



CAMPUSCARS

BRAND GUIDELINES



BRAND ETHOS

WELCOME TO THE CAMPUS CARS BRAND

These guidelines have been created to help you understand the Campus Cars identity and how it should be used. From using the right logo in the right color, to using the right font and typeface, this guide will help you know what to do and what not to do.

By using and applying them correctly, you can help make sure that all communications are consistent, clear and easily recognizable.

If you have any questions please contact Jovan Tate.



WHO WE ARE

OUR POSITION

For tech-savvy college students who need a car for venturing off campus, Campus Cars is a car sharing company that will save students and their parents money and headaches attributed to car ownership while on campus.

Unlike Zipcar, Enterprise or Uber, Campus Cars would provide the most convenient, reliable and cost effective access to a car when needed.

OUR PURPOSE

To expand the resources of university students who reside on campus. Convenience, reliability and opportunity

Meaning: Campus Cars allows students to do more and maximize the resources away from the campus setting.

This goes beyond transportation and tugs at emotional strings of the target.

OUR TAGLINE

Anywhere is now much closer.

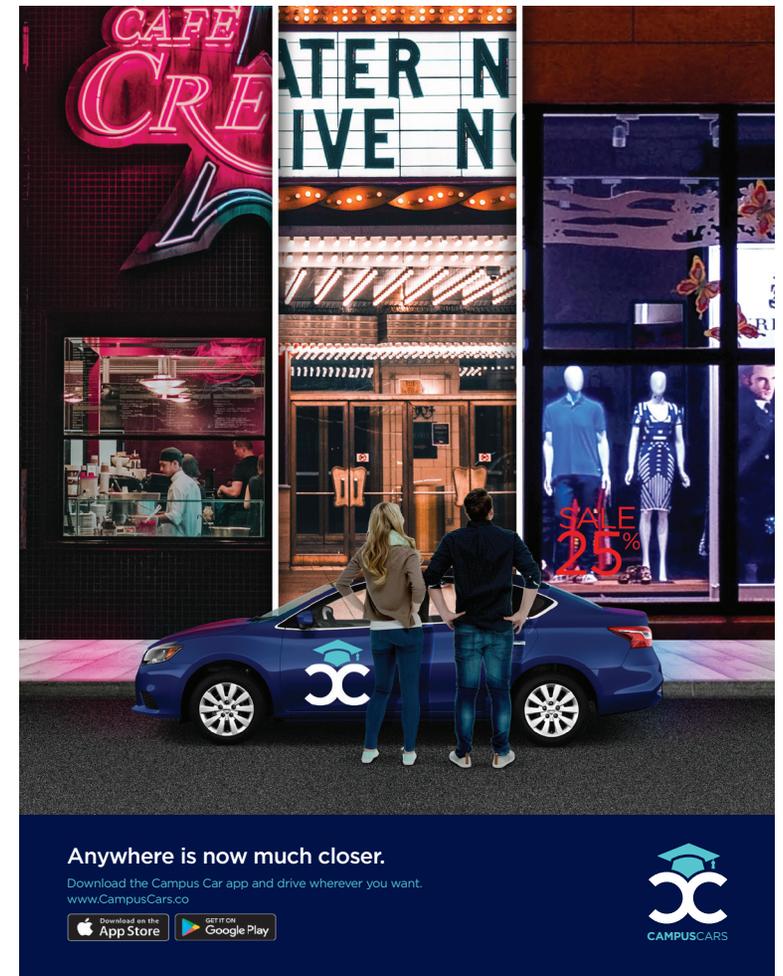


OUR ADVERTISING

The primary objective of our advertising is to convey the benefits of Campus Cars - to provide college students with greater **ACCESS** to places they want to frequent off campus



Facebook Cover Photo



8.5 x 11 Print Ad

OUR ADVERTISING

City Escapes



Background

Most car-sharing companies focus on urban city environments and not accessible near rural campuses.

To enhance the student campus experience, Jovan Tate created a service that would offer students the benefits of car-sharing but for significantly less than other competitors.




Download the Campus Car app and drive wherever you want.



