

BOB MOORE®

BOB MOORE

Wherever life takes you,
we'll give you a ride.



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01

Brand Platform

The brand is the experiential promise that Bob Moore Auto Group makes to its customers. Our Brand Platform establishes and defines the foundation of our brand and informs every application.

01

Brand Pillars

The core tenets that uphold our brand and inform every decision we make—from our visuals to our culture and beyond.

TRUSTED

- Credible
- Earned Respect
- Consistent Behavior

WISE

- Thoughtful
- Counselor
- Intentional

RELATIONAL

- Invested
- Long-Term Partner
- Focused Past Profit



[02](#)

Brand Purpose

The why behind everything we do.

To provide opportunities
that fulfill dreams of all
stakeholders.

[03](#)

Brand Vision

Our big picture—our distant mountain. Our vision clarifies where we're headed.

Leverage our expertise, experience, reputation, and longevity in this industry to help Oklahomans—our friends, neighbors and loved ones—fulfill their dreams.

[04](#)

Brand Mission

Our mission creates the stepping stones that lead us toward our vision.

What are we doing today to help fulfill someone's dream?

[05](#)

Core Values

Our core values are like mile markers for decisions company-wide—they’re how we know we’re on the right track.

COMMITMENT

We are in it for the long-haul. We don’t take our team members’ or customers’ trust lightly—every interaction is an opportunity to establish trust through consistent service and genuine, people-focused care.

OPPORTUNITY

This is how we fulfill dreams. We create opportunities, both for our employees to advance and grow and for our customers to purchase the car that will take them where they want to go in life.

RESPECT

Our customers and employees are more than a bottom line—they’re on a journey to fulfilling dreams, and we’re a guide for one small part of it. We earn trust through consistent, respectful, and ethical behaviors.

EMPOWERMENT

When our team is empowered to handle customer concerns quickly or suggest process changes for efficiency, we create a chain of empowerment that flows directly to the customer.

02

Brand Alignment

Brand Alignment is the brand's experiential promise brought to life in real time. It encompasses everything from internal and external behaviors to visuals and messaging.

[01](#)

Visual Language

The way we communicate our brand through visual assets.

TRUSTED

We show we're thoughtful by including attention to detail. We share our motivation for doing things right. We show purpose through imagery and graphic elements that aren't just cookie cutter icons. We share quotes and vision statements intended to convey our experience.



[01](#)

Visual Language

The way we communicate our brand through visual assets.

WISE

We humanize our company both to our audience and our internal teams. We show leadership working alongside their teams, sharing their passion for service and car industry. We are transparent and informative. We combine bold, clean typefaces with small handcrafted elements.



[01](#)

Visual Language

The way we communicate our brand through visual assets.

RELATIONAL

We tell the stories of our team and our customers. We share in their moments of joy and triumph. We use documentary style storytelling through video and photography to share real and authentic points of view. We focus on our community. Relational means we are prioritizing connection.

