

# Brandbook

*Grand Automotive / 2024*

*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*

**Brand introduction***Design values**Logo guidelines**Brand mark**Color palette**Typography**Presentation**Social media**Print**Flags**Email signature*

Grand Automotive aspires to connect people around Europe with excellent vehicles that improve the quality of mobility.

*Brand introduction*

***Design values***

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*

Leading edge  
Clear  
Innovative  
Adventurous

*Brand introduction*

*Design values*

***Logo guidelines***

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*

# Grand Automotive LLP

## Taavura Group

*Full text*

[Click to download](#)

*Brand introduction*

*Design values*

***Logo guidelines***

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*

# Grand Automotive LLP

## Taavura Group

*Full text*

[Click to download](#)

*Brand introduction*

*Design values*

***Logo guidelines***

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*

# Grand Automotive

*Short text*

[Click to download](#)

*Brand introduction*

*Design values*

***Logo guidelines***

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*

# Grand Automotive

*Short text*

[Click to download](#)



*Brand introduction*

*Design values*

*Logo guidelines*

**Brand mark**

*Color palette*

*Typography*

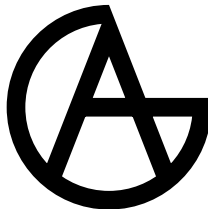
*Presentation*

*Social media*

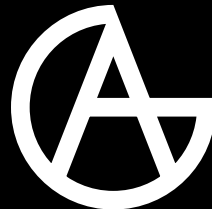
*Print*

*Flags*

*Email signature*



[Click to download](#)



[Click to download](#)

*Brand introduction*

*Design values*

*Logo guidelines*

**Brand mark**

*Color palette*

*Typography*

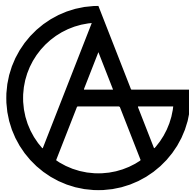
*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*



**Grand Automotive** LLP  
Taavura Group

[Click to download](#)

*Brand introduction*

*Design values*

*Logo guidelines*

**Brand mark**

*Color palette*

*Typography*

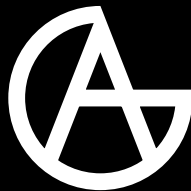
*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*



**Grand Automotive** LLP  
Taavura Group

[Click to download](#)

*Brand introduction*

*Design values*

*Logo guidelines*

**Brand mark**

*Color palette*

*Typography*

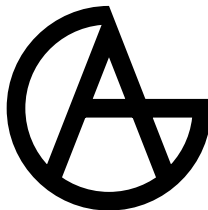
*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*



**Grand Automotive** LLP

Taavura Group

[Click to download](#)

*Brand introduction*

*Design values*

*Logo guidelines*

***Brand mark***

*Color palette*

*Typography*

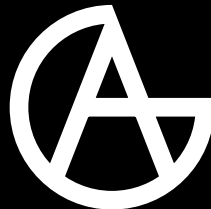
*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*



**Grand Automotive** LLP  
Taavura Group

[Click to download](#)

*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

**Color palette**

*Typography*

*Presentation*

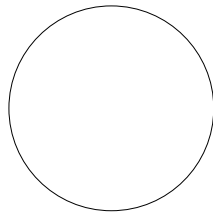
*Social media*

*Print*

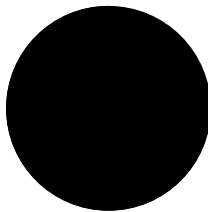
*Flags*

*Email signature*

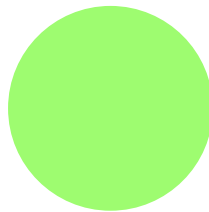
*GA Primary colors*



*White*



*Black*

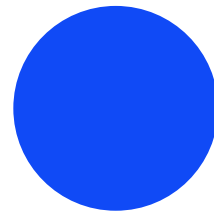


*New Green*

R 158 / G 252 / B 112  
C 37% / M 0% / Y 78% / K 0%

#9efc70

*GA Secondary color*



*Bright Blue*

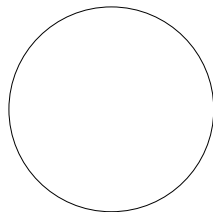
R 16 / G 74 / B 246  
C 84% / M 70% / Y 78% / K 0%

