

# QUIRK

# STYLE GUIDE

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## THE PURPOSE OF THIS DOCUMENT

The purpose of these guidelines is to ensure a strong, clear, and consistent brand presence across every medium and marketing channel.

# LOGO



For forty years, Quirk has been selling cars and commercial vehicles, running automotive service centers and a parts distribution network, as well as operating a variety of other automotive-based companies in Massachusetts. There is established brand recognition among the public through decades of advertising featuring the phrase: “Quirk Works to Save You Money”. Quirk has gone through a series of rebrands in recent years but the 3D dealer badge, applied to every car Quirk has sold, had always remained true to the first wordmark (drawn in the 70’s by a local sign painter). This wordmark has retained the most brand recognition amongst the public, becoming the anchor point for the rebrand, diving back into Quirk’s legacy, and returning the brand to “Classic Quirk”.



Key elements of the original wordmark (shown on previous page) were maintained in the new redrawn version: the overall boldness of the letterforms, the rounded corners, the bold drop tail on the “Q”, the underline element, and the curved and contained legs on the “R” and the “K”. The legibility of the letterforms have been improved and the underline element was redesigned into an interlocking unit with “Q”. The result: a modern but retro inspired wordmark, grounded in brand legacy. It also happens that the new wordmark seems like it would be “perfectly-at-home” embossed into the steel of a truck tailgate.

The underline element has added meaning. It speaks to Quirk helping their customers continue their journeys; getting them back on the road. See the ad-lob examples on pages 28-39 and collateral samples on pages 22-27 to see how this design element was activated.

# LOGO FAMILY

## Primary Logo



## Small Mark

## Secondary: Services Lock-Ups



## Secondary: Tagline Lock-Up

The primary logo is the base for the entire logo family system. All the services lock-ups (Cars, Commercial, and Parts) and the tagline lock-up (Works) have an additional text descriptor (set in Barlow Condensed Bold) that sits on top of the underline element, that extends until it is flush with the right edge of the descriptor text. *Note: If additional services get added to the Quirk logo system in the future, they should match the design system of services lock-ups shown above.*

If the logo is required to be used in an extra small application, where the legibility of the primary wordmark would be compromised, the small mark logo should be used. The small mark is simplified to only the “Q” with the underline. Appropriate applications for the small mark may include: social profile images, website favicons, and potentially app icon art.

Take care to not alter the proportions or alignment of logo elements or adjust the spacing between the elements. To maintain consistency across branding elements, always use the files provided in the approved logo suite for any logo applications and needs.

# LOGO SAFE ZONE



The safe zone spacing unit for both the primary logo and all the secondary lock-ups is the height of the letter “U” (from the Quirk Wordmark) on all four sides. See the visualizations of the safe zone areas, shown above. Try to maintain this safe zone around the logo and lock-ups on all advertising and collateral designs. This will ensure that the logo is not crowded and stands out in the context of the design.

The small mark version of the logo does not have a specified safe zone unit. Defining a safe zone could limit its usability in the small spaces where it needs to be used. When possible, allow it air space within the specifications of the placement.

# DEALERSHIP SYSTEM

## Single Manufacturer Logo



## Duo of Manufacturer Logos



## Grouping of Manufacturer Logos

Secondary Stacked ALT



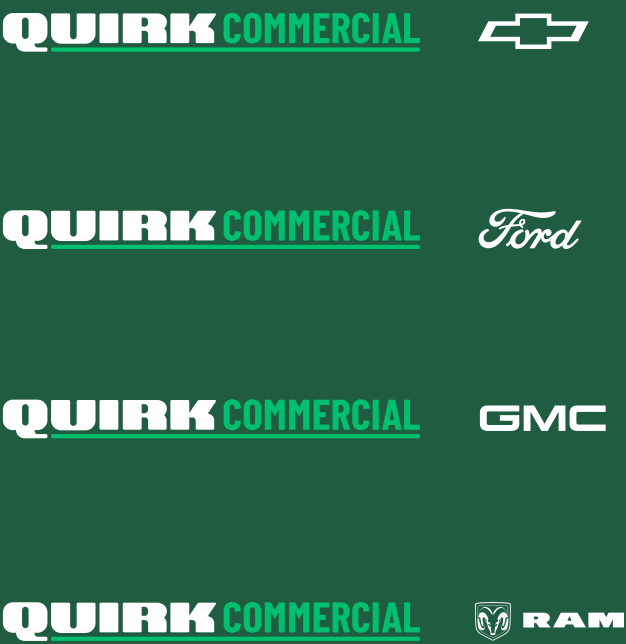
Ideally all manufacturer logos should be shown in their simplest form, in white, and to the right of the Quirk Logo. The manufacturer logos should be optically sized to each other and the removal of individual brand colors allows them all to present at an equal level within the system. This also ensures that Quirk is always primary within the system structure. The manufacturer's logo should always be shown to the right or under the Quirk logo, it ensures a proper reading order: Quirk [Manufacturer]. The manufacturer logos should never appear to the left or on top of the Quirk logo. The Quirk logo and manufacturer logo(s) should not be tightly set, there should always be an air gap, and the gap can be larger than the lock-ups shown above (see the marketing email samples on pages 26-27). *Some of these manufacturers have design regulations for dealership lock-ups, but whenever possible we should use the system above (especially in the context of parent brand communication) and for any future dealership brands.*

