



AT MVSC  
WE BELIEVE  
PROGRESS  
HAS NO END.

MEET VITU,  
THE NEXT  
LEAP  
FORWARD.

Civilization has never seen more progress. People talk to each other through screens held in their hands. Houses moderate their environments without human interaction. Cars even drive themselves – and take the fastest route. All these innovations depend on an enabler. At MVSC, we're building the platform that will enable vehicles and government to work more closely and run more smoothly than ever before. And here's how.

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# OUR STRATEGY

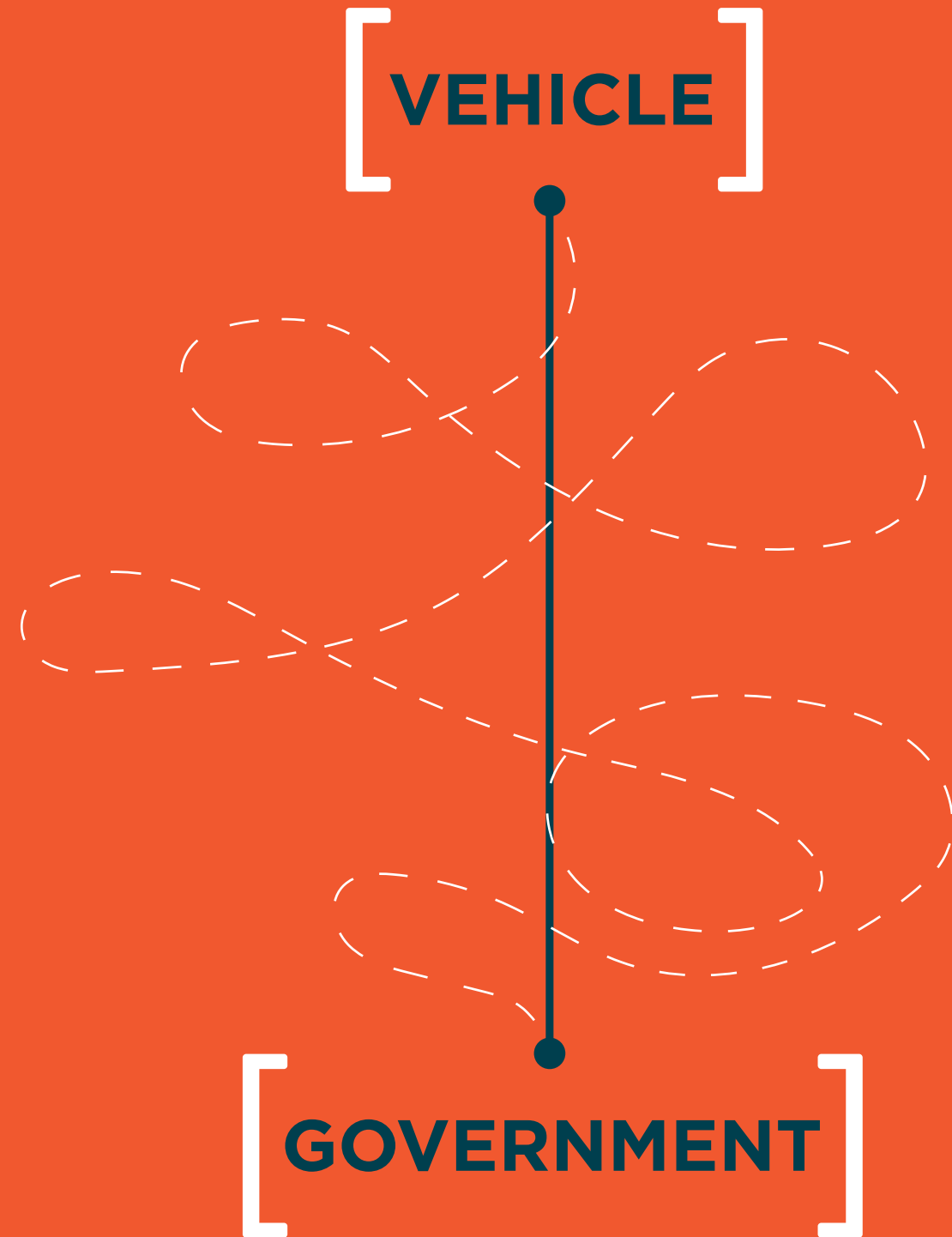
At MVSC, our beliefs inform how we behave as a brand. We have a unique perspective on the world and how we can power progress.

Ten years ago, progress meant creating eGovernment solutions to solve vehicle registration confusion — something MVSC accomplished through its flagship product, DMVdesk.

With DMVdesk's success in the largest market in the country, holding 49 percent of California market share, MVSC has made a name for itself in the electronic vehicle registration industry. It has done, in half the time, what some EVR companies have yet to achieve.

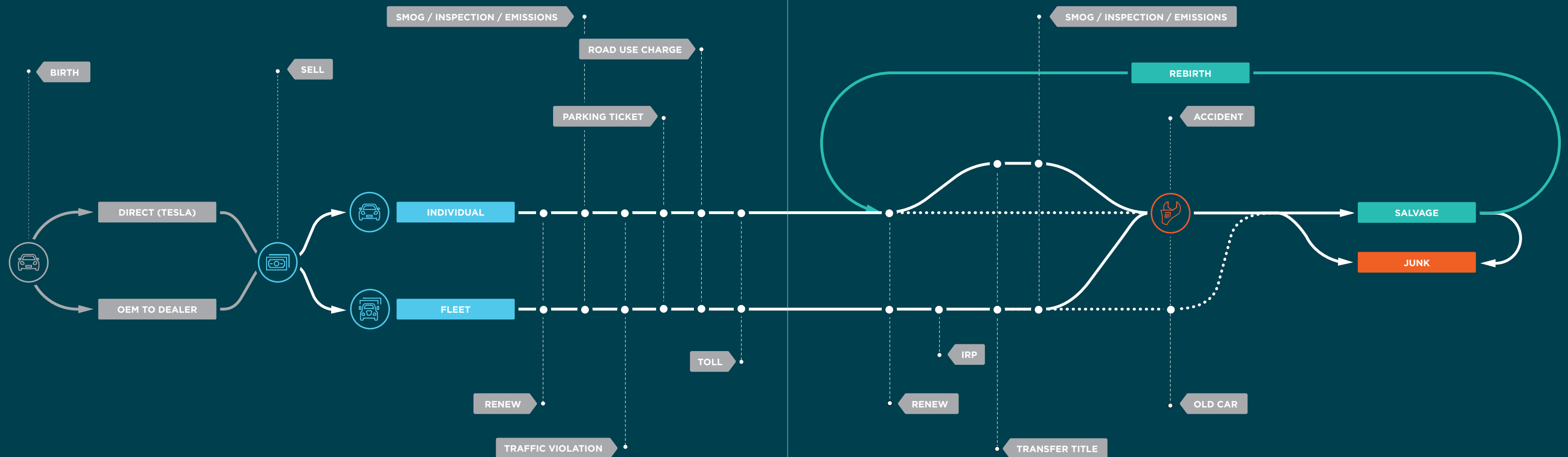
But MVSC's tireless commitment to progress continues in the form of defining, driving and owning the vehicle-to-government space — with the goal to improve V2Gov processes for the sake of the people who use them.

▶ **Vehicle-to-government (V2Gov)** is the digital relationship spanning vehicles, owners, governments and businesses. It aims to provide better public services to citizens and businesses through connected vehicle technology and eGovernment strategies. Effective V2Gov solutions redefine the delivery of public services for transportation-related transactions, providing faster, quicker, cheaper and, in some cases, more automated results.



## The vehicle-to-government lifecycle

Cras mattis consectetur purus sit amet fermentum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo. Cum sociis natoque.



### BIRTH

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius blandit sit amet non magna. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

### LIFE

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius blandit sit amet non magna. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

### DEATH

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius blandit sit amet non magna. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

We believe in driving vehicle-to-government interactions and processes through better technologies, giving vehicles **a voice.**

**We are the only company that understands and executes upon this belief.**

We raise the bar for unprecedented progress by providing better technologies, rejecting complacency and driving the status quo beyond what was previously thought possible. We've already done this through DMVdesk in California.

Now, we're improving the electronic vehicle registration market nationally through our newest technology, **MVSC Vitu.**



# **vitu**



BRAND ESSENCE

The following attributes of MVSC and Vitu are the foundation – together they embody the product and corporate brands at a glance.

MVSC is...

Visionary

MVSC is a forward-thinking company that exists to create and provide unparalleled technologies, enabling us to architect and own the vehicle-to-government space and best serve the people who use its solutions.

Empathetic

MVSC was conceived from the realization that people have unmet needs that can be met through technology. We started with delivering the support needed to navigate the complexities of government – a theme that will remain as we design solutions for the vehicle-to-government category.

Perceptive

MVSC has the ability to gauge the unique needs of each stakeholder group so we can provide an all-encompassing solution to best meet the needs of our stakeholders, as one group.

Collaborative

MVSC doesn't merely provide stakeholders with innovative solutions; the company instead works with stakeholders to create, implement and evolve them.

Vitu is...

Evolutionary

Vitu is constantly listening to industry trends, legislative changes and, most importantly, stakeholder wants and needs to adapt products in an informed, leading and first-to-market way.

Intuitive

Rooted in empathy, Vitu is able to assess needs before stakeholders use the product, facilitating an easy and seamless experience for them.

Supportive

Because Vitu cares about the unique needs of users, there is a commitment to providing the support they need by giving them helpful and applicable training and customer service.

Approachable

While government processes can be intricate and cumbersome, Vitu provides an easy-to-use and easy-to-understand solution that makes accessing technologies comfortable for users.

### MVSC VITU: POSITIONING

For those looking for more than just a product but also a partner — MVSC Vitu is the electronic registration and titling solution that supports users in navigating the intricate registration process, always accommodating individual workflows and needs.

Vitu is a people-friendly technology. Our platform is designed for users — not only to look and feel like something they want to use but also to enable faster, more efficient work.

Our platform is always evolving with the user in mind — continually innovating, using progressive and people-centric technology — to improve the vehicle registration process. With users as the inspiration, Vitu is always easy to use, functional and intuitive.

Because we are only as successful as the dealerships that use our platform, we equip our users with best-in-class product and professional training that keeps them ahead of the curve, making Vitu the complete package.

This platform was created by MVSC, which means it's built with the bold thinking and expertise of an EVR industry leader.

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### MVSC VITU'S POINT OF VIEW

MVSC Vitu is an electronic registration and titling platform founded in the belief in a future of complete automation.

Electronic vehicle registration (EVR) is not a new concept. And, as the industry recognizes the benefits of EVR and adopts it, competitors have developed products to capitalize on the opportunity. However, they're typically building products that replicate the old way of doing things, solving challenges identified years ago. Consequently, the industry has remained stagnant, thus stifling progress.

