

Company Info

Name

Cosmo Taxi

What does the company do?

This is a space taxi service that transports customers around the universe. We work in 50 galaxies and carry out interplanetary and intergalactic transportation of all living beings with money and intelligence.

What is the price range of the company's products or services?

Middle

The target audience

Description of the target audience

Our target audience: space travelers aged 18–35. These people are inquisitive, lead an active lifestyle, so they need to move a lot and often between galaxies.

User needs

Get from point A to point B quickly and comfortably without using space buses and intergalactic trams.

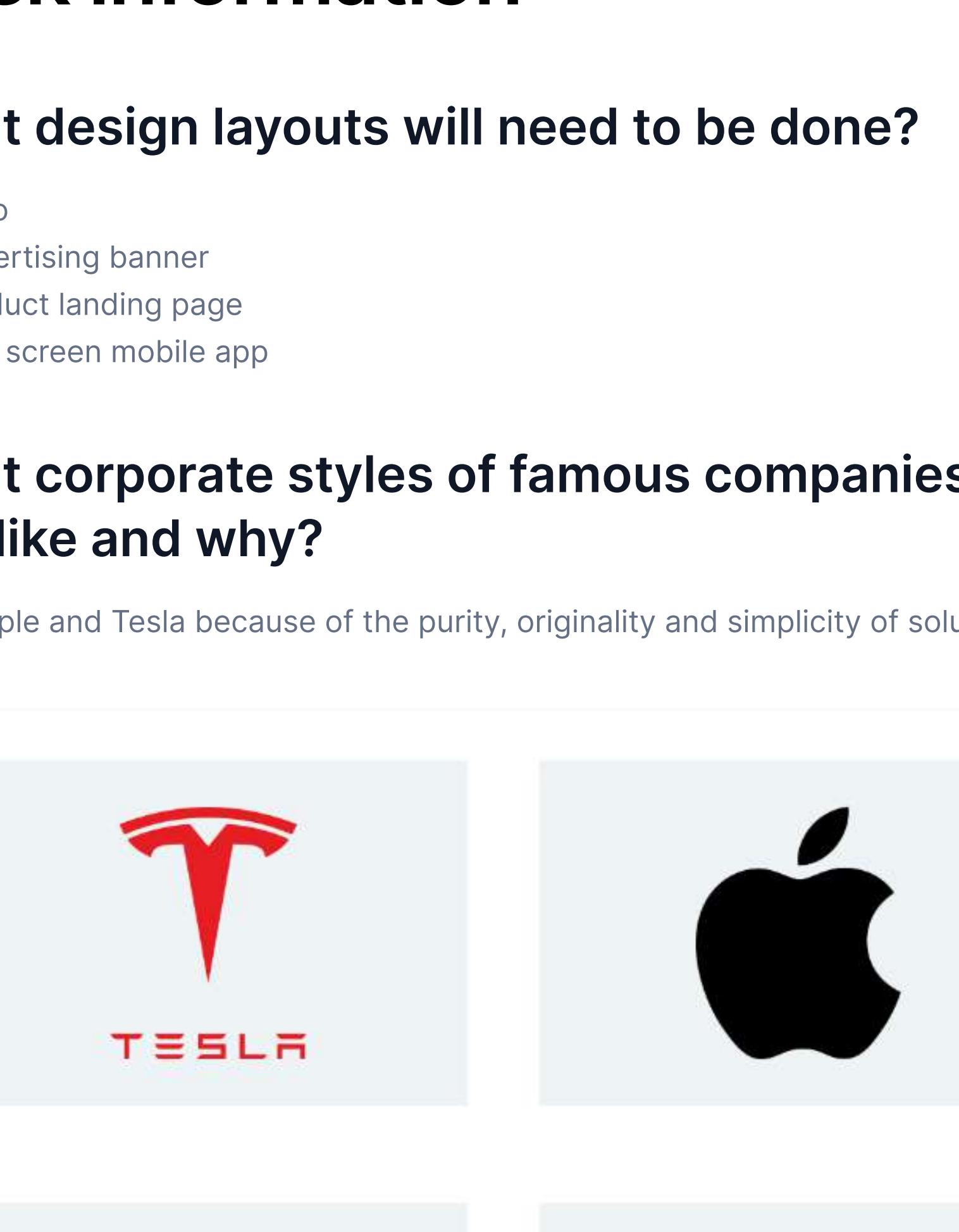
How is your product, company useful to the consumer?