*\*Manufacturer's Logos are FPO.*

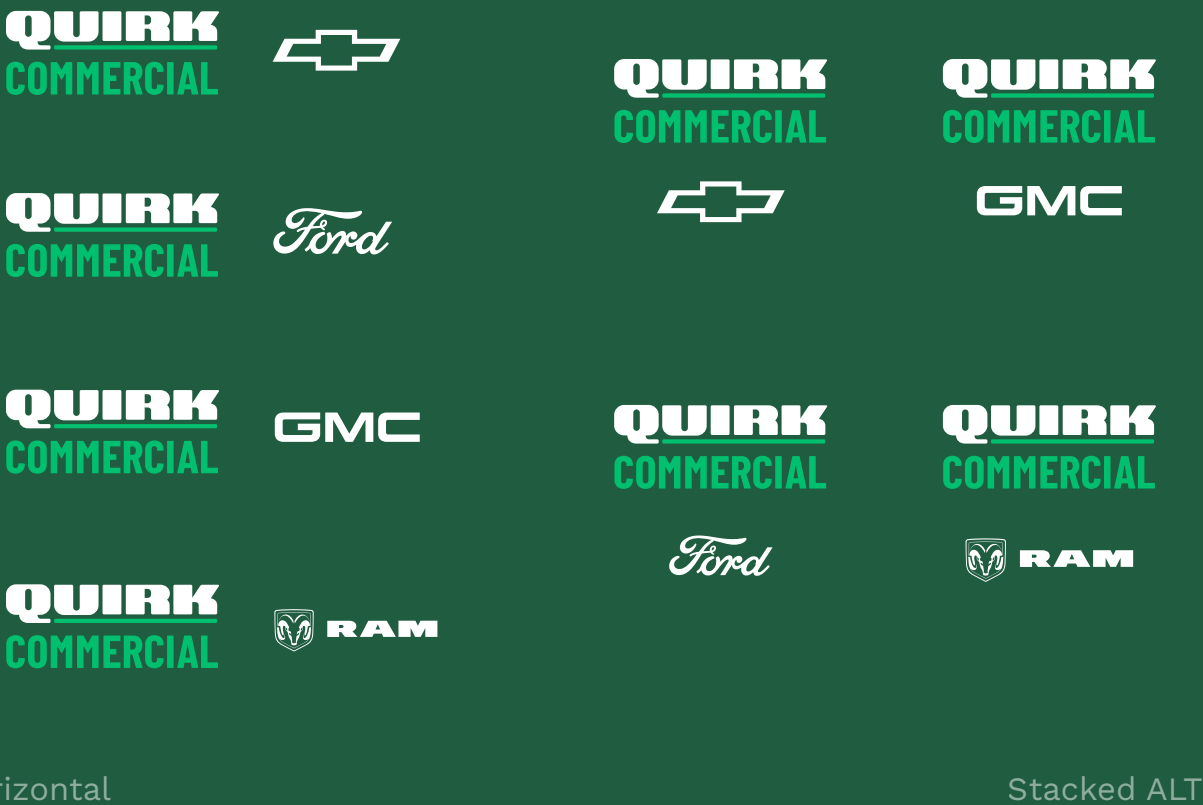


# COMMERCIAL DEALERSHIP SYSTEM

## Primary Horizontal Lock-Ups



## Secondary Stacked ALT Lock-Ups



The same system from the previous page should be replicated for the commercial dealerships, using the commercial logo lock-up. There is an alternate lock-up for commercial that allows for a stacked solution that is more compact. This alternate lock-up allows for more functionality across more diverse placements. For example: the primary horizontal lock-up would work best on the masthead of the website, the stacked horizontal lock-up would work better for a business card, and the stacked alt lock-up would fit perfectly on truck mud flaps. The same arrangement rules from the previous page still apply: the manufacturer's logo should always be shown to the right or under the Quirk logo, it ensures a proper reading order: Quirk [Manufacturer]. The manufacturer logos should never appear to the left or on top of the Quirk logo.

*Some of these manufacturers have design regulations for dealership lock-ups, but whenever possible we should use the system above (especially in the context of parent brand communication) and for any future dealership brands.*

\*Manufacturer's Logos are FPO.

# COLOR

# BRAND COLOR PALETTE

<b>White</b> Pantone N/A C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX# FFFFFFFF	<b>Light Green</b> Pantone 7480 C C:75 M:0 Y:71 K:0 R:0 G:191 B:111 HEX# 00BF6F	<b>Dark Green</b> Pantone 554 C C:84 M:22 Y:77 K:60 R:32 G:92 B:64 HEX# 205C40	<b>Charcoal Gray</b> Pantone 447 C C:50 M:30 Y:40 K:90 R:55 G:58 B:54 HEX# 373A36
	Opacity: 75%	Opacity: 75%	Opacity: 75%
	Opacity: 50%	Opacity: 50%	Opacity: 50%
	Opacity: 25%	Opacity: 25%	Opacity: 25%

Above are the four brand colors that are allowed to be used in the logo and logo system lock-ups. See the next two pages for specific guidance on approved logo color usage. Whenever possible the logo and logo lock-ups should be shown on a background of the dark green, charcoal gray, or light green. A white background should only be used if it is a strict requirement of the placement. The logo and lock-ups should never be shown on a non-brand color. When “black” is needed the charcoal gray should be used instead (including text colors). True black is harsh compared against the brand color palette. To help create visual hierarchy in collateral designs the use of opacities of the brand colors is encouraged (see the ab-lob examples on pages 38-39).

Be sure to use the correct color values for each application type. RGB colors are used for all digital applications (HEX is another way of writing RGB values), while CMYK and Pantone are for printing. CMYK colors are for four-color printers (ranging from an office printer to a professional printer) and Pantone colors are used for high-quality printing.

# LOGO IN COLOR

## Primary Color Pairing 1



Letterforms: White / Underline: Light Green / Background: Dark Green

## Primary Color Pairing 2



Letterforms: White / Underline: Light Green / Background: Charcoal Gray

## Secondary Color Pairing



Letterforms: White / Underline: Dark Green / Background: Light Green

## Tertiary Color Pairing\*



Letterforms: Dark Green / Underline: Light Green / Background: White

\*This color pairing is only allowed to be used when a white background is absolutely required.

There are four approved color pairings for the wordmark and background colors. The two primaries are white letterforms with a light green underline on a background of either dark green or charcoal gray. The secondary color pairing is white letterforms with a dark green underline on a background of light green. The tertiary color pairing is dark green letterforms with a light green underline on a background of white. Whenever possible the background color behind the logo should be the dark green, charcoal gray, or light green. The tertiary color pairing is only allowed to be used when a white background is absolutely required.

