



BRAND STANDARDS



FAMILY. BUSINESS. RACING.

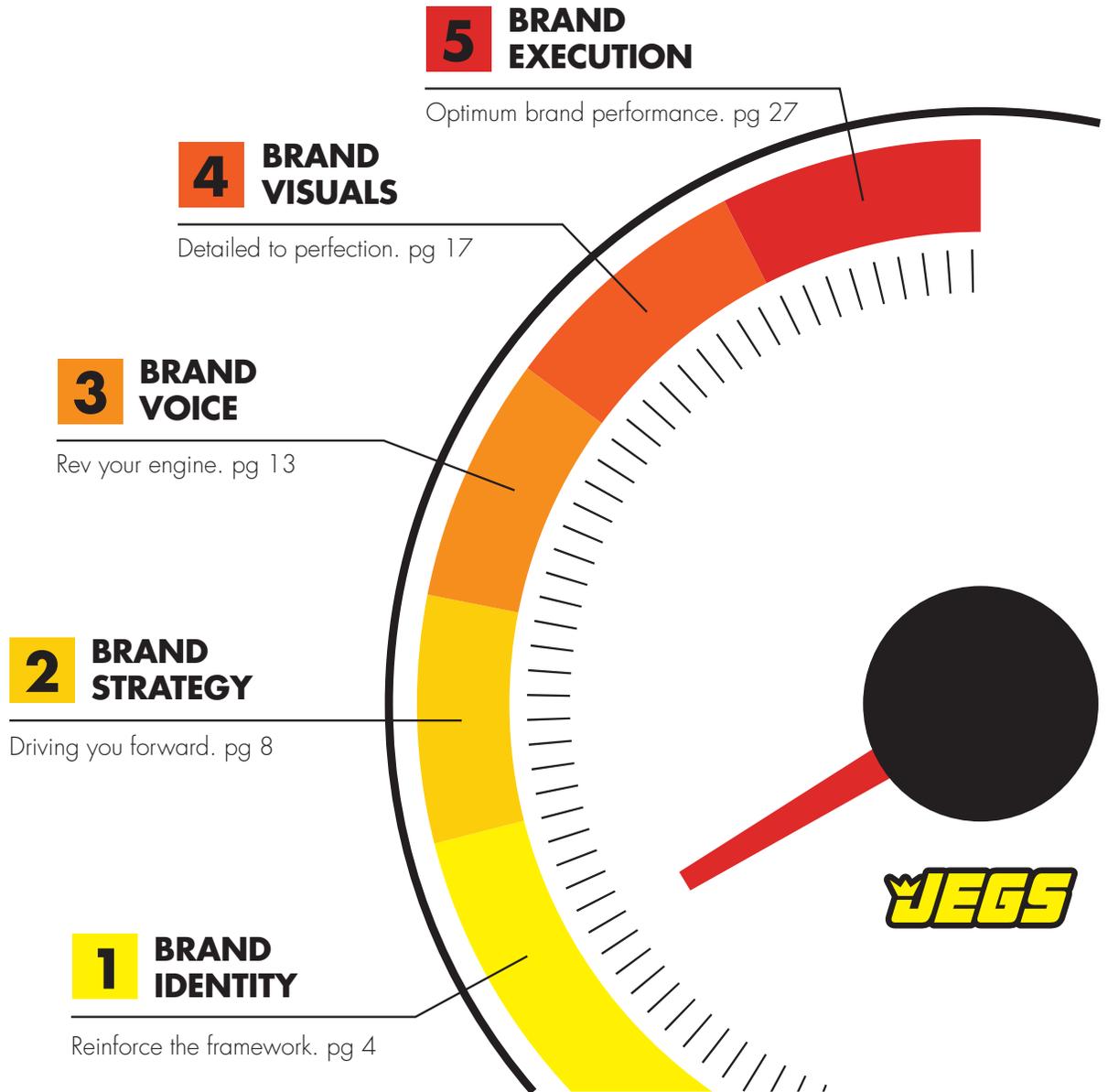
These are the three most important words in the JEGS vocabulary. There's no question that every single one of us at JEGS Performance Auto Parts is crazy for cars, but we are also rooted in tradition through our family values and business expertise. These three ideals, when brought together, comprise the core of the JEGS philosophy.

This book has been developed with the JEGS mentality in mind. It's been an amazing ride so far, and we want to keep revving our engines long into the future. In order to do so, we've developed a powerful brand that has stood the test of time. And, just like our powerful cars, our brand must be kept up with the greatest attention to detail.

OUR BRAND STANDARDS

The JEGS brand should convey our character, our personality. Our top-notch customer service for the past 50+ years has allowed us to build a team driven by high performance and family values. We are a big family, and a big family needs a strong identity.

In order to maintain a strong brand, it is important to look past just a logo and a name. Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive understanding of the true JEGS identity. We realize that our brand is complex, and it is up to us to communicate it effectively.



