



Achieving Perfection
in Every Detail

Detailed Exotics Brand Guidelines

This guide outlines the **standards** for maintaining a cohesive and professional brand image across all platforms, ensuring consistency and excellence in everything **we do**.

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Brand.

Detailed Exotics is a company with many years of experience in the detailing business, focused on owners of new vehicles and those who value high-quality car care.

We provide top-notch services using advanced materials like Xpel to ensure the protection and durability of your vehicle's finish.

Our core principles — professionalism, reliability, attention to detail, and innovation — allow us to deliver exceptional care for every car and meet the high expectations of our clients.

1.0

logo

Logo.

The Detailed Exotics logo is based on the Kumbh Sans typeface, a modern geometric sans-serif that combines minimalism with clean lines.

Its precise shapes and balanced proportions symbolize the accuracy and attention to detail we bring to our detailing services, reflecting our commitment to delivering flawless results every time.



**DETAILED
EXOTICS**

Logo usage guidelines.



Color logo variant for dark background



Monochrome logo variant for dark backgrounds



Color logo variant for light background



Monochrome logo variant for a light background

Primary color.



Logo grid system.

There must always be a security field around the logo – at least half the width of the brand icon. No other logos or text may be placed in this space or text.



Logo security field with die.



Symbol.

The logo icon consists of a geometric shape resembling the letter "D".

Clear geometric lines emphasize the company's philosophy based on precision.



Symbol.



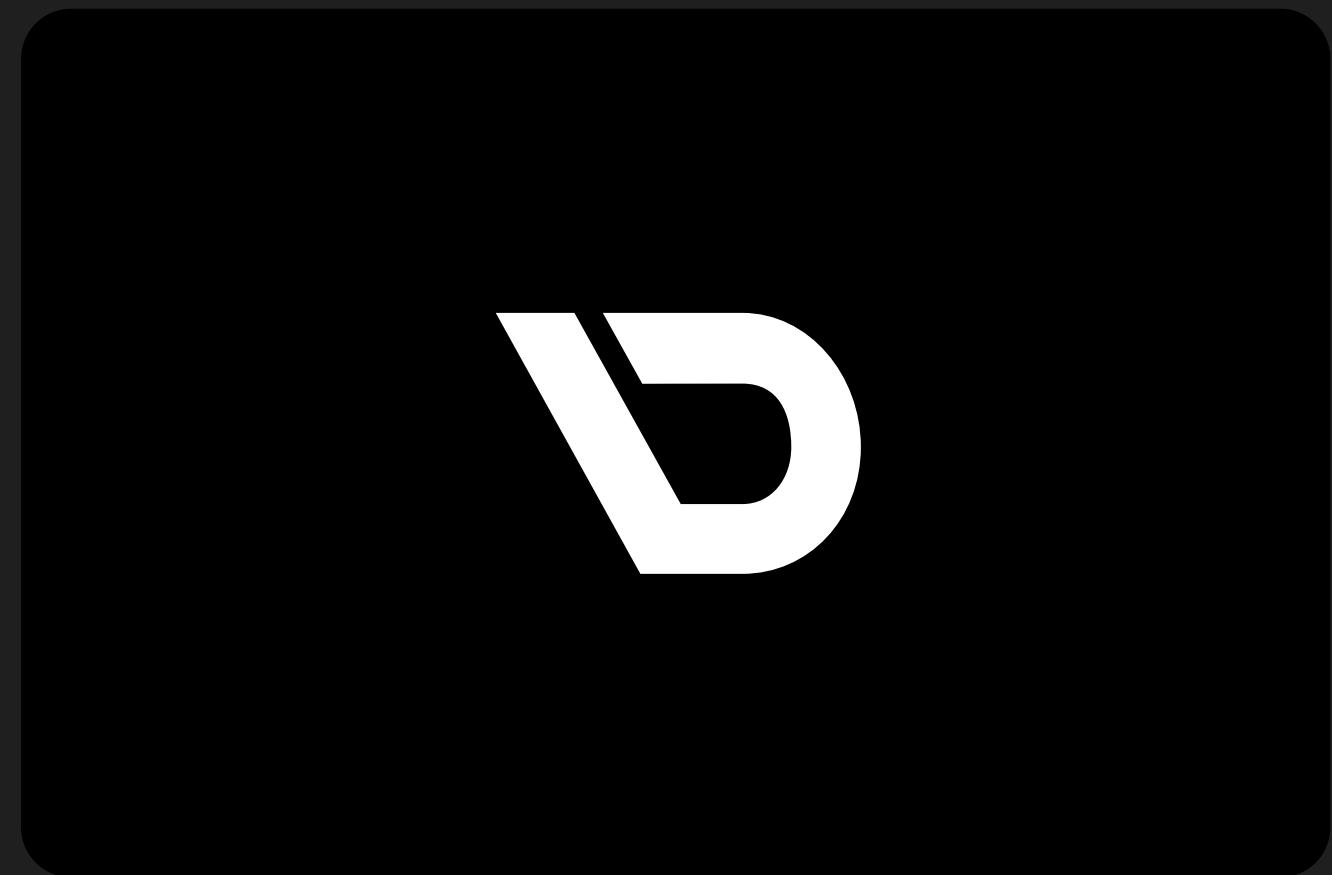
Color version for dark background



Black version for yellow backgrounds



Monochrome version for white background



Monochrome version for black backgrounds

Icon.

The primary version of the icon is the symbol within a circle. This format ensures optimal visibility and brand recognition.

It's best used in contexts where space is limited or when a compact logo is needed, such as on social media profile images, website favicons, merchandise (caps, shirts), and smaller print materials like business cards. For digital platforms and promotional items, this version provides a clean and professional look, maintaining brand identity across different mediums.



Basic version for white and colored backgrounds



Color version for dark background



Monochrome version for white background



Monochrome version for black backgrounds

Minimum size.

Minimum logo size in digital space



156 px



120 px



40 px

This is the following minimum width of logo that you can use for print and website.

