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Introduction

The background features two large, solid-colored geometric shapes. On the left, a dark blue triangle points towards the center. On the right, a red triangle points towards the center, meeting the blue one at the middle of the slide.

This is the AMBEST Brand Atlas

The AMBEST Brand Atlas is here to help you bring the company's brand to life. The Atlas provides direction for visual identity, including logo, color, typography, and brand voice standards for AMBEST and AMBUCK\$.

Experience shows that brand loyalty begins with consistent, accurate application at every turn — from business cards to apparel, websites to signage. Therefore, our look and message need to map to these guidelines for maximum impact.

We designed this Atlas to provide an overview of AMBEST's brand to help you create compelling communications with equal parts imagination and effectiveness. Please use it for guidance as you build your campaigns, outreach, signage, and collateral materials.



What is a Brand Look?

A Brand Look is our first impression.

For this reason, it's crucial we apply the AMBEST and AMBUCK\$ consistently across every application.

We want our Members and their customers to think:

- I am receiving good value.
- I am visiting a quality site.
- I am earning valuable rewards.
- I am in the hands of an expert.

Deviation from this Brand Atlas dilutes this impact.



What is a Brand Voice?

A Brand Voice goes beyond what we say — it's how we say it.

Think of the AMBEST Voice as the way we carry ourselves. AMBEST is helpful, respectful, supportive, and confident. Conveying our message through that tone will have a tremendous impact on readers, listeners, and followers. We will be believable, trustworthy, and informative.

The best Brand Voice is:

- Clear — we get to the point
- Authentic — we stay true to who we are
- Relevant — we communicate to the audience
- Professional — we are respectful and authoritative
- Engaging — we use compelling language to connect

Deviation from this Brand Atlas dilutes this impact.

The background features a white central area. A dark blue polygon is located in the top-left corner, and a large red triangle is positioned in the bottom-right corner, with its hypotenuse running diagonally across the frame.

Understanding AMBEST



Decades of Service

From its first days

AMBEST set out to help independent truck stop and service center owners prosper in the face of corporate competition.

In the simplest terms, AMBEST is a servant organization dedicated to helping its Members connect with their customers and grow their businesses.

Since 1988

AMBEST has grown from a handful of travel centers to more than 500 across the United States, including travel centers, fuel stops, and service centers. The goal of establishing a network of trusted truck stops and service centers that partner with drivers and fleets remains front and center.

The Member-owned organization also offers an industry-leading rewards program called AMBUCK\$, the AMBEST Fuel Card, the AMBEST app, and a Member's Portal.

The AMBEST story continues to evolve.
We remain committed to our mission and excited for the future.



What Keeps Us Aligned

AMBEST strengthens America's independent truck stops and service centers to spark growth and foster loyalty by delivering superior experiences.



How we
perceive
ourselves

AMBEST is the network of independent truck stops and service centers that help us stand strong against corporate national chains with collective purchasing power for fuel, parts, and sundries, expert mechanical technicians, and attention to personal service impossible anywhere else.



We're
Proud
to Be

**The network behind the
name on the door.**



AMBEST Is

1. A Member-owned network of independent truck stops and service centers
2. Offering top-tier amenities, competitive fuel prices and honest service
3. Proudly delivering America's best travel & service experience



AMBEST Is Not

1. A faceless corporate chain
2. A cookie-cutter convenience store with no personality
3. A company that compromises on quality or service

Our Identity





Primary Logo



AMBEST has grown from a handful of locations to more than 500 across the United States, including travel centers, fuel stops, and service centers. The goal of establishing a network of trusted truck stops and service centers that partner with drivers and fleets remains front and center.

The Member-owned organization also offers an industry-leading rewards program called AMBUCK\$, the AMBEST Fuel Card, the AMBEST app, and a Member's Portal.



Spacing & Sizing



Spacing

All applications must use the inner star mark as the spacer for the overall logo. No surrounding elements or frames should encroach this area.



Standard (> 2” width)

The Standard logo includes a proportionately sized trademark symbol for standard applications in most use cases.



