

BECKARNLEY®

BRAND REFRESH

REFRESH OBJECTIVE

Beck/Arnley was a recently acquired brand by Federal Mogul. PUSH 22 was asked to explore updates to the overall look-and-feel of the Beck/Arnley brand. The refresh encompassed logo evolution, tagline, and color study. The following concept was developed to modernize the brand and create a long-term identity that clearly communicates its value within the automotive aftermarket. Strategic planning was not a factor in this refresh as Beck/Arnley is currently restructuring its business model.

Old Logo:



Current Logo:



Logo Evolution:



BECK ARNLEY®

A lot of concepting got me to a final point of trial and error. The logo started as a grey and blue logo, trying to stay similar to the current Beck/Arnley logo color.

The font was changed to get a more mixed look between American and European, as most of the parts Beck/Arnley deals with are European.



BECK ARNLEY

Some minor tweaks were made as it went through concepting meetings, such as a bolder font weight as well as merging the two words, separating it by the 'A' working as a backslash.



BECK ARNLEY®

Logo Evolution:



BECKARNLEY®

I really wanted Beck/Arnley to be a unique brand that would stand out amongst the rest. Thus, I added a contrasting orange color. The orange is unique because no aftermarket supplier has any orange in their brand. Most aftermarket suppliers use reds, blues and greys.

Finally, the logo went through its last tweaks. Beck would use the blue color and Arnley would become orange because as blue, it seemed to get lost. As bold and orange, however, the Arnley wasn't overpowered by the Beck. I also tucked the 'K' from Beck under the 'A' from Arnley.



BECKARNLEY®

BECKARNLEY®

Logo Usage:



Alternate Stack Usage:



Social Usage:

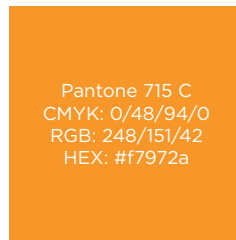
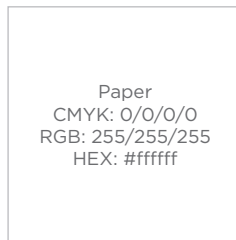
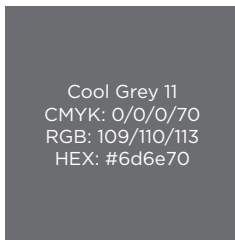
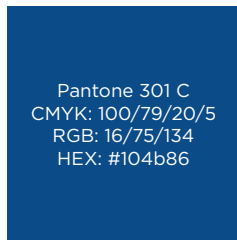




BECK ARNLEY®



Primary Colors



**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

Headlines | Gotham Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

Sub Headlines | Gotham Med.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

Body | Gotham Book



Check with Beck.

Was it sourced from an OES?

Is it exact fit, form and function to the original OE part?

Does it contain all the parts I need to complete the job?

Is it warrantied?



Check with Beck.

Anyone can sell you replacement parts. Beck/Arnley guarantees you a replacement part that matches OE form, fit and function. How do we know? Because our engineers source and inspect every part we sell.



Check with Beck.

The right O2 sensor for an '03 Tercel?

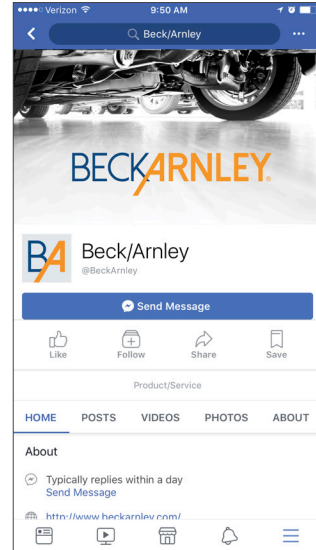
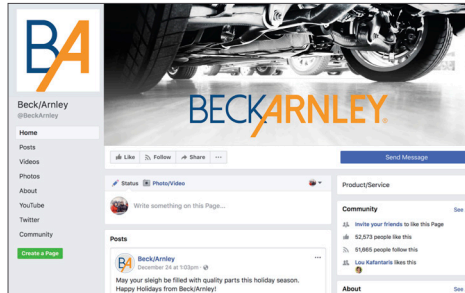
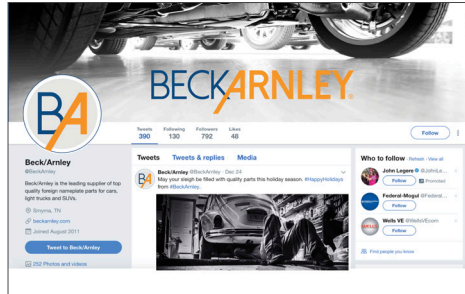
Check with Beck

