



**BRAND STANDARDS  
& GUIDELINES**



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## ABOUT ACE RENT A CAR

ACE Rent A Car was founded in 1966 by Robert Sorenson. He began by owning and operating two car washes in Indianapolis, Indiana, eventually adding 10 Volkswagens to meet the needs of local renters. The car rental business grew organically under the brand name Airways Rent a Car. Sorenson expanded the car rental business to the Indianapolis International Airport, under the (now defunct) franchise system American International.

By 1986, the operation had grown to several locations throughout Indiana and Chicago. At this time, Sorenson left the American International system and formed the ACE Rent A Car chain, although keeping the original red, white, and blue logo colors. Through ACE Rent A Car, the company was able to be represented on the Global Distribution Systems (GDS). ACE quickly became a leading adaptor of GDS technology and launched its affiliate system in the same year.

As of 2018, the ACE Rent A Car chain has more than 350 affiliated locations in over 40 countries around the globe, with its company headquarters located in downtown Indianapolis, Indiana.

# LOGO USAGE

Example:



Colors:

CMYK



0% Cyan  
90% Magenta  
75% Yellow  
6% Black



100% Cyan  
59% Magenta  
0% Yellow  
0% Black

RGB



R: 225  
G: 60  
B: 64  
(E13C40)



R: 0  
G: 103  
B: 180  
(0067B4)

Pantone



1797C

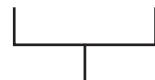


300C

# LOGO SIZING



1/2 Width of  
Symbol "X"



**Print  
Minimum Size:**  
.75" wide

# UNACCEPTABLE USES

The consistent and correct application of the ACE Rent a Car brandmark is essential. The examples on this page illustrate some of the unacceptable uses of the ACE Rent a Car brandmark.



Never use any other process colors other than the ones specified



Never tilt or angle the brandmark



Never skew the brandmark



Never stretch the brandmark in any direction



Never change the brandmark to outlines



Never use drop shadows behind the brandmark



Never place the brandmark on a visually distracting background



Never use the brandmark as a watermark or faded transparency



Never condense the brandmark

# CONTACT INFORMATION LAYOUTS

Name: First Name Last Name

Title: Must include reference to the affiliate location

## Acceptable Examples:

Manager ACE Rent A Car Orlando

Manager ACE Orlando

Manager | ACE Rent A Car Orlando

Manager | Orlando

## Unacceptable Examples:

Manager

Director of Sales

ACE Rent A Car Manager

# EMAIL ADDRESS FORMATS

**Any appropriate email domain is acceptable, for example:**

employee@aceorlando.com

employee@aceracorlando.com

employee@orlandorac.com

employee@orlandocarrental.com

## STAFF ATTIRE

### Types of Items Allowed:

- Polo shirts
- Fleece Jackets
- Business casual wear
- Mesh cap
- Iron on Patches
- Logo size (2.25") embroidered



**Model 1: Attire must have no logo or ACE logo only**

**Model 2 & 3: Attire must have no logo, ACE logo or all company logos.**

## PHONE GREETINGS

### Proper Phone Greetings:

- “Thank you for calling ACE Rent A Car, this is Charles. How may I help you?”
- “Thank you for calling ACE Rent A Car and (OPERATOR company name), this is Charles. How may I help you?”

## SOCIAL MEDIA

All social media accounts including, but not limited to, Twitter, Instagram, Facebook, Google Places, etc. are to be completely controlled and created by ACE Rent A Car Reservations Inc. corporate.



@acerentacar



@acerentacar



@acerentacar



@acerentacar

## BUSINESS CARDS





# RENTAL AGREEMENTS

Rental agreements must cite that OPERATOR is independently owned and operated.

“This car rental agency is an independently owned and operated business which accepts reservations through ACE Rent A Car Reservations, Inc. (“ACE”) and is licensed to use the ACE Trademarks. ACE has no liability for any acts of this car rental agency or for any injuries and/or damages arising from your use of this car rental agency.”

# RENTAL JACKETS



# PROMOTIONAL ITEMS

**ACE branding & promotional items can be purchased from:**

[ace.visiondoesit.com](http://ace.visiondoesit.com)



Any items not purchased from the ACE ordering site but using any variation of the ACE logo, must be provided to ACE at least thirty (30) days prior to first use for approval.

# COURTESY VAN BRANDING

ACE branding will be displayed at a dimension of no less than twenty-four (24) inches by twelve (12) inches on no less than three sides of each courtesy van or vehicle.

Business Model will be agreed upon at the time of the contract signing.



# EXTERIOR OF PLACE OF BUSINESS BRANDING

ACE branding will be displayed at a dimension of no less than forty-eight (48) inches by thirty (30) inches on no less than half of the allowable monument, building, pole, or window signage.

## Model 1 Example:

OPERATOR is branded only as ACE and lists online inventory only under the ACE brand through the ACE Display Network. The location may not control or possess any interest in any entity, irrespective of location, which operates under any brand other than the ACE or OPERATOR brand.



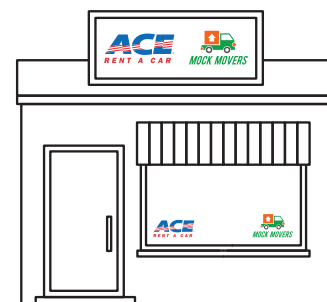
## Model 2 Example:

OPERATOR is branded as ACE, listing only inventory under the ACE brand through the ACE Display Network and, subject to prior approval from ACE, a brand wholly owned and/or operated by OPERATOR which lists online inventory under the approved brand on Booking Channels owned in whole by OPERATOR.



## Model 3 Example:

OPERATOR is branded as ACE, listing online inventory under the ACE brand through the ACE Display Network and, subject to prior approval from ACE, a brand wholly owned and/or operated by OPERATOR which lists online inventory under the approved brand on Booking Channels not owned in whole by OPERATOR.

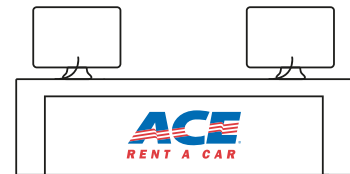


# INTERIOR OF PLACE OF BUSINESS BRANDING

ACE branding will be displayed at a dimension of no less than eighteen (18) inches by twenty-four (24) inches, which is visible to customers from the counter.

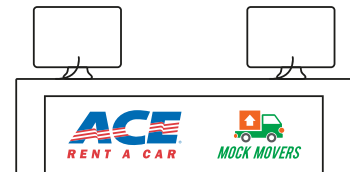
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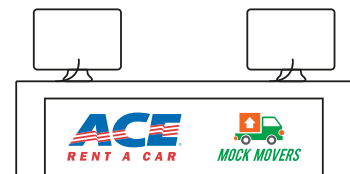
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## Model 3 Example:

OPERATOR is branded as ACE, listing online inventory under the ACE brand through the ACE Display Network and, subject to prior approval from ACE, a brand wholly owned and/or operated by OPERATOR which lists online inventory under the approved brand on Booking Channels not owned in whole by OPERATOR.



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**Owner**