Micro (< 2” width)

The Micro logo utilizes a larger trademark symbol to ensure legibility without removal in applications in smaller frame



Color Variations



On white

Any application with a light background requires the use of the standard color logo.



Mono on white

If any application allows only one color, revert to the monochromatic dark variant.

Any application with a dark background requires the monochromatic negative variant in any use case.



To access all brand logos & variants, visit our [AMBEST asset library](#).



Usage Allowances



Standard

The Standard logo must always be set to 0° orientation.

The only variance from this rule is in applications with a narrow height:width aspect ratio, in which it must be rotated at 90° with centered alignment.



90° Orientation



Stroke outlined



Color changed



Shadowed



Image masked



Clipped



Rotated

Usage Restrictions

All primary logo applications must follow the guidelines shown in the previous slides. Any application outside those previously displayed are considered restricted without expressed written consent from AMBEST.



Specialty Logo Variants



When a Member exceeds established Brand Standards, they may earn a higher level of recognition from AMBEST and be considered a “Star.” In these instances, the location should use this special AMBEST logo variant. This special variant must follow the guidelines shown for the primary logo. Any application outside of one's previously displayed is restricted without express written consent from AMBEST.

To access all brand logos & variants, visit our [AMBEST asset library](#).

Badge Mark



Origin



The AMBEST Badge Mark is the brand's identification icon. It is intended for use in areas that brand awareness has been established or can be further explained through support of surrounding materials or AMBEST members. Its use should be intentional in applications to reduce redundancies in the use of the primary logo.

To access all brand logos & variants, visit our [AMBEST asset library](#).



Social Media Badges

Square/Rectangular



Circular



By using the brand's identification icon, the social media profile badge allows the brand to build identity through the name and the mark without exhausting the primary logo in an application that better suits the mark itself.

To access all brand logos & variants, visit our [AMBEST asset library](#).

The Brand Behind the Brand



Independent out front. AMBEST behind it.

AMBEST was built to support independent businesses, not replace their identities.

Our Members have built valuable names and reputations in their own markets. Those brands should continue to lead. AMBEST appears alongside them as an endorsement — a signal to drivers, fleets and customers that this independent business is backed by the strength, resources and reach of the AMBEST network.

The Member brand leads. AMBEST strengthens it.

The Independent Brand Always Leads

AMBEST is the brand behind a network of independent businesses. The Member's business name and identity should always be presented first.

AMBEST supports that identity as the network endorsement. It does not replace it or become part of the Member's business name.

1. Lead with the independent name.

The Member's business name and/or logo is always the primary identity.

2. Support it with the AMBEST logo.

The AMBEST logo should accompany the Member brand where appropriate. It may appear below or beside the Member identity and should be slightly smaller, while still prominent and recognizable.

3. Use network designations descriptively.

When the designation is important, it can be communicated naturally in body copy. For example:

"As a Member of the AMBEST Service Center, Joe's Truck & Tire provides..."

OR

"Joe's Truck & Tire is part of the AMBEST Service Center network..."

4. Retire the old lockups.

Existing offering lockups such as **AMBEST Service Centers** should no longer be used as the primary identity for Member locations. The same principle applies to other AMBEST offering/network lockups.



Partner-Forward



Equally Weighted



Member Color Palette



Co-Branding Logo Usage



Co-Branding
Usage
Examples





Co-Branding Usage Restrictions



Outdated logo with expired brand representation



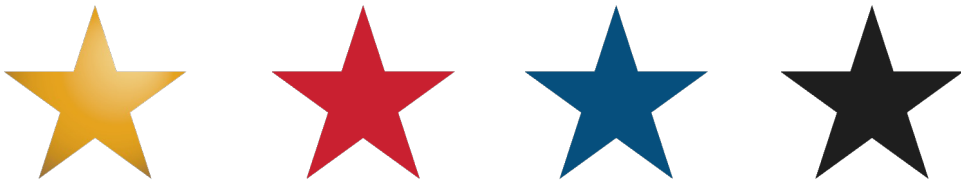
Outdated logo with forced competition between "Truck Entry" and the AMBEST logo



Outdated logo with sign framing that doesn't allow for the required spacing for the logo



Incorrect color usage causing poor legibility and brand awareness



Graphic Star

The AMBEST Star Mark is a graphic element suitable for situations where the standard AMBEST logo doesn't fit. The Star Mark elevates standard brand placements and suggests movement, depth, and character through its angles and sharp edges. Follow all guidelines shown earlier for placement on white or dark backgrounds.