1

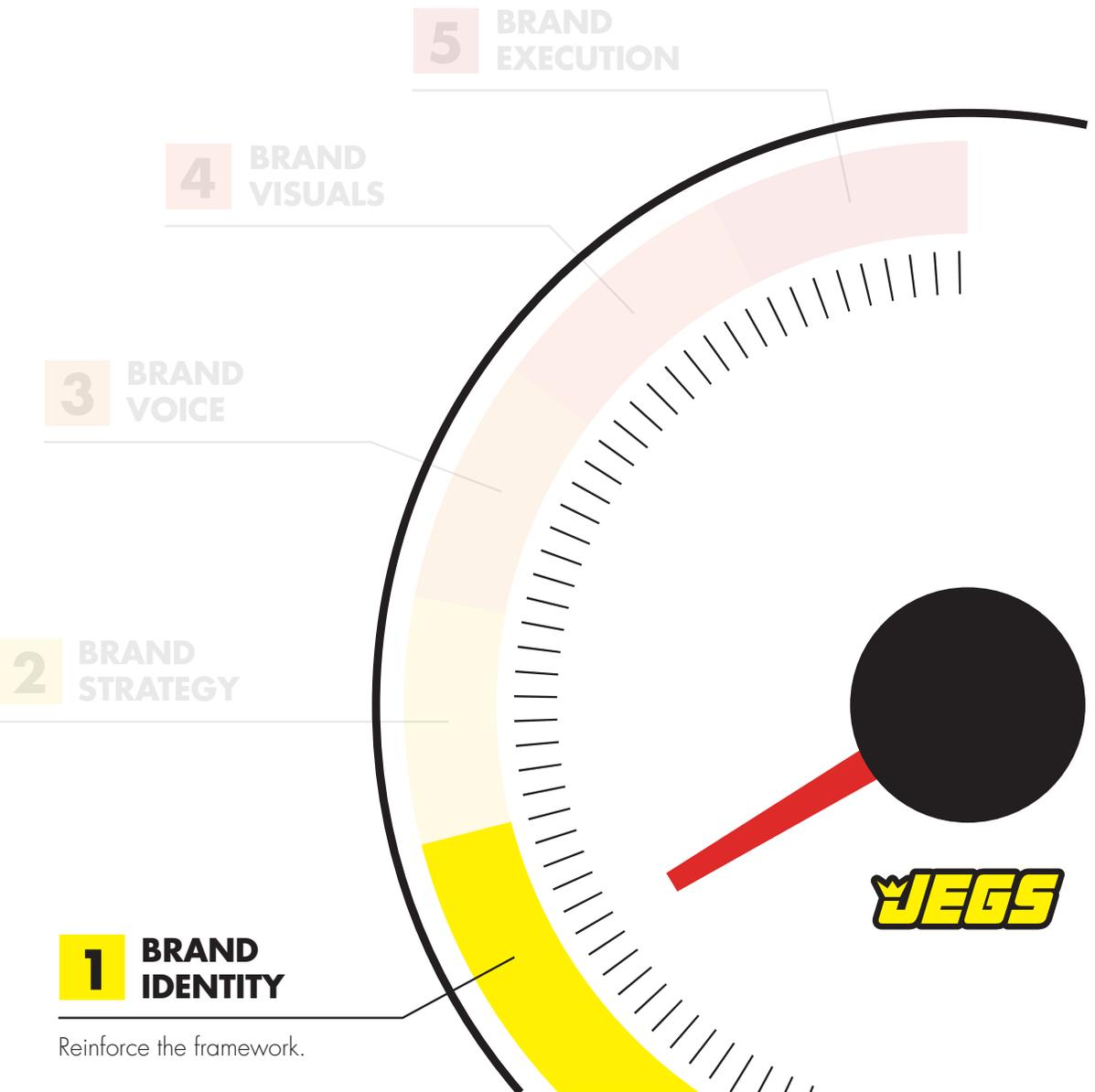
**BRAND
IDENTITY**

We are JEGS Performance Auto Parts, and this means a few things. It means strong family values and decades of business expertise. JEGS represents the merging of tradition and modernity through our passion for high performance.

5 - History

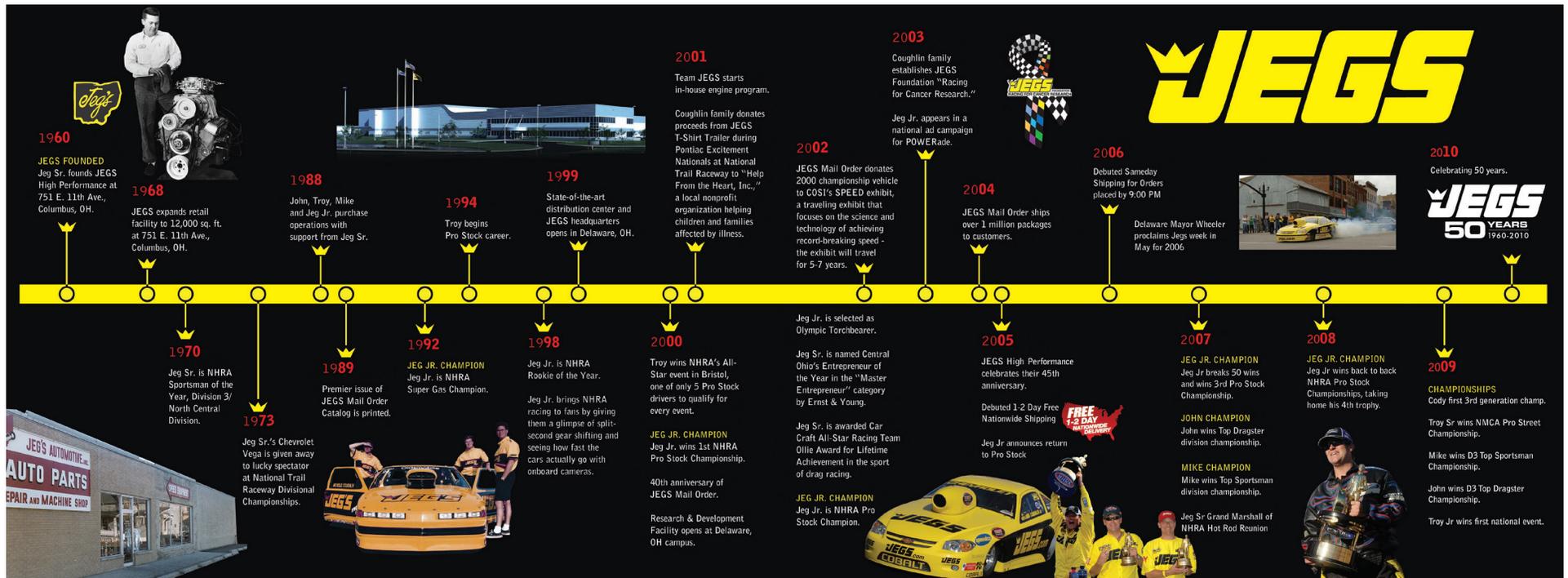
6 - Who We Are

7 - Our Audience



HISTORY

For more than 50 years, the name JEGS has been synonymous with high performance racing parts, dating back to 1960 when Jeg Coughlin Sr. opened the doors of JEGS High Performance at a small, non-descript shop in downtown Columbus, Ohio. This timeline highlights unforgettable moments in the JEGS history, and we plan to keep building memories long into the future.



WHO WE ARE

JEGS is family, business, and racing. These are our core values that have made us who we are today. Ever since Jeg Coughlin Sr. began his drag racing career in the '50s, the sport has always served to bring his ever-expanding family closer together, helping deliver millions worth of products to automobile enthusiasts all over the world each year.



MISSION:

At JEGS, we foster family, encourage healthy competition, and promote a strong business through impeccable customer service.



VISION:

We see ourselves fifty years from now still as the unquestionable mail order speed equipment leaders and the unsurpassed champions on the track, while upholding the Coughlin family tradition of caring and values.



VALUES:

While family has always been, and will remain, the top priority for Team JEGS, our passion for racing sets us apart from the competition.

OUR AUDIENCE

We highly value our customers, those weekend warriors who treat their cars like they're part of the family. We understand them and know that high performance, speed, control, and power are all qualities our audience values.

Gearheads

These are the passionate ones. They put every ounce of sweat into making their ride the perfect machine. Knowing their car better than themselves is a point of pride.

- Utilize the JEGS.com online catalog to shop for parts.
- Require fast delivery and excellent customer service.
- Are knowledgeable and direct.

Mechanics

Industry professionals who trust JEGS as the ultimate source for automotive parts. They understand their own customers' needs and are able to provide prompt service of quality.

- Proud members of a performance-driven industry.
- Appreciate value and quick part turnaround.
- Respond to special offers and deals.
- Shop mostly from printed catalog.

Car Enthusiasts

While they overlap with Gearheads, Car Enthusiasts might not be as knowledgeable as the mechanics but are just as passionate about the performance and competitive nature of the industry.

- Attend races regularly.
- Keep up with competitions nationwide.
- Respond to JEGS leadership in races.
- Become brand loyalists.

2 BRAND STRATEGY

Good brands should be more than the sum of the services they provide. In our case, we realize that we serve our customers on diverse levels, and this diversity must be reflected in our brand.

