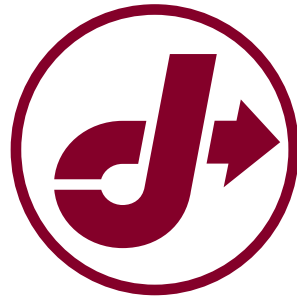




 **jiffy lube**[®] BRAND GUIDELINES





jiffylube®



CUSTOMER VALUE PROPOSITION

We believe every driver deserves to be free from the anxiety of keeping their vehicle in top shape.

TARGET AUDIENCE: People who value their vehicles and depend on it to keep their life running. They understand the importance of an oil change and proper maintenance and are open to pay more for that benefit.

KEY CONSUMER INSIGHT: Consumers have anxiety around everything it takes (and where to take it) to keep their vehicle running in top shape.

TABLESTAKES: Oil change, convenience/speed, knowledgeable/trained employees, trust, value for money, range of services and quality products are all expected in the quick lube industry.

FUNCTIONAL BENEFITS: Making it easy to maintain your vehicle.

EMOTIONAL BENEFITS: No matter what the source of anxiety, we make you feel assured.

REASONS TO BELIEVE: We do more than change oil. We're preventive maintenance experts. We were the nation's first ASE accredited training provider in the quick lube industry. We have access to manufacturer recommendations for all vehicle makes and models and even keep our customer's service records on file in our nationwide database — so no matter where they are — our customers know that Jiffy Lube® understands them and their vehicles.



BRAND ELEMENTS OVERVIEW



**LEAVE
WORRY
BEHIND®** **LEAVE WORRY BEHIND®**



Red	Gray	Yellow	Blue	Beige
PMS 202	PMS Cool Gray 10	PMS 116	PMS 654	PMS 7530
CMYK 9, 100, 64, 48	CMYK 40, 30, 20, 66	CMYK 0, 14, 100, 0	CMYK 100, 71, 10, 47	CMYK 10, 18, 25, 32
RGB 134, 38, 51	RGB 99, 102, 106	RGB 255, 205, 0	RGB 0, 58, 112	RGB 163, 147, 130
HTML #862633	HTML #63666A	HTML #FFCD00	HTML #003A70	HTML #A39382

Pantone® Color Bridge Coated Conversion 2013

Dharma Gothic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Brandon Grotesque

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Myriad Pro - Bold Condensed

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

BRAND VOICE & IMAGERY

A brand's voice isn't just a set of words or a tone. It's the way a brand approaches everything and everyone, both internally and externally. It's the brand's personality.

A REASSURING BRAND VOICE

The Jiffy Lube® brand voice is one built on genuine reassurance, knowledge and simplicity. It's the job of Jiffy Lube to help customers feel at ease, which is why our tone should always feel welcoming, confident and trustworthy. Jiffy Lube is proud of the work being done. Which is why every word and action is intended to help customers Leave Worry Behind® every step of the way, before, during and after their visit.

IMAGERY

Like the brand voice, the brand imagery of Jiffy Lube should first and foremost send a message that the Jiffy Lube brand is trustworthy, genuine and honest. It should also enhance the perception of a customer-centered approach. Imagery should promote the brand promise that Jiffy Lube delivers an experience that removes worry, alleviates stress, eliminates doubts and enables customers to Leave Worry Behind.

A full image library is available for use on jiffymarketing.com. It is preferred that these images are used in marketing communications in order to maintain a consistent brand look and feel across all materials.

Any images used that are not provided from jiffymarketing.com must be approved by a field marketing manager prior to use and should follow the below recommendations:

- Always use professional photographers
- Eliminate other non-Jiffy Lube branding from photos
- Utilize diversity where possible
- Jiffy Lube HSSE requirements must be reflected in photos (techs wearing safety glasses, etc.)
- Negotiate usage rights for all photography prior to use



TYPOGRAPHY

Type tells a story. The right typeface, used consistently across all consumer facing corporate media, communicates and builds a unified brand personality.

PRIMARY FONTS

So you can communicate quickly and effectively without distracting from your message, Jiffy Lube® has selected **DHARMA** as the primary brand font. **DHARMA** is strong, yet it is not overbearing.

DHARMA is the preferred primary font. **BRANDON GROTESQUE** may be used in conjunction with **DHARMA** to highlight words and messaging in headlines. In cases where **DHARMA** is not possible due to licensing, **MYRIAD PRO** should be used as the primary font for all communication. Both fonts should be used in all caps.

Use **UNIVERS - 57 CONDENSED** in sentence case when writing body copy. The alternate body copy font is **HELVETICA**.

SUPPORTING FONTS

Proper typeface combinations help create clear and consistent visual hierarchy that helps maintain clarity, order, legibility and structure throughout written communication.

Use **PRELO** for subheads when creating written communications.

