



Live your passion everywhere

The world's largest car phenomenon

BRAND MANUAL

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WELCOME TO THE C&C WORLD



Welcome,

As a global and expanding company, **we have a story to tell**. In order to do that and make ourselves known, we need to establish our own identity: we, as Cars & Coffee, are the world's largest car phenomenon, born around the passion of local car enthusiasts enjoying and sharing their automotive lifestyle.

To function properly, we need to present ourselves in a globally shared style, based on a unique design and well-defined graphics. All of these components make up our “**visual identity**”. Consisting of our name, logo, font, colors and signature style, our visual identity immediately speaks for the story and the values that we wish to convey.

Our International team is available to help you with any questions or remarks you may have. Reach out to them and allow them to provide you with the answers to any of your questions. **I wish you good luck** and I am looking forward to seeing our logo across your online, offline channels and events.

Yours Faithfully,


Francesco Canta



INTRODUCTION

The Brand

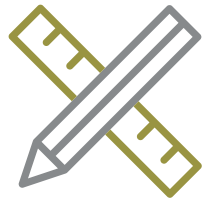
OUR VISUAL IDENTITY

Our visual identity is **recognizable**, because it is **simple** and **clear**. It has its own personality and stands out from our competitors. It is devised to build awareness across our audience, which is made of event participants, car enthusiasts and owners. For an audience, a strong identity translates in a sense of belonging and reliability worldwide; and these are key drivers of the message we want to convey.

This document provides a clear overview of how the brand is expected to appear and look across your channels, both online and offline.

Our identity is your identity and it is well-established and defined.

Visual Identity Goals



CONSISTENCY

The recognition increases when similar elements have consistent look and function in similar way.



AESTHETIC

Good looking products and user interface are perceived as more valuable and having more qualities.



NAMING SYSTEM

USING OUR BRAND NAME

In our brand name, the conjunction “and” must always appear as an “&.” The word “and” is acceptable only where the type “&” is not allowed (e.g. Instagram account name).

The brand name must always appear with the initial “C”s in uppercase. Remaining letters should appear in lower case. Use of the full capital letter version is restricted to titles only.

The extended brand name always requires backspace before and after the “&”. The condensed brand name must appear as one word with no backspaces.

✓ DO

Cars & Coffee

Extended version

C&C

Condensed version

✗ DON'TS

Cars&Coffee

C & C

Cars & coffee

C&c

cars & coffee

C and c

c&c

Cars and Coffee

THE LOGO

A key element of our visual identity is, of course, our logo. It allows us not only to be recognized, but remembered. In order to be uniform in our communication, it is also necessary to follow certain graphic standards. Effective graphic standards are crucial in order to maintain consistency all across our graphic identity and range of Cars & Coffee events.

FULL LOGOTYPE

The Full Cars & Coffee Logotype consists of the C&C Monogram and the Cars & Coffee Wordmark.

The Monogram consists in a continuous line shaping two concentric “C” letters. It’s a basic design, yet original and straightforward, intentionally evoking a spiral, a symbol or progress and expansion.

The Wordmark consists of the words “Cars” and “Coffee,” vertically organized on two levels. Preceding the word “Cars,” is a circle with an “&” inscribed in negative colouring.

The Full Logotype, featuring both the Monogram and the Wordmark, must be used whenever possible for official brand representations.

Monogram

Wordmark



Full Logotype



Full Logotype - Reverse

■ CMYK [0-0-0-100]
 RGB [0-0-0]
 HEX [#000000]

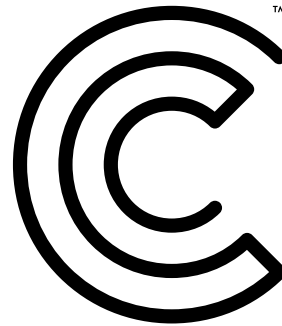
□ CMYK [0-0-0-0]
 RGB [255-255-255]
 HEX [#FFFFFF]

THE LOGO

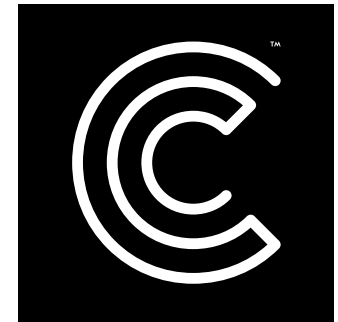


MONOGRAM

The Cars & Coffee Monogram is to be used in case of limited space for the Full Logotype to be included.



Monogram



Monogram - Reverse

VARIATIONS - Vertical version

The vertical version of the logotype can be used to substitute the Full Logotype in case of limited horizontal space.



