BRANDBOOK

BEAST

BEAST.RENT

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OVERVIEW

ABOUT US

Beast enables people to rent a Tesla **in less than 5 minutes** by providing a contactless 24/7 rental service that's **awesome, convenient** and **environmentally conscious.** No paperwork, no keys, no hidden fees, just grab your phone and go.

OVERVIEW

THE PROBLEM

Rental solutions are often confusing, slow and leave a bitter first impression. If you're renting a car as an individual or small group, you'll be dealing with an array of hidden costs – things like gas and potential damage to the vehicle. **The quality of service is constantly overlooked** (speed, accessibility, comfort, customer support, the list is neverending). Not to mention, there hasn't been a revamp in P2P mobility since the mid-2000s when Uber and Turo launched their services.

HOW WE SOLVE IT

Our **dedication to accessibility, sustainability, and customer happiness sets us apart** in the mobility industry. We strive to be the leaders in this field by constantly pushing the boundaries of what is possible. Our focus on **stability** and **efficiency** has resulted in robust tech that is **optimized for scalability,** allowing us to expand our offerings and reach more people.

Our product and services are designed with versatility in mind, so that in the future, when the technology and market conditions are favorable, we can onboard other electric vehicle manufacturers beyond Tesla. We also have our sights set on **leveraging advancements in fully autonomous driving and the increasing popularity of robotaxis** to provide users with a **seamless, convenient,** and **efficient** transportation experience, offering **innovative** solutions and **cutting-edge** services.

OUR MISSION

Proudly shared with Tesla – **accelerating the world's transition to sustainable energy by first driving the world's transition to electric vehicles.**

We're here to speed up the process of switching to electric vehicles by **actively battling bias** and **transforming the concept and necessity of vehicle ownership.** Not to mention we **help decrease congestion, optimize parking space, reduce CO2 emissions** and provide **the most awesome experience** anyone's ever had with a rental service.

OUR VISION

Becoming everyone's number one choice for driving
by providing the most awesome experience possible.

WE AT BEAST ARE...

POSITIVE

We approach life with a **positive attitude** and **assume good intentions from others.** We believe that a **can-do spirit is the key to overcoming life's challenges** and making progress, knowing that a **positive attitude can lead to great things.**

The greatest discovery is that a human being can alter his life by altering his attitudes.

– William James, philosopher, psychologist

SMART

We strive for **efficiency** and **effectiveness, doing things smarter, not harder.** We are constantly **learning and growing, taking accountability for our mistakes** and using them as **opportunities to improve** and become better.

Intelligence is not just about what you know, it's also about what you can learn.

– Elon Musk

RELENTLESS

We are **driven** and **dedicated,** pursuing **excellence in everything** we do with **precision** and **care.** We act with **kindness** and **mindfulness towards everyone,** including **our planet.**

Success is not final, failure is not fatal: it is the courage to continue that counts.

– Winston Churchill, British Prime Minister

TRANSPARENT

We value **openness** and **honesty,** sharing our values, beliefs, and experiences with one another, **committed to being transparent and clear in our communication,** both in terms of **information** and our **emotions,** to **build trust** and foster a **positive and productive** environment for all.

Integrity is telling myself the truth. And honesty is telling the truth to other people.

– Spencer Johnson, author, speaker

BEAST

SAFE AREA

To ensure the logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. The minimum safe area of the Beast logo is equal to the height of the letter "B".

PROPORTION

The proportions of the Beast logo are 1x6. In other words, the width of the logotype is four times the height of the letter "B". These rates cannot be changed in any print, digital or architectural application.

6x

1x

BEAST

INCORRECT LOGO USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing or distorting in any way – that includes adding unnecessary text decorations like drop shadow and outlines.

DO NOT change the logo's orientation or rotation.

DO NOT disproportionally scale or resize the logo.

DO NOT change color of the logo.

DO NOT add any effects to the logo.

BEAST
Rent a Tesla in less than 5 minutes

DO NOT display any elements within the logo's clear space.

DO NOT add an outline to the logo or display the logo as an outline.

LOGO MARK

Light and dark versions.

LOGO – HORIZONTAL VERSION

Light and dark versions.

LOGO – VERTICAL VERSION

Light and dark versions.

B

BEAST

B

BEAST

APP ICON

Light and dark versions.

MONTSERRAT

Used for titles, quotes, emphasizing text on our website, documents, newsletters, visual promotional material (ads, videos, etc) and decks.

