simplicity is key

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Under the Hood Positioning Statement

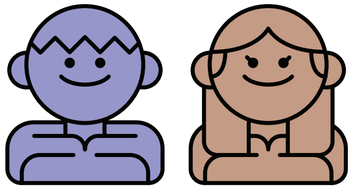
Under the Hood Trademarks

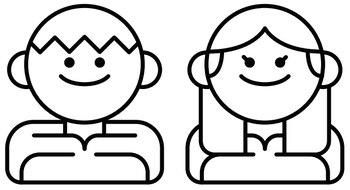
Our companies first logo for Under the Hood

The logomark for our brand has been created to match the current simplistic style for leading brand marketing, while also retaining it’s own identity that can be seen as appealing to any age range.

Under the Hood Trademark Variants

While the complimentary color scheme for our trademark is a factor for the success in our branding, other variations are available if it is not possible.





Applying our Trademark

Mistakes to Avoid:

- Creating a box to contain the logo.
- Only one character is colored.
- Colored variants of the logotype.
- One using one of the characters.
- Colors blend into the background.

Trademark Size and Placement

For consistency, always place the Under the Hood logo in one of the following places:

Centered, horizontal, and vertical. In motion media as logo shot at the end of the video.

Top left hand corner. Following the standards of how to place the logo on websites.

Bottom right hand corner.
As the sender of communication such as ads, price communications, PPT and brochures.

Typeface and Fonts

Main Font

Magazoid

AaBbCc 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(!@#$%&?)