# LOGO SYSTEM IN COLOR

## Primary Color Pairing 1

**QUIRK**

**QUIRK CARS**

**QUIRK COMMERCIAL**

**QUIRK PARTS**

**QUIRK WORKS**



Letterforms: White / Underline: Light Green  
Background: Dark Green

## Primary Color Pairing 2

**QUIRK**

**QUIRK CARS**

**QUIRK COMMERCIAL**

**QUIRK PARTS**

**QUIRK WORKS**



Letterforms: White / Underline: Light Green  
Background: Charcoal Gray

## Secondary Color Pairing

**QUIRK**

**QUIRK CARS**

**QUIRK COMMERCIAL**

**QUIRK PARTS**

**QUIRK WORKS**



Letterforms: White / Underline: Dark Green  
Background: Light Green

The color usage defined on the previous page extends to the rest of the logo family system. The descriptor text for services and underline element are always consistently set in the same color. Do not deviate from the approved color usage shown above.

To maintain consistency across branding elements, always use the files provided in the approved logo suite for any logo applications and needs.

# TYPE

# COMPANION TYPEFACES

## BARLOW CONDENSED

THIN *ITALIC*  
EXTRALIGHT *ITALIC*  
LIGHT *ITALIC*  
REGULAR *ITALIC*  
MEDIUM *ITALIC*  
SEMIBOLD *ITALIC*  
BOLD *ITALIC*  
EXTRABOLD *ITALIC*  
BLACK *ITALIC*

## WORK SANS

Thin *Italic*  
Extra Light *Italic*  
Light *Italic*  
Regular *Italic*  
Medium *Italic*  
SemiBold *Italic*  
Bold *Italic*  
ExtraBold *Italic*  
Black *Italic*

All brand messaging and collateral materials should use the companion typefaces: Barlow Condensed and Work Sans. Both are free and open-source Google Fonts available for download at [fonts.google.com/specimen/Barlow+Condensed](https://fonts.google.com/specimen/Barlow+Condensed) and [fonts.google.com/specimen/Work+Sans](https://fonts.google.com/specimen/Work+Sans). Barlow Condensed is a bold condensed san-serif typeface with a rounded corner detail. It was chosen to complement the custom letterforms of the Quirk wordmark and is used to set the services text and tagline in the logo family system (Cars, Commercial, Parts, and Works). The letterforms share a similar DNA but the condensed nature automatically allows the Quirk to always be dominant across the logo family system. Barlow can also be used for headlines but limit the usage to display sizes, in a bold weight, and only using all caps. Work Sans was added to the type system because it has many very legible weights to create typographic hierarchy in dense and complex text layouts. The bolder weights feel very in-line with the letterform DNA of the Quirk wordmark.

# TYPE SETTING SAMPLE

## Barlow Condensed

Extra Bold 46pt / All Caps / 25pt Letterspacing

## Work Sans

Extra Bold 28pt / All Caps / 50pt Letterspacing

## Work Sans

Light 16pt / 21pt Leading

## Work Sans

Extra Bold 12pt / All Caps / 50pt Letterspacing

Work Sans / Regular 10pt / 13pt Leading

Work Sans / Bold 10pt / 13pt Leading

Work Sans / Bold 10pt / 20pt Leading

# HEADLINE LOREM DOLOR ELIT

## SUBHEAD LOREM IPSUM

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- **Fugiant prae peditio sanist, officatisqui volorpore lam dolorrum reped qui derisqui nest, ommoles**
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Above is an example of how to utilize the multiple weights of Work Sans and the selective use of Barlow Condensed to create typographic hierarchy. Point sizes and leading are not set in stone. The specs of each placement and whether the type's final destination is on paper or screen are all major factors in typesetting decisions. Take care to use appropriate weights for each usage. For example, do not set whole paragraphs of body copy in bold or extra light. Use appropriate point sizes to indicate hierarchy; headlines can be larger for display situations and body copy should be a reasonable text size (smaller) with proper leading for optimal readability. This whole document along, with the ad-lob samples and collateral samples, are examples how to use these two typefaces together.

*Note: Barlow Condensed's usage is limited display usage (big headlines) and only uses all caps. The rest of the sample uses Work Sans to ensure legibility.*



# DEFAULT TYPEFACES — ONLY FOR EMAIL COMMUNICATION

## TAHOMA

REGULAR  
BOLD

## Arial

Regular *Italic*  
Bold *Italic*

### Typesetting Sample

**Tahoma**  
Bold 30pt / All Caps

# HEADLINE LOREM LOREM ISPUM

Body copy Tem et qui dent, sunt volorit et, quo blam cust eum anduntore commolorryum vid qui cus ex et et fugiant prae peditio sanist, officatisqui volorpore lam dolorryum reped qui derisqui nest, ommoles endipidunt, occupta ssunt, sim soluptae officiis sequis perfernatis nulparibust exerunt fuga. Et delendae resequae. It pel earchillab invellori occus es dolupta que net labore-hent eicipienis et atemodit maio. Aximos doluptat audandanto tet ra quosaniam ipisque pro eiu.

**Arial**  
Regular 12pt / 16pt Leading

These typefaces are only to be used in the context of email communications. Email is a unique placement where we are limited to the few typefaces that are automatically available on both Mac and Windows computers. Tahoma has been selected for headline usage and should be set in all caps. Arial has been selected for usage for body copy. See the marketing email comps on pages 24-25 and the email signature comps on pages 26-27.

# VOICE

# PERSONAL AUTHENTIC STRONG

On the back of every car that leaves a Quirk dealership is a name that represents years of hard work and dedication to make the car-buying experience something premium. Something that's customer-focused. And something truly unique.

## BEHIND EVERY CAR

Behind every car are over four decades of refining the buying experience to be as unique as our customers. Premium and personalized from “How can I help you?” to “Here’s your keys.”

Behind every car is an investment in innovation that drives us to the forefront of our industry. State-of-the-art facilities where customers feel at home, and cutting-edge technology puts the process in their hands. From 100% online purchases to service that has you in and out, same day.

Behind every car is a loyal, long-tenured team. Good people. Experts at what they do and believers in what we stand for. Building relationships at our dealerships with transparency, trust, and a customer-first mindset.

Behind every car is a longstanding legacy of supporting our communities and giving back. Because we’ve called them home since the very beginning.

Since 1973, our premium buying experience has been driven by customers.

**And behind every car is proof Quirk Works.**

# HEADLINE LIBRARY & TAGLINE REJOINDER

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Behind every car is a premium experience  
where you're front and center.

