FAMILY. BUSINESS. RACING.

These are the three most important words in the JEGS vocabulary. There’s no question that every single one of us at JEGS Performance Auto Parts is crazy for cars, but we are also rooted in tradition through our family values and business expertise. These three ideals, when brought together, comprise the core of the JEGS philosophy.

This book has been developed with the JEGS mentality in mind. It’s been an amazing ride so far, and we want to keep revving our engines long into the future. In order to do so, we’ve developed a powerful brand that has stood the test of time. And, just like our powerful cars, our brand must be kept up with the greatest attention to detail.
OUR BRAND STANDARDS

The JEGS brand should convey our character, our personality. Our top-notch customer service for the past 50+ years has allowed us to build a team driven by high performance and family values. We are a big family, and a big family needs a strong identity.

In order to maintain a strong brand, it is important to look past just a logo and a name. Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive understanding of the true JEGS identity. We realize that our brand is complex, and it is up to us to communicate it effectively.
We are JEGS Performance Auto Parts, and this means a few things. It means strong family values and decades of business expertise. JEGS represents the merging of tradition and modernity through our passion for high performance.
For more than 50 years, the name JEGS has been synonymous with high performance racing parts, dating back to 1960 when Jeg Coughlin Sr. opened the doors of JEGS High Performance at a small, non-descript shop in downtown Columbus, Ohio. This timeline highlights unforgettable moments in the JEGS history, and we plan to keep building memories long into the future.
WHO WE ARE

JEGS is family, business, and racing. These are our core values that have made us who we are today. Ever since Jeg Coughlin Sr. began his drag racing career in the ’50s, the sport has always served to bring his ever-expanding family closer together, helping deliver millions worth of products to automobile enthusiasts all over the world each year.

MISSION:
At JEGS, we foster family, encourage healthy competition, and promote a strong business through impeccable customer service.

VISION:
We see ourselves fifty years from now still as the unquestionable mail order speed equipment leaders and the unsurpassed champions on the track, while upholding the Coughlin family tradition of caring and values.

VALUES:
While family has always been, and will remain, the top priority for Team JEGS, our passion for racing sets us apart from the competition.
OUR AUDIENCE

We highly value our customers, those weekend warriors who treat their cars like they’re part of the family. We understand them and know that high performance, speed, control, and power are all qualities our audience values.

Gearheads

These are the passionate ones. They put every ounce of sweat into making their ride the perfect machine. Knowing their car better than themselves is a point of pride.

- Utilize the JEGS.com online catalog to shop for parts.
- Require fast delivery and excellent customer service.
- Are knowledgeable and direct.

Mechanics

Industry professionals who trust JEGS as the ultimate source for automotive parts. They understand their own customers’ needs and are able to provide prompt service of quality.

- Proud members of a performance-driven industry.
- Appreciate value and quick part turnaround.
- Respond to special offers and deals.
- Shop mostly from printed catalog.

Car Enthusiasts

While they overlap with Gearheads, Car Enthusiasts might not be as knowledgeable as the mechanics but are just as passionate about the performance and competitive nature of the industry.

- Attend races regularly.
- Keep up with competitions nationwide.
- Respond to JEGS leadership in races.
- Become brand loyalists.
Good brands should be more than the sum of the services they provide. In our case, we realize that we serve our customers on diverse levels, and this diversity must be reflected in our brand.
BRAND TOUCHPOINTS

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.
BRAND ARCHITECTURE

We have grown to become an intricate organization, and our various endeavors and interests have led to a clear separation of our sub-brands. It’s important to keep them all organized so as not to lose our brand essence.
OUR BRAND PROMISE

At JEGS, we offer our customers unparalleled service backed by generations of industry leadership. We deliver this through our commitment to performance and quality and an emphasis on strong family values. We promise “Quality through Leadership.”
BRAND PERSONALITY

Our brand personality defines our voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it.

