



Classic

take a ride back in time

Victoria Green

Classic

Where autonomous driving meets vintage

Take a ride back in time

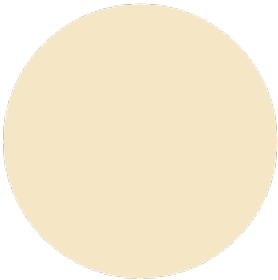
With cars provided by Gas Monkey Garage and technology integrated by Microsoft Labs, these companies decided to keep their branding to a minimal as this is a new and experimental service.

This service will be used by individuals as transportation to high-end events or as a means to have a scenic drive. Older users who can no longer drive themselves would use this app as an opportunity to get behind the wheel of their old vintage favorites.

With an emphasis on this nostalgic feeling the color palette and typography were chosen to express the timelessness of the experience.

COLORS & BRANDING

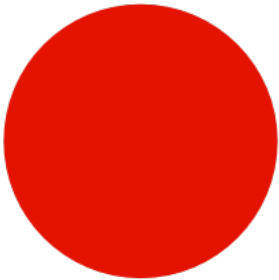
Final



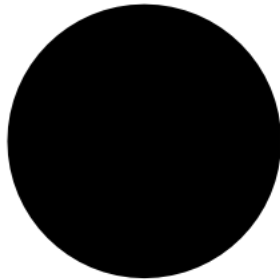
#F5E7C5



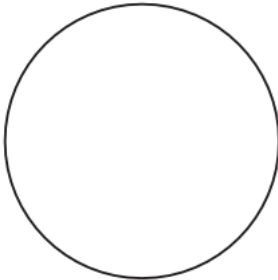
#DCCGAC



#E41300



#000000



#FFFFFF



Brand

Lobster

Heading

NEXA RUST SANS

Sub Heading

Georgia

Lobster

Classic

*take a ride
into the past*

C Alt mark

Georgia

Body

Baskerville

Baskerville

Pellentesque tincidunt, dolor eu dignissim mollis, justo sapien iaculis pede, vel tincidunt lacus nisl sit amet metus. Fusce ac est vitae purus varius tristique. Phasellus mattis ornare ligula.

