

TONI'S AUTOMOTIVE REPAIR

BRAND GUIDELINES



210-504-6101

## TONI'S AUTOMOTIVE REPAIR

## BRAND GUIDELINES

ABOUT.....	2
FOUNDERS.....	3
LOGO ICON.....	4
PRIMARY LOGO.....	5
SECONDARY LOGO.....	6
ALL LOGOS.....	7
USAGE.....	8
COLORS.....	9
TYPEFACE.....	10
WEBSITE.....	11
BUSINESS CARDS.....	12
ADVERTISING FLAGS.....	13
THANK YOU.....	14

## ABOUT

LOCATED IN THE HEART OF THE TEXAS HILL COUNTRY,  
TONI'S AUTOMOTIVE REPAIR IS LOCALLY OWNED AND  
OPERATED BY TONI RAND AND HIS WIFE DEBBIE. TONI  
GREW UP IN NEW BRAUNFELS, TEXAS AND HAS ALWAYS  
HAD A PASSION FOR VEHICLES.  
IT IS THIS PASSION THAT TONI USES TO REPAIR ALL HIS  
CUSTOMERS CARS WITH AN ATTENTION TO DETAIL AND  
LEVEL OF SERVICE THAT IS INCOMPARABLE.



## ABOUT THE FOUNDERS

THROUGH GOD'S GRACE AND TONI'S TALENT, THE RANDS WERE ABLE TO OPEN TONI'S AUTOMOTIVE REPAIR'S NEW BRAUNFELS LOCATION IN THE SPRING OF 2021. THEY ARE EXCITED TO SEE WHAT BLESSINGS GOD BRINGS THROUGH THIS NEW VENTURE.



## LOGO ICON



THE LOGO ICON IS REPRESENTATIVE OF A SPORTS VEHICLE, SIMILAR TO THE STYLE OF VEHICLES T.A.R WORKS ON.

PRIMARY LOGO



THE PRIMARY LOGO IS CREATED WITH STYLE AND FUNCTIONALITY IN MIND. THE TIRE, WINGS, AND OTHER AUTOMOTIVE ICONOGRAPHY COMBINED WITH THE LOGO ICON CAR IS REPRESENTATIVE OF TRADITIONAL AUTOMOTIVE REPAIR SHOP BRANDING, AND THE INCLUSION OF THE SHOP'S PHONE NUMBER IS USED TO EASILY MARKET HOW TO GET IN TOUCH WITH T.A.R. ACROSS ALL BRANDED CHANNELS



## SECONDARY LOGO



THE SECONDARY LOGO IS A SIMPLIFIED CIRCULAR LOGO DESIGNED TO FIT IN SPACES WHERE THE MAIN LOGO WOULD NOT FIT WHILE STILL MAINTAINING RELEVANT INFORMATION SUCH AS THE COMPANY NAME AND PHONE NUMBER.

LOGO



ALL LOGOS TOGETHER



USAGE

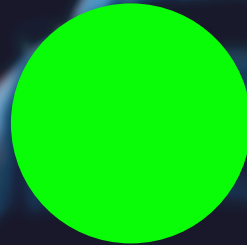


THERE MAY BE NO CHANGES MADE TO ANY OF THE LOGOS OR BRAND COLORS, UNLESS THE T.A.R. PHONE NUMBER IS UPDATED, AT WHICH POINT THE LOGOS WILL NEED TO BE UPDATED AS WELL.

