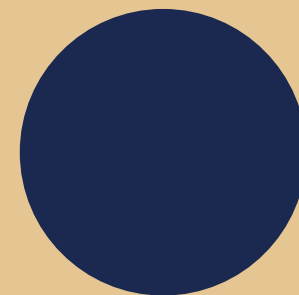
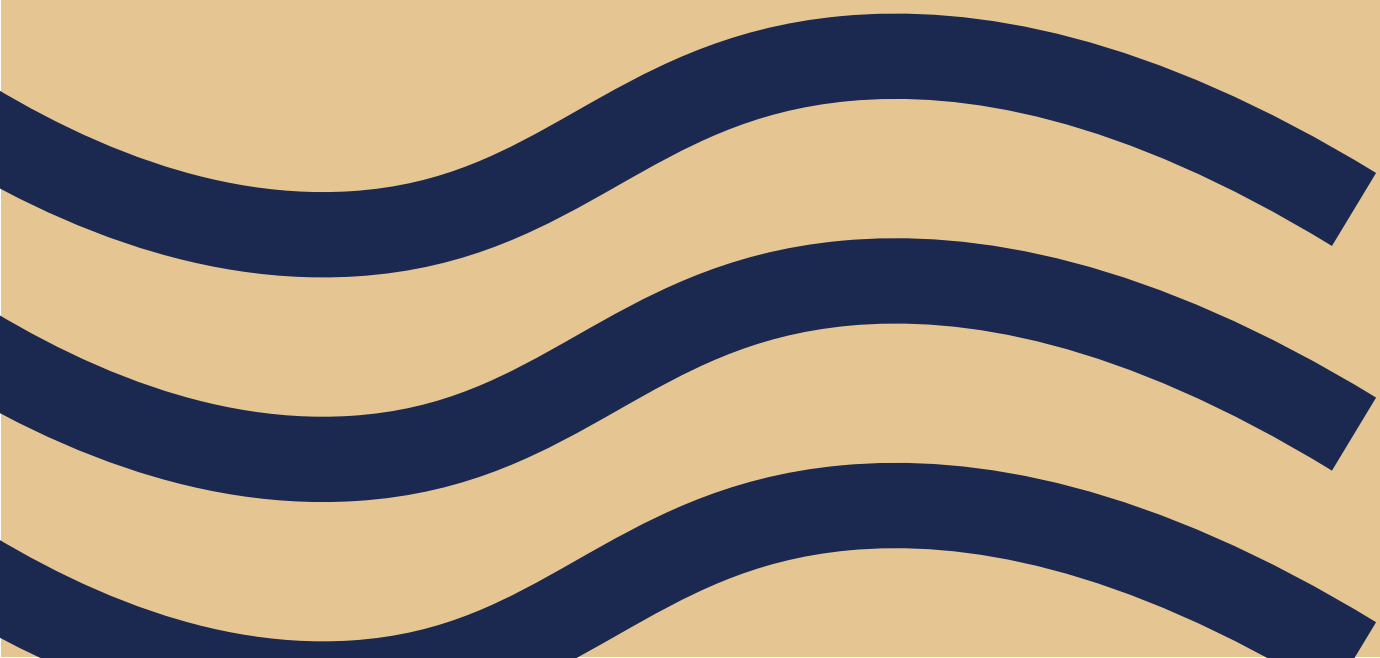


introducing

# car coach



# What is it?

Car Coach is a car dealership that makes purchasing a used car idiot-proof for newbies. For such a huge first milestone in life, we're here to make things as easy as we can on you.

We're not salespeople; we're consultants, so we don't make commission. We're only here to make things easier for you.

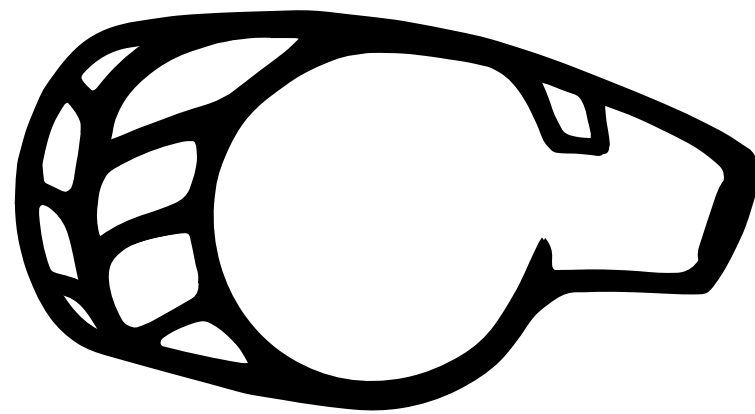
**car coach** 

# Brand Standard



## Montserrat

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



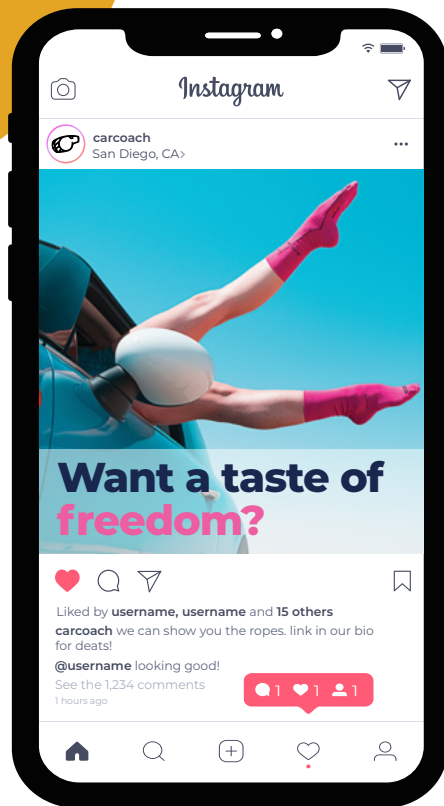
Whistle and tire elements incorporated into a “c” shape to unify company name in one logomark.

Design choices and typography are meant to convey elementary, geometric, and familiar concepts into one collaborative brand portrayal in order to communicate vividness and approachability.



**car coach** 

# Digital Marketing



**It probably  
won't buff  
right out.**

**don't fret.  
we can help out.**  
car coach

Because of the young target demographic, social media is a necessary touchpoint due to its high interactivity from members of that audience.

*Consumer Profile:*

- *Young adults, aged 18-30*
- *Low - mid income bracket*
- *Urban and Suburban regions*
- *Absent/suffering family life*
- *Not car owners, or at least not with one under their name*

**car coach** 

# Hard Deliverables



**it was good to see ya.**  
here's some info you might want.

Hopefully your first session with your car coach was helpful! Scan the QR code up there to open up your own portal, where you can view information that your car coach has sent you, request information from her, send her a message, or just look for potential cars.

*"Feel free to reach out again; coffee is on me!" - Mary*



**car coach** 

**it's happening**



meet your car coach  
**Mary Jane**  
535 South Coast Highway  
PO Box 17940  
San Diego, CA, 91911  
mj@motorcoach.com  
939.333.9876

**let's grab coffee.**



**car coach** 

**oh hey :)**

*Physical deliverables were executed to add to the "personalized" experience; each "car coach" has their own slightly unique mailer and business card to send to the client.*

**car coach** 

# Hard Deliverables





# Web Design & Blog



*A website was always a necessity, but the idea of a self-help blog for other advice on “#adulting” scenarios could be a great source of social media awareness -- and in turn, brand recall.*

**car coach** 



# Thanks!

*Any and all comments, questions, and/or  
feedback are welcome.*