



JEROME LAZO CAR RENTALS

A complete branding and visual identity
design for a premium car rental service in
Pangasinan, Philippines.

Graphic Designer: Isaac Marquez

PROJECT OVERVIEW

- ★ Client: Jerome Lazo Car Rentals
- ★ Location: Pangasinan, Philippines
- ★ Project Scope: Branding, Logo Design, Business Card, Promotional Graphics
- ★ Objective: To create a strong, professional, and trustworthy visual identity that reflects the reliability and accessibility of the car rental service.



LOGO DESIGN & BRANDING

Brand Identity Concept:

- ★ A sleek and modern design to establish professionalism.
- ★ A combination of strong typography and car-related imagery.
- ★ Colors that reflect trust, reliability, and ease of service.

FINAL LOGO DESIGN:



PRIMARY LOGO:

USED FOR BUSINESS CARDS,
WEBSITE, AND OFFICIAL
DOCUMENTS.



SECONDARY LOGO:

A SIMPLIFIED VERSION FOR SOCIAL
MEDIA AND PROMOTIONAL
MATERIALS.

COLOR PALETTES



#1 (#EFEFEF):

Clean, neutral
background

#2 (#1C191A):

Strong, elegant text
and accents

#3 (#EFAF00):

Bold, eye-catching
highlights

TYPOGRAPHY

**HEADING
FONT:**

Hertical – Bold, modern, and strong for a commanding presence.

**BODY TEXT
& OTHER
ELEMENTS:**

Crimson Pro – Elegant and readable, adding a professional touch.

TYPOGRAPHY: HOW TO USE

HEADINGS & TITLES

(e.g., "Jerome Lazo Car Rentals") –
Hertical for impact.

BODY TEXT & OTHER ELEMENTS:

(e.g., descriptions, details) –
Crimson Pro for a refined, easy-to-read look.

BUSINESS CARD

FRONT



BUSINESS CARD

JEROME LAZO

CONTACT

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TALK AND TEXT - 09091052435
DITO SIM - 09925068892

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PANGASINAN**



SCAN HERE

BACK

PROMOTIONAL GRAPHICS

**JEROME LAZO
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FIRST-TIME RENTER DISCOUNT



📢 First time renting with us? Enjoy **10% OFF** your first car rental! 🚗💨

- ◆ No hidden fees
- ◆ Well-maintained vehicles
- ◆ Hassle-free booking

📞 Book now! Call us at 09270225733

REFERRAL BONUS



📢 Love our service? Tell your friends! Get **₱500 OFF** your next rental for every successful referral!

No limits—refer as many friends as you want!

Your friend also gets ₱500 OFF their first booking!

📞 Message us to learn more!

WEEKEND GETAWAY PROMO



🌴 Planning a trip this weekend? Get **1 FREE DAY** when you rent for 3 days or more from Friday to Sunday!

- ✓ Perfect for road trips & family outings
- ✓ Choose from a variety of vehicles
- 📍 Located in Pangasinan
- 📞 Message us to reserve your ride!

HOLIDAY SPECIAL PROMO



🎄 Celebrate the season with a smooth ride! Enjoy **20% OFF** on car rentals during holidays like Christmas, New Year, and Holy Week.

🚗 Safe & reliable cars

🚗 Perfect for family reunions & vacations

📅 Book early before we run out of cars!

LONG-TERM RENTAL DEAL



- 💼 Need a car for work or daily use? Rent for 1 month and **get 5 days FREE!**
- 🚘 Ideal for business & personal travel
- 🚘 Affordable & flexible rental terms
- 🚘 Well-maintained vehicles
- 📅 Limited slots available! Reserve yours now!

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