



Mercedes-Benz Marketing Materials Guide

For Certified Collision Centers

Mercedes-Benz



Mercedes-Benz Marketing Materials Guide

To effectively market and maintain the integrity of Mercedes-Benz, we've developed Brand Communication Standards comprised of two different sections:

- **Ready-To-Use Materials**

Accessible through the JMC online portal, these Mercedes-Benz USA marketing materials are approved for use in your Certified Collision Center.

- **Create Your Own Materials**

Providing proper graphic guidelines, appropriate imagery, and examples of approved marketing pieces, this section serves as a reference when developing materials on your own.



Mercedes-Benz
Certified Collision Center

Mercedes-Benz
Certified Collision Center

ELITE

Mercedes-Benz
Certified Collision Center

MERCEDES-EQ

Mercedes-Benz
Certified Collision Center

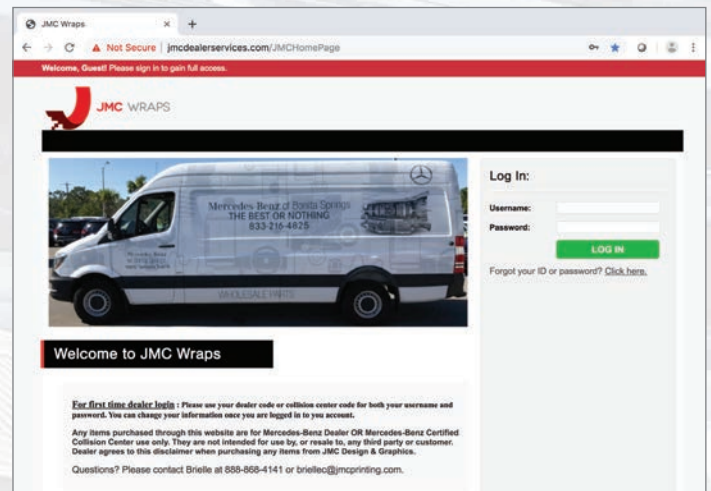
VANCARE

Ready-To-Use Materials

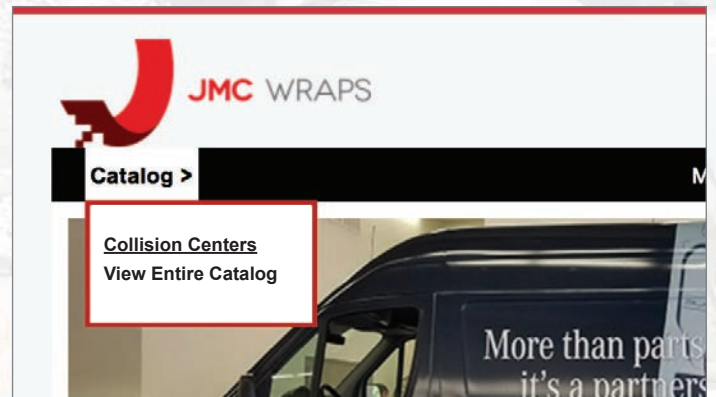
The JMC online portal has a range of materials you can use for promotional and marketing purposes, including brochures, window clings, printed banners, and folders.

To log in and access what you need, just follow the directions below.

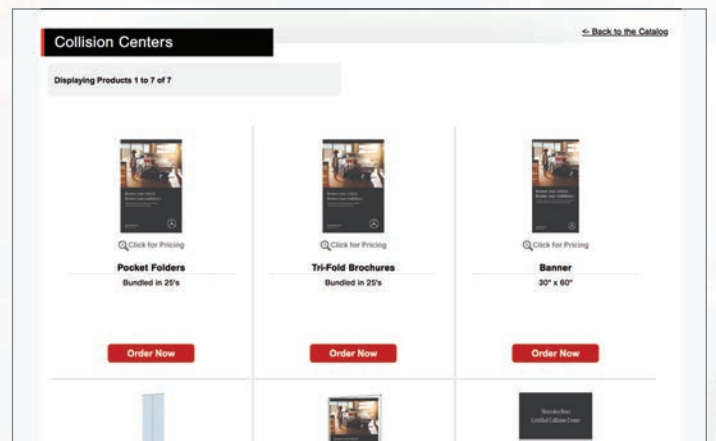
1. Visit: <https://jmcdealerservices.com/JMCHomePage.aspx>
2. Enter Username and Password.
3. For first-time login: Please use your collision center code for both your username and password. You can change your information once you are logged in to your account. If you don't know your collision center code, please contact your sponsoring dealer.
4. Forgot your Username or Password?
A link just below the "Log In" section will take you to the Reset page.
5. Hover over "Catalog" and click "Collision Centers."
6. Find the product you're looking for, and click "Order Now".



