



DIGITAL STYLE GUIDE

O'Reilly AUTO PARTS



DIGITAL STYLE GUIDE

Branding



O'Reilly Logo with white text

+

Red Background behind Logo

+

Red Stripes with angles

=

A graphic of the O'Reilly AUTO PARTS banner. It features the O'Reilly logo in green and white, with 'O'Reilly AUTO PARTS' in white text on a red background. The banner has a red background with green and white stripes on the sides.

The Red O'Reilly Auto Parts Banner defines the look of our digital branding.

This element was crafted with consideration to our global brand. It carefully considers the appearance of our most public-facing elements such as Store Exterior, Event Signage, Product Labelling, Store Interior, and our fleet of trucks. Not only are these assets the most well established and widely seen representations of our brand, but also would require the most investment to change. It is for this reason that our digital effort strives to adhere to the clear branding standard already established by our company.

It can be described as a red banner containing our logo. The treatment of the logo is that of the one seen on our storefronts and event signs across the nation. The red background mirrors the application of background color seen on O'Reilly storefronts, event signage, and product packaging. The angled stripe treatment of the background mirrors the stripes seen along our ceiling in all of our stores, and that appears on the side of all of our trucks. The angle is matched to that of our product packaging. The O'Reilly log is centered vertically, and auto parts is aligned to the baseline and the x-height.

DO



Default Application



Narrow Application



Small Application

Use the appropriate digital logo for the application as provided, preferably placed in the top left corner.

DO NOT



Adjust the color of the banner, or remove the banner



Adjust the rotation, padding, angle, of the logo or banner or distort them in any way.



Use versions of the O'Reilly logo other than the digital logo.



Add drop shadow or effects to the banner or logo

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Color Swatches

The Digital Color theory is based on our the colors used in our Global Branding, and borrows principles that all motorists have ingrained from their daily interaction with traffic signals.

Green Means Go.

It is used anywhere that a customer can click to go somewhere. Green is a very soothing, confidence-building color, thus we use it as our isolation color for links and calls to action.

Red means Stop! Pay Attention!

It is used anywhere that we really want the customer to pay attention. Red is a very attention grabbing color, thus we use it in our branding (just like we do on our products, store design etc.), Our prices, and our savings call outs.

Greys are Neutral.

Greys are used for everything else. Grey is a very modern, professional color, and it's neutral tone allows our products, photos, calls to action, and attention grabbing colors to really stand out!



#303030

Headlines, Section Header Banners



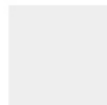
#777777

Bylines



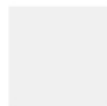
#d0d0d0

Borders(products, containers, setions)



#e0e0e0

Light grey email content container background



#f0f0f0

Light grey email body background



#ffffff



#cc0927

Logo Banner, Prices, Saving Bugs



#ffcf06

CTAs against green background



#067d35

Primary Links, CTAS



#00953B

Links & CTAS against dark background, Banner Backgrounds



The O'Reilly logo is based on the Helvetica font face. Our current retail standards use the Helvetica Neue Lt Std Condensed family heavily, and we strive to follow suit in the digital world.

The one exception to this rule is in those cases wherein we are functionally unable to utilize the Helvetica family due to licensing costs.

In instances where we hope to render the font as closely as possible to the Helvetica family while still rendering web text that is readable by search engines, we use a combination of Open Sans Condensed Bold and Oswald Heavy.

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Fonts

Helvetica Neue Lt Std 87 Heavy Condensed
Headlines, Prices, CTAs

Helvetica Neue Lt Std 57 Condensed
Bylines

Arial Regular
Body Copy, Units of Measure, Text Links, Fine Print

Open Sans Condensed - Bold
Web-Rendered Headlines & CTAs

Oswald - Heavy
Web-Rendered Prices

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Links & CTAs

The defining elements of our CTAs are the use of automotive themes, such as “Green for go” as discussed in our Color section, and the use of the Chevron as an icon to imply movement and direction.