COLORS



#000000



#09FD07



#838383



#272727

THIS IS THE OFFICIAL BRAND PALETTE



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TYPEFACE

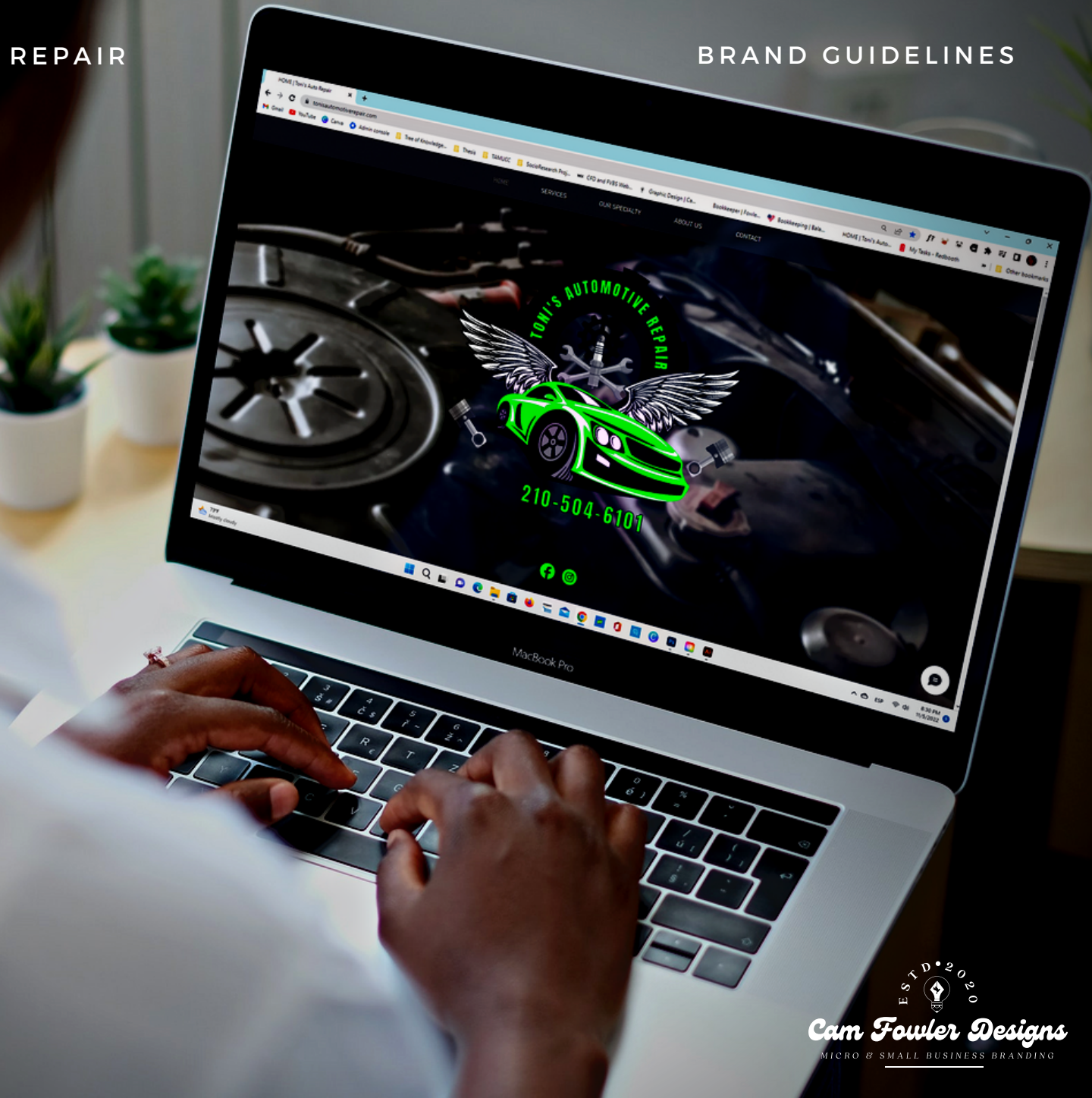
ANTON

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10 TYPEFACE

TONI'S AUTOMOTIVE REPAIR

BRAND GUIDELINES



11 WEBSITE



TONI'S AUTOMOTIVE REPAIR

BRAND GUIDELINES



12 BUSINESS CARDS



TONI'S AUTOMOTIVE REPAIR

BRAND GUIDELINES



13 ADVERTISING FLAGS

THIS BRAND WAS DESIGNED BY CAMERON FOWLER WITH CAM FOWLER DESIGNS. CFD RETAINS RIGHTS TO USE THESE DESIGNS FOR THE PORTFOLIO AND PROMOTION OF CAM FOWLER DESIGNS IN BOTH PRINT AND DIGITAL MEDIA.

ALL RIGHTS TO THE BRAND ARE RETAINED BY TONI AND DEBBIE RAND WITH TONI'S AUTOMOTIVE REPAIR.

THE COPYING AND RE-USE OF THIS BRANDING FOR ANY BUSINESS OTHER THAN T.A.R. AND CFD ARE STRICTLY PROHIBITED AND VIOLATORS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW.

FOR ANY QUESTIONS REGARDING THE DESIGN OF THIS BRAND PLEASE CONTACT CAMERON FOWLER AT CAM FOWLER DESIGNS.

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