Fun fact: The Beast text logo has been created using Montserrat Bold with spacing.

H1 – EXTRABOLD 800

H2 – BOLD 700

H3 – SEMIBOLD 600

DOWNLOAD FONT FAMILY

INTER

Use Bold or Medium for writing in bold. Regular, Light, ExtraLight, Thin for normal text.

Used for content and body (e.g. in our newsletter body).

Bold / Medium

Regular / Light

ExtraLight / Thin

DOWNLOAD FONT FAMILY

HEEBO

DOWNLOAD FONT FAMILY

H1 – EXTRABOLD 800

H2 – BOLD 700

H3 – SEMIBOLD 600

H4 – MEDIUM 500

Regular, Light, ExtraLight **and** Thin
for body and content.

COLOR PALETTE – PRIMARY

Color shoud be used with careful consideration to maintain
brand consistency throughout brand visual communication.

BLUE-PURPLEISH		
R	61	C	81
G	106	M	60
B	224	Y	0
#3d6ae0		K	0

STANDOUT BLUE		
R	4	C	64
G	213	M	0
B	244	Y	9
#04d5f4		K	0

TEAL		
R	75	C	71
G	132	M	34
B	155	Y	28
#4b849b		K	10

COLOR PALETTE – SECONDARY

Color palette should be used with the following applications:
CMYK – for printing, RGB – on screen, HEX – web.

