

Branding Identity Process Book

■ Pacific Auto ■

Service



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Creative Brief

Company Name:

Pacific Auto Service

Brand Description:

Pacific Auto Service is a family owned mechanic shop. Since they are family owned they only have one shop and aren't nationwide. Being a family owned shop causes some issues in getting customers, because the only way they can successfully get customers is by word of mouth and referrals from other friends and family.

Project Summary:

My goal for this project is to be able to get new customers for Pacific Auto Service by rebranding their company logo and brand. By rebranding them I hope that they are able to get customers by the look and aesthetic of their new brand and less by referrals.

Target Audience:

The target audience for this company would be the daily drivers. People that own and drive their cars everyday and that are in need of any work done on their cars.

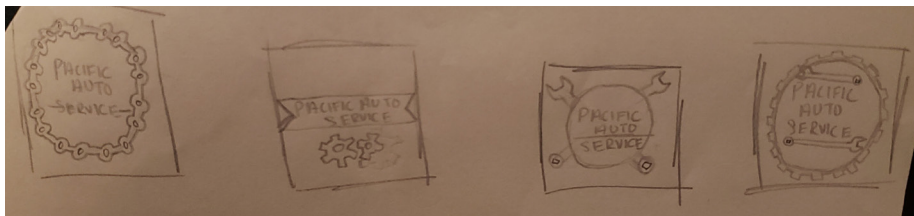
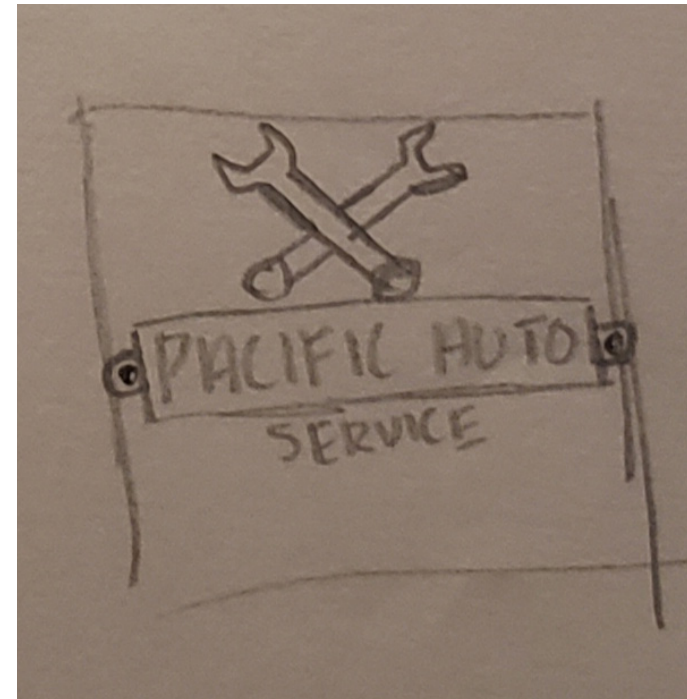
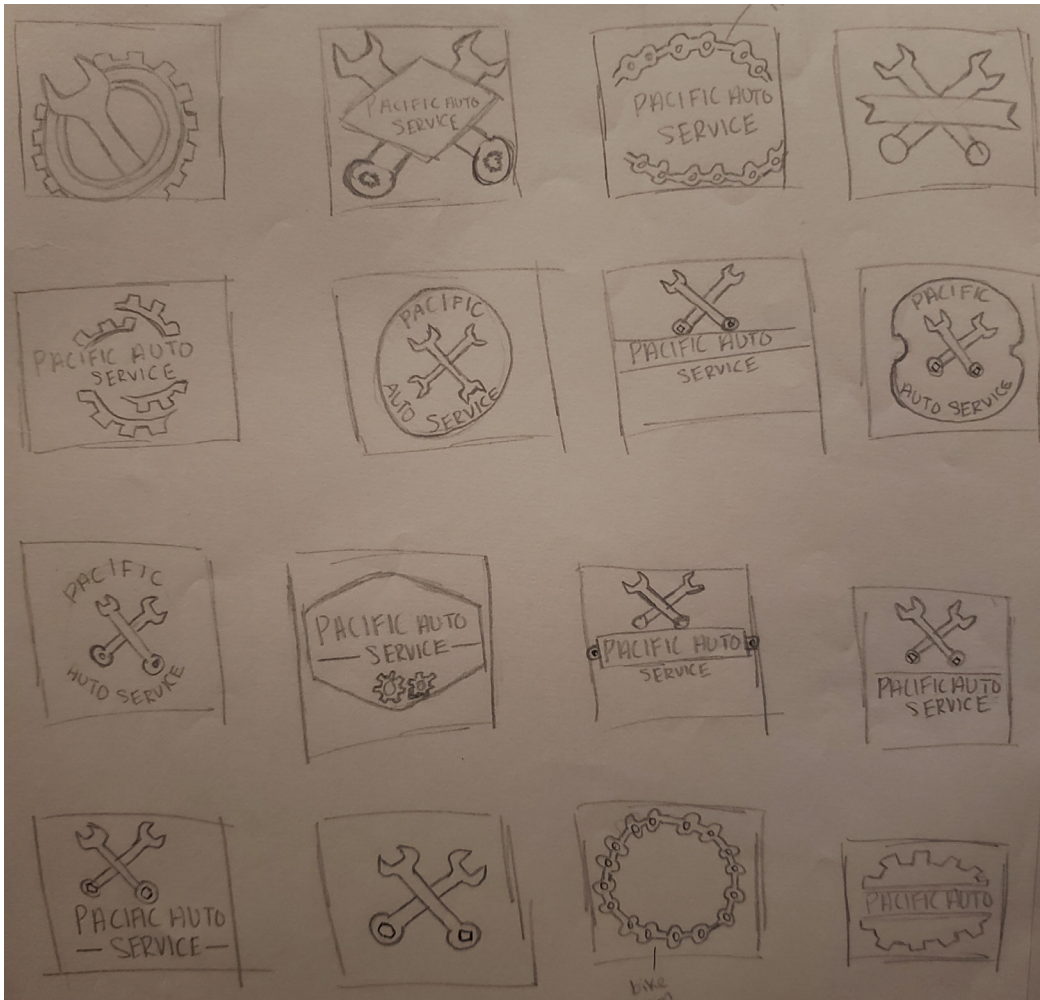
Desired Message & Tone:

I want the message to be perceived as warm and inviting, especially to woman. I know most women are afraid or don't feel to comfortable going into a mechanic shop, but I want to make the tone of the branding of Pacific Auto Service be warm and inviting to everyone.

Problem Analysis/Define:

They have many major problems with their branding. First of all they do not have an official logo or any official imagery. They also don't have any set colors or typefaces. For any advertising they make, they usually just go with a navy blue and stock pictures of cars. There seems to be no thought process to their designs, they just want to get the message across of what they do. I want to be able to get their message across but also be able to do it with design.

Logo Creation (Sketches)



Logo Creation (Final Design)

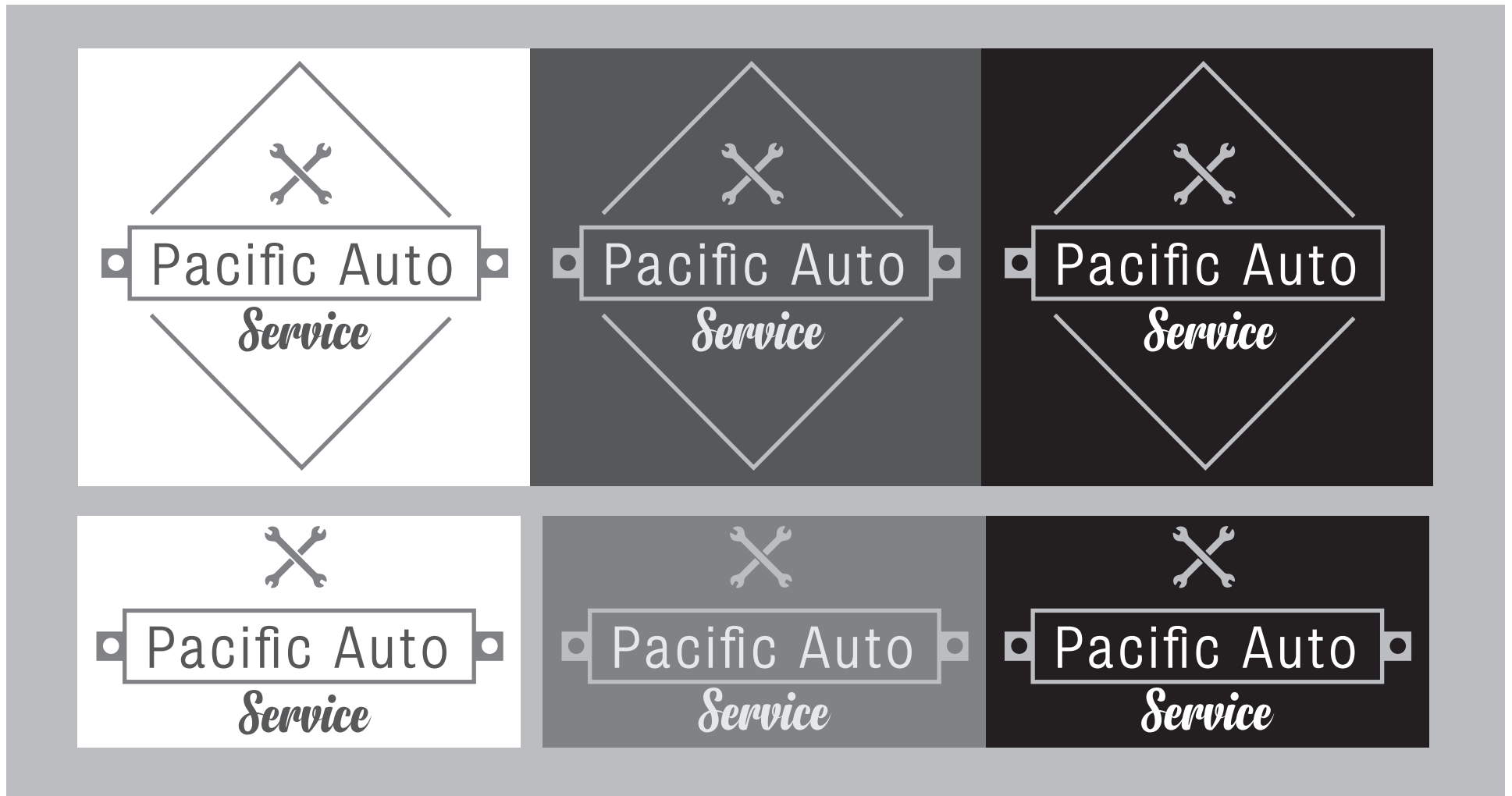


Logo Description



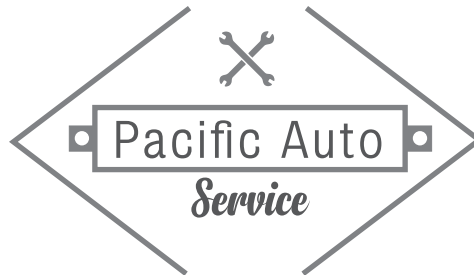
Our Logo is simplistic but also has a mechanical feel to it. The fonts used in our logo are legible and have contrast between each other. The colors used are a variation of two grays. We choose these grays to give an emphasis of the whole mechanical feel. We also have some elements that add to the emphasis of the mechanical feel, like the wrenches icon, the plate that is surrounding the type, and the diamond that is going around the whole logo.

Logo Usage (Correct)



These are all correct uses of our logo. We prefer to use the original logo over a white background, but it is also acceptable to put our logo over a gray and black background. When changing the color of our background one must also change the color of our logo accordingly.