To access all brand logos & variants, visit our [AMBEST asset library](#).



Blue

Blue is the base of the brand — used to provide strength and credibility



Red

Red is the heart and the soul — used to amplify elements and bring character where necessary



Accent Black

Black is the standard for main body copy and the specialty brand color for the Stars Program.



Accent Gold

Gold is the accent color to bring attention to action items and provide an element of quality.

Color Palette

Color Values

Primary Blue:

- HEX: #064F7D
- RGB: 6, 79, 125
- CMYK: C95 M37 Y0 K51
- PMS: 2210 C

Primary Red:

- HEX: #C92030
- RGB: 201, 32, 48
- CMYK: C0 M84 Y76 K21
- PMS: 186 C

Mono Black:

- HEX: #1E1E1E
- RGB: 30, 30, 30
- CMYK: C0 M0 Y0 K88
- PMS: Neutral Black C

Dark Blue:

- HEX: #032E44
- RGB: 3, 46, 68
- CMYK: C96 M32 Y0 K73
- PMS: 7463 C

Secondary Burgundy:

- HEX: #600411
- RGB: 96, 4, 17
- CMYK: C0 M96 Y82 K62
- PMS: 7421 C

Mono Gray:

- HEX: #CECECE
- RGB: 206, 206, 206
- CMYK: C0 M0 Y0 K19
- PMS: Cool Gray 2 C

Accent Gold:

- HEX: #E5A31E
- RGB: 229, 163, 30
- CMYK: C0 M29 Y87 K10
- PMS: 7409 C

Light Blue:

- HEX: #A9D4EA
- RGB: 169, 212, 234
- CMYK: C28 M9 Y0 K8
- PMS: 290 C

Secondary Blush:

- HEX: #EDC8C8
- RGB: 237, 200, 200
- CMYK: C0 M16 Y16 K7
- PMS: 503 C

Mono Off-White:

- HEX: #F9F8F7
- RGB: 249, 248, 247
- CMYK: C0 M0 Y1 K2
- PMS: None

Accent Cream:

- HEX: #F2E1C2
- RGB: 242, 225, 194
- CMYK: C0 M7 Y20 K5
- PMS: 7506 C

Typography Pairings

League Spartan

Primary

League Spartan is a bold, modern sans-serif typeface that offers clean, monolinear lines, highly legible letterforms, and a strong aesthetic. The typeface is completely free for personal and professional use under an open-source license.

Helvetica Neue

Secondary

Helvetica Neue is an update of the legendary Helvetica typeface, offering designers a more unified and versatile font family. The typeface is included with an active Adobe Fonts subscription or can be purchased from authorized vendors such as MyFonts.

Typography Hierarchy

00 • MEGA

2X

League Spartan • Black 900 • 72-104pt • -2.5pt tracking • Reserved for promo heroes, oversized stats, big-moment display

01 • DISPLAY HERO

Welcome, new member.

League Spartan • Black 900 • 50-104pt • -2.5pt tracking • Reserved for promo heroes, oversized stats, big-moment display

02 • HEADLINE LARGE

ROUTE SMARTER. RUN LEANER.

League Spartan • Black 900 • 32-42pt • -1pt tracking • Sentence case • Section heroes, primary email and slide headlines

03 • HEADLINE MEDIUM

Network expands to 547 locations

League Spartan • Medium 500 • 20-26pt • -0.6pt tracking • Sentence case • Featured story headlines, card titles, sub-section heads

04 • HEADLINE SMALL

Q4 sets new fuel volume record

League Spartan • Regular 400 • 13-17pt • -0.3pt tracking • Sentence case • Card titles, list item headers, small content blocks

05 • BODY • REGULAR

Your membership is active. Here's how to start earning at 500+ truck stops.

