

DRIVER'S  
CLUB  
MIAMI

# Branding Guidelines

September 2020



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01 /

HAVE WE MET?



## Have we met?

Driver's Club Miami is a collective of automotive enthusiasts that enjoy a 3-pedal drive—not just on weekends. We offer exclusive members-only access to a variety of classic and vintage cars you can call your own, all within a clubhouse environment.

## **Our Goals & Values**

We value experiences that lie between anticipation, hitting an apex and tracking out; equally, we respect Sunday cruising and endorse shifting below three thousand.

Our objective is simple, to provide you access to a clubhouse with amenities where you and other members can connect, make friends, or steer conversations in any direction at your discretion and of course, in your choice of vehicle.

THIS CLUB IS FOR MEMBERS ONLY.  
BUT ONCE YOU JOIN,  
MEMBERSHIP LASTS FOR AN ETERNITY.



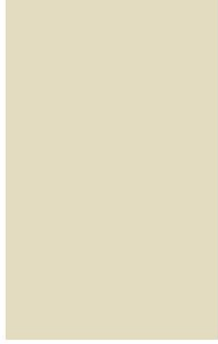






## **Manifesto**

We believe the hands-on approach to be most useful. We believe in the connection humans have with machines, in fact that it takes one to move the other. Our mission is to facilitate that connection, creating unique opportunities and new experiences at every turn of the wheel.