PREFERRED FONTS

DHARMA GOTHIC E – EXTRA BOLD

DHARMA SLAB M – HEAVY

Brandon Grotesque – Medium

Brandon Grotesque – Bold

ALTERNATE FONT

MYRIAD PRO – BOLD CONDENSED

PREFERRED FONTS

Prelo Black

Prelo Slab Black

Prelo Bold

Prelo Slab Bold

Prelo Book

Prelo Slab Book

Univers - 57 Condensed

Univers - 39 Thin Ultra Condensed

ALTERNATE FONT

Helvetica – Condensed Roman



COLOR

Jiffy Lube® colors convey a brand personality that lets everyone know that Jiffy Lube is trusting and knowledgeable.



Red
 PMS 202
 CMYK 9, 100, 64, 48
 RGB 134, 38, 51
 HTML 862633



Black
 CMYK 0, 0, 0, 100
 RGB 0, 0, 0
 HTML 000000

PRIMARY COLORS

The Jiffy Lube primary color is:

PMS 202



White
 CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 HTML FFFFFFFF



White
 CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 HTML FFFFFFFF



White
 CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 HTML FFFFFFFF

SUPPORTING COLOR PALETTE

This is the Jiffy Lube accent color palette. Give preference to the primary color palette before considering any other color.

SECONDARY COLOR PALETTE



Gray
 PMS Cool Gray 10
 CMYK 40, 30, 20, 66
 RGB 99, 102, 106
 HTML 63666A



Beige
 PMS 7530
 CMYK 10, 18, 25, 32
 RGB 163, 147, 130
 HTML A39382



Blue
 PMS 654
 CMYK 100, 71, 10, 47
 RGB 0, 58, 112
 HTML 003A70



Orange
 PMS 179
 CMYK 0, 87, 85, 0
 RGB 224, 60, 49
 HTML E03C31

TERTIARY COLOR PALETTE



Yellow | PMS 116



Purple | PMS 2695



Light Orange | PMS 143



Light Purple | PMS 5275



Classic Red | PMS 485



Sky Blue | PMS 631



Brown | PMS 490



Light Beige | PMS 482



Metallic Silver | PMS 8001



COLOR PALETTE APPLICATION

















Before developing designs, choose your color story and stay consistent. Choose from provided palettes to ensure a harmonious balance of color hues and contrast. The following color configurations show what Jiffy Lube® prefers. These extended palettes of secondary and tertiary colors allow you to create a wide range of applications, moods and messages.

SECONDARY & TERTIARY SUPPORTING COLOR PALETTE

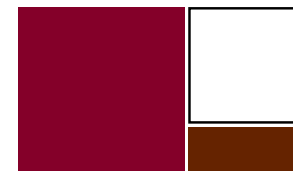
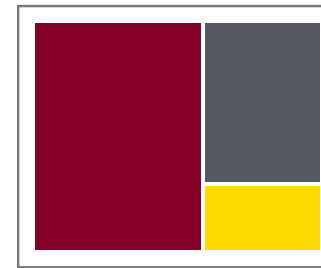
Jiffy Lube red (PMS 202) anchors and balances color expressions when used in conjunction with secondary/tertiary palettes. The secondary and tertiary colors should only be used as accent and highlight colors. The preferred accent color is Yellow (PMS 116) and should be used to highlight messaging inside a headline or subhead.

OUR PRIMARY COLOR CONFIGURATION IS:

-  Pantone 202
-  Pantone Cool Gray 10
-  Pantone 116

-  **PRIMARY**
-      **SECONDARY**
-           **TERTIARY**

PREFERRED COLOR PALETTE

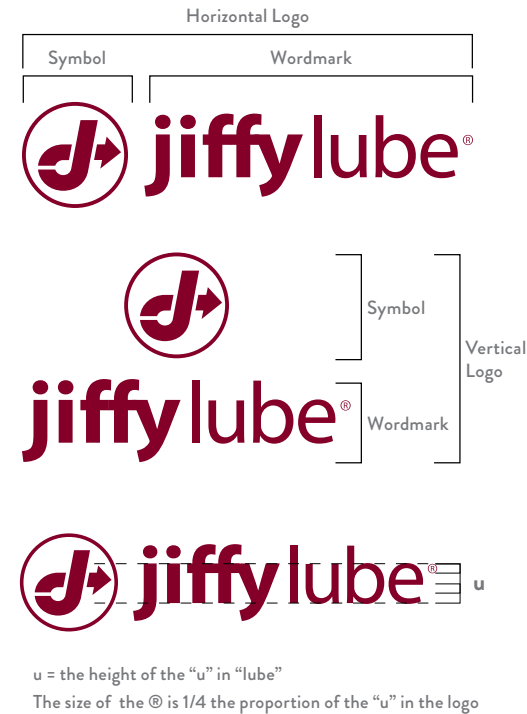


LOGO

The Jiffy Lube® logo consists of a symbol and wordmark. The wordmark may not be modified in any way. The symbol may be displayed alone, but there are guidelines. The size and positioning of these two components must never be altered. The registration mark (®) is required when using the logo. The placement of the ® must be consistently to the top right of the “e” in “lube” as shown.

