



Marketing & Branding Guidelines for Contributors

Welcome to Fortellis

As a contributor, you're joining a growing community of forward-thinking developers, publishing innovative APIs and APPs and driving rapid innovation within the automotive industry by enabling a more efficient automotive commerce ecosystem.

Thank you for being a part of Fortellis. We're looking forward to working together for many years to come!

About Fortellis

Fortellis is a technology platform that allows the automotive industry to leverage, build, innovate and integrate applications and workflows to transform businesses of all sizes. The Fortellis platform's developer network and marketplace connects software developers, OEMs and dealers so they can create new and unique experiences.

Publishing Apps on Fortellis

Publishing your new app listing in our marketplace is just the beginning of the journey. As you onboard existing users to your new integration, Fortellis will help ensure you continue to drive new subscribers to your Fortellis app. We're here to support your efforts with a variety of marketing tools to help maximize your exposure.

Fortellis Badge & Branding Toolkit

As a Fortellis contributor, you have access to the following tools to promote your API or App:

Powered by Fortellis Badge

The "Powered by Fortellis" badge helps showcase your contributions on social media, webpages, and marketing emails. This visual identity ensures accurate usage of the Fortellis brand.





Guidelines for Use

If you wish to use the badge in print, digital ads, or email campaigns, the Fortellis creative team must review the materials before release. Allow 48 hours for approval by emailing your materials to Fortellis.GTM@cdk.com.

The badge may not be altered or recreated in any form. Only the digital art files supplied should be used.

How to Use the Badge

Display the "Powered by Fortellis" badge to promote your API/App on webpages, social media, or emails, building awareness for your offering.

- Sizing: The minimum size of the badge should be no less than 1.125" in width for visibility and readability.
- Clear Space: Maintain clear space around the badge equal to the size of the plus sign to ensure readability and proper placement.
- Colors: The badge's colors should not be altered. If a full-color option is not suitable, please contact us for alternatives.
- Preferred Sizes: For interactive use, the badge should be 150 px wide, and for print, 2" wide.

Download Badges

Communication Guidelines

As a contributor, you are encouraged to issue a press release after becoming a Fortellis contributor or when publishing a new API or App. Your Fortellis representative will provide a press release template with approved language from both Fortellis and CDK Global. This template should be completed by your organization's marketing team. Any press release mentioning Fortellis or CDK Global must be sent for final review before being published.

Please email fortellis.gtm@cdk.com for submission.

Final Thoughts

We want to extend our sincere thanks for your contributions to the Fortellis Platform. We look forward to working with you to deliver innovations to the automotive industry.

This guide is a summary of our high-level marketing benefits and guidelines. We'll continue to update this document as needed. If you have questions that weren't answered in this guide, please contact us at fortellis.gtm@cdk.com.