CarMax

Brand Guidelines:
Logo, Tagline, Colors & Messaging

CarMax

Table of Contents

CARMAX®

Logo & Tagline

CARMAX

Logo

Our logo options are shown here and should
be chosen to achieve the appropriate contrast
against the background where they are placed.

Logos should be second in hierarchy to
the message. Placement and size may
vary depending on channel.

Our Logo

Our customers want and expect a seamless experience at every touch-point. From researching on carmax.com to reviewing the window sticker displayed on a chosen car, details, like a consistent logo, matter.

The five dashes under **max** represent the open road and start at the beginning of the **m** and extend beyond to the right. Dashes are below the text by one dash height.

Tagline

Like the logo, the campaign tagline is provided as a piece of art. It should never be altered or changed in any way.
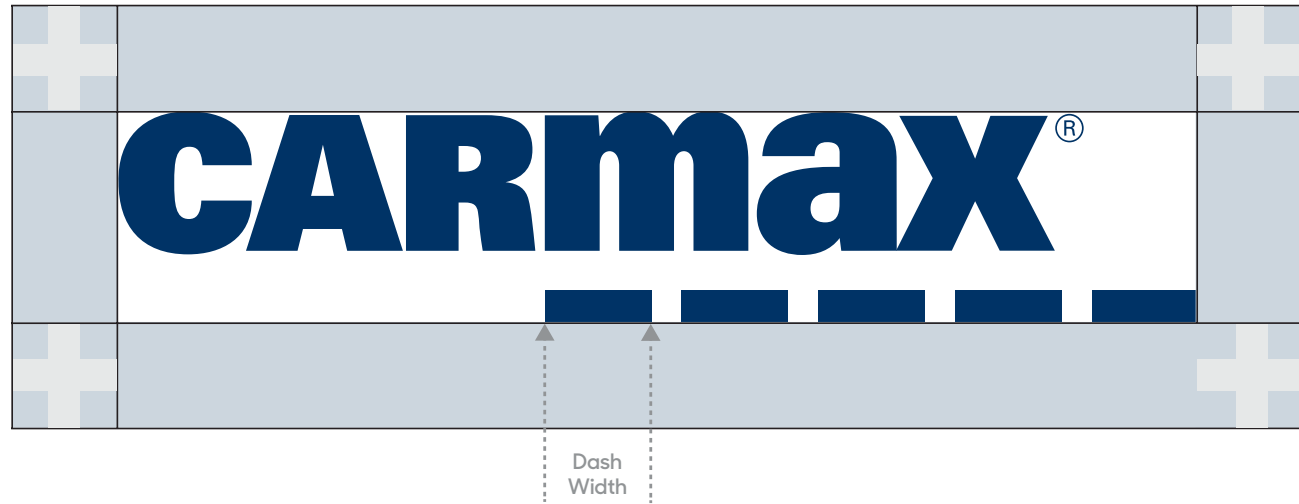
Our Logo

Our Tagline

Car buying reimagined.

Clear Space

The clear space ensures the legibility and impact of our logo by isolating it from competing visual elements such as text and supporting graphics. Keep at least a CarMax dash's width of space between our logo and other elements. This zone should be considered as the absolute minimum safe distance. The clear space is equal to the CarMax dash width

Dash Width

NO

Here the XX logo is much too close to the CarMax logo.

NO

This copy line is also much too close to our logo.

YES

Both the CarMax and XX logos have enough room that they do not compete with each other.

YES

The copy has just enough room. Remember the exclusion zone is the minimum space given to our logo.

Do's and Don'ts

These are examples of why the clear space is so important. In the top two examples, other elements come much too close to the CarMax logo, creating a cramped and messy visual. By respecting the clear space, we ensure our logo stands out and looks its best.

NO

Do not distort our logo in any way.

NO

Do not add outlines to our logo.

NO

Do not add effects to our logo.

NO

Do not blur our logo.

NO

Do not add drop shadows glows to our logo.

NO

Do not change the colors in our logo.

NO

Do not skew our logo.

NO

Do not outline our logo.

NO

Do not change the proportions of the blue box on the overlay version of our logo.

NO

Do not remove the last dash from our logo.

NO

Do not remove any of the dashes from our logo.

