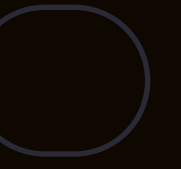


A blue sports car is shown from a rear perspective, driving on a two-lane asphalt road that curves to the right. The scene is set during sunset or sunrise, with a warm, golden light illuminating the landscape. The background features rolling hills covered in dense evergreen forests under a sky with soft, wispy clouds. The car's rear is the central focus, showing its taillights and a license plate that reads 'IXM 750'. A large, white, stylized logo consisting of two horizontal bars with diagonal cutouts is overlaid on the car's rear. To the right of this logo, the words 'SMART' and 'CENTRE' are stacked vertically in a bold, white, sans-serif font.

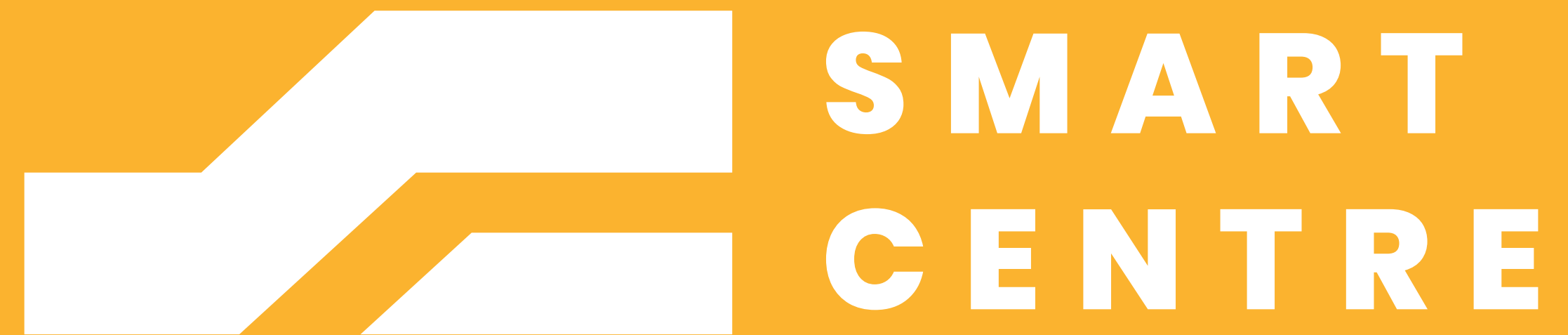
**SMART
CENTRE**



**A service that intelligently selects,
delivers, and sells cars.
It takes care of transportation and
logistics, relieving the customer of any
hassle.**