9 - Brand Touchpoints

10 - Brand Architecture

11 - Brand Promise

12 - Brand Personality

2 BRAND STRATEGY

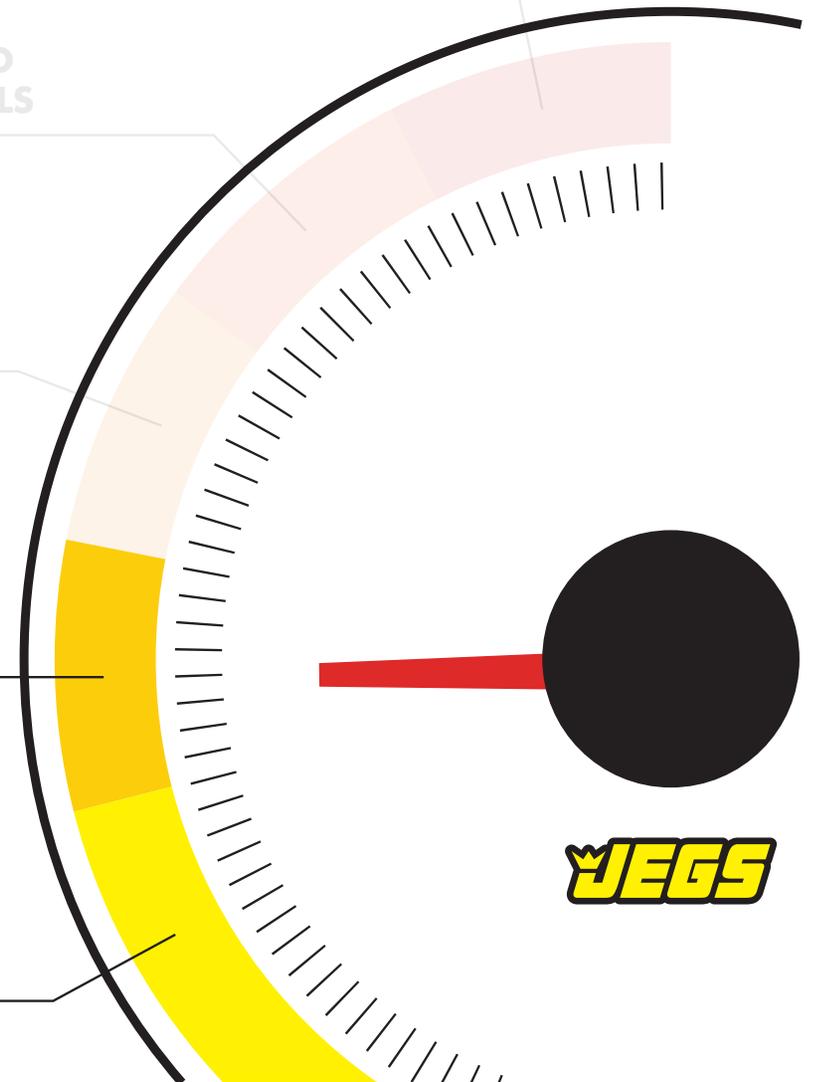
Driving you forward.

1 BRAND IDENTITY

3 BRAND VOICE

4 BRAND VISUALS

5 BRAND EXECUTION



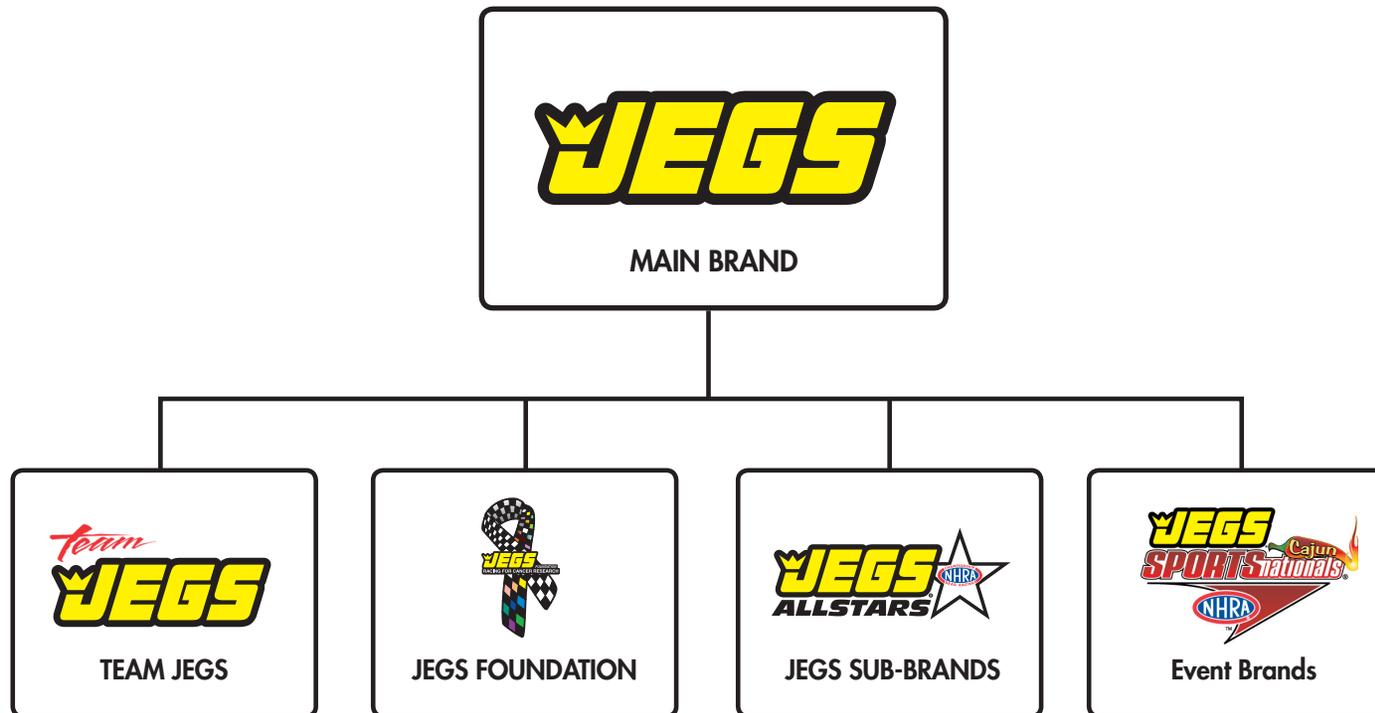
BRAND TOUCHPOINTS

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.



BRAND ARCHITECTURE

We have grown to become an intricate organization, and our various endeavors and interests have led to a clear separation of our sub-brands. It's important to keep them all organized so as not to lose our brand essence.



OUR BRAND PROMISE

At JEGS, we offer our customers unparalleled service backed by generations of industry leadership. We deliver this through our commitment to performance and quality and an emphasis on strong family values. We promise “Quality through Leadership.”

Brand Offering

Performance, Quality, and Optimal Service



Brand Essence

Competition, Heritage, and Industry Leadership



Brand Promise

Quality through Leadership



BRAND PERSONALITY

Our brand personality defines our voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it.

