

# FINS CAR WASH



**2022 Style Guide**

# Masterbrand



Standard CMYK (4C) or 2-color horizontal version



White horizontal version



Standard CMYK (4C) or 2-color vertical version



Standard CMYK (4C) or 2-color vertical version

# Mark

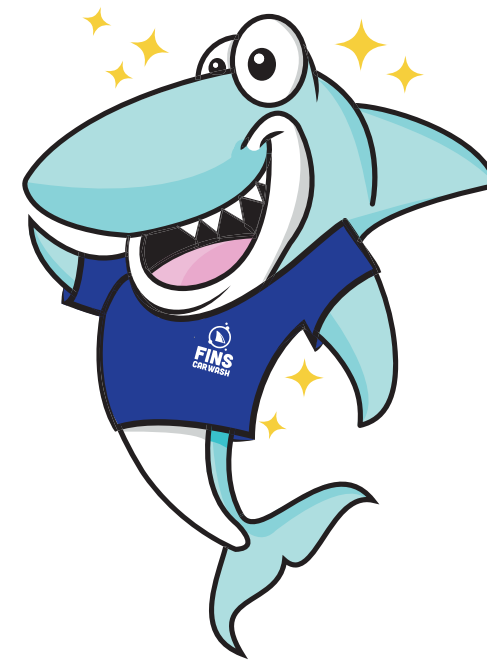
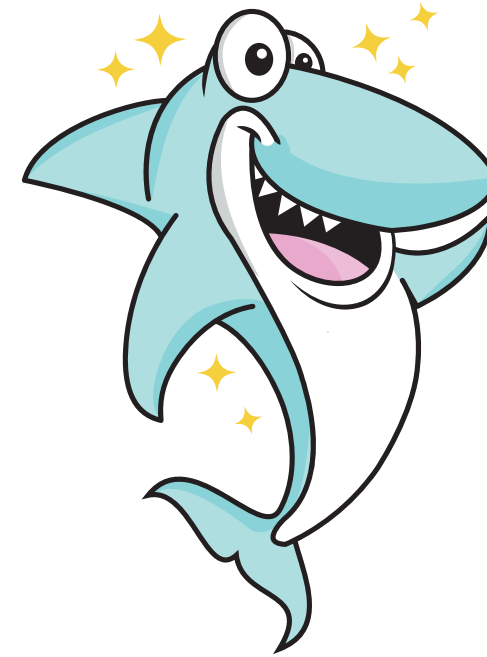


Standard CMYK (4C) or 2-color version



White version

# Mascot



FINN - Fins Car Wash Mascot

# Fonts

## Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + { } / [ ] : ; ' " < > | \ .

