



# BRAND GUIDE

03/04/26

01

**BRAND  
ARCHITECTURE**

PG 3

02

**VOICE & TONE**

PG 16

03

**VISUAL  
IDENTITY**

PG 25

04

**EXAMPLES**

PG 50

**01**

**BRAND  
ARCHITECTURE**

## SECTION 1.1

# THE BUILDING BLOCKS

1.1.1  
**PURPOSE**

1.1.2  
**MISSION**

1.1.3  
**VISION**

1.1.4  
**VALUE PROP**

1.1.5  
**BRAND  
DEFINING IDEA**

1.1.6  
**PERSONALITY**

## PURPOSE

Our enduring reason for being. The belief that drives us. This is the moral compass that shapes decisions, inspires teams, and attracts people who share our values.

**GIVE PEOPLE  
THE PARTS AND  
THE POWER TO  
FIX THEIR OWN  
APPLIANCES.**

# MISSION

Our operational expression of purpose.

It defines what we deliver, who we serve, and how we create impact. It translates belief into action — clear, measurable, and grounded in the everyday.

**DELIVER PARTS,  
SERVICE, AND  
GUIDANCE, SO NEW  
AND EXPERIENCED  
DIYERS CAN FIX  
IT RIGHT THE  
FIRST TIME.**

# VISION

A vivid picture of the future we're helping to create. It's not about market share or growth metrics, it's about the world that exists once we've fulfilled our purpose.

**CONQUER SELF-  
DOUBT, SAVE  
MONEY, AND TAKE  
A STAND AGAINST  
THROWAWAY  
CULTURE.**

## VALUE PROP

The succinct articulation of the value we deliver to our customers — what we offer, why it matters, and how it's different from alternatives.

**WE TAKE THE DOUBT  
OUT OF REPAIRS WITH  
GENUINE PARTS,  
SIMPLE STEPS, AND  
EXPERT GUIDANCE.**

## BRAND DEFINING IDEA

This is the soul of it all – the thing that gives us staying power. It reflects our unique paradigm while reinforcing our purpose and mission.

**IT'S NOT  
THAT HARD**



# PERSONALITY

Guardrails to help filter the noise.

---



**With a wink**  
Ironic



**Expert**  
Scientific



**Take-charge**  
Macho



**Relatable**  
Normal



**Exaggerated**  
Cartoonish

## SECTION 1.2

# EXPRESSIONS

1.2.1

**ANTHEM**

1.2.2

**SOUNDS/  
FEELS LIKE**

**ANTHEM**

**WHEN AN APPLIANCE BREAKS,  
THERE ARE TWO KINDS OF  
HOMEOWNERS: THE ONES WHO  
GRAB THE PHONE, AND THE ONES  
WHO GRAB THE TOOLBOX.**

You could call for help, finally find a human being, schedule a visit within a vague 8-hour timeframe, and watch a stranger scrounge around in your laundry room. You could pay a small fortune, only to be left thinking, "Hell, I could've done that."

**BUT NOT TODAY.**

Today is the day you gaze into the gaping maw of that dishwasher, and you stand tall. Because you've got PartSelect on your side. So cue the synths, tie on your headband, and gear the hell up. This is your training montage. We've got genuine, OEM parts. Step-by-step videos. Guaranteed fit. Fast shipping. Everything you need to stare down that noisy washing machine, or that clogged drain, or that old filter. It may not be easy. But we're not saving lives. We're saving your self-respect. And that's a hell of a lot easier than watching the forces of chaos lay claim to your domain.

**BE THE HERO YOUR  
HOME DESERVES.**

# FEELS LIKE

WALKING AWAY FROM AN EXPLOSION IN  
SLOW MOTION WITHOUT LOOKING BACK

INVINCIBILITY – LIKE YOU CAN HANDLE  
WHATEVER THE WORLD THROWS AT YOU

YOUR MOTHER-IN-LAW'S  
SILENT NOD OF APPROVAL

PULLING ON YOUR FAVORITE WORK GLOVES

VICTORY

# SOUNDS LIKE

THE DELTA FORCE THEME MUSIC

GEARING UP, LOCK AND LOAD:  
SATISFYING CLICKS, SNAPS, ZIPS

THE HIGH-RPM WHIR OF A SPIN CYCLE  
HITTING REDLINE WITHOUT A WOBBLE

THE CLICK-CLICK-WHOOSH OF  
A GAS BURNER IGNITING

A STADIUM FULL OF FANS CHEERING  
YOUR NAME (BUT IT'S JUST YOUR FAMILY  
REALIZING THE ICE MACHINE WORKS AGAIN)

02

# VOICE & TONE

## A CONSISTENT, SPECIFIC VOICE MAKES A BRAND.

Our voice and tone shape every touchpoint with our customers, from foundational brand communications like PR boilerplate, to internal memos, to social posts,

**Voice** is the foundation for all our communications: how we sound, no matter the channel. It should build clarity and confidence, helping people feel assured, not overwhelmed.

