PCMI's Brand Identity Guidebook

Updated: March 2023

PCMI
Your Technology Partner

Contents:

CORPORATE BRAND

- Brand personality
- Corporate logo
- Corporate colors
- Product (PCRS) logo
- Product (PCRS) colors
- Corporate backgrounds
- Corporate font
- Corporate swag

IMAGE STYLES

- Iconography
- Photography
- Infographics
- Social Media Posts

COLLATERAL

- Business Card
- Virtual Business Card
- Brochures
- Sell sheets
- Magazine ads
- Conference Banners

BOOTH

- Conference Banners
- Cell Phone Charging Station
- Booth Video
- Notebooks + Sticker

Corporate Brand

Brand Personality

- Innovative
- Passionate
- Sleek
- Dynamic
- Fun
- Reliable

Corporate Logo

PCMI
Your Technology Partner

PCMI | Your Technology Partner

PCMI

PRIMARY

Used most often in:

- Website
- Ads
- Brochures
- Conference banners

SECONDARY

Used rarely:

- Presentations
- In more horizontal spaces

SYMBOL

Used as:

- Social Media profile image
- When PCRS software brand needs to stand out

PCMI
UNIVERSITY

PCMI UNIVERSITY LOGO

Used in our training materials

Corporate Colors

Most often used colors:

1B4E96

PRIMARY BLUE

Also known as “PCMI blue” - color for primary areas (ex. headers, hero areas, office walls)

4788BD

ACCENT BLUE

color for accent areas (ex. stat bar), accent elements (bullet checkmarks), CTAs and links

FFFFFF

CONTENT WHITE

color for content heavy areas

EEEEEE

CONTENT GRAY

color for accent areas with more elements

252525

DARK GRAY

color for accent areas with fewer elements (ex. website footer, industries) and as a font color

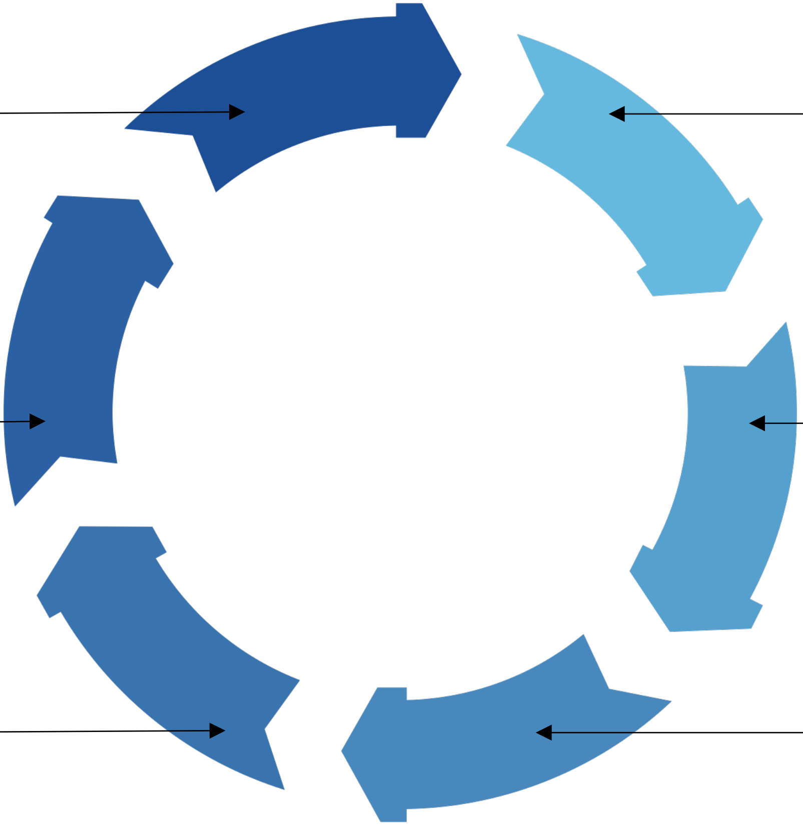
65B8DE	559FCD	4788BD	3973AE	2A61A2	1B4E96	EEEEEE	E7E7E7	989898	494949	252525

ALL BLUES

ALL GRAYS

Corporate Colors

Our shades of blue:



Blue 6:
1B4E96

Blue 1:
65B8DE

Blue 5:
2A61A2

Blue 2:
559FCD

Blue 4:
3973AE

Blue 3:
4788BD

Product (PCRS) Colors

Colors used in PCRS logo:

F36F2C	ECBB31	19AA73	EEEEEE
ORANGE	**YELLOW**	**TEAL**	**BLUE**
Used for the letter ”P” in PCRS	Used for the letter “C” in PCRS	Used for the letter “R” in PCRS	Used in the letter “S” in PCRS

BRIGTHER VERSIONS
(used in gradients)

FAAC44	F6E04C	27D9B2	47CBF3

GRADIENTS

ORANGE	YELLOW	TEAL	BLUE

Product Logo

PCRS

PCRS

FLAT COLORS

GRADIENTS

Corporate Font

Open Sans

Helvetica Neue

Arial

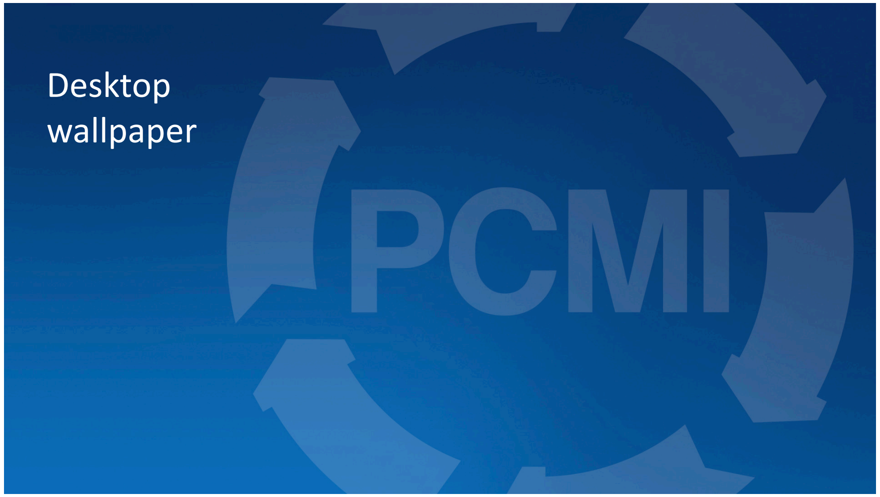
WEBSITE

Uses Open Sans
https://fonts.google.com/specimen/Open+Sans

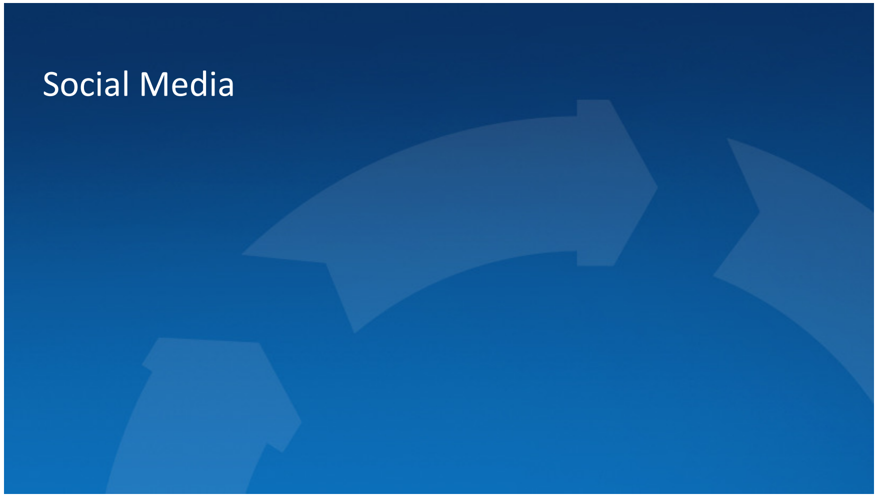
EVERYTHING ELSE

Uses San Serif fonts, such as Helvetica Neue or Arial

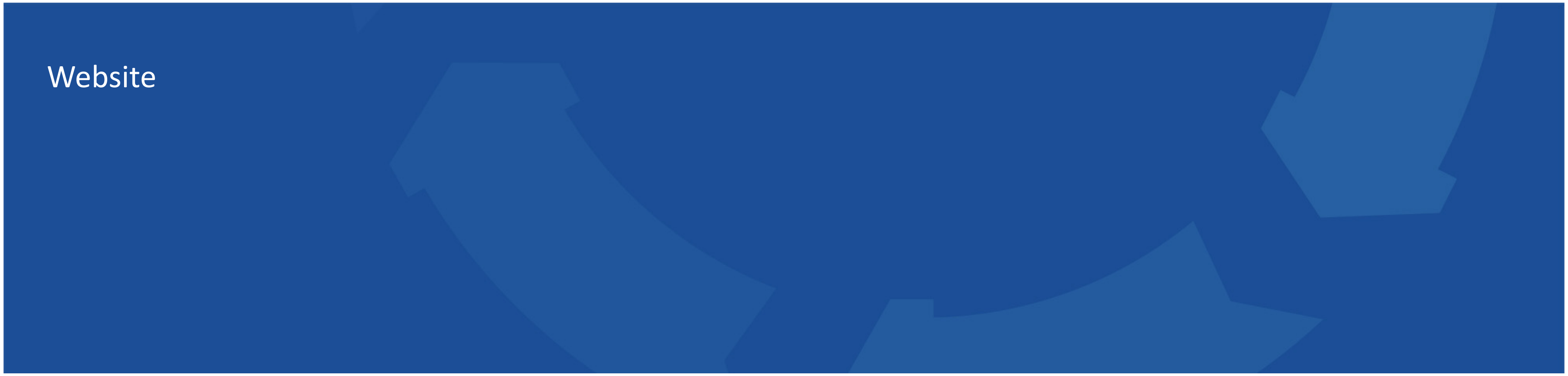
Corporate Backgrounds



Desktop wallpaper



Social Media



Website

Corporate Backgrounds

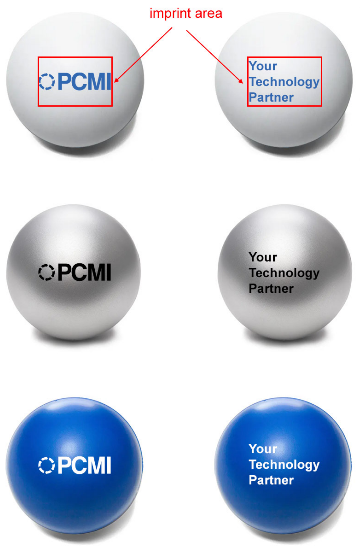
Gradient
Background

Corporate Swag

PCMI
Your Technology Partner
EVERYTHING
IS UNDER
Ctrl
PCMI
Presented to
Aga
Williams
3
years
In appreciation for your
service and dedication