Behind every car is innovation  
that drives us forward.

Behind every car is a customer  
who feels like a VIP.

Behind every car is a team  
that puts you above all.

Behind every car is 40 years  
of putting you behind the wheel.

Behind every car is a luxury buying experience,  
no matter your price point.

Behind every car is a luxury buying experience,  
no matter your price point.

Behind every car is an online shopping experience,  
where everything clicks.

Behind every car you'll find a good deal.  
And a good deal more.

Behind every car low pressure  
meets high touch.

Innovation around every turn.  
Behind every car,

The end of "Let me talk to my manager."  
Behind every car,

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## TAGLINE REJOINDER

---

# THAT'S HOW QUIRK WORKS

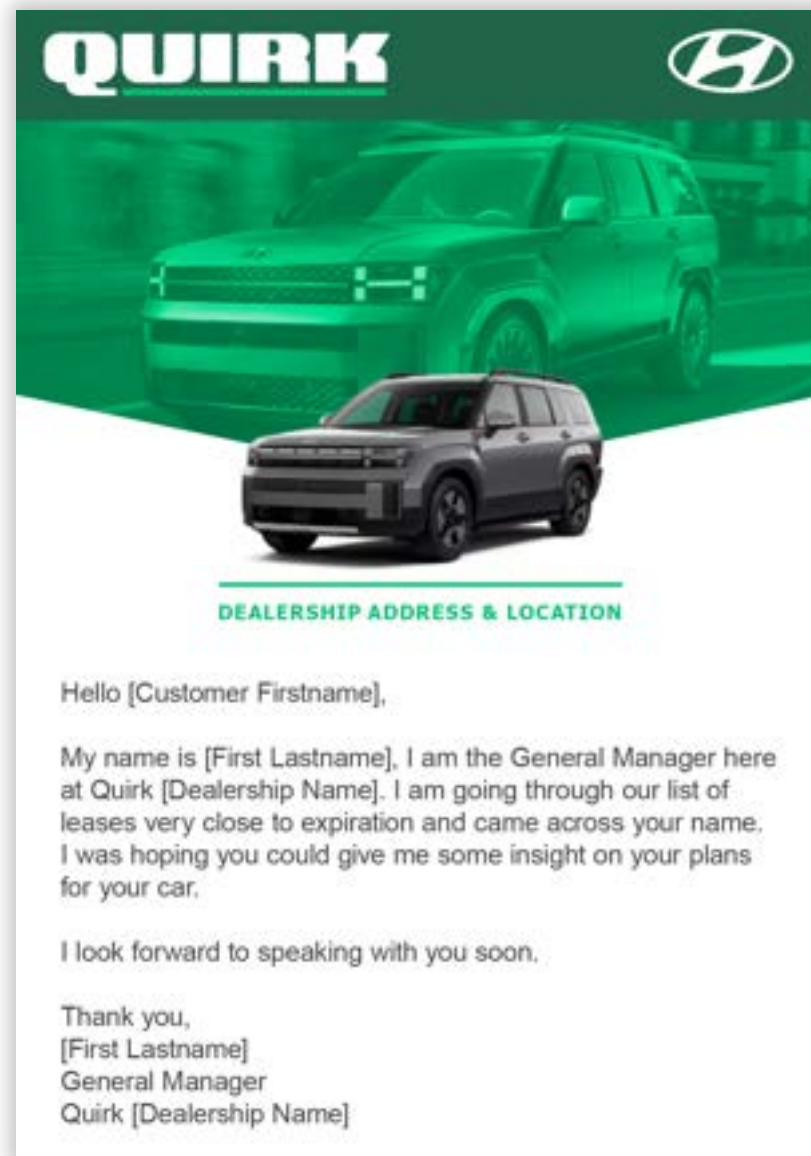
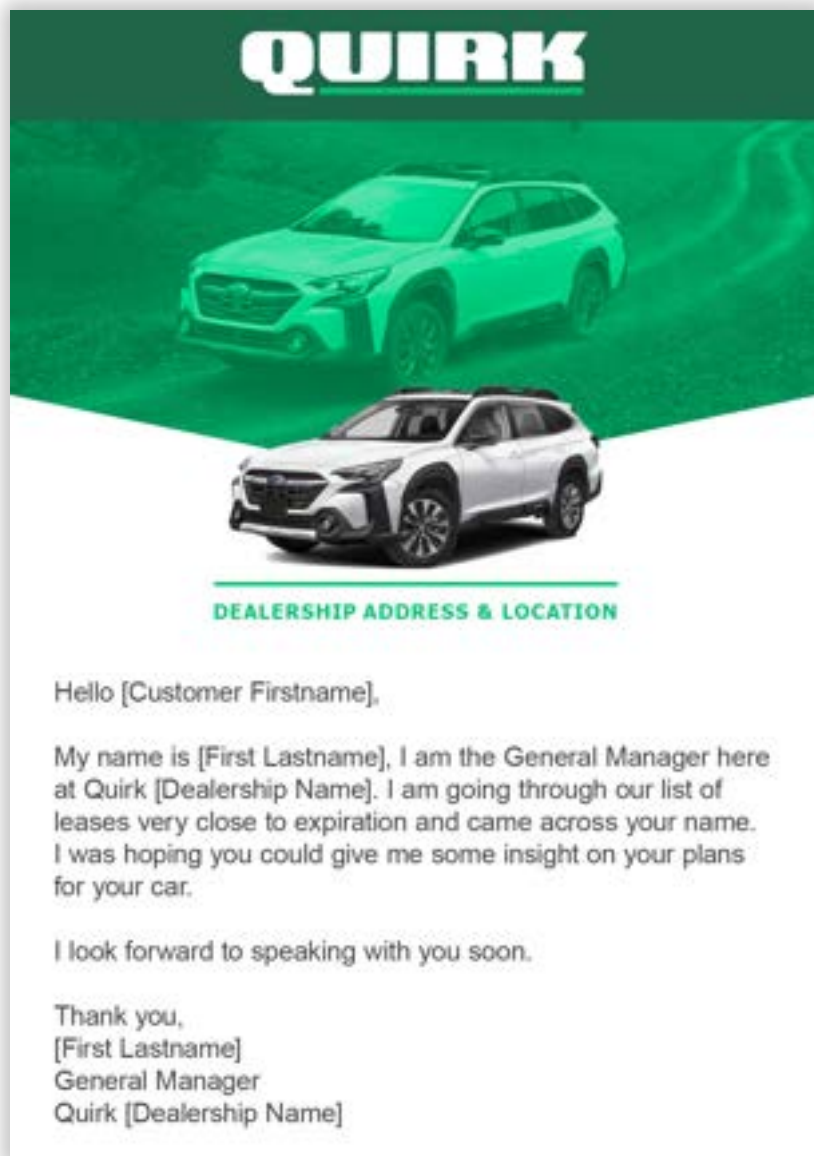
# **COLLATERAL SAMPLES**

