

ESR

**Welcome to the ESR Brand Guidelines.
This document outlines all the details,
brand assets and logics required to
successfully utilise our brand.**

01	Logo
02	Colour
03	Typography
04	Photography
06	Layout
06	Social media
07	Showcase

01

Logo

Our logo is the main identifier for our brand, it has been designed to be iconic, enduring and instantly recognisable.

Primary logo

This is the primary execution of the ESR logo and should be used where possible.

Clear space

The clear space area corresponds to 2x width of the gap between letterforms. No other typography, text, graphic and/or photographic element may overlap the Logo.

Minimum size

The Logo should appear no smaller than 20 millimetres or 120 pixels wide. In special cases, provided that the legibility and integrity of the Logo are retained, the rule on minimum size might not be applied, with the prior consent of the brand team.



Lockup

The lockup should only be used in external communications where do not have control of layout or composition, i.e. on corporate logo wall or where we need to endorse our ‘Bespoke’ service.

In all other communications, if the endorsement line is required, it should be positioned on the grid in relative proximity to the logo.

ESR | Bespoke

Lockup

The lockup should only be used in external communications where do not have control of layout or composition, i.e. on corporate logo wall or where we need to endorse our ‘Bespoke’ service and parent group.

In all other communications, if the endorsement line is required, it should be positioned on the grid in relative proximity to the logo.



Co-branding lockup

This is the primary execution for using the ESR logo alongside a partner brand.

The lockup should only be used in external communications where do not have control of layout or composition, i.e. on corporate logo wall.

In all other communications, if the endorsement line is required, it should be positioned on the grid in relative proximity to the logo.



Colour usage

These examples show possible variations in the application of colour to our logo suite. Always aim to achieve the highest contrast between the logo and the background.

NOTE: Do not use the secondary colour palette for the logo colour.



Alignment and scale

Our logo has been designed to used with flexibility across formats and style of communication.

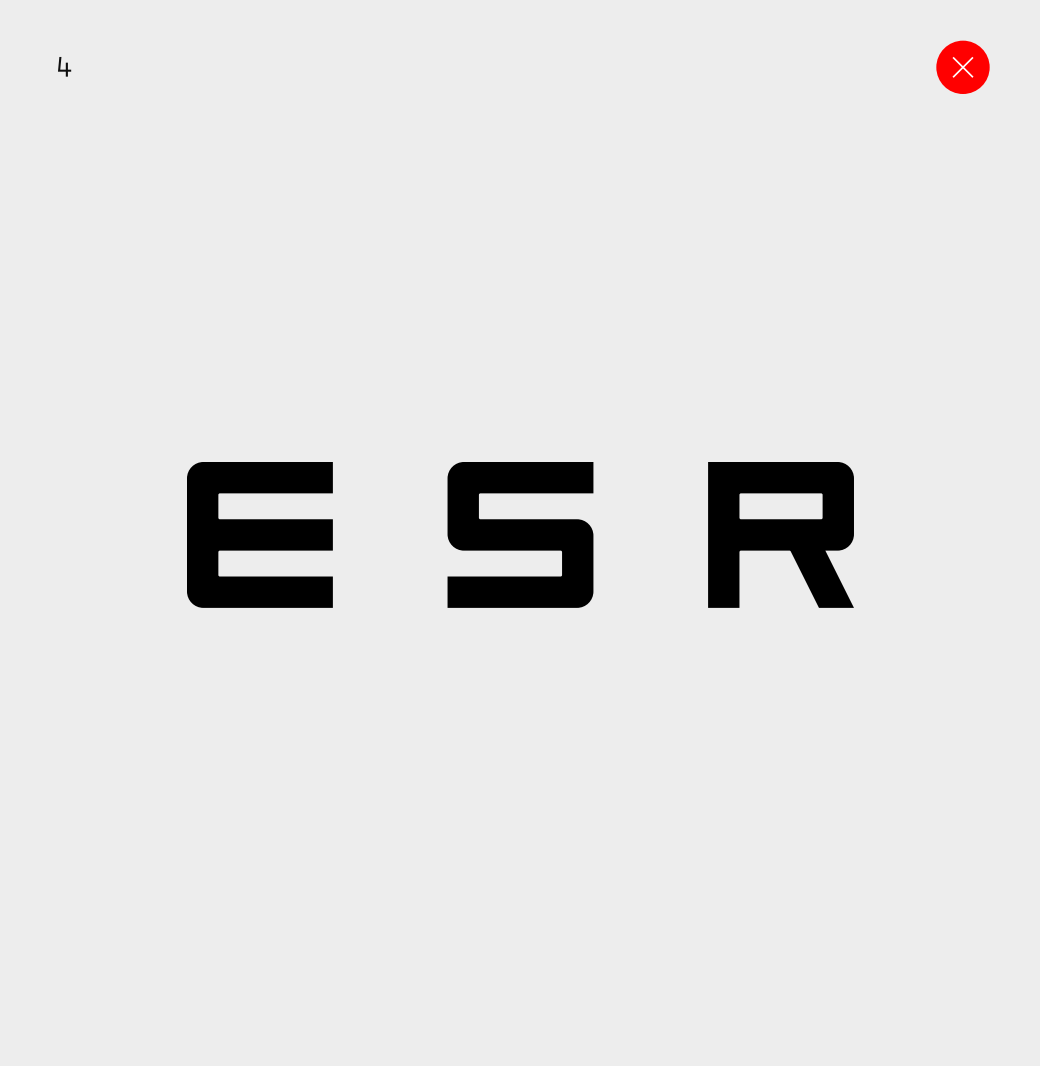
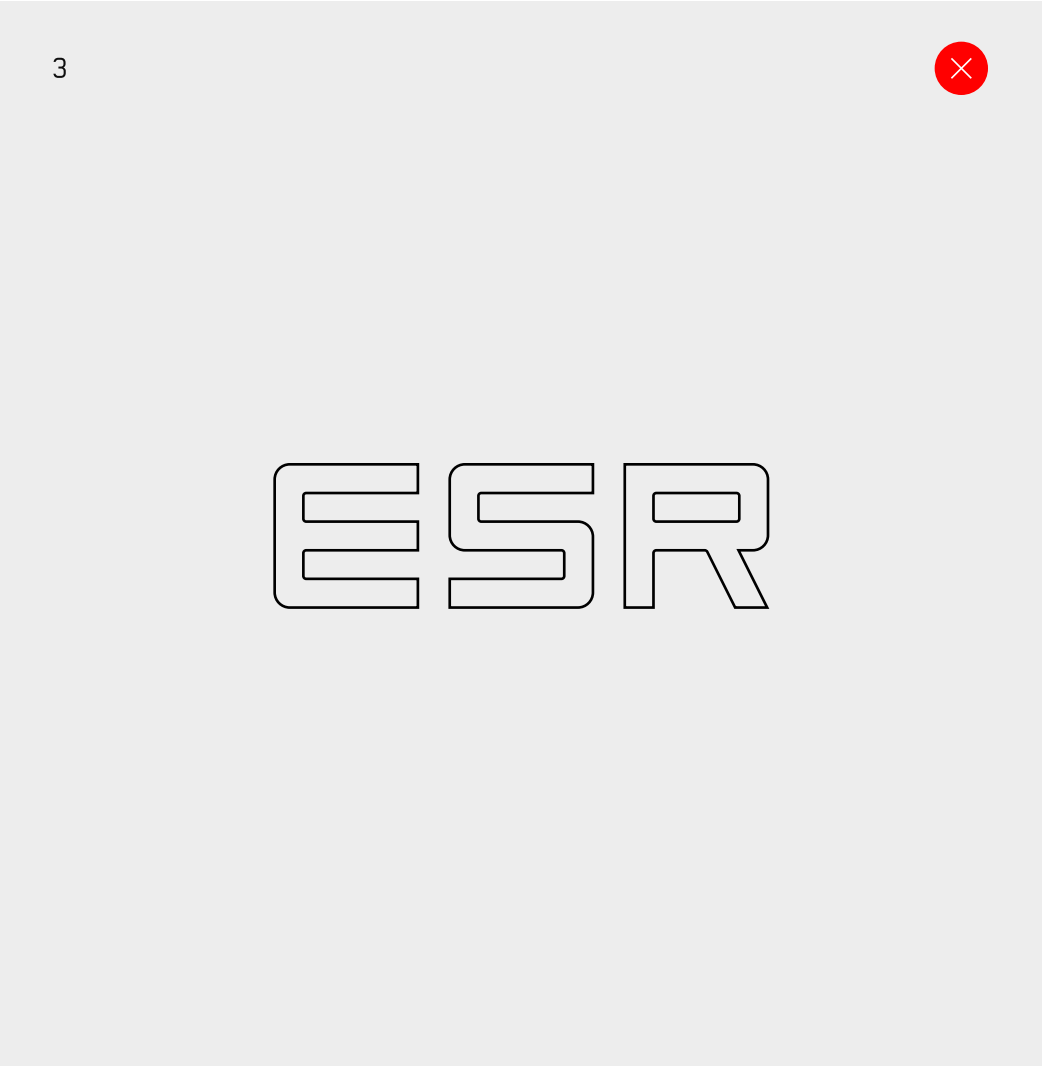
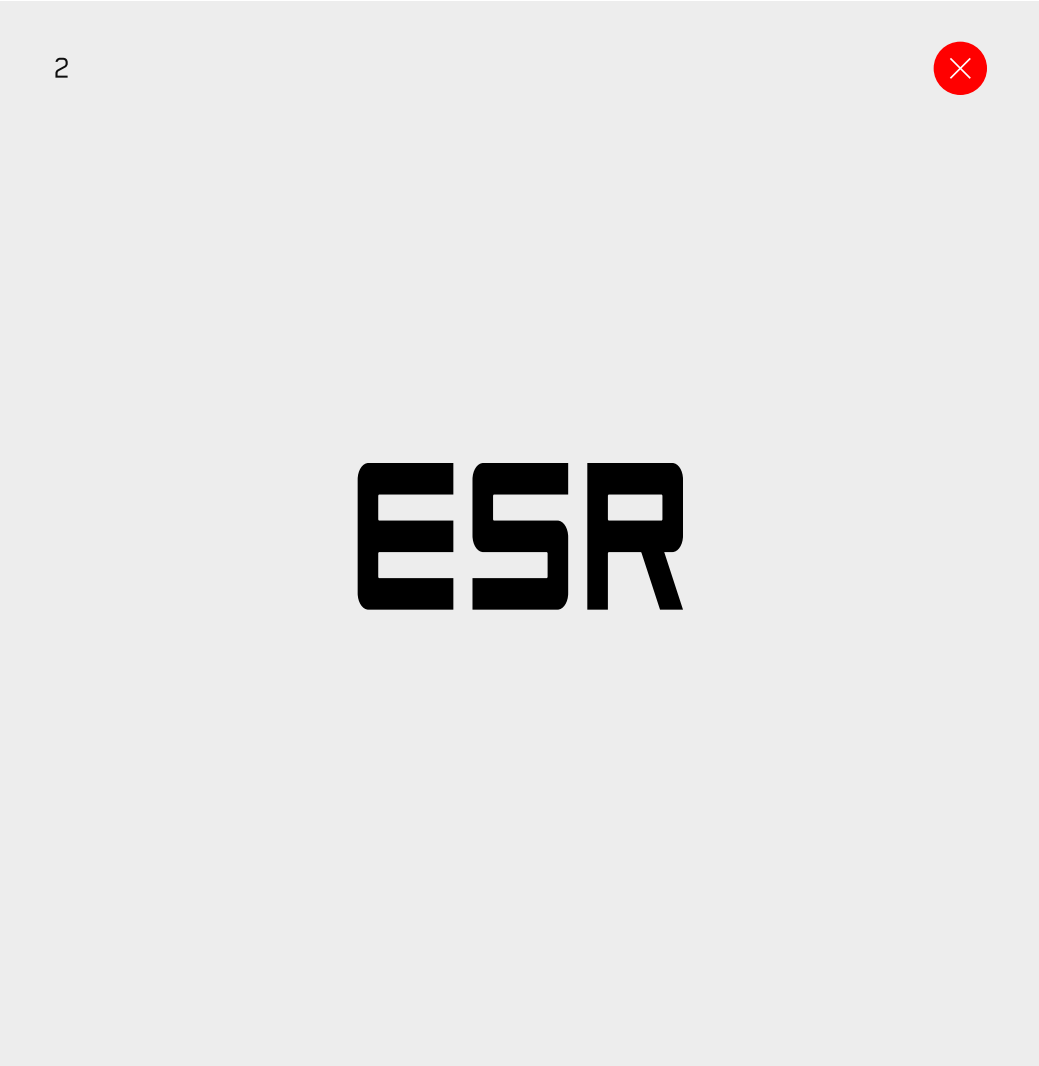
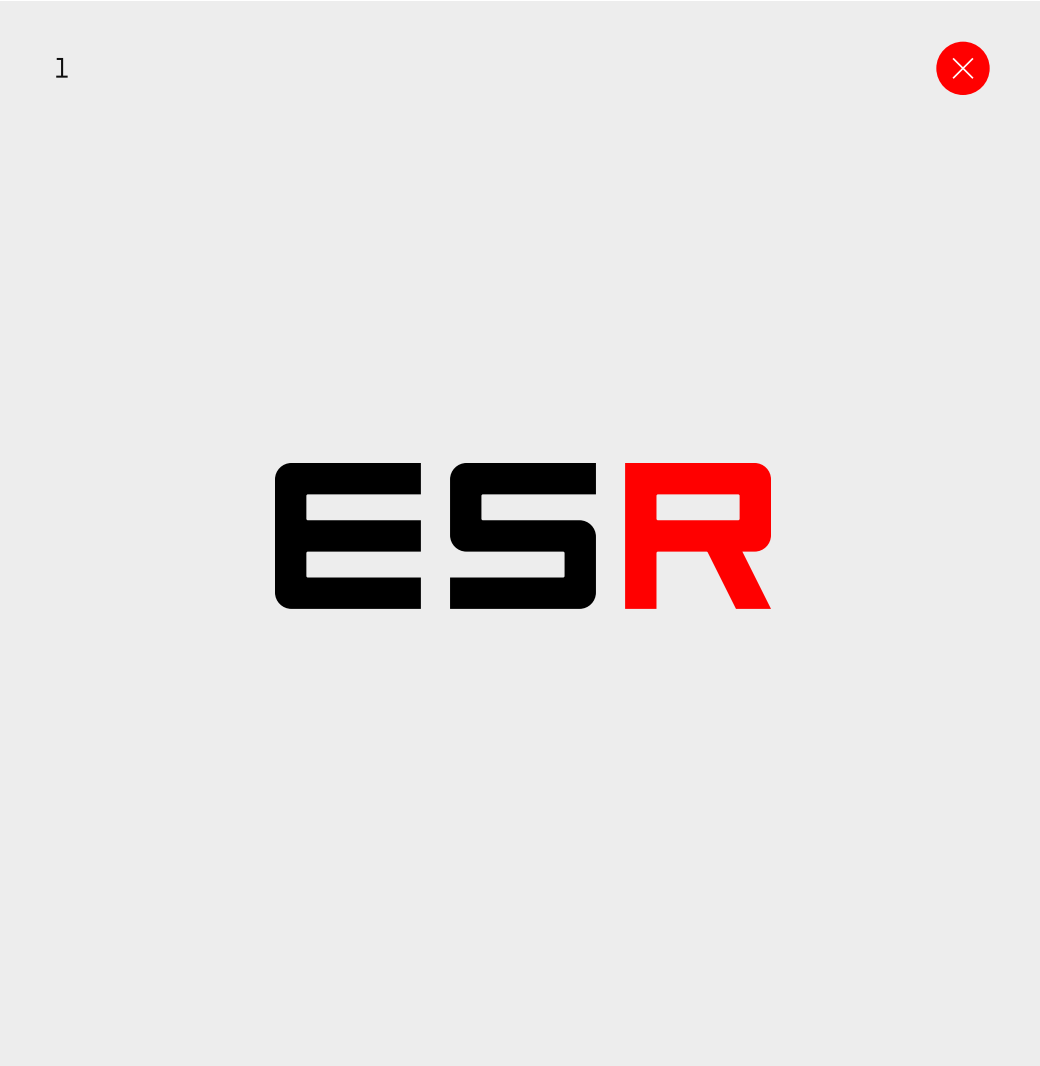
It works best when anchored within the corner of the communications and we recommend consideration of scale when applying alongside typography or photography.



