



## BRAND IDEA

### MOMENTUM WITH PURPOSE.

Driven is the AI-powered vehicle acquisition platform for retail dealerships. It works the market inside your lines and turns your buy box into matched opportunities—not noise.

## POSITIONING

An AI-powered vehicle acquisition platform for retail dealerships that value matched opportunities over noisy lead lists. Dealers define the buy box; Driven matches real vehicles against it; the dealer's team verifies, negotiates, and closes every deal.

## BRAND PILLARS

|                 |                                                           |
|-----------------|-----------------------------------------------------------|
| <b>PURPOSE</b>  | Every match starts inside your buy box.                   |
| <b>VELOCITY</b> | Move fast—good cars don't wait.                           |
| <b>MASTERY</b>  | Respect the craft of the deal—your desk stays in control. |
| <b>PROOF</b>    | Show history, pricing, and market signals—never hype.     |

## VOICE

### DIRECT / KINETIC / CONFIDENT / DISCIPLINED

Lead with the point. Use active verbs. Create movement through rhythm—not hype. Support claims with substance. One message at a time.

**Say:** Tell us your buy box. · Here's the match—and why it fits. · Less noise. More cars you want.

**Not:** Unlimited leads, guaranteed. · Game-changing AI disruption. · Volume at any cost.

## MESSAGING

### MOVE WITH PURPOSE.

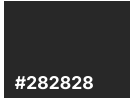
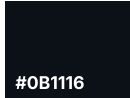
Built for what's next. · Your buy box. Matched. · Opportunities, not noise. · You close every deal.

**CTA:** Define your buy box / See matched vehicles / Get your first matches / Talk to Driven

## TYPOGRAPHY

**BARLOW CONDENSED BOLD** — display, headlines, calls to action  
**Inter Regular / Semibold** — body copy, captions, UI, and information

## COLOR

|                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| #00ACD8                                                                           | #282828                                                                            | #0B1116                                                                             | #E7EDF0                                                                             | #FFFFFF                                                                             |

Use Driven Blue to direct attention—not to fill every surface. White or Night text on blue; avoid small cyan text on white.

## LOGO

**DEFAULT:** primary on light / reversed on dark.

- Clear space: at least 0.5H on every side.
  - Minimum width: 160 px digital · 44 mm / 1.75 in print.
- Never stretch, skew, recolor, outline, shadow, rebuild, or place over visual noise.

## IMAGERY + LAYOUT

Directional light, disciplined contrast, real texture, decisive negative space, one focal point. Let cyan direct attention. Avoid racing clichés, fake dashboards, flames, sparks, rainbow neon, and visual overload.

## PRODUCTION

AI = editable master · EPS/PDF = scalable delivery (CMYK for print, RGB for digital) · PNG = transparent digital · JPG = flattened only. Full kit: brand.drivenauto.ai