



SEAT UK corporate identity.

Local marketing.

July 2019. Version 3.



Introduction.

We're proud of our innovative and creative Barcelona mindset at SEAT; it sets us apart from the crowd.

You'll see that pride reflected in the new SEAT UK corporate identity (CI). CI is made up of tone of voice, logo, colours, typography, imagery and infographic style. Here, we consider how each of these elements can best complement our brand across every touchpoint.

All thinking is based around our new brand vision which focuses on 'effortless solutions', with everything we do designed to make life easier for our consumers.

Adhering to these guidelines is really important in building a consistent and strong brand message, and is essential in ensuring your local activity has maximum impact.

All of your marketing materials should be compliant with SEAT CI.



An aerial photograph of a city grid, likely Barcelona, taken at sunset. The image is bathed in a warm, orange-gold light. The grid pattern of buildings and streets is clearly visible, with a prominent cathedral (likely Sagrada Família) in the center. The sky is a deep orange, and the overall mood is serene and dramatic.

SEAT and CUPRA.

SEAT and CUPRA have their own distinct communications CI. It is really important that SEAT and CUPRA messaging is never mixed in any marketing materials.

The only exception to this is with social media. To help reduce the administration of these channels, you can dual brand your accounts to represent both SEAT and CUPRA.

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01 Communication.



06 Tone of voice

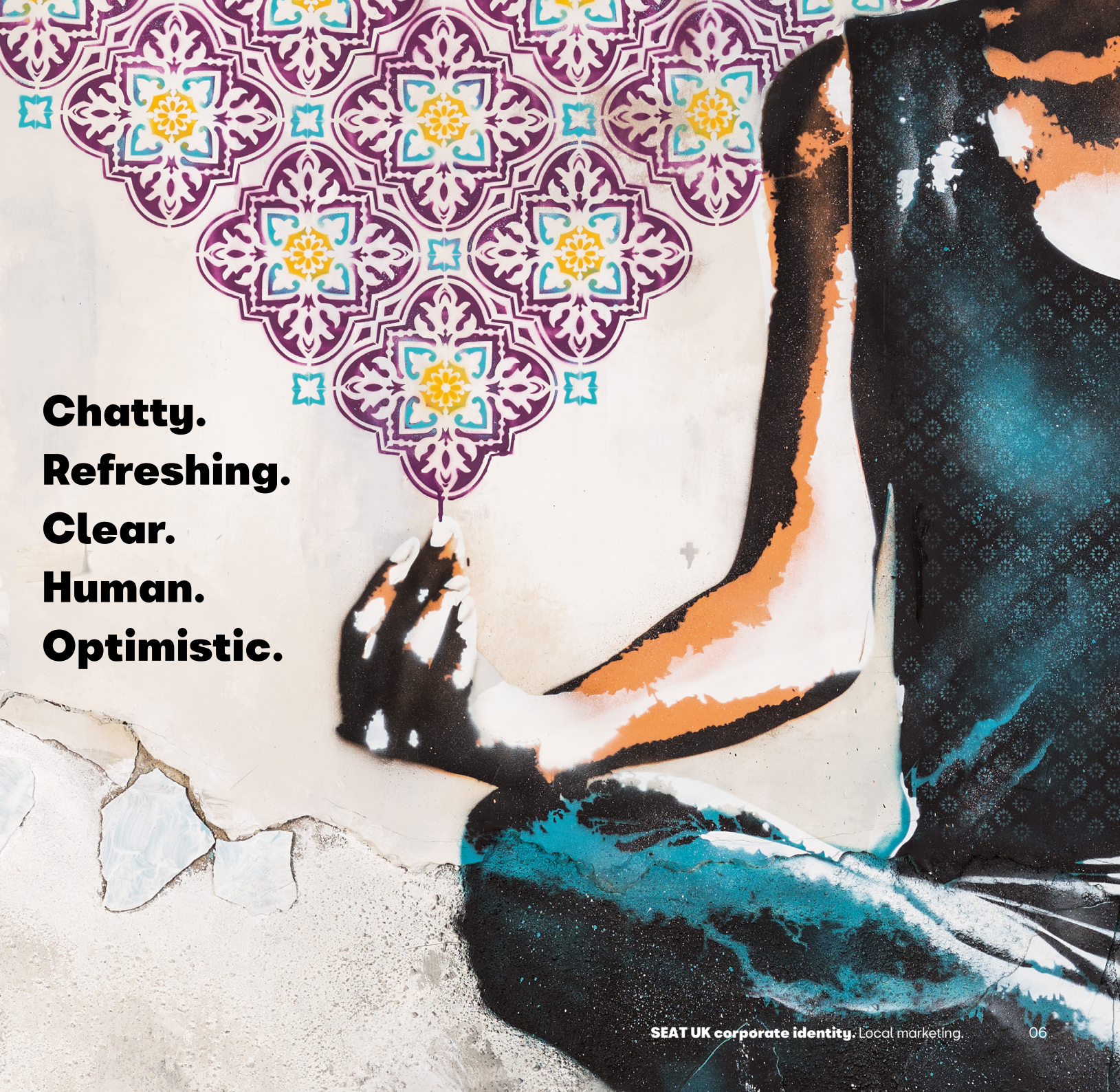
08 Messaging

Tone of voice.

As brands like ours enter into a spontaneous daily dialogue with customers through social media and content marketing, there's a need for a consistent tone of voice across all the different platforms.

At SEAT, we don't talk like other car brands. We don't do hard sell; we don't use complex language; we don't sound corporate.

We speak like we're chatting with a friend; informal, simple and human. Above all, we're optimistic; maybe it's all that Barcelona sunshine that gives our words such positive energy.



Chatty.
Refreshing.
Clear.
Human.
Optimistic.

Tone of voice.

When communicating with customers, **think more Barcelona than Benidorm**. Think stylish, vibrant and modern.

Here are four key do's and don'ts to help you put this theory into practice.

Please do.

- Write and speak like people do in everyday life.
- Be confident and friendly.
- Anticipate concerns and questions, then answer them before they're raised.
- Create uplifting and motivating calls to action.

Please don't.

- Tell people what to do or think.
- Make things unnecessarily complicated.
- Use the old car manufacturer clichés.
- Mistake being aggressive or disrespectful for being streetwise.

Messaging.

A consumer can be exposed to over a hundred advertising messages a day.

It's important that all your communications cut through the advertising white noise and all messages are clear and concise.

Remember, the more messages you have, the more T's & C's you will need and the more crowded your ad will become.

For digital display materials, only one message per asset should be applied.

For email, we suggest no more than three messages per communication.

Print rules should be considered based on the size of the media. For example, a quarter page press ad should only include one message. A half page press ad can comfortably fit two messages. A multi-paged leaflet can have more.

Please don't.



The Ibiza SE Technology.

With £1,500 towards your deposit*.
6.2% APR Representative.

One year's free insurance
for over 18's*.

£1,000 off on top of
existing offers*.



Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

This Dealer is a broker and not a lender and can introduce you to a limited number of lenders, who may pay for introducing you to them. *At the end of the agreement there are three options: i) pay the optional final payment and own the vehicle; ii) return the vehicle; subject to excess mileage and fair wear and tear, charges may apply; or iii) replace; part exchange the vehicle. With Solutions PCP. 18's+. Subject to availability and status. T&Cs and exclusions apply. Applies to new orders from 04/04/2018 - 02/07/2018 and registered by 31/08/2018. Indemnities may be required. Not available in conjunction with any other offer and may be varied or withdrawn at any time. Accurate at time of print 04/2018. Freepost SEAT Financial Services. **Payable with optional final payment. *One year's insurance included at no extra cost from SEAT Insurance is available on Ibiza models ordered 04/04/2018 - 02/07/2018 and registered by 31/08/2018 for drivers aged 18-80. Drivers aged 18-24 are required to share their driving style data with a telematics product. Other eligibility criteria apply. Go to www.insurewithseat.co.uk/ibiza for full terms and conditions. This offer may be extended, changed or removed at any point. SEAT Motor Insurance from SEAT Financial Services is arranged and administered by Carrot Risk Technologies Limited. UK residents age 18+. Subject to availability. Participants must register with their details to receive voucher code. Voucher downloaded from www.seat.co.uk. Retail sales only. Voucher may be redeemed against the on the road price of a new SEAT vehicle at participating UK Dealers. Applies to new orders from 01/05/2018 - 31/05/2018. Leon models registered 01/05/2018 - 31/08/2018, all other models registered 01/05/2018 - 31/12/2018. Voucher must be presented to Dealer at time of order. Not available in conjunction with the £500 Test Drive voucher. One voucher per order. Contact your Dealer for further details, including details of if and how the offer may be combined with other offers. This offer may be varied or withdrawn at any time. Official fuel consumption for the Ibiza SE Technology: 1.0 MPI 75PS in mpg (litres per 100km): urban 47.1 (6.0); extra-urban 65.7 (4.3); combined 57.6 (4.9). CO₂ emissions 112 g/km. Fuel consumption and CO₂ emissions figures are obtained under standardised EU test conditions (or, in cases of vehicles with WLTP type approval, are the NEDC figures provided pursuant to Government guidance until further notice). These figures facilitate direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. Choice of wheels and other options may affect fuel consumption and emissions data.

Please do.



The Ibiza SE Technology.

With one year's free
insurance for over 18's*.

Available at
Dealer Name now.



Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

This Dealer is a broker and not a lender and can introduce you to a limited number of lenders, who may pay for introducing you to them. Accurate at time of print 04/2018. *One year's insurance included at no extra cost from SEAT Insurance is available on Ibiza models ordered 04/04/2018 - 02/07/2018 and registered by 31/08/2018 for drivers aged 18-80. Drivers aged 18-24 are required to share their driving style data with a telematics product. Other eligibility criteria apply. Go to www.insurewithseat.co.uk/ibiza for full terms and conditions. This offer may be extended, changed or removed at any point. SEAT Motor Insurance from SEAT Financial Services is arranged and administered by Carrot Risk Technologies Limited. Official fuel consumption for the Ibiza SE Technology: 1.0 MPI 75PS in mpg (litres per 100km): urban 47.1 (6.0); extra-urban 65.7 (4.3); combined 57.6 (4.9). CO₂ emissions 112 g/km. Fuel consumption and CO₂ emissions figures are obtained under standardised EU test conditions (or, in cases of vehicles with WLTP type approval, are the NEDC figures provided pursuant to Government guidance until further notice). These figures facilitate direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. Choice of wheels and other options may affect fuel consumption and emissions data.



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Logo.

The SEAT logo is the single most important element of our CI. Bold and spirited, it's us in a nutshell. It's vital that our logo is always consistently presented. It should appear on all communications, with the exception of web banners that are hosted on a Dealers' own website.

The logo must not be modified in any way, including: colour changes, opacity, warping or distorting, obscuring by imagery.

The vertical logo should be used as the primary logo and applied where possible.

The horizontal, secondary logo should only be used when the shape of the primary logo is unsuitable for a particular piece of communication.

The logo should only be used in black or white, with the preference depending on the legibility.

Primary logo (vertical).



Secondary logo (horizontal).



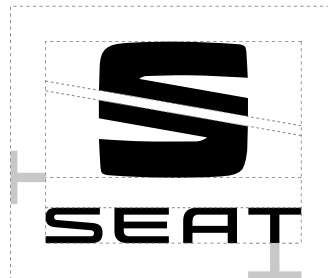
Logo.

We should always respect our brand's visibility through its clear space. This is defined by taking the 'T' of our logo and using it to create a standardised clear space around it.

This amount of clear space is designed to protect the logo from typography, images or any other graphic elements appearing too close to it.

The protection area for the primary logo (vertical) is the height of the 'T' in the logo. This logo can be reduced to the minimum width size of 6mm.

Primary logo (vertical).



The protection area for the secondary logo (horizontal) is the width of half the 'T' in the logo. This logo can be reduced to the minimum width size of 12mm.

Secondary logo (horizontal).



Typography.

In the spirit of innovation, we have developed a new, unique font designed for digital and print use. SEAT Bcn is a geometric, sans-serif font particularly suited to bold weights. Our typography is typically used in black, but it can also be used in white over a dark colour block. Copy should never appear on imagery, and always appear in sentence case.

Important: The orange font is not to be used in any marketing communications. Please note that Arial is used throughout email communications.

SEAT Bcn can be downloaded for free from **SEAT**studio.

SEAT Bcn

Light

Regular

Condensed

Bold

Condensed Bold

Black

01 Street wise **Easy. Refreshing.**
SEATbuscaNombre
Bold. Sunrider Spirit.
Barcelona. Human.
Wanna connect? **Yes?**
Determined. Clear.
Creative **Mindset**
Personalised 12345678
Chatty. Optimistic.

Colour.

We are the brand created in Barcelona, with a Sunrider Spirit. The Sunrider Spirit represents the life and character of our city's vibrancy.

Coming from Barcelona, it's only natural that colour is at the heart of our brand.



Corporate colours.

Inspired by our Sunrider Spirit, SEAT orange is the primary colour on all corporate communications, and should be used on all marketing materials that are not directly promoting a product from the SEAT range.

The SEAT grey should be used as a secondary colour on materials to help soften the vibrancy created by the primary SEAT orange colour. It should also be applied as the primary colour to communications that host multiple images.

SEAT orange.

Pantone 166 C
0/74/95/0
234/93/26

Warm grey.

Pantone Warm Grey 2
15/13/16/0
222/218/212

Product colour palette.

So, how did we arrive at the 24 striking shades in our palette? Simple.

We thought about a typical day in Barcelona, and all the colours that make the historic streets, the sun-kissed beaches and the legendary architecture so memorable and distinctive. Then we picked the 24 most beautiful of these to represent our brand; one for every hour of the day.

Pantone 179 C
0/87/85/0
230/58/43

Pantone 129 CP
0/11/78/0
255/222/74

Pantone 5215 CP
31/45/20/3
183/147/169

Pantone 7431 CP
19/60/16/0
207/127/161

Pantone 178 C
0/70/58/0
236/107/95

Pantone 1225 CP
0/25/79/0
252/196/70

Pantone 5225 CP
20/31/13/0
209/184/199

Pantone Warm Grey 6
37/34/36/14
150/148/142

Pantone 486 CP
0/55/50/0
241/140/118

Pantone 380 C
22/0/81/0
216/220/72

Pantone 346 CP
53/0/51/0
132/196/151

Pantone Warm Grey 2
15/13/16/0
222/218/212

Pantone 151 CP
0/60/99/0
238/125/5

Pantone 3262 CP
76/0/38/0
0/175/172

Pantone 358 CP
34/0/42/0
183/216/170

Pantone 5575 CP
43/16/33/2
159/185/174

Pantone 1495 CP
0/46/77/0
224/157/69

Pantone 3248 CP
48/0/22/0
142/206/207

Pantone 480 CP
16/33/36/4
212/175/156

Pantone 4535 CP
16/14/40/1
222/209/167

Pantone 1485 CP
0/34/58/0
248/184/116

Pantone 284 CP
59/18/0/0
107/174/224

Pantone 482 CP
10/20/24/0
232/208/193

Pantone 550 CP
46/13/12/0
149/192/214

Imagery.