Full logotype - Vertical version

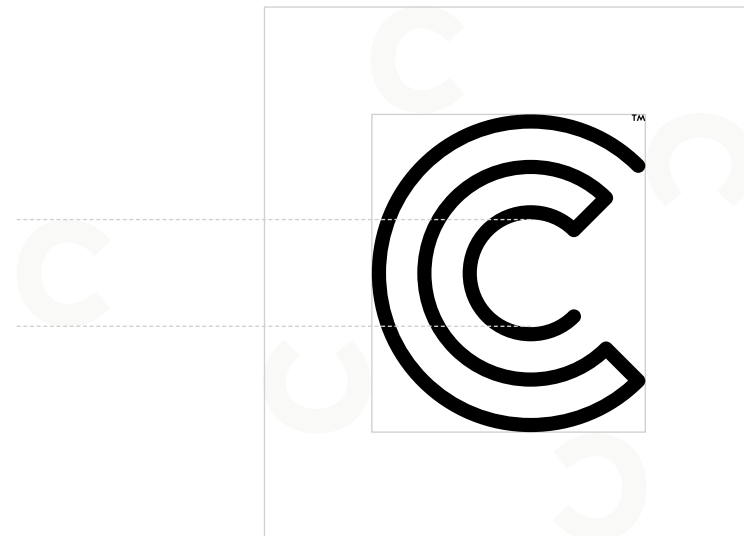


Full logotype - Vertical version - Reverse

CLEARSPACE

A clear space equal to the vertical height of the letter “C” of “Cars” (or equal to the inner “C” of the Monogram) must be left around the Full Logotype, the Monogram and their variations. No other visual element may intrude this clear space.

Please note: the indicated size for clear space is the minimum required. It can and should be increased whenever possible.

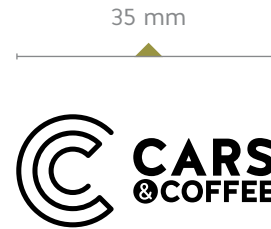


MINIMUM SIZE

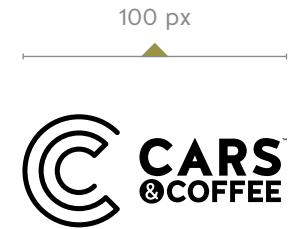
The Cars & Coffee Full Logotype, the Monogram and their variations retain their visual strength in a wide range of sizes. However, when the logo is exceedingly undersized, it is no longer readable, and its impact is diminished.

The logo cannot be faithfully reproduced below the recommended size.

Please note: should you wish to explore new logo reproductions that might except this rule, e.g. engravings, contact the Marketing & Communication department at brand@cars.coffee