The consumer may not have his own space machine and at the same time move quickly and comfortably throughout the universe.

Competitors

Who are your competitors and what do you like about their corporate identity?

It is difficult to compete with us, since Cosmo Taxi is the only transport for individual transportation. We fly wherever our passengers ask. In the style of other carriers, I like their recognizability.



Wishes for corporate identity

What design layouts will need to be done?

- Logo
- Advertising banner
- Product landing page
- Two screen mobile app

What corporate styles of famous companies do you like and why?

Like Apple and Tesla because of the purity, originality and simplicity of solutions.

Yes, definitely - Cosmo Taxi.

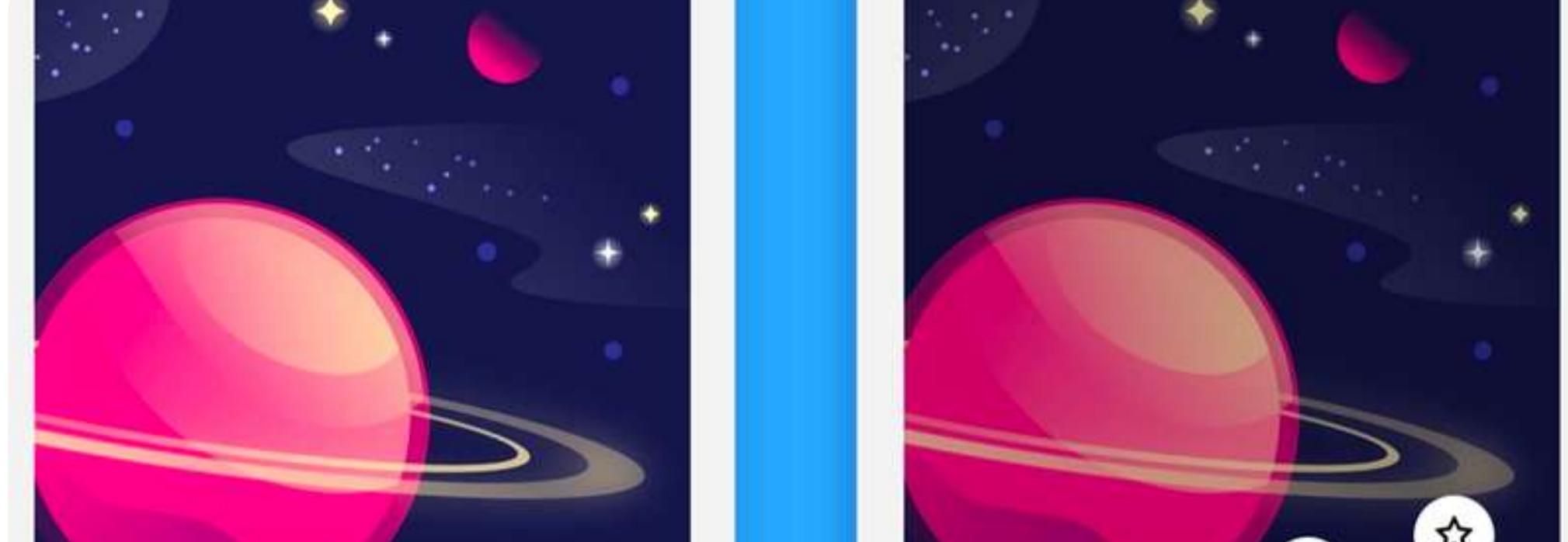
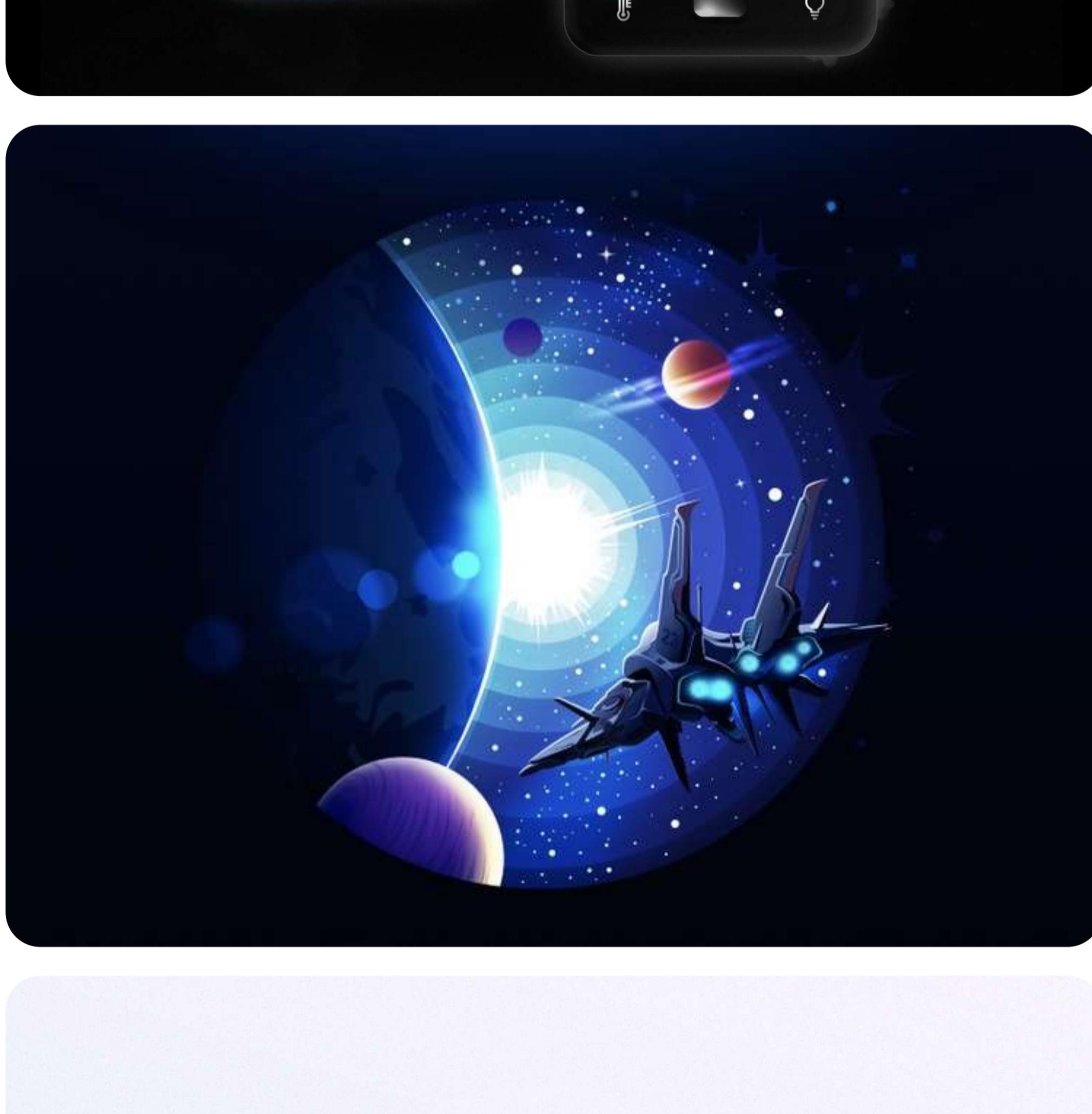
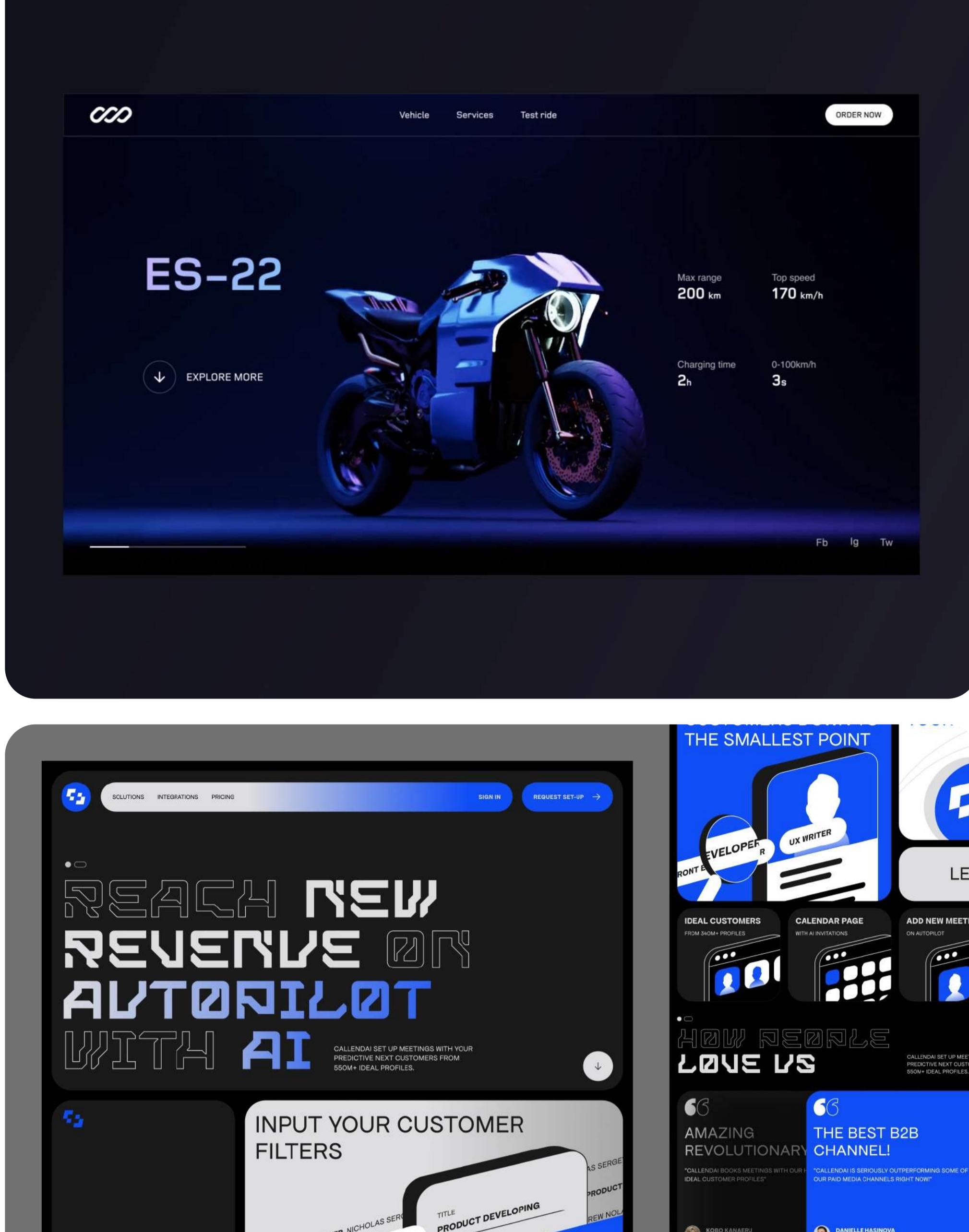
Should the logo reflect the brand name? In what language?

