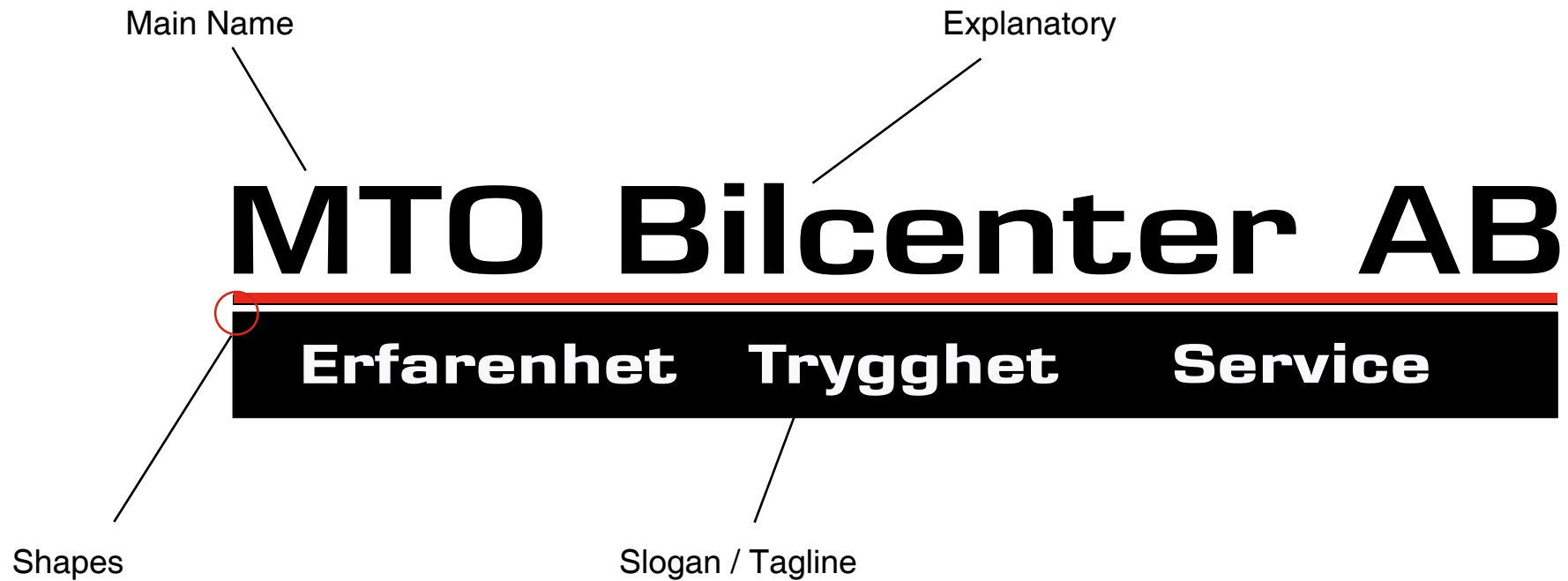


MTO Bilcenter AB
Erfarenhet Trygghet Service

MTO BILCENTER AB
LOGO CONCEPT



Visual Identity

Recognition

Brand Awareness

Continous communication

REDESIGN CONCEPT

MTO Bilcenter AB

Current logo

Taking advantage of the recognition achieved by the main logo without confusing the main audience with changing the brand image. Aligning the current elements so visual hierarchy is achieved for better recognition and clarity.

