



ROCKY MOUNTAIN

YETI™

LEGEND DRIVEN





**“Legendary customer service is not a myth at
Rocky Mountain Yeti.”**

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ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

Meaning Behind the Company Name & Tag-line



Rocky Mountain isn't just a location it's the high altitude adventurous attitude of the brand.

"Rocky Mountain" can be omitted for abbreviation after it has been mentioned in the first instance in a written document or radio ad.

Why "YETI"?

Yeti is a fun, legendary creature that inspires us to have fun providing legendary service.

(And it's really cool.)

Legend Driven

"Driven" serves a dual purpose to indicate that we are in the automotive industry and to remind us of our strong desire and obligation to provide a legendary experience.

ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

VISION

Rocky Mountain YETI is so cool and friendly that people will want to hang out at the dealership and buy our branded merchandise.

1. YETI is cool because we create cool events like off-road rally's, mud runs, and cross fit contests.
2. We can be cool by sponsoring events that are as cool as we are. We will strengthen our brand presence with cool shirts, hats, merchandise-able swag, and engagement activities/contests when we choose to sponsor events such as, fairs, carnivals and community gatherings.
3. We have created a 4x4 off-road test drive track.
4. Our dealerships have a cool ambiance, decor and music like Hard Rock Cafe or Billy Blanco's, and include free snacks, drinks, and games, for our customers to enjoy. (See YETI Ambiance below.)
5. We have a legendary YETI Show Car on display in each of our dealerships that shows off one of our YETI aftermarket packages.
6. We are fast!!! We can put a finance package together for you and have you walking out the door in minutes, not hours.

ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

We live to connect great people with great cars at a price that leaves everyone smiling.

1. **“We Live”** is a passion, a reason to get us out of bed and ready to give our best.
2. **“Connect”** is the exciting business challenge of aligning wants, needs, and budget.
3. **“Great People”** we treat our customers as friends and give them the benefit of the doubt. To YETI, all customers are great because they chose YETI.
4. **“Great Cars”** we are proud of the cars we sell.
5. **“Price That Leaves Everyone Smiling”**
While we are in business to make a profit we only believe in transactions where all parties are happy.
6. **“Smiling”** also refers to our value of having fun.



1. **Integrity:** You can always count on us to do the right thing.
2. **Teamwork:** We have different strengths but we treat each other as equals. (We pick up trash, keep things clean, chip in and help out regardless of our position.)
3. **Service:** We love making our customers feel important. Because they are.
4. **Growth:** We're hungry for personal and team growth.
5. **Fun:** Boring sucks.

**Adventurous • Fearless (Bold)
Remarkable • Friendly • Playful**

1. Adventurous denotes an active outdoor lifestyle.
2. We feature fit, healthy, attractive, real people in gritty outdoor environments.
3. Our attitude is fearless: aggressive, confident and bold.
4. Remarkable: We do things that people talk about.
5. Friendly: We love building meaningful relationships.
6. Playful: We have fun!

These well known brands influence the YETI brand:

1. Jeep®: This rugged exciting outdoor brand represents much of the spirit of YETI'S brand.
2. Salomon: YETI shares Salomon's belief that our inner-child longs to have fun by playing in the outdoors.
3. Kühl® Clothing: YETI admires Kühl's fashionable attitude of confidence and accessibility that is deeply connected to an active outdoor lifestyle.
4. Rogue Fitness: YETI loves the bold, authentic look of the Rogue fitness brand and seeks to keep in touch with the active healthy, determined lifestyle Rogue promotes.

Jeep®

S
salomon



KÜHL®





CREED

We believe in hard work and hard fun.

We believe in big skies, mountains, snow and mud.

We believe in first names, family, faith and freedom.

We believe in honest handshakes and heartfelt hugs.

We believe that laughter really is the best medicine.

We believe that making the world better starts with us.

ROCKY MOUNTAIN **YETI** BRAND GUIDELINES



ROCKY MOUNTAIN
YETI™

LEGEND DRIVEN

THE MASCOT

ROCKY MOUNTAIN YETI BRAND GUIDELINES



White Bigfoot-like creature we simply call, "The YETI"



The YETI is playful, and bold. Kind of a prankster. He shows up in random places to surprise people.