**Tone** is how we adapt that voice based on audience and context. It gives us latitude to connect appropriately and authentically, without losing ourselves.

Our voice is conversational, direct, and sometimes big – but always reassuring, whether that’s through steady promises or playful hype. Our tone flexes based on stage of awareness, funnel, and platform – from earnest to funny.

When it’s consistent, the PartSelect experience feels trustworthy and recognizable. And when we flex the tone carefully, it comes to life. It shows respect for the moment our audience is in, whether they’re browsing, troubleshooting, or getting ready to do something mildly heroic with a screwdriver.

# RULES OF THUMB

## ASSURANCE FIRST, VOICE SECOND.

Lead with proof (fit check, warranty, returns, install clarity). Then layer in the playful swagger. Plain facts and exact terms (model, symptom, tools, steps) beats humor every time.

Self-check: Would I remember the promise, or just the joke?

## SWAGGER WITHOUT STEREOTYPE.

No overly gendered language, no gatekeeping. Find humor in the problem (broken machine, \$400 service call), never the person.

Self-check: Does this work equally well for every customer?

## TALK LIKE A HUMAN.

Direct and conversational. Contractions welcome, jargon explained: "genuine, factory-original (OEM)."

Self-check: Would I say this out loud to a neighbor without sounding like a brochure?

## PICK YOUR SPOTS.

Use humor where stakes are low (top-of-funnel ads, social, headers). Keep help/CS flows direct, calm, and earnest. Never joke about pain points or errors.

Self-check: Would this line feel annoying if I were stressed, mid-repair?

## THE CUSTOMER IS THE HERO.

We hype them, not us. Only swagger on their behalf. Never mock. The joke isn't on them – it's the exaggerated tone.

Self-check: Would this make me feel safe and powerful, like I'm in on the joke?

# GUARDRAILS

## BLUNT, NOT MEAN.

Say the thing plainly and move on. Aim at the problem, never the person.

## DRY, NOT SNARKY.

Keep it deadpan, with no winks or sarcasm. The humor comes from the earnest boldness. Our voice doesn't "get the joke."

## HEROIC, NOT SELF- AGGRANDIZING.

Make the customer the main character. We're the trusty sidekick – the hypeman – not the star.

## TOUGH, NOT COLD.

Be confident and decisive, but never critical. Toughness comes through in how we celebrate the customer: "Don't let the fridge win."

## ENCOURAGING, NOT TEASING.

Jokes never land on the customer. Find the humor in the exaggeration, laughing WITH them.

## USE THE RIGHT NAME.

When referring to us, always write our name as PartSelect®

# VOICE IN ACTION

## BANNER AD

**STAGE:** Top of funnel / retargeting

**GOAL:** Click / convert

**APPROACH:** Bold, fun voice attacking a pain point

**Like this:**

Fake water filters? Not in this house.

Get the real deal: OEM filters, guaranteed fit, no doubts

**Not this:**

Start the year fresh with genuine water filters

Don't risk knockoffs, shop filters you and your family can trust.

## BRAND PROMISE

**STAGE:** Landing page

**GOAL:** Establish credibility and trust

**APPROACH:** Straightforward and legally compliant, but still conversational

**Like this:**

Price Match

Found it cheaper somewhere else? We'll match it within 14 days of purchase.

It must be the exact item, in stock, from an eligible retailer.

Excludes coupon codes, marketplace listings, non-OEM parts, and used/refurbished items.