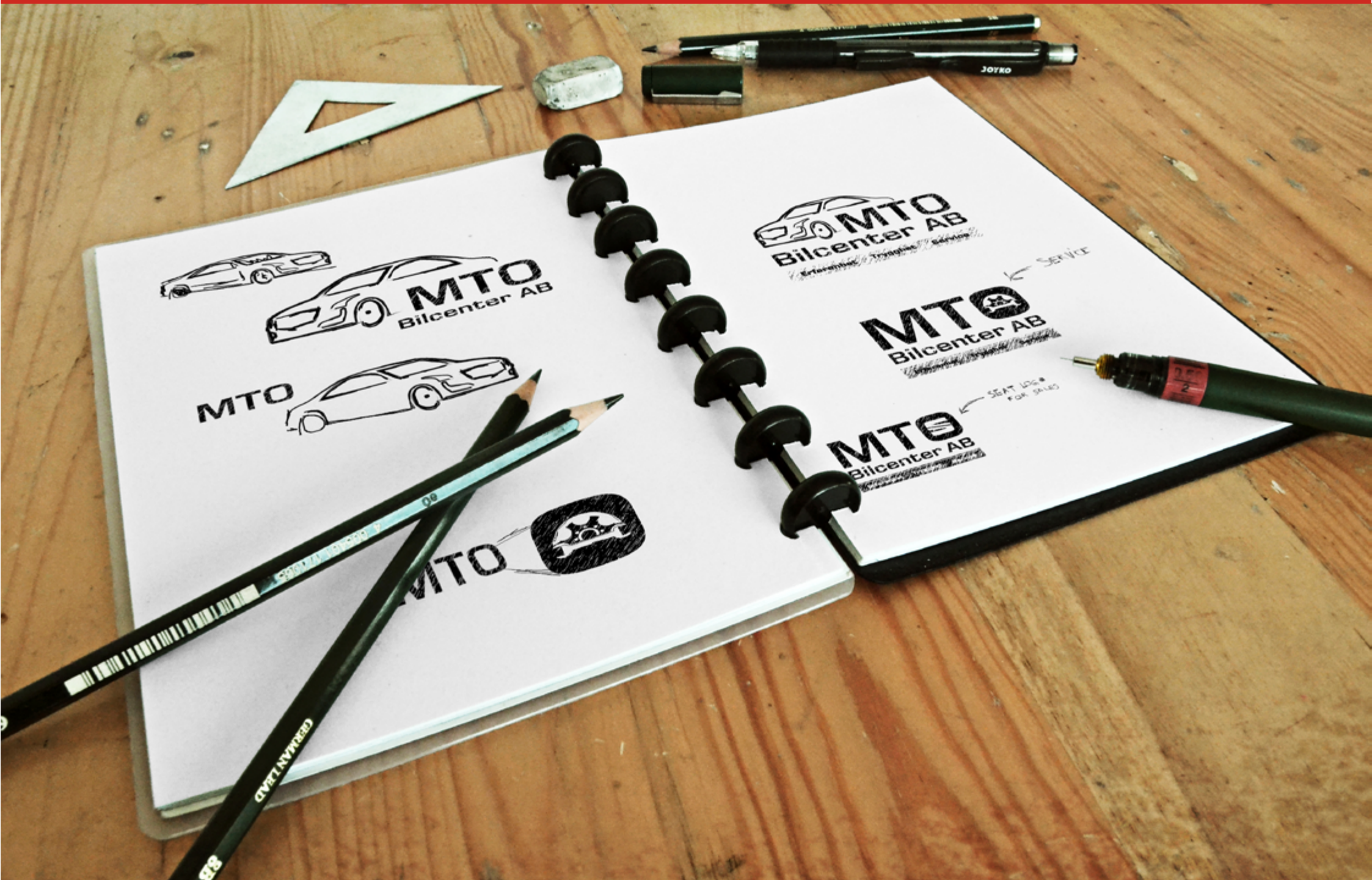
+



Explanatory Object

Adding recognisable element of a car outline to the main logo, explaining the main purpose of the brand and the services we offer.

REDESIGN CONCEPT // SKETCHES

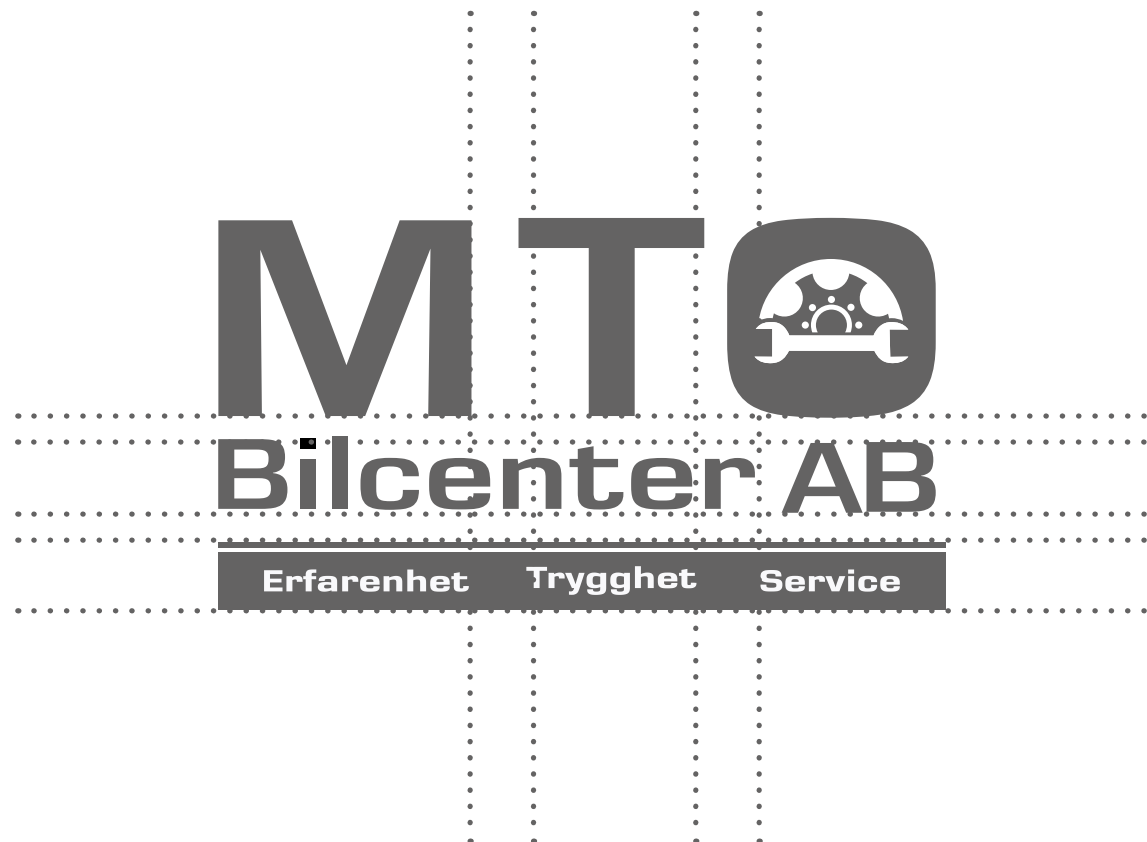


MT 
Bilcenter AB

Erfarenhet

Trygghet

Service














Color Scheme

Main Colors		Black
		Pantone 485C
		White
Optional		Gray /0/0/0/70
		Blue /95/60/30/15

MOCK UP







Erfarenhet Trygghet Service

LOGO VARIATIONS



LOGO VARIATIONS



Color Scheme

Main Colors



Black



Pantone 485C

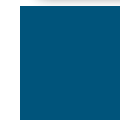


White

Optional



Gray /0/0/0/70



Blue /95/60/30/15

MOCK UP



