Velocity Motors

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Brand Overview

Velocity Motors is a futuristic performance car brand focused on innovation, sustainability, and precision engineering. Our mission is to redefine speed with responsibility and design excellence.

Logo Usage

The logo should always appear with clear space around it. Do not stretch, recolor, or rotate the logo. Use on high contrast backgrounds for clarity.

Color Palette

Primary Color: Midnight Black (#0B0B0B) Secondary Color: Electric Blue (#007BFF) Accent Color: Silver Chrome (#C0C0C0)

Typography

Primary Font: Montserrat – Headings Secondary Font: Open Sans – Body text Use bold for emphasis and maintain clear spacing.

Voice and Tone

The brand voice is bold, confident, and innovative. Communication should feel premium, futuristic, and inspiring.

Imagery Guidelines

Use high contrast automotive photography, sleek lighting, motion shots, and modern urban backdrops. Avoid cluttered or outdated visuals.

Examples of Application

Brand elements applied on car liveries, website banners, merchandise, and social media posts.

Additional Resources

Brand assets folder, digital templates, and marketing toolkit available on the company portal.