The Jiffy Lube logo should never be used in a sentence. Instead, Jiffy Lube should be spelled out with the appropriate registration marks. The ® must be present with the first mention of Jiffy Lube on a page, or the first mention of Jiffy Lube in a document.

To ensure that the Jiffy Lube logo and its trademark symbol reproduce legibly at smaller scales, only include the registration mark ® down to 3/4”. The registration mark will not reproduce legibly at any size smaller than 3/4”. Always use approved artwork files rather than attempting to recreate the logo.



FLYING “J” SYMBOL

The Flying “J” Symbol can be used without its wordmark. This is only permitted when Jiffy Lube branding has already been established on branded content, merchandise, signage, mobile device interface or online. When used in this way, the registration mark ® is required on the Symbol. The placement of the ® must be consistently to the lower right edge of the Flying “J” Symbol as shown.

In unique cases where the Flying “J” Symbol is being used for online and mobile device interfaces, the registration mark ® is not required in the lower right of the symbol because of size and illegibility.



Example

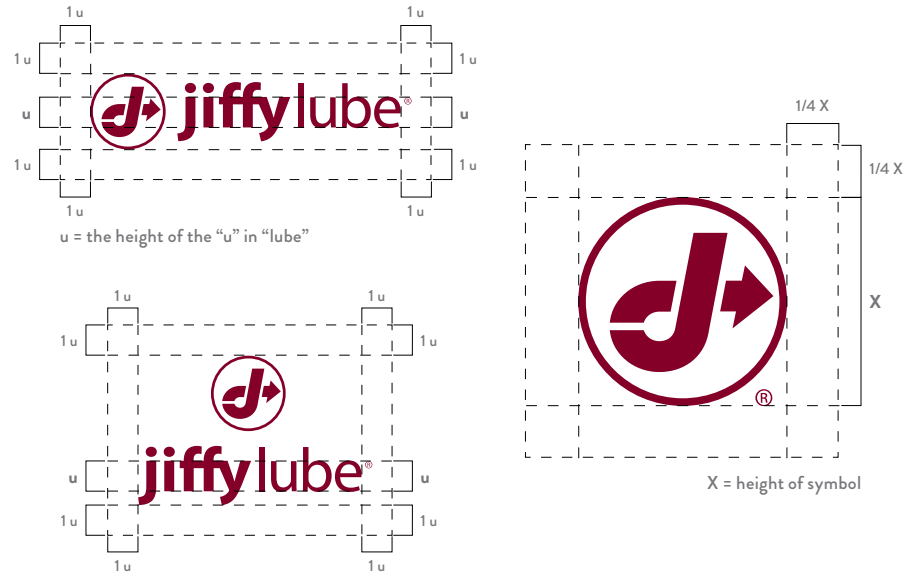


j = the height of the Flying “J” Symbol
The size of the ® is 1/14 the proportion of “j”

LOGO SPACING

The Jiffy Lube® logo must clearly stand out whenever it appears. One way to ensure this is by maintaining clear space around the logo. Please ensure that a clear space equal or greater than the height of the “u” (u = the height of the “u” in lube) is always maintained. Also remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.

Note: The registered trademark symbol ® is ignored for purposes of measuring clear space in this example.



PRINT LOGO SIZE REQUIREMENTS

The minimum logo size cannot be less than 1/8” (.3175cm) in height (height of “u” in “lube”).



BROADCAST LOGO SIZE REQUIREMENTS

The minimum logo cannot be less than 22 scan lines (height of “u” in lube”).



EMBROIDERY LOGO SIZE REQUIREMENTS

The minimum logo cannot be less than 3/8” (0.9525 cm) in height (height of “u” in lube”). When using the logo as an embroidered graphic, the ® is not required. This is the only instance where the logo can be printed without the ®.



LOGO COLOR

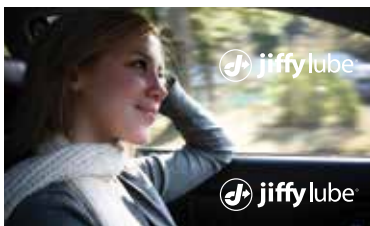
The Jiffy Lube® logo can only be reproduced in four colors: **PMS 202 – RED** is the preferred logo color. Use the **BLACK** color option only on black and white materials. Use the **WHITE** color option only on black and white materials, dark backgrounds or when the logo appears on the Pantone® (PMS) 202. Only use the **GRAY** color option on red materials.



INCORRECT LOGO USAGE

The Jiffy Lube logo has been carefully created to work across a broad range of applications. This logo should not be modified or recreated in any way.

As a licensee, only use the logo provided. You may change its size, as long as the minimum height of the “u” in “lube” is no less than 1/8” (.3175cm). The logo may not be altered in any other manner, including proportions, colors, visual elements, or any other way. The logo may not be animated, morphed, or otherwise distorted in perspective or dimensional appearance. This page illustrates some, but not all of the possible misuses.