JEGS is:

CHARGED  FAMILY-ORIENTED  FAVORITE
FRIENDLY  OPTIMISTIC  FORWARD-THINKING
EXPANDING  FAST  POWERFUL
UNRIVALED  STRONG  DRIVEN
UNSTOPPABLE  APPROACHABLE  EFFICIENT
COMPETITIVE  WINNER  FUELED CHAMPION
SERVICE  ACCELERATE  DEPENDABLE
Communication is a very important aspect of any brand. The way we communicate sets the tone for how our audience feels about us. Not only will customers have a clear idea of what JEGS stands for, but they will also be able to easily connect to our brand.

- Expressing Our Message
- Communicating Our Benefits
- Name/Tagline
EXPRESSING OUR MESSAGE

Our voice consists of both messaging and tone. These two communication aspects come together to create an effective strategy when speaking to our customers and fans. We have a goal to create clear and consistent messaging that reflects our brand personality.

What is our voice?

Our voice is what makes our personality stand out. The tone that we use to express our message should be:
COMMUNICATING OUR BENEFITS

JEGS is more than just great performance auto parts. We pride ourselves in being a multifaceted organization with various focuses. We identify with four main philosophies, and these must be communicated effectively and distinctly.

FAMILY
How to Communicate:

• “The business has always served as a great outlet to bring his ever-expanding family closer together.”
• “A third generation of Coughlins is blossoming and the racetrack is still one of the places where the family routinely gets together.”
• “Family patriarch Jeg Sr. is still very much a part of the mix, serving as a vital consultant to his sons and grand kids.”
• “Family always takes precedence over on-track activities.”
• “Each of the Coughlin brothers has taken sabbaticals from the sport through the years to devote more attention to their home lives.”

BUSINESS
How to Communicate:

• “We understand our drivers’ needs and match them with impeccable customer service.”
• “We are drivers ourselves, therefore we understand our customers need quick turnaround on their orders.”
• “The company grew and quickly became a viable business entity.”
• “When Jeg Sr.’s four boys were old enough, they bought the burgeoning company from their dad with his assistance and took it to new heights.”
• “JEGS High Performance has become a giant in the industry with two retail stores, four call centers, and a massive distribution warehouse that delivers more than $250 million worth of products to automobile enthusiasts all over the world each year.”

RACING
How to Communicate:

• “There is no question the Coughlin family loves motorsports.”
• “The family has successfully parlayed their love of drag racing into a worldwide marketing effort that has set them apart from the competition.”
• “With a combined five NHRA World Championships, 12 Division Championships, and well over 100 victories at both the national, divisional, and local level, it could also be argued that Team JEGS is one of the most accomplished racing entities in the 60-year history of organized drag racing.”
• “The third generation is led by Troy Jr., already a multi-time national event winner in Super Comp, and Cody, a circle track phenom who already has a championship to his credit.”

CARING
How to Communicate:

• “The JEGS Foundation Racing for Cancer Research program already has raised several million dollars.”
• “Team JEGS also has set-up mobile cancer screening centers at NHRA events and keeps the topic front and center with millions of drag racing fans each weekend.”
OUR NAME

JEGS

The word “JEGS” has swift name recognition and is easily advertised. Coined by Jeg Sr.’s mother when he was just a child, the nickname played a significant role in the initial marketing of his chosen business of providing parts and engine work to fellow drag racers in the early 60’s and continues to be an integral part of our brand.

OUR TAGLINE

“HIGH PERFORMANCE AUTO PARTS”

A clear tagline is important to complement an easily recognizable brand. By showcasing exactly what we sell, our customers have no doubt about our offerings. It is also easy to make the connection with our racing passion.
Now that we understand the essence of the JEGS brand, we must also understand the specifics that build the base for it. Without the specifications that follow, we would not be able to create a cohesive and powerful brand.

18 - Logo
19 - Logo Placement
20 - Logo Variables
21 - Logo Don’ts
22 - Font Selection
23 - Colors
24 - Photographic Styles
25 - Logo Library
LOGO

The logo is the embodiment of decades of tradition and family, coupled with our undying passion for high performance, competition, and business. It should be used consistently to foster brand awareness.

MAIN LOGO

Use this version in these situations:

- Small sizes.
- Publication usage.
- On busy backgrounds.