What to avoid

These examples show possible variations in the application of colour to the logo. Always aim to achieve the highest contrast between the logo and the background.

- 1. Don't recolour any part of the logo.
- 2. Don't stretch in any direction.
- 3. Don't outline any elements.
- 4. Don't separate any elements.
- 5. Don't reorder the elements.
- 6. Don't use colours that offer minimal contrast.



02 Colour

The colour palette is designed to be enduring whilst also acting as a neutral canvas for the wide range of ESR content.

Primary palette

The ESR colour palette is inspired by the materials and environment we immerse ourselves in—precision-engineered vehicles and the vast open road. This sophisticated palette reflects a sense of luxury and serves as the cornerstone for all ESR communications.

These colours ensure accessibility and consistency across all brand touchpoints, from digital to print.

CARBON	STEEL	CHALK	WHITE
HEX: #0F0F0F RGB: 15, 15, 15 CMYK: 74, 67, 66, 84 PANTONE: -	HEX: #0F0F0F RGB: 15, 15, 15 CMYK: 74, 67, 66, 84 PANTONE: -	HEX: #F4F2F0 RGB: 244, 242, 240 CMYK: 10, 81, 7, 0 PANTONE: COOL GRAY 1 U	HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PANTONE: -

Secondary palette

Our secondary palette is inspired by the iconic and timeless luxury vehicles we work with everyday.

As they are vibrant and energetic we recommend using them sparingly only in isolation of one another, do not combine them.

GUARDS RED HEX: #0F0F0F RGB: 15, 15, 15 CMYK: 74, 67, 66, 84 PANTONE: -	TANGERINE HEX: #0F0F0F RGB: 15, 15, 15 CMYK: 74, 67, 66, 84 PANTONE: -	YELLOW HEX: #F4F2F0 RGB: 244, 242, 240 CMYK: 10, 81, 7, 0 PANTONE: COOL GRAY 1 U	IRISH GREEN HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PANTONE: -
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03

Typography

Typography is a key element of our brand. It works to maintain consistency, create clarity and provide equity to the brand as a leader in our industry.

Primary typeface

FK Grotesk is our primary typeface and should only be used in Medium or Regular weights.

It is a confident and contemporary sans-serif that imbues a considered and refined character while it’s subtle curves node to the precision of our work.

It should be used for all titles, headlines and body copy in our communications.

AaBbCcDd

&?!012345

FK Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!()[]{}\\|/&@*

FK Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!()[]{}\\|/&@*

Secondary typeface

BT Regular is the secondary typeface for ESR. It is applied to secondary information, adding a level of contrast to the primary typeface.



General usage

Our type hierarchy ensures that messaging is always clear and consistent. The following is only a broad guide to type hierarchies so this structure can be adapted depending on the application and context.

01. Titles and Headlines

Section titles and Headlines should always be typeset in FK Grotesk, in its Medium weight, and word-count should be kept as short as possible.

02. Kicker and Pull quotes

These should be typeset larger than body text, and smaller than headlines and be typeset in FK Grotesk, in its Medium weight.

03. Subhead

Subhead should be typeset in FK Grotesk, in its Medium weight. They should either be the same size as body text or slightly larger.

04. Body

Subhead should be typeset in FK Grotesk, in its Regular weight. They should either be the same size as body text or slightly larger.

05. Running Head, Folio and Caption

These elements should be set in BT Regular, Book weight, and in all caps.

01

This is the Title

This is the Headline

02

This is the Kicker paragraph.
It sets the tone of the article and
briefly describes what you can
expect from the rest of the page.

03

Subhead

04

Body text is the most common element of a document, forming it’s main content. Therefore, how the body text looks will have the most noticeable effect on the appearance of a document. The only font that should be used for body copy is Olympic Sans Regular. Our Small Text size of 9 points is perfect for most body text.

