

Suttons
BRAND GUIDELINES

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Section 1

ABOUT THE BRAND

INTRODUCTION

ABOUT THIS GUIDE

The aim of the Suttons brand guide is to help achieve consistency across all external and internal communication material while also reinforcing the values, vision and principles that define the way we communicate through various mediums.

HISTORY

Suttons was first established in the early 1940's by the late Sir Frederick Sutton, the father of Laurie Sutton, who now owns and operates the Group with his two sons, Craig and Ryan.

These days the main focus of the Group is in New South Wales, and in particular the Sydney basin, where it operates 24 franchised motor vehicle dealership sites, covering 27 different franchises.

Suttons is driven by a pioneering spirit of service and our culture has been shaped by our constant concern for people and our commitment to excellence.

VISION

To be recognised as the motor industry's leading and most trusted family dealer, enhancing the lives of our customers, our people and the communities we serve.

MISSION

We build lasting relationships by delivering exceptional brand and service experiences.

VALUES

Just as important as our vision and mission — is how we work together, what we stand for and what makes us unique. This is the Spirit of Suttons, the essence of who we are. Our Spirit can be captured in one word:

P.R.I.D.E

Professional

Involves demonstrating the values and principals that show great character.

Responsive

Involves being prompt and proactive in making things happen.

Innovative

Involves continuously looking for new or better ways to improve things.

Dependable

Involves being reliable and trustworthy where others can count on you.

Exceptional

Involves consistently providing and maintaining the highest of standards.

It underpins the way in which we conduct our business, interact with our customers and operate as individuals.

Section 2

VOICE AND TONE

COMMUNICATING OUR VOICE

VOICE

Suttons prides itself as being Sydney's largest family dealer, and these family values are what drives our overall voice. The Suttons voice personifies our history, vision and values by being dependable, confident and professional.

BRAND PROMISE

"Sydney Trusts Suttons"

KEY MESSAGES

To reinforce the overall message of our brand, Suttons uses 3 key messages. These key messages embody our voice and values in a more brief and concise way.

The key messages are:

- We are Australia's largest and most trusted family owned automotive group.
- We have 25 brands across 23 locations.
- We were established in 1943.

tone

Our tone of voice can be described as clear, engaging, succinct and informative.

AUDIENCE

Being Sydney's largest dealer, Suttons interacts with a wide range of audiences in various contexts. It is important to first identify your audience and context to assess the appropriate tone to use in your writing.

For example, Facebook or Twitter posts should employ a more informal, informative and friendly tone of voice to match the community-orientated, interactive context of Social Media.

In comparison, writing an article for a Suttons dealer site about a company partnership warrants the use of a more professional and educational tone to highlight the important work done by both companies.

GRAMMAR AND MECHANICS

ACTIVE VOICE

Use active voice whenever possible. Sentences written this way have more force and are generally easier to understand. With active voice, the subject performs the action (e.g. John drives a red Holden).

“Was” and “by” are words that may indicate that you are writing in passive voice (e.g. The red Holden was driven by John), so review your writing if you notice them appearing.

STRUCTURED CONTENT

When writing content, it is important to ensure your most relevant piece of information is presented first so readers do not miss your point.

Structured content includes content such as educational pieces and media releases which follow a basic writing structure (e.g. Introduction, body, conclusion) so writers can create content faster and readers can scan content easier. Newsletter and marketing copy are examples of unstructured content, which do not have a set structure and can be written differently from piece to piece.

DEALERSHIP NAMES

Dealership names should always be written following the order of “Suttons, ‘Brand Name’, ‘Location Name’”. In some cases, the Suttons name is replaced by the dealer’s name.

For example:

- Suttons Holden Homebush
- Suttons Subaru City
- SVM Volvo Lindfield

NUMBERS

Dates

The standard date format is dd/mm/yyyy. If it is a single digit day or month, the zero may be omitted. The first two digits of the year may also be omitted in everyday use. The common long date format is Day, Date Month Year.

- 24/4/17
- Monday, 1 February 1915

Time

Hours and minutes are to be separated by a colon with a lowercase am or pm suffix. For numbers on the hour, don’t use minutes

- 9am
- 6:30pm

Use an En dash when displaying ranges of time.

- 9am–6:30pm

Currency

Currency is usually in AUD, with the dollar sign appearing before the amount. Numbers above 1,000 should use a comma. Decimal places are used where necessary.

- \$29,990
- \$19.99

Phone Numbers

Area codes are shown in brackets and spaces are used to separate numbers.

- (02) 8356 6811
- 0400 000 000

GRAMMAR AND MECHANICS

PEOPLE, PLACES AND THINGS

Names and Titles

Always capitalise the names of dealerships, locations, brands, departments, people and individual job titles.

URLs and Websites

To enhance readability, do not underline web addresses and remove the “http://” from the beginning of the address. The “www.” can also be removed to shorten URLs.

- www.suttons.com.au
- suttons.com.au

When using a URL shortener, use a simple phrase to help provide context to the content it is linking to. It should be written in camel case and follow the format below.

- sut.tn/4DaySale

Section 3

BRAND IDENTITY

LOGO

THE 'SUTTONS' LOGO

The 'Suttons' logo has two versions:

- Black Version
- White Version



Suttons

Official Logo



Suttons

Black Version



Suttons

White Version

CLEARSPACE

The Suttons logo should always have a minimum clearspace equivalent to the height of the capital 'S'.

MINIMUM SIZE

Minimum Digital Size:

100px wide

Minimum Print Size:

20mm wide



Suttons

100px

LOGO

USAGE RULES

The Suttons logo should not be stylised in any way. Please ensure you follow these rules at all times.



Suttons

✗ DO NOT use unapproved colours.



Suttons

✗ DO NOT add a border.



Suttons

✗ DO NOT rotate the logo.



Suttons

✗ DO NOT distort the logo.



Suttons

✗ DO NOT use gradients.



Suttons

✗ DO NOT use underlines.



Suttons

✗ DO NOT use outlines.



suttons

✗ DO NOT alter the letters.



S
u
t
t
o
n
s

✗ DO NOT position the letters vertically.

LOGO

USAGE RULES

The Suttons logo should not be stylised in any way. Please ensure you follow these rules at all times.



✗ DO NOT add a frame to the logo.



✗ DO NOT combine the logo with other elements.



✗ DO NOT display the logo on disturbing graphics.



✗ DO NOT use an image as a fill.



✗ DO NOT use transparency.

TAGLINE

USAGE

An alternative logo is the combination of the Suttons logo with the tagline "Family owned since 1943". This logo can be used to reinforce the history of the company.

The tagline is presented underneath the Suttons logo and is set in Monsterrat Bold, upper case.

CLEARSPACE

The spacing between the logo and the tagline is approximately .33x of the height of the capital S in the Suttons logo.

ALIGNMENT

The logo and tagline can be aligned in three different ways: left, centered and right.