## 3D DEALER BADGE DECAL



*\*These images are FPO. Licensing is not secured.*

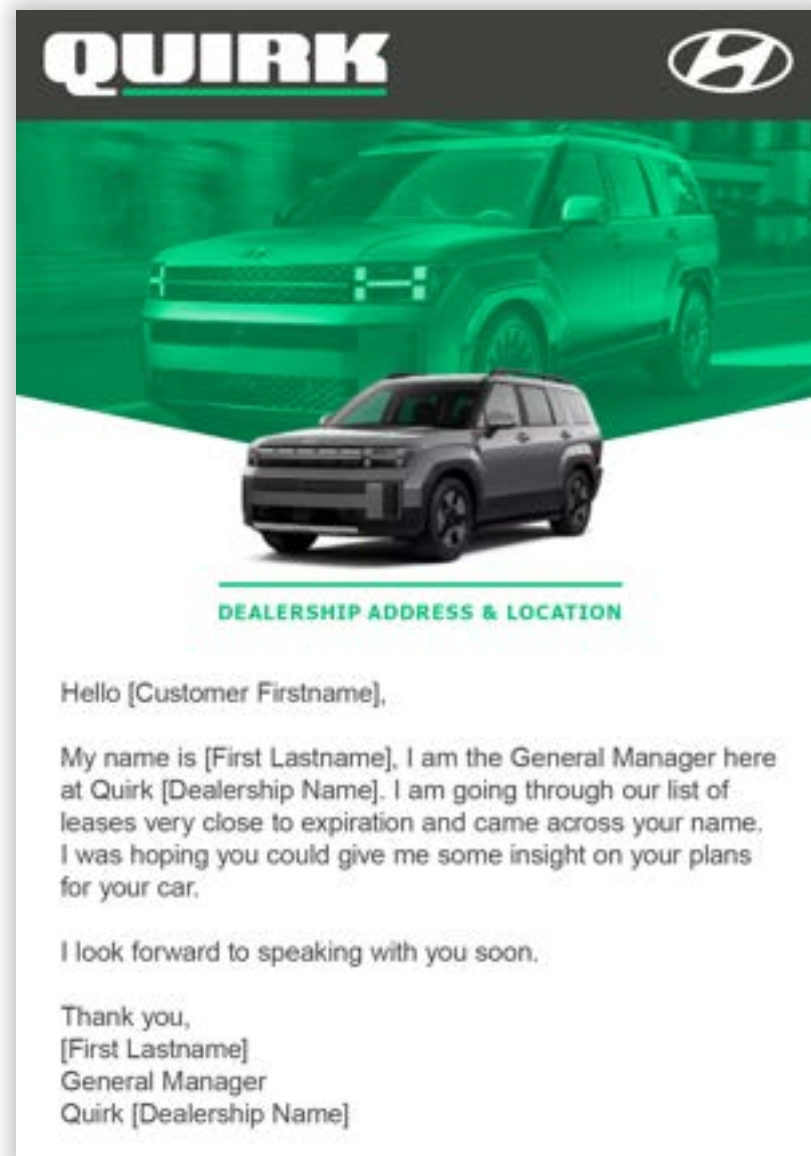
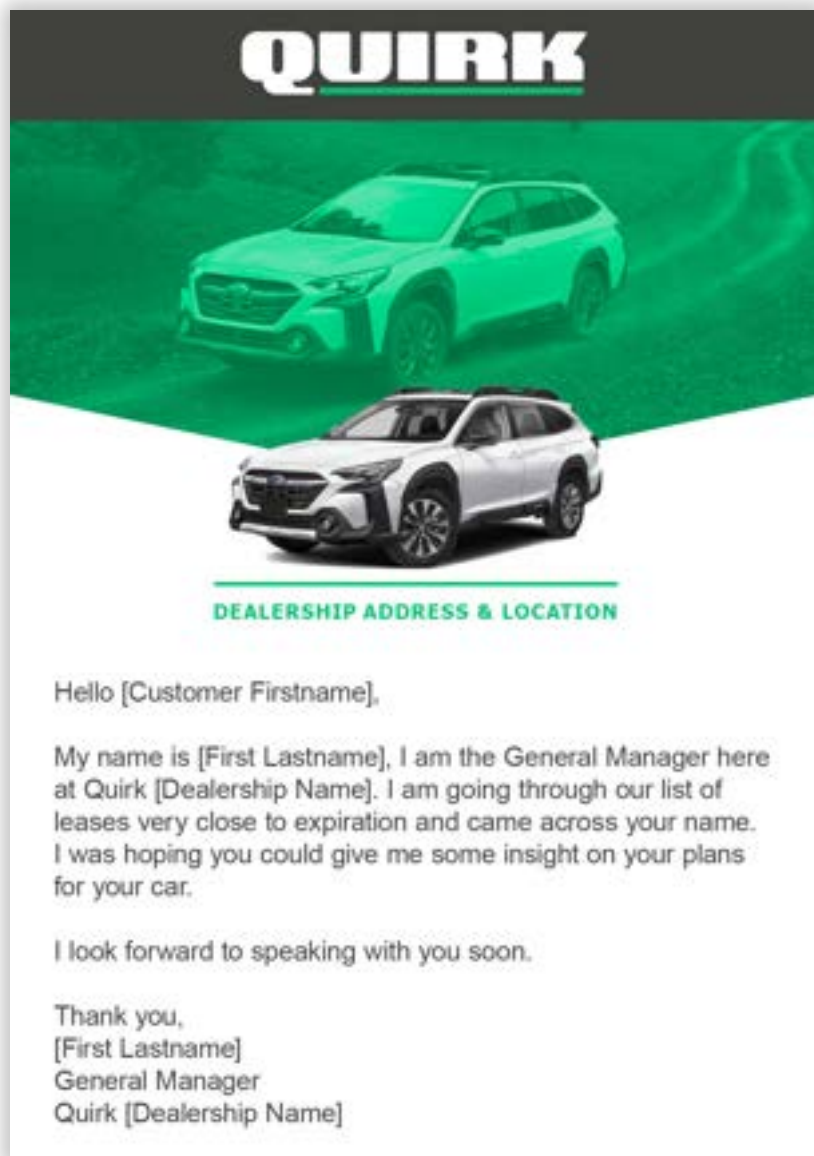
# MARKETING EMAIL EXAMPLES: PRIMARY COLOR PAIRING 1