1-4



5

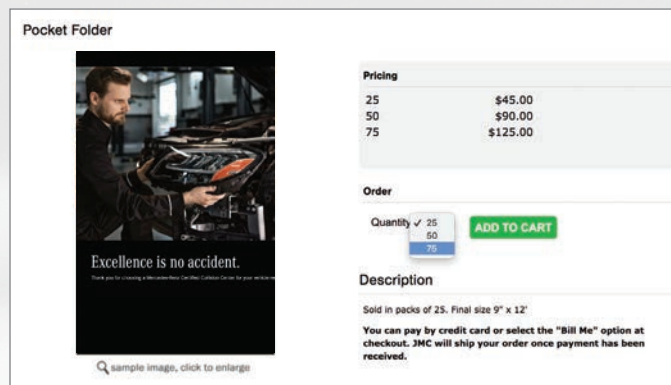


6

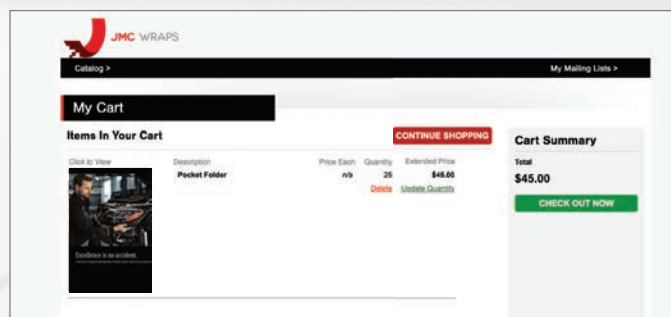
Ready To Use Materials (continued)

7. Choose "Quantity" and click "Add To Cart".
8. After reviewing your cart, click "Check Out Now."
9. Enter your shipping details and click "Continue."
10. Choose your shipping method and click "Continue."
11. Choose your payment method and click "Continue."
12. During checkout, you can choose to pay via credit card or by using the "Bill Me" option. If you prefer to be billed, JMC will send you an invoice for the items in your cart. Your order will ship once payment has been received.
13. Submit your order.

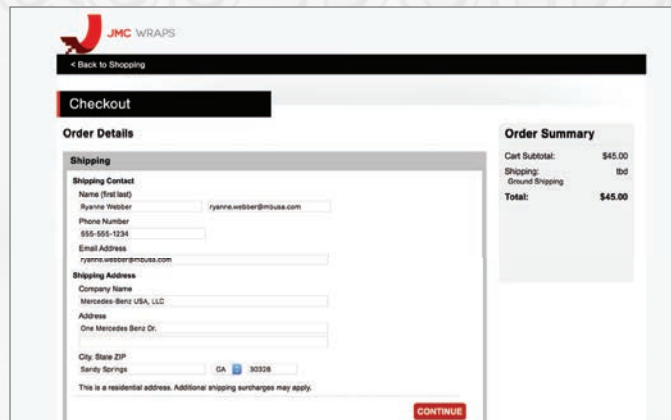
For any questions regarding the portal, contact jmcdesign3@aol.com



