

DEALERTM IMAGE PRO

BRAND GUIDELINES

BRAND VOICE

Concise – We get to the point.

Our audience is busy, so we respect their time. Whether it's a marketing message, a video script, or a customer email, we keep our communication clear and efficient. No fluff—just what they need to know, delivered in a way that sticks.

Direct – We say what we mean.

We don't dance around the message or bury it in jargon. We're upfront, confident, and transparent. When we speak, our audience knows exactly what we're saying and why it matters to them.

Conversational – We talk like real people.

We avoid robotic, overly formal language. Instead, we keep it natural and engaging, like a conversation with a knowledgeable friend. This builds trust and makes our brand more approachable.

Entertaining – We make it fun.

Car photography and dealership workflows don't have to be boring. We bring energy, personality, and a little wit where it makes sense. Whether it's a clever tagline, a well-placed joke, or a dynamic video, we keep things interesting while staying professional.

By staying true to these four pillars, we ensure that every interaction with Dealer Image Pro feels authentic, engaging, and valuable.

DEMOGRAPHIC & PERSONA SUMMARY

Demographic: Age 30–55 (decision-makers in marketing, sales, or management)

Business Type: Automotive retail

Pain Points: Inconsistent/ low quality car photos, slow turnaround, slow timing of contracted photo vendors

Tech-Savviness: Moderate (they understand the importance of digital retailing)

Budget: Mid to high (willing to invest in quality visual assets to increase online sales)

Target Audience: Mid-to-Large Auto Dealerships Franchise dealerships (e.g., Ford, BMW, Toyota, Mercedes-Benz, etc.)

- High-volume used car dealerships
- Dealer groups with multiple locations
- General Managers
- Marketing Managers
- Inventory Managers
- Independent Dealers Looking to Elevate Their Online Presence
- Used car dealerships wanting professional, studio-quality photos

BRAND LOGO

DEALERTM
IMAGE PRO

DEALERTM
IMAGE PRO

DEALERTM
IMAGE PRO

DEALERTM
IMAGE PRO

DEALERTM
IMAGE PRO

DEALERTM
IMAGE PRO

LOGO VARIATION

DEALERTM
IMAGE PRO

The ultimate merchandising machine.

DEALERTM
IMAGE PRO

The ultimate merchandising machine.

DEALERTM
IMAGE PRO

The ultimate merchandising machine.

DEALERTM
IMAGE PRO

The ultimate merchandising machine.

DEALERTM
IMAGE PRO

The ultimate merchandising machine.

DEALERTM
IMAGE PRO

The ultimate merchandising machine.

PRODUCT LOGO



Photo Assistant™

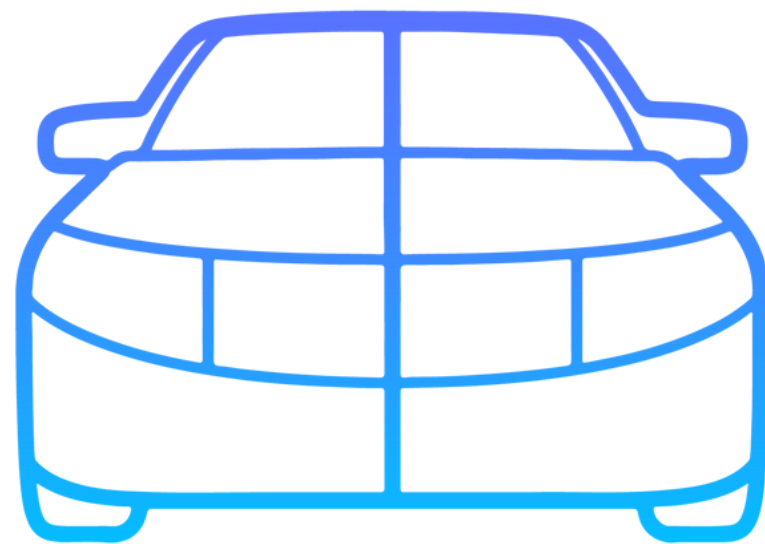


Photo Assistant™



Photo Assistant™



PRODUCT LOGO



TRADEMARK™ AND REGISTERED TRADEMARK® USAGE

Use the ™ symbol to indicate a claimed trademark for logos, names, or taglines that are not yet federally registered. Once the trademark is officially registered with the U.S. Patent and Trademark Office, replace ™ with the ® symbol to denote legal registration.

