



[SUPERCAREXPERIENCE.COM](https://supercarexperience.com)

BRAND GUIDELINES

FEB 2025

BRAND CORE VALUES

EXCLUSIVITY AND ACCESS

Giving you the chance to drive world-class exotic cars that are typically out of reach, but now available for that one special moment.

ADVENTURE AND FUN

Helping you live out your dream of driving a high-end car, whether it's for a day of exploration, a memorable event, or a special occasion.

EXCEPTIONAL SERVICE

Making sure everything is easy, seamless, and tailored to your needs, so you can focus on the thrill of the experience, not the details.

CLASS AND SOPHISTICATION

Offering more than just cars. It's about creating a top-tier experience that makes you feel like a VIP.

EXCLUSIVITY AND ACCESS

ADVENTURE AND FUN

EXCEPTIONAL SERVICE

CLASS AND SOPHISTICATION



BRAND CORE PURPOSE

WHO WE ARE STATEMENT

We're Supercar Experience by Jason's Exotics, your ticket to driving some of the world's most sought-after exotic cars in Las Vegas and Boise. Handpicked by Jason's Exotics, our fleet offers you the chance to drive the cars you've always dreamed of, for that one-off adventure, big event, or special day.



YOUR TICKET TO DRIVING
SOME OF THE WORLD'S
MOST SOUGHT-AFTER
EXOTIC CARS

BRAND CORE MISSION

MISSION STATEMENT

Our mission is to provide unforgettable driving experiences by offering exclusive access to the world's finest exotic cars. We aim to create an elevated, seamless, and luxurious service for clients who desire an unmatched adventure, whether for leisure or special occasions.

ELEVATED
SEAMLESS
LUXURIOUS



BRAND POSITIONING USER PERSONAS

THE SPECIAL OCCASION SEEKER *(REGULAR JOE)*

Age: 25–55+

Behavior: Looking to make a special moment unforgettable. Whether it's a birthday, anniversary, or just a memorable day out, this person wants to enjoy a unique experience that adds something extraordinary to their life.

Goal: To drive a luxury car for that one-off special occasion—no long-term commitment, just a memorable experience to mark the event.

THE ADVENTURER *(BUCKET LIST DRIVER)*

Age: 30–55+

Behavior: Always dreamed of driving an exotic car, but never had the chance—this person is ready to check that item off their bucket list. They're in town for a few days and want to make the most of it with a unique, thrilling experience.

Goal: To enjoy a high-end car rental as part of a thrilling adventure or personal milestone, turning a typical day into an unforgettable one.

THE LUXURY TRAVELER *(THE LUX)*

Age: 30–60

Behavior: Frequent traveler seeking unforgettable, top-tier experiences. They're in town for leisure or work and want to elevate their trip with something extraordinary, adding luxury to their journey.

Goal: To enhance their travel experience with the thrill of driving a luxury exotic car, making their stay memorable and offering a touch of exclusivity.





SUPERCAR

EXPERIENCE

WORD IDENTITY NAME

BRAND NAME WRITTEN

The master logo presents the brand name as 'Supercar Experience,' with both words in lowercase, except for the capitalised first letters, please mimic this in written text.

BRAND NAME SPOKEN

When talking about the company verbally it should be referred to as 'Supercar Experience'.

WORD IDENTITY TAGLINE

A ride of a lifetime. Waiting for you.

A RIDE OF A LIFETIME. WAITING FOR YOU.



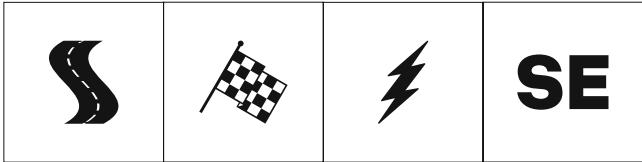
VISUAL IDENTITY LOGO

MASTER LOGO

The Supercar Experience logo is the cornerstone of the brand's visual identity, embodying the thrill, luxury, and exclusivity of the high-end driving experience we offer. Correct and consistent use of the logo is crucial to maintain the brand's prestigious presence across all platforms. Any modifications to the logo, including but not limited to changes in colour, proportions, or placement, are strictly prohibited unless explicitly outlined in these guidelines. Unauthorized additions such as taglines or descriptors should be avoided to ensure the logo's integrity remains intact.