Need to be sure it's OE form fit and function?

Check with Beck



Social Media



Print Ads



Need the right import part?

Anyone can sell you replacement parts. But Beck/Arnley guarantees that our parts meet import OE specifications. How do we know? Because our product specialists work with a network of 800+ global sourcing partners to ensure you always get the right part you need.

If it has to be OE form, fit and function,
Check with Beck.

BECK/ARNLEY.
Foreign Nameplate Specialists

Braking Solutions | Engine Solutions: Electrical | Engine Solutions: Mechanical | Fluid Solutions | Steering/Suspension/Driveline Solutions

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Need the right import part?

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BECK/ARNLEY.
Foreign Nameplate Specialists

Braking Solutions | Engine Solutions: Electrical | Engine Solutions: Mechanical | Fluid Solutions | Steering/Suspension/Driveline Solutions

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NEED THE RIGHT IMPORT PART?

Anyone can sell you replacement parts. But Beck/Arnley guarantees that our parts meet import OE specifications. How do we know? Because our product specialists work with a network of global sourcing partners to ensure you get the right part you need.

If it has to be OE form, fit and function,
Check with Beck.

BECK/ARNLEY.
Foreign Nameplate Specialists

Braking | Engine: Electrical | Engine: Mechanical | Fluids | Steering/Suspension/Driveline

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Digital Ads



Coolant Guide



Need premium foreign nameplate parts?

CHECK WITH BECK

Anyone can sell you replacement parts. But Beck/Arnley guarantees that our parts meet import OE specifications. How do we know? Because our product specialists work with a network of global sourcing partners to ensure you get the right part.

If it has to be an OE match for your customer's import vehicle, Check with Beck.

BECK/ARNLEY®
Foreign Nameplate Specialists

Braking | Engine: Electrical | Engine: Mechanical | Fluids | Steering/Suspension/Driveline

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FEDERAL-MODURA
PARTS BRANCH
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CHECK WITH BECK For Asian Imports

COOLANT GUIDE

|  Genuine OE Quality |  Green Concentrate 200-1000 |  Red Concentrate 200-1000 |  Extended Life Blue 200-1000 |  Extended Life Pink 200-1000 |
|--|--|--|---|---|
| MAZDA (AE) *Camper | | | | |
| ACURA (AE) | '95-'00 | | | |
| DAEWOO (AE) | '99-'02 | | | |
| GEO (AE) | '95-'97 | | | |
| HONDA (AE) *Mitsubishi | '95-'00 '95-'02 | | | |
| HYUNDAI (AE) | '95 & Up | | | |
| INFINITI (AE) | '95-'08 | | | |
| KIA (AE) | '95 & Up | | | |
| LEXUS (AE) *G400 *G430 *G450 | | '95-'03 '04-'02 '03-'02 | | '04 & Up '03-'07 '03-'04 |
| MAZDA (AE) *G600 *G600 *G600 *G600 *G600 *G600 | '95 & Up '95-'01, '01-'02 '95-'01, '01-'02 '95-'01, '01-'02 '95-'01, '01-'02 '95-'01, '01-'02 '95-'01, '01-'02 | | '02-'04 '02-'04 '02-'04 '02-'04 '02-'04 '02-'04 | |
| MITSUBISHI (AE) *G600 | '95 & Up | | | |
| NISSAN (AE) | '95-'08 | | | |
| SCION (AE) *F10-S | | | | |
| SUBARU (AE) | '95-'09 | | | |
| SUZUKI (AE) *G600 | '95-'09 '04-'04 | | | |
| TOYOTA (AE) *Camry *Corolla *G600 *G600 | '95 & Up '95-'03 '95-'03 '95-'03 '95-'03 | | | '04 & Up '04-'04 '04-'04 '04-'04 '04-'04 |