Secondary Font

BodegaSans

AaBbCc 123

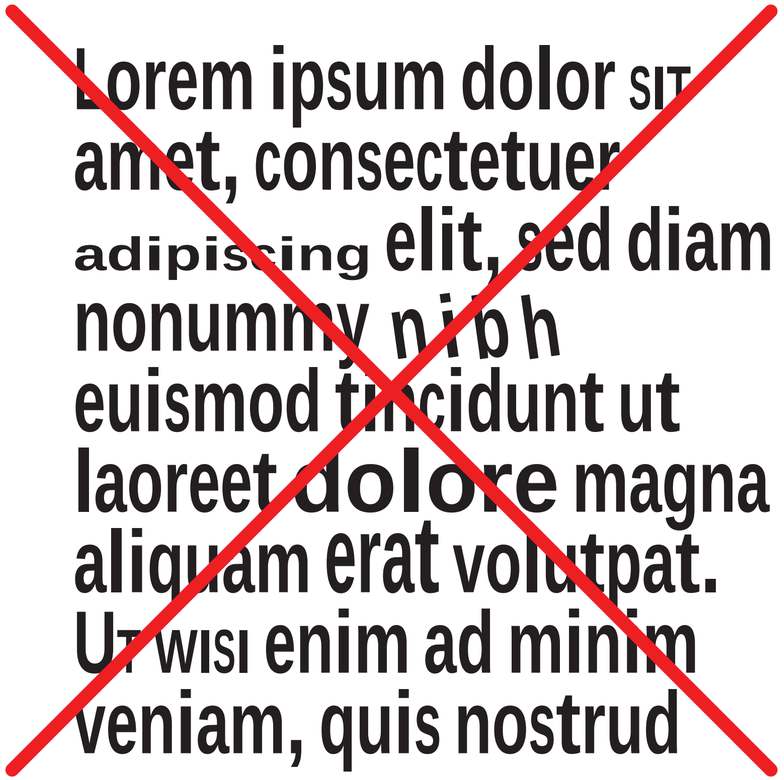
ABCDEFGHIJKLMNOPQRSTUVWXYZ

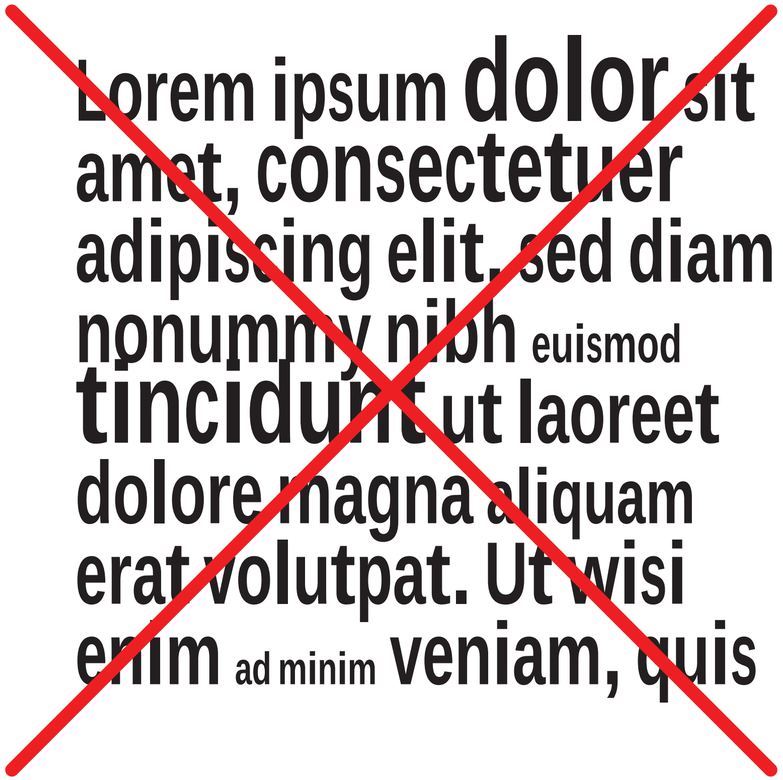
abcdefghijklmnopqrstuvwxyz

1234567890(!@#$%&?)

Brand Font Usage

We do not mix regular, bold, italic, or different size within a text for design effect.





