

The Story Behind Motohaus' Bold Identity

The Background

Motohaus, a venture of KVMPL, is a one-of-its-kind concept where brands of international repute are being introduced for the Indian motorcycling enthusiasts. Starting with Brixton Motorcycles and VLF from Austria and Italy respectively, the brand is all set to provide its customers an all-round experience in sales, service and community building. **The Objective**

shaped the logo, visual language and communication to reflect the essence of two iconic brands. VLF, a sleek, eco-friendly Italian option and Brixton, an Austrian brand for those who blaze their own trails. **Concept Write-up**

The tone we have used is adventurous yet approachable, with each brand speaking to its

target audience's aspirations. VLF, with the tagline "The rest can wait", appeals to riders who

Our goal was to establish Motohaus as a strong, distinct brand with a memorable identity. We

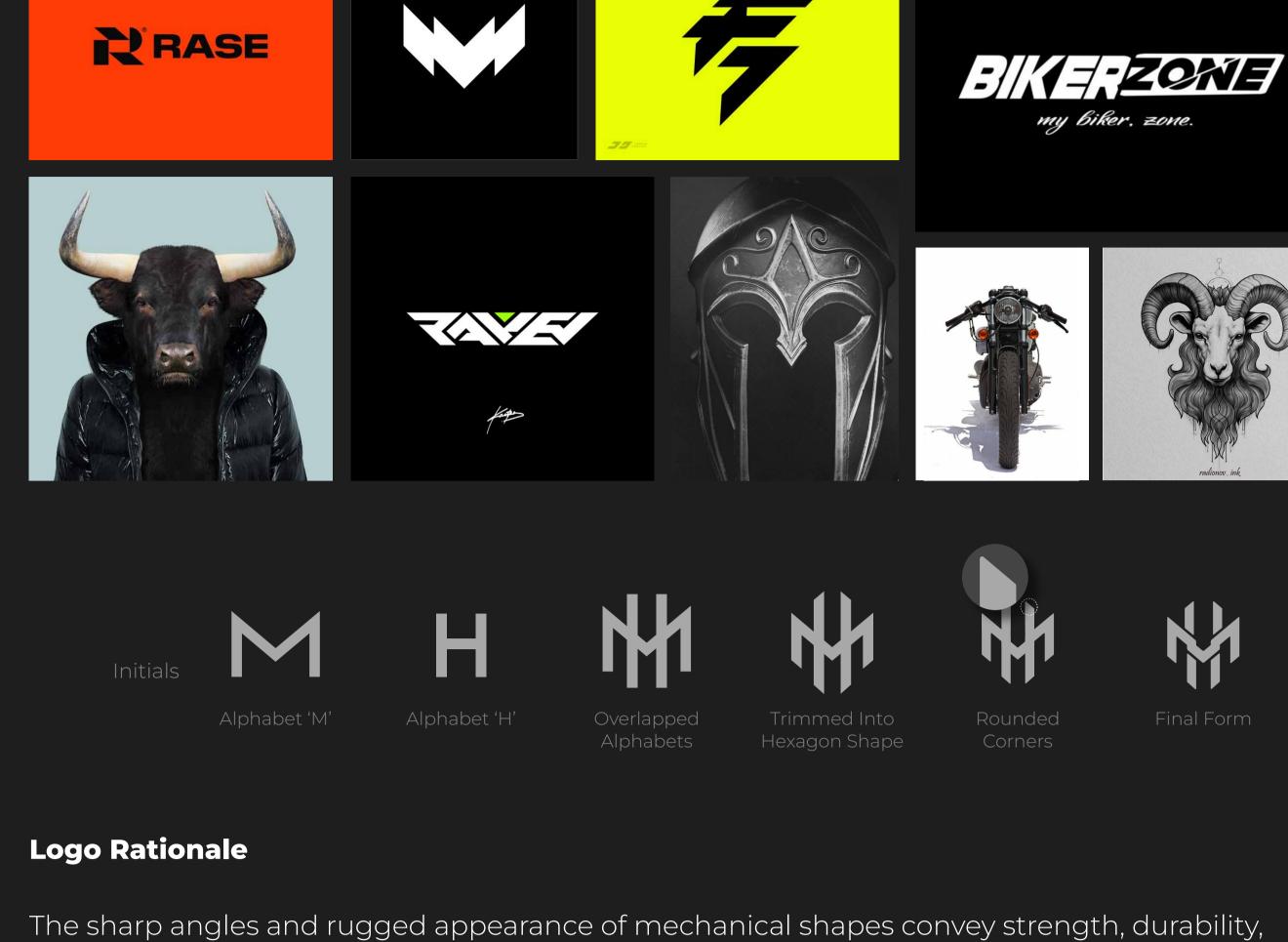
value style and sustainability. Brixton's, "Make your own way", is for the fearless riders, those ready to conquer the road.