Minimum logo size for printing



41 mm



32 mm



10 mm

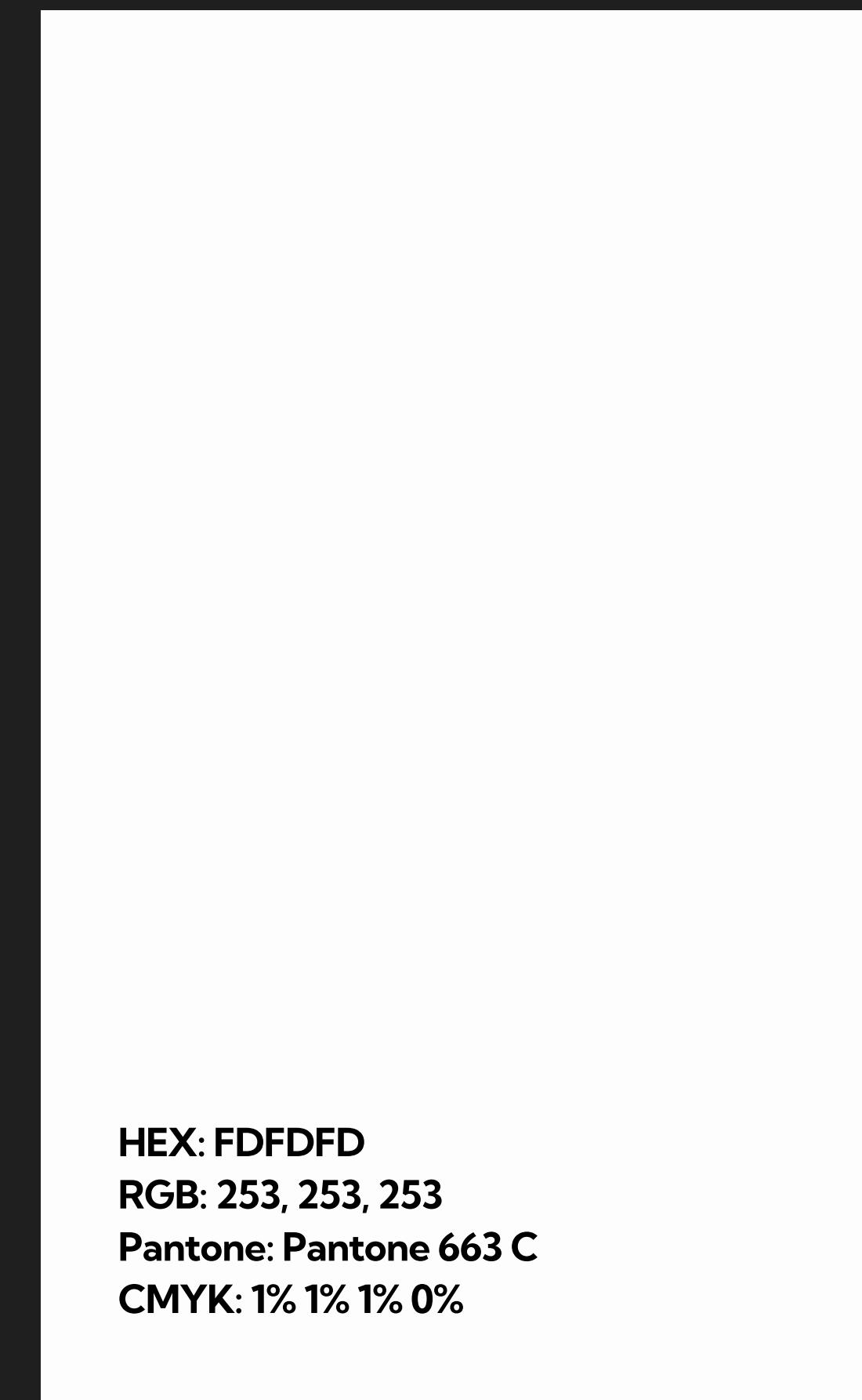
2.0

color palette

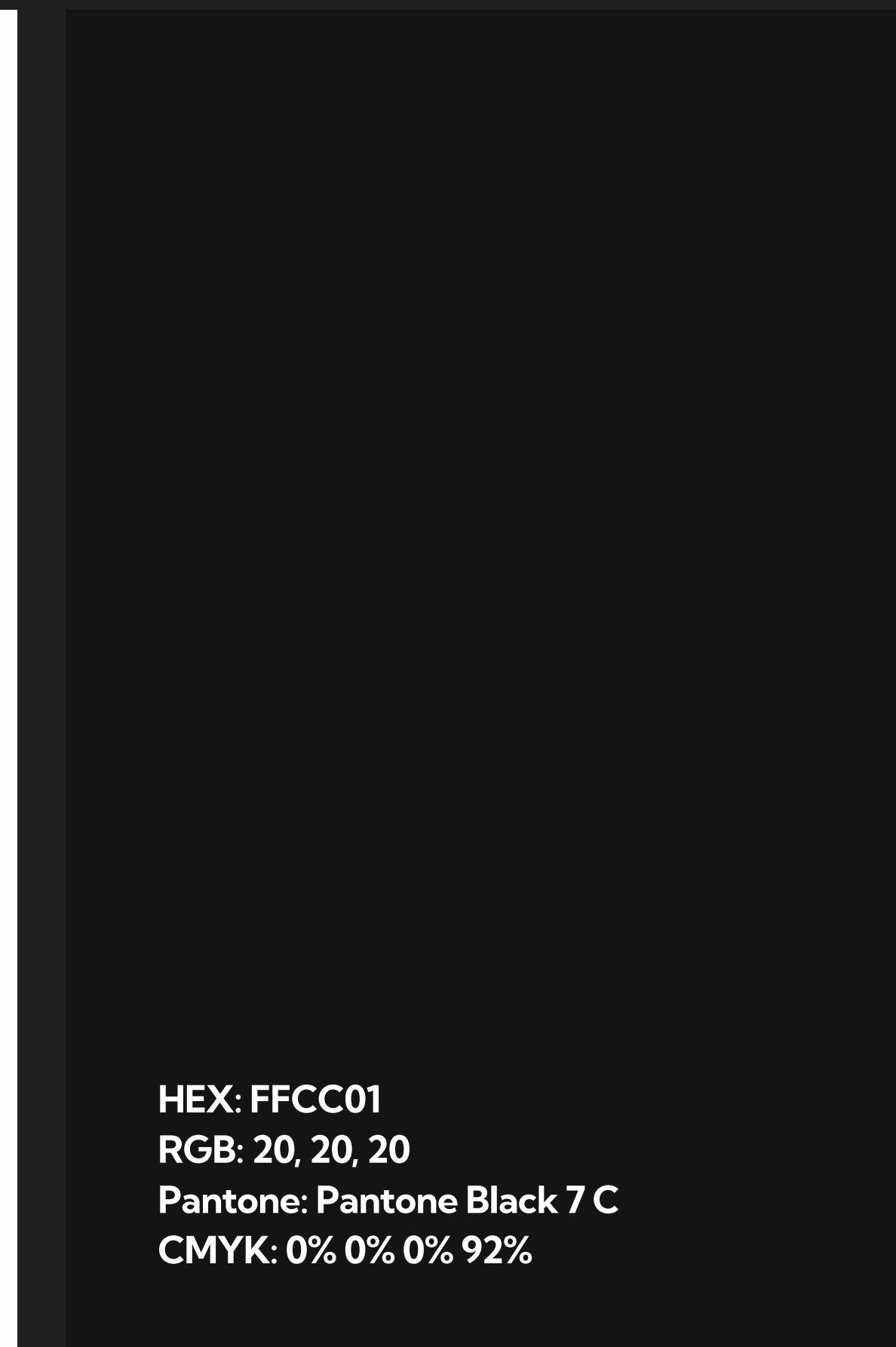
Color.



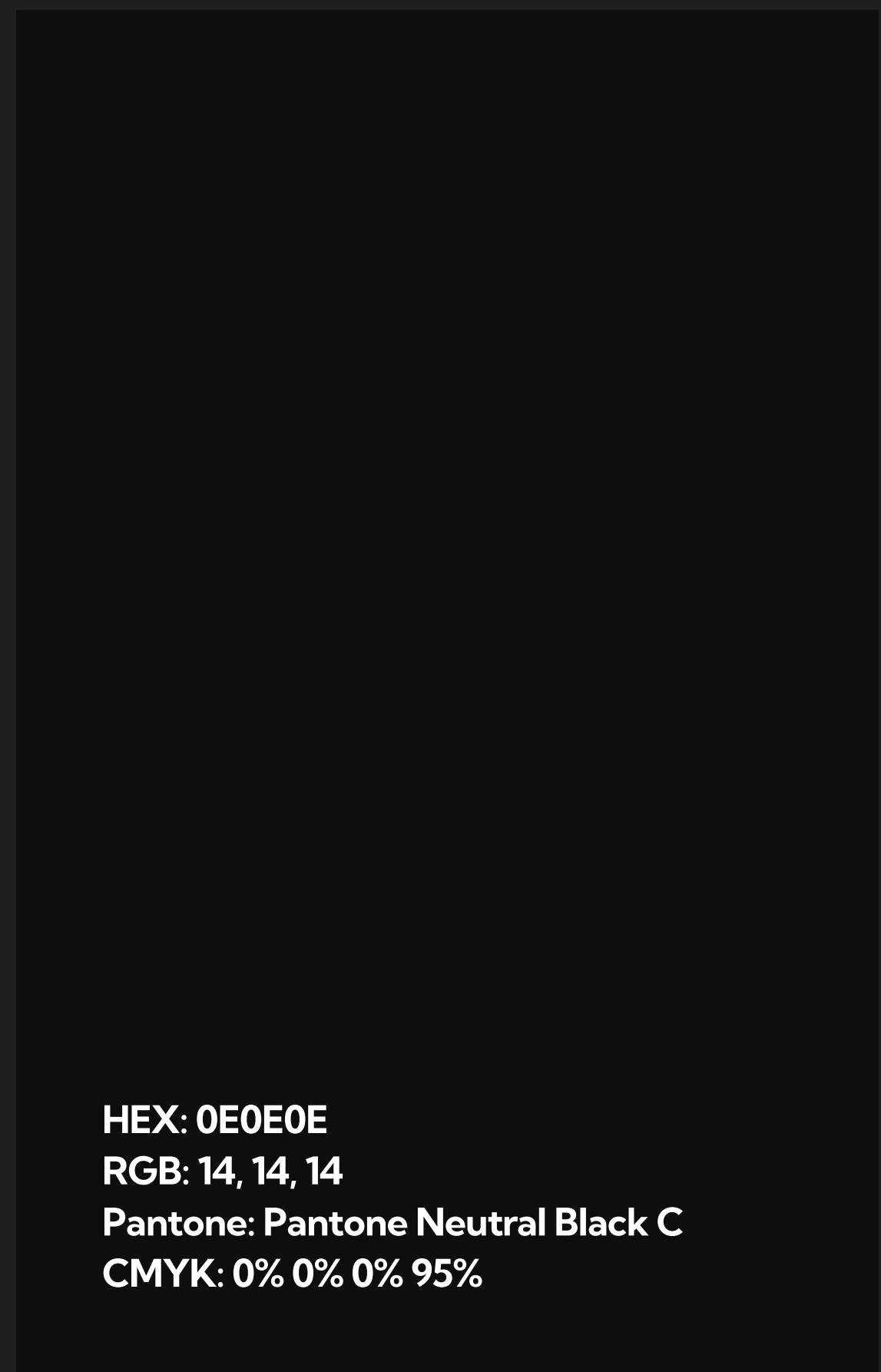
HEX: FFCC01
RGB: 255, 204, 1
Pantone: 123 C
CMYK: 0% 20% 100% 0%



HEX: FDFDFD
RGB: 253, 253, 253
Pantone: Pantone 663 C
CMYK: 1% 1% 1% 0%



HEX: FFCC01
RGB: 20, 20, 20
Pantone: Pantone Black 7 C
CMYK: 0% 0% 0% 92%



HEX: 0E0E0E
RGB: 14, 14, 14
Pantone: Pantone Neutral Black C
CMYK: 0% 0% 0% 95%

Yellow is an accent color. It stands out particularly well against a black background.

