

MISSION EXPRESS CARWASH

BRAND DECK



LOGO



OFFICIAL LOGO:



ALTERNATE LAYOUT:



LOGO MARK:



COLOR PALLETE



DARK TONE:
RICH BLACK



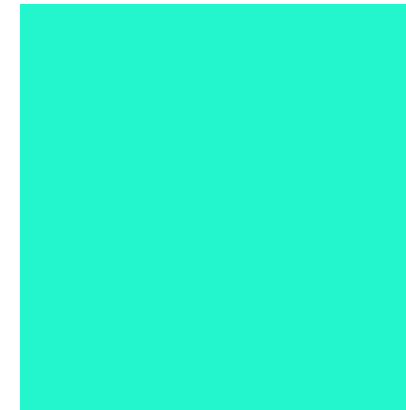
HEX: #000C18
RGB: 0, 12, 24
HSL: 210, 100%, 4.7%
CMYK: 100, 50, 0, 91

NUETRAL TONE:
MIDNIGHT GREEN



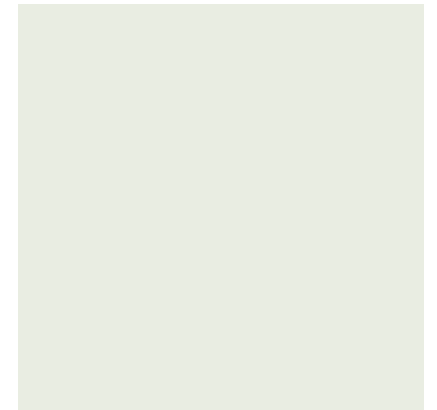
HEX: #8D9CA4
RGB: 0, 51, 51
HSL: 180, 100%, 10%
CMYK: 100, 0, 0, 80

ACCENT TONE:
AQUAMARINE



HEX: #E5DFD8
RGB: 35, 245, 205
HSL: 168.6, 91.3%, 54.9%
CMYK: 86, 0, 16, 4

LIGHT TONE:
ALABASTER



HEX: #E5DFD8
RGB: 233, 237, 226
HSL: 81.8, 23.4%, 90.8%
CMYK: 2, 0, 5, 7

COLOR VARIATIONS



FULL COLOR:



DARK:



NUETRAL:



ACCENT:



LIGHT



TYPOGRAPHY

HEADER

APEX MK2

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z



SUBHEADER

AVENIR MEDIUM

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u
v w x y z

TYPOGRAPHY

BODY

AVENIR BOOK

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u
v w x y z



LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipsing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident,

MOCKUP



A large billboard with a green background. The text "BLAST AWAY DIRT & GRIME" is written in white, bold, sans-serif capital letters. In the bottom right corner, there is a small rocket ship logo followed by the text "MISSION EXPRESS CARWASH" in white, sans-serif capital letters. The billboard is mounted on a grey metal frame and is set against a backdrop of trees with autumn foliage and a clear blue sky.

MOCKUP



EMPLOYEE POLO:



GRAPHIC TEE:



