



Assessment 2

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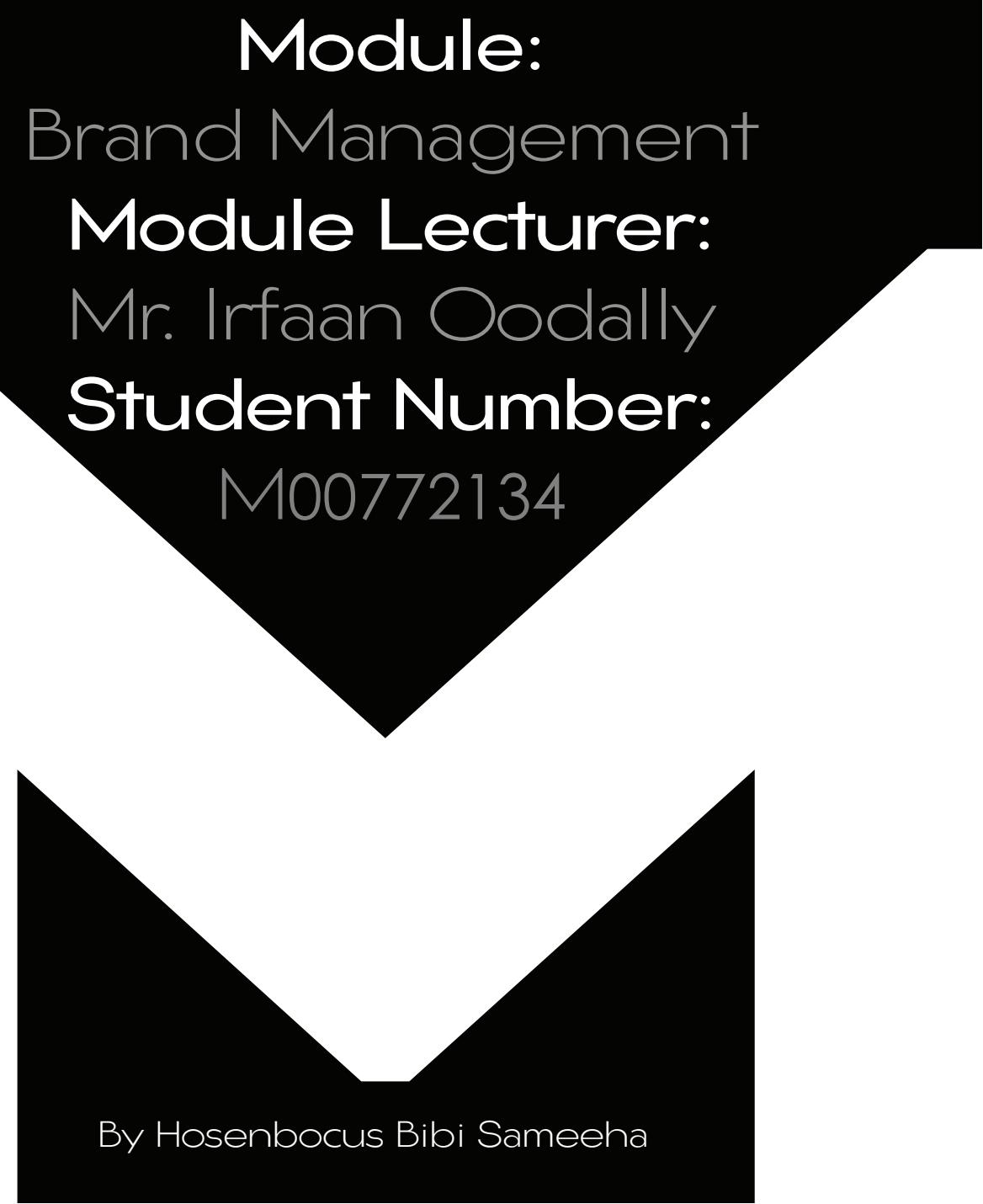
Brand Management

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By Hosenbocus Bibi Sameeha

SPEEDMAGNET

performance

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BRAND RATIONALE

SpeedMagnet name and brand have served us for around **3** years now. It helped us stand out as a new, innovative player in the world of automobiles. We are on the growth ladder, and right from the start, we wanted our brand to reflect a new sense of efficiency, performance-driven, and high-end services. Having a rich and flexible brand identity will help expand our services, applying the **SpeedMagnet** brand to the parent company and its subsidiaries.