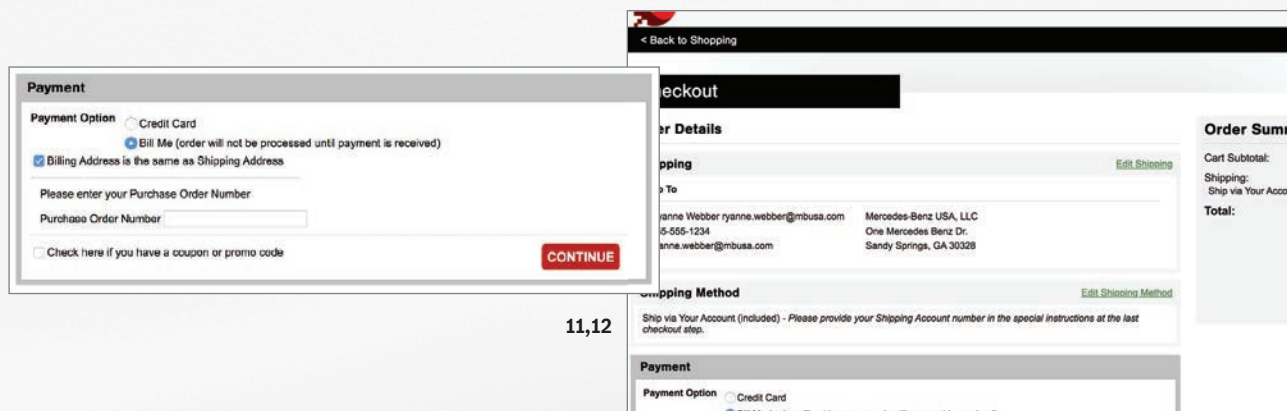
7



8



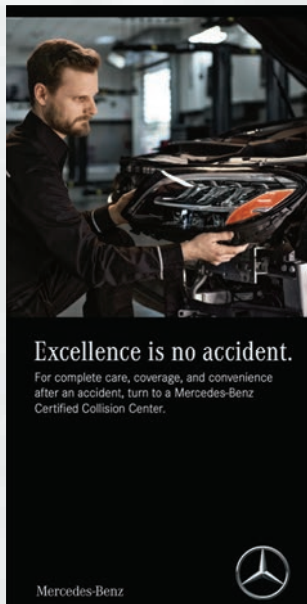
9



11,12

Ready To Use Materials (continued)

Here are all the Ready-To-Use materials currently offered, as well as their specifications and associated costs.



Banner

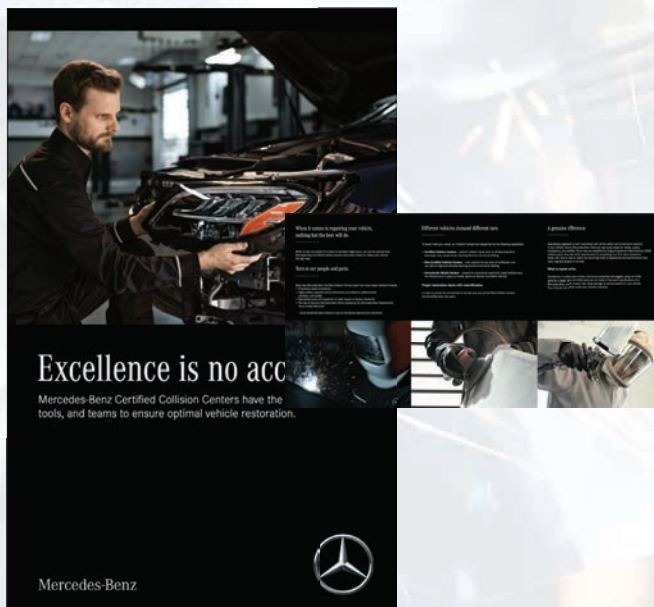
30" x 60" / \$75



Banner Stand

30" x 60" / \$90

Available in black or silver



Tri-Fold Brochure

8.5" x 5.5" / \$30



Pocket Folder

9" x 12" / \$45

Ready To Use Materials (continued)

Mercedes-Benz
Certified Collision Center

Large Window Clings

17" x 11" / 4 for \$65
Clear with white text



Large Tabletop Display

8.5" x 11" / \$10
Both the acrylic holder and sign insert are included. Minimum order of 5 per design.

Get Started.

To order any of these items, just follow the instructions on pages 3 and 4.

Create Your Own Materials

From proper graphic guidelines and where to find appropriate imagery to examples of approved marketing pieces, use these sections as a reference when developing materials on your own.

Graphic Guidelines

The Certified Collision Center Logos

Mercedes-Benz
Certified Collision Center

Mercedes-Benz
Certified Collision Center
ELITE

Mercedes-Benz
Certified Collision Center
MERCEDES-EQ

Mercedes-Benz
Certified Collision Center
VAN CARE

- We ask that you **not** use the Mercedes-Benz Star logo or wordmark as stand-alone elements. Only the Certified Collision Center logo appropriate for the level of certification that you have received should be used.
- Also, please do **not** use any designed logos you may have for your business. Instead, we recommend that you use your company name, set in Helvetica Bold.
- This will help ensure a clean, professional, and standardized look for your marketing materials.
- Logos can be accessed directly through the Mercedes-Benz Certified Collision Center site by using your MBID login.

Graphic Guidelines (continued)

Correct Logo Usage

- We ask that you **not** use the Mercedes-Benz Star logo or wordmark as stand-alone elements. Only the Certified Collision Center logo appropriate for the level of certification that you have received should be used.
- Also, please do **not** use any designed logos you may have for your business. Instead, we recommend that you use your company name, set in Helvetica Bold.
- This will help ensure a clean, professional and standardized look for your marketing materials.