JEGS is:

CHARGED FAMILY-ORIENTED
 FRIENDLY OPTIMISTIC
 UNRIVALED EXPANDING STRONG FAST ORGANIZED WINNER ENERGETIC CARING
 APPROACHABLE DRIVEN POWERFUL
 COMPETITIVE ADAPTABLE EFFICIENT
 SERVICE ACCELERATE FUELED CHAMPION DEPENDABLE FORWARD-THINKING

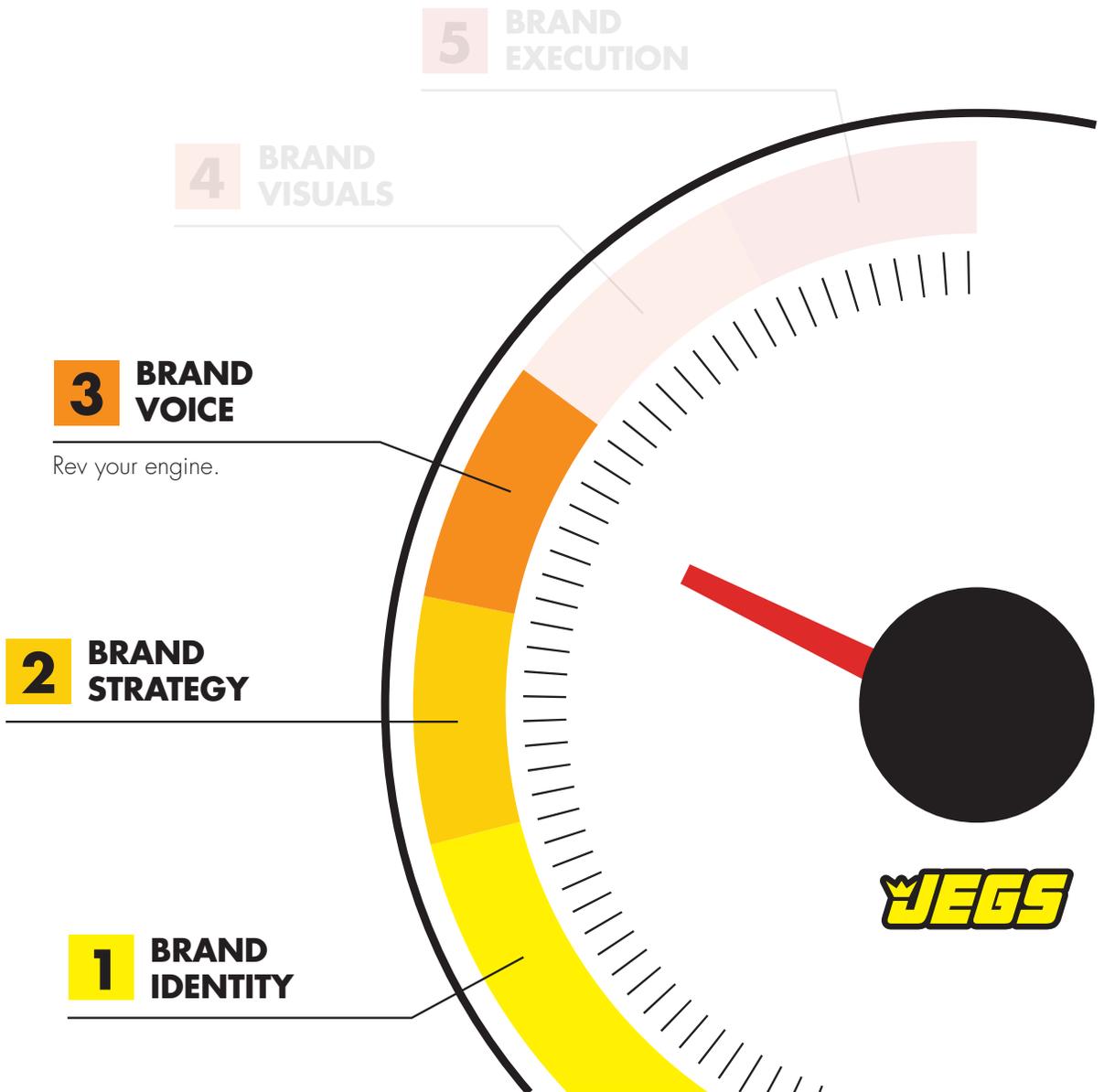
3 BRAND VOICE

Communication is a very important aspect of any brand. The way we communicate sets the tone for how our audience feels about us. Not only will customers have a clear idea of what JEGS stands for, but they will also be able to easily connect to our brand.

14 - Expressing Our Message

15 - Communicating Our Benefits

16 - Name/Tagline



EXPRESSING OUR MESSAGE

Our voice consists of both messaging and tone. These two communication aspects come together to create an effective strategy when speaking to our customers and fans. We have a goal to create clear and consistent messaging that reflects our brand personality.

What is our voice?

Our voice is what makes our personality stand out. The tone that we use to express our message should be:

DIRECT	STRONG	ENGAGING	PROFESSIONAL
CHARGED	ENTHUSIASTIC	POWERFUL	POSITIVE
CONSISTENT	CLEAR	UNDERSTANDING	FOCUSED

COMMUNICATING OUR BENEFITS

JEGS is more than just great performance auto parts. We pride ourselves in being a multi-faceted organization with various focuses. We identify with four main philosophies, and these must be communicated effectively and distinctly.

FAMILY

How to Communicate:

- “The business has always served as a great outlet to bring his ever-expanding family closer together.”
- “A third generation of Coughlins is blossoming and the racetrack is still one of the places where the family routinely gets together.”
- “Family patriarch Jeg Sr. is still very much a part of the mix, serving as a vital consultant to his sons and grand kids.”
- “Family always takes precedence over on-track activities.”
- “Each of the Coughlin brothers has taken sabbaticals from the sport through the years to devote more attention to their home lives.”

BUSINESS

How to Communicate:

- “We understand our drivers’ needs and match them with impeccable customer service.”
- “We are drivers ourselves, therefore we understand our customers need quick turnaround on their orders.”
- “The company grew and quickly became a viable business entity.”
- “When Jeg Sr.’s four boys were old enough, they bought the burgeoning company from their dad with his assistance and took it to new heights.”
- “JEGS High Performance has become a giant in the industry with two retail stores, four call centers, and a massive distribution warehouse that delivers more than \$250 million worth of products to automobile enthusiasts all over the world each year.”

RACING

How to Communicate:

- “There is no question the Coughlin family loves motorsports.”
- “The family has successfully parlayed their love of drag racing into a worldwide marketing effort that has set them apart from the competition.”
- “With a combined five NHRA World Championships, 12 Division Championships, and well over 100 victories at both the national, divisional, and local level, it could also be argued that Team JEGS is one of the most accomplished racing entities in the 60-year history of organized drag racing.”
- “The third generation is led by Troy Jr., already a multi-time national event winner in Super Comp, and Cody, a circle track phenom who already has a championship to his credit.”

CARING

How to Communicate:

- “The JEGS Foundation Racing for Cancer Research program already has raised several million dollars.”
- “Team JEGS also has set-up mobile cancer screening centers at NHRA events and keeps the topic front and center with millions of drag racing fans each weekend.”

OUR NAME

JEGS

The word “JEGS” has swift name recognition and is easily advertised. Coined by Jeg Sr.’s mother when he was just a child, the nickname played a significant role in the initial marketing of his chosen business of providing parts and engine work to fellow drag racers in the early 60’s and continues to be an integral part of our brand.

OUR TAGLINE

“HIGH PERFORMANCE AUTO PARTS”

A clear tagline is important to complement an easily recognizable brand. By showcasing exactly what we sell, our customers have no doubt about our offerings. It is also easy to make the connection with our racing passion.

