

# BRANDING GUIDELINES

NEOCLASSIC MOTORS

NEOCLASSIC  
MOTORS

NEOCLASSIC<sup>®</sup>

ESLAM  
ESSAM  
DESIGNS

ROOTS<sup>®</sup>  
CONCEPTS

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# Introduction

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Mission & Vision

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# About us

This section introduces the brand, its background, and the core philosophy that defines Neoclassic Motors.

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NeoClassic Motors is an online classic car dealership. You buy, sell, or source classic cars through one digital platform. Your car represents your lifestyle and social presence. We treat every car as part of your personal image. NeoClassic Motors helps you find the car matching how you live, how you move, and how you want to be seen. When the right car is not listed, we search and secure it for you.

# Mission & Vision

This section outlines the brand's purpose and long-term direction, expressing what Neoclassic Motors stands for today and aspires to achieve in the future.

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## Mission

You buy and sell classic cars through a trusted online experience. The mission focuses on finding the right car for your lifestyle and shaping your image through ownership.

## Vision

You see NeoClassic Motors as the reference for classic cars as a lifestyle statement. The vision builds a culture where cars reflect taste, identity, and long-term value.

# Core Values

This section highlights the fundamental values that guide the brand’s decisions, culture, and commitment to excellence.

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**Lifestyle First**  
 You choose cars aligned with how you live and present yourself.

**Expertise**  
 You rely on deep market knowledge and careful selection.

**Image and Identity**  
 You use your car as a clear social statement.

**Personal luxury Experience**  
 You receive a tailored journey built around your needs and image.

**Trust**  
 You receive transparency, clear sourcing, and honest advice.

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# Logo

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# Master Logo

Our logo composition maintains balance and visual impact. It is structured to ensure clarity and consistency across all media, reinforcing our professional image with its strategic arrangement.

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# Logo Composition

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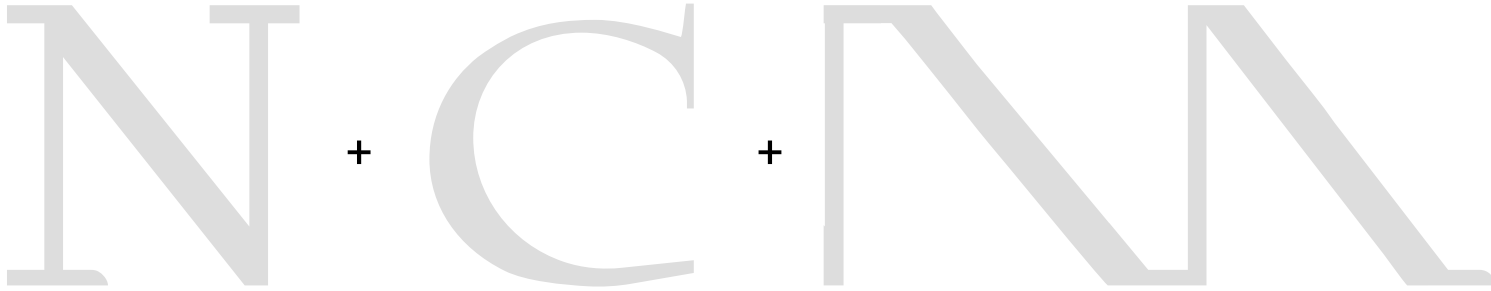


# Logo Explanation

The Neoclassic Motors logo is composed of three elegantly interwoven letters, creating a cohesive and sophisticated mark. The letter “N” represents Neo, the letter “C” stands for Classic, and the letter “M” symbolizes Motors. These letters are seamlessly combined in a refined, classic-inspired type style that reflects the timeless character of the brand.

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N Letter

C Letter

M Letter

# Logo Variations

Neoclassic Motors’s logo is versatile, featuring horizontal and vertical orientations, along with logotype and landmark options. Each version is tailored for specific uses, ensuring brand consistency across various platforms and formats.

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Vertical logo



Horizontal logo



Brandmark



Logotype



# Logo Anatomy

This section details the construction and alignment of our brandmark, illustrating how each element is meticulously designed to maintain the integrity and balance of the logo for optimal visual impact

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Vertical logo



Horizontal logo



# Clear Space

The brand logo should be surrounded by a clear space, also known as a protection zone, to ensure it maintains a prominent position, clear legibility, and harmonious alignment with the surrounding design elements.

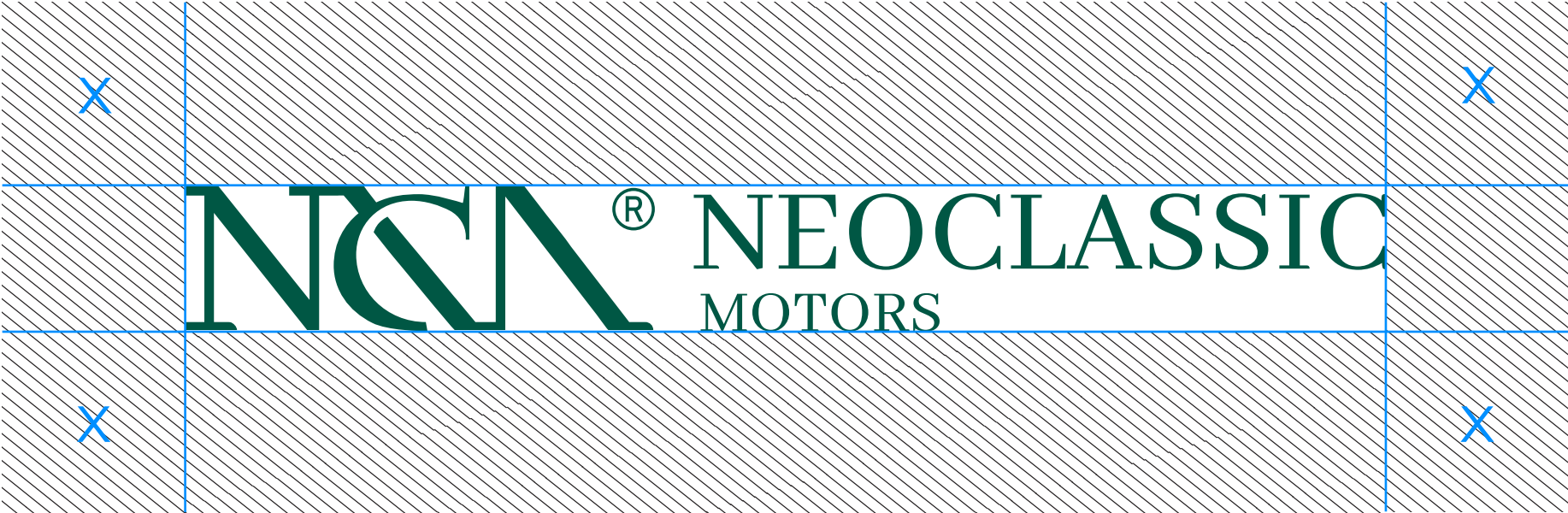
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Vertical logo



Horizontal logo



# Minimum Size

The minimum size ensures that the logo remains clear, legible, and visually impactful across all applications. To maintain brand integrity, the logo should never be used below the specified minimum dimensions.

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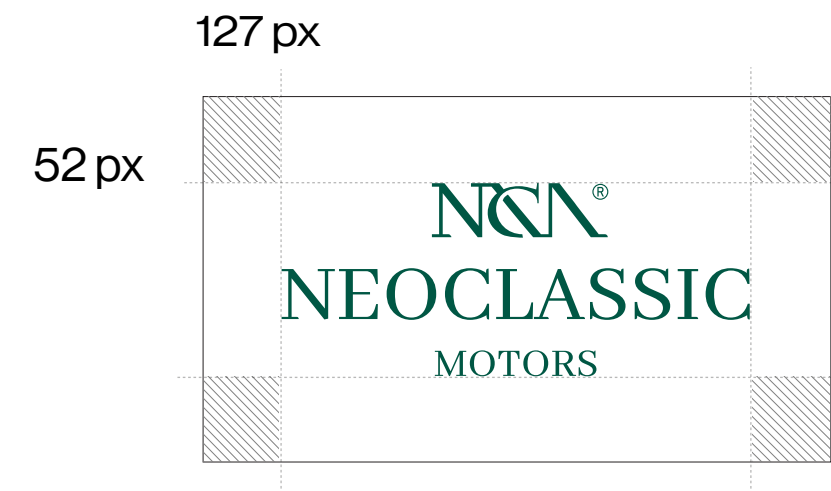
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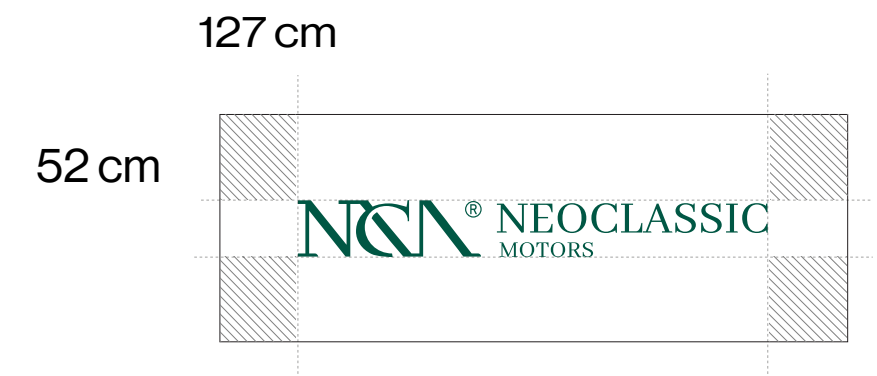
### Minimum Master Logo Size

Minimum size : 4.5\*1.8 cm (Print)  
: 127\*52 px (Digital)



### Minimum Logomark Size

Minimum size : 3.0\*2.3 cm (Print)  
: 85\*65 px (Digital)



# Logo Usage

Neoclassic motors Logo comes in several versions as shown, each useful for working with collaterals in different ways or different situations.

