



# INSTAFUEL



"Running to you when you're running on empty"

Branding Guide 2019-2020



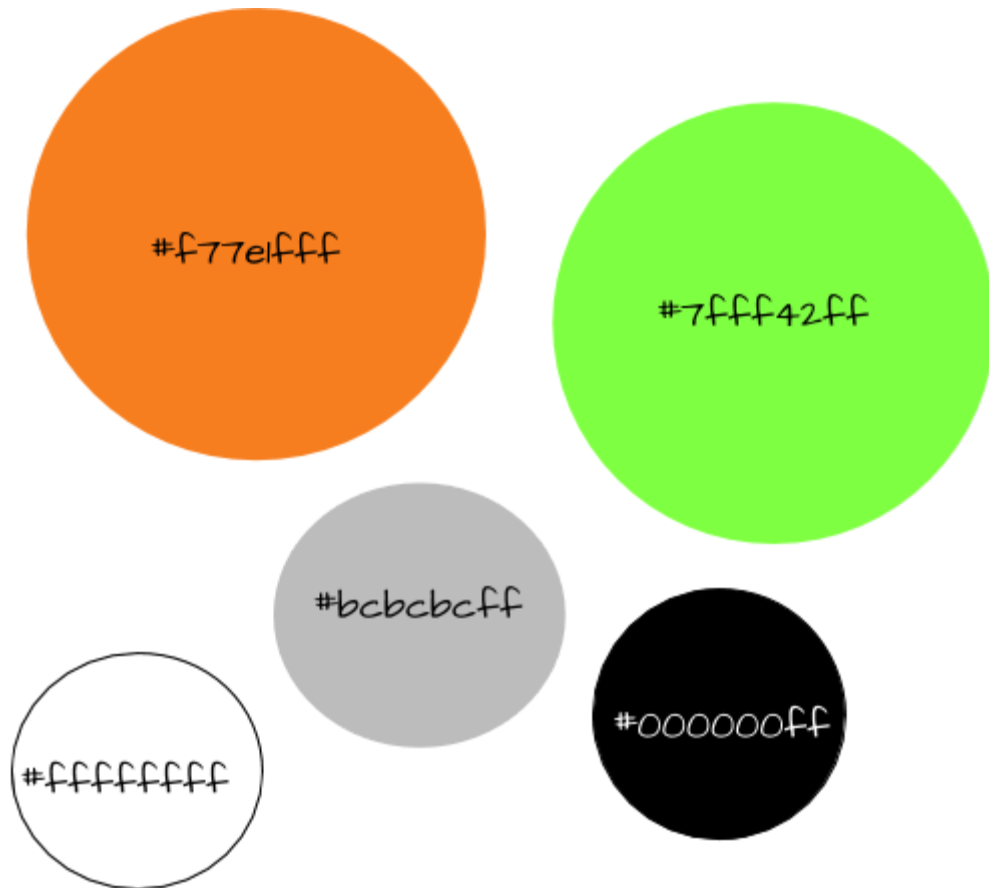
## Fonts and Color Palette

Architects Daughter

***FASTER ONE***

Average

***FASTER ONE*** is used in logo design and Headers, Titles, and call outs. Architects Daughter is used for larger bodies of text in advertising and short amounts of text. Average is used for all formal business documents such as letters and plans.





## Letterhead and Company Description

**INSTAFUEL**



11629 Broad River Rd.  
Chapin, SC 29036  
(803) 123-4567  
instafuelve@gmail.com

October 18, 2019

Ms. Ronny Reader  
123 Address St  
Anytown, ST 12345

Dear Ms. Reader,

Instafuel is a fuel filling subscription service where we come to customers to fill up their gas tank when their car is empty. Customers sign up for the subscription for us to come to them whenever, and wherever they need our services. The inconvenience of going to a gas station is no longer needed with InstaFuel.

Best regards,

**Noelle Magann**  
CMO, InstaFuel





# Business Card

**INSTAFUEL**

1629 Broad River Rd  
Chapin SC 29036  
Website.com

Noelle  
Magann  
CMO

instafuelVE@gmail.com  
(803)-476-8764

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Brand Applications  
Social Media



Brand Applications  
Billboard