3.0

corporate font

Font Pair.

The brand font used is Kumbh Sans
in Regular and Bold.

Caption

Kumbh Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz

Text

Kumbh Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Vv Xx Yy Zz

Font styles.

Caption: Kumbh Sans

Text: Kumbh Sans

Numbers: Rubik

Small text: Kumbh Sans

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Vv Xx
Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Vv Xx Yy Zz

01

Aa Bb Cc

02

Aa Bb Cc

03

Aa Bb Cc

04

Aa Bb Cc

Alternative font.

For media where it is not possible to use a company font (e-mail signatures, accounting documents, etc.), you should use the standard Verdana font.

Caption

Verdana

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Vv

Xx Yy Zz

Text

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Vv Xx Yy Zz

4.0

photo style

General style.



Clean and minimalist

Photos should emphasize the cleanliness, shine and attention to detail of the car. The background should be simple and not distract attention from the subject – the car.



Focus on details

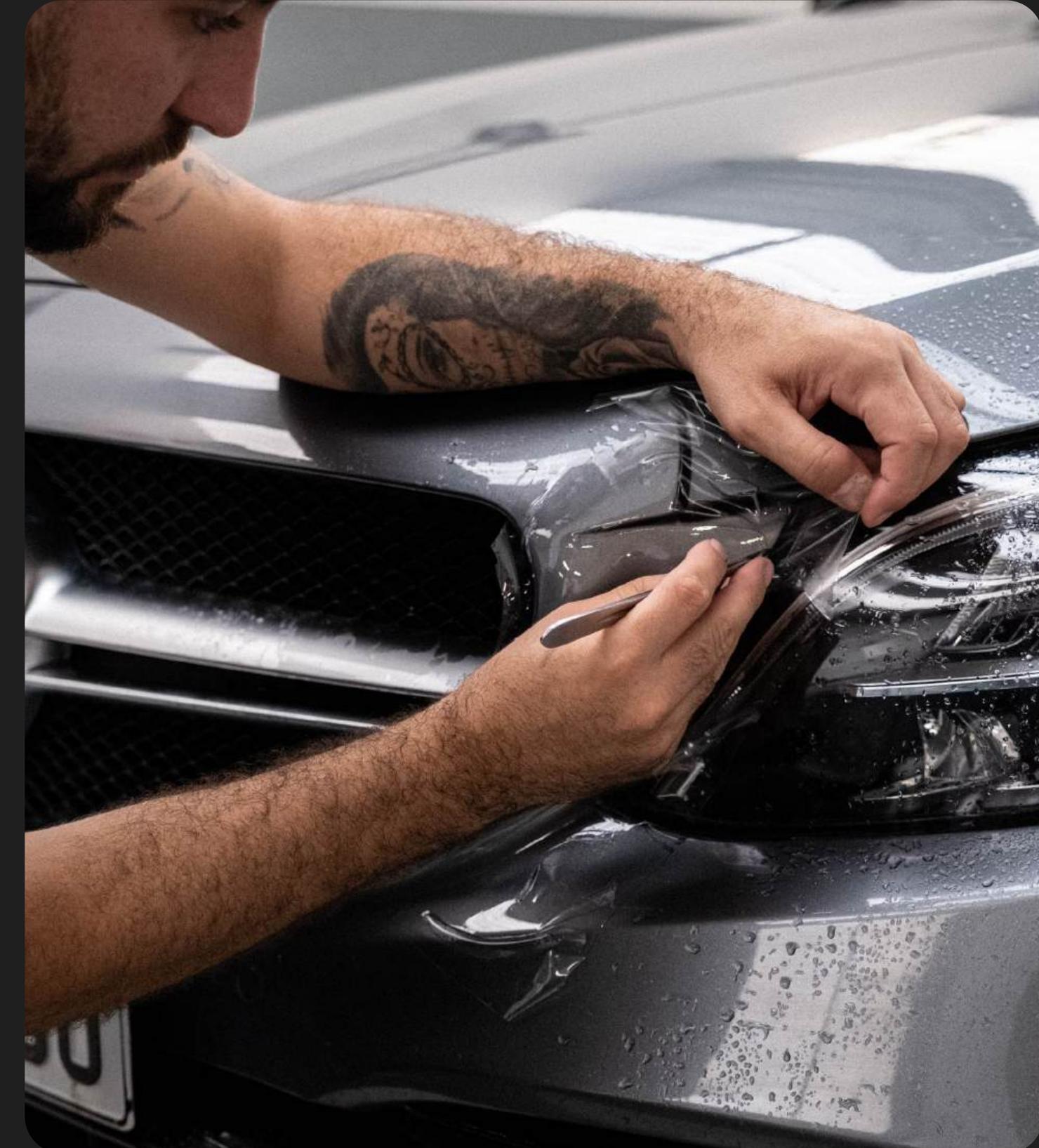
Emphasize small, machined details, such as the shine of lacquer, chrome elements or thoroughly cleaned surfaces.

Subject matter.



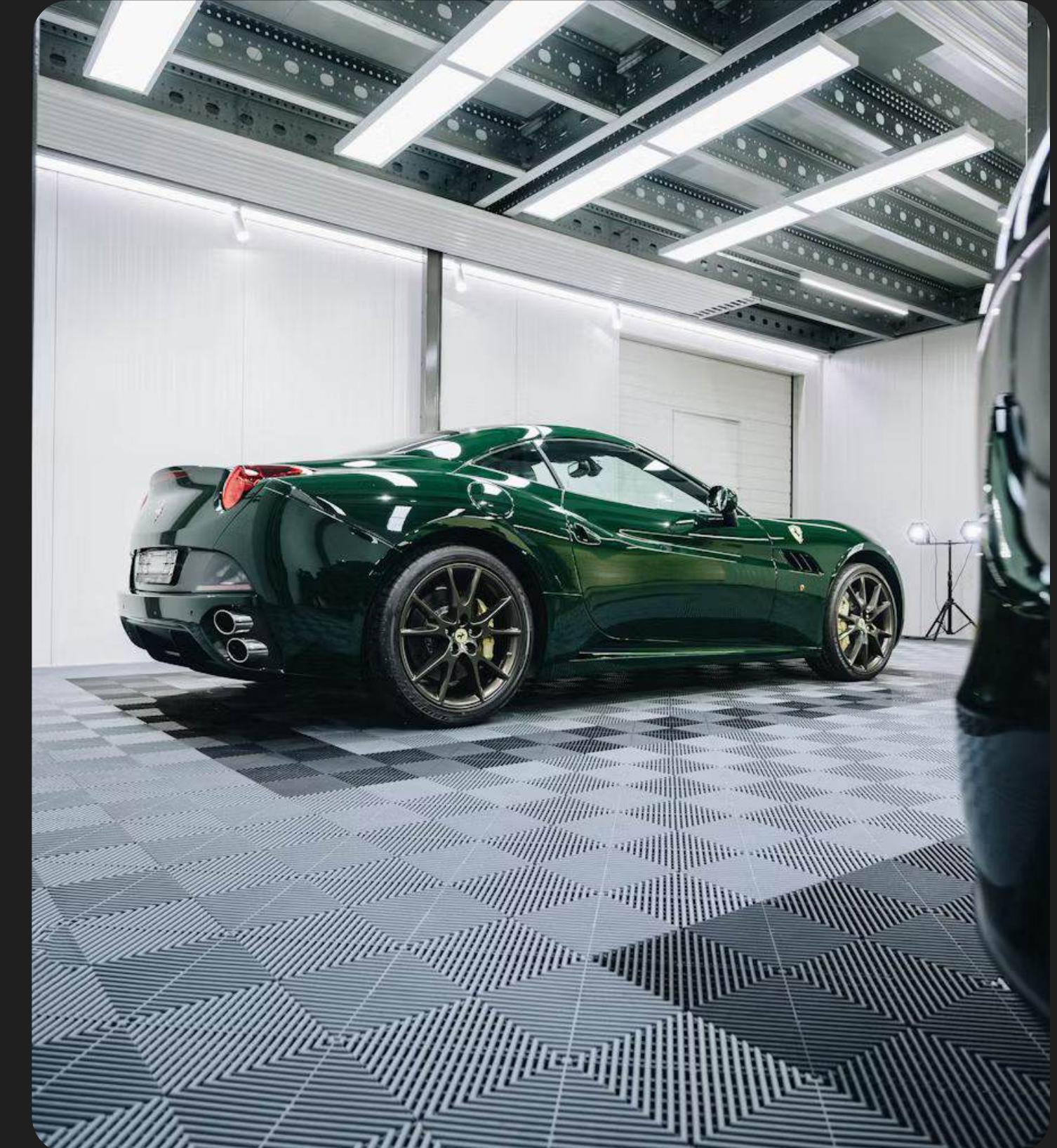
Before and after

Use contrasting "before" and "after" photos to demonstrate the results of the detailing. Both states of the vehicle should be taken under the same conditions.



