



Brand Style Guide

Visual Identity & Design Standards

PRIMARY LOGO — LIGHT BACKGROUND



PRIMARY LOGO — DARK BACKGROUND



LOGO MARK / SQUARE



Use the light-background version on white or light-colored surfaces.

Use the dark-background version on navy, midnight, or dark photographic backgrounds.

Minimum clear space: equal to the height of the 'a' in AutoHub on all sides.

PRODUCT LINE LOGOS

SERVICE ACQUISITIONS



IN-STORE APPRAISAL



ONLINE OFFERS



ACQUISITION ENGINE



Product logos must always include the AutoHub master mark. Do not separate the product name from the parent brand.

Color Palette



#001B33

Deep Navy

Primary dark text
backgrounds



#0375D8

Brand Blue

Primary brand color
CTAs



#0175D8

Bright Blue

Secondary accent
highlights



#081439

Midnight

Dark background alternative



#9CA3B7

Cool Gray

Supporting text
dividers

COLOR USAGE GUIDELINES

Primary Palette

Deep Navy and Brand Blue are the dominant brand colors. Use them for headlines, backgrounds, and primary UI elements.

Supporting Colors

Cool Gray supports body text and secondary UI elements. Never use it as a primary background color.

Dark Backgrounds

Use Midnight (#081439) or Deep Navy (#001B33) for dark-mode layouts and full-bleed slides.

Accessibility

Maintain WCAG AA contrast ratios. White text on Brand Blue (#0375D8) meets 4.5:1 contrast requirements.



TITLE

Poppins — Title

Font Family: Poppins · Weight: Regular · Spec Size: 48pt

Usage: Page and presentation titles, hero headlines

SUBTITLE

Nunito — Subtitle

Font Family: Nunito · Weight: Regular · Spec Size: 42pt

Usage: Section subtitles, slide subheadings

HEADING

Lato Bold — Heading

Font Family: Lato · Weight: Bold · Spec Size: 32pt

Usage: Section headers, callout labels, card titles

BODY

Inter — Body copy for longer-form content, descriptions, and supporting information.

Font Family: Inter · Weight: Regular · Spec Size: 12pt

Usage: All body text, captions, UI labels, footnotes

Font Pairing Note:

Poppins pairs with Nunito for display use. Lato (Bold) anchors section headers. Inter handles all body copy. Never mix more than two typefaces on a single layout.

Presentation Template

SLIDE LAYOUT SYSTEM



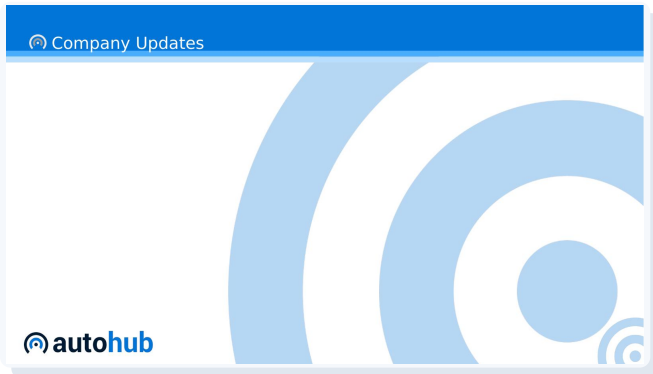
Cover Slide

Full navy left panel + white right. Logo top-left, title centered right.



Section Divider

Blue sidebar + concentric circles watermark. Section title right-aligned.



Content Slide

Blue header bar with icon + title. Content area below with logo footer.



Blank/Closing

Minimal layout. Footer bar with logo and page number.

TEMPLATE USAGE GUIDELINES

- Always use the Cover Slide as the first slide. Do not alter the logo or brand mark placement.
- Section Divider slides separate major topics. Use the concentric circle motif — do not substitute other shapes.
- Content slides use the blue header bar with the AutoHub icon prefix. Keep the footer logo on every content slide.
- Do not change the brand colors or fonts in the template. Substitute placeholder text only.