05

THIS SMALL SIZE OF TEXT SHOULD BE USED FOR
IMAGE CAPTIONS, FOLIO, AND RUNNING HEAD

General usage

Common sense is king: there will be occasions where you face a typographic or layout problem which is not answered in these guides.

In these cases, take into account what you have learned about our approach to typography, and try to find a solution that is in spirit with that.

That being said, please don't do anything demonstrated on this page.

- 1. Avoid extremely tall leading for both heading and titles.
- 2. Avoid open tracking for both heading and body text.
- 3. Avoid right aligning text.
- 4. Avoid extremely tall leading for body text.
- 5. Avoid extremely tight leading for both heading and body text.
- 6. Avoid leaving orphans at the end of headings and paragraphs.

1

Exceptional is our standard

2

Exceptional is our standard

3

Exceptional is our standard

4

We are proud to be one of the few select Porsche Certified Collision Centres in Sydney, and Australia.

5

We are proud to be one of the few select Porsche Certified Collision Centres in Sydney, and Australia.

6

We are proud to be one of the few select Porsche Certified Collision Centres in Sydney, and Australia.

04

Photography

Photography plays a vital role in our communications, so when capturing content to present our brand and services, our approach is to always seek the alternate view, explore the edges, and always make it artful.

Photography

Our photography should convey a sense of elevation and thoughtful curation, capturing the meticulous attention to detail that defines our core services. When showcasing our offerings, the imagery should highlight the precision and craftsmanship inherent in our brand, reflecting the high level of care we put into every aspect of our work.

In contrast, when communicating our brand's aspirations and the joy of our customers, the photography should be immersive and aspirational. It should evoke the freedom and exhilaration of time spent on the open road, connecting emotionally with our audience and inspiring them to pursue their passions. The visual style should be dynamic and engaging, celebrating the lifestyle our brand supports while maintaining a consistent and premium aesthetic throughout.

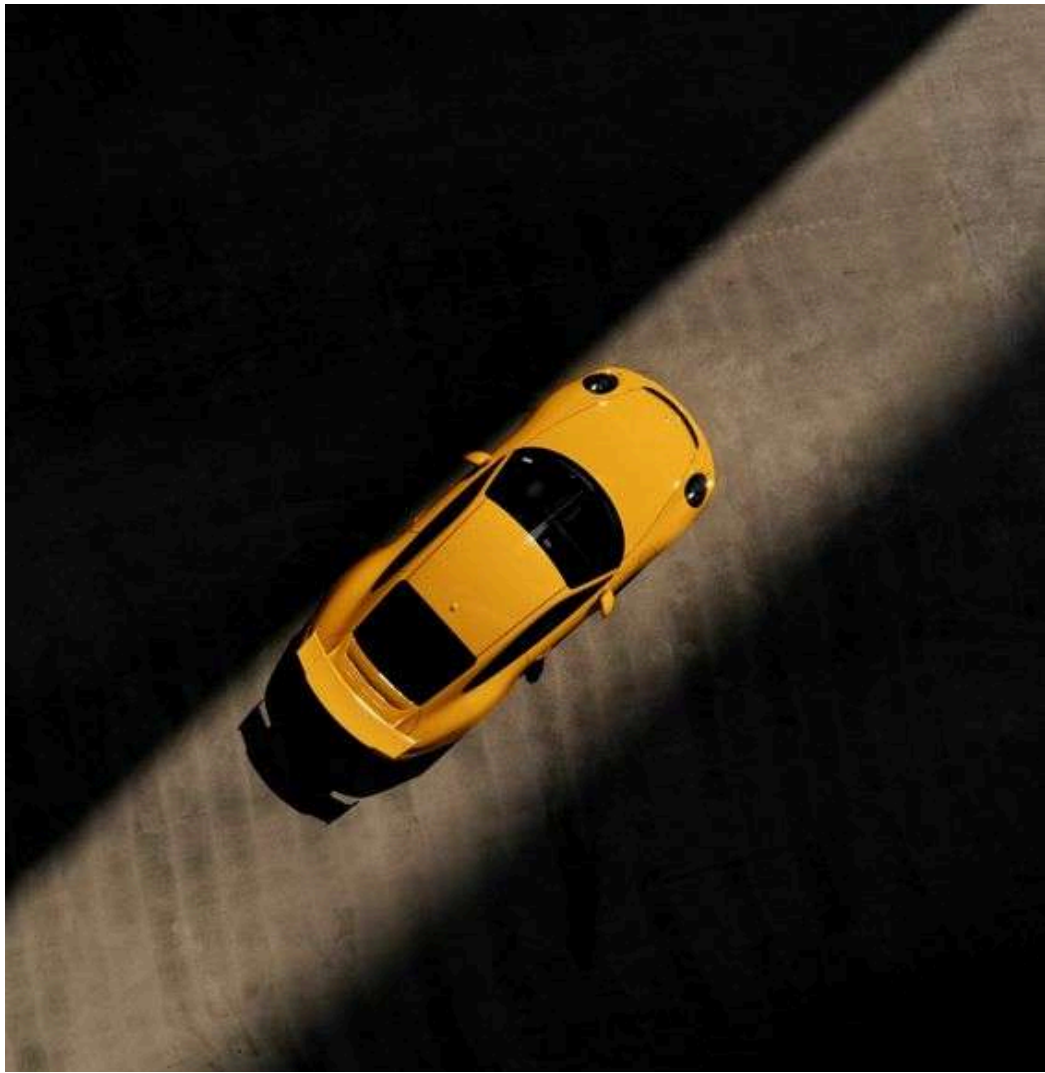
Art direction guide

The following pages outline key art direction themes that should be used as a foundation that can guide future photo shoots and stock image searches.



Art direction: Exceptional

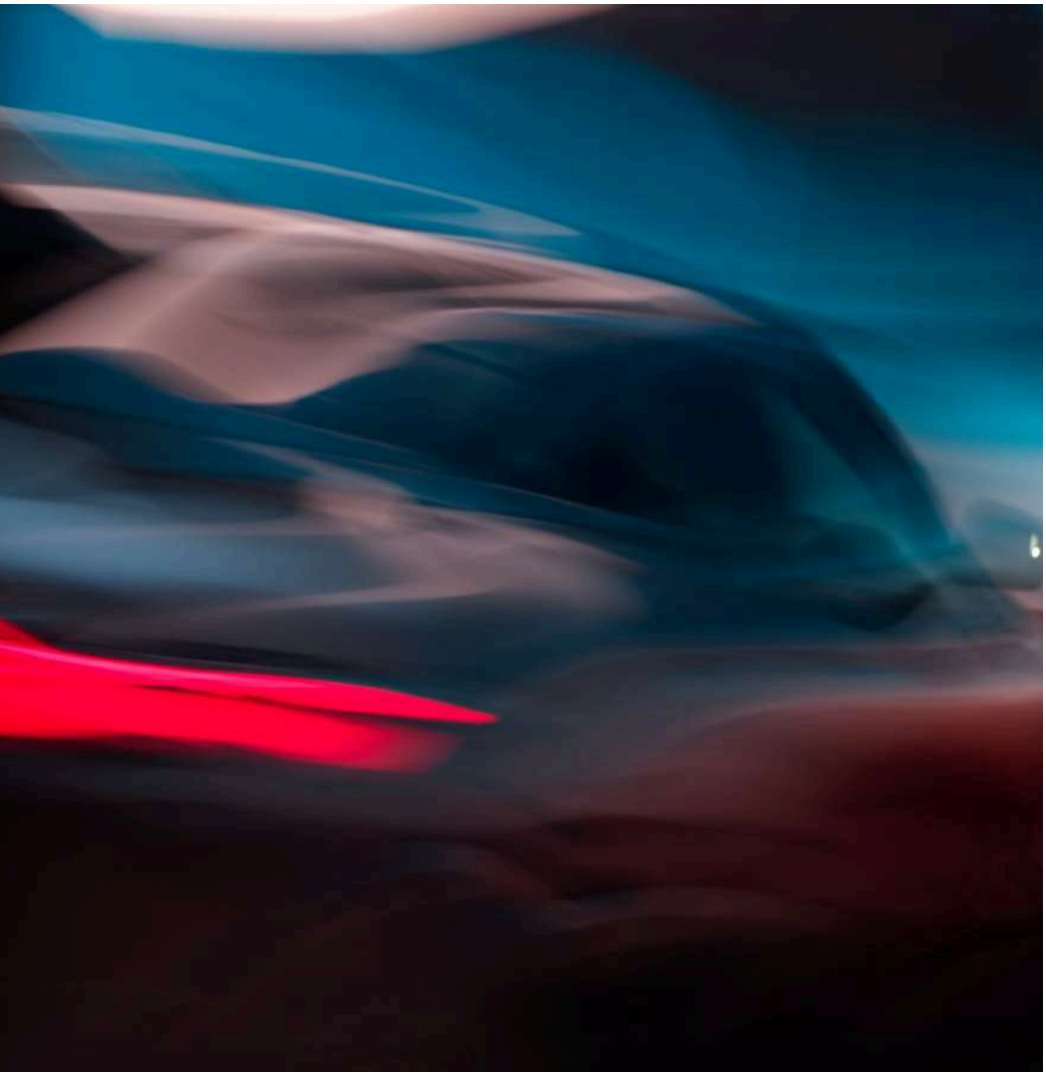
Our photography should immerse viewers in the premium and luxurious world of our customers, where every detail is meticulously crafted. The tone should be sophisticated, reflecting the high standards of excellence that our brand upholds. The environment should evoke a sense of exclusivity, whether it's a sleek showroom or a pristine workshop, emphasizing the elite nature of our services and the refined lifestyle of our clientele.



Art direction: Experience

Capture the thrill of the drive and the aspirational spirit that drives our customers to pursue what they love. The tone should be exhilarating and inspiring, with imagery that conveys the joy and freedom of the open road. Environments should be expansive and dynamic, showcasing the beauty of the journey and the connection between driver and machine. Our photography should ignite a sense of passion and adventure, encouraging viewers to embrace the experiences our brand enables.

