

2023

Brandbook CarCollect

Brandbook

The brandbook of CarCollect contains all guidelines for the use of our logo and corporate identity. But it's more than that. It's our story, our mission, and vision to inspire and digitize the automotive industry globally. This brandbook is a guide to present our brand correctly and to grow our community.

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Our mission & vision

MISSION

By thinking differently and continuously challenging ourselves, we accelerate the digital automotive industry worldwide. Every day, we are driven to inspire and digitize the automotive sector. Through the use of intelligent advancements and innovative technologies, we make the automotive industry transparent on a global scale. Together with our community, we maximize and unlock a new online world on our all-in-one automotive platform.

VISION

When you think of automotive, you think of CarCollect. In everything we develop, we believe in innovating and connecting the automotive industry. We put people first and enable the automotive industry to shift into the right digital gear, with the goal of building the largest and most active global automotive community.

100% Personal

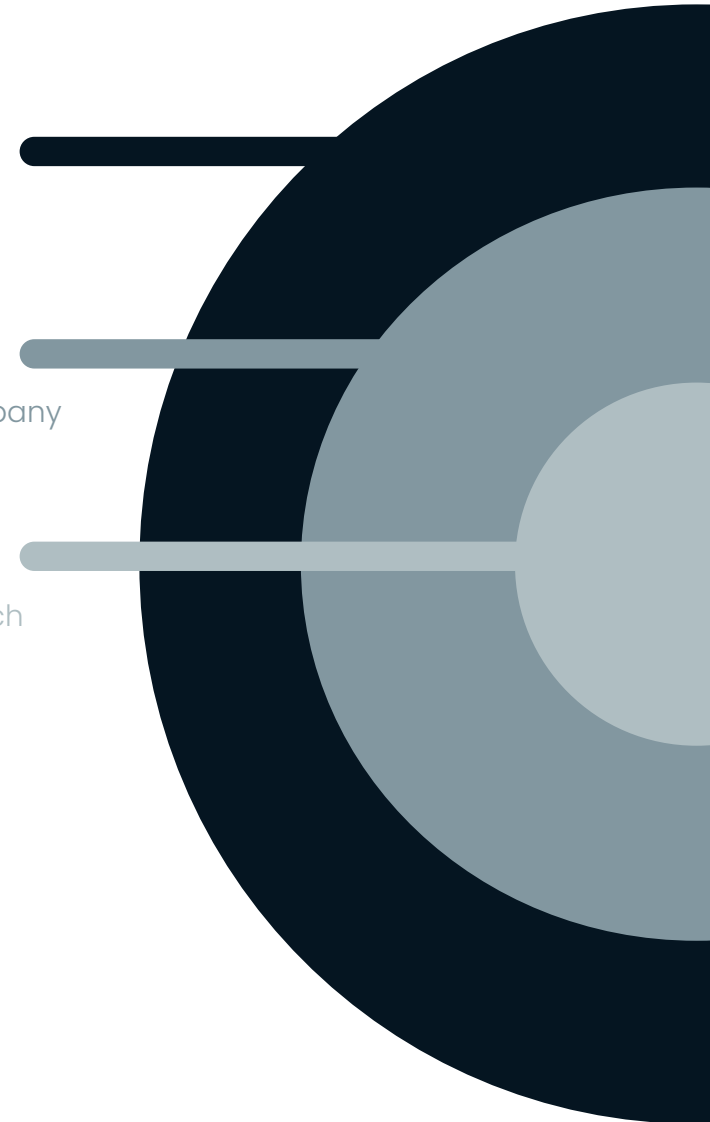
driven by connection

70% Tech

we are a real tech company

30% Automotive

with an automotive touch



CarCollect's golden circle

"The Golden Circle, developed by Simon Sinek, simplifies how we distinguish ourselves from others with what, how, and why. It explores the mindset, behavior, and communication between organization and audience, demonstrating that 'why' is the most important element in communication."

WHY

To digitize and connect the automotive industry, creating the largest global automotive trading community.

HOW

With expertise, passion, and creativity, we develop an online automotive world that enables businesses to work smarter, more profitably, and more transparently. By combining technology with a personal touch, we bring people together online and create an international community.