All customer facing communications should only feature product-led hero imagery.

Studio and cut-out imagery should no longer be used.

Our images capture the sunrider spirit. Backlight and lense flares may be used to reinforce this effect.

The lighting is natural, light and warm. Overall, our images feel like spontaneous snapshots from real life.

Product-led hero imagery.



Studio and cut-out imagery.

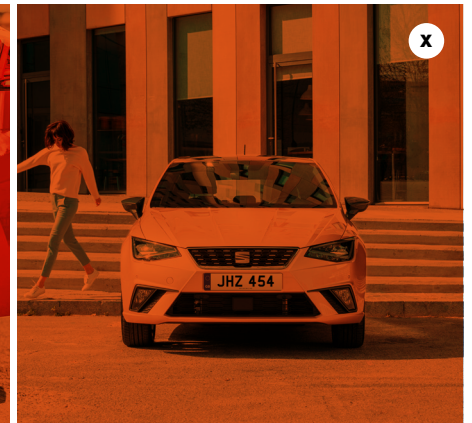
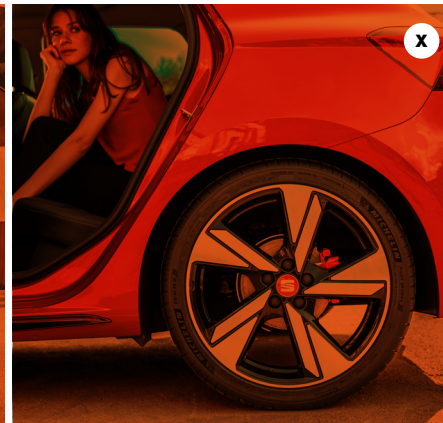
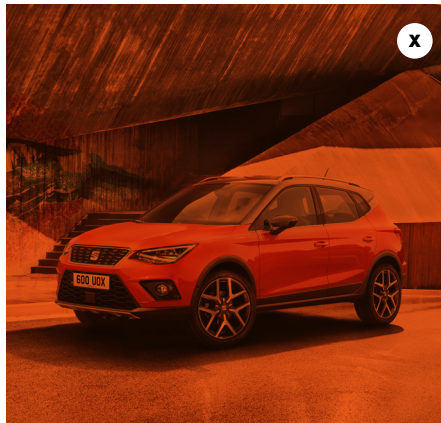
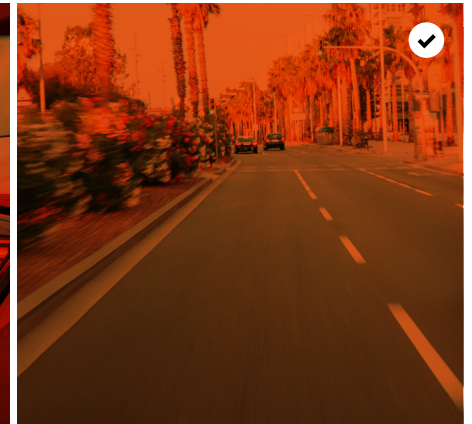
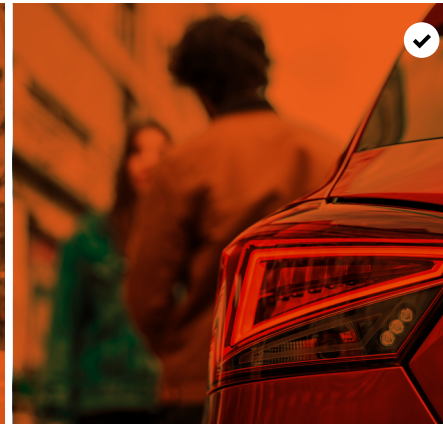


Imagery.

When producing a non-product communication, an orange wash can be applied to lifestyle imagery.

The orange wash should never be used on a product-led hero image or a lifestyle image featuring the SEAT logo.

Orange wash lifestyle imagery.



Colour matching.

The hero vehicle images within the library on **SEAT**studio now display a baseplate containing the colour from the palette that must be applied alongside that image.

So, how was this decided?

The colour has been assigned based primarily on the dominant colour displayed within the image. On images where a dominant colour is lacking or is too disruptive, they have been paired with a colour that is featured in the background, or is complementary to the look and feel of the image.

Colour is the heart of our brand, so the image library should be your first port of call when creating any new vehicle communications.

Any non-product communications featuring lifestyle imagery with the orange wash should always sit alongside Warm Grey 2.

If you cannot find an image on **SEAT**studio, please contact the **SEAT**studio team.



Pantone 151 CP
0/60/99/0
238/125/5



Pantone 358 CP
34/0/42/0
183/216/170



Pantone 284 CP
59/18/0/0
107/174/224



Pantone Warm Grey 2
15/13/16/0
222/218/212

Colour matching.

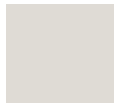
There are some exceptions to this ruling.



Pantone 5575 CP
is only to be used for
Aftersales assets.



Pantone 166 C
is to be used for Fleet and
SEAT FOR BUSINESS assets.



Pantone Warm Grey 2
should be used as the
primary colour within a
communication when
images have equal
hierarchy, to avoid any
image and colour clashes.
It can also be used as a
secondary colour alongside
the corporate colour and
the assigned colour of the
hero image.

No more than two colours should be
used on a single asset, other than email.

For a nationally driven campaign,
like a product launch or event, a steer
on the colour will be communicated
to you by SEAT UK.



Iconography.

SEAT icons combine solid line strokes with elegant rounded corners. The style is derived from the logo lettering and reflects the young spirit and vibrant energy of the brand.

They should only be used in black or white, matching the colour of the copy that they are sitting with.

Icons can be applied to leaflets, brochures and online to help create visual interest and grab the audiences attention. They should add value to a communication and shouldn't just be used for decoration.

No more than eight icons should be applied to a single page.

All icons are available to download from **SEAT**studio but should you need any new ones creating, please contact the **SEAT**studio team.

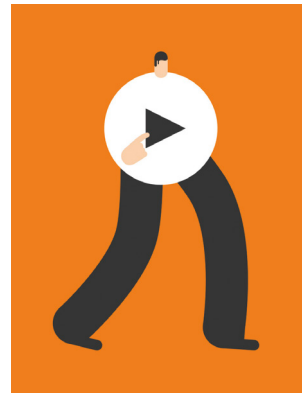


Campaign imagery.

Supporting imagery may be introduced for specific campaigns e.g. cartoons for Ibiza launch, graffiti for Arona launch. Events may have a campaign icon such as the sun clock and calendar.

Campaign imagery should be used during the specific campaigns set by SEAT UK only. During this time, if you wish to use them, get in touch with the **SEAT** studio team for advice on how they should be applied.

Ibiza launch campaign.



Arona launch campaign.



Daylight Saving Savings Event.
Q4 2017.



Fresh Start Savings Event.
Q1 2018.



CI checklist.

This checklist covers all the key CI elements. The **SEAT**studio team use this when checking Dealer materials for CI compliance.

You may wish to use this checklist when creating your own marketing material to help ensure it is compliant.

Design element	SEAT details	
Logo	Has the current SEAT logo been used?	<input type="checkbox"/>
	Is it in the right place?	<input type="checkbox"/>
	Is there enough clear space around it?	<input type="checkbox"/>
	Is it only either black or white?	<input type="checkbox"/>
	Is it the correct vertical/horizontal logo?	<input type="checkbox"/>
	Does it meet the minimum size criteria?	<input type="checkbox"/>
	Is it in proportion to the rest of the content?	<input type="checkbox"/>
Typography	Is it the SEAT Bcn font?	<input type="checkbox"/>
	Is all copy on the colour block?	<input type="checkbox"/>
	Is it only either black or white?	<input type="checkbox"/>
	Have the correct weightings been applied?	<input type="checkbox"/>
Colour palette	Is all text in sentence case?	<input type="checkbox"/>
	Is the colour block shown picked from the palette?	<input type="checkbox"/>
Imagery	Is it the correct campaign/business channel colour?	<input type="checkbox"/>
	Is it lifestyle, not static?	<input type="checkbox"/>
	Does the image flood to the edge of the asset?	<input type="checkbox"/>
Grid	Have any secondary images been excluded?	<input type="checkbox"/>
	Does all the content have enough space?	<input type="checkbox"/>
Diagonal stack	Has the asset been correctly split (image vs. colour block)?	<input type="checkbox"/>
	Is the hierarchy of text clear and following a reading order?	<input type="checkbox"/>
Tone of voice	If content suits, has one been used?	<input type="checkbox"/>
Dealer block	Is it in line with the brand TOV?	<input type="checkbox"/>
	Is it just above the T&Cs?	<input type="checkbox"/>
	If a Dealer logo has been used is it a mono version?	<input type="checkbox"/>

03 Asset construction.



24 Grid system

25 Diagonal stack

26 Dealer block

28 Supporting logos

29 CTA button

30 Leaflet margins and columns

31 Email modules

32 Email colours

Grid system.

A grid should be applied during asset creation to ensure that content is spaced evenly.

Where possible, the image should cover 50% of the asset.

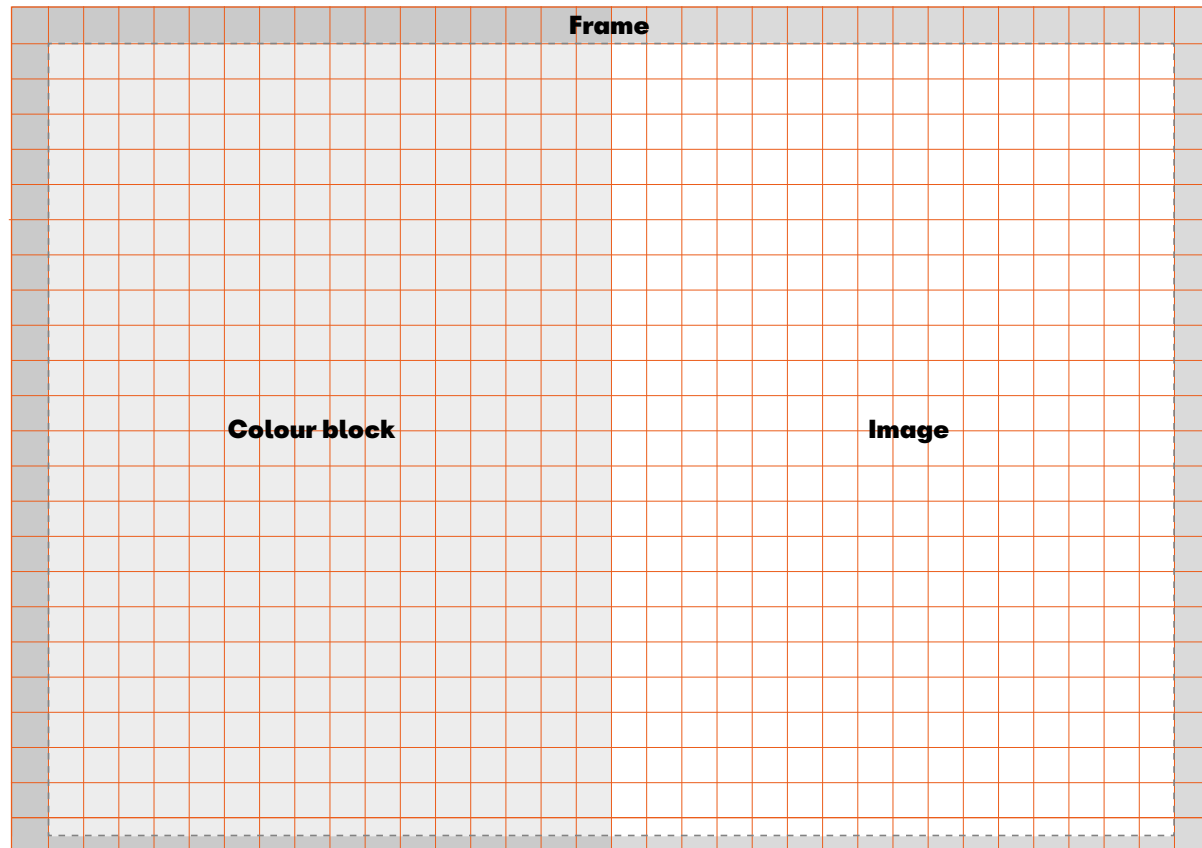
For print assets, the shortest side should have 24 grid squares.

For digital assets, the shortest side should have 10 grid squares.

An outer frame of one grid square should be applied to the top and sides of all assets. Half a grid square should be applied to the base. This frame should be clear of all content. Once the asset construction is complete, the grid should be removed.

There is an exception to these rules for outdoor advertising, social media images, MPUs and literature. Please refer to pages 41, 49, 50 and 43 respectively for further guidance.

1 grid square.



½ grid square.

Diagonal stack.

Where possible, an element of the body copy should be stacked on an invisible diagonal line.

It is not established by a defined angle, but one that it is adapted to fit the content and space available.

The hierarchy of text should be clear and follow a reading order, without visually losing the diagonal effect.

**Ibiza SE
Technology.**

**Save an extra £1,000
off any SEAT when you
download a voucher*.**

**For just £199
per month.**

**With a £1,099
initial rental*.**

SEAT

MONO LOGO Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealname.co.uk

*No ownership option. Based on new Ibiza SE Technology 1.0 TSI 95PS at 48 month, 10,000 mile per annum Contract Hire agreement with an initial rental of £1,099. 3.6p per mile excess mileage charges apply and fair wear and tear charges may apply. †Subject to availability and status. T&Cs and exclusions apply. Offer available for vehicles ordered by 04/02/2017 and registered by 31/03/2018. From participating Dealers. Indemnities may be required. Offers are not available in conjunction with any other offer and may be varied or withdrawn at any time. Accurate at time of publication 04/2018. †Freeport SEAT Fleetnot Services. ‡Subject to availability. Voucher can be downloaded any time, however cars must be ordered from 01/11/2017 - 31/10/2017 and registered by 31/03/2018. Over 18s. Retail only. Not available in conjunction with any other offer. Excludes Arona and SEAT Scorpion Incentive Scheme. T&Cs apply. Official fuel consumption for the SEAT Ibiza SE Technology in mpg (litres per 100km): from 46.3 (16.1) extra urban 67.3 (1.2), combined 57.6 (1.9). CO₂ emissions (l/100km): Standard EU test figures for comparative purposes and may not reflect real driving results.