For many of our customers their car is a reflection of who they are; beyond a status symbol, it’s a way for them to express their identity to the world. All the intangibles their car brings them - beauty, style, design, joy and the thrill of owning a high-performing car - these are all things that they value and want to ensure their repairer values too.



Art Direction: Services

Showcase the precision, care, and expertise that define our services. The tone should be meticulous and focused, highlighting the craftsmanship and attention to detail that goes into every aspect of our work.

Environments should be clean, well-lit, and organised, whether it's a state-of-the-art workshop or a close-up of a carefully executed paint job.

The imagery should communicate the trust and confidence that customers can place in our hands, knowing that their vehicle is in the care of true professionals.



Art Direction: People

Highlight the dedication and expertise of our staff through imagery that reflects their commitment to excellence.

The tone should be warm and approachable, capturing the genuine care and passion our team brings to their work.

Environments should feel authentic and relatable, whether it's a candid moment in the workshop or a professional consultation with a client.

Our photography should humanise our brand, showcasing the people behind the scenes who make our services exceptional and who are integral to delivering the quality our customers expect.



05

Layout

Grids help maintain an underlying structure and elegant ratios. They are an essential aspect of ESR design. The following underlying grids should be used for all communications.

Defining margins

Grids and margins help maintain an underlying structure and consistency across our communication.

To create our margins, we take the longest side of the application and divide it by 20, and the individual row height becomes our margin height. This gives us a modular margin that scales proportionately across all application formats and sizes.

Note: In some extreme cases (very wide or very tall) applications, your margins may need to be adjusted manually for optical correctness but it’s important we keep relatively tight to maintain the look and feel.

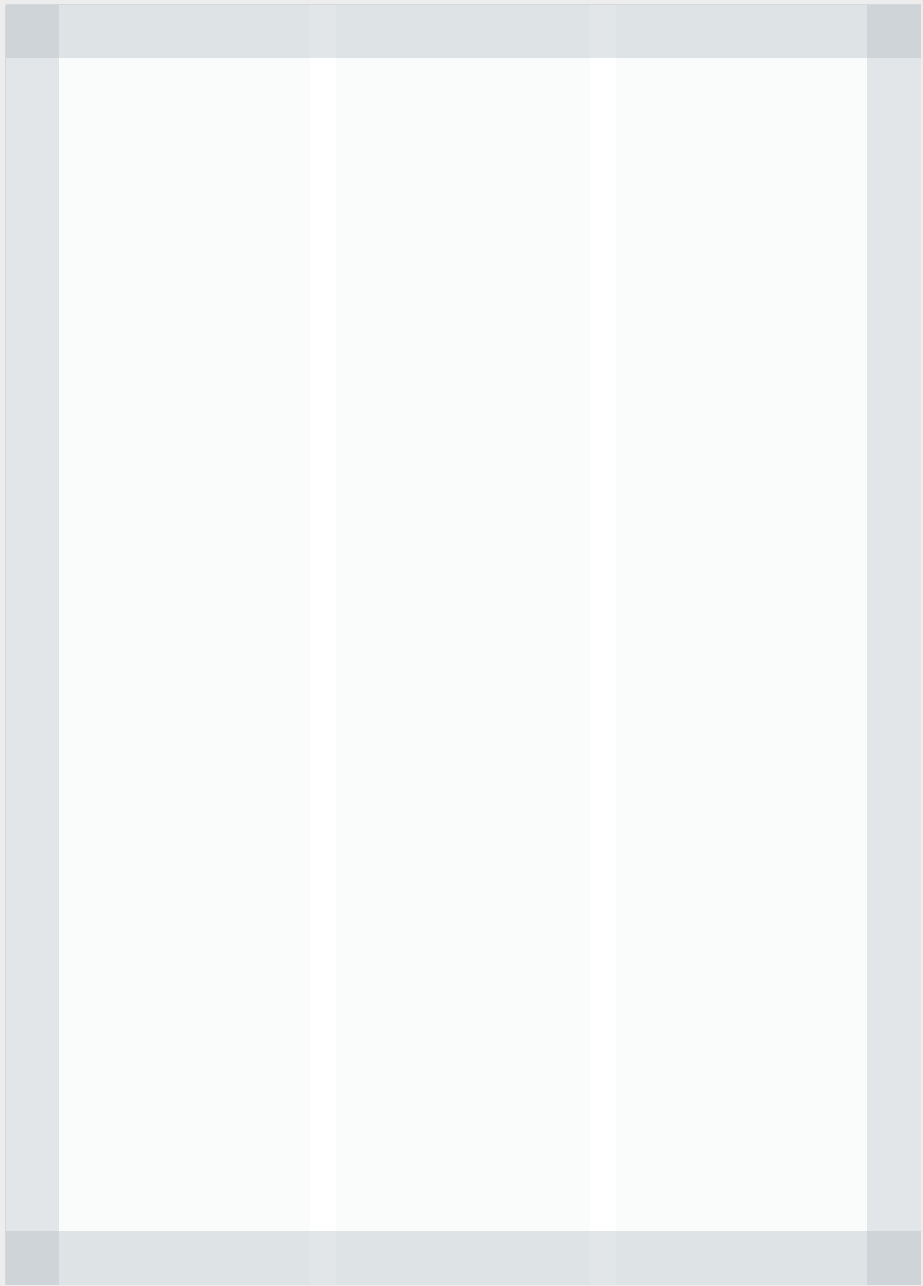


Defining our grid

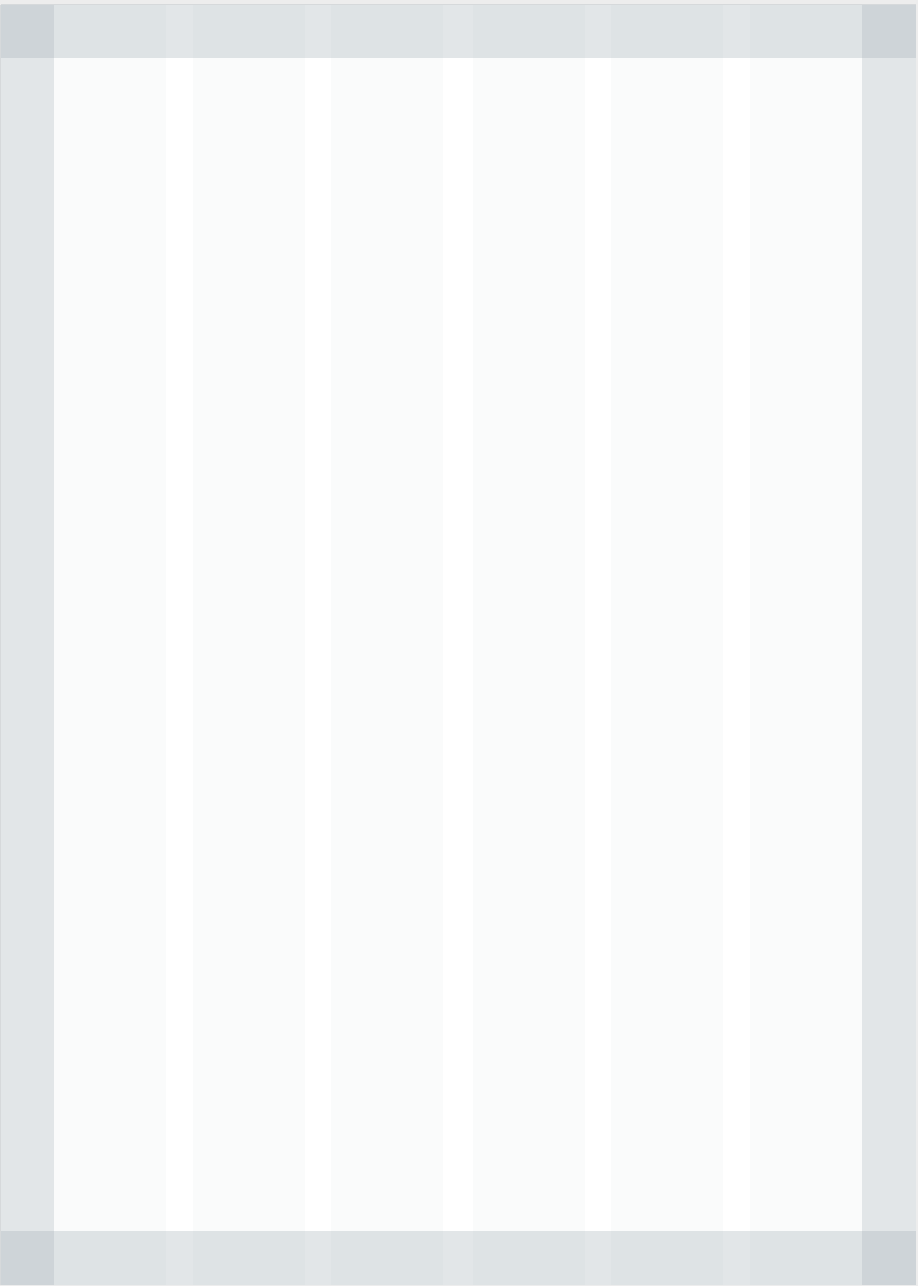
After creating your margins, divide the layout by 3 to create our content grid.

For additional flexibility continue to divide the layout into 6 and 12 column grids.