PCMI
Your Technology Partner

Stress balls mockup


imprint area
PCMI
Your
Technology
Partner

WHITE BALL
blue logo/text

SILVER BALL
black logo/text

BLUE BALL
white logo/text

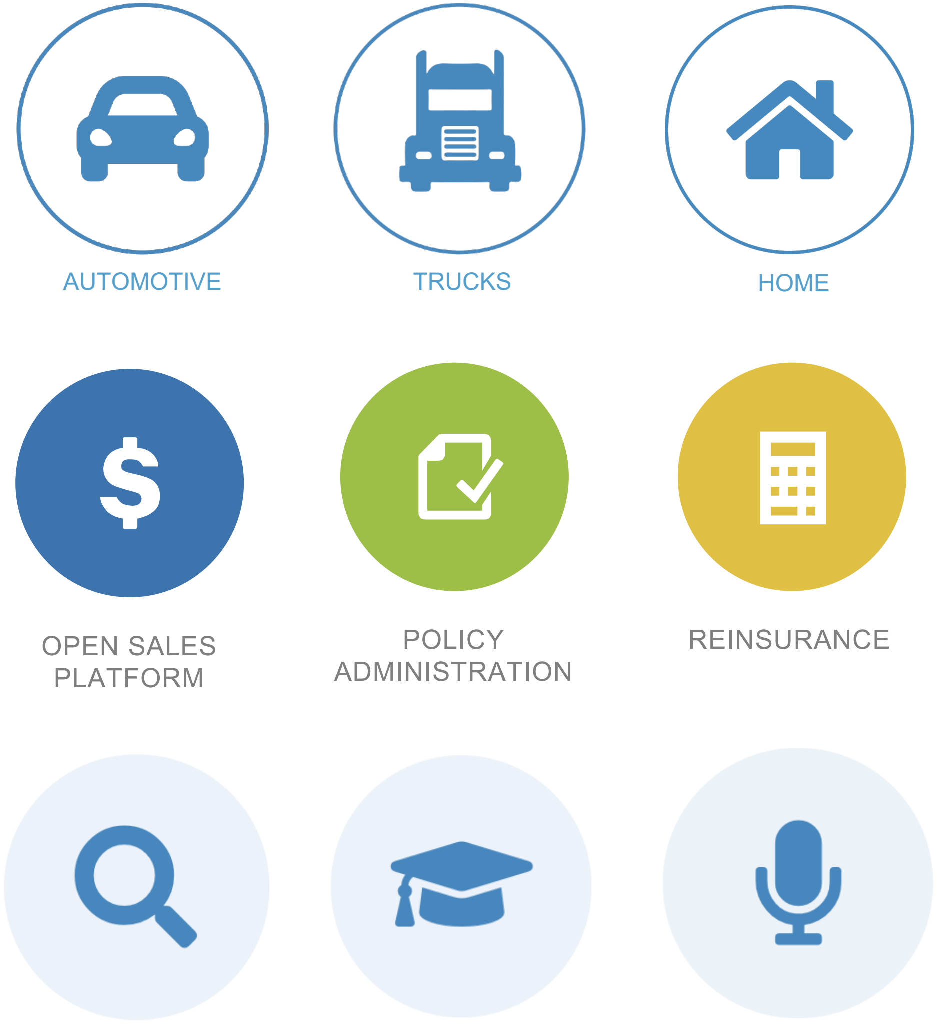
PCMI
Your Technology Partner

Image Styles

Iconography

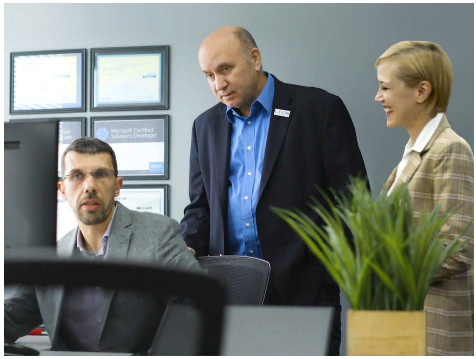
SIMPLE & EFFICIENT TO PRODUCE

Most of our icons are created using the font awesome to save on art production time. Their style is simple and as minimalistic as possible.


AUTOMOTIVE
TRUCKS
HOME
OPEN SALES PLATFORM
POLICY ADMINISTRATION
REINSURANCE

Photography

2nd PLACE
1st PLACE
3rd PLACE

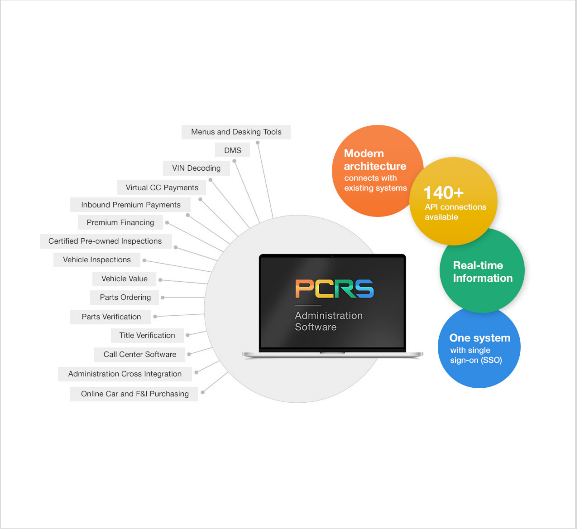


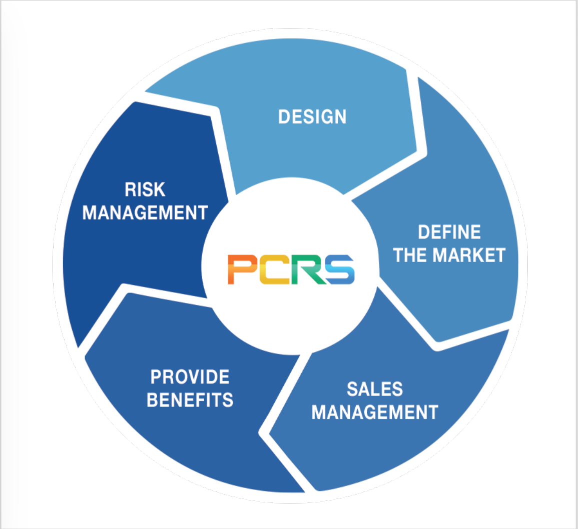
BOLD & VIBRANT

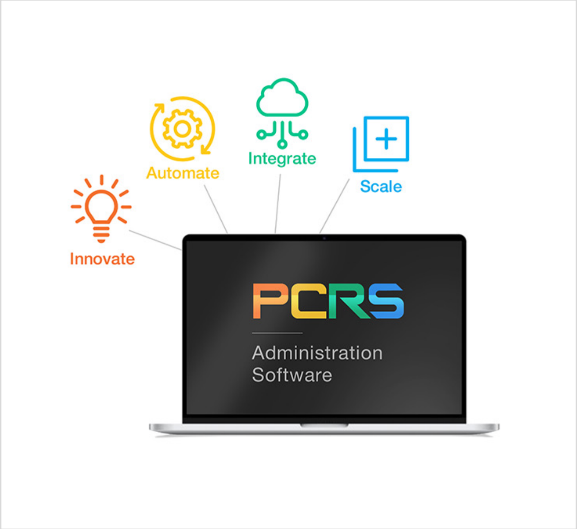
Most of our photography is done by us. We occasionally purchase stock images for more involved marketing campaigns.

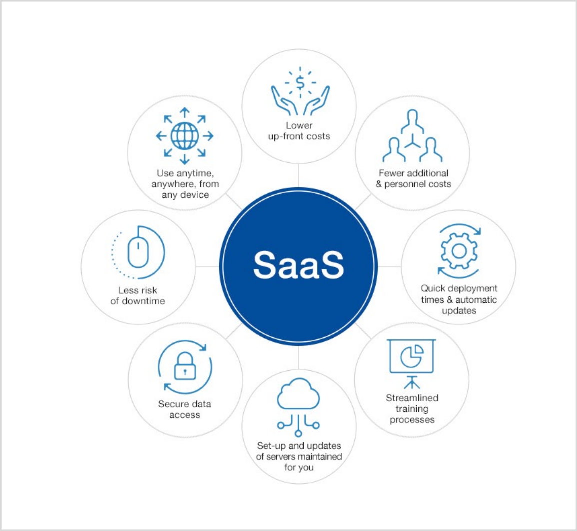
PCMI
Your Technology Partner

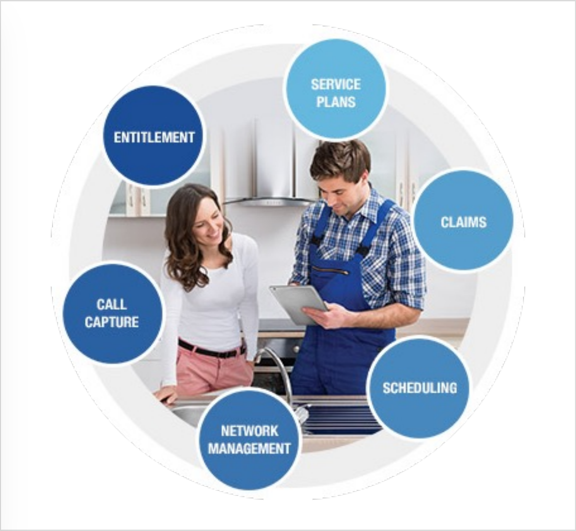
Infographics


Menus and Desking Tools
DMS
VIN Decoding
Virtual CC Payments
Inbound Premium Payments
Premium Financing
Certified Pre-owned Inspections
Vehicle Inspections
Vehicle Value
Parts Ordering
Parts Verification
Title Verification
Call Center Software
Administration Cross Integration
Online Car and F&I Purchasing
PCRS
Administration Software
Modern architecture connects with existing systems
140+ API connections available
Real-time Information
One system with single sign-on (SSO)