Dealer block.

Where space allows, full Dealer details should appear across two lines on printed assets.

When space is limited, a CTA including the Dealer name should be used e.g. 'Contact Dealer Name' or 'Search Dealer Name'.

If you wish to include your Dealer logo on communications, it should appear as a vector at the beginning of the full address block in solid black or white, depending on the font colour.

If you need your Dealer logo converted to adhere to these rules, please contact the **SEAT** studio team who will action this free of charge.

Half page advert.

Ibiza SE Technology.

WHAT CAR?
CAR OF THE YEAR
2018
Test and drive

Save an extra **£1,000** off any SEAT when you download a voucher*.

For just **£199** per month.

With a **£1,099** initial rental*.

MONO LOGO

Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

*No ownership option. Based on new Ibiza SE Technology 1.0 TSI 95PS at 48 month, 10,000 mile per annum Contract Hire agreement with an initial rental of £1,099. 3.6p per mile excess mileage charges apply and fair wear and tear charges may apply. †85c. Subject to availability and status. T&Cs and exclusions apply. Offer available for vehicles ordered by 04/02/2017 and registered by 31/03/2018. From participating Dealers. Indemnities may be required. Offers are not available in conjunction with any other offer and may be varied or withdrawn at any time. Accurate at time of publication 04/2018. Freeport SEAT Financial Services. ‡Subject to availability. Voucher can be downloaded any time, however cars must be ordered from 01/11/2017 - 31/10/2017 and registered by 31/03/2018. Over 18s. Retail only. Not available in conjunction with any other offer. Excludes Arona and SEAT Scrippage Incentive Scheme. T&Cs apply. Official fuel consumption for the SEAT Ibiza SE Technology in mpg litres per 100km: from 46.3 to 61.1; extra urban 57.3 to 61.2; combined 57.6 to 59.1. CO₂ emissions 111 g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

Dealer block.

Where more than one address is needed on a single communication, the details should be displayed side by side.

Half page advert.

Ibiza SE Technology.

Save an extra **£1,000** off any SEAT when you download a voucher*.

For just **£199** per month.

With a **£1,099** initial rental*.

SEAT

MONO LOGO	Dealer Name Street, Town, County POSTCODE Tel: 0123 456 789 www.dealname.co.uk	Dealer Name Street, Town, County POSTCODE Tel: 0123 456 789 www.dealname.co.uk
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*No ownership option. Based on new Ibiza SE Technology 1.0 TSI 95PS of 48 month, 10,000 mile per annum Contract Hire agreement with an initial rental of £1,099. 3.6p per mile excess mileage charges apply and fair wear and tear charges may apply. †85% Subject to availability and status. T&Cs and exclusions apply. Offer available for vehicles ordered by 04/02/2017 and registered by 31/03/2018. From participating Dealers. Indemnities may be required. Offers are not available in conjunction with any other offer and may be varied or withdrawn at any time. Accurate at time of publication 04/2018. †Freeport SEAT Financial Services. ‡Subject to availability. Voucher can be downloaded any time, however cars must be ordered from 01/11/2017 - 31/10/2017 and registered by 31/03/2018. Over 18s. Retail only. Not available in conjunction with any other offer. Excludes Arona and SEAT Scrippage Incentive Scheme. T&Cs apply. Official fuel consumption for the SEAT Ibiza SE Technology in mpg (litres per 100km): from 46.3-16.1 (extra urban) 67.3 (l/100km) combined 57.6 (l/100km). CO₂ emissions (l/100km): Standard EU test figures for comparative purposes and may not reflect real driving results.

Supporting logos.

Channel specific logos, such as Motability and SEAT for Business, should always appear in the top left hand corner of the colour block.

Award logos should always appear in the top right hand side of the image.

They should both appear in proportion with the SEAT logo.

SEAT FOR BUSINESS

Ibiza SE Technology.

Save an extra **£1,000** off any SEAT when you download a voucher*.

For just **£199** per month.

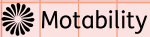
With a **£1,099** initial rental*.



MONO LOGO Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk


*No ownership option. Based on new Ibiza SE Technology 1.2 TSI 95PS of 48 month, 10,000 mile per annum Contract Hire agreement with an initial rental of £1,099. 3.6p per mile excess mileage charges apply and fair wear and tear charges may apply. 18+. Subject to availability and status. T&Cs and exclusions apply. Offer available for vehicles ordered by 01/12/2017 and registered by 31/03/2018 from participating Dealers. Identifiers may be required. Offers are not available in conjunction with any other offer and may be varied or withdrawn at any time. Excludes on time or pay as you go hire. Excludes SEAT Financial Services. †Subject to availability. Voucher can be downloaded any time, however cars must be ordered from 01/11/2017 - 31/10/2017 and registered by 31/03/2018. Offer is not available in conjunction with any other offer. Excludes Leasing and SEAT Scrappage Incentive Scheme. T&Cs apply. Official fuel consumption for the SEAT Ibiza SE Technology in mpg (litres per 100 km) urban 48.3 (6.6) extra urban 67.3 (4.2) combined 57.6 (5.0) CO₂ emissions 111 g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

**WHATCAR?
CAR OF THE YEAR 2018**
Best small car

 **Motability**

The Arona FR Sport.

For nil advance payment*.



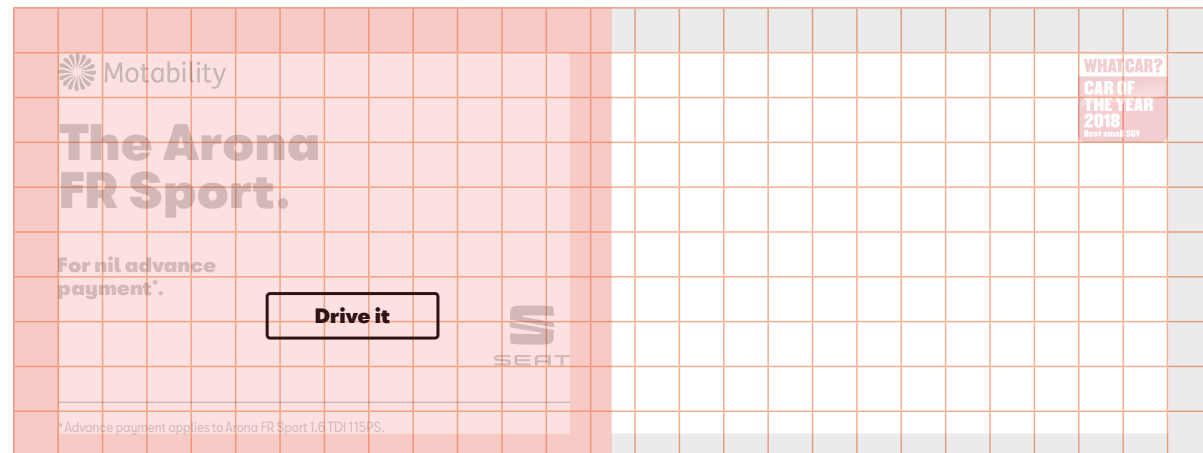
*Advance payment applies to Arona FR Sport 1.6 TDI 115PS.

**WHATCAR?
CAR OF THE YEAR 2018**
Best small SUV

CTA button.

All digital assets should feature a CTA button that, where space allows, forms part of the diagonal stack. The button has subtle rounded edges that complement the curved font.

Web banner.



Leaflet margins and columns.

All pages are built on a grid system using 12 columns constructed from the measurements below.

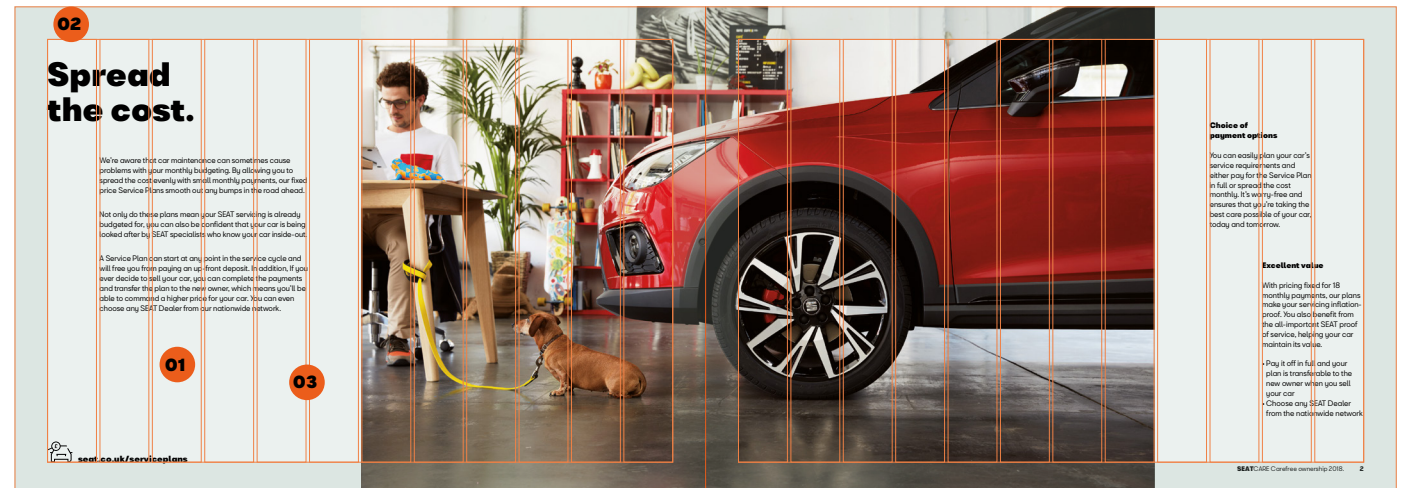
Body copy can be stacked to break up paragraphs, keeping to a minimum of 2 columns in width.

Where possible, the first paragraph under the title sits one column in from the left. Imagery can be split across any number of columns, including across pages.

01 12 column grid.

02 14mm margin.

03 1.235mm gutter.



02

Spread the cost.

We're aware that car maintenance can sometimes cause problems with your monthly budgeting. By allowing you to spread the cost evenly with small monthly payments, our fixed price Service Plans smooth out any bumps in the road ahead.

Not only do these plans mean your SEAT servicing is already budgeted for, you can also be confident that your car is being looked after by SEAT specialists who know your car inside-out.

A Service Plan can start at any point in the service cycle and will free you from paying an up-front deposit. In addition, if you ever decide to sell your car, you can complete the payments and transfer the plan to the new owner, which means you'll be able to command a higher price for your car. You can even choose any SEAT Dealer from our nationwide network.

01

03

 [seat.co.uk/serviceplans](https://www.seat.co.uk/serviceplans)

Choice of payment options

You can now join your car's service requirements and either pay for the Service Plan in full or spread the cost monthly. It's worry-free and ensures that you're taking the best care possible of your car today and tomorrow.

Excellent value

With pricing fixed for 18 monthly payments, our plans make your servicing inflation-proof. You also benefit from the all-important SEAT proof of service, helping your car maintain its value.

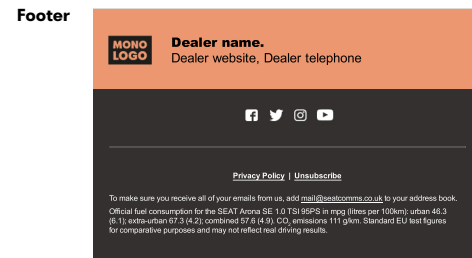
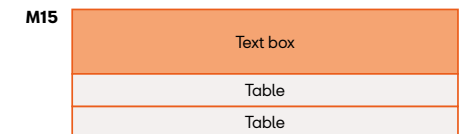
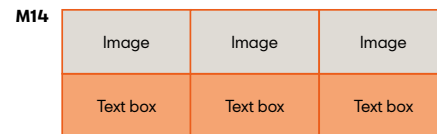
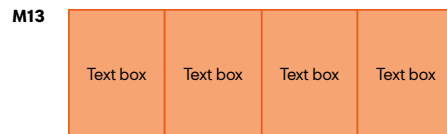
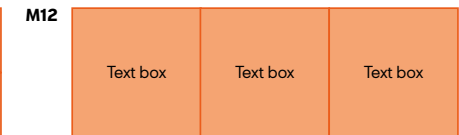
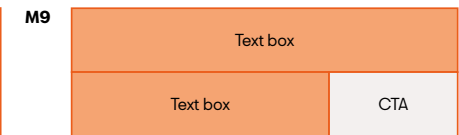
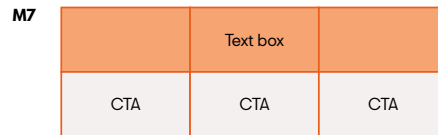
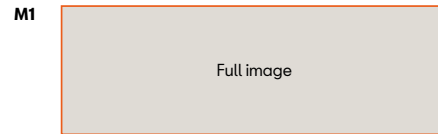
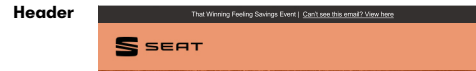
Pay it off in full and your plan is transferable to the new owner when you sell your car.
Choose any SEAT Dealer from the nationwide network.

SEAT/SE Carefree ownership 2018. 2

Email modules.

We have created 15 modules that work well together to create a variety of layouts.

Each of these modules can be combined freely but no more than three modules with a header and a footer should be used in one communication.



Email colours.

For emails, the colour palette has been regrouped.

The three colours in each column adjacent can be applied to one email communication to help give it depth.

The steer on which column of colours should be applied is still taken from the colour that is associated to the hero image used in the communication.

Under no circumstances should colours from different columns be used on one communication.

Product colour palette.

E63A28 230/58/43	EE7D05 238/125/5	DED1A7 222/209/167	84C497 132/196/151
EC66B5F 236/107/95	ED9551 224/157/69	FFDE4A 255/222/74	B7D8AA 183/216/170
F18C76 241/140/118	F8B877 248/184/116	FCC446 252/196/70	D8DC48 216/220/72
00AFAC 0/175/172	6BAEEO 107/174/224	CF7FA1 207/127/161	9F948E 150/148/142
BECECF 142/206/207	95COD6 149/192/214	B793A9 183/147/169	D4AF9C 212/175/156
9FB9AE 159/185/174	DEDAD4 222/218/212	D188C7 209/184/199	E8DOC1 232/208/193

Corporate colour palette.