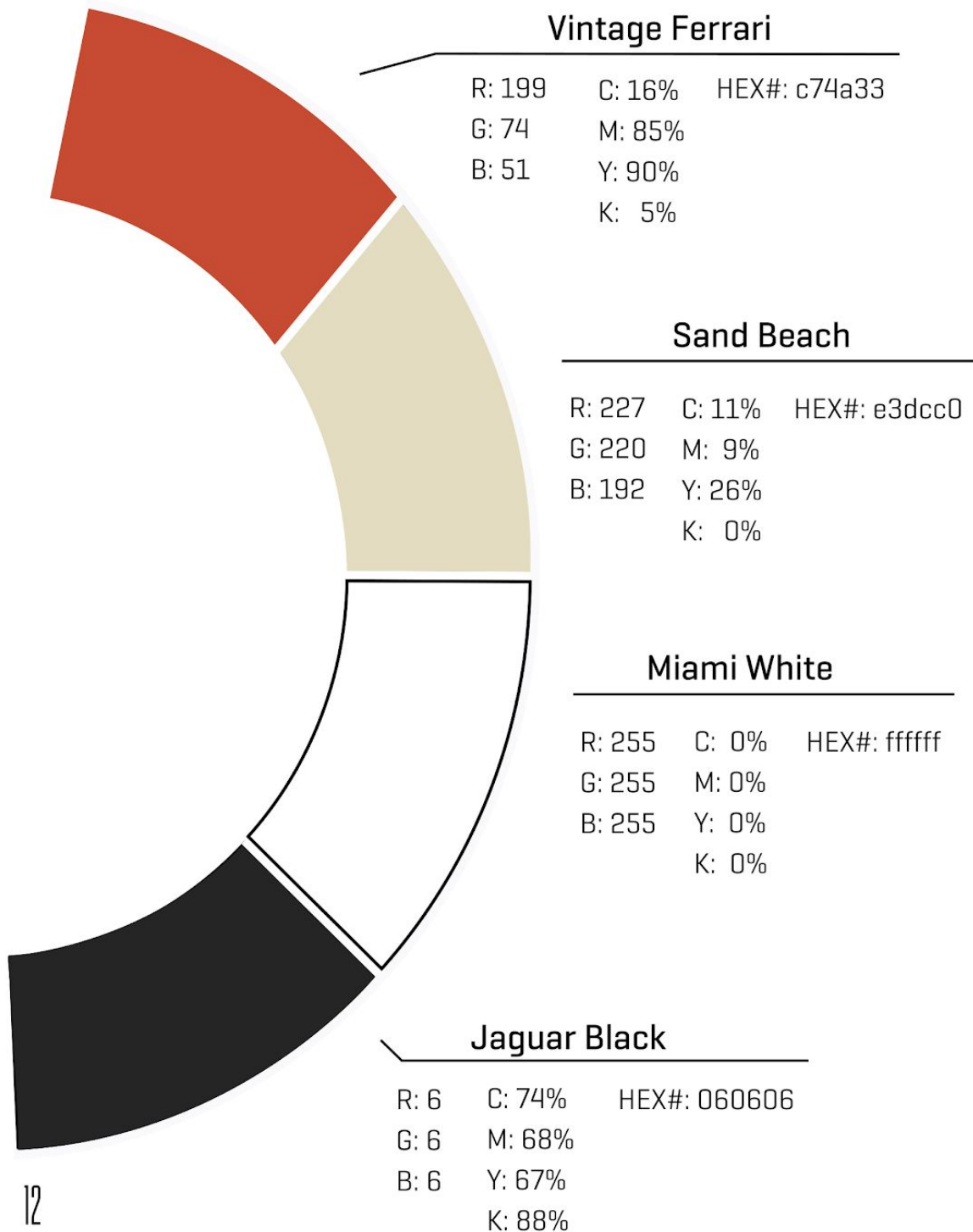


# 02 / DESIGN



## **Design**

Our design takes a clean and elegant approach, it enshrines aesthetics adored by enthusiasts. We use negative space as breathing room for dreaming about new adventures.



## Color

Our colors are classic. We use lots of white, to let the mind rest. We set accents with our custom “Sand Beach Color”, and when we want to have it a little bit more festive, let’s say for Holidays, we use “Vintage Ferrari”.

The Black color is smooth, it is not a full black shade - we like to be a little different. Although the colors are classic, they can be combined to achieve a quite modern looking feel.

Don’t be afraid to experiment with it.



## Typeface

Use the following examples as guidelines to create your layout. Please adhere to these styles to ensure consistency throughout our entire print communication.

**PORSCHE**

Lion and Hare Light

**LAMBORGHINI**

Lion and Hare Light Italic

**FERRARI**

Lion and Hare Regular

**JAGUAR**

Lion and Hare Bold

**MASERATI**

Lion and Hare Bold Italic

On white background

**HEADER**

Lion and Hare Bold, 30pt, +100 V/A

**Sub-Head**

Geogrotesque Regular, 18pt

alt.

**Sub-Head**

Geogrotesque Medium, 16pt

Body-Copy

Geogrotesque Light, 13pt

alt.

Body-Copy

Geogrotesque Regular, 11pt

Porsche

Geogrotesque Ultra Light

*Lamborghini*

Geogrotesque Ultra Light Italic

Ferrari

Geogrotesque Light

*Jaguar*

Geogrotesque Light Italic

Maserati

Geogrotesque Regular

## Typeface

Use the following examples as guidelines to create your layout. Please adhere to these styles to ensure consistency throughout our entire print communication.

**PORSCHE**

Lion and Hare Light

On black background

Porsche

Geogrotesque Ultra Light

**LAMBORGHINI**

Lion and Hare Light Italic

**HEADER**

Lion and Hare Bold, 30pt, +100 V/A

*Lamborghini*

Geogrotesque Ultra Light Italic

**FERRARI**

Lion and Hare Regular

**Sub-Head**

Geogrotesque Regular, 18pt

alt.

Ferrari

Geogrotesque Light

**Sub-Head**

Geogrotesque Medium, 16pt

**JAGUAR**

Lion and Hare Bold

Body-Copy

Geogrotesque Light, 13pt

alt.

*Jaguar*

Geogrotesque Light Italic

**MASERATI**

Lion and Hare Bold Italic

Body-Copy

Geogrotesque Regular, 11pt

Maserati

Geogrotesque Regular

Type in Use

# 2020 BMW X6 REVIEW: BOLD AND BRASH

## CAN A MACHINE FEEL CONFIDENCE?

Auto123 reviews the 2020 BMW X6 M50i.

Let's face it, faced with its looks and brash on-road behaviour, you either like or dislike BMW's X6 sports coupe SUV. But even those in the second of these camps have to give credit where credit is due: this German crossover was a forerunner when it appeared in 2008, for one, and BMW has sold 443,000 units of it worldwide, for two. What's new in 2020 We had occasion to test drive the 2020 version of the BMW X6 M50i. With this fourth generation for the X6 - and the third for its M version - BMW has incorporated some improvements compared to the previous version.