When choosing an alignment, be sure it is appropriate for the context that it will be placed in.



Left



Center



Right

PAIRINGS

USAGE

Combining the Suttons logo and the dealership location provides a unique identity while also ensuring visual consistency across the Suttons brand.

The dealer's location is presented underneath the Suttons logo and is set in Monsterrat Bold, upper case.

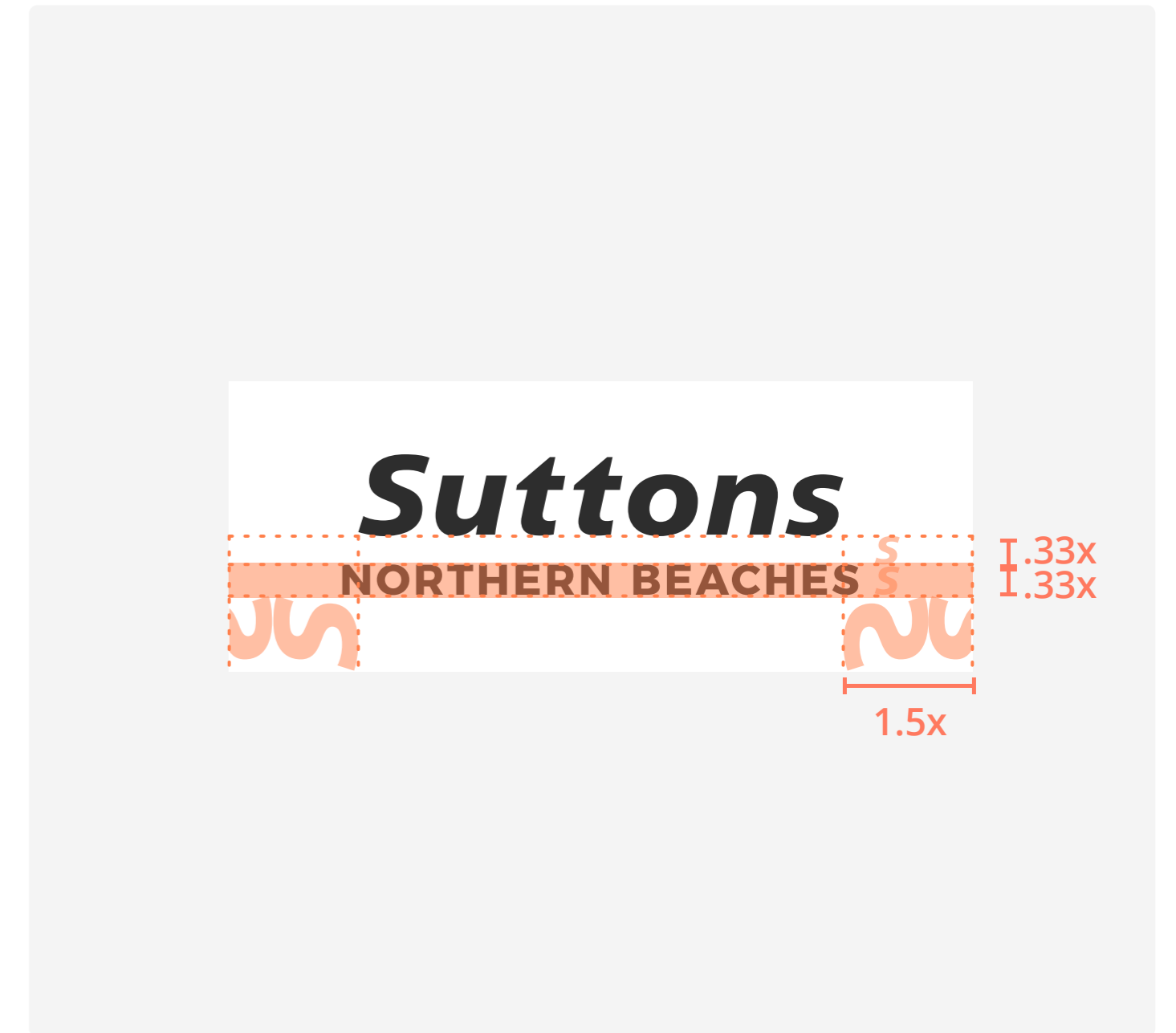
CLEARSPACE

The spacing between the logo and the dealership's location is approximately .33x the height of the capital S in the Suttons logo. The dealership's location should not exceed more than the width of 1.5x capital S's away from the side of the logo.

ALIGNMENT

The logo and location pairing can be aligned in three different ways: left, centered and right.

When choosing an alignment, be sure it is appropriate for the context that it will be placed in. Examples of usages can be found throughout this guide.



Left



Center



Right

PAIRINGS

SUTTONS FAMILY

In cases where 'Suttons' is not included in the branding of the dealership, the dealership's name will be paired with the tagline 'Part of the Suttons family'.

The dealer's name is set in Frutiger Black, sentence case and the tagline is set in Montserrat Semi-Bold, sentence case. The tagline must always contain the Suttons logo.

In certain situations, the tagline can be excluded from the logo but this cannot be done without permission.

CLEARSPACE

The logo should always have a minimum clearspace equivalent to 2x the height of the capital 'S' of the 'Suttons' logo in the tagline.

ALIGNMENT

Depending on the requirements of the placement, it may be more appropriate for the Dealership's name to remain on a single line rather than wrap onto a second line.

In these cases, the name should not extend further than double the width of the 'Part of the Suttons family' tagline.

SVM Mosman
Part of the *Suttons* family



Porsche Centre Willoughby
Part of the *Suttons* family

Porsche Centre Willoughby
Part of the *Suttons* family

PAIRINGS

ALIGNMENT

The logo and location pairing can be aligned in three different ways: left, centered and right.

When choosing an alignment, be sure it is appropriate for the context that it will be placed in. Examples of usages can be found throughout this guide.

SVM Mosman
Part of the *Suttons* family

Left

SVM Mosman
Part of the *Suttons* family

Center

SVM Mosman
Part of the *Suttons* family

Right

**Porsche Centre
Willoughby**
Part of the *Suttons* family

Left

**Porsche Centre
Willoughby**
Part of the *Suttons* family

Center

**Porsche Centre
Willoughby**
Part of the *Suttons* family

Right

PAIRINGS

SUTTONS GROUP

In cases for locations that have their own branding but want to start marketing themselves under the main brand umbrella, the location's name will be paired with the tagline 'Part of the Suttons group'.

The dealer's name is set in Frutiger Black, sentence case and the tagline is set in Montserrat Semi-Bold, sentence case.

In certain situations, the tagline can be excluded from the logo but this cannot be done without permission.

CLEARSPACE

The logo should always have a minimum clearspace equivalent to 2x the height of the capital 'S' of the 'Suttons' logo in the tagline.