Each item has a minimum score of 1 and a maximum score of 5. The score is based on your subjective feelings.

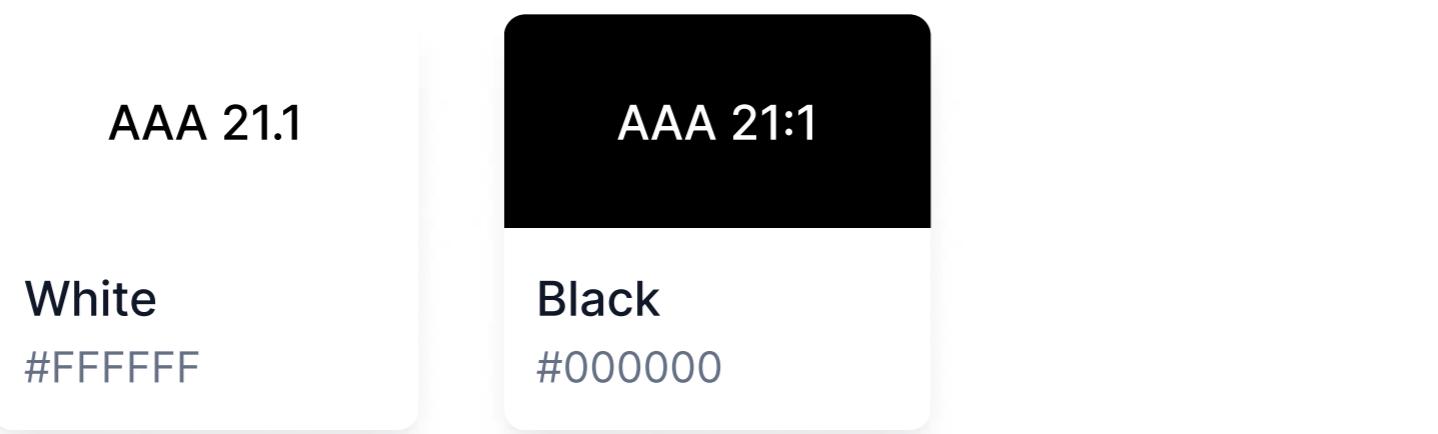
- Severity - 3
- Lightness - 3
- Modernity - 5
- Restraint - 3
- Brightness - 3
- Profitability - 3
- Luxury - 3
- Simplicity - 5

Stylistic preferences

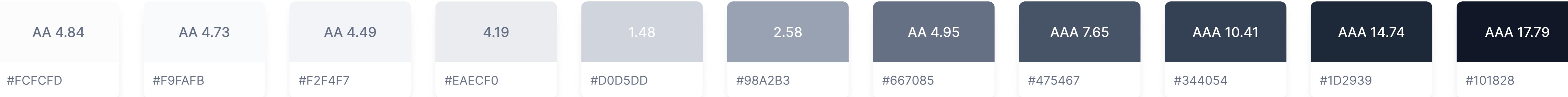
- Minimalism, conciseness
- Gradients, transparencies, blurs
- Straightness
- Geometry



