



Announcing the new
Studebaker
UNIFORM
IDENTITY
PROGRAM





BEFORE...

Here is an actual photo of a Studebaker dealership in a middle-of-the-block location.

Now open the flap and see what has been done with this building—by applying the basic principles of Studebaker Uniform Identity...

OPEN FLAP

BICKELHAUPT

Studebaker



IDENTIFIES, BEAUTIFIES...GLAMORIZES...

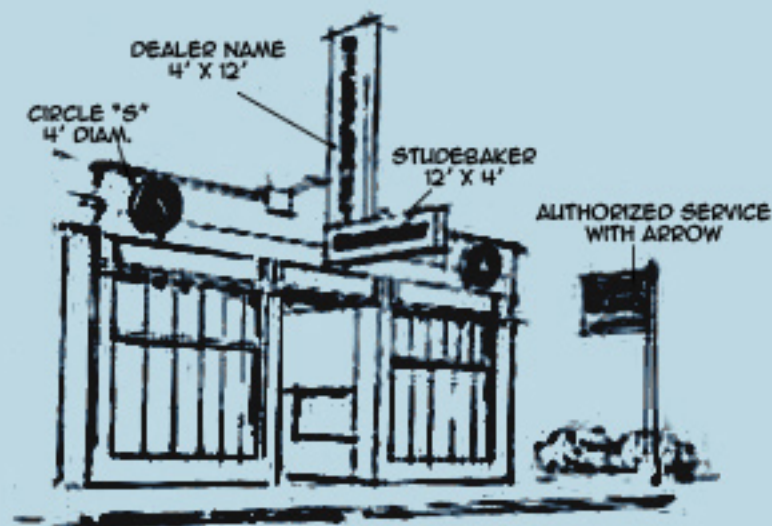
...REGARDLESS OF THE SIZE OR SHAPE OF YOUR DEALERSHIP!

No Studebaker dealership is too small or too modest to take advantage of this bold new concept in total identity.

Sizes and shapes of signs, as well as color combinations, have been specifically designed to meet the many different dealership sizes, sites

and other such variables.

Compare the before and after pictures of this dealership. Look at the eye-appeal, buy-appeal, programmed in the powerful round-the-clock identification of both dealer and Studebaker!



Notice the use of Studebaker Uniform Identity White and Gray in the color styling. The color break lines take advantage of the natural separation line above the showroom window and runs straight across the entire front. Studebaker Uniform Identity White is above this line—Gray below it. This scheme enhances the appearance of the building, focuses attention on signs and showroom.

New Uniform Identity signs on the building face include a 12-ft. vertical double-face Dealer Name sign; 8-ft. horizontal double-face Studebaker sign; and a 4-ft. diameter or single-face Circle "S" sign—all illuminated. A 4 x 6-ft. illuminated Service sign, on pole, directs traffic to the service entrance at the side of the building.



BEFORE...

Here is a Studebaker dealership situated in a corner location.

Again, lift the flap and see the change that has taken place...a dramatic example of Uniform Identity at work...

OPEN FLAP



STEENERSON

Studebaker

STEENERSON MOTOR CO.



UNIFORM IDENTITY...

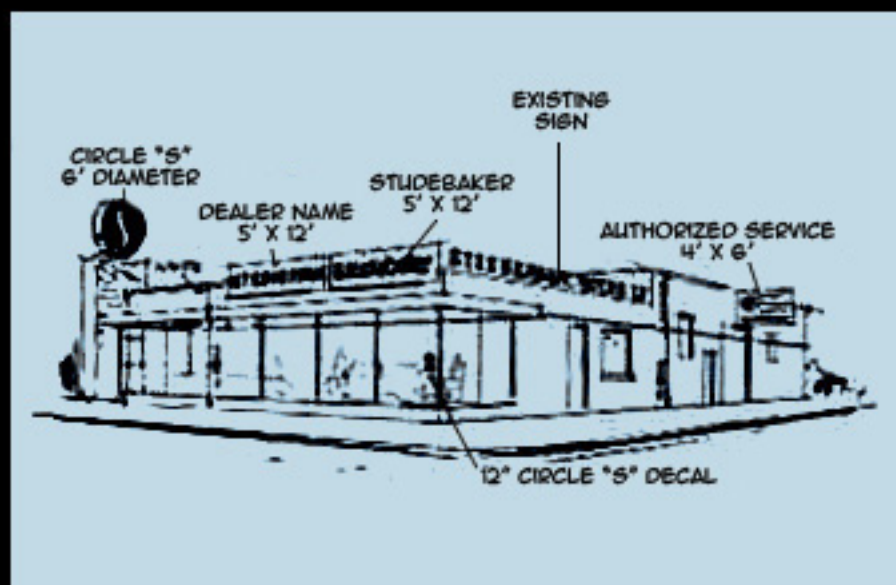
OUTSTANDING NIGHT AND DAY!

...elevates your dealership to a uniformly higher level of buy-appeal whatever your location!