4 BRAND VISUALS

Now that we understand the essence of the JEGS brand, we must also understand the specifics that build the base for it. Without the specifications that follow, we would not be able to create a cohesive and powerful brand.

18 - Logo

19 - Logo Placement

20 - Logo Variables

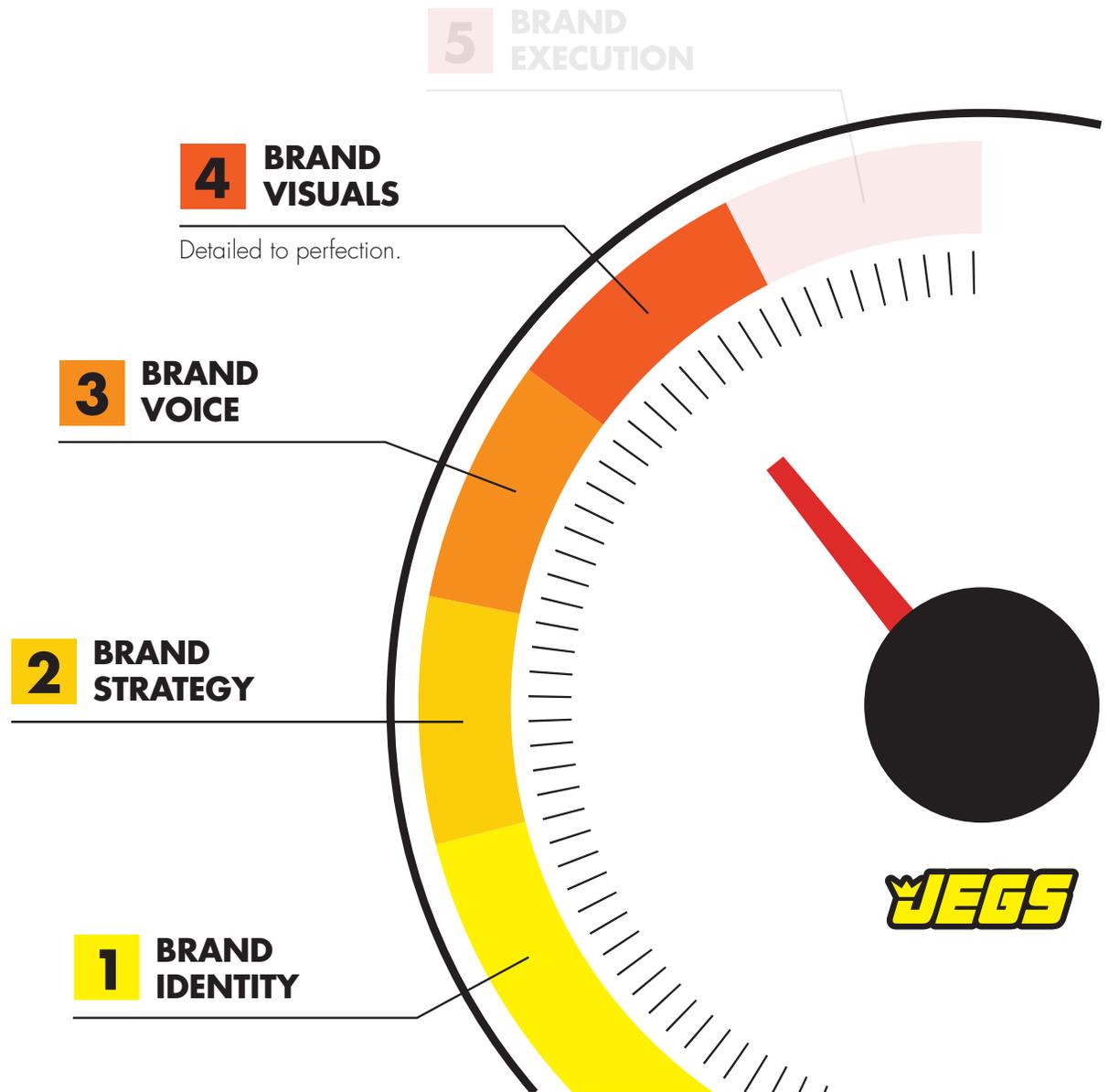
21 - Logo Don'ts

22 - Font Selection

23 - Colors

24 - Photographic Styles

25 - Logo Library



LOGO

The logo is the embodiment of decades of tradition and family, coupled with our undying passion for high performance, competition, and business. It should be used consistently to foster brand awareness.



MAIN LOGO

Use this version in these situations:

- Small sizes.
- Publication usage.
- On busy backgrounds.



POWER LOGO

Use this version in retail, competitive, and event situations:

- On vehicles.
- On packaging.
- On solid backgrounds.

Process Black



C: 0 - M: 0 - Y: 0 - K: 100

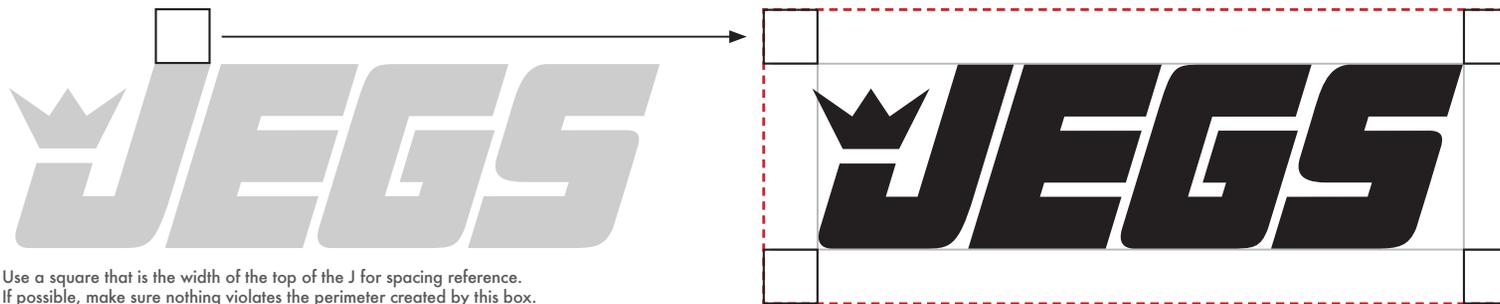
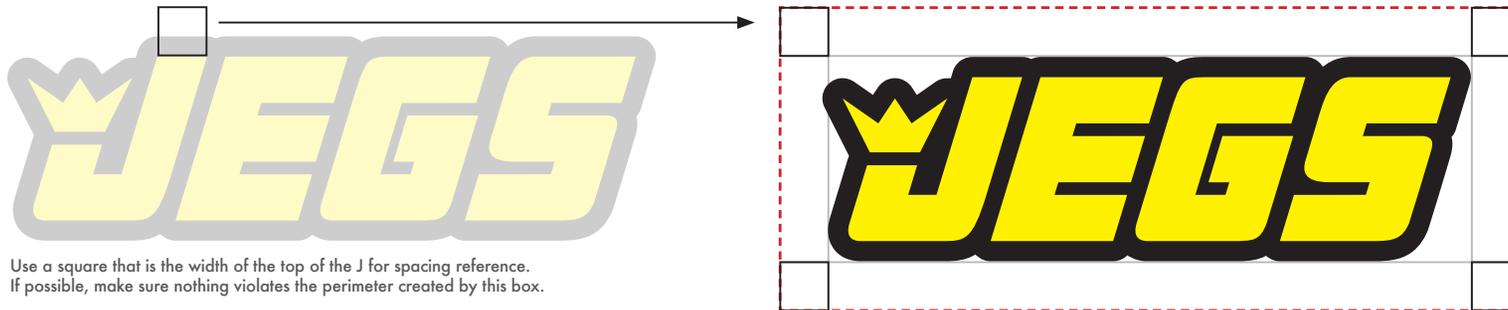
Process Yellow



C: 0 - M: 0 - Y: 100 - K: 0

LOGO POSITIONING

It is important to not violate the space around the logo. Allowing the logo to stand out by itself will ensure that the JEGS brand is easily identifiable. As it will be used in varying sizes, we've devised a system that can be utilized in any measurement.



