Brand
Guidelines

AutoGrab

Contents

AutoGrab

Responsive logos maintain our image across every channel, allowing our brand identity to scale and adapt.

Logo Files
https://autograb-logo.netlify.app/

Primary Logotype Lockup

Secondary Logotype Lockup

Mark

Socials

Don't change the
colour of the logo.

Don't put the colour
logo on a colour
background.

Don't distort the
logo

Don't make the logo
less than 100px
width.

Product Icons

Real Time Pricing

Dashboard

Dealer Direct

API

AutoGauge

MyListings

MyLeads

MyStock

Sourcing

AutoReach

Pre-accident Valuation

Fleet Pricing

Customer Recapture

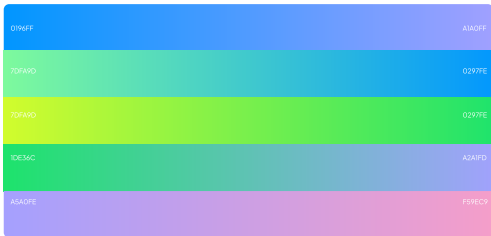Vehicle Certificates

Bold, vibrant and trustworthy.

Primary

Cobalt Blue 0033FF	4D70FF	8D99FF
Purple 5930E3	8B74EB	AC9CF1
Purple 6B46C1	D6BCFA	E9D8FD
Blue 4299E1	90CDF4	BEE3F8
Teal 55A9BD	AFDEE9	EFF8FB

Background

Black 000000	1A171B	302E31
Gray 585858	DCDCDC	F5F5F5

Colour Palette

Gradients

0196FF   A1A0FF

7DFA9D   0297FE

7DFA9D   0297FE

1DE36C   A2A1FD

A5A0FE   F59EC9

Primary

Secondary

Font
https://shorturl.at/ceju9

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AaBb

Plus Jakarta Sans

Font
https://shorturl.at/gjGNR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AaBb

Unbounded

Collateral

AutoGrab

Features

Packages

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Every vehicle online priced in real time.

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Collateral **Ui design**

AutoGrab | **Customer Portal**

Register your interest in an AutoGrab account today.

Already have an account? Log in

First, enter your email address

Alternatively, leave your mobile number here if you'd prefer a call

+61

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> Since incorporating AutoGrab's software into our dealership operations, we've seen a remarkable improvement in our inventory management and understanding of the competitive used car market. This software provides real-time insights and sources vehicles that perfectly align with our sales strategy, revolutionising our procurement process.
>
> The in-depth market analysis delivered by AutoGrab is unrivalled, offering a competitive edge that has significantly boosted our profitability. For car dealerships seeking to streamline their operations and stay ahead of the curve, AutoGrab is undoubtedly a game-changer and a wise investment.

Larry David
Owner of Larry's Pretty Pretty Good Used Cars

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End.