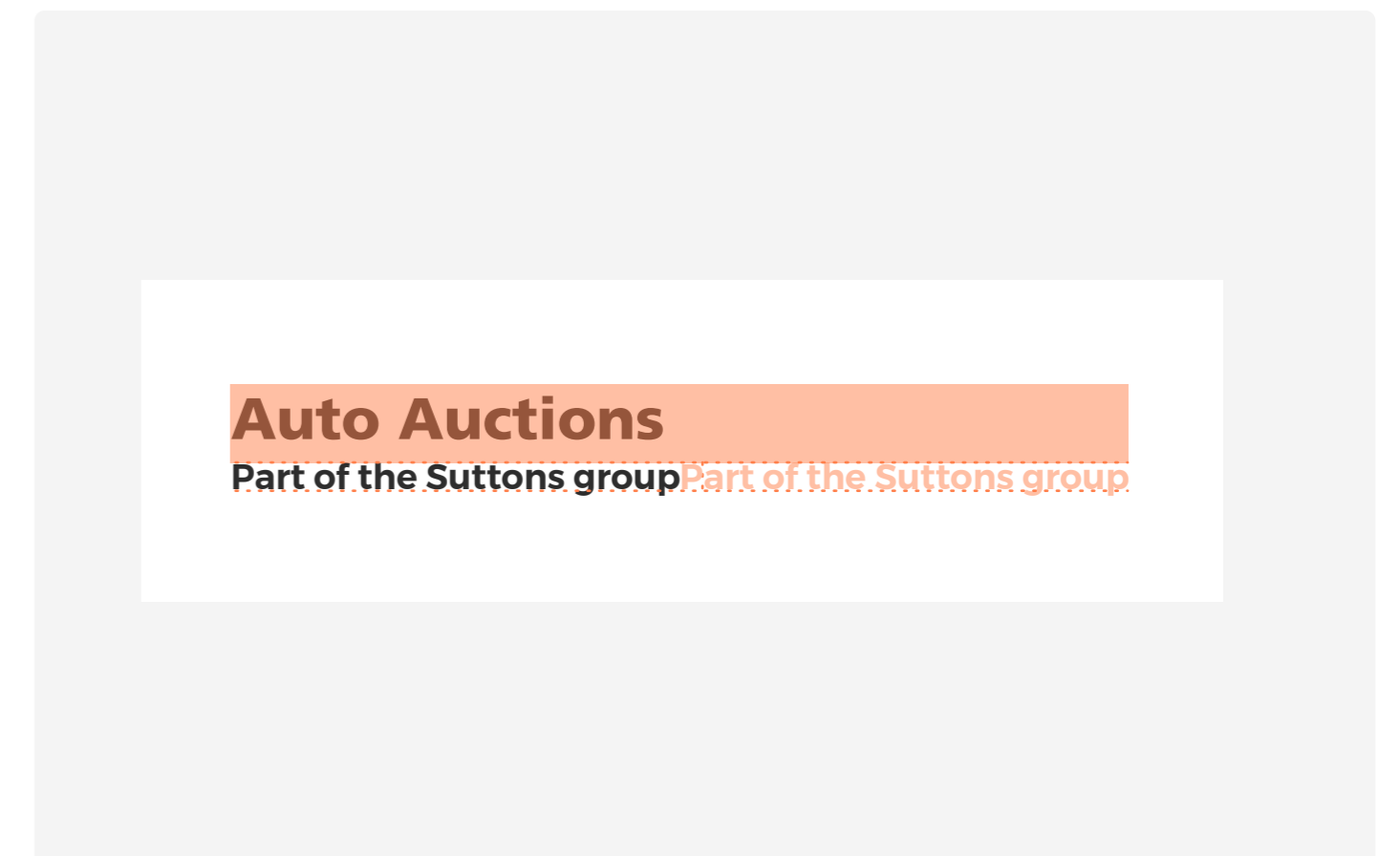
ALIGNMENT

Depending on the requirements of the placement, it may be more appropriate for the Location's name to remain on a single line rather than wrap onto a second line.

In these cases, the name should not extend further than double the width of the 'Part of the Suttons group' tagline.

Auto Auctions
Part of the Suttons group

Auto Auctions
Part of the Suttons group



PAIRINGS

ALIGNMENT

The logo and location pairing can be aligned in three different ways: left, centered and right.

When choosing an alignment, be sure it is appropriate for the context that it will be placed in. Examples of usages can be found throughout this guide.



Left



Center



Right

PAIRINGS

USAGE RULES

Please ensure you follow these rules at all times.

Suttons
NORTHERN BEACHES

✗ DO NOT use colours.

NORTHERN BEACHES
Suttons

✗ DO NOT move the location name.

Suttons
NORTHERN BEACHES

✗ DO NOT alter the spacing.

Suttons
NORTHERN
BEACHES

✗ DO NOT change the font style.

Suttons
NORTHERN BEACHES

✗ DO NOT alter the style.

Suttons
NORTHERN BEACHES
SYDNEY TRUSTS SUTTONS

✗ DO NOT add additional text.

Suttons
NORTHERN BEACHES

Suttons
Northern Beaches
Part of the *Suttons* family

✗ DO NOT use the alternative styling for Suttons-branded dealerships.

SUTTONS PRE-OWNED LOGO

USAGE

This logo is exclusively for used car campaigns and must always be present in such campaigns. It should not be used for any other purposes.

The logo's colour must remain unchanged and is exclusive to the pre-owned shield logo. For more details on approved colour usage, refer to the Colour Palette page in the Brand Elements section.

CLEARSPACE

To maintain legibility and brand integrity, the Suttons Pre-Owned logo must always be surrounded by a minimum clearspace. This ensures the logo remains unobstructed and visually distinct.

The required clearspace around the logo is defined as 1x the height of the capital "S" in "Suttons." No text, imagery, or design elements should overlap this space.