MVSC believes that progress in vehicle registration will come from a level of automation the industry has never seen. MVSC Vitu's unmatched advantages revolutionize the process, making it smoother, faster and more efficient. By enabling efficiency for vehicle-to-government transactions, Vitu is driving us toward a new era of automation in an industry that's been stuck in neutral for too long.

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### MVSC VITU'S VALUE PROPOSITION

A one-of-its-kind electronic registration and titling platform built with the user in mind, MVSC Vitu helps you navigate the intricate registration process faster and more efficiently, using progressive, people-centric technology.

#### **Leading the pack.**

Vitu offers the best compliance record, most intuitive user experience and highest customer satisfaction, making it the top choice for you.

#### **Driving evolution in the industry.**

Vitu applies best-in-class technology while also constantly improving how we serve you and your changing needs.

#### **Increasing efficiency on the go.**

Vitu is easy to use and designed around your workflow, making day-to-day tasks simpler (or even obsolete) and creating a smoother, faster process.

#### **Training at every turn.**

Vitu provides the product support you need, so you can be sure you're maximizing value at every step.

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# OUR IDENTITY

The look and feel of our brand say a lot about us. We're careful to express Vitu the right way.



## VITU LOGO

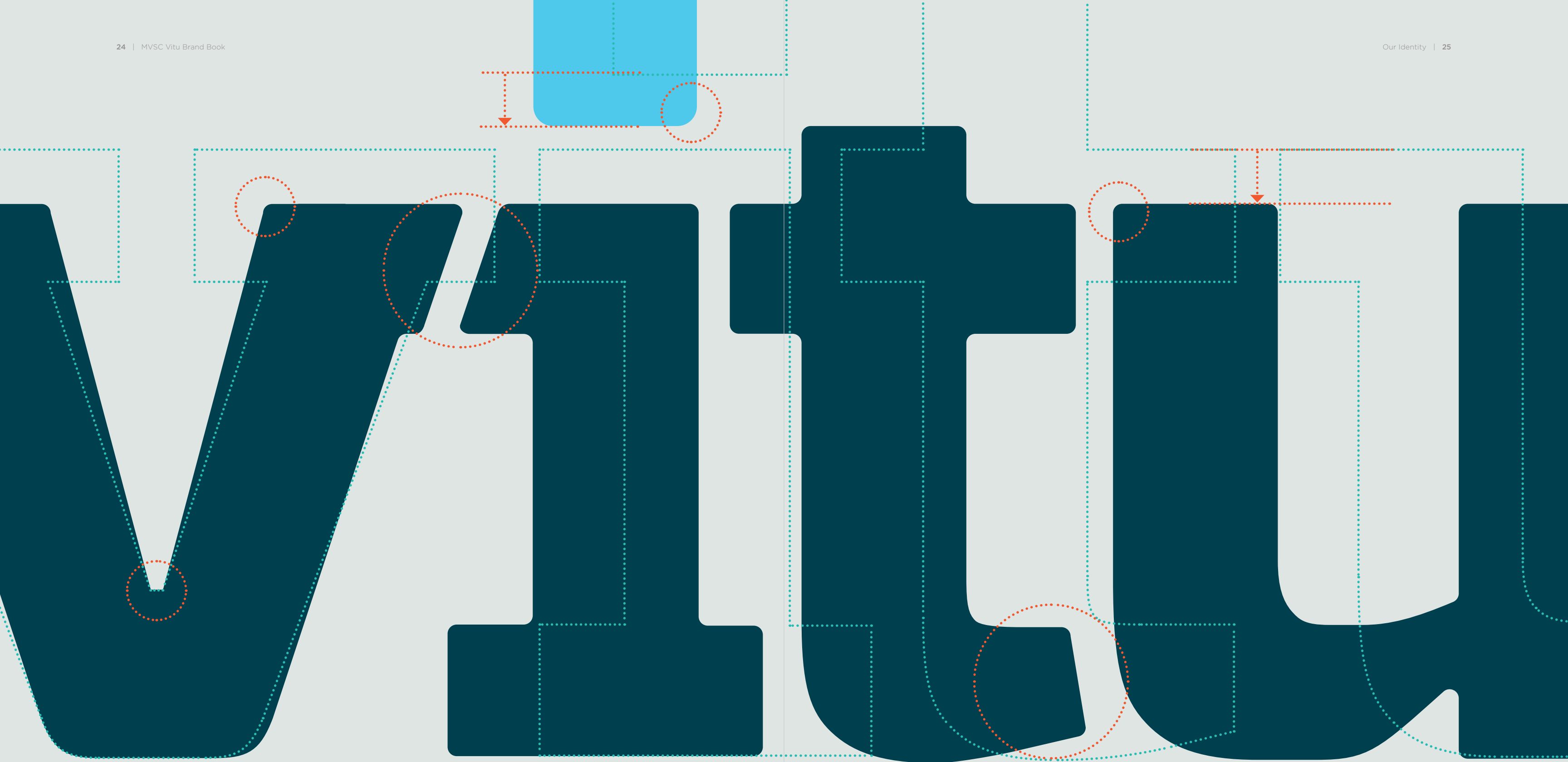
The Vitu logo is a representation of the attributes of our brand and product. It's free of excess decoration, making it efficient and intuitive. The slightly round lowercase characters emphasize its approachability and ease of use. We're proud of our product's name, and the identity lets that name come to the forefront, enabling us to clearly lead all our communications with our product's name.

As shown in the rest of our brand book, Vitu is a vibrant, bold and confident brand, therefore our identity will most likely be used in a variety of scenarios calling for a variety of color palettes and backgrounds. As a general rule, the Vitu letterforms should be rendered in either Vitu Blue One or Vitu White depending on background legibility.



The dot of the "i" should also be rendered as Vitu Blue Two when used on the neutrals in our palette, mainly Blue One and White. Additionally, the Vitu identity can be used on one of our Primary colors, Vitu Blue Two or Vitu Teal. In these cases, the dot of the "i" should be rendered in Vitu Blue One.

Ideally, the desired effect is for the Vitu letterforms and the dot of the "i" to be rendered in contrasting colors in relation to each other and to the background. Though Vitu Orange is one of our Secondary brand colors, with the exception of rare edge cases, we should avoid using it as a background for the Vitu identity.



The Vitu wordmark is based on the Hoefler&Co. typeface Vitesse Bold. At its core, Vitesse was developed to be a twenty-first century slab serif. Unlike previous slab serifs in the nineteenth century (ellipse-based) and the twentieth century (circle-based), Vitesse is based on a rounded rectangle, giving our logomark a strong geometric base and allowing us to highlight some of the more energetic aspects of the letterforms. AAs Hoefler&Co. outlines in their documentation, the type gives a nod to the

automotive industry: "The design that emerged has many of the qualities of a beloved sports car: agile, steady, suave, confident, and stylish."

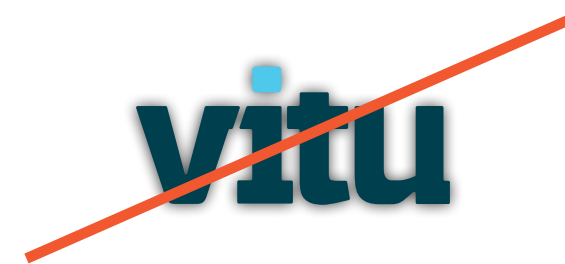
This, alongside our extensive modifications illustrated above, helped create a wordmark that is uniquely our own, embodies our brand essence, confidently represents our product, and is firmly rooted in MVSC values of continual progress.



### VITU LOGO: USAGE AND CLEARSPACE

We consider our identity an important visual in any communications we create. It should be shown confidently and boldly. In order to do so effectively, we need to make sure the wordmark has plenty of space to breathe. We call this "clearspace." The Vitu wordmark's clearspace is defined by the *x-height*, or distance from the bottom to the top of the "v" letterform. Taking this distance, *x*, we mark off equal space from the bottom of the letterforms, left and right of

the wordmark and the top of the "v" (excluding the dot of the "i" and the top of the "t") to create our clearspace. This clearspace makes sure that nothing encroaches on the wordmark and that no matter how the wordmark is shown, there is no confusion as to its importance in communications. The only exception to this clearspace is the rare occasion that it is required to lock-up the MVSC wordmark with the Vitu wordmark.



**DON'T:** Use any type of visual effect on the Vitu wordmark, including but not limited to: drop shadows, inner glows, waves, ripples, chrome, multiply effects, or feathering.



**DON'T:** Dimensionalize the wordmark in any way, including but not limited to: 3D, extrusion, perspective, badging, artificial "web 2.0" highlights and beveling. However, dimensional printing processes are allowed.



**DON'T:** Use the Vitu wordmark in any color combination not shown on pages 22-23 of this book. This includes our Secondary color palette as well as our Supplemental color palette.



**DON'T:** Lock up the Vitu wordmark with anything other than approved primary MVSC brand or sub-brand arrangements provided.



**DON'T:** Typeset the wordmark in any typeface, including our brand typefaces. Always use the provided vector graphic.



**DON'T:** Skew, scale or distort the wordmark in any way. Always allow yourself enough room to properly display the wordmark and always account for its clearspace.

### VITU LOGO: DO'S AND DON'TS

We like our identity to be expressive and bold. To achieve this, we need to set some ground rules around the use of the Vitu wordmark. This gives us the opportunity to continue expanding and exploring our visual language while anchoring it in a solid, ownable,

and consistent identity. While the examples shown above cover a wide variety of uses, they are by no means all-encompassing. When encountering use-cases not shown above, use your best judgment.

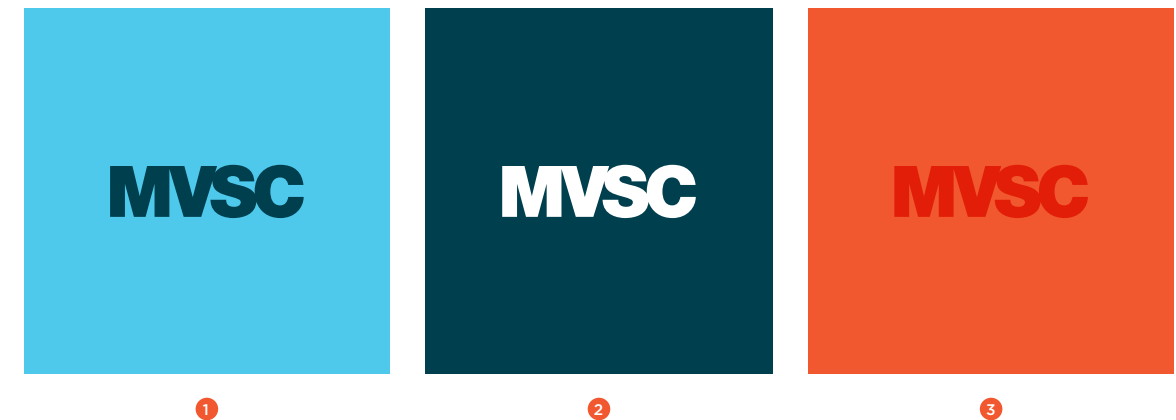
# MVSC

**MVSC** | DEMAND MORE.

## MVSC LOGO

One of Vitu's differentiating factors is being a product of the people and ceaseless innovation at MVSC. In order to remind our consumers of this, the Vitu identity should always be shown in relationship with the MVSC identity. We believe this should happen once per communication. For example, on a billboard, the MVSC identity should be a sign-off at the bottom. On a publication or brochure, like this book, the MVSC identity should be shown once, on the

back cover, as a signifier of the company that authored the publication. Given that Vitu communications should lead with Vitu branding, we've made some modifications to the MVSC master identity when used with Vitu (shown above and provided) to align it with the new Vitu brand. The "Demand More." lockup should be used only on material considered marketing. In all other instances, only the MVSC wordmark should be used.