*\*These images are FPO. Licensing is not secured.*



# MARKETING EMAIL EXAMPLES: PRIMARY COLOR PAIRING 2



*\*These images are FPO. Licensing is not secured.*

# STATIONERY: BRAND SAMPLE

QUIRK

QuirkCars.com Braintree · Dorchester · Manchester · Marshfield · Quincy



MISTER QUIRK

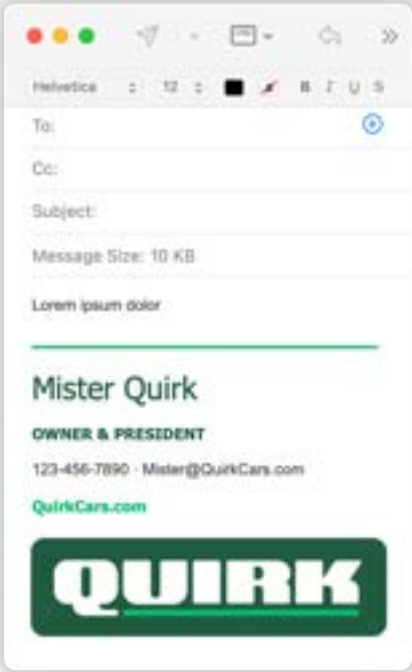
OWNER & PRESIDENT

123-465-7890

Mister@QuirkCars.com

Quirk Cars Headquarters:

44# Quincy Ave, Braintree, MA 02184



QUIRK

Dear First Lastname,

Lorem ipsum dolor sunt aut di doluptatis eic te veni officiis dolum earum il magnita volut pressum aut eost ionecte non et la ne eationsequam aut lic te et fuga. Igenimodis mo omnibus doluptatias voluerias corrumpat. Ucil imus earioribero qui sunt lam ut evelis inia dipsum il into everate nimust, quibusae pro odio dolle nest, officiendae plaborem restias minulpa rumquist moluptaque nobis sunt ium fuga. Itaquiaspis aut fugiat us identin ex et ium et voloria qui doloratio. Ga. Itatet doluptaqui nonsedi temporemoles quam quatur am quunt hil et omnitasitam, unt.

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Sincerely,



First Lastname

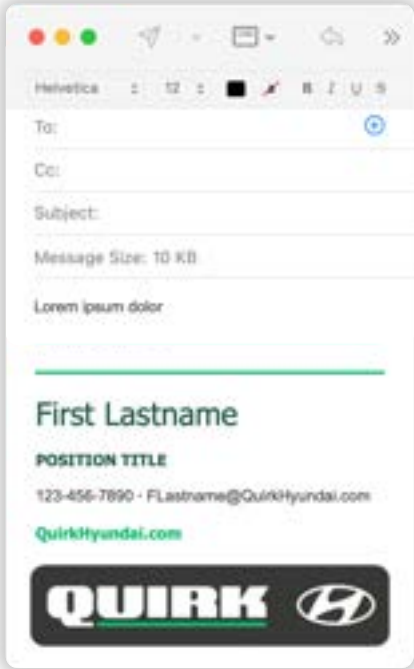
Position Title

QuirkCars.com

Braintree · Dorchester · Manchester · Marshfield · Quincy

\*Manufacturer's Logos are FPO.

# STATIONERY: DEALERSHIP SPECIFIC SAMPLE



\*Manufacturer's Logos are FPO.

# 2025 CAMPAIGN LOOKS

These three individual advertising campaign looks were developed to show how all of these separate brand pieces could be utilized together to create cohesive, unified advertising designs.

The following ad samples are not the limit of Quirk's ad designs. Future ad campaigns can either springboard off of these established looks or use the base of Quirk brand elements to create something entirely new.

## LOOK 1: BRAND AWARENESS

This first look is focused on the emotional aspect of the lifestyle photography and should be used to push brand awareness, rather than being used as a selling tool. This look uses a particular POV when selecting images; the car should always be cropped or shown in the context of an interior viewpoint.

Also, showing the “Quirk” dealerbadge on the rear of the car allows the brand to be embedded in every scene we show. Making Quirk a part of their customers’ lives. Photos could be paired with an isolated car model photo (background removed) to “suggest” which car is being shown in the photo.

This look should use the charcoal gray background for the logo. Black, gray, and white (hue-less) fades help the viewer get immersed in the photography and focus on the emotion of the scene.