Both ™ and ® should be placed in the upper-right corner of the logo, slightly offset from the design. The symbol should be proportionally smaller—typically 1/8 to 1/4 the height of the logo—ensuring it's legible without distracting from the overall design. Always maintain clarity and visibility in both digital and print formats.

EXAMPLES

DEALER™
IMAGE PRO

AP Autoport®

BRAND COLOR PALETTE

Flash White	Alloy Silver	Carbon Gray	Midnight	Limelight	Gradient	Ultraviolet	Turbo Blue	Neon Pulse
HEX	HEX	HEX	HEX	HEX	Ultraviolet	HEX	HEX	HEX
#FFFFFF	#C8C8C	#404040	#07172B	#7EE67	Turbo Blue	#5871F	#3A8DFF	#05BDF
CMYK	CMYK	CMYK	CMYK	CMYK	Neon Pulse	CMYK	CMYK	CMYK
0/0/0/0	21/17/17/0	68/60/60/47	94/81/52/66	59/0/89/0		73/62/0/0	73/45/0/0	73/3/0/0
RGB	RGB	RGB	RGB	RGB		RGB	RGB	RGB
255/255/255	200/200/200	64/64/64	7/23/43	126/230/112		88/113/255	58/141/255	5/189/255

TYPOGRAPHY

PIRULEN

Exclusively for Logo Usage

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

1234567890

BEBAS NEUE

*Used for social media copy
or any headlines*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

1234567890

Anton

*Used for social media copy
or any headlines*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

1234567890

Red Hat Display

*Used for Photo Assistant™ and
logo taglines*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmnopqrstu
vwxyz

1234567890

Helvetica

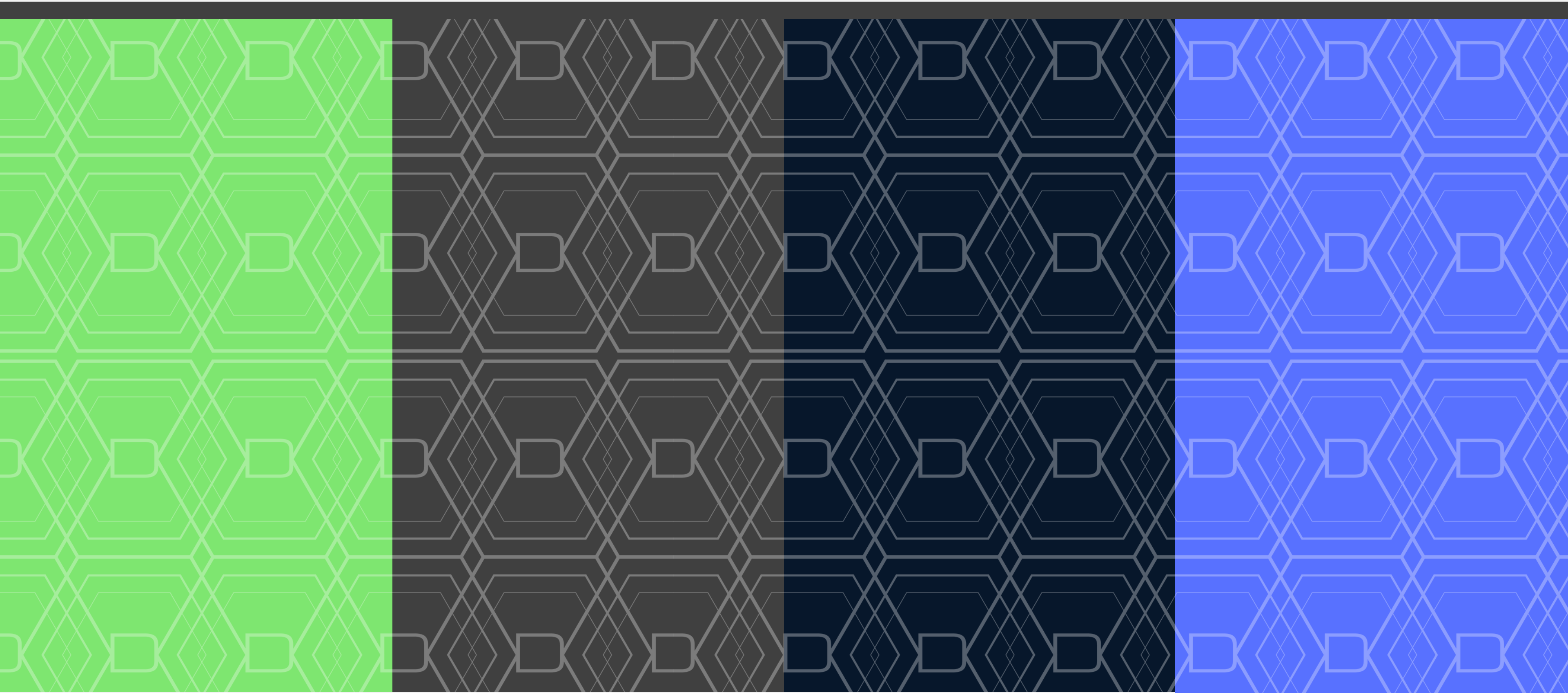
*All variations in Helvetica family
for website usage or social media
secodary body text*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmnopqrstu
vwxyz