← **POOR** positioning of logo. Excessive visual noise and weak contrast.

← **EXCELLENT** positioning of logo. No visual noise and strong contrast.

WAVE ELEMENT

The wave is composed of two parts: one variable and one fixed. The ability to extend or contract the length of the variable part of the wave ensures that the wave will always fit harmoniously in a variety of aspect ratios without compromising or overtaking the concept zone. The fixed part will ensure that the wave's angle and the Jiffy Lube® logo placement are always consistent throughout all marketing communications. You should never attempt to recreate the wave element.

Wave — Clear Space

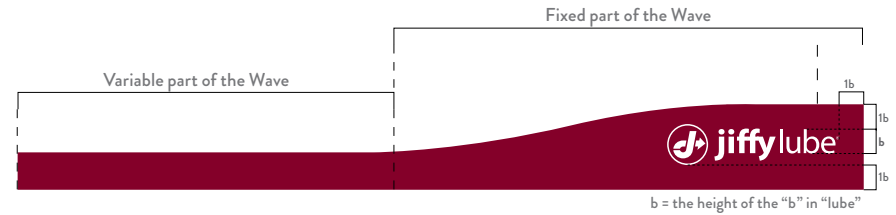
The clear space around the wave should be equal to or greater than 1/2 the height of "b" (b = the height of the "b" in lube).

Wave — Color

The wave should only be reproduced in two colors. **PMS 202** is the preferred color. Use the **BLACK** color option on black and white materials only.

INCORRECT WAVE USAGE

The wave has been carefully created to work across a broad range of applications. This logo should not be modified or recreated in any way. This page illustrates some, but not all of the possible misuses.

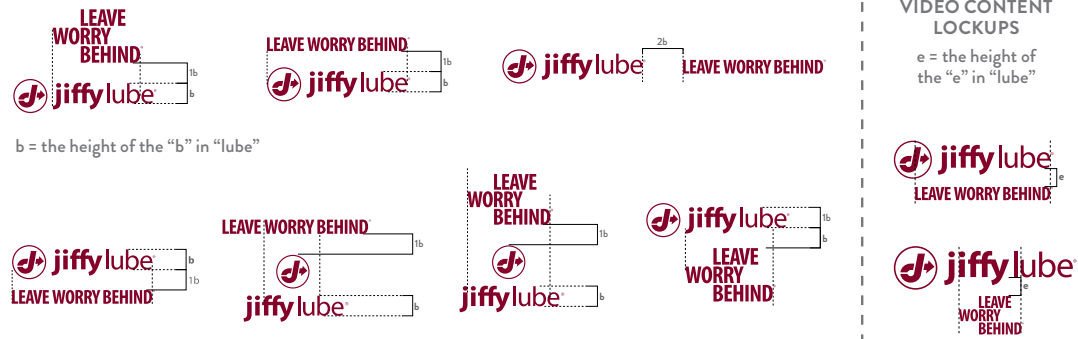
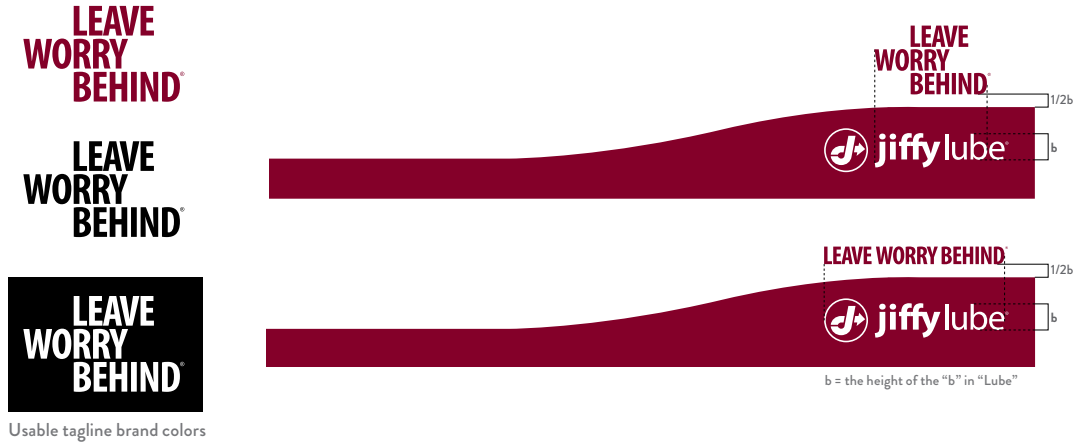


TAGLINE

TAGLINE LOCKUP GUIDELINES

The preferred usage for the Leave Worry Behind® tagline is to always use it in conjunction with the Jiffy Lube® logo and wave element. In some rare cases it is not possible to use the wave element. An example would be in severe horizontal applications where there is not enough depth. In that case the logo and tagline lockup should still be used but without the wave element.