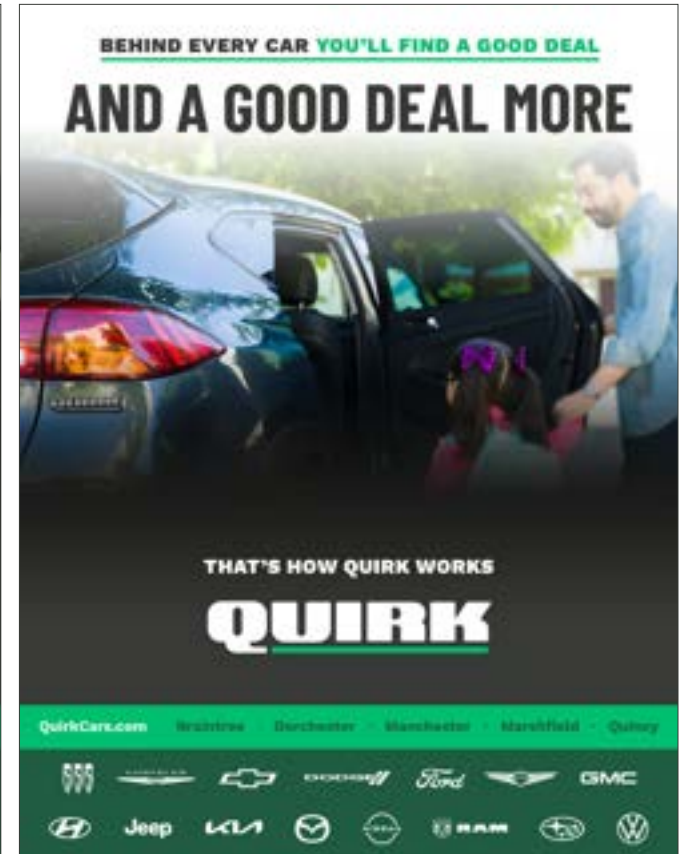
# LOOK 1: BRAND AWARENESS — PRINT AD-LOBS



\*These images are FPO. Licensing is not secured.

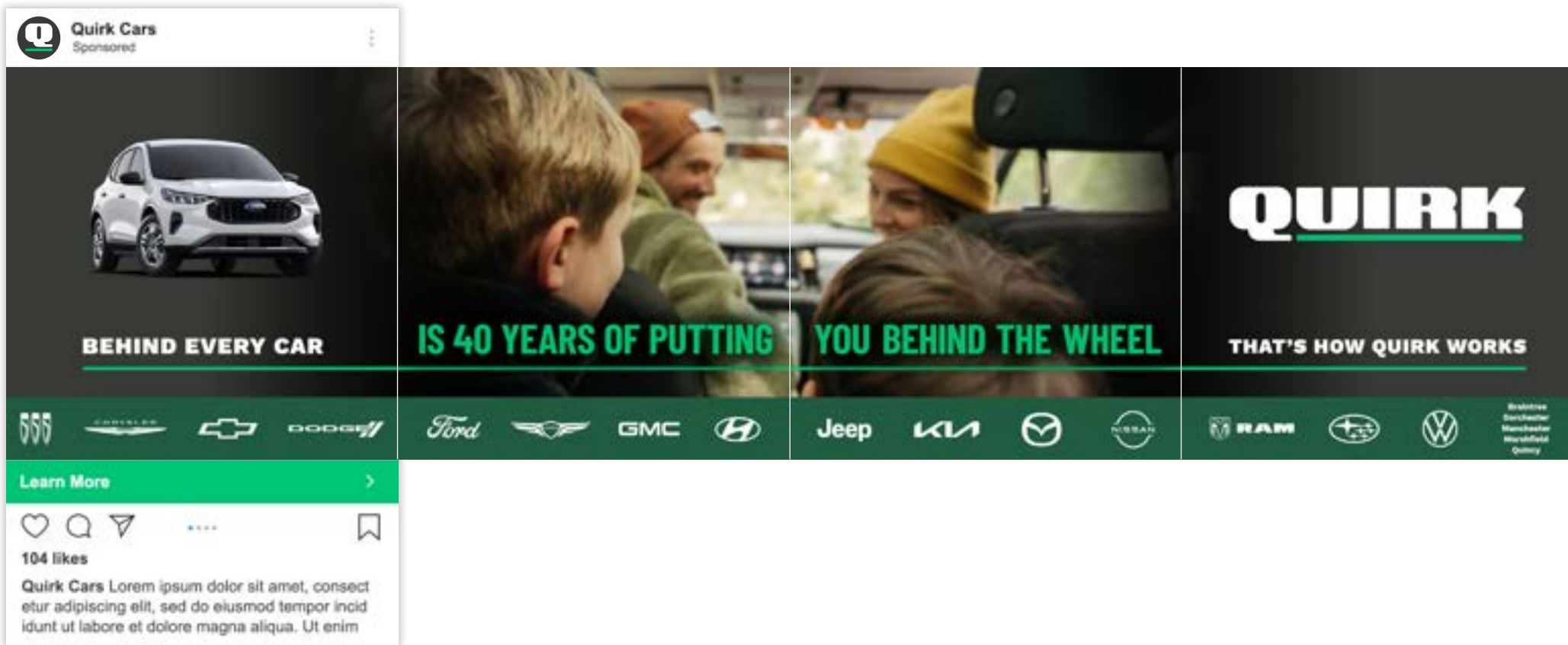


# LOOK 1: BRAND AWARENESS — PRINT AD-LOBS / ALT FOOTER



\*These images are FPO. Licensing is not secured.

## LOOK 1: BRAND AWARENESS — SOCIAL AD-LOB



\*These images are FPO. Licensing is not secured.



## LOOK 2: SALES FORWARD

This second look is focused on quick-hit, high-impact branding with swaths of color and big bold type.

Each layout focuses on one isolated object (background removed) per design. This object could be emotionally impactful, like a personalized thank you note, or be more straightforward and focused on a car model. The two shades of green come together to create a gradient that creates the illusion of dimensional space and allows the background to act like a branded seamless (a studio setup for photography). This illusion of dimensionality is also activated with the faded headline treatment that further pays off the headline concept: “Behind Every Car”. The dimensional background and headline treatment all contribute to making the single isolated object the focal point of the ad-lob. This is the look that should be leveraged to sell inventory.

This look naturally pairs with the darker green background for the logo.

LOOK 2: SALES FORWARD — PRINT AD-LOBS

BEHIND  
EVERY CAR

Dear Quirk,  
We absolutely love our new car.  
Thank you for guiding us thru  
- The Johnsons

YOU'LL FIND A GOOD DEAL. AND A GOOD DEAL MORE.

THAT'S HOW QUIRK WORKS

QUIRK

QuirkCars.com

Braintree · Dorchester · Manchester · Marshfield · Quincy

BEHIND  
EVERY CAR



IS A TEAM THAT PUTS YOU ABOVE ALL

THAT'S HOW QUIRK WORKS

QUIRK

QuirkCars.com

Braintree · Dorchester · Manchester · Marshfield · Quincy


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QUIRK CARS STYLE GUIDE

CAMPAIGN LOOKS 34

## LOOK 2: SALES FORWARD — PRINT AD-LOBS / SALES FOCUSED

# BEHIND EVERY CAR



YOU'LL FIND A GOOD DEAL. AND A GOOD DEAL MORE.

