



MARKET ANALYSIS

Target audiences and services in demand
for chosen industry (chauffeur service)

Ambassadors/Diplomats/Businessmen

Highly ranked representatives of states, people of high social and economical status, envoys, business representatives.

C-Suite management

Chief corporate executives, members of the board or international consultants.

Looking for : luxury & discretion

Clients with high expectations, looking for excellence, always choosing the best service available. discretion is a prerequisite for doing business.

Demand: Trust and reliability

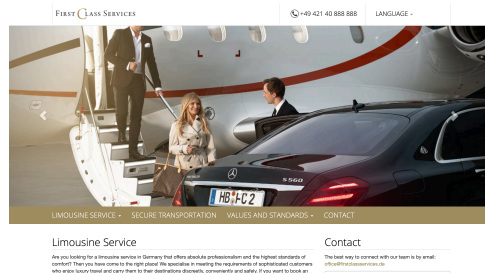
Personalised service, individual approach, providing best service possible, adaptation if needed, reliability on personal basis.



COMPETITORS WEB RESEARCH

Looking into German chauffeur service competitors for Exclusive Drive.

Each name is clickable and opens the competitor website.



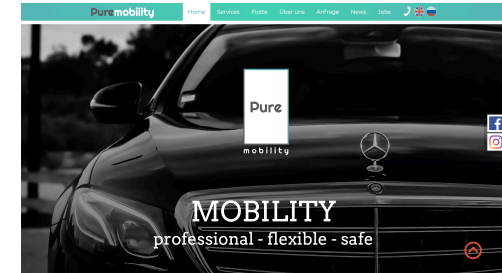
1 First Class Services

First Class Services offers limousine and securities transportation services through website and phone.



2 Quality Line

Quality line offers chauffeur and limousine services as well as airport and city transfer.



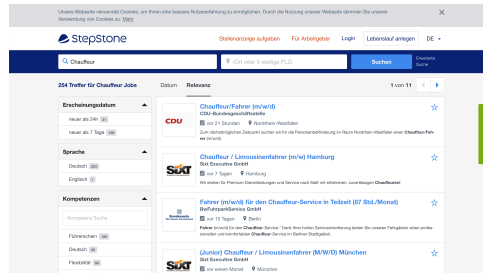
3 Pure Mobility

Pure Mobility offers limousine, chauffeur, sightseeing aircraft and bus services.

COMPETITORS WEB RESEARCH

Looking into German chauffeur service competitors for Exclusive Drive.

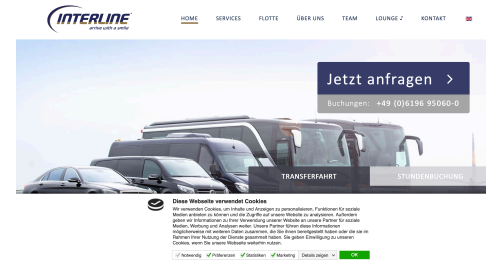
Each name is clickable and opens the competitor website.



4

StepStone

StepStone is a jobs market service offering jobs for chauffeurs.



5

Interline

Interline is a specialised professional service company specialised in exclusive transportation.



6

SIXT limousine service

SIXT limousine offers a global all year professional limousine chauffeur services.

COMPETITORS WEB RESEARCH

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7

SIXT my driver

SIXT my driver offers a worldwide taxi booking, limousine service and airport transfers.



8

PREMIUM DRIVE

Premium drive offers driving services in the luxury and business class driving sector.



9

Blackstar

Blackstar offers first class chauffeur driving services out of Munchen, Deutschland.

VISUAL COMMUNICATION

Taking a closer look at the competition visuals.

Best ones

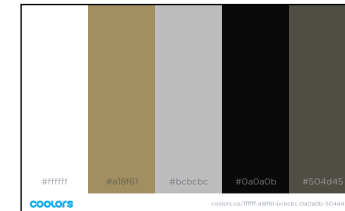
First Class Services

Very clear website, first class visuals, CTA present and visible

5/5

Colors & fonts

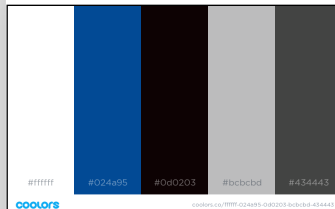
White, gold, grey, black and slate. Font size 14 & 20, very readable but common.



3.5/5

Colors & fonts

White, navy blue, dark blue, gray, slate. Font size 16 - 20. very readable.

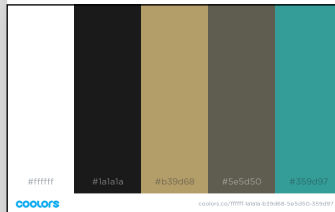


Quality Line

Clear textual website, low on visuals, CTA present and visible, a bit outdated on design

Interline

Very visual and comprehensive website. CTA highly visible and present.



5/5

Colors & fonts

White, black, gold, slate and cyan. Font size 14 - 60. A bit over crowded visually.