MARQUE REASONING

The brand marque is a fusion of four key elements: a road, a racing checkered flag, a lightning bolt, and the initials "SE." These symbols have been carefully interpreted and combined to represent the high-speed, thrilling, and dynamic nature of the Supercar Experience brand.



VISUAL IDENTITY LOGO

LOCATION LOGOS

The brand starts with two unique locations where the cars are available for hire. A flexible logo structure has been established, as illustrated on the opposite page, allowing for the creation of location-specific logos as new locations are added.



VISUAL IDENTITY COLOR PALETTE

BRAND NAME WRITTEN

The brand embraces a minimalist color palette, primarily consisting of black, grey, and white to convey a sleek, luxurious, and sophisticated feel. These neutral tones establish an elegant, timeless aesthetic that reflects the high-end nature of the Supercar Experience. To infuse energy and excitement, a bright electric orange is strategically incorporated. This vibrant hue serves as a dynamic accent, capturing the thrilling and exhilarating essence of driving a supercar while adding a distinctive pop of colour that sets the brand apart. Together, these colours create a balance of refined luxury and bold adventure, perfectly aligning with the brand's core values.



HEX #FF4F16



HEX #FFFFFF



HEX #DDDDDD



HEX #0F1014

VISUAL IDENTITY TYPOGRAPHY

BRAND NAME WRITTEN

The Supercar Experience brand exclusively uses the Overused–Grotesk font, chosen for its clarity, accessibility, and modern aesthetic. This typeface strikes a balance between simplicity and character, providing a clean, legible design that ensures ease of reading across various platforms. Its distinctive yet understated features give the brand a unique edge, reinforcing the sleek and high–end nature of the Supercar Experience while maintaining a professional and approachable feel.

