



## Logo Compliance Guide.

For great brands, there is nothing more vital than ensuring 100% consistency when presenting the brand in the marketplace. When logos and style variations differ from prescribed designs, it starts to dilute the strength of the brand that Schmick has in the industry.

If you are incorporating the Schmick logo onto marketing material created for Schmick, it must be consistent with this Logo Compliance Guide. If you have any questions, please contact the marketing team at [marketingsupport@motoronegroup.com](mailto:marketingsupport@motoronegroup.com).

# 1. Logos

The Schmick logo is the most important graphic element of the Schmick visual identity. Accordingly, it must be present in all visual communications, and should be reproduced with complete consistency. Here is an example of the master logos. These elements are not to be modified in any way.

## 1.1. Logo Reserve Area

There is no limit to the maximum size of the logo, however, the Schmick logo must not be produced smaller than indicated on this page. There is also a reserve area that must be applied on all materials when using this logo.

Minimum Reserve Area: 5mm x 5mm

Minimum Size: 28mm x 8mm

### Master Logos



### 5mm Reserve Area



### Minimum Size



## 2. Positioning

Where the logo sits on white space, the SMK Inkwell (Navy Blue) logo is to be used.

If the logo is sitting on SMK Blue background or an image background, the white logo is to be used.

Keep in mind, a minimum of 5mm clear space must sit around the logo to the edge of the marketing material for legibility purposes.

As a general rule, the Schmick logo is to be placed either in the top left or right corners, or at the bottom left or right corner of a document.

The Schmick logo is not to be placed on other solid colour backgrounds and cannot be reproduced in any other way. For example, the logo cannot be made opaque, stretched, split from the tagline or positioned vertically.

If you have any questions regarding the positioning of the logo, please contact Marketing via email: [marketingsupport@motoronegroup.com](mailto:marketingsupport@motoronegroup.com)

**Schmick**  
Scratch & Dent Assist

Take the hassle out of car repairs.  
So you can get on with life.

Platinum Plus Membership

Hassle-free repairs are just the beginning.  
Your journey starts here.

Your Platinum Plus Membership Booklet

**Schmick**  
Scratch & Dent Assist

It's time to get on with life.

**Schmick**  
Scratch & Dent Assist  
schmickclub.com 1300 567 567

**Schmick**  
Scratch & Dent Assist

It's like nothing ever happened.  
Reverse scratch & dent.



Watch our repair video

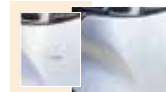
Here's what's covered:

- Mobile Scratch & Dent Repairs
- Bumper Bar Scuffs
- Panel Scratches
- Minor Dents
- Alloy Wheel Scrapes
- Side Mirror Casing Scuffs
- Interior Leather & Vinyl Tears
- Windscreen Repairs

Purchase a Schmick membership & get minor repairs for only \$50 each\*



Alloy Wheel Scrapes



Bumper Bar Scrapes & Scratches

Take the hassle out of car repairs.  
So you can get on with life.

Platinum Plus Membership

Schmick Scratch & Dent Assist is Australia's largest, most cost-effective and convenient solution for repairing minor scrapes, scratches and dents on motor vehicles.

We employ industry qualified technicians and use the latest in Smart Accident Repair Technology so you can get on with the life your vehicle is an excellent part of.

Easy process for requesting repairs

- Trade qualified technicians
- No loss of vehicles
- Unlimited number of minor repairs
- Maximum resale value
- Limited lifetime warranty on repairs\*

Trade qualified technicians come out to a suitable location on a day and time that suits your lifestyle.

Easy to use mobile app - makes requesting a repair easy and hassle free, no queues to arrange or phone calls to make.

Save Money

- No impact on your car insurance
- No increase in yearly insurance premium due to minor claims
- No additional car rental charge - we'll be done in a few hours
- No loss in trade value - due to scratchy dents and scratches caused during every day travels

Peace of mind

Put your car wherever you like... without the worry of carless people spoiling a car door - or darning a bulley into your brand new car.

Check our extensive repair guidelines - you know exactly what is included in your membership, no confusion over costs. Most repairs are just \$50 with the option of advanced repairs for damage that falls outside the guidelines. Limited lifetime warranty on all repairs for the term of membership\*\*.

Friendly, trade qualified technicians that work to our exacting standards, using the latest computerized paint matching technology.

It's the greener option

Traditional techniques used to paint repair shops for painting and blending large areas use substantially more solvents to paint and blend surfaces. Our fully digital paint technology equipment in every repair. This means less paint, less materials and importantly less waste than traditional repair techniques.

**Schmick**  
Scratch & Dent Assist

Get the most out of your membership.

There are many ways our members are saving money.

Convenience

Easy to use mobile app - makes requesting a repair easy and hassle free, no queues to arrange or phone calls to make.

Save Money

- No impact on your car insurance
- No increase in yearly insurance premium due to minor claims
- No additional car rental charge - we'll be done in a few hours
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Friendly, trade qualified technicians that work to our exacting standards, using the latest computerized paint matching technology.

It's the greener option

Traditional techniques used to paint repair shops for painting and blending large areas use substantially more solvents to paint and blend surfaces. Our fully digital paint technology equipment in every repair. This means less paint, less materials and importantly less waste than traditional repair techniques.

An easy process to book a repair.

Member exclusive app.

Request a repair in seconds using our member exclusive app available for both Android & Apple.

- Download the free Schmick app from the Apple or Google Play store
- Enter membership details
- Take photos of the damage
- Submit repair
- Your friendly staff will be in contact to arrange your repair

\* There is no charge for an initial painting. Subject to change.

**Schmick**  
Scratch & Dent Assist  
schmickclub.com 1300 567 567

Ask us about a membership today.  
We come to you.

**Schmick**  
Scratch & Dent Assist

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