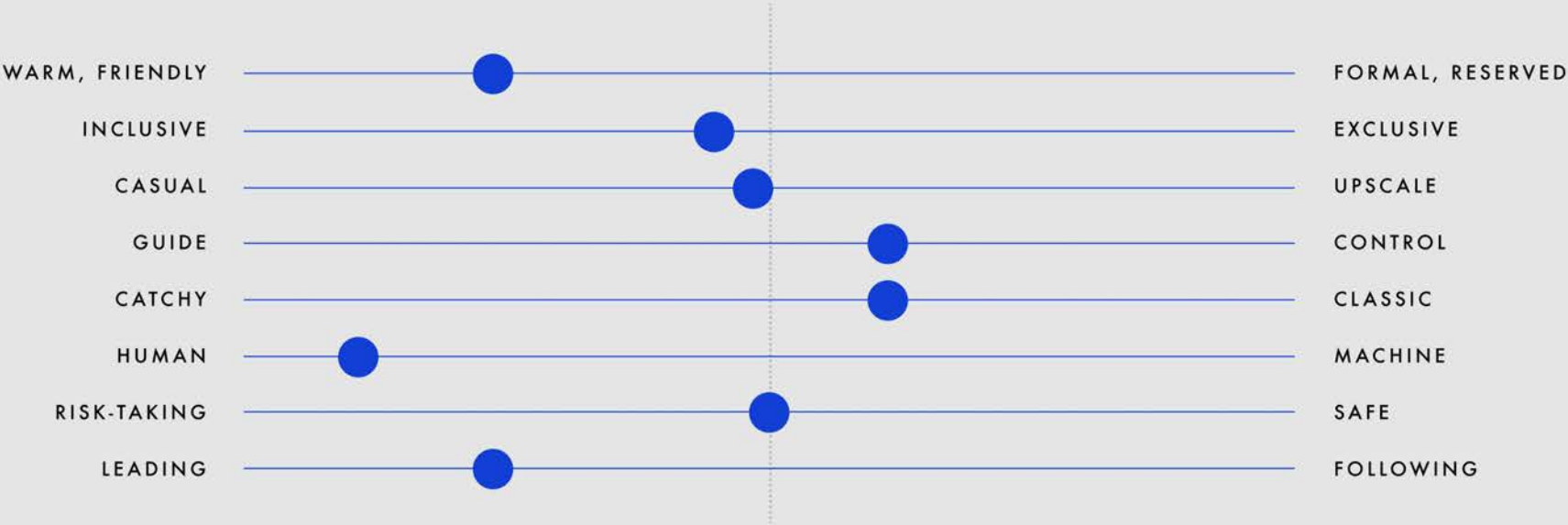


02

Voice & Tone

The way we communicate our brand through our messaging.

Our brand’s voice is more than the words we use. It’s how we speak, the tone we take, and the feelings we create. While the brand tone will shift slightly at each dealership, some things won’t change: We always speak with authority, but we balance it with warmth. Our voice is personal and human—a trusted friend, not a distant expert.



03

Visual Identity

Our visual identity is a first impression—a chance to show who we are at a glance. The Bob Moore visual brand is established and refined, grounded by human elements. The visual identity may take slightly different forms, but the look and feel should stay the same.

01

Typography

Typography clarifies and supports the tone of Bob Moore Auto Group's brand expression. We have developed a system comprised of three typefaces, all strategically chosen to complement and balance one another.

[01](#)

Typography

PRINCIPLE TYPE HEAD LINE + BODY USE CASES

The primary type in the BMAG brand system is Optima, a humanist type that adds a sense of warmth and wisdom to our bold supplemental typeface. This typeface is the workhorse of the three. In very large scales it can be used for titles, headlines, and taglines, as well as body copy in smaller sizes.

Optima

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

[01](#)

Typography

IN LINE TITLE + SUPPORTING DETAIL USE CASES

Futura is classic, structured and versatile typeface. A geometric type, it is bold and yet accessible. As body copy, it remains legible and user-friendly and can be used for descriptions and captions on web, or in large sizes as a promotional headline or an in line title. When using Futura as a title of any kind, use a character spacing of 2 units between letters. The Bold weight should be used rarely; only for call-to-actions on the website, line titles or when using the brand promise "Experience Exceptional."

FUTURA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

[01](#)

Typography

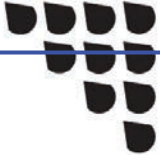
SUB-BRANDS + SPECIFICATIONS USE CASES

Trade Gothic is a widely versatile sans serif that is ideal for pairing with the primary typeface in delineating services, technical details, and supporting information. It balances out some of the geometric precision of Futura with more elongation in its counters.

TRADE GOTHIC CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

	SECTION TITLE OPTIMA REGULAR SENTENCE CASE	
SPECIFICATION TRADE GOTHIC LTD CONDENSED #18 ALL CAPS LETTER SPACING: 2PX		<h1>Service & Parts</h1>  EVERY 6 MONTHS OR 5000 MILES
SUBTITLE FUTURA STD BOLD ALL CAPS		OIL CHANGE Your engine needs the proper amount and quality of oil to run smoothly. Without oil, your engine will fail, which will result in expensive repairs. A good rule of thumb is to check your oil monthly and go in for an oil change at a minimum of every 6 months or every 2000 miles—whichever comes first.
	BODY COPY OPTIMA REGULAR SENTENCE CASE	
	TYPE CALLOUT / CTA FUTURA STD REGULAR ALL CAPS	SELECT YOUR LOCATION → CALL FOR APPOINTMENT →

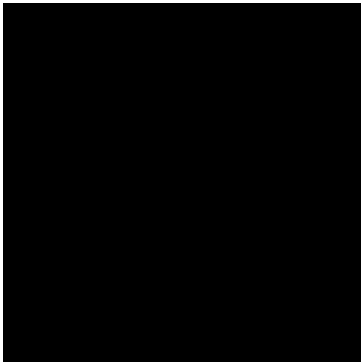
[02](#)

Color

Our brand colors serve to unify our diverse community of dealerships and are organized around two core palettes. Primary palettes are monochromatic, while secondary palettes incorporate tonal blues.

