



BRAND GUIDE BOOK

WELCOME!

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Our roots

FCP Euro's roots begin in the 1970's when Nick Bauer's great uncles began selling automotive parts for German cars under the name "Snitzel Brothers" in Groton, CT. By the mid-80's, they had three stores along the Connecticut shoreline, and in 1986, Nick's parents, Harry and Kathy Bauer, purchased one of the stores and founded "Foreign Car Parts of Groton, Inc."

By the age of 12, Nick was already helping out around the store, and during his late teens, introduced a better way of organizing and cataloging automotive data by bringing the business online. Today, his tribal knowledge of the industry stems from those formative years.

In February 2000, Nick started selling parts for his family's brick-and-mortar store through eBay, and with the help of his best friend, Scott Drozd, launched their first website, fcpgroton.com, the following year. The more time Nick and Scott spent supporting their customers, the more their brand grew. By virtually merchandising "kits," they introduced a more efficient way to list parts for sale and a more useful way for customers to find and buy them. Customers now had easy access to all the parts they needed for a repair.

By 2003, Nick and Scott moved the business to an adjacent building and continued to expand their product offering by focusing on Volvo, Saab, and BMW, along with their progressive foray into emerging online enthusiast forums to interact with customers directly. With grit and determination, the company grew to \$5 Million in revenue.

In 2007, after physical and mental exhaustion, Nick and Scott made a commitment to continuous improvement, putting heavy investment into infrastructure and technology and moving to a larger space in Old Saybrook, CT. There they implemented an order and warehouse automation system and hired full-time employees to further accelerate their exponential growth.



In 2008, Max Rossi joined Nick and Scott. With a people-first attitude, Max came with a background and expertise in establishing new call centers. By ensuring the customer was always taken care of, even if that meant hand-delivering parts on New Year's Eve, the unrelenting pursuit of service fueled a more enjoyable ownership experience for customers and a mindset of exceeding expectations.

In 2010, pursuing better margins, the team sourced some parts from China. After discovering some of these parts were of inferior quality, experiencing several ball joint separations with the BMW E38 center link, and upset after selling those same parts to his sister, Scott and FCP Groton filed a recall through NHTSA. This was the defining point where FCP Groton made an unwavering commitment to quality and established the tag line, "If we wouldn't put it on our cars, we won't sell it to you."



Concept. What could they be the best in the world at? What would drive their economic growth? What was their true passion? The answer was selling European car parts online.

The team made the decision to focus their efforts, closing down extraneous channels and forgoing millions in annual revenue, all in favor of their highest-potential platform and channel, FCP Euro.

In 2014, reinvigorated by a new purpose, the team set their sights on designing an ideal facility and moving the operation to Milford, CT. The following year saw further consolidation of sales channels with the elimination of the retail call center and the “FCP Import” branch of the business, again continuing their laser-like focus on FCP Euro.

As a more nimble company and with precise efforts, 2016 brought with it a targeted emphasis on “professional enthusiasts” and a Motorsports initiative to advance the reach of the brand. As the Motorsports program grew, so did the opportunities for both partner and employee involvement.

Today, the business is poised to help all European car owners have a more enjoyable and enduring ownership experience. From exploratory DIYers to weekend warriors to professional enthusiasts, FCP Euro offers customers access to DIY content, free and fast shipping on parts, and stands by their Lifetime Replacement Guarantee, replacing any part with a new one for as long as the customer owns their car.

Nick and Scott disposed of the several hundred thousands of dollars of substandard goods and began rebuilding their inventory and supply chain with the highest quality OE and OEM products. Recognizing that the “FCP Groton” name was both geographically targeted and tied to the previous reputation, a decision was made to re brand and reposition the company to “FCP Euro,” further solidifying the brand’s commitment to premium products and improving service to the customer.