journey, their way.

The Outcome With a clean, modern logo and a digital presence that conveys both sophistication and rebellion, Motohaus aims to become the go-to destination for riders who want to live their

The Moodboard

The Long Yet Rewarding Journey



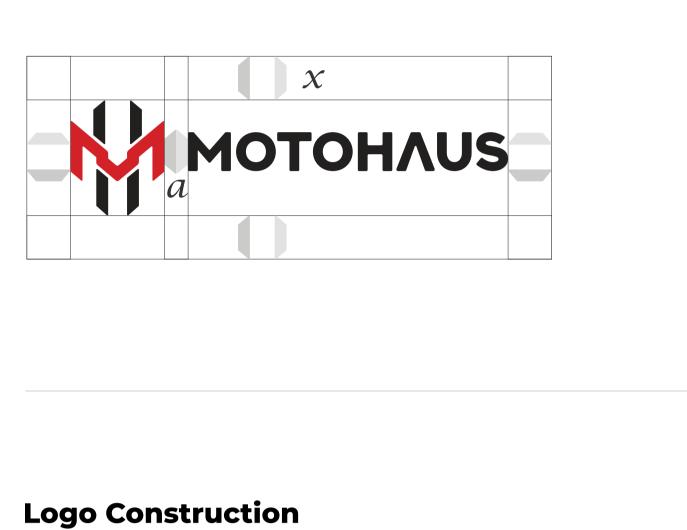
these qualities in their products or services. Additionally, the bold and aggressive look of

mechanical shapes can reflect the adventurous and daring spirit of bikers, making it a perfect fit for a brand targeting this audience.

and power – qualities that are often associated with the biker community. The use of these

shapes in a logo can create a sense of toughness and resilience, appealing to those who value

Logo & Brand Identity Guidelines



Exclusion Zone

The space between the logo and monogram is what we refer as value 'a', when we join value 'x' (Two standing lines of the alphabet H).

The exclusion zone represents the area around

the logo which must remain clear at all times,

no text nor graphic elements should appear in

this area. The Exclusion zone is the height of

the upper part of the Monogram (Two

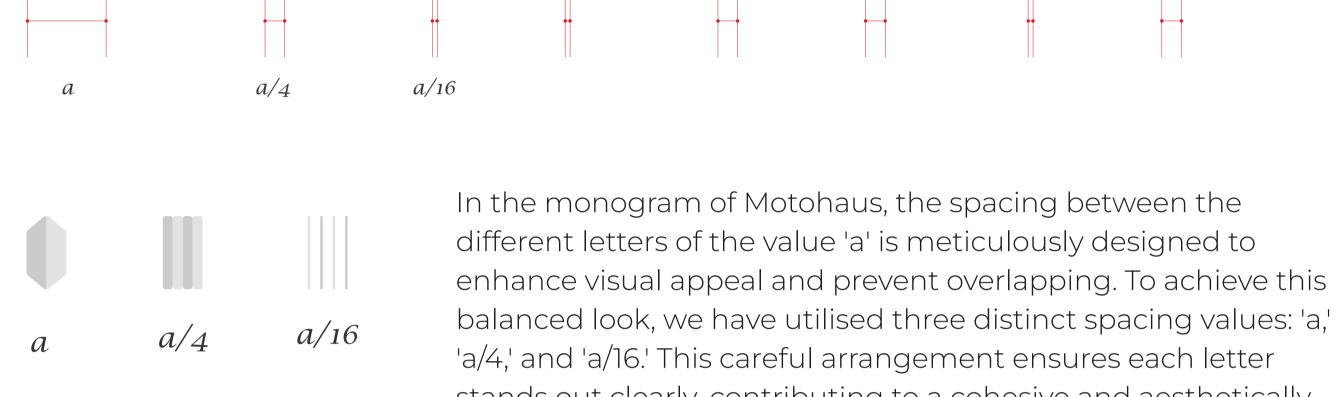
standing lines of alphabet H)