Body small. Track points, find stations, redeem rewards. Sub-copy lines, descriptors, captions.

Helvetica Neue • Regular 400 / Medium 500 • 11-15pt • Default tracking • Sentence case • Body copy, captions, descriptors

Typography Hierarchy Continued

06 · EYEBROW

WELCOME TO AMBUCK\$

CHAPTER 03 / OUR IDENTITY

FEATURED · NETWORK GROWTH

League Spartan · Bold 700 · 8-14pt · 2-3.5pt tracking · ALL CAPS · Category labels, section markers, kickers

07 · STAT NUMBER

547 +14% \$2.1M

League Spartan · Black 900 · 28-104pt · Color encodes meaning · Blue = scale · Black/White = neutral · Gold = value

08 · STAT LABEL

LOCATIONS GROWTH REWARDS

League Spartan · Bold 700 · 7-11pt · 1.5-2.5pt tracking · ALL CAPS · Sits beneath every stat number; never alone

09 · BUTTON · CTA

DOWNLOAD THE APP FIND A STATION SCHEDULE A DEMO

League Spartan · Semibold 600 · 11-14pt · ALL CAPS

10 · UTILITY · FINE PRINT

UPDATE PREFERENCES · UNSUBSCRIBE · VIEW IN BROWSER

Offer valid May 7, 14, 21, 28 · See terms at [ambest.com/2x](#)

Helvetica Neue · Regular 400 · 8-11pt · 1.5-2pt tracking when caps · Footer links, disclaimers, fine print

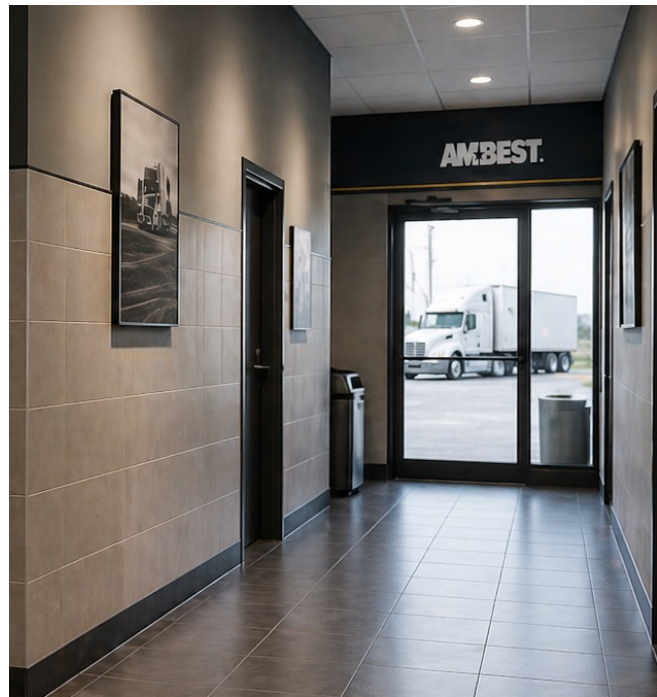


AMBEST
in Action

Locations



Doorways



Cashier



Stationery



Email Signature

Corporate

Hi Marcus,

Hope spring's treating Sweetwater well. Following up on what we discussed at the regional meet-up — your updated AMBUCK\$ enrollment kit ships Friday: counter displays, window cling set, and the redesigned POS enrollment card.

A few other items also moving on our side. The fuel card terminal firmware rolls out May 12, your Q2 rebate statement posts to the Member portal next week, and the 38th Annual Meeting registration is open through the link below. Glad to help whenever you need us.

Best,



INDEPENDENT. TOGETHER.

[FIRST LAST]

[Title] | AMBEST, Inc.