WHITE

R	246	C	4
G	246	M	3
B	246	Y	4
#f6f6f6		K	0

BLACK

R	9	C	100
G	8	M	93
B	33	Y	50
#090821		K	77

GRADIENTS

Can be used on backgrounds, buttons, accents, etc.
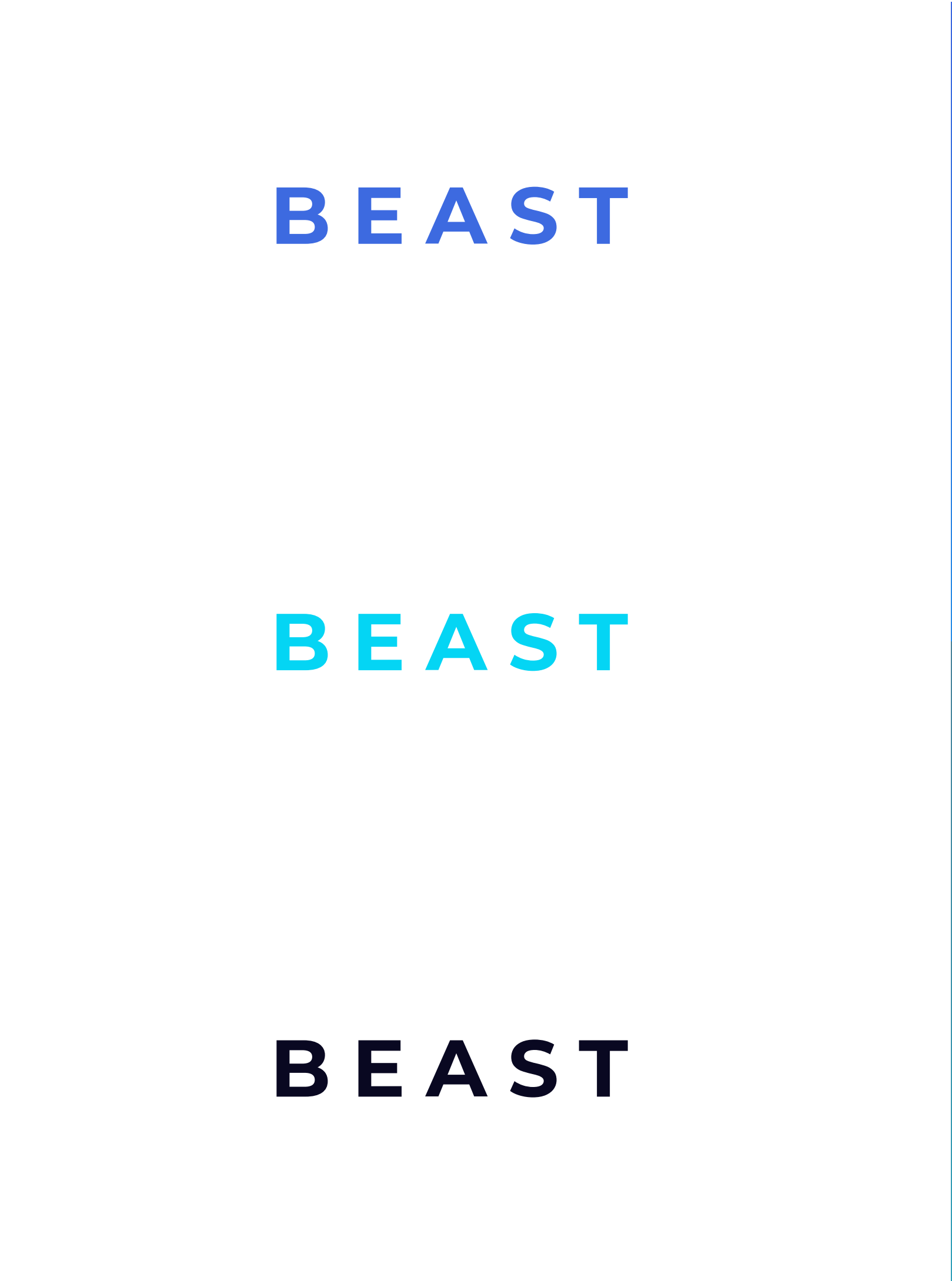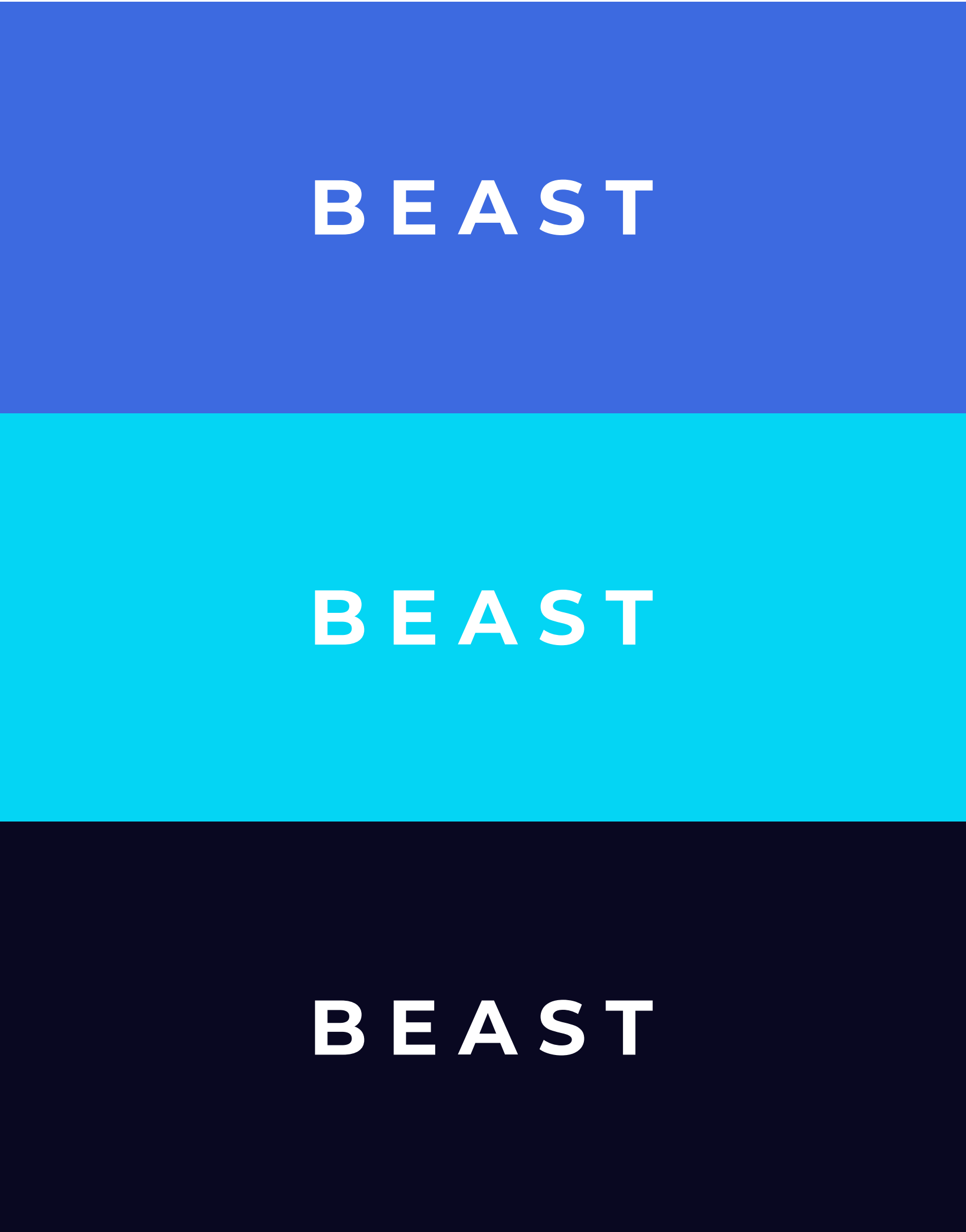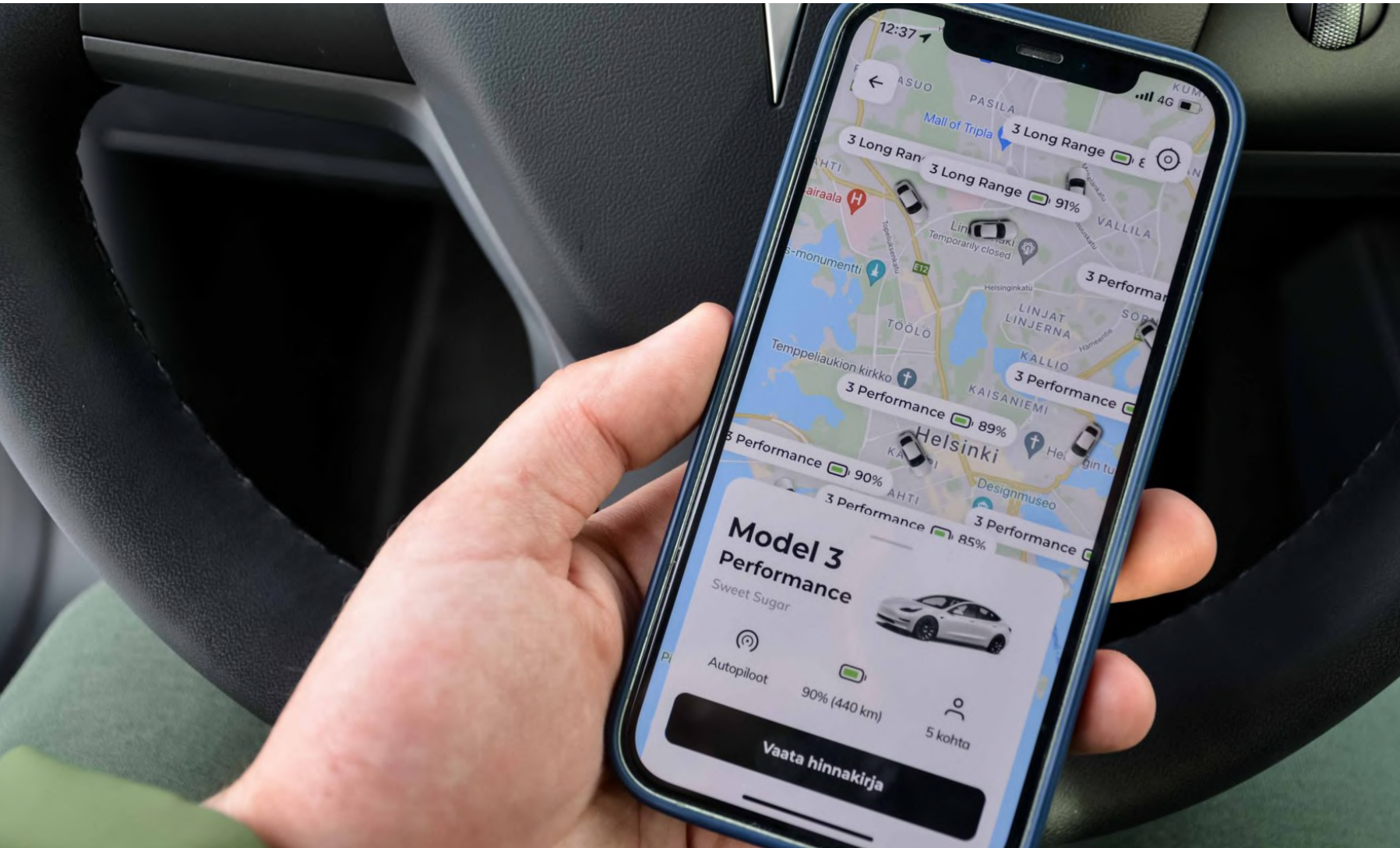
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#04d5f4