- Leave Worry Behind is the only approved tagline. All others must be discontinued.
- Always use the approved logo lockup. Keep the sizing of the logo and tagline consistent with provided lockup. DO NOT MODIFY.
- The registration mark ® is required when using the tagline and must be consistently placed to the top right of the “D” in “BEHIND” as shown.
- The ® must be present with the first mention of Leave Worry Behind on a page, or the first mention of Leave Worry Behind in a document.



VIDEO CONTENT GUIDELINES

For clarity and ease of reading in video content, two alternate logo options are available. These options should only be used for video content and no other reason.



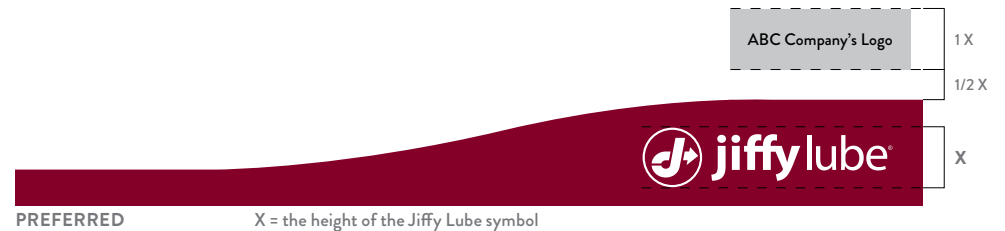
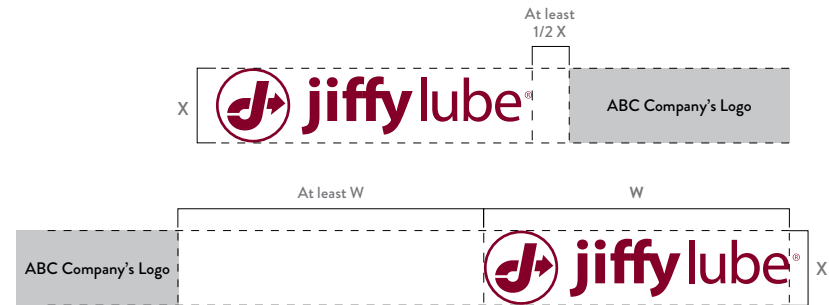
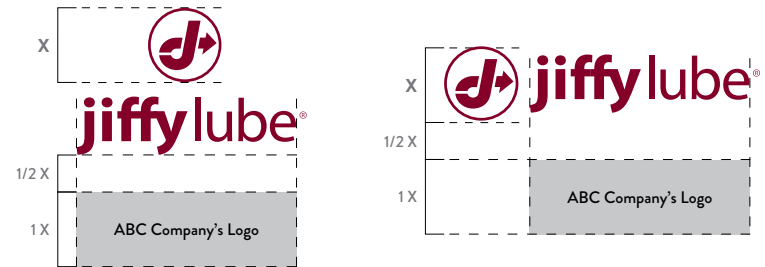
LOGO USAGE WITH CO-BRANDING

In order to graphically express the relationship between the Jiffy Lube® brand and partner brand, a co-branding standard has been established. As a general rule, if the partnership is 50/50, the Jiffy Lube brand will appear in conjunction with the partner brand, with both brands being of equal size.

Enough distance is required to clearly show that both partnership companies are separate entities.

The minimum space between the two company brands is defined by the clear space rules for each brand. On its own horizontal display, the clear space must be at least half of the X of the Jiffy Lube logo plus the clear space mandated by the other brand.

Please direct any co-branding questions or requests to the contact information found on the back of this document.



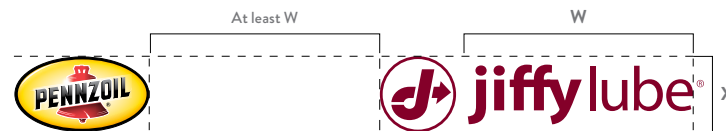
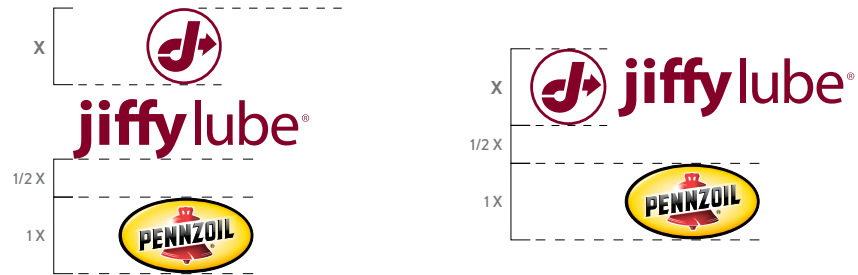
PENNZOIL CO-BRANDING

There are very specific guidelines to follow when using the Jiffy Lube® logo in conjunction with the Pennzoil® logo.