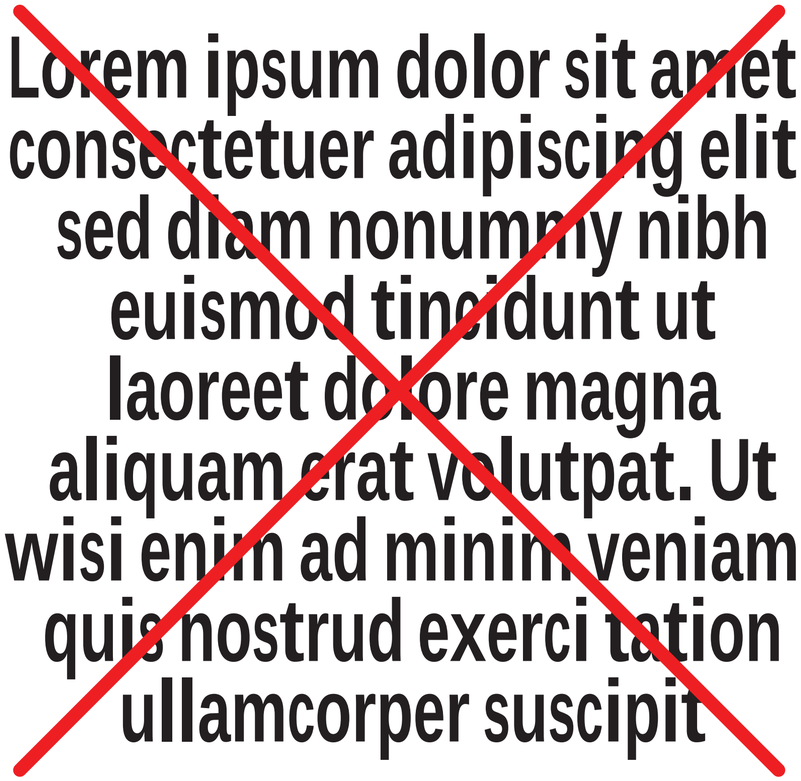
Brand Font Usage

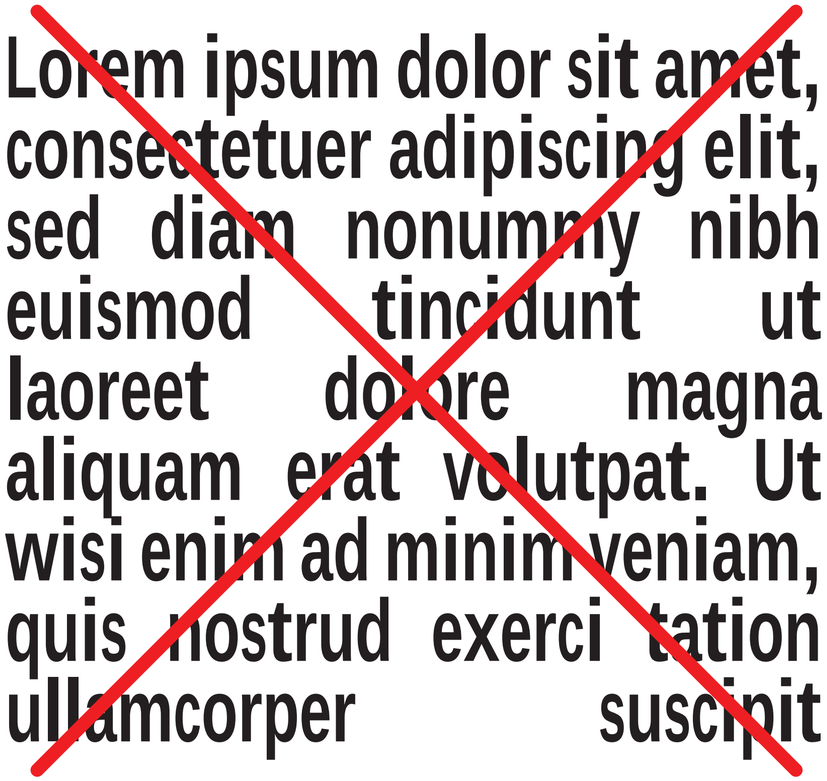
Bodega Sans Blacks is the only weight we use for the font.

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut
laoreet dolore magna
aliquam erat volutpat. Ut
wisi enim ad minim veniam,
quis nostrud exerci tation
ullamcorper suscipit

Brand Font Alignment

Under the Hood text is set flush left.





Brand Font Title

The only time Megazoid and Bodega Sans is used at the same time is when Megazoid is used as a title for text.

Test Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

Test Title ✓

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Branding Embelishment and Decoration

Do not use any typographical or graphical altercations.

Letter Spacing and Tracking

We don’t tighten or spread out the letter or line spacing for design effect.
Use the auto setting and adjust for legibility when needed +/- 10%

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

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Proportional Scale

Don’t stretch or distort the typography. Always leave the proportional scale at 100%

Brand Color Scheme

The blue and orange in Under the Hood's logo is part of the instant recognition we receive for the brand. They embrace the complimentary aspect of our company, making it a place for both males and females. By using them, we gain more recognition over time.

Hooded Boy Blue

CMYK* 42 / 28 / 0 / 0

sRGB 150 / 151 / 203

HEX #9697CB

Hooded Girl Orange

CMYK* 24 / 40 / 38 / 0

sRGB 197 / 156 / 132

HEX #C59C84

Branding Put to Use: Tag-in

Tag-ins are what make our store unique compared to other clothing outlets. If you donate a hoodie, you are also able to create a tag to go alongside it. This is a dating feature of sorts, to have our customers know who donated what they're buying, alongside setting up a relationship!