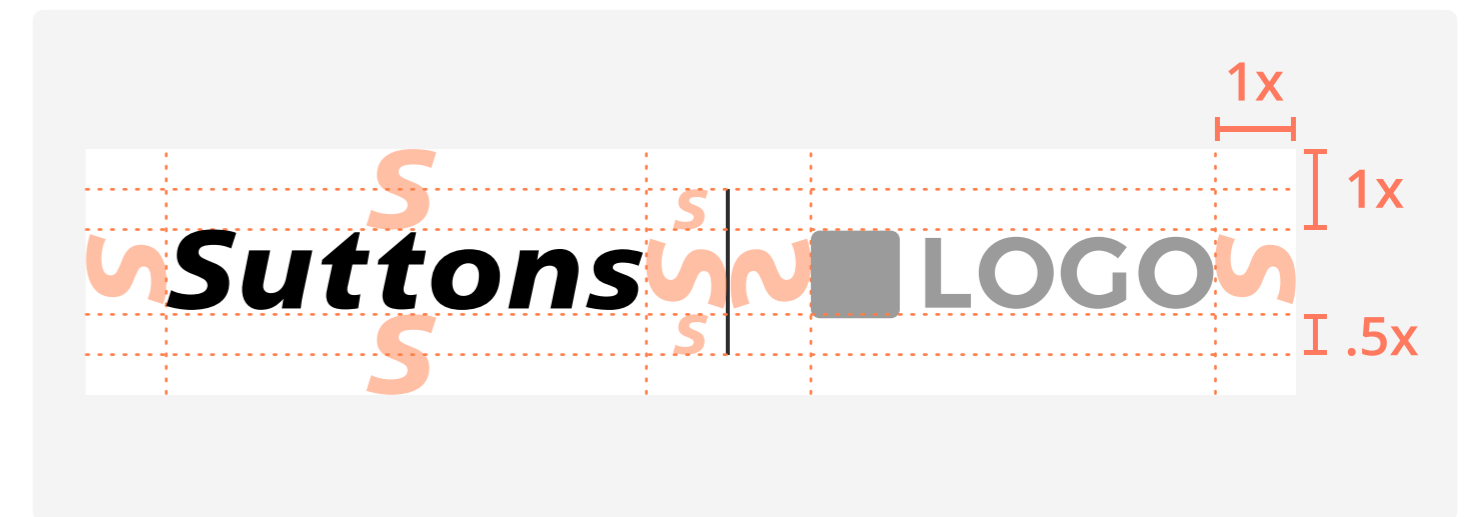
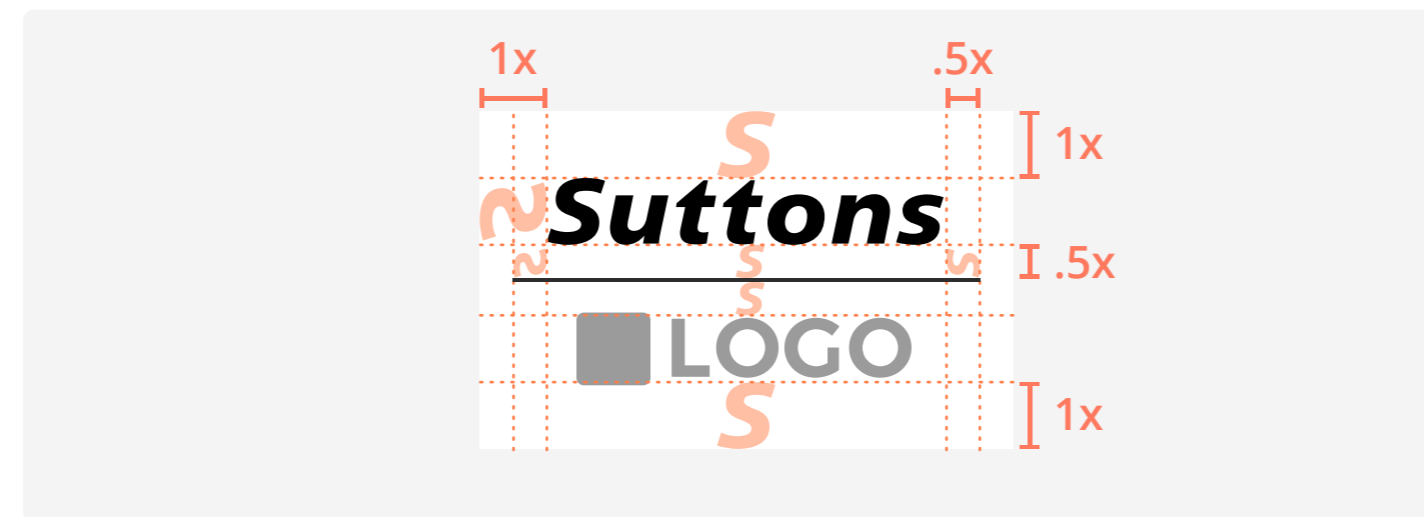
CO-BRANDING

PLACEMENT

The Suttons logo should always be placed on the left or on the top. Maintain the defined clearspace around each logo at all times.

The preferred placement is horizontal.

The logos must be the same visual size and are always divided by a .75pt black line.



TAGLINES

Tagline text is optional and should be aligned according to the rules defined. The tagline is set in Montserrat Bold, upper case.

Taglines should only be a few words long and ideally should not extend any further than the width of the logo.



Section 4

BRAND ELEMENTS

COLOUR PALETTE

COLOUR PALETTE

The Suttons brand colour is a deep navy blue. It was chosen to convey the principles of professionalism, dependence and excellence.

The colour pairs well with the diverse palette of the manufacturers yet is able to uniquely promote the Suttons brand when used on its own.

The Pre-Owned Blue is exclusively reserved for used car campaigns. It must not be used in any other applications.

Suttons Blue



PMS 2965 C
CMYK 100, 47, 22, 82
RGB 0, 38, 62
HEX #00263E

Suttons Black



PMS 426 C
CMYK 75, 60, 60, 80
RGB 37, 40, 42
HEX #25282A

Suttons Pre-Owned Blue



PMS 279 C
CMYK 86, 38, 0, 5
RGB 33, 150, 243
HEX #2196F3

White



PMS —
CMYK —
RGB 255, 255, 255
HEX #FFFFFF

TYPOGRAPHY

FRUTIGER

Frutiger is a sans-serif font optimised for legibility at small and large sizes. Frutiger has a long history with Suttons, it can be seen mounted on the front of dealerships and has also been used as the Suttons logo. The current Suttons logo has been designed with Frutiger as its base.

The usage of Frutiger is strictly reserved for logos, dealership signage and other official Suttons branding.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

1234567890

!@#\$£¤¥% ^ & * () _ + | } { " ' : ? > < -

Frutiger Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

1234567890

!@#\$£¤¥% ^ & * () _ + | } { " ' : ? > < -

Frutiger Black

TYPOGRAPHY

MONTSERRAT

Montserrat is a modern, clear font. It works well set in both upper case and sentence case which is why its usage is primarily intended for headings and statements.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#\$£¤¥% ^&*()_+|}{“:?”><-

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#\$£¤¥% ^&*()_+|}{“:?”><-

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#\$£¤¥% ^&*()_+|}{“:?”><-

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#\$£¤¥% ^&*()_+|}{“:?”><-

Montserrat Bold

TYPOGRAPHY

OPEN SANS

Open Sans is a clean general purpose font. It comes in several weights which makes it versatile for digital and print.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#\$£¤¥%^&*()_+ | } { " : ? > < -

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#\$£¤¥%~^&*()_+ | } { " : ? > < -

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#\$£¤¥%~^&*()_+ | } { " : ? > < -

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#\$£¤¥%~^&*()_+ | } { " : ? > < -

Open Sans Bold

IMAGES

WATERMARK

All images should have the Suttons logo displayed in the bottom-right corner.

If the image has a dark background, the white version of the logo should be used.

If the image has a light coloured or white background, the black version of the logo should be used.

Watermarking is not required if the Suttons logo is already present on the image.