BECK/ARNLEY®
Foreign Nameplate Specialists

Braking | Engine: Electrical | Engine: Mechanical | Fluids | Steering/Suspension/Driveline

FEDERAL-MODURA
PARTS BRANCH
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BeckArnley.com

Product Offering Linecard - Before & After

Product LINECARD

With more than 23,000 parts covering 80 makes and 1,780 models, Beck/Arnley supplies the critical parts used by technicians for import vehicle maintenance and repair. The Beck/Arnley brand's broad product offering is organized into six modules to help make the selection of the right part easier. Each module covers a wide range of critical product categories and parts.

EUROPEAN & ASIAN IMPORTS

Engine Parts & Filtration

- 016 Misc. Engine Parts
- 022 Valve Stem Seals
- 024 Timing Tensioners & Components
- 026 Timing Gears
- 028 Timing Belts
- 029 Timing Sets
- 032 Head Gasket Sets
- 034 Oil Pan Gaskets
- 035 Head Gaskets
- 036 Valve Cover Gaskets
- 037 Intake/Exhaust Gaskets
- 038 Timing Kit Gaskets
- 039 Misc. Gaskets
- 041 Oil Filters
- 042 Air & Cabin Filters
- 043 Fuel Filters
- 044 Transmission Filter Kits
- 045 PCV Valves
- 252 OE Quality Motor Oil & ATF's

Engine Management

- 080 Vehicle Speed Sensors
- 151 Mechanical Fuel Pumps
- 152 Electric Fuel Pumps
- 154 Reman. Fuel Distributors
- 165 Reman. Fuel Injectors
- 157 Reman Air Flow & Air Mass Sensors
- 158 Sensors & New Fuel Inj. Products
- 171 Points
- 172 Condensers
- 173 Ignition Rotors
- 174 Distributor Caps
- 175 Ignition Wire Sets
- 176 Glow Plugs
- 178 Ignition Cables & Components
- 180 Cam/Crank Sensors & Elec. Ignition

Electrical

- 185 New Distributors
- 201 Switches
- 203 Relays

Clutch & Driveline

- 081 New Clutch Sets
- 072 Clutch Slave & Master Cylinders
- 073 Clutch Hoses
- 093 Clutch Cables
- 104 Transmission Mounts
- 169 Power Steering Hoses
- 252 OE Quality Power Steering Fluid

Cooling Systems

- 130 Fan Clutches
- 131 New Water Pumps
- 132 Remanufactured Water Pumps
- 143 Thermostats
- 144 Engine Mounts
- 147 Water Flanges
- 252 OE Quality Antifreeze/Coolants

Brake & Chassis

- 051 Hub & Roller Bearings
- 052 Wheel and Engine Seals
- 053 Wheel Brg. Spacer & Retainer
- 072 New Brake Master/ Wheel Cylinders
- 073 Brake Hoses
- 077 Reman. Semi-Loaded Calipers
- 081 New Brake Shoes
- 082 Organic Brake Pads
- 083 Premium Brake Drums & Rotors
- 084 Brake Adjusters, Shims & Hardware
- 086 Ceramic Brake Pads
- 087 Semi-Metallic Brake Pads
- 089 Foreign Branded Brake Pads
- 094 Brake Cables
- 101 Steering & Suspension Components
- 102 Control Arms
- 103 CV Boot Kits & Axle Nuts
- 104 Engine Mounts
- 252 OE Quality Hydraulic Fluids