By 2012, the company surpassed \$10 Million, was running three websites, an eBay store, a brick-and-mortar store, a wholesale division, an international division, a delivery service, a PHP forum, a call center, was selling industrial equipment, and running a website consulting service. After losing a million dollars and on the brink of insolvency, they looked to Jim Collins’ Hedgehog



About us

FCP Euro is an online retailer of Genuine, OE, and OEM European auto parts, specializing in BMW, Volvo, Audi, VW, Mercedes, and Porsche. Since 1986, FCP Euro has raised the bar on service and quality in the automotive industry and has become widely recognized by enthusiasts in the community as their preferred source for parts. With a Lifetime Replacement Guarantee, Hassle-Free Returns, and Free Shipping, FCP Euro has continuously challenged and advanced the standards of quality, service, and technology in the automotive industry.

Vision

Our vision is to be the world's most trusted resource for European vehicle ownership, maintenance, and repair.

Mission

Our mission is to help European car owners have a more enjoyable and enduring ownership experience.

Our promise

“If we wouldn't put it on our cars, we won't sell it to you.”

FCP Euro stands behind that promise and removes items, and in some cases entire brands, if they don't meet our criteria.



OUR PROMISE

If we wouldn't put it on our car,
we won't sell it to you.

OUR 7 CORE VALUES

People Before Profits

Serve Before You Sell

Teachers Before Titles

Expose Issues & Debate Solutions

Tell It Like It Is

Continuous Improvement

Achieve Results and Celebrate

Our market

Our market is the automotive aftermarket parts industry valued at **\$482** billion.

Our customers

Our customers are anyone who owns a European car and has an interest in participating in its maintenance.



Active Car Owner

Doesn't perform repairs on vehicle but actively participates in the car's maintenance and repair decisions.



Novice DIYer

Performs basic maintenance on their vehicle, has little to no diagnosis experience, performs only simple repairs.



Weekend Warrior

Beyond maintenance and basic repairs, the weekend warrior can diagnose basic issues and perform moderate to advanced repairs.