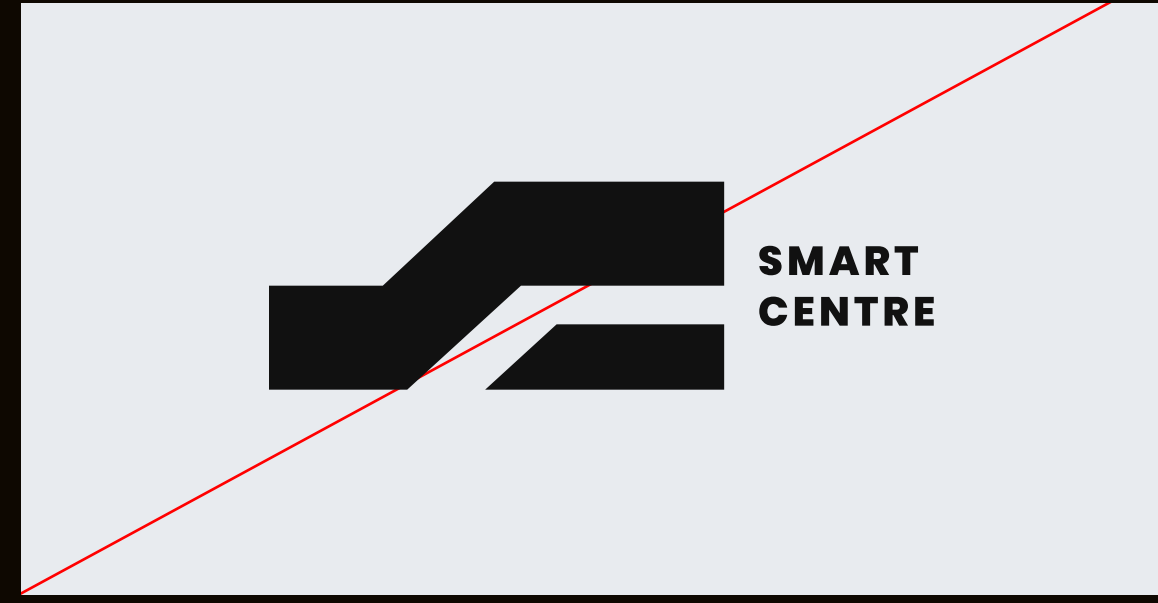
Logo

We simplified the image of the car to a few confident lines so that the logo would convey the main idea: a transparent, structured, and uncluttered path to owning your own car.