#104af6

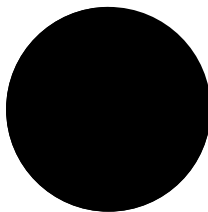
- Brand introduction
- Design values
- Logo guidelines
- Brand mark
- Color palette**
- Typography
- Presentation
- Social media
- Print
- Flags
- Email signature

*Taavura Primary colors*

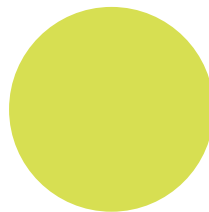
*Taavura Secondary color*



*White*



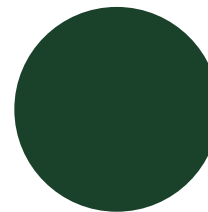
*Black*



*Taavura Green*

R 215 / G 223 / B 82  
C 19% / M 1% / Y 83% / K 0%

#d7df52



*Taavura Dark Green*

R 26 / G 65 / B 42  
C 82% / M 47% / Y 83% / K 54%

#1a412a

*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

***Color palette***

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*



[Click to download](#)



[Click to download](#)



*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

***Color palette***

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*



[Click to download](#)



[Click to download](#)

# Helvetica Neue

*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

**Typography**

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*

Thin

Light

Regular

Medium

**Bold**

abcdefghijklm-  
nopqrstuvwxyz

abcdefghijklm-  
nopqrstuvwxyz

abcdefghijkl-  
mnopqrstu-  
vwxyz

abcdefghijkl-  
mnopqrstu-  
vwxyz

**abcdefghijkl-  
mnopqrstu-  
vwxyz**

ABCDEF-  
GHIJKLM-  
NOPQRSTUX-  
WXYZ

ABCDEF-  
GHIJKLM-  
NOPQRSTUX-  
WXYZ

ABCDEF-  
GHIJKLM-  
NOPQRSTUX-  
WXYZ

**ABCDEF-  
GHIJKLM-  
NOPQRSTUX-  
WXYZ**

**ABCDEF-  
GHIJKLM-  
NOPQRSTUX-  
WXYZ**

*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

**Presentation**

*Social media*

*Print*

*Flags*

*Email signature*

File highlights

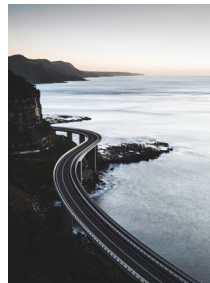
1/8



Grand Automotive is expanding its operations in Europe.

File highlights

2/8



Grand Automotive is a major automotive group in the CEE/SEE region; we possess a strong knowledge of that region and will sell there in 2023 over 50,000 vehicles.

File highlights

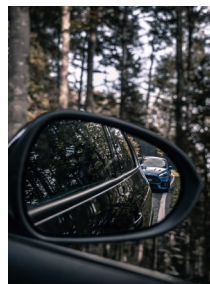
6/8



We invest significantly in tailor-made IT solutions which enable us to optimize our business processes and facilitate an optimal omni-channel customer journey to meet current and future customer demands.

File highlights

7/8



We provide financing, insurance, long-term rental arrangements, buy-backs, various mobility solutions and continue to invest and upgrade customer service and digitalization.

Brand introduction

Design values

Logo guidelines

Brand mark

Color palette

Typography

**Presentation**

Social media

Print

Flags

Email signature

After we speak

After we speak

**Our digital customer journey**

A seamless end-to-end online/offline customer experience.

Tailor-made IT solutions enable optimization of business processes and facilitate an optimal omni-channel customer journey.

We provide a seamless digital customer journey which enables a standard level of service through any digital communication channel; solution enables process/journey which is natural, intuitive, logical and user friendly whether our customer is at a showroom or using his/her mobile phone.

After we speak

After we speak

An interactive Loyalty Mobile App enabling two-way communication with customers.

Digital capabilities allowing to gather information and understand customer behavior patterns and use the best channels to carry the process during various stages of the customer journey.



After we speak

After we speak

**Strong IT Infrastructure – Focus on Digitalization**

Strong IT infrastructure with automated and streamlined processes through integration with available manufacturer systems; Integrates all dealership functions and processes; full connectivity between financial system & BI.