NO

Do not add any dashes to our logo.

Dashed Line

CarMax Dashed Lines
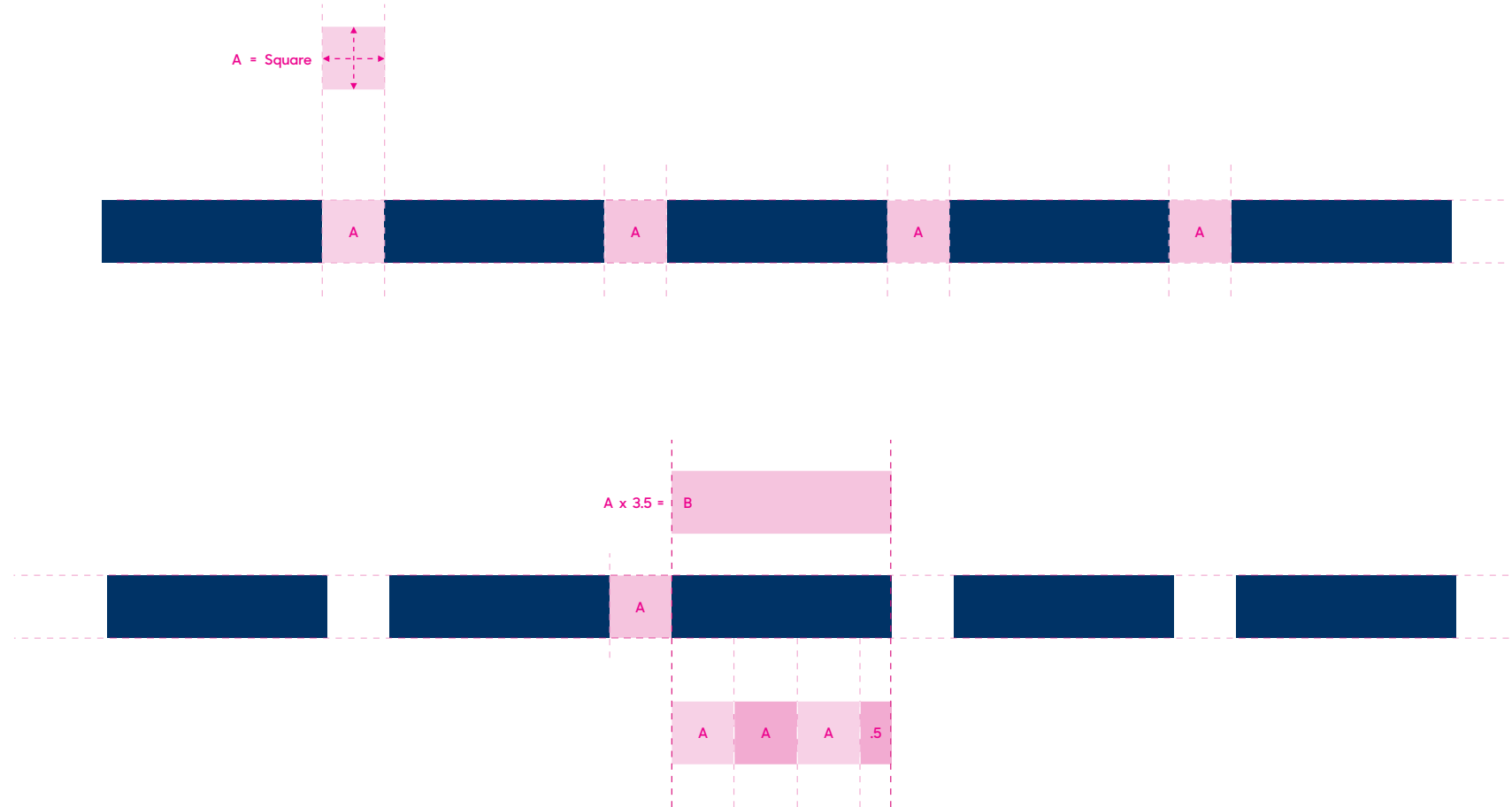
The Dashed Line art is taken from
the CarMax Logo.

The Dashed Lines are now being used as
a stand–alone design element. While its
use is intended to create brand recognition,
it is not intended to replace the logo.

