



BRAND IDENTITY GUIDE

Welcome to the embodiment of Cholet's visionary spirit a symphony of elegance, innovation, and timeless sophistication echoing through every facet of our brand identity guide.



 **CHOLET**

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ABOUT

Cholet is more than just a car company; it's a testament to the relentless pursuit of innovation, power, and community. Established with a vision to redefine the driving experience, Cholet is committed to crafting vehicles that transcend mere transportation, embodying the fusion of cutting-edge technology, unparalleled performance, and timeless design. Our commitment extends beyond the production line, as we aim to cultivate a community of enthusiasts who share our passion for driving excellence. Join us as we drive together with power towards a future of limitless possibilities.

At Cholet, our mission is to empower drivers to embark on journeys filled with excitement, confidence, and freedom. We believe in pushing the boundaries of automotive engineering to deliver vehicles that not only excel in performance but also prioritize safety, sustainability, and connectivity. By fostering a culture of collaboration and continuous improvement, we strive to inspire drivers to embrace the road ahead with vigor, knowing that Cholet is with them every step of the way.

LOGO



There are three primary logos of the Cholet logo: primary, secondary, and

NOTE: Do not modify or attempt to redesign the logo.

PRIMARY



Minimum Size

Print: 1" height

Digital: 74 pixels height

TERTIARY



Minimum Size

Print: 85" height

Digital: 65 pixels height

SECONDARY



Minimum Size

Print: 0.95" height

Digital: 68 pixels height

WITH TAGLINE



Minimum Size

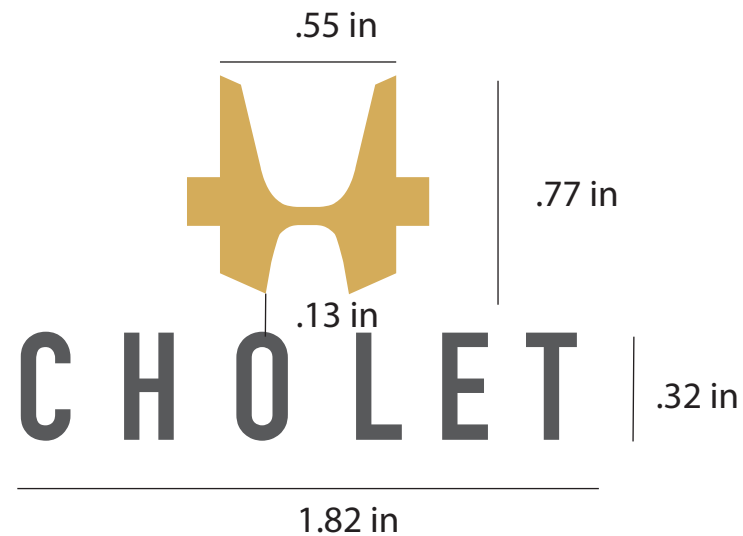
Print: 1" height

Digital: 78 pixels height



DIMENSIONS

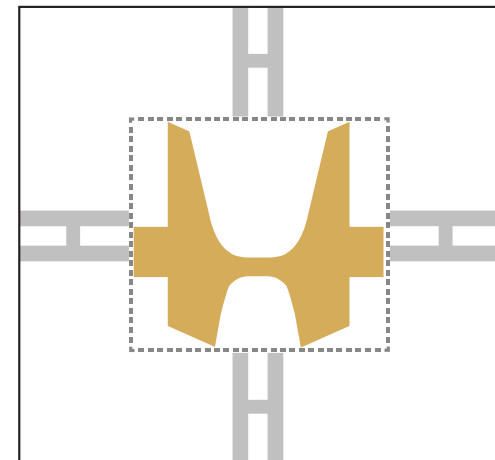
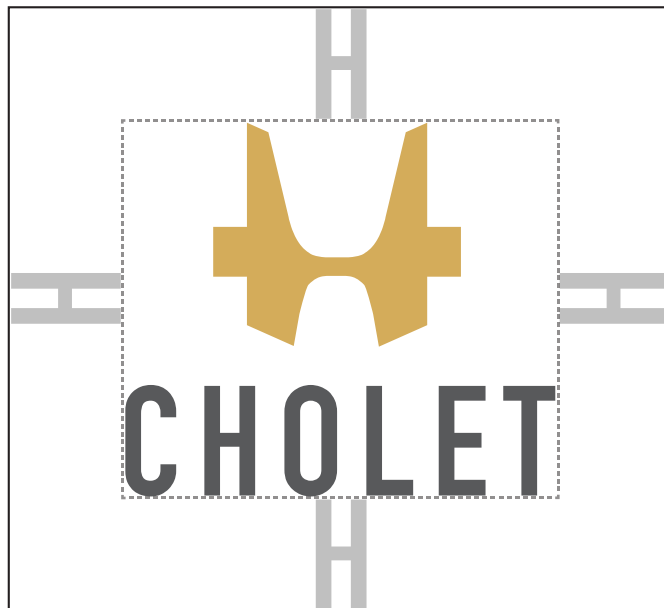
By providing clear and comprehensive guidelines for logo dimensions, Cholet's brand identity guide ensures that the logo is consistently presented with precision and professionalism across all brand communications, reinforcing brand recognition and trust among its audience.





WHITE SPACE

White space underscores the importance of maintaining a clear area around the logo to preserve its visual impact and recognition. Apply the letter "H" on all four sides of the logo to provide sufficient space. This space acts as a buffer, ensuring that the logo remains distinct and uncluttered, whether displayed on digital platforms, print materials, or physical spaces.





COLOR

Cholet's primary color palette is carefully curated to evoke the desired emotions and perceptions associated with the brand. These colors should be versatile and impactful, serving as the foundation for all brand communications.

By providing comprehensive guidelines for color usage, Cholet's brand identity guide ensures that all brand communications effectively convey the brand's personality and values, fostering recognition and connection with its audience across diverse channels and touchpoints.

