



COLLISION INDUSTRY

C O N F E R E N C E



Marketing Committee

Presented by:
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CIC As A Brand



- **Established History**
- **Earned Reputation**
- **Verified Value With Extensive Contributions To the Collision Repair Industry**
- **Serves as Industry Compass**

Existing Guidelines



- No Formalized Media Policy
- General Logo Usage
- No Formalized Branding Guidelines
- No Formalized Brand Positioning Strategy

The Work



- **Interviews With Corporate Media Executives**
- **Reviews of Branding and Media Guidelines Of Sponsor Companies (100+ pages per company)**
- **Extensive Discussions With Our Administrative Firm On Issues And Their Needs**



Branding Control



- **Formalized Brand Standard**
- **Formalized Usage Guidelines**
- **Formalized Display Guidelines**
- **Established Record Of Usage For Web Development Issues**



Media Messaging Guidelines



- **Ensure All Communications Match CIC Value and Mission Statement While Complying With Brand Positioning**
- **Create a Single Gate For Incoming And Outgoing Messaging**
- **Create Guidelines For Committee Communications Internal And External**

The Goal



- **Create Guidelines And Rules That Will Protect CIC**
- **Prevents Technology Changes From Effecting Misson**
- **Protects Brand From Special Interest**



AUDIENCE RESPONSE :



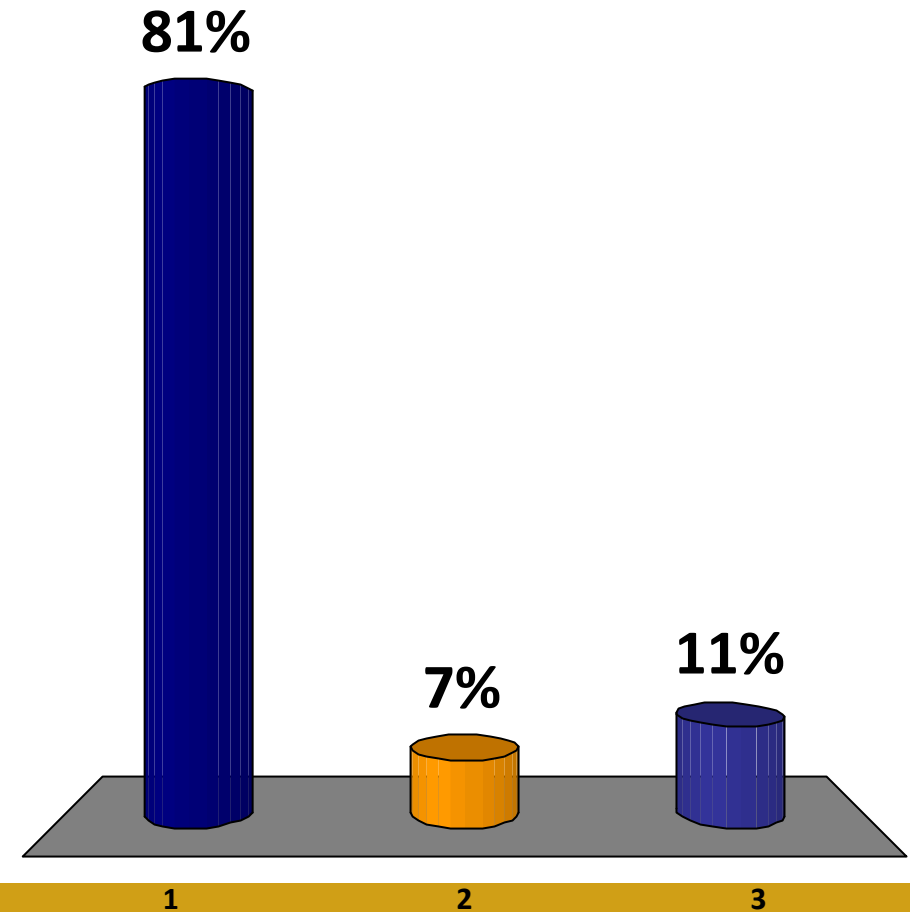
Should A Branding And Media Guide Be Created For CIC:

1. Yes
2. No
3. Abstain

Leave this area for
the response results

Should A Branding And Media Guide Be Created For CIC:

1. Yes
2. No
3. Abstain



If Approved



- **Present First Draft To The Body In August**
- **Post To Website For Review and Final Vote For SEMA Meeting**