CHEVRON LINK ➤

CHEVRON LINK

Font:	Helvetica Neue Lt Std 57 Condensed (Open Sans Condensed for web)
Size:	Variable, no less than 13pt/13px
Color:	#067d35
Case:	All Caps
Icon:	Chevron on right, same height as text
Use:	Default CTA to use for most applications



BUTTON LINK

Font:	Helvetica Neue Lt Std 87 Heavy Condensed (Open Sans Condensed for web)
Size:	Variable, no less than 13pt/13px font size
Font Color:	#ffffff
BG Color:	#067d35
Padding:	Minimum 30% of font size on all sides
Corners:	Rounded at 15px radius
Align:	Center
Case:	All Caps
Icon:	Chevron on right, same height as text
Use:	Limit use to only top-level CTA hierarchy elements

Text link

TEXT LINK

Font:	Arial Regular
Size:	Same as surrounding Body Copy
Color:	#067d35
Case:	Standard Capitalization
Special:	Underline
Use:	Links that occur in paragraph, or low-level CTA hierarchy elements



HEADLINES LOOK LIKE THIS

Bylines, on the other hand, look like this.

fine print looks like this

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Typograhpy - Default

HEADLINE

Font: Helvetica Neue Lt Std 87 Heavy Condensed (Open Sans Condensed for web)
Size: Variable
Color: #303030 (#ffffff on dark background)
Align: Left Aligned with Ragged-Right
Case: All Caps
Leading: 80% of the font size
Special: 3 lines if possible

BYLINE

Font: Helvetica Neue Lt Std 57 Condensed (Open Sans Condensed for web)
Size: 30% of Headline, no less than 13pt/13px
Color: #777777 (#d0d0d0 on dark background)
Align: Left Aligned with Ragged-Right
Case: Standard Capitalization
Leading: 80% of the font size

FINE PRINT

Font: Helvetica Neue Lt Std 57 Condensed (Arial for web)
Size: 11pt / 11px
Color: #777777, #ffffff
Align: Left Aligned with Ragged-Right
Case: Standard Capitalization

\$999
Each

Brand Product Description

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Typography - Product / Price

PRICE

Font: Helvetica Neue Lt Std 97 Black Condensed (Oswald for Web)
Color: #cc0927
Special: No decimal, Superscript \$ and cents at 58%, Center units in Arial under cents

BRAND NAME

Font: Helvetica Neue Lt Std 87 Heavy Condensed (Arial for Web)
Size: 20% of price
Color: #303030 (#ffffff on dark background)
Align: Left Aligned with Ragged-Right
Case: Standard Capitalization

PRODUCT DESCRIPTION

Font: Helvetica Neue Lt Std 57 Condensed (Arial for Web)
Size: 30% of Headline, no less than 13pt/13px
Color: Same as Headline
Align: Left Aligned with Ragged-Right
Case: Standard Capitalization
Leading: 80% of the font size
Special: Margin from headline same as margin between words in headline

FINE PRINT

Font: Helvetica Neue Lt Std 57 Condensed (Arial for Web)
Size: 11pt / 11px
Color: #777777 (#d0d0d0 on dark background)
Align: Left Aligned with Ragged-Right
Case: Standard Capitalization

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Image Sizes

HOMEPAGE SLIDER

Width: 554 px
Height: 278 px

FEATURED ITEMS PANEL

Width: 532 px
Height: 341 px

HOMEPAGE BANNER

Width: 998 px
Height: 57 px

MOBILE BANNER

Width: 640 px
Height: 80 px

LANDING PAGE HEADER (FULL)

Width: 970 px
Height: Variable

LANDING PAGE HEADER (WIDE)

Width: 757 px
Height: 134 px

LANDING PAGE HEADER (CATALOG)

Width: 761 px
Height: 190 px

STACKABLE (VERTICAL)

Width: 240 px
Height: 193 px

FACEBOOK COVER

Width: 851 px
Height: 315 px

FACEBOOK POST

Width: 504 px
Height: 504 px

FACEBOOK AD

Width: 1200 px
Height: 628 px

DISPLAY AD

Width: Variable
Height: Variable

EMAIL FEATURE IMAGE

Width: 600 px
Height: Variable

FREE SHIPPING
on most orders \$75 or more

[Parts](#)
[Accessories](#)
[Fluids](#)
[Tools](#)

FILTER FUNDAMENTALS

Easy DIY maintenance that saves you in the long run

[SHOP FILTERS >](#)

Filter Selection

OIL FILTERS
Remove harmful contaminants from engine oil, helping to keep the oil clean and reduce engine wear