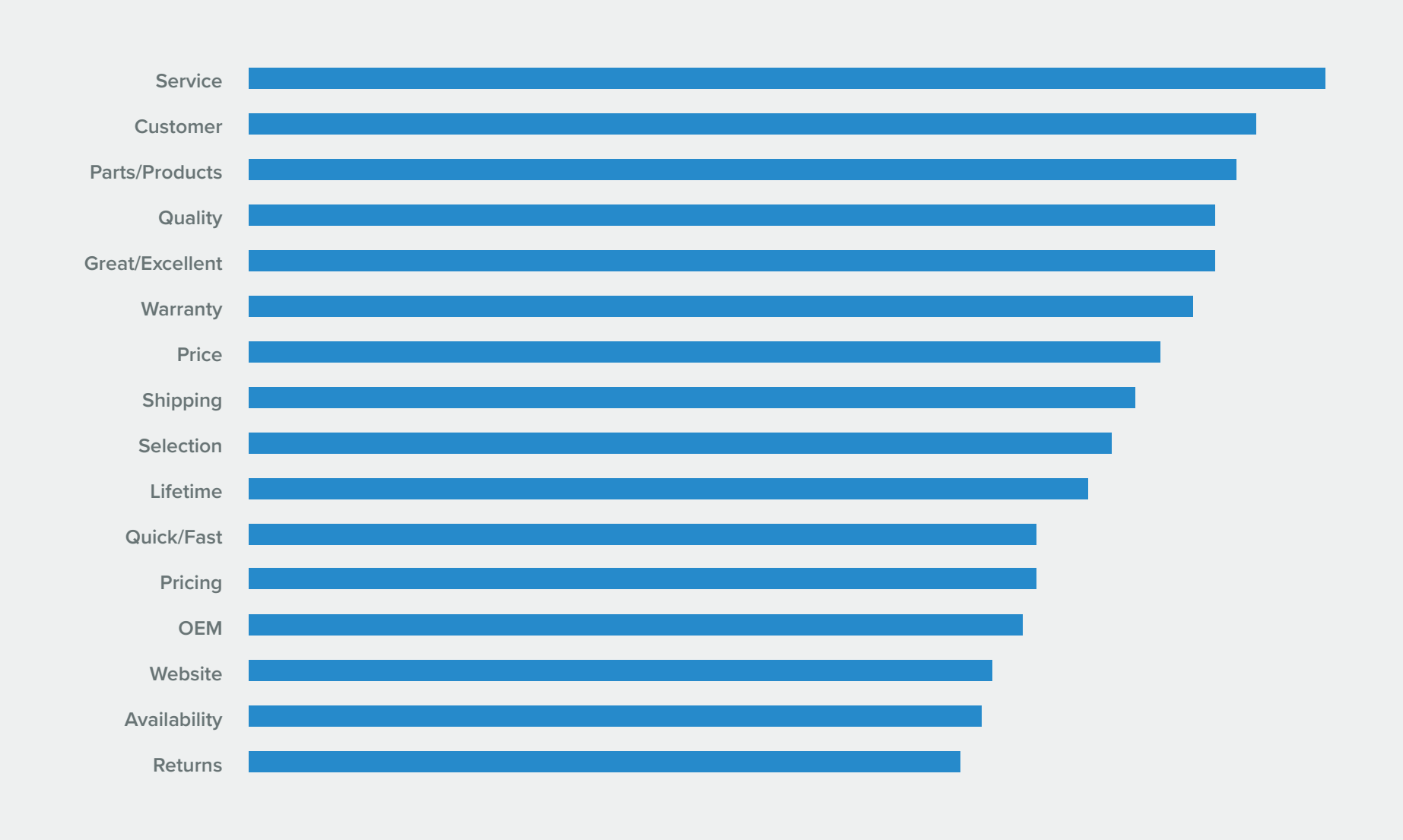


Pro Enthusiast

Can do everything on their car and has complete understanding of all maintenance schedules, can troubleshoot all vehicle issues, can perform advanced repairs, and is considered an expert on their vehicle.

"Where does FCP Euro excel?"

The graphic below shows the frequency of words used in a recent customer survey when asked where FCP Euro excels.



Brand personality

Our brand personality defines our voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it.

When you analyze our brand survey responses, customer service, warranty, price, quality, and shipping all stand out. These words are how our customers perceive the FCP Euro brand.

Informative, accommodating, inspirational, aspirational, technical, skillful, truthful, inviting, organized, clean, polished, focused, white-glove, enthusiastic.

FCP Euro operates in a digital space, yet one of our strongest assets is our people. It is crucial that we portray a human element to our business and don't operate as a faceless company.

How we communicate

Our brand is more than just a logo. How we present ourselves at events, how we carry ourselves in public, and how we communicate to the world is all reflective of who we are as a brand. Our voice consists of both messaging and tonality coming together to create an effective message when speaking with our customers. We want to be casual but not crass, we're here to help everyone with professional service, language, and attitudes.

About our people

"Our owners are generous. They always take care of their employees and embody one of their core values: "people before profits."

"The team at FCP Euro goes above and beyond to help service the customer."

"It is amazing what the team at FCP Euro can accomplish together."

"The people are what make FCP Euro great."

About our business

"FCP Euro is an online retailer of genuine, OE, and OEM auto parts for European cars, all backed by our Lifetime Replacement Guarantee."

"FCP Euro is quickly becoming the go-to place to buy European auto parts."

"We are fellow gear-heads and car enthusiasts so we understand our customers' need for timely and correct orders."

About our customers

"Our customers appreciate the level of care we put into our offering."

"Our customers know we will stand by our products."

"Our customers are knowledgeable about their cars and appreciate that we are here to help."

"Our customers put their trust in FCP Euro and know that we will help them have a more enjoyable and enduring ownership experience."

Our benefits and differentiation

FCP Euro offers customer service that is unrivaled in the online parts retailer space and at a level extraordinary for any online retailer. The reviews and ratings left by customers are validation that the effort we have committed ensures the customer experience is positive and memorable.