The primary brand is always Jiffy Lube. The Pennzoil logo imbues the Jiffy Lube brand with an added aura of quality. As such, the Pennzoil logo should never appear larger or more dominant than the Jiffy Lube logo. Please consult the accompanying examples for guidance on how to appropriately size and place the logos for maximum impact.

The oval Pennzoil logo and the round “Flying J” should not appear side by side. When used in close proximity the Pennzoil logo should always appear to the right of Jiffy Lube. In all other cases the Pennzoil logo should appear to the left with appropriate space or below the Jiffy Lube logo.

When used in close proximity, only use the logos in the correct lockup. Do not use tagline. The Jiffy Lube logo must always be in the dominant position.



Outdoor

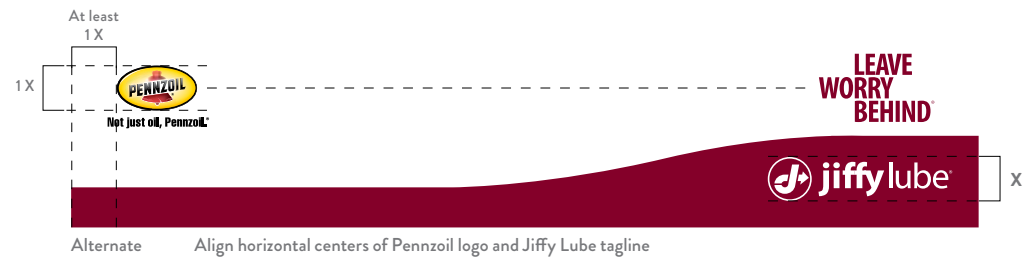
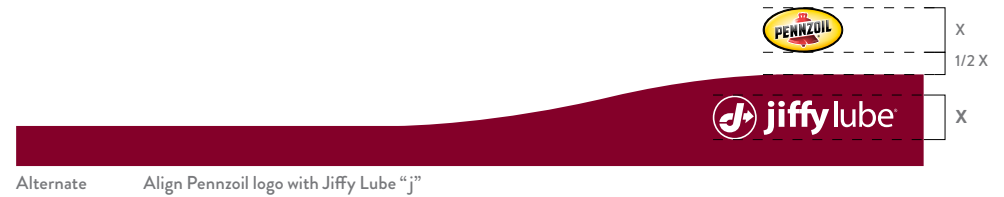
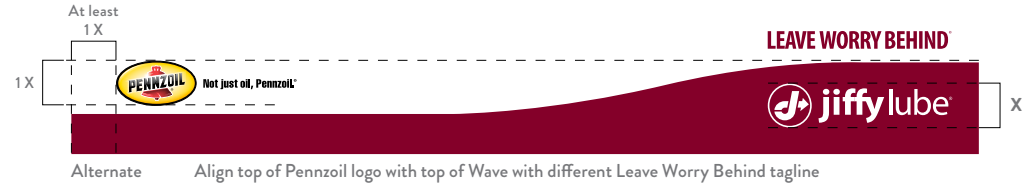
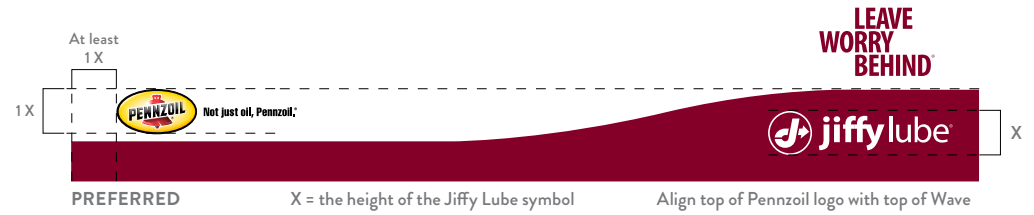


THE PENNZOIL® LOGO IS THE ONLY APPROVED ITEM THAT MAY REST ON THE JIFFY LUBE® WAVE ELEMENT.

The height of the “Flying J” logo mark and the height of the Pennzoil oval should always be the same.

Taglines may be used with both logos but only when the two logos are spaced apart as in the “wave” treatment to the right.

In Pennzoil and Jiffy Lube co-branding communication, the tagline is not mandatory when the logo is present.



JIFFY LUBE SUB-BRANDS

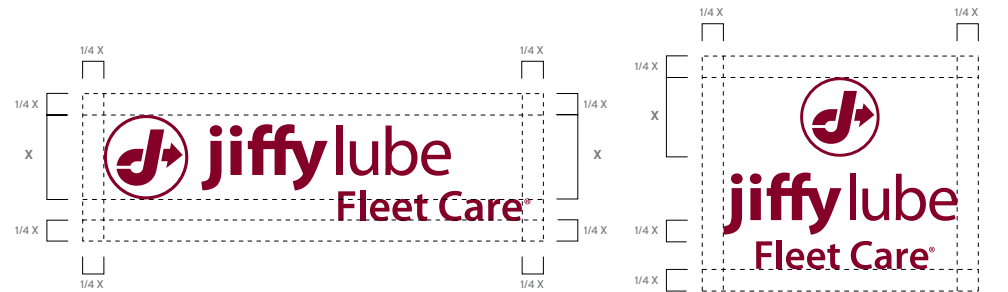
Each Jiffy Lube® sub-brand serves a distinct purpose within the context of the overall Jiffy Lube brand. However, it is still important to use overall brand guidelines to maintain consistent tone, copy, color, spacing, overall format and incorrect logo usage when creating sub-brand communications. These sub-brand guidelines should be followed for all sub-brands, such as Jiffy Lube Brakes and ServicesSM and Jiffy Lube Fleet Care®.