[SHOP NOW >](#)

AIR FILTERS
Prevent dust, dirt, and other damaging airborne particles from entering and contaminating the engine

[SHOP NOW >](#)

CABIN AIR FILTERS
Help trap pollen, bacteria, dust, and exhaust from entering the climate system, and also block bugs, leaves, and debris

[SHOP NOW >](#)

Related Items

DON'T PAY DEALER PRICES!
Dorman Oil Drain Plug

[SHOP NOW >](#)

WIX Cabin Air Filter Hardware Kit

[SHOP NOW >](#)

Maintenance Essentials

FREE SHIPPING
on most orders \$75 or more

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[Accessories](#)
[Fluids](#)
[Tools](#)

DIY FATHER'S DAY GIFT IDEAS

Gifts that help dad get the job done right

[SHOP OUR TOP PICKS >](#)

Featured Products

SAVE \$10
\$69.99 EACH
Trades Pro 14.4V 7/8 Inch Cordless Impact Wrench

[SHOP NOW >](#)

SAVE \$5
\$39.99 EACH
A/C Pro R-134a Refrigerant with Hose 20 oz.

[SHOP NOW >](#)

DON'T PAY DEALER PRICES!
Dorman Keyless Entry Remote

[SHOP NOW >](#)

SAVE \$5
\$29.99 EACH
ACDelco 2-Ton Floor Jack

[SHOP NOW >](#)

Oil Sales & Specials
Choose from Conventional, High Mileage & Synthetic

[SEE DEALS >](#)

YOUR CHOICE
\$3.99 EACH
Armor All Single Canister Wipes 20-25 ct.

[SHOP NOW >](#)

Prices effective 5/27 - 6/23. Prices and savings vary in AK/HI.

Get Connected

Text O'REILLY to 46786 to get deals & tips first

[LEARN MORE >](#)

Earn a point for every dollar spent in store

[SIGN UP NOW >](#)

[FIND MY STORE >](#)
[VIEW CURRENT AD >](#)

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FREE SHIPPING
on most orders \$75 or more

[Parts](#)
[Accessories](#)
[Fluids](#)
[Tools](#)

THE NEW SALE AD IS HERE

Over 350 items on sale

[SHOP NOW >](#)

Featured Products

SAVE \$3
\$11.99 EACH
K Source 10" Rear View Mirror

[SHOP NOW >](#)

SAVE \$15
\$39.99 EACH
ACDelco 2-Ton Jack & Jack Stand Kit

[SHOP NOW >](#)

SAVE \$1
\$5.99 EACH
Stoner Water Spot Remover 8 oz.

[SHOP NOW >](#)

SAVE \$5
\$9.99 PAIR
Mechanix Wear Fastfit Gloves

[SHOP NOW >](#)

SAVE \$1
\$6.99 EACH
Performance Tool Brake Bleeder Kit

[SHOP NOW >](#)

SAVE \$10
\$19.99 EACH
Motor Medic Fuel Pro Complete

[SHOP NOW >](#)

SAVE \$5
\$24.99 EACH
CHILTON Automotive Repair Information Chilton & Haynes Car & Truck Repair Manuals

[SHOP NOW >](#)

Prices effective 7/29 - 8/25. Prices and savings vary in AK/HI.

Specials, Offers & Promotions

O'Reilly AUTO PARTS

GET BETTER GAS MILEAGE

Save on Fuel Injector Cleaner
SHOP NOW >



O'Reilly AUTO PARTS

WE HAVE THE PARTS YOU NEED

SHOP DRIVELINE >



O'Reilly AUTO PARTS

JUST AROUND THE CORNER...

All Across the Nation
FIND YOUR STORE >



O'Reilly AUTO PARTS

\$3.99 EACH

TURTLE WAX SALE

16 oz. Bug & Tar
14 oz. Wax
MORE DEALS >




O'Reilly AUTO PARTS

IMPORT DIRECT

ON REPLACEMENT PARTS

OE MATCHED PERFORMANCE

Import OE Quality
Available exclusively at O'Reilly Auto Parts
SHOP NOW >



O'Reilly AUTO PARTS

ROAD TRIP CHECKLIST

Helping you and your car get there
GET THE CHECKLIST >



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Current Website (redesign in progress - not for reference)