POWER LOGO

Use this version in retail, competitive, and event situations:

- On vehicles.
- On packaging.
- On solid backgrounds.
LOGO POSITIONING

It is important to not violate the space around the logo. Allowing the logo to stand out by itself will ensure that the JEGS brand is easily identifiable. As it will be used in varying sizes, we’ve devised a system that can be utilized in any measurement.

Logo Size
Reduce or increase the size of the JEGS logo as needed.
LOGO VARIABLES

Whether it’s on cars, merchandising, online, or on our catalogs, the JEGS logo is adaptable to any situation. These are the approved logo variables.
## LOGO DON’TS

The JEGS logo should always be used in its approved format. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are examples of what not to do with the logo.

<table>
<thead>
<tr>
<th>Do not use the older version of the JEGS logo with the apostrophe.</th>
<th>Do not squish or stretch the logo.</th>
<th>Do not change the color of the logo.</th>
<th>Do not angle logo.</th>
<th>Do not alter the thickness of the black outline.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not use the logo as a pattern.</td>
<td>Do not overlap anything on logo.</td>
<td>Do not crop the logo.</td>
<td>Do not use the logo in a sentence.</td>
<td>Do not change the color of the crown.</td>
</tr>
<tr>
<td>Do not use black solid logo on anything but white and yellow.</td>
<td>Do not use white solid logo on anything but a dark background.</td>
<td>Do not place solid logo on image or textured background.</td>
<td>Do not alter the spacing of the logo in any way.</td>
<td>Do not use outlined version without yellow fill unless in a black and white or grayscale design.</td>
</tr>
</tbody>
</table>
FONT SELECTION

JEGS uses FUTURA as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding. Serpentine Bold is to be used as a secondary font to accent prices and phone numbers.

Font Family

FUTURA BOLD
FUTURA BOLD OBLIQUE
FUTURA HEAVY
FUTURA HEAVY OBLIQUE
FUTURA MEDIUM
FUTURA MEDIUM OBLIQUE
FUTURA LIGHT
FUTURA LIGHT OBLIQUE

Usage Examples

HIGH PERFORMANCE
SAVE UP TO
$137
SEE PAGE 6 OR SHOP ONLINE

SERPENTINE BOLD
This font is used for the numbers on the cars, and in some cases, the driver’s names.

372x
Jeg Coughlin Jr.
COLORS

Consistent use of the JEGS brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized across all messaging mediums.

**Primary Colors**

<table>
<thead>
<tr>
<th>JEGS Process Yellow</th>
<th>JEGS Process Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 109 C - Merchandise Yellow</td>
<td></td>
</tr>
</tbody>
</table>

Process Yellow to be used in all print and web situations. PMS 109 C to be used on anything that is not paper (cars, apparel, merchandise, etc.).

**Secondary Colors**

<table>
<thead>
<tr>
<th>PMS 158 C</th>
<th>C-00 M-61 Y-97 K-00</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 485 C</td>
<td>C-00 M-95 Y-100 K-00</td>
</tr>
<tr>
<td>PMS 2945 C</td>
<td>C-100 M-45 Y-00 K-14</td>
</tr>
<tr>
<td>PMS 355 C</td>
<td>C-94 M-00 Y-100 K-00</td>
</tr>
<tr>
<td>PMS 405 C</td>
<td>C-00 M-10 Y-33 K-72</td>
</tr>
<tr>
<td>PMS 7544 C</td>
<td>C-10 M-01 Y-00 K-40</td>
</tr>
</tbody>
</table>

Secondary colors to be used on catalogues and material supplementary to main brand (ads, web banners, publication covers, etc.).
PHOTOGRAPHIC STYLES

Our photography should convey the high-octane energy and enthusiasm for which JEGS has become well known. Our images should reflect our decades-long commitment to quality high performance auto parts and healthy competition.

**DRIVERS**
Show drivers in heroic poses. Standing near the car or with the track in the background. Drivers must be smiling or have a look of determination.

**CARS**
Cars must be in focus. Location should be on a track or in a showroom situation. Never depict JEGS vehicles on standard roads and driving situations.