DESIGN
DEFINE THE MARKET
SALES MANAGEMENT
PROVIDE BENEFITS
RISK MANAGEMENT
PCRS


Innovate
Automate
Integrate
Scale
PCRS
Administration Software

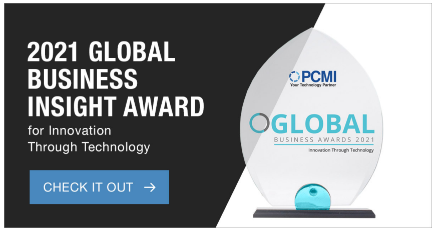

SaaS
Lower up-front costs
Fewer additional & personnel costs
Quick deployment times & automatic updates
Streamlined training processes
Set-up and updates of servers maintained for you
Secure data access
Less risk of downtime
Use anytime, anywhere, from any device

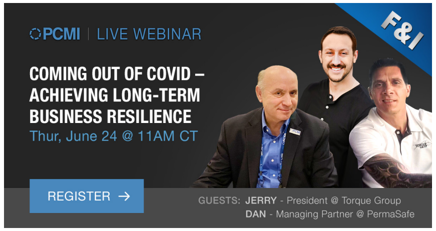

SERVICE PLANS
CLAIMS
SCHEDULING
NETWORK MANAGEMENT
CALL CAPTURE
ENTITLEMENT

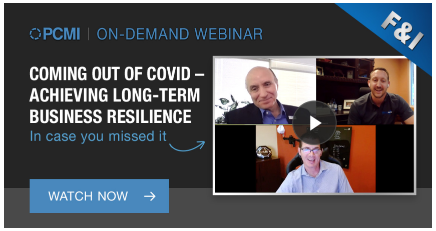
SIMPLE & EFFICIENT TO PRODUCE

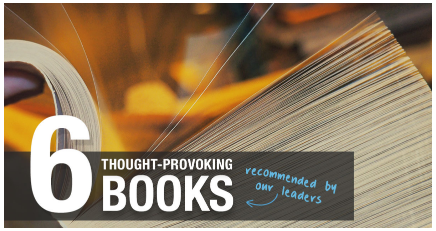
Our infographics are simple to allow for clear presentation of messaging and efficient art production.

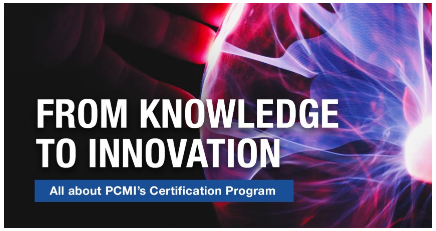
Social Media Posts


2021 GLOBAL BUSINESS INSIGHT AWARD
for Innovation Through Technology
CHECK IT OUT →
PCMI Your Technology Partner
GLOBAL BUSINESS AWARDS 2021
Innovation Through Technology

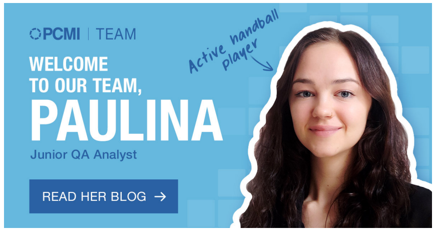

PCMI | LIVE WEBINAR
F&I
COMING OUT OF COVID – ACHIEVING LONG-TERM BUSINESS RESILIENCE
Thur, June 24 @ 11AM CT
REGISTER →
GUESTS: JERRY - President @ Torque Group
DAN - Managing Partner @ PermaSafe


PCMI | ON-DEMAND WEBINAR
F&I
COMING OUT OF COVID – ACHIEVING LONG-TERM BUSINESS RESILIENCE
In case you missed it
WATCH NOW →

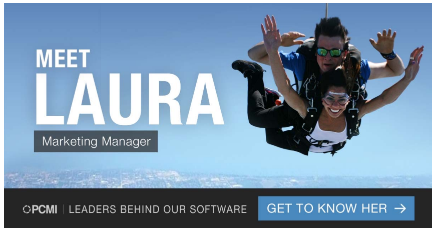

6 THOUGHT-PROVOKING BOOKS
recommended by our leaders

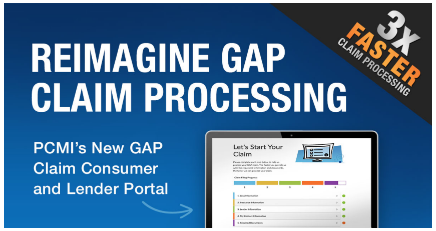

FROM KNOWLEDGE TO INNOVATION
All about PCMI's Certification Program

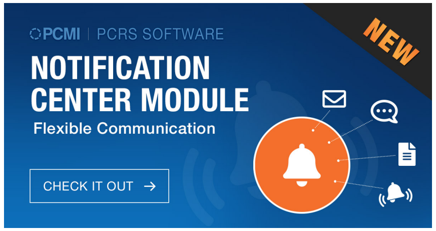
7 REASONS TO WORK AT PCMI

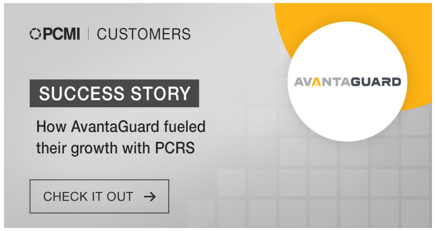

PCMI | TEAM
WELCOME TO OUR TEAM,
PAULINA
Junior QA Analyst
Active handball player
READ HER BLOG →

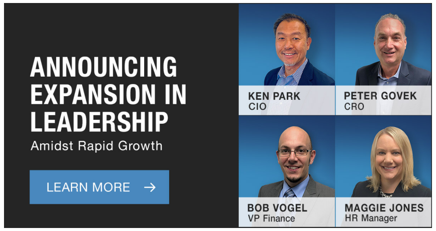
WE DID IT!
PCMI | Your Technology Partner

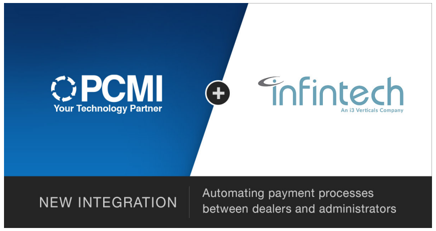

MEET LAURA
Marketing Manager
PCMI | LEADERS BEHIND OUR SOFTWARE
GET TO KNOW HER →


REIMAGINE GAP CLAIM PROCESSING
3x FASTER CLAIM PROCESSING
PCMI's New GAP Claim Consumer and Lender Portal
Let's Start Your Claim

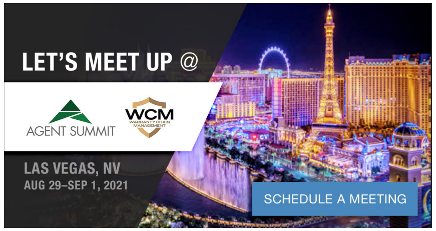

PCMI | PCRS SOFTWARE
NEW
NOTIFICATION CENTER MODULE
Flexible Communication
CHECK IT OUT →


PCMI | CUSTOMERS
SUCCESS STORY
How AvantaGuard fueled their growth with PCRS
CHECK IT OUT →
AVANTAGUARD


ANNOUNCING EXPANSION IN LEADERSHIP
Amidst Rapid Growth
LEARN MORE →
KEN PARK CIO
PETER GOVEK CRO
BOB VOGEL VP Finance
MAGGIE JONES HR Manager

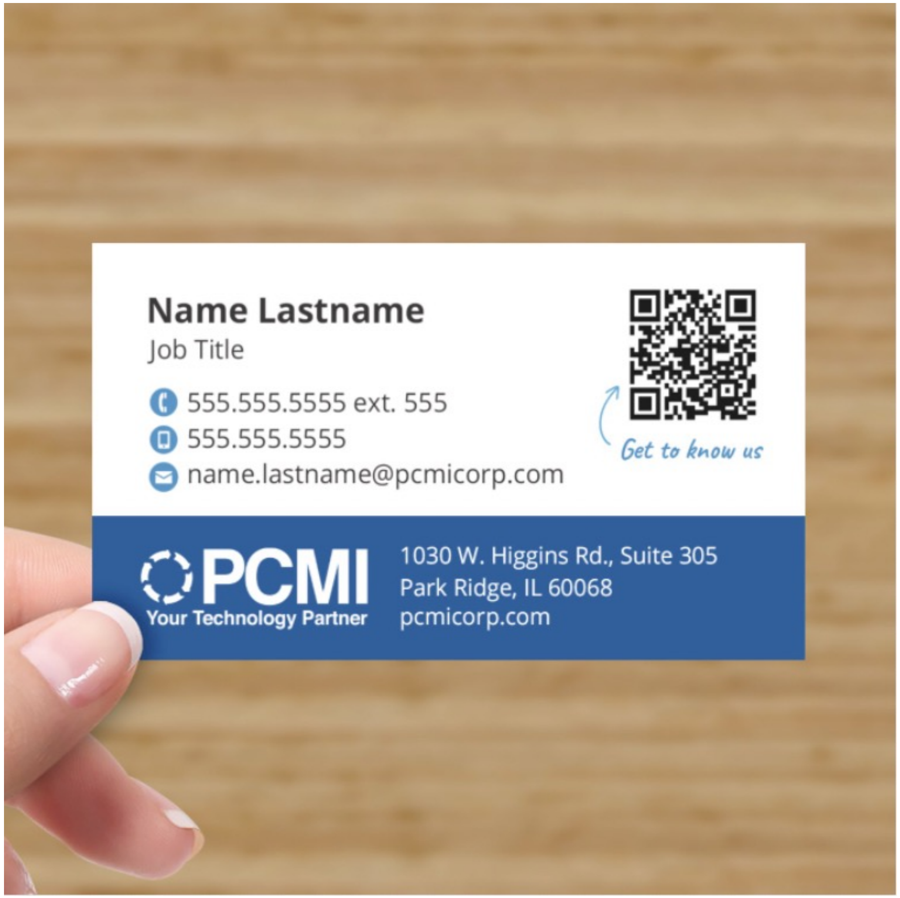

PCMI Your Technology Partner
+
infintech An i3 Verticals Company
NEW INTEGRATION
Automating payment processes between dealers and administrators