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### V1 Master Logo

This version is the brand’s primary logo and should be used across all of Neoclassic motors’s collaterals and social media.

### V2 Logomark

This version is the brand’s primary logo and should be used across all of Neoclassic motors’s collaterals and social media.

### V3 White Logo

Use the white version of the logo only when necessary and when the design is limited to black and white such as in newspaper printing where color usage is restricted.

### V4 Brandmark

It is acceptable to use the logomark alone without the typography when it enhances the visual appeal and when displaying the full brand name is not required.

V1 Master Logo



V2 Logomark



V3 White Logo



V4 Brandmark



# Logo Incorrect Usage

Neoclassic motors Logo comes in several versions as shown, each useful for working with collaterals in different ways or different situations.

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1-Don't skew the logo.



2- Don't introduce new colors.



3-Don't distort the logo.



4- Don't Do any effect on the logo.



5- Don't rotate the logo.



6- Don't add elements



7- Don't introduce any strokes



8- Don't frame it in a shape



9- Don't outline the logo



10- Don't place it on a text.



# Logo on Backgrounds

This section showcases how the logo appears across different background colors and textures. It demonstrates the appropriate logo versions to use in each scenario to ensure clarity, contrast, and visual consistency.

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# Colors

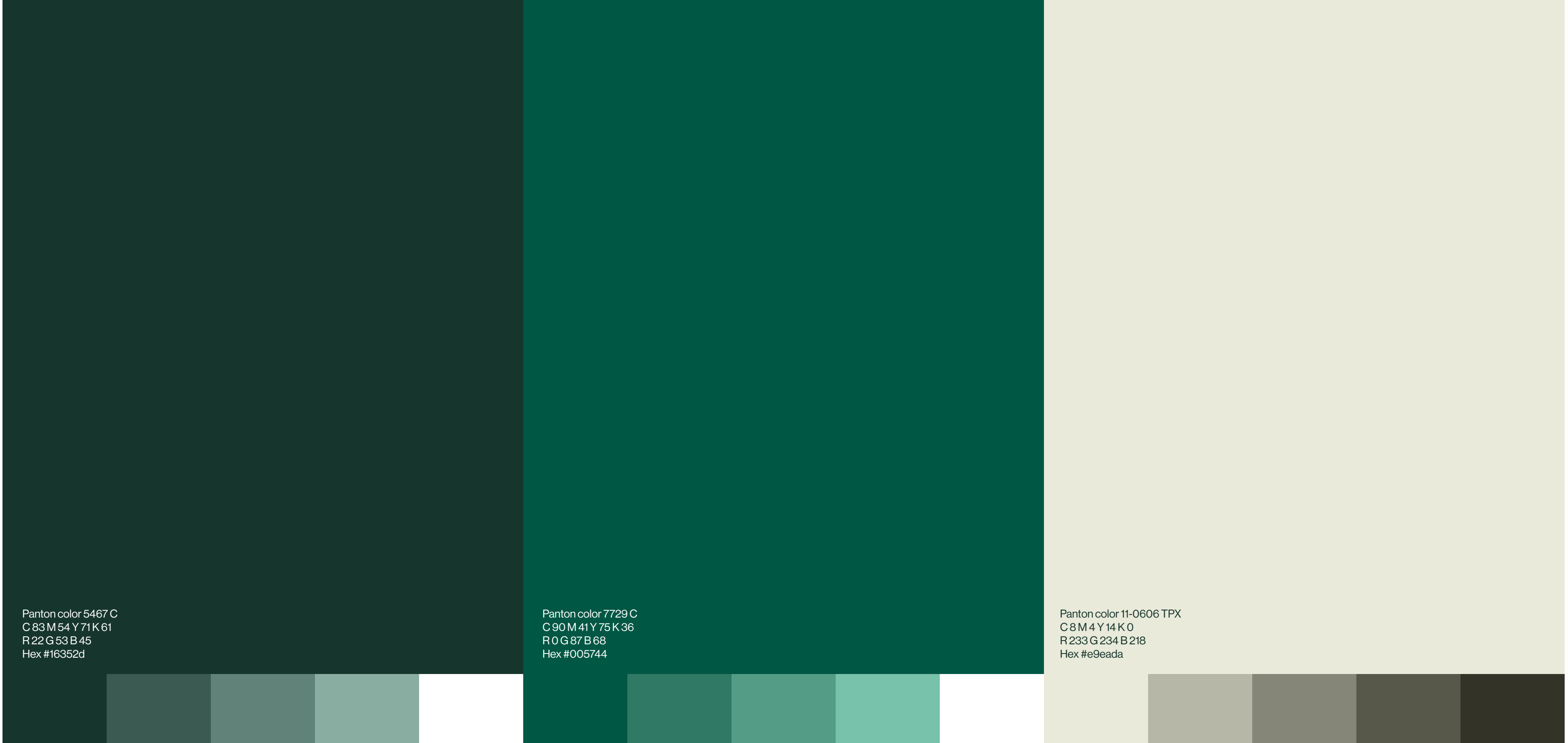
- Primary colors
- Secondary colors
- Textures

# Primary Colors

Colors are as important to our brand, as the logos themselves just as punctuation and volume set the tone for our written and verbal style. color helps set the ton for our visual style

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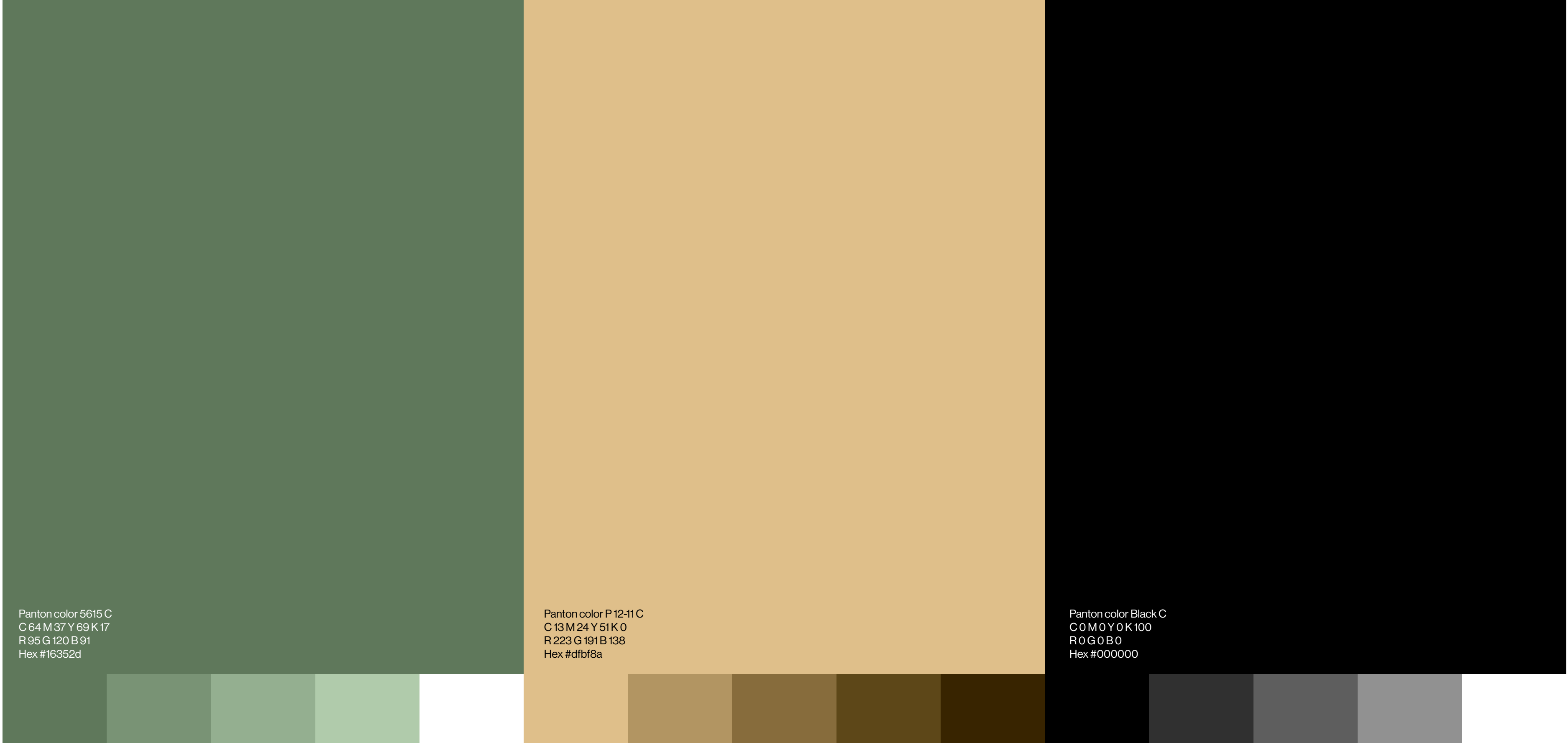


# Secondary Colors

We've also developed a secondary color palette to complement our primary colors. These colors help play up our progressive, yet classic vibe but also help differentiate our products.

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# Typography

Primary typeface

Secondary typeface

# Primary Typeface

PP Cirka is the primary typeface of the brand. It is used to convey a refined and timeless character, ensuring consistency across all brand communications. This typeface should be applied in headlines, key messages, and any materials where a strong visual identity is required.

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# PP Cirka typeface

## PP Cirka Bold

abcdefghijklmnopqrstuvxyz 1234567890

## PP Cirka Medium

abcdefghijklmnopqrstuvxyz 1234567890

## PP Cirka Regular

abcdefghijklmnopqrstuvxyz 1234567890

# Primary Typeface

Amelina Script serves as a primary typeface, complementing PP Cirka. It is used selectively to enhance elegance and add a refined decorative touch, while maintaining harmony with the brand's main typographic style. This typeface should be applied only in special highlights, accents, or signature elements where a sophisticated feel is desired.

