

BRAND IDENTITY FOR VOX CAR COMPANY

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BRAND PROFILE

ABOUT

VOX makes super fast self-driving cars using data from difficult to navigate terrain. We want to empower people everywhere to spend more time living life and less time on the road.

TAGLINE

Get faster to life™

VALUES: We are driven by...








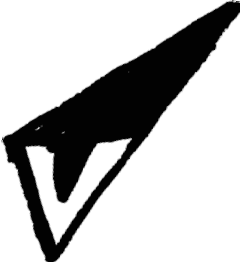
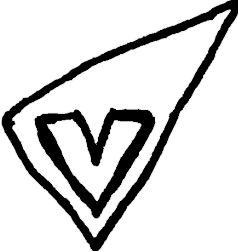



- | | |
|------------|---------------------------------|
| Simplicity | To think clearly. |
| Adventure | To take the road less traveled. |
| Honesty | To always seek the truth. |

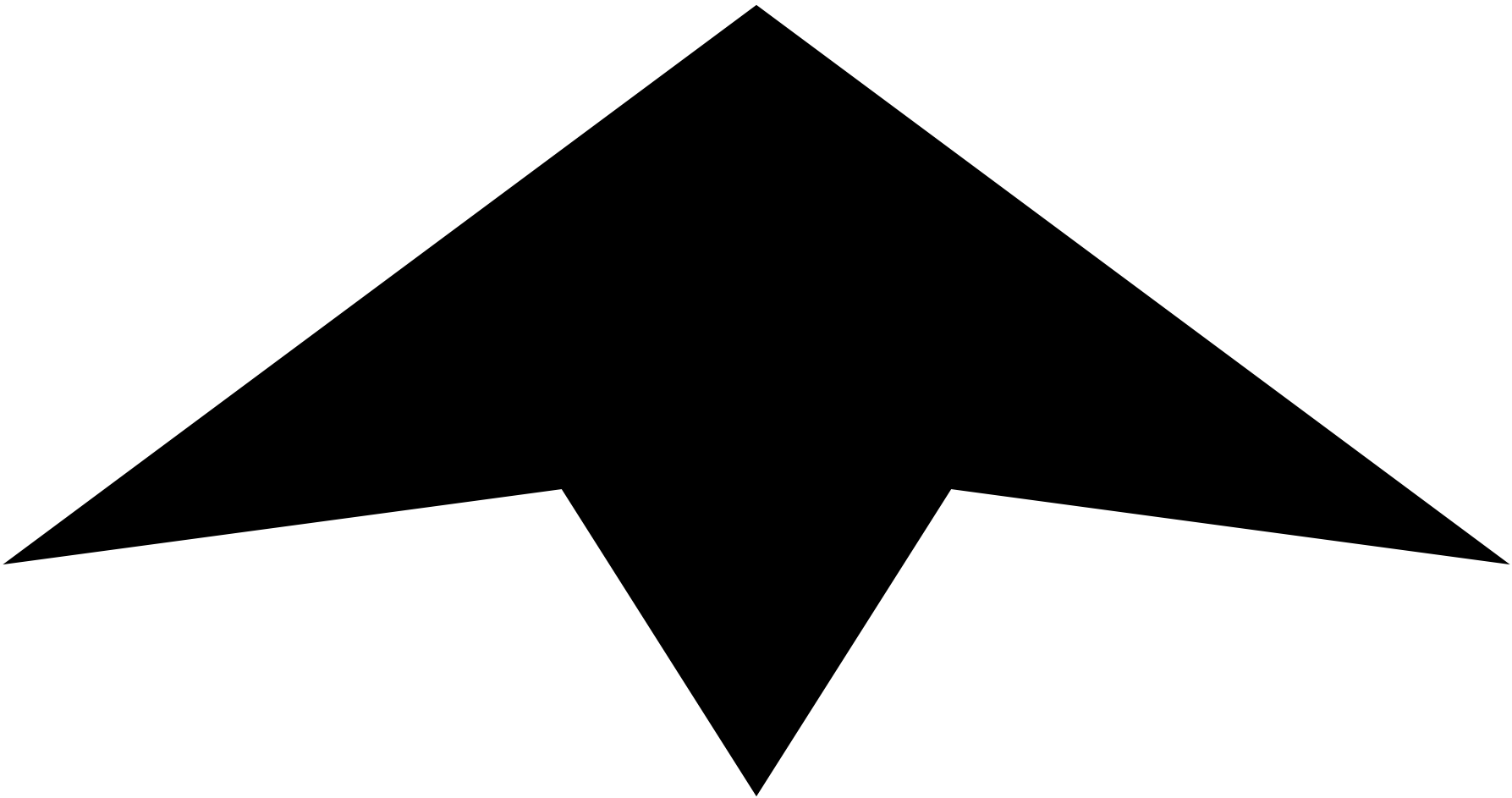
BRAND MOOD

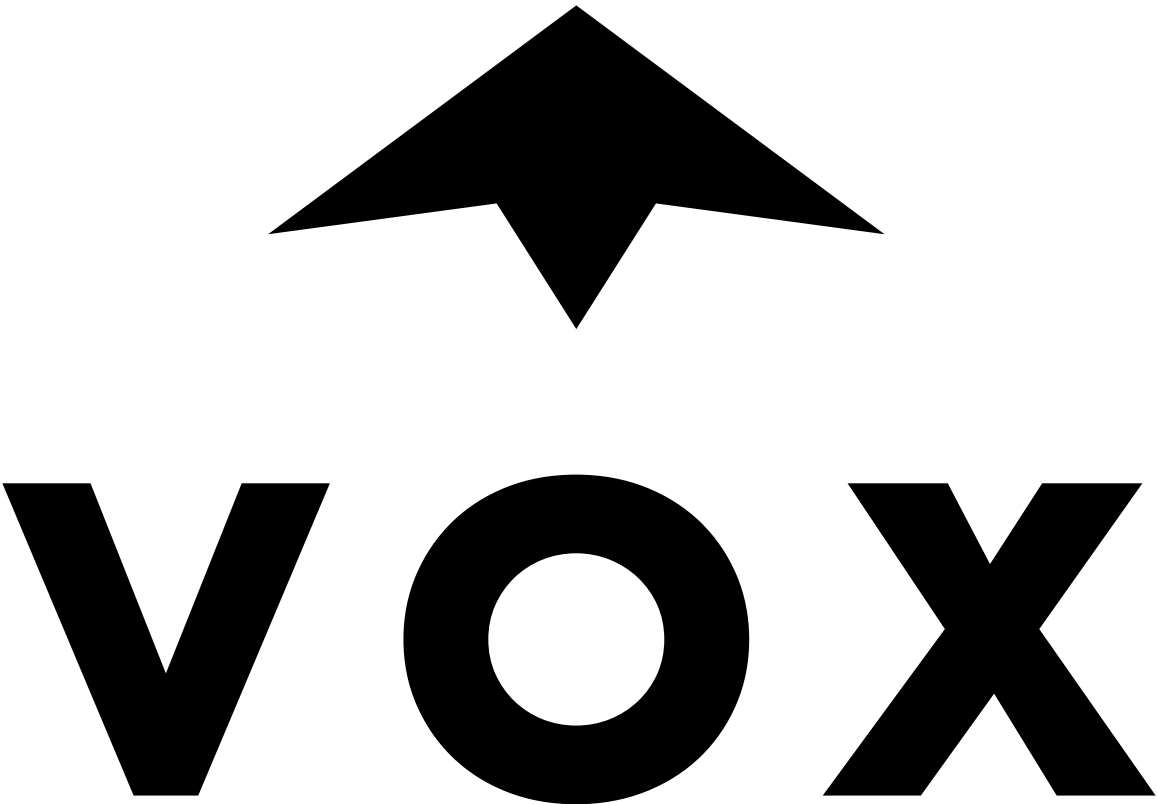
WARM, ELEGANT, SEDUCTIVE,
VIBRANT, AMBITIOUS, LUXURIOUS,
LEISURE, ADVENTUROUS.