AGENT SUMMIT
WCM WARRANTY CHAIN MANAGEMENT
VISIT OUR PCMI TECH LOUNGE
REQUEST A MEETING →


LET'S MEET UP @
AGENT SUMMIT
WCM WARRANTY CHAIN MANAGEMENT
LAS VEGAS, NV
AUG 29–SEP 1, 2021
SCHEDULE A MEETING

Collateral

Business Cards (with QR code)



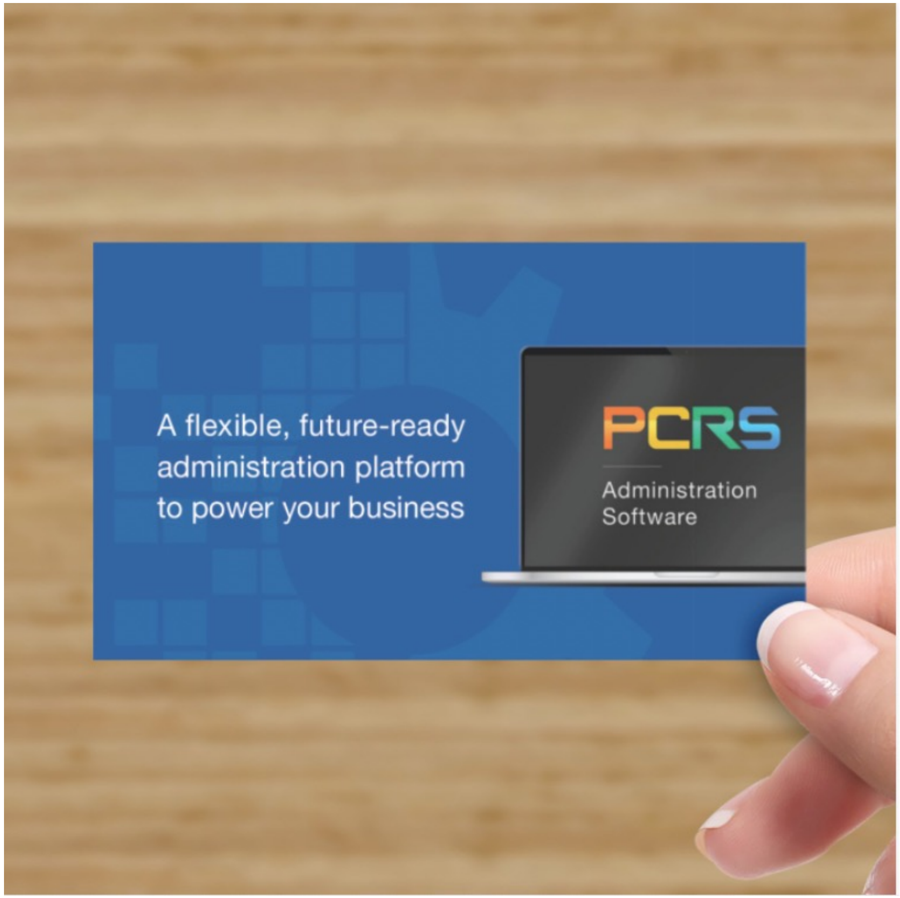
Name Lastname
Job Title

☎ 555.555.5555 ext. 555
📱 555.555.5555
✉ name.lastname@pcmicorp.com

Get to know us

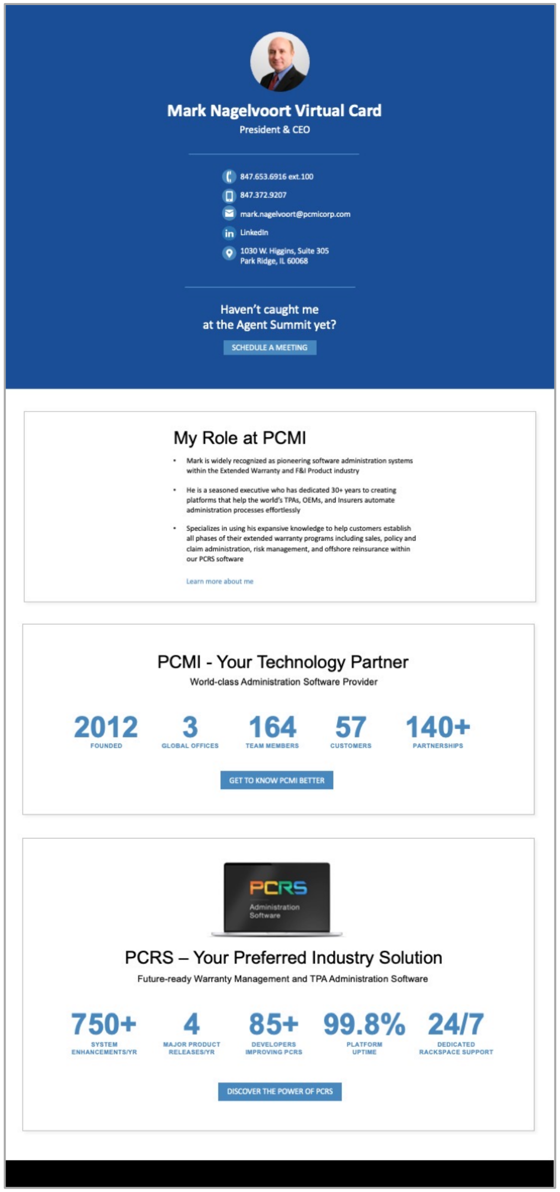
PCMI
Your Technology Partner

1030 W. Higgins Rd., Suite 305
Park Ridge, IL 60068
pcmicorp.com



A flexible, future-ready administration platform to power your business

Virtual Business Cards



Mark Nagelvoort Virtual Card

President & CEO

☎ 847.653.6916 ext.100
847.372.9207
mark.nagelvoort@pcmicorp.com
LinkedIn
1030 W. Higgins, Suite 305
Park Ridge, IL 60068

Haven't caught me
at the Agent Summit yet?

SCHEDULE A MEETING

My Role at PCMI

- Mark is widely recognized as pioneering software administration systems within the Extended Warranty and F&I Product industry
- He is a seasoned executive who has dedicated 30+ years to creating platforms that help the world's TPAs, OEMs, and Insurers automate administration processes effortlessly
- Specializes in using his expansive knowledge to help customers establish all phases of their extended warranty programs including sales, policy and claim administration, risk management, and offshore reinsurance within our PCRS software

Learn more about me

PCMI - Your Technology Partner

World-class Administration Software Provider

2012	3	164	57	140+
FOUNDED	GLOBAL OFFICES	TEAM MEMBERS	CUSTOMERS	PARTNERSHIPS

GET TO KNOW PCMI BETTER

PCRS – Your Preferred Industry Solution

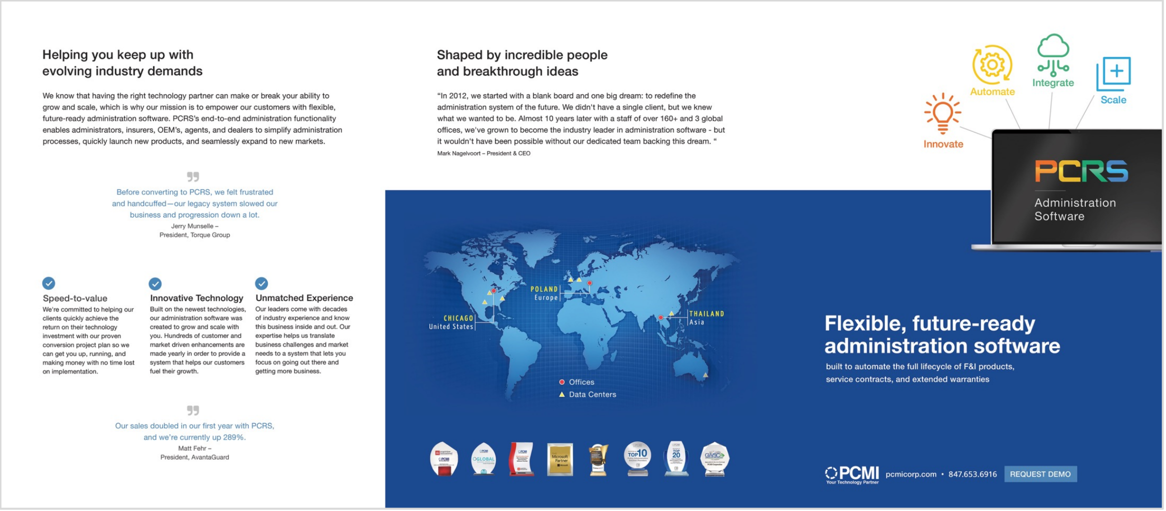
Future-ready Warranty Management and TPA Administration Software

750+	4	85+	99.8%	24/7
SYSTEM ENHANCEMENTS/YR	MAJOR PRODUCT RELEASES/YR	DEVELOPERS IMPROVING PCRS	PLATFORM UPTIME	DEDICATED RACKSPACE SUPPORT

DISCOVER THE POWER OF PCRS

F&I brochure (large trifold)

OUTSIDE



Helping you keep up with evolving industry demands

We know that having the right technology partner can make or break your ability to grow and scale, which is why our mission is to empower our customers with flexible, future-ready administration software. PCRS's end-to-end administration functionality enables administrators, insurers, OEM's, agents, and dealers to simplify administration processes, quickly launch new products, and seamlessly expand to new markets.

> Before converting to PCRS, we felt frustrated and handcuffed—our legacy system slowed our business and progression down a lot.
>
> Jerry Munselle –
> President, Torque Group

Speed-to-value
We're committed to helping our clients quickly achieve the return on their technology investment with our proven conversion project plan so we can get you up, running, and making money with no time lost on implementation.

Innovative Technology
Built on the newest technologies, our administration software was created to grow and scale with you. Hundreds of customer and market driven enhancements are made yearly in order to provide a system that helps our customers fuel their growth.

Unmatched Experience
Our leaders come with decades of industry experience and know this business inside and out. Our expertise helps us translate business challenges and market needs to a system that lets you focus on going out there and getting more business.