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*Amelina Script Typeface*

*Amelina Script*

*abcdefghijklmnopqrstuwxz* 1234567890

# Secondary Typeface

Aeonik is the designated secondary typeface of the brand. It is used for body text, captions, and supporting content where clarity and readability are essential. This typeface complements the primary fonts while ensuring a clean and contemporary visual balance across all brand applications.

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# Aeonik typeface

**Aeonik Black**

**abcdefghijklmnopqrstuvwxy 1234567890**

**Aeonik Bold**

**abcdefghijklmnopqrstuvwxy 1234567890**

**PP Cirka Medium**

abcdefghijklmnopqrstuvwxy 1234567890

**PP Cirka Regular**

abcdefghijklmnopqrstuvwxy 1234567890

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# Photography

# Photography Overview

Our photography captures the timeless elegance and refined character of the brand. The imagery focuses on classic automotive details, rich textures, and clean compositions that highlight craftsmanship and sophistication.

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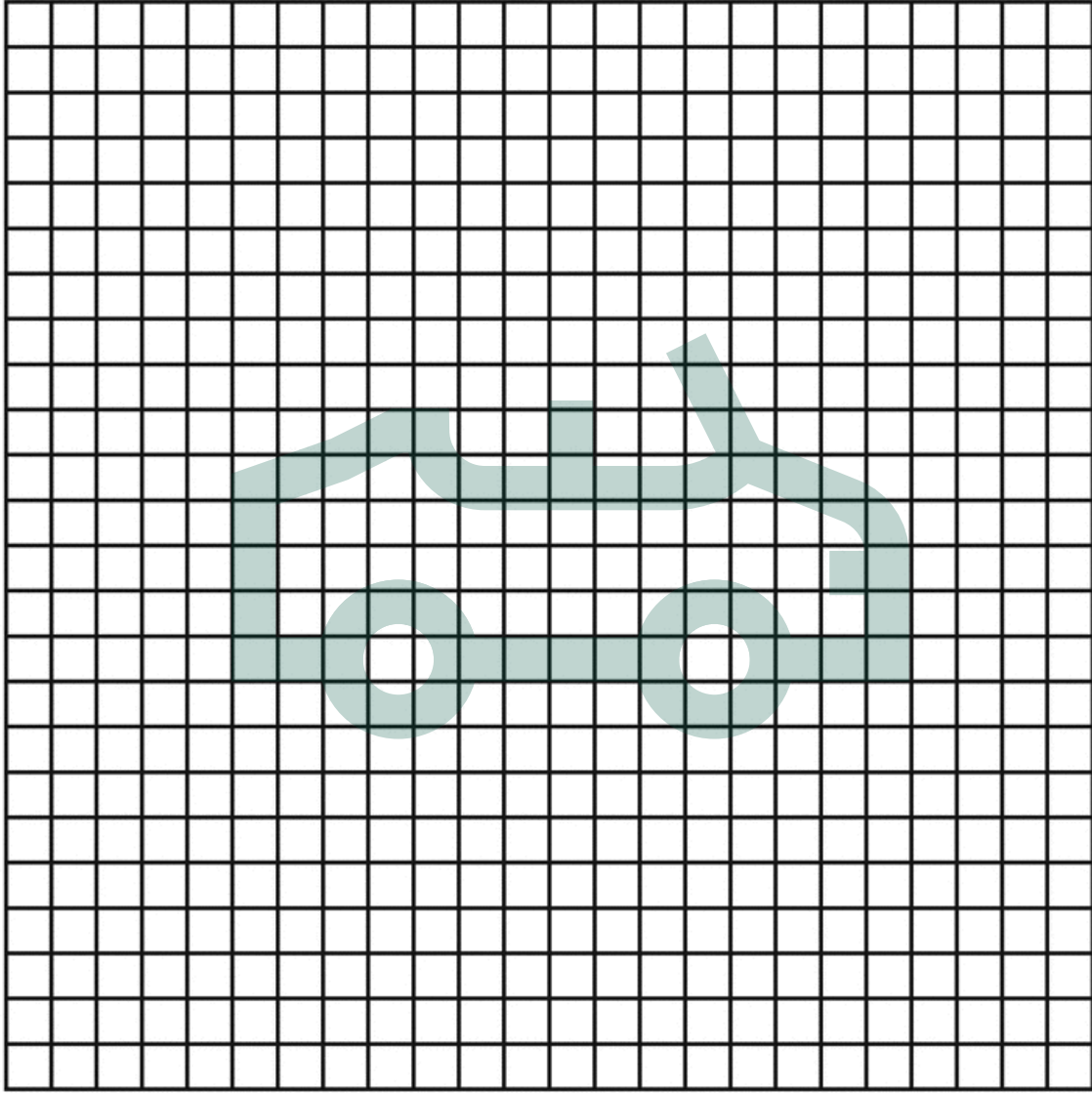
# Iconography

# Iconography

The icon pack selected for Neoclassic motors is the Atlas icons pack, an open-source online library made up of over 2,000 consistent icons. This extensive collection has been meticulously selected to align with Neoclassic motors's brand identity, enhancing its visual communication. The icons are designed to be clean, modern, and versatile, reflecting the brand's commitment to functionality and cultural relevance. By using these icons consistently across all brand materials, neoclassic motors ensures a cohesive visual language that strengthens brand recognition and provides a seamless user experience. The selection of this comprehensive icon library was driven by the need to maintain harmony with the overall brand design, ensuring that every visual element contributes meaningfully to the brand narrative.

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24x24 field Icon grid



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# Graphic Elements

Branding elements

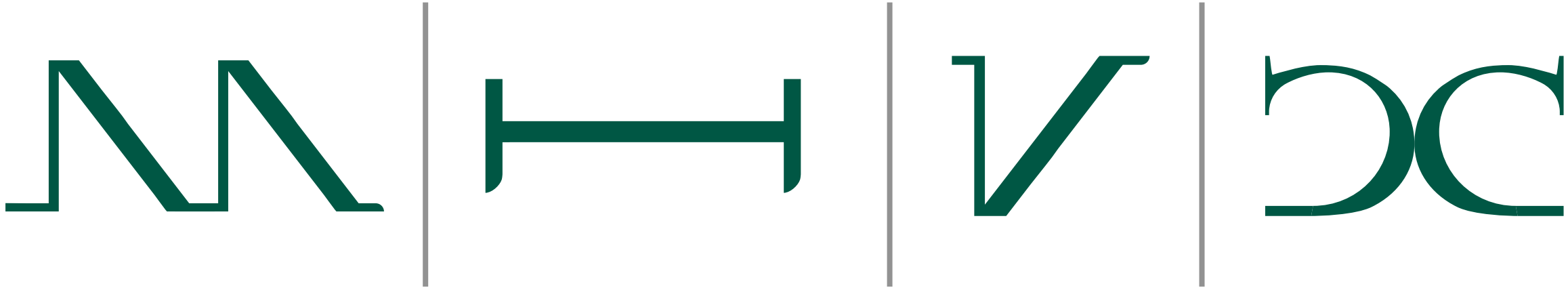
Patterns

# Branding Elements

Bespoke graphic elements have been thoughtfully designed to uniquely reflect Neoclassic motors's identity and values. These custom graphics complement the brand's visual style, adding a distinctive touch that sets it apart. Each element is tailored to align with the brand's cultural relevance and modern aesthetic, ensuring consistency across all platforms. These designs enhance visual appeal and reinforce the brand narrative, making interactions with Neoclassic motors visually engaging and memorable.

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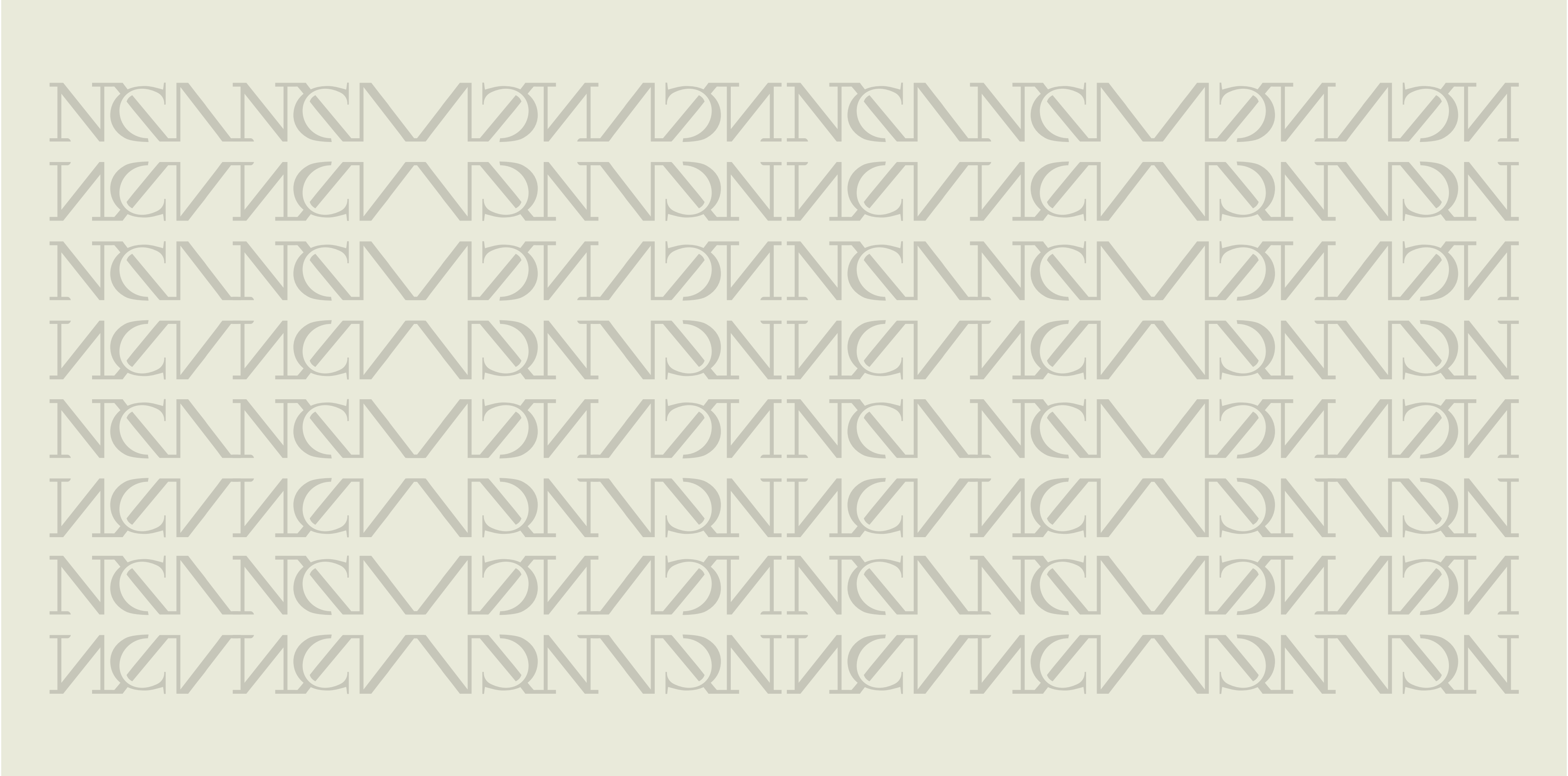