## MVSC LOGO: COLOR USAGE

Similar to our color usage guidance for the Vitu wordmark, the MVSC wordmark should only be used in our approved Primary color palette. In most cases, you'll want to use a contrasting color to the background color (1, 2). In some usage scenarios, including the use of a Secondary color as a background, it might be appropriate for the MVSC wordmark to be used as a watermark treatment. In these scenarios, the wordmark should be rendered as a 100%

multiply of the background color, on top of the background color. In this case (3), we're showing a Vitu Orange background with the MVSC wordmark rendered in Vitu Orange set to 100% multiply.



## MVSC LOGO: CLEARSPACE

When using the MVSC wordmark in communications, we show the same respect for the logo that we do for the Vitu wordmark, as previously stated. This is achieved by adhering to the clearspace rules for both the MVSC wordmark and the "Demand More." lockup. The clearspace is defined by the cap-height and width of the "M" letterform in the MVSC wordmark. For the MVSC wordmark (4) we measure the clearspace on all sides as one "M."

As for the "Demand More." lockup (5), we again use the "M" to measure from the top, bottom and left of the wordmark's "M." And then we measure from the edge of the "E" letterform in "Demand More." on the right-hand side. The "." and the top and bottom of the "|" divider should visually encroach the clearspace.

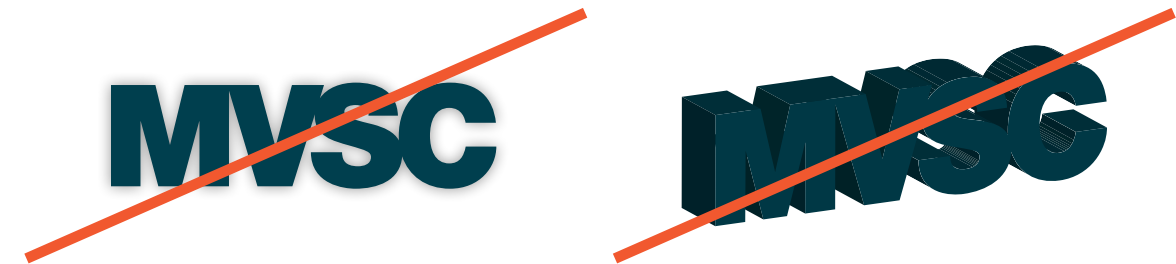




### MVSC LOGO: PLACEMENT

When considering the placement of the MVSC logo, always take into account that our primary driver in Vitu communications is the Vitu identity. Therefore, the MVSC wordmark should feel secondary in placement and size to the Vitu wordmark. Ideally, the MVSC wordmark is significantly smaller than the Vitu wordmark and positioned below the baseline of the Vitu wordmark (1). The wordmark should also be centered at the bottom

of the layout whenever possible (2), however, don't force it. If necessary, bottom left and bottom right are acceptable locations for the MVSC wordmark (3). Finally, when space doesn't allow for the MVSC wordmark to be used separate from the Vitu wordmark, there is a provided lockup that is allowed (4). This should be a rare exception and all other options should be explored first.



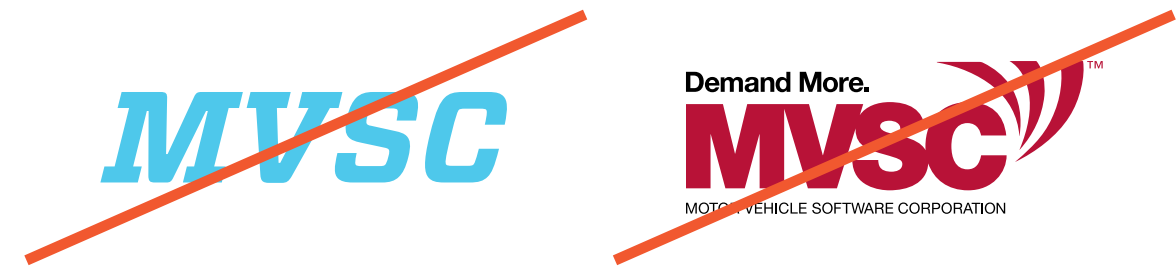
**DON'T:** Use any type of visual effect on the Vitu wordmark, including but not limited to: drop shadows, inner glows, waves, ripples, chrome, multiply effects, or feathering.

**DON'T:** Dimensionalize the wordmark in any way including but not limited to: 3D, extrusion, perspective, badging, artificial "web 2.0" highlights and beveling. However, dimensional printing processes are allowed.



**DON'T:** Use the MVSC wordmark in any color combination not shown on pages 28-29 of this book. This includes our Secondary color palette as well as our Supplemental color palette.

**DON'T:** Lock up the Vitu wordmark with the MVSC wordmark other than in the approved and provided fashion.



**DON'T:** Typeset the wordmark in any typeface, including our brand typefaces. Always use the provided vector graphic.

**DON'T:** Use the corporate MVSC logo on Vitu-specific communications. The simplified wordmark has been developed for this purpose. However, on MVSC corporate communications (non-Vitu-specific), the corporate look and feel should be used.

### MVSC LOGO: DO'S AND DON'TS

We've created a simplified version of the MVSC identity with the goal of striking a balance between acknowledging the company and people who created Vitu and letting the new, fresh Vitu brand lead all communications. To seamlessly achieve this balance, we need to set some rules as to the usage of the MVSC identity in conjunction with the Vitu identity.

While the examples shown above cover a wide variety of uses, they are by no means all-encompassing. When encountering use-cases not shown above, use your best judgment and remember the guiding principle behind these rules: Letting the Vitu identity lead all communications, while acknowledging the value MVSC brings to the brand and product.



PMS 2189C 2188U | CMYK 100 62 51 41 | RGB 01 61 79 | HEX 013D4F



PMS 298C 637U | CMYK 59 0 4 0 | RGB 79 200 236 | HEX 4FC8EC



PMS 7710C 7466U | CMYK 71 0 36 0 | RGB 38 187 179 | HEX 26BBB3



PMS White C/U | CMYK 0 0 0 0 | RGB 255 255 255 | HEX FFFFFFFF

### COLOR PALETTE: PRIMARY

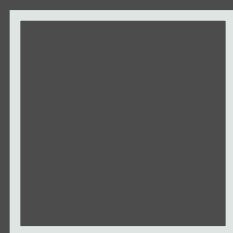
Vitu's Primary color palette is meant to be inviting, impactful and approachable while being able to speak from a place of authority and knowledge when needed. Vitu Blue One's familiar navy blue shade gives us a strong base rooted in technology and expertise. It presents a calm, steady tone for Vitu Blue Two and Vitu Teal. Colors which, when paired with the steady Blue One, add a layer of approachable, unexpected excitement.

All three colors are tuned to each other to create a harmonious yet bold palette when used together. Vitu Blue One takes a traditional navy blue and adds a bit of extra yellow to feel slightly unexpected yet at home with Vitu Teal. And Vitu Blue Two and Teal, though bright, are slightly subdued to create a strong contrast with Vitu Blue One without being visually jarring. And Vitu White? Well, it's just white.



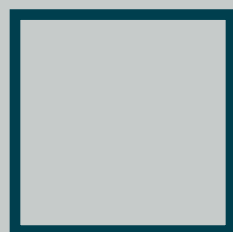
Vitu Orange

PMS 2026C 2028U | CMYK 0 81 91 0 | RGB 240 94 34 | HEX F05E22



Vitu Gray One

PMS 2336C 419U | CMYK 66 58 58 38 | RGB 75 76 75 | HEX 4B4C4B



Vitu Gray Two

PMS 422C 414U | CMYK 22 14 17 0 | RGB 197 203 201 | HEX C5CBC9



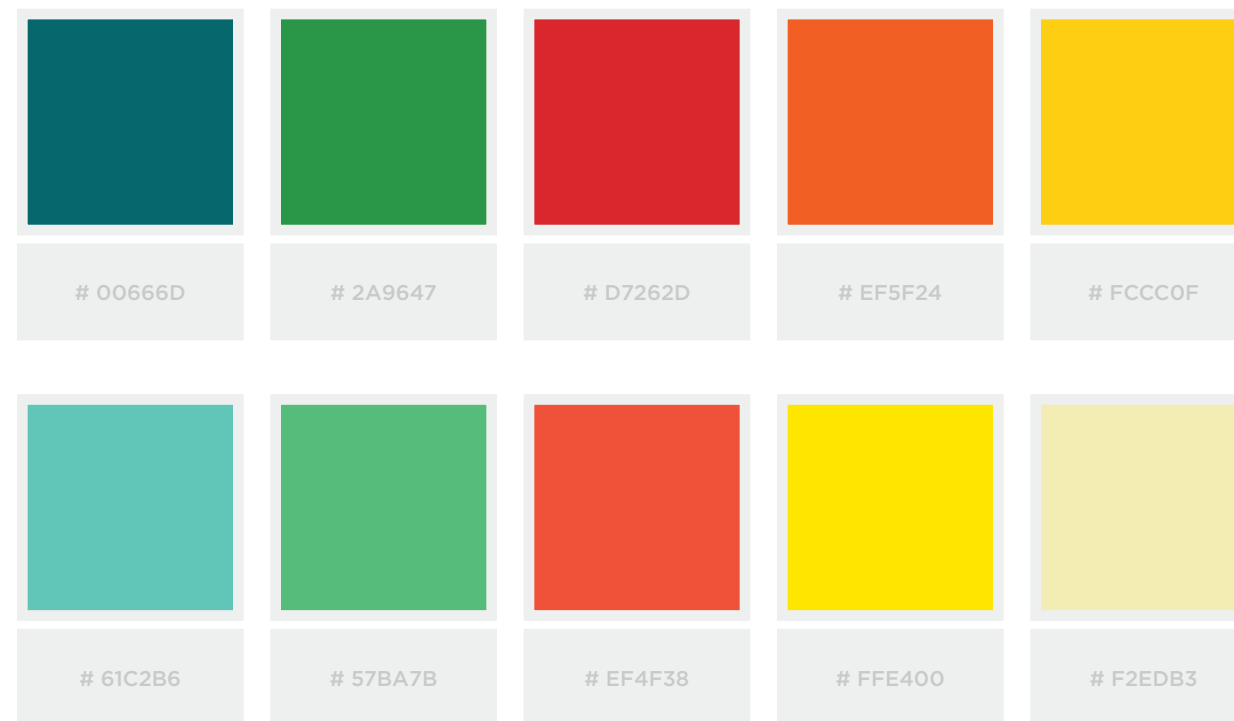
Vitu Gray Three

PMS 427C 2330U | CMYK 12 5 9 0 | RGB 222 228 226 | HEX DEE4E2

### COLOR PALETTE: SECONDARY

Vitu Orange and Grays One, Two and Three bring extra utility to Vitu's color palette. The Secondary palette introduces Vitu Orange, a strong accent color, for situations that call for special callout or impact. Like the Primary palette, Vitu Orange has been tweaked to work harmoniously with the rest of the palette, both in large quantities, like a background, or as an accent next to the Primary palette colors.