JOVAN TATE
FOUNDER, CHIEF EXECUTIVE

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Anywhere is now much closer.




Concerts

Festivals

Appointments

Adventure

Expand your campus experience:

For college students who need a car for venturing off campus, Campus Cars is the perfect car sharing company.

CampusCars will save users money and headaches attributed to car ownership while on campus. Students that live on local university campus can access our vehicles conveniently located in student parking lots through our mobile app or website.

Unlike Zipcar, Enterprise or Uber, Campus Cars would provide the most convenient, reliable and cost effective access to a car when needed.

Service

Students can join our service for a monthly or hourly fee. Membership will allow you to drive our vehicles that are fully insured, offer the newest safety features and provide great gas mileage.

Through the mobile platform, members will be able to locate, reserve, unlock and report any emergencies or accidents right on the app. The technology will also send alerts if a vehicle is accidentally hit either when parked or in use.

Pricing

- HOURLY: \$5 an hour
Use as needed
- MONTHLY - 8hrs
\$40 per month
8 hours total
- MONTHLY - 25hrs
\$105 per month
25 hours total
- MONTHLY - 40hrs
\$165 per month
40 hours total

Trifold Brochure



CORE BRAND
ELEMENTS

THE LOGO

The logo is unique to Campus Cars and has been specially designed to express the company's core values.

The icon can be used in isolation, without the tagline or company name.

1. CC Logo Isolated
2. CC Logo and name
3. Alternate CC Logo and name



THE LOGO SPACING

SPACING

To make sure the logo retains its impact, keep it prominent and clearly visible by placing it within a clear space area. The clear space area defines the minimum area of clear space around the logo. It must always be kept free of any type or graphic elements.

The clear space area is equivalent to the height of the 'c' in the logo as indicated here on the right.

MINIMUM SIZE

The logo has no maximum size but its minimum size is .375" wide edge-to-edge horizontally for all applications. The name should be omitted when producing the logo at a small scale.



THE LOGO DON'TS

DON'T STRETCH



DON'T CHANGE IT'S COLORS



DON'T ALTER



COLOR PALLETTE

The dominant brand colors are blue and teal. This combination should always be used whenever possible.

The secondary palette acts as accent colors. These can be used carefully in certain applications.

PRINTING GUIDANCE

When reproducing print, it's very important that the paper or material being printed on to is taken into consideration.

Printing on a 'coated' stock or material (which is less absorbent) will result in a brighter, more vivid color than printing on an 'uncoated' stock or material (which is more absorbent) - this is due to the differing porousness of the surfaces.

With this in mind, a different value of all colors has been specified for coated and uncoated stocks, so as to achieve a more consistent color across different materials.

PRIMARY COLORS



PRINT COATED STOCK

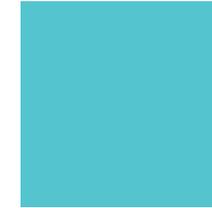
PANTONE: 282C
PROCESS: C100 M75 Y0 K70

PRINT UNCOATED STOCK (AVOID IF POSSIBLE)

PANTONE: 295 U
PROCESS: C90 M50 Y0 K0

DIGITAL

RGB: R0 G21 B73
HEX: 001549



PRINT COATED STOCK

PANTONE: 319C
PROCESS: C60 M0 Y20 K0

PRINT UNCOATED STOCK (AVOID)