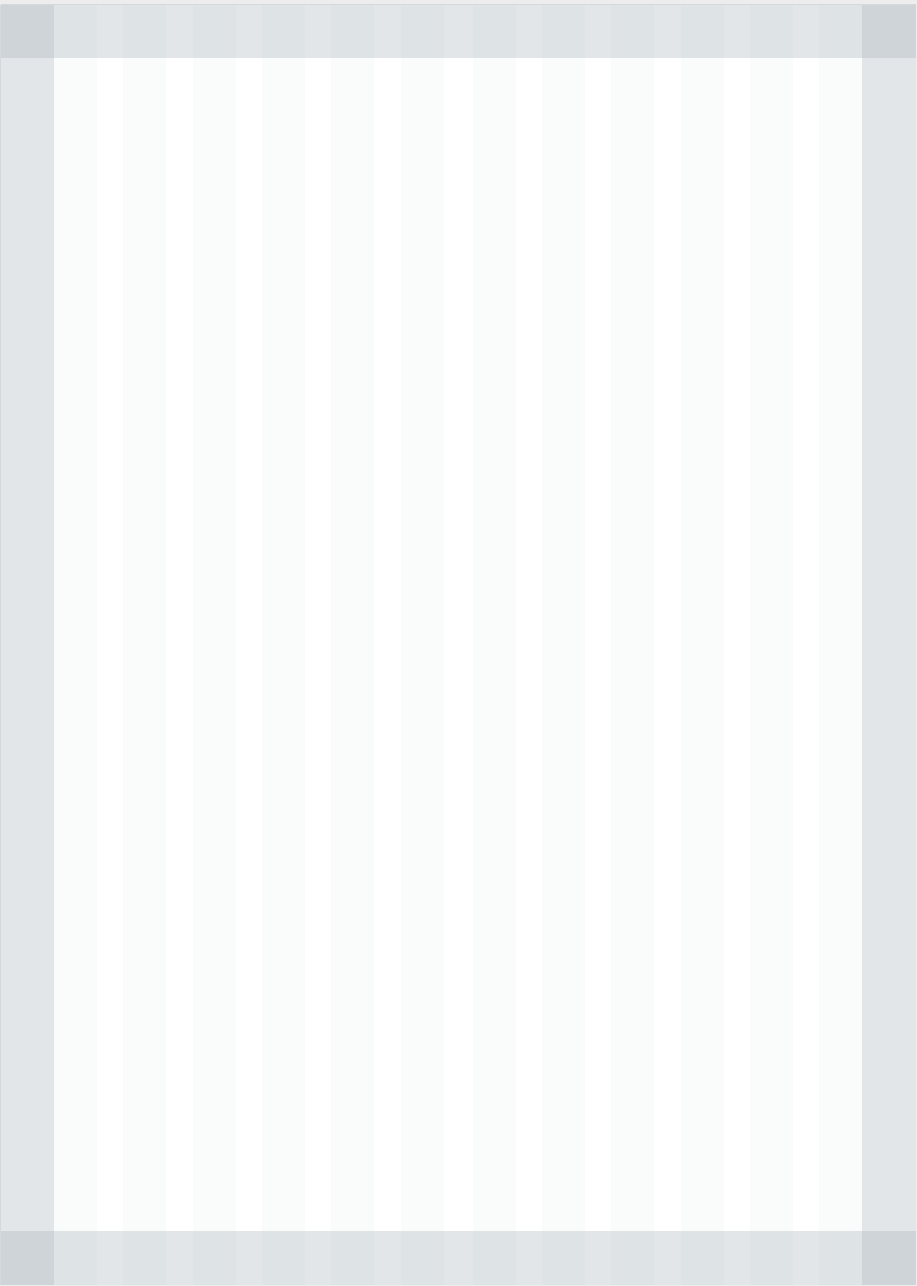
Divide layouts depending on content and what best suits the composition.



AFTER CREATING YOUR MARGINS, DIVIDE THE LAYOUT BY 3 TO CREATE OUR CONTENT GRID.



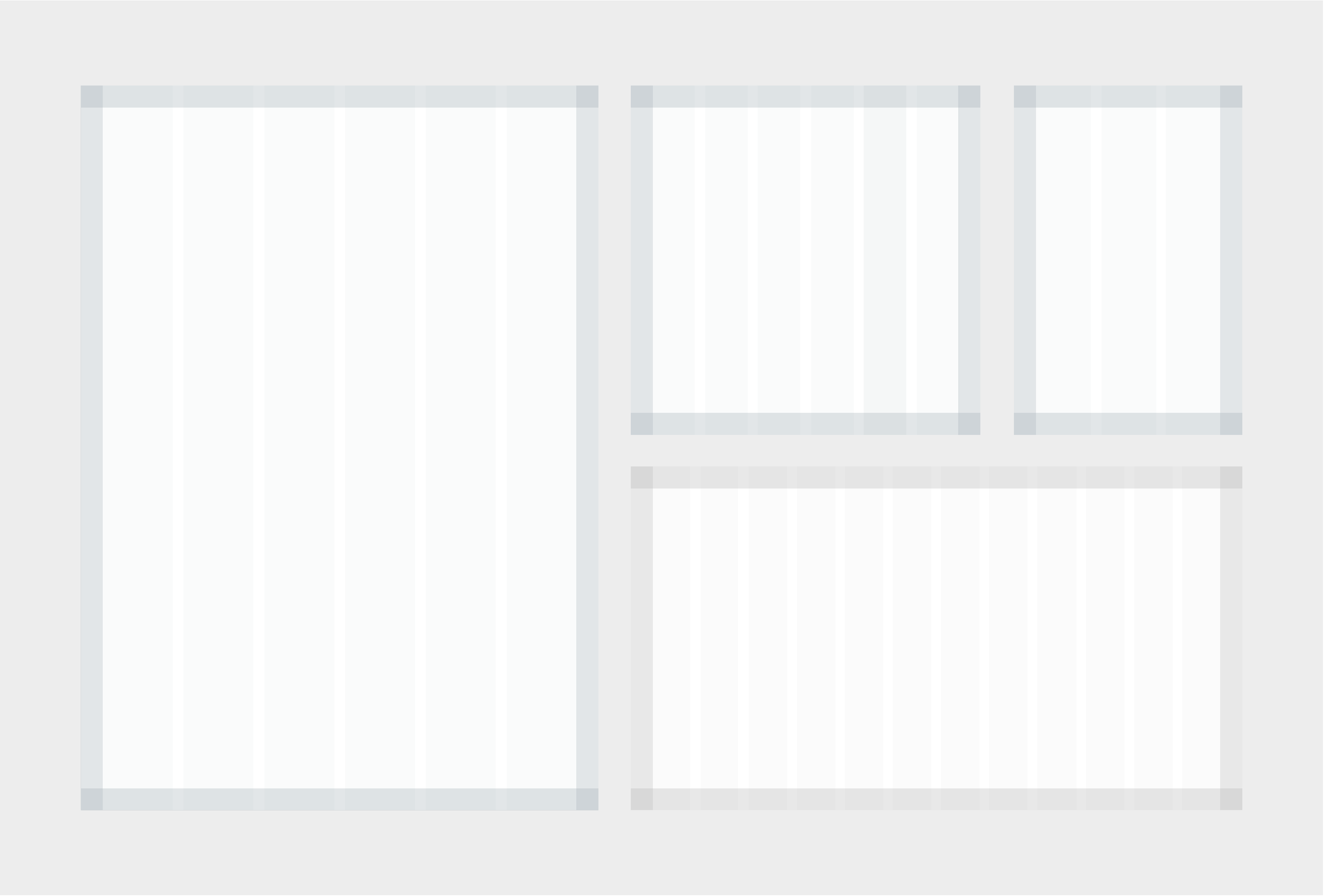
FOR ADDITIONAL FLEXIBILITY CONTINUE TO DIVIDE THE LAYOUT INTO 6 AND 12 COLUMN GRIDS.



DIVIDE LAYOUTS DEPENDING ON CONTENT AND WHAT BEST SUITS THE COMPOSITION.

Applying the grid across formats

When applying the modular grid across different aspect ratios and formats, always strive to maintain a consistent module size to achieve uniformity across all applications.



Composition: Type driven

Use type-driven layouts as bold, expressive moments that can live alongside a logo on merch or as a modular component mixed with imagery— evocative of out-of-home, wildposting applications.

When applying type to our grid, always consider the content of your communication. But a good rule of thumb is to use a maximum of 3 type sizes and use the grid and negative space as much as possible without interfering with images or additional content.