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BRAND STORY



Story Our Story Our Story Our Story Our Sto

We started around a cup of coffee, discussing how hectic it was to find performance car parts or even spare parts for newer vehicle models.

The name "**SpeedMagnet**" was derived from the adrenalin rush you feel when driving fast and safe while being in control. We felt that the Mauritian car market was lacking behind in terms of technology and services.

At first (in **2019**), we ordered some products for custom performance parts and slowly we noticed an increase in demand.

We gradually expanded over electronic spare parts working on a delivery basis only across the island.

Eventually, we started experimenting and delivering high-end automobile vision services through appointments at our workshop.

Team SpeedMagnet

As the company now stands, we are **4** member team.

Exceptionally talented individuals,
(Chairman and Executive Director): Zuhayr
(Executive Director): Assad
(Executive Director): Yashil
(Marketing Director): Sameeha

Mission Our Mission Our Mission Our Mission Ou

Our mission is to ensure that our customers are experiencing high-end automobile services with new and efficient products. We also encourage customer loyalty, by developing a positive relationship with our customers and as well as ensuring delightful experiences.

Vision Our Vision Our Vision Our Vision Our Vi

Our vision is to grow and be classified among the leading brands in the automobile industry. We also aim to keep the local automobile market up to date without hurting the wallet. As well as working on new projects to keep up with business trends.

Personality Our Personality Our Personality O

The brand is known as the lion king in automobile electronic sensor spare parts and automobile vision enhancer.

SpeedMagnet is a non-corporate company. It has an innovative, artistic, powerful, and sophisticated personality. Whence, our customers will have positive and long-lasting impression on our business.

Of Voice Tone Of Voice Tone Of Voice Tone Of

SpeedMagnet alternates between two different voices – innovation and performance.

The former, which prioritizes using clear language, delivers a wow factor for **SpeedMagnet's** customer experience and on the other hand, the brand expresses that feeling of the fierceness and beastly that a vehicle could make us feel and sense.

Target Audience

Our target audience is car enthusiasts but fortunately having excellent products that last long enough without breaking the bank, seek the attention of even any vehicle owner.

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THE LOGO



Designing the logo was not that easy, as we were looking for a sharp and bold logo which will represent our company.

SpeedMagnet logotype comes from "**Speed**" which relates to car and "**Magnet**" signifies temptation. Working with this logotype, we aim at implementing a speed effect, to be more catchy and professional.

Variants Logo Variants Logo Variants Logo Va



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THE LOGO

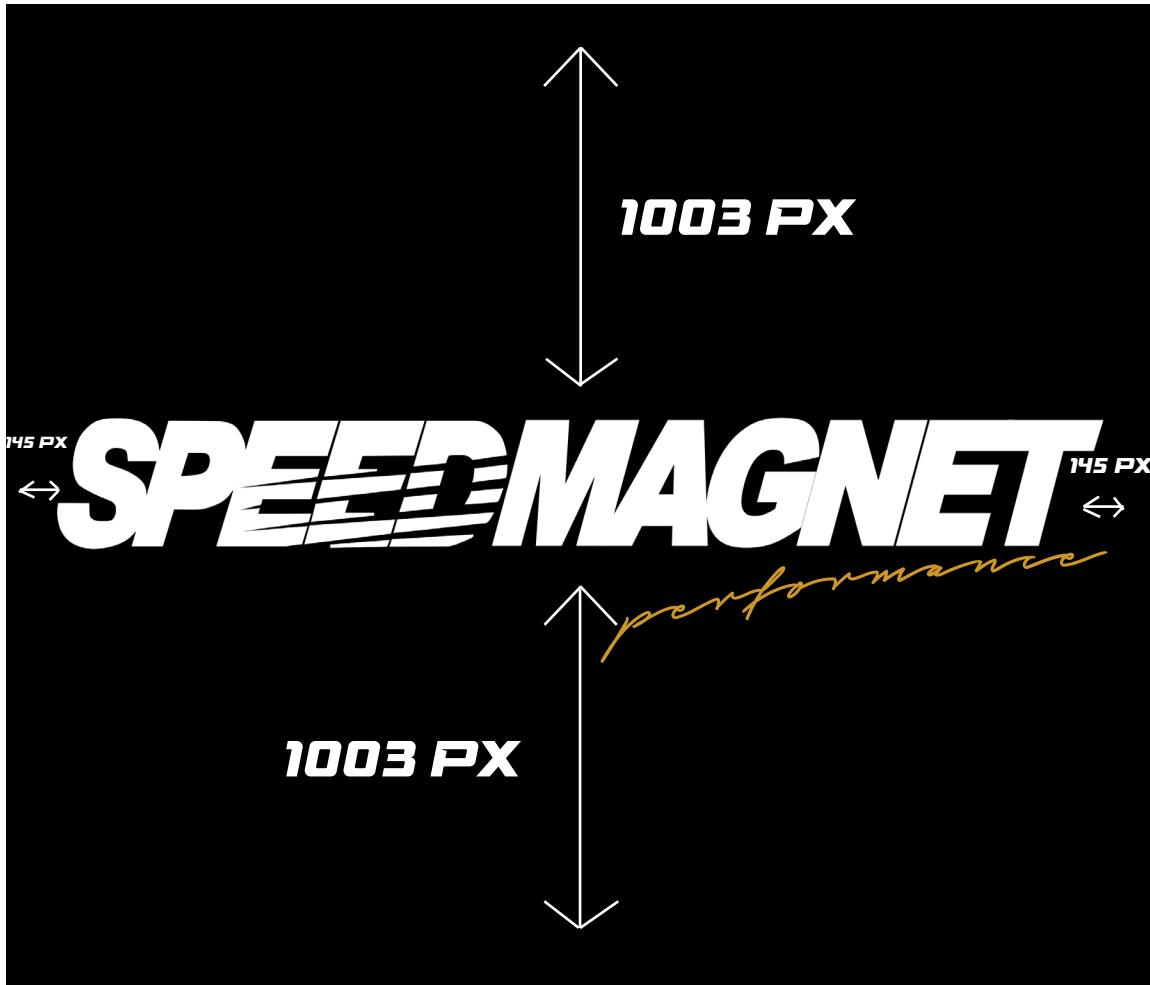
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speedmagnet is the parent company and
speedmagnet performance is a
subsidiary comprising of the
performance division.