LOGO SKETCHES

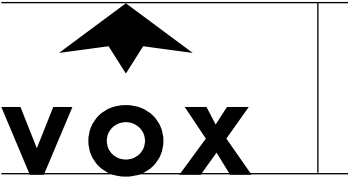
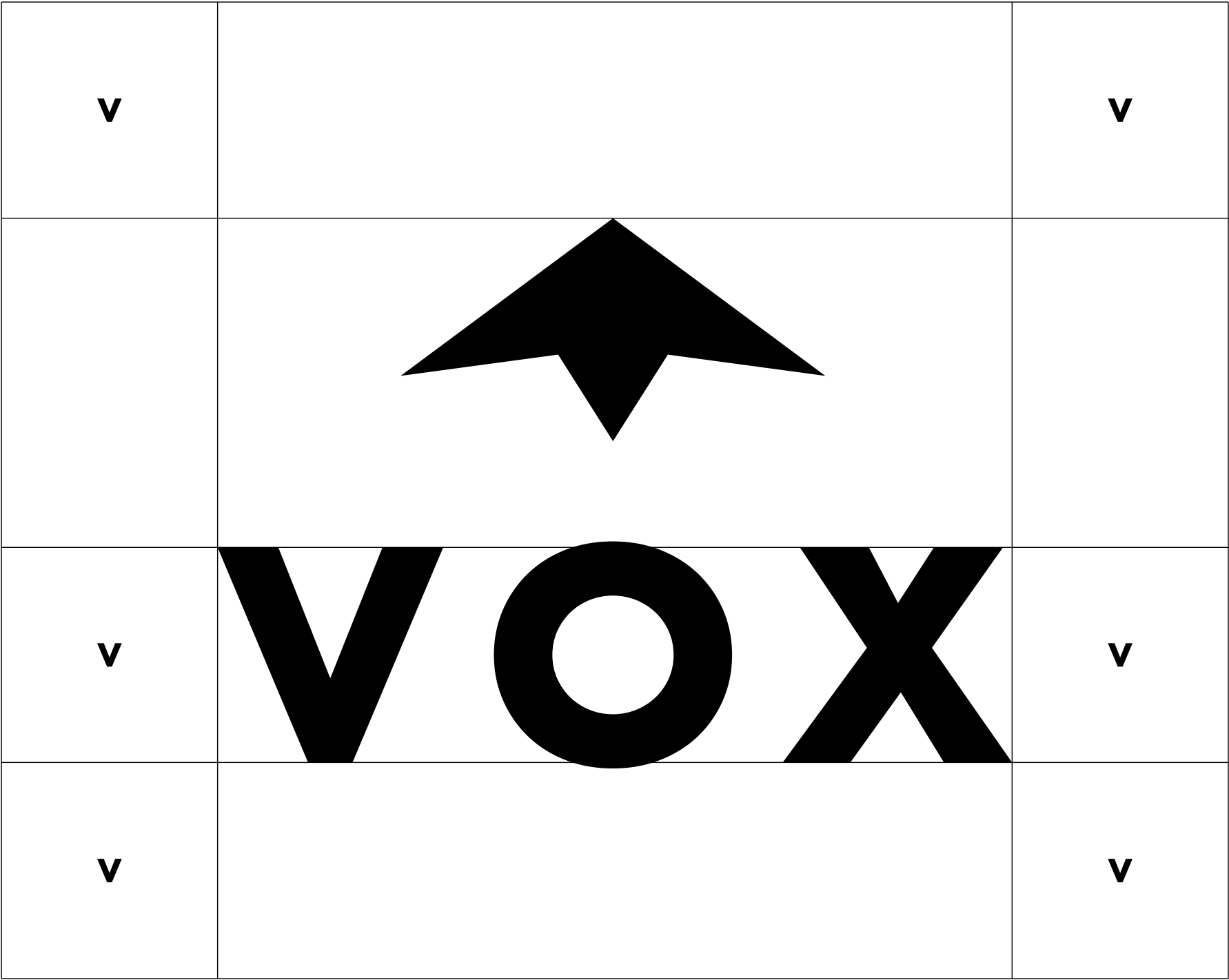
		
		
		
		





LOGO PLACEMENT

“V” the height of the logo type is the minimum safe space around the logo.



15mm is the minimum logo height.