Roboto Thin

*Roboto Thin Italic*

Roboto Light

*Roboto Light Italic*

Roboto Regular

*Roboto Italic*

Roboto Medium

*Roboto Medium Italic*

Roboto Bold

*Roboto Bold Italic*

Roboto Black

*Roboto Black*

## CUBANO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + { } / [ ] : ; ' " < > | \ .

## CUBANO REGULAR

### *CUBANO ITALIC*

# Color Values

FINS PRIMARY COLOR PALETTE



**C** 100  
**M** 83.56  
**Y** 11.51  
**K** 3.42

**R** 25  
**G** 70  
**B** 141

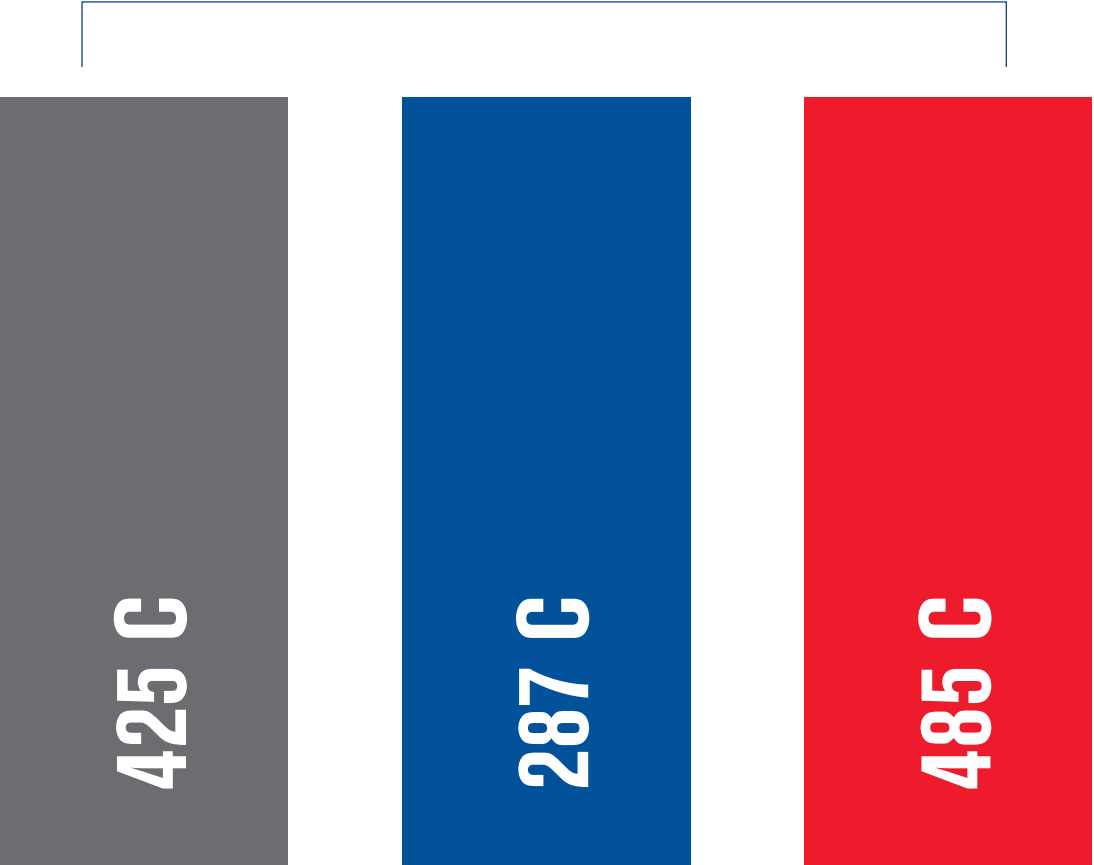
**WEB** 19468D

**C** 46.96  
**M** 0  
**Y** 100  
**K** 0

**R** 149  
**G** 201  
**B** 61

**WEB** 95C93D

MASTERBRAND COLOR PALETTE



**C** 0  
**M** 0  
**Y** 0  
**K** 70

**R** 109  
**G** 110  
**B** 113

**WEB** 6D6E71

**C** 100  
**M** 69  
**Y** 0  
**K** 11

**R** 0  
**G** 82  
**B** 155

**WEB** 00529B

**C** 0  
**M** 100  
**Y** 91  
**K** 0

**R** 237  
**G** 27  
**B** 46

**WEB** ED1B2E

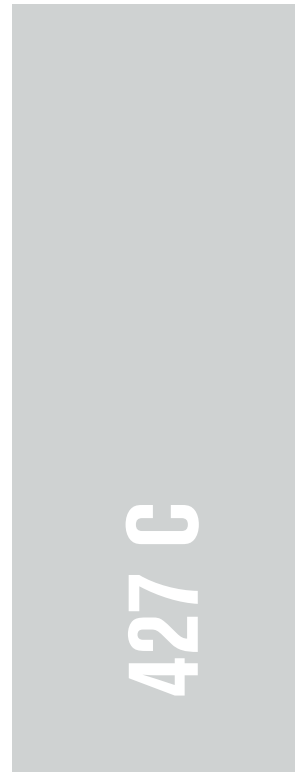
# Mascot Color Values



<b>C</b>	100
<b>M</b>	83.56
<b>Y</b>	11.51
<b>K</b>	3.42
<b>R</b>	25
<b>G</b>	70
<b>B</b>	141
<b>WEB</b>	19468D