**PRODUCTS**
Photograph products on white background only. Clean, crisp photos with soft, directional lighting is suggested.
LOGO LIBRARY

These are all the approved JEGS logos, to be used in their respective situations. Each logo has been carefully crafted to uphold the JEGS brand while providing enough flexibility to encompass all of our endeavors.

MAIN LOGO

- JEGS main logo
- JEGS.com line
- JEGS.com stacked

POWER LOGO

- JEGS main logo
- JEGS.com line
- JEGS.com stacked

50 YEARS
1960-2010

- 50 years logo
- JEGS historic
- JEGS foundation
- Track Tested
- JEGS Ohio
- JEGS crown
- 5X World Champions

All files can be downloaded at www.teamjegs.com/Multimedia/logos.asp
LOGO LIBRARY (continued)

JEGS SERIES AND SPONSORED EVENTS

JEGS Cajun Sports Nationals
JEGS Pacific Sports Nationals
JEGS Northern Sports Nationals

JEGS Allstars
JEGS Super Quick 4C
JEGS Top Dragster Shootout

JEGS BQMRA Winner Plaque
JEGS Allstar Tour
JEGS U.S. Open

All files can be downloaded at www.teamjegs.com/Multimedia/logos.asp
Establishing a strong and consistent first impression is very important in reflecting a cohesive brand. In this section we will explore how our brand is executed throughout our cars, merchandising, collateral materials and website.

- Stock Car/Circle Track Application
- Drag Racing Door Car Application
- Dragster Application
- Apparel & Merchandising
- Environmental
- Collateral
- Packaging
- Catalog
- Web

Optimum brand performance
STOCK CAR/CIRCLE TRACK APPLICATION

- Associate sponsor logos
- Contingency sponsor logos
- Track Tested logos
- PMS 109 C
DRAG RACING DOOR CAR APPLICATION

Associate sponsor logos
Major sponsor logos
Track Tested logos
PMS 109 C

OVERFLOW ONLY

1-800-345-4545

PARACHUTE
APPAREL & MERCHANDISING

Basic rules for apparel:
• Use PMS 109 C.
• Place JEGS power logo in center of chest.
• Place JEGS power logo on sleeves or pantlegs.
• Place secondary logos on upper chest.
• Place JEGS.com logo on back/waistband.
ENVIRONMENTAL

Basic rules for signage:
• Use PMS 109 C for yellow.
• Use JEGS power logo.
• Place 800 number and JEGS.com logo on bottom of sign.
• Use a consistent border around graphics.
COLLATERAL

Basic rules for collateral:
- Use process yellow.
- Use JEGS power logo.
- Treat logo cleanly.
PACKAGING

Box application:
- Use main JEGS logo.
- Center on panel, oriented to long edge of box.