**Not this:**

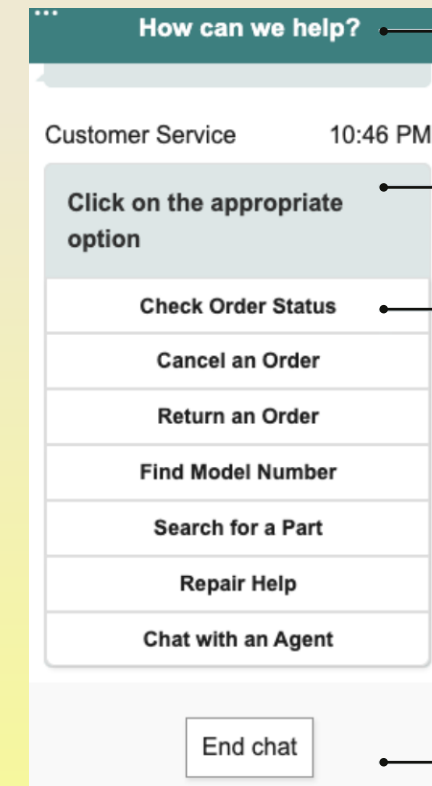
We'll match a lower price on genuine manufacturer parts from qualifying online competitors within 14 days of your purchase. The item must be identical, in stock, and from an eligible retailer. Excludes coupons, marketplaces, non-OEM parts, and used/refurbished items.

## MESSAGING / CHATBOT

**STAGE:** Customer support

**GOAL:** Help in a crisis

**APPROACH:** Earnest and serious, picking tiny, low-stakes moments for playful lines.



What's the situation?

Let's get you back in the game

Where's my part?

Cancel an order

Start a return

Find my model number

Find a specific part

I'm stuck on a repair

Chat with an agent

Exit Button: End chat

Example 1:

**Standard:** "Here is your status."

**On Brand:** "Stand by. Homing in on your inbound package."

Example 2:

**Standard:** "Connecting you to an agent..."

**On Brand:** "Hang tight. Help is on the way."

# VOICE IN ACTION CONT.

## YOUTUBE THUMBNAIL

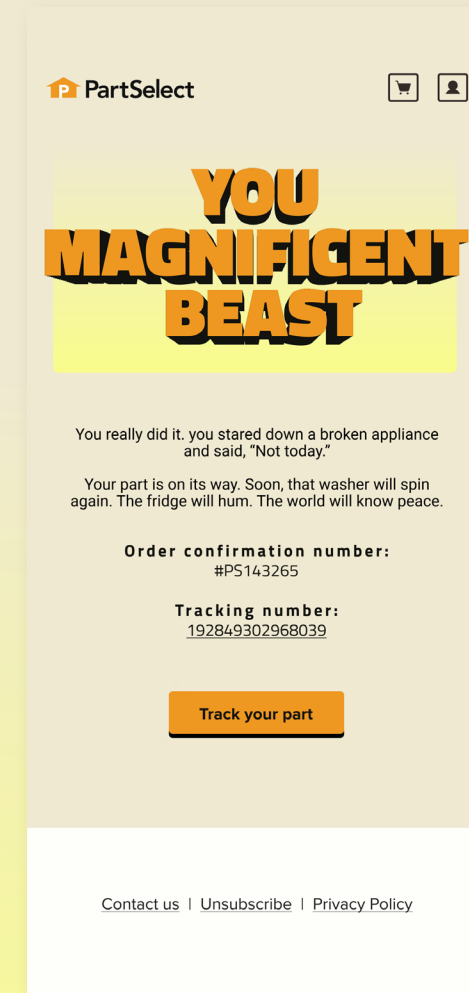


**STAGE:** Video

**GOAL:** Inform + create brand affinity

**APPROACH:** Functional, searchable, but still room for voice

## CONFIRMATION EMAIL



**STAGE:** Confirmation email

**GOAL:** Inform + create brand affinity

**APPROACH:** Ironic over-celebration

# KEY LINES

**BE THE HERO  
YOUR HOME  
DESERVES.**

**NOT AFRAID TO  
GET DIRTY.**

**YOU  
MAGNIFICENT  
BEAST.**

**LFG.**

03

# VISUAL IDENTITY

# PRIMARY LOGO



# LOGO VARIATIONS

1 COLOR



KNOCKOUT



2-COLOR  
KNOCKOUT

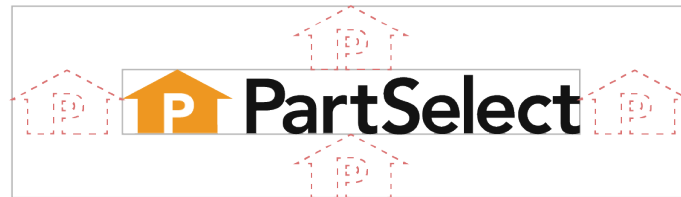


FULL COLOR



# LOGO DOS & DON'TS

**DO** use the width of the house icon to ensure there is ample whitespace around it.



**DO** keep the logo above minimum sizes to ensure legibility.



**DON'T** stretch or skew logo. Keep proportions intact.



**DON'T** alter logo colors or use unspecified colors.



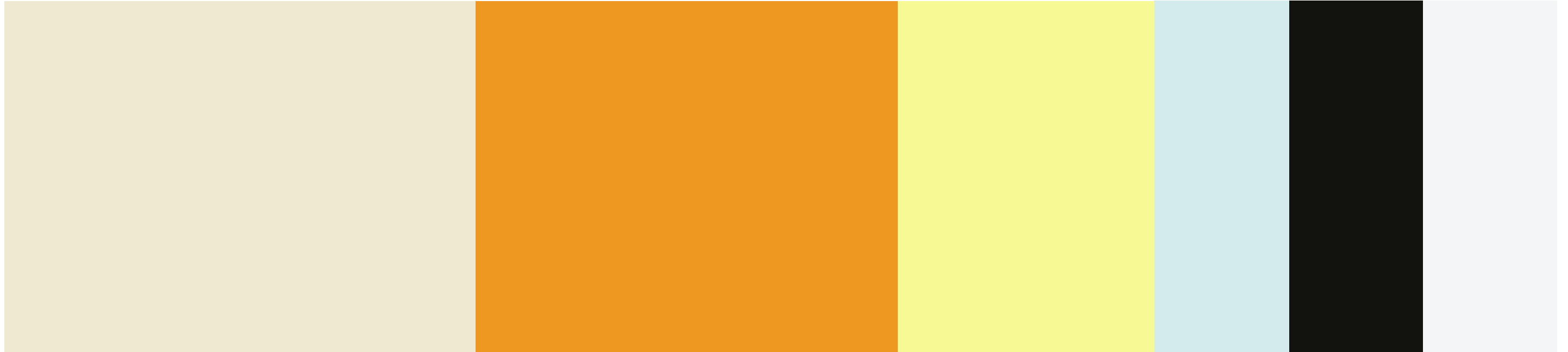
**DON'T** move the house icon.



**DON'T** break up the logotype.



# COLOR



## Khaki

PMS 4003 C 45%  
C 6 M 5 Y 18 K 0  
R 239 G 233 B 210  
#EFE9D2

## Ignition

PMS 2011 C  
C 4 M 47 Y 100 K 0  
R 238 G 151 B 33  
#EE9721

## Lightning

PMS 101 C 50%  
C 5 M 0 Y 51 K 0  
R 247 G 249 B 149  
#F7F995

## Arctic Denim

PMS 7464 C 45%  
C 16 M 0 Y 6 K 0  
R 212 G 235 B 237  
#D4EBED

## Nightvision

PMS Black 3 C  
C 72 M 65 Y 68 K 82  
R 18 G 19 B 15  
#12130F

## Grit

PMS Cool Gray 1 C 25%  
C 3 M 2 Y 1 K 0  
R 244 G 245 B 246  
#F4F5F6

# FONT FAMILY

Our type system uses Titillium Web, a versatile, easy-to-access [Google Font](#).

Use what you need to get the job done. We've got a few examples to get you started.

If you can't access Titillium, use Arial Black instead.

# Titillium Web

AaBbCc 12345 &@? \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%&\*()"':;?+,.<>

## DIMENSIONAL HEADLINE



The image shows the headline "FIX IT YOURSELF" in a bold, orange, sans-serif font. The text is rendered with a 3D effect, appearing to float above a dark shadow. The word "FIX IT" is on the top line, and "YOURSELF" is on the bottom line. A horizontal line is drawn above "FIX IT", and a vertical line is drawn to the right of "FIX IT", with the text "x-height" written in a small, grey font at their intersection.

Titillium Web, Black, 110/96, uppercase, tracking 0, optical kerning.  
3D effect in one point perspective, 20% of x-height.

For cinematic, centered layouts. Limit usage to short titles. No more than two lines. To be used where headlines can be in images, stylized, or for bold marketing moments.

To create the 3D effect in Adobe Illustrator:

1. Object > Appearance
2. Add two new fills: Fill 1 - Ignition, Fill 2 - Nightvision
3. With Fill 2 selected, Add New Effect > Distort & Transform > Transform
4. In the transform settings: Scale > Horizontal > 99%, Move > Vertical > 1px, Copies > 15

## STANDARD HEADLINE



The image shows the headline "SHOW THE DRYER WHO'S BOSS" in a bold, black, sans-serif font. The text is arranged in three lines: "SHOW THE" on the top line, "DRYER WHO'S" on the middle line, and "BOSS" on the bottom line. The font is clean and modern, with no 3D effect.

