

**MYNAME!SDAN**

A PRESENTATION TO:  
**THAT'S MY CAR**

## PROJECT BRIEF

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That'sMyCar are a start-up company looking to become a big player in the Online Car Auction world. Setting themselves apart with the team's knowledge and experience, it is really important the brand makes the business look trustworthy, established and at the forefront of current trends within the automotive and e-commerce market place.

This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

*Dan*

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2012 KOENIGSEGG AGERA S

An incredibly rare and strikingly specified Swedish supercar.

8900Hong Kong

07:38:42€940,500

1997 BENTLEY CONTINENTAL T

A very low-mileage example of the elegant classic grand tourer.

1400Dubai

07:33:42€59,000

1987 PORSCHE 911 CARRERA 3.2

An attractive, matching numbers example of the 911 Carrera 3.2.

1400Vier, Göttersloh

07:38:42€41,500

1965 FIAT 500 F '8 BULLONI

A wonderful example of the early 'light bolt' 500 F.

3800

07:43:43€4,350

2013 FERRARI 458 SPIDER

A stunning convertible supercar with an excellent factory specification.

3900

07:48:43€128,000

2015 PORSCHE 911 (991) CARRERA GTS CABRIOLET - MANUAL

An exceptionally smart and low-mileage example of the contemporary sports car.

3300

07:53:43€72,537

RESERVE LOWERED: 2014 FERRARI CALIFORNIA 30

A low-mileage example of Ferrari's stylish and powerful convertible grand tourer.

3300

07:58:43€71,355

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Uber

UBER

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 airbnb

 BLACK&DECKER

BLACK+  
DECKER



weightwatchers



LOGO CONCEPT ONE:

## THE PERSONAL TOUCH

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This concept uses a mix of upper-case text, representing quality & aspirational emotions, and a handwritten font, to show a personal, individual side to the business.

THAT'S *my* CAR  
THE USED CAR AUCTION SITE



THAT'S *my* CAR  
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THAT'S MY *Car*  
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THAT'S *my* CAR

THE USED CAR AUCTION SITE



**LOGO CONCEPT TWO:**

## **UPPER-CASE ICONOGRAPHY**

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This concept again uses upper-case typography to give the business a quality feel, but mixes it with a stylised icon, representing the business focus, or the fact the website is a timed auction site.





THAT'S MY CAR  
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# THAT'S MY CAR

THE USED CAR AUCTION SITE



**LOGO CONCEPT THREE:**

# **NUMB3R PL4TE**

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For this concept I wanted to use something a bit different, yet still recognisable as related to cars. It mixes the upper-case text, with the universally recognised style of a number plate. A small icon is also included to show the auction style of website.







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**THAT'S MY CAR**

**LOGO CONCEPT FOUR:**

**BOLD CAR**

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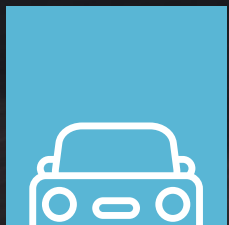
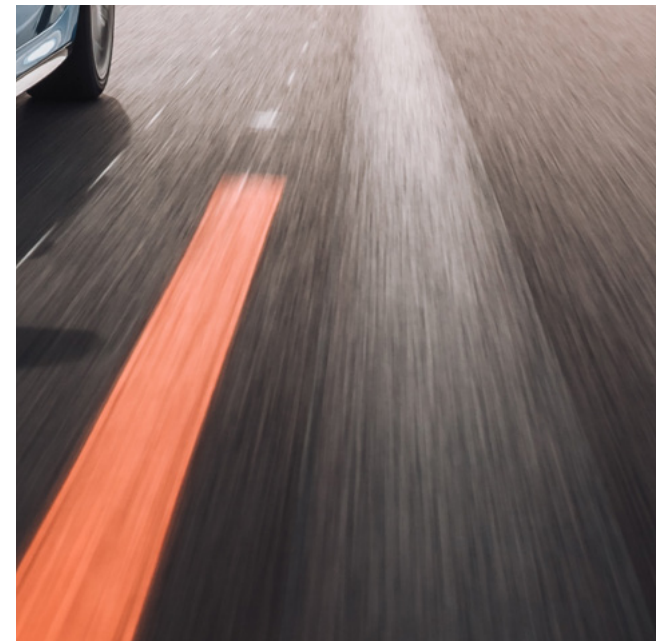
For this idea I have used a very bold and contemporary icon showing part of a car, with bright colours so it stands out and looks modern. Some of the concepts use an arrow to 'show',  
That's My Car, as it were.







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THAT'S  
MY CAR

LOGO CONCEPT FIVE:

## WELL ROUNDED

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This concept uses a more playful, rounded font. It makes the brand seem more approachable, and fun, and the use of bright colours plays into this. Rounded icons are also introduced to soften the text and enable an icon to be used as a recognisable brand element.









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**That's My Car**

the newest car auction site


MYNAMEISDAN

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