

V01

STYLE GUIDE



WHAT'S INSIDE

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INTENT OF THIS GUIDE

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with the Crosscut brand identity.

Our intent with this guide is not to restrict creativity and innovation: far from it.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized—like business cards, letterhead, and envelopes, these are not intended as the focus of this guide.

Instead, the focus of this guide is to empower you, the creative, with the elements you need. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like Crosscut, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to Dennis at dennis@buycrosscut.com.

01

ABOUT US

CAR BUYING FOR PEOPLE WHO HATE NONSENSE.

Traditionally, car buying is a horrible experience. We change that, by stripping out all the nonsensical sales gimmicks and bringing the experience online.

Crosscut is the only used car dealership that helps savvy buyers save time and money by offering an online car buying experience in a straight-forward, no-nonsense atmosphere.

We can't promise that you'll love your new car. We can't make guarantees as to how long it'll last. But we can guarantee that we'll tell it to you straight, and never talk you into buying something you don't want.

HATE NONSENSE. DO THINGS RIGHT.

OUR VALUES

We get straight to the point: In our personal communication, in our marketing, and in our approach to product design. No fluff, no hype, no rose-tinted glasses.

We keep things lean, and always strive to find smarter ways to perform everyday tasks. Because there's beauty in simplicity.

Finally, we're not in this business to get rich; we're in it because we love cars. We love to drive them, we love to talk about them, and we love to work with them.



02 VOICE AND STYLE



OUR TONE AND VOICE

We speak to our customers, our team, and others with confidence and politeness, but without sugarcoating. We're genuine, honest, and transparent.

We don't use overly complicated words or run-on sentences. We shy away from superlatives, and we're not afraid of using contractions.

Our marketing and advertising language should not feel like we're selling. In fact, we hate selling.

If it sounds human, down-to-earth, and straightforward—it's us.

**HATE NONSENSE.
STRAIGHT TO THE POINT.
CUT TO THE CHASE.
CAR BUYING FOR PEOPLE WHO HATE NONSENSE.
TIME IS MONEY. WITH CROSSCUT, SAVE BOTH.
GOOD CARS. BETTER PRICES.
MOST SELLERS HIDE FLAWS. WE HIGHLIGHT THEM.
OTHERS HIDE FLAWS. WE HIGHLIGHT THEM.**

Our recurring messaging devices are a representation of our brand value and overall mission.

The purpose of them is to capture and summarize our brand promise, brand values, and product experience.

Our messaging devices may be used in any marketing materials, advertising, or brand execution where we seek to communicate our personality, brand values, or value proposition.

Each messaging device may be used in combination with the brand logo and brand images as a standalone brand marketing campaign.

Avoid rewriting, rewording, or editing the messaging devices in any way.

MASTER STYLE LIST

This is a guide to the grey areas in grammar, spelling, and commonly confused styles. This list is not comprehensive. When in doubt, refer to a recent version of the AP Style Guide.

HEADLINES

Headlines should be short, clear, and “hook” the user into reading more.

Use “and” instead of “&” whenever possible.

Use periods when writing in sentences.

PUNCTUATION

Use consistent punctuation.

Do not use spaces around the em-dash.

Do not end bulleted or numbered lists in periods, unless the list item contains multiple sentences.

Do not hyphenate paragraphs.

CORRECT SPELLING

Use gray, not grey.

FORMATTING

Capitalize the first word in a sentence.

CONTACT INFORMATION AND TIMES

Phone numbers should be written with hyphens. Do not use periods or parenthesis. For example: 123-456-7890

Use AP Style time formatting. For example: 1:30 p.m., not 1:30PM.

Use en-dash when referring to time ranges instead of words like “through, to, or thru”.

Use 24-hour instead of 24 hour.

Days should never be abbreviated. Use the full spelling: Monday – Thursday.

