

Table of contents

Brand Identity

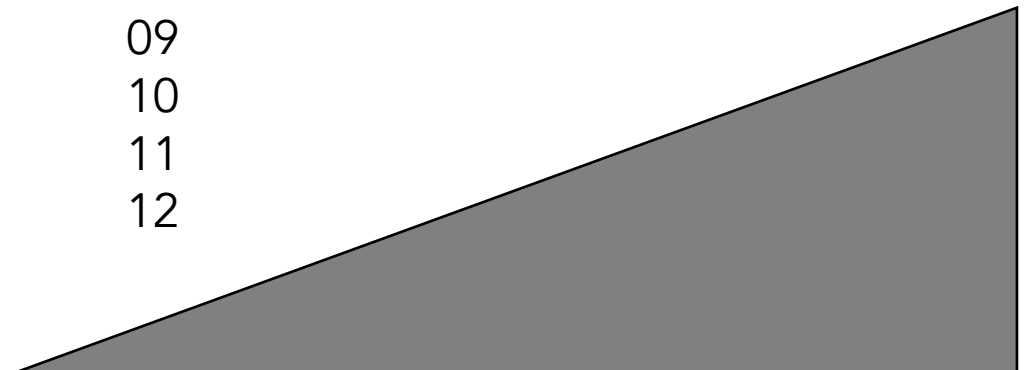
03 - 05

- Mission and Vision 03
- Our name and meaning 04
- Brand Persona 05
- Target Audience 06 - 07

Visual Identity

08 - 12

- Color Palette 08
- Typography 09 - 11
 - Impact 09
 - Avenir (Book) 10
 - Avenir (Heavy) 11
- Logo 12

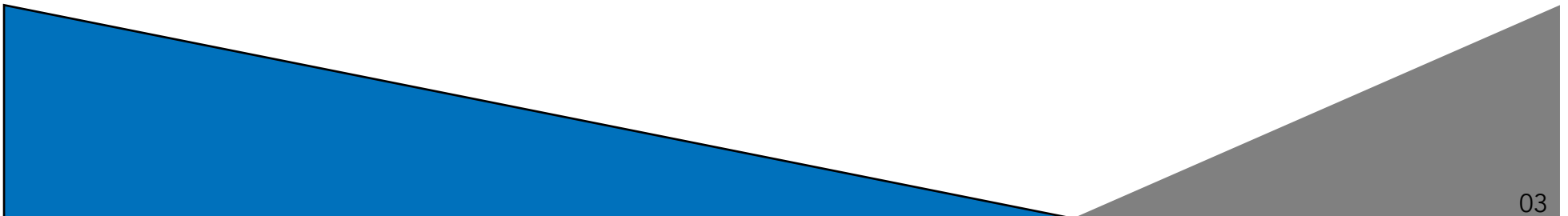




Introductions

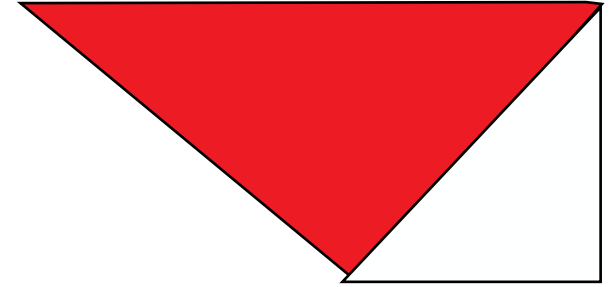
Mission statement: We strive to make armored cars accessible for everyone because we believe in safety for all.

Vision statement: We want to reduce the number of fatalities and bring safety transportation to the world.



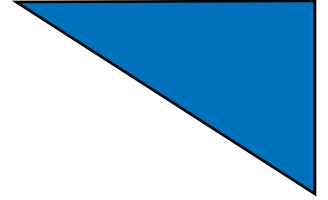


Catsteel Vehicles

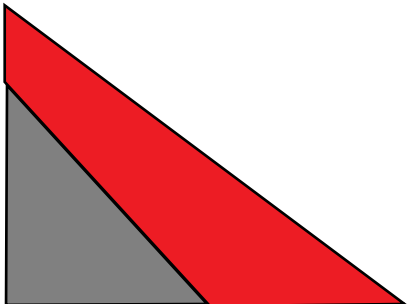


We wanted to rebrand our company (Caterpillar) and name it so that people are still able to recognize us. For this new rebrand we are making armored vehicles that are accesible to anyone who decide to purchase them, which is why we decided to name this rebrand "Catsteel Vehicles". The word steel in the name means strong, tough and impact resistant just like our vehicles.