Joe's
Autobody

Mercedes-Benz
Certified Collision Center



Joe's Autobody

Mercedes-Benz
Certified Collision Center
ELITE



Joe's
Autobody

Mercedes-Benz
Certified Collision Center
MERCEDES-EQ



Joe's
Autobody

Mercedes-Benz
Certified Collision Center
VANGUARD



Graphic Guidelines (continued)

Incorrect Logo Usage

- We ask that you **not** use the Mercedes-Benz Star logo or wordmark as stand-alone elements. Only the Certified Collision Center logo appropriate for the level of certification that you have received should be used.
- Also, please do **not** use any designed logos you may have for your business. Instead, we recommend that you use your company name, set in Helvetica Bold.
- This will help ensure a clean, professional, and standardized look for your marketing materials.



Note:

Joe's Autobody - noncompliant font as per brand guidelines. Brand guidelines only permit Helvetica Bold for your company name.



Note:

Per brand guidelines, the Mercedes-Benz Star logo or wordmark may not be used. Please use the Certified Collision Center logo appropriate for the level of certification that you have received.

Graphic Guidelines (continued)

Colors



Black is the primary Mercedes-Benz brand color and we recommend Certified Collision Centers also use it as a visual tie-in to the Mercedes-Benz brand. It should be used as a background whenever possible.

White should be used for text and line art.

Cyan can be used as an accent color.

Fonts

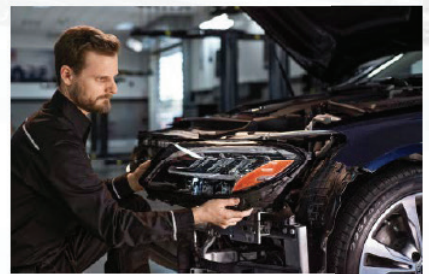
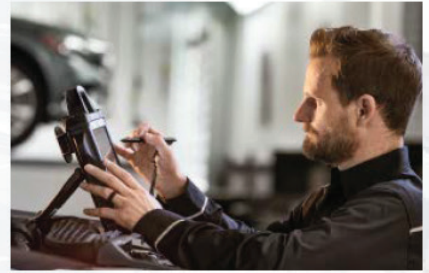
Use Helvetica Bold for headlines.

Helvetica Bold or Helvetica Regular can be used for subheads.

Helvetica Regular can also be used for text.

Available Imagery


Accessed directly on the Mercedes-Benz Certified Collision Center site by using your MBID login.



Marketing Examples

Designed to help you develop marketing that is in line with the Mercedes-Benz brand, this section will clarify frequently asked questions pertaining to Mercedes-Benz marketing by providing examples of a range of different marketing materials.

Example A: Banner



A headline should go here beneath the image.

A subhead can be placed here underneath the headline.

Joe's
Autobody

Mercedes-Benz
Certified Collision Center

Place a black bar at the top of your layout.

An image of your choice can go here. See page 12 for instructions on how to access a library of images.