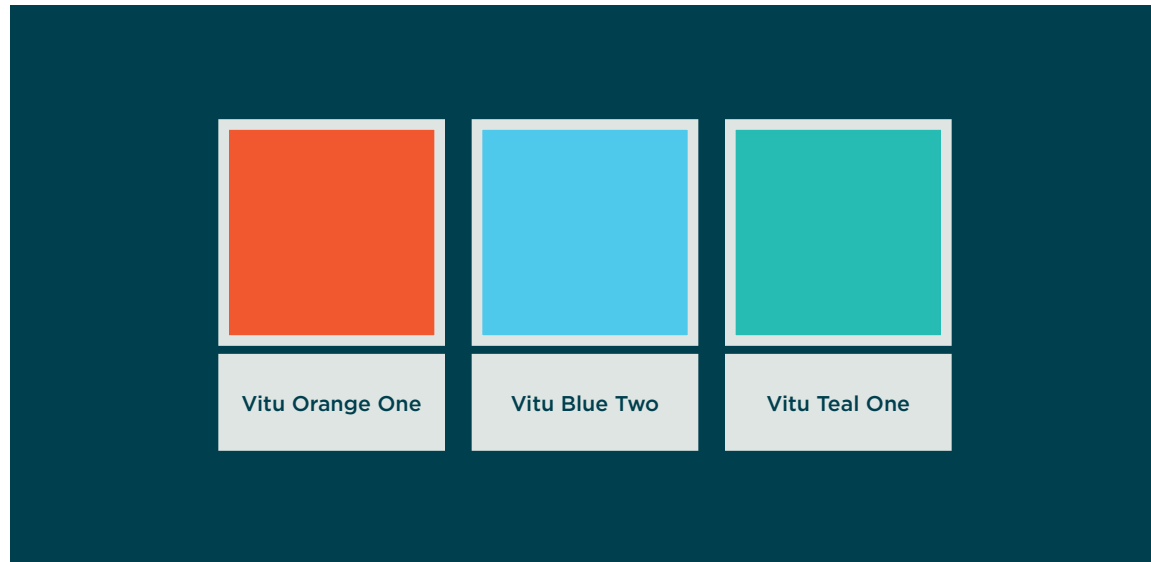
The gray palette, Grays One, Two and Three, are primarily meant for typography. They can also be used in situations where a neutral other than Vitu Blue One, is called for. Having three levels of gray allows for multiple levels of heirarchy as needed.



### COLOR PALETTE: SUPPLEMENTAL

The Supplemental palette has been developed with the understanding that Vitu's user interface has color requirements not covered by (or not appropriate to be covered by) the Primary and Secondary brand palettes. With that in mind, the supplemental palette covers a wide range of colors, including multiple versions of various "alert" colors. These have been developed alongside the brand palettes to ensure a harmonious mix when used

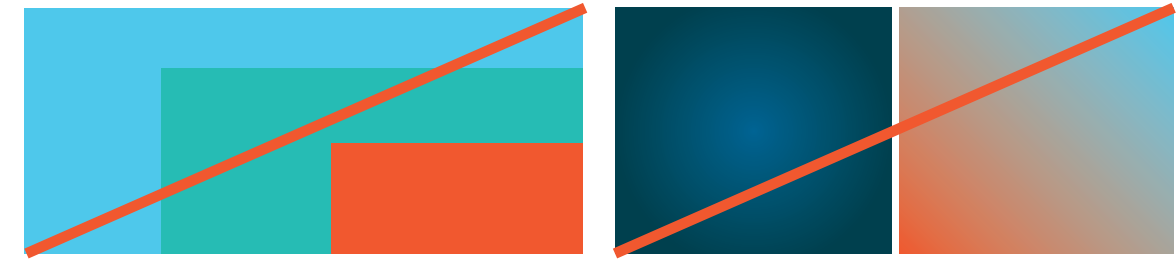
with the brand palette. Though exceptions might present themselves as Vitu's brand evolves, this palette is meant to be used only in the product's user interface. The Primary and Secondary brand palette should be the first choice for any non-user-interface needs, including non-product digital experiences.



### COLOR PALETTE: COLOR MIX

The color palette was intentionally developed to pair colors in striking contrasts. Vitu Blue One is intended to be the anchor of our color theory. Whether it is used as a background or as an accent is up to the designer, but in most cases it should be used to ground some of our more vibrant colors. As shown above, maximum color contrast is desired.

When using Vitu Blue Two, Teal One or Orange One as the background or dominant color, designers should look to Vitu Blue One, Gray Three or White as the contrasting accent color. Similarly, when Vitu Gray Three or White are used as a background or dominant color, the full color palette range should be considered for pairing.



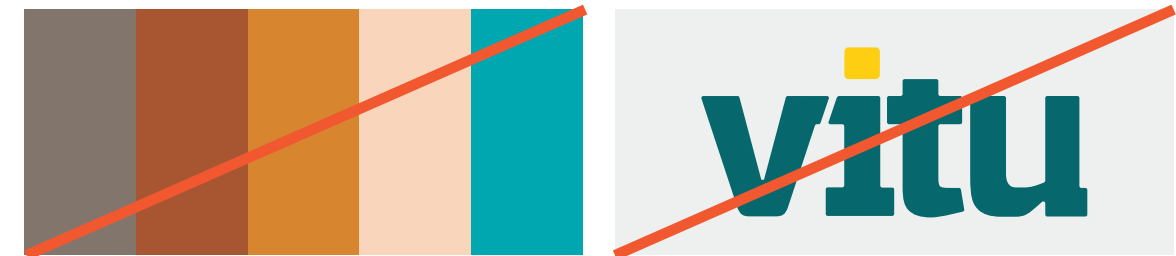
**DON'T:** Overlap Vitu Orange One, Blue Two or Teal One. All three can be used in layout together, but Vitu Blue One, Gray Three or White should be used as a neutral or to separate the three colors.

**DON'T:** Use single color gradients or create gradients out of multiple colors from our palette. The Vitu identity is based in bold, solid, flat color.



**DON'T:** Use the Supplemental color palette in brand communications unless used as a reference to a product interface element (for example, an illustration of an alert from the user interface).

**DON'T:** Use the MVSC corporate red as a replacement for any color in our palette. Vitu-based communications should only be rendered in the approved Vitu color palettes. MVSC red should only be used in MVSC-based communications.



**DON'T:** Use any colors not a part of the approved Vitu color palettes.

**DON'T:** Render the Vitu wordmark in any color combination other than the approved combinations given. This includes rendering the wordmark in Secondary or Supplemental color palettes.

### COLOR PALETTE: DO'S AND DON'TS

We like our identity to be expressive and bold. To achieve this, we need to set some ground rules around the use of color. This gives us the opportunity to continue expanding and exploring our visual language while anchoring it in a solid, ownable and consistent identity.

While the examples shown above cover a wide variety of uses, they are by no means all-encompassing. When encountering use cases not shown above, use your best judgment.



## TYPOGRAPHY

When choosing our primary typeface, we searched for a sans-serif which complimented the inspiration for the Vitu mark, Vitesse. This meant finding a typeface with a strong geometric base and the ability to carry personality when necessary. Gotham, from the foundry of Hoefler&Co., is an instantly familiar yet versatile typeface. While its geometric base helps lend credibility and honesty, its high x-height and no-frills letterform architecture gives Gotham a familiarity and legibility perfect for its workhorse role as

our primary typeface. Consisting of 14 weights, it allows for diverse heirarchy and texture, minimizing the need for communications to rely on typographic gimmicks to feign personality and interest. As stated in Hoefler & Co.'s documentation, "Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof... and [it] brings a broad range of expressive voices."

Our solution is always  
 user in mind — co  
 using progressive  
 implementing em  
 improve how it m  
 needs. With users  
 Vitu is always eas  
 and intuitive.

HEADLINES:  
 GOTHAM BOLD  
 ALL CAPS

**CONU LORM  
 MATTIS ELO.**

SUBHEADS:  
 GOTHAM LIGHT  
 SENTENCE CASE

Donec id elit non mi porta  
 gravida at eget mets. Ae  
 nean eu leo quam. Pellens  
 tesque ornare sem.

BODY COPY:  
 GOTHAM LIGHT  
 SENTENCE CASE

Maecenas faucibus mollis interdum. Maecenas faucibus mollis in  
 terdum. Aenean lacinia bibendum nulla sed consectetur. Integer  
 posuere erat a ante venenatis dapibus posuere velit aliquet. Etiam  
 porta sem malesuada magna mollis euismod. Maecenas sed diam  
 eget risus varius blandit sit amet non magna. Morbi leo risus, porta  
 ac consectetur ac, vestibulum at eros. Donec id elit non mi porta  
 gravida at eget metus.

**TYPOGRAPHY: PRIMARY**

Gotham's versatility is one of its primary attractions. This allows it to perform its duty as the primary typeface in both headlines and in body copy. In order to capitalize on this versatility we use Gotham Bold all caps for our headlines and Gotham Light sentence case for our body copy. Typesetting our headlines in Gotham Bold all caps accentuates the typeface's geometric roots, giving our headline messaging the desired, honest credibility it is

intended to have. When using Gotham Light in body copy the taller x-height and familiar letterforms allows the reader's eye to efficiently progress through the content, minimizing confusion and supporting the approachability found in our Tone of Voice. When necessary, the additional weights of Gotham can be used to reinforce hierarchy between first-level headlines and body content.

DONEC ID ELIT NON

EYEBROWS AND HEADERS:  
VITESSE BOOK  
UPPERCASE

# CONU LORM MATTIS ELO.

DONEC ID ELIT NON

EYEBROWS AND HEADERS:  
VITESSE BOOK  
UPPERCASE

Maecenas faucibus mollis interdum. Maecenas faucibus mollis in terdum. Aenean lacinia bibendum nulla sed consectetur. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non magna. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec id elit non mi porta gravida at eget metus.