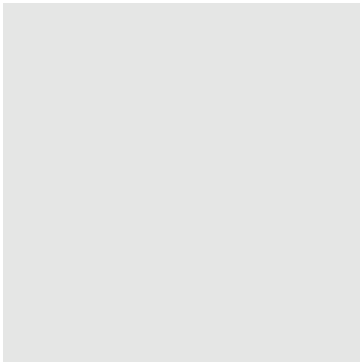
PRIMARY BRAND PALETTE

The primary brand palette exists to bring unity to the entire Bob Moore Auto Group family. All dealerships share this foundational palette when promoting the Bob Moore Auto Group connection to their organization.



JET BLACK

HEX #: 000000
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
PANTONE: BLACK 6 C



WARM SILVER

HEX #: E5E5E5
CMYK: 0 / 0 / 0 / 10
RGB: 229 / 229 / 229
PANTONE: 663 C



WARM GREY

HEX #: A3A5A8
CMYK: 3 / 2 / 0 / 34
RGB: 163 / 165 / 168
PANTONE: COOL GRAY 6 U

02

Color

Our brand colors serve to unify our diverse community of dealerships and are organized around two core palettes. Primary palettes are monochromatic, while secondary palettes incorporate tonal blues.

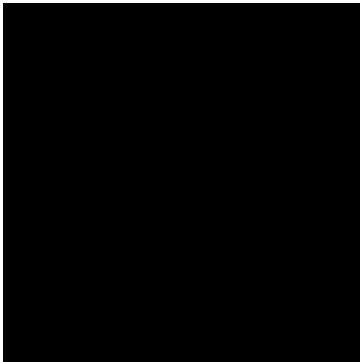
SECONDARY BRAND PALETTE

The secondary brand palette was created to build association with specific services that Bob Moore Auto Group offers, including the e-commerce program and the electric car program. This palette is intended to set apart these programs as unique to the organization and can be cross-utilized by all dealerships.



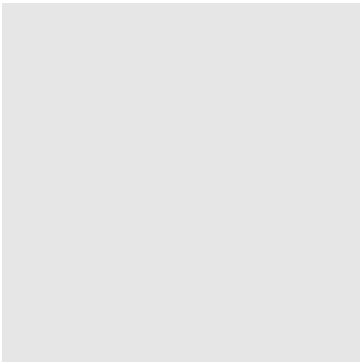
ELECTRIC BLUE

HEX #: 123FD4
CMYK: 88 / 77 / 0 / 0
RGB: 18 / 63 / 212
PANTONE: 2728 C



JET BLACK

HEX #: 000000
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
PANTONE: BLACK 6 C



WARM SILVER

HEX #: E5E5E5
CMYK: 0 / 0 / 0 / 10
RGB: 229 / 229 / 229
PANTONE: 663 C

[02](#)