CarMax Dashed Lines

It is composed of five identical block
segments that are evenly spaced.

The length of each block (B) is the
space between blocks (A) times 3.5.

A = Square

A

A

A

A

A x 3.5 =   B

A

A   A   A   .5

CarMax Dashed Lines

The dashed line art is taken from the CarMax logo. The dashed lines can be used as a standalone design element.

Avoid using a single dash or less than 5 dashes as a separator/decoration when paired with text.

Don't use vertical versions of the dashes.
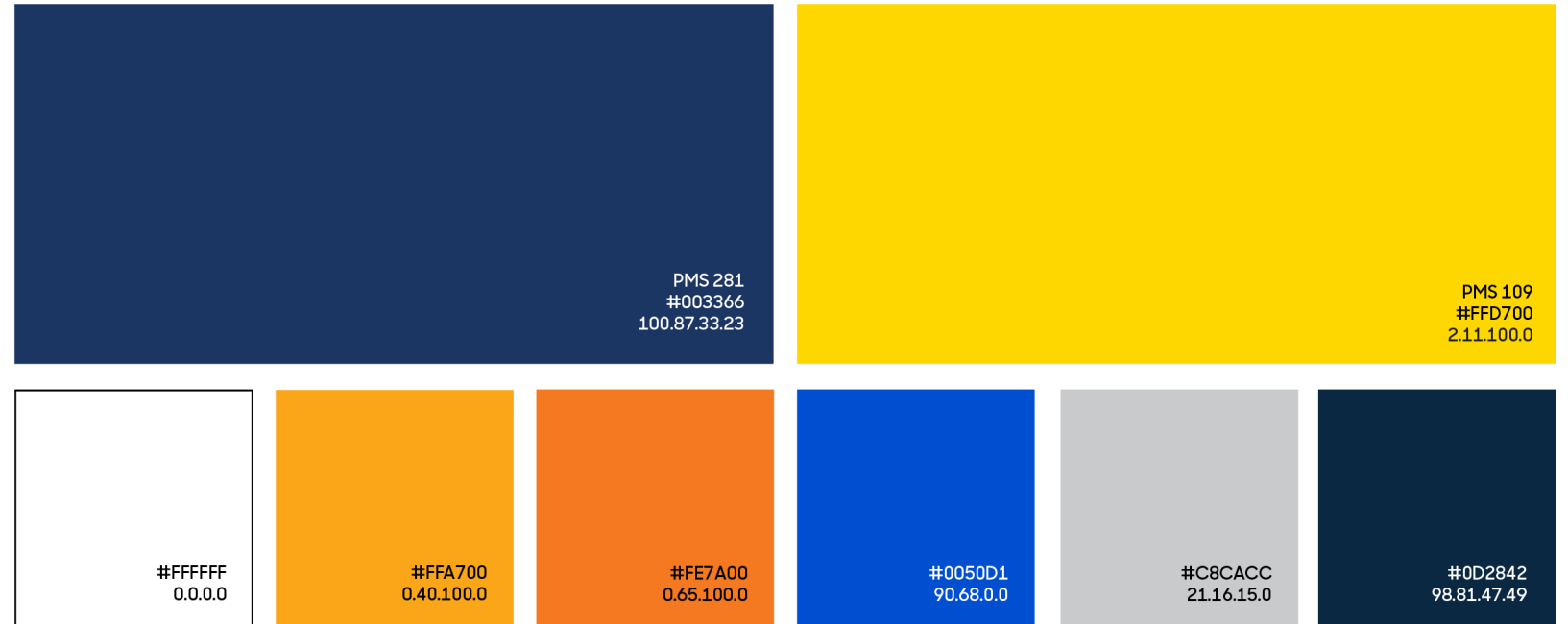
CarMax Blue
#003366
PMS 281
100 / 87 / 33 / 23

**CarMax Yellow**
#FFD700
PMS 109
2 / 11 / 100 / 0

Colors

CARMAX®

Primary Colors

CarMax Blue, #003366, and CarMax Yellow, #FFD700, are our primary colors. These two vibrant colors provide a balanced contrast for easy readability and bold, eye-catching design. Six other colors shown here can be used as supporting colors.