> Our sales doubled in our first year with PCRS, and we're currently up 289%.
>
> Matt Fehr –
> President, AvantaGuard

Shaped by incredible people and breakthrough ideas

"In 2012, we started with a blank board and one big dream: to redefine the administration system of the future. We didn't have a single client, but we knew what we wanted to be. Almost 10 years later with a staff of over 160+ and 3 global offices, we've grown to become the industry leader in administration software - but it wouldn't have been possible without our dedicated team backing this dream. "

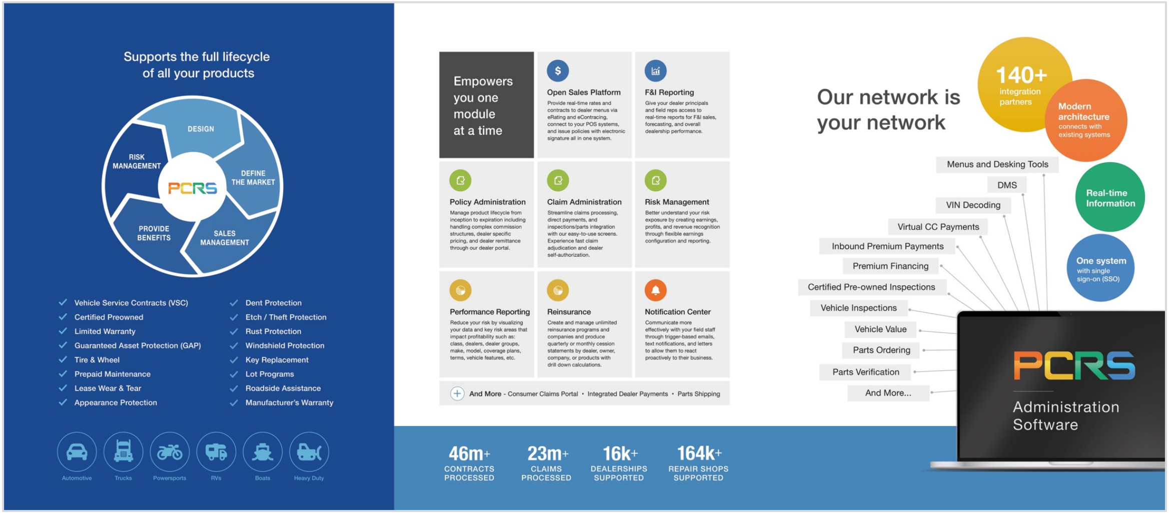
Mark Nagelvoort – President & CEO

Flexible, future-ready administration software

built to automate the full lifecycle of F&I products, service contracts, and extended warranties

PCMI Your Technology Partner pcmicorp.com • 847.653.6916 REQUEST DEMO

INSIDE



Supports the full lifecycle of all your products

- ✓ Vehicle Service Contracts (VSC)
- ✓ Certified Preowned
- ✓ Limited Warranty
- ✓ Guaranteed Asset Protection (GAP)
- ✓ Tire & Wheel
- ✓ Prepaid Maintenance
- ✓ Lease Wear & Tear
- ✓ Appearance Protection
- ✓ Dent Protection
- ✓ Etch / Theft Protection
- ✓ Rust Protection
- ✓ Windshield Protection
- ✓ Key Replacement
- ✓ Lot Programs
- ✓ Roadside Assistance
- ✓ Manufacturer's Warranty

Empowers you one module at a time

Open Sales Platform
Provide real-time rates and contracts to dealer menus via eRating and eContracing, connect to your POS systems, and issue policies with electronic signature all in one system.

F&I Reporting
Give your dealer principals and field reps access to real-time reports for F&I sales, forecasting, and overall dealership performance.

Policy Administration
Manage product lifecycle from inception to expiration including handling complex commission structures, dealer specific pricing, and dealer remittance through our dealer portal.

Claim Administration
Streamline claims processing, direct payments, and inspections/parts integration with our easy-to-use screens. Experience fast claim adjudication and dealer self-authorization.

Risk Management
Better understand your risk exposure by creating earnings, profits, and revenue recognition through flexible earnings configuration and reporting.

Performance Reporting
Reduce your risk by visualizing your data and key risk areas that impact profitability such as: class, dealers, dealer groups, make, model, coverage plans, terms, vehicle features, etc.

Reinsurance
Create and manage unlimited reinsurance programs and companies and produce quarterly or monthly cession statements by dealer, owner, company, or products with drill down calculations.

Notification Center
Communicate more effectively with your field staff through trigger-based emails, text notifications, and letters to allow them to react proactively to their business.

And More - Consumer Claims Portal • Integrated Dealer Payments • Parts Shipping

Our network is your network

140+ integration partners

Modern architecture connects with existing systems

Real-time Information

One system with single sign-on (SSO)

- Menus and Desking Tools
- DMS
- VIN Decoding
- Virtual CC Payments
- Inbound Premium Payments
- Premium Financing
- Certified Pre-owned Inspections
- Vehicle Inspections
- Vehicle Value
- Parts Ordering
- Parts Verification
- And More...

46m+ CONTRACTS PROCESSED

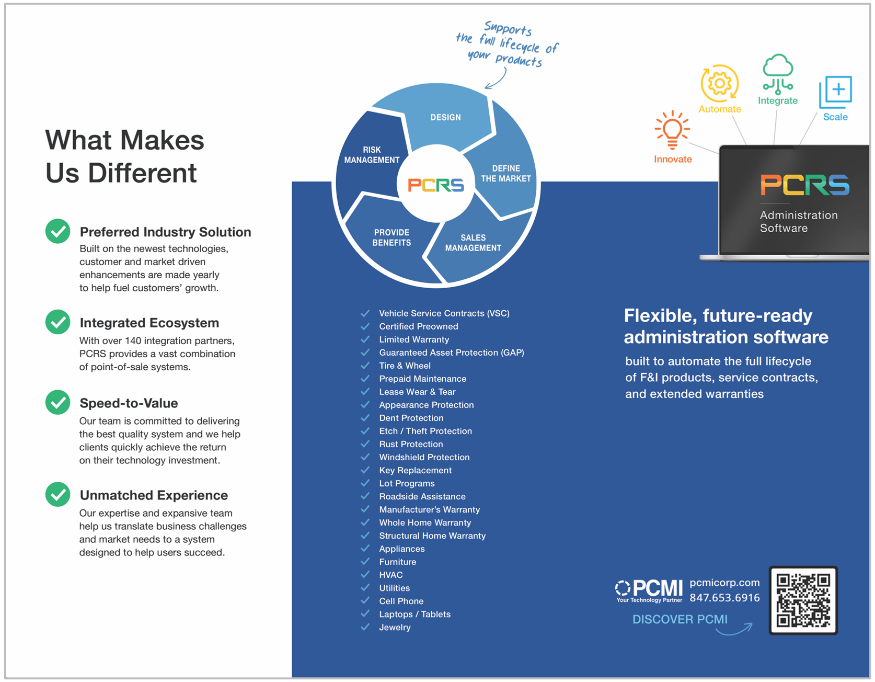
23m+ CLAIMS PROCESSED

16k+ DEALERSHIPS SUPPORTED

164k+ REPAIR SHOPS SUPPORTED

F&I brochure (small trifold)

OUTSIDE


Supports the full lifecycle of your products
DESIGN
DEFINE THE MARKET
SALES MANAGEMENT
PROVIDE BENEFITS
RISK MANAGEMENT
PCRS
Innovate
Automate
Integrate
Scale
PCRS
Administration Software

What Makes Us Different

Preferred Industry Solution
Built on the newest technologies, customer and market driven enhancements are made yearly to help fuel customers' growth.

Integrated Ecosystem
With over 140 integration partners, PCRS provides a vast combination of point-of-sale systems.

Speed-to-Value
Our team is committed to delivering the best quality system and we help clients quickly achieve the return on their technology investment.

Unmatched Experience
Our expertise and expansive team help us translate business challenges and market needs to a system designed to help users succeed.

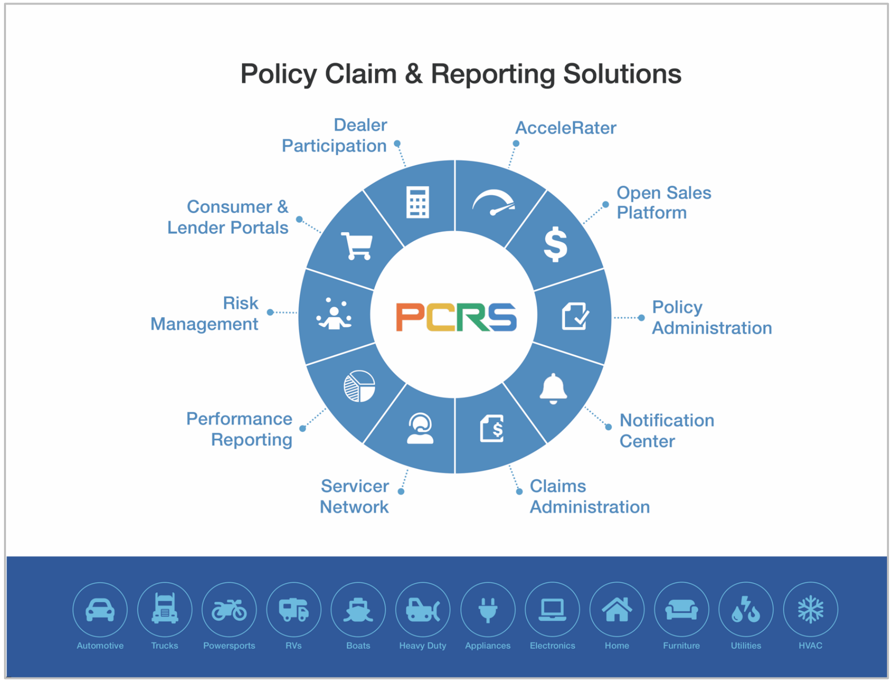
- ✓ Vehicle Service Contracts (VSC)
- ✓ Certified Preowned
- ✓ Limited Warranty
- ✓ Guaranteed Asset Protection (GAP)
- ✓ Tire & Wheel
- ✓ Prepaid Maintenance
- ✓ Lease Wear & Tear
- ✓ Appearance Protection
- ✓ Dent Protection
- ✓ Etch / Theft Protection
- ✓ Rust Protection
- ✓ Windshield Protection
- ✓ Key Replacement
- ✓ Lot Programs
- ✓ Roadside Assistance
- ✓ Manufacturer's Warranty
- ✓ Whole Home Warranty
- ✓ Structural Home Warranty
- ✓ Appliances
- ✓ Furniture
- ✓ HVAC
- ✓ Utilities
- ✓ Cell Phone
- ✓ Laptops / Tablets
- ✓ Jewelry