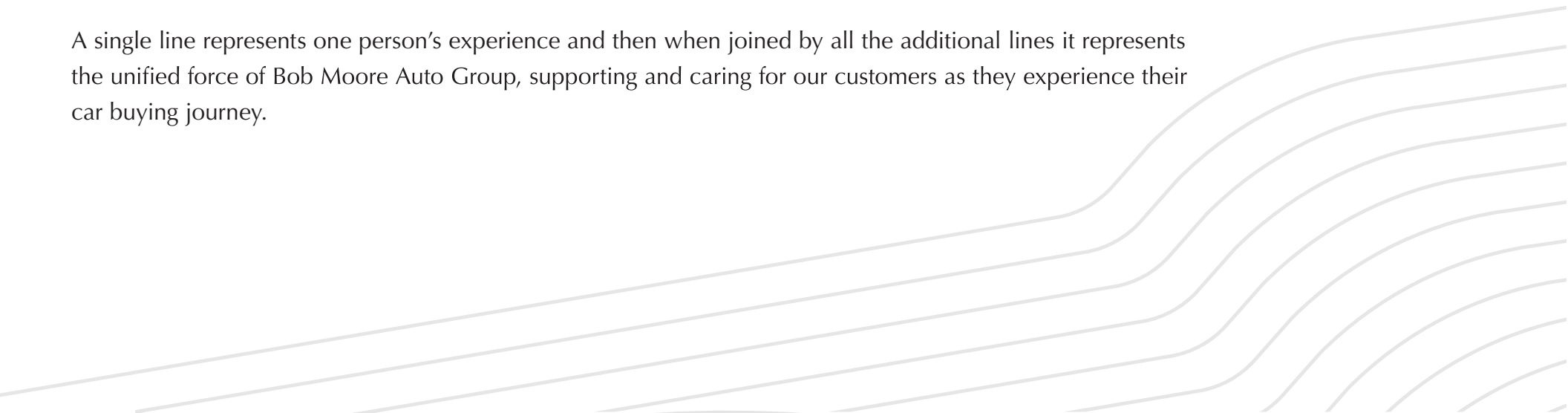
Supporting Elements

A pattern should support and reference the heritage of the brand. Our new pattern was created to show movement and accentuate the primary logo.

PATTERN USAGE

The pattern is more flexible than the primary brand lockup in that it can be animated, broken apart, scaled and overlaid to help create a sense of visual story.

A single line represents one person's experience and then when joined by all the additional lines it represents the unified force of Bob Moore Auto Group, supporting and caring for our customers as they experience their car buying journey.



04

Marketing

No one likes to hear people brag about themselves, so our marketing isn't about how great we are. Instead, it's about our customers and their journeys—and how we support them along the way.

[01](#)

Flagship Messaging

All brand messaging should be built on the Bob Moore Auto Group brand foundation. The flagship messaging may evolve over time, but the vision and sentiment behind it never changes.

To Build Trust

Show Commitment to the Customer.

No one knows where life will take us,
but we don't have to go alone.

We'll help you get where you're going.

To Demonstrate Wisdom

Appeal to Social Proof.

For generations, Oklahomans have trusted us to help them with their automotive needs.

You should too.

To Be Relational

Express Joy.

You'll make great memories with
your next vehicle.

Let's make buying it one of them.

[02](#)

Internal Marketing

Speak to empowerment. We're making a living helping other people do great things. We are catalysts to their achievements and side characters in their stories.

Leverage the visual identity to create pride in the company and emotional attachment to the place of employment.

Use media to remind employees they are helping create these beautiful experiences across the state. Help connect what they do with why it matters.

Use color seasonally, or in phases, to help keep things fresh and new. We all crave change, and we feel something in us when things are refreshed.

Speak about dealerships as the hubs for solutions - where great things happen. Position the dealerships as the most important elements of the company, where BMAG itself is the supporting element, the infrastructure beneath it. The dealerships are the stars, the hard-workers and the front-liners. We're nothing without them.

Show conscious improvements to company culture through listening and feedback. Speak to the purpose of what we do, not just the financial benefits or security of what we do. Remind (through actions) that we could do this job anywhere, but we choose to do it here because of the purpose we serve to each other.

[03](#)

External Marketing

Don't make it about Bob Moore, make it about the customer, their stories and journeys.

Leverage the visual identity to place the brand in the journey, as a part of the story.

Use media to give Oklahomans the confidence in themselves and their surroundings, to paint the market with a modern brush.

Use color to create variations in the attention span, to break up sections of copy or content that might run together; use it to shift gears.

Speak about dealerships as part of the experience. But anytime we mention a single dealership, remind and reassure customers the dealership is part of an inclusive network, so the customer knows they can journey to any dealership and still get to the right product, even if it's not there.

Like Apple, your value is in the BENEFITS you offer your customers, not in the FEATURES of the vehicles or the process itself. That's why it's so important to focus on the outcomes and experiences your customers RECEIVE, rather than the methods and processes you GIVE. That's an important distinction.

Talking FEATURES: We offer a no-risk, no-pressure free test drive and free estimate on your trade-in value for your existing vehicle.

Talking BENEFITS: Knowing how much you have to spend is tricky. We take the guesswork out of it by making the whole process easy and low-pressure.

Feel the difference?

05

Use Cases

The brand is the experiential promise that Bob Moore Auto Group makes to its customers. Our Brand Platform establishes and defines the foundation of our brand and informs every application.



Wherever life takes you, we'll give you a ride.