It's the details
that drive us



ESR

AUTOMOTIVE
GROUP
EST. 1989

ESRBESPOKE.AU

METICULOUSLY RESTORING
LUXURY VEHICLES TO THEIR
ORIGINAL SHOWROOM
CONDITION SINCE 1989

It's the details
that drive us

ESR

AUTOMOTIVE
GROUP
EST. 1989

ESR

AUTOMOTIVE
GROUP
EST. 1989

ESRBESPOKE.AU

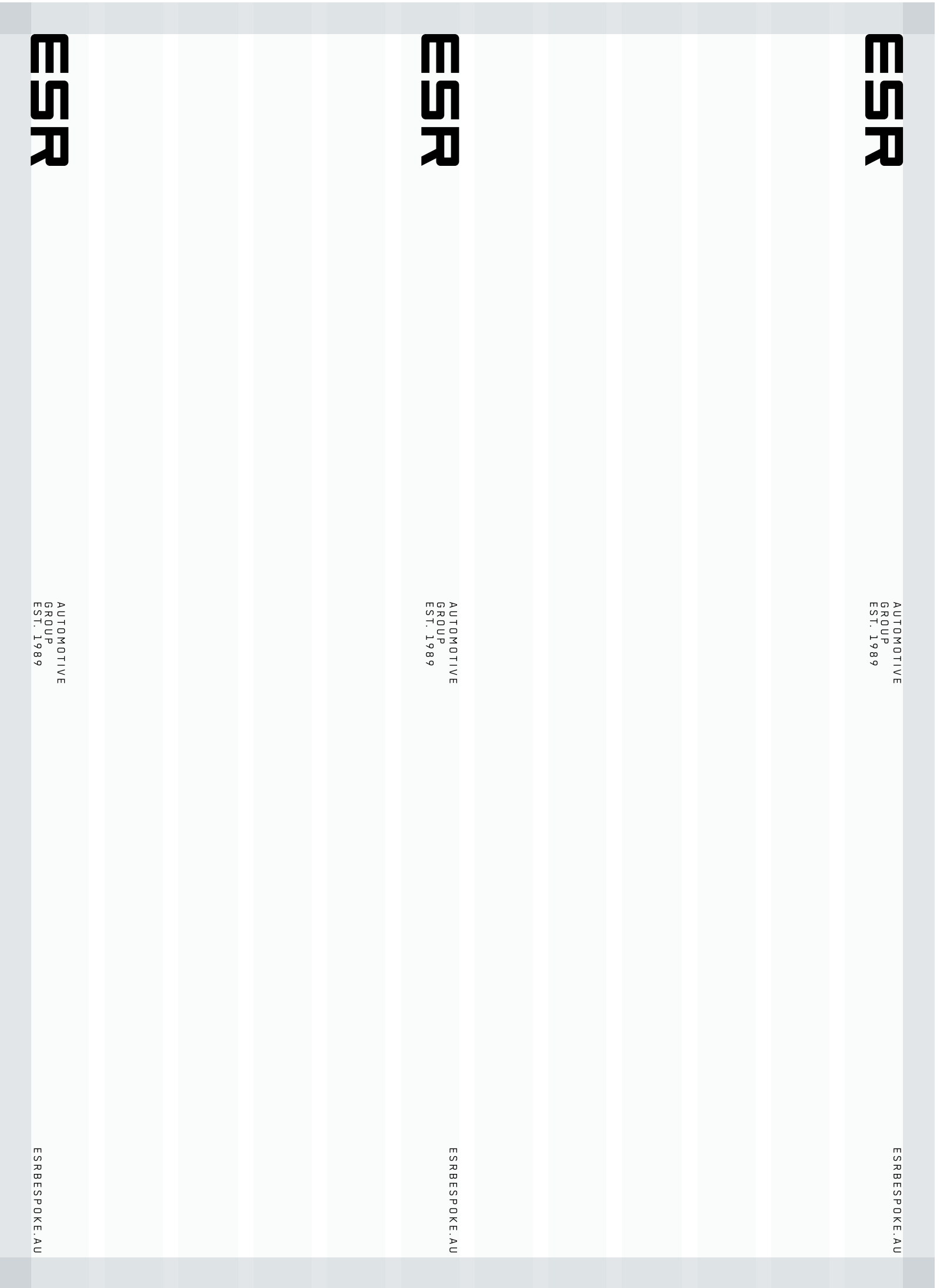


It's the details
that drive us

Composition: Image driven

Image driven layouts are our most hardworking type of communication; Always place images on our grid in a way that considers other elements on the page. Our grid system is based on the rule of thirds— use this tool as a way of cropping and positioning images.

Use our logo and meta details as a seal of approval by anchoring the compositions.





06

Social media

Considered layout and composition ensures elegant and cohesive design across all social media touch-points. Use the following templates as guide and inspiration for new design.

Social media

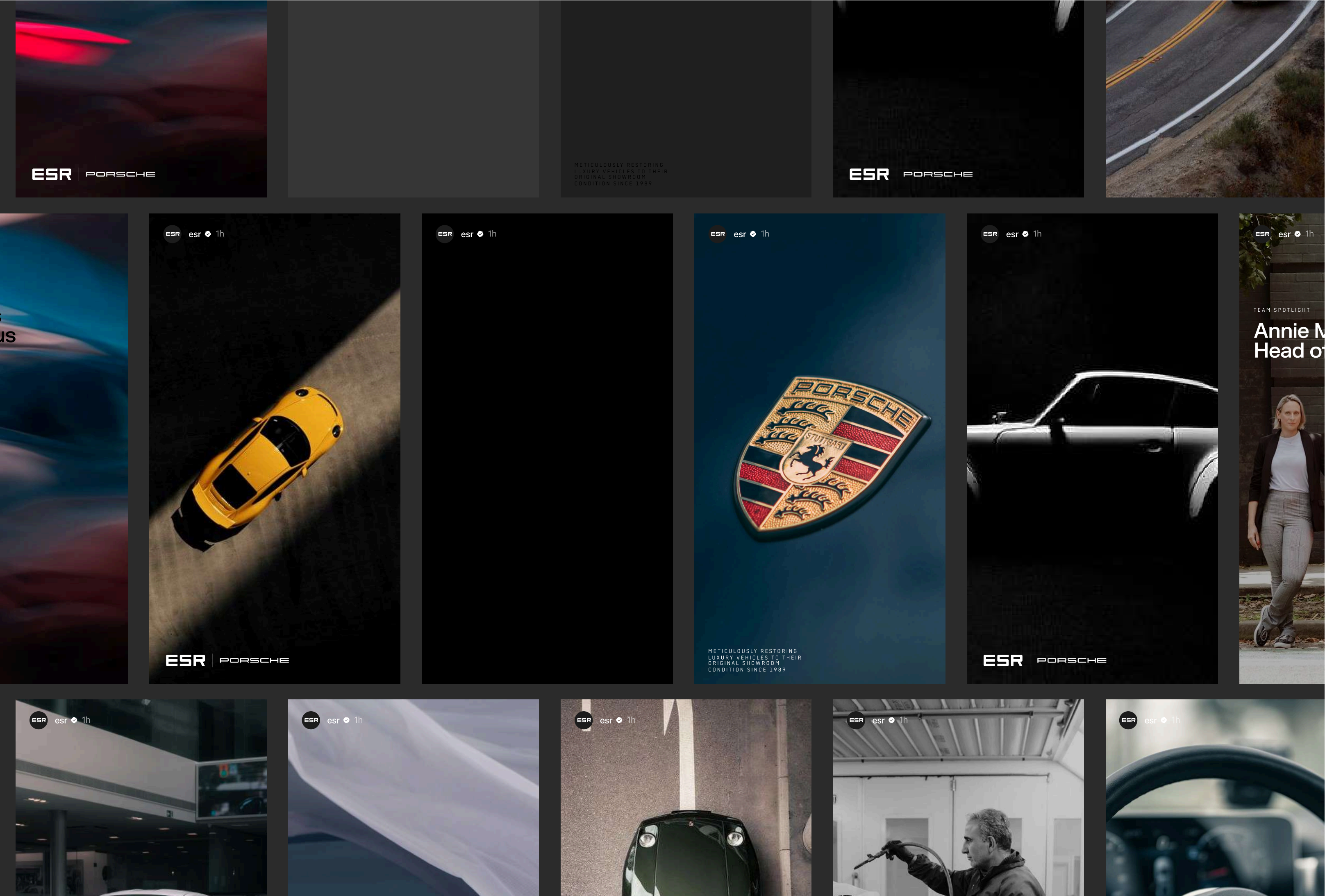
When creating social media assets, it's essential to use our layout and composition guides as the foundation for all designs. These guides ensure consistency and cohesion across our brand's digital presence, helping us maintain a polished and professional appearance.

Brand Assets (Logo, typography and colour)

Our brand assets, such as type and logo, should act as a secondary layer or vessel within the composition. These elements should not dominate the visual but rather enhance the meaning or expression of the content. Use them subtly to reinforce brand recognition while allowing the photography or video to take center stage, creating a balanced and harmonious design. Explore the use of our typography and secondary colour palette to create intrigue and engagement. These elements should be used thoughtfully, complementing the visual content while enhancing the overall message.

Content

Always prioritise using photography and video content that align with our established direction principles. Whether it’s capturing the luxury and excellence of our services or the emotion and thrill of the drive, the imagery should resonate with our brand's core values. Video content, in particular, plays a crucial role in this environment, providing an immersive experience that engages our audience and tells our story in a compelling way.



Head Engineer Timo Werner



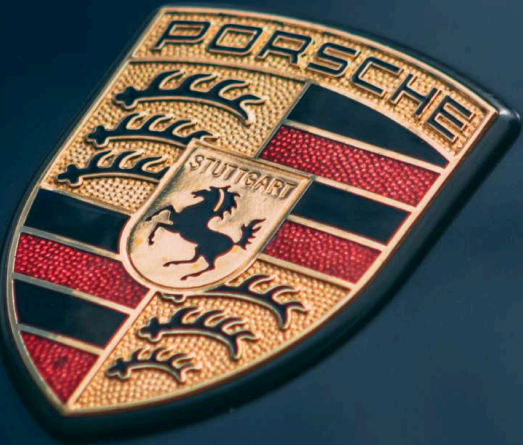
ESR CONVERSATIONS
EP. 24



ESR Bespoke

ESR STUDIO
GRAND OPENING

01.03.24



ESR PORSCHE

Porsche
Rolls Royce
Bentley
McLaren
Ferrari
Lamborghini
Aston Martin
Mercedes Benz
BMW
Audi
Land Rover
Lexus

LUXURY SPECIALISTS
EST. 1989

Meticulously restoring
luxury vehicles to their
original showroom
condition since 1989