Full Logotype - Print



Full Logotype - Digital



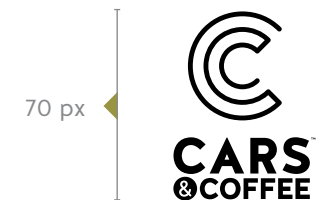
Monogram - Print



Monogram - Digital



Vertical version - Print



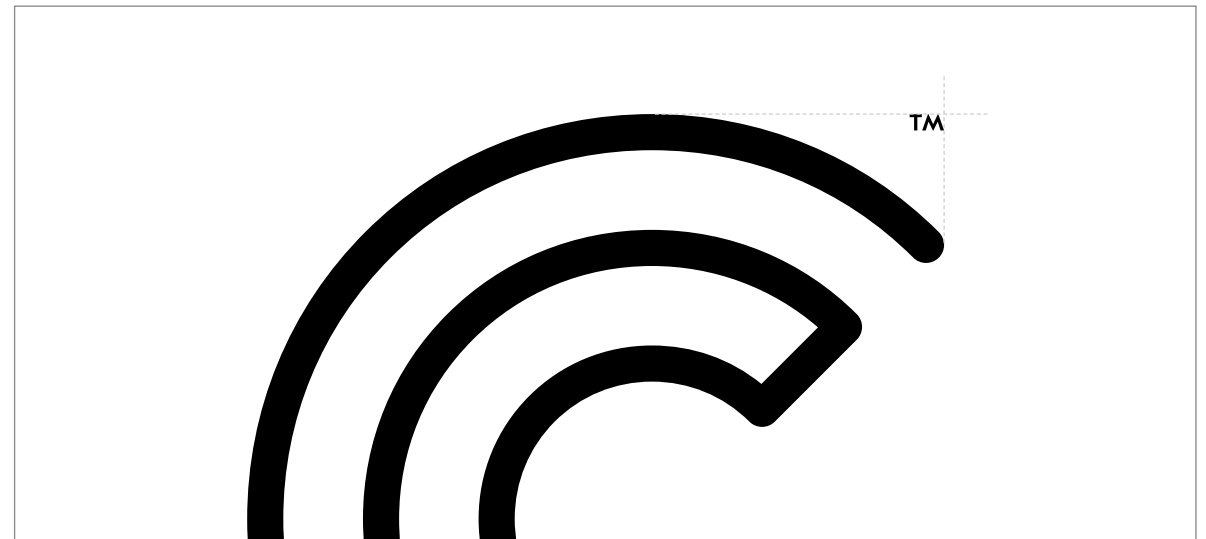
Vertical version - Print

TRADEMARK SYMBOL

The Cars & Coffee Full Logotype, the Monogram and their variations, show always include the trademark symbol “TM.”

When reproducing the logo in too small a size for the TM sign to appear, it might well be left out.

For very large formats, the trademark symbol must be reduced from the standard ratio.



USAGE ON A BACKGROUND

The Cars & Coffee Full Logotype, the Monogram and their variations, can appear against any of the background colours here shown. On photographs, avoid fussy areas to place the logo. Choice between positive or reverse colouring should aim to grant best possible visibility to the logo.



White background



Black background - Reverse version



Red background - Reverse version



Sycamore background - Reverse version

THE LOGO



UNACCEPTABLE USES OF THE VISUAL IDENTITY

Incorrect usage of Cars & Coffee Logotypes results in the dilution of its overall impact and communication.



Don't change the ratio of the Monogram to the Wordmark.



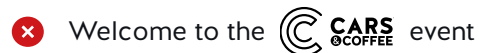
Don't add effects like shadows, dimensions, and gradients to the logo.



Don't stretch or compress the logo.



Don't alter the color specifications within the Monogram or the Wordmark.



Don't use the Cars & Coffee logo inside a paragraph.



Don't distort elements.



Don't create other logos by adding text in close proximity to the C&C Logotype.



Don't use the Wordmark alone.



Don't cartridge the logo.



Don't use busy photographic backgrounds.

THE LOGO



THE ORGANIZER LOGOTYPE

Each Cars & Coffee event organizer may include their national flag at the centre of the logo, as well as a caption referring to their respective country.

Choose between light or dark background colour to grant best visibility to the flag.

No variations on the position of the flag are allowed.



Full Logotype



Full Logotype - Reverse



Full Logotype - Vertical version



Full Logotype - Vertical version - Reverse



Monogram & Typographic Monogram



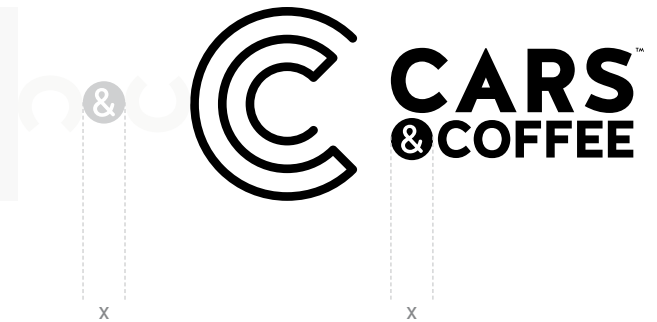
Monogram & Typographic Monogram - Reverse

PARTNER ACTIVITIES

Cars & Coffee Partners help us deliver our message to a wider audience. We love working with other great companies, for they allow us to reach even higher standards.

It's important that both our logo and the Partner's are used correctly. It's not about who gets the biggest logo, but rather about conveying the idea of a fruitful and constructive partnership.

PARTNER LOGO



& → color: Mid Grey - minimum size: Ø 3,5 mm





COLOR PALETTE

PRIMARY COLOR PALETTE

Colours capture passion and inspire emotions.

This choice of colours from the Primary Colour Palette grants us visual recognisability, immediately conveying our brand values.

PRESTIGE GOLD

CMYK (42;29;83;13) RGB (153;148;66) #999442 PANTONE Solid Uncoated 398 U

SPEED RED

CMYK (19;100;91;11) RGB (183;0;30) #B7001E PANTONE Coated 187 C

VOLCANO BLACK

CMYK (88;76;58;84) RGB (16;19;24) #101318 PANTONE Solid Coated Black 6 C

DARK GREY

CMYK (62;50;45;38) RGB (87;89;93) #57595D PANTONE Solid Coated Cool Gray 11 C

GREY

CMYK (48;36;36;16) RGB (135;137;139) #87898B PANTONE Solid Coated Cool Gray 8 C

MID GREY

CMYK (22;16;16;1) RGB (207;208;209) #CFD0D1 PANTONE Solid Coated 427 C

LIGHT GREY

CMYK (3;2;3;0) RGB (248;248;248) #F8F8F8 PANTONE Solid Uncoated 7541 U

SECONDARY COLOR PALETTE

The Secondary Colour Palette is used to differentiate among various Cars & Coffee event types.

