

Pacific Auto Service

Visual Branding Book

Designer: Marilyn Jaimes

Spring 2020

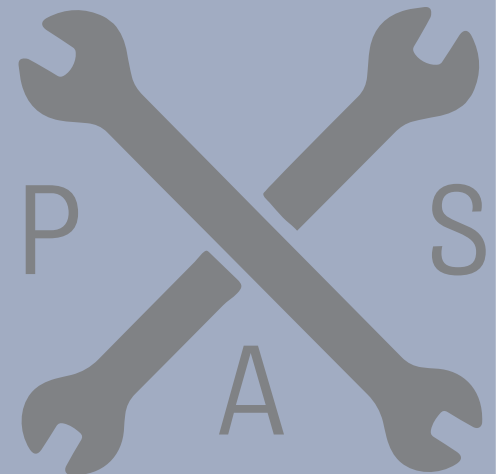


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Creative

Designing for the Brand:

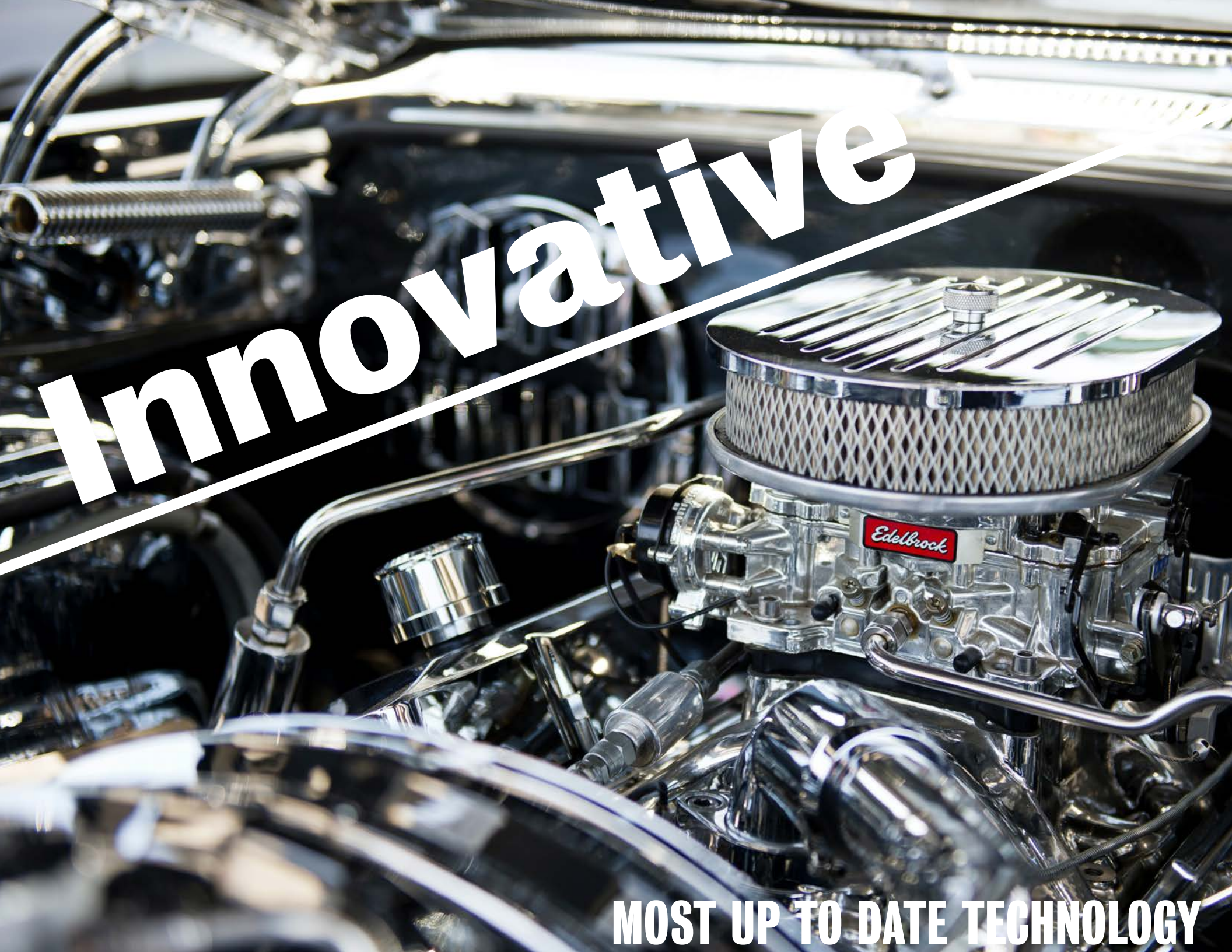
When designing for the brand Pacific Auto Service, I was looking into making the branding not be flashy because the designs are for a mechanic shop. Usually mechanics don't need flashy branding because their customers go to them for necessity not want.

Applying these ideas with the branding, I was going for making a clear statement that this brand is strong and powerful, but also doesn't catch to much attention and doesn't appear to flashy. Mechanics don't really use to much visual branding in their everyday lives, but I wanted to be able to add some visuals to the brand Pacific Auto Service. Especially so that when customers go to them they seem more professional and the customers are inclined to tell their acquaintances.

Brief



Mood Board



Innovative

MOST UP TO DATE TECHNOLOGY



Authentic

Mach 1
MUSTANG

Radial T/A

BFGoodrich

SERVICE LIKE NO OTHER

Instinctual



WORK BASED ON INSTINCT



Fast

**FASTEST SERVICE
OUT THERE**

Alert



MOST VIGILANT MECHANICS

Stationary Letter Head















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Creat
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App Design

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Design



Mock Ups



Process

I would say the process of rebranding this company was more interesting than designing the logo. Being able to create mock ups and other elements that help define the brand is much more interesting and fascinating to me. The most difficult part of this visual branding book would be the research that had to be done. Normally mechanic shops don't have either any branding elements at all or if they do they are very simple and not the greatest. Since mechanic shops are usually just there as a necessity, we never really pay attention to their branding. I think I was successful in creating a visual branding for Pacific Auto Service that keeps the simplicity of all mechanics and also tells their principles, like in the brand essence pages.

Statement