4.9/5



4.5/5



9.8/10



Free Shipping

Free shipping on orders over \$49 is one of the lowest thresholds in the industry. With an ever-increasing demand for faster service, FCP Euro strives to deliver parts to the customer as quickly as possible, and will upgrade shipping speed if necessary to meet the demands of the customer.



Lifetime Guarantee

All products sold by FCP Euro are guaranteed for life for as long as the customer owns the vehicle. This guarantee includes consumables and wear-and-tear items like brake pads, gaskets, rotors, filters, wiper blades, and even oil.



Hassle-Free Returns

Our commitment is providing exceptional service and only the highest quality replacement auto parts to every customer for life. We offer an incredibly simple return policy so if you are ever unsatisfied with your parts purchased from FCP Euro, we will accept them back for any reason.

Logo treatments

Our logo is the visual representation of our brand and all of its values. The clean bold type is representative of our stance in the marketplace as professional and approachable car enthusiasts. Even though our brand is more than the logo, the rules of how it's used should never be overlooked.

These diagrams are exact, but your approximation works just fine. If glyph-spacing around the logo isn't possible, retain 30% of the glyph's size in spacing on all sides of the full logo. We don't want our logo to become lost or covered.



 **FCP** EURO



 **FCP** EURO



 **FCP** EURO



 **FCP** EURO



 **FCP** EURO



 **FCP** EURO



 **FCP**
EURO





 **FCP** EURO

The logo consists of a circular icon on the left, followed by the text 'FCP' in a bold, sans-serif font, and 'EURO' in a lighter, sans-serif font to its right.

 **FCP** EURO

The logo consists of a circular icon on the left, followed by the text 'FCP' in a bold, sans-serif font, and 'EURO' in a lighter, sans-serif font to its right.



 **FCP** EURO

Type

The Proxima-nova family of fonts has 8 weights, leaving options for multiple combinations without breaking brand identity. Proxima-nova holds a bold presence as a header and is highly readable on displays and print. It's a modern font with no embellishments to compete with other design elements.

Proxima-nova

**ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz
1234567890!?"*"**

Black

Abc

Extra bold

Abc

Bold

Abc

Semi bold

Abc

Medium

Abc

Regular

Abc

Light

Abc

Thin

Abc

Typography

With different weights to make combinations from, it's simple to compliment and contrast with each other, allowing easy translation of moods and hierarchy.

H1 THE MERCEDES BENZ C300

52px | Extra bold | 50px | #171819

H2 The Mercedes Benz C300 quickly hit the

42px | Bold | #171819

H3 The Mercedes Benz C300 quickly hit the apex for a jaw

32px | Bold | #171819

H4 The Mercedes Benz C300 quickly hit the apex for a jaw-dropping victory.

22px | Extra bold | #171819

H5 The Mercedes Benz C300 quickly hit the apex for a jaw-dropping victory.

18px | Bold | #171819

H6 The Mercedes Benz C300 quickly hit the apex for a jaw-dropping victory.

14px | Bold | #171819

P The Mercedes Benz C300 quickly hit the apex for a jaw-dropping victory.

14px | Regular | #7f8c8d

Color


FCP Euro uses a split complementary color scheme. It has the same strong visual contrast as the complementary color scheme but with less tension. The high contrast of complementary colors creates powerful visuals when used at full saturation and a subtle complementary effect when tastefully applied.

For maximum brand impact the color scheme must maintain its balance. The accent colors should be used sparingly and only on complementary elements. The palette personality is bold, modern, trustworthy, informative, active, approachable, diverse, engaging, and European.