WHAT

An all-in-one international automotive platform with smart, user-friendly, and accessible services.

Our key values

At CarCollect, we believe that our values shape our identity as a company and define our relationships with our customers, partners, and employees. Our internal core values guide us in building a strong and sustainable company culture that fosters innovation, collaboration, and growth.

Meanwhile, our external core values reflect our commitment to providing exceptional service, building trust, and driving positive change in the automotive industry. Together, these values form the foundation of who we are as a company and how we strive to make a difference in the world.

INTERNAL VALUES

driven, innovative, people orientated and critical

EXTERNAL VALUES

digitization, innovation and connection

Innovation – Innovation is what drives us at CarCollect. We believe that innovation and user experience enable us to differentiate ourselves in the current automotive market. On our platform, all these innovations come together, providing the entire automotive industry with a seamless B2B trading experience.

Digitization – As a tech company, we create efficiency and transparency in the complex automotive world through digitization. Through digitization, we are more connected and have access to an unlimited network of automotive companies.

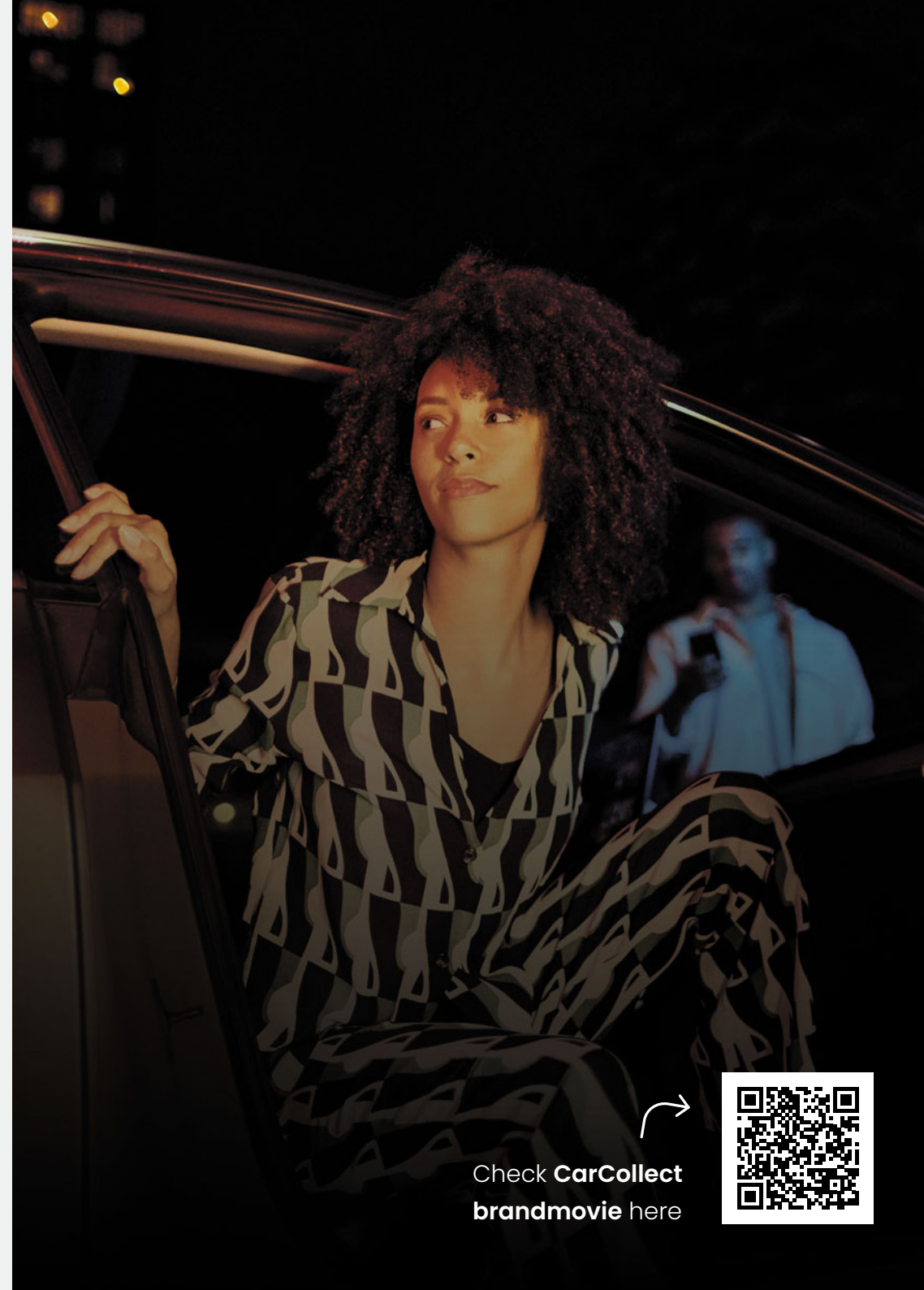
Connection – Connection goes beyond bringing supply and demand together. It is about creating a community with a common passion: vehicles. By being connectors, we can take the online automotive world to a new level.