PMS 281
#003366
100.87.33.23

PMS 109
#FFD700
2.11.100.0

#FFFFFF
0.0.0.0

#FFA700
0.40.100.0

#FE7A00
0.65.100.0

#0050D1
90.68.0.0

#C8CACC
21.16.15.0

#0D2842
98.81.47.49

Hiarchy Chart

This chart represent the usage weights of our supporting color in relationship to our main brand colors.

#003366

#FFD700

#FFFFFF

#FFA700

#FE7A00

#0050D1

C8CACC

#0D2842
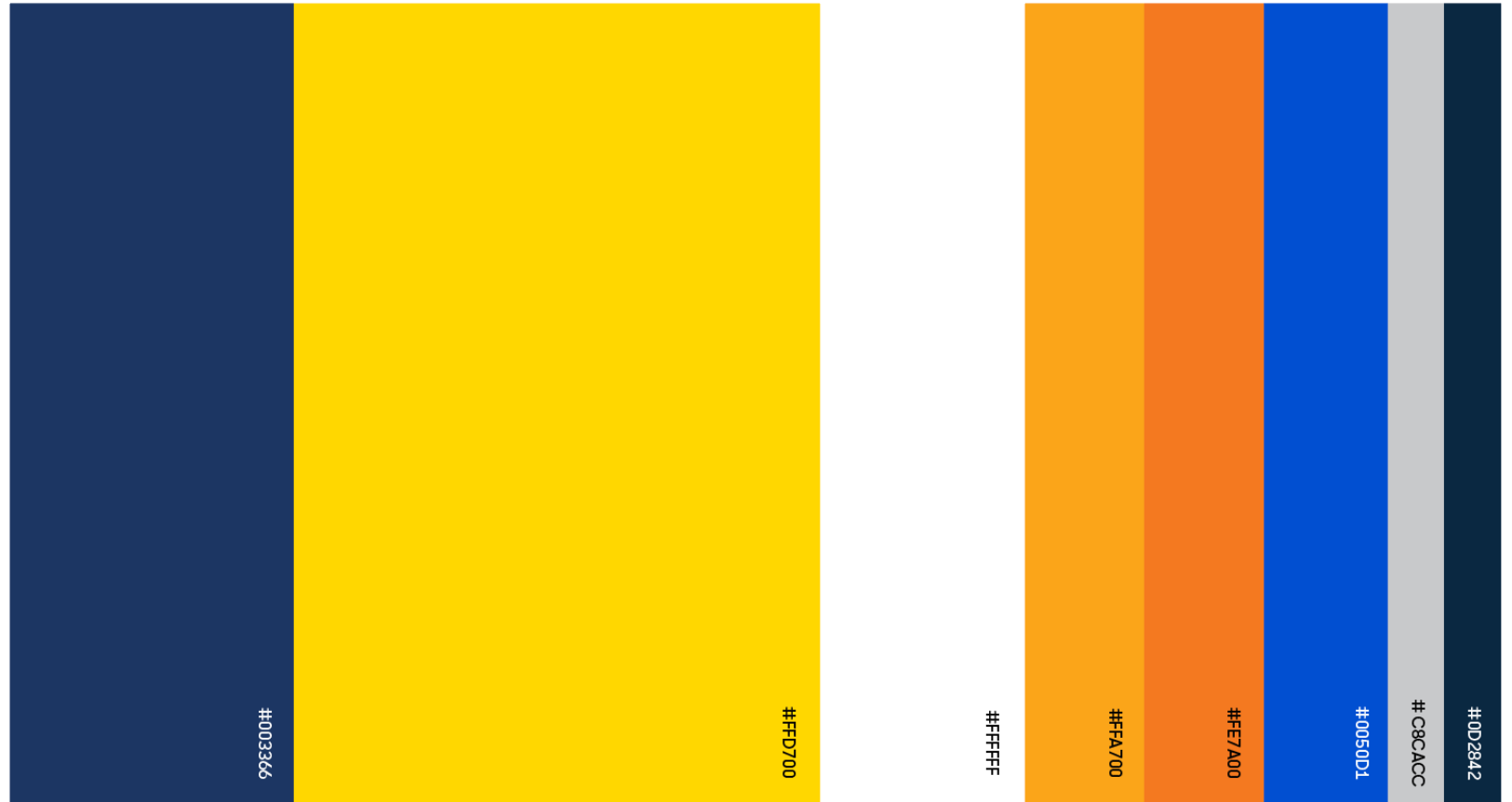
Typography

CarMax Typography

CarMax Sharp Sans Display
CarMax Sharp Sans Display is the main CarMax Brand font family both in print and digital.