Headline in Helvetica Bold

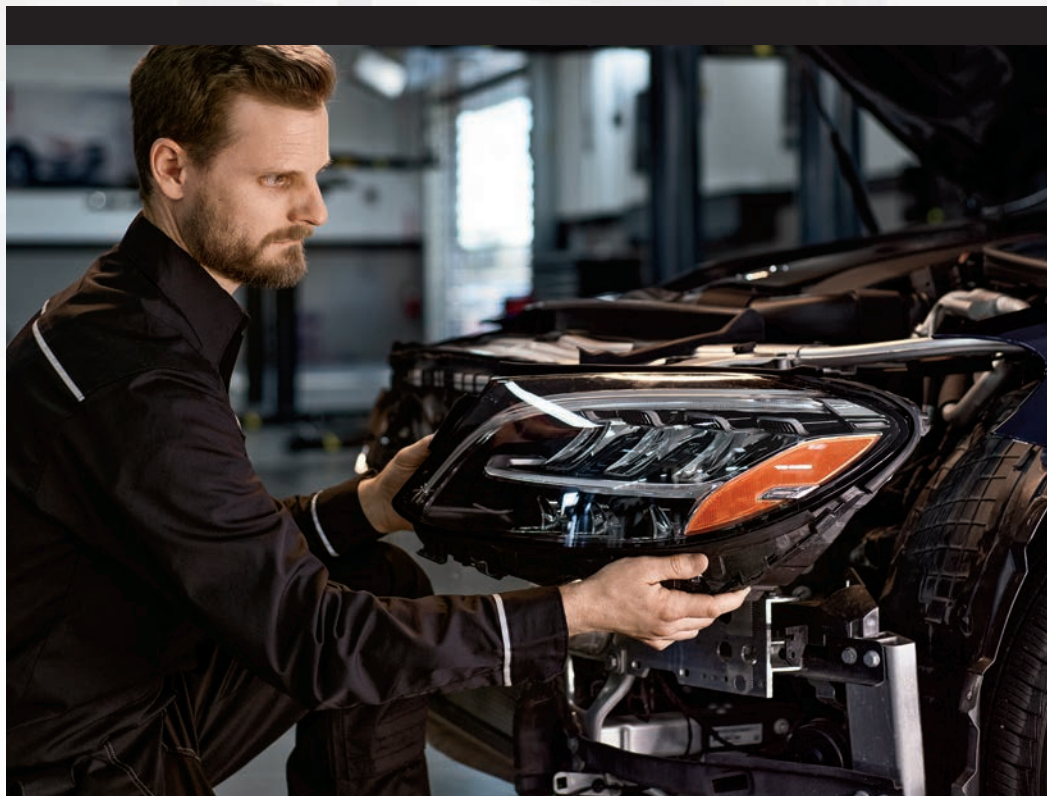
Subhead in Helvetica Regular

Your company name can be displayed at the bottom left set in Helvetica Bold. See page 9 for other placement options.

You can display the certification icon that corresponds to your level of certification at the lower right.

Marketing Examples (continued)

Example B: Folder Cover



Place a black bar at the top of your layout.

An image of your choice can go here. See page 12 for instructions on how to access a library of images.

Place your headline here.

And a subhead can go here underneath the headline and image.

Headline in
Helvetica Bold

Subhead in
Helvetica Regular

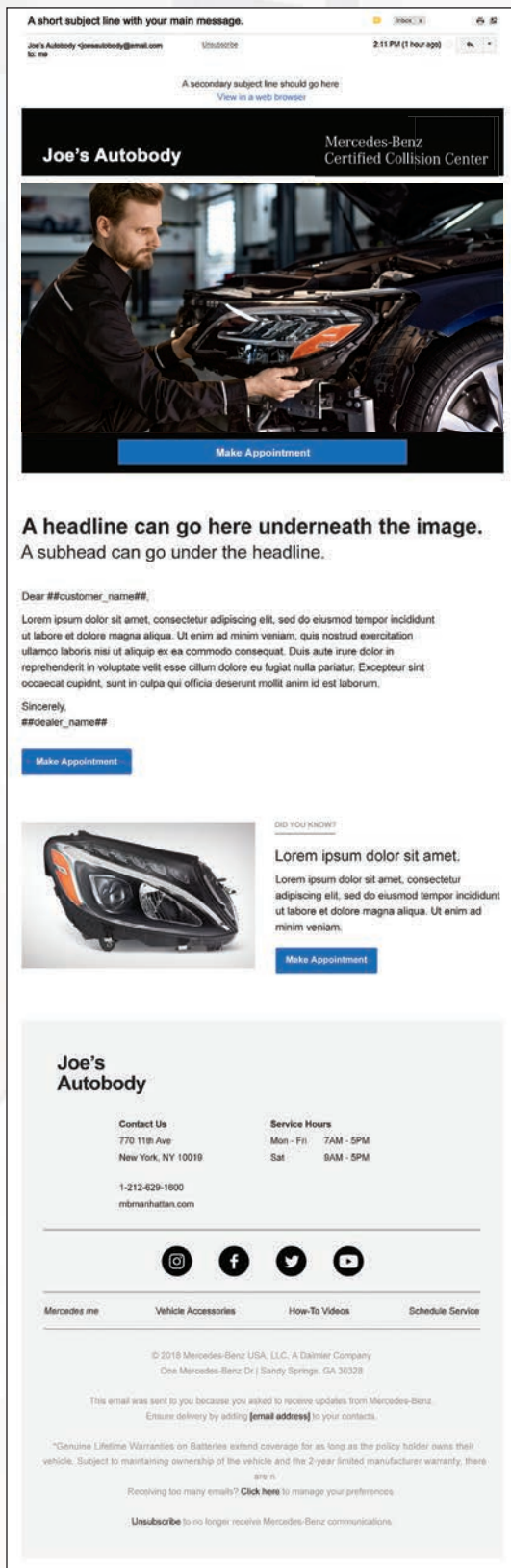
Joe's
Autobody

Mercedes-Benz
Certified Collision Center

You can display your company name and certification icon at the bottom. See page 9 for other placement options.

Marketing Examples (continued)

Example C: Email



Keep your subject line short and compelling.

Include a header at the top of your email with your company name and the certification icon.

An image of your choice can go here. See page 12 for instructions on how to access a library of images.

Include buttons or text links that will take readers to your website to make an appointment or learn more.