PANTONE: 3105U
PROCESS: C80 M0 Y90 K0

DIGITAL

RGB: R86 G197 B208
HEX: 56C5D0

SECONDARY COLORS



PRINT

PANTONE: Black C
PANTONE: Black 6 U
PROCESS: C0 M0 Y0 K100

DIGITAL

RGB: R0 G0 B0
HEX: 000000



PRINT

PANTONE: Cool Gray 7 C
PANTONE: Cool Gray 8 U
PROCESS: C0 M0 Y0 K50

DIGITAL

RGB: R147 G149 B152
HEX: 939598

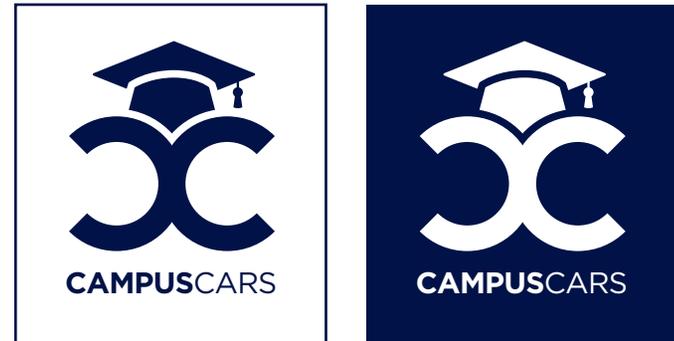
COLOR USAGE

Always try to use the full color logo whenever possible. However, use this guide for single color and gray applications.

**FULL COLOR APPLICATIONS
PRIMARY**



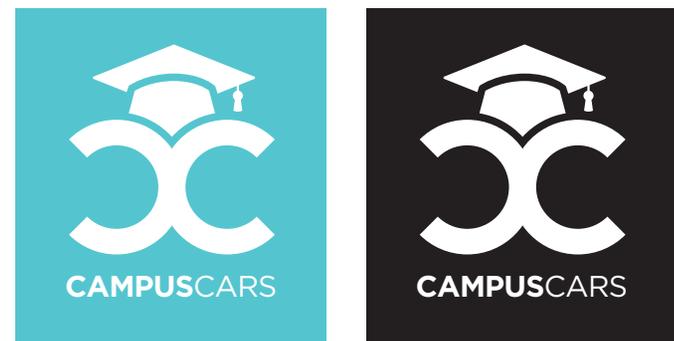
**SINGLE COLOR APPLICATIONS
PRIMARY**



**FULL COLOR APPLICATIONS
SECONDARY**



**SINGLE COLOR APPLICATIONS
SECONDARY**



FONT USAGE

The font is called Gotham and it is to be used for all applications. It has been specially selected for the brand to express elegance and style whilst conveying clarity and legibility.

Gotham comes in a variety of weights for greater flexibility. It is to be used exclusively and no other typeface should be used unless permission has been sought by the brand guardians.

Type can be set in navy blue, teal, black, gray or white.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

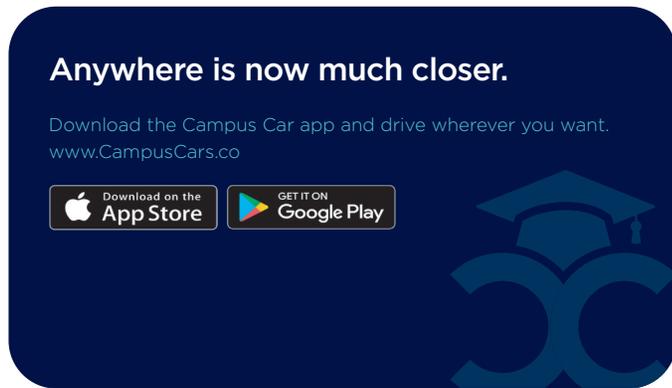
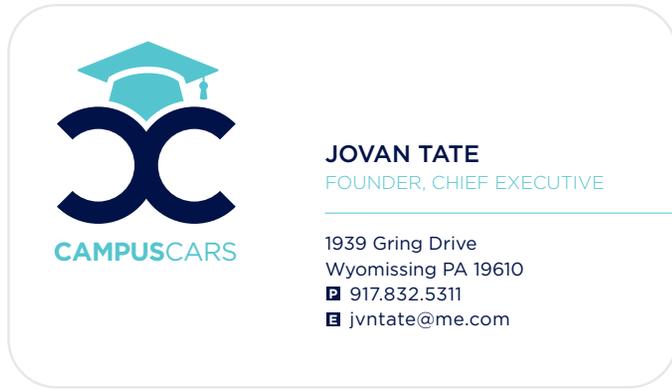
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

STATIONERY



Business Card



Letterhead



JOVAN TATE

FOUNDER, CHIEF EXECUTIVE OFFICER

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