Choice of font weights should support the messaging hierarchy in print and digital.

A mix of color can also be used to provide graphic interest and assist messaging hierarchy.

Aa
Book
Medium
Semibold
Bold

CarMax Typography

Lato
Lato can be used in sub heads
and body text in print and digital.

Aa
Light
Regular
Medium
Bold

CarMax Typography

Adobe Caslon Pro
Adobe Caslon Pro is used for body text
exclusively in longer print documents.

Aa
Regular
Italic
Semibold
Bold

CarMax Typography Rules

All of our typography use sentence case
and punctuation when communicating
a complete thought.

CTA copy within a button should be in all caps.

Headline ———————

CarMax Sharp Sans, Bold or Semi–Bold
Leading: 10/12pt, Tracking: 0

Headline

Subhead ———————

CarMax Sharp Sans, Medium
Leading: 10/11pt, Tracking: 0

Subhead

Body ———————

CarMax Sharp Sans, Medium or Book
Leading: 10/14pt, Tracking: 0

Body

CTA ———————

CarMax Sharp Sans, Semi–Bold, All caps
Tracking: 0

CTA

Disclaimer ———————

CarMax Sharp Sans, Medium
Leading: 10/10pt Tracking: 0

Disclaimer

CarMax Typography
Typescale

For balance and consistency use Major third – 1.25 formula for proportional type size guidance. For example shown here is the scale when using 40pts as your base size.

Enter a base point size and reference the table for proportional sizes to create balance within your design. Round the number to the nearest whole number.

Website to reference.
www.modularscale.com

78pt Car buying reimagined

62pt Car buying reimagined

50pt Car buying reimagined

40pt Car buying reimagined

32pt Car buying reimagined

26pt Car buying reimagined

21pt Car buying reimagined

CarMax Typography
Headline Leading Size (pts)

This page shows the proportion
between type size and leading
at 10/12.

All type should be tracked at 0.

Leading:78pt/93pt —————— # Car buying reimagined, only at CarMax.

Leading:62pt/74pt —————— ## Car buying reimagined, only at CarMax.

Leading:50pt/60pt —————— ### Car buying reimagined, only at CarMax.

Leading:40pt/48pt —————— Car buying reimagined, only at CarMax.

CarMax Typography
Subhead Leading Size (pts)

This page shows the proportion between type size and leading at 10/11.

All display type should be tracked at 0.

Leading:78pt/93pt ——— # Car buying reimagined, only at CarMax.

Leading:62pt/74pt ——— ## Car buying reimagined, only at CarMax.

Leading:50pt/60pt ——— ### Car buying reimagined, only at CarMax.

Leading:40pt/48pt ——— #### Car buying reimagined, only at CarMax.

CarMax Typography
Body Copy Leading Size (pts)

This page shows the proportion
between type size and leading
at 10/14.

All display type should be
tracked at 0.

Leading:40pt/48pt ———— At CarMax, we believe that clarity drives confidence and people should feel happy about their car buying and selling decisions.

Leading:32pt/62pt ———— At CarMax, we believe that clarity drives confidence and people should feel happy about their car buying and selling decisions.

Leading:26pt/50pt ———— At CarMax, we believe that clarity drives confidence and people should feel happy about their car buying and selling decisions.

Leading:21pt/29pt ———— At CarMax, we believe that clarity drives confidence and people should feel happy about their car buying and selling decisions.

Imagery

CarMax Brand Imagery

On-Brand Imagery
Like all brand creative, CarMax imagery should reflect brand key traits and be relatable to our audience.

Ideal imagery includes vibrant colors and should feel natural, providing a feeling of capturing a moment versus appearing posed and artificial. Associate imagery reflects the experience; subjects appear approachable and ready to help.

Image Examples

License Plate

When using vehicle imagery in sales marketing, use the new license plate with a blue background and white logo.

Note: CarMax license plate should not be used in appraisal imagery.

Image Examples