



Brand Guidelines for Media

Logos, Brand Colors, and Usage Guidance.

Thank you for covering Wheels Away.

This document contains official brand colors, fonts and logo usage guidance to ensure consistent and accurate representation of our brand across media outlets.

For all questions, additional asset requests, or clarifications on usage, please contact our media team.



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Official Logos

The logos included in this document are for editorial and media use only. Please do not alter the logos beyond the examples provided.

Note: All official logo files are available for download from our [News & Press](#) page.

01. Orange background



02. Black background



03. White background



wheels



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 wheelsaway[↑].com

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 wheelsaway[↑].com

Brand logo guidelines



Use the correct color

We'll usually ask you to use the black and orange logo on a white background. Other versions are acceptable when there are constraints.



Leave space around the logo

There should be enough clear space around the logo.



Don't alter the logo

You should not modify the size or color of the logo, or add additional elements that compromise its original form.

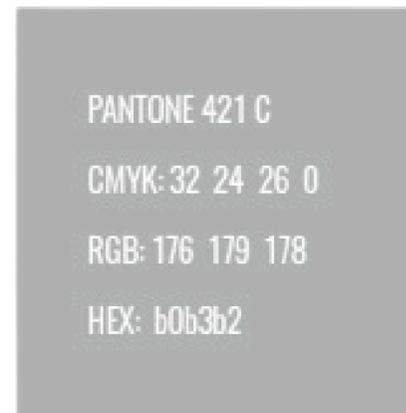
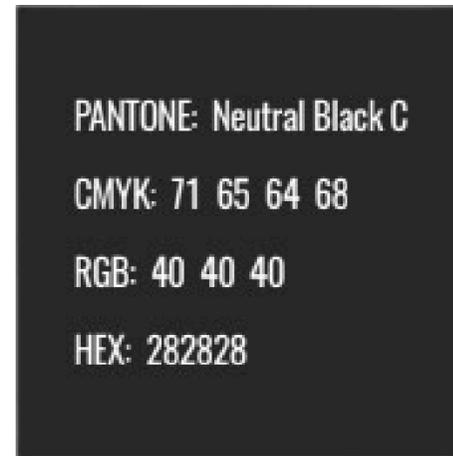
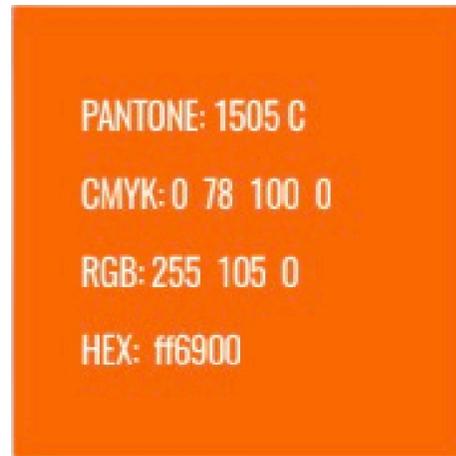


Don't overcrowd the logo

Avoid overcrowding the logo with elements like text or images that compromise its clear space .

Color codes

Below are the official brand colors for Wheels Away. Please use these colors only in association with our brand materials.



Fonts

CONTACT DETAILS & PRE-HEADER FONT -
GOTHAM REGULAR (KERNING 100pt)

**SANS SERIF
HEADER FONT - GOTHAM BLACK CAPS**

BODY TEXT SUBHEADERS - GOTHAM BOLD CAPS

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Condensed Font - Oswald Regular

Handwritten Font - Felt tip Roman

LOGO FONTS:

Comfortaa Bold

Typo Round Bold