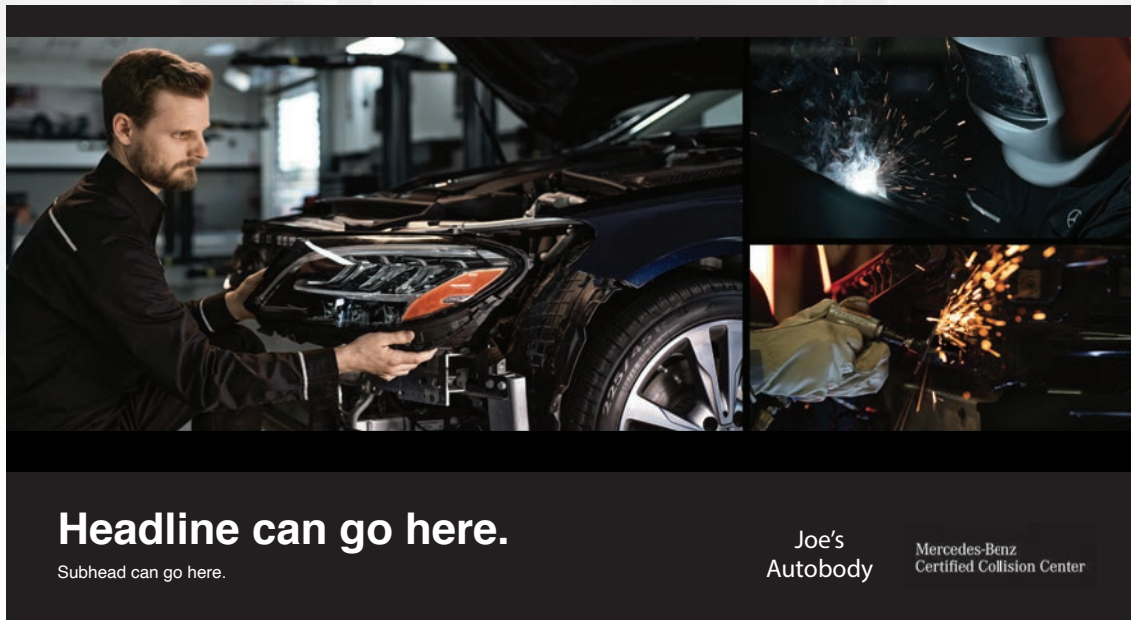
Headlines, body copy and text can be in Arial or Helvetica font.

You can include other content such as special offers, or interesting information about your business.

The footer should include your business name, address, business hours, and contact information, as well as any necessary legal copy. You can also include links to your website and social media.

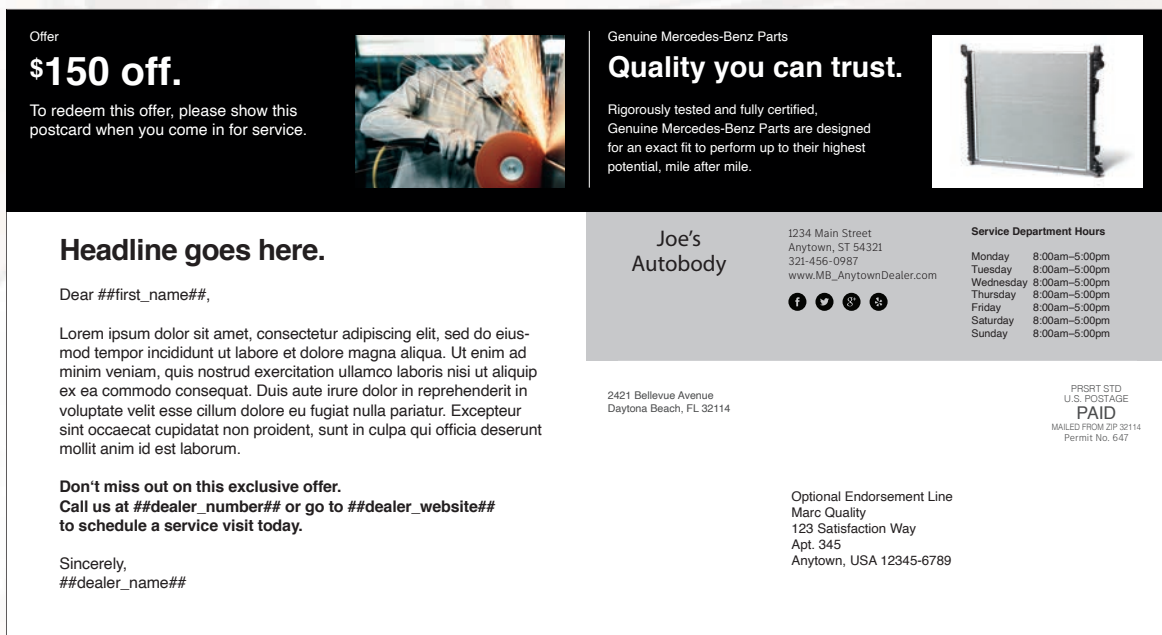
Marketing Examples (continued)

Example D: Postcard



Headline in Helvetica Bold
Subhead in Helvetica Regular

Your company name can
be displayed at the bottom
right along with the
appropriate certification icon.