Description Logo Description Logo Description



Our logo should always work with a black background and the logotype should always be in white.

Designing the logo, equal spaces have been considered and should remain this way whenever the logo is in use.

our Palette Colour Palette Colour

BLACK

HEX (#**000000**)
RGB (**0 0 0**)
CMYK (**0 0 0 1**)

The Black colour represents power and authority which completely describes our brand. It also has a sophisticated and classic side

WHITE

HEX (#**FFFFFF**)
RGB (**255 255 255**)
CMYK (**0 0 0 0**)

White is the colour of perfection, where it creates a sense of balance between the other colours as well as it illustrates a clean finish of our products.

GOLD

HEX (#**CC9726**)
RGB (**204 151 38**)
CMYK (**20 40 100 2**)

Where Gold symbolises a sense of luxury and high quality which indeed our brand delivers to the customer.

oography Typography Typography Typograph

SPEEDMAGNET

PRIMARY TYPEFACE

GONZI EXPANDED

SANS SERIF

Black Italic

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

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

oography Typography Typography Typograph

Performance
PRIMARY TYPEFACE

GRACED SCRIPT
Regular

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

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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For **SpeedMagnet**, a sans serif font was favoured since it's a more readable font when reduced in size as well as in resolution. Also, among all the different variants of Gonzi Expanded, Black Italic was selected as it holds a sense of vibrancy and movement that another font might lack. Forbye, a script typeface is pretty versatile and it adds finesse, richness, and character to a logo, henceforth, the script typeface was selected for the *Performance* logotype.

Correct Logo Usage Incorrect Logo Usage Incorrect



Do not change the logo orientation.

Do not scale the logo unproportionately.

Do not add any layer on top of the logo.

Correct Logo Usage



The perfect combination.

May use when required.

Can be used as a logo.

