

ProShop Rebranding Phase 1



EASA SALEH AL GURG GROUP

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Approved Logo

The English logo consists of the word "PROSHOP" in a bold, sans-serif font. The letters "PRO" are black, and "SHOP" are yellow. The letter "O" in "PRO" contains a red and white graphic element, and the letter "O" in "SHOP" contains a white and yellow graphic element.

English

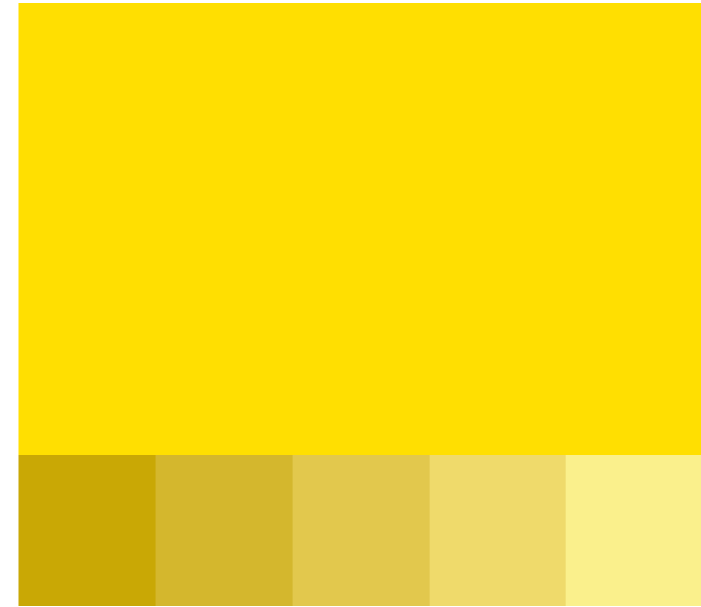
The Arabic logo consists of the word "برو تشوب" in a bold, sans-serif font. The letters "برو" are black, and "تشوب" are yellow. The letter "و" in "برو" contains a red and white graphic element, and the letter "و" in "تشوب" contains a white and yellow graphic element.

Arabic

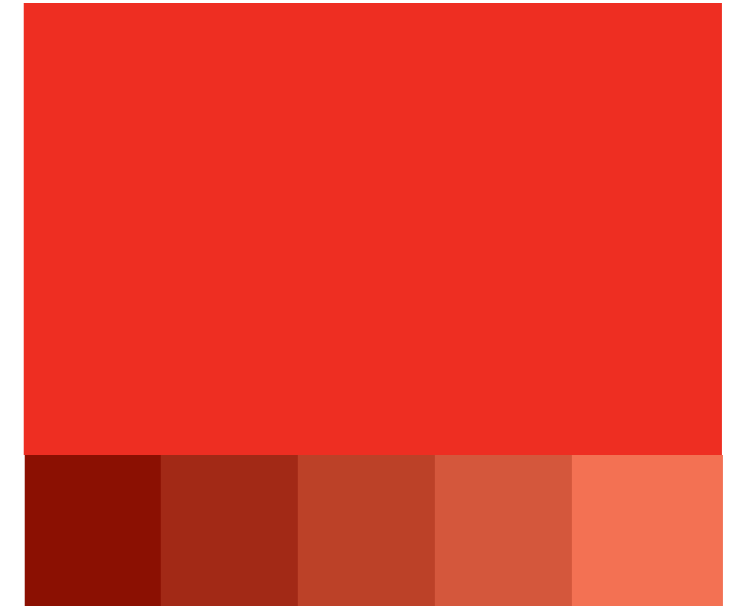
01.

Colour Specifications

Colour Specifications



Pantone
109 C



Pantone
485 C



Pantone
447 C

Preferred logo colours (white background)



English



Arabic

Alternate logo colours (yellow background)



English



Arabic

02.