Merchandise application:
- Use JEGS power logo.
- Use process yellow, process black, CMYK JEGS Orange, and CMYK JEGS Red.
<table>
<thead>
<tr>
<th><strong>CARBURETORS</strong></th>
<th><strong>ALUMINUM ULTRA HP CARBS</strong></th>
<th><strong>STEERING OPTIONS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHOKELESS ULTRA CARBURETORS</strong></td>
<td><strong>510-0-76750RD</strong></td>
<td><strong>750 CFM; Red</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-76650BK</strong></td>
<td><strong>650 CFM; Black</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-86770BK</strong></td>
<td><strong>770 CFM; Black</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-86670BK</strong></td>
<td><strong>670 CFM; Black</strong></td>
</tr>
<tr>
<td><strong>FEATURE ALL ALUMINUM CONSTRUCTION, FOUR VACUUM PORTS, MECHANICAL SECONDARY AND CHOKELESS MECHANICAL RAM SETUPS</strong></td>
<td><strong>510-0-4776C</strong></td>
<td><strong>600 cfm Classic</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-4776CK1</strong></td>
<td><strong>600 cfm Classic Kit</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-4780C</strong></td>
<td><strong>800 cfm Classic</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-4780S</strong></td>
<td><strong>800 cfm Zinc</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-4781C</strong></td>
<td><strong>850 cfm Classic</strong></td>
</tr>
<tr>
<td><strong>PRIMES ALCOHOL/METHANOL ENGINES FOR FASTER WARM-UP AND STARTING. ANGLED FILLER TUBE WITH TAPERED TIP EASILY FITS INTO FUEL BOWL VENT TUBE OF CARB.</strong></td>
<td><strong>510-0-9381</strong></td>
<td><strong>830 cfm Race</strong></td>
</tr>
<tr>
<td><strong>TESTED &amp; CALIBRATED. KITS INCLUDE CARB, CLEAR TUBING, DISCHARGE BOOSTERS &amp; 3-CIRCUIT IDLE SYSTEM.</strong></td>
<td><strong>510-0-50453</strong></td>
<td><strong>650 cfm Carb</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80453</strong></td>
<td><strong>650 cfm Carb</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80453K</strong></td>
<td><strong>650 cfm Carb Kit</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80457</strong></td>
<td><strong>Electric Choke</strong></td>
</tr>
<tr>
<td><strong>SECONDARY 4-BBL CARB</strong></td>
<td><strong>510-0-80508S</strong></td>
<td><strong>750 cfm Carb</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80555C</strong></td>
<td><strong>650 cfm Carb</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80556-1</strong></td>
<td><strong>1150 cfm Carb</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80559</strong></td>
<td><strong>600 cfm, Perf</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80575S</strong></td>
<td><strong>600 cfm</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80570</strong></td>
<td><strong>570 cfm, up to 300HP</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80570K</strong></td>
<td><strong>570 cfm Kit</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-8082-1</strong></td>
<td><strong>1050 cfm HP Carb</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-8082-1K</strong></td>
<td><strong>1050 cfm Kit</strong></td>
</tr>
<tr>
<td><strong>UNIVERSAL 650 CFM 4-BBL CARB</strong></td>
<td><strong>510-0-7320-1</strong></td>
<td><strong>1150cfm HP Carb</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80556-1K</strong></td>
<td><strong>1150cfm Kit</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80532-1</strong></td>
<td><strong>1250cfm HP Carb</strong></td>
</tr>
<tr>
<td><strong>SUGGESTED FOR DUAL 4-BBL ON MINI-PLUMER, 2-HOUR DVD FEATURES VIRTUAL TOURS, EXPLODED VIEWS, STEP-BY-STEP INSTALLATION, TUNING AND TROUBLESHOOTING.</strong></td>
<td><strong>510-0-80675</strong></td>
<td><strong>4150, 750 Mech Sec.</strong></td>
</tr>
<tr>
<td></td>
<td><strong>555-15801</strong></td>
<td><strong>750cfm, Electric</strong></td>
</tr>
<tr>
<td></td>
<td><strong>555-15804</strong></td>
<td><strong>750cfm, Climatic</strong></td>
</tr>
<tr>
<td><strong>Calibration meets the fuel requirements of a big block up to 460ci, 430 hp &amp; 5500 rpm.</strong></td>
<td><strong>510-0-80513-1</strong></td>
<td><strong>1000 cfm Down Leg</strong></td>
</tr>
<tr>
<td><strong>Easy bolt-on installation on CORVETTE/AMERICAN &amp; STILL MEET US COAST GUARD SPECIFICATIONS.</strong></td>
<td><strong>510-0-80870K</strong></td>
<td><strong>870cfm Kit</strong></td>
</tr>
<tr>
<td><strong>450 CFM CHOKELESS, MECHANICAL SECONDARY, AS WELL AS 4165 &amp; 4175 SPREAD BORES.</strong></td>
<td><strong>510-0-9022</strong></td>
<td><strong>800cfm, Universal</strong></td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80570</strong></td>
<td><strong>570cfm, up to 300HP</strong></td>
</tr>
<tr>
<td><strong>MANUAL CHOKE</strong></td>
<td><strong>510-0-80570K</strong></td>
<td><strong>570cfm Kit</strong>*</td>
</tr>
<tr>
<td></td>
<td><strong>510-0-80870K</strong></td>
<td><strong>870cfm Kit</strong>*</td>
</tr>
</tbody>
</table>

*NOTE: Suggested for dual 4-bbl on mini-plenum.*