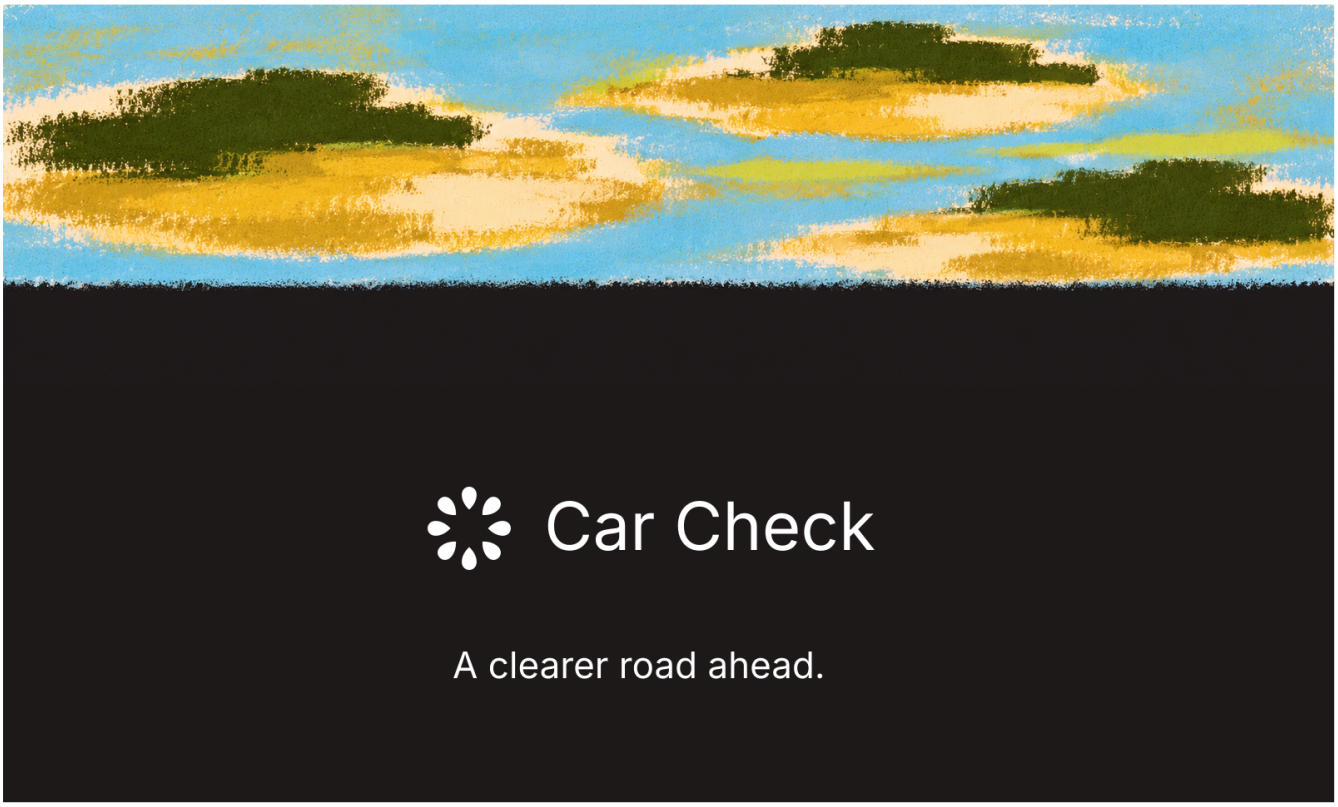
A clearer road ahead.



Car Check brings finance, theft, mileage and MOT records together in one clear vehicle history report.

Our identity makes the important things clear. An open, eight part symbol. Warm brown surfaces. A bright blue point of focus. Familiar words and a little room to breathe.

Use these guidelines with the supplied SVG and PNG assets. The online brand page contains the full export library and interactive colour and typography tools.

One mark. A familiar presence.



Brown ink



White



Car blue



Space and scale

The symbol is built from eight inward facing petals on a 28 × 28 grid. Leave at least half the symbol’s width clear on every side. Keep the symbol at least 16px tall and the full lockup at least 120px wide.