EA5D1A 234/93/26	DEDAD4 222/218/212
----------------------------	------------------------------

04 Printed media templates.



34 Press adverts

39 DM

41 Non product communication

43 Outdoor advertising

44 Small space

45 Leaflet

47 Decals

Retail PCP press advert half page.

- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Diagonal stack in SEAT Bcn Black.
- 04 T&Cs and emissions in SEAT Bcn Condensed and SEAT Bcn Condensed Bold in 6.5pt.
- 05 SEAT logo.
- 06 Finance table in SEAT Bcn Regular.
- 07 Dealer block in SEAT Bcn Regular and SEAT Bcn Black.
- 08 Flexible grid.



02 The Ibiza SE Technology.

03 For just £199 per month with a £1,500 contribution towards your deposit*.

With one year's free insurance for over 18s*.

Save an extra £500 when you book a test drive†.

05 

06 **MONO LOGO** Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

01 **Solutions Personal Contract Plan representative example.** Model: Ibiza SE Technology 1.0 MPI 75PS with special solid paint subject to a 48 month, 10,000 mile per annum agreement.

Duration	48 months	Total amount payable	£17,181.52
47 monthly payments	£199.00	Total amount of credit	£12,336.00
Retail cash price	£15,035.00	Optional final payment	£5,119.52
Deposit contribution	£1,500.00	Option to purchase fee**	£10.00
Customer deposit	£1,999.00	Excess mileage charge	3.6p per mile
Total deposit	£2,699.00	Representative APR	6.20% APR
Total amount payable by customer	£15,681.52	Rate of interest	6.20% fixed
Optional metallic paint	£530.00		

04 This Dealer is a broker and not a lender and can introduce you to a limited number of lenders, who may pay for introducing you to them. *At the end of the agreement there are three options: i) pay the optional final payment and own the vehicle; ii) return the vehicle: subject to excess mileage and fair wear and tear, charges may apply; or iii) replace: part exchange the vehicle. †Subject to availability and status. T&Cs and exclusions apply. Applies to new orders from 04/04/2018 - 02/07/2018 and registered by 31/08/2018 from participating Dealers. Indemnities may be required. Not available in conjunction with any other offer and may be varied or withdrawn at any time. Accurate at time of print 03/2018. ‡Freepost SEAT Financial Services. **Payable with optional final payment. *One year's insurance included at no extra cost from SEAT Insurance is available on Ibiza models ordered 04/04/2018 - 02/07/2018 and registered by 31/08/2018 for drivers aged 18-80. Drivers under 18 are not eligible. Drivers aged 18-24 are required to share their driving style data with a telematics product. Other eligibility criteria apply. Go to www.insurewithseat.co.uk/ibiza for full terms and conditions. This offer may be extended, changed or removed at any point. SEAT Motor Insurance from SEAT Financial Services is arranged and administered by Carrot Risk Technologies Limited. †UK residents age 18+. Participants must book a test drive between 04/04/2018 - 02/07/2018 with a participating Dealer. Retail sales only. May be redeemed against the on the road price of a new SEAT vehicle. Participating UK Dealers only. Voucher must be presented to Dealer at time of order. Not available in conjunction with the Scrapage Incentive Scheme. One voucher per order. Contact your Dealer for further details, including details of if and how the offer may be combined with other offers. This offer may be varied or withdrawn at any time. †Official fuel consumption for the Ibiza SE Technology 1.0 MPI 75PS in mpg (litres per 100km): urban 47.1 (6.0); extra-urban 65.2 (4.3); combined 57.6 (4.9). CO₂ emissions 112 g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

08

Example only.

Retail PCP press advert full page.

- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Finance table in SEAT Bcn Regular.
- 04 Diagonal stack in SEAT Bcn Black.
- 05 Dealer block in SEAT Bcn Regular and SEAT Bcn Black.
- 06 SEAT logo.
- 07 T&Cs and emissions in SEAT Bcn Condensed and SEAT Bcn Condensed Bold in 6.5pt.
- 08 Flexible grid.



01

02 The Ibiza SE Technology.

03

Solutions Personal Contract Plan representative example.
Model: Ibiza SE Technology 1.0 MPI 75PS with special solid paint subject to a 48 month, 10,000 mile per annum agreement.

Duration	48 months	Total amount payable	£17,181.52
47 monthly payments:	£199.00	Total amount of credit	£12,336.00
Retail cash price	£15,035.00	Optional final payment	£5,119.52
Deposit contribution	£1,500.00	Option to purchase fee**	£10.00
Customer deposit	£1,999.00	Excess mileage charge	3.6p per mile
Total deposit	£2,699.00	Representative APR	6.20% APR
Total amount payable by customer	£15,681.52	Rate of interest	6.20% fixed
Optional metallic paint	£530.00		

04 For just £199 per month with a £1,500 contribution towards your deposit*. With one year's free insurance for over 18's*. Save an extra £500 when you book a test drive‡.

06 SEAT

05 **MONO LOGO** Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

07

08

Example only.

Retail PCH press advert half page.

- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Diagonal stack in SEAT Bcn Black.
- 04 Dealer block in SEAT Bcn Regular and SEAT Bcn Black.
- 05 SEAT logo.
- 06 T&Cs and emissions in SEAT Bcn Condensed in 6.5pt.
- 07 Flexible grid.

02 **The Ibiza SE Technology.**

03 **Save an extra £1,000 off any SEAT when you download a voucher*.**

For just £199 per month.

With a £1,099 initial rental*.

05 **SEAT**

04 **MONO LOGO** **Dealer Name** Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

06 *No ownership option. Based on Ibiza SE Technology 1.0 TSI 95PS at 48 month, 10,000 mile per annum Contract Hire agreement with an initial rental of £1,099. 3.6p per mile excess mileage charges apply and fair wear and tear charges may apply. 18+. Subject to availability and status. T&Cs and exclusions apply. Offer available for vehicles ordered by 04/12/2017 and registered by 31/03/2018 from participating Dealers. Indemnities may be required. Offers are not available in conjunction with any other offer and may be varied or withdrawn at any time. Accurate at time of publication 04/2018. Freepost SEAT Financial Services. †Subject to availability. Voucher can be downloaded any time, however cars must be ordered from 01/11/2017 - 31/10/2017 and registered by 31/03/2018. Over 18s. Retail only. Not available in conjunction with any other offer. Excludes Arona and SEAT Scrappage Incentive Scheme. T&Cs apply. Official fuel consumption for the SEAT Ibiza SE Technology in mpg (litres per 100km): urban 46.3 (6.1); extra-urban 67.3 (4.2); combined 57.6 (4.9). CO₂ emissions 111 g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

07

WHAT CAR? CAR OF THE YEAR 2018 Best small car

Example only.

Contract Hire press advert half page.

- 01 Image alongside Contract Hire colour block.
- 02 SEAT FOR BUSINESS logo in top left corner.
- 03 Model name in SEAT Bcn Black.
- 04 Information table in SEAT Bcn Regular.
- 05 Diagonal stack in SEAT Bcn Black.
- 06 SEAT logo.
- 07 Dealer block, SEAT Bcn Regular and SEAT Bcn Bold.
- 08 T&Cs and emissions in SEAT Bcn Condensed and SEAT Bcn Condensed Bold in 6.5pt.
- 09 Flexible grid.

02 SEAT FOR BUSINESS

03 The Leon 5dr FR Technology.

04

CO ₂	108 g/km	Duration	36 months
BIK	20%	35 monthly payments	£138.00 plus VAT
MPG*	60.1	Initial rental	£828.00 plus VAT
P11D	£16,435.00	Excess mileage (per month)	3.0 pence plus VAT

05 16" "Stratos" alloy wheels.

Navigation System with 6.5" colour touchscreen.

Full Link with Mirror Link, Apple CarPlay, Google Android.

06

07 **MONO LOGO** Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

08

*No ownership option. Based on Leon 5dr FR Technology 1.2 TSI 110PS at 36 month, 10,000 mile per annum Contract Hire agreement with an initial rental of £828.00. 3.0p per mile excess mileage charges apply and fair wear and tear charges may apply. 18+. Subject to availability and status. T&Cs and exclusions apply. Offer available for vehicles ordered by 04/12/2017 and registered by 31/03/2018 from participating Dealers. Indemnities may be required. Offers are not available in conjunction with any other offer and may be varied or withdrawn at any time. Accurate at time of publication 04/2018. Freepost SEAT Financial Services. †Subject to availability. Voucher can be downloaded any time, however cars must be ordered from 01/11/2017 - 31/10/2017 and registered by 31/03/2018. Over 18s. Retail only. Not available in conjunction with any other offer. Excludes Aravia and SEAT Scrappage Incentive Scheme. T&Cs apply. Official fuel consumption for the SEAT Leon 5dr FR Technology in mpg (litres per 100km): urban 46.3 (6.1); extra-urban 67.3 (4.2); combined 57.6 (4.9). CO₂ emissions 111 g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

09



Example only.

Motability press advert half page.

- 01 Image alongside pre-assigned colour block.
- 02 Motability logo in top left corner.
- 03 Model name in SEAT Bcn Black.
- 04 Subheading in SEAT Bcn Black.
- 05 Diagonal stack in SEAT Bcn Black.
- 06 SEAT logo.
- 07 Dealer block in SEAT Bcn Regular and SEAT Bcn Black.
- 08 T&Cs and emissions in SEAT Bcn Condensed in 6.5pt.
- 09 Flexible grid.



02  Motability

03 **The Ateca FR.**

04 **With nil advance payment*.**

05 **16" 'Stratos' alloy wheels.**

Navigation System with 6.5" colour touchscreen.

Full Link with Mirror Link, Apple CarPlay, Google Android.

06 

07 **MONO LOGO** Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk


08 *Advance payment applies to the Ateca FR 1.0 TSI 95PS. Offers subject to availability, all figures correct at time of going to press. Options prices inclusive of VAT. To qualify for the Motability Scheme, you must be in receipt of the Higher Rate Mobility Component of the Disability Living Allowance, the Enhanced Rate of Mobility Component of the Personal Independence Payment (PIP), War Pensioners' Mobility Supplement or the Armed Forces Independence Payment (AFIP). Applications must be received and accepted by Motability Operations between XX/XX/XXXX - XX/XX/XXXX. Offers may be varied or withdrawn at any time. Not available in conjunction with any other offer. At participating Dealers only. Selected models only. Official fuel consumption for the SEAT Ateca FR 1.0 TSI 95PS in mpg (litres per 100km): urban 47.1 (6.0); extra-urban 65.7 (4.3); combined 57.6 (4.9). CO₂ emissions 112g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

09

Example only.

Single model 2pp DM.


- 01 Image alongside pre-assigned colour block.
- 02 Warm Grey 2 applied as secondary colour.
- 03 Headline in SEAT Bcn Black.
- 04 Diagonal stack in SEAT Bcn Black.
- 05 Body copy in SEAT Bcn Regular.
- 06 SEAT logo.
- 07 Dealer block in SEAT Bcn Regular and SEAT Bcn Black.
- 08 T&Cs and emissions in SEAT Bcn Condensed and SEAT Bcn Condensed Bold in 6.5pt.



01

03 **Drive away the award winning SEAT Arona today.**

04 **With free metallic paint.** Available from **£199 per month with £1,599 initial rental on Personal Contract Hire***. Save an extra **£500 when you book a test drive***.




Lorem ipsum dolor sit amet.

02

05 Libris theophrastus ea non, porro vocibus cotidieque no qua. Sed ubique instructor ad. Quis appareat ei cam, sea eu dolor inermis repudiandae. Toti solat tempor id ius.

06



07 **MONO LOGO** Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

08

<<Title>> <<Name>> <<Surname>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Postcode>>

*No ownership option. Based on new Arona SE 1.0 TSI 95PS at 48 month, 10,000 mile per annum Personal Contract Hire agreement. 3.6p per mile, excess mileage charges apply and fair wear and tear charges may apply. 18+. Subject to availability and status. T&Cs and exclusions apply. Offer available when ordered between 05/12/2017 - 03/04/2018 and registered by 30/09/2018 from participating Dealers. Exemptions may be required. Offers are not available in conjunction with any other offer and may be varied or withdrawn at any time. Accurate at time of publication 04/2017. Freepost SEAT Financial Services. UK residents age 18+. Participants must book a test drive between 05/12/2017 - 03/04/2018 with a participating retailer. Retail sales only. Voucher awarded by retailer. Voucher may be redeemed against the on the road price of a new SEAT vehicle. Excludes Leon CUPRA R. Participating UK retailers only. Applies to new orders from 05/12/2017 - 03/04/2018 and registered by 30/09/2018. Voucher must be presented to retailer at time of order. Not available in conjunction with the Scrapage incentive scheme. One voucher per order. Contact your retailer for further details, including details of if and how the offer may be combined with other offers. This offer may be varied or withdrawn at any time. Official fuel consumption for the SEAT Arona SE 1.0 TSI 95PS in mpg (litres per 100km): urban 46.3 (6.1); extra-urban 67.3 (4.2); combined 57.6 (4.9). CO₂ emissions 111 g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

Example only.

Multi-model 2pp DM.

- 01 Multiple images alongside neutral Warm Grey 2.
- 02 Headline in SEAT Bcn Black.
- 03 Diagonal stack in SEAT Bcn Black.
- 04 Body copy in SEAT Bcn Regular.
- 05 SEAT logo.
- 06 Dealer block in SEAT Bcn Regular and SEAT Bcn Black.
- 07 T&Cs and emissions in SEAT Bcn Condensed in 6.5pt.

02 **Drive away an award winning SEAT today.**

03 **Discover your drive.**

Ready to own it?



01

Lorem ipsum dolor sit amet.

04 We have plenty of eye-catching offers now available across the SEAT range. For an even bigger selection, visit [Dealer URL] where you will also find a finance calculator to help you tailor the offers to your individual needs.