Work process

Photos of the detailing process (e.g. polishing, protective coating) show a high level of attention to each step of the care process.



Showing a successful result

The images should show the perfect detailing result, showing a flawless car from different angles.

5.0

graphics

Pattern.



Accent pattern.

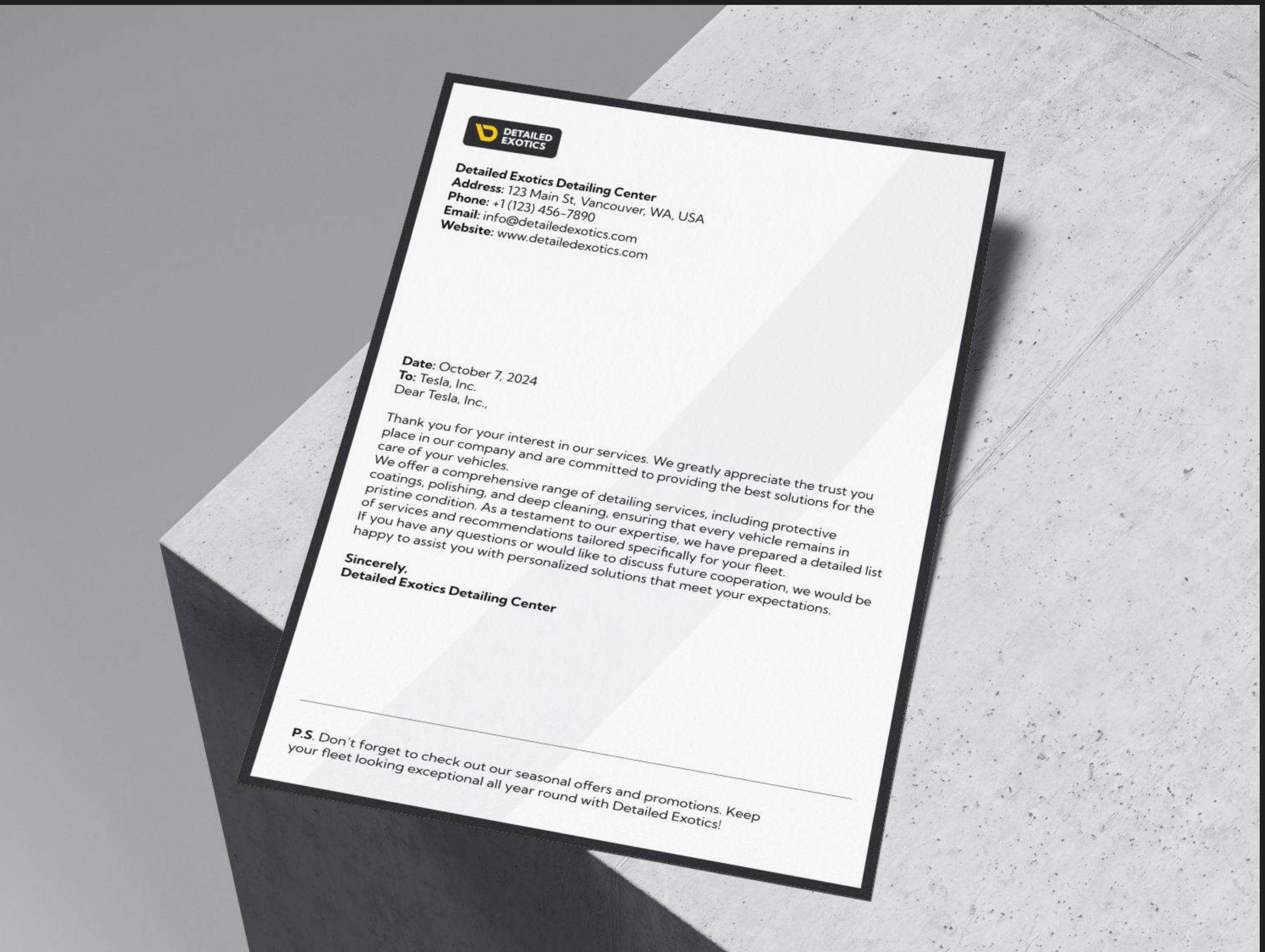


6.0 documentation

Business cards.



Business letterhead.



Flyers.



Price list.



Notebook.



Pen.



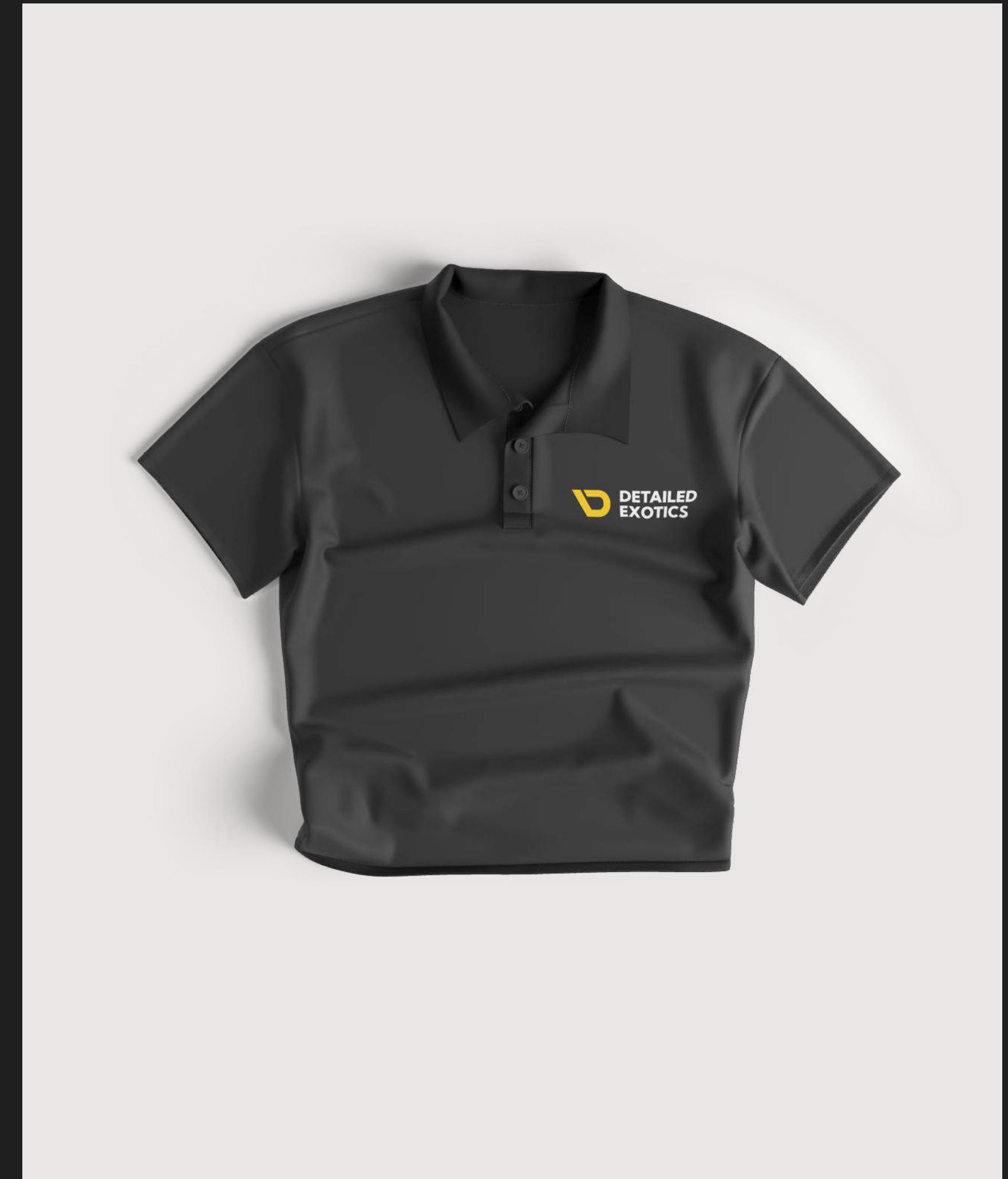
Document folders.



7.0

merch

Branded clothing for employees.



Branded clothing for employees.



Branded clothing for employees.



Merch for clients.