Titillium Web, Black, 78/62, uppercase, tracking 0, optical kerning.

For non-centered layouts and less intense moments. Should be used in content-rich situations with longer headlines, multiple headlines, or simple layouts.

# TYPE EXAMPLES

## Subhead

Titillium Web, Bold, 26/20, uppercase, tracking 0, optical kerning

## SUBHEAD GOES NEXT.

## Body copy 1

Titillium Web, Regular, 12/16, tracking 0, optical kerning

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

## Paragraph heading

Titillium Web, SemiBold, 14/16, uppercase, tracking 0, optical kerning, space after .0625"

## PARAGRAPH HEADING

Ut wisi enim ad minim veniam, quis nostrud exercitation suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse consequat.

## Body copy 2

Titillium Web, Regular, 10/12, tracking 0, optical kerning

## Info heading

Titillium Web, Bold, 14/15, tracking 130, optical kerning

## Info copy

Titillium Web, Light, 12/14, tracking 0, optical kerning

## Tracking number:

192849302968039

# ADA COMPLIANT PAIRINGS

Keeping PartSelect accessible for all. These combinations are compliant with the **WCAG 2.1 AA level** that evaluate contrast for readability.

## READABLE AT ANY SIZE

**NIGHTVISION & KHAKI**

**IGNITION & NIGHTVISION**

**NIGHTVISION & LIGHTNING**

**NIGHTVISION & ARCTIC DENIM**

**NIGHTVISION & GRIT**

# LOCK & LOAD, ROBERT.

Your support team is ready to help you execute the next maneuver.

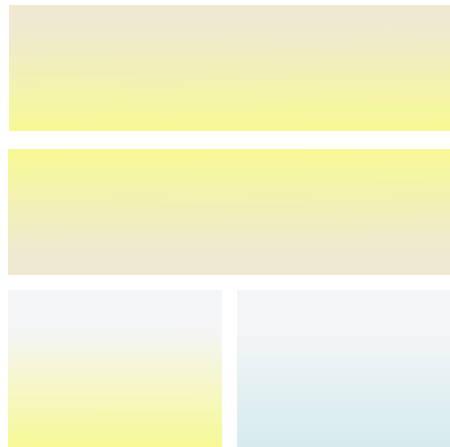
Check out the video on [part] by scanning this QR code



For non-3D headlines, use a 5% margin inside the container.

When using gradients as a container, you can exceed the container by 5% for a dramatic effect for 3D headlines.

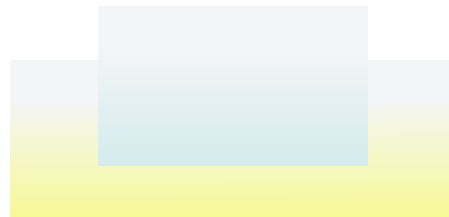
**DO** mix these colors at a 60/40 blend. Lightening/Khaki are the primary gradients.



**DON'T** mix these colors. They become muddled.



**DON'T** layer gradients.



## GRADIENTS

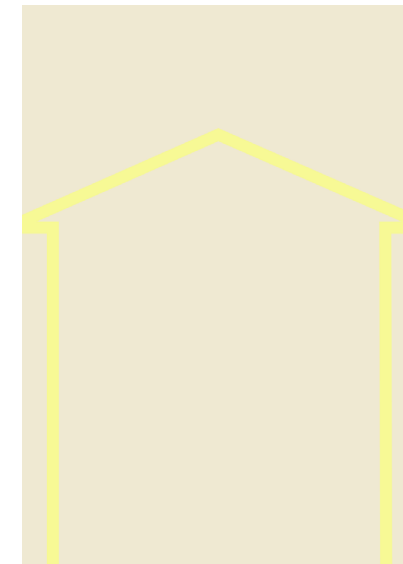
Yellow and blue gradients can be used as full background gradients, or as containers for text or images to add additional depth to a layout. When in doubt about when to use a gradient, just use solid colors – it's always the safest bet, don't force it to be fancy.

# HOUSE GRAPHIC

An outlined version of the house icon from our logo serves as a key graphic in our toolkit. It strengthens the connection to the brand and the people we serve, while adding depth and motion. Using it to frame subjects emphasizes their importance.

The house graphic uses an inside stroke that is 2.5% of the width of the graphic.