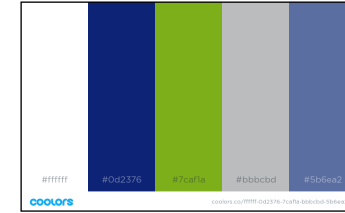
SIXT my driver

Similar to SIXT Limousine but with less details. includes customer reviews and benefits for the customer.

5/5

Colors & fonts

White, blue, green, grey, blue purple. Font size 21 - 47, best readability in class.



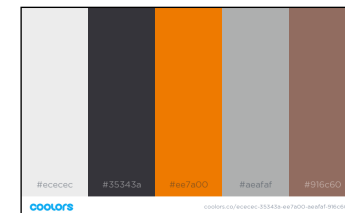
SIXT Limousine service

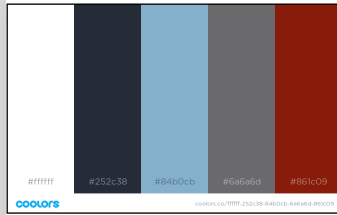
Very visual, detailed site with a calendar, map, partner logos and customer journey. CTA visible and present

5/5

Colors & fonts

Light grey, dark grey, orange, medium grey, brown. Font size 13 - 45, very readable.





4/5

Colors & fonts

White, dark blue, light blue, gray, burgundy. Font size 19 - 36, very readable.

Premium Drive

Visual site with clear fonts. CTA present but not very noticeable. Looks a bit sterile because of repeating patterns.

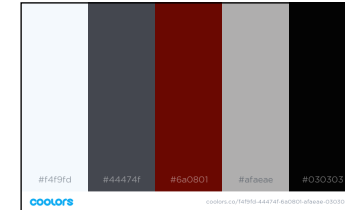
Blackstar

Website with solid information and visual structure. CTA present and visible. Custom fonts add to the visuals.

4/5

Colors & fonts

Ultralight blue, dark grey, wine red, grey, grey black.



Conclusion

01

CUSTOM FONT

Custom font would add to the exclusiveness of the website and print materials.

02

COLOR PALETTE

Colors projecting luxury, comfort, discretion and reliability should be used to enhance the visual customer experience.

03

INFORMATION

Information should be presented in both visual and textual ways. Not too much to bore the target audience but enough to provide security.

04

CORP. IDENTITY

Creation of a logo, slogan, color palette, web and print fonts, business cards, flyers, brochure, website and visuals for marketing should be made.

Visual Communication

Exclusive Drive
typography for
web & print

Custom fonts suggested: Capitalis Minimalis

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Alternate: Abril Fatface

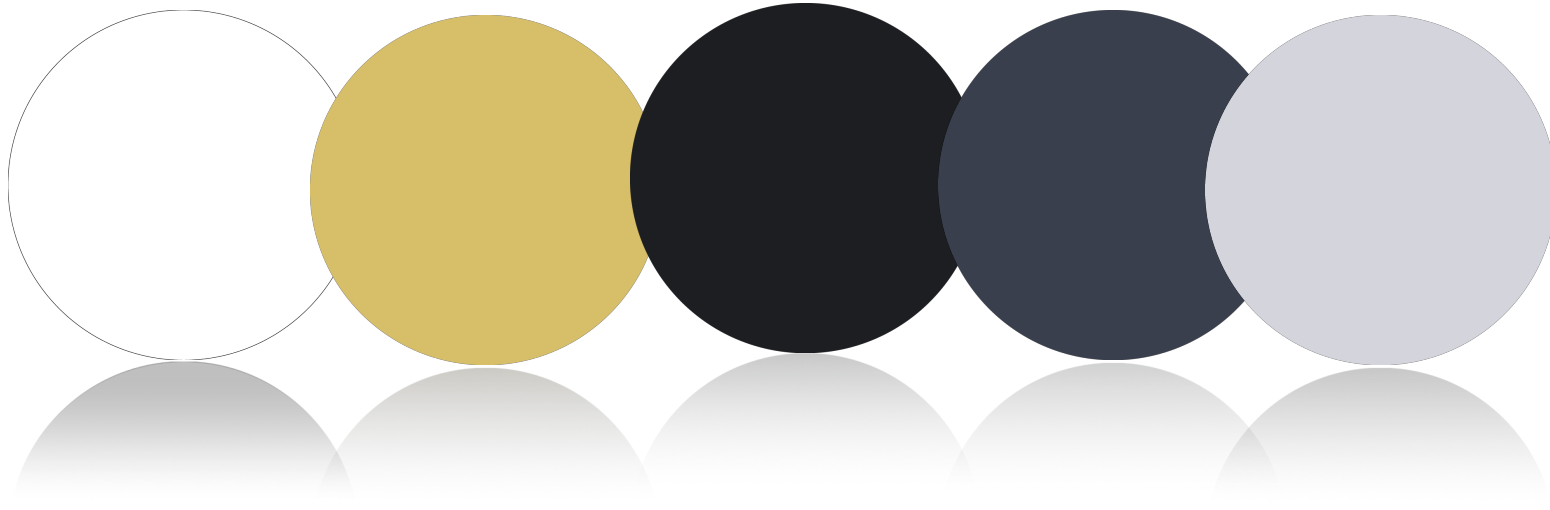
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Body and text: Montserrat

A b c d e f g h i j k l m n o p q r s t u v w x y z

COLOR PALETTE

Color palette communicating target audience values through the Exclusive Drive brand.