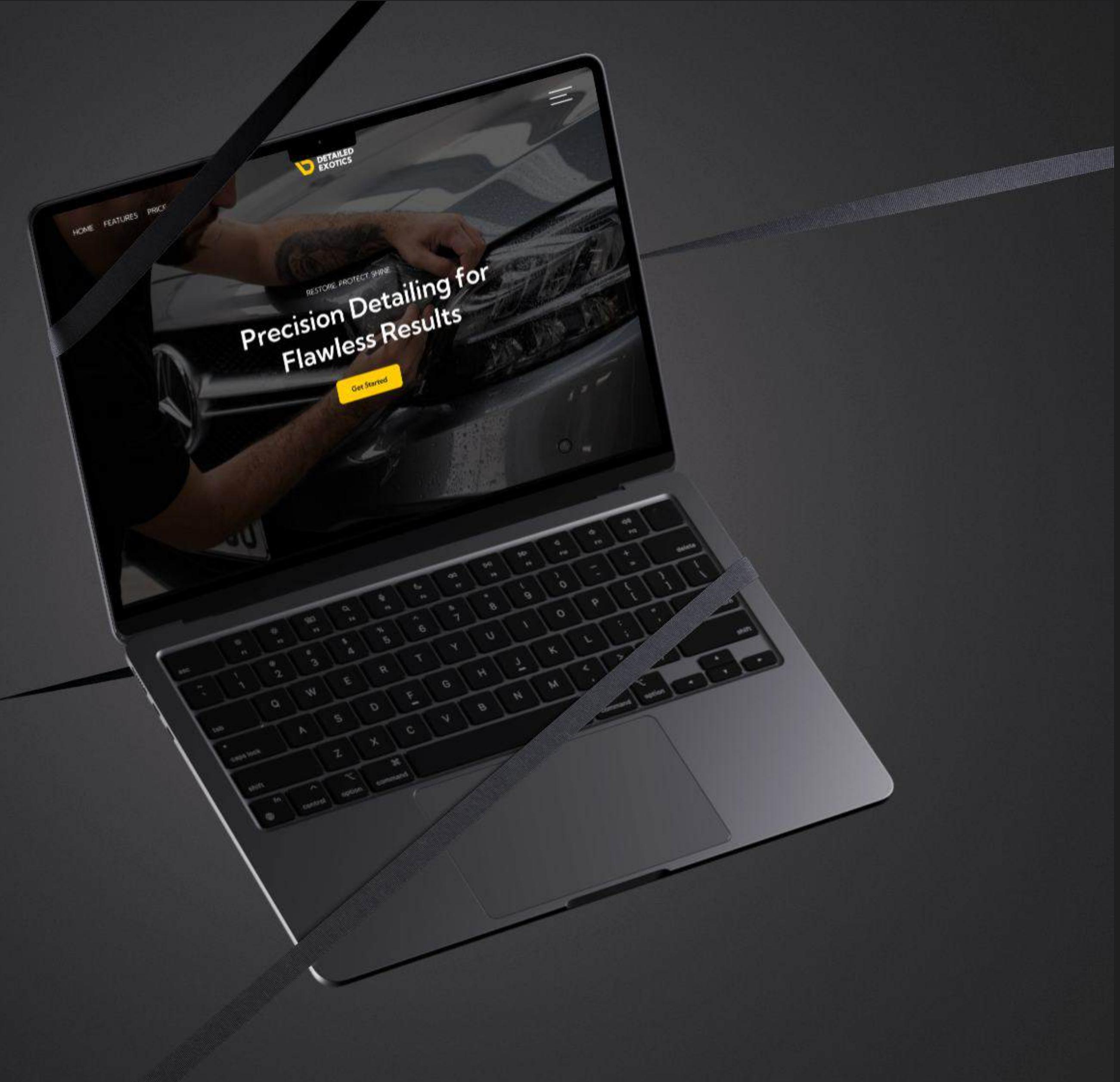


8.0

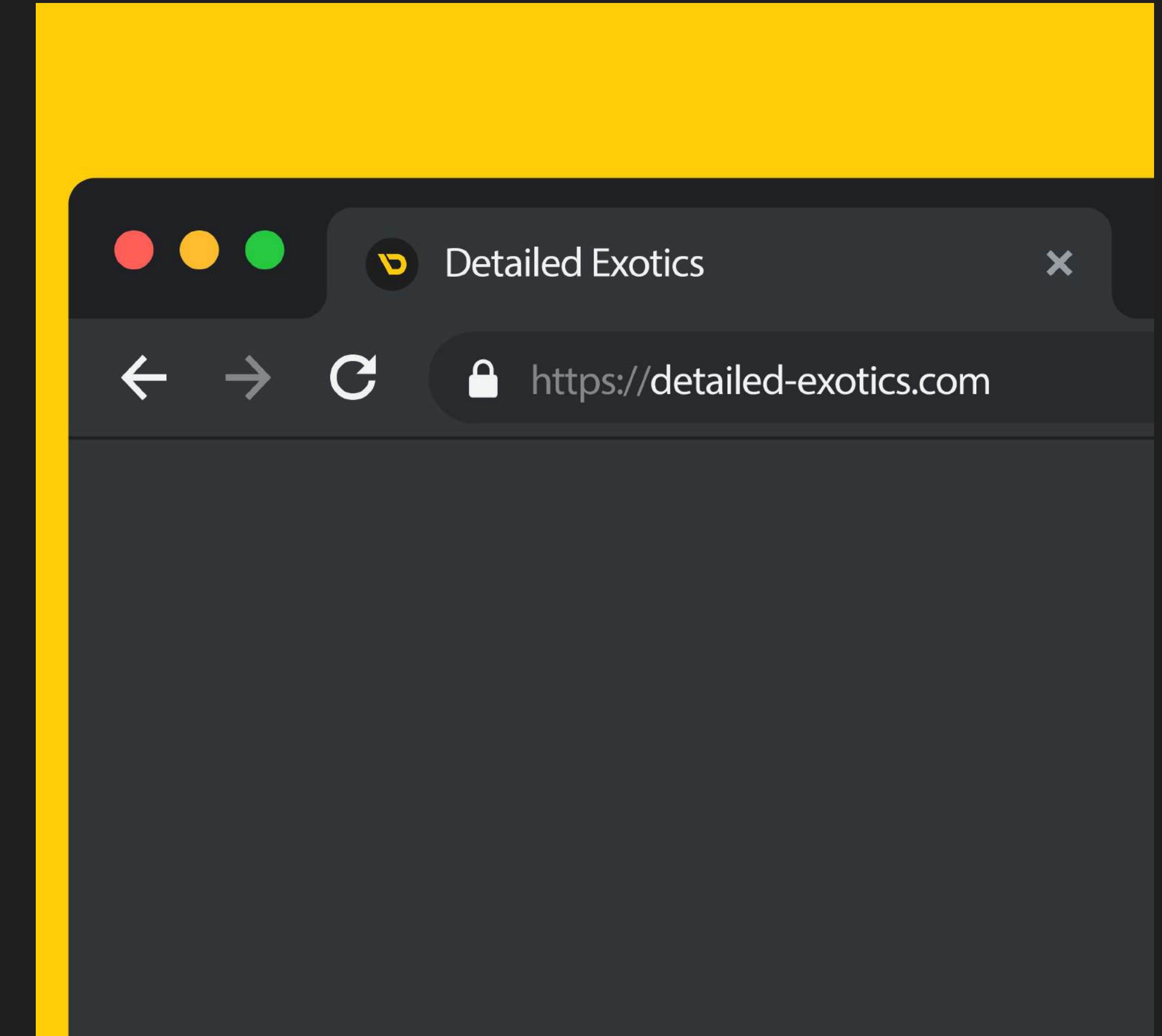
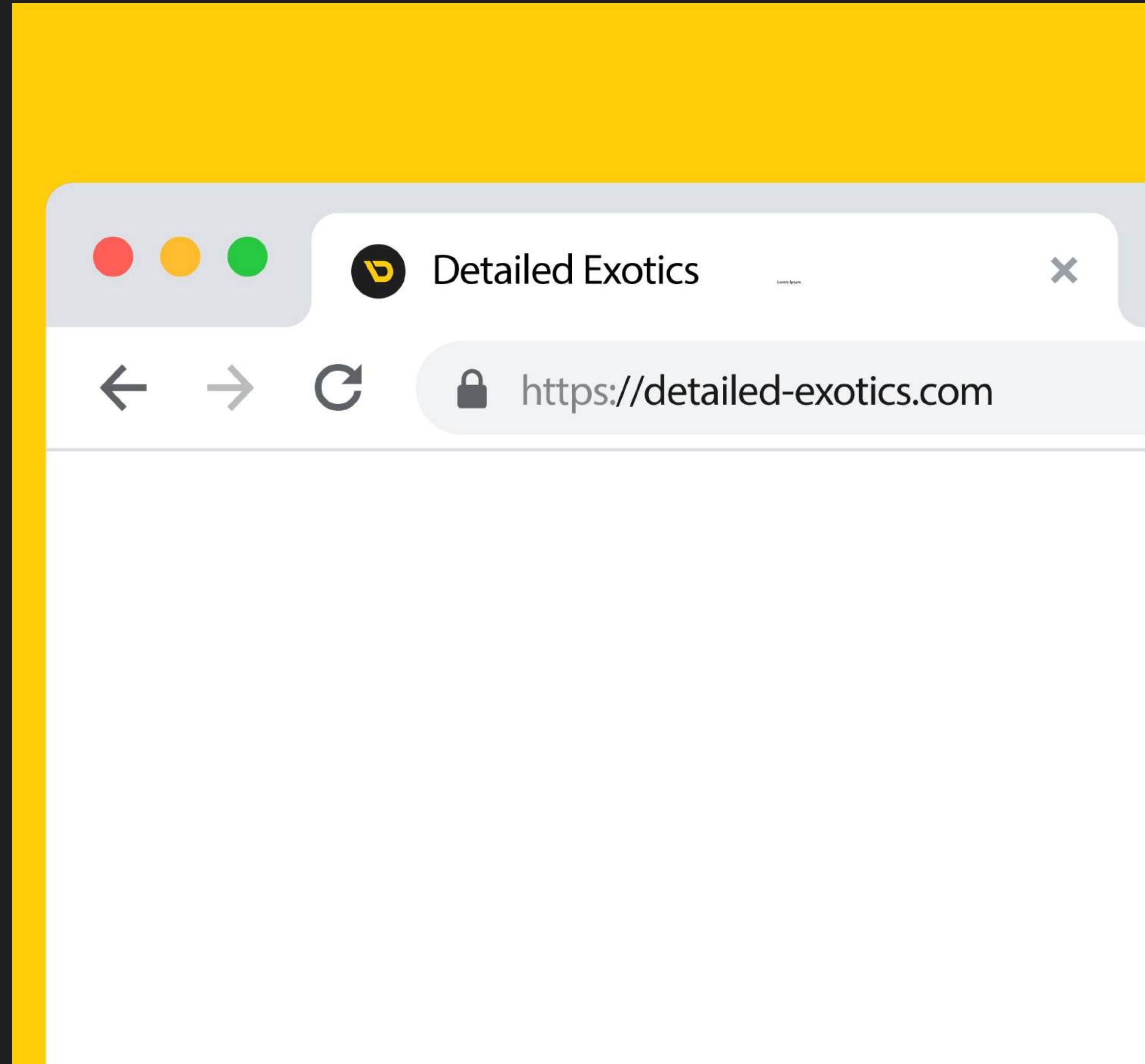
digital