# Patterns

Bespoke graphic elements have been thoughtfully designed to uniquely reflect Neoclassic motors's identity and values. These custom graphics complement the brand's visual style, adding a distinctive touch that sets it apart. Each element is tailored to align with the brand's cultural relevance and modern aesthetic, ensuring consistency across all platforms. These designs enhance visual appeal and reinforce the brand narrative, making interactions with Neoclassic motors visually engaging and memorable.

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# Graphic elements implementation

These patterns and graphic elements are used to enhance layouts, add visual depth, and support the brand's identity across various applications. They should be applied subtly to maintain a refined and cohesive look.

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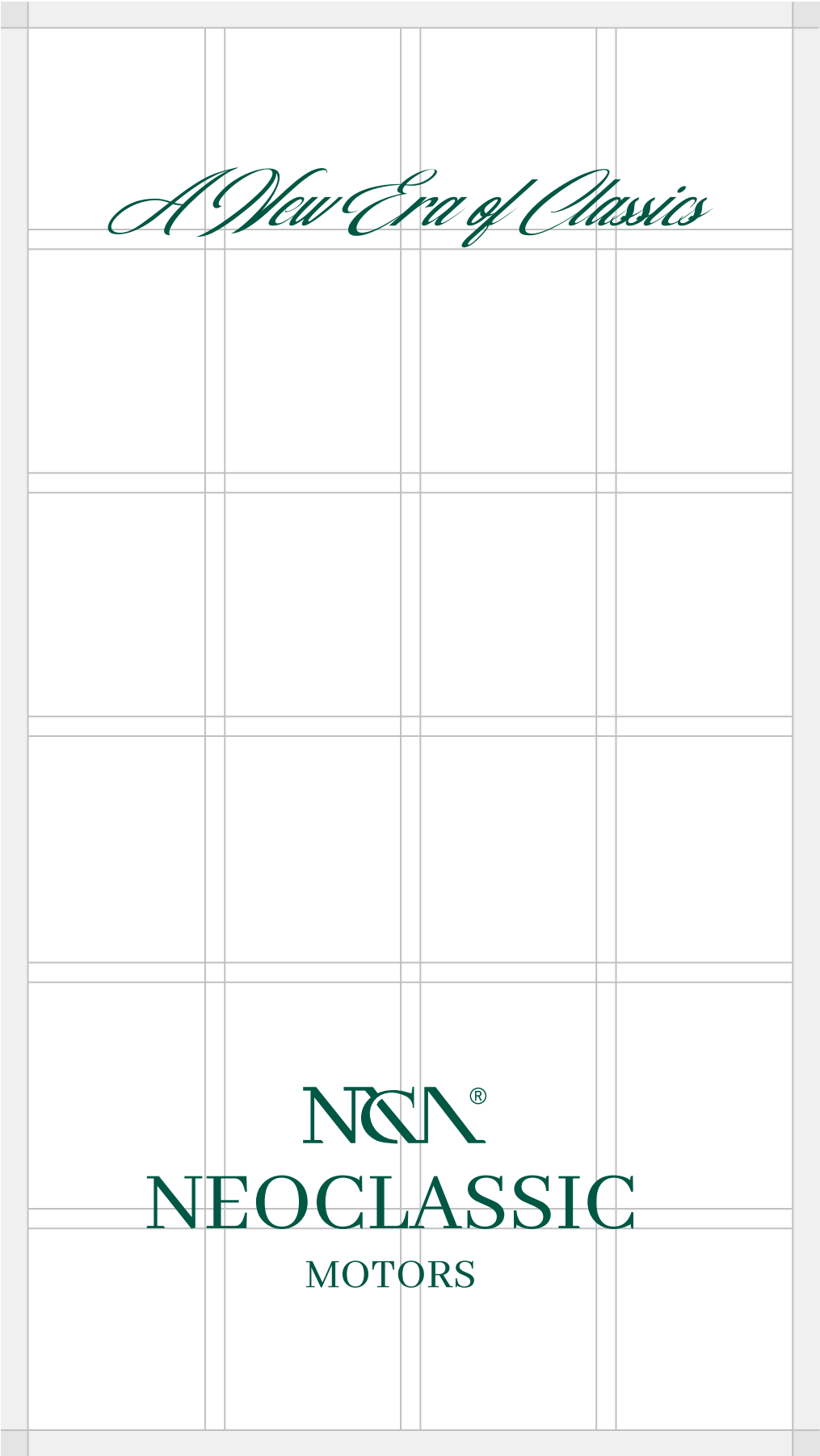
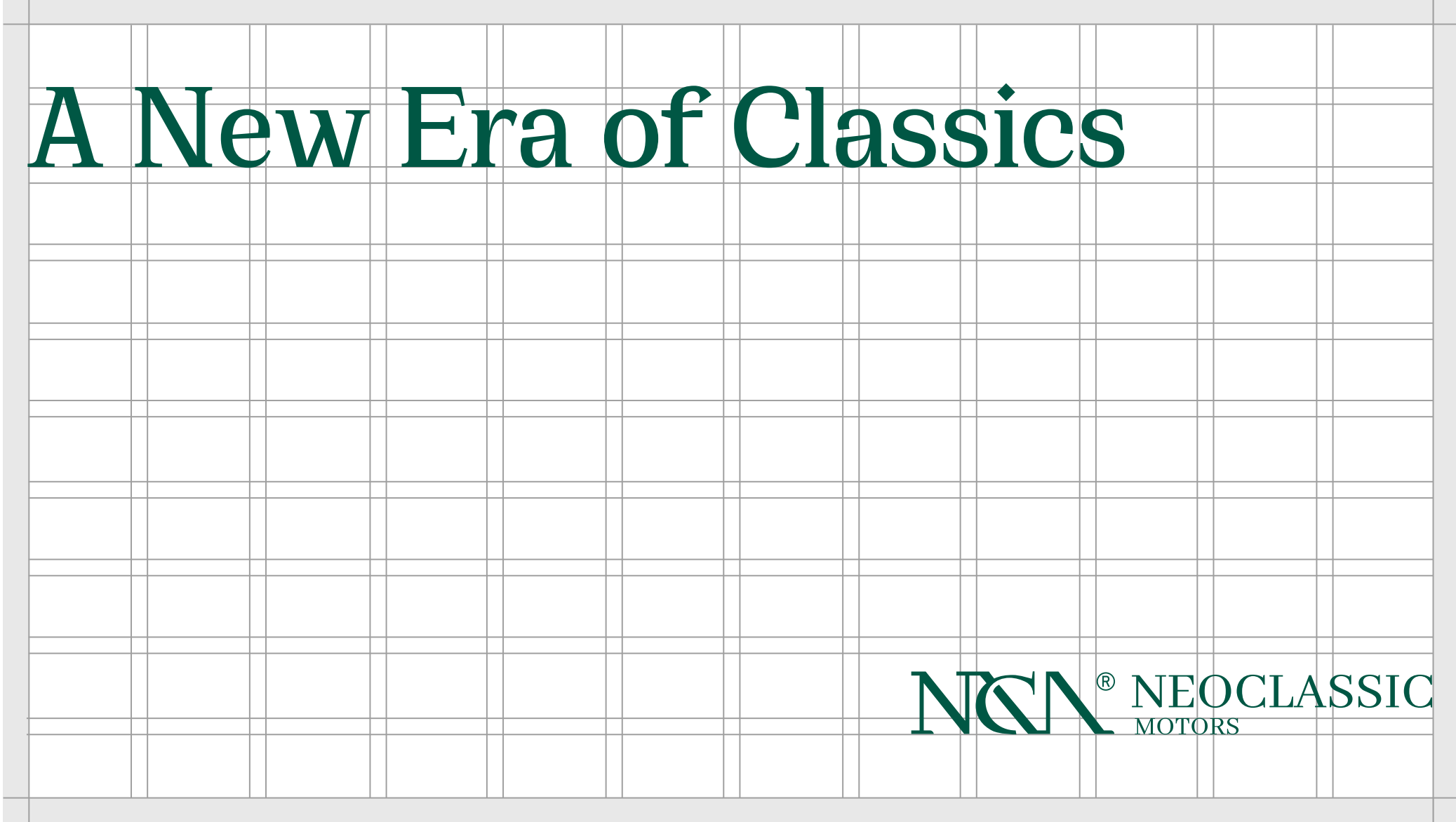
# Grid System

# Vertical & Horizontal

Logo placement is a strategic decision that influences brand recognition and perception. Whether positioned in the lower left/right corners or in the middle of our layouts, our logo is meticulously integrated to maintain visibility without overwhelming the design. This section illustrates effective logo placements within different grid contexts, ensuring that the logo's presence enhances rather than disrupts the visual