BECK/ARNLEY
Foreign Nameplate Specialists

PRODUCT OFFERING

Asian and European Nameplates

Braking

- 084 Brake Hardware & Sensors
- 072 Brake Hoses
- 132 New Brake Master/ Wheel Cylinders
- 081 Brake Shoes
- 089 Foreign Branded Brake Pads
- 082 Premium Brake Pads (GPR)
- 083 Premium Brake Drums & Rotors
- 077-L Semi-Loaded Caliper Reman.
- 077-C Semi-Loaded Caliper, Caliper Reman.

Fluids

- 252 Automatic Transmission Fluids
- Continuously Variable Transmission Fluid
- Coolants/Antifreeze - Asian
- Coolants/Antifreeze - European
- Dual Clutch Fluid
- Hydraulic Fluids
- Power Steering Fluid

Engine: Electrical

Electrical Components

- 204 Glow Motor Solenoids
- 203 Fan Control Modules
- 201 Switches

Fuel Delivery

- 152 Electronic Throttle Bodies
- 154 Fuel Injection Products

Ignition

- 174 Distributor Caps
- 176 Glow Plugs
- 178 Ignition Coils
- 173 Ignition Rotors
- 175 Ignition Wire Sets
- 165 New Distributors

Sensors

- 157 Cam/Crank Sensors
- 158 Reman/CTS, MAP, MAF, Knock & Temp. Sensors
- 160 Vehicle Speed Sensors

Window Regulators

- 210 Window Regulator - Manual
- 211 Window Regulator - Power
- 212 Window Regulator - Power w/ Motor

Engine: Mechanical

Cooling

- 130 Fan Clutches
- 131 New Water Pumps
- 143 Thermostats
- 147 Water Outlet Flanges

Engine Components

- 046 Camshaft/Pump Components
- 104 Engine Mounts
- 086 Miscellaneous Engine Parts
- 037 Oil Pans
- 045 PCV Valves & Conneccase Vent Valves

Filtration

- 042 Air & Cabin Filters
- 043 Fuel Filters
- 041 Oil Filter/Oil Filter Housing Caps
- 044 Transmission Filter Kits
- 036 Valve Cover Assemblies

Gaskets

- 032 Head Gasket Sets
- 037 Intake/Exhaust Gaskets
- 038 Misc. Gaskets
- 036 Valve Cover Gaskets

Timing Components

- 024 Variable Valve Timing Solenoids

Steering, Suspension & Driveline

Driveline

- 081 Clutch Sets
- 072 Clutch Slave & Master Cylinders
- 073 Clutch Hoses
- 103 CV Boot Kits
- 104 Axle & Roller Bearings
- 104 Transmission Mounts
- 083 Wheel Bearing Spacer & Retainer
- 052 Wheel Seals

Steering & Suspension

- 101 Ball Joints
- 102 Bushings
- 102 Control Arms
- 103 Struts/Coil Spring Support Assembly
- 101 Idler Arm
- 101 Inner/Outer Tie Rod Ends
- 101 Stabilizer Link
- 103 Steering Rack Boot Kit

BECK/ARNLEY
Foreign Nameplate Specialists

Braking | Engine: Electrical | Engine: Mechanical | Fluids | Steering/Suspension/Driveline

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FACI-REX
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ADDITIONAL CONCEPT #1

BECK
ARNLEY

BECK
ARNLEY

BECK
ARNLEY



PRIMARY COLORS

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

HEADLINES | POPPINS BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

Body | DIN Bold



MOUNTS



ADDITIONAL CONCEPT #2





PRIMARY COLORS

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

HEADLINES | POPPINS BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Body | Poppins Light



FORM.

FIT.

FUNCTION.



ADDITIONAL CONCEPT #3







Primary Colors

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Headlines | DIN 1451 Mittelschrift

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Body | Lato Regular