Only the state or province should be abbreviated in addresses:

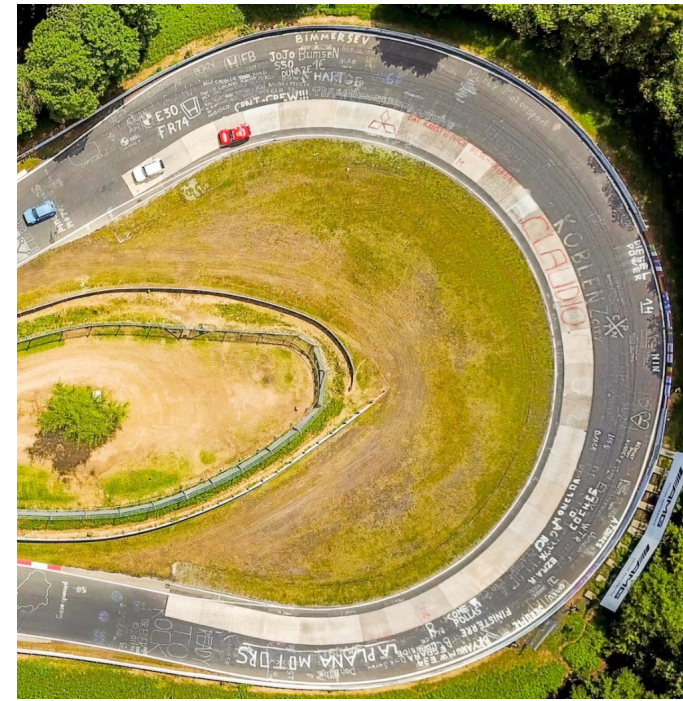
Crosscut
1909 West Gardner Lane
Tucson, AZ 85705

03 BRAND LOGO



CROSSCUT

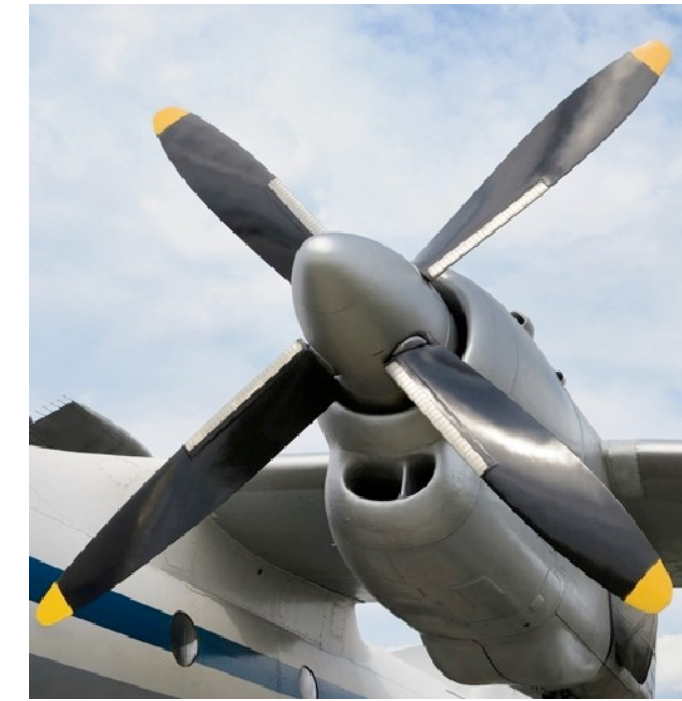
Hate nonsense.



+



+



=



WHAT OUR TRADEMARK STANDS FOR.

Our trademark was designed to be simple, distinct, and memorable. It signifies forward movement, because that is what our brand experience is about—not forcing customers to spend hours in a dealership cubicle.

The mark can be thought of as two race tracks woven together, a series of C shapes woven together, or a person leaping forward. It also contains a subtle nod to our owner Dennis's piloting interest!

PRIMARY LOCKUP



The brand logo identifies the Crosscut brand as a whole.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

LOCKUP ASSEMBLY



Vertical alignment

The left and right corners of the icon should align exactly with the top and bottom of the wordmark (adjusted optically). The bottom of the tagline should align perfectly with the bottom of the icon.