Our entire dealer network operates in a single common Dealer Management System (DMS);

Allowing us to anticipate areas of concern and potential business improvement.

After we speak

After we speak

Bank leasing

LENDICA

Client

3S outlet NEW CAR point of purchase

**Financing: online vehicle payment in <10 minutes**

+ Consumer purchase financing is rapidly evolving driven by the change in customer expectations as well as regulatory and technological framework.

+ Our project is geared towards the next generation of lending infrastructures by leveraging benefits of open banking. Fully digitalized loan/leasing process which enables quick and easy use.

+ Project co-developed with a bank, insurance and an IT company in Croatia; Ford will be the first automobile brand in the market regarding which such a service is offered.

*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

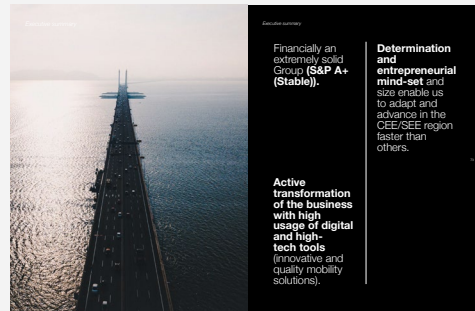
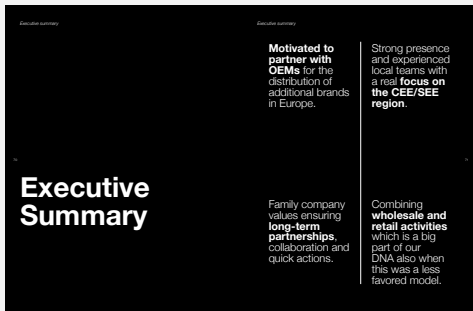
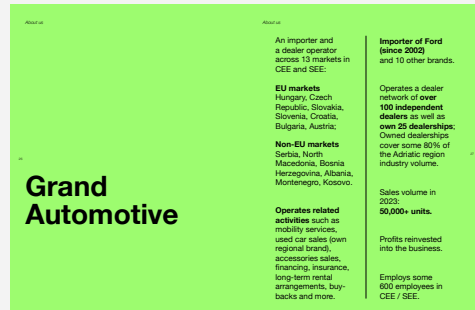
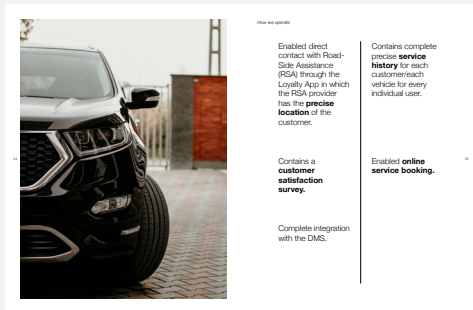
*Presentation*

*Social media*

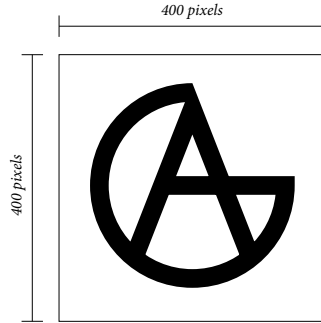
*Print*

*Flags*

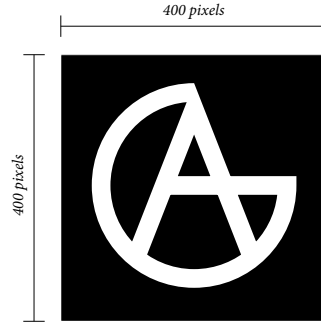
*Email signature*



- Brand introduction*
- Design values*
- Logo guidelines*
- Brand mark*
- Color palette*
- Typography*
- Presentation*
- Social media***
- Print*
- Flags*
- Email signature*

