**BRIEF**

Name: THE CAR CLUB

Website: www.thecarclub.com

**What is it?**

We are an online market place for used vehicles. Our web based platform allows people that want to sell their vehicle to upload pictures and description of their vehicle. In 48 hours, they will receive offers of respected dealers that are members of the platform and willing to buy used vehicle stock.

**Description of our offer?**

From one side, we recruit members which are dealers searching for used vehicle stock. Dealers pay a fee per transaction. From the other side, there are end consumers willing to sell their vehicles; the platform is free for them.

**Target customer?**

Members: automotive dealers who want a platform to source their needs of used vehicle stock, and looking for an easy to use and added value online service.

End consumers: they are looking for a convenient, serious and attractive platform where they can get the best offers for their vehicle through and easy to use interphase.

**Look & Feel?**

Should be modern, easy to read, transmitting technology, seriousness and upscale image.

We need to have an icon to be used as representation of the app in mobile and desktop devices.

**Where logo will be used?**

Logo will be used mainly digital: in website, mobile and desktops. Also in corporate clothes, letters, envelopes, documents.

**Attributes of brand?**

Effective, upscale, modern.

**Benchmarks?**

The Collection ([www.thecollection.com)](http://www.thecollection.com))

Autotrader ([www.autotrader.com)](http://www.autotrader.com))

Carsales ([www.carsales.com)](http://www.carsales.com))