MANUFACTURER LOGOS

Manufacturer logos can be included in the watermark. The default styling is positioning the logo in the bottom-left corner of the watermark, following the appropriate clearspace for that logo.

If the Manufacturer brand guidelines specifies otherwise, use their styling.



IMAGES

USAGE RULES

When adding a watermark, please ensure you follow these rules at all times.



✗ DO NOT use the black watermark on dark backgrounds.



✗ DO NOT use the white watermark on light backgrounds.



✗ DO NOT reposition the watermark.



✗ DO NOT change the colour of the watermark.



✗ DO NOT add images over the watermark.



✗ DO NOT alter the size of the watermark.

IMAGES

THEMES

When selecting an image, be mindful of the theme and ensure the images you use reinforce that theme. (e.g. Promoting a sale, talking about community involvement, etc.)

Themes for images include:

- Dealership sales
- Brand education/promotion
- Dealership promotion
- Community initiatives
- Sponsorships
- Happy Customers
- Lifestyle
- Holidays
- Educational (e.g. did you know...)



Dealership Sales



Brand Education / Promotion



Dealership Promotion



Community Involvement



Sponsorships



Happy Customers



Lifestyle



Holidays

IMAGES

USAGE RULES

When creating and choosing an image, please ensure you follow these rules at all times.



✗ DO NOT use blurry or pixelated images.



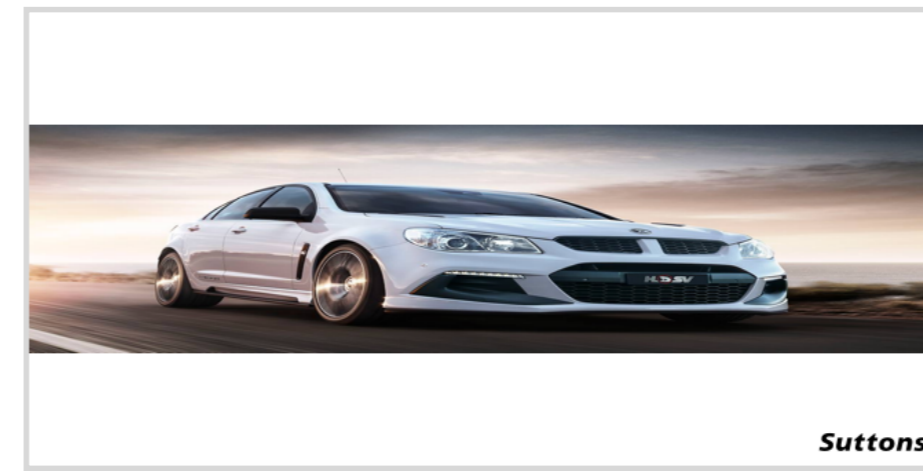
✗ DO NOT add an effect to an image that distorts it or makes it hard to see the content.



✗ DO NOT use images that are too dark or too light, which makes the content hard to see.



✗ DO NOT use images that do not portray the Brand/Dealership or image themes.



✗ DO NOT distort images.



✗ DO NOT use images that promote bad behavior in a vehicle.



✗ DO NOT use images of unhappy looking people.

Section 5

DIGITAL MEDIA

EMAIL SIGNATURES

EMAIL SIGNATURE

All Suttons email signatures must follow this format with the liberty to add/remove elements where necessary. The logo and content are to be customised to reflect you and your dealership's details.

A: Employee Details

Font: Helvetica 13px

Employee Name: Bolded

B: Line & Logo

Line: 1px wide, #A5AFB5

Logo: 16px tall

C: Dealership/Department Details

Font: Helvetica 12px

Dealership Name and Labels: Bolded

Link colour: #3C78BD

Contact numbers can be added/removed when necessary.

D: Images

Max Height: 90px

Max Size: 50KB

E: Important Notice

Font: Helvetica 10px, #707070

DEALERSHIP SIGNATURES


Dealership email signatures should replace the Suttons logo with the appropriate pairing described in Section 3: Brand Identity - Pairings. If a brand mandates their own signature template then the mandated design should be used instead.

Regards,

A **Employee Name**
Employee Role

B **Suttons**

C **Suttons**
Address
T (00) 0000 0000 • **M** 0000 0000 • **F** (00) 0000 0000
www.suttons.com.au • employee@suttons.com.au

D  BANNER IMAGE

MD00000 MVRL00000

E **IMPORTANT NOTICE** Provide any important disclaimers here

Regards,

John Citizen
Assistant Service Manager

Suttons
NORTHERN BEACHES

Suttons Northern Beaches
766-770 Pittwater Road, Brookvale NSW 2100
T (02) 9917 2200
www.suttonsnorthernbeaches.com.au • john@suttonsnb.com.au

MD43348 MVRL47103
IMPORTANT NOTICE Provide any important disclaimers here

EMAIL SIGNATURES

USAGE RULES

When using an email signature, please ensure you follow these rules at all times.

Suttons
NORTHERN BEACHES

Regards,

John Citizen

IMPORTANT NOTICE Any views expressed in this email are those of the individual sender, except where the sender expressly and with authority, states them to be the views of the company. If you are not the intended recipient, any use, interference with, disclosure or copying of this material is unauthorised and prohibited. If you have received this email message in error, please delete the message & email us immediately at JohnCitizen@suttonsnorthernbeaches.com.au. Before opening any attachments please check them for viruses &/or defects.

Suttons Northern Beaches

T (02) 9917 2200

✗ DO NOT alter the order and/or remove sections from the signature.

Regards,

John Citizen
Assistant Service Manager

Suttons
NORTHERN BEACHES

Suttons Northern Beaches

766-770 Pittwater Road, Brookvale NSW 2100

T (02) 9917 2200

www.suttonsnorthernbeaches.com.au • JohnCitizen@suttonsnorthernbeaches.com.au

IMPORTANT NOTICE Any views expressed in this email are those of the individual sender, except where the sender expressly and with authority, states them to be the views of the company. If you are not the intended recipient, any use, interference with, disclosure or copying of this material is unauthorised and prohibited. If you have received this email message in error, please delete the message & email us immediately at JohnCitizen@suttonsnorthernbeaches.com.au. Before opening any attachments please check them for viruses &/or defects.

✗ DO NOT change the font styling or size.

EMAIL MARKETING

EMAILS

Email templates have been created following the brand guide to help you in creating responsive emails for different purposes. Some examples are shown on the right.

Where necessary, use the Brand's colours, fonts and imagery to ensure the right look and feel is achieved.

BEST PRACTICES

Subject Line

Try to use 32 characters or fewer (including spaces) to guarantee full visibility on mobile devices.

Copy

All copy should be written in the Suttons Tone of Voice. It should be concise and quick at delivering the key message before encouraging the user to click through to learn more.