Flexible, future-ready administration software

built to automate the full lifecycle of F&I products, service contracts, and extended warranties

PCMI
Your Technology Partner
pcmicorp.com
847.653.6916
DISCOVER PCMI

INSIDE

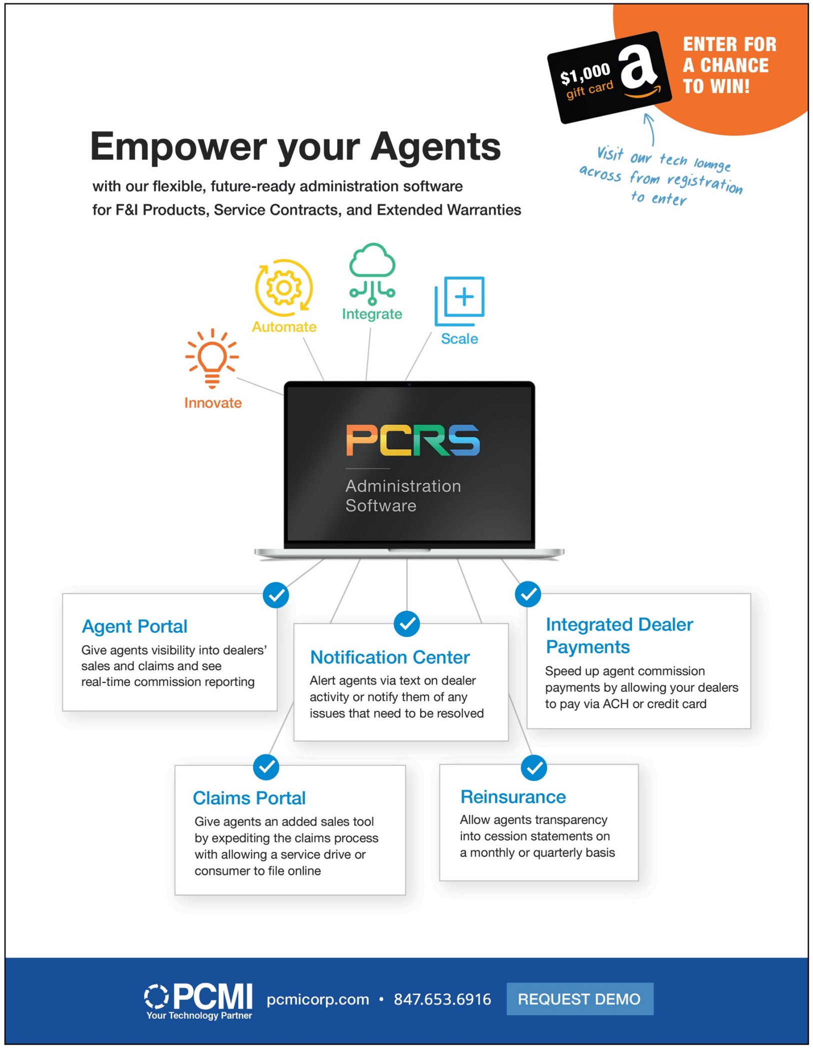


Policy Claim & Reporting Solutions

PCRS
Dealer Participation
AcceleRater
Open Sales Platform
Policy Administration
Notification Center
Claims Administration
Servicer Network
Performance Reporting
Risk Management
Consumer & Lender Portals
Automotive
Trucks
Powersports
RVs
Boats
Heavy Duty
Appliances
Electronics
Home
Furniture
Utilities
HVAC

F&I sell sheet

FRONT



ENTER FOR A CHANCE TO WIN!

$1,000 gift card

Visit our tech lounge across from registration to enter

Empower your Agents

with our flexible, future-ready administration software
for F&I Products, Service Contracts, and Extended Warranties

Automate
Integrate
Scale
Innovate
PCRS
Administration Software

Agent Portal
Give agents visibility into dealers' sales and claims and see real-time commission reporting

Notification Center
Alert agents via text on dealer activity or notify them of any issues that need to be resolved

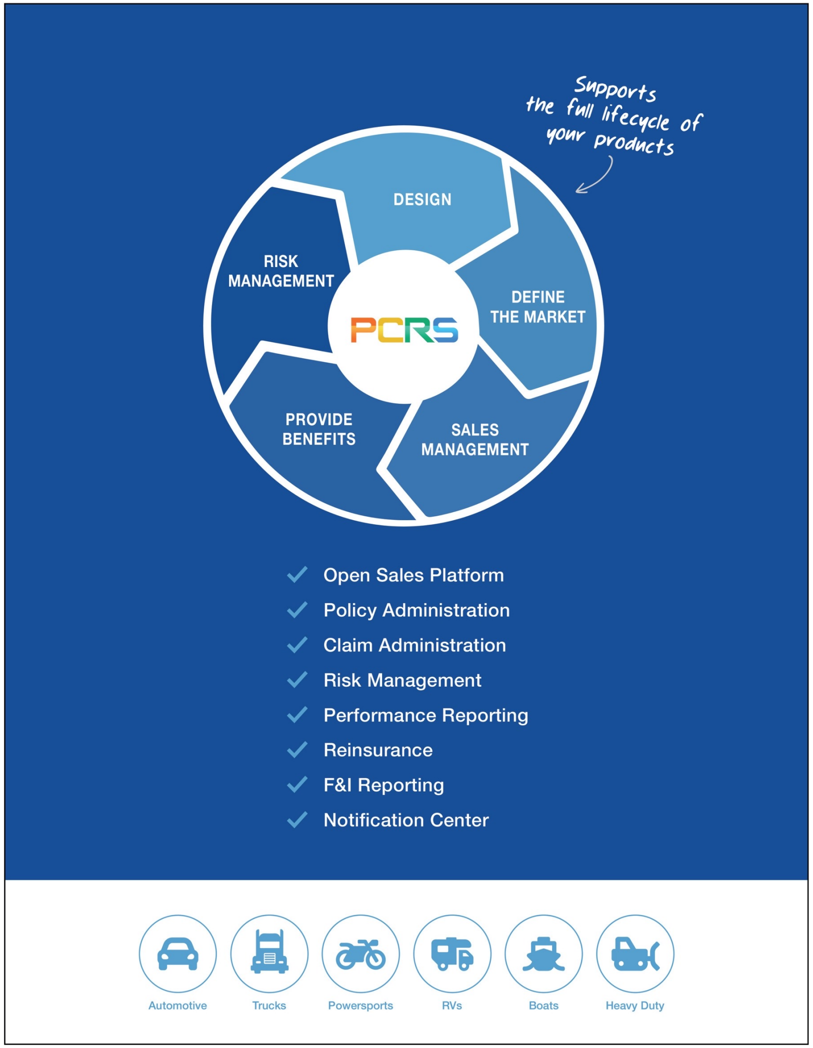
Integrated Dealer Payments
Speed up agent commission payments by allowing your dealers to pay via ACH or credit card

Claims Portal
Give agents an added sales tool by expediting the claims process with allowing a service drive or consumer to file online

Reinsurance
Allow agents transparency into cession statements on a monthly or quarterly basis

PCMI Your Technology Partner pcmicorp.com • 847.653.6916 REQUEST DEMO

BACK



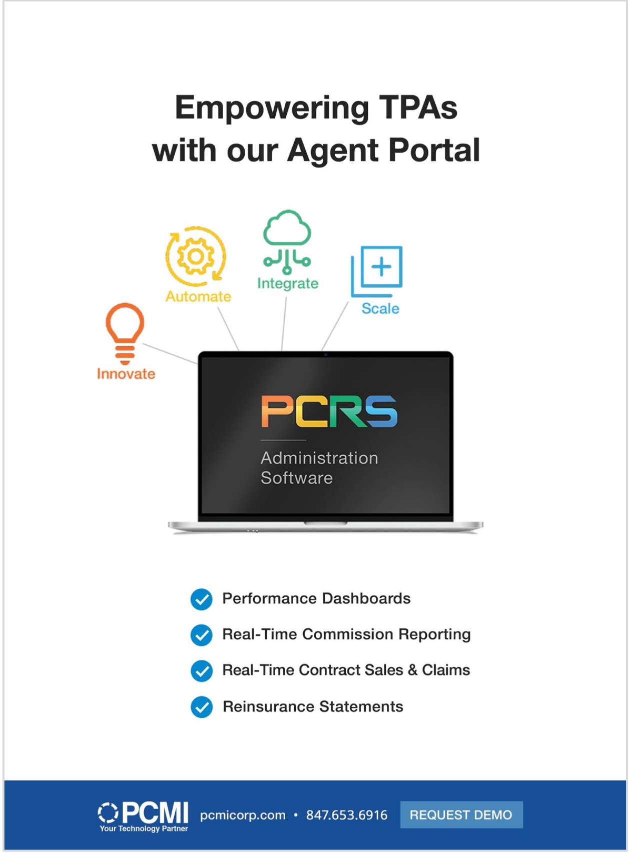
Supports the full lifecycle of your products

DESIGN
DEFINE THE MARKET
SALES MANAGEMENT
PROVIDE BENEFITS
RISK MANAGEMENT
PCRS

- ✓ Open Sales Platform
- ✓ Policy Administration
- ✓ Claim Administration
- ✓ Risk Management
- ✓ Performance Reporting
- ✓ Reinsurance
- ✓ F&I Reporting
- ✓ Notification Center

Automotive
Trucks
Powersports
RVs
Boats
Heavy Duty

AE magazine ads



Empowering TPAs with our Agent Portal

Innovate

Automate

Integrate

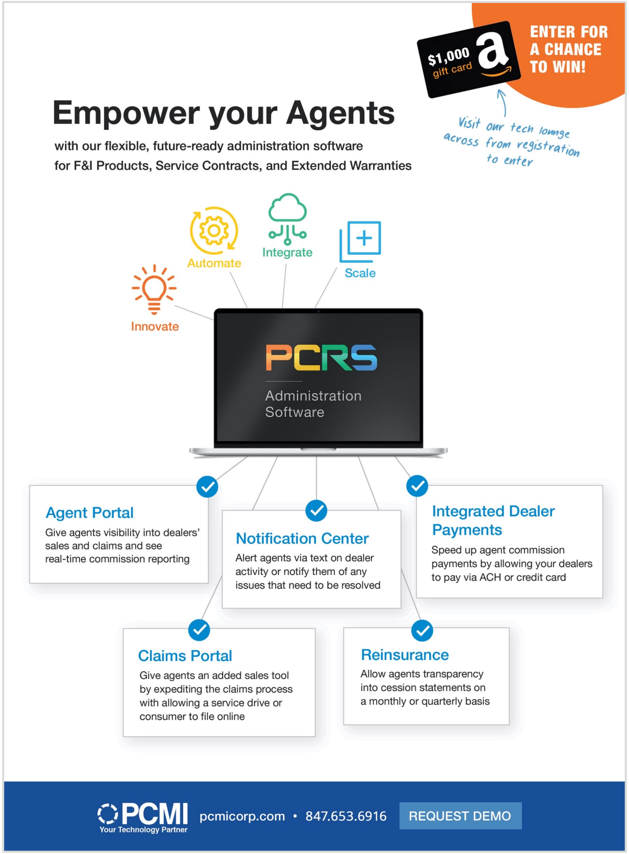
Scale

PCRS

Administration Software

- ✓ Performance Dashboards
- ✓ Real-Time Commission Reporting
- ✓ Real-Time Contract Sales & Claims
- ✓ Reinsurance Statements

PCMI
Your Technology Partner
pcmicorp.com • 847.653.6916 REQUEST DEMO



$1,000 gift card

ENTER FOR A CHANCE TO WIN!