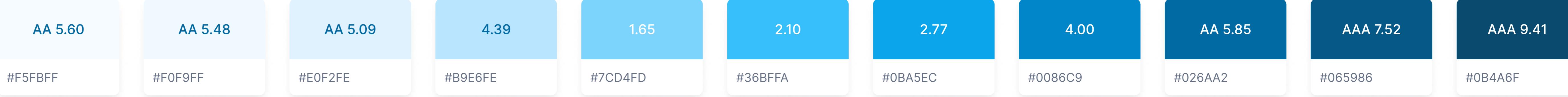
Background colors



Service color



Main accent color



Additional accent color



Inter

Ag

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

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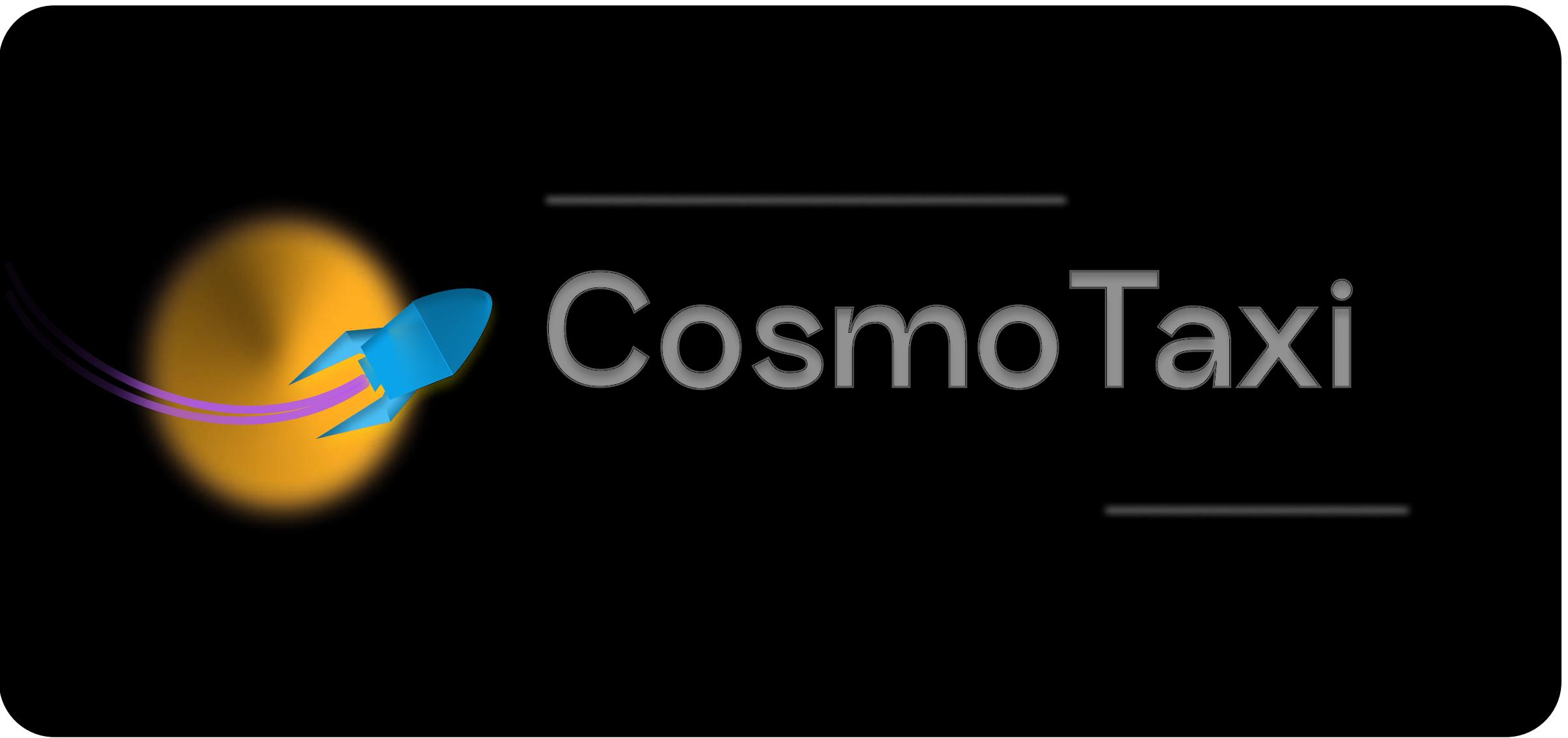
Space Grotesk