You can display
offers or images
at the top of the
postcard back.

Include your
company name,
address contact
information,
and hours of
operation.

Addressing
information
should be in an
area no less
than 5" x 3" at
the lower right.

Your letter can go at the lower left.
A headline will catch the reader's attention.
Set body copy in Helvetica Regular and the
headline in Helvetica Bold.

Marketing Examples (continued)

Example E: TV/Video



- Must call out the fact that they are Certified Collision Centers by Mercedes-Benz
- Should speak to the training, tools, and technicians used in proper vehicle restoration
- Must include branded end card

Example script:

“As a Mercedes-Benz Certified Collision Center, our technicians are committed to using the most up-to-date tools and training in order to ensure proper vehicle repair.”

Available Marketing Video VO FULL SCRIPT

Scratches, dings, and the occasional, “I can’t believe that happened?!?”

They can leave you wondering what to do next.

But when you contact your local Mercedes-Benz dealer...

...to schedule a repair at a Certified Collision Center...

...with expertly trained technicians using
Genuine Mercedes-Benz Parts...

...you can get right back on the road with a fully
restored vehicle – and restored confidence.

Mercedes-Benz. The best or nothing.

CUT-DOWN SCRIPT

Dings, dents, and other minor damage. Annoying.

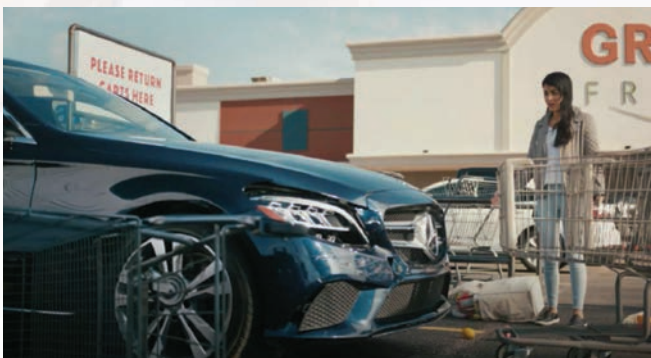
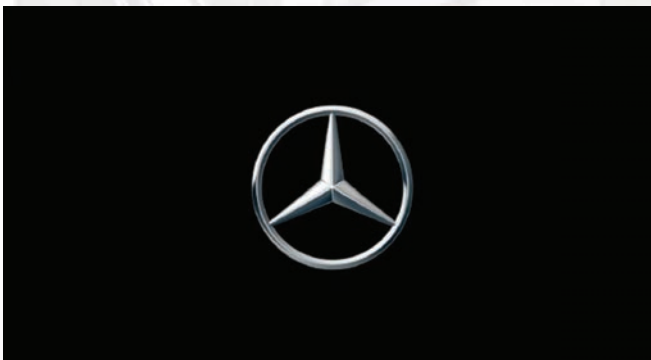
So get a certified repair...

...from factory-trained technicians...

...using Genuine Mercedes-Benz Parts.

All to restore your confidence moving forward.
Mercedes-Benz Certified Collision Centers.

This video asset is available for use on all digital properties. Please contact Merkley+Partners - jklein@merkleyandpartners.com to receive the high-resolution video asset.



Marketing Examples (continued)

Example F: Radio

- Must call out the fact that they are Certified Collision Centers by Mercedes-Benz
- Should speak to the training, tools, and technicians used in proper vehicle restoration

Example script:

RADIO: FULL SCRIPT.

Scratches, dings, and the occasional, “I can’t believe that happened!?”

They can leave you wondering what to do next.

But when you contact your local Mercedes-Benz dealer to schedule a repair at a Certified

Collision Center with expertly trained technicians using Genuine Mercedes-Benz Parts, you can get right back on the road with a fully restored vehicle – and restored confidence.

Mercedes-Benz. The best or nothing.

RADIO: CUT-DOWN VERSION.

Dings, dents, and other minor damage. Annoying.