APP ICON, APP FEATURES

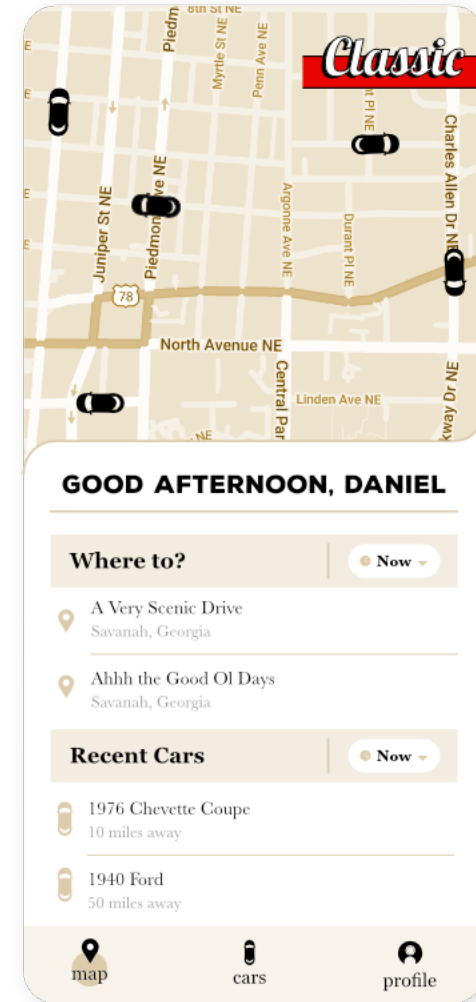
Final



App Icon



Splash Screen



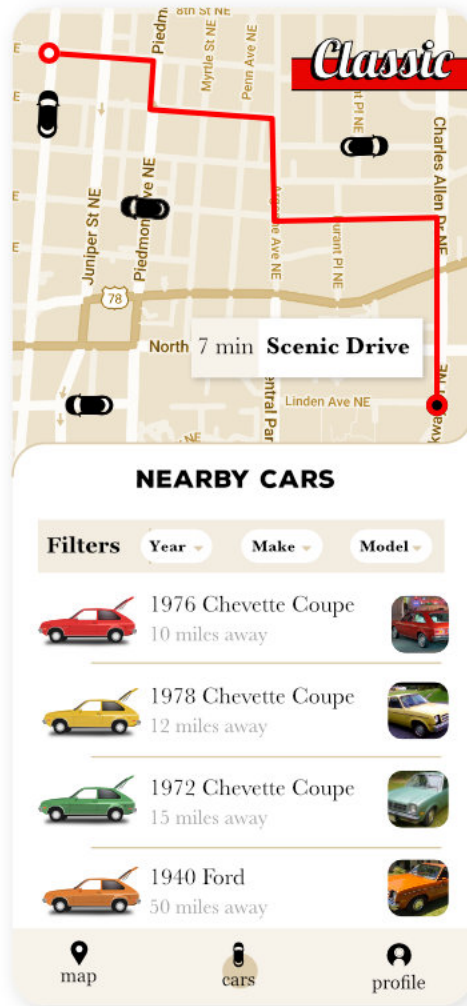
Home

// lightened background color
for app icon and splash screen

// "What car?" is now
"Recent Cars" for clarity

APP FEATURES

Final



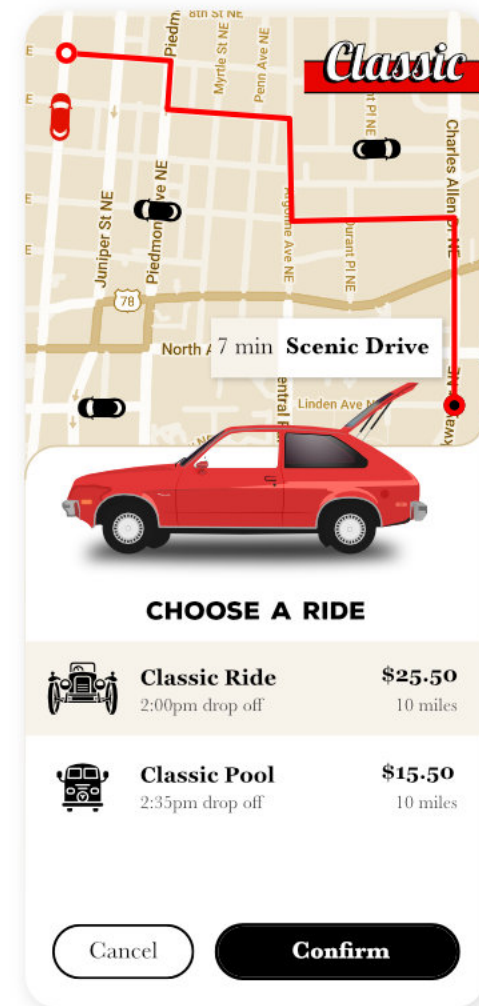
Select Car

// Scaled up image preview of car

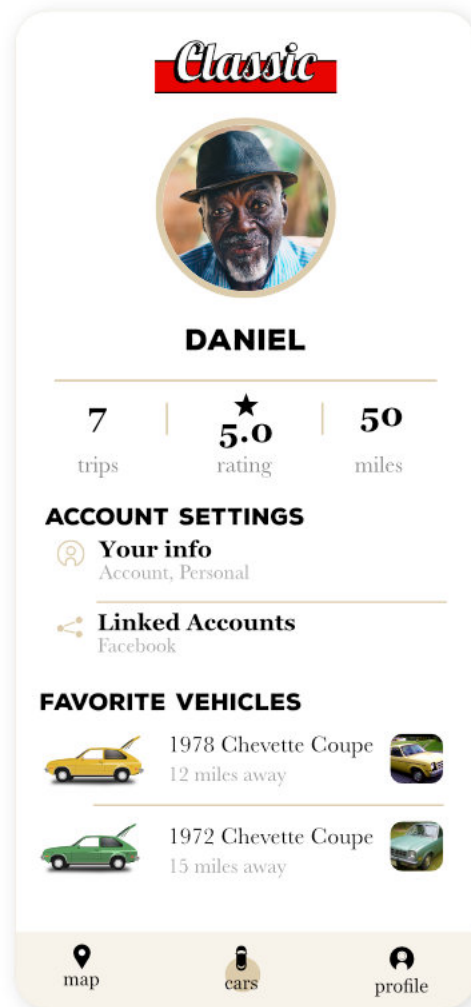