The YETI Mascot costume is used in public events and parades.





Plush yetis and other yeti toys are great for kids.



ROCKY MOUNTAIN YETI BRAND GUIDELINES

Brand Logos:

The cornerstone of the YETI identity is the logo. It represents our bold, fearless & adventurous spirit. YETI is where great service and sales is not a myth - but in fact is legendary!

Our brand logo comes in two approved versions. The preferred logo, the **Primary Lock-up** should be used, without alteration to official brand items. Alternate versions of the logo may be used as needed. (See examples for approved use.)

PREFERRED LOGO



• YETI Mark

ROCKY MOUNTAIN
YETITM
 LEGEND DRIVEN

• Logo Type

• Trade Mark

• Tag-line

PRIMARY LOCK-UP

ALTERNATE LOGOS



HORIZONTAL LOCK-UP



SIMPLE

ROCKY MOUNTAIN YETI BRAND GUIDELINES

LOGO COLORS:

When the logo appears on a white/light background, use our Primary Lock-up, authorized YETI logo.



YETI Mountain Blue



Pantone® 2767 C
C:100 M:90 Y:10 K:77
R:19 G:41 B:75

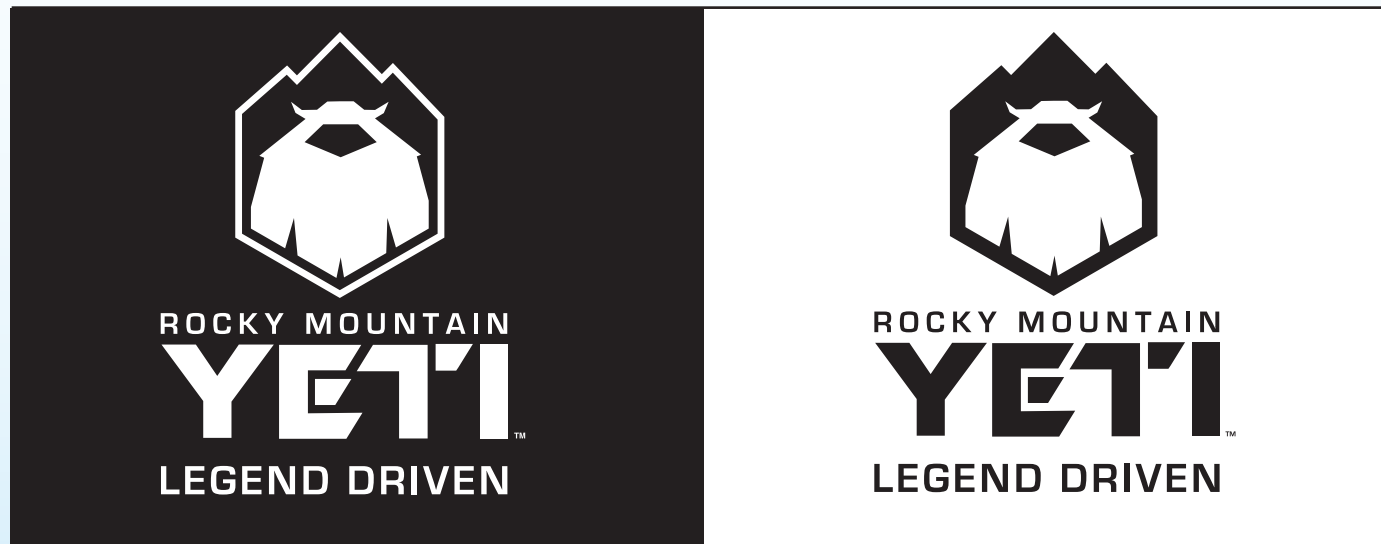
YETI Ice Blue



Pantone® 542 C
C:60 M:19 Y:1 K:4
R:123 G:175 B:212

ONE-COLOR LOGOS:

When the logo is used on a dark solid background, defer to the white one-color logo for maximum contrast. The black one-color logo can be used on solid light colored backgrounds. The Yeti character in the Mark is always white.



WHITE ON BLACK

BLACK ON WHITE

ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

Logo Color Variations:

In addition to the primary color logo and the black and white logo versions, YETI may be used in these approved one-color options when relevant. These colors compliment YETI'S cool, rugged and outdoor feel. The Yeti character in the mark is always white..