1234567890

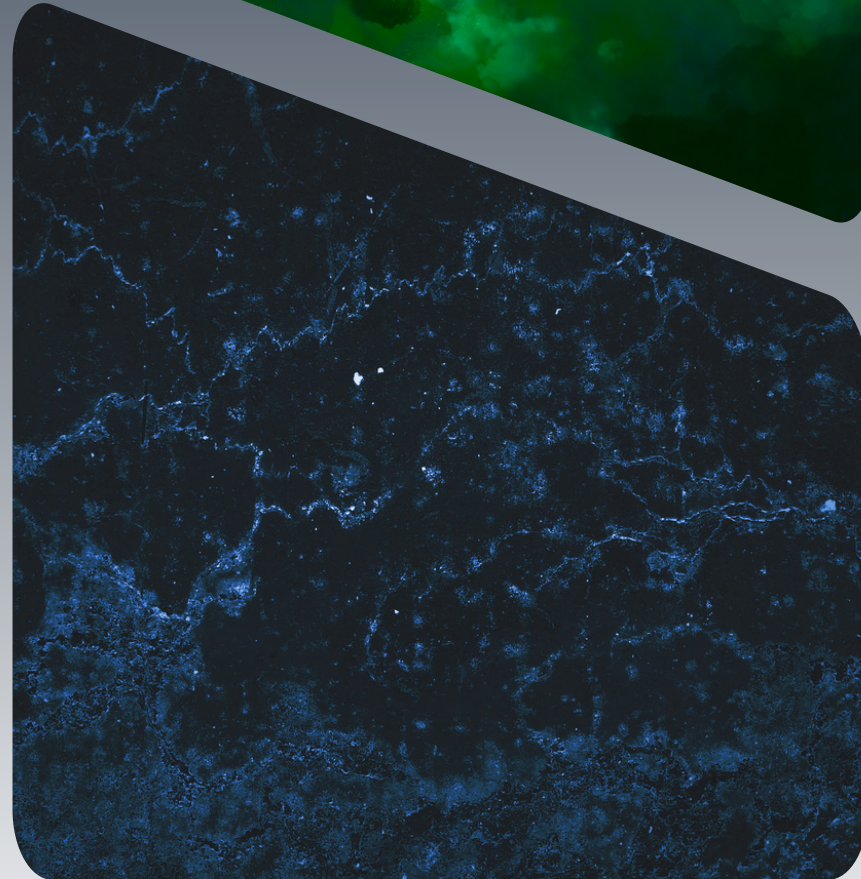