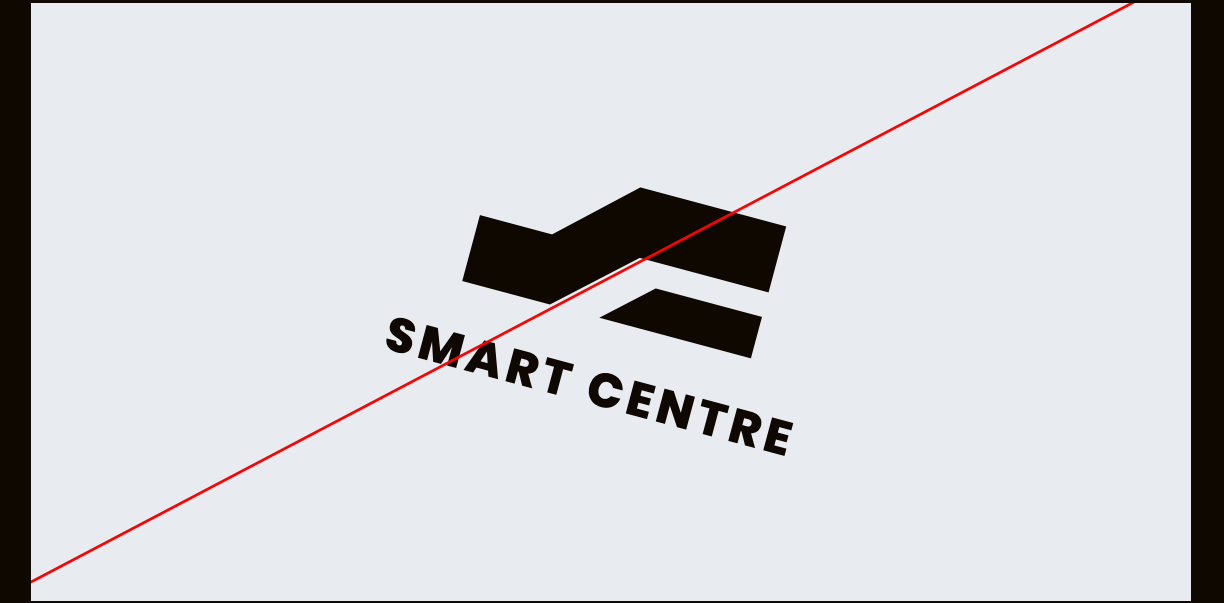


Improper use

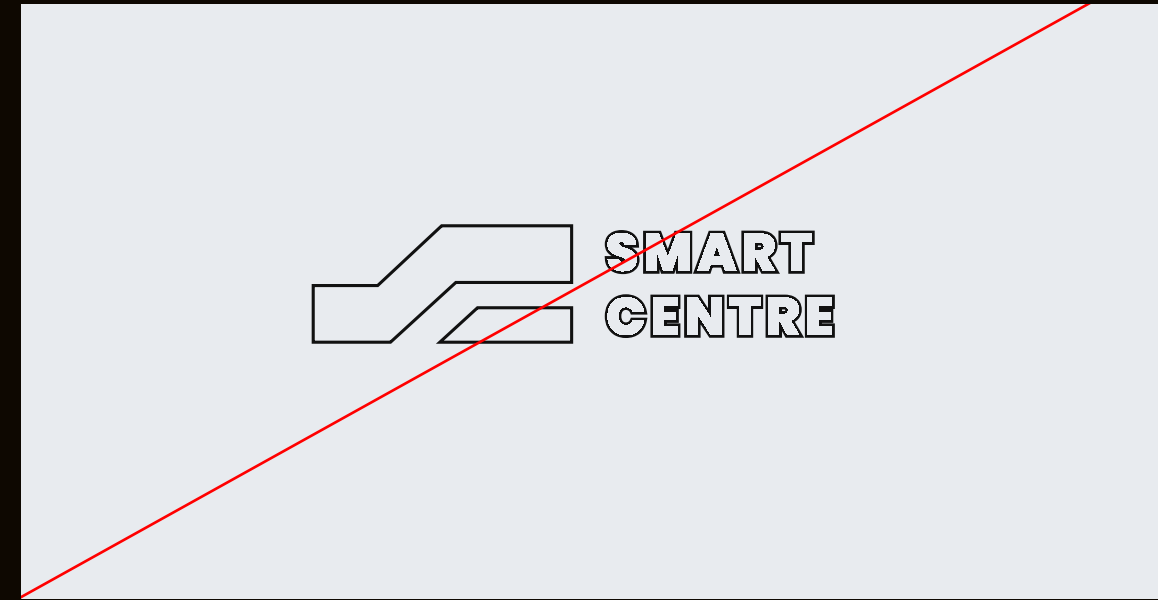
Incorrect use of the logo will make the brand look cheap and will not accurately convey the idea.