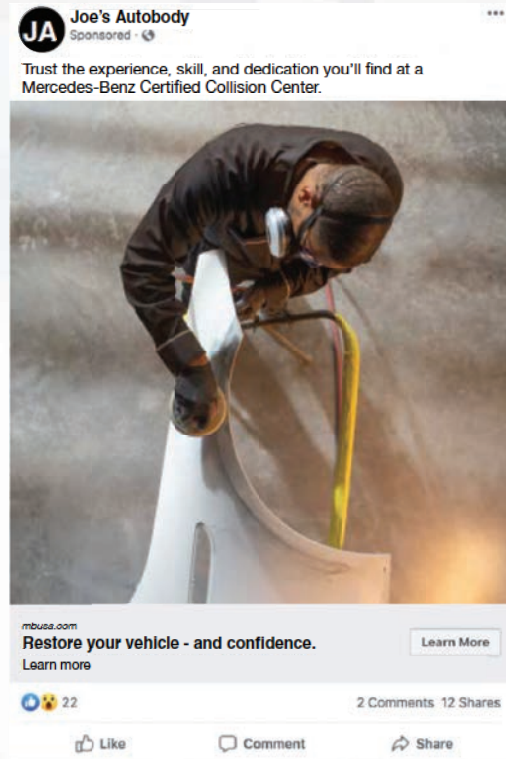
So get a certified repair from factory-trained technicians using Genuine Mercedes-Benz Parts to restore your confidence moving forward.

Mercedes-Benz Certified Collision Centers.



Marketing Examples (continued)

Example G: Social Post



FACEBOOK:

Trust the experience, skill, and dedication you'll find at a Mercedes-Benz Certified Collision Center.



INSTAGRAM:

When it comes to vehicle damage, turning to a Mercedes-Benz Certified Collision Center is the best way to ensure that your vehicle and confidence are fully restored.

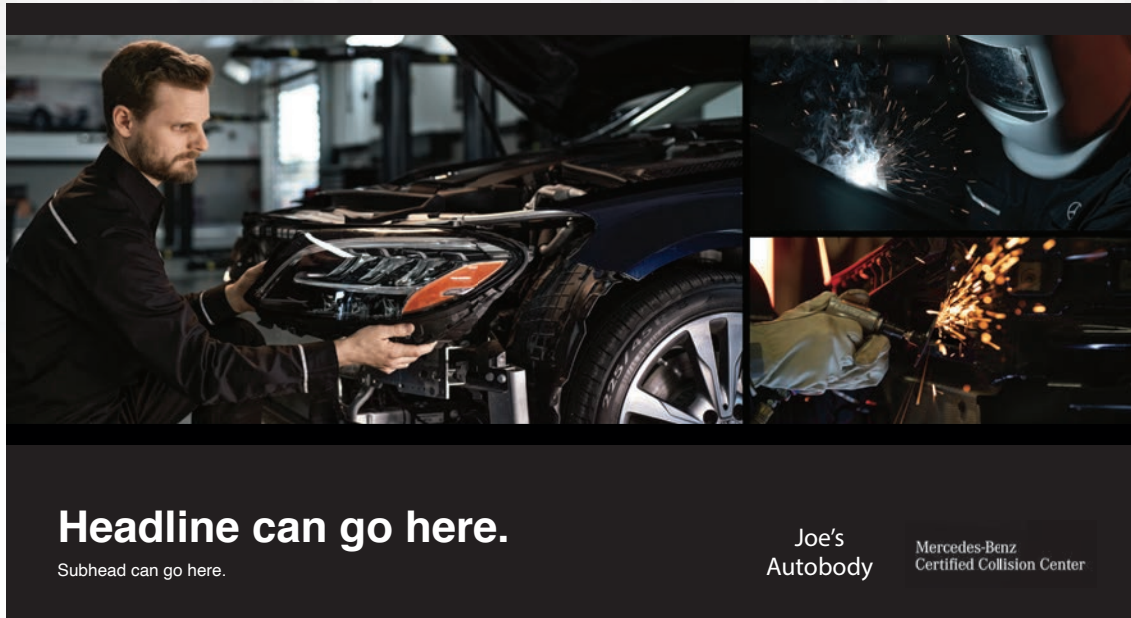


TWITTER:

When it comes to vehicle damage, turning to a Mercedes-Benz Certified Collision Center is the best way to ensure that your vehicle and confidence are fully restored.

Marketing Examples (continued)

Example H: Out Of Home/Billboard



Headline in Helvetica Bold
Subhead in Helvetica Regular

Best practices for a billboard are to keep your headline very short, approximately 7 words or less.

Your company name can be displayed at the bottom right along with the appropriate certification icon.

SEPTEMBER 2021