### On the outside

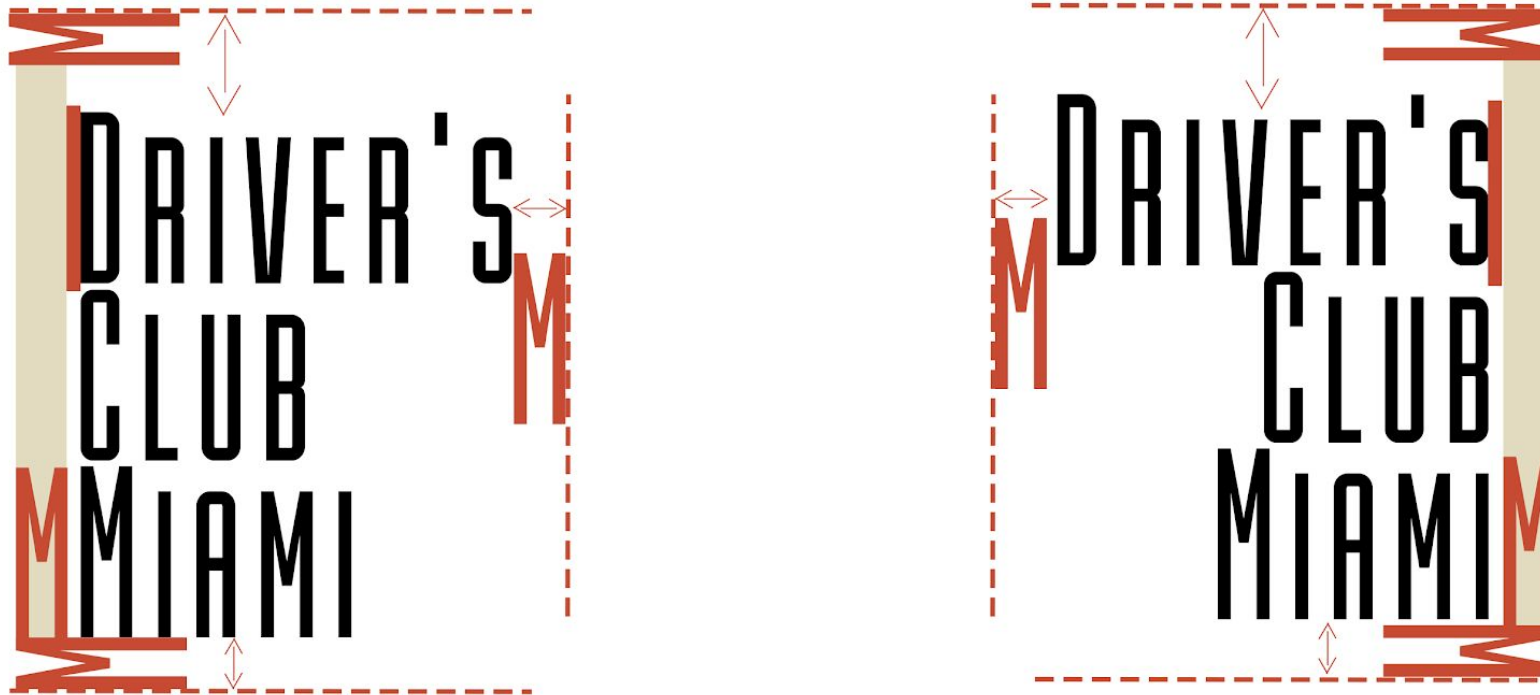
The dimensions of the 2020 X6 have changed slightly, the SUV gaining 26 mm in length, 42 mm in its wheelbase and 15 mm in width. At the same time, the height has been reduced by 6 mm to improve aerodynamics, lower the centre of gravity and optimize the vehicle's agility. That it makes it a tad more menacing on the road doesn't hurt either. BMW's large one-piece kidney-shaped grille with active air bars is flanked by slim, trapezoidal adaptive LED headlights. Large bumper openings and sharp ribbing give the new X6 an even more aggressive and sporty look. The 22-inch wheels on our test model upped the aggressiveness quotient even further, especially with the blue-painted M Sport brake calipers.



## Logo

For our logo we are using the typeface "Lion and Hare". A typeface that is ultra compressed, tall and portrays strength and power. The characters maintain fairly square edges to give a more consistent look.

On the left side of our name you will find a strip in the color Sand Beach. This represents either a road or Miami's beautiful beaches.