The graphic can be stretched to fit vertical compositions.



# CHEVRON GRAPHIC

Secondary to the house graphic, the chevron graphic is another tool that brings motion and subtle depth to designs.

The graphic can be rotated in 15° increments to give directional emphasis, but don't rotate more than 60 degrees in either direction. Do not use with the house graphic.

Do not use in situations where there are layers of information or complex designs.



# IMAGE STYLE

Our imagery brings heroism and humor to tough, boring, real-life situations. It stands out in a bland space and inspires customers, while staying self-aware about over-the-top exaggeration.

We feature ordinary people with a wardrobe to match — working gear with a touch of exaggerated detail, like dirt, tears, or quirky touches (think oversized tool belts).

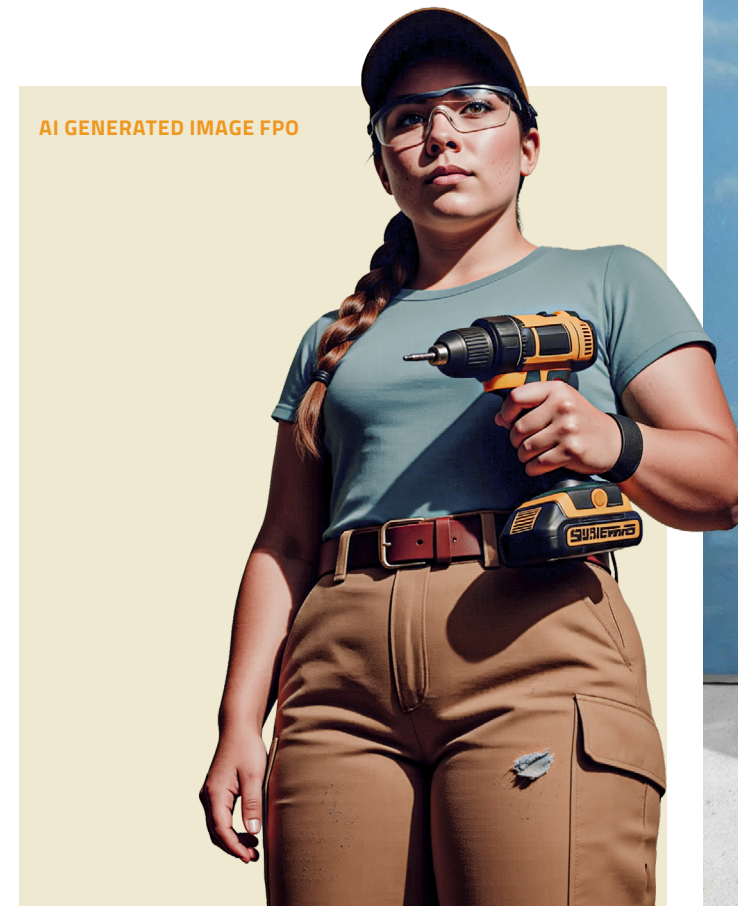
Use low angle photography to cast our subjects as heroes (people and objects alike).

Use high contrast and generous shadows to add drama. Desaturate images slightly and add a hint of grain for that cinematic feel.

Complement with colors from the brand palette.

## PRIMARY

Isolated elements form a layered composition. A singular hero dominates the composition. All supporting elements are smaller to keep layouts clean and balanced.



## CONTENT / EDITORIAL

Subjects pose heroically in relatable, everyday spaces. Pose and composition feel dramatic, even without editing.



## PRODUCT

For branded moments, black appliances keep contrast high, even casting them as menacing foes. Pose them at an angle to up the sense of action.

Specific product or content features may require the use of colors other than black.



**YOUR HOUSE. YOUR RULES.**

# **FIX IT YOURSELF**



**Real OEM parts. Guaranteed fit.  
Everything you need to be the hero your  
home deserves.**

## **COMPOSITION**

Simple but effective collaging of elements gives a cinematic, larger-than-life feeling to designs.

Subtle lense flares amp up the drama without distracting from the message.