EXAMPLE SUB-BRANDS

The Jiffy Lube sub-brand logos consist of three components: a symbol, a wordmark and a sub-brand wordmark. The established size and positioning relationships between these three components must never be altered. The wordmarks consist of specially created and spaced letterforms, which may not be modified in any way. Be sure to use the approved artwork file rather than attempting to recreate the logo.

The symbol and wordmarks must always be used together on all Jiffy Lube communications. **MYRIAD PRO** should be used for all co-branding and sub-brand logos. The wordmarks or symbol must never be displayed alone.

The registration mark symbol (®) is required when using the logo, unless reproduction challenges with some applications exist. The placement of the ® must be located consistently to the top right of the sub-brand name as shown.



WEB GUIDELINES

Online branding should resonate with customers as a logical extension of the Jiffy Lube® offline brand while adding value in ways unique to the online medium.

All existing style guides should be followed as branding and promotional information is incorporated into Web assets, including sites and landing pages. From the fonts used to the way key photos are presented, the Web experience should be consistent.

tone and language

Each online communication piece is intended to be a personal experience for Jiffy Lube customers so that they are comfortable with its tools and features.

By making Jiffy Lube customers feel smart, informed, competent and important, Jiffy Lube hopes to instill trust and thereby develop a valuable, ongoing dialogue with customers.

For all online Jiffy Lube communication, the use of “we” and “our” should be avoided. Attribute all pertinent information to the brand itself. Also do not use the Jiffy Lube name in a possessive manner.

clear, simple choices

Content should be streamlined so as to provide clear and simple choices for Jiffy Lube customers. The content and visual hierarchy should support the page objectives and provide customers with a clear path to execute tasks.

Other, potentially distracting content should be removed or recategorized so that the structure of the website is intuitive and easy to navigate. Clear content segmentation enables more effective information targeting and a better overall experience.

website header

The header is framed by a horizontal bar, expressed in Pantone 202 above the logo. The logo (consisting of the symbol and wordmark) must always be used on all Jiffy Lube online communications. The logo must clearly stand out within the header. Please ensure that clear space around the logo is maintained to reinforce brand standards.

accent colors

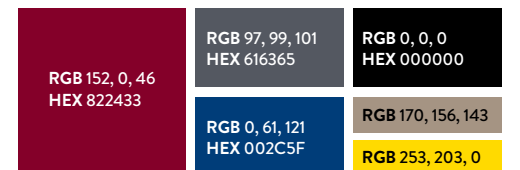
Accent colors are used to support but not overwhelm the core brand colors. These colors are typically used to separate differing areas of content or bring attention to promotional items or calls to action, e.g., the “Go” button.



Jiffy Lube Home Page



Website Header



PMS 202 and Accent Colors

AD TEMPLATES

LOCAL EXAMPLES

PRINT EXAMPLES

A consistently strong voice not only conveys professionalism but also integrity. First impressions are lasting. By utilizing a simple template across all print communication, Jiffy Lube® can create a clear, uncluttered lasting impression.

Whether it's a direct promotional offer, educational message or even just general brand advertising, Jiffy Lube recommends creating a family look and feel with PMS Cool Gray 10 as the dominant background color with a PMS 202 wave anchored at the bottom. A gradient can be used to give the red background more depth and richness.

Images can be product shots, service/installation, or general brand imagery of worry free customers. The red wave is not always necessary.

PMS Cool Gray 10 – Jiffy Lube Gray Background

0% OFF
OUR PREVENTIVE MAINTENANCE SERVICE.

Uciat. Loremqu undendaepam hitiunt eniet harum que nos ut aborat iunt moloruptat voluptate minulpa dolupta ssectore di que necto quam aut odipit eatis vidipsanto cullupta ducent.

LEAVE WORRY BEHIND
jiffylube

Alternate Treatment – PMS 202 With Gradient

WIPERS WIPED OUT?

Image/
Illustration

WE CAN INSTALL A NEW SET IN NO TIME.

Uciat. Loremqu undendaepam hitiunt eniet harum que nos ut aborat iunt moloruptat voluptate minulpa dolupta ssectore di que necto quam aut odipit eatis vidipsanto cullupta ducent.