## TYPOGRAPHY: SECONDARY

Even given Gotham's versatility and broad range, there's still necessity to create strong typographic contrast in some communications. With this in mind, Vitesse, the typographic inspiration for the Vitu wordmark, has been chosen to serve as our secondary typeface. Used sparingly, Vitesse helps us bring even further visual texture to our typographic palette while allowing us to have a typeface

to help with narrative wayfinding. Its sharp contrast to Gotham helps indicate to the reader the beginning of a separate thought. In order to avoid confusion with the bold, lowercase letterforms that make up the Vitu wordmark, we always use Vitesse Book in uppercase.

H1:  
ROBOTO LIGHT  
SENTENCE CASE

Introduction. Fusce euismod tortor enim, et laoreet nulla euismod et. Praesent ultricies.

H3:  
ROBOTO LIGHT  
SENTENCE CASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et purus sodales, faucibus quam at, tincidunt nulla. Donec finibus augue nisl, nec lobortis sapien tempor vel. Curabitur sit amet interdum dui. Nam dapibus interdum efficitur. Aliquam facilisis elit sit amet augue pretium pellentesque.

FILTERS [show](#)

HEADER:  
ROBOTO BOLD  
UPPERCASE

TASKS

SCHEDULE

REPORTS

SUBHEADS:  
ROBOTO MEDIUM  
UPPERCASE

FIELDS:  
ROBOTO LIGHT  
SENTENCE CASE

First Name

Last Name

BUTTONS:  
ROBOTO BOLD  
UPPERCASE

 ADD A REPORT

LOGIN

SUBMIT

## TYPOGRAPHY: USER INTERFACE

Though both Gotham and Vitesse are extremely versatile, easy-to-read and available in digitally optimized cuts, MVSC Vitu is a primarily digital experience. This warrants a digitally-optimized typeface to round out our system. Google's Roboto, created specifically for user interfaces, was recently redesigned and made available as an open-source typeface for the release of Android Lollipop. As outlined in Google's documentation, "[Roboto] has

a mechanical skeleton and the forms are largely geometric... [Natural character widths] make for a more natural reading rhythm more commonly found in humanist and serif types." The geometric letterforms pair nicely with our primary typeface Gotham, while the humanist character widths helps users quickly scan information-dense UIs. These characteristics and Roboto's digital-focused construction make it the ideal typeface for our interfaces.

LOREM IPSUM  
DOLORES EST  
TU LOREM DO  
LORES EST.

#### GRAPHIC ELEMENTS

Visual elements are used to signal emphasis, illustrate concepts, tell stories and display our hard work, alongside our identity, color palettes and typefaces which make up our visual expression. The consistent use of these elements helps us build equity in them, in turn creating a brand which is uniquely Vitu. The following pages show primary graphics, content treatments, iconography, photography and video, making up our unique brand.

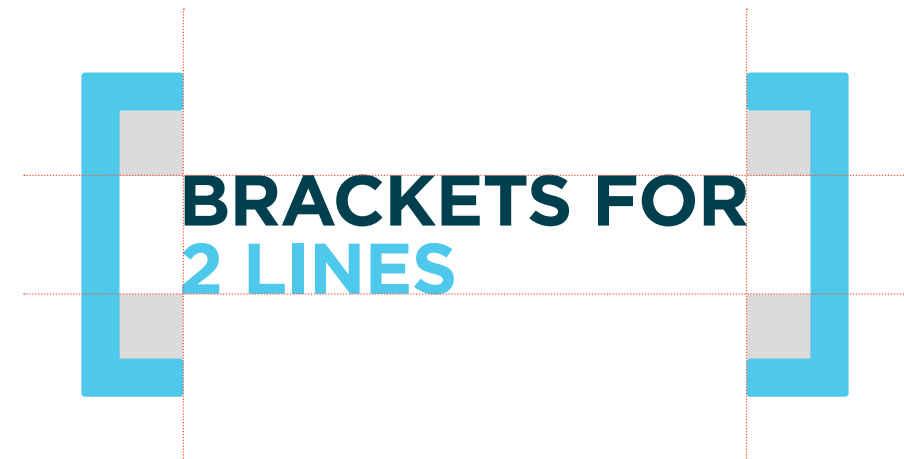


**OUR SOLUTION  
IS DESIGNED  
FOR USERS**

### THE PLATE

At MVSC, our roots are firmly based in the world of automotive title and registration fulfillment. An enduring symbol of this is seen everywhere, including our office walls and warehouses: the license plate. Though we are no longer just a license plate-driven company, it still plays an integral role in our identity. Given this, it is the inspiration for Vitu's primary graphic holding shape, aptly named the Plate. The Plate allows us to bring attention to our forward-

looking ideas, while nodding back to the industry which lends us our experience and credibility. Because of this, the Plate should be used, in most cases, to frame the most impactful and relevant statement in a communication. In most cases, this is a headline, though it is not limited to just the primary headline. The plate should frame a complete thought, in the form of a sentence or phrase; rarely should it be used with a single word or incomplete thought.



### THE PLATE: CONFIGURATIONS

Given that the important things we want to say can vary in length, the Plate has been provided in a variety of configurations. Single, two, three and four line configurations are available, allowing for flexibility regardless of headline length. Care should be taken to select the appropriate configuration—one that best suits the layout being used and more importantly, the messaging being conveyed. While the width of the Plate is not

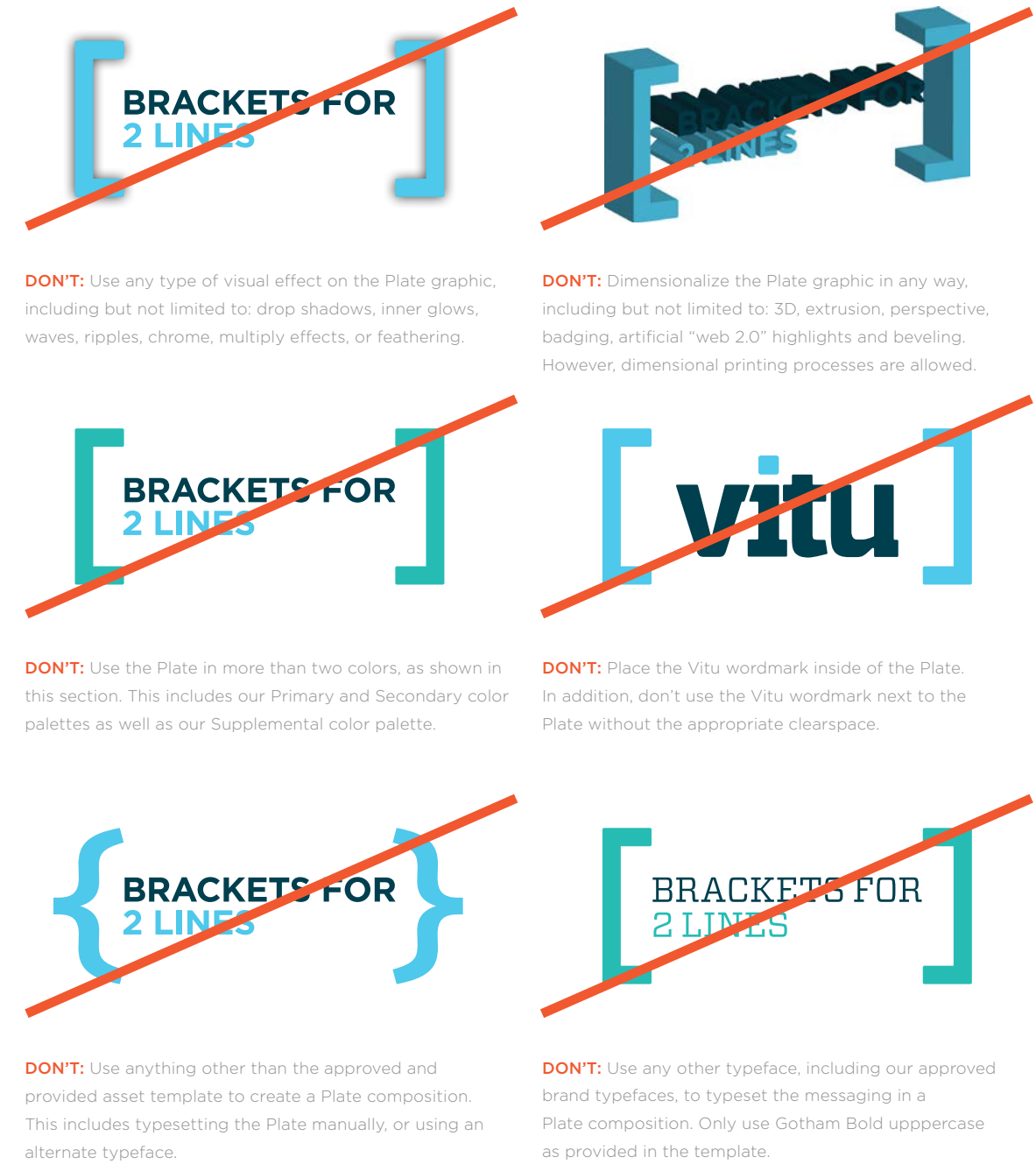
limited by our guidelines, the height and size relationship to the headline is. Horizontally, as shown above, the inside borders of the plate should rest at the edge of the headline, centered with the headline. The cap-height to cap-height distance should be used to measure a square from the outside edges of the headline to the inside corners of the plate. In order to easily and consistently use the Plate, a template file for each configuration is provided.



### THE PLATE: COLOR AND PLACEMENT

Given that our brand is based in a bold, confident color palette, the Plate can vary when used in different scenarios. The primary color theory used in a Plate composition consists of the Plate holding shape and the content emphasis color creating a strong contrast with the rest of the Plate content. The color of the Plate, content, and content emphasis are primarily dictated by the background color. For example, when used on a Vitu Blue One background (1), Vitu Blue Two should be used for the content while Vitu White should be used for the Plate and

content emphasis. Similarly, when used against a Vitu Blue Two background (2), Vitu White should be used for the content emphasis and Plate while Vitu Blue One should be used for the rest of the content. When used on a light background (3) the content emphasis and Plate should be rendered in one of our Primary colors, or Vitu Orange with the rest of the content rendered in Vitu Blue One. Finally, when using the Plate near the Vitu wordmark (4), ensure that the color palette used for the Plate matches the color palette of the Vitu wordmark.



**DON'T:** Use any type of visual effect on the Plate graphic, including but not limited to: drop shadows, inner glows, waves, ripples, chrome, multiply effects, or feathering.

**DON'T:** Dimensionalize the Plate graphic in any way, including but not limited to: 3D, extrusion, perspective, badging, artificial "web 2.0" highlights and beveling. However, dimensional printing processes are allowed.

**DON'T:** Use the Plate in more than two colors, as shown in this section. This includes our Primary and Secondary color palettes as well as our Supplemental color palette.