05



06 **MONO LOGO** Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

07 Official fuel consumption for the SEAT range in mpg/litres per 100km: urban 28.5/91 - 65.7/14.3; extra-urban 46.3/16.1 - 83.1/19.4; combined 38.7/17.3 - 74.3/19.8. CO₂ emissions 170 - 99 g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

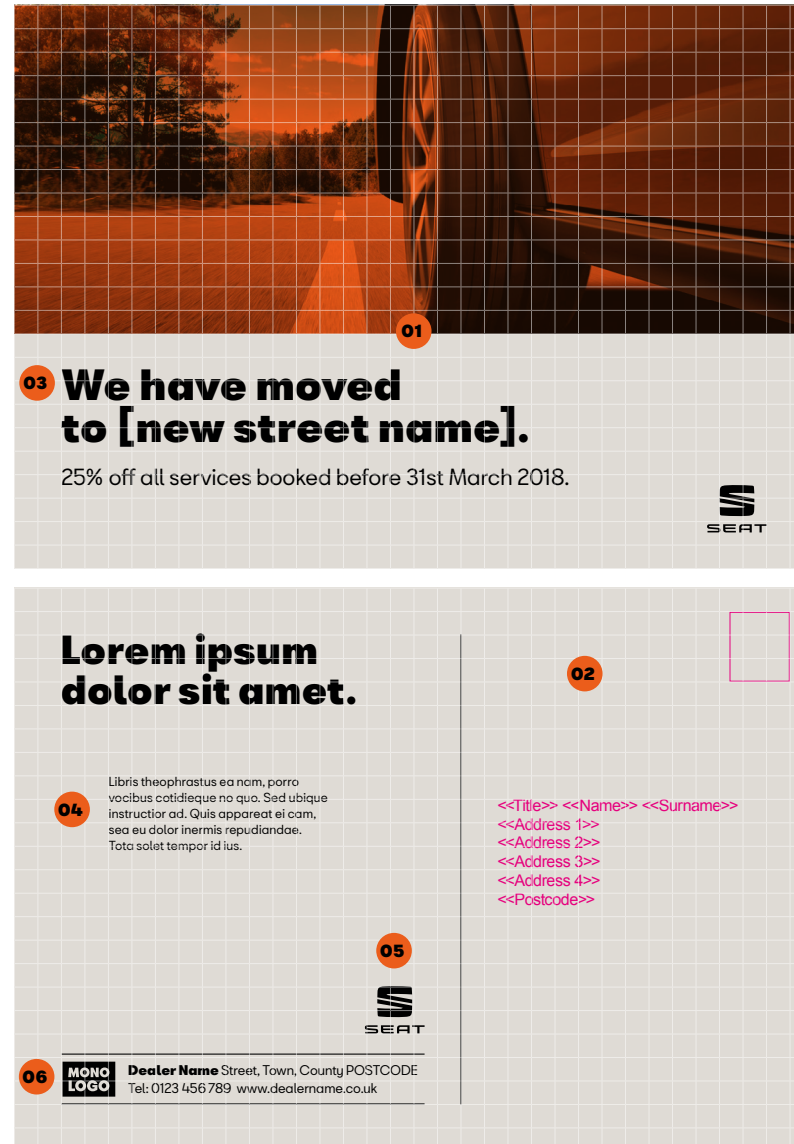
<<Title>> <<Name>> <<Surname>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Postcode>>

“Maluisset reprehendunt conclusionemque ne est, per facer vocibus te.”

Example only.

Non product communication using lifestyle imagery.


- 01 Orange wash image alongside pre-assigned colour block.
- 02 Warm Grey 2 secondary colour applied to reverse.
- 03 Headline in SEAT Bcn Black.
- 04 Body copy in SEAT Bcn Regular.
- 05 SEAT logo.
- 06 Dealer block in SEAT Bcn Regular and SEAT Bcn Black.



Example only.

Non product communication using vehicle imagery.


- 01 Image alongside pre-assigned colour block.
- 02 Warm Grey 2 applied as secondary colour.
- 03 Headline in SEAT Bcn Black.
- 04 Body copy in SEAT Bcn Regular.
- 05 SEAT logo.
- 06 Dealer block in SEAT Bcn Regular and SEAT Bcn Black.



01

03 **We have moved to [new street name].**

25% off all services booked before 31st March 2018.



02



04

Libris theophrastus ea non, porro vocibus cotidieque no qua. Sed ubique instructor ad. Quis appareat ei cam, sea eu dolor inermis repudiandae. Toti solat tempor id ius.

05



06 **MONO LOGO** Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

<<Title>> <<Name>> <<Surname>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Postcode>>

Example only.

Outdoor advertising 48 sheet.

- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Diagonal stack in SEAT Bcn Black.
- 04 SEAT brand logo.
- 05 Dealer block in SEAT Bcn Black.
- 06 T&Cs and emissions in SEAT Bcn Condensed and SEAT Bcn Condensed Bold in 90pt.
- 07 Flexible grid with an invisible outer frame of two grid squares should be applied to the top and sides. One grid square should be applied to the base.

02 The Alhambra SE.

03 Available from £199 per month.

With a £1,499 initial rental*.

Plus free metallic paint.

04 SEAT

05 Search Dealer Name.

06 This dealer is a broker and not a lender and can introduce you to a limited number of lenders, who may pay us for introducing you to them. Based on SEAT 10% (to 1995) or £200 per month, 11,000 miles per annum. Contact if the agreement with an initial rental of £1,099, 3.0% per yr in excess mileage charges apply. Offer available for vehicles ordered by 2nd October 2017 from participating Dealers. Offers are not available in conjunction with any other offer and may be varied or withdrawn at any time. Excess mileage and fair wear and tear charges may apply. *See Subject to availability and status. Underlines may be required. T&Cs apply. Freeport SEAT Financial Services. CO2 fuel consumption for the SEAT Alhambra SE (new) in litres per 100km (urban/2) 91 - 148.75; 86; extra urban/92 - 76.31; 69.9 (SEAT combined) 79.8 (SEAT 102.76). CO2 emissions (SEAT - 9.56 g/km). Standard EU fleet figures for comparative purposes and may not reflect real driving results.

Example only.

Small space.

- 01 Image alongside pre-assigned colour block.
- 02 Headline in SEAT Bcn Black.
- 03 Dealer name in SEAT Bcn Black.
- 04 SEAT logo.
- 05 T&Cs and emissions in SEAT Bcn Condensed and SEAT Bcn Condensed Bold in 6.5pt.

Petrol pump ad.

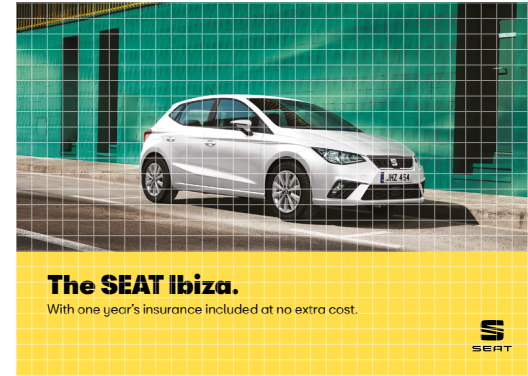


Example only.

Single model leaflet.

Cover – image and colour in sync.

Spreads – a mix of warm grey and cover colour, depending on imagery. Do not let the cover colour clash with the imagery featured in spreads. One dominant colour should be applied per spread.



Example only.

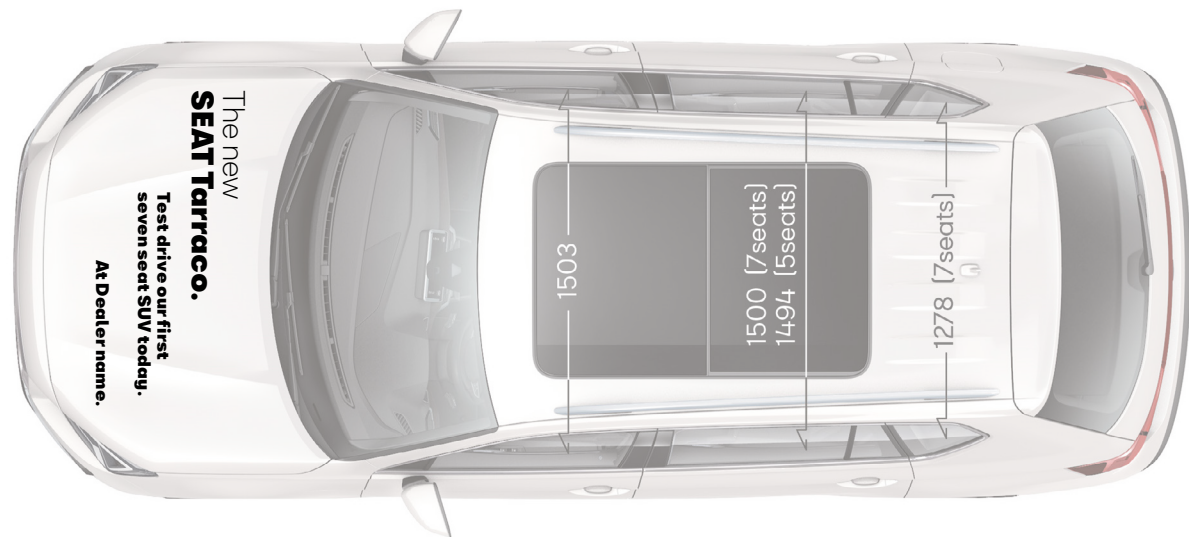
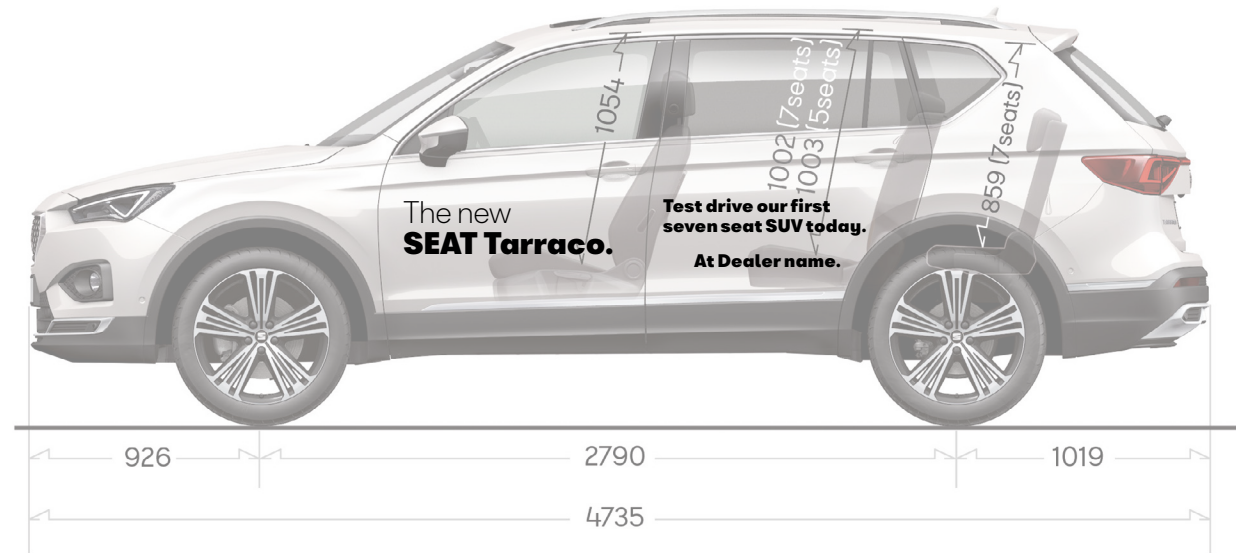
Decals.

All copy should be in SEAT Bcn in either black or white, depending on legibility.

Copy should adhere to the SEAT tone of voice and not include distressing messages, for example: £6,000 off this very car, CHEAP SALE NOW ON, SUPER DEALS etc.

Decals can be used when displaying SEAT vehicles outside of your showroom, such as product placements or external events. Decals should never be used on showroom vehicles.

Contact the **SEAT** studio team to have decal artwork created free of charge.





05 Digital media templates.

49 Web banners

52 Social media

53 Digital display

56 eDM

Retail PCP web banner.

- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Dealer Name in SEAT Bcn Black.
- 04 Diagonal stack and CTA button in SEAT Bcn Black.
- 05 SEAT logo included when hosted on an external site.
- 06 T&Cs in SEAT Bcn Condensed in 9pt.
- 07 Flexible grid.

Hosted on an external site (including brand logo).

02 **The Leon 5dr
FR Technology.**

03 **At Dealer Name.**

04 **With a £1,000
deposit contribution.**

0% APR Representative.

05

01

06

07

Discover more

SEAT

06 Finance providers may pay us, as a broker, for introducing you. *With Solutions Personal Contract Plan. 18s+. Subject to Status. T&Cs apply. Excludes CUPRA models. 0% APR only available on 42 month term. Indemnities may be required. SEAT Financial Services.

Example only.

Contract Hire web banner.

- 01 Image alongside Contract Hire colour block.
- 02 SEAT FOR BUSINESS logo in top left corner.
- 03 Model name in SEAT Bcn Black.
- 04 Diagonal stack and CTA button in SEAT Bcn Black.
- 05 Table information in SEAT Bcn Regular and SEAT Bcn Black.
- 06 T&Cs in SEAT Bcn Condensed in 9pt.
- 07 Flexible grid.

Hosted on a Dealer site (no brand logo).

02 SEAT **FOR BUSINESS**

03 **The SEAT Ateca range.**

04 **Available from £199 per month.** **With a £1,194 initial rental*.** **Discover more**

05 CO₂ **119 g/km** BIK **28%** MPG* **62.8** P11D **£25,530**

06 Finance providers may pay us, as a broker, for introducing you. *Business: users only. EXVAT at 20%. 36 Month Contract Hire. Based on Ateca SE Technology 1.0 TSI 115PS. Model shown Ateca FR 2.0 TDI 4Drive 150PS, monthly rental £235, initial rental £1,410. Indemnities may be required. No ownership. SEAT Financial Services. *Combined MPG

01


07

Example only.

Motability web banner.

- 01 Image alongside pre-assigned colour block.
- 02 Motability logo.
- 03 Model name in SEAT Bcn Black.
- 04 Dealer Name in SEAT Bcn Black.
- 05 Diagonal stack and CTA button in SEAT Bcn Black.
- 06 SEAT logo included when hosted on an external site.
- 07 T&Cs in SEAT Bcn Condensed in 9pt.
- 08 Flexible grid.

Hosted on an external site (including brand logo).