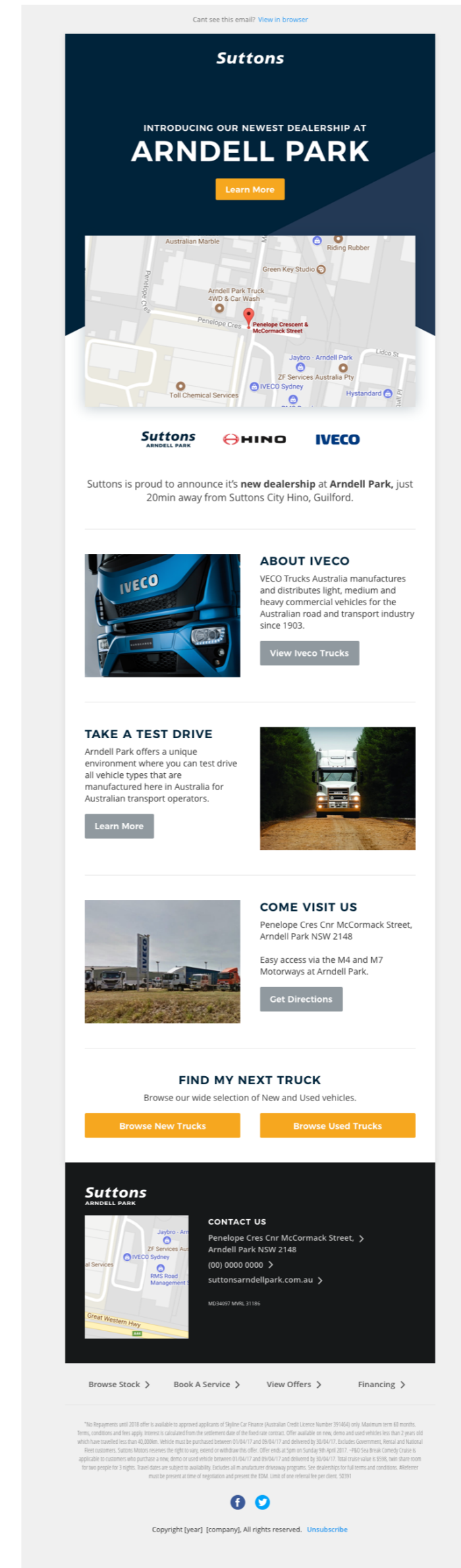
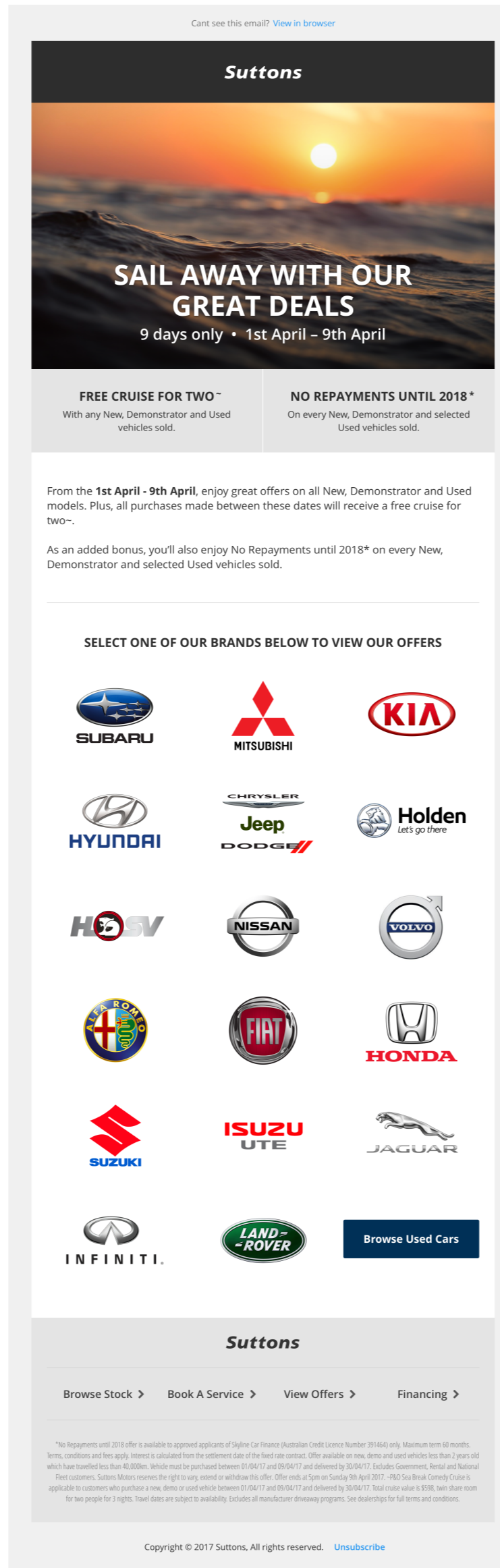
Images

Keep imagery simple and relevant to the content of the email. If the email is specifically for a brand, use their imagery.