Details View

// Added the real car image over the map

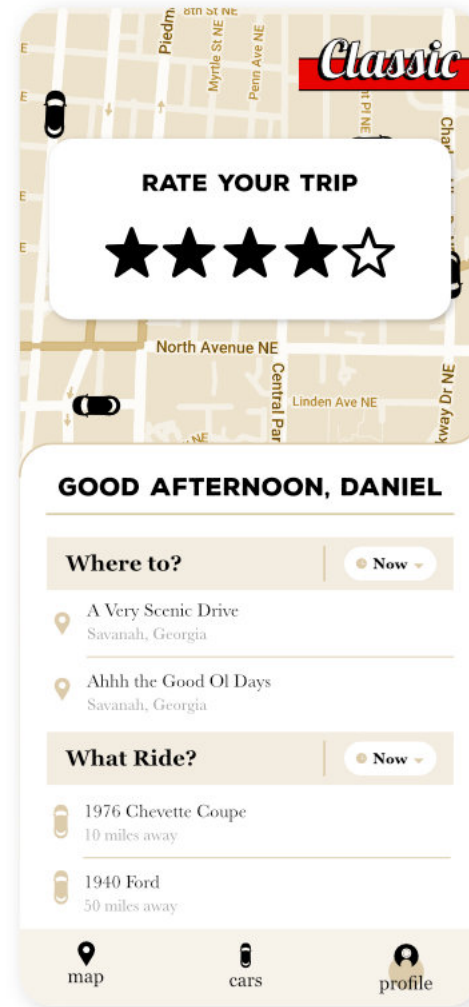


Ride Type



Rider Profile

- // Adjusted alignment
- // Scaled down profile image
- // Added Logotype



Rating

MOCKUPS

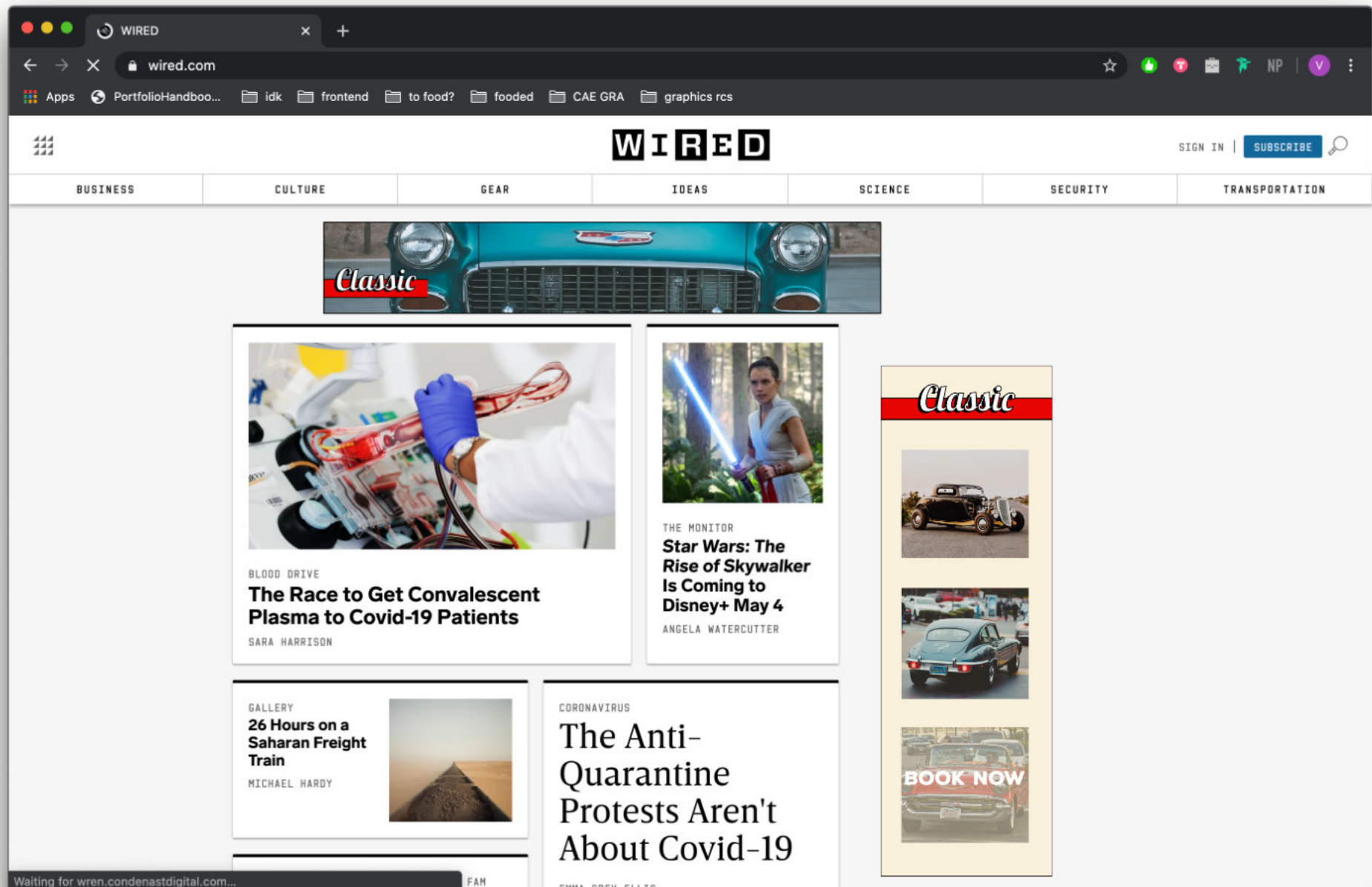
Branded Cars



// Adjusted Lighting to make the license seem more realistic

MOCKUPS

Advertisements



// Adjusted Position of car image for horizontal banner