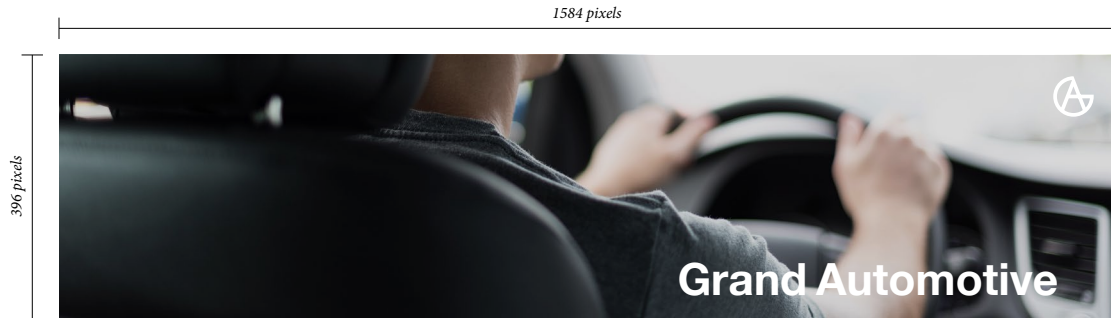


or



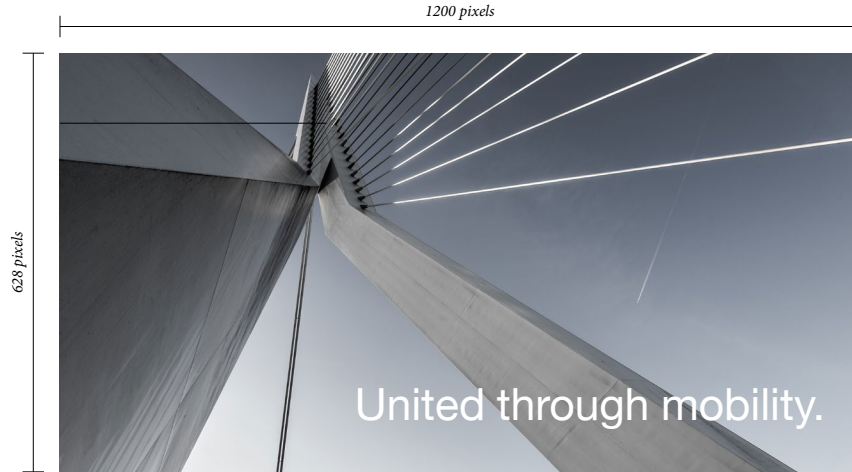
*LinkedIn profile photo*

- Brand introduction*
- Design values*
- Logo guidelines*
- Brand mark*
- Color palette*
- Typography*
- Presentation*
- Social media***
- Print*
- Flags*
- Email signature*



*LinkedIn cover photo*

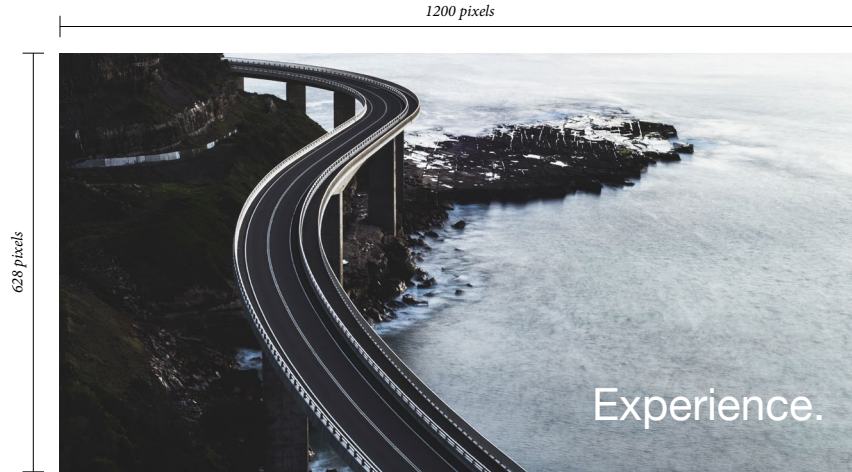
- Brand introduction*
- Design values*
- Logo guidelines*
- Brand mark*
- Color palette*
- Typography*
- Presentation*
- Social media***
- Print*
- Flags*
- Email signature*



