Founded in 2002 DealerRater is the largest third-party review site dedicated exclusively to car dealerships, featuring more than 44,000 US and Canadian car dealers.

Our brand is authentic and trustworthy. We are dependable and transparent in providing consumers with the information they need to choose the right person at the right dealership. We provide invaluable products to dealerships while preserving the integrity of our content.

Positioning

The leading source of authentic and trustworthy ratings and reviews about dealerships and their staff. We provide the best suite of products and tools allowing dealerships to connect with consumers, sell more cars, and improve, monitor and maintain their reputation on and offline.

Purpose

To improve the automotive retail experience by connecting consumers with the right person at the right dealership. Helping dealerships connect with consumers and provide an outstanding experience. Collecting, sharing and syndicating the consumer dealership experience.

Value Propositions

For Consumers
Reducing anxiety and stress by connecting consumers with the right person at the right dealership based on authentic experiences of millions of consumers.

For Dealers
Helping dealers sell more cars, retain top staff and build long-term trust with consumers by showcasing their employees, communicating with consumers, and monitoring their performance.

For OEMs
Providing the industry's only platform for connecting in-market consumers with the right person at the right dealership and increasing sales and consumer satisfaction.

Last Updated June 20, 2019

Three DealerRater logo options are provided for various contexts and should be used exclusively as advised in this document. Aside from scale, our logo should not be altered.

Full-Color

This is our primary logo and should be used in all digital and print applications, on white backgrounds only.

Knock-Out

This logo is only for use on solid color backgrounds that are dark enough to clearly decipher the logo.

Black

This logo is only for use in greyscale applications.

02.1 Logo Usage

Application

Do not change the color of the logo in any way. Only use the knocked-out version on a solid, brand-color background with sufficient contrast and never put any of the logos on a patterned background. Do not crowd the logo with other elements or text. Give it at least a 1/4 inch of breathing room in print and 25 pixels at 72dpi on digital.

Alteration

Do not alter the DealerRater logo in any way. This includes disproportionately scaling, skewing, and rotating as well as adding any treatments such as drop shadows, bevels, or strokes.

Scale

The DealerRater logo can be scaled proportionately down to no smaller than a 1/2 inch or 50px at 72dpi on digital. When scaling the logo up, only use the vector (.eps) format. The vector format of the logo can be scaled to any size. Scaling a raster version of the logo (.jpg, .png) will cause it to become fuzzy and pixelated.

Written Form

DealerRater is one concatenated, camel-case word with a capital "D" on Dealer and a capital "R" on Rater. DealerRater web addresses should be written with capitals (DealerRater.com).

Last Updated June 20, 2019

NO

Dealer Rater,
dealerrater,
Dealerrater

DealerRater color is trustworthy, professional, fun and fresh. Our color palette is purposefully more reminiscent of the tech industry than the automotive industry.
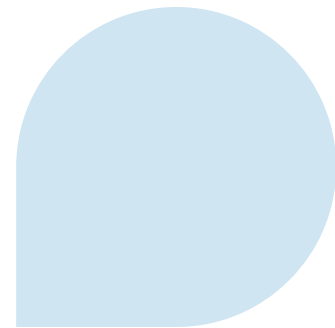
Primary Brand Colors

Below are the colors that appear in our logo and the black we use for most copy. They are trustworthy and professional.
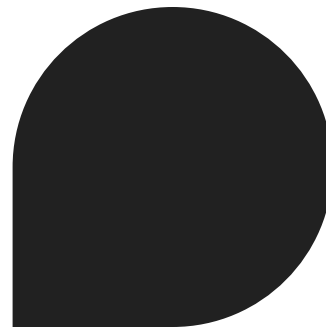
HEX: #107DBF
RGB: 16,125,191
CMYK: 100, 30, 0, 0