// Made background off-white and hover overlay

MOCKUPS

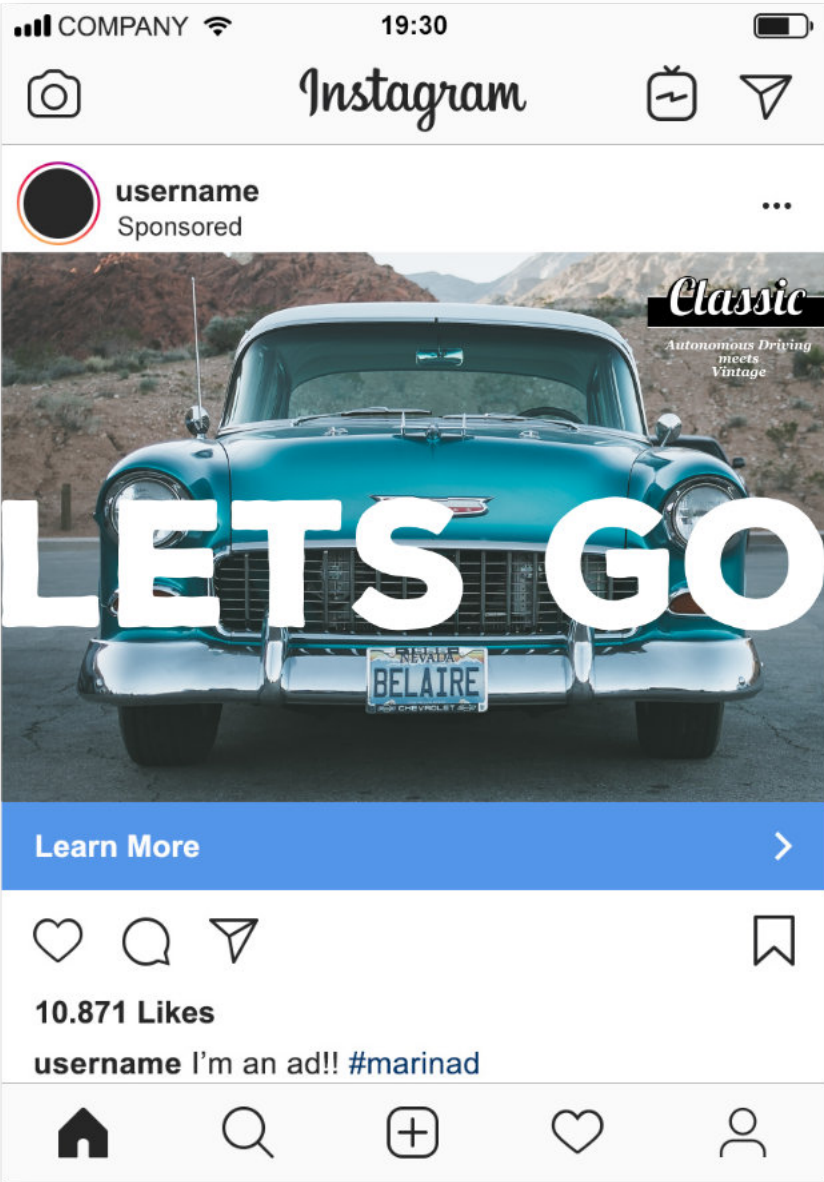
Advertisements



// Made "autonomous" stamp off white so its less jarring

MOCKUPS

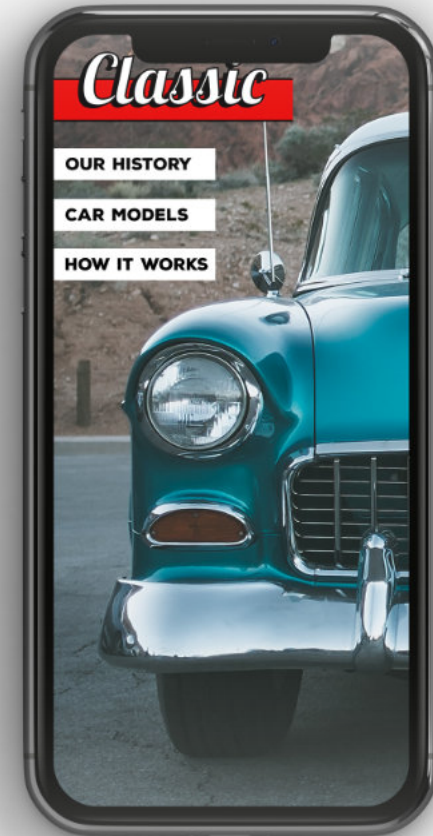
Advertisements



// Added a small description in righthand corner

MOCKUPS

Website Homepage



// Simplified background to one image instead of collage

MOCKUPS

App Icon

