



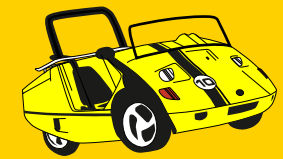
BRAND GUIDELINES

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- A vibrant yellow collage featuring various travel-related images. At the top left, a red heart is positioned above a photo of two people in a yellow GoCar. To the right is a large photo of the Golden Gate Bridge. Further right is a photo of a yellow GoCar on a tour. Below the Golden Gate Bridge is a photo of the Statue of Liberty and the New York City skyline at night. To the left of the Statue of Liberty is a large circular sign for Fisherman's Wharf, San Francisco. Below the sign is a photo of a statue of a sailor. To the right of the sailor statue is a photo of a yellow GoCar on a street. Below the GoCar on the street is a photo of the Venetian in Las Vegas at night. The collage is decorated with a yellow star, a red heart, and three red circles at the bottom.

01

GoCar Tours Manifesto



OUR PURPOSE

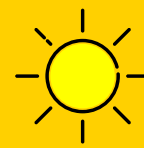
Unique & Awesome Experiences



OUR VALUES

Happiness

Happy people make a happy company



OUR VALUES

Customer First

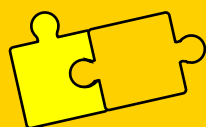
We're a people business, providing fun



OUR VALUES

Teamwork

We're all connected, every position matters and impacts the whole team



OUR VALUES

Dependable

You can count on us to deliver, or make it right



OUR VALUES

Looking Good

We care about our image and pay attention to details



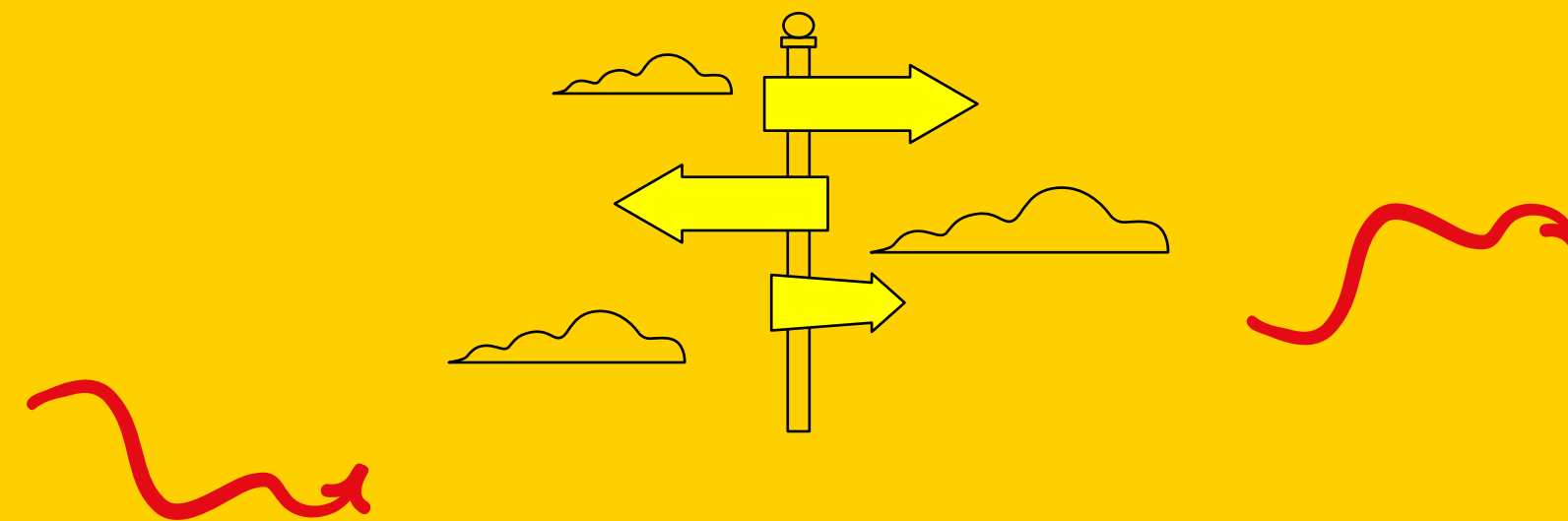


About GoCar Tours

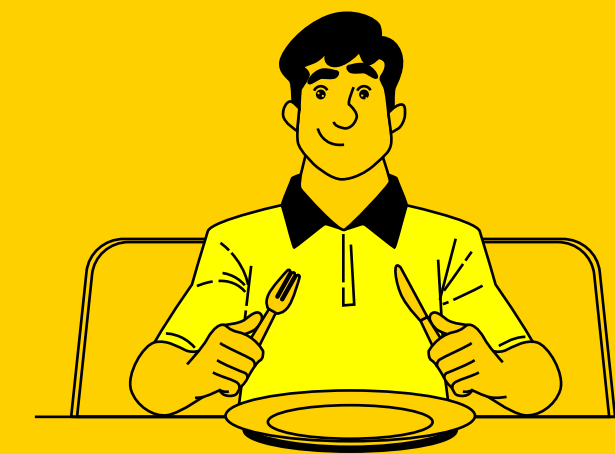
The GoCar takes you to spectacular places few visitors get to see. It's like having a local show you around. And this little car can go where the tour buses can't. Best of all, the sightseeing adventure happens at your pace.



**You can stop
for photos**



Take detours



**Grab a coffee
or lunch**

GoCar GPS Network

The latest GPS guided tour technology for self-guided driving tours. This technology creates a unique experience for guests on self-guided driving tours. The GPS takes guests to all the best sites, recommends restaurants, cracks jokes, and tells the stories that bring a destination to life.

03

GoCar Locations



04

Logo



Primary Logo



Secondary Logo

- ▶ Wherever the logo appears, make sure there's space around it equivalent to the height of the letter A
- ▶ Do not modify the logo in any way
- ▶ Do not change the typeface or color
- ▶ Do not distort or warp the logo in any way
- ▶ Do not apply effects



05

Typography

We use the Google Font Alexandria as our primary typeface.

- ▶ Black for H1
- ▶ Medium for H2
- ▶ Light for body copy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1234567890!@#\$%^&*()-+

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1234567890!@#\$%^&*()-+

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1234567890!@#\$%^&*()-+

06

Color Palette

This is the only color palette that should be used throughout all communications to ensure brand consistency.

Yellow

HEX #FFFF00

RGB 255, 255, 0

CMYK 0, 0, 100, 0

Jonquil

HEX #FFD000

RGB 255, 208, 0

CMYK 0, 18, 100, 0

Red

HEX #E40B14

RGB 228, 11, 20

CMYK 0, 95, 91, 11

Black

HEX #000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100



Images

Utilizing lifestyle photography allows us to authentically capture real human emotions, emphasizing the brand's best features and product strategically.

- ▶ Edit images with a rich color
- ▶ Be aware of the background and edit if necessary
- ▶ Do not make unrealistic Photoshop compositions



BEFORE & AFTER

08

Graphics & Advertising

Social media graphics and ads must appear clean and balanced, allowing the photography to stand out.

- ▶ The image used should always match the location mentioned in the ad or caption (unless the image is very generic and the location cannot be identified)
- ▶ If necessary, remove people or distracting elements from the background in order to achieve a clean look
- ▶ Make sure the image you choose suits the message you wish to deliver
- ▶ Use fun, energetic images of people having a good time

