

all upper case vs lower case vs title case

LOGO IDEAS

position
top
on back
above foot
bottom

STEEL CAP AUTO LOANS

side on

More VEHICLE FINANCE SKETCHES

primary orange, logo will be on white background (wellerinsurance.com.au)
font, colour, position

preffer sans serif (like Design Crowd.com.au)

ELEMENTS

to add a twist

avoid clutter or noisy

- tyre/skid marks
- exhaust pipe(s)
- grill
- wheels

tyre/skid marks



STEEL CAP AUTO LOANS

rocks/petbles/sand
(orange/rusty colour)

car grill

STEEL CAP

wheels

- BUSINESS NAME: STEEL CAP AUTO LOANS
- LOGO SKETCH: MORE VEHICLE FINANCE EXPER

NOTES