**DON'T:** Place the Vitu wordmark inside of the Plate. In addition, don't use the Vitu wordmark next to the Plate without the appropriate clearspace.

**DON'T:** Use anything other than the approved and provided asset template to create a Plate composition. This includes typesetting the Plate manually, or using an alternate typeface.

**DON'T:** Use any other typeface, including our approved brand typefaces, to typeset the messaging in a Plate composition. Only use Gotham Bold uppercase as provided in the template.

### THE PLATE: DO'S AND DON'TS

We like our identity to be expressive and bold. To achieve this, we need to set some ground rules around the use of the Plate. This gives us the opportunity to continue expanding and exploring our visual language while anchoring it in a solid, ownable, and consistent expression.

While the examples shown above cover a wide variety of uses, they are by no means all-encompassing. When encountering use-cases not shown above, use your best judgment.

**1** Our solution is always **evolving with the user in mind** — continually innovating, using progressive technology and implementing empathetic thinking — to improve how it meets their wants and needs. With users as the inspiration, Vitu is always easy to use, functional and intuitive.

Our solution is always **evolving with the user in mind** — continually innovating, using progressive technology and implementing empathetic thinking — to improve how it meets their wants and needs. With users as the inspiration, Vitu is always easy to use, functional and intuitive.

**3**

**2**

### CONTENT EMPHASIS

Occasionally, we need to call attention to a word or phrase in a larger block of content. For this use-case we've developed a highlight visual treatment, called content emphasis. The content emphasis treatment is useful when a longer thought contains a point of attention or as an alternate way to treat a longer headline. The content emphasis treatment is primarily executed using sentence case Gotham Light. When using this treatment take great care in the selection of the word or phrase being highlighted. It should be the desired takeaway for the

content surrounding it. Graphically, the content emphasis should be rendered in the same color as the typography around it while the type inside of the highlight should be the same color as the background (**1**). The x-height to cap-height distance should be used to measure the distance around the type being highlighted (**2**). The left and right margins of the highlighted type should match the top and bottom margins. Occasionally, this involves adding more space between words or allowing the highlight to hang over the left margin (**3**).



**DON'T:** Use any type of visual effect on the content emphasis, including but not limited to: drop shadows, inner glows, waves, ripples, chrome, multiply effects, or feathering.



**DON'T:** Dimensionalize the emphasis in any way, including but not limited to: 3D, extrusion, perspective, badging, artificial "web 2.0" highlights and beveling. However, dimensional printing processes are allowed.



**DON'T:** Use the emphasis in any color that does not match the type around it. In addition, don't use any color for the type inside the highlight which doesn't match the background.



**DON'T:** Use the content emphasis shape to frame or highlight the Vitu wordmark in any way. The emphasis should only be used to highlight content.



**DON'T:** Use anything other than the approved and provided asset template to create the content emphasis. This includes creating a new shape for the highlight, altering the corner radius of the rectangle.



**DON'T:** Use the Plate graphic treatment to highlight a word or phrase inside of a content block. The Plate should only be used for headlines as shown in the previous section.

### CONTENT EMPHASIS: DO'S AND DON'TS

We like our identity to be expressive and bold. To achieve this, we need to set some ground rules around the use of the content emphasis treatment. This gives us the opportunity to continue expanding and exploring our visual language while anchoring it in a solid, ownable, and consistent expression.

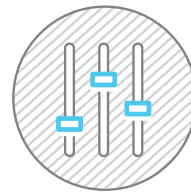
While the examples shown above cover a wide variety of uses, they are by no means all-encompassing. When encountering use-cases not shown above, use your best judgment.



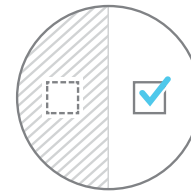
## ICONOGRAPHY

As part of our brand expression toolkit, iconography allows us to use visual metaphors and symbolism to portray concepts in a quick, easy-to-digest way. For Vitu, the primary function of iconography is to represent the key features of the platform. Alternatively, our iconographic language can be expanded on to craft larger illustrations portraying people, groups, physical settings, or even workflows and situations.

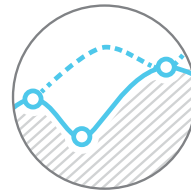
Used alongside our other graphic elements successfully, iconography can help tell the story of the Vitu platform as well as add visual texture and variety to our brand expression system.



**ROBUST  
FUNCTIONALITY**



**OPTIMIZED END-TO-END  
DEAL PROCESSING**



**EXTENSIVE REPORTS  
AND TRACKING**

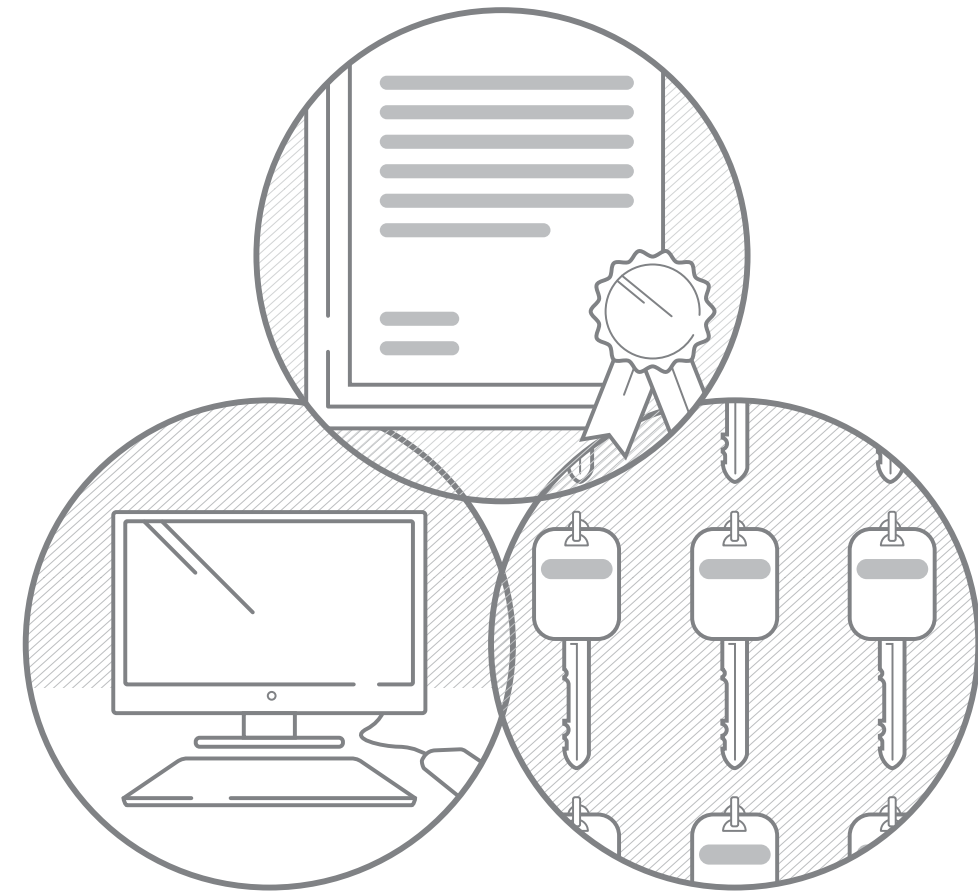


**UNPARALLELED SERVICE  
AND SUPPORT**

**ICONOGRAPHY: FEATURES**

The primary use for iconography in the Vitu brand expression system is to articulate our key, differentiating features. Generally, we depict features in an active, not passive, way. For example, for "robust functionality" we use sliders to represent the ability to actively modify settings on our platform. For "extensive reports and tracking" we highlight a portion of a report showing a change in trend as opposed to a static line graph.

There should always be a sense that an icon is depicting a change, or can activate some change. Through the use of the striped backgrounds, our iconography extends outward beyond the bounds of the circle. Icons should feel like they are being masked by the circle, not contained. In order to maintain visual clarity, we limit the use of color to one neutral and one accent color, with the accent color highlighting the action being represented.



**ICONOGRAPHY: ILLUSTRATIONS**

In some cases, larger scale illustrations are necessary to visualize important concepts or scenarios. Generally, these are both visually as well as conceptually more complex. As an initial guiding principle they should illustrate activities or situations at a human level. Though the illustrations do not have to be represented to-scale with each other, they should realistically represent the "eye-level" point-of-view of the user. For example, the document, workstation and

keys shown above are illustrated from a realistic point-of-view and scale. Our stylized iconography style does not lend itself to representing humans, therefore we should avoid illustrations of people, characters or groups. When necessary to depict a user or a group, using a depiction of a symbolic or defining object for that person(s) is desired. For example, above we're representing a legislator, a clerk and a dealer.

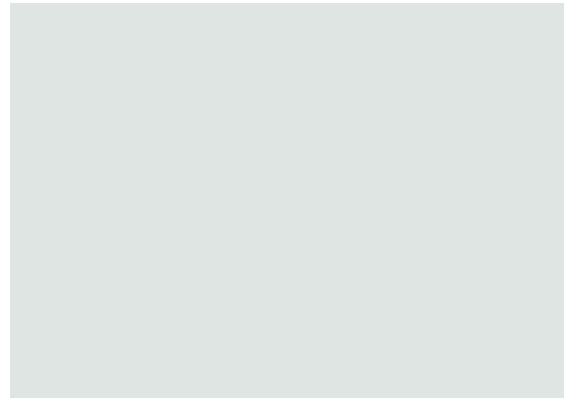
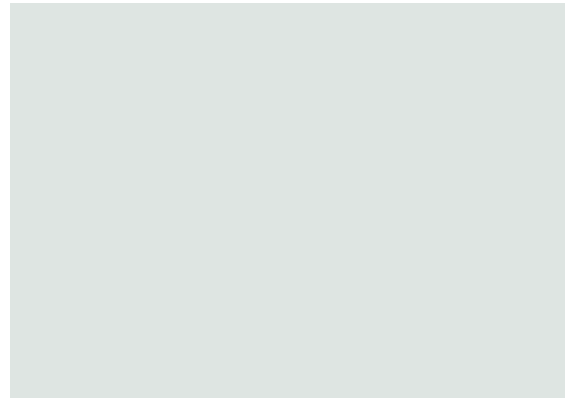
# SECTION TO COME

## PHOTOGRAPHY

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Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.