02 Motability

03 **The Arona
FR Sport.**

04 **At Dealer Name.**

05 **For nil advance
payment*.**

06 **Drive it**

06 SEAT

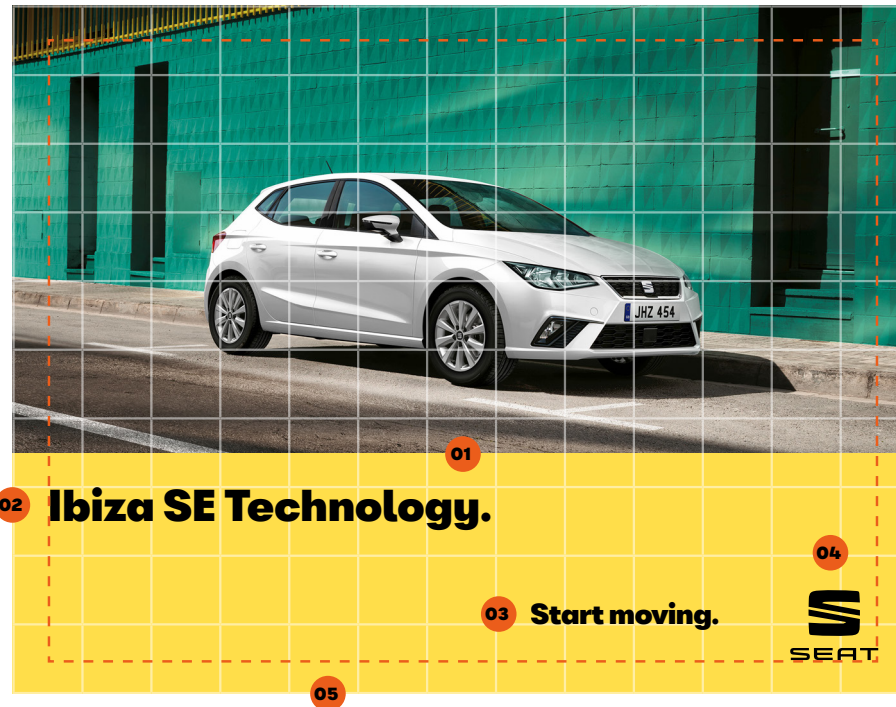
07 *Advance payment applies to Arona FR Sport 1.6 TDI 115PS.

08

Example only.

Social media image post.

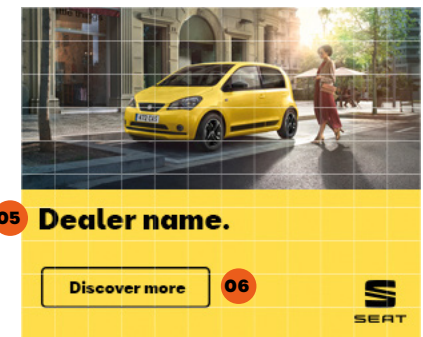
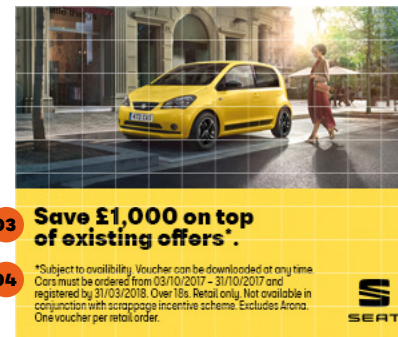
- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Diagonal stack in SEAT Bcn Black.
- 04 SEAT logo.
- 05 Flexible grid with an invisible outer frame of half a grid square should be applied.



Example only.

Digital display MPU.

- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Body copy in SEAT Bcn Black.
- 04 T&Cs in SEAT Bcn Condensed in 9pt.
- 05 Dealer name in SEAT Bcn Black.
- 06 CTA button.
- 07 SEAT logo.
- 08 Flexible grid with an invisible outer frame of half a grid square should be applied.



Example only.

Digital skyscraper.

- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Diagonal stack in SEAT Bcn Black.
- 04 T&Cs in SEAT Bcn Condensed in 9pt.
- 05 Dealer name in SEAT Bcn Black.
- 06 CTA button.
- 07 SEAT logo.
- 08 Flexible grid.

01

02 **Design Mii 5dr.**

03 **4.9 APR Representative*.**

04 **Save £1,000 on top of existing offers*.**

05 **Dealer name.**

06 **Discover more**

07

08

SEAT

SEAT

SEAT

SEAT

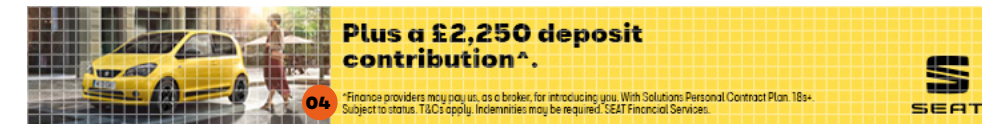
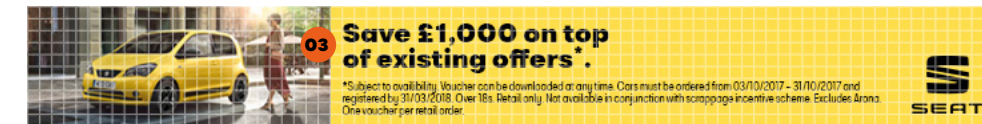
*Subject to availability. Voucher can be downloaded at any time. Cars must be ordered from 03/10/2017 - 31/10/2017 and registered by 31/03/2018. Over 18s. Retail only. Not available in conjunction with scrappage incentive scheme. Excludes Arena. One voucher per retail order.

*Finance providers may pay us, as a broker, for introducing you. With Solutions Personal Contract Plan. 18s+ Subject to status. T&Cs apply. Indemnities may be required. SEAT Financial Services.

Example only.

Digital leaderboard.

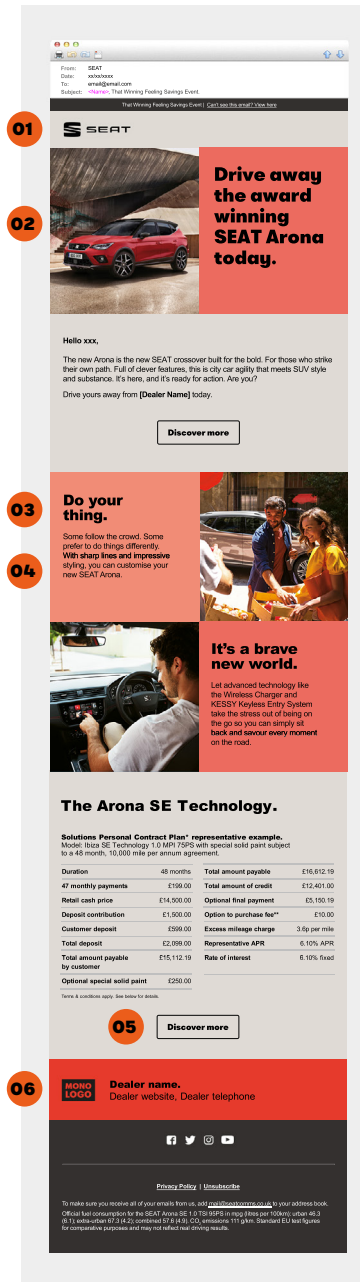
- 01 Image alongside pre-assigned colour block.
- 02 Model name in SEAT Bcn Black.
- 03 Body copy in SEAT Bcn Black.
- 04 T&Cs in SEAT Bcn Condensed in 9pt.
- 05 Dealer name in SEAT Bcn Black.
- 06 CTA button.
- 07 SEAT logo.
- 08 Flexible grid.



Example only.

Single model eDM.

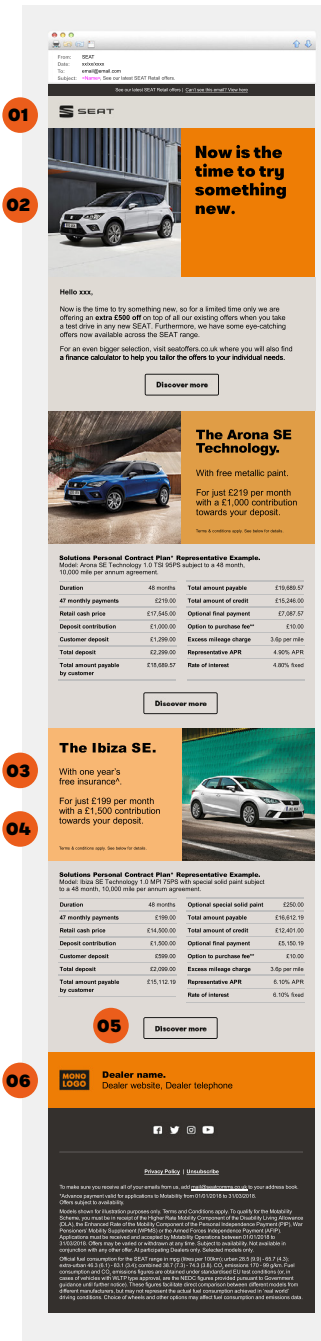
- 01 Horizontal logo used to best fit the space.
- 02 Image alongside pre-assigned colour block. Headline in SEAT Bcn Black saved as an image.
- 03 All other copy in Arial.
- 04 Accompanying gradient colours applied throughout the email.
- 05 CTA button with rounded corners.
- 06 Dealer block with mono logo.



Example only.

Multi-model eDM.

- 01 Horizontal logo used to best fit the space.
- 02 Image alongside pre-assigned colour block. Headline in SEAT Bcn Black saved as an image.
- 03 All other copy in Arial.
- 04 Accompanying gradient colours applied throughout the email.
- 05 CTA button with rounded corners.
- 06 Dealer block with mono logo.



Example only.

06 Websites.



59 SEAT logo

60 Typography

61 Digital colours

62 Call to action (CTA) buttons

63 Imagery

64 Page layout examples

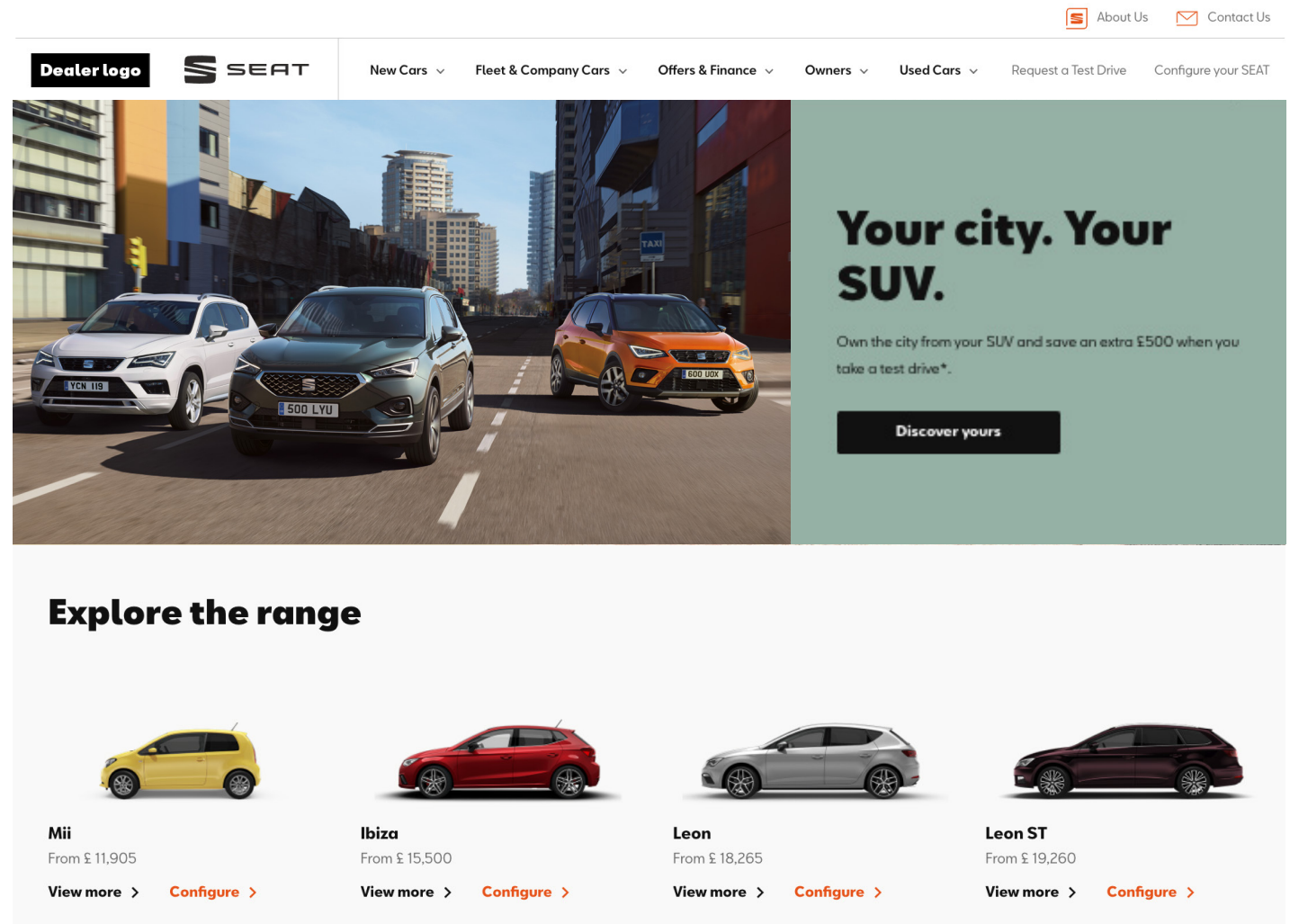
SEAT logo.

Your SEAT Dealer website, or SEAT section if you have a Group website, should display the horizontal logo on all pages.

The logo should appear in the navigation bar in support of the Dealer's own logo.





The SEAT logo should only be used in black or white, depending on the background colour of your website page.

Displaying the latest SEAT logo is a brand requirement, as per the 2019 trading policy.



The screenshot shows a SEAT Dealer website. At the top right, there are links for "About Us" and "Contact Us". The navigation bar includes "Dealer logo" and the SEAT logo, followed by menu items: "New Cars", "Fleet & Company Cars", "Offers & Finance", "Owners", "Used Cars", "Request a Test Drive", and "Configure your SEAT". The main banner features three SEAT SUVs (white, dark grey, and orange) on a city street. To the right of the cars, the text reads "Your city. Your SUV." with a sub-headline "Own the city from your SUV and save an extra £500 when you take a test drive*." and a "Discover yours" button.

Explore the range

Mii	Ibiza	Leon	Leon ST
			
From £ 11,905	From £ 15,500	From £ 18,265	From £ 19,260
View more > Configure >	View more > Configure >	View more > Configure >	View more > Configure >

Typography.

Our typography is typically used in black, but it can also be used in white over a dark colour block.

The web safe SEAT Bcn can be downloaded for free from **SEAT**studio.

Use the image adjacent for a guide on size ratios for the different types of copy.

Live text can be placed over product imagery, as long as it does not overlap any element of the actual vehicles themselves.

Eyebrow 16px

H2 50px

H3 38px

Copy 16px

CTA 16px

Caption 14px

This is an eyebrow

This is a headline

This is a subheadline

This is body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed facilisis arcu et dui blandit lacinia. Sed mauris velit, tempus in nisl ut, commodo hendrerit nisl.

This is a CTA

This is a caption

Digital colours.

There are 24 digital colours that can be used across your website.

Just like in email, the colours are grouped together.

The three colours in each column adjacent can be applied to one web page to help give it depth and section it up.

Under no circumstances should the colours from different columns be used on a single web page.