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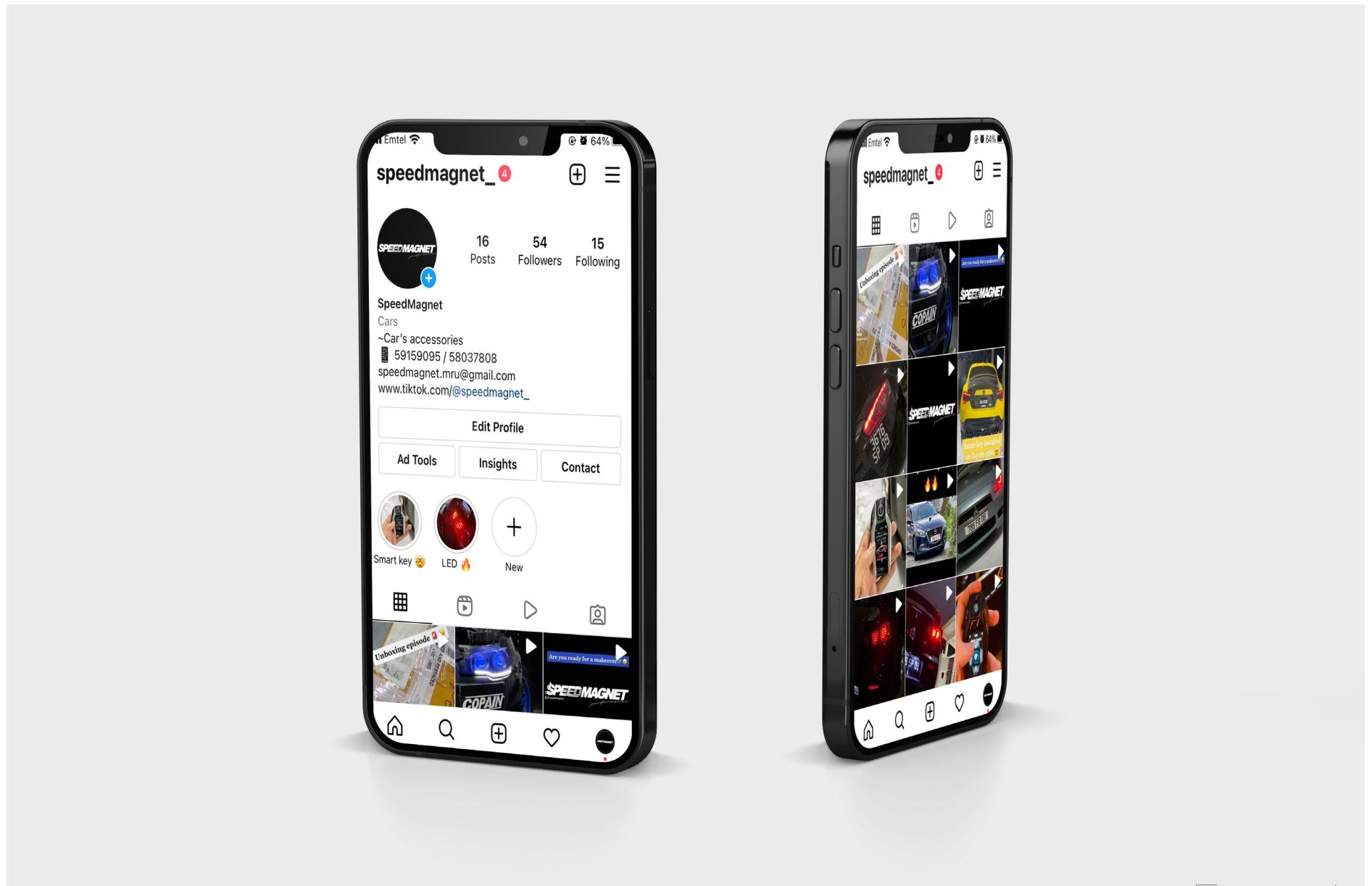
ONLINE PRESENCE

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ONLINE PRESENCE



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OUR BRAND STATIONARIES



Business Card Business Card Business Card Business





Stickers Stickers Stickers Stickers Stickers Stickers



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SPEEDMAGNET JOURNEY



Initial Capital Initial Capital Initial Capital I

The launch of **SpeedMagnet** necessitates a capital to start the business. It all started with a capital of Rs **25,000** approximately and our team managed to run the business properly.

Financial Stability Financial Stability Financial Stability

Despite being on the ascent of the financial mountain, we can say that we have progressed a lot since the opening and our **2021** turnover was about Rs **200,000**.

SpeedMagnet was a small company at the beginning, without any experience and after some years of ups and downs, our team has been able to tackle everything and managed to rule the business through different approaches. Lastly, the idea of considering advertising as part of the income was ideal as it helps us to target the right audience, at the right time.

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OUR FUTURE PLAN



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Freepik

Our Uniform Our Uniform Our Uniform Our Uniform



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Our main project is to have our shop where we can display our products and sell them. This will also help us with our marketing strategy and increase our sales as well as to achieve our goals.

Additionally, implementing the idea of having customised uniforms for our team is a worthy idea, as it will make us look more professional and well equipped.

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THANK YOU

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