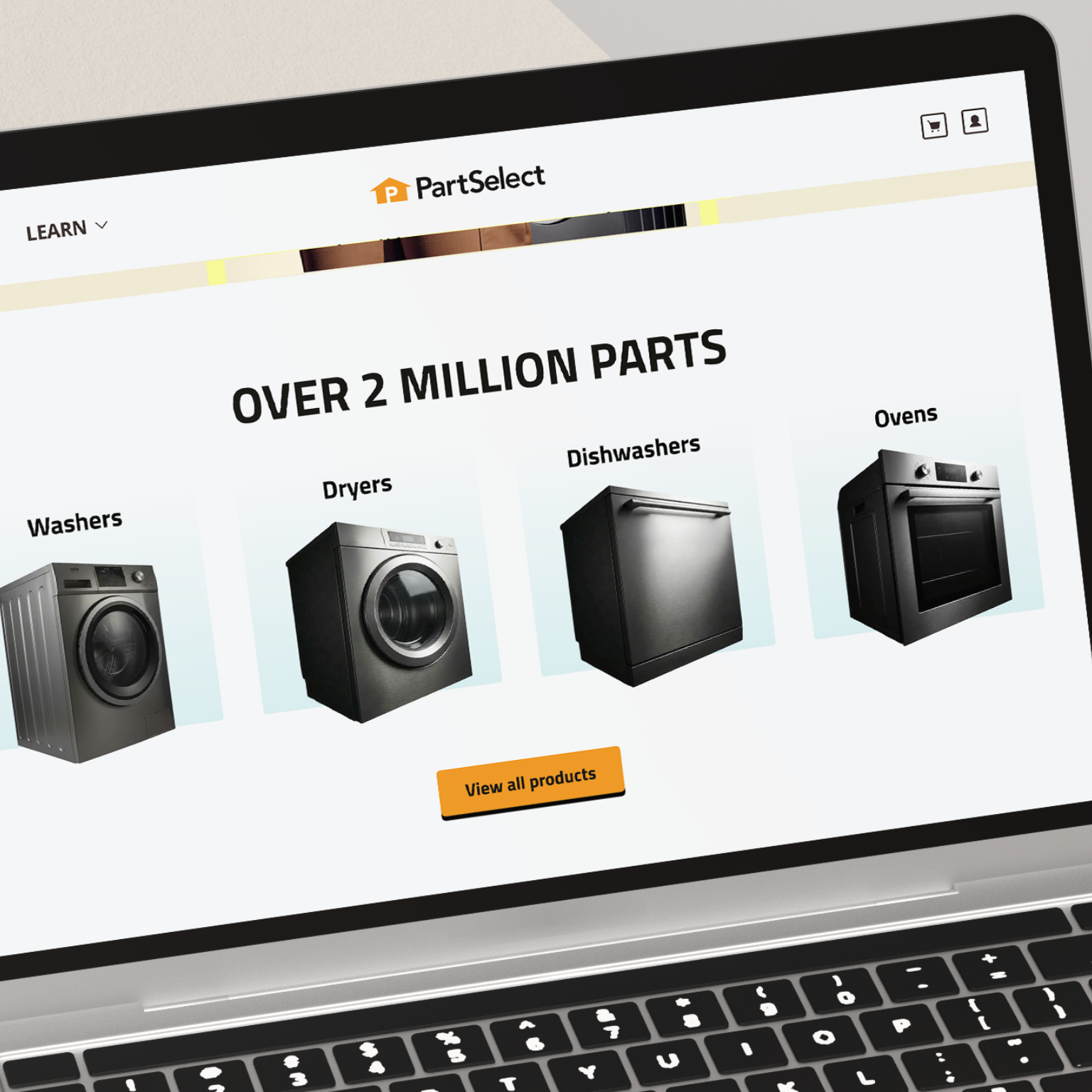
No more than five layered elements at a time to prevent collages from being too chaotic. Shown here are five elements: house graphic, headline/subhead, appliance, person, box with body copy. Make sure to pick a hero when sizing your elements.

If you need to put body copy over a hero, put it inside a container with rounded corners that are 6% of the height of the container. Use generous margins to keep copy readable and well-ordered. If possible, body copy should be placed below a hero.

04

# EXAMPLES





**THE DAY  
HAS COME**



**LOCK  
& LOAD,  
ROBERT!**

Your support team is ready to help you execute the next maneuver.