Visit our tech lounge across from registration to enter

Empower your Agents

with our flexible, future-ready administration software for F&I Products, Service Contracts, and Extended Warranties

Innovate

Automate

Integrate

Scale

PCRS

Administration Software

Agent Portal
Give agents visibility into dealers' sales and claims and see real-time commission reporting

Notification Center
Alert agents via text on dealer activity or notify them of any issues that need to be resolved

Integrated Dealer Payments
Speed up agent commission payments by allowing your dealers to pay via ACH or credit card

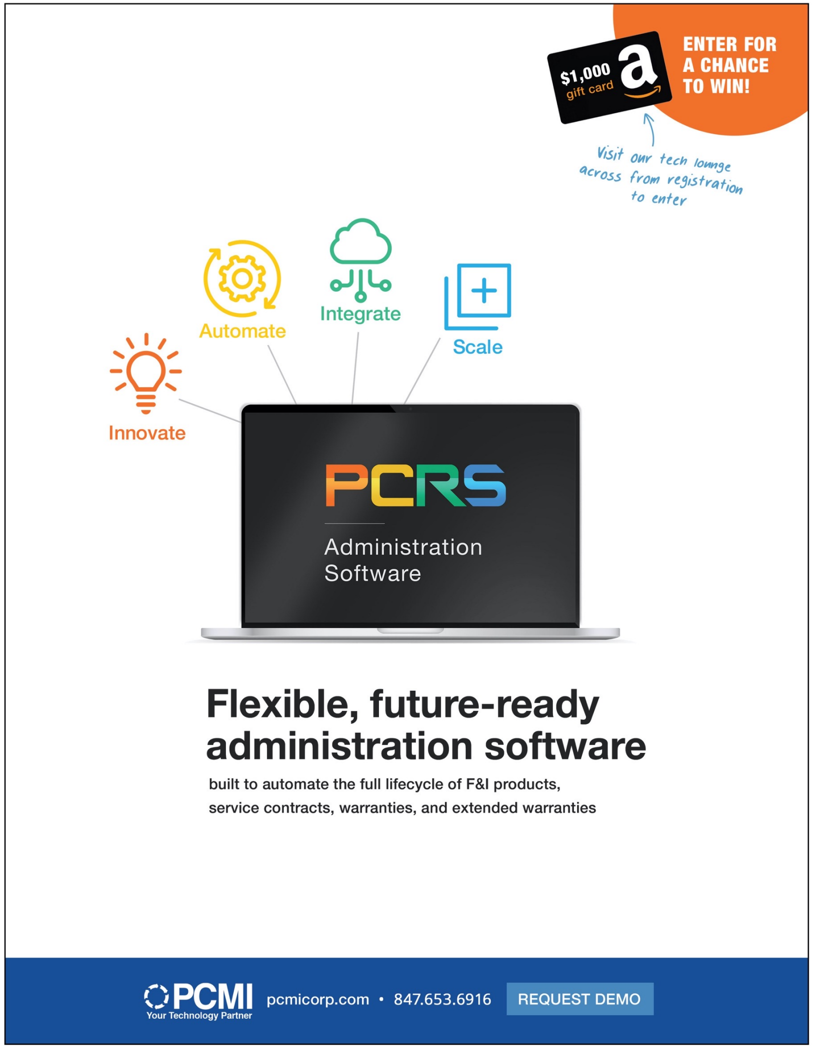
Claims Portal
Give agents an added sales tool by expediting the claims process with allowing a service drive or consumer to file online

Reinsurance
Allow agents transparency into cession statements on a monthly or quarterly basis

PCMI
Your Technology Partner
pcmicorp.com • 847.653.6916 REQUEST DEMO

Consumer sell sheet

FRONT



$1,000 gift card

ENTER FOR A CHANCE TO WIN!

Visit our tech lounge across from registration to enter

Automate

Integrate

Scale

Innovate

PCRS

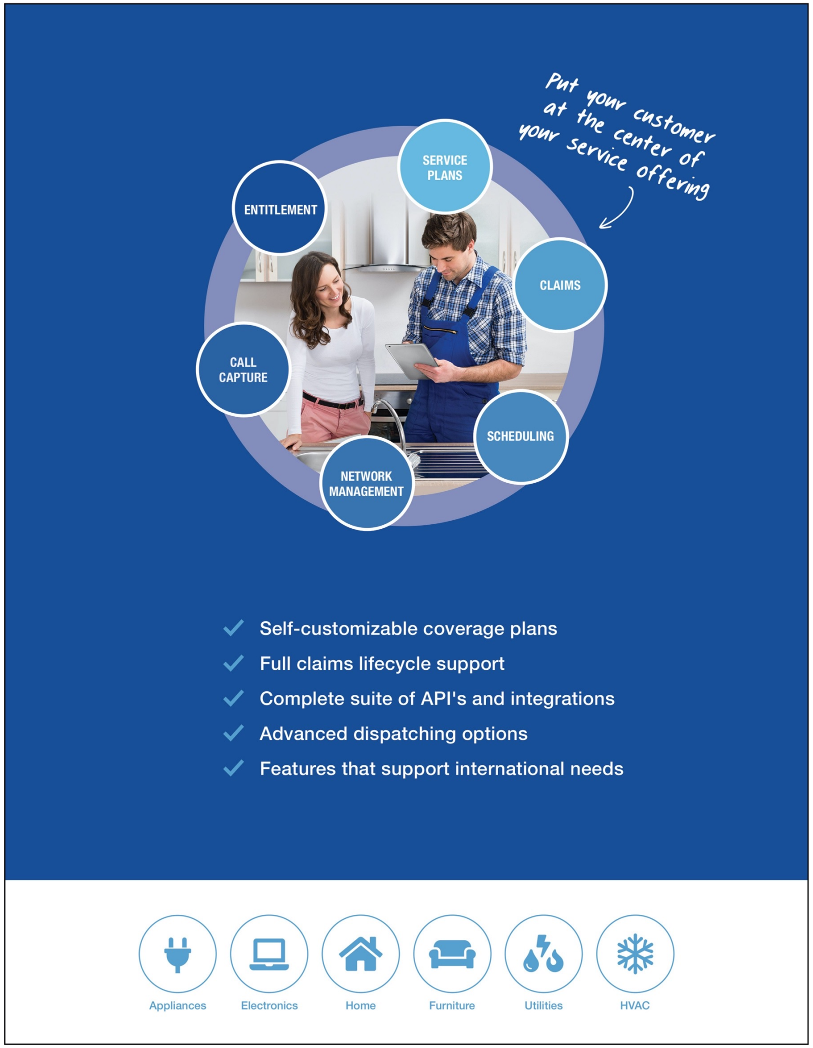
Administration Software

Flexible, future-ready administration software

built to automate the full lifecycle of F&I products, service contracts, warranties, and extended warranties

PCMI Your Technology Partner pcmicorp.com • 847.653.6916 REQUEST DEMO

BACK



Put your customer at the center of your service offering

SERVICE PLANS

ENTITLEMENT

CLAIMS

CALL CAPTURE

SCHEDULING

NETWORK MANAGEMENT

- ✓ Self-customizable coverage plans
- ✓ Full claims lifecycle support
- ✓ Complete suite of API's and integrations
- ✓ Advanced dispatching options
- ✓ Features that support international needs