See the transformation that has taken place in this corner dealership. Proper planning and standardization of your display and identification is the most important, long-term investment

you can make. This dealer is now in a position to tie the full weight of Studebaker national advertising to his own.

Look at the impact Uniform Identity has given to this building—both day and night.



Clean, attractive, uncluttered! See how the Uniform Identity color-break line wraps completely around the building in a straight line. The primary Uniform Identity signs not only increase the impact of this corner dealership, but also blend with the Dealer Name sign retained.

New signs include a double-face, Circle "S" sign atop the pylon; Dealer Name and Studebaker signs; and double-face Authorized Service sign with arrow.



BEFORE...

Here is another typical dealership, this one in a separate building located on a highway.

Once more, open the flap and see the striking change Uniform Identity has made—in the appearance as well as in the character of the building...

OPEN FLAP



studebaker CARS & TRUCKS

BROOK MOTORS



Studebaker



UNIFORM IDENTITY...

VITAL TO YOUR SUCCESS IN TODAY'S BATTLE FOR THE AUTOMOTIVE DOLLAR!

To succeed in the automotive business today, your building must do a superlative job of identifying you . . . identifying your products . . . displaying your products . . . attracting customers.

See how the new Studebaker Uniform Identity Program has solved the problem of capturing attention for this dealership in an outlying area—under today's hi-speed highway traffic conditions.



The illuminated 8-ft. Circle "S" pylon sign at the highway can be seen for nearly a mile, in either direction! Note the powerful all-around identification: the combination of Dealer Name, Circle "S" and Studebaker sign in front; the painted Studebaker Cars & Trucks sign—used on both sides of the building; the high-visibility location of the Authorized Service sign. (Check visibility chart on page 14, for distances at which these signs can be read.)

See how the color-break carries cleanly, in a straight, horizontal line, all around the building.

The New Circle "S"

KEYSTONE OF THE UNIFORM
IDENTITY PROGRAM FOR
DEALERS EVERYWHERE!

Now—wherever they go, wherever they look—
your customers will see the same, familiar Stude-
baker symbols and colors. The brilliant, colorful
new Circle "S", in red, white and blue, is the basic
ingredient in Uniform Identity. Here is the starting
point, the key element, in your ads, logotypes,
promotional materials and signing program.



Studebaker

ANDERSON MOTOR CO.



THERE ARE FOUR BASIC UNIFORM IDENTITY FACES:

1. The new Circle "S".
2. The new Studebaker emblem sign.
3. The Dealer Name or option copy sign.
4. The Authorized Studebaker Service sign—with or without arrow.



The versatile new Circle "S" signs are available in 4, 6, and 8-ft. diameter—single or double-face, framed and embossed, with internal high output fluorescent illumination. They can be wall mounted, installed on most arms or end irons, or pole mounted (see catalog).

They are also available in porcelain, in 4 and 6-ft. diameters for secondary lighting.

Shown here is two of the many ways in which the Circle "S" combines with Dealer Name and Studebaker signs.

With their large range of sizes, single or double-face construction, universal mount design, these signs are adaptable to virtually every dealership type, size and location.

The horizontal Studebaker and Dealer Name signs are available in 8, 12 and 16-ft. sizes. Vertical Dealer Name signs are also available in 8 and 12-ft. sizes.

The big new Studebaker Authorized Service signs—with Circle "S" and Studebaker embossed—sell your Service Department night and day. Available in 3 x 6-ft.—and 4 x 6-ft. size with reversible arrow. Also available in porcelain (see catalog).

Because of Studebaker's volume purchase agreement, you can buy this quality identification at a great savings, compared to its cost if purchased locally.



THE NEW Studebaker UNIFORM IDENTITY PROGRAM

Doubles your identity impact!

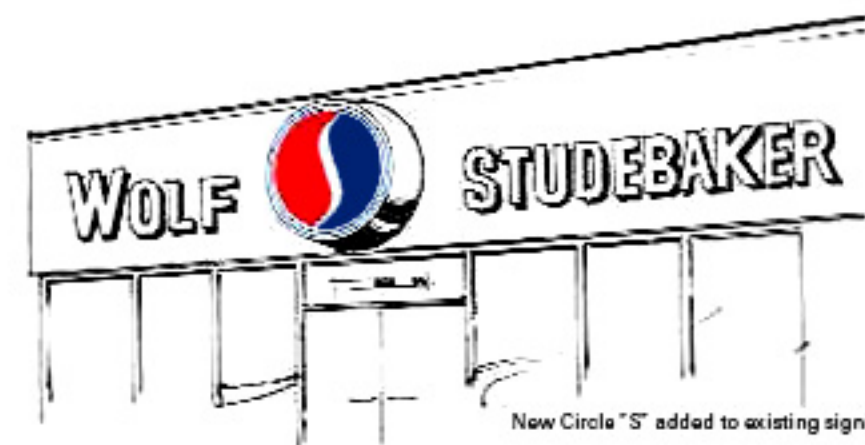
1,000's of feet	0	1	2	3	4	5
CIRCLE "S"						
4" Diameter			2,400			
6" Diameter				3,400		
8" Diameter					4,800	
STUDEBAKER						
2' 6" x 8"	600 (12" letters)					
3' 3" x 12"	975 (19.5" letters)					
5' x 18"	1300 (20" letters)					
DEALER NAME						
2' x 8" x 8"						
one line	550 (11" letters)					
second line	350 (12" letters)					
3' x 3" x 12"						
one line	900 (11" letters)					
second line	600 (12" letters)					
5' x 18"						
one line	1250 (7.5" letters)					
second line	850 (17" letters)					
AUTH. SERVICE						
face design	1200					

