



# Creative Brief: Torque Theory

**Category:** Custom Automotive Shop

**Tagline:** *"Built for Performance. Driven by Passion."*

## Background

Torque Theory is a high-performance automotive customization and tuning shop. They specialize in custom builds, engine tuning, and body design for enthusiasts who treat their cars as art. Whether it's restoring a '67 Mustang or optimizing a modern track car, Torque Theory delivers precision, attitude, and craftsmanship.

## Objective

Design a bold, visually striking website that communicates speed, power, and expertise. The site should impress both car enthusiasts and potential clients looking for premium custom work.

## Target Audience

- Car enthusiasts and collectors
- Performance tuning fans
- Classic car owners
- Motorsport professionals

## Tone & Visual Style

- **Dark & metallic palette:** blacks, charcoals, red or neon accent
- **Aggressive but refined:** clean layouts, high-impact photography
- **Dynamic visuals:** motion effects, car close-ups, sparks, smoke
- **Typography:** bold sans-serifs with high contrast

## Website Must-Haves

- Homepage with hero video or animation
- Gallery of featured builds
- Services page (custom tuning, fabrication, detailing)
- About the Shop / Team
- Contact & quote request form

## Deliverables

- Homepage and one interior page (Gallery or Services)
- Responsive design mockups
- Example of interactive/motion element
- Brand style integration