When using one of the colour blocks on a web page, you should incorporate blocks of white space or full bleed images to break up the colour. Please see the example adjacent.

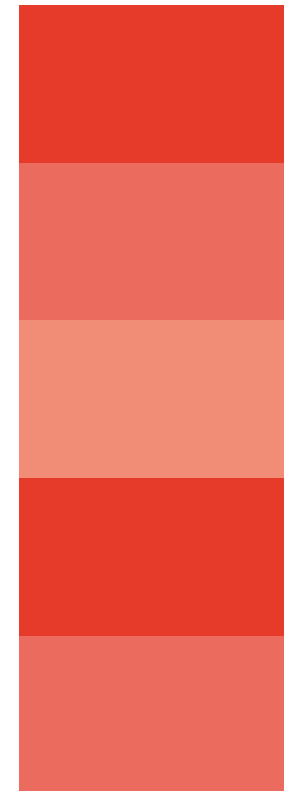
Product colour palette.

E63A28 230/58/43	EE7D05 238/125/5	DED1A7 222/209/167	84C497 132/196/151
EC66B5F 236/107/95	ED9551 224/157/69	FFDE4A 255/222/74	B7D8AA 183/216/170
F18C76 241/140/118	F8B877 248/184/116	FCC446 252/196/70	D8DC48 216/220/72
00AFAC 0/175/172	6BAEEO 107/174/224	CF7FA1 207/127/161	9F948E 150/148/142
BECECF 142/206/207	95C0D6 149/192/214	B793A9 183/147/169	D4AF9C 212/175/156
9FB9AE 159/185/174	DEDAD4 222/218/212	D188C7 209/184/199	E8DOC1 232/208/193

Do.



Don't.



Call to action (CTA) buttons.

The primary CTA should appear in a filled in box to attract the most attention.

The secondary CTA layout should only ever be used in instances where you need to have two, yet the response required from the user via this button is of less importance than the first.

When the background is white, use the page colours to highlight the secondary CTA buttons.

In the instance that the background is one of the 24 brand colours, it is essential that you use a black CTA button.

Primary conversion CTA.



Secondary conversion CTA.



Outline.

Primary conversion CTA.

Over product colour background.



Secondary conversion CTA.

Over product colour background.



Outline.

Imagery.

All hero imagery should be lifestyle led.

Where possible, copy should never appear on images. Instead, you should utilise the colour blocks for any copy that you wish to have with your image.

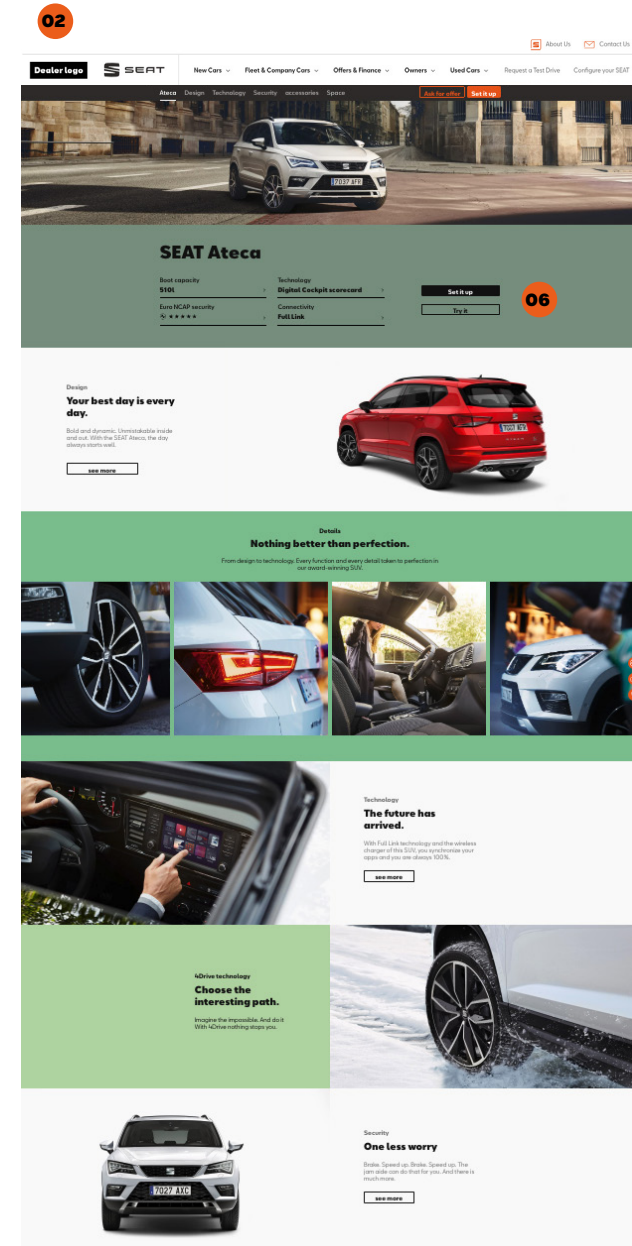
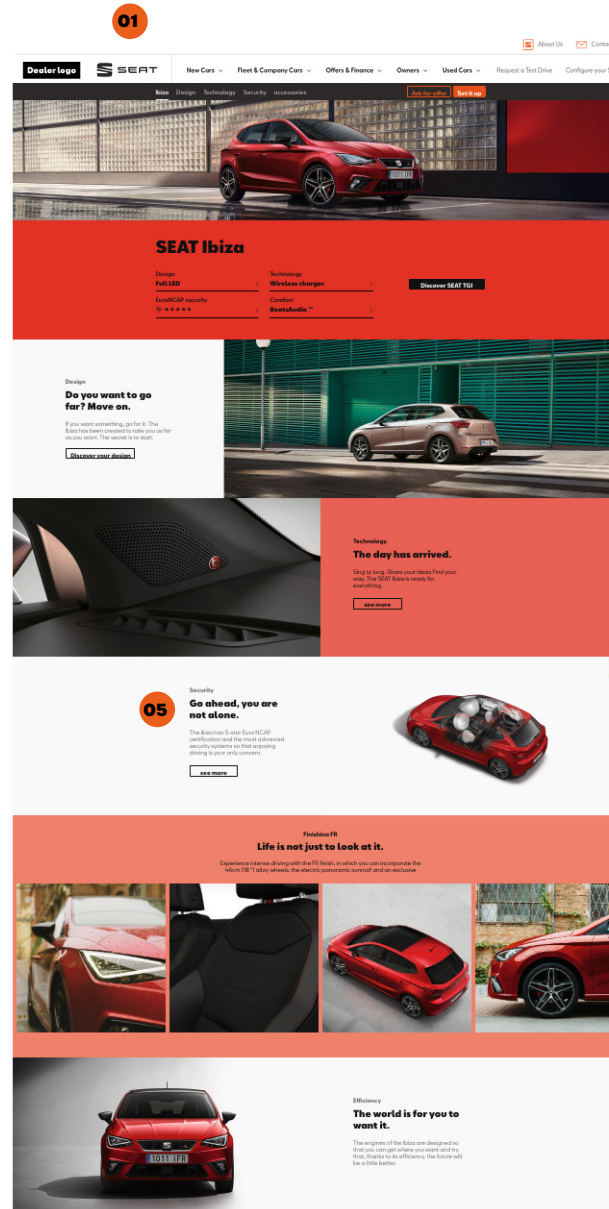
If you cannot find an image on **SEAT**studio, please contact the **SEAT**studio team.

The screenshot shows the SEAT UK website header with navigation links: Dealer logo, SEAT, New Cars, Fleet & Company Cars, Offers & Finance, Owners, Used Cars, Request a Test Drive, and Configure your SEAT. The hero banner features a dark SEAT Tarraco SUV in a lifestyle setting with the headline "Why not now?" and a "Discover more" button. Below the banner is the "Explore the range" section, which displays eight car models in a grid:

Model	Price (From)	Configuration
Mii	£11,905	View more > Configure >
Ibiza	£15,500	View more > Configure >
Leon	£18,265	View more > Configure >
Leon ST	£19,260	View more > Configure >
Arona	£17,150	View more > Configure >
Alhambra	£29,995	View more > Configure >
Ateca	£21,945	View more > Configure >
Tarraco	£28,335	View more > Configure >

Page layout examples.

- 01 SEAT logo in navigation bar.
- 02 Dealer logo in black or white.
- 03 Only colours from the same group are applied to one page.
- 04 Colours are broken up by a white block or full bleed image.
- 05 Copy in SEAT Bcn with the correct size ratios applied.
- 06 Primary and secondary CTA buttons.



07 SEAT Approved programme.

- 66 Colours**
- 67 Logo**
- 68 Iconography**
- 69 Imagery**
- 71 Press advert**
- 73 Billboard**
- 74 Web banner**

Colours.

The SEAT Approved colour palette has been carefully selected to complement existing external fittings and furniture.

The SEAT Approved grey is the same colour used for all fencing, bollards, signage, lighting etc in the showroom retail concept, while the Orange is SEAT's new corporate colour.

**SEAT
Approved
grey.**

75/62/54/46
60/65/71

**SEAT
Approved
orange.**

Pantone 166 C
0/74/95/0
234/93/26

Logo.

A majority of SEAT Approved assets sit on the grey background and as such, the top logo is used as the primary logo.

Where assets do not suit a full grey background, white should be used as the alternative and the bottom, secondary logo should be applied.

SEAT APPROVED
Selected. Prepared. Guaranteed.

SEAT APPROVED
Selected. Prepared. Guaranteed.

Iconography.

To demonstrate all the benefits of the SEAT Approved programme, a suite of icons has been produced. They are always displayed in orange with a written description in white appearing underneath.

Where space allows, the full suite of icons should be displayed on communications together.

They can be called out separately if you wish to promote one of the specific benefits of the programme.



12 month warranty.



12 month MOT protection.



12 months roadside assistance.



Multi-point check.



5 days SEAT insurance.



Full service history check.



Independent vehicle history check.



30 day no quibble exchange.

Imagery.

Using high quality and consistent imagery is a good way to advertise your full range of SEAT Approved cars. It is just as important as the wording you use to market it.

VWG image standards require a minimum of six set images to be displayed for each used car listing. These images are displayed adjacent and the number against each image corresponds with the order they must be uploaded to **seat.co.uk**

As best practice, you should maintain a consistent background across all your stock imagery, using the same angles for each car and ensuring all cars are clean. Some Dealers may benefit from using a professional photographer to do this on your behalf.

We recommend that the photographer kneels down when taking exterior shots and is at a minimum distance of 10ft from the car. They should then use the camera zoom to fill the frame as appropriate. Remember, a picture paints a thousand words.



1. Front 3/4
(taken from the driver's side)



2. Rear 3/4
(taken from the passenger side)



3. Full side



4. Dashboard



5. Interior
(Front seats and dashboard)



6. Wheel shot

Imagery.

Here are our key do's and don'ts to help you get the most out of your Approved imagery.

Please do.

- Ensure the vehicle is clean, damage free and appears in a suitable, well lit location.
- Ensure that a SEAT Approved cover plate is fixed.
- Position the steering wheel so that it is the correct way up and level for interior shots.
- Ensure that a minimum of 85% of your stock has images in all digital channels at all times.
- Use correctly sized imagery, showing the whole car.

Please don't.

- Display any visible pricing, decals or stickers.
- Include any people in the shot.
- Include any visible doorframes in interior shots.
- Show any exhaust fumes.
- Show excessive shadows or reflections.
- Photograph a wet car.
- Show any visible Dealer related information, or non-franchise or competitor branding.
- Use library or duplicated imagery – imagery must be of the actual car.

Press advert half page.

- 01 SEAT Approved logo in the top right corner.
- 02 Headline in SEAT Bcn Light and SEAT Bcn Black.
- 03 Dealer block in SEAT Bcn Regular and SEAT Bcn Black with mono Dealer logo.
- 04 SEAT logo.
- 05 T&Cs and emissions in SEAT Bcn Condensed in 6.5pt.
- 06 Images that meet compliancy guidelines.
- 07 SEAT Approved benefits icons.
- 08 Flexible grid.

02 Lorem ipsum dolor sit amet, consectetur ipsum adipiscing elit, sed at ipsum ut nibh.

01 **SEAT APPROVED**
Selected. Prepared. Guaranteed.

06

Ateca SE Technology
2.0 TDI 4Drive 150PS
£18,999

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

Ateca SE Technology
2.0 TDI 4Drive 150PS
£18,999

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

Ateca SE Technology
2.0 TDI 4Drive 150PS
£18,999

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

Ateca SE Technology
2.0 TDI 4Drive 150PS
£18,999

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

Ateca SE Technology
2.0 TDI 4Drive 150PS
£18,999

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

07 12 month warranty.

12 month MOT protection.

12 months roadside assistance.

Multi-point check.

5 days SEAT insurance.

Full service history check.

Independent vehicle history check.

30 day no quibble exchange.

04

03 **MONO LOGO** **Dealer Name** Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

05 Dependent on source, some SEAT Approved Cars may have had multiple users as part of a fleet and/or be ex-business use. In order to meet the SEAT Approved programme requirements, all cars are subject to a rigorous Multi-Point Check by our trained SEAT Technicians to ensure that they meet the same exacting standards regardless of source. For further details, please consult your SEAT Dealer. *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at ipsum ut nibh vehicula ultricies. Maecenas viverra hendrerit arcu, sed gravida augue viverra ut. Pellentesque ut condimentum est, bibendum imperdiet magna. Mauris accumsan lacus id quam sodales volutpat. Nam posuere ante et congue interdum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Ut vitae risus lobortis, lobortis lectus sit amet, suscipit neque.

Example only.

Back | Forward | Contents

SEAT UK corporate identity. Local marketing.

71

Press advert full page.

- 01 SEAT Approved logo in the top right corner.
- 02 Headline in SEAT Bcn Light and SEAT Bcn Black.
- 03 Dealer block in SEAT Bcn Regular and SEAT Bcn Black with mono Dealer logo.
- 04 SEAT logo.
- 05 T&Cs and emissions in SEAT Bcn Condensed in 6.5pt.
- 06 Images that meet compliancy guidelines.
- 07 SEAT Approved benefits icons.
- 08 Flexible grid.
- 09 Option to remove vehicle module and replace with a local or national offer.

02 Lorem ipsum dolor sit amet, consectetur ipsum **adipiscing elit, sed at ipsum ut nibh.**

SEAT APPROVED
Selected. Prepared. Guaranteed.