Separation

The space between the icon and wordmark is equal to the width of counter inside the icon, multiplied by two.

Tagline height

The height of the tagline should be the height of the wordmark multiplied by 0.375.

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.



┆ .75" or 50px

Minimum Size

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

WITHOUT TAGLINE

You can use all our logo lockups with or without the accompanying tagline.

In contexts where the tagline is repeated prominently elsewhere in a messaging device, it might not be desirable to use the “full” version of the logo. Similarly, you’ll want to use the logo without our tagline at very small sizes.



With tagline

This is the “full” version of our logo. It is appropriate in most situations, but not all.



Without tagline

In situations where the tagline becomes redundant or causes legibility issues, use our logo without the tagline.

COLOR VARIANTS

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be taken to ensure legibility on the medium or material used.

TWO-COLOR, DARK



Icon: Evergreen
Wordmark: Midnight Black

TWO-COLOR, LIGHT



Icon: Persian Green
Wordmark: Pure White

SINGLE COLOR, DARK



Icon: Midnight Black
Wordmark: Midnight Black

SINGLE COLOR, LIGHT



Icon: Pure White
Wordmark: Pure White



Vertical Lockup



Primary Lockup



Icon-Only



Wordmark-only

A SCALABLE LOGO SYSTEM

Fitting the same mark on a billboard and on a license plate frame is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

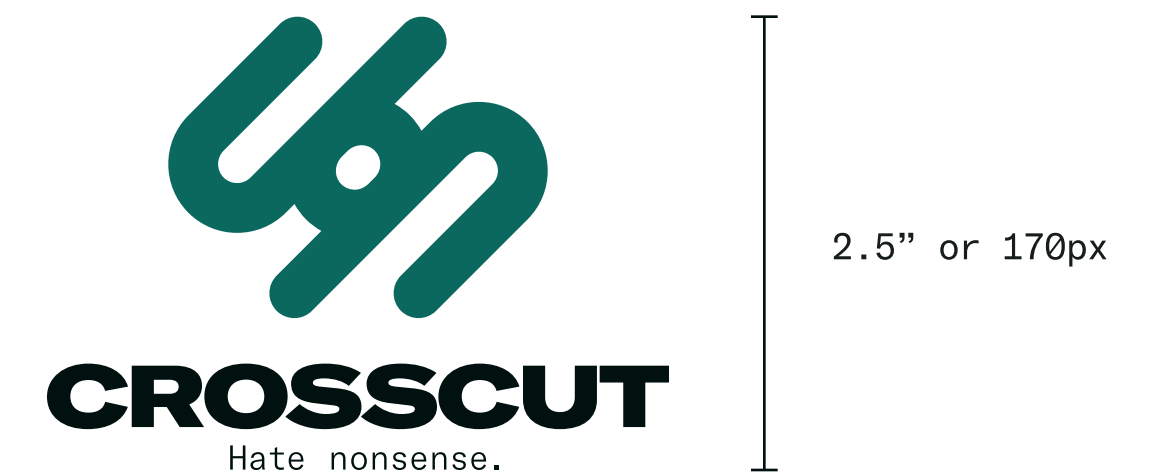
Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, make sure our brand name is visible near or in relationship with the icon. This will help reinforce our brand recognition across all touchpoints.

VERTICAL LOCKUP

Designed specifically to be vertically efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the primary horizontal lockup, there are no specific restrictions that would prevent this version from use.



Minimum Size

This version is not intended for extremely small sizes. The minimum height is 2.5" for print applications and 170px for digital applications.

ICON-ONLY LOCKUP



When subtlety is desired, the Crosscut icon can be used in place of a full brand logo lockup.

When this version is used, ensure that our brand name is visible near or in relationship with the icon. This will help build brand recognition.

Special Color usage

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors.

Minimum Size

At small sizes, make sure the integrity of the shape is intact. There is no hard-set minimum height for the standalone icon.