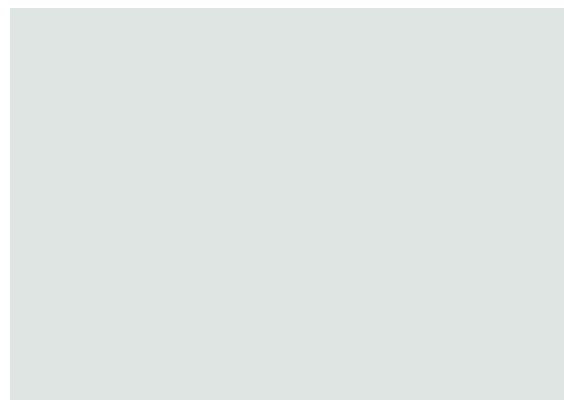
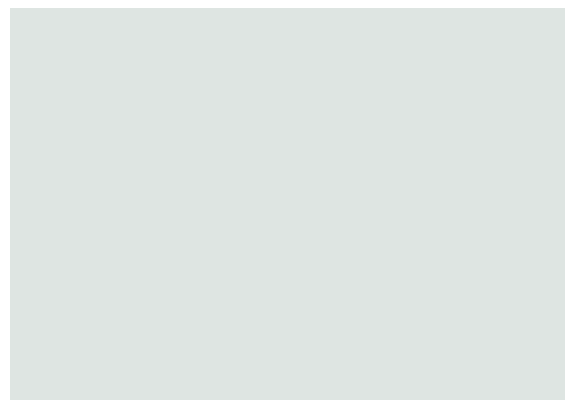


**PHOTOGRAPHY: SELECTION**

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.

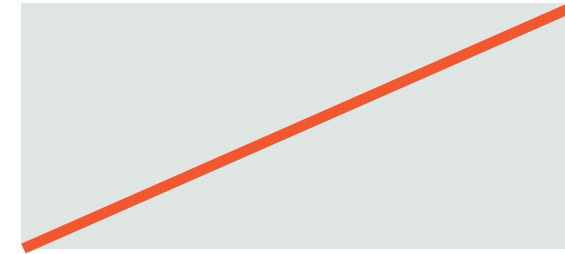
# SECTION TO COME.



**PHOTOGRAPHY: SHOWING PRODUCT**

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Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.



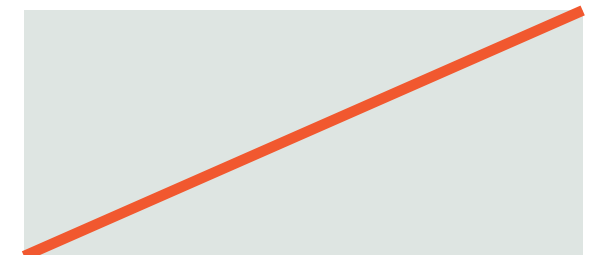
**DON'T:** Use any type of visual effect on the Vitu wordmark, including but not limited to: drop shadows, inner glows, waves, ripples, chrome, multiply effects, or feathering.



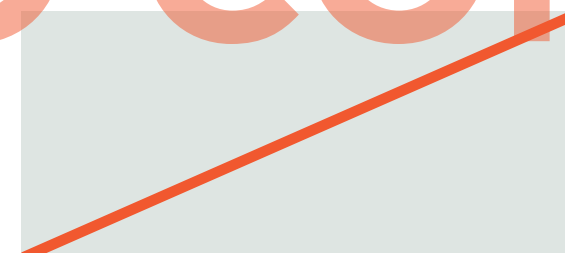
**DON'T:** Dimensionalize the wordmark in any way including but not limited to: 3D, extrusion, perspective, badging, artificial "web 2.0" highlights and beveling. However, dimensional printing processes are allowed.



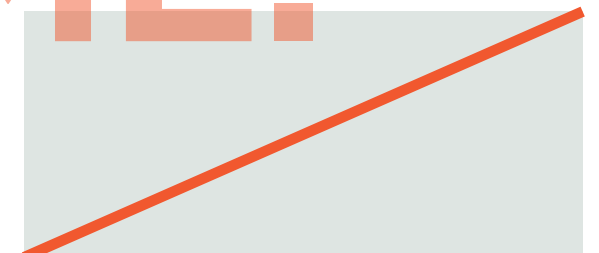
**DON'T:** Use the MVSC wordmark in any color combination not shown on pages 28-29 of this book. This includes our Secondary color palette as well as our Supplemental color palette.



**DON'T:** Lock up the Vitu wordmark with the MVSC wordmark other than in the approved and provided fashion.



**DON'T:** Typeset the wordmark in any typeface, including our brand typefaces. Always use the provided vector graphic.



**DON'T:** Use the corporate MVSC logo on Vitu specific communications. The simplified wordmark has been developed for this purpose. However, on MVSC corporate communications (non-Vitu) specific, the corporate look and feel should be used.

**PHOTOGRAPHY: DO'S AND DON'TS**

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.

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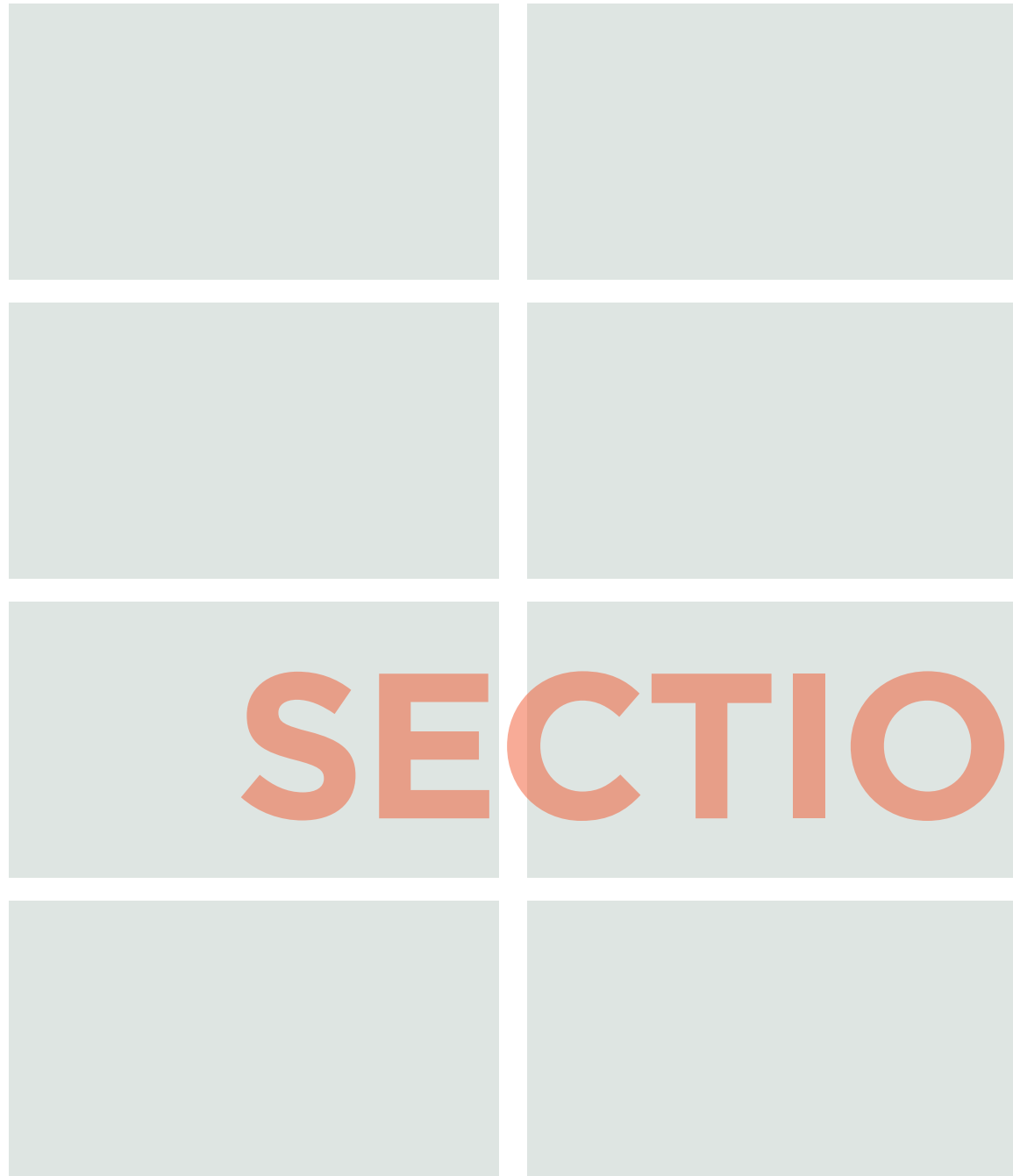
# SECTION TO COME.

## VIDEO AND MOTION

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# SECTION TO COME.

## VIDEO AND MOTION: VIDEO

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Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.



## VIDEO AND MOTION: MOTION

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.

MORE  
PROGRES  
LESS  
PROCESSES

#### tone of voice

MVSC Vitu's tone of voice represents who we are in words. Even though our platform revolves around the lifecycles of motor vehicles, we're always talking to real people. We understand the industry's intricacies, so we can be matter-of-fact about who we are, what we do and where we stand.

We don't need to use heavy persuasion, fancy terminology or overwrought phrasing. We speak how you speak: in a clear, direct and intelligent way.

Visionary

Evolutionary

We're pioneering a next-generation technology and our passion for progress is clear. We use confident, matter-of-fact language, moving quickly from one idea to the next.

Empathetic

Intuitive

We totally get it — the registration process is cumbersome. We speak openly and honestly with our audiences (no buzz words!) so our message is always easy-to-understand.

Perceptive

Supportive

We're attentive to your needs. Our focus on user experience is a huge part of what differentiates us — that's why we highlight the benefits that matter to you.

Collaborative

Approachable

Working together is what we do best. We use the first person plural and inclusive language for an inviting tone that makes our audiences feel welcome.

### tone of voice: attributes

How we communicate reflects what we stand for and who we are. At MVSC, our personality shines through in how we speak about Vitu to audiences across all channels — from sales and direct marketing to trade shows and other media relations.

### 360° PERSPECTIVE, 100% EASY

With a broad understanding of the industry, Vitu is electronic vehicle registration made simple and intuitive for you.

### E-REGISTRATION — WITH A HUMAN TOUCH

Vitu helps you increase efficiency at every step of the process, while providing the training and support you need.

### MORE PROGRESS. LESS PROCESS.

Red tape is slowing you down. Vitu can help streamline and simplify vehicle registration, so things move faster and smoother.

### PUT THE PAPERWORK BEHIND YOU.

Automation is the answer to increasing efficiency. Vitu can help you move towards a more automated process, so there's less risk for manual error in filling out forms.

### TRUSTED BEHIND THE WHEEL.

Vitu has a near-perfect compliance rate with government regulations, so you can be confident that vehicle registration will be a smooth process.

### EVOLVING ON THE GO.

Vitu is designed to be responsive and meet your day-to-day needs. As your dealership grows in size, Vitu is built to keep pace.

### FAST-TRACKING HOW YOU WORK.

We hear you: The current registration process takes too long. Vitu applies technology to make your job more efficient.

### MADE FOR THE MOST EFFICIENT REGISTRATION DESK OUT THERE — YOURS.

We built Vitu to help you keep things moving. And because we've maintained the industry's highest compliance rate (99.5%), the government won't audit your paperwork.