Appliances

Electronics

Home

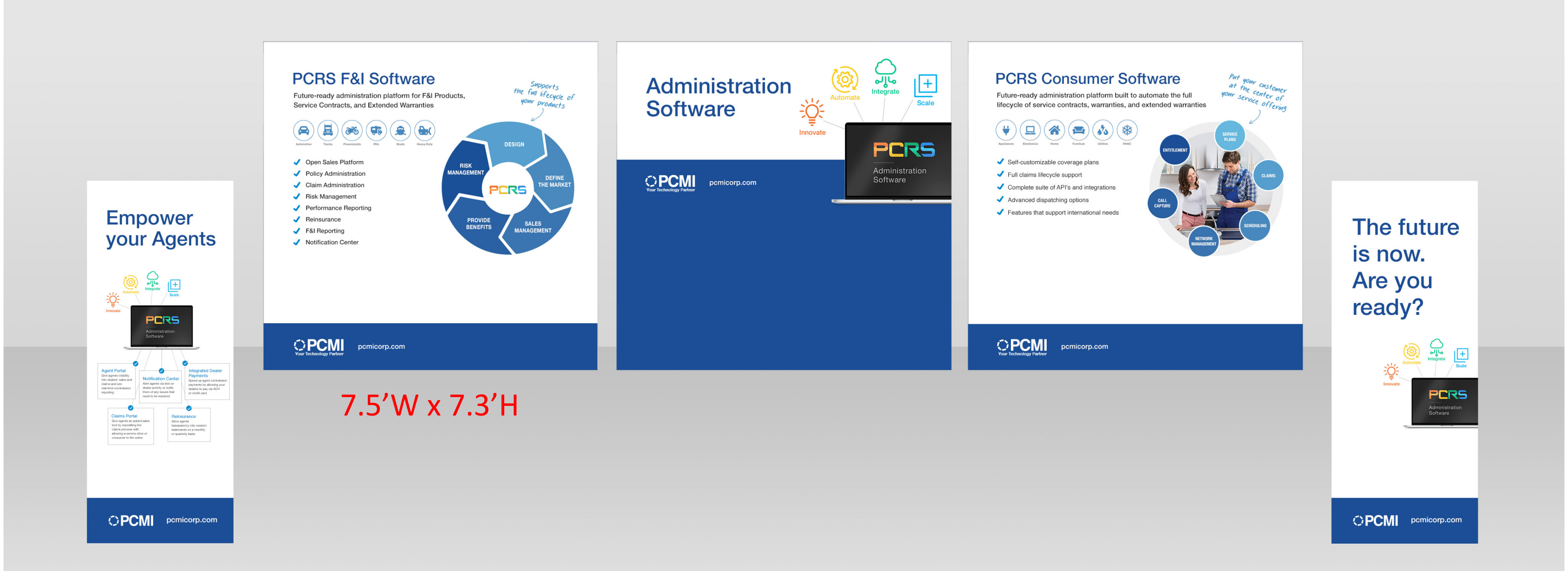
Furniture

Utilities

HVAC

Conference Booth

Conference banners


Empower your Agents
Automate
Integrate
Scale
Innovate
PCRS
Administration Software
Agent Portal
Notification Center
Integrated Dealer Payments
Claims Portal
Reinsurance
PCMI
pcmicorp.com
PCRS F&I Software
Future-ready administration platform for F&I Products, Service Contracts, and Extended Warranties
Supports the full lifecycle of your products
Open Sales Platform
Policy Administration
Claim Administration
Risk Management
Performance Reporting
Reinsurance
F&I Reporting
Notification Center
DESIGN
DEFINE THE MARKET
SALES MANAGEMENT
PROVIDE BENEFITS
RISK MANAGEMENT
PCRS
PCMI
Your Technology Partner
pcmicorp.com
Administration Software
Automate
Integrate
Scale
Innovate
PCRS
Administration Software
PCMI
Your Technology Partner
pcmicorp.com
PCRS Consumer Software
Future-ready administration platform built to automate the full lifecycle of service contracts, warranties, and extended warranties
Put your customer at the center of your service offering
Self-customizable coverage plans
Full claims lifecycle support
Complete suite of API's and integrations
Advanced dispatching options
Features that support international needs
ENTITLEMENT
SERVICE PLANS
CLAIMS
SCHEDULING
NETWORK MANAGEMENT
CALL CAPTURE
PCMI
Your Technology Partner
pcmicorp.com
The future is now. Are you ready?
Automate
Integrate
Scale
Innovate
PCRS
Administration Software
PCMI
pcmicorp.com

7.5’W x 7.3’H

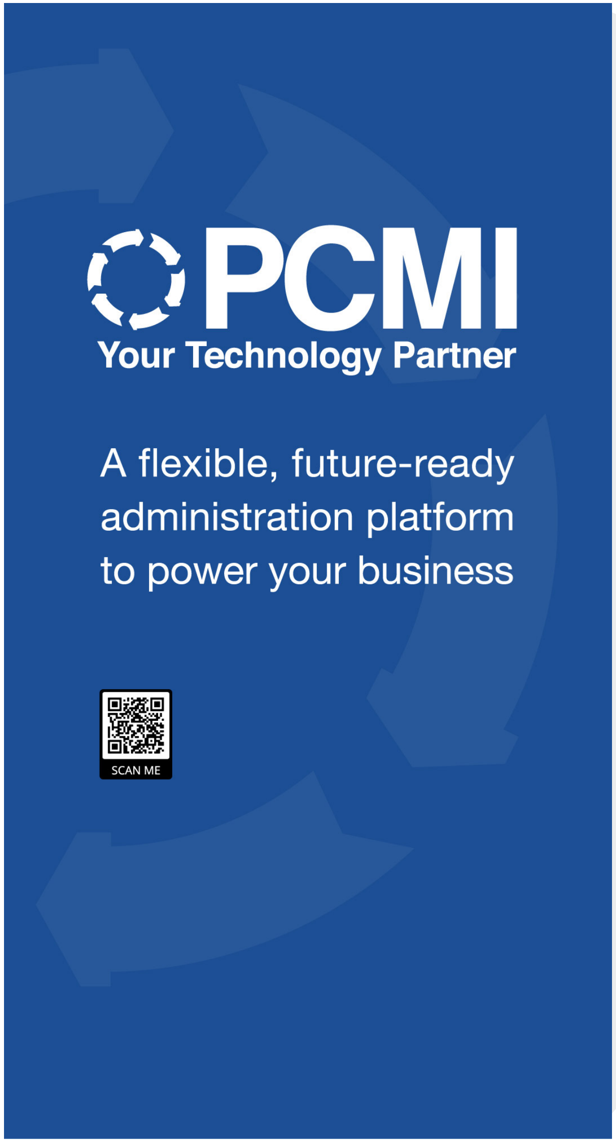
3.25’W x 8’H

Conference banners (photos)

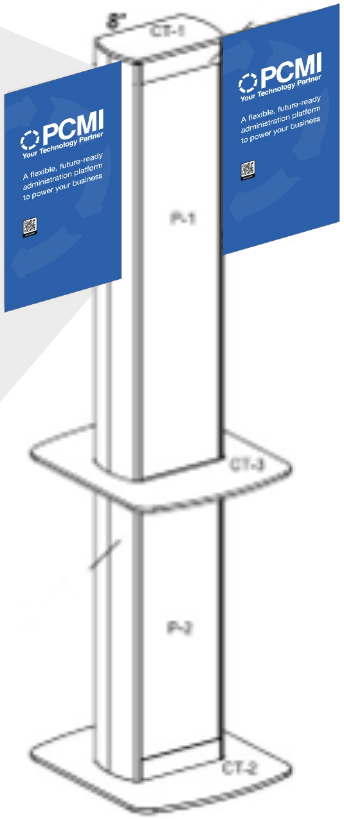
Software
Administration Software
PCRS Consumer Software
PCRS
PCMI
WIN
AGENT SUMMIT X INNOVATION2021
MONDAY
The future is now. Are you ready?
PCRS
PCMI
pcmicorp.com
Empower your Agents
Automate
Integrate
Scale
Innovate
PCRS
Administration Software
Agent Portal
Notification Center
Integrated Dealer Payments
Claims Portal
Reinsurance
PCMI
Your Technology Partner
pcmicorp.com

Agent 2021

Cell Phone Charging Station


PCMI
Your Technology Partner
A flexible, future-ready administration platform to power your business
SCAN ME

1.25’W x 2.5’H


8"
CT-1
P-1
CT-3
P-2
CT-2

3.25’W x 6.5’H

Booth Video

Automate
Integrate
Scale
Innovate
PCRS
Administration Software

Empower Agents

Flexible, future-ready administration software

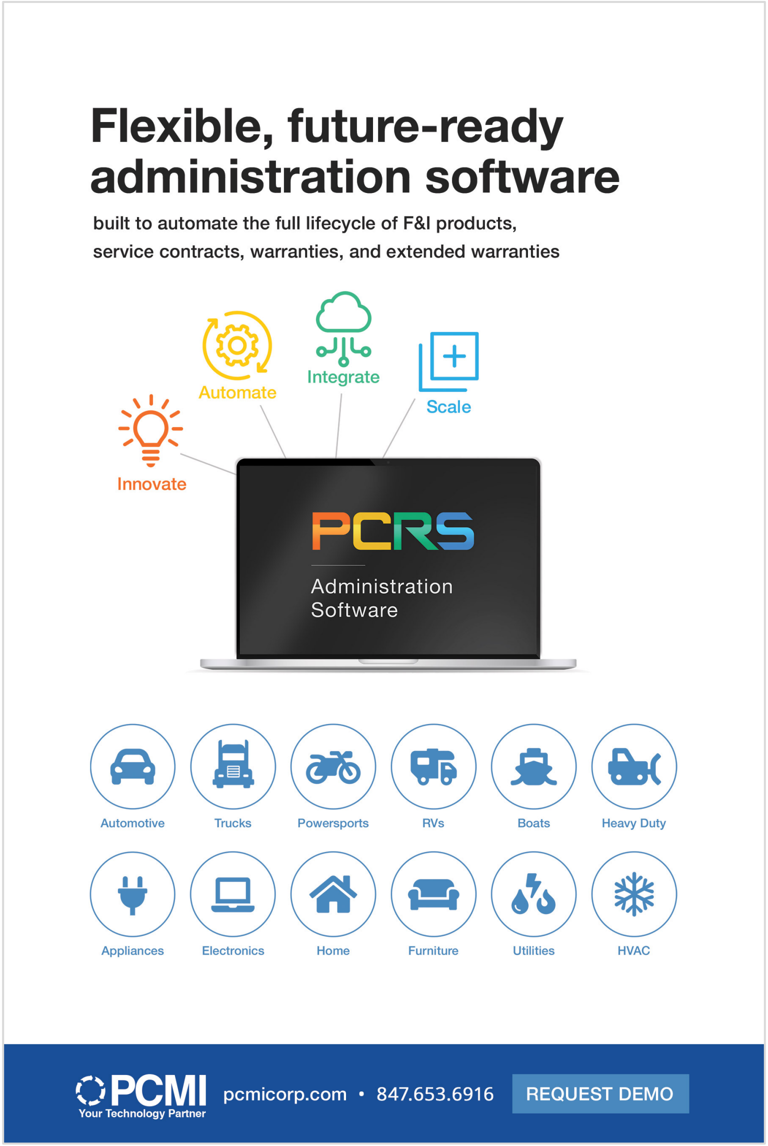
Built to automate the full lifecycle of F&I products, Service contracts, and extended warranties

PCMI | YOUR TECHNOLOGY PARTNER

pcmicorp.com

Notebook Sticker

PCMI
Your Technology Partner



Flexible, future-ready administration software

built to automate the full lifecycle of F&I products,
service contracts, warranties, and extended warranties

Automate
Integrate
Scale
Innovate
PCRS
Administration Software
Automotive
Trucks
Powersports
RVs
Boats
Heavy Duty
Appliances
Electronics
Home
Furniture
Utilities
HVAC

PCMI Your Technology Partner pcmicorp.com • 847.653.6916 REQUEST DEMO