ROCKY MOUNTAIN
YETI[™]
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YETI Mountain Blue:
Pantone® 2767 C
C:100 M:90 Y:10 K:77
R:19 G:41 B:75



ROCKY MOUNTAIN
YETI[™]
LEGEND DRIVEN

YETI Glacier Blue:
Pantone® 639 C
C:99 M:1 Y:5 K:5
R:0 G:149 B:200



ROCKY MOUNTAIN
YETI[™]
LEGEND DRIVEN

YETI Ice Blue:
Pantone® 542 C
C:60 M:19 Y:1 K:4
R:123 G:175 B:212



ROCKY MOUNTAIN
YETI[™]
LEGEND DRIVEN

YETI Cliff Gray:
Pantone® 422 C
C:19 M:12 Y:13 K:34
R:158 G:162 B:162

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Logo Spacing:

To preserve the YETI logo's integrity, always maintain a minimum clear space around the logo which isolates the logo from other competing graphic elements. The minimum clear space for the Primary YETI logo, the alternative Horizontal, Simple, and Mascot Logo is defined as the height and width of the "Y" in the YETI word mark. This minimum space should be maintained as the logo is proportionally enlarged or reduced.

PRIMARY LOGO



HORIZONTAL LOGO



SIMPLE LOGO



MASCOT LOGO



ROCKY MOUNTAIN YETI BRAND GUIDELINES

Logo Usage Dont's & Do's:

Don't warp the logo.



Don't use unapproved colors.



Don't rotate the logo.



Don't stretch or squish the logo.



Don't change the logo font.



Don't move elements of logo.



Don't flip orientation of logo.



Don't alter proportions of logo elements.



Don't place the logo on backgrounds that hinder clarity.



Do use a background that provides contrast & clarity



Fonts & Typography:

The primary body copy font family used for the YETI brand identity is Eurostile ESL LT Std. It is a bold and clean, modern sans serif font with roman, demi, bold and condensed style options.

Eurostile ESL LT Std: Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Eurostile ESL LT Std: Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Eurostile ESL LT Std: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The supplementary body copy font family used for the YETI brand identity is Gills Sans. This should only be used when Eurostile is not available or for general documentation and letters.

Gills Sans: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Gills Sans: Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Gills Sans: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

YETI designs are clean with complimentary distressed or rough edge elements. Incorporate snowy peaks, blizzard, icicles, snow-laden tree tops into the designs.



Place photos of cars in frames designed to look cold.

ROCKY MOUNTAIN YETI BRAND GUIDELINES

Solid Colors

Colors from the primary logo color palette are ideal for backgrounds & borders.



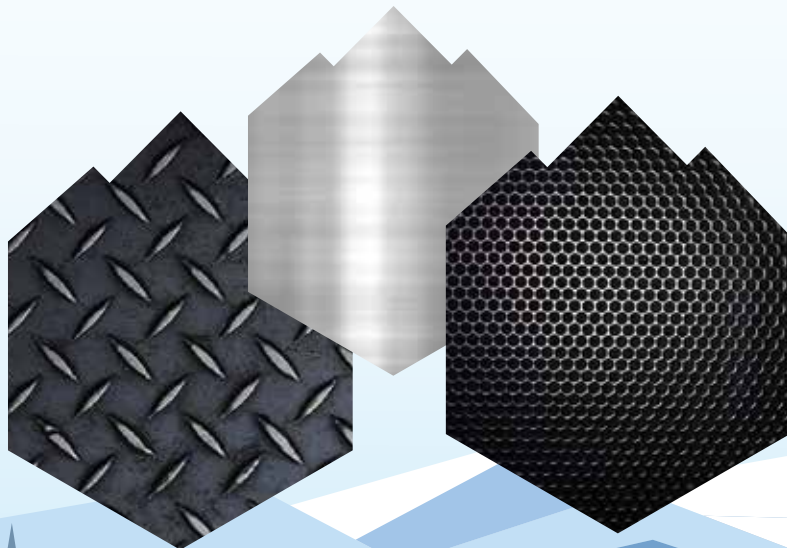
Bold & Tough

Tightly cropped photos of tough vehicles make an excellent background.