— THAT'S HOW QUIRK WORKS —

## QUIRK

Subbrand logos: Acura, Chrysler, Chevrolet, Dodge, Ford, GMC, Hyundai, Jeep, Kia, Mazda, Nissan, Ram, Subaru, Volkswagen.

QuirkCars.com   Braintree · Dorchester · Manchester · Marshfield · Quincy

# BEHIND EVERY CAR



**2025 HYUNDAI SANTA FE**  
HYBRID CALLIGRAPHY AWD

**MONEY DOWN LEASE**  
**\$568/Mo**  
\$1,999 Down For 36 Months

**QUIRK PRICE**  
**\$45,048**  
MSRP: \$51,465 / Discount: \$4,667

Low APR of 4.49% for 60 Months

YOU'LL FIND A GOOD DEAL. AND A GOOD DEAL MORE.

— THAT'S HOW QUIRK WORKS —

## QUIRK



QuirkHyundai.com   483 Quincy Ave, Braintree, MA 02184 · 781-228-6786

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## QUIRK CARS STYLE GUIDE

*\*These images are FPO. Licensing is not secured.*

## LOOK 3: SNACKABLE CONTENT

Rather than the standard manufacturers' photography that is commonly used in the industry, this third look purposely uses custom “icon-like” vector illustration art to highlight differentiating proof points of Quirk. Examples include a duo of devices, to explain the easy online shopping experience, and a line of generalized car model types, to show the vast range of Quirk's inventory (without showing manufacturers' logos). This look naturally lends itself towards social media, and in particular animated video activations, while also shining statically in the context of a showroom poster.

This look uses the lighter green background for logo. The lighter green will draw more attention in the context of social and adds a fun atmosphere to the vector art illustrations.



## LOOK 3: SNACKABLE CONTENT — PRINT AD-LOBS

BEHIND  
EVERY CAR



IS A TEAM

— THAT PUTS —  
YOU ABOVE ALL

**QUIRK**

THAT'S HOW QUIRK WORKS



Braintree • Dorchester • Manchester • Marshfield • Quincy QuirkCars.com

BEHIND EVERY CAR

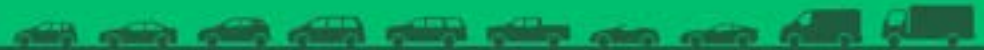


IS AN ONLINE  
SHOPPING  
EXPERIENCE

— WHERE —  
EVERYTHING CLICKS

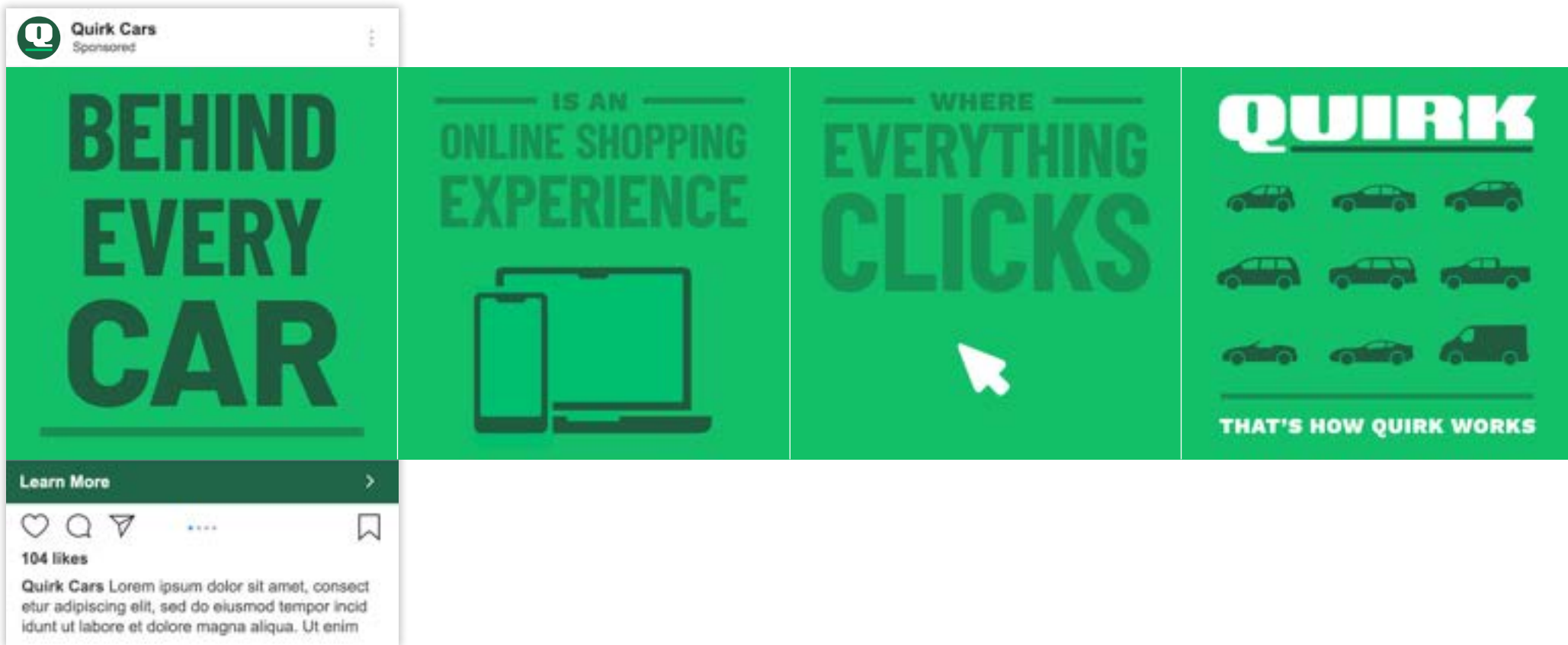
**QUIRK**

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## LOOK 3: SNACKABLE CONTENT — SOCIAL AD-LOB



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