Main Design Element

Placement Variations



Inspiration



Sample placement 1

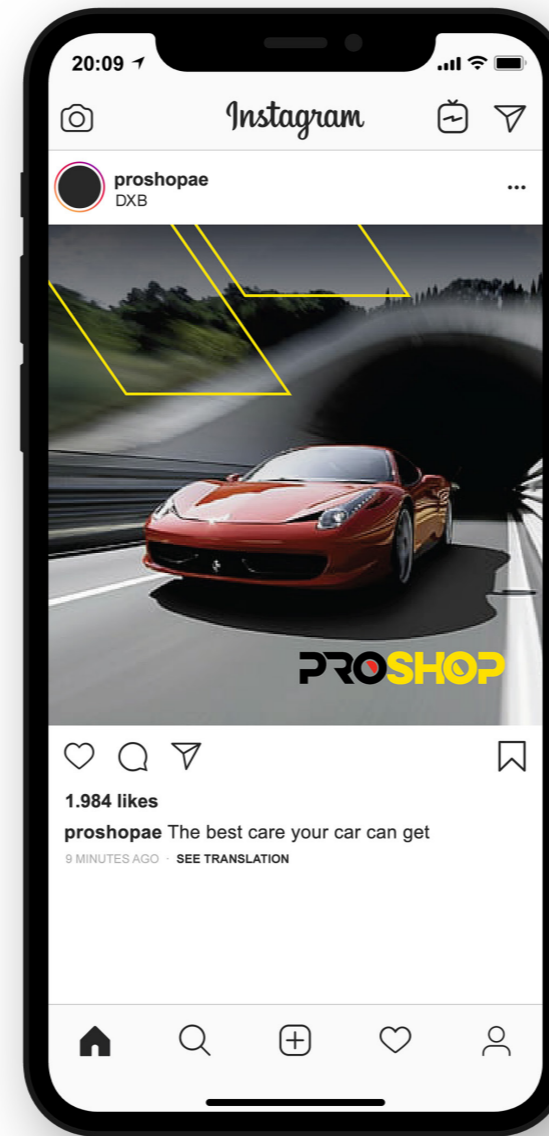


Sample placement 2

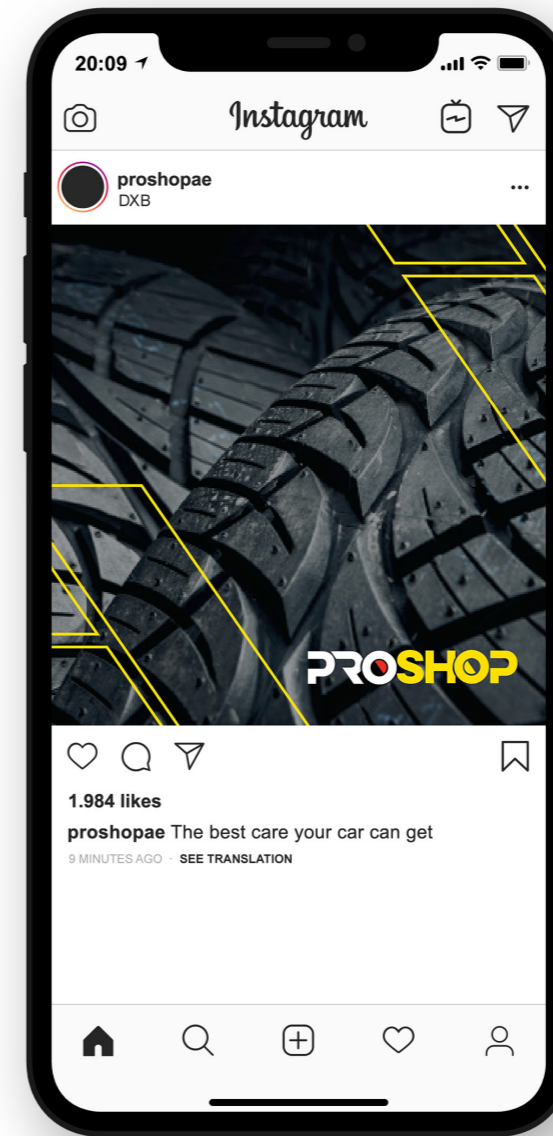


Sample placement 3

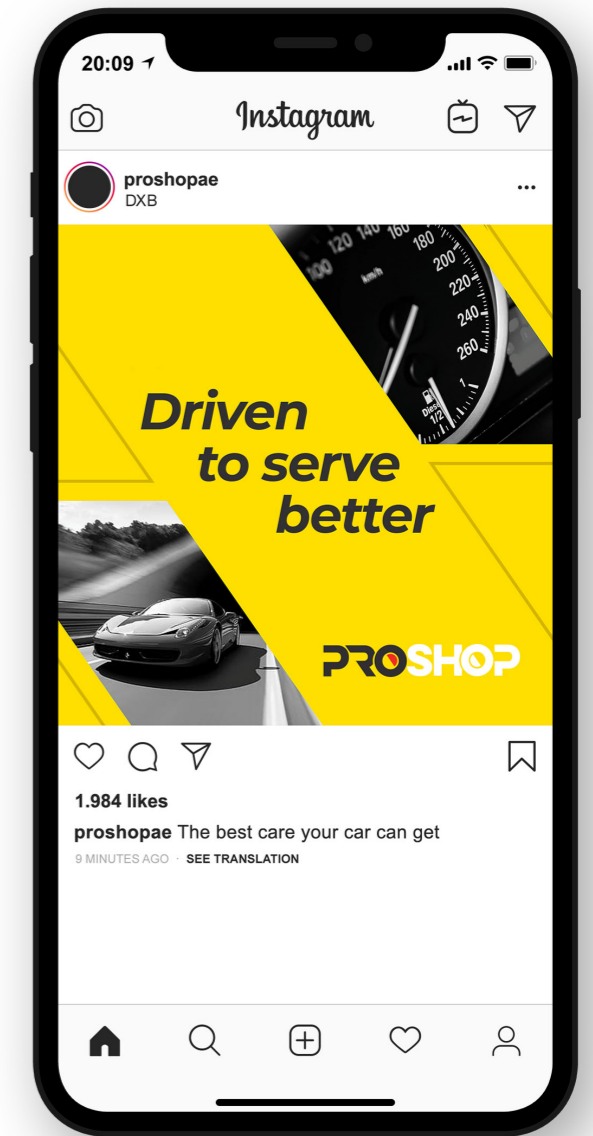
Social Media Application



Regular Post