615-000-0000

name@am-best.com

am-best.com

Member

Hi Jenna,

Got your note about routing the Pacific Logistics crew through our Boise location next week. We'll have the back lot held for the 8-truck convoy Tuesday night, and the showers reserved between 6 and 9 PM.

A couple things worth flagging — our diesel pricing locks at the morning rate, so your drivers will see the same number all day, and the deli's running a \$5 chili dog special through Friday. Coffee's on us when they pull in.

Let me know if anything changes on your end.

Best,

First Last

Title

123-456-7890

flast@jacksons.com



A proud member of 

Social Media

01 / WELCOME · DRIVER ONBOARDING

PREHEADER · You're in. Here's how it works.



WELCOME TO AMBUCK\$

Welcome,
driver.

Your membership is active. Here's how to start earning at 500+ truck stops nationwide.

QUICK START · 3 Steps

1

Download the AMBUCK\$ app
Track points, find stations, redeem rewards

2

Fuel at any AMBEST location
Scan your member ID at the pump or in-store

3

Watch your points grow
Redeem for showers, fuel, gear, and more

DOWNLOAD THE APP

— Or sign in online at [ambest.com](#) —



110 Westwood Place, Brentwood, TN 37027
1-800-AMBEST-1 · [ambest.com](#)

UPDATE PREFERENCES · UNSUBSCRIBE · VIEW IN BROWSER

02 / PROMOTIONAL · 2X TUESDAYS

PREHEADER · Double points every Tuesday in May.



2X  TUESDAYS

EARN MORE. SPEND LESS.
Make your fuel go further. Every Tuesday this month, earn double points at any AMBEST location.

HOW IT WORKS

2×

POINTS

5

TUESDAYS

500+

STATIONS

Use your AMBUCK\$ card or mobile app at any participating AMBEST location every Tuesday in May 2026. Points post automatically. No code required.

FIND A STATION

Offer valid May 7, 14, 21, 28 · See terms at [ambest.com/2x](#)



110 Westwood Place, Brentwood, TN 37027
1-800-AMBEST-1 · [ambest.com](#)

UPDATE PREFERENCES · UNSUBSCRIBE · VIEW IN BROWSER

03 / NEWSLETTER · MEMBER MONTHLY

PREHEADER · May 2026 · 14% growth · 4 new Members

MEMBER MONTHLY
May 2026



ISSUE 35 ·

FEATURED PHOTO

FEATURED · Network Growth
Network expands to 547 locations
Four new Members joined this month, bringing the network's largest single-month gain since 2019.
— READ MORE —

PHOTO

Operations
Q4 sets new fuel volume record
Mountain region drove the year-end surge.

PHOTO

Annual Meeting
38th Annual Meeting recap
Highlights, photos, and awards from Nashville.

This month in the network

547

LOCATIONS

+14%

GROWTH

\$2.1M

REWARDS



110 Westwood Place, Brentwood, TN 37027
Sent to Members of the AMBEST network

MANAGE SUBSCRIPTION · ARCHIVE · [ambest.com](#)

04 / RECRUITMENT · FLEET OUTREACH

PREHEADER · 500+ stops. One network. Your routes.



FLEET PARTNERSHIP

Partner with AMBEST

Route smarter.
Run leaner.

Add 500+ independent travel centers to your driver network — without the corporate-chain markup.

500+

LOCATIONS

48

STATES

24/7

SUPPORT

1

CARD

Why Route AMBEST

- Better stops your drivers want to take
Independently owned. Driver-respected. Real amenities.
- One card. Consolidated billing.
Streamlined reporting and reconciliation across the network.
- AMBUCK\$ rewards drivers earn
A retention tool you don't have to fund yourself.