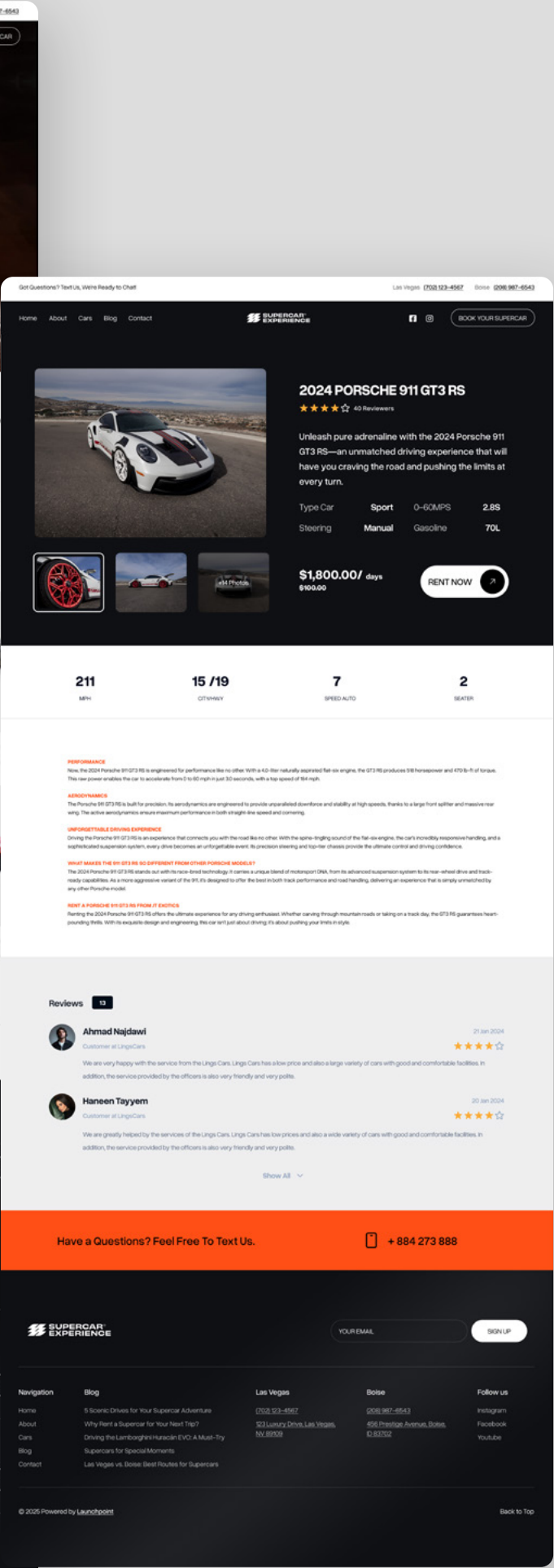
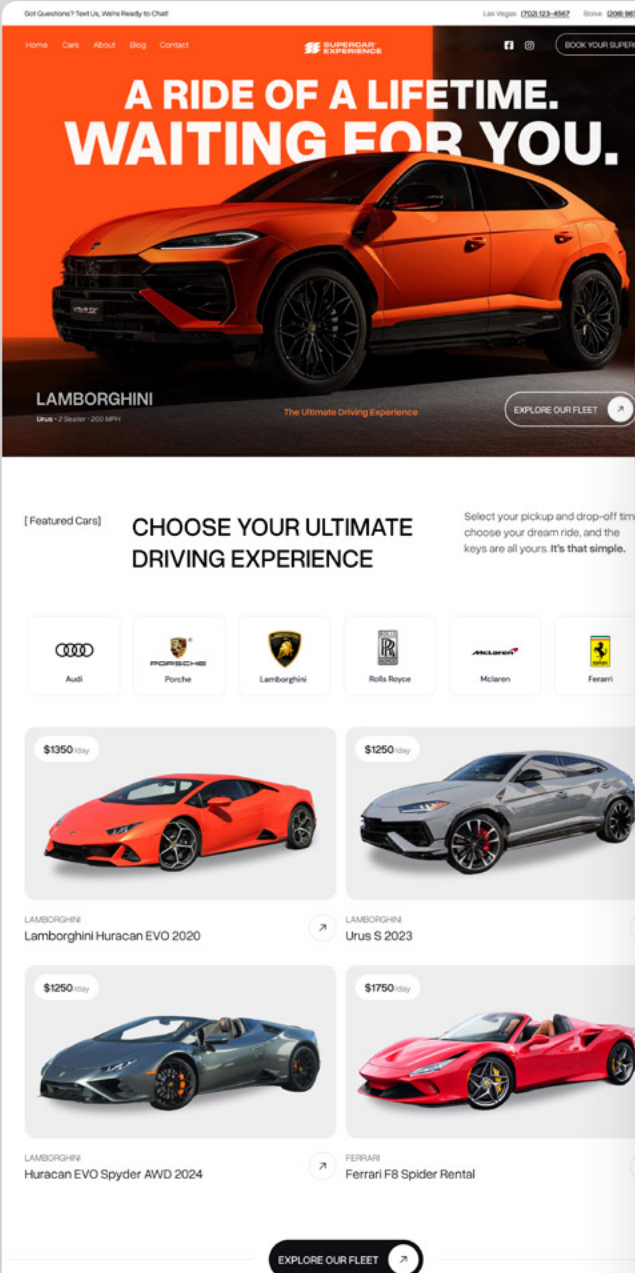
A PANAGRAM SPECIFIC TO 'SUPERCAR EXPERIENCE' TO ILLUSTRATE EVERY LETTER OF THE BRAND FONT

E X O T I C
CARS ZOOM
PAST, QUICK
AND SLEEK,
WHILE VIPS
ENJOY THE
THRILL OF A
LUXURIOUS
R I D E .

VISUAL IDENTITY TYPOGRAPHY

HIERACHY

o maintain a dynamic and versatile brand, Supercar Experience employs all weights of the Overused–Grotesk font, enabling a flexible and layered visual hierarchy. On more complex designs, such as the website, the varying font weights allow for clear navigation and effective communication, adding depth and structure. In contrast, for simpler designs like social posts or advertisements, the extra bold weight is used to create strong, impactful statements that capture attention and maintain the brand’s sleek, confident identity. This strategic use of weight helps balance sophistication with clarity, ensuring the brand remains adaptable across all platforms.



Examples of the typography hierarchy

VISUAL IDENTITY PHOTOGRAPHY

HIGH-QUALITY PHOTOGRAPHY

Images of the exotic cars should be shot with attention to detail, showcasing both exterior and interior shots in luxurious settings.

ACTION SHOTS

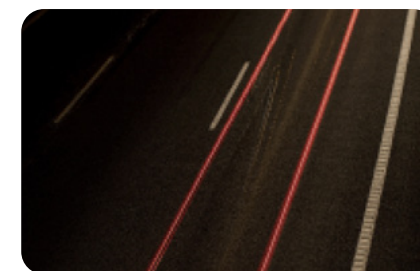
Cars in motion, emphasizing power, speed, and excitement.