Regular Post Variation



Occasional Post

Billboard Ad Wide

Look-and-feel of branding artworks



Billboard Ad Vertical

Look-and-feel of branding artworks



Billboard Ad Vertical

(Variation)

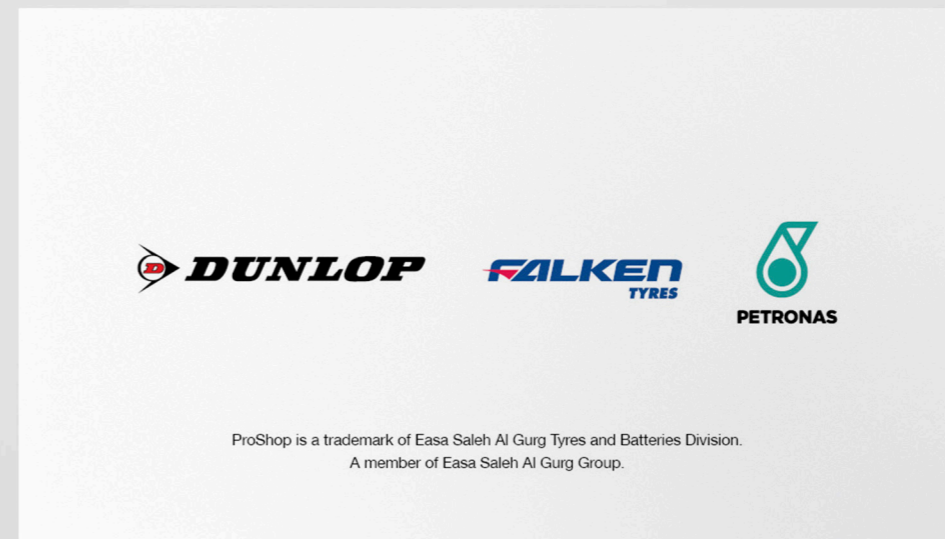
Look-and-feel of branding artworks



03.

Stationery Element (Batch 1)