WHITE

HEX code: #FFFFFF

Pure white for background and transparency uses.

BM LUXURIOUS GOLD

HEX code: #D7BE69

Benjamin Moore luxurious gold is a medium light shade of gold. To use for accents.

DARK JUNGLE GREEN

HEX code: #1D1E22

Not a pure black, but with a jet black effect
Helps differentiate from competitions.

ARSENIC

HEX code: #393F4D

A lighter shade of desaturated dark blue.
Use for contrast play on site and in print.

LIGHT GREY

HEX code: #D4D4DC

Light grey as an alternate background or link
color to use for body and print text.

LOGO PROPOSALS

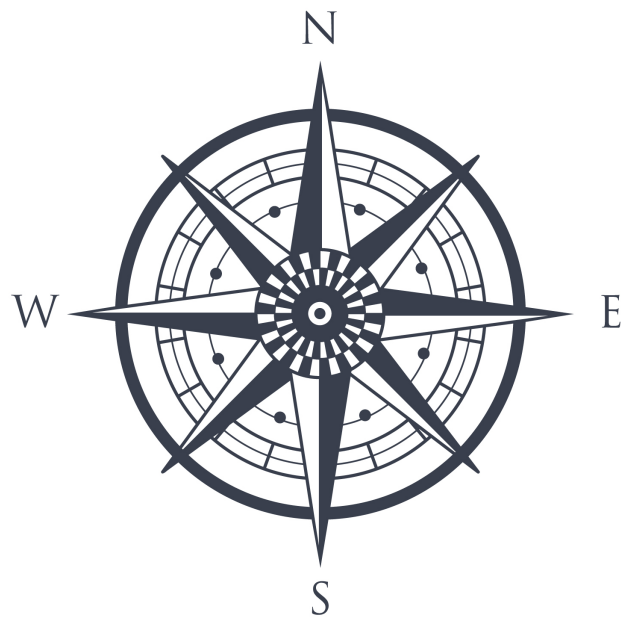




EXCLUSIVE DRIVE

Exclusive Drive

CHAUFFEURSERVICE

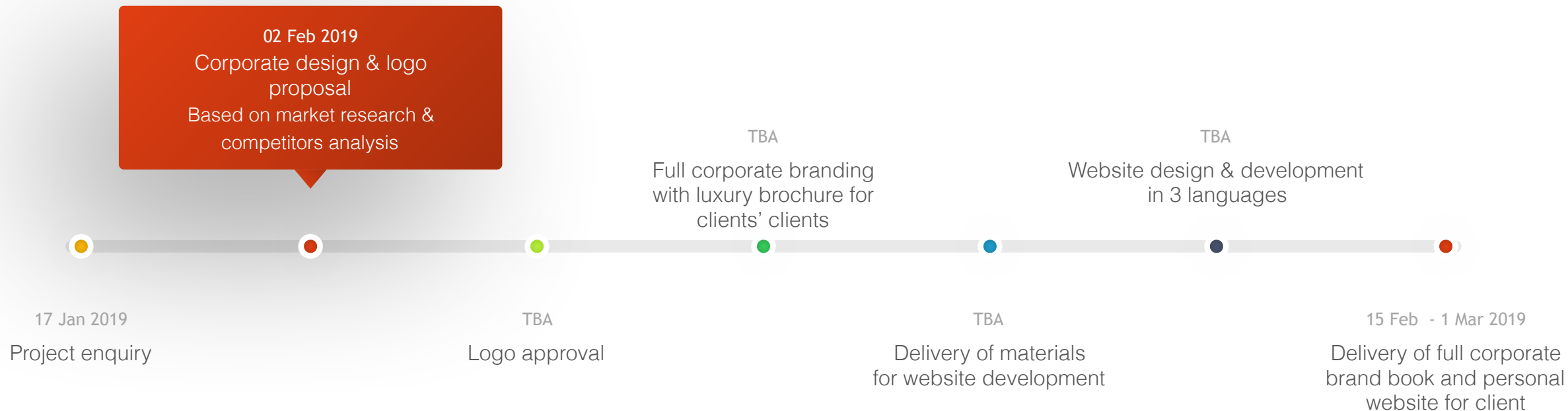


EXCLUSIVE DRIVE

CHAUFFEURSERVICE

PROJECT TIMELINE

Timeline of Exclusive Drive corporate identity & website development





BRANDING & DESIGN

XY Agency

Branding concepts & solutions
Realising startup and corporate branding.

Providing design & creative processes for creation of
memorable, core driven, long lasting and impactful
brands.

Contact through:
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