LIFESTYLE IMAGERY

Capturing the car as part of a broader luxury experience—maybe set in beautiful locations or paired with high-end accessories (e.g., watches, fashion).

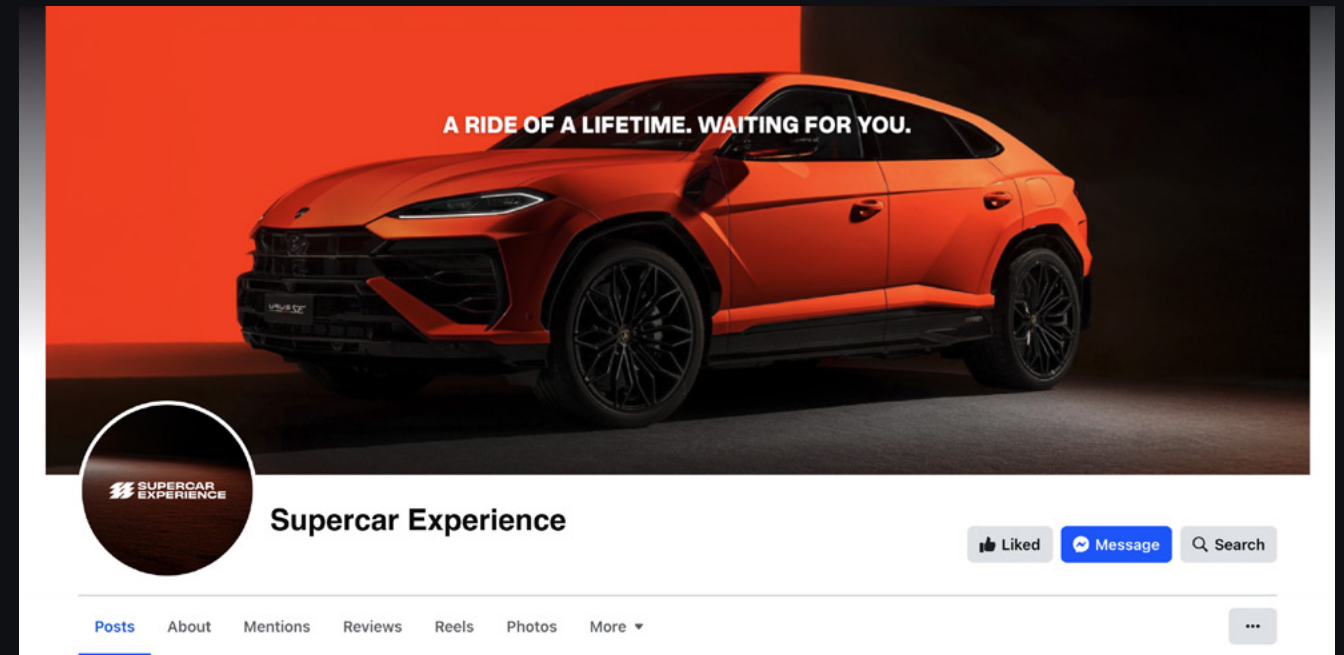
VIBRANT COLORS AND BOLD CONTRASTS

Use lighting and contrast to make the cars stand out, ensuring they are the focal point.