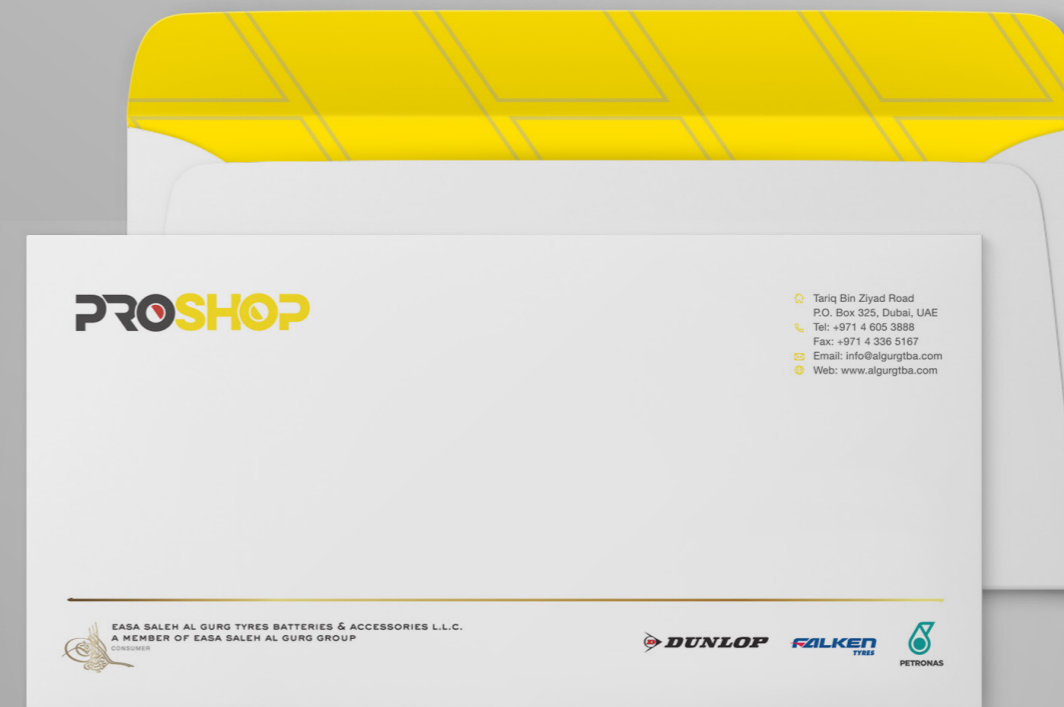
Business Card



Letterhead application



DL Envelope



C4 Envelope



Corporate Folder

(Outer)



Corporate Folder

(Outer)



Corporate Folder

(Inner)



Feedback Form



Invoice Pouch

(Outer)

Front



Back



Invoice Pouch

(Inner)



Job Card



Tel: +971 4 605 3838 Email: enquiry@proshop.ae Web: proshop.ae
Address: Dunlop Building, Tariq Bin Ziyad Road, Umm Hurrair
PO Box 49286, Dubai, United Arab Emirates

Job Card No: **001**



Customer Information

Name _____
Mobile _____ Email _____

Tyres and Related Services

Products/ Services	Details	Qty	Unit Price	Total + VAT
Tyres				
Valves				
Fitting & Balancing				
Balancing				
Alignment Check				
Alignment Adjustment				
Nitrogen				
Tyre Rotation				
Puncture Repair				
Total				

Car Maintenance And Related Services

Products/ Services	Details	Qty	Unit Price	Total + VAT
Battery				
Battery Service				
Oil Change				
Oil Filter				
Air Filter				
A/C Filter				
Others				
Total				

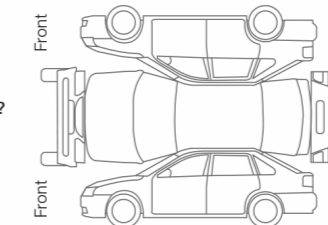
Tyres Information

Tyre Tread Depth Condition <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Valve <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> DOT _____ Note _____		Tyre Tread Depth Condition <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Valve <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> DOT _____ Note _____
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Rear Tyre Size _____ Front Tyre Size _____

Is there any visible evidence of existing damage to the vehicle?

Yes No



أفوضكم أنا الموقع أدناه بإجراء جميع الإصلاحات الهيكلية أعلاه متضمنة قطع الغيار والمواد الأخرى اللازمة. وأعطي لمستخدمكم الأذن بالقيام بتجربة المركبة المذكورة على الطرق الخارجية بهدف اختبار صلاحيتها. كما أؤكد بهذا أن عيبي صالح الفرق غير مسؤولة عن أي تلف أو أعطال تتعرض لها المركبة والتي قد تنتج عن أحداث أو عوارض خلال فترة التصليح أو خلال سير السيارة على الطرق حسب قوانين ولوائح شرطة المرور وموافقة شركة التأمين. الشركة غير مسؤولة عن الممتلكات الشخصية الموجودة داخل السيارة في حال فقدها.

I, the undersigned, hereby authorize you to execute the above works. Your employees are hereby granted the permission to operate the vehicle on road for testing purpose. In addition, your company shall not be responsible for any loss or damage occurring due to malfunction of any component of the vehicle, force majeure, while the vehicle is in your workshop for tyre service or during road testing. In an unforeseen event of vehicle meeting with an accident inside the workshop or during road test, Easa Saleh Al Gurg will not be liable.

Scrap Tyres Collected By Customer Yes No

Vehicle Information

Date _____ Chassis _____
Make _____ Model _____
Plate _____ Year _____
Mileage _____ Avg monthly km _____

Vehicle Check List

- Engine Oil Level
- Coolant Level
- Coolant Hoses
- Battery Status
- Air Filters
- Power Steering oil
- Wiper Fluid
- Brake Fluid
- Wiper Blade Condition
- Lights & Bulb Condition
- A/C Cabin Filter

Notes: _____

Technician Name / Signature: _____

Time in: _____ Time out: _____

Attended By: _____



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