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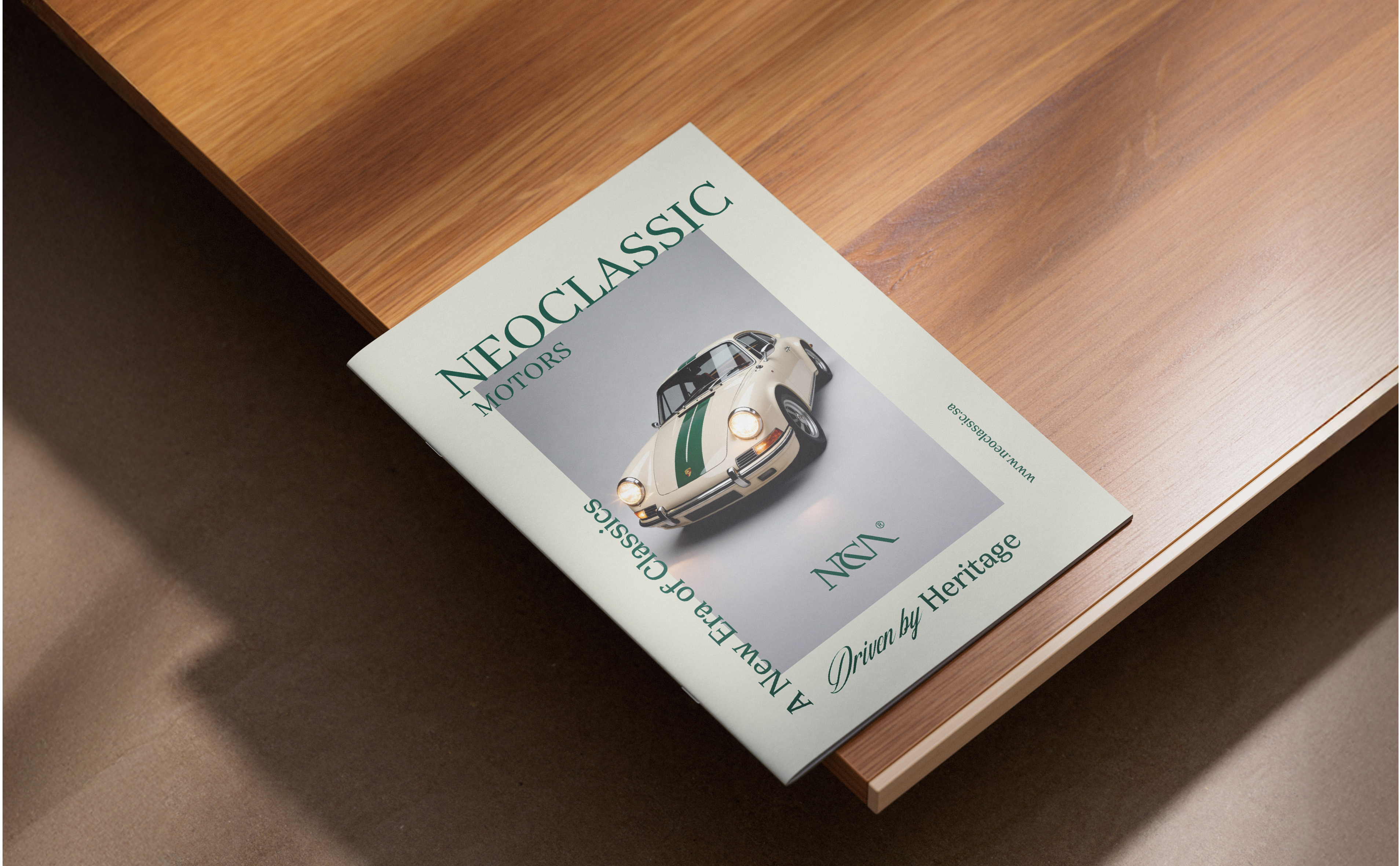
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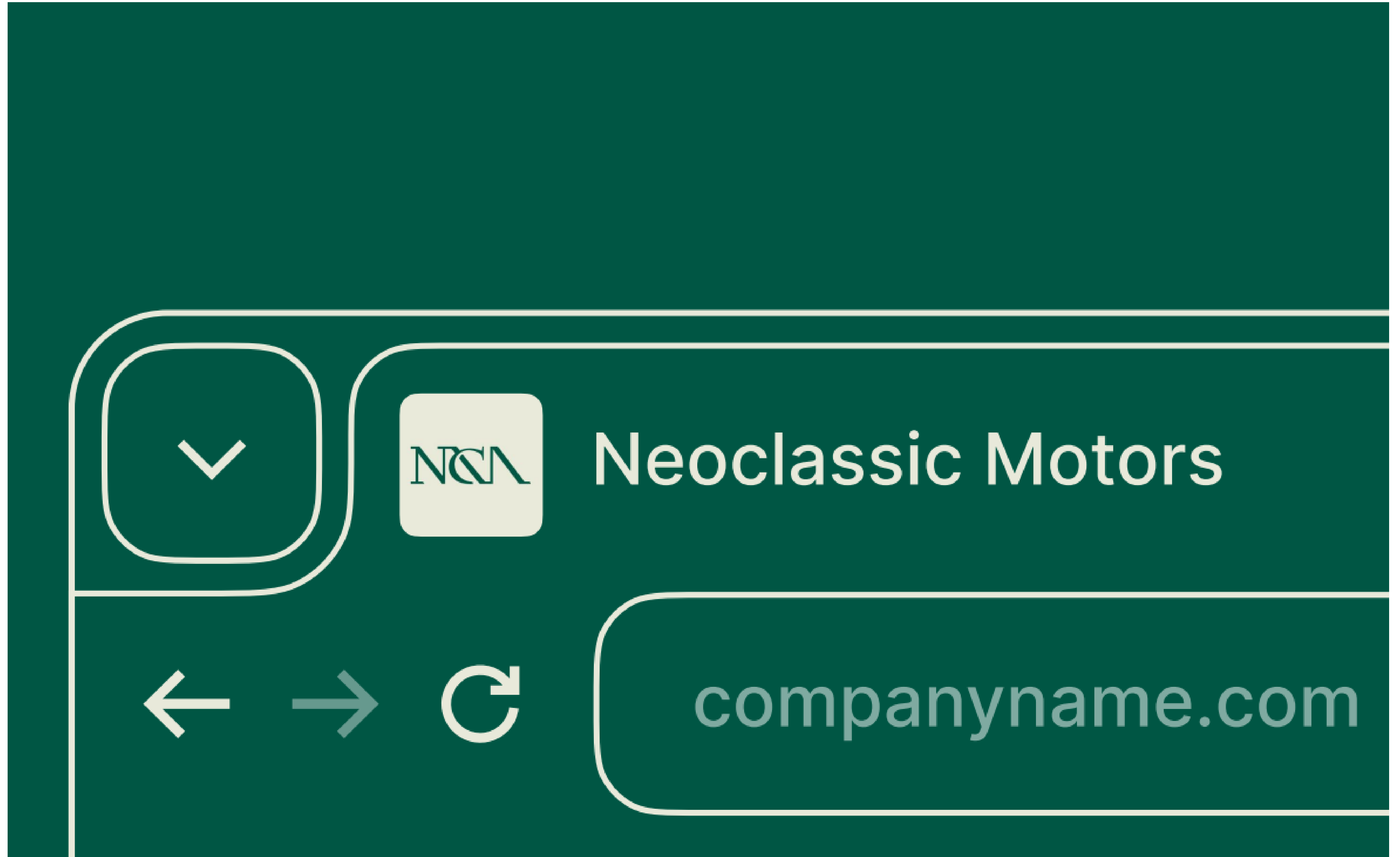
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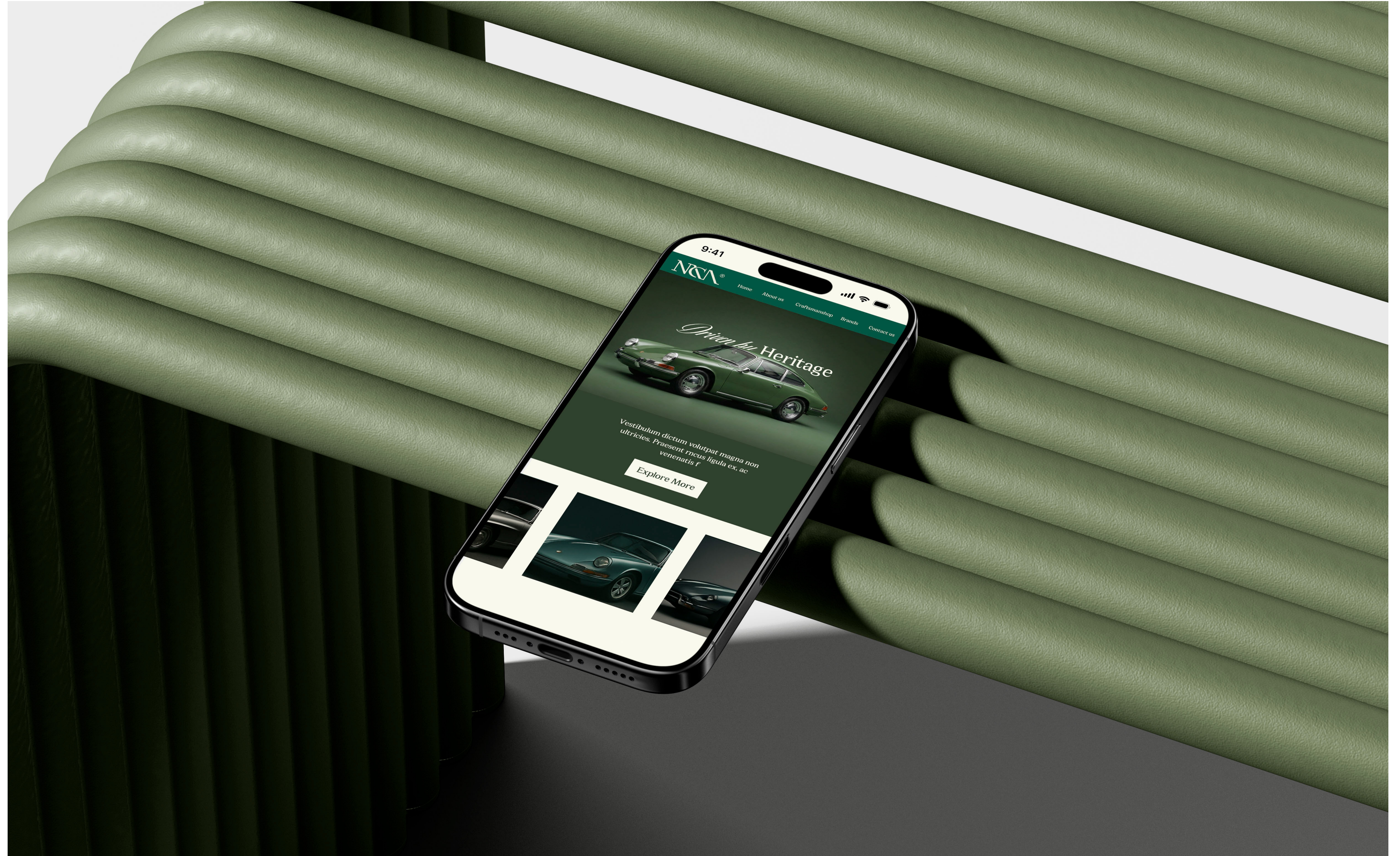