Techy

Large swatches of high-tech textures and materials found in vehicle design can also make great backgrounds when you want pack a punch



Dramatic Outdoors

Use dramatic photos of landscapes when you want to create an emotional connection.



ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

Vehicles on Location

When you need an image that’s all about the vehicle, it’s ideal to shoot it in it’s “natural” environment. Notice that these photos all have strong singular focus and color with an interesting composition. They are set in inspiring environments.

Good Examples



Note how the gray Jeep® truck in the red rock environment has saturated color, more angular and dramatic cropping and improved focus using depth of field (blurry background).



Bad Examples



Note how the gray Jeep® truck is in a potentially beautiful red rock environment but the colors are dim and de-saturated, and the lighting isn’t dramatic. The red Jeep® has potential too, but the colors are muted and the composition isn’t visually interesting.



ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

Scenery

YETI celebrates an active outdoor lifestyle. The Mountain West offers some of the most spectacular landscape features to photograph. Use this type of photography for the backdrops where your vehicles are photographed for Online and printed listings.

Bad Examples



Although their subject matter is magnificent these photos lack color and an interesting composition. They seem relatively flat too because they were shot at a time of day and from a point of view where the sun flattened the forms of the subject.



Good Examples



Notice the rich deep colors, strong lighting, focal point and dramatic composition.

ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

Portraits

Real people/customers beautifully photographed with their awesome vehicles in an outdoor setting is one of the best testimonials. Use these photographs on your website and to decorate your locations.

Good Examples

These photos are beautifully composed in an exciting outdoor environment. The people are happy and exciting.



Bad Examples



Avoid boring, pedestrian settings. These photos lack drama and excitement due to poor lighting and overall composition.



ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

1. Use words that denote a sense of mystery, adventure, outdoor activity, and rarity.

- Myth, Legend, Peak, Trail, Mountain-high, Rugged, Hearty, Thrill, Excite, Dig, Camp, Off-road. Flurry, Frost bite, Blizzard.
- “Where great service and sales is not a myth!”
- “Catch a glimpse of...”

2. When written, **YETI** is always spelled in all caps, which compliments the logo which is also written in all caps.





HEART OF THE YETI

Yeti Snacks Enjoy waffles, ice cream, coffee and cold drinks when you visit!

Yeti Tracks See the evidence of our values in action every day.

Yeti Calls We call you with service status updates before you do.

Yeti Value We always rank in the top 5 ranking in value comparison.

Yeti Patience Take your time. We stand by to answer your questions.

Yeti Satisfaction Legendary Guarantee and Warranty on every vehicle.



ROCKY MOUNTAIN

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BORING SUCKS

RockyMountainYeti.group



ROCKY MOUNTAIN **YETI** BRAND GUIDELINES

Our Ideal Customer:

- A 45 year old business owner who is likely a construction, electrician, or plumbing, contractor who makes over \$100k/yr
- He loves outdoor recreation like sleddin', huntin', campin', and skiing
- He has perfect credit
- Buys a truck for \$50,000
- We make \$3,800 profit
- He has a good trade-in
- He buys from us multiple times (every 3 years?)
- Likes newer vehicle models
- Not the first vehicle he purchased from us.

Best Media To Reach This Customer:

- Jackson: Internet
- Afton: Local Newspaper, local radio, facebook, Internet
- Evanston- Local Newspaper, Internet, Online referrals



Our Not-So-Ideal Customer A:

- Moms in their mid 20's with 2 kids, an entitled attitude and undereducated about processes and fees
- Annual Income of \$40 - 50k
- Buys a used car for \$10 - 12k
- No trade
- Result in a lot of unpleasant work

Media they use:

- Drive by and see a car on the lot
- Facebook page



Our Not-So-Ideal Customer B:

- A 50 year old male or female who is not self employed
- Too specific (not flexible) about a make and model (They want a car in a color or style not on the lot)
- Annual Income of \$80 - 100k
- Bad credit
- Buys a truck for \$50k
- No trade
- Self financed
- Result in a net loss of \$800 - \$1,500

Media they use:

- Internet News
- Searched Online for best price and shopped local
- They bite the low price lure

