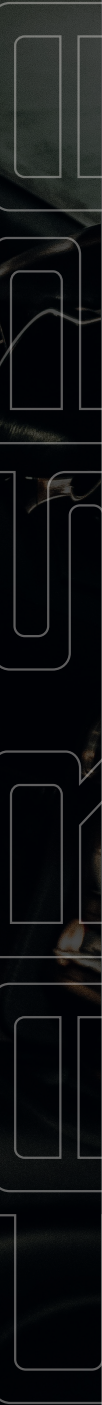




CAR SPA

— AUTOWASH —

BRAND GUIDELINES





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INTRODUCTION

The following document has been designed as a guideline for Car Spa Autowash's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Car Spa Autowash logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

CAR SPA

— AUTOWASH —

Located in Parklea, Car Spa Autowash offers more than just a premium car wash — it's a place to relax while your car gets the VIP treatment. With an on-site café serving fresh food and great coffee, customers can unwind, grab lunch, or get some work done in a clean, comfortable space.

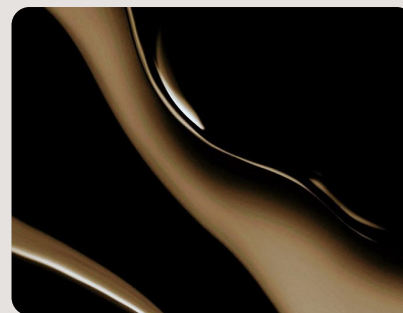
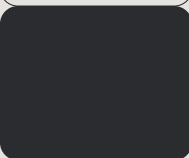
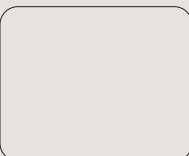
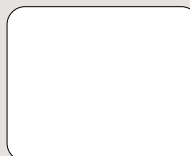
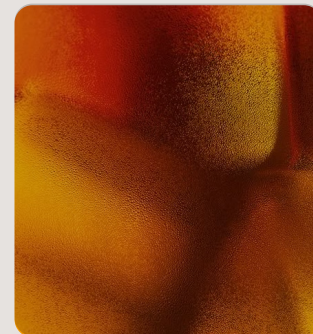
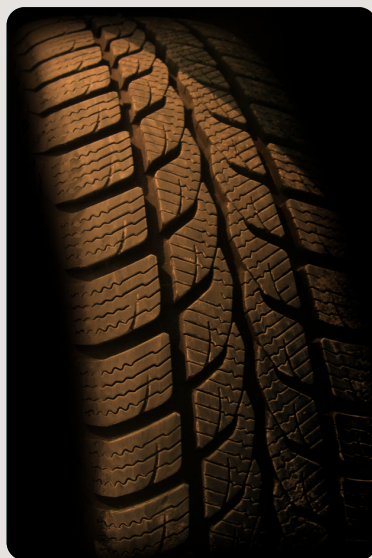
tone of voice

WARM
PROFESSIONAL &
COMMUNITY—FOCUSED.

Car Spa Autowash speaks with a friendly, down-to-earth tone that feels local and approachable, while maintaining a sense of professionalism and trust. We're reliable, never pushy, and always here to make your day a little easier. Our tone reflects genuine care for our customers and pride in our service.

MOODBOARD & KEYWORDS

RELIABLE | COMMUNITY-MINDED | EFFICIENT | EXPERTISE | CLEAN | COMFORTABLE | THOUGHTFUL



03

LOGOS

An outline for your logo to inform your audience on how to use your logo correctly and why.





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PRIMARY LOGO

The Car Spa Autowash logo features bold, modern typography in a vibrant orange, paired with clean black accents. The design reflects the brand's commitment to efficiency, cleanliness, and professionalism, while the fresh colour palette conveys warmth and approachability—perfectly aligning with its role as both a trusted car care service and a welcoming community spot.



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SECONDARY LOGO

The secondary Car Spa Autowash logo features a stacked layout that maintains the brand's signature orange and black colour palette. This compact design offers versatility for smaller spaces and digital applications while preserving the bold, modern feel that reflects the business's clean, efficient, and community-friendly identity.

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LOGO APPLICATION

The Car Spa logo works against a range of different backgrounds. Black and white variations are available.



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X NO

CAR
AUTOWASH
SPA

X NO

CAR
SPA
AUTOWASH

X NO

CAR
SPA
AUTOWASH —

X NO

CAR
SPA
AUTOWASH

X NO

— AUTOWASH —
CAR SPA

X NO

CAR
SPA
AUTOWASH

LOGO MISUSE

It is important that the appearance of the logo remains consistent. the logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. It's orientation, colour and composition should remain as indicated in this document.