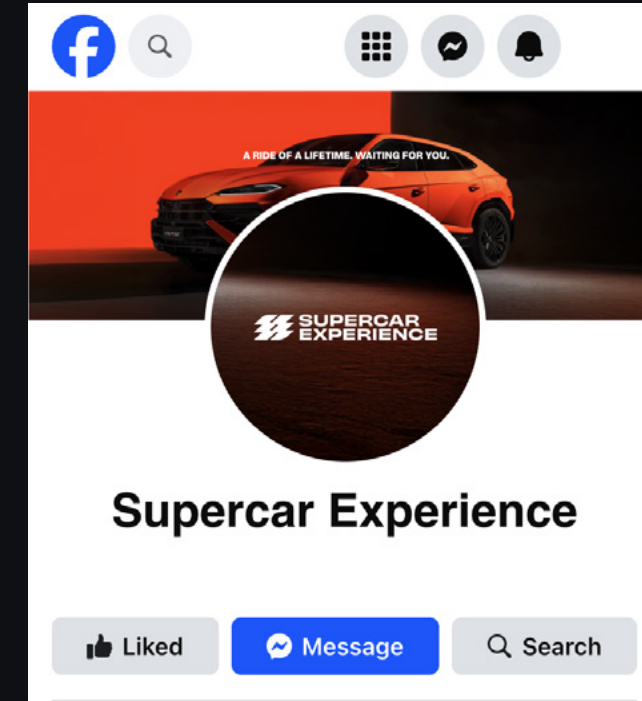




SOCIAL MEDIA FACEBOOK



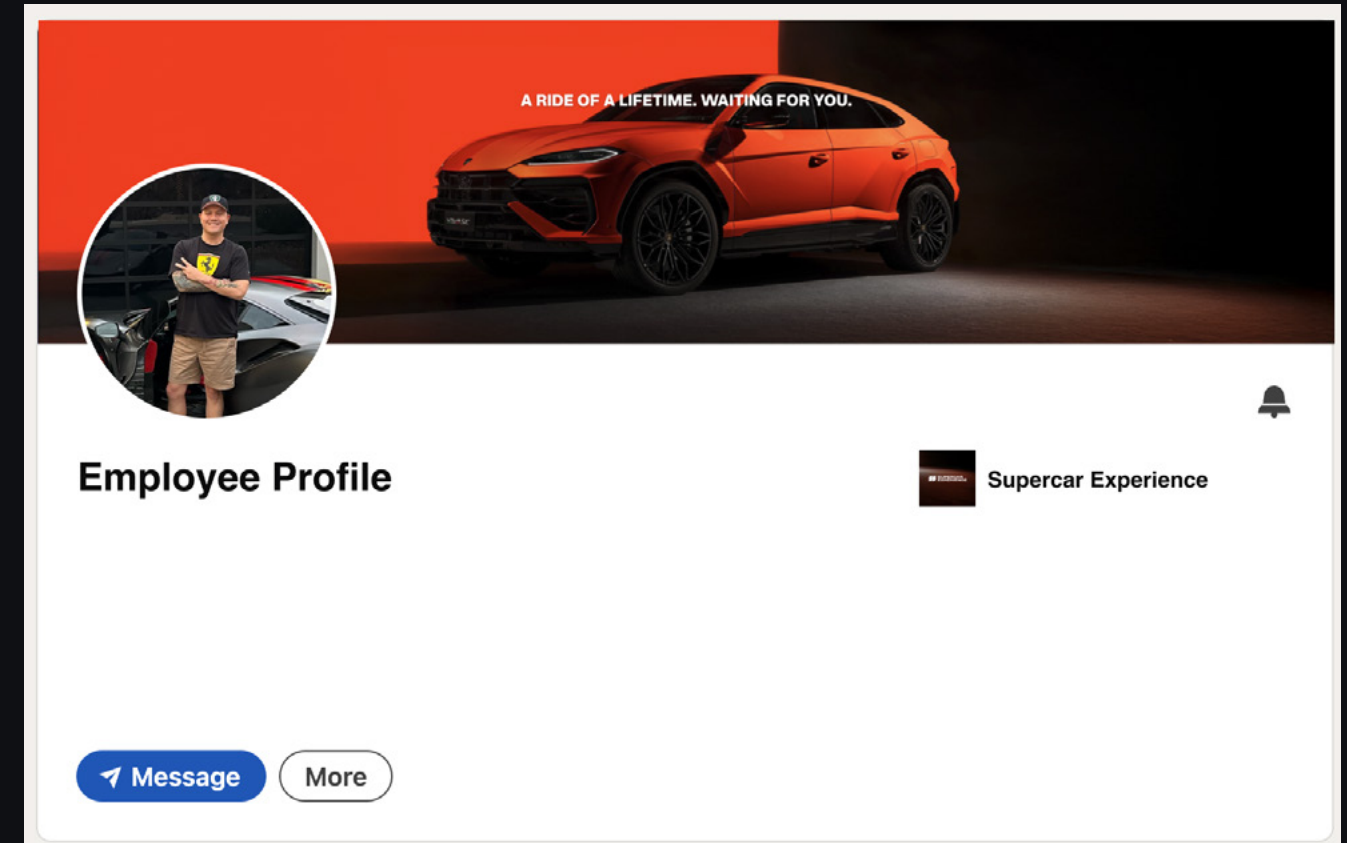
Desktop View



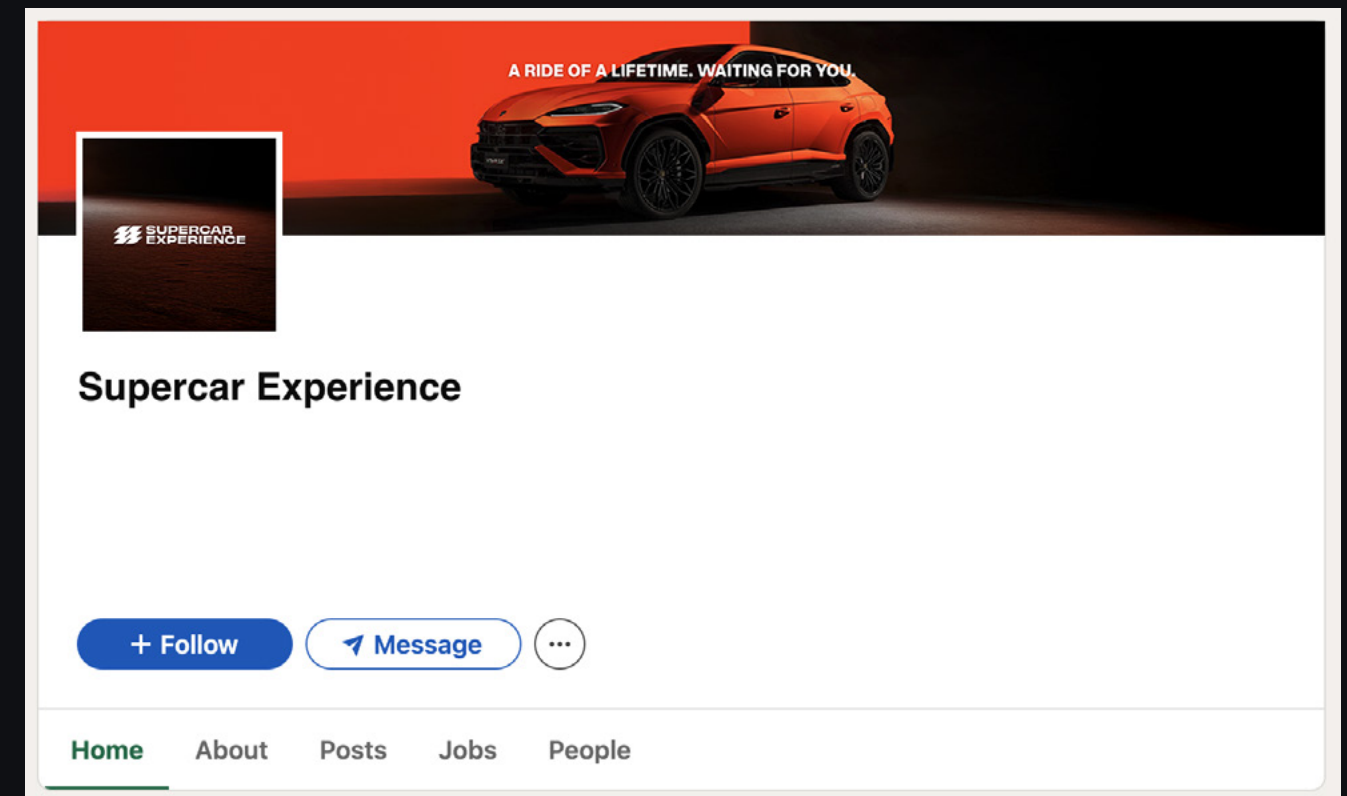
Mobile View



SOCIAL MEDIA LINKEDIN



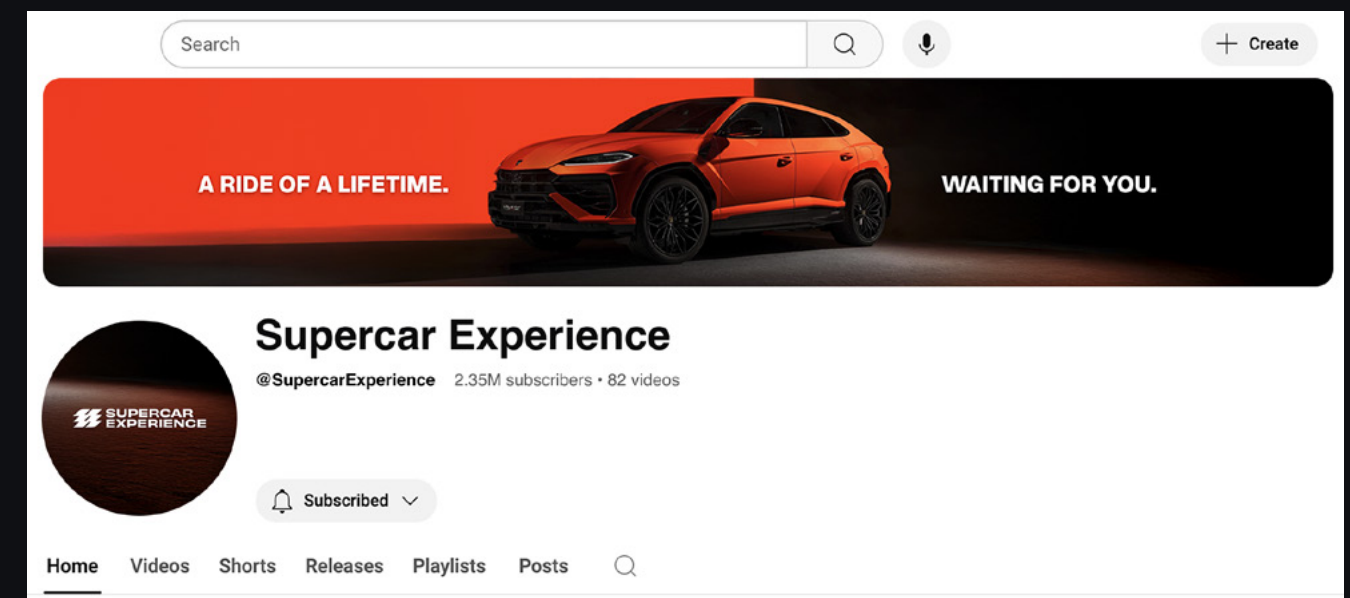
Personal Profile