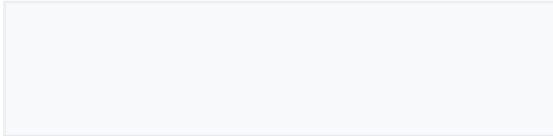
Primary



FCP Euro Blue
HEX #38A4FE PMS 299 C
C 78 M 35 Y 0 K 0
R 56 G 164 B 254




Carbon Black
HEX #171819 PMS Black C
C 8 M 4 Y 0 K 97
R 23 G 24 B 25




Alpine White
HEX #F7F8F9 PMS Paper
C 1 M 1 Y 1 K 0
R 247 G 248 B 249


Secondary



Imola Yellow
HEX #FFE700 PMS Yellow C
C 0 M 9 Y 100 K 0
R 255 G 231 B 0



Tornado Red
HEX #FC2C37 PMS 1788 C
C 0 M 83 Y 78 K 1
R 252 G 44 B 55



Lava Grey
HEX #343538 PMS 477 C
C 69 M 63 Y 62 K 58
R 52 G 53 B 56



Fontana Grey
HEX #F3F4F7 PMS 7541 C
C 5 M 4 Y 4 K 0
R 236 G 238 B 243



Automotive photography

Style/moods

Inspirational, aspirational, technical, skillful, organized, dominant, clean, polished, focused, white-glove, secluded, scenic.

Rules

Leave negative space around the subject and layer the frame. Always shoot wider to leave cropping options open in post-production.

Allow other elements in the frame to play a part in guiding the eye and create drama with Complementary or contrasting colors.

Prioritize photos with large blocks of color or with lots of negative space to incorporate text or graphics easily and effectively.

What story are you trying to tell? Does everything in the frame help you tell that story? If not, remove it or re-frame your photo.

Create visual interest by using the rule of thirds and guide the eye with directional, symmetrical, or asymmetrical frames.

Capture as many angles of the same subject as possible. Utilize detail shots to highlight key areas or unique features.

Let natural light dictate the angle of your photo. Allow the light to work with other elements in the frame.

Cars must be in focus and have no other major elements competing in the frame.







Motorsport/event photography

Style/moods

Intense, transparent, behind the scenes, open, candid, aspirational, grand, epic, communal.

Rules

Create drama in the frame. Capture large blocks of color to compliment and add elements to further focus the frame. This will also reduce noise when photographing cars with detailed livery. Also utilize slower shutter speeds and panning methods to capture speed.

Leave negative space around the subject and layer the frame. Always shoot wider to leave cropping options open in post-production.

Drivers should be shown in high-energy, dramatic, determined, or inviting poses and photographed near/in their car or on the track.

What story are you trying to tell? Does everything in the frame help you tell that story? If not, remove it or re-frame your photo.

Create visual interest by using the rule of thirds and guide the eye with directional, symmetrical, or asymmetrical frames.

Capture as many angles of the same subject as possible. Utilize detail shots to highlight key areas or unique features.

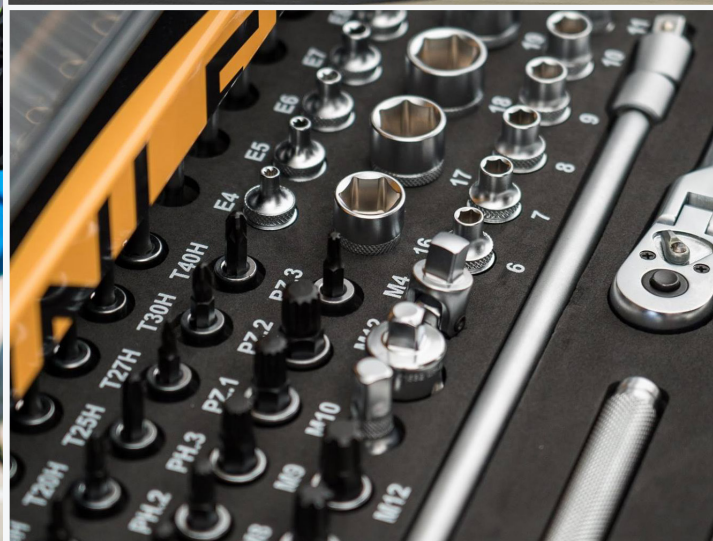
Photograph the environment just as much as your subjects. Tell the story of the event through your lens.