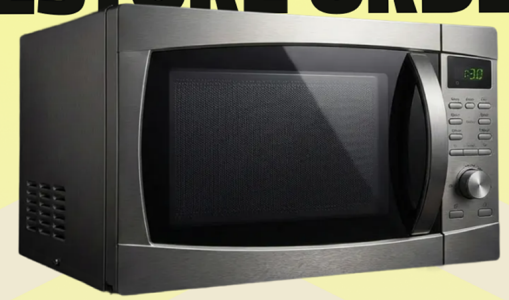
Check out the video on (part) by scanning this QR



For any other problems you can reach us at:  
**1-866-319-8402**  
Monday to Saturday  
8am - 8pm EST  
or go to:  
[www.partsselect.com/repair](http://www.partsselect.com/repair)

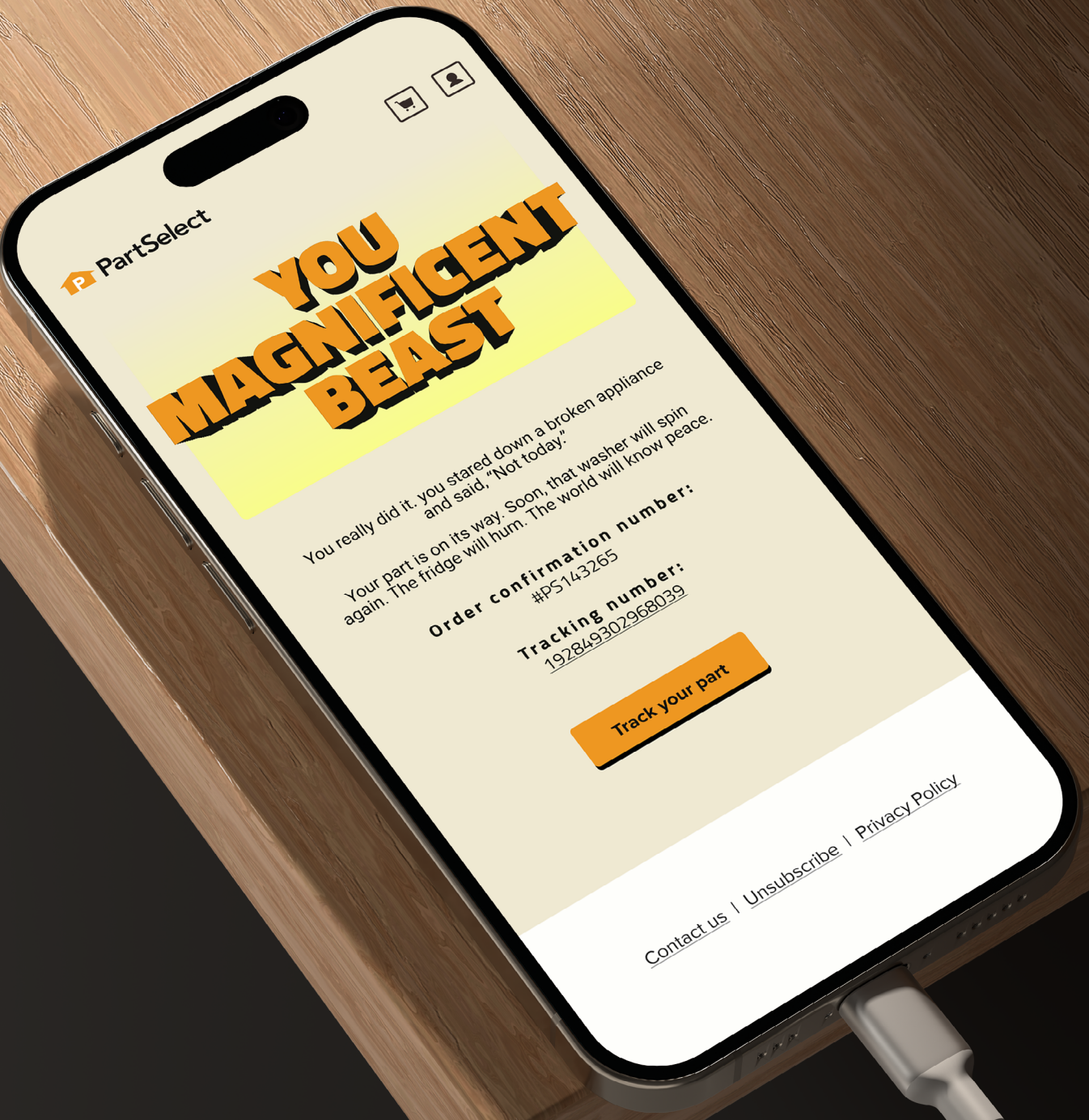
 PartSelect

**FIX YOUR  
MICROWAVE**  
**RESTORE ORDER**



**Get the part**





A large, thin yellow outline of a house with a gabled roof and two vertical pillars, framing the central text.

**LET'S DO THIS**

The PartSelect logo, featuring a stylized orange house icon with a white letter 'P' inside.

**PartSelect**