Business Profile

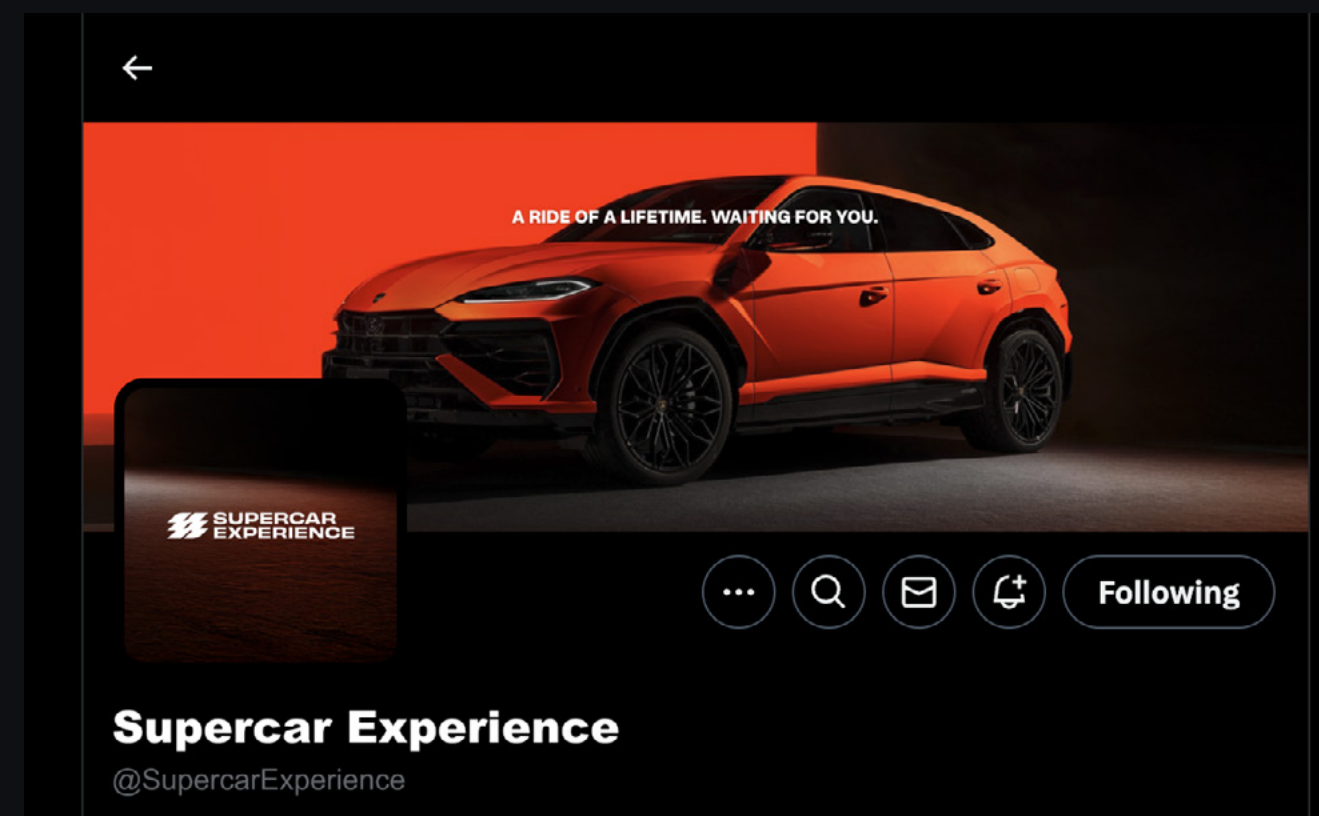


SOCIAL MEDIA YOUTUBE





SOCIAL MEDIA X





SOCIAL MEDIA INSTAGRAM



supercar_experience_lv

Follow

Message



11 posts

1,343 followers

149 following

Supercar Experience

Exotic Car Experience in Las Vegas by @jasons_exotics. Coming April 2025 to serve the Las Vegas Area.

Followed by robstadnick

POSTS

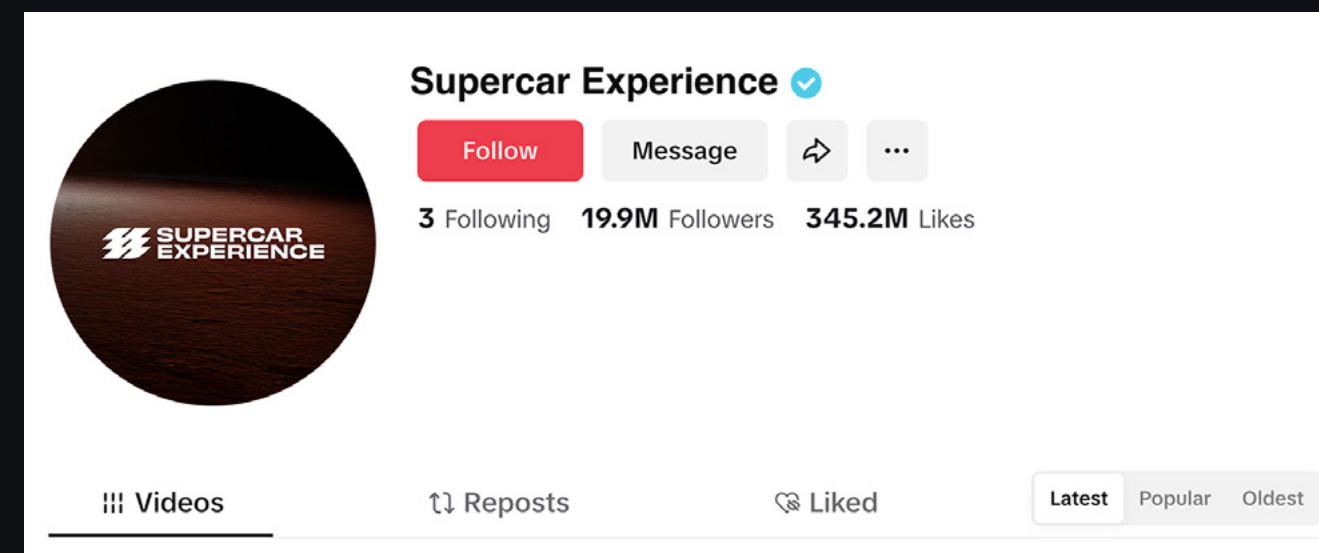
REELS

TAGGED





SOCIAL MEDIA TIKTOK



APPLICATION CONCEPTS

BRAND NAME WRITTEN

Here is a concept showcasing how the brand can be used. However, a more detailed brief will be necessary to ensure the final design is intentional, accurate, and fully aligned with the brand's objectives. This will help guide the development of the design into its final, refined form.



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