HEX: #FA7412
RGB: 250,116,18
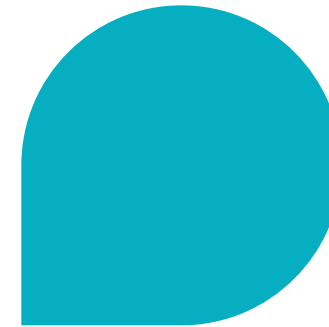**CMYK**: 0, 60, 100, 0

HEX: #CFE5F2
RGB: 207,229,242
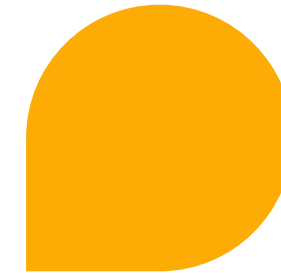**CMYK**: 20, 5, 0, 0

HEX: #212121
RGB: 33,33,33
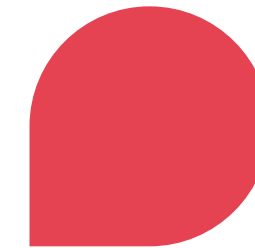**CMYK**: 74,66,64,72

Secondary Brand Colors

These colors, in order of frequency of use, are used for contrast and accent. They are engaging, fresh, and complimentary to our primary brand colors.

HEX: #05AEC1
RGB: 0, 173, 194
CMYK: 75, 0, 15, 5

HEX: #FDAC06
RGB: 253,172,6
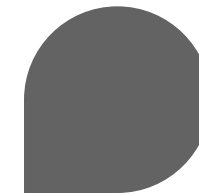**CMYK**: 0, 30, 100, 0

HEX: #E54352
RGB: 229,67,82
CMYK: 0, 80, 40, 0

HEX: #94BF28
RGB: 148,191,40
CMYK: 50, 0, 85, 0

Greyscale

DealerRater design is functional, comunicative, contextual and responsive. It is driven by our dedication to creating solid, usable products. Our design

H: #636363
R: 99,99,99
C: 0,0,0,80
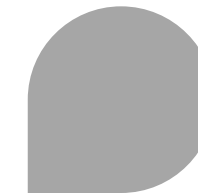
H: #A6A6A6
R: 166,166,166
C: 0,0,0,35

H: #D2D2D2
R: 210,210,210
C: 0,0,0,18

H: #E8E8E8
R: 232,232,232
C: 0,0,0,9

H: #F8F8F8
R: 248,248,248
C: 0,0,0,3

The majority of DealerRater color application is flat and simple. In cases where more visual texture is necessary, branded gradients and flat shadows may be used.

Graphic
To add depth to branded graphic content, flat highlights and shadows may be used.

highlight

shadow

Flat Opaque Shadow 3px #D2D2D2 no blur

#FFFFFF @20% alpha   #000000 @20% alpha

Gradient
The following gradients may be used for presentations, collateral, etc. Knocked out (#FFFFFF) title text (not blocks of text) may be used on the blue and orange gradients at a minimum of 24pt, 500 weight. Text may not be used on the grey gradient. Gradients should span a minimum of 200px.

#A6A6A6   #107DBF   #FA7412

Lorem Ipsum   Lorem Ipsum

#D2D2D2   #05AEC1   #FDAC06

DealerRater

Museo Sans

100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

...and all corresponding italics of these weights

Our typography is simple and clear. With only one typeface, we communicate hierarchy with weight, color, and size.

Bold & Italic
When emboldening or italicizing a word or phrase, only use the italic or heavier version of the actual typeface (e.g. Museo Sans 700 Italic), not the bold or italic function of the tool being used.

Substitution
In cases where fonts can't be embedded, **Helvetica** should be used. For emails, **Verdana** can be used.

