



Auto Correct
Branding Competition
2017



Primary Logo



Initial Logo / Social Media

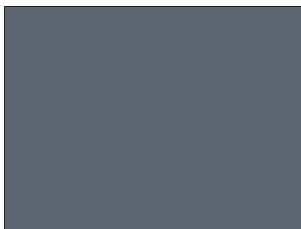


PMS 187c
R 172 G 31 B 45 Web: #AC1F2D

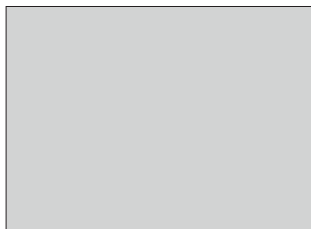


PMS 433c
R 30 G 37 B 44 Web: #231F20

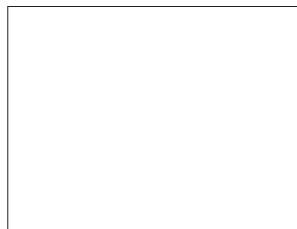
Primary Palette



PMS 431c
R 93 G 103 B 112
Web: #5C6670



PMS 427c
R 209 G 211 B 211
Web: #D1D3D3



WHITE
R 255 G 255 B 255
Web: #FFFFFF

Secondary Palette

Headline Font: Tahoma Bold

Paragraph Font: Tahoma Regular

**1200 McHenry Ave.
Crystal Lake, IL
autocorrect.store**



Dear Branding Competition Judges,

Auto Correct is a 2nd year firm, mainly focusing on keeping drivers safe. Auto Correct is ran by an experienced and dedicated staff of seventeen employees. Our firm is made up of both juniors and seniors and is located at Crystal Lake South High School. The company sells modern technology designed to make your driving experience safer, as well as using this technology to update our customer's cars. We also sell car decals designed to decorate the exterior of your car to make it unique.

Sincerely, Tommy Ciezadlo

Business Cards