ESR



ESR

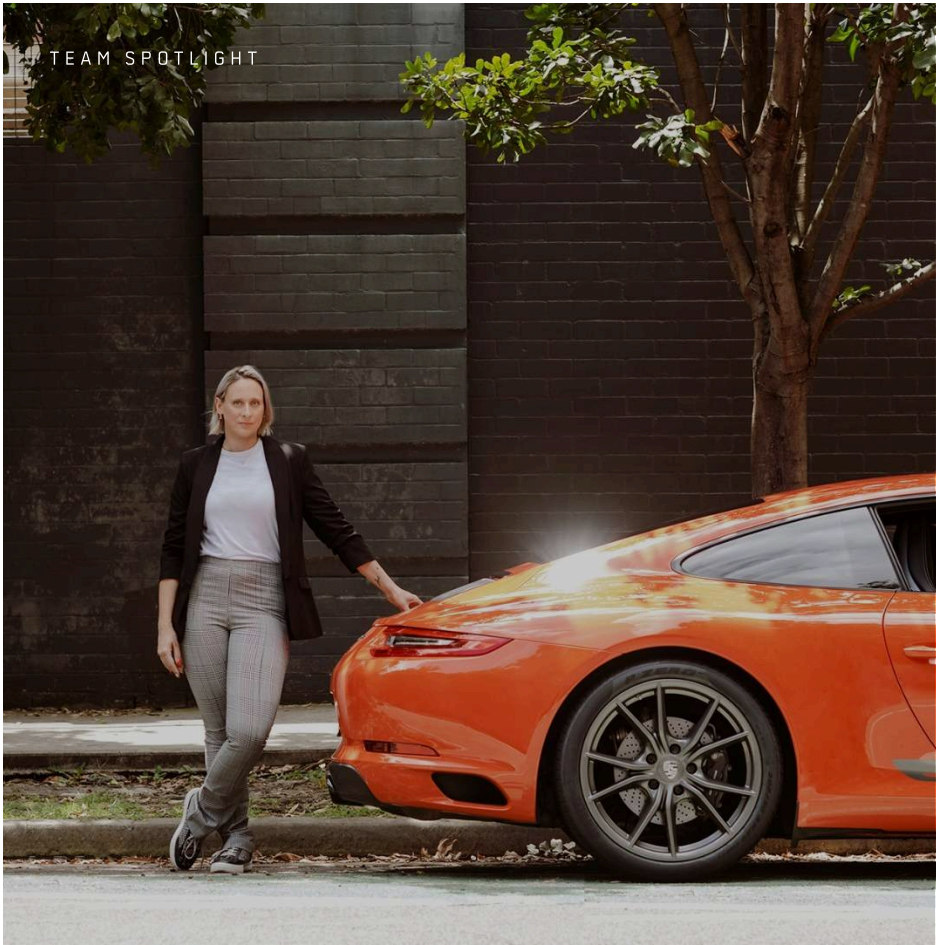
SYDNEY
MOTORSPORT
PARK

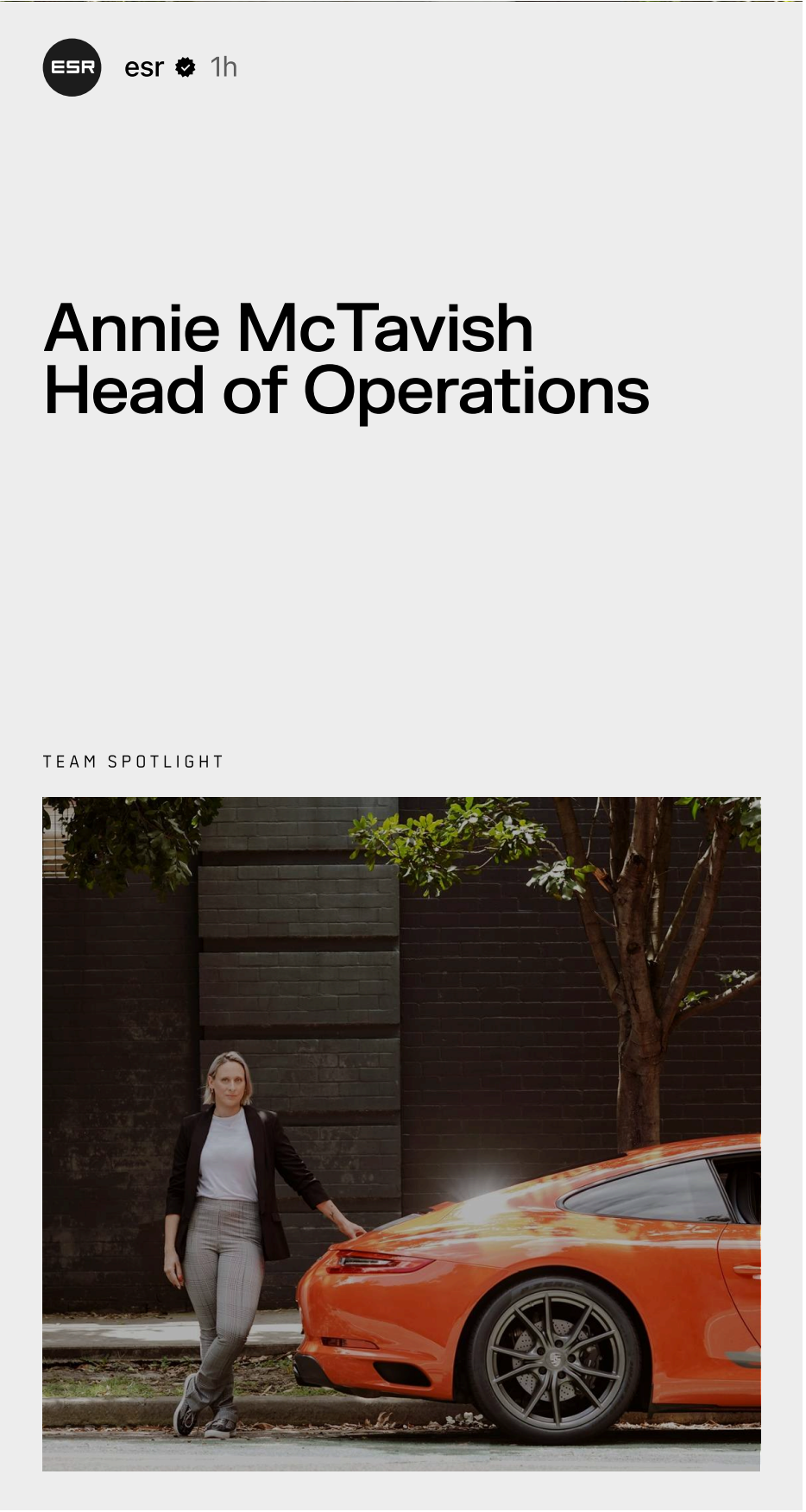
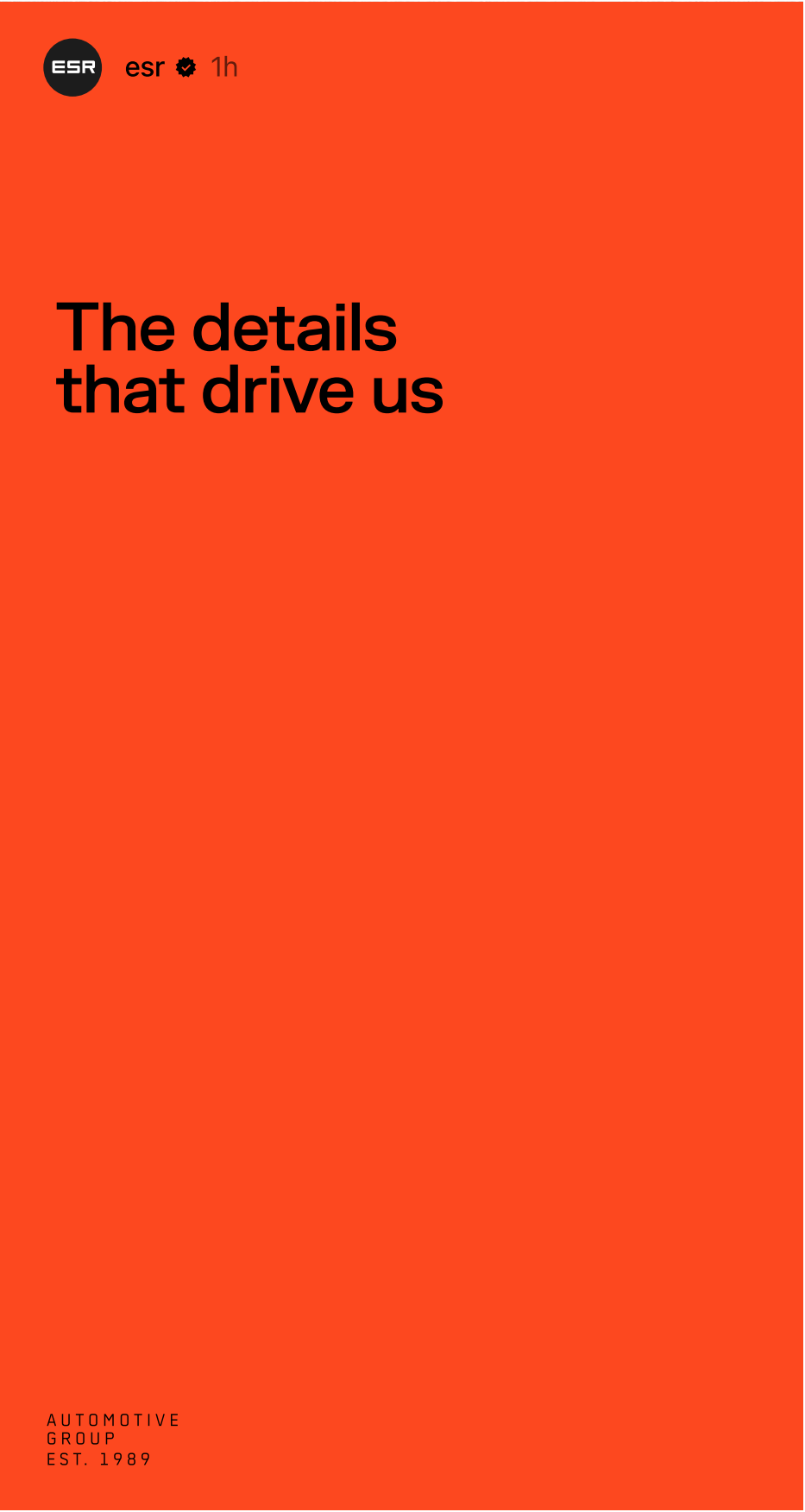
23.02.24
FASTEST
LAP WINS

Track Day
Track Day
Track Day



TEAM SPOTLIGHT





07

Showcase

The following pages show the ESR brand applied to various communications and touch-points. These examples provide a source of inspiration when producing new communications and design.