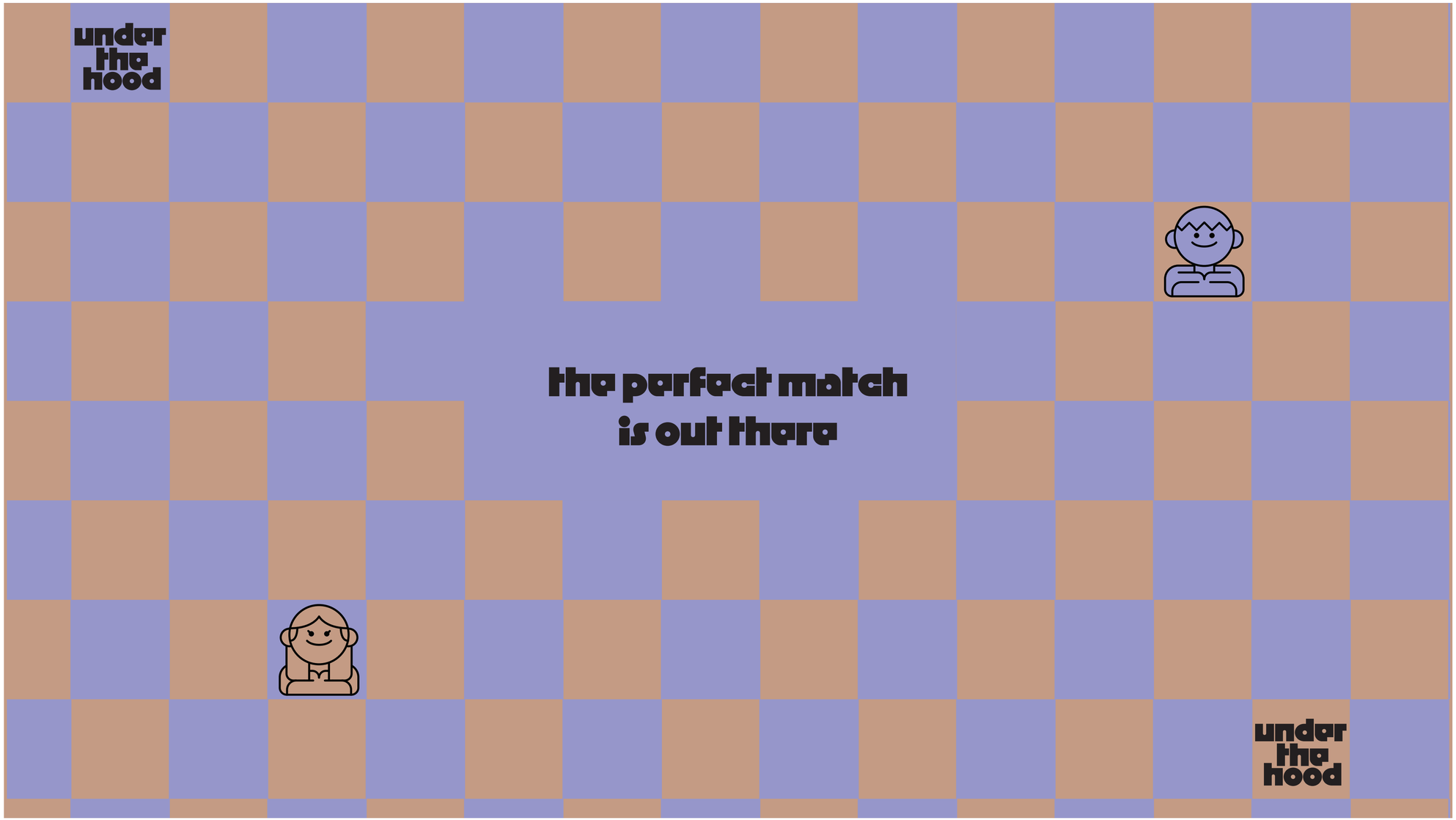
General Advertising Approach

Base Guidelines:

- Don’t create sub-brands.
- Simple and graphic.
- Illustrations must retain logo style.
- Contemporary, but not trendy.
- No clip art/ cartoons.
- Boy and Girl must be included for brand.

Examples

Examples



Examples

just a tag away

under the hood

1ebnu
9n1
boon