### tone of voice: sample content

When speaking to our audiences, it's important to show that we truly empathize with them — clerks, dealership managers, government administrators. It goes a long way to say something simple like, "We hear you." It's also appropriate to briefly acknowledge the daily complexities that come with EVR and titling — as long as it's always countered by how Vitu can help.

These tone-of-voice examples show a few different approaches that all stay within the guideposts of empathy and simplicity. Writers can use pieces of these as they are or look to them as springboards for fresh copy ideas.

# OUR BRAND IN ACTION

Here are some real-world examples of our brand. They are a reflection of our strategy and identity coming to life.

The logo for 'vitu' is displayed in a bold, lowercase, sans-serif font. A small blue square is positioned above the letter 'i'.

username

password

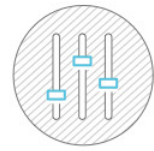
**LOGIN**

Maecenas sed diam eget risus varius blandit sit amet non magna.  
Fusce dapibus, tellus ac cursus commodo, tortor m  
auris condimentum nibh, ut fermentum massa justo sit amet risus. Praesent  
commodo cursus magna, vel scelerisque nisl consectetur et.

**MVSC**



Get a real-time overview of what's in progress and completed.



### Schedule

Plan and track day-to-day activities while adding custom tasks.

| May 26 |                   |          |                   |
|--------|-------------------|----------|-------------------|
| May 27 |                   |          |                   |
| May 28 |                   |          |                   |
| May 29 |                   |          |                   |
| TYPE   | VIN               | RS #     | CONTROL #         |
| Used   | LJPCBLCX11000237  | 20206237 | LJPCBLCX11000237  |
| New    | 1P3BP49K7JF111966 | 29206238 | 1P3BP49K7JF111966 |
| New    | LJPCBLCX11000237  | 29206239 | LJPCBLCX11000237  |
| New    | 1P3BP49K7JF111966 | 29206240 | 1P3BP49K7JF111966 |
| New    | LJPCBLCX11000237  | 29206248 | LJPCBLCX11000237  |

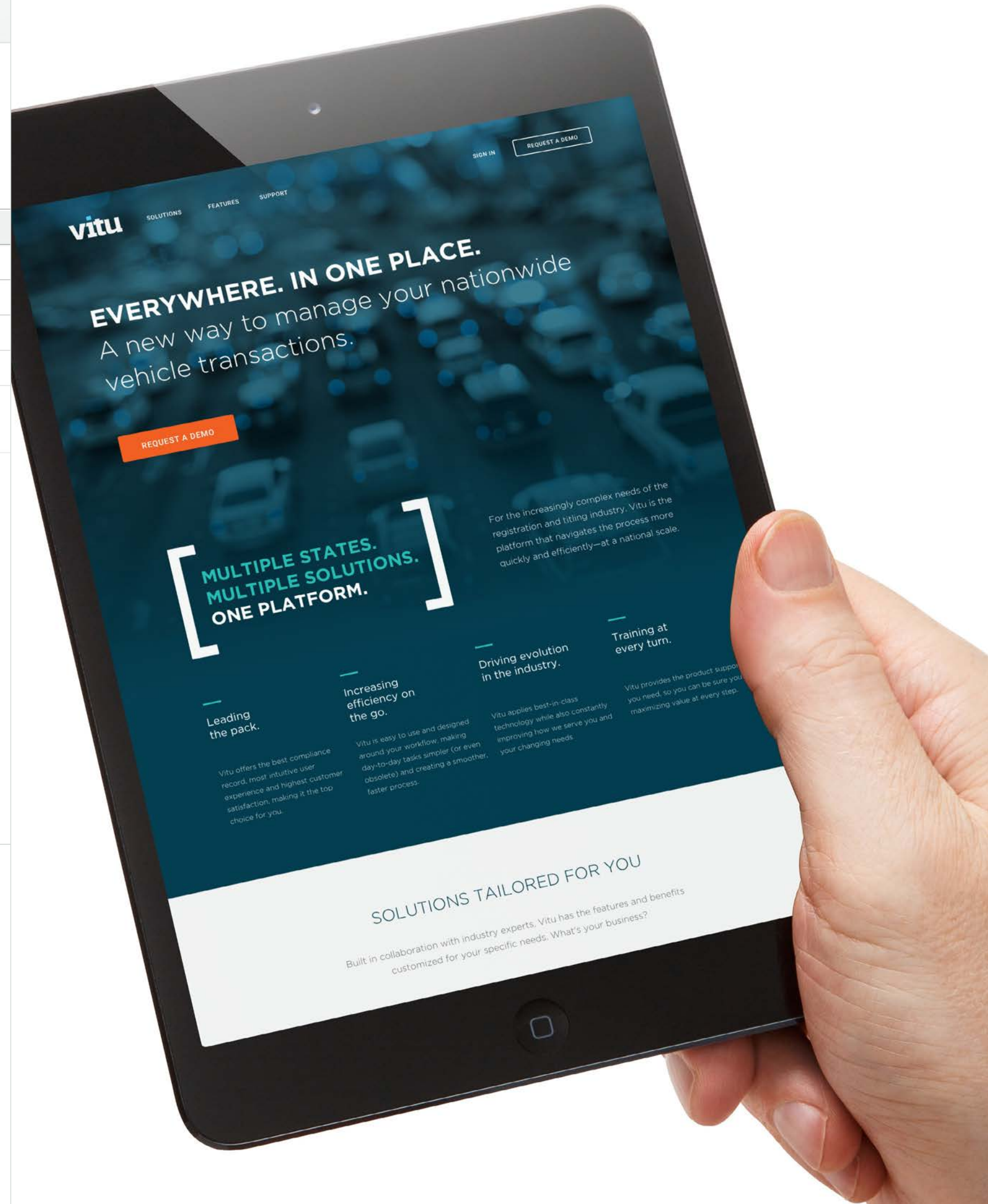
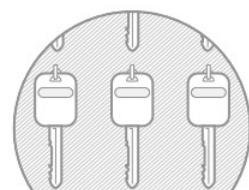


### API / App store

Integrate the benefits of Vitu with your existing platform.

## WE'RE BEHIND YOU 100%

When you choose Vitu, you get the best customer service in the industry. Our intuitive software, online processing and product support will help you run your business with ease while keeping confidence high.





COMING SOON

**vitu**

Multi-state vehicle registration and titling—at scale.  
Get ready for a nationwide transformation.

WANT TO STAY IN THE KNOW?

Email address

NOTIFY ME





**vitu**

LAUNCHING 10.10.2015

Made for the most  
efficient registration  
desk out there—

yours.

**MVSC**

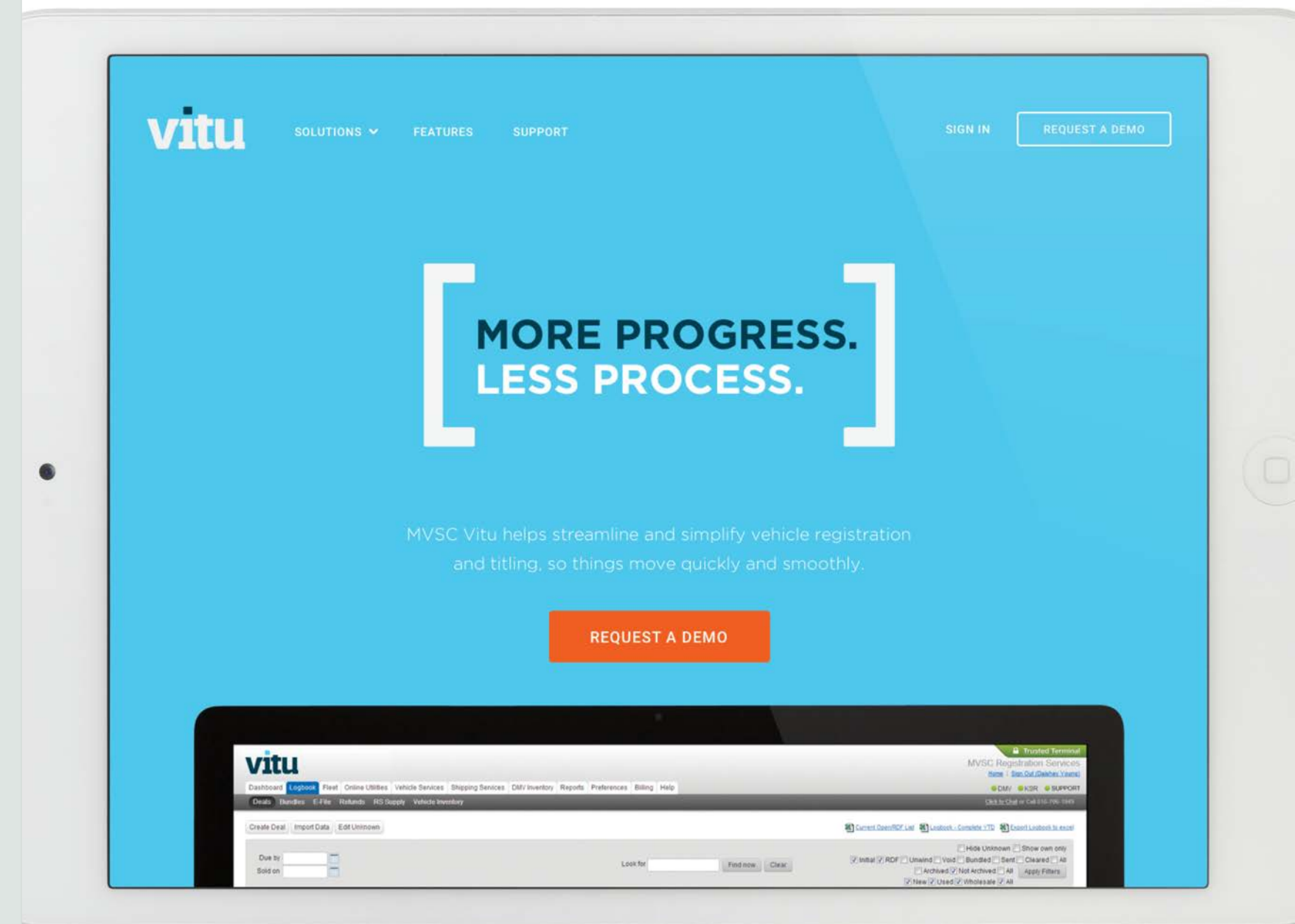
DEMAND MORE.





**MVSC** | DEMAND MORE.

**vitu**





MVSC Vitu is your brand.

For all of us, there's never been a more important time to understand, express and live the Vitu brand. As we enter a new era, with higher aspirations and a new brand expression, it's crucial that we treat our brand with passion, integrity, innovation and consistent excellence. It starts in these pages. Learn it. Commit to it. Communicate it.

**Questions?**

Contact Marcy Roth  
(555) 555.5555  
mroth@mvsc.com

**vitu**

**MVSC** | DEMAND MORE.