ESR | Bespoke

AUTOMOTIVE
GROUP
EST. 1989

ESR

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DIRECTOR

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0433 854 477

ESR HQ

419-431 CANTERBURY ROAD,
CAMPSIE NSW 2194
(02) 9735 1111
HQ@ESRBESPOKE.AU

ESR BESPOKE STUDIO

16-20 BIRMINGHAM STREET,
ALEXANDRIA NSW 2015
(02) 8337 3333
STUDIO@ESRBESPOKE.AU

ESRBESPOKE.AU

@ESRBESPOKE



EXCEPTIONAL IS OUR STANDARD

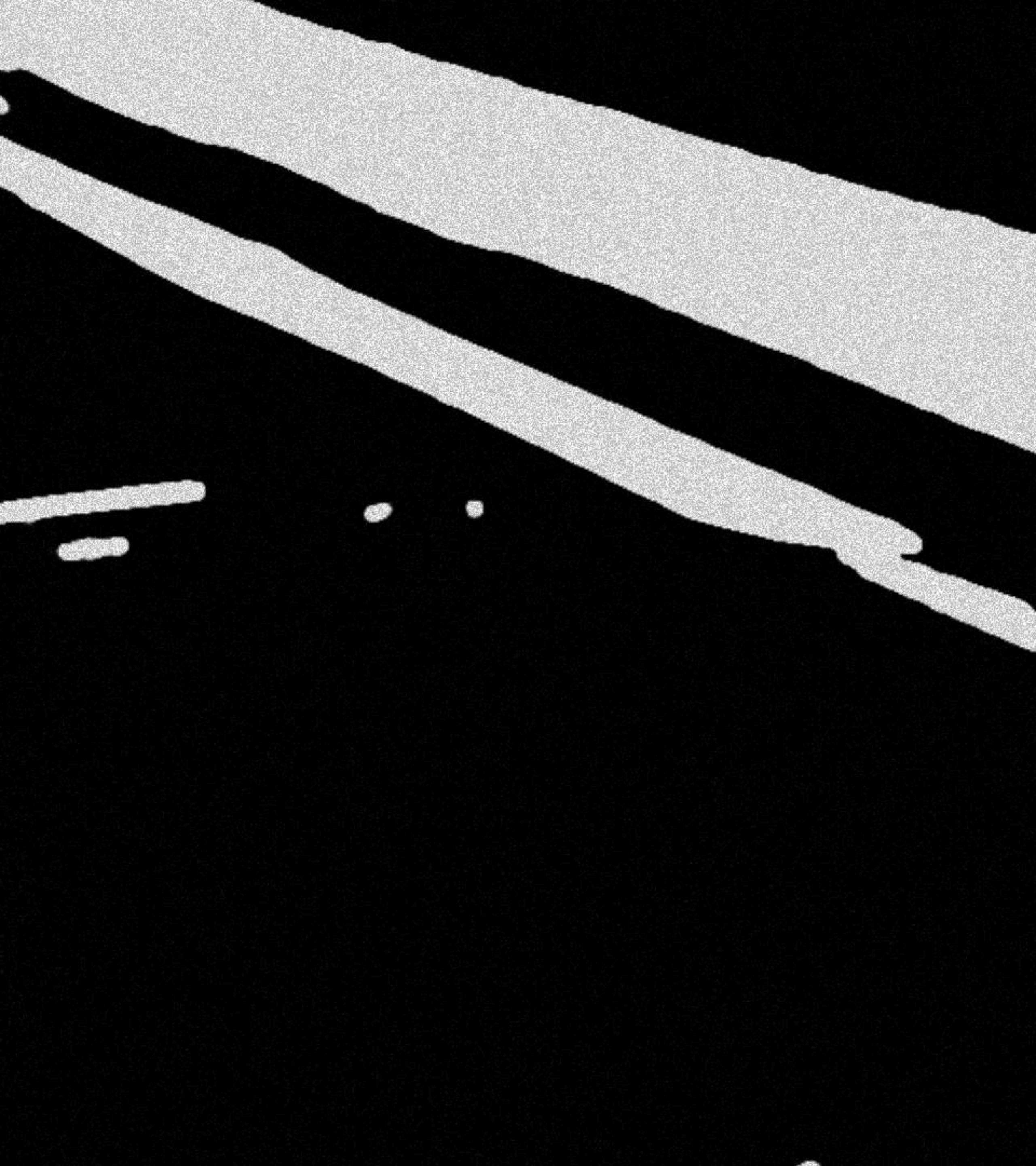


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ESRBESPOKE.AU







ESR

AUTOMOTIVE
GROUP

ESRBESPOKE.AU





ESR The details that drive us

ESR The details that drive us

ESR Presents UPTO-11 Race Day
Sydney Motorsport Park, Ferrers
Road, Eastern Creek NSW 2766
24.03.24 from 8AM–MIDNIGHT
Special Guest DANIEL RICCARDO
with music from RUFUS DA SOL

ONE LAP
FASTEST TIME WINS

ESR BESPOKE

33°48'15"S 150°52'14"E / 33.80417°S 150.87056°E

ESRBESPOKE.AU

Wayne
Park

UP TO 11
TRACK LEGEND

VEHICLE

Porsche
911 RSR

LAP TIME
1:37.09

LAP TIME

ESR

AUTOMOTIVE
GROUP
EST. 1989

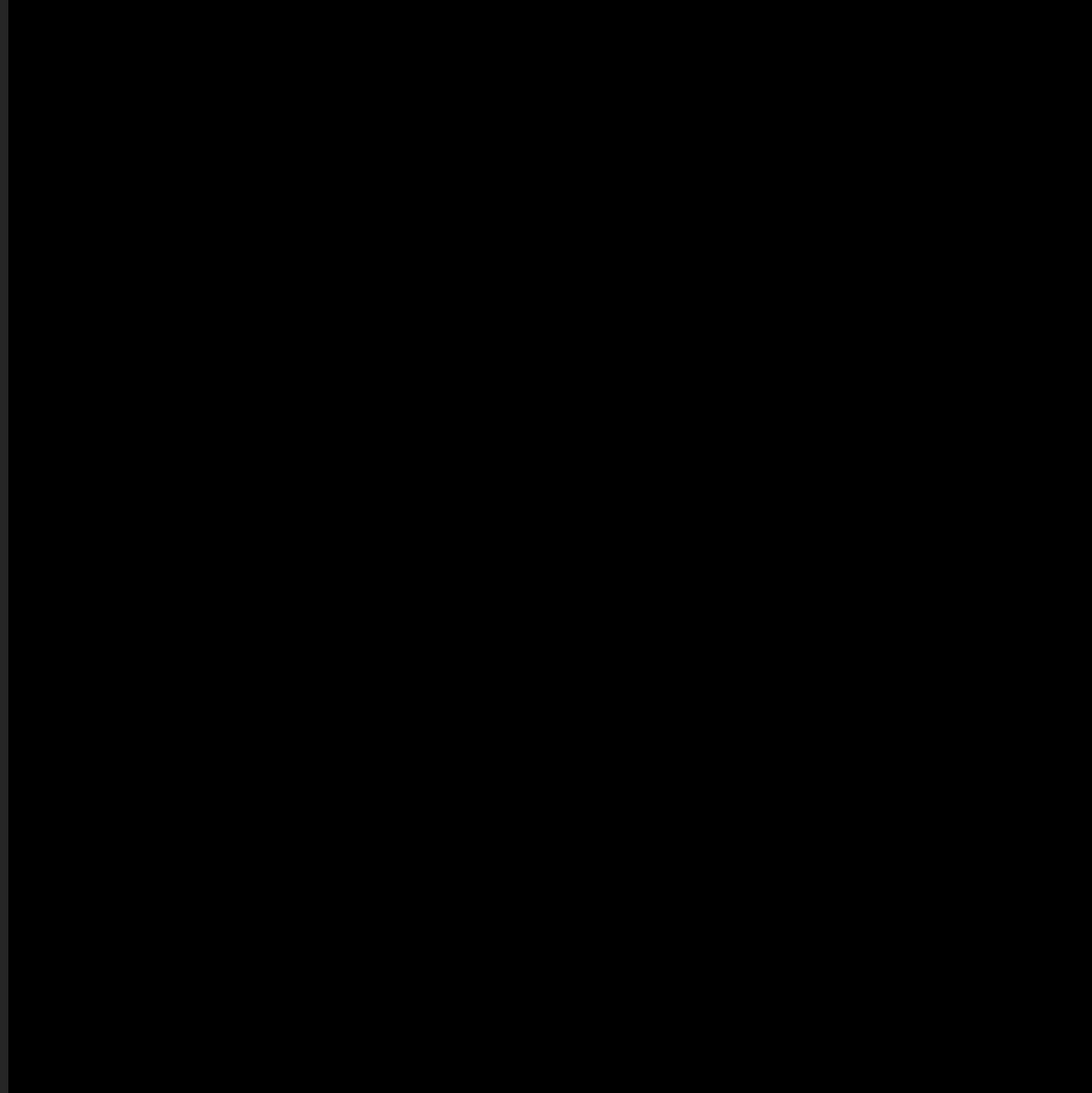
ESRBESPOKE.AU

NEW EPISODE

STEPHEN MEER
LEAD TECHNICIAN

EP 023

Meet the
expert



ESR

AUTOMOTIVE GROUP
SYDNEY AUSTRALIA
EST. 1989
(02) 9735 1111

Exceptional is our standard



Services
Manufacturers
About
Contact

- MANUFACTURERS
- PORSCHE CERTIFIED
- OUR BRANDS
- PARTNERS



ESR AUTO WORKS

LUXURY SPECIALISTS

RESTORING LUXURY
FOR OVER 30 YEARS

- FERRARI
- PORSCHE
- BENTLEY
- ROLLS ROYCE
- MCLAREN
- LAMBORGHINI
- ASTON MARTIN
- MERCEDES BENZ
- LAND ROVER
- LEXUS
- BMW
- AUDI

Mercedes Benz

MERCEDES-BENZ HAS REGULARLY
REDEFINED VEHICLE STANDARDS
SINCE THE AUTOMOBILE WAS
INVENTED.



Trusted by the experts at Porsche

GET IN TOUCH



We are proud to be one of the few select Porsche Certified Collision Centres in Sydney, and Australia. This stamp of approval means we have been rigorously assessed and certified by Porsche Germany, to give your Porsche the best possible repair work – and it is all because of the quality work we have proven over the last 30 years.

PORSCHE CERTIFIED



OUR SERVICES

30 YEARS OF EXPERIENCE MEANS WE'VE ESTABLISHED RELATIONSHIPS WITH ALL INSURANCE COMPANIES, AND THERE IS NO CLAIM SITUATION WE HAVEN'T ENCOUNTERED.

GET IN TOUCH



Raising the bar on the auto experience

- Insurance work →
- Claims assistance →
- Accident management →
- Roadside assistance →
- Detailing →

Contact

If you have any questions, or you'd like assistance with your marketing communications, please contact:

info@esrbespoke.au

Important information

These guidelines have been created for marketing purposes only. Some of the images used in this document are not owned or licensed by ESR and are intended to illustrate the potential of the brand only.

When creating communications ensure you have obtained the correct copyright and licensing of imagery, content etc.

Credit

These guidelines have been created by [Nightjar.co](https://www.nightjar.co)

ESR