Please do not recreate, distort, or resize any aspect of the logo and use only approved digital files of the artwork.



## Photography

We support a wide variety of photography types, as long as the overall style is consistent and has an elegant and classic look. Depending on where the photographs will be used, you can select between a colored and a black and white version. For our website we prefer a black and white photo that turns into a colored version on hover.

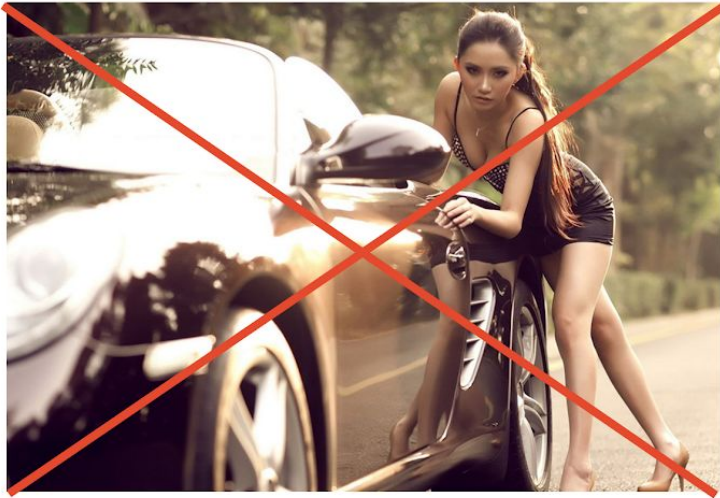
Some examples





## Photography

Here are some things we want to avoid in our photography and we kindly ask you to follow this when making your selection.



Objectifying women alongside a car.



Exhibiting women in a sexually provocative manner.



Cropping the photo in a way that would cut parts of the car.



Over- or under-exposing the photo.

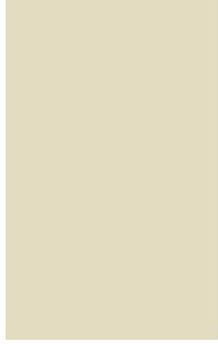


Adding colored filters.



Showing our cars on race tracks.