Through this chromatic choice, each event enjoys immediate recognisability and unique personality.

CHARITY

CMYK (68;38;34;16)

RGB (96;125;139)

#607D8B

PANTONE Solid Coated 5415 C

EXHIBITION

CMYK (1;91;31;0)

RGB (229;46;107)

#E52E6B

PANTONE Solid Coated 213 C

MEETING

CMYK (87;58;0;0)

RGB (21;101;192)

#1565C0

PANTONE Solid Coated 2726 C

SPECIAL

CMYK (0;67;99;0)

RGB (239;108;0)

#EF6C00

PANTONE Solid Coated 152 C

TOUR

CMYK (71;91;0;0)

RGB (123;31;162)

#7B1FA2

PANTONE Solid Coated 2602 C

TRACKDAY

CMYK (83;23;56;7)

RGB (0;137;123)

#00897B

PANTONE Solid Coated 2244 C

TYPOGRAPHY & TEXT HIERARCHY

FONT

Cars & Coffee likes to have a strong and bold communication style. For this reason, we use a single font: Hail GR

Please note: Arial and Helvetica are for email use only, and are not allowed in any other circumstance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

0123456789

.,;,-?!£\$%&€

Halis GR Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

0123456789

.,;,-?!£\$%&€

Halis GR Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

0123456789

.,;,-?!£\$%&€

Halis GR Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

0123456789

.,;,-?!£\$%&€

Halis GR Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

0123456789

.,;,-?!£\$%&€

Halis GR Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

0123456789

.,;,-?!£\$%&€

Halis GR Black Italic

PARAGRAPH HEADLINE

1. Halis GR Medium
2. use capital letters
3. use *Volcano Balck/Prestige Gold/Speed Red* or white for application on dark backgrounds

HALIS GR MEDIUM PARAGRAPH HEADLINE

HALIS GR MEDIUM PARAGRAPH HEADLINE

HALIS GR MEDIUM PARAGRAPH HEADLINE

HALIS GR MEDIUM PARAGRAPH HEADLINE

Paragraph headline

BODY TEXT

1. Halis GR Book
2. use the same font size of the paragraph title
3. use 1,5x line spacing
4. use Volcano Black or white for application on dark backgrounds

EMPHASIZED WORDS

1. Halis GR Medium
2. use the same font size of the body text
3. use Dark Grey, Prestige Gold or Speed Red

LINKS

1. Halis GR Medium
2. use the same font size of the body text
3. use *Speed Red* underline (25% transparency)

PARAGRAPH HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sed eros id mauris pharetra sodales. Sed vel pulvinar enim. Nullam gravida lobortis enim accumsan dignissim. **Praesent et tellus** ullamcorper, suscipit mi sit amet, commodo tortor. Integer sit amet metus ac libero placerat egestas. Etiam scelerisque vitae elit quis imperdiet. Etiam finibus urna et nulla imperdiet ullamcorper. Suspendisse in ante ante. Aenean sit amet dolor ante. Maecenas **tempor erat nisi**, sed volutpat nisi bibendum dignissim. Morbi tincidunt ac sem ac sollicitudin.

PARAGRAPH HEADLINE

In ac enim in leo ullamcorper dignissim vel eget felis. Nulla finibus ornare pulvinar. Suspendisse dictum, lorem at consectetur gravida, nunc nunc elementum eros, ac luctus purus elit eu arcu. **In mattis iaculis** ligula eget bibendum. In hac habitasse platea dictumst. Sed vulputate tristique dolor eget auctor.

Ut ipsum ligula, cursus nec enim sed, mollis aliquam odio. **Nullam eget velit** quis est tempus malesuada. Morbi ultrices convallis libero quis condimentum. Ut vel orci sit amet massa maximus sollicitudin sit amet quis erat. Nullam viverra **enim id hendrerit faucibus**. Aliquam vitae purus varius purus ultricies pharetra a eget metus.