BRAND COLOR

PANTONE 2728 C
HEX 0047BB
RGB 0 71 187
CMYK 94 69 0 0

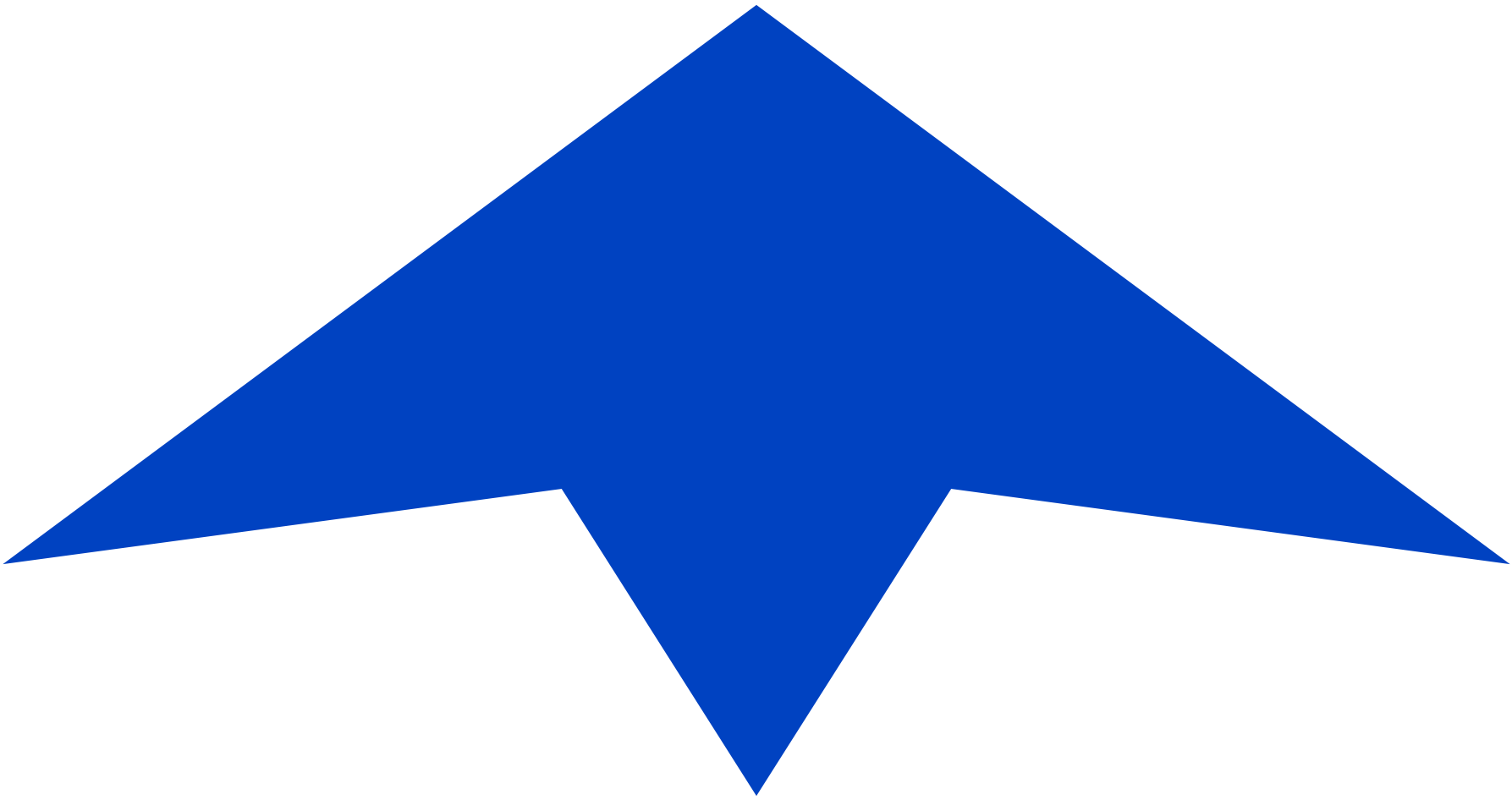




LOGO IN COLOR



LOGO IN COLOR



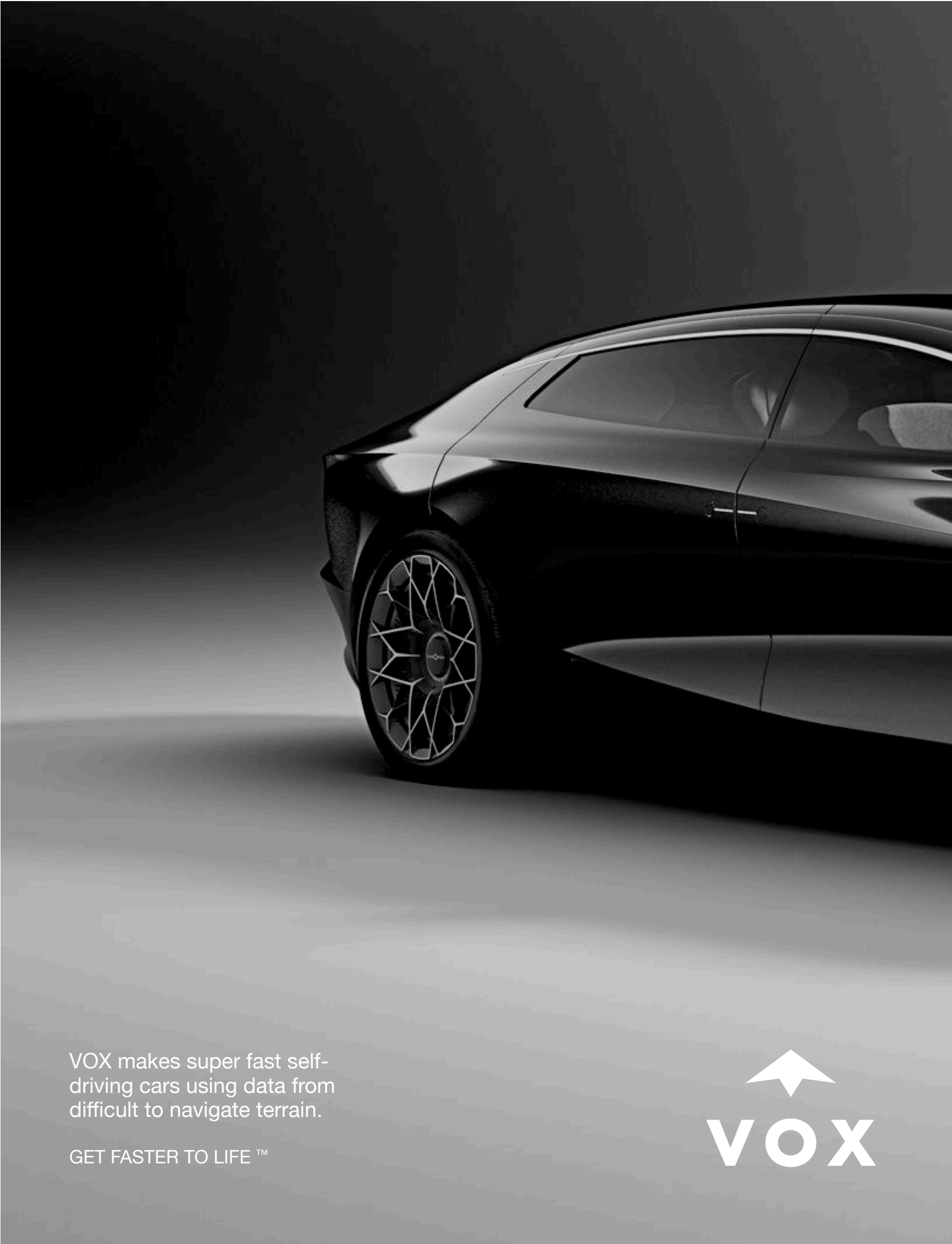
BRAND TYPEFACE
HELVETICA NEUE REGULAR

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

VOX makes super fast self-driving cars using data from difficult to navigate terrain.

GET FASTER TO LIFE™

BRAND IN USE



VOX makes super fast self-driving cars using data from difficult to navigate terrain.