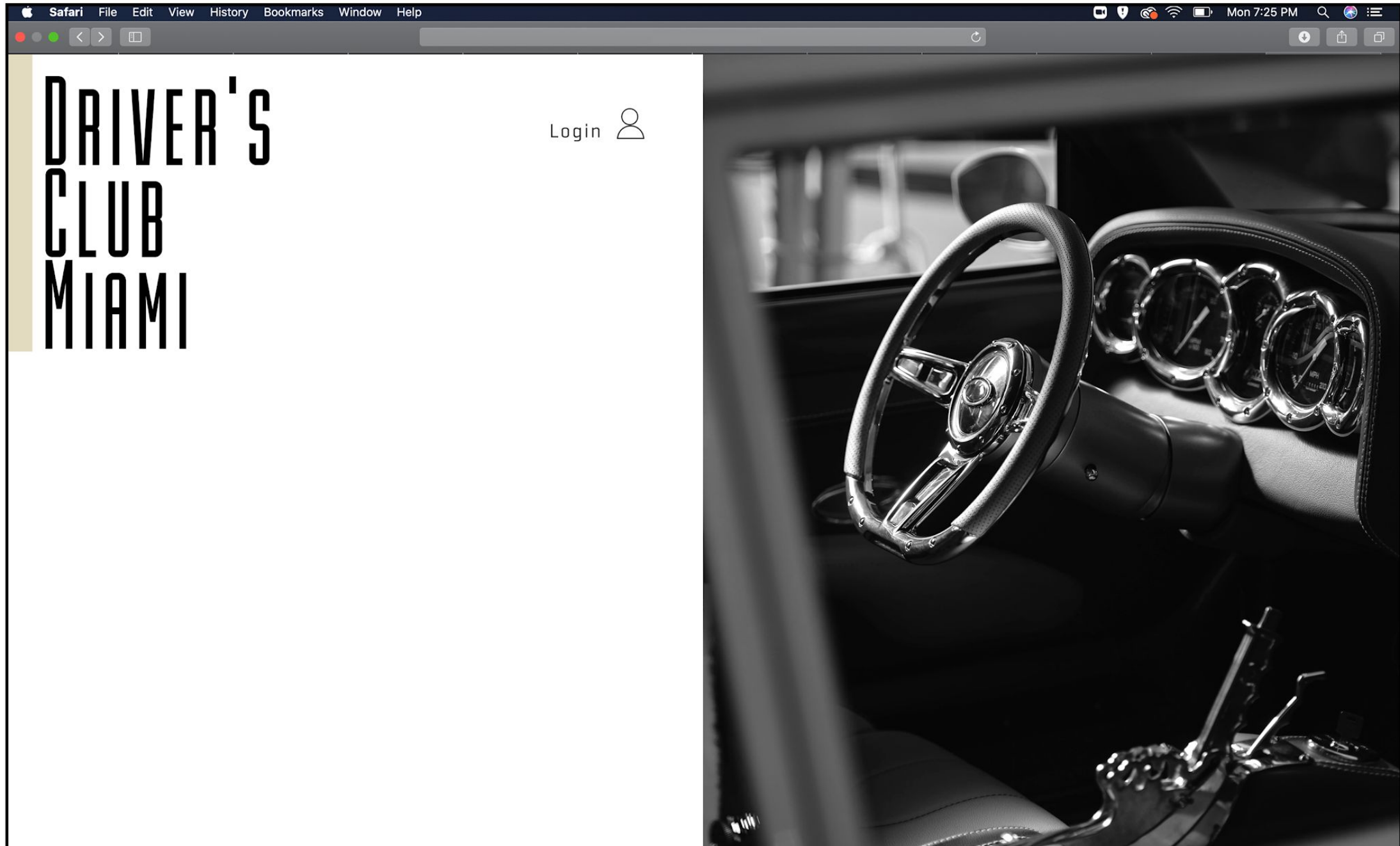




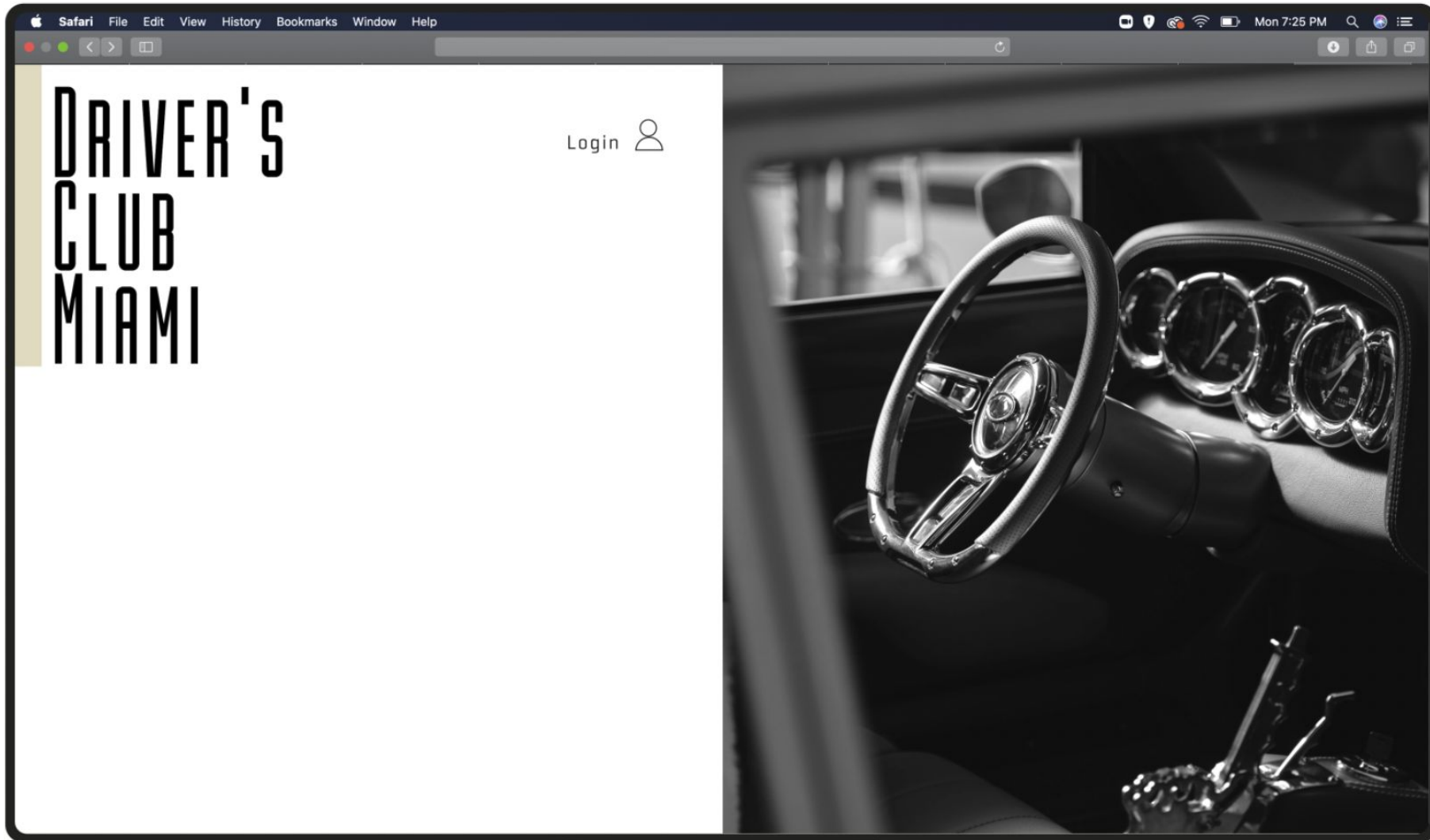
# 03 / EXECUTABLES



