

## Branding for an Automobile Detailing Studio

### About Our Client

Our client is a Bengaluru-based auto detailing studio. The business was bought over by our client who already was running a similar business under the name Torqoholic.

### Problem(s) Faced by Our Client

The studio is a few years old was well known in the locality. So the client did not want to change the name of the establishment and wanted to have the logo similar to the signboard at the studio. However, the client was keen to have a contemporary and sporty logo and other brand collateral, including Monogram, Business card, and letterhead, Envelope and Invoice.

### Objective

The key objective was to design a Logo which was based on the old signboard and at the same time sporty, contemporary and appealing.

### Approach

We arranged a meeting of our designer with the client to understand the requirement of the client and the client shared a picture of the old banner which was taken as a reference point.

### Key Tactics

- Firstly, the brand colors were finalized as Red and Yellow.
- Multiple options were provided to the client.
- Further tweaked into the designs to arrive at the final one.
- Once the logo was frozen, the designed worked on the remaining deliverables.

### Colors and fonts used

- Red - CMYK - 1 96 91 0; RGB - 250 15 12; Hex - fa0f0c
- Yellow - CMYK - 3 2 91 0; RGB - 247 247 25; Hex - f7f719
- Brown - CMYK - 47 79 83 75; RGB - 34 11 8; Hex - 220b08
- Font - Grand National (have uploaded all the fonts)

### Image provided by Client



## Final Designs

Logo Versions






Visiting Card

01 | 

**Springs**  **Car Care**

#1, Mahaveer Towers,  
24th Main Road,  
JP Nagar 6th Phase,  
Bangalore - 560076

 +91 8105568000  


Letterhead

**Springs Car Care**

#1, Mahaveer Towers,  
24th Main Road,  
JP Nagar 6th Phase,  
Bangalore - 560078

+91 8105568000


 prameeth.prabhu@springscarcare.com

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Company Profile



Car Wash Package Coupon Card



**Springs Car Care**

#1, Mahaveer Towers,  
24th Main Road, JP Nagar 6th Phase,  
Bangalore - 560078  
+91 91482 26128, +91-81236 21949

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4
3
2
1

**WASH PACKAGE**

**NAME:**

**VEH DET:**

**REG:**

**DATE OF ISSUE:**

**AUTHORISED SIGNATORY:**

**Terms & Conditions:**

1. Package is valid for 6 months from the date of issue
2. Only Wash & Wax on Saturday & Sunday and few festive occasions
3. In case Wash & Wax has to be availed, two coupons can be submitted at once
4. Package is non transferable

WASH	CUSTOMER SIGN	SME SIGN & DATE
5		
4		
3		
2		
1		