smaller files size that will not scale up

QUESTIONS OR REQUESTS

For questions or for more information about Team PRP, visit teamprp.com

If a logo is needed in any format or size not provided in the digital logo files, or for questions regarding marketing, design, digital logo files and/or artwork, please contact:

Ray Coker

Director of Marketing & Communications

Mobile, AL

email: raycoker@teamprp.com