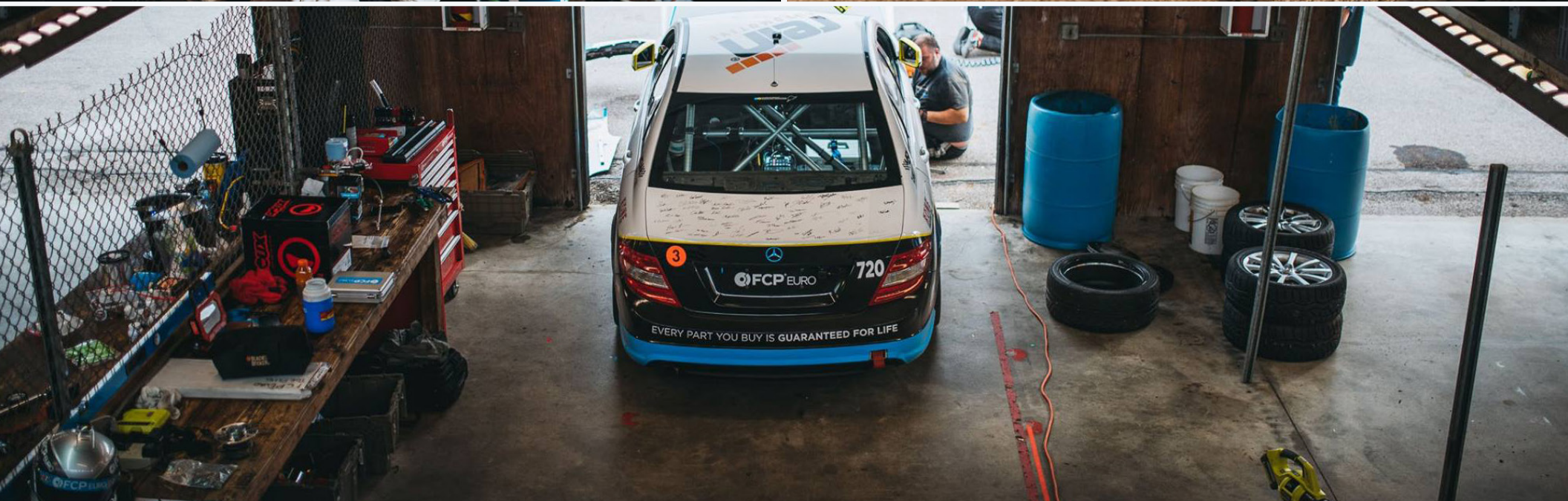
Let natural light dictate the angle of your photo. Allow the light to work with other elements in the frame.

Learn your subjects and photograph them in moments and areas of high performance.

Highlight the highlights.







Company photography

Style/moods

Inviting, warm, cheerful, bright, calm, truthful, positive, candid.

Rules

Use a shallow depth of field in noisy frames, especially for portraits. This will clearly communicate the point, remove distractions, and add personality to the frame.

Always be sure the subject is in absolute focus. People should always be cheerful and welcoming.

Try and remove anything that dates, distracts, or portrays the company in a negative light.

Everything in the frame should be clean and all major elements unobstructed.

Tell a story in the frame. Shoot multiple frames to land a candid shot.

FCP Euro clothing should be worn and the logo visible.







 FCP EURO



Product photography

Style/moods

Clean, organized, premium, polished, white-glove, aspirational, beautiful, detailed, inclusive, complete.

Rules

Capture as many angles of the same subject as possible. Utilize detail shots to highlight key areas or unique features.

Create weight with symmetrical and asymmetrical layouts. Ensure all logos are visible and products have no blemishes.

All parts must be fully visible and unobstructed by anything else in the frame.

Lighting should not be harsh. Allow light to naturally diffuse in the frame.

All website product shots should be shot against a white background.

Use a wide depth of field to ensure the products are entirely in focus.

Be sure the frame captures all tones and that nothing is washed out.

All other marketing product shots should be staged in a clean area.







Questions?

If you have questions regarding usage of the FCP Euro brand guide or elements within, please contact us directly.

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THANK YOU!

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