LEAVE WORRY BEHIND
jiffylube

Brand Oriented Materials

**WE DON'T FIX VEHICLES.
WE HELP KEEP THEM
RUNNING RIGHT.**

Uciat. Loremqu undendaepam hitiunt eniet harum que nos ut aborat iunt moloruptat voluptate minulpa dolupta ssectore di que necto quam aut odipit eatis vidipsanto cullupta ducent.

LEAVE WORRY BEHIND
jiffylube

Valpak

HIGHLY TRAINED IN MORE WAYS THAN ONE.

From oil changes to tire rotations and everything in between, we have the knowledge and know-how plus access to vehicle manufacturer recommendations to service precisely every make and model. It's no wonder over 20 million people count on us for their preventive maintenance needs.

Visit jiffylube.com for deals and a location near you.

LEAVE WORRY BEHIND
jiffylube

10% OFF
SAVE ON YOUR NEXT VISIT

COUPON CODE: BAES62

For more information visit jiffylube.com

VIEW PART OF OUR NETWORK OF LOCATIONS

JIFFY LUBE® LOCATION #1234 1234 BLVD. NW SOMEWHERE, USA 555.687.1234	JIFFY LUBE® LOCATION #1234 1234 BLVD. NW SOMEWHERE, USA 555.687.1234
JIFFY LUBE® LOCATION #1234 1234 BLVD. NW SOMEWHERE, USA 555.687.1234	JIFFY LUBE® LOCATION #1234 1234 BLVD. NW SOMEWHERE, USA 555.687.1234

OUTDOOR

For ease and clarity in outdoor advertising, the wave element is not necessary. Due to message hierarchy and the extreme horizontal dimensions of billboards, the wave element is not ideally suited for clear and effective brand communication.

WEB EXAMPLES

Online ads are quite small and will require the optional “box” treatment instead of the typical “wave” element. This box should appear in the proprietary Jiffy Lube® red. The backgrounds can be a solid color like one of the primary accent colors or a photograph or illustration.

WEB ASSETS

Online buttons should be rectangular with 2px rounded corners and 1px stroke inset. The button should have a gradient background that is darker on the bottom and fades to a lighter top. **MYRIAD PRO** is the font that should be used within buttons.

Arrows should have 1.5 pt. stroke weight and should be centered as an icon.

LOCATIONS + DEALS



Outdoor



Rectangular Banner



Alternate Rectangular Banner With Image



Vertical Banner



Horizontal Banner



TERMINOLOGY, TRADEMARKS & COUPON REQUIREMENTS

TERMINOLOGY

- Always use “vehicle” instead of “car.”
- Use “Preventive maintenance” instead of “Preventative maintenance.”
- Jiffy Lube® logos cannot be used in a sentence.
- Jiffy Lube **CANNOT** be used as a possessive, such as “Jiffy Lube’s employees.”
- In some cases, “oil change” may be used instead of “Jiffy Lube Signature Service® Oil Change.” These instances should be reviewed and approved by a Field Marketing Manager.

TRADEMARKS

Please take notice of trademarks.

- Jiffy Lube®
- Jiffy Lube Fleet Care®
- Jiffy Lube Gift Card®
- Jiffy Lube Brakes and ServicesSM
- Jiffy Lube Tires and ServicesSM
- Jiffy Lube Signature Service® Oil Change
- Value Oil Change Plus®
- Leave Worry Behind®

COUPON REQUIREMENTS

Coupons must contain the following:

- Offer valid only at participating service centers. Not valid with any other offer.
- List participating service centers or participating markets (if possible).
- Must include promotion code, expiration date and bar code (where applicable). See example.
- Bar code images should remain at 100% of the size produced by Promotions Maintenance (1”w X .75”h).



Coupon Sample

LEGAL REQUIREMENTS

LEGAL REQUIREMENTS APPROVED COPYRIGHT LANGUAGE

STANDARD LEGAL:

Jiffy Lube and the Jiffy Lube design mark are registered trademarks of Jiffy Lube International, Inc. © 2014 Jiffy Lube International, Inc. (The copyright year should be updated to the current year on an annual basis.)

STANDARD LEGAL WITH JIFFY LUBE SIGNATURE SERVICE® OIL CHANGE:

Jiffy Lube, the Jiffy Lube design mark and Jiffy Lube Signature Service® are registered trademarks of Jiffy Lube International, Inc. © 2014 Jiffy Lube International, Inc.

LEGAL COPY SIZE REQUIREMENTS

Legal copy (such as disclaimer) must be no less than 5.5 pt. for print and must not be smaller than 8 pt. in Web, video or other digital materials.

This is an example of 5.5 pt. type.

This is an example of 8 pt. type.

APPROVAL PROCESS

All advertising materials must be submitted to Jiffy Lube International for written approval prior to production.

To submit creative for approval follow the instructions on jiffymarketing.com or consult your Field Marketing Manager.

ADVERTISING AND MARKETING RESOURCES

For approved artwork files, photography and other marketing resources, please visit:

www.jiffymarketing.com

www.jiffylube.com/brandstandardsguide