Clearspace



Minimum Size

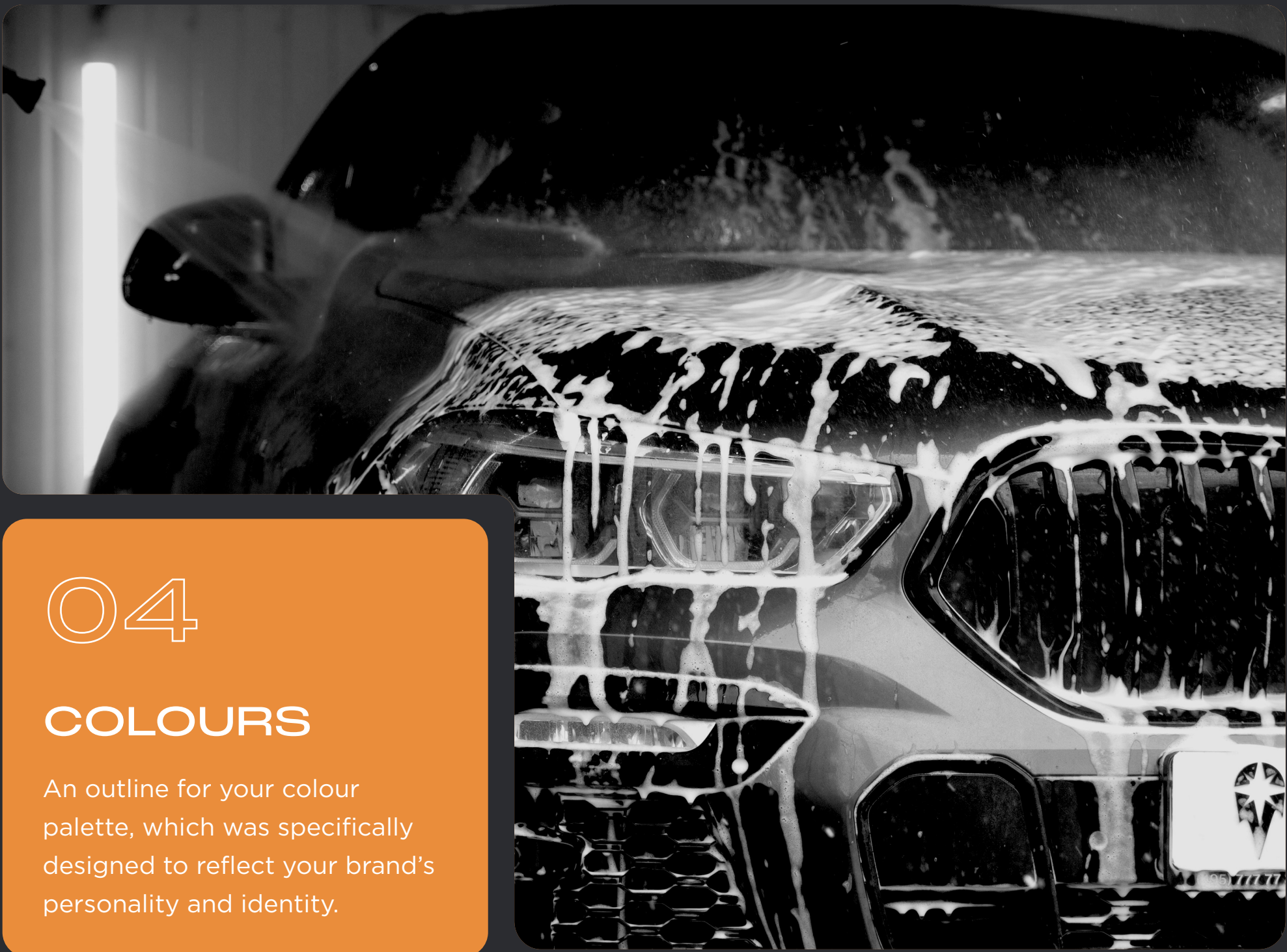
CAR SPA
— AUTOWASH —

Print: 35 mm W

Digital: 132 px W

LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.



04

COLOURS

An outline for your colour palette, which was specifically designed to reflect your brand's personality and identity.



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WHITE
CMYK 0 0 0 0
#FFFFFF

CLOUDY GREY
CMYK 9 8 9 0
#E6E2DF

SUNRISE ORANGE
CMYK 6 52 87 0
#E98E3C

CHARCOAL
CMYK 73 66 60 62
#2B2C30

BLACK
CMYK 0 0 0 100
#000000

05

TYPOGRAPHY

An outline of your typography kit. How to use the fonts chosen and informing your audience on why they were chosen.



Aa

Monument Extended
Regular

abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gotham
Book

abcdefghijklmnopqrstuvwxyz
1234567890

BRAND FONTS

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand. It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

The typography chosen for Car Spa uses two sans serif font families. Gotham was chosen as it's a super legible and friendly font that also reflected the brand's overall quality and image. Monument extended was chosen to compliment. The font provides the brand with a sleek, clean personality, an extension of Car Spa's brand identity.

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Headings

Monument Extended

Regular

Upper Case

Tracking: Metrics 0

Body Copy

Gotham Book

Sentence Case

Tracking: Metrics 0

Subheadings

Monument Extended

Semi-Bold

Upper Case

Tracking: Metrics 0

Call to Action

Gotham Book

Sentence Case

Tracking: Metrics 0

Headings

CAR SPA

WASH. RELAX. REPEAT.

Body Copy

Accum reptatia doluptat doloreribea vendi
consedis aut ut plictemquiam consed quiat
pliquist enimagn im. Officid ma simporeiur?
Cillaut aut estionseque volupta quas
expereptates essi offic temporibus, ut qui dis.

Subheadings

CTA

CONTACT US

carspa.com.au

06

BRAND ELEMENTS

Secondary design elements that are used to help make up and strengthen a brand's identity.





GRAPHIC DEVICE

The graphic device is the brand wordmark, it had been designed to complement the brand and further extend it's visual language. The thin orange linework adds a touch of sophistication while maintaining the brand's vibrant personality.

This version is ideal for high-contrast applications such as signage, uniforms, digital media, or evening aesthetics—where a refined, minimal yet striking impression is needed.



ICONOGRAPHY

Icons used in Car Spa's branding should be kept minimal and clean to reflect the brand's approachable and professional tone.

Simple linework, clear shapes, and balanced spacing help maintain a cohesive look that complements the overall visual identity—modern, friendly, and easy to recognise.

07

BRAND APPLICATIONS

A representation of how the brand may look on different mediums of marketing collateral.





**CAR
SPA**
AUTOWASH

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Sat-Sun | 7:00am - 5:30pm

CAR SPA

**CAR
SPA**
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← ENTRY

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This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