Hex: #D4AC5A
RGB: (212,172,90)
CMYK: 0, 19, 58, 17

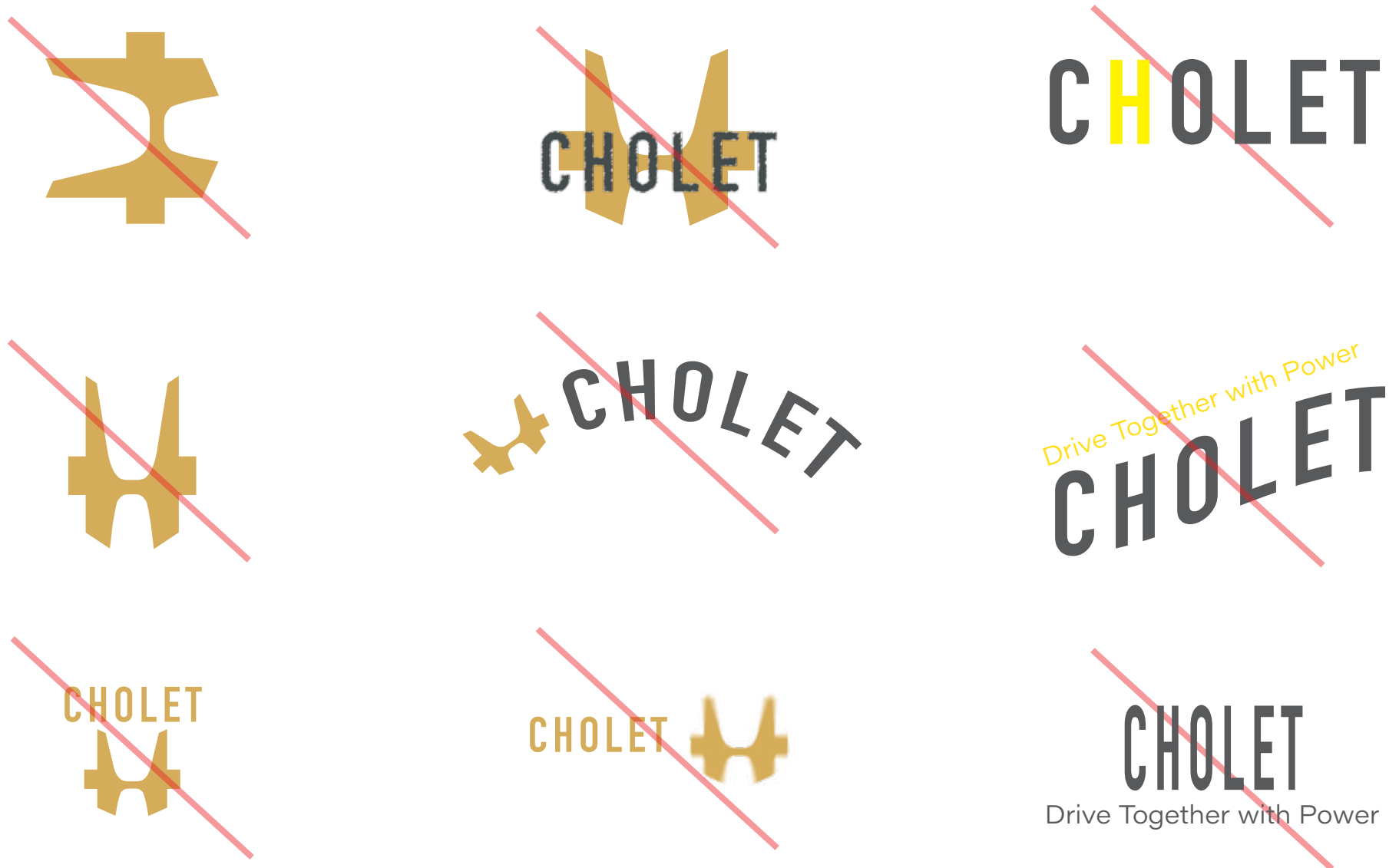


Hex: #58595B
RGB: (88,89,91)
CMYK: 03, 02, 0, 64



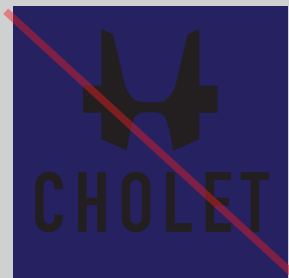
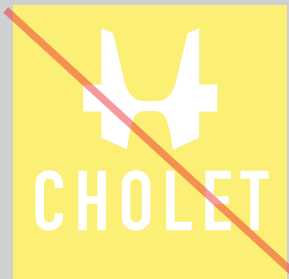
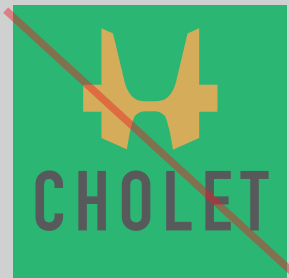
LOGO PRACTICES

NOTE: Do not attempt to distort or manipulate the logo in any shape or form. Including but not limited to adding effects, color, or orientation.



BACKGROUND

Do use our logo with care. Only use the white logo with dark backgrounds. As for our black logo utilize only with light colors and not dark backgrounds. The original logo should be used only with appropriate colors that assure it can be clearly seen.



TYPOGRAPHY

In the typography section of Cholet's brand identity guide, careful consideration is given to the selection and usage of fonts to maintain consistency and convey the brand's essence effectively.

Cholet's primary typeface is chosen to reflect the brand's personality and values. It should be versatile enough to work across various mediums while remaining easily legible.

Consistency in typography is crucial for brand recognition. Guidelines are established to ensure that the chosen typefaces are consistently applied across all brand communications. This includes specifying which fonts to use for different communication channels and how to adapt typography for different languages and cultures if needed.

DIN Condensed Bold

ABCDEFGHIJ

Acumin Variable Concept: Medium

abcdefghijkl

Acumin Variable Concept: Light

abcdefghijkl