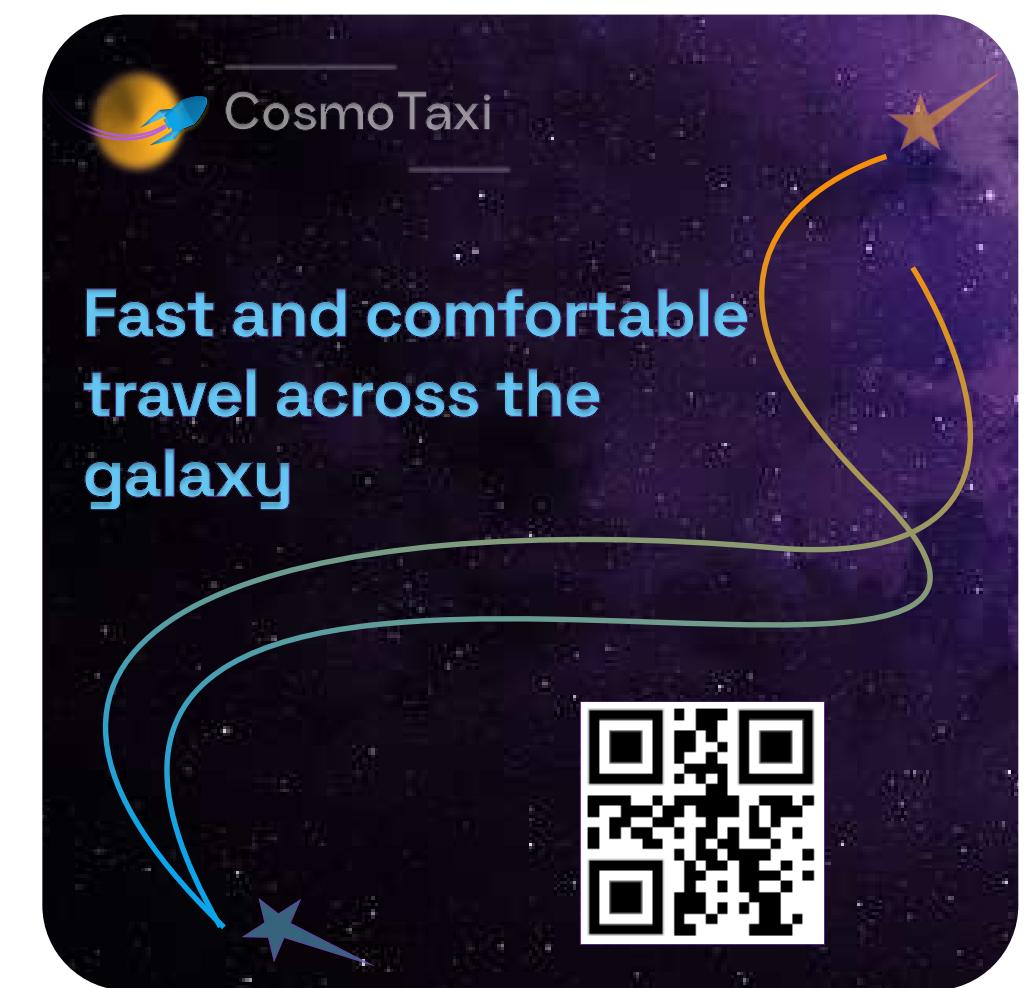
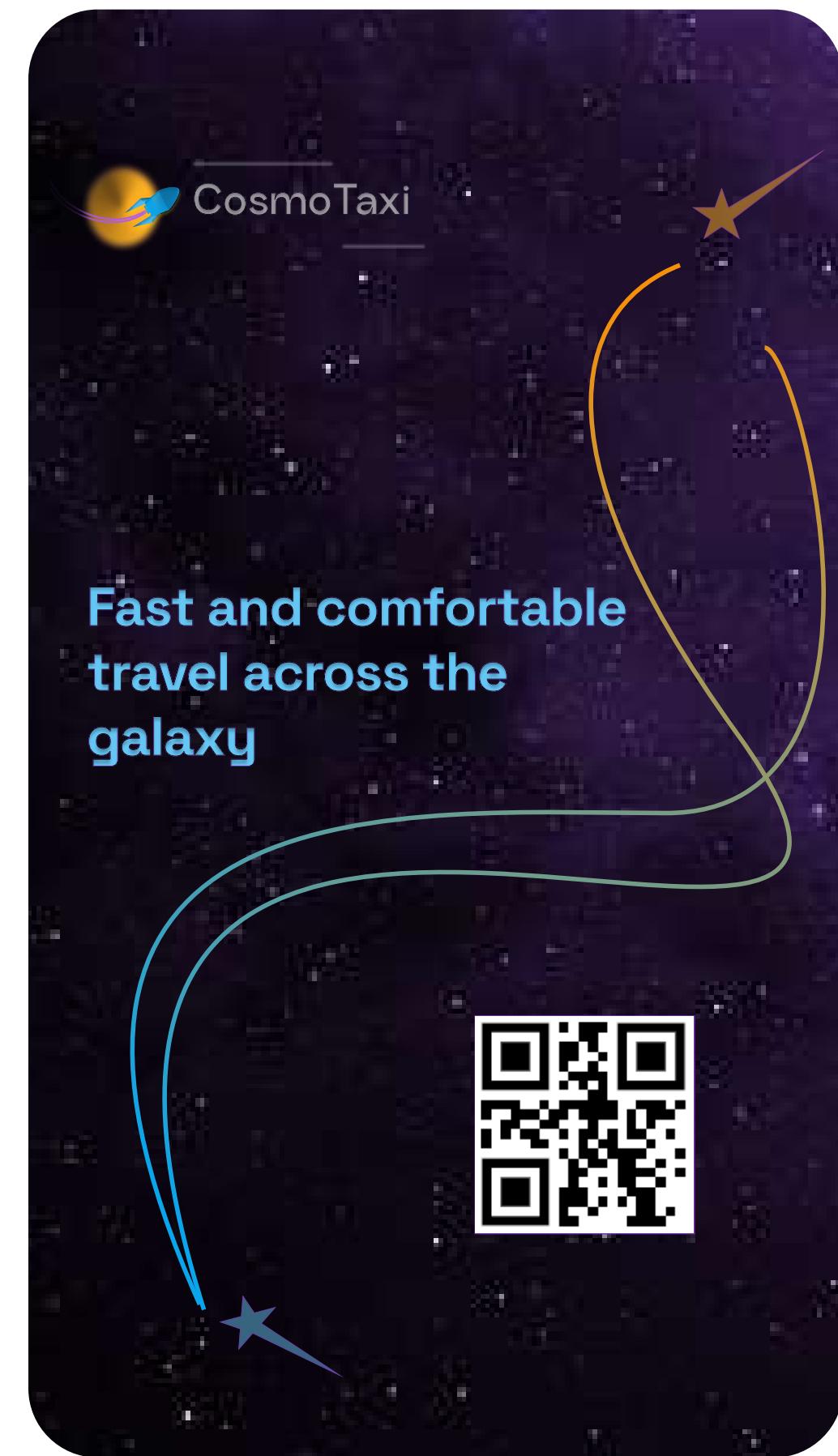
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A promotional banner for the CosmoTaxi app set against a dark, star-filled background. The banner features a yellow rocket icon with a purple trail, the text "CosmoTaxi", and a large blue headline "Fast and comfortable travel across the galaxy". Below the headline is a smaller text "You have never ridden with such speed and comfort". A QR code is positioned in the center, surrounded by a green swoosh. At the bottom is a blue button with the text "Download App". To the right, a smartphone displays the app's interface with a map, pickup and destination points, vehicle options (\$12.00 for 4 passengers and \$20.00 for 8 passengers), and a "Заказать" (Order) button. A yellow swoosh surrounds the phone, and a small yellow star is visible above it.

CosmoTaxi

Fast and comfortable travel
across the galaxy

You have never ridden with such speed and comfort

Download App

Откуда? Космический переулок, 2
Куда? Площадь Марса, 12

\$12,00 CosmoX 4 человека
\$20,00 CosmoX 8 человек

Заказать