SCHEDULE A DEMO



110 Westwood Place, Brentwood, TN 37027
Sales: [fleet@ambest.com](#) · [ambest.com/fleets](#)

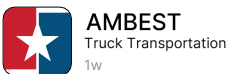
UPDATE PREFERENCES · UNSUBSCRIBE · VIEW IN BROWSER



Social Media



GIVING MORE, AT NO COST.
When you partner with AMBEST, all fuel purchases made at your locations give free AMBUCK\$ to your customers, redeemable towards all items in your...[more](#)



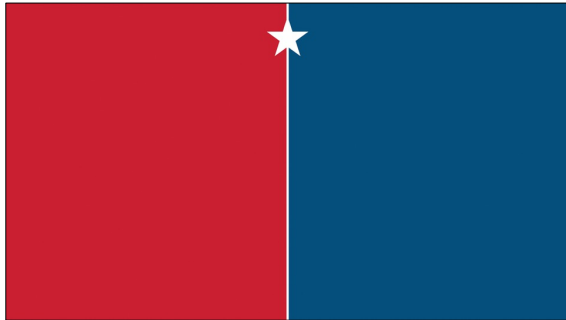
GET READY TO EARN DOUBLE!
Starting Tuesday, all transactions placed at AMBEST Member locations will earn double AMBUCK\$ Rewards Points. This Bucks Boost will be available every... [more](#)



GOLD MEMBER SPOTLIGHT.
We are proud to announce Little America — Wyoming has been achieved AMBEST Star status, awarding them premium experiences, support, and presence... [more](#)



Virtual Meetings





Presentations

2026 · NETWORK REPORT

Annual Member
State of the Network

MAY 2026 · BRENTWOOD, TN

CHAPTER 03

Our
Identity

Logos, color,
typography,
supporting marks.

SECTION 03 OF 05

CHAPTER 03

SECTION TITLE

Slide Headline Goes Here

An optional sub-headline supports the main point.

8

CHAPTER 04

SECTION TITLE

KPI DATA SUBHEAD

The numbers tell a story

Q1
Q2
Q3
Q4

QUARTERLY VOLUME · 2025

Q4 marked the strongest
quarter in network history.

Driven by Mountain & SE
regional Member onboarding.

LOCATIONS

500+

Members in 48 states

GROWTH

+14%

Year-over-year volume

REWARDS

\$2.1M

Earned by drivers in 2025

CHAPTER 04

SECTION TITLE

PHOTO

MURALI'S TRAVEL PLAZA

A Montana
institution.

MISSOULA, MT · AMBEST MEMBER SINCE...

The network behind the name on the door.

AMBEST.COM

Print

Apparel



Print

Merchandise





Print

Stars Program



Our Voice

The background features abstract geometric shapes in red and blue. A large red shape, resembling a stylized 'V' or a chevron, points downwards from the top center. To its right, a solid blue shape fills the upper right corner. In the lower left, there is a blue shape that also points downwards, mirroring the red shape's orientation. The overall composition is minimalist and modern.



Our Voice

AMBEST communicates with an authoritative, helpful, and approachable tone.

All of our messaging, across digital, print, and broadcast channels, is intended for the benefit of the AMBEST Member. Therefore, we offer information in a direct and useful manner.

The AMBEST Brand Voice is:

Clear — we get to the point

Authentic — we stay true to who we are

Professional — we are respectful and authoritative

Relevant — we communicate to the audience

Engaging — we use compelling language to connect



Who We Are

AMBEST is an organization designed to be of service to its members — independent owners of fuel and service centers.

So, our voice, tone, and communications need to be helpful, clear, and approachable.

Every message, in tone and content, must contribute to AMBEST's priority, which is to help grow the Member's business by bringing the fleet/driver to an AMBEST location. In short, every sales and marketing execution created by the corporate team must benefit the Member's bottom line.

That's who we are as the AMBEST brand.



Who We Are Not

Our position is that AMBEST is the network behind the name on the door.

So, as AMBEST, we should never assert our name above the Member. Whenever possible, shine a light on the Member's business and location(s).

Secondly, let's keep in mind our philosophy of being of service. So, we're never arrogant or condescending. Our intent is to be helpful and informative.

Finally, while we can speak authoritatively and confidently about our Members and the industry, we never want to come off as superior.



AMBEST's Audience

Write to the people.

The hardest and most important part of any communication is defining, understanding, and engaging with an audience.

AMBEST needs to connect with:

- **Members** — who own and work at branded locations
- **Drivers** — who use AMBEST locations
- **Fleet Managers** — who plan and route drivers
- **Potential Members** — who are looking to join the network

While each audience requires differentiated content to answer their questions, we believe they will respond to a comfortable, informative, professional tone.

Be assured in your writing. Use solid declarative sentences without being arrogant or condescending. Aim to connect with familiar language.



Our Mission Statement

Our External Promise

AMBEST strengthens America's independent truck stops and service centers to spark growth and foster loyalty by delivering superior experiences.



Our Internal Credo

Our Rallying Cry

AMBEST is the network of independent truck stops and service centers that help us stand strong against corporate national chains with collective purchasing power for fuel, parts, and sundries, expert mechanical technicians, and attention to personal service impossible anywhere else.

The AMBEST Tagline

**The network behind the
name on the door.**



Talking to Members

AMBEST acts as both a shield and an amplifier for its Members. Our communications with the industry should reflect our support role for the Members.

Our communications to the industry must be:

- Clear
- Informative
- Encouraging
- Supportive
- Engaging

At all times, AMBEST should use language that supports its Members.



Talking to Industry

Job #1 for AMBEST's corporate team is to help our Members grow their business. Every member joins the organization to maintain their independence and strengthen their bottom line. They trust AMBEST for support, guidance, and materials.

To that end, our communications must be:

- Member Forward
- Respectful to the Member
- Clear
- Informative
- Forward Looking

At all times, AMBEST should use language that supports its Members.



Talking to Drivers

Drivers are the main audience for AMBEST communications and advertising. We know that they are looking for information and community. They engage with content that is personable and important. They will not wait around for information.

To that end, our communications must be:

- Member Forward
- Respectful to the Member
- Clear
- Informative
- Forward Looking

At all times, AMBEST should use language that supports its Members.



Marketing & Comms

Any marketing or communications effort from AMBEST needs to accomplish the twin goals of highlighting its Members and amplifying the network's benefits.

When speaking of our Members, we must be:

- Respectful
- Confident (without being obnoxious)
- Consistent (with the Member's voice)
- Informative (within the Member's guidelines)
- Authentic (to the Member's audience)
- Relevant (to the Member's goals)

When speaking of AMBEST, we must be:

- Professional
- Clear
- Informative
- Engaging
- Authentic
- Relevant

In all things, it is essential to remember the audience. Fleet managers are concerned with the benefits AMBEST offers, such as discounts, customer service, and driver comforts. Drivers are interested in site amenities and services, comforts, and AMBUCK\$ benefits.

A large decorative graphic in the top right corner of the page, consisting of a solid blue area with a thick red border that follows a curved, angular path.

AM★BUCK\$[®]



Who We Are



AMBUCK\$ is a loyalty program that rewards drivers who use our Members' locations.

For many drivers, AMBUCK\$ is AMBEST. They view the program as a way to earn perks to purchase merchandise and services, free showers, and special offers without understanding AMBEST is the network behind it all.

While it's not essential to debunk that belief, we should do our best to tie the AMBEST and AMBUCK\$ voice, tone, and communications to the spirit of engaging, informative, and approachable. Where AMBUCK\$ should stand apart is in personable and friendly language.

As with AMBEST, it's essential to remember that AMBUCK\$ reflects our Members' businesses and that the program helps grow their bottom line. So, be respectful to those locations and aim to help Members shine whenever possible.



Who We Are Not



AMBUCK\$ is often an additional loyalty program for our Members. So, we should never assume that the AMBEST offering is the primary focus for Members.

The AMBUCK\$ position, much like the AMBEST voice, is never arrogant, assumptive, or condescending. Because we are the network behind the name on the door, or the loyalty program supporting it, our aim is to be supportive at all times.

Lastly, AMBUCK\$ is a premium rewards program that gives drivers meaningful rewards. So, let's not dilute our program's benefits by talking about it as cost-saving or an economy offering.



The Look



AMBUCK\$ is synonymous with AMBEST today, so it is important to treat its visual identity with the same care as the corporate logo.