*LinkedIn post*

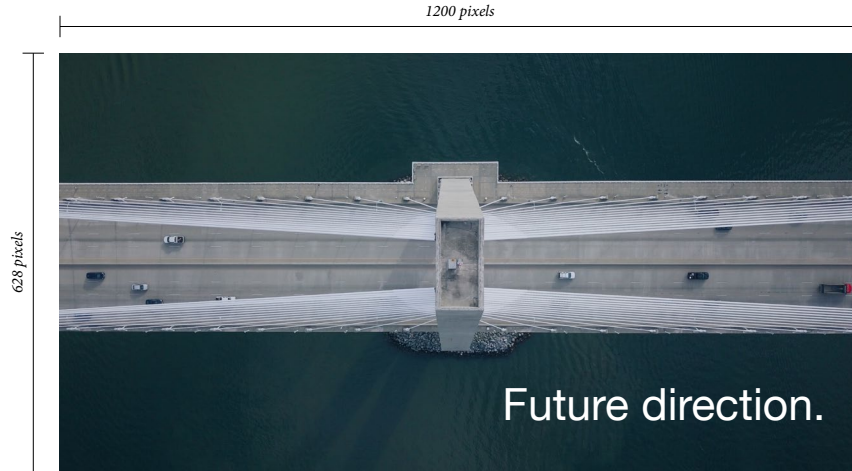


- Brand introduction*
- Design values*
- Logo guidelines*
- Brand mark*
- Color palette*
- Typography*
- Presentation*
- Social media***
- Print*
- Flags*
- Email signature*



*LinkedIn post*

- Brand introduction*
- Design values*
- Logo guidelines*
- Brand mark*
- Color palette*
- Typography*
- Presentation*
- Social media***
- Print*
- Flags*
- Email signature*