Logo Size

Reduce or increase the size of the JEGS logo as needed.



LOGO VARIABLES

Whether it's on cars, merchandising, online, or on our catalogs, the JEGS logo is adaptable to any situation. These are the approved logo variables.

MAIN LOGO



POWER LOGO



JEGS.COM



LOGO DON'TS

The JEGS logo should always be used in its approved format. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are examples of what not to do with the logo.



Do not use the older version of the JEGS logo with the apostrophe.



Do not squish or stretch the logo.



Do not change the color of the logo.



Do not angle logo.



Do not alter the thickness of the black outline.



Do not use the logo as a pattern.



Do not overlap anything on logo.



Do not crop the logo.

 History and Heritage

Do not use the logo in a sentence.



Do not change the color of the crown.



Do not use black solid logo on anything but white and yellow.



Do not use white solid logo on anything but a dark background.



Do not place solid logo on image or textured background.



Do not alter the spacing of the logo in any way.



Do not use outlined version without yellow fill unless in a black and white or grayscale design.

FONT SELECTION

JEGS uses FUTURA as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding. Serpentine Bold is to be used as a secondary font to accent prices and phone numbers.

Font Family

FUTURA BOLD
FUTURA BOLD OBLIQUE
FUTURA HEAVY
FUTURA HEAVY OBLIQUE
FUTURA MEDIUM
FUTURA MEDIUM OBLIQUE
FUTURA LIGHT
FUTURA LIGHT OBLIQUE

SERPENTINE BOLD

This font is used for the numbers on the cars, and in some cases, the driver's names.

Usage Examples

HIGH PERFORMANCE

SAVE UP TO
\$137

SEE PAGE 6 OR SHOP ONLINE

372x

Jeg Coughlin Jr.

COLORS

Consistent use of the JEGS brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized across all messaging mediums.

Primary Colors



Process Yellow to be used in all print and web situations.
PMS 109 C to be used on anything that is not paper
(cars, apparel, merchandise, etc.).

Secondary Colors



Secondary colors to be used on catalogues
and material supplementary to main brand
(ads, web banners, publication covers, etc.).

PHOTOGRAPHIC STYLES

Our photography should convey the high-octane energy and enthusiasm for which JEGS has become well known. Our images should reflect our decades-long commitment to quality high performance auto parts and healthy competition.

DRIVERS

Show drivers in heroic poses. Standing near the car or with the track in the background. Drivers must be smiling or have a look of determination.



CARS

Cars must be in focus. Location should be on a track or in a showroom situation. Never depict JEGS vehicles on standard roads and driving situations.



PRODUCTS

Photograph products on white background only. Clean, crisp photos with soft, directional lighting is suggested.



LOGO LIBRARY

These are all the approved JEGS logos, to be used in their respective situations. Each logo has been carefully crafted to uphold the JEGS brand while providing enough flexibility to encompass all of our endeavors.

MAIN LOGO



JEGS main logo



JEGS.com line



JEGS.com stacked

POWER LOGO



JEGS main logo



JEGS.com line



JEGS.com stacked



50 years logo



JEGS foundation



Track Tested



JEGS crown



JEGS Ohio



5X World Champions



JEGS historic

LOGO LIBRARY (continued)

JEGS SERIES AND SPONSORED EVENTS



JEGS Cajun Sports Nationals



JEGS Pacific Sports Nationals



JEGS Northern Sports Nationals



JEGS Allstars



JEGS Super Quick 4C



JEGS Top Dragster Shootout



JEGS BQMRA Winner Plaque



JEGS Allstar Tour



JEGS U.S. Open



Web banner examples

1-800-345-4545

800 number

5 BRAND EXECUTION

Establishing a strong and consistent first impression is very important in reflecting a cohesive brand. In this section we will explore how our brand is executed throughout our cars, merchandising, collateral materials and website.