WORDMARK LOCKUP

CROSSCUT

When space is at an ultimate premium, the Crosscut wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues, like small engravings or silkscreen imprints.

CROSSCUT | .25" or 15px

Minimum Size

This wordmark is designed for extra small spaces. The minimum height is .25" for print and 15px for digital applications.

BACKGROUND CONTROL

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs and textures as long as there is enough contrast for the logo to be visible.



The two-color version of the logo may be used on any solid-color background. Use the dark or light version to achieve maximum contrast.



The one-color, light version of the logo may be used on any dark photographic background. Do not use the two-color version on photographs.



The one-color, dark version of the logo may be used on any light photographic background. Do not use the two-color version on photographs.



The one-color version of the logo may be used on low-contrast textures. Use the dark or light version to achieve maximum contrast.

04 BRAND COLORS

EVERGREEN

CMYK: 88, 39, 62, 23
RGB: 11, 104, 95
HEX: #0B685F

PERSIAN GREEN

CMYK: 73, 17, 47, 1
RGB: 64, 160, 148
HEX: #40A094

BONE WHITE

CMYK: 0, 4, 3, 0
RGB: 252, 243, 240
HEX: #FCF3F0

SALMON ORANGE

CMYK: 0, 62, 64, 0
RGB: 244, 127, 96
HEX: #F47F60

PRIMARY COLOR PALETTE

The consistent use of color is vital to establishing brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.

We prefer a natural matte/uncoated paper stock, so if you are matching to a Pantone Matching System color, always use the Uncoated Pantone book.

USING WHITE AND BLACK

Black and white are vital components to the brand palette. Whenever possible, avoid true black in favor of our midnight black.

Both white and black are used to define space on the page, on the package, and on the website.

Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black (or one of the greens).