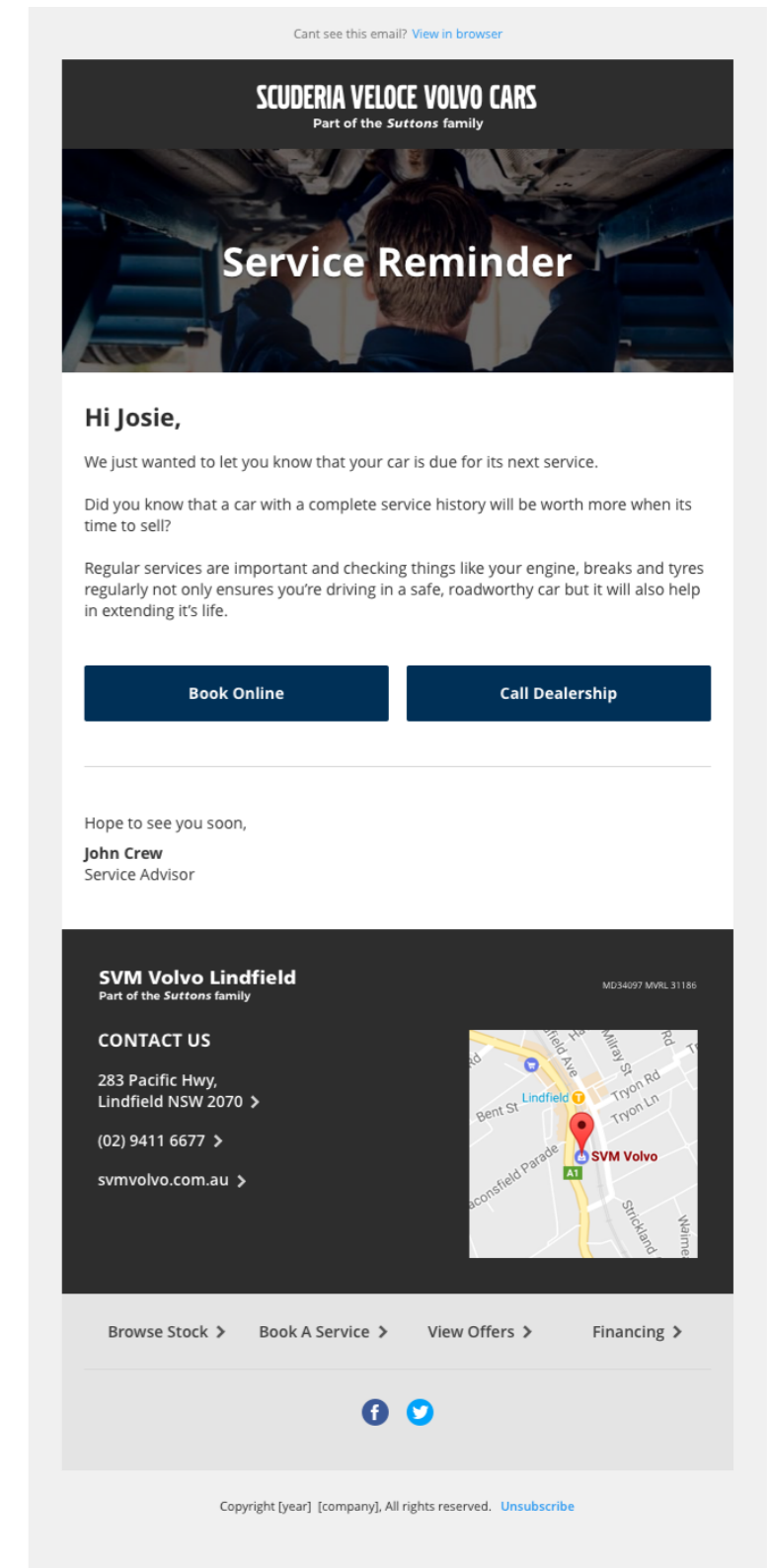
Links

All links should link back to Suttons-owned sites/media.

Promotional Email Examples



Service Email Example



Section 6

SOCIAL MEDIA

PROFILE IMAGES

DEALERSHIPS

Profile images are to be used on Social Media profiles such as Facebook, Twitter and Instagram.

They should display the Suttons logo and dealership location pairing described on page 00 over a photograph related to the dealership.

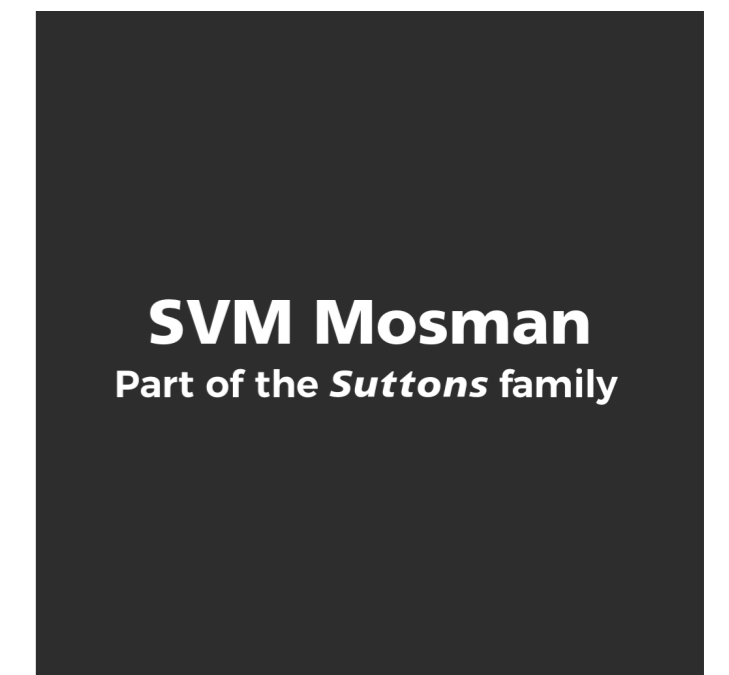
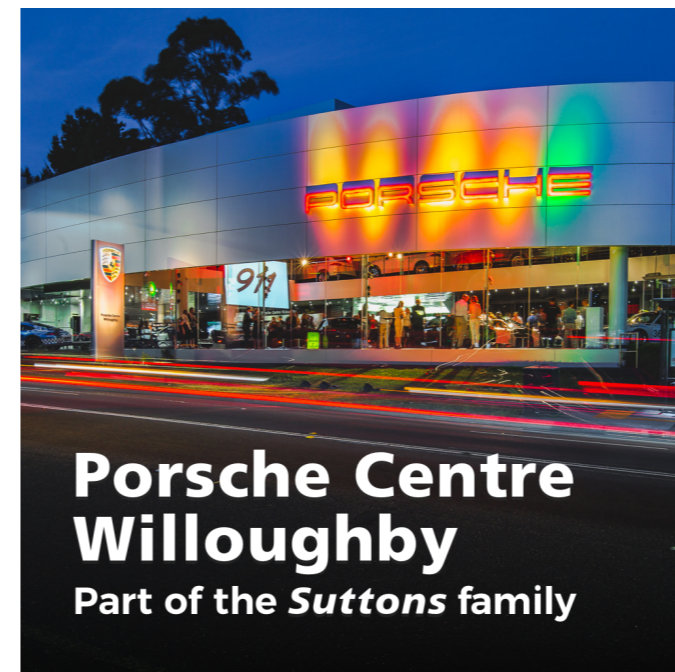
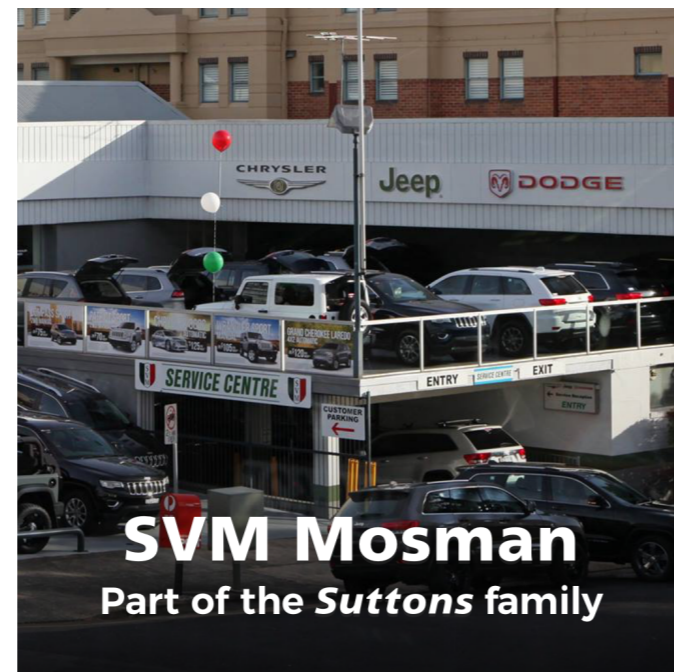
If no photo is specified then the Profile Image should be the Suttons logo and dealership location pairing centered on either a white or Suttons Black background.



