








# Pacific Auto Service

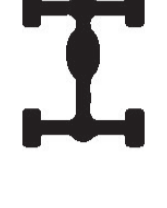











## Design

The rebranding of Pacific Auto Service had the major goal of being able to get new customers for us. The rebranding changed the look and feel of Pacific Auto Service. Our goal was to make our company branding to feel warm and inviting to all customers. Since everyone is always in need of a mechanic, we want to be able to attract all different types of drivers.

## Brief

### 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

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*

Bureau Grot Light is strong but it is not over bearing. 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 is strong but it is also legible. We choose Anydore as an accent to be in our logo.

T  
y  
p  
o  
g  
r  
a  
p  
h  
y

## Color Palette

Our color palette is very simple as we kept our colors only in tones of gray and light blue. We kept our company's colors in the gray tone because mechanics and mechanical work is based on working with a lot of tools, and when thinking of tools typically those tools are a neutral color like silver or gray.



## Innovative

We use the most up to date technology

## Authentic

We provide service like no other









## Instinctual

## Fast





## Alert

Our work is based on instinct and not only are we the fastest but also the most vigilant mechanics out there.

