

Matt Ebert

PERSONAL BRAND GUIDELINES

 INFINITE



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WHAT IS THIS DOCUMENT?

This deck is a roadmap for internal teams, collaborators, and media to build the Matt Ebert brand with clarity and conviction.

It exists to align every voice, post, and pitch behind a single goal: position Matt as a modern leader redefining what success looks like in blue-collar America.

Matt Ebert

**“Even from the first time I worked
on a car, my goal has been to
improve whatever is in front of
me—be it a car, a business, a team,
or an entire industry.”**

Matt Ebert



**“THE SKY'S THE LIMIT AND I AM VERY
EXCITED ABOUT HOW MUCH BIGGER
AND BETTER WE ARE GOING TO GET.”**

Math Ebert

Matt Ebert



MATT'S STORY

Matt Ebert is the founder-led force behind Crash Champions, having grown the company from a \$40M business to a \$3B national powerhouse in just five years. With over 650 locations in 38 states, Matt still leads with the mindset of a technician who came up through the shop, focused on improving whatever's in front of him.

His mission is clear: transform an outdated collision industry by championing people, leading with transparency, and redefining what leadership looks like in the trades.





THE MATT EBERT DIFFERENCE

Talks like a technician, leads like a founder, thinks like a category disruptor.

One of the only CEOs who actively champions blue-collar futures on national platforms.

Doesn't just say "team", he shows up in the field, listens, and builds culture by hand.

Turns industry problems (like the tech shortage or flat-rate pay) into talking points that spark reform.



MATT IS: THE CHAMPION OF TRADE SKILLS • ROCKEFELLER OF COLLISION REPAIRS



ONE BUILD TRUST, THEN THE TEAM

True leadership doesn't start with with honesty. Matt leads with vulnerability and action to unite a workforce of thousands.



TWO CHAMPION THE TRADES

Blue collar isn't second-tier, it's foundational. Matt is reframing skilled labor as skilled leadership, advocating for the next generation



THREE GROWTH IS EARNED

From scaling the business to sharing lessons from failures, Matt's approach to growth is rooted in grit, data, and getting it done.





CONTENT FORMATS

CRASH COURSE ON GROWTH

Real talk on scaling
and staying
grounded

CHAMPION CHALLENGER

Field-first stories from
techs and
tradespeople

OPERATING WITH TRUST

Leadership truths and
cultural insights

DAY IN THE LIFE

What the CEO of a
\$3B shop network
actually does



PODCRASH

PodCrash, is a candid, on-the-road series where he visits shops across the country and sits down with the people who make the industry run, from technicians to team leads to local partners. Each episode is a raw, real-time conversation about leadership, trust, culture, and how to get better together.

**POD
CRASH**
WITH MATT EBERT



MATT'S AUDIENCE



SKILLED TRADES WORKERS

From technicians and painters to this group looks to Matt for validation, opportunity,



INDUSTRY LEADERS

CEOs, talent scouts, and thought leaders in adjacent categories who are watching how Crash Champions breaks molds.



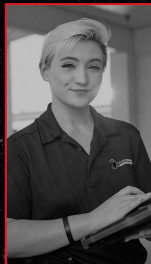
ENTREPRENEURS

Growth-minded business leaders, blue-collar founders, and aspiring owners who are hungry to scale but want real-world advice.



MEDIA

Podcasters, journalists, conference bookers, and analysts looking for a fresh leadership POV.



CRASH EMPLOYEES

They're looking to Matt for clarity, culture, and connection. This audience turns brand into belief.

LOGO

HORIZONTAL LOGO



VERTICAL LOGO



COLOR PALETTE



#dddbcff



#e31b23ff



#000000ff



#ffffff

TEXTURES



GRAPHICS



TYPOGRAPHY

Aa

ANTONIO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Matt Ebert

THANK YOU

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