

FLEXA



Brand book
By oren sason

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Welcome To FLEXA

Folding electric vehicle

Our Vision

FLEXA is a company that produces folding vehicles electric city car. The vehicle was specially developed as solution to the challenges of parking and traffic in the crowded cities. The vehicle can shrink to a width of only one meter, which allows parking even in a motorcycle parking lot. And in order to park in a particularly narrow place, the vehicle surface shrinks to a width of one meter, a width that allows the vehicle to be parked with maximum comfort.





Our Values

In pursuit of our mission, we hold several core values dear. First and foremost, we value sustainability. Every decision we make is guided by a dedication to reducing our environmental impact. Innovation is at the heart of our company we continually push boundaries to create groundbreaking solutions for modern urban challenges. Safety is non-negotiable, and we prioritize the well-being of our customers in every design and feature. Lastly, we value community and believe fostering partnerships with a cities.

Preliminary Research



Research has been carried out with similar companies that manufacture folding vehicles, our vehicle combines comfort and style, it folds easily for convenient and quick storage, making it ideal for modern city life.

Choosing our car is not only a choice in quality and style, but also a contribution to a greener future. Our vehicle reaches a driving range of 250-300 km on a full charge and this is the great advantage over the competitors, in addition to technological design, high engine performance and vehicle safety.

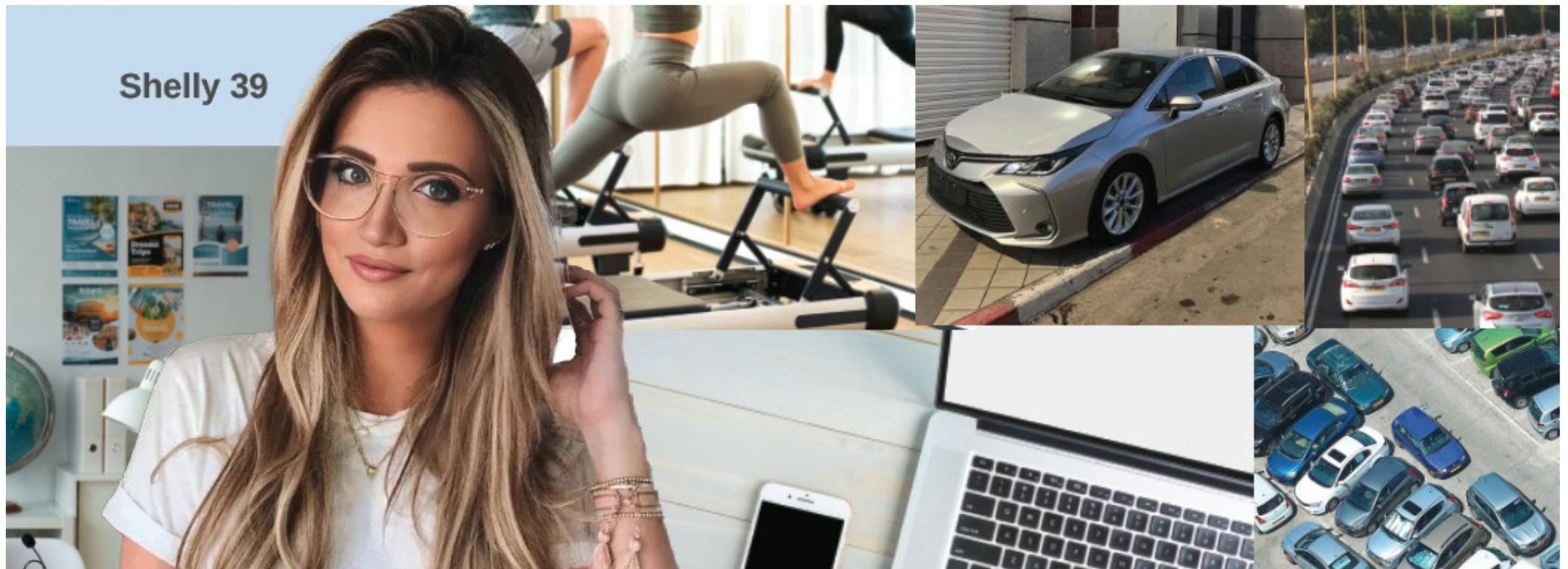
FLEXA

Effortless mobility



Persona style scap

The persona who is suitable to buy a folding electric car is a city resident who lives in a bustling area, where, among other things, her workplace is in an area with heavy traffic and the car park is small and intact. And quick, easy to park and excellent for traveling in narrow streets.