#4b849b

#04d5f4
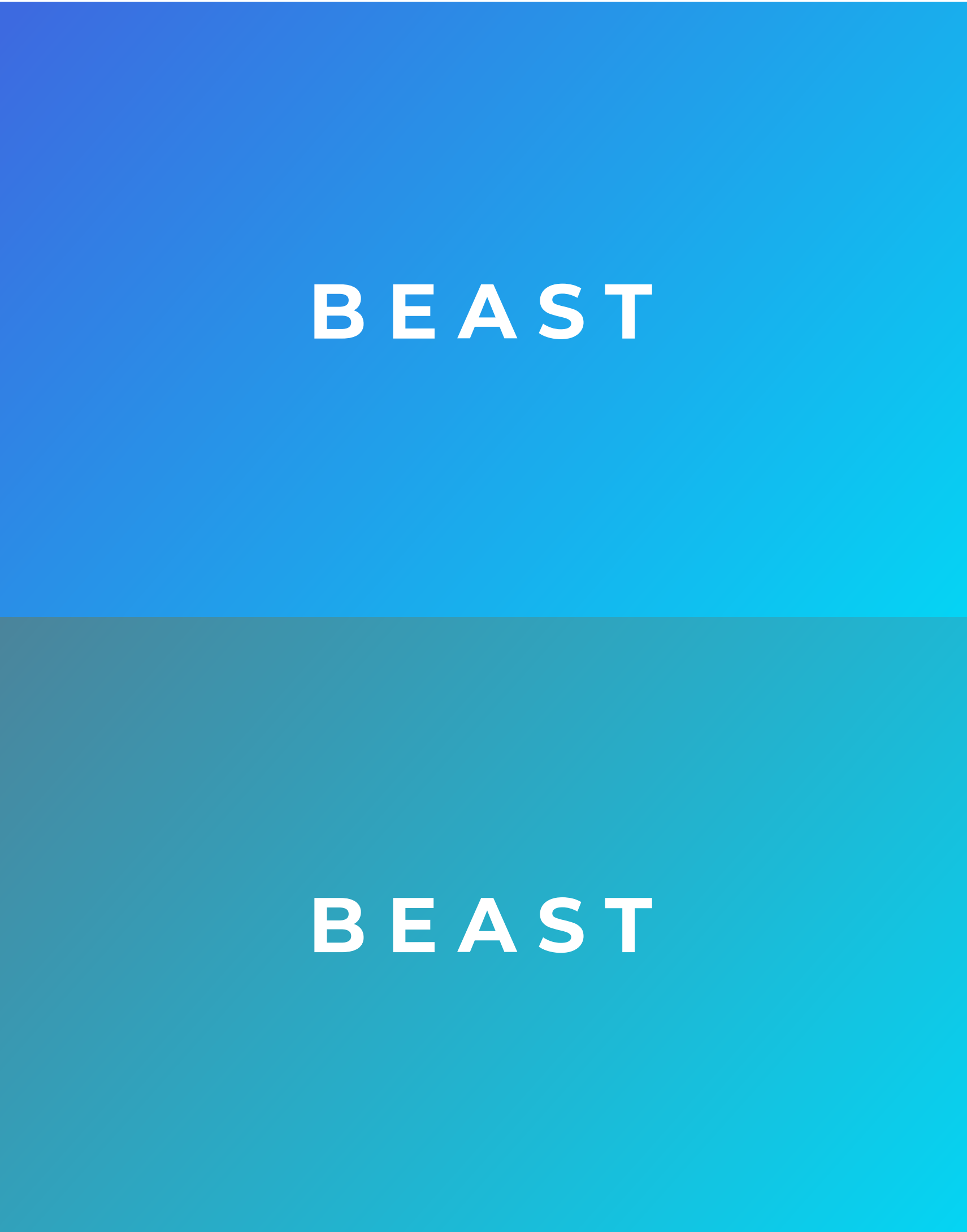
GALLERY

GALLERY

B E A S T

VISIT OUR WEBSITE

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