Our brandstory

Innovation is what drives us
on our journey on the digital highway
becoming the largest car trading network in the world
and changing the automotive industry

we are more than a platform
we are a community
helping people sell and providing cars to be sold
making trade more easy, efficient and fun

we always go the extra mile
join our ride
we are carcollect
driven by connection



Check **CarCollect**
brandmovie here



Our logo

The CarCollect logo embodies our commitment to innovation and connection in the automotive industry. Our pay-off 'driven by connection' reflects our dedication to creating a global community of automotive enthusiasts, empowering people to find their perfect car and connect with others who share their passion. Follow our guidelines to ensure proper usage of our logo and icon, so we maintain a strong and consistent brand image.

WHEN TO USE OUR LOGO

Use the CarCollect logo in official communications, on products, promotional materials, campaigns, and social media.

WHEN TO USE OUR LOGO WITH PAY-OFF

Use it for promotional materials to reinforce our brand messaging and highlight our commitment to connection in the automotive industry. Such as sponsoring, business cards and postcards.

Logo

carcollect

Logo with pay-off

carcollect
driven by connection



Always choose our dark logo on a **light** background



Always choose our white logo on a **dark** background



Always choose our dark logo on a **light colored** background



Always choose our white logo on a **colored** background

Our icon

CarCollect's iconic symbol represents our brand identity.

This symbol may be used independently, but **it should never be combined with our logo.**



Our Colors

By selecting the right colors and using them consistently across all communications, you can establish a recognizable and trustworthy brand that resonates with your audience.

#071521

Main color

Use for body text on white background and as background

#3581F3

CTA / Hyperlink

Use for call to actions in text, buttons and hyperlinks.

#7D98A1

Green Blue

Sometimes used as a backgroundcolor

#A9B4C2

Grey

For grey text, not very common to use this.

#EEF1EF

Background

Next to our main color mostly used as a backgroundcolor

70%

20%

5%

5%

Our Typography

Typography is an essential element of your brand's visual identity. By selecting the right typeface and using it consistently across all communications, you can convey the right tone and personality for your brand. Follow these guidelines to ensure proper usage of typography and create a strong and memorable brand image.

Poppins Light

Poppins Regular

Poppins Medium

Poppins Semibold

Mostly used for text in documents

Mostly used for all other text

Used to add **emphasis** to text + CTA

Used to add **emphasis** in titles

Using capital letters for subtitles helps distinguish them from the main title and draws attention to important information. We always use CAPITAL for this.

Call to actions are always in **Poppins Medium**.

Example

SUBITTLE REGULAR

Title in regular **Semibold**

Plain text normally in regular and when adding emphasis using: **medium**, also if there is an call to action, we use medium for this. In case of a call to action (CTA) we use medium and our CTA blue color. [Call to action example](#)

Our tone of voice

Show the right kind of personality. CarCollect's voice is **ambitious, professional** and **personal**.



Addressing you



Short texts, but to the point



Writing towards the customer

Not "We do this",
but "You can expect this".



Clear and modern language

We understand the business
and tell it like it is



Friendly and helpful

We really are a personal partner



Do you have any questions?

Don't hesitate to contact us!



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