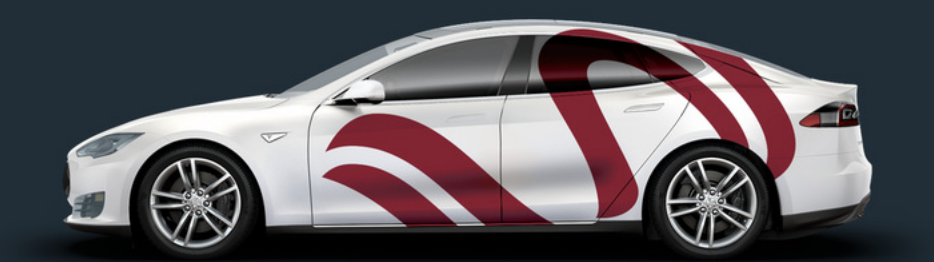
# What would speed look like standing still?

An identity for a Richmond automotive group.



SALVATOR AUTOMOTIVE

# From showroom to workshop.

Salvator’s site describes a Richmond group that helps people buy luxury cars and looks after vehicles in its workshop. The identity had to feel at home in both places.

WORKSHOP IMAGERY FROM THE SALVATOR HOMEPAGE ↗



# A lizard in the letter S.

The logo study took the lizard’s curves and pulled them into a single letter. The two sweeps hold their shape when the mark stands alone.

ORIGINAL SYMBOL ARTWORK



# How much weight is enough?

The concepts tested several wordmark weights. The deliverables keep the narrow, angular lettering and let the burgundy S carry the gesture.

ORIGINAL HEAVIER STUDY




DELIVERED LOCKUP



# Burgundy does the moving.

Graphite carries the lettering. Blue and silver sit in supporting roles, while burgundy makes the curve the first thing you see.



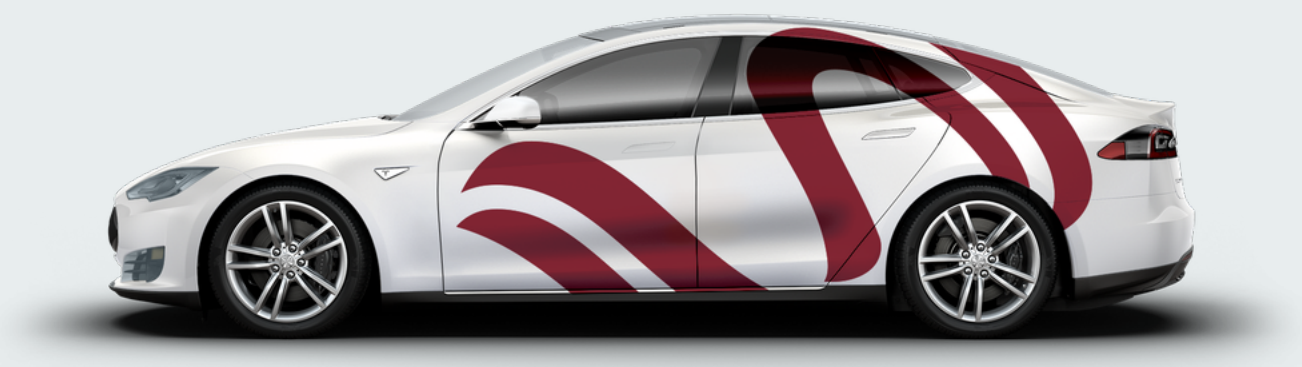
| Graphite | Burgundy | Steel blue | Silver |
| --- | --- | --- | --- |
| #212E37 | #7F212F | #5E7997 | #A1A6B2 |

COLOURS FROM THE ORIGINAL SALVATOR PALETTE EXPORT

# The S takes up a whole door.

On the wrap mockup, the symbol's curves sweep across the body panels. Salvator's Squarespace homepage also uses a white vehicle with burgundy graphics.

ORIGINAL VEHICLE WRAP MOCKUP



# One curve, from badge to bodywork.

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The name holds its shape in a website header. The same curves give the vehicle graphics their scale and movement.

SALVATOR AUTOMOTIVE

# Connect the unconnected.



## Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

**Let's get connected!**


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