<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet
<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet
<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet 	<p>Ateca SE Technology 2.0 TDI 4Drive 150PS £18,999</p> <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet

07

12 month warranty

12 month MOT protection

12 months roadside assistance

Multi-point check

5 days SEAT insurance

Full service history check

Independent vehicle history check

30 day no quibble exchange

04

03

Dealer Name Street, Town, County POSTCODE
Tel: 0123 456 789 www.dealername.co.uk

09

05 Dependent on source, some SEAT Approved Cars may have had multiple users as part of a fleet and/or be ex-business use. In order to meet the SEAT Approved programme requirements, all cars are subject to a rigorous Multi-Point Check by our trained SEAT Technicians to ensure that they meet the same exacting standards regardless of source. For further details, please consult your SEAT Dealer. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut ipsum nibh vehicula ultricies. Maecenas viverra hendrerit orci, sed gravida purus viverra sit. Pellentesque sit condimentum est. Bibendum imperdiet magna. Mauris accumsan tristique. Nam posuere ante, et congue interdum. Pellentesque habitant morbi tristique senectus et netus et molestie aenean lacus turpis eget. Ut vitae Hissa lobortis, lobortis lectus sit amet, suscipit neque.

3 years free
MOT's with
every SEAT
Approved vehicle.

Example only.

Back | Forward | Contents

SEAT UK corporate identity. Local marketing.

72

Billboard.

- 01 SEAT Approved logo in the top left corner.
- 02 Headline in SEAT Bcn Light and SEAT Bcn Black.
- 03 Diagonal stack in SEAT Bcn Black.
- 04 SEAT logo.
- 05 T&Cs and emissions in SEAT Bcn Condensed in 6.5pt.
- 06 SEAT Approved benefits icons.
- 07 Flexible grid.

SEAT APPROVED
Selected. Prepared. Guaranteed.

So many reasons to choose a
SEAT Approved used car.

£99 2 year service plan.
7.4% APR Representative.

On selected used cars.

With Solutions PCP.

SEAT

12 month warranty. 30 day no quibble exchange.
Full service history check. 12 months roadside assistance.
Multi-point check. 5 days SEAT insurance.
12 month MOT protection. Independent vehicle history check.

Offer may be varied/withdrawn at any time. Finance providers may pay us, as a broker for introducing you, With Solutions Personal Contract Plan. Where ordered by 30/09/2018. 18+. Subject to status. Indemnities may be required. T&Cs apply. SEAT Financial Services. Service plan available for up to 2 years/20,000 miles whichever comes first.

Example only.

Web banner.

- 01 SEAT Approved logo in the top left corner.
- 02 Headline in SEAT Bcn Black.
- 03 Diagonal stack and CTA button in SEAT Bcn Black.
- 04 T&Cs in SEAT Bcn Condensed in 9pt.
- 05 Lifestyle imagery.
- 06 Flexible grid.

01 **SEAT APPROVED**
Selected. Prepared. Guaranteed.

02 **Buy a SEAT Approved
Used car with finance.**

Get your next two
services for only £99.

03 **10.9% APR
Representative.**

04 *With Solutions Personal Contract Plan. 18\$+-. Subject to Status. Until 30/09/2018.
T&Cs apply. Indemnities may be required. SEAT Financial Services.

05

06 [Discover more](#)

Example only.

08 Aftersales.



**76 Aftersales and
Accessories colours**

77 SEAT Care

78 Carefree ownership

79 Imagery

80 Web banner

81 Email

82 Social media

Aftersales and Accessories colours.

Two colours have been taken from the existing palette that should be used to represent Aftersales and Accessories communications across the board.

Aftersales and Accessories green.

Pantone 5575 CP
43/16/33/2
159/185/174

Aftersales and Accessories grey.

Pantone Warm Grey 2
15/13/16/0
222/218/212

SEAT Care.

SEAT Care is the umbrella term encompassing all Aftersales and Accessories elements. It has an accompanying suite of icons that can be used as a whole or individually to represent individual elements.



Carefree ownership.

For 2018, the Fixed Price Servicing programme will continue to bear the sub-branding of Carefree Ownership, incorporating the SEAT Care branding.

The logo adjacent should be applied to all Fixed Price Servicing materials, space permitting.

SEAT CARE
Carefree ownership.

Imagery.

A mix of vehicle lifestyle and service imagery is to be used in communications.

The Aftersales and Accessories colours override any pre-assigned colour blocks of vehicle lifestyle imagery.

Where possible, the vehicle lifestyle images should be retouched to include an element of the Aftersales and Accessories green.



Web banner.

- 01 Image alongside green colour block.
- 02 Headline in SEAT Bcn Light and SEAT Bcn Black.
- 03 Diagonal stack and CTA button in SEAT Bcn Black.
- 04 T&Cs in SEAT Bcn Condensed in 9pt.
- 05 Flexible grid.
- 06 Web address.
- 07 Retouched lifestyle image to include an element of the Aftersales green.

02 **Spread the cost** with our two year service plan.

03 **18 monthly payments of £22.99.**

24 months/20,000 miles cover.

Discover more

04 Plan is protected from inflation and transferable with your car to a second owner, once fully paid. Terms and conditions apply.

01

07

05

06

02 **Ateca spare wheel kit.**

03 **Be ready for the unexpected.**

**2WD models £199.
4WD models £299.**

Discover more

01

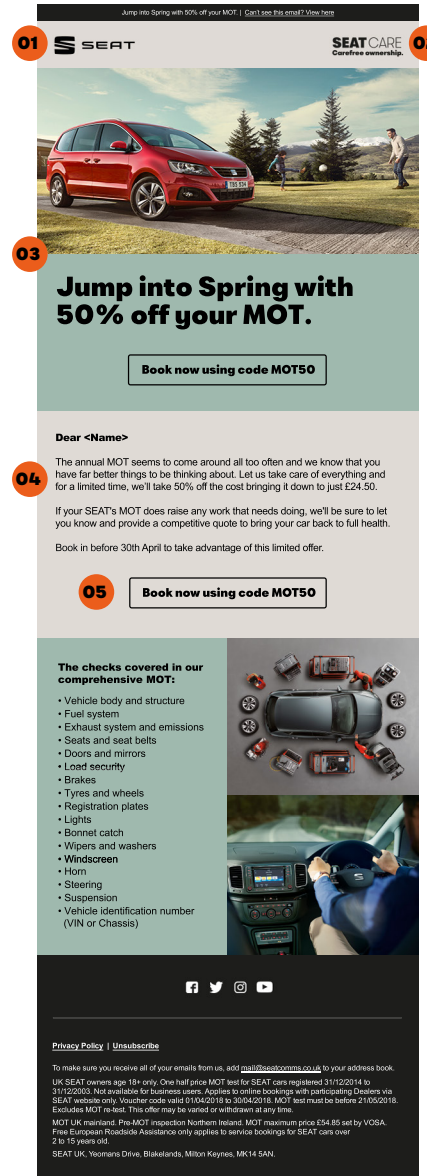
05

06 seat.co.uk/accessories

Example only.

Email.

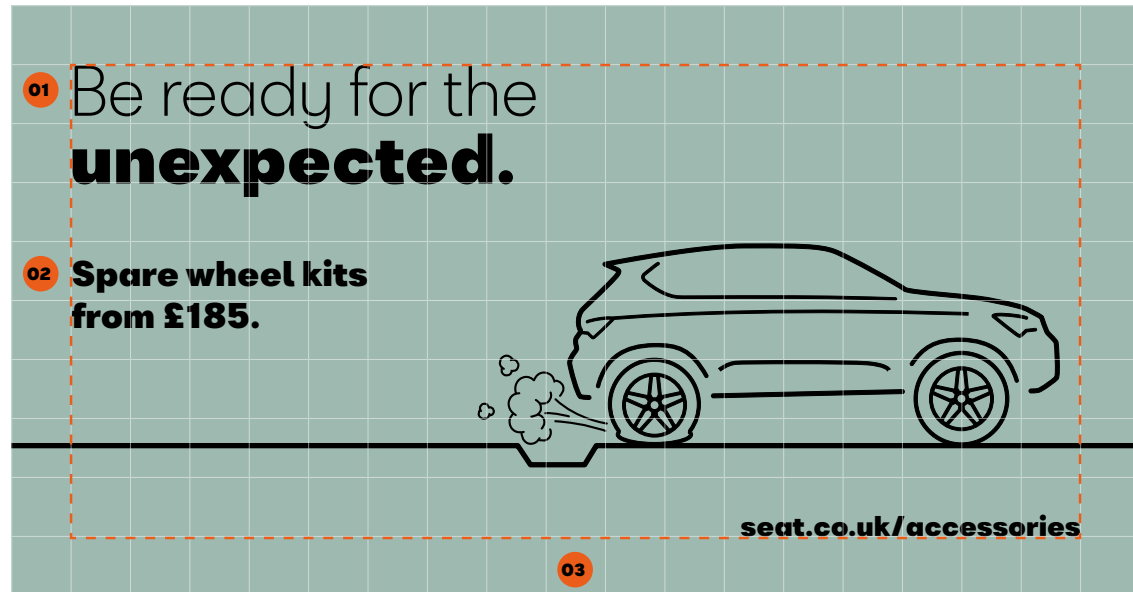
- 01 Horizontal logo used to best fit the space.
- 02 SEAT Care logo.
- 03 Image alongside pre-assigned colour block.
- 04 All copy in Arial.
- 05 CTA button with rounded corners.



Example only.

Social media.

- 01 Headline in SEAT Bcn Light and SEAT Bcn Black.
- 02 Diagonal stack in SEAT Bcn Black.
- 03 Flexible grid with an invisible outer frame of one grid square should be applied.



Example only.

09 Useful references.



84 Stationery

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Stationery.

A selection of stationery for your dealership is available through the supplier, Snows.

Contact them at
customerservice@snowsbf.co.uk

Alternatively, request the artwork from the **SEAT** studio team and you can arrange to print locally.



Showroom POS.

Any POS on display in a dealership must be centrally generated. A POS guide is circulated every quarter highlighting the POS that should be on display.

New POS is frequently made available to promote and launch New and Used Cars, Aftersales, Accessories and tactical offers. It's important that once you receive your POS, you replace it in a timely manor and destroy the previous POS.

A new Showroom Standards guide will be released soon.



Toblerone POS panels.



Fixed price servicing A5 leaflet.



Service invoice folder.

Events.

You are expected to complete one product placement event each quarter. A good way to gain maximum exposure at such events is to hire an event kit from xpression events, who can help with everything from event location and ideas, to event kits, product placements, giveaways, historic cars and uniforms.

For more information, please refer to the SEAT Event Packs brochure.



Custom Dealer banner (choice of two options).



Pop-up.



Sail flag.



Event unit wing panels (size varies on each unit).



Ice cream trike.



Data capture box.



SEATstudio team.

The **SEAT**studio team is on hand to assist Dealers with their local marketing requirements.

For help with creating your marketing materials, contact the **SEAT**studio team on **01908 295760** or email **seatstudio@cygnus.co.uk**

Along with providing best practice advice and information, the **SEAT**studio team offer a free of charge bespoke artwork service for New and Used vehicle communications. Dealers can request assets to be created and delivered within 72 hours.

In addition to this, Dealers can contact the team for assistance with:

- Copywriting
- Creative execution
- Brochures
- Graphic design
- Point of sale
- Print and production
- Promotional merchandise

They cover:

- Press ads
- Direct Mail shots
- Leaflets
- Brochures
- Digital and static billboards
- Bus stops
- Bus backs
- Fence wraps
- Petrol station forecourt graphics
- Showroom POS
- Web banners
- Social media images
- GDN assets
- HTML email builds and sends
- ...and everything in between!

Additional services include:

CI Approval

All marketing communications, whether produced by the **SEAT**studio team or Dealers themselves, should comply with CI and FCA regulations. Marketing materials produced locally can be sent to the **SEAT**studio team for approval. Dealers who do not gain approval and publish non-compliant marketing materials will jeopardise their local communications support budget.

Fast-track service

Get bespoke marketing materials quickly for just £50. Dealers who require bespoke marketing materials urgently and are unable to give the **SEAT**studio team 72 hours to complete the request, can use the fast-track service for £50 per request. This service is subject to capacity; all requests will be reviewed by the team. The service is not covered by local communications support, so these costs cannot be claimed.

SEATstudio news

SEATstudio news is an initiative put in place to keep Dealers updated and informed, bringing all the important local marketing information, from all business channels, to Dealers in one email. To be added to the distribution list please contact the **SEAT**studio team.

Dealer CI Q&A's.

From the 1st April all materials should be CI compliant but my website and showroom still have old CI elements – what should I do?

All marketing communications should be in new CI by the 1st April 2018. Full guidance for updating websites will be issued later this year. In the meantime, Dealers can update their website and social channels with the new brand logo. To confirm, the new CI is for communications only so will only impact marketing materials in your showroom.

Where can I access the web font?

The web font is not yet available. This will be released with the website guidelines later this year.

What font weights should I use when? Are there any rules around spacing/leading?

The print font can be downloaded from **SEAT**studio. In terms of font weighting, headlines and any copy in the diagonal stack should appear in SEAT Bcn Black. Finance tables should be SEAT BCN regular and 'T&Cs' should be in SEAT Bcn Condensed, with the key elements highlighted in SEAT Bcn Condensed Bold. There are no set rules about spacing/leading (spacing between characters or lines) but always refer back to the templates on **SEAT**studio as a guide.

Can I pick my own colours for my marketing communications?

All hero vehicle images have been carefully matched with an accompanying colour from the approved CI colour palette – these are all displayed on **SEAT**studio. When you are creating an asset, visit **SEAT**studio to locate the image that you want to use and apply the colour block that sits with it.

Can someone check that my ad is CI compliant before I send it to a publisher?

Of course! Send your artwork to seatstudio@cygnus.co.uk and the team will advise whether it is CI compliant and provide feedback where necessary.

What is the turnaround time if I were to request assets from the **SEATstudio team?**

Along with providing best practice advice and information, the **SEAT**studio team offer a free of charge bespoke artwork service for New and Used vehicle communications. The standard turnaround time for these assets is 72 hours. If your request is urgent, there is a fast-track service for £50 per request. Both services are subject to studio capacity, which you will be advised of upon receipt of brief.

Helpful links.

SEATstudio
seatstudio.co.uk

SEATstudio.

FCA Guidelines
seatstudio.co.uk



SEAT Financial Services
seat.vwfscampaigncentral.co.uk

SEAT FINANCIAL SERVICES
Finance. Insurance. Fleet. Mobility.

VWFS Guidelines
seat.vwfscampaigncentral.co.uk

**VOLKSWAGEN
FINANCIAL SERVICES**
THE KEY TO MOBILITY

SEAT Hub
hub.vwg.co.uk



NCAP
euroncap.com/en





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seat.co.uk