Drive in style



Logo

The choice of logo and design is like origami, an electric vehicle that folds is a technological breakthrough. It changes the way we think about transportation and space, and offers creative solutions to challenges such as parking and congestion in the city.



FOLDING CAR



Final logo

FLEXA

FLEXA

FLEXA

FLEXA

Responsive logo

responsive logo is the term given to a primary logo that exists in several, slightly different and easily scalable variations. The need for flexible/responsive logo design has grown with the demands of a digital environment.



Spacing around the logo

Spacing in the logo is done using the letter
F And this is the living space of the logo.



Logo Usage

A good logo is a visually appealing and memorable design that effectively represents a brand or company. Here are some key characteristics of a good and not good logo.

~~FLEXA~~

~~FLEXA~~

~~FLEXA~~

~~FLEXA~~

~~FLEXA~~

~~FLEXA~~

FLEXA ✓

FLEXA ✓

FLEXA ✓



Compact Convenience

Colors

The white symbolizes purity, perfection, peace, primacy and success.

Black color is a color that symbolizes power. Formality, elegance and luxury. gray color can be used across any industry. It's mostly popular among financial or technology businesses, however, or any brands wishing to convey maturity, professionalism, and respectability.

F

BFBEBE

L

0F0F0F

E

FFFFFF

X

CDDEF1

A

CCCCCC



Font selection

Nunito Sans- is a well balanced sans serif typeface superfamily.

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Arimo - design that is metrically compatible with Arial.

Arimo offers improved on-screen readability characteristics

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ

FLEXA I created the FLEXA font myself, I thought of an origami





Office paperwork

My stationery is stylish in a clean design with white spaces.