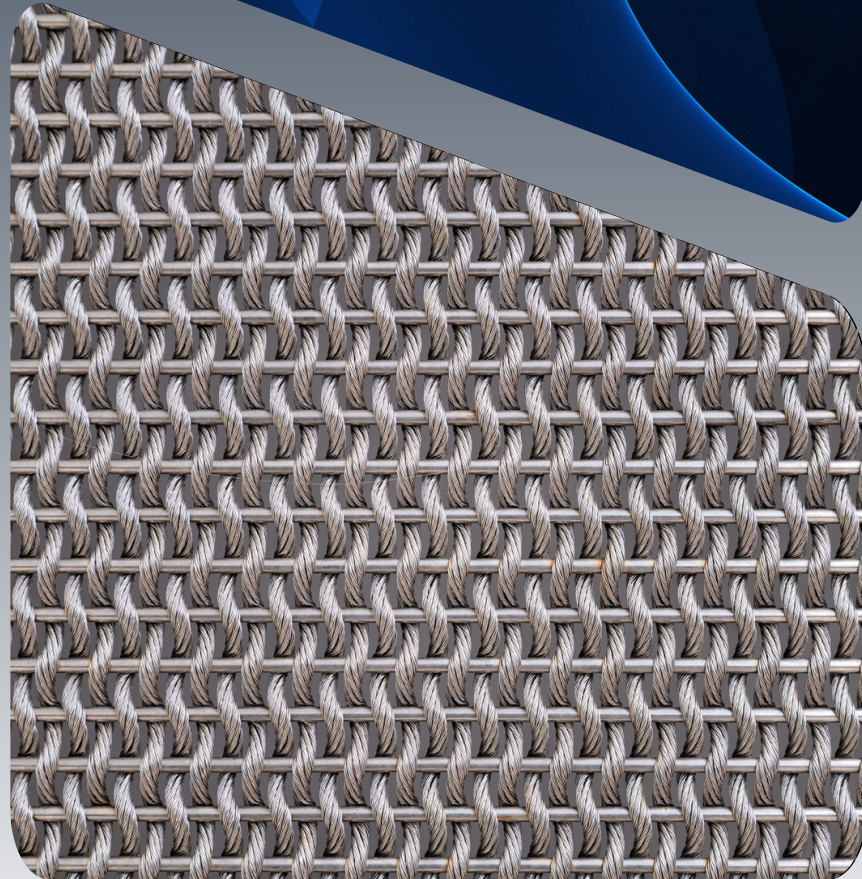
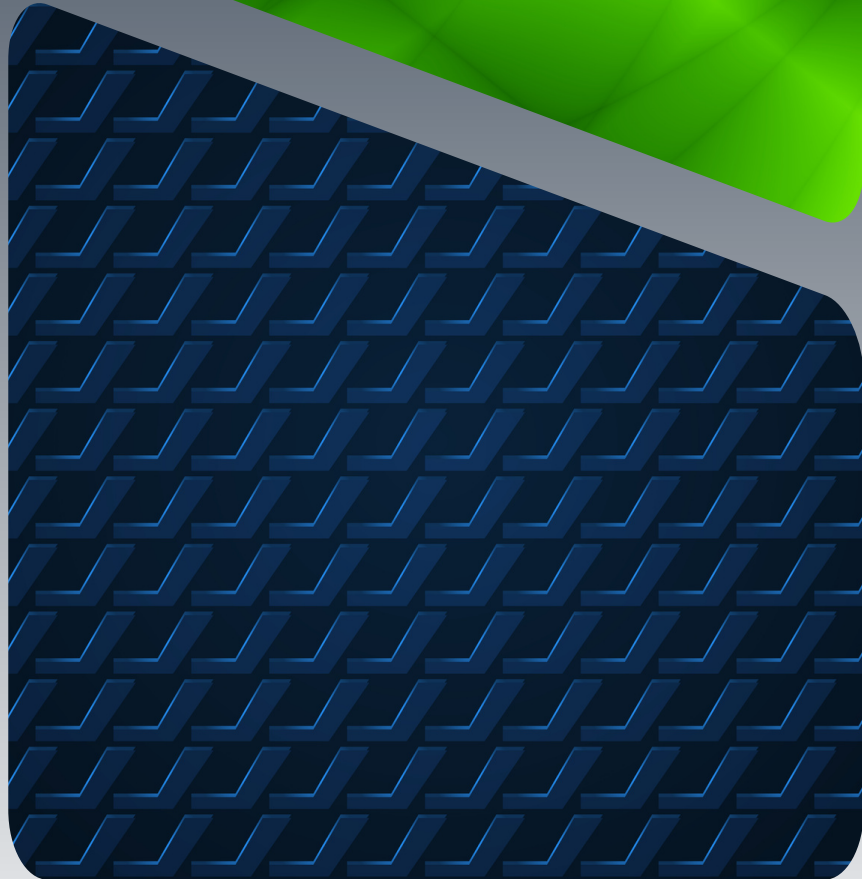