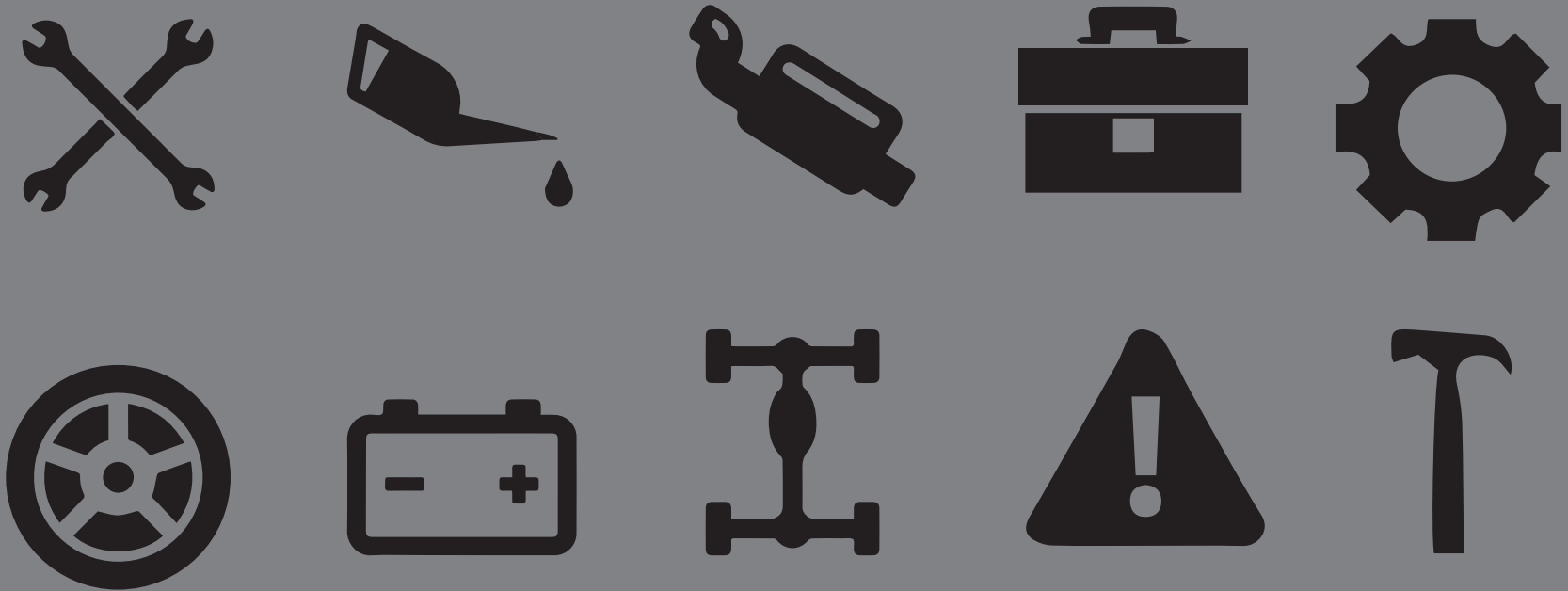
Logo Usage (Incorrect)



The following are all incorrect uses of our logo.

- Do not rotate our logo
- Do not compress our logo
- Do not change the colors of our logo
- Do not move around elements of our logo
- Do not eliminate elements of our logo
- Do not rearrange elements of our logo.

Iconography



Our icons just like our logo are simplistic. Icons are meant to be simple and easy to read. Our icons are easy to understand so that the customer can understand what each icon represents. These icons can represent many things but it mostly represents work that the mechanics have to do.

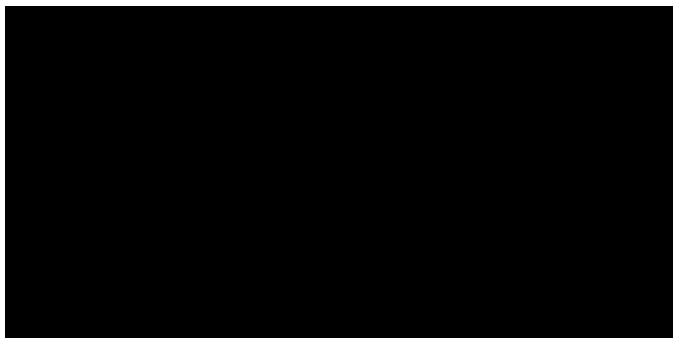
Color Palette



RGB : 88, 89, 91
CMYK: 0, 0, 0, 80
HEX: 58595B



RGB : 128, 130, 133
CMYK: 0, 0, 0, 60
HEX: 808285



RGB : 35, 31, 32
CMYK: 0, 0, 0, 100
HEX: 231F20



RGB : 180, 190, 192
CMYK: 0, 0, 0, 30
HEX: BCBEC0

Our color palette is very simple as we kept our colors only in grays, black, and white. We kept our company's colors in the grays color spectrum because mechanics and mechanical work is based on working with a lot of tools. Those tools usually always are gray, so we wanted to keep our colors similar to the tools used.

Typography

Typography plays a big part in our logo. With the typography we can express our company's personality. We have choose two fonts for our company: Bureau Grot Light and Anydore.

Bureau Grot Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Bureau Grot Light is strong but it is not overbearing. We use Bureau Grot Light as the main font in our logo, but we also use different weights of Bureau Grot for other elements of our brand.

Anydore

*Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

Anydore is strong but it is also legible. We choose Anydore as an accent to be in our logo.

Process Statement

I would say the process of designing this logo and rebranding this company was difficult. My design tend to be more simple and have a feminine touch to them but having to rebrand a mechanic shop seemed out of my comfort zone. I had difficulty trying to come up with a logo design, but I finally decided on a simple yet strong design for the logo. I think this logo is an effective design for the rebranding of Pacific Auto Service, because the company before I started working with them had no official logo and all of their business cards and documents had different designs on them and different fonts. With my vision of the rebranding of the company, it would push Pacific Auto Service into a new market and perhaps get them customers that they otherwise would not have gotten.