28 - Stock Car/Circle Track Application

29 - Drag Racing Door Car Application

30 - Dragster Application

31 - Apparel & Merchandising

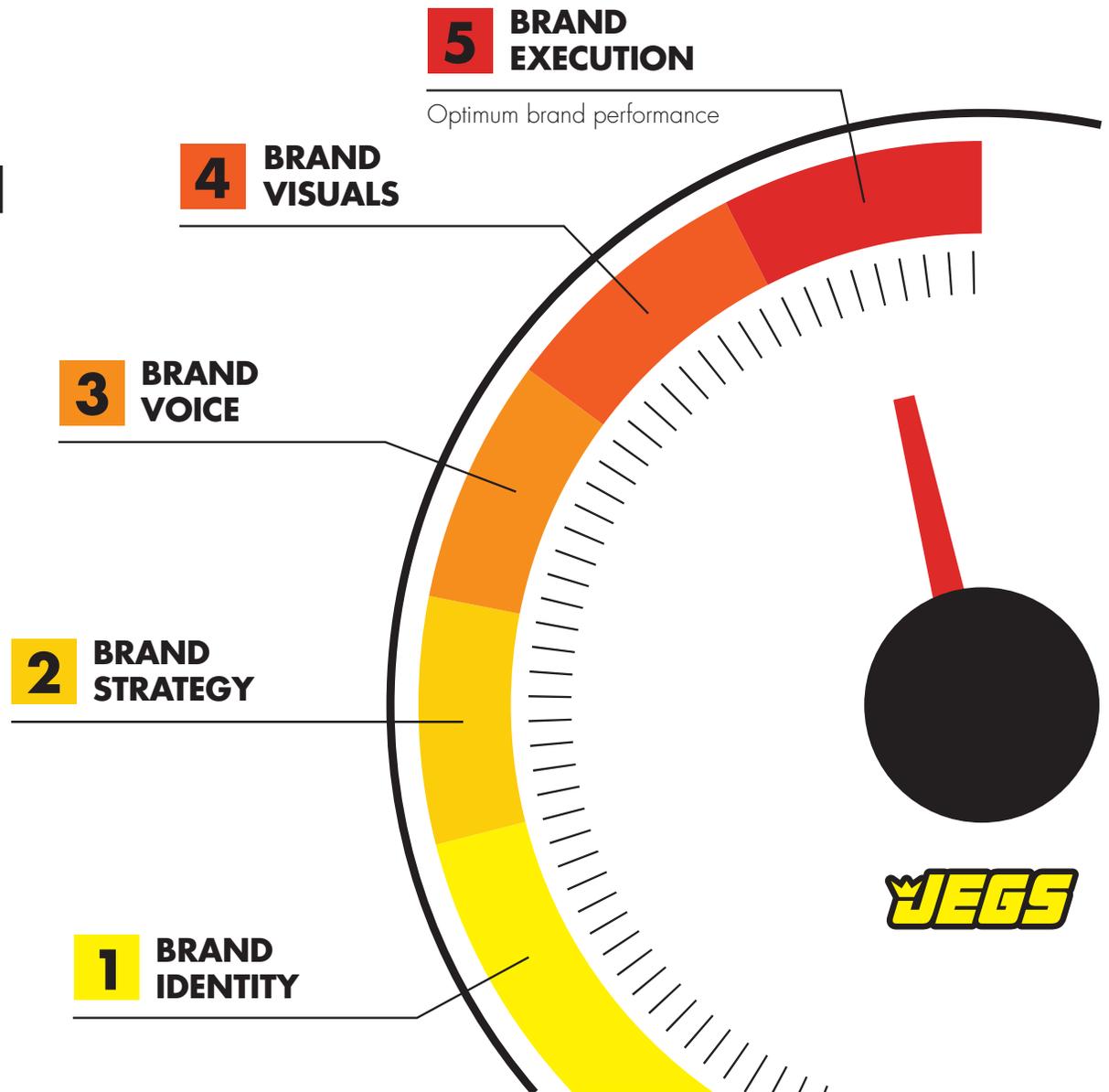
32 - Environmental

33 - Collateral

34 - Packaging

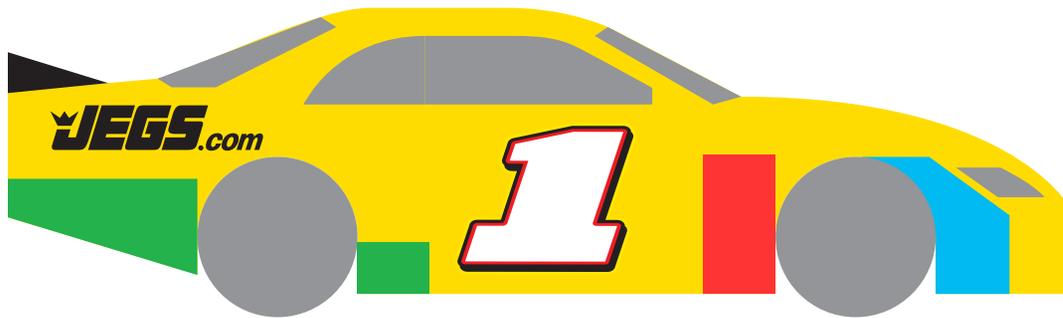
35 - Catalog

36 - Web



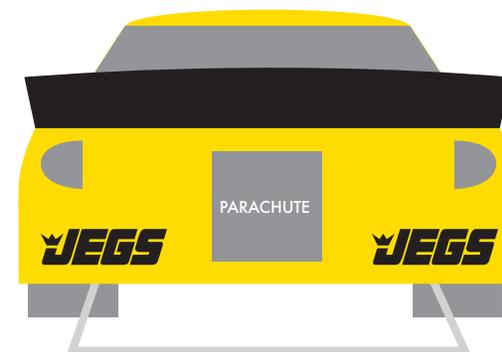
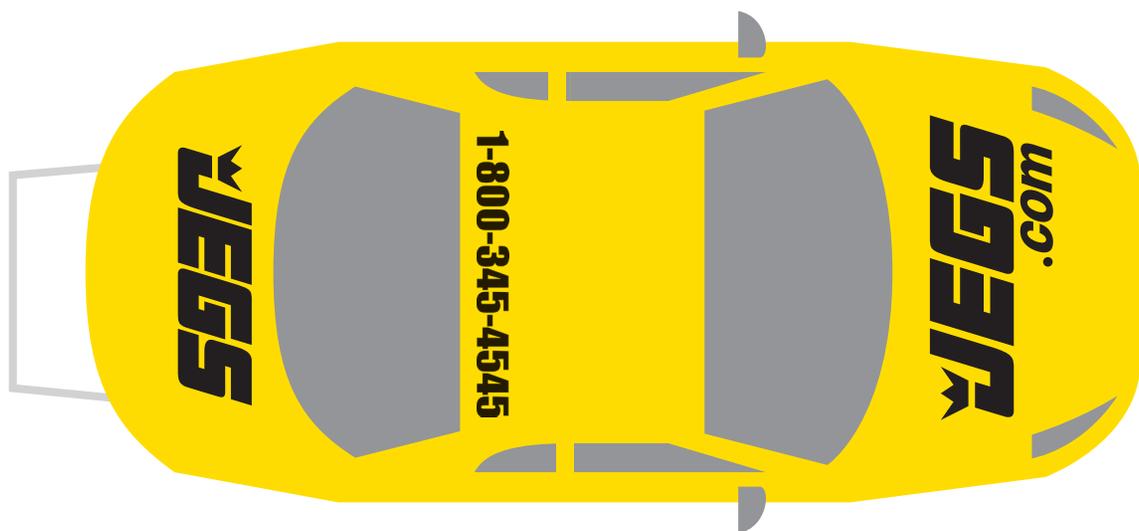
STOCK CAR/CIRCLE TRACK APPLICATION

- Associate sponsor logos
- Contingency sponsor logos
- Track Tested logos
- PMS 109 C