Use Brown ink on light surfaces. Use White or Car blue on Brown ink. Keep the supplied proportions and colour intact. Do not stretch, rotate, outline or add effects to the mark.

SVG lockups include outlined lettering and need no installed fonts. Profile pictures include a square background; symbol and lockup files have transparent backgrounds.

A little warmth. A clear signal.



Car blue / #24C1FF

A clear point of focus. Suggested share: 10%.



Brown ink / #1D1919

Warmth, depth and identity. Suggested share: 40%.



Night / #131010

The foundation of dark mode. Suggested share: 20%.

Soft white / #FAFAFA

Space for the story to breathe. Suggested share: 25%.

White / #FFFFFF

Clarity on dark surfaces. Suggested share: 5%.

Use Brown ink on light surfaces or blue, and White or Car blue on Brown ink. Avoid White text on blue and Brown ink text on Night.

Night and Soft white are rounded sRGB equivalents of the product's theme colours. Colour proportions are a starting point across a set of materials. Confirm print colours with the printer's production profile.

Familiar letters. Clear thinking.

Inter Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & @ £ ? !

Inter is our everyday typeface, from the first headline to the last line of a report. Use Medium for headings and emphasis, and Regular for explanations.

Display / 56 / 56px · Medium

Know the car.

Section heading / 36 / 44px · Medium

Before you buy.

Small heading / 24 / 32px · Medium

The important things, together.

Body / 15 / 24px · Regular

One clear vehicle history report.

Controls / 13 / 20px · Medium

Check car · View report · Download PDF

Mobile display headings step down to 36px and section headings to 28px. Control labels stay at 13px. Berkeley Mono is reserved for technical details. Font binaries are not included in the brand kit.

Good questions. Straight answers.

Know the car.
Before you buy.

Make it clear

Use everyday words. Put the useful information first.

Say: Know the car. Before you buy.

Avoid: Unlock next generation automotive intelligence.

Stay honest

Say what the records show, and explain what is missing.

Say: No theft record was found in the data checked.

Avoid: This car is guaranteed to be safe.

Help with the next step

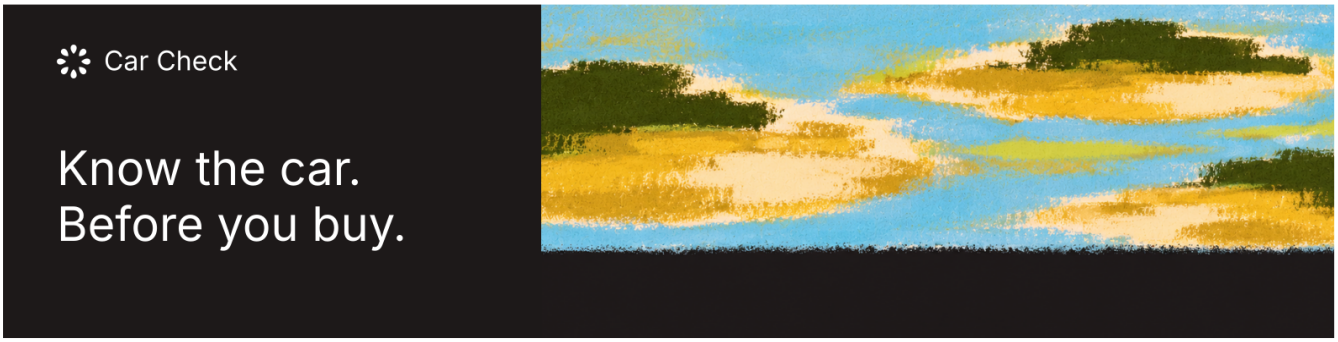
Give people a practical action, without pressure or alarm.

Say: Ask the seller about the gap in mileage records.

Avoid: Buy now before it is too late.

Clear, calm and useful. Never a hard sell, and never a promise the records cannot support.

Out in the world. Still us.



A landscape, a simple thought and our signature. Keep the message concise and let the surrounding space do its part.



Use the supplied assets

The download kit includes symbols, lockups, avatars, app icons, social artwork, a report cover and an editable SVG board. Use the same proportions, palette and typography across each format.