<b>C</b>	46.96
<b>M</b>	0
<b>Y</b>	100
<b>K</b>	0
<b>R</b>	149
<b>G</b>	201
<b>B</b>	61
<b>WEB</b>	95C93D



<b>C</b>	17.92
<b>M</b>	12.19
<b>Y</b>	12.67
<b>K</b>	0
<b>R</b>	207
<b>G</b>	210
<b>B</b>	211
<b>WEB</b>	CFD2D3



<b>C</b>	4.28
<b>M</b>	30.5
<b>Y</b>	0
<b>K</b>	0
<b>R</b>	237
<b>G</b>	189
<b>B</b>	219
<b>WEB</b>	EDBDDB



<b>C</b>	5.32
<b>M</b>	40.1
<b>Y</b>	0
<b>K</b>	0
<b>R</b>	242
<b>G</b>	168
<b>B</b>	220
<b>WEB</b>	F2A8DC



<b>C</b>	29.66
<b>M</b>	0
<b>Y</b>	11.97
<b>K</b>	0
<b>R</b>	175
<b>G</b>	226
<b>B</b>	227
<b>WEB</b>	AFE2E3



<b>C</b>	43.87
<b>M</b>	0
<b>Y</b>	15.6
<b>K</b>	0
<b>R</b>	132
<b>G</b>	218
<b>B</b>	222
<b>WEB</b>	84DADE



<b>C</b>	66.03
<b>M</b>	0
<b>Y</b>	21.42
<b>K</b>	0
<b>R</b>	29
<b>G</b>	202
<b>B</b>	211
<b>WEB</b>	1DCAD3



<b>C</b>	4.1
<b>M</b>	16.52
<b>Y</b>	87.05
<b>K</b>	0
<b>R</b>	245
<b>G</b>	206
<b>B</b>	62
<b>WEB</b>	F5CE3E

# Wash Menu Color Values



**C** 56  
**M** 93  
**Y** 15  
**K** 2

**R** 133  
**G** 55  
**B** 130

**WEB** 853782



**C** 4  
**M** 48  
**Y** 89  
**K** 0

**R** 238  
**G** 149  
**B** 56

**WEB** E2984C



**C** 10  
**M** 81  
**Y** 91  
**K** 1

**R** 217  
**G** 85  
**B** 50

**WEB** D95532



**C** 75  
**M** 33  
**Y** 0  
**K** 0

**R** 50  
**G** 143  
**B** 206

**WEB** 328FCE



# Examples

**FREE  
VACUUMS**

A cartoon shark wearing a green FINS CAR WASH shirt is vacuuming. The background is purple with a green arrow pointing right.

**SPOOKY CLEAN  
HALLOWEEN**

OCTOBER 25-31

FINS CAR WASH

A cartoon shark wearing a green FINS CAR WASH shirt is holding a jack-o'-lantern and a green bag. The background is blue with a spiderweb.

GIVE THE GIFT OF CLEAN.

UP TO  
**30% BONUS**

ADDED TO EVERY GIFT CARD PURCHASE

FINS CAR WASH GIFT CARD

Gift Cards are available for purchase at any Fins Car Wash location. Offer valid for a limited time only and cannot be combined with any other coupon, discount or AAA pricing.

A cartoon shark wearing a green FINS CAR WASH shirt is holding a gift card. The background is light blue with snowflakes.

#FINSGIVEAWAY

**WIN  
A YEAR OF  
UNLIMITED  
FINS WASHES**

LEARN MORE AT  
[FINSWASH.COM/GIVEAWAY](http://FINSWASH.COM/GIVEAWAY)

FINS CAR WASH

A cartoon shark wearing a blue FINS CAR WASH shirt is holding a green gift card. The background is green with a jagged green arrow pointing up.

# Patterns + Textures