*LinkedIn post*

*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

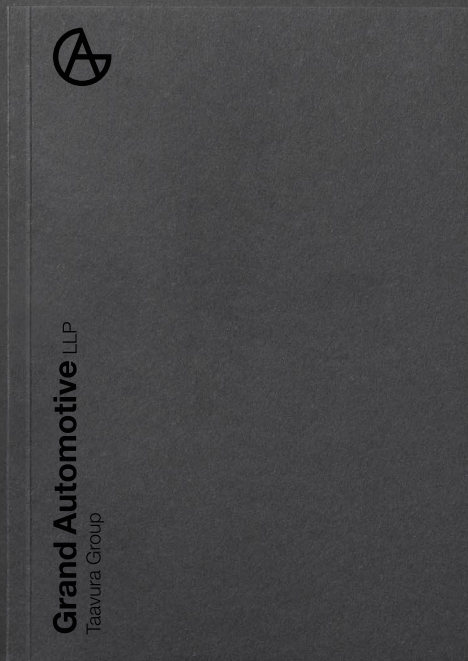
*Presentation*

*Social media*

**Print**

*Flags*

*Email signature*



*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

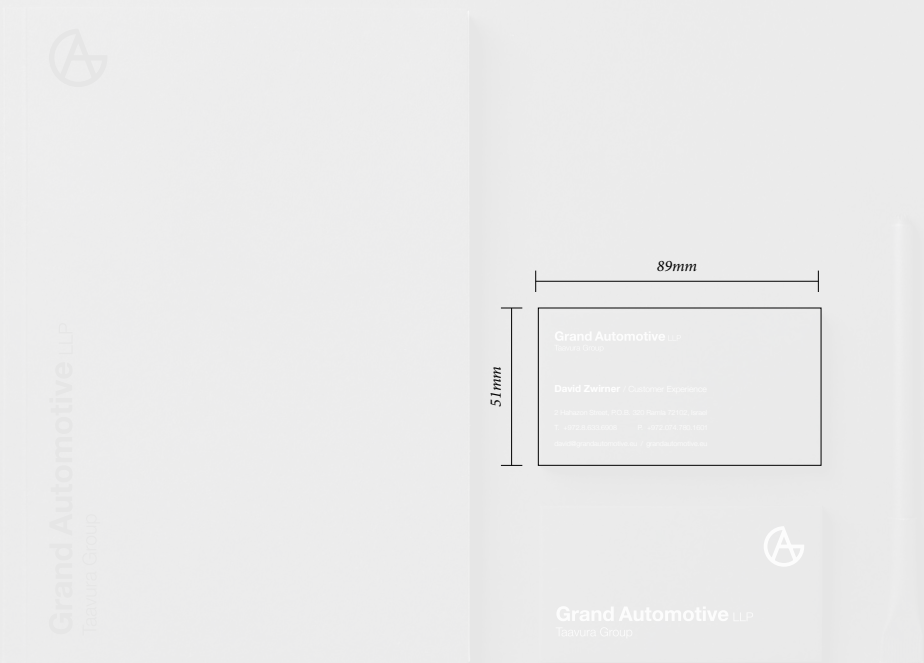
*Presentation*

*Social media*

**Print**

*Flags*

*Email signature*



*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

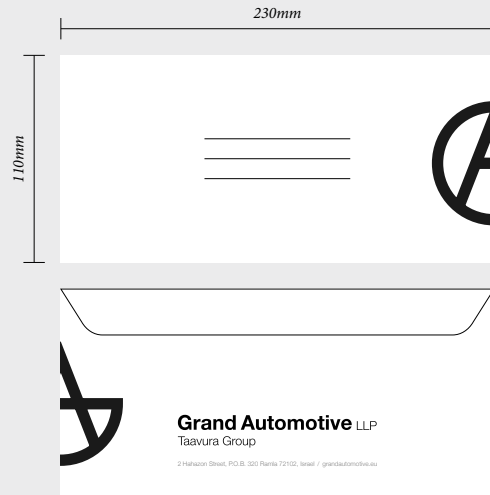
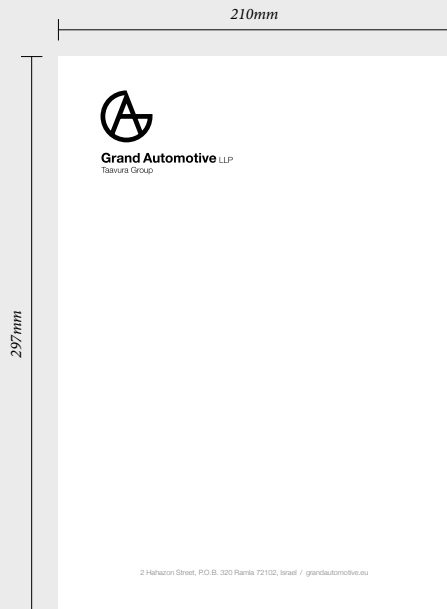
*Presentation*

*Social media*

**Print**

*Flags*

*Email signature*



*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

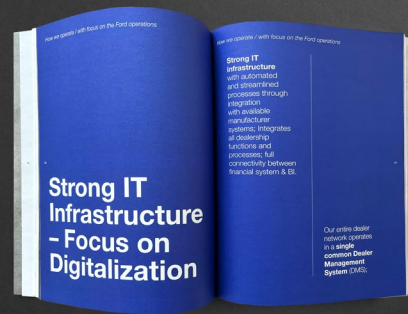
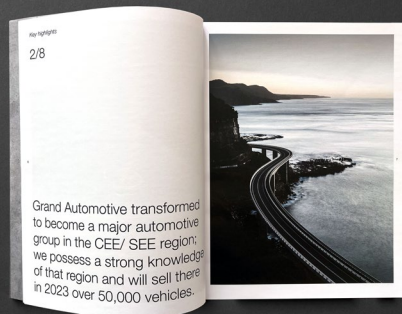
*Presentation*

*Social media*

**Print**

*Flags*

*Email signature*



*Booklets*

*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

**Print**

*Flags*

*Email signature*



*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

*Print*

**Flags**

*Email signature*



**Grand Automotive** <sup>LLP</sup>  
Taavura Group





*Brand introduction*

*Design values*

*Logo guidelines*

*Brand mark*

*Color palette*

*Typography*

*Presentation*

*Social media*

*Print*

*Flags*

*Email signature*

*Short Version*

## **Name Surname**

Job title

M. +972.8.633.6908

W. grandautomotive.eu



**Grand Automotive** LLP  
Taavura Group

Legal Notice

*Helvetica font: **Bold** / Regular*

*Long Version*

## **Name Surname**

Job title

Company Name

Address

M. +972.8.633.6908

W. grandautomotive.eu



**Grand Automotive** LLP  
Taavura Group

Legal Notice | Go green stay screen

*Helvetica font: **Bold** / Regular*



© *Design by Emmet.live*