FLEXA

Orensason82@gmail.com X + 972-54-7879797 X Moshe levi 6 ramla





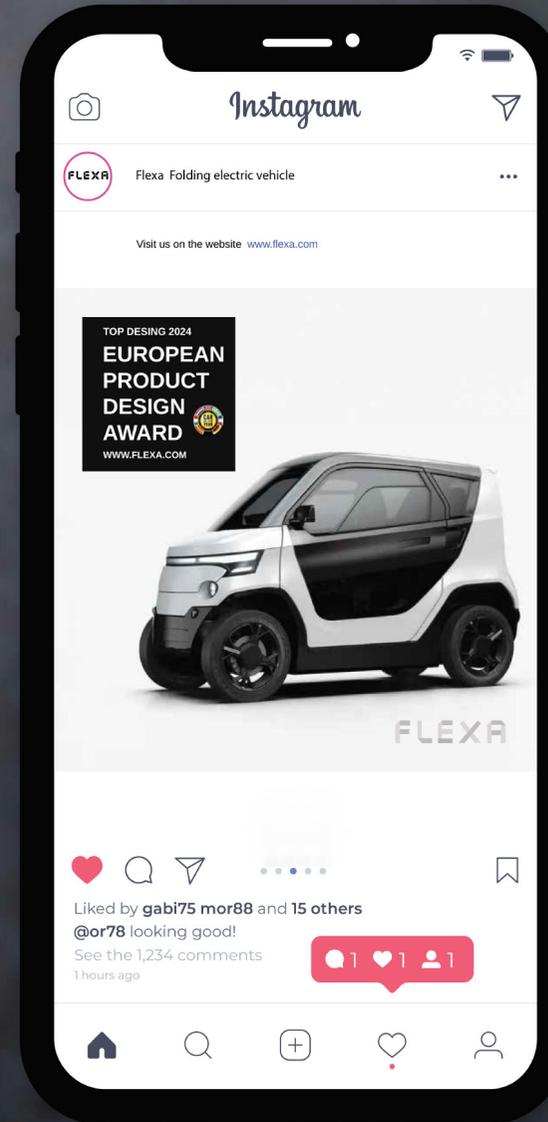