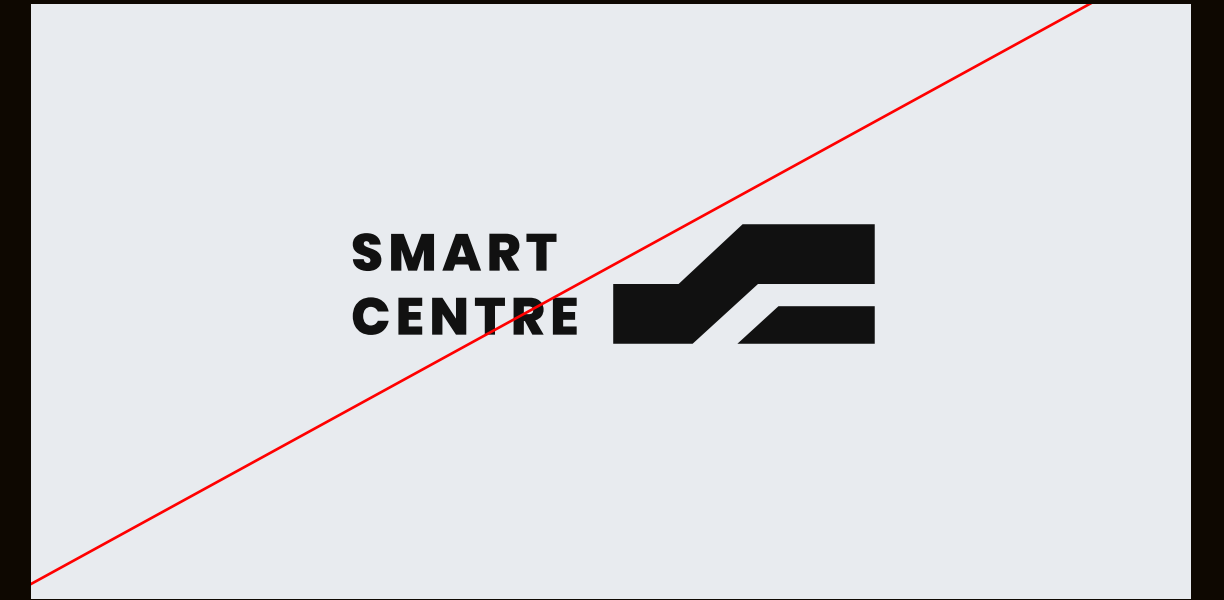
✘



✘



✘



✘



✘

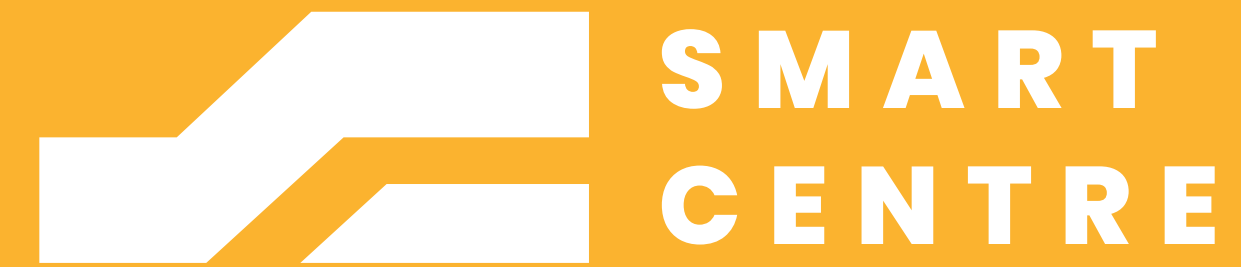


✘

Color versions logo

The logo is used in three basic versions: light on the corporate yellow background, black on white, and light on black.

These options provide maximum contrast and recognition on any medium.



Poppins

A geometric grotesque with modern shapes and soft contours.

A wide range of strokes and excellent legibility make it a versatile font for interfaces and all brand communication.

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!()[]@

Basic collars

The palette is built around Smart Yellow #FCB430 as the main accent, paired with white #FFFFFF and deep black #0E0801.

Together, these three colors provide strong contrast, clean backgrounds, and brand recognition across all media.

Smart Yellow

Hex	Colors
↓	↓
#FCB430	Primary

White

Hex	Colors
↓	↓
#FFFFFF	Primary

Black

Hex	Colors
↓	↓
#0E0801	Primary

Shades of the main color

For the basic Smart Yellow, a range of shades from 10% to 100% saturation is specified.

They are used to build a hierarchy of backgrounds, accents, hover states, and block separation in all media.


#FAEACD	10%
#F7DCAC	20%
#F2CB82	30%
#EEBA58	40%
#EAA92F	50%
#FCB430	Base
#C07E04	60%
#996503	70%
#734C03	80%
#4D3202	90%
#2E1E01	100%

Shades black

Gradations of black are used for typography, darkened backgrounds, overlays, and accent blocks.

Dark shades create contrast with the main color and enhance the feeling of stability and focus.

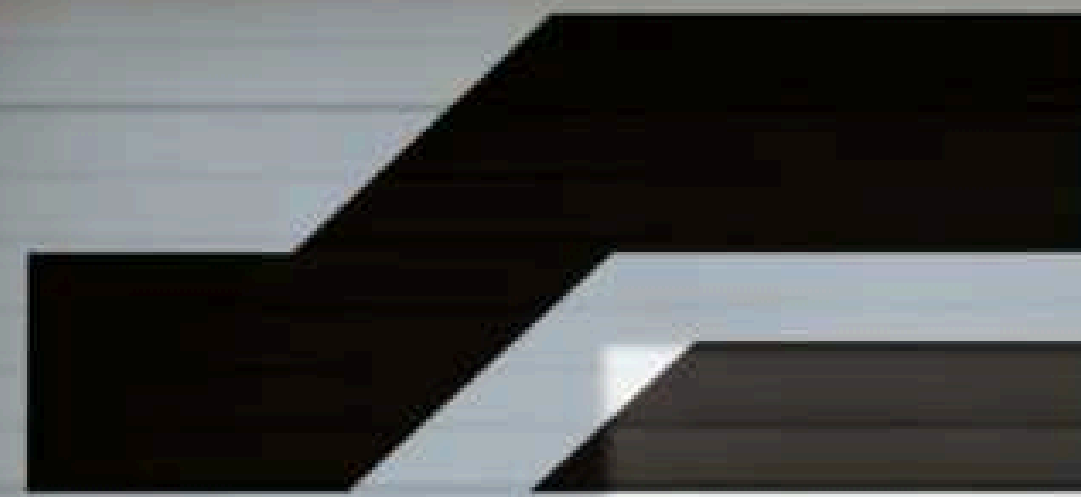
#341E04	10%
#261603	20%
#1D1002	30%
#180E02	40%
#130B01	50%
#0E0801	Base
#0A0501	60%
#050200	70%
#050200	80%
#050200	90%
#050200	100%



SMART
CENTRE



Не шукай салон.
Шукай своє авто.



Знаходимо, перевіряємо та
підганяємо чесні автомобілі
з повним супроводом угоди.

Ми повертаємо здоровий
глузд в автомобільні угоди.

SMART CENTRE