ATLAS

MOTORS

Precision in motion

IDENTITY SYSTEM / SAMPLE

Primary
#1856A1

Ink
#1C293B

Canvas
#EBF1F7

TYPE & APPLICATION

Headline: Arial Bold / Supporting text: Helvetica

Use the primary mark with generous clear space on quiet backgrounds.

Pair campaign photography with restrained typography and the accent color.

Fictional concept created for Brickell Wallstreet Branding demonstrations.