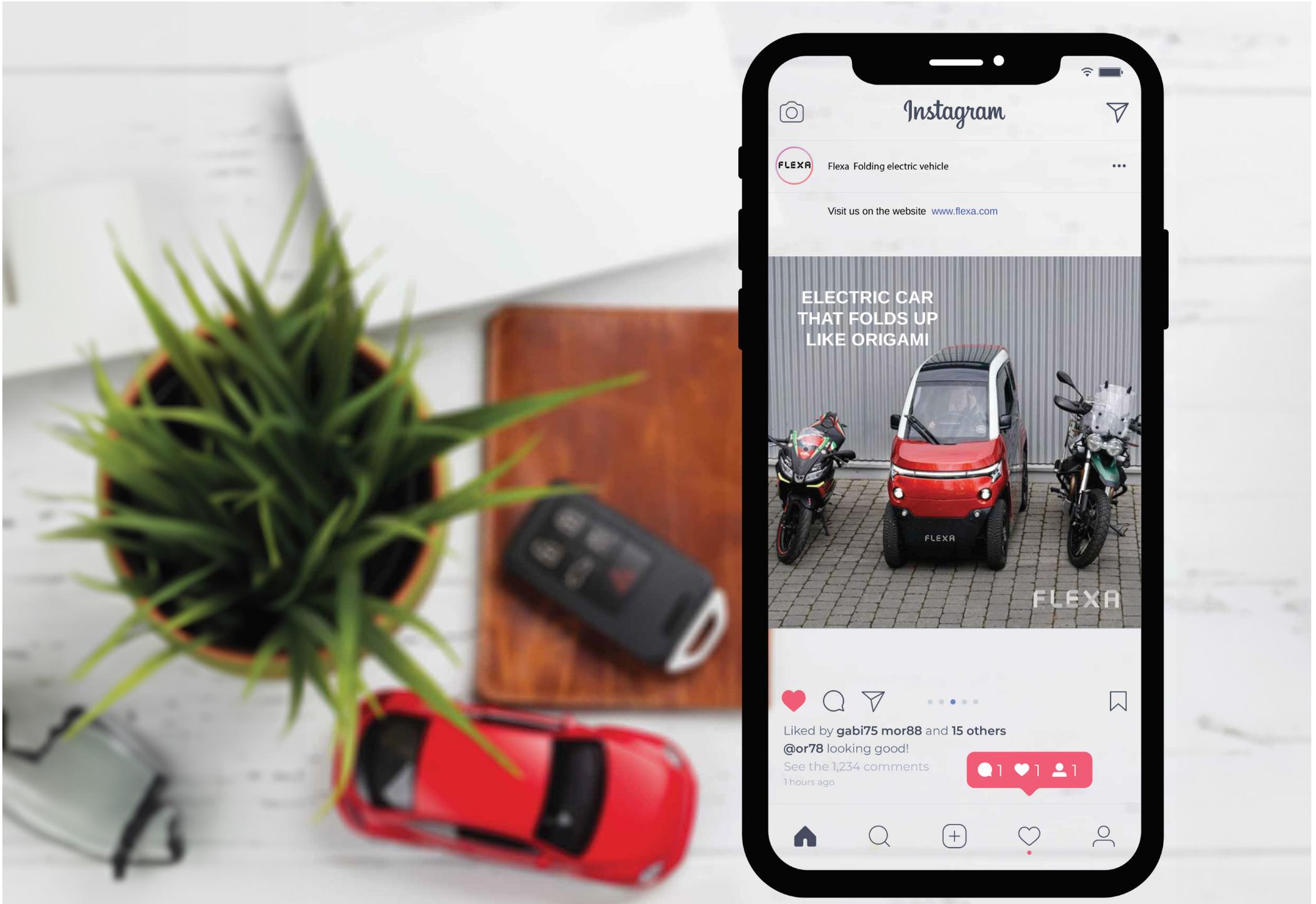
**Parking ?
Just fold and fit**

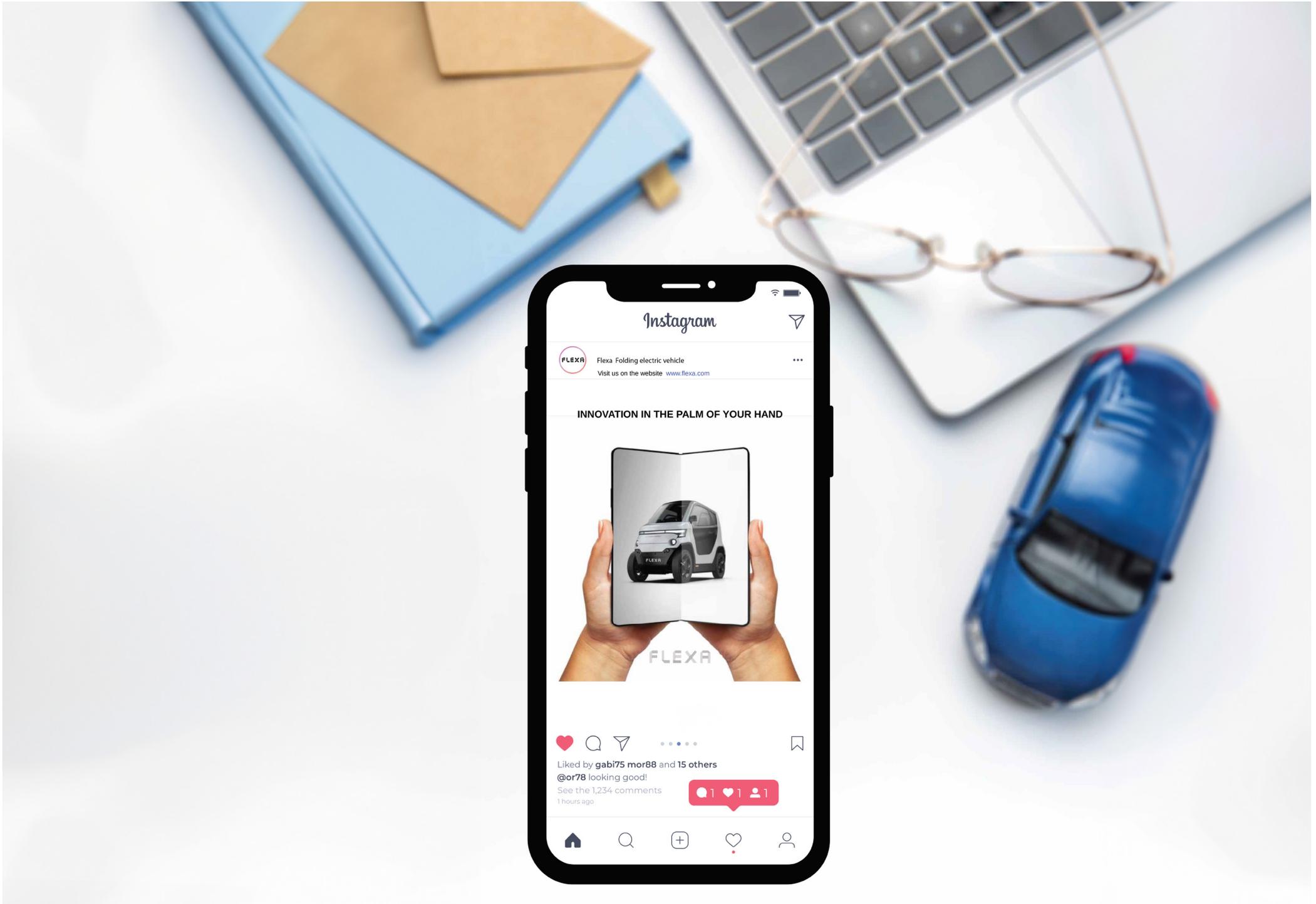