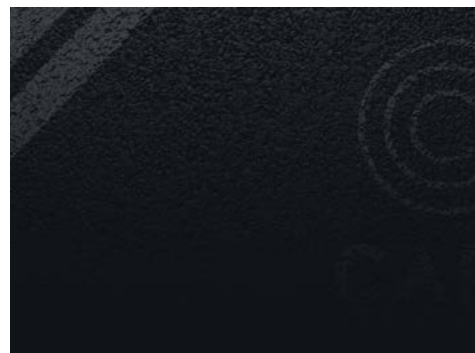
GRAPHIC ELEMENTS

ASPHALT BACKGROUND

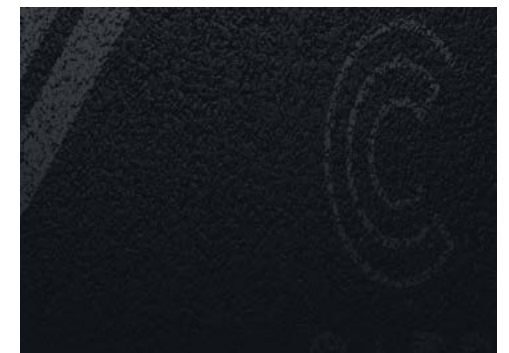
Asphalt Background is a good, neutral choice for communication material backgrounds.

Given its dark hue, it is to be used exclusively against White, *Speed Red*/*Prestige Gold* letter colouring.

This background can be freely cut and resized. However, It must not be deformed.



Cut the background where you prefer



Don't stretch the background

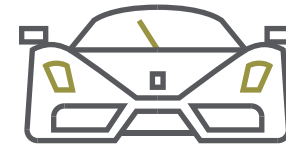
ICONOGRAPHY

In order for our communication to be effective, it is crucial to use a visually consistent range of icons and pictograms, allowing us to convey concepts or ideas in simple, stylised form.

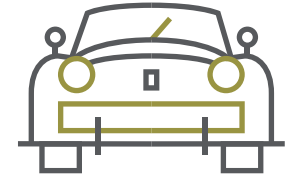
Please, find the full icon catalogue in the brand kit at the link
<http://brand.cars.coffee>



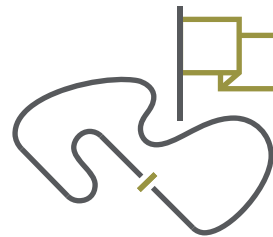
Drivers participant



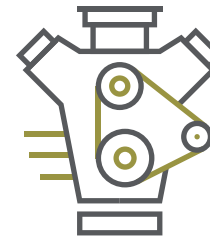
Supercars



Classic cars



Road traveled



Horse power



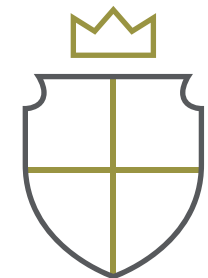
Coffee



Enthusiasts



Countries involved



Brands participant

FOLLOW US

In order to increase our impact on social media, it is important to add a call-to-action in all Cars & Coffee communication material.

To this end, always include the graphic caption “follow us on,” completed by the icons of our Social Media channels: Facebook, Instagram and YouTube.

follow us on   

follow us on   

BRAND VOICE

PAY OFF

The Cars & Coffee Pay Off “Live your passion everywhere” fully represents our company spirit.

The Pay Off graphic representation should always stick to the following examples, with no content or color alteration whatsoever.

Live your passion everywhere

The world's largest car phenomenon

 Dark Grey

 Speed Red

Live your passion everywhere

The world's largest car phenomenon

 White

 Mid Grey

 Speed Red

Live your pa

Font size: x

The world's

Font size: ½x

WORDS, PHRASES

Our tone and attitude comes from a customer-first perspective: it's simple, helpful and clear to understand.

Engaging catchphrases are essential components of the Cars & Coffee brand, allowing to quickly deliver its essence and style.

Our communication must stick to short and effective phrasing, thus shaping a clear and recognizable voice.

share | community
world | passion
dream | love | goal
meet | experience
enthuasiasm | join
global | explore
network | high

Brand Checklist

LAST STEP!

Here is a short checklist you can use to make sure your communication is faithful to our unique visual identity.

Should you have any doubt, please reach out to our International team at brand@cars.coffee

LOGO:

- ✓ Are you using the correct logo?
- ✓ Are you following clear space rules?
- ✓ Are you respecting the don'ts for the logo?

TYPOGRAPHY:

- ✓ Are you using the correct font?

COLOR PALETTE:

- ✓ Are you using approved colours?
- ✓ Are C&C official colours the protagonists of your product or communication?

Brand Repository

All assets, logos, fonts and materials referred to in this guide can be downloaded at the following link:

[DOWNLOAD ASSETS →](#)

CONTACT C&C

For any further information, don't hesitate to contact us.
We will reply as soon as possible.



CARS & COFFEE SRL

m. brand@cars.coffee

w. www.cars.coffee





www.cars.coffee