GET FASTER TO LIFE™

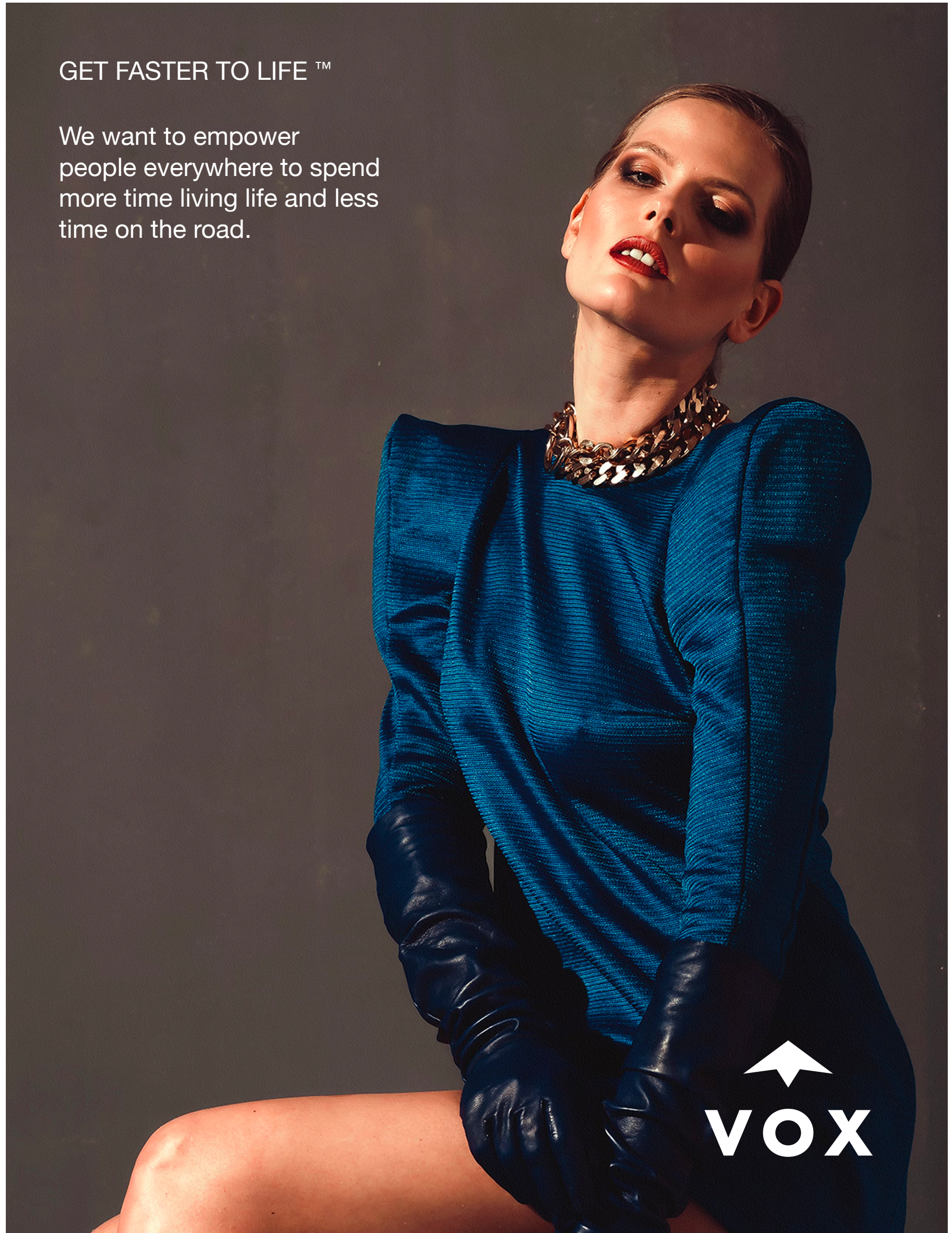


GET FASTER TO LIFE™



GET FASTER TO LIFE™

We want to empower
people everywhere to spend
more time living life and less
time on the road.