PURE WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

MIDNIGHT BLACK

CMYK: 79, 64, 67, 83

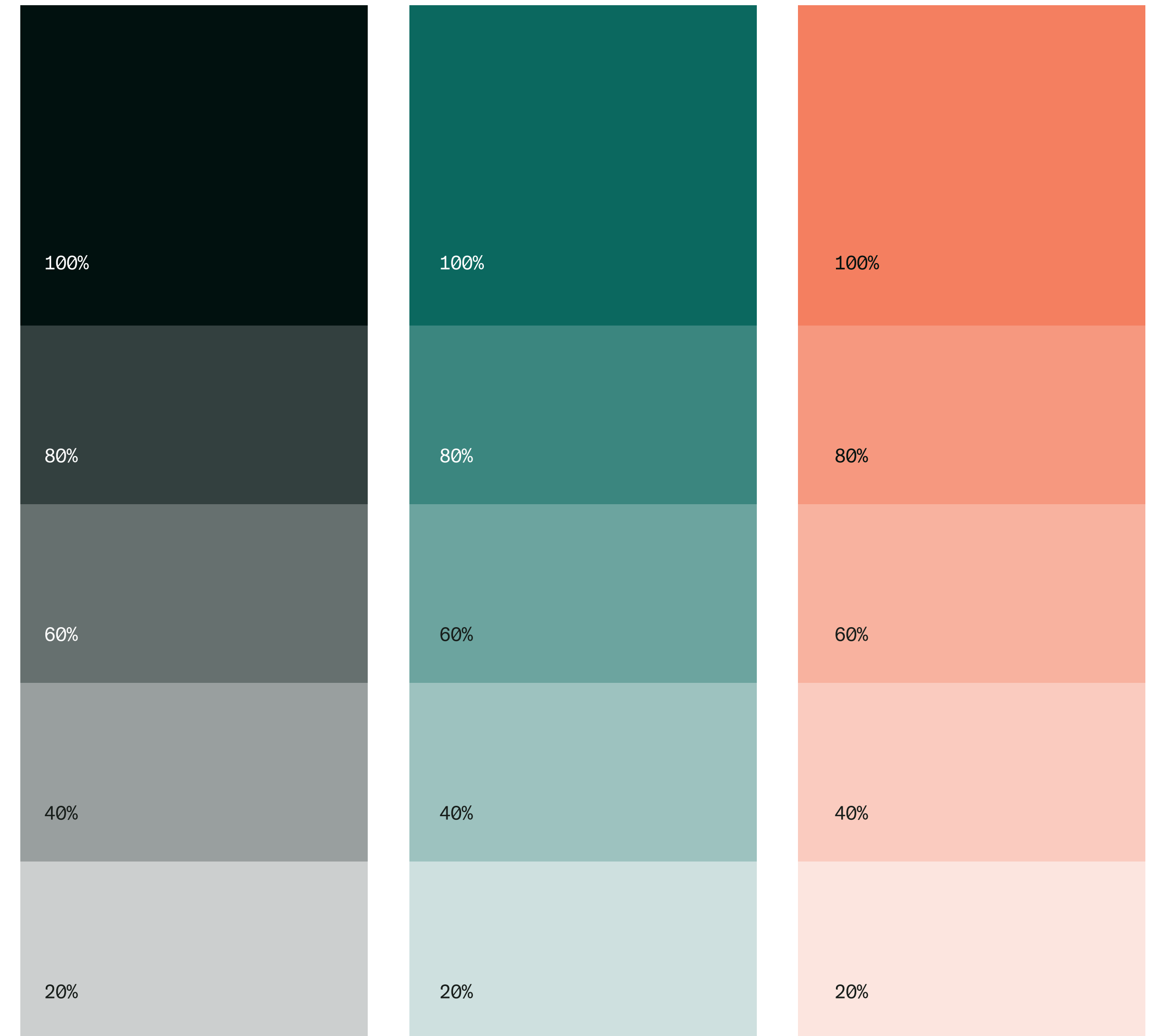
RGB: 1, 17, 15

HEX: #01110F

USING TINTS

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 40% used as a background will require dark text.



05 **TYPOGRAPHY**

GT AMERICA

The type family we chose for all brand executions.

**STRIKINGLY
RAW AND
UNREFINED.**

Our brand typography is bold, raw, and intentionally unrefined—a reflection of our brand values and personality.

We use two faces from the GT America family: GT America Extended Black for headline copy, and GT America Mono Regular for body copy and tiny captions/headings.

GT America was designed by Grilli Type. It is a hybrid between the American Gothic and European Grotesque type genres. As it is a paid typeface, it is not freely available for download. You can find our copies of the font inside our Assets folder.

TYPE RULES

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

01

STAY LEFT-ALIGNED, RAG RIGHT

Legibility and clarity are vitally important to great typographical layouts. Since we read from left to right, we should align our type accordingly.

03

ALIGN X-HEIGHTS OR BASELINES

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

05

GIVE THINGS SPACE, IF NEEDED

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

02

SKIP WEIGHTS AND DOUBLE SIZE

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

04

WATCH THE RAG

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

06

KEEP LINE LENGTH REASONABLE

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

07 PHOTOGRAPHY

ART DIRECTION

Brand photographs should feel rugged (but not messy). We strive to use a fresh, natural, and grounded tone.

We usually opt for photography that depicts outdoor landscapes and vehicles in use. The settings and subjects should be reflective of the type of cars we sell and the type of customers we serve.

Darkening the black values and slightly desaturating red values will shift the photograph's tone towards peaceful, natural color and leave an overall feeling of grounded calm.



08 IN CLOSING

APPROVALS

As stated earlier, this guide is not a comprehensive list of rules. Our brand is a living, breathing thing and the way we present it to the world will inevitably come to change.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by Dennis.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact inside Crosscut.

Questions prevent mistakes: If you have a question about the use of our brand materials, please do not hesitate to ask!

FILE TYPES

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

RASTER FILES

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixelated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, or .psd. They are easy to open and apply.

VECTOR FILES

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

Crosscut Identity &
Style Guide brought to

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