Brand Persona



Catsteel Vehicles brand persona means ruggedness which to us means that our company embodies tough, brave, bold, daring, confident, fearless, heroic, purposeful, hard- working and built to last.





Target Audience

Demographics:

Age Range: 25- 45 years old.

Gender: 80% male, 20% female

Income: Middle class, Upper-middle class and Rich

Personality:

Open minded

Leaderly

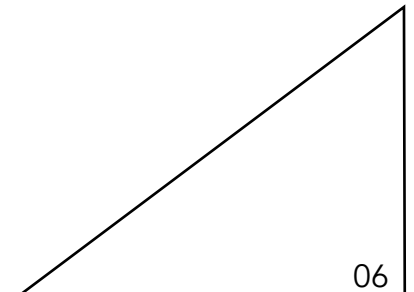
Strong

Values:

Strongly values friendships and community

Believes in being the protector

Strong self- confidence





Target Audience

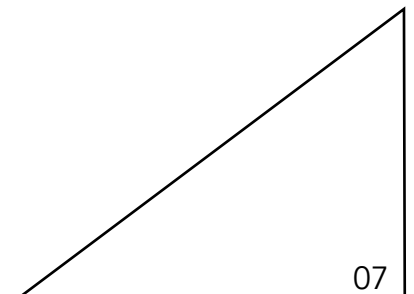
Needs & why:

They had an experience or incident that stuck with them in their life where they themselves got hurt by a gun or a family member. They need to feel safe and protected while driving and does not want this incident to occur again.

Backstory:

Either lives in a dangerous place or works in a dangerous job (i.e. police officer).

They do not want to worry about their safety while they drive and only focus on the road ahead.



Color Palette

#808080	#808080	#306fb6	#da3832	#f9f9f9
RGB 0, 0, 0	RGB 128, 128, 128	RGB 48, 111, 182	RGB 218, 56, 50	RGB 249, 249, 249

This color palette we chose closely as each color represents aspects that we want our customers to feel towards our company and our vehicles.

The color black represents power and confidence.

The color grey represents balance and respect.

The color blue represents trust, security and loyalty.

The color red represents action, strength and energy.

The color white represents calmness, open and spacious.

These are all aspects that we want our customers to feel when purchasing our vehicles. Catsteel Vehicles is a company who is loyal to our customers and want them safe and secure. Colors play a big factor in the psychology of our customers which is why we have decided to go forward with these colors to represent our business in our logo and other.

Typography

Font: **Impact** (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 Z

CATSTEEL VEHICLES

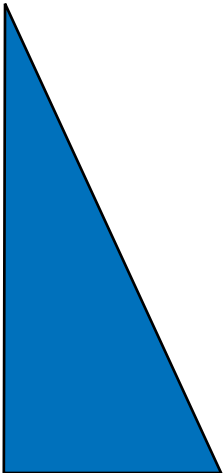
This font is to represent our company when it comes to titles, logo and when people think of our company we want them to think of this bold and heavy font.

Typography



Font: **Avenir**^(Book)

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



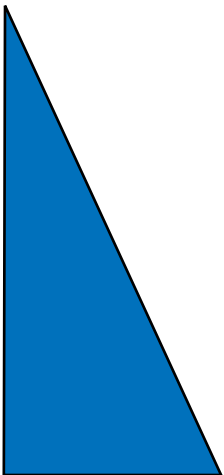
This font is for paragraphs
and for long and professional
letters.

Typography



Font: **Avenir** (Heavy)

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



When using Avenir (Book) in a paragraph, this font needs to be used for subheadings and other titles which are in the paragraph

Logo



We used our color palette for every element in our logo.

The logo is in shape of a shield this represents how our vehicles are meant to shield you and keep you safe.

The blue lines inside are a very rough outline of a car.

Our companys name inside of our logo has a triangle because we want our customers from our "Caterpillar" before our rebrand to still recognize us.