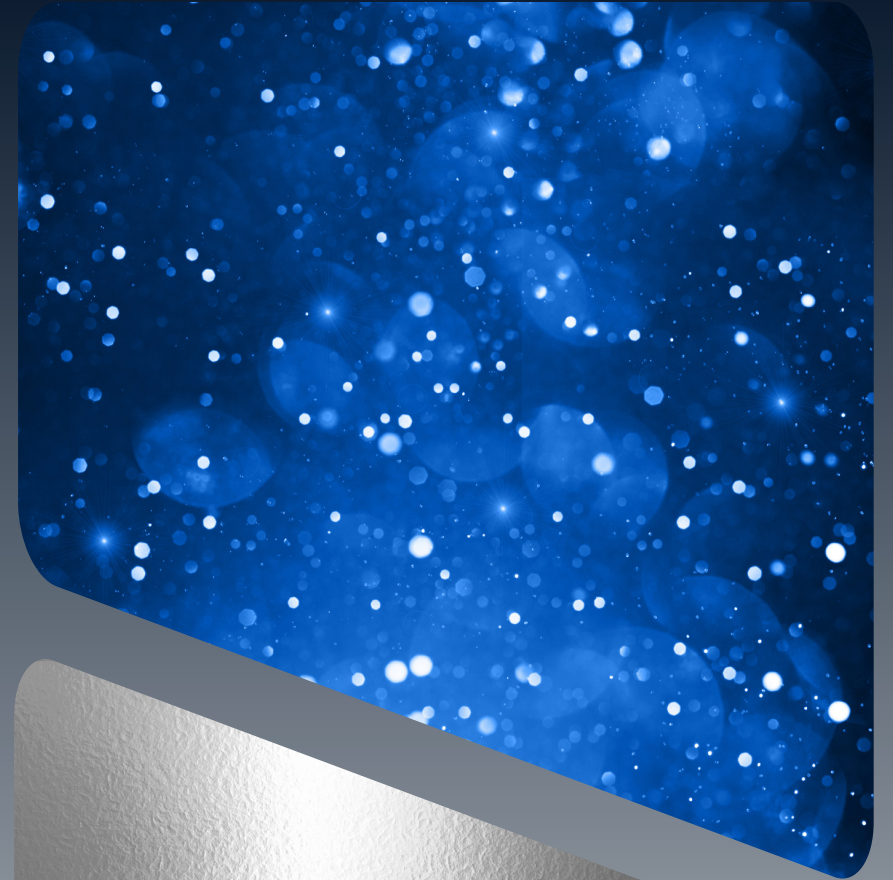
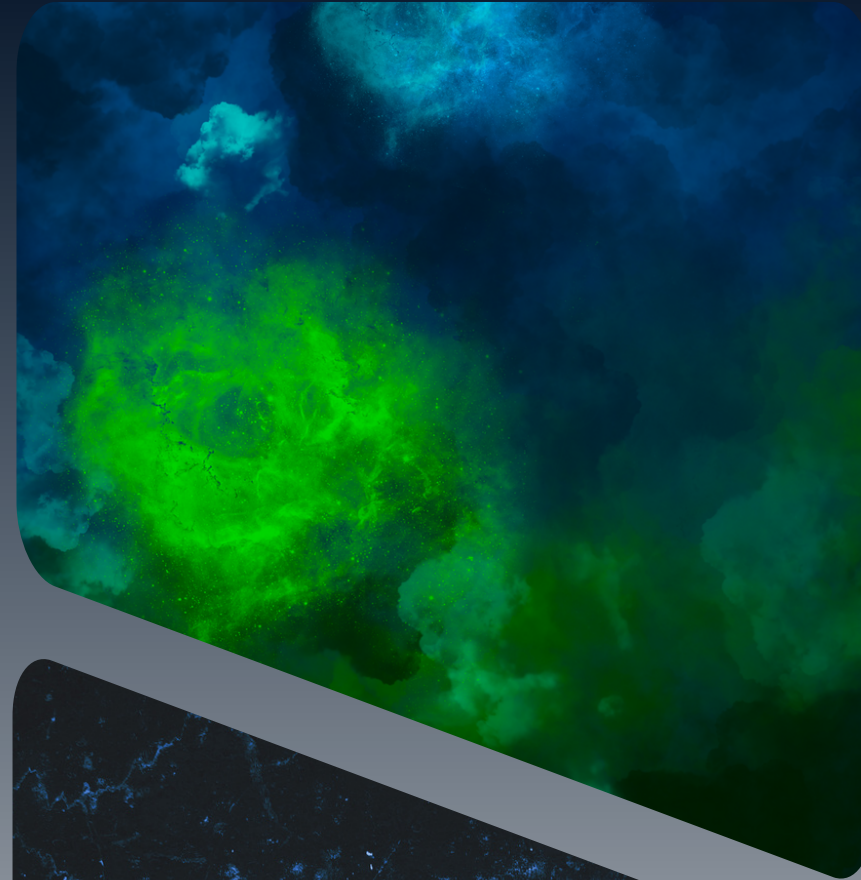