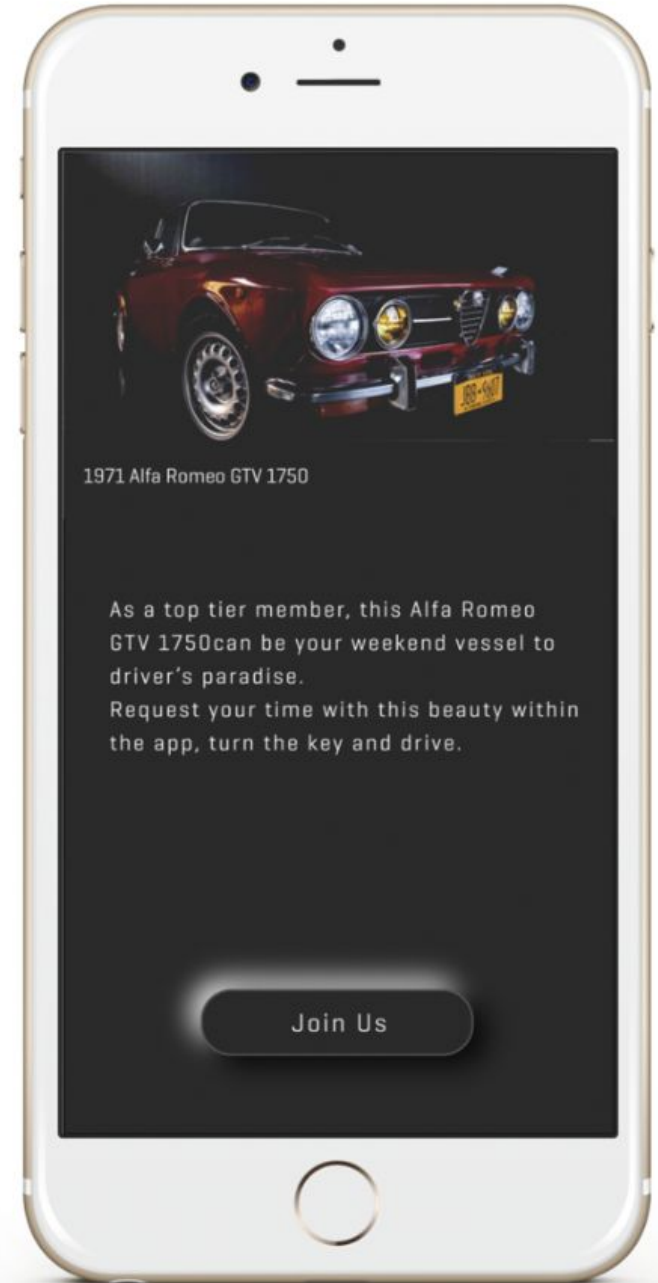
# Website Landing Page







## App Design



# Social Media