Drivers look for the AMBUCK\$ logo as a signal of loyalty, quality, and service. Fleet managers understand that AMBUCK\$ is a way to reward their drivers with extra benefits.

To support the continued success of the AMBUCK\$ program, it is crucial to ensure the logo stands out on crowded windows, doors, and POS stations. So, it is important to keep the logo and brand identity as clean and organized as possible. Non-essential flourishes dilute our brand impact.



Color Usage

Primary

Primary colors to be used on all white backgrounds



Mono

Mono colors to be used on all colored backgrounds to ensure legibility with strong contrast.



AMBUCK\$

AMBUCK\$

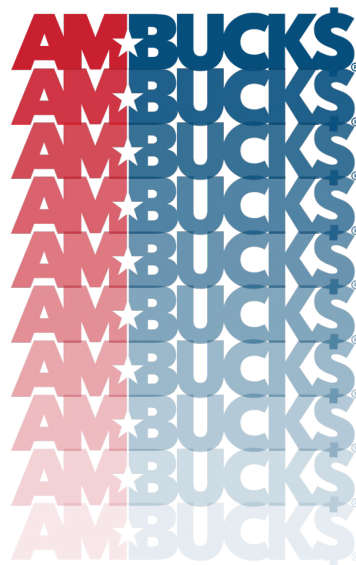
To access all brand logos & variants, visit our [AMBEST asset library](#).



Approved Usage

Because AMBUCK\$ is an extension of the AMBEST brand, the usage guidelines allow for a looser approach, providing opportunities for the brand to come to life in ways that it originally didn't.

The ruling is simple. Stick to the colors outlined, ensure it's legible, and ensure it captures the attention of the viewer.





The Voice of AMBUCK\$

AMBUCK\$ is designed to give drivers exclusive benefits at AMBEST locations and often acts as the introduction to the AMBEST network.

AMBUCK\$ should mirror AMBEST's authoritative, helpful, and approachable tone, with a friendlier undertone.

All AMBUCK\$ messaging across digital, print, and broadcast channels must communicate both the program's benefits and the locations where AMBUCK\$ can be redeemed. So, we need to be informative and engaging while reflecting our Members' personalities.

The AMBUCK\$ Brand Voice is:

Clear — we get to the point

Authentic — we stay true to who we are

Professional — we are respectful and authoritative

Relevant — we communicate to the audience

Engaging — we use compelling language to connect



The AMBUCK\$ Audience

Write to the people.

The hardest and most important part of any communication is defining, understanding, and engaging with an audience.

When writing about AMBUCK\$, AMBEST needs to connect with:

- **Members** — who own and work at branded locations
- **Drivers** — who use AMBEST locations
- **Fleet Managers** — who plan and route drivers
- **Potential Members** — who are looking to join the network

While each audience requires differentiated content to answer their questions, we believe they will respond to a comfortable, informative, professional tone.

Be assured in your writing. Use solid declarative sentences without being arrogant or condescending. Aim to connect with familiar language.



Talking to Drivers

Job #1 for AMBEST's corporate team is to help our Members grow their business. Every Member joins the organization to maintain their independence and strengthen their bottom line. They trust AMBEST for support, guidance, and materials.

To that end, our communications must be:

- Clear
- Informative
- Personable
- Supportive
- Engaging

Be direct and brief when communicating program benefits and updates.

Be personable and informative when communicating news about Member locations (new amenities, parking, etc.).

Remember to use language that supports our Members at all times.



Talking to Fleet Managers

AMBUCK\$ is often an added benefit that fleet managers can use to attract and keep drivers. So, we should be clear and informative about how the loyalty program can benefit their fleet and drivers.

Make sure our messages to fleet managers about AMBUCK\$ are:

- Informative
- Direct
- Engaging
- Clear

Our aim is twofold with these communications:

- Entice fleet managers to send their drivers to AMBEST locations to earn points and redeem rewards
- Give fleet managers the information they need to communicate the benefits to their drivers

Remember to use language that supports our Members at all times.



Thank You

For more information:

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