Web site stylistics.

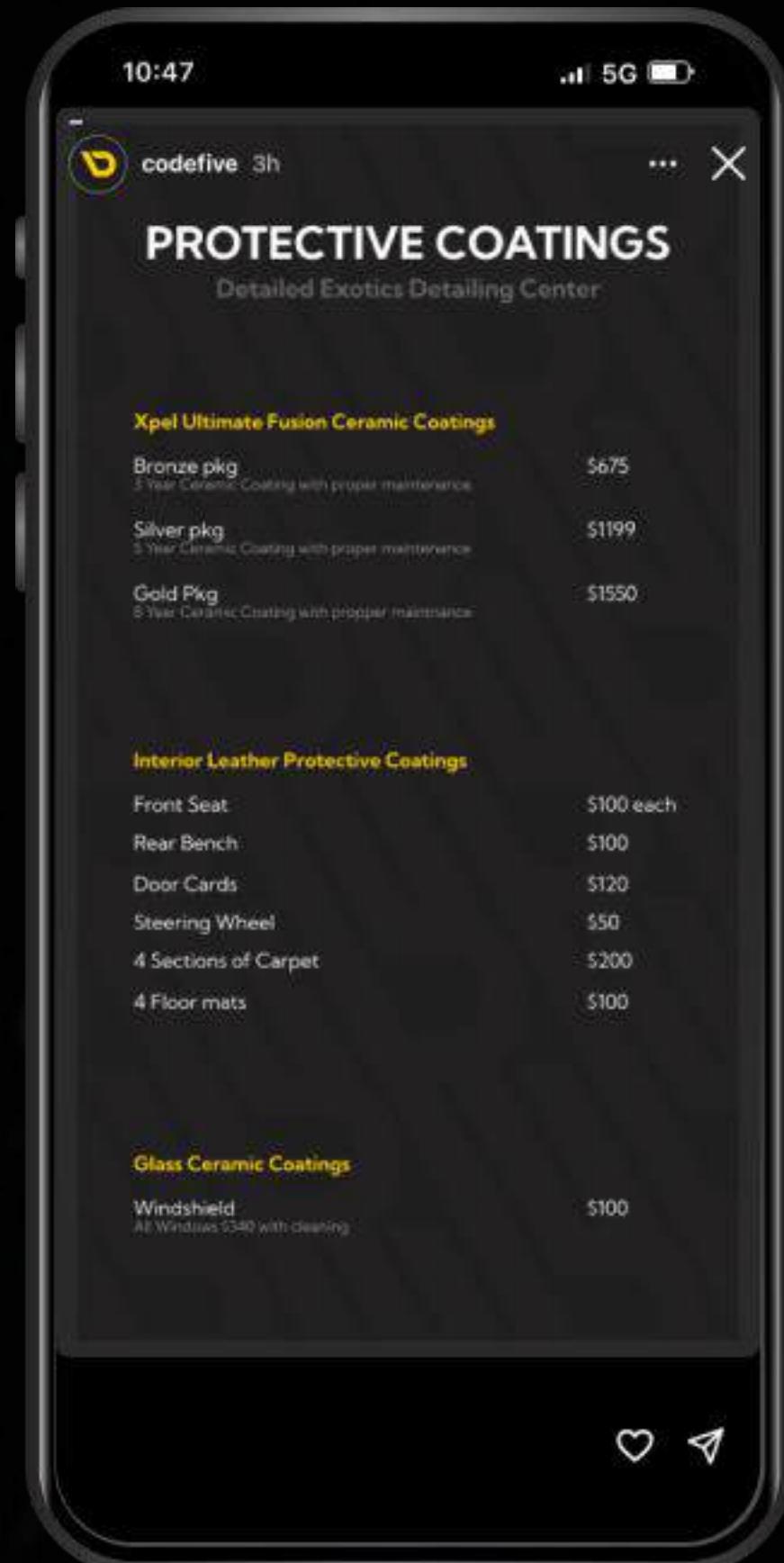
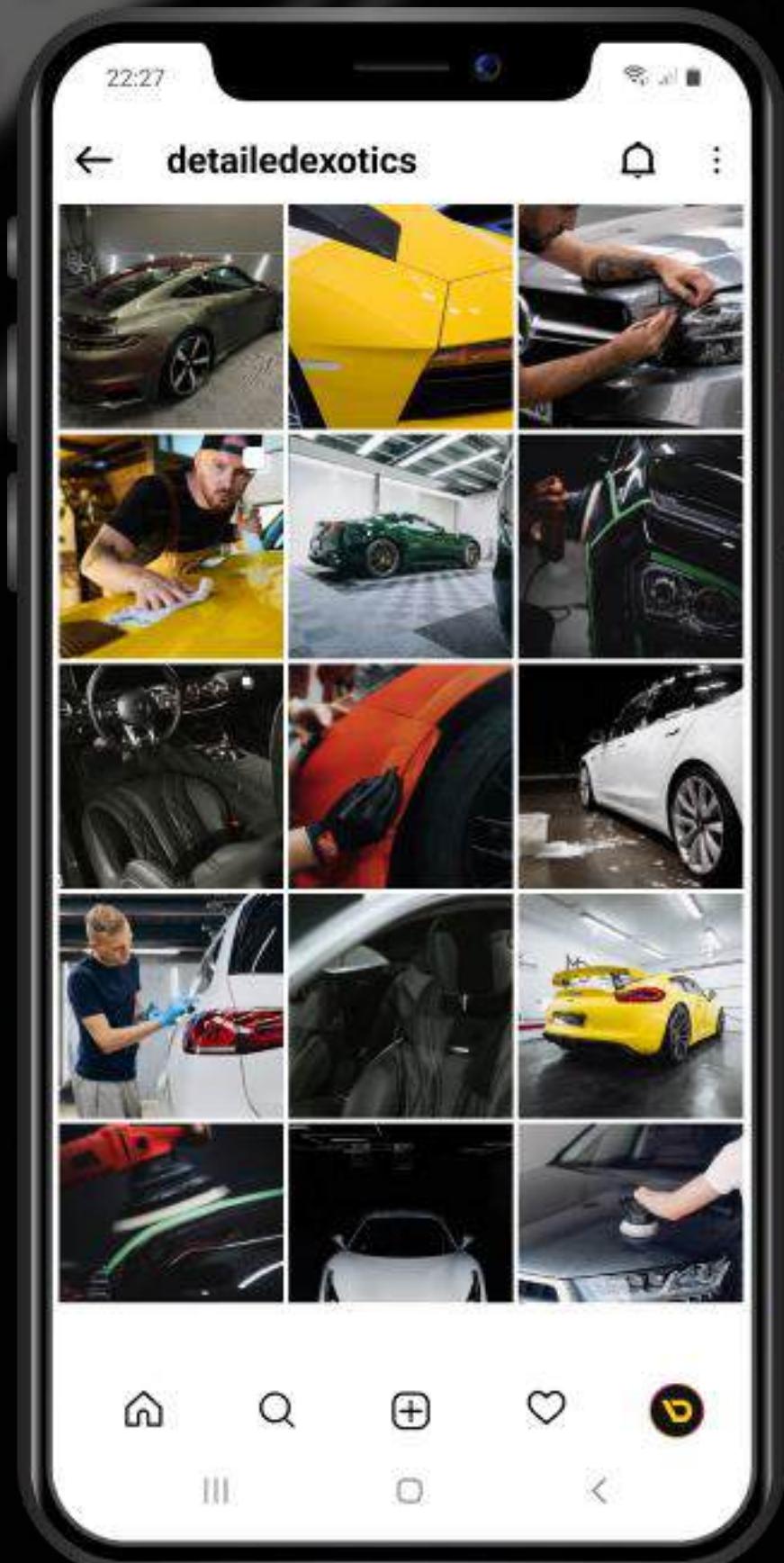
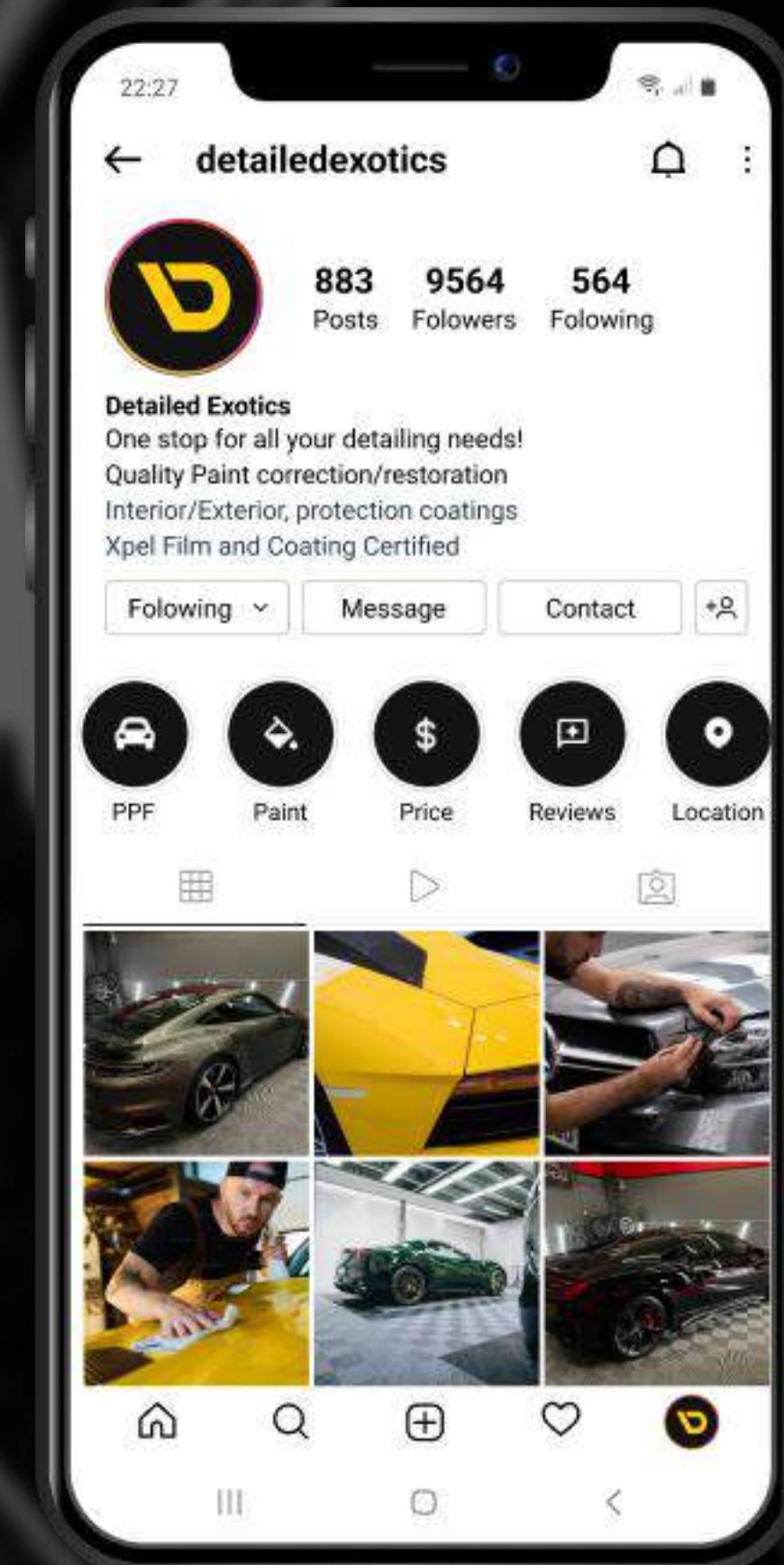
The screenshot shows the homepage of the Detailed Exotics website. At the top, there's a navigation bar with links for HOME, FEATURES, PRICE, and CONTACT. The main header features a black and white photograph of a person detailing a car, with the text "RESTORE. PROTECT. SHINE." above it. Below the header, a large call-to-action button says "Precision Detailing for Flawless Results" with a "Get Started" button. The "Our services" section follows, showing four service categories: WRAP, PPF, Ceramic coating, and Detailing, each with a small image and a brief description. A promotional banner for a 20% discount on the first service is displayed next. The "Customers say about us" section contains two customer reviews with stars and names (Bryan G. and Michael S.). The "The latest news on our blog" section shows three recent posts with thumbnail images and titles: "5 Essential Auto Detailing Tips to Keep Your Car Looking Brand New", "The Benefits of Professional Detailing: Why Your Vehicle Deserves Expert Care", and "Interior vs. Exterior Detailing: What's the Difference and Why Both Matter". The footer includes a contact form with fields for Name, Email, Phone Number, and Message, along with a "Get Started" button. It also features social media icons and links for Home, Features, Price, and Contact.