Other Considerations
- Apply weight, size, and brand color to typography sparingly and only as communication (e.g. to draw attention to something specific or to differentiate)
- Never display copy at a line height that is lower than 1.25em
- Legibility and digestibility are more important than style

DealerRater

YES

Connect With Consumers

Black type (#212121) on #E8E8E8 or #F8F8F8

Connect With Consumers

White type (#FFFFFF) on #107DBF, #FA7412, #05AEC1, #FDAC06, or #636363

Connect With Consumers
#107DBF, #FA7412, #05AEC1, #FDAC06, or #636363 on white (#FFFFFF)

Connect With Consumers

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Titles that appropriately contrast weight, color, and/or size from the copy to which they refer

NO

Connect With Consumers

Connect With Consumers

Type/background combinations other than what is specified

Connect With Consumers

Any type color on a patterned or treated background

Connect With Consumers

Type on any photograph without sufficient contrast (do not add drop shadows to accomodate this)

Connect With Consumers

Type treatment of any kind (strokes, shadows, bevels etc.)

DealerRater

We speak to our audience directly. We are articulate, authentic and clear.

We are...
Helpful, trustworthy, informative, knowledgable, fun, engaging, honest, dependable

We are not...
Convoluted, complicated, inarticulate, condescending, brash, unstable, opaque

Our tone is...
Personal, conversational, credible, clear, concise, straightforward, intelligent, whimsical

Last Updated June 20, 2019

When communicating the value of our products and brand, we are direct, engaging, and minimal. The authenticity in our voice is driven by a strong commitment to defining and meeting the needs of consumers and of our customers.

Brevity

- Limit both visual and copy content to what's absolutely necessary
- Edit, trim, consolidate
- Use summaries for long documents
- Make headings clear and communicative

Focus

- Know the audience and address their needs
- Lead with the solution not the problem
- Exclude tangential/peripheral information unless necessary
- Tailor content to the medium of delivery
- Avoid the use of metaphors and puns

Consistency

- Adopt consistent naming conventions
- Refer to brand vocabulary for consistent product names and descriptions
- Use branded graphics that are stylistically consistent
- Ensure list items use consistent syntax when possible
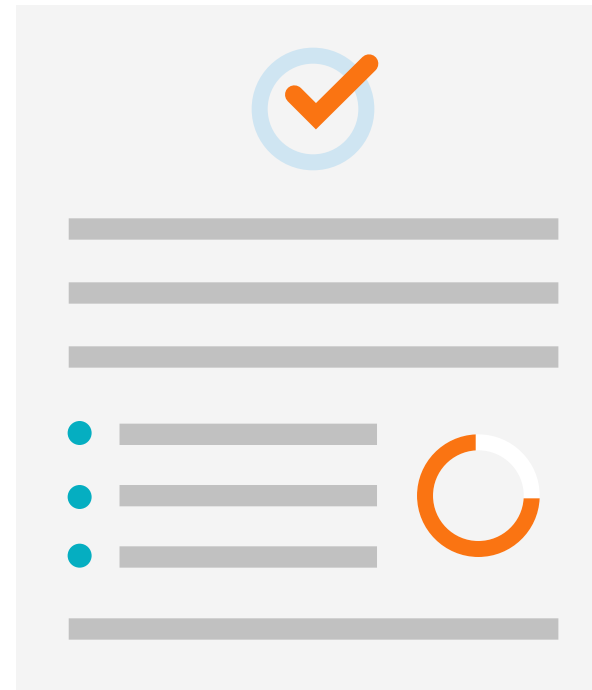
YES

- Clean, flat, minimal, branded design
- Visually organized and balanced
- Open layout with lots of breathing room
- Graphic content for communication & branding
- Sharp, hi-res photography and graphics
- Methodically revised and intentionally lean
- Branded and approved graphic content
- Typography for clarity and readability

NO

- Dated, inconsistent, off-brand design
- Disorganized, unbalanced
- Crowded, illegible, unfocused
- Graphic content to fill open space
- Blurry, lo-res photography or graphics
- Typos, grammar issues, inconsistent syntax
- Clip art, images, graphics found on the web
- Typography for variety and style

Motion and animation are thoughtfully applied at intersection of communication and delight, not as embellishment alone. Keep moving objects and transitions to a minimum and use them to elegantly draw attention to an object or concept.