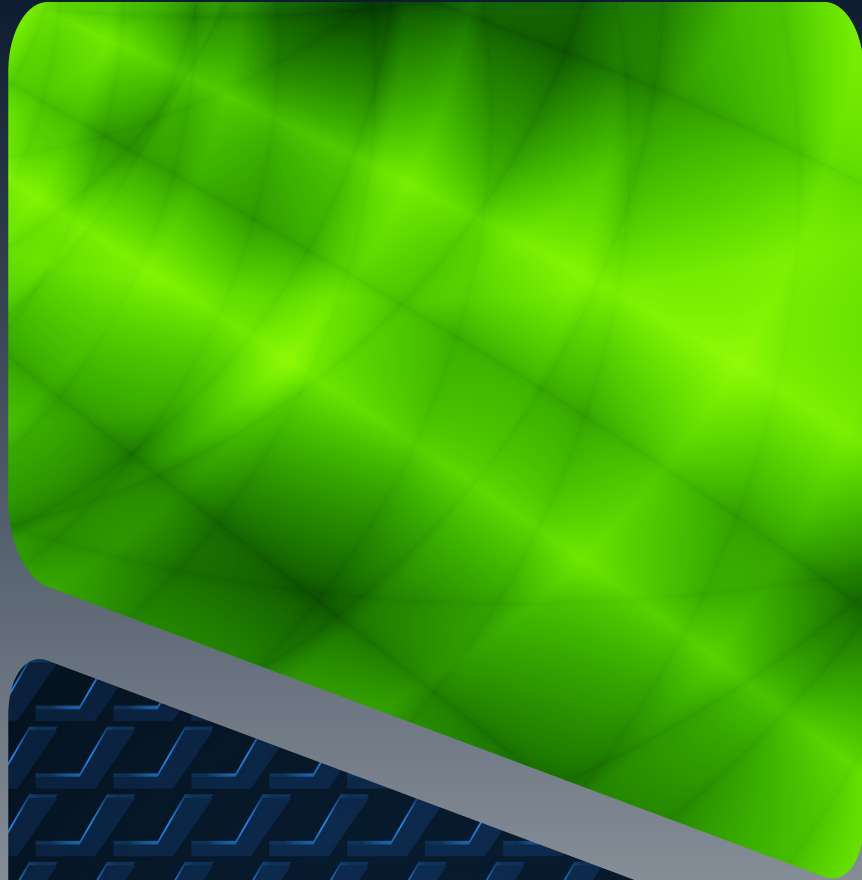
PATTERN