Many factors influence the success or failure of a dealer identity program . . . sizes of signs, lettering, colors, illumination, location. All of these factors have been carefully evaluated and researched. The result is the most modern and effective signing ever offered to Studebaker dealers.

Flexible

IT WORKS WITH YOUR EXISTING SIGNS AND DISPLAYS

One of the outstanding features of the new Studebaker Uniform Identity Program is its all-around versatility—for both single and dual dealerships. Far from obsoleting your present signing and identification program, it skillfully blends . . . complements . . . more fully exploits!



New Circle "S" added to existing signing



Studebaker and Mercedes-Benz dual dealership

USE THESE GUIDES FOR PAINTED SIGNS

The three elements to the right—Circle "S", Studebaker logotype and lettering alphabet—should be used as a guide for locally painted signs.

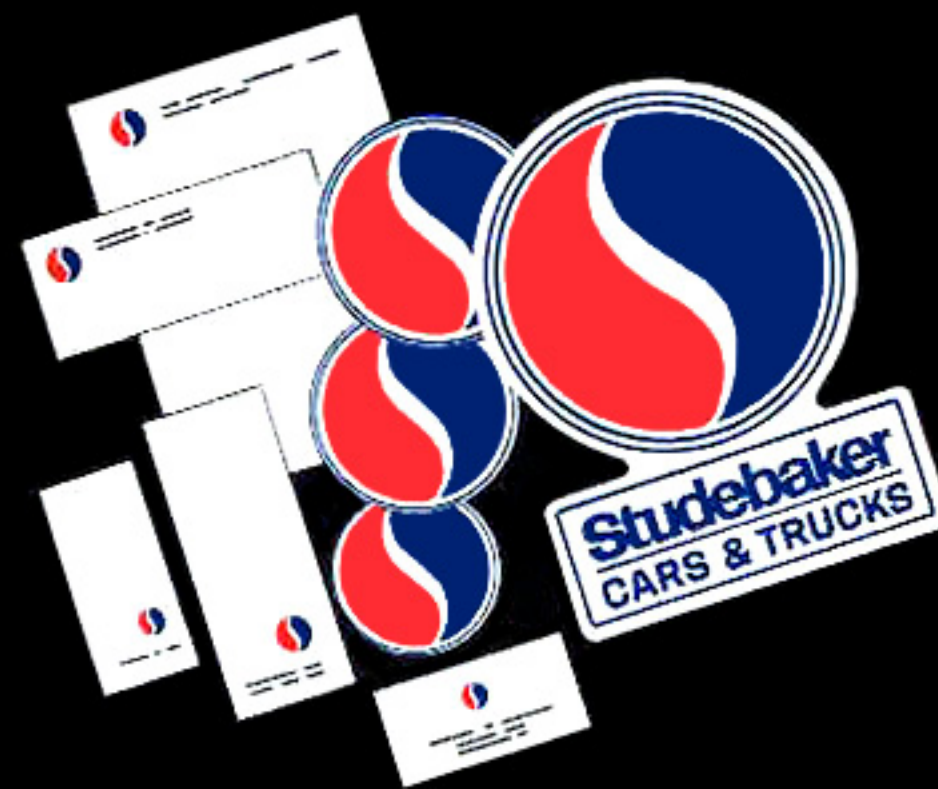
In painting the Circle "S", it is important to establish the true vertical position of the "S", as shown.

The lettering alphabet has been selected for its boldness, legibility and illumination characteristics.

Use Studebaker Uniform Identity Red and Blue acrylic bulletin colors, as shown in the Uniform Identity color chart.



INCLUDES YOUR STATIONERY, DECALS, ADVERTISING, PROMOTION...



Put Uniform Identity to work in all your Merchandising activities. Start with business cards and stationery. Include Uniform Identity symbols and colors in your local promotions and advertising. Use the new Uniform Identity decals generously throughout your dealership. See your Advertising/Promotion Planner or Studebaker representative for availability of Uniform Identity decals and related materials.

Each impression you turn out adds to the total other Studebaker dealers turn out . . . plus all the impressions that Studebaker pours out. You cash in on the cumulative effect.

Studebaker
UNIFORM

IDENTITY
PROGRAM