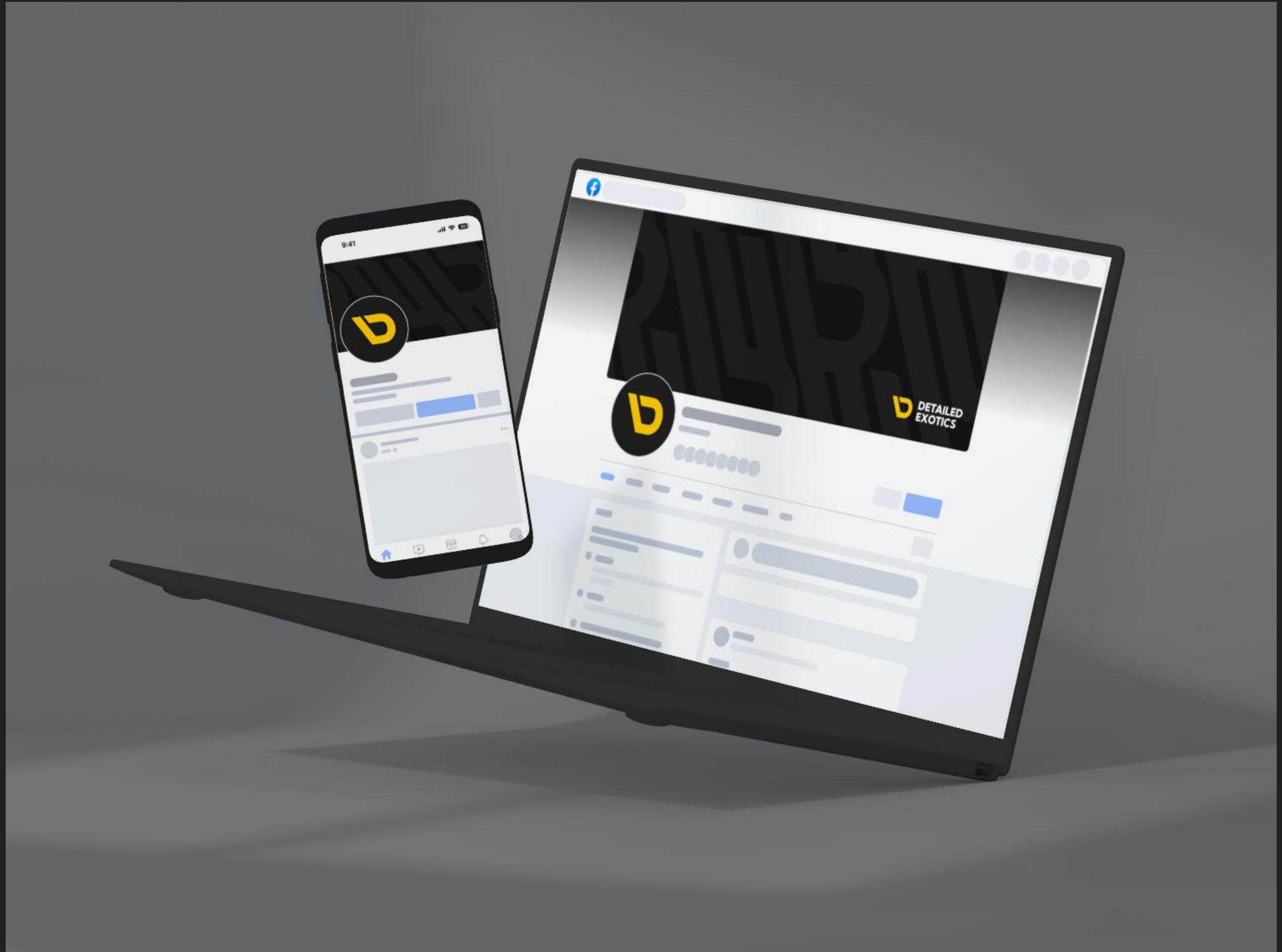
Favicon for website.