SUTTONS FAMILY TAGLINE

For Dealerships that do not use the 'Suttons' name within their branding, the 'Suttons Family' pairing should be used as described on page 00.

If no photo is specified then the Profile Image should be the Dealership name and 'Suttons family' tagline pairing centered on either a white or Suttons Black background.



PROFILE IMAGES

USAGE RULES

When choosing a Profile Photo, please ensure you follow these rules at all times.



✗ DO NOT use blurry or pixelated images.



✗ DO NOT alter the size, position or colour of the Logo and location text.



✗ DO NOT use an image with too many colours/text/images.



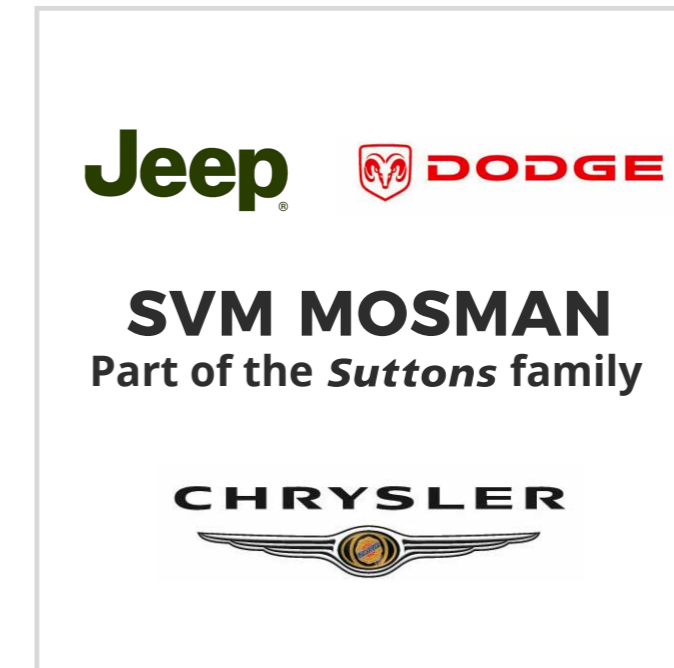
✗ DO NOT use an image that doesn't represent the Dealership or Brand.



✗ DO NOT use a Brand's logo as the Profile Image.



✗ DO NOT remove the Logo and Location title.



✗ DO NOT use logos on Images with default styling.



✗ DO NOT alter the background colour or use a pattern.

FACEBOOK PAGE

FACEBOOK PROFILES

Pages types should use Local Business or Place.
The primary category should be set to 'Car Dealership'.

1. Profile Photo

Use approved profile photo designs outlined in this guide.

2. Cover Photo

This should be a locally relevant image and should follow the Image rules outlined in this guide.

3. Page Name

Please follow the convention: Suttons + dealership.

4. Page Username

Same as your page name, written in Camel Case.

5. Action Button

Should be set to 'Contact Us'.

6. About Section

Please ensure you include your dealerhips website, opening hours, description and all necessary contact information (e.g. address, contact number).

The screenshot shows the Facebook page for Suttons Arncliffe. The page layout includes a top navigation bar with a search bar, user profile, and home button. The main content area features a profile picture (1), a cover photo (2) showing the dealership exterior, and a navigation menu (4) with options like Home, About, Likes, Photos, Videos, Events, Posts, and Reviews. A post (3) from Suttons Arncliffe, dated October 9 at 9:10pm, describes a Mitsubishi Outlander SUV. The right sidebar contains a 'Contact Us' button (5) and an 'About' section (6) with details such as address (93 Princes Hwy, 2205 Sydney, Australia), phone number (02) 9335 9000, website (www.suttonsarcliffe.com.au), and hours (08:30 - 18:00).

FACEBOOK PAGE

ABOUT SECTION

Your Dealership's 'About' section should be as detail rich as possible. A good example of this is provided to the right.

The details below must be available:

- Address
- Opening Hours
- Business Information
- Contact Details (Phone Number, Website, Email)
- More Info (About)

The screenshot shows the Facebook 'About' page for Suttons Arncliffe. The page is structured as follows:

- Header:** Facebook search bar, user profile, and navigation links (User, Home).
- Action Bar:** Like, Message, Save, and More buttons, along with a prominent blue 'Contact Us' button.
- Profile Card:** Suttons ARNCLIFFE logo and name.
- Navigation Menu:** Home, About (selected), Likes, Photos, Videos, Events, Posts, Reviews.
- Map:** A map showing the location at 93 Princes Hwy, Sydney, Australia. A 'FIND US' popup provides the address, phone number (93359000), and social media handle (@SuttonsArncliffe). Buttons for 'Get Directions' and 'Send Message' are also present.
- HOURS:** Open now 08:00 - 18:00.
- BUSINESS INFO:** Business details (Parking: Car park), Opened in 1975.
- ADDITIONAL CONTACT DETAILS:** Email (reception@suttonsarncliffe.com.au) and Website (http://www.suttonsarncliffe.com.au/).
- MORE INFO:**
 - About:** Here at Suttons Arncliffe, we love getting to know car owners and fans. This is your place to join the conversation and talk about the cars that move you!
 - General Information:** Holden Dealership, Hyundai Dealership, Mitsubishi Dealership, Quality Used Cars, Genuine Car Service & Parts, Flexible Car Finance.
 - Public Transit:** If planning to commute via public transport, Wolli Creek train station is only a 5 minute walk away.
- STORY:** Suttons Arncliffe - Your Sydney Automotive Dealership Of Choice! Suttons Arncliffe is a trusted brand in the Sydney area and can easily serve as your Sydney Holden, Hyundai, Mitsubishi and used car dealership from our convenient location in Arncliffe. Long upheld with family owned values, Suttons Arncliffe is proud to have many long term staff-- in fact, many have been working at the dealership for 35 or more years!

FACEBOOK PAGE

COVER PHOTOS

Cover photos can promote sales banners, manufacturer provided images or dealership images.

Ensure that important content is focused on the centre of the image to ensure it is displayed correctly on mobile devices.



Mobile Device Area

POSTS

LINKS

A relevant link should be provided within the copy of every post to give customers the ability to get more information. For example, a post regarding a sale should link to the corresponding sale page on the Dealer's website.

For more generic posts or posts that only contain images, a link back to the Dealer's website should be used instead.

Links should be shortened using the Suttons URL shortener to minimise copy. Where possible the shortened URL should provide some context eg. <http://sut.tn/4DaySale17>.



Suttons City

23 February at 15:40 • 🌐

Stand out from the crowd in the Civic Black Pack! With Head-Turning features like 17-inch black alloys, front and duck tail spoilers, sports grille, side skirts and mirror covers, you will definitely stand out from the crowd in the Civic Black Pack! Find out more: <http://sut.tn/SCCivic>



Suttons

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