BOB MOORE®

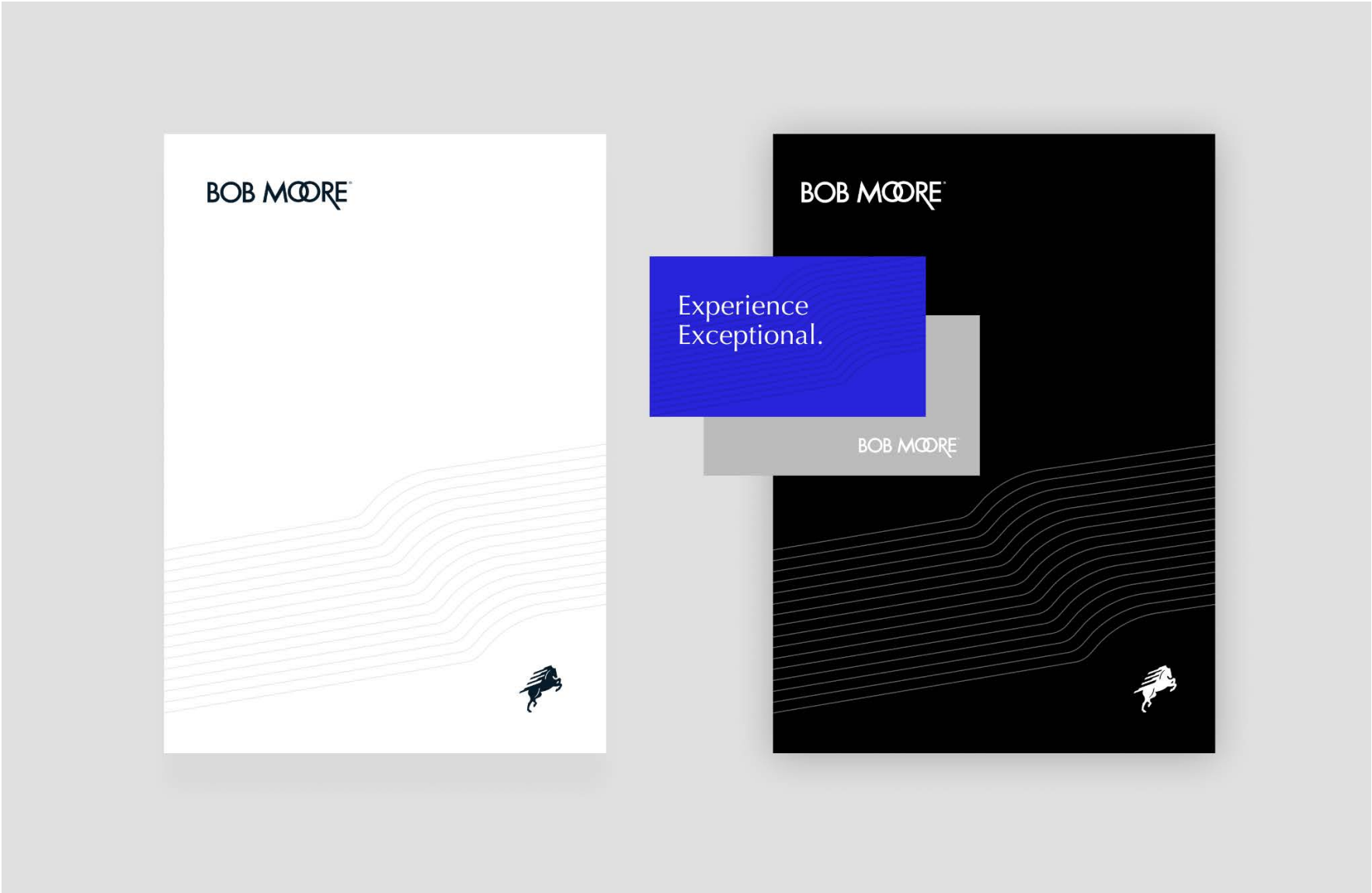




Bob Moore Auto Group (BMAG) supports Oklahomans in selecting the right vehicle for their needs, and protects their investments via transparent and ethical counsel, financing and service.

BMAG aspires to be wise, trusted stewards of customers' time and money, and to create joyful customer experiences at every turn.

We're here to help you get where you're going.



Wherever life takes you,
we'll give you a ride.

BOB MOORE®