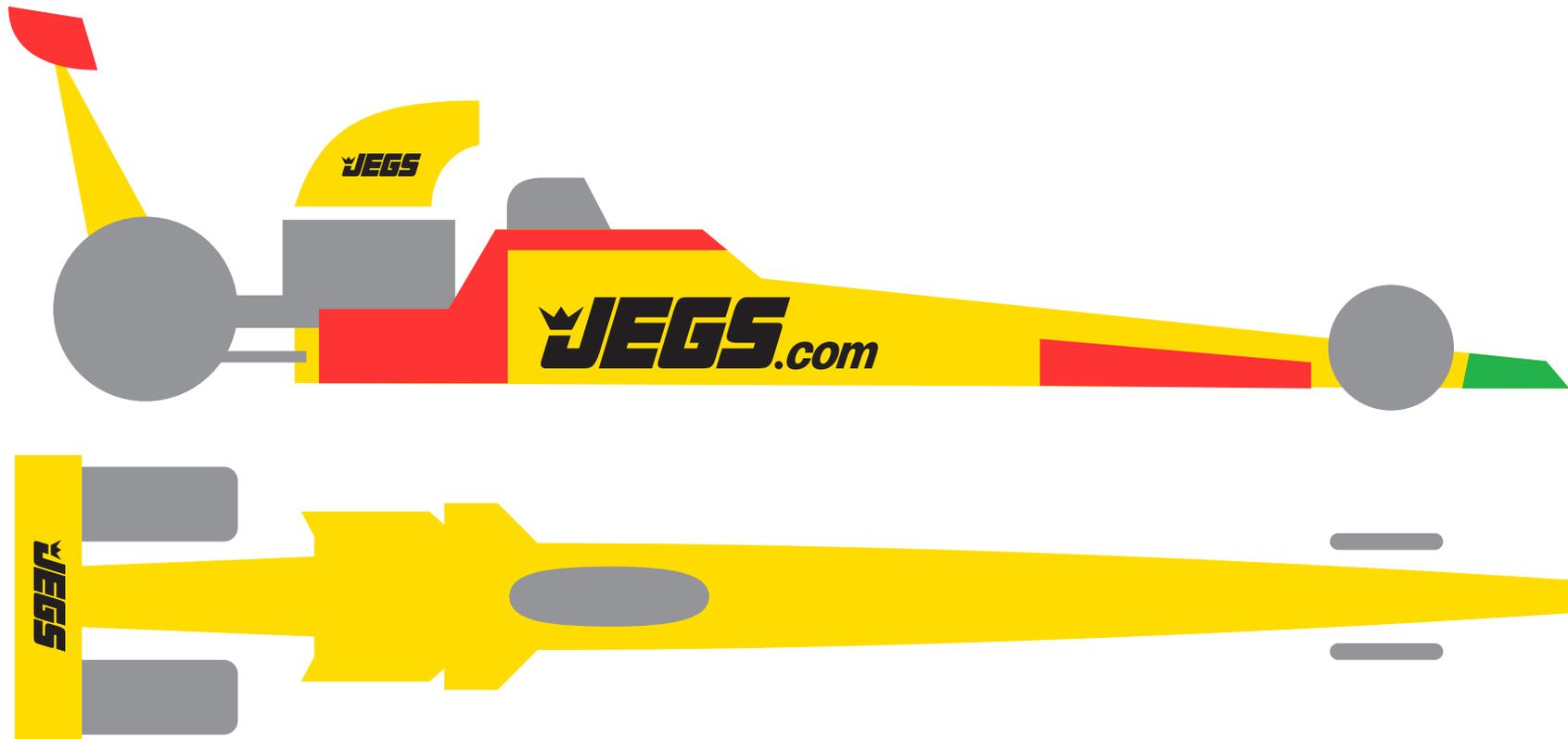
DRAG RACING DOOR CAR APPLICATION

- Associate sponsor logos
- Major sponsor logos
- Track Tested logos
- PMS 109 C



DRAGSTER APPLICATION

- Associate sponsor logos
- Track Tested logos
- PMS 109 C



APPAREL & MERCHANDISING



Basic rules for apparel:

- Use PMS 109 C.
- Place JEGS power logo in center of chest.
- Place JEGS power logo on sleeves or pantlegs.
- Place secondary logos on upper chest.
- Place JEGS.com logo on back/waistband.



ENVIRONMENTAL

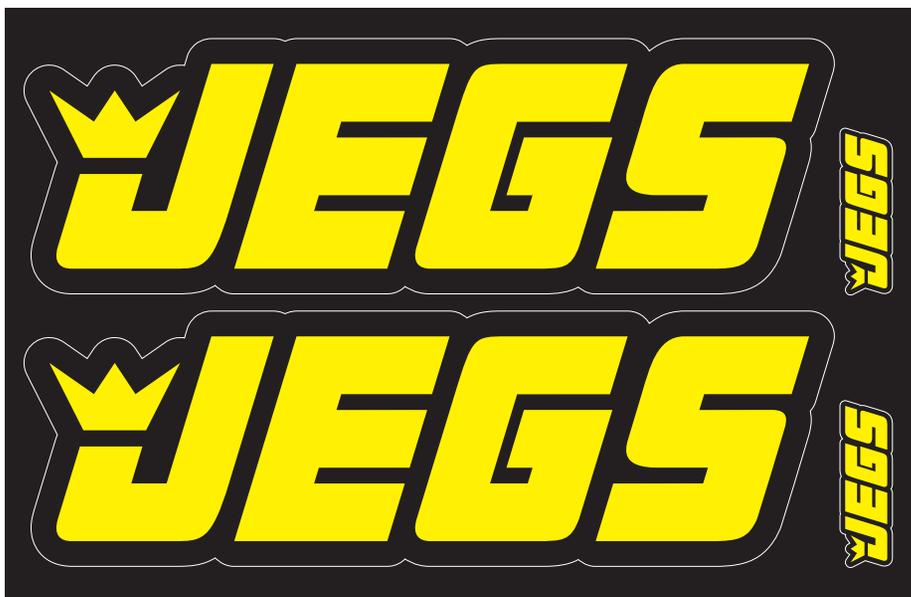


Basic rules for signage:

- Use PMS 109 C for yellow.
- Use JEGS power logo.
- Place 800 number and JEGS.com logo on bottom of sign.
- Use a consistent border around graphics.



COLLATERAL



Bend & Peel Decals

Basic rules for collateral:

- Use process yellow.
- Use JEGS power logo.
- Treat logo cleanly.



Spiral Journal - Yellow



Spiral Journal - Black

PACKAGING

Box application:

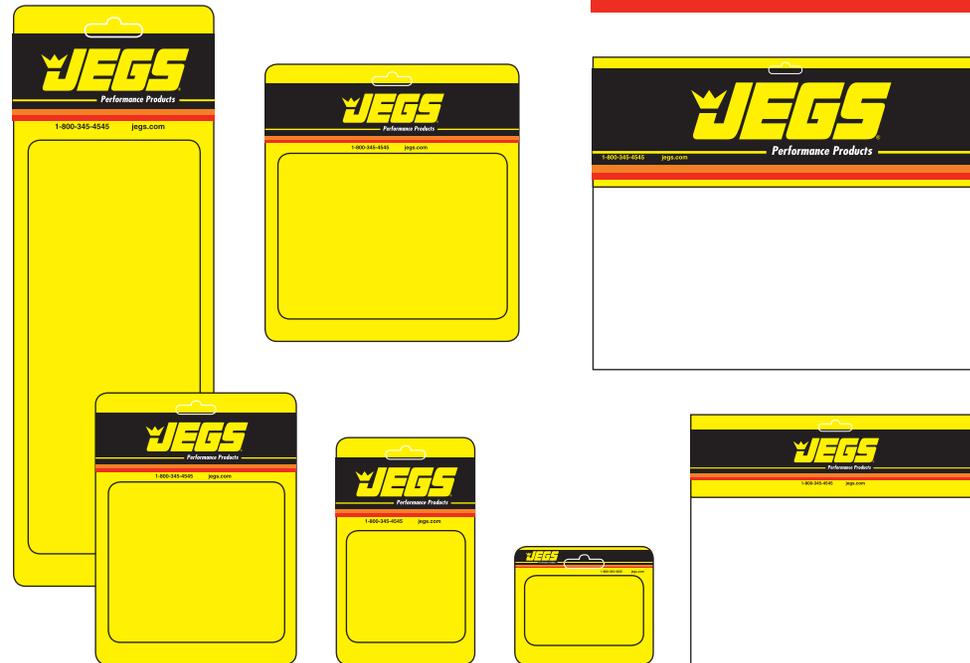
- Use main JEGS logo.
- Center on panel, oriented to long edge of box.



Merchandise application:

- Use JEGS power logo.
- Use process yellow, process black, CMYK JEGS Orange, and CMYK JEGS Red.

JEGS Process Yellow	JEGS Process Black
PMS 158 C	C-00 M-61 Y-97 K-00
PMS 485 C	C-00 M-95 Y-100 K-00



WEB

JEGS.COM

TEAMJEGS.COM