PATTERN



BRAND IMAGERY



SOCIAL MEDIA

DEALERS SEE THE DIFFERENCE? SO DO YOUR BUYERS.

Get more cars sold in Bucket 1—because *better* photos drive *better* results. Taking your inventory in-house is easier than ever.



GET STARTED TODAY -
BOOK A DEMO!



DEALER
IMAGE PRO

SELL MORE CARS IN
BUCKET 1 WITH
PHOTO ASSISTANT™



Equipment Included –
12MP iPad Pro



Unlimited Training
& Support



Same-Day Editing
& Publishing



No Long-Term
Contracts

EXPERIENCE PHOTO ASSISTANT™ – BOOK A DEMO

AGING CARS
WITHOUT PHOTOS?

Get more cars sold
in *Bucket 1* with
Photo Assistant™

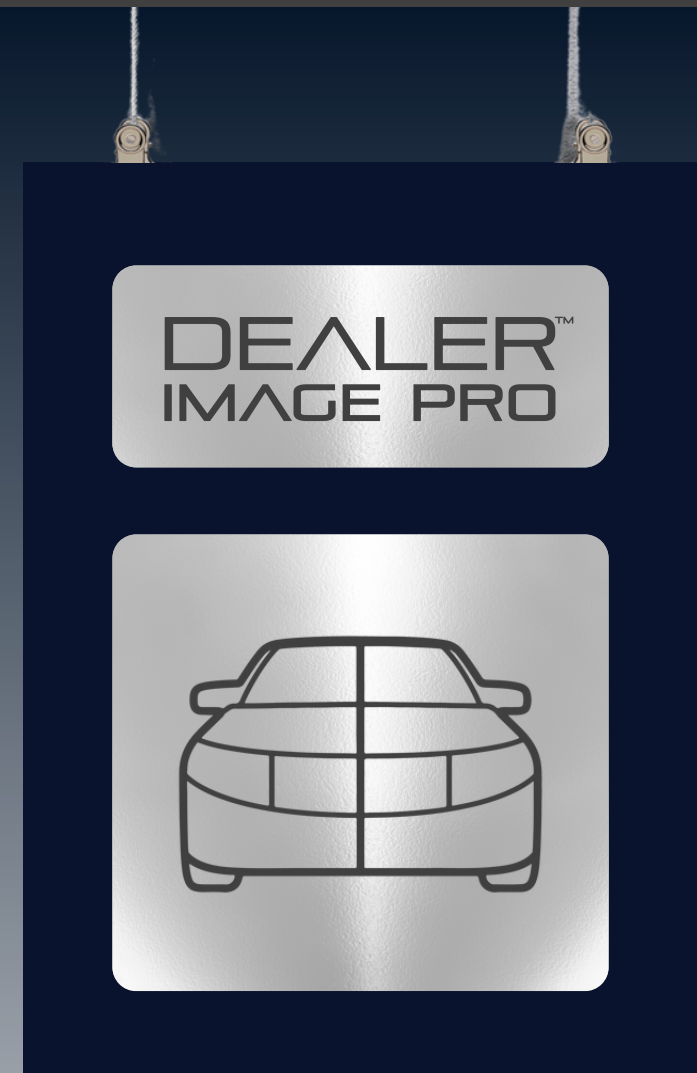
Photos, videos,
360s, background
removal, and
window stickers.



★★★★★
4.9 Google Rating
DEALER
IMAGE PRO

BOOK A DEMO TODAY!

PRINT AND DIGITAL MOCKUPS



LOGO SIZE & PLACEMENT GUIDELINES

To maintain a strong and consistent brand presence, logo sizing must be appropriate to the context—whether digital or physical.

Social Media Graphics

On social posts, the logo should not exceed 1/3 of the total height or width of the graphic. This ensures the content remains the focal point. If the logo is the only element on the post (no text or other visuals), it may be scaled larger for greater visual impact. Always maintain clear space around the logo to prevent overcrowding.

Signage & Print Materials

For large-scale items like signage, banners, and posters, logo sizing may exceed the 1/3 rule when needed for visibility, but should always remain proportional and undistorted. Prioritize readability from a distance while maintaining visual balance with other design elements.

General Tips

- Never distort the logo's proportions
- Use vector or high-res formats (SVG, PNG, EPS)
- Maintain clear space for optimal visibility

COMPANY PROFILE



Social Channel Links:

-  www.instagram.com/dealerimagepro
-  www.linkedin.com/company/dealer-image-pro
-  www.youtube.com/@dealerimagepro
-  www.facebook.com/DealerImagePro
-  www.tiktok.com/@dealerimagepro
-  www.x.com/dealerimagepro