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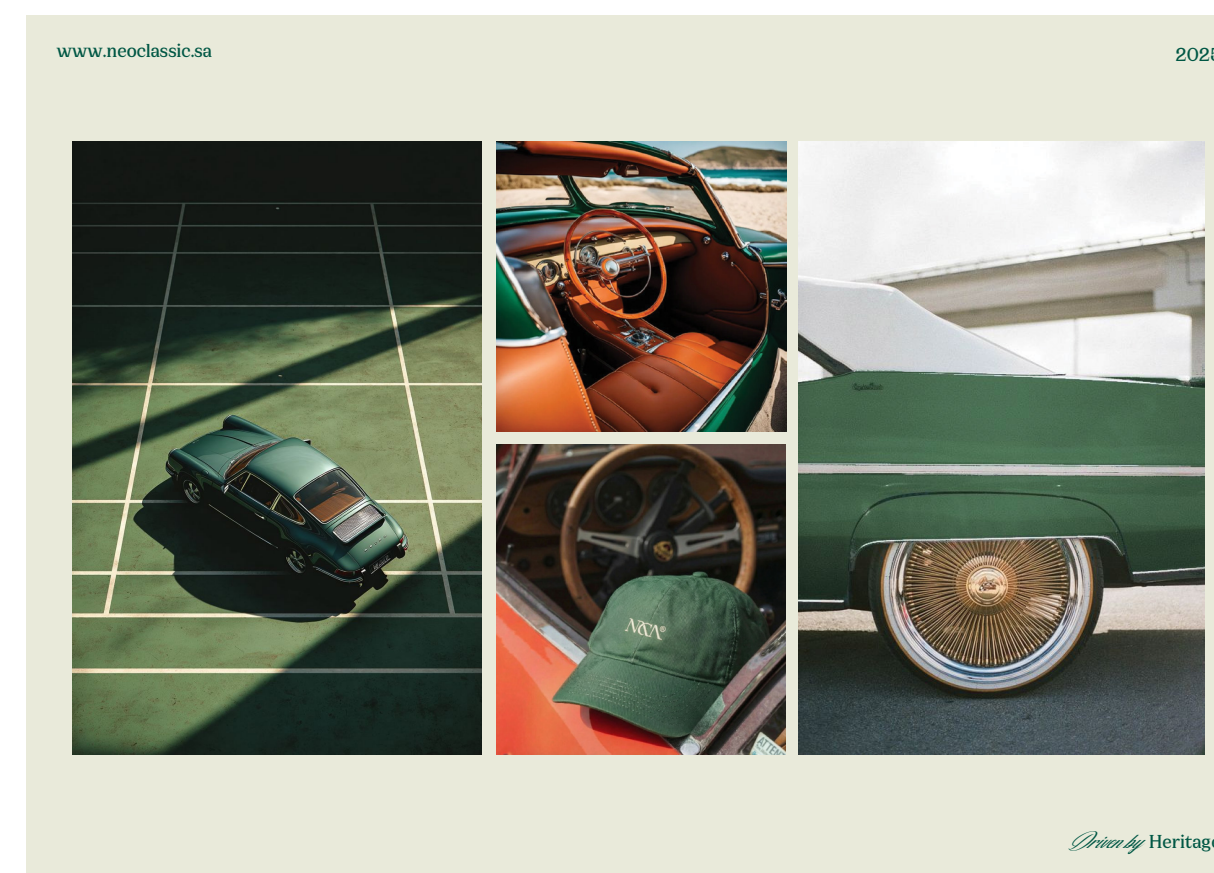
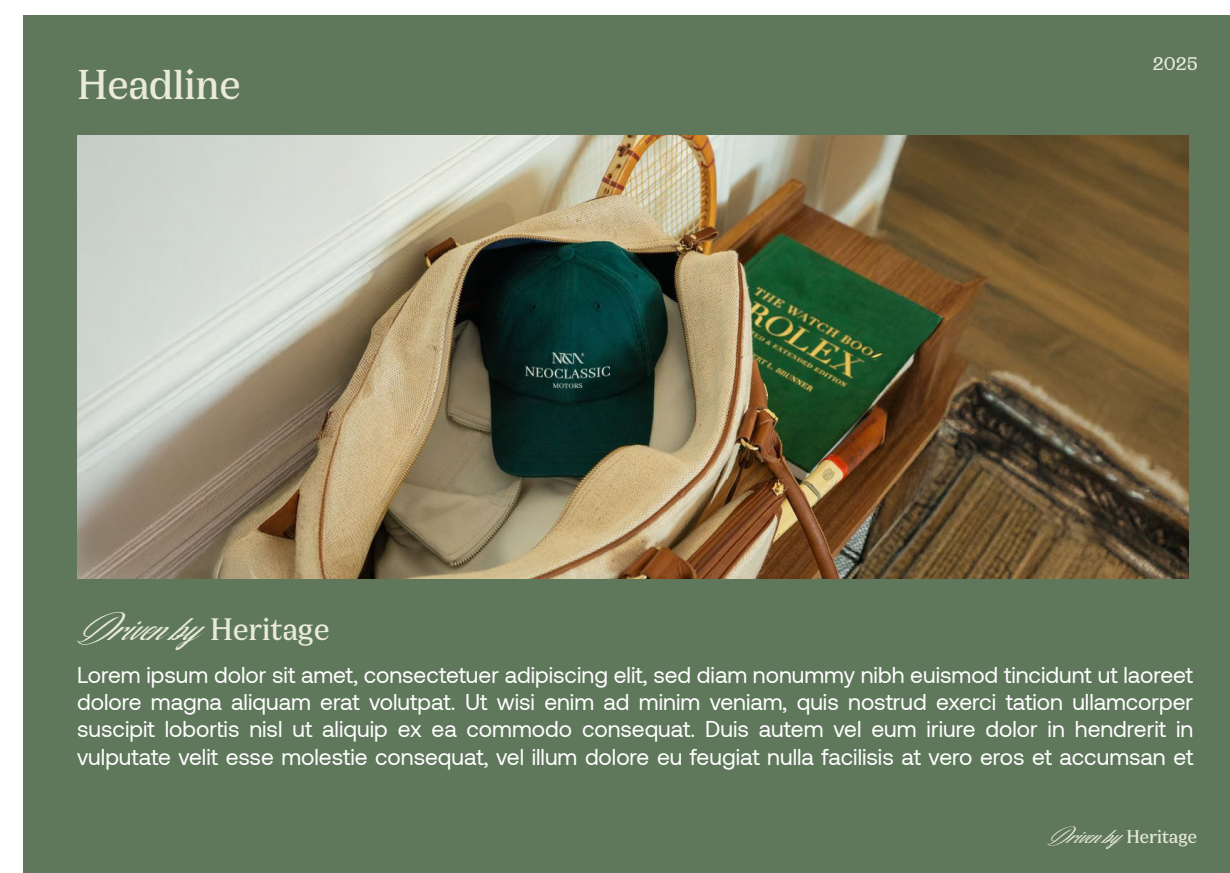
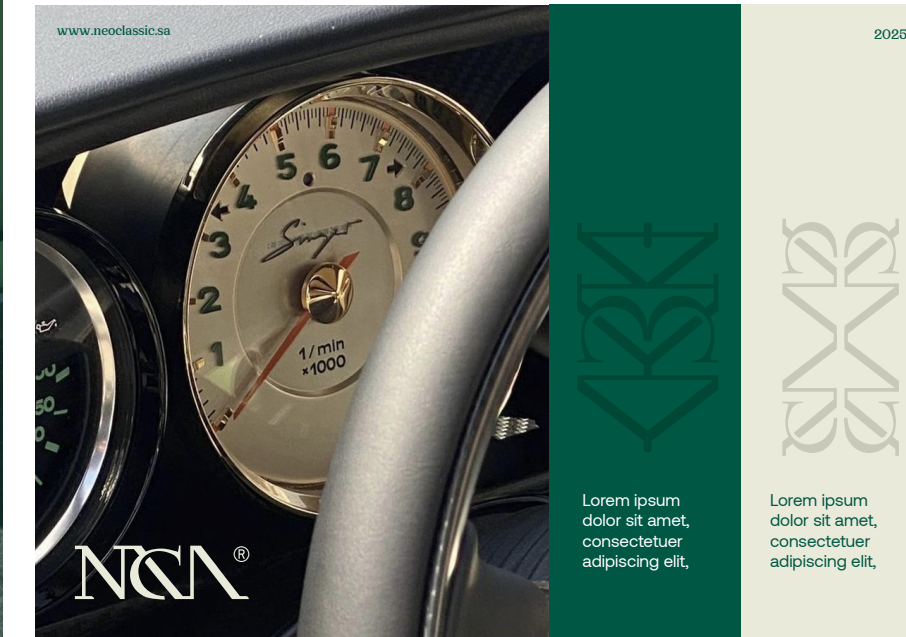
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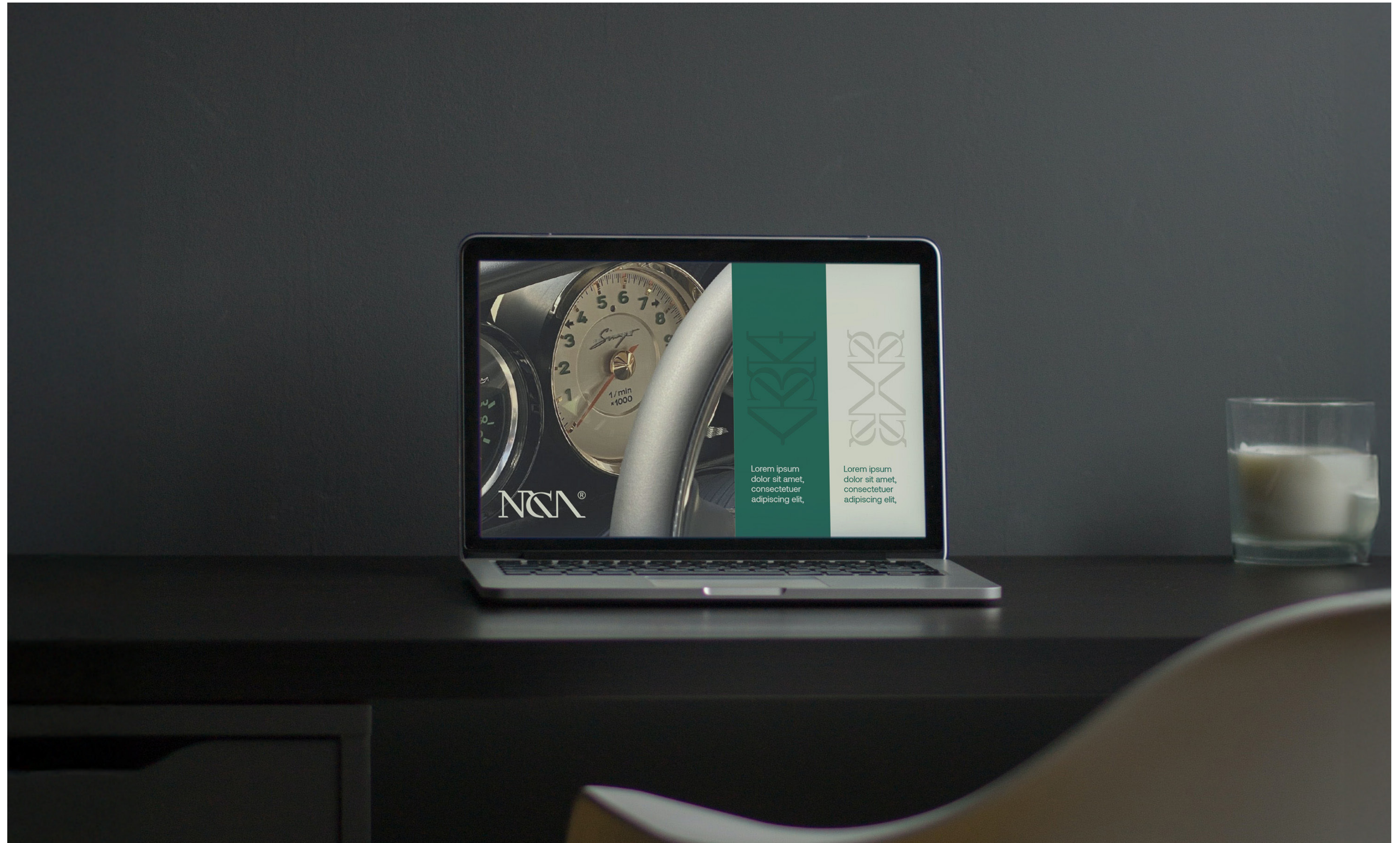