We use motion and animation simply and minimally to keep users focused on what we're communicating to our audience.

YES

- Animated scaling or subtle animations that draw a users eye to a concept, graphic, or text
- Simple fade in/out or zoom transitions
- Hi-res video content
- Animation that loops up to 5 seconds
- Display text to maximize retention
  - 400 milliseconds to focus
  - 50 milliseconds per character
  - Minimum of 2 second dispay

NO

- Overuse of flipping, flopping, flashing, flapping, bouncing, spinning, twirling, twitching, wiggling etc.
- Animating text that a user needs to read
- Transitions for the sake of transitions
- Animated objects that draw the user's attention away from content they're tyring to process
- Animation or moving images behind text the user need to read
- Animation that loops infinitely

DealerRater provides a large suite of products, features and certifications for dealers. These terms should be referenced *verbatim* across all digital, marketing, training, and sales collateral. Consistency with these terms helps with clarity, understanding, and recognition.

Basic Listing │ ~~BasicListing, DealerRater Free~~
A no-cost offering that dealers can use to reply publicly to reviews and create taggable employee profiles.

DealerRater Connections │ ~~DRC~~
Our flagship, base product that allows dealers to compile reviews, mediate negative reviews, prominently feature their employees, and monitor social activity.

DealerRater Connections Plus │ ~~DRC+~~
Our product that includes all the features of DealerRater Connections, plus the ability to automate review solicitation text messages and emails to recent customers.

DealerRater Connections Premier │ ~~DealerRater Connections Premium, DRC Premier DRC++~~
Our product that includes all of the features of DealerRater Connections Plus, with a superior level of support.

Salesperson Connect™ │ ~~Salesperson Connect, SalespersonConnect~~
A feature that allows consumers to select an employee to work on a Cars.com vehicle detail page.

Resolution Advantage │ ~~ResolutionAdvantage~~
A feature of all DealerRater products that gives dealers 14 days to respond to a negative review before the review is live on DealerRater.

DealerRater for Dealers App │ ~~The LotShot App, The DealerRater App~~
Our mobile app that allows employees to manage their DealerRater profiles, send LotShot review requests, and communicate with customers. The app is available in the Apple App Store or Google Play Store, free of charge.

LotShot | ~~LotShots, Lotshot, The LotShot App~~
A feature of the DealerRater for Dealers app that allows a salesperson to take a photo of a customer taking delivery of their vehicle and send it to them with a request for a review.

ReviewBuilder™ | ~~ReviewBuilder, Review Builder~~
A feature of DealerRater Connections Plus and DealerRater Connections Premier that automates review solicitation.

ReviewShare | ~~Review Share, ReviewBuilder~~
A feature of all DealerRater products that encourages reviewers to also submit their review on an additional site.

360Connect | ~~360 Connect, 360~~
A feature of all DealerRater products that allows dealers to monitor social activity and reviews across third party sites.

Certified Employee | ~~Certified Salesperson, Employee Certification~~
A status available to employees of Certified dealers that is earned quarterly through completing a set of training videos and receiving 10 reviews.

Certified Dealer | ~~Dealer Certified, Dealer Certification~~
A Certified Dealer is any dealership using DealerRater Connections, DealerRater Connections Plus, or DealerRater Connections Premier.

Dealer of the Year/DOTY
An annual award given to the highest performing dealers based on PowerScore nationally, as well as by brand and state.

Consumer Satisfaction Award/CSA
An annual award given to a top percentage of dealers based on PowerScore.

PowerScore
A bayesian algorithm that takes into account overall review score, recency of reviews, and other factors over a 12-month period to determine top performing dealerships