Instagram design style.



Facebook design style.



9.0

branding in the environment

Building signage.



Door sign.



DETAILED EXOTICS



(564) 227-9110

Opening hours

Monday	09:30 am – 06:00 pm
Tuesday	09:30 am – 06:00 pm
Wednesday	09:30 am – 06:00 pm
Thursday	09:30 am – 06:00 pm
Friday	09:30 am – 06:00 pm
Saturday	By appointment
Sunday	Closed

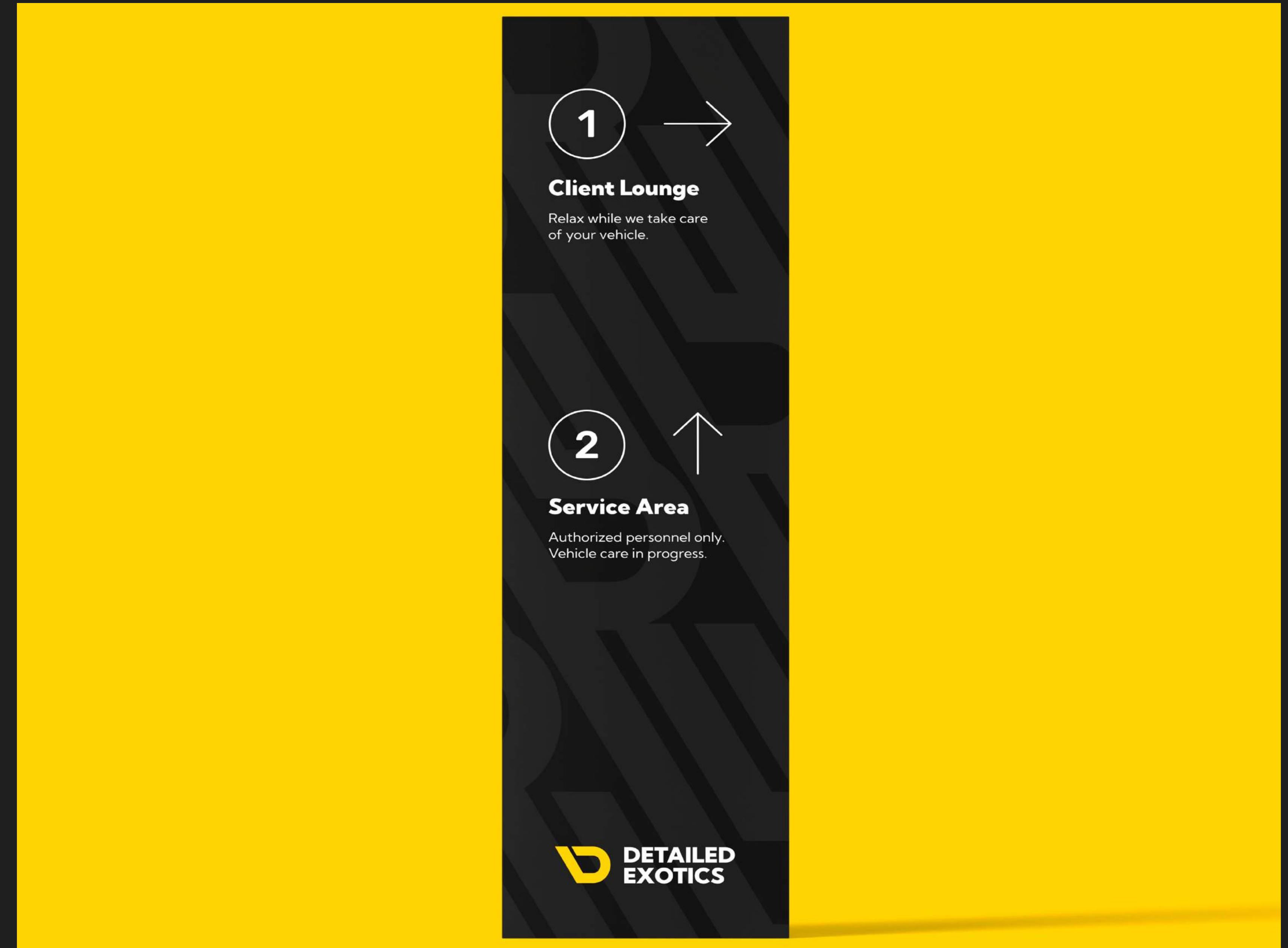
Parking sign.



Light panel.



Navigation.



Logotype on the wall.



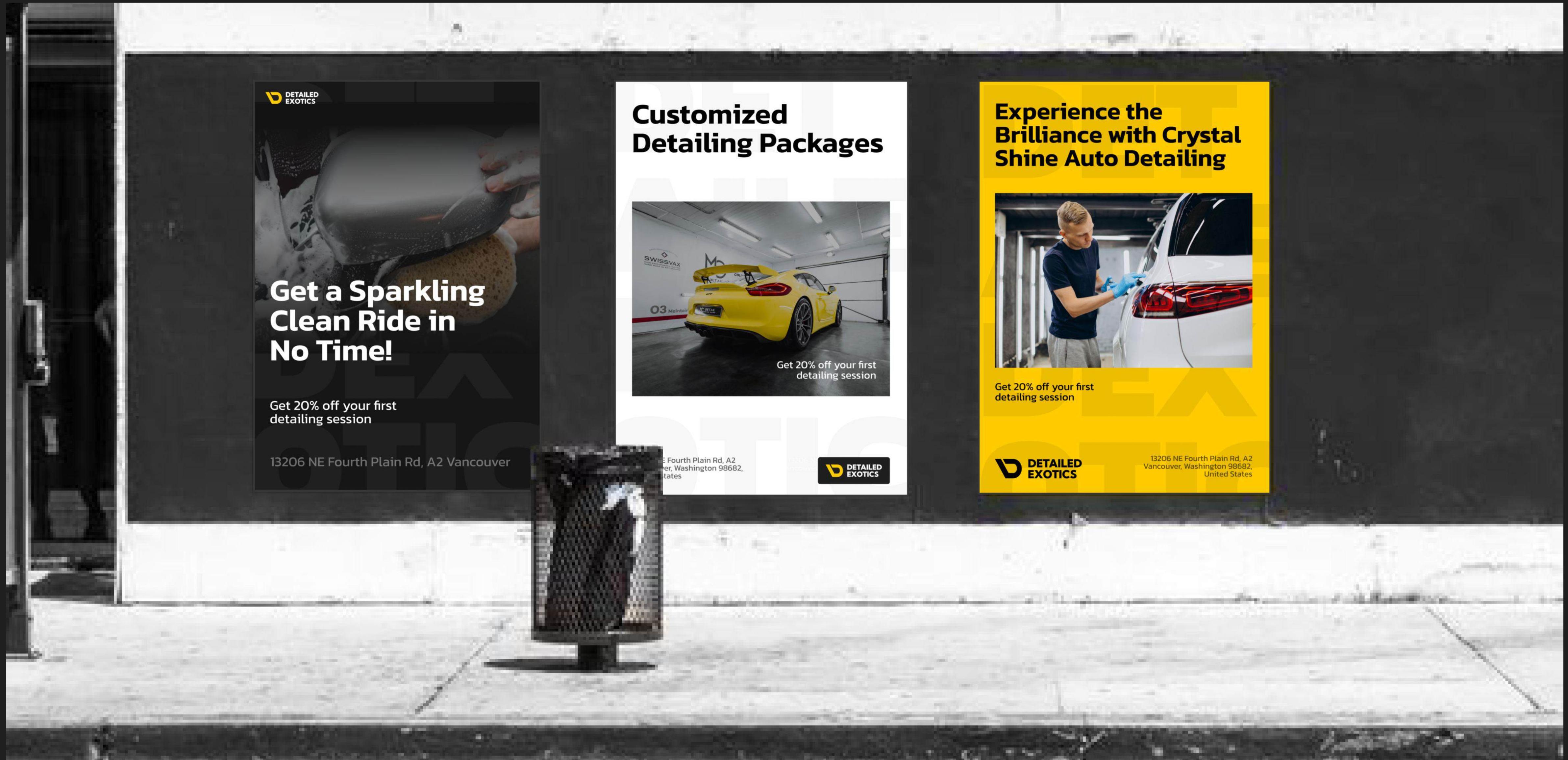
Sign.



Branded Transportation.



Signage.



Conclusion.

Our brand is **more** than just a logo and colors. It is a cohesive visual identity system that reflects our values and commitment to quality. Use this guideline as a guide to maintain a consistent style at all levels of customer interaction.

If you have any questions or need additional guidance, please contact us.
We're always happy to help!

Thank you for helping to keep the Detailed Exotics identity top-of-mind.

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studio in 2024