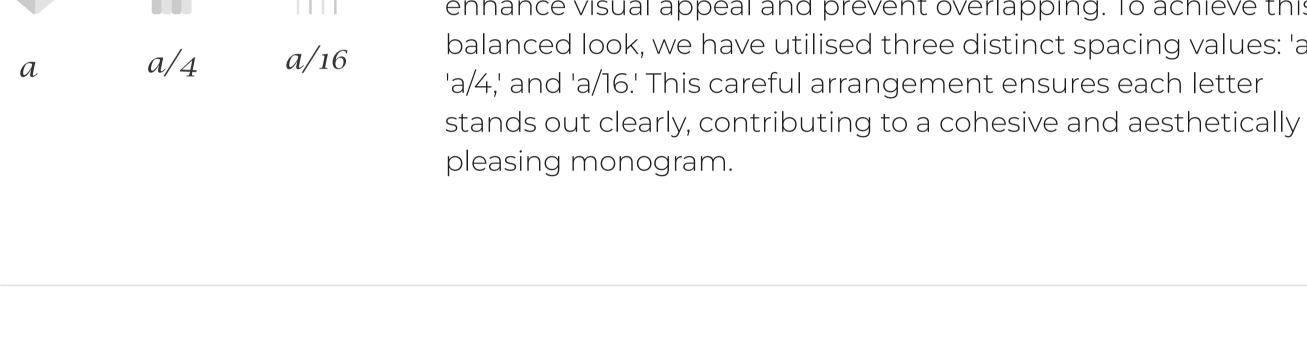
CMYK 11/99/98/2

RGB 211/35/40

மோட்டோஹவுஸ்

HEX #d32328





CMYK 0/ 0/ 0/ 100

RGB 35/31/32

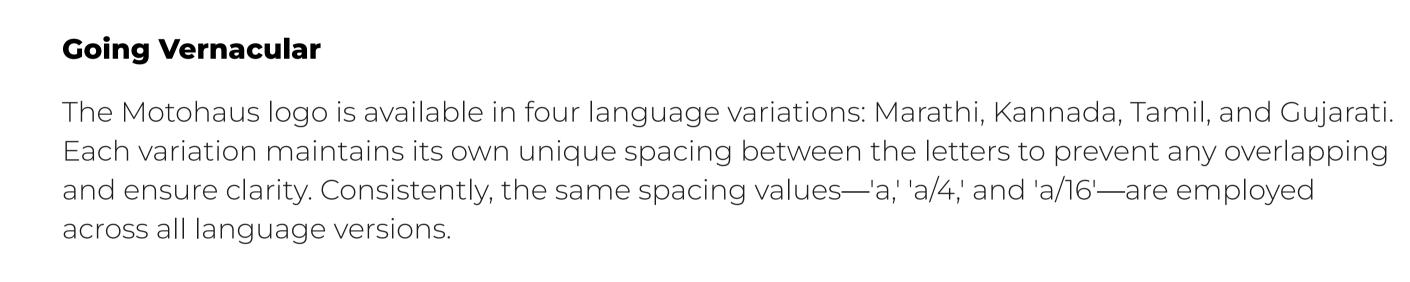
HEX #231f20

Primary Colours

CMYK 0/ 0/ 0/ 0

HEX #ffffff

RGB 255/255/255



Tamil

मोटोहा ऊस

Marathi

Gujarati Kannada ಮಾಲಹೌಂಹ್ भारोडाउस



Pattern Using Monogram

Instagram

Click to Watch