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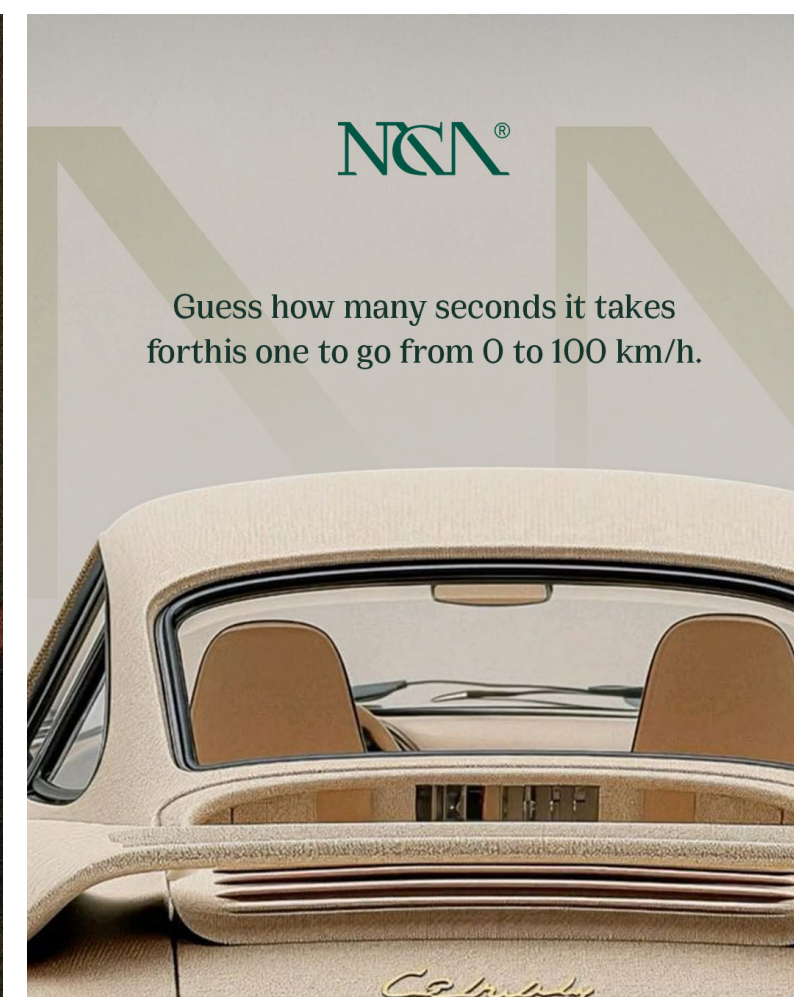
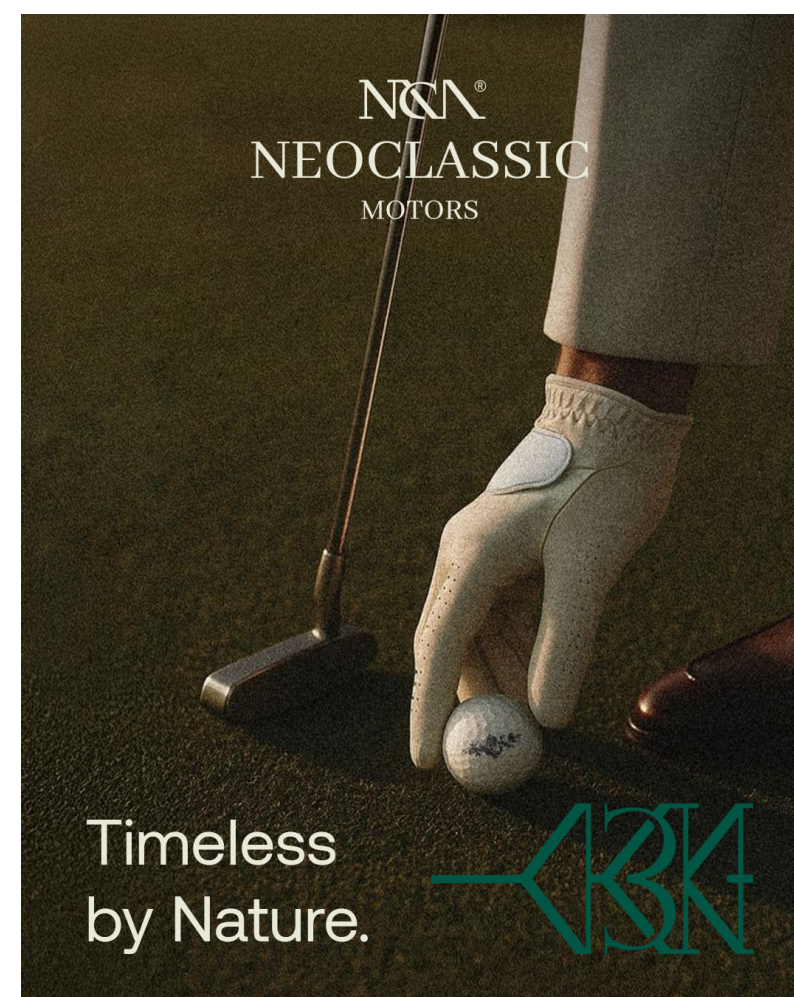
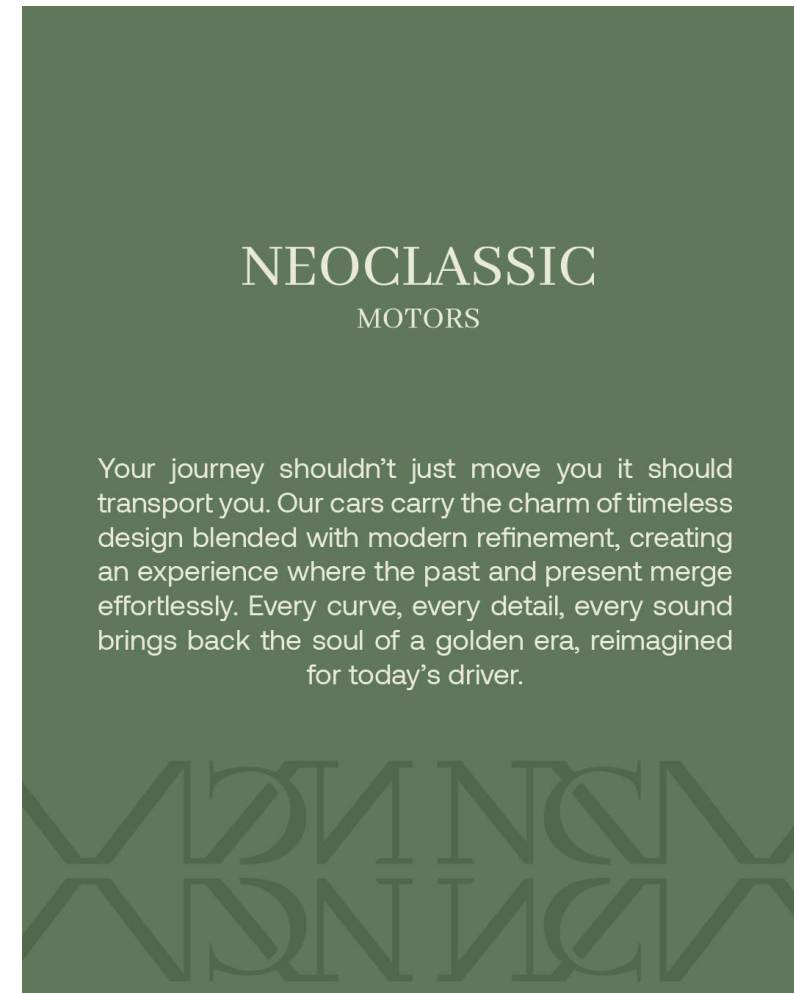
- Social media posts
- Instagram Highlights
- Instagram Grid

# Social Media Posts

These are some directions in designing social media posts for Instagram, Facebook, etc. More than one different design has been worked on so that you can get inspiration from the design soul in the brand.

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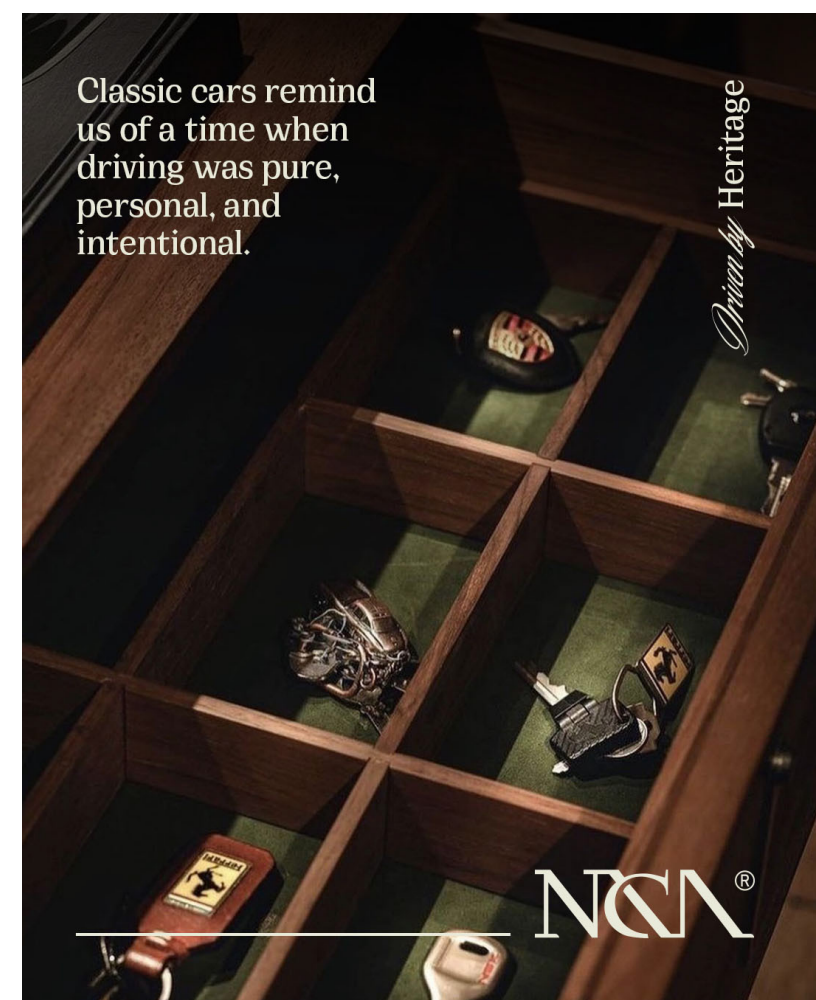


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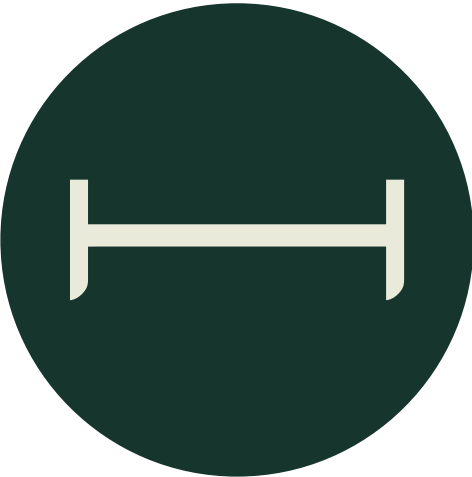


# Instagram Highlights

Our Instagram highlight covers are designed to maintain a clean, cohesive, and elegant look across the brand's social presence. They reflect the identity of Neoclassic Motors while keeping the interface visually organized and refined.

## Table of content

- Introduction
- Logo
- Colors
- Typography
- Photography
- Iconography
- Graphic Elements
- Grid System
- Business Collaterals
- Social Media**

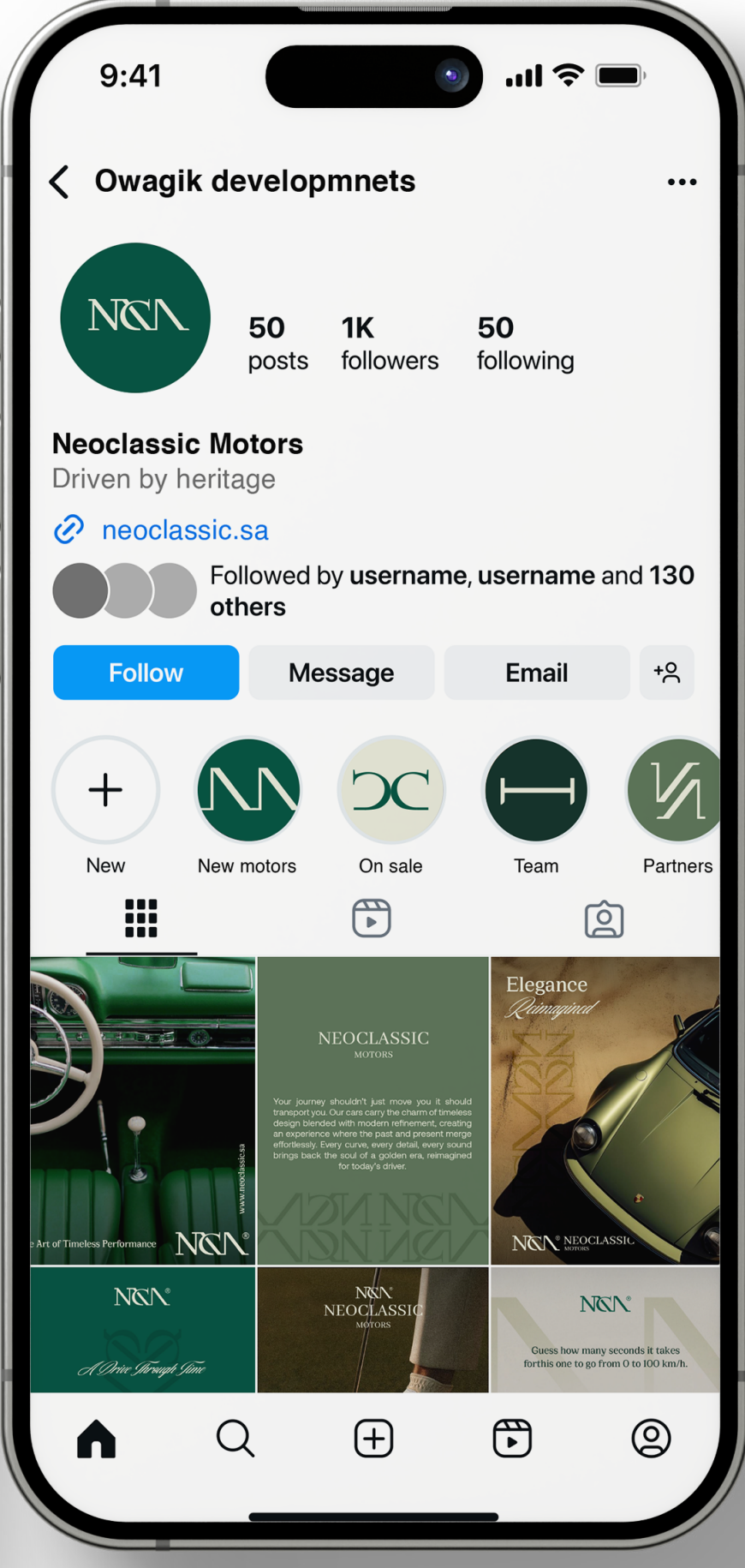


# Instagram Grid

Our social media designs reflect the brand’s refined aesthetic, combining elegant typography, rich visuals, and a cohesive layout system. These posts and profile elements demonstrate how Neoclassic Motors comes to life across digital platforms with a consistent and premium visual identity.

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NEOCLASSIC MOTORS

Thank You

NCN<sup>®</sup>

ESLAM  
ESSAM  
DESIGNS

ROOTS<sup>®</sup>  
CONCEPTS