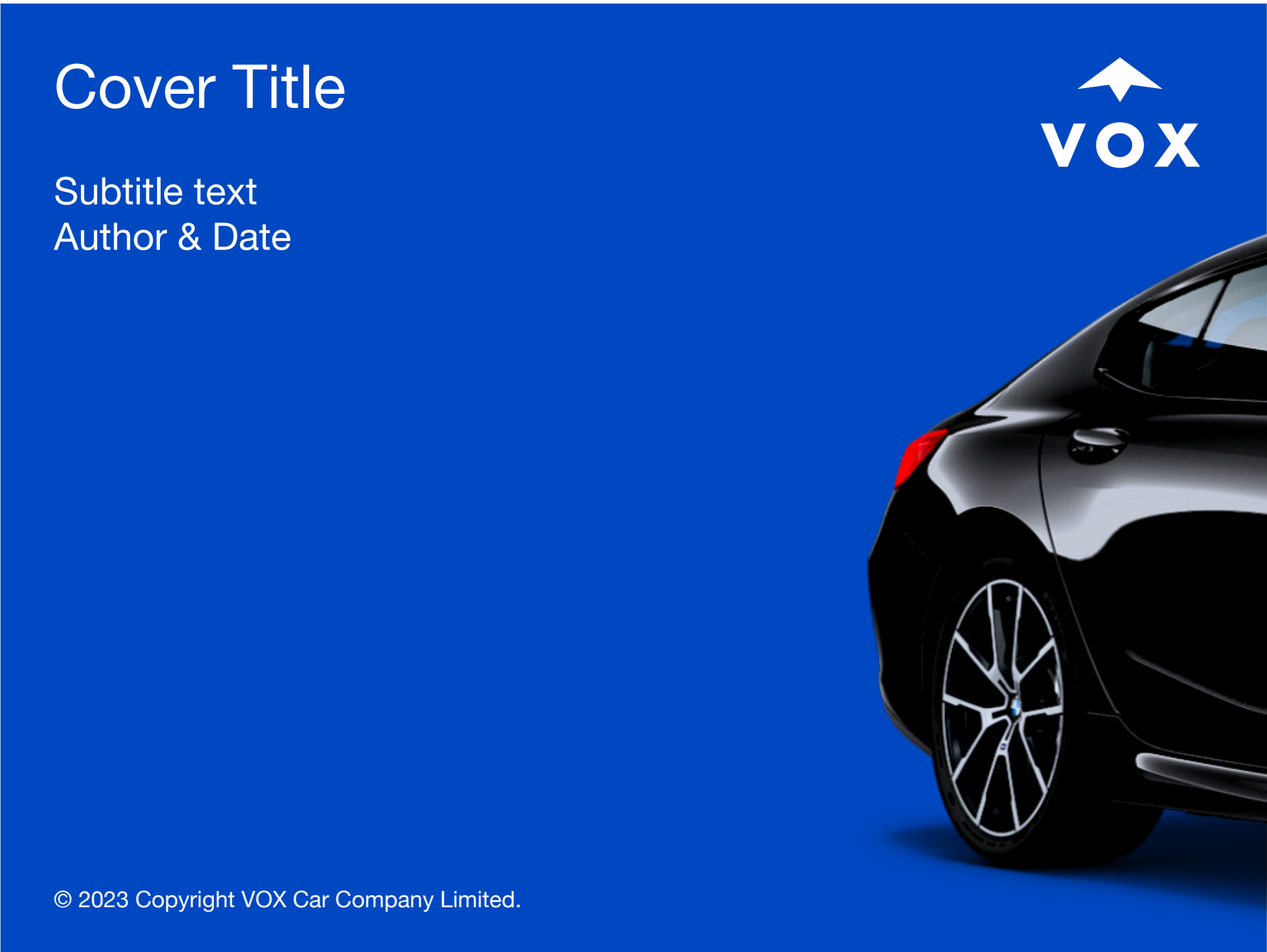
BRAND IN USE



James Goram
Director
jamesgoram@voxlife.com
+33 753 228 1909

20 Rue Lafayette Paris, France . www.voxlife.com

20 Rue Lafayette Paris, France . www.voxlife.com



Slide heading

VOX makes super fast self-driving cars using data from difficult to navigate terrain. We want to empower people everywhere to spend more time living life and less time on the road.

Get faster to life™

- **Simplicity:** to think clearly.
- **Adventure:** to take the road less traveled.
- **Honesty:** to always seek the truth.

