



B R A N D B O O K

I N D E X

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INTRODUCTION

This manual supplies the fundamental principles for effectively and attractively displaying the SHIFT RENTALS brand across various mediums. It is designed to cater to the needs of those responsible for interpreting, conveying, and executing the brand. Consistently and correctly utilizing this trademark will assist in accomplishing the brand's objectives and enhancing its reputation of the brand. It is a collective effort in which we all play a role in making SHIFT RENTALS a successful and respected brand

OLD LOGO



Although the original logo was useful,
we wanted to create something
that truly reflected the heart
and values of the brand, so we
developed the final concept...



CONCEPT

TRUE LUXURY IS A STATE OF MIND.

This is Shift Rentals, a community passionate about power, speed, the admiration that our vehicles inspire, and what we feel when we drive them. The symbol of the horse conveys who we are, for this animal is elegance and strength in essence.

Located in the bustling city of Miami, our mission is to offer the possibility of an adrenaline-pumping ride that captures the breathtaking qualities of these magnificent creatures. Just as horses evoke a sense of awe, our vehicles command attention wherever they go.

Our commitment to excellence goes beyond the impeccable condition of our vehicles, it extends to all aspects of our service. We strive to provide an unforgettable experience that transcends the ordinary, offering personalized attention and comfort to ensure that your trip is nothing short of extraordinary.



LOGO CONSTRUCTION



The choice to use two horses, besides evoking power, suggests a partnership and synergy, hinting at the brand's commitment to providing exceptional service and forming a strong bond with its customers.

Horses represent the power, strength and elegance of the vehicles, transmitting the essence of luxury.

A sans serif typography with clean and sharp edges that aims to reflect the speed and the beauty in simplicity.





HORIZONTAL LOGO





LOGOMARK





STACKED LOGO



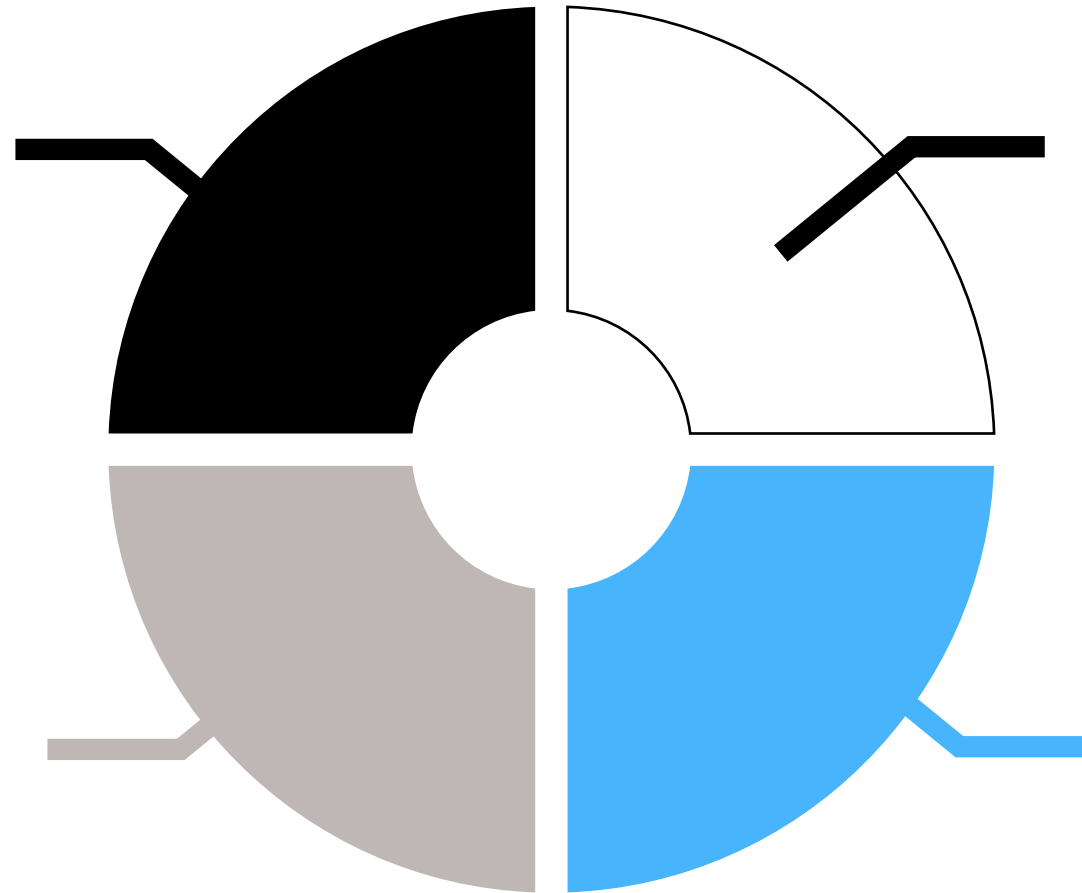
COLORS

The color palette used in this brand is bright blue, black, light grey and white aiming to be consistent on elegance and luxury, security and trust.

COLORS

RGB 0,0,0
CMYK 0, 0, 0, 0
HEX #000000

RGB 190, 183, 181
CMYK 0, 4, 5, 25
HEX #beb7b5



RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #FFFFFF

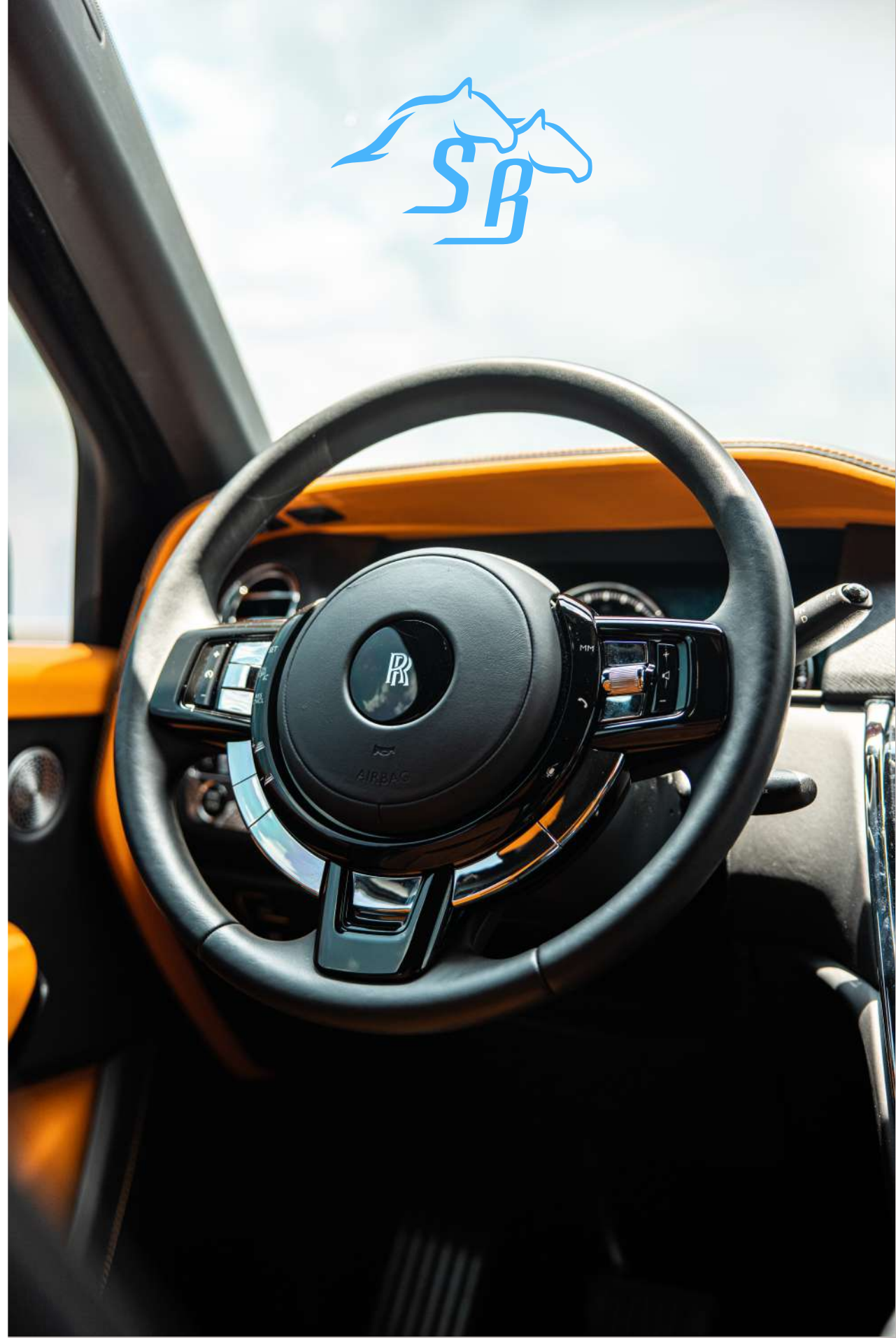
RGB 72, 180, 251
CMYK 71, 28, 0, 2
HEX #48b4fb







COLORED LOGOMARK WITH IMAGE



POSITIVE LOGOMARK WITH IMAGE



NEGATIVE LOGOMARK WITH IMAGE



T Y P O G R A P H Y

T I T L E S

The main corporate typeface is Carbon family, in its italic version.
This will be used for short texts and titles.

S U B T I T L E S A N D B O D Y

The secondary typeface is the Lato family in its light or regular version,
it can be used in italic.
This typeface will be used for subtitles and paragraphs.



MOCKUPS





BRAND BOOK SHIFT RENTALS



SHIFT RENTALS