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Slide heading

Table heading 1

Table heading 2

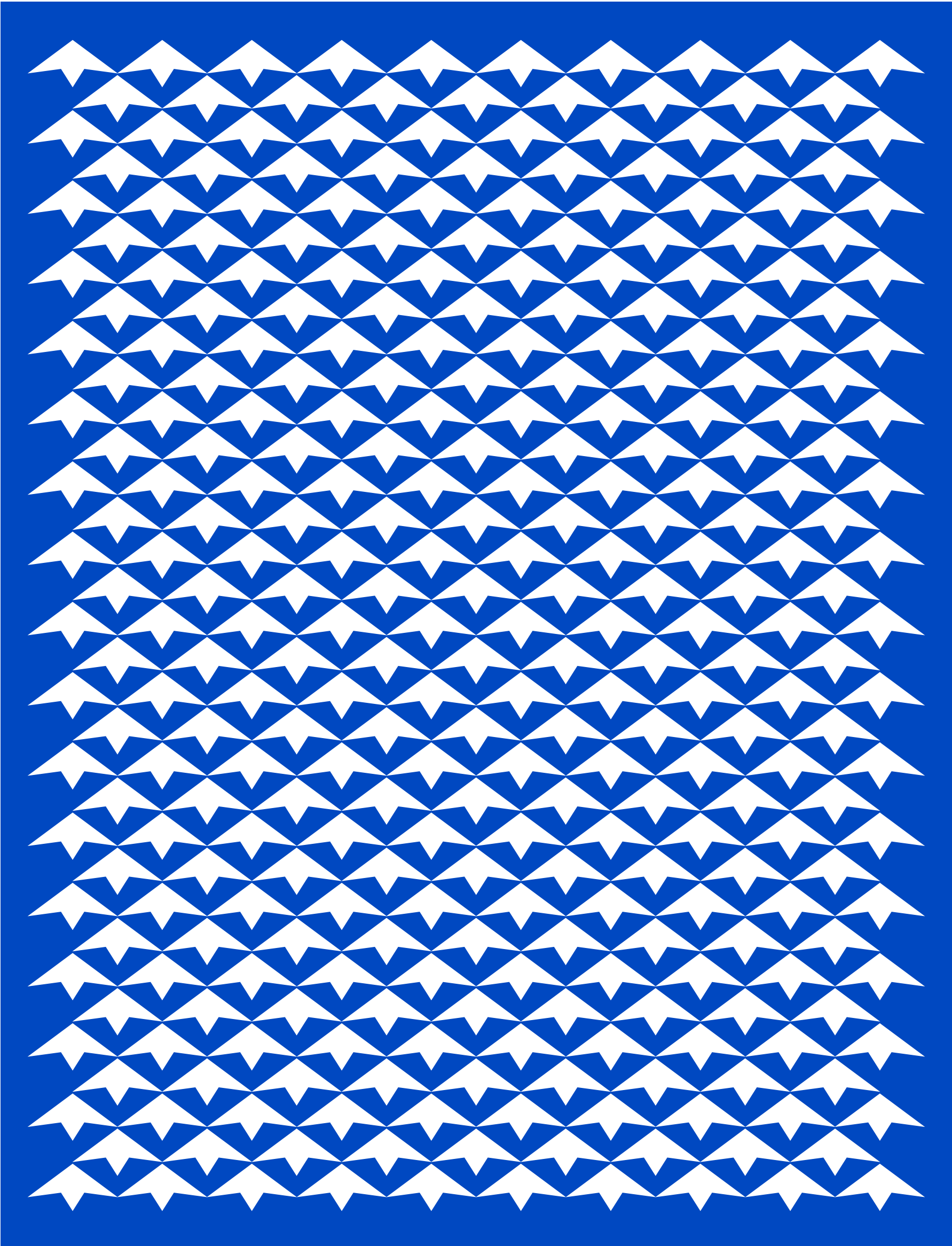
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Table heading 4

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BRAND IN USE





SUMMARY & ASSETS

This document represents the foundational elements of VOX's brand identity, providing powerful and easy to use tools for all VOX's communications needs.

Continuous use will reveal new applications and opportunities to grow the VOX brand. For inquiries or to learn more about VOX, email info@voxlife.com.

ASSETS LIBRARY

Last updated: 5 October 2023.

- [Logo files](#)
- [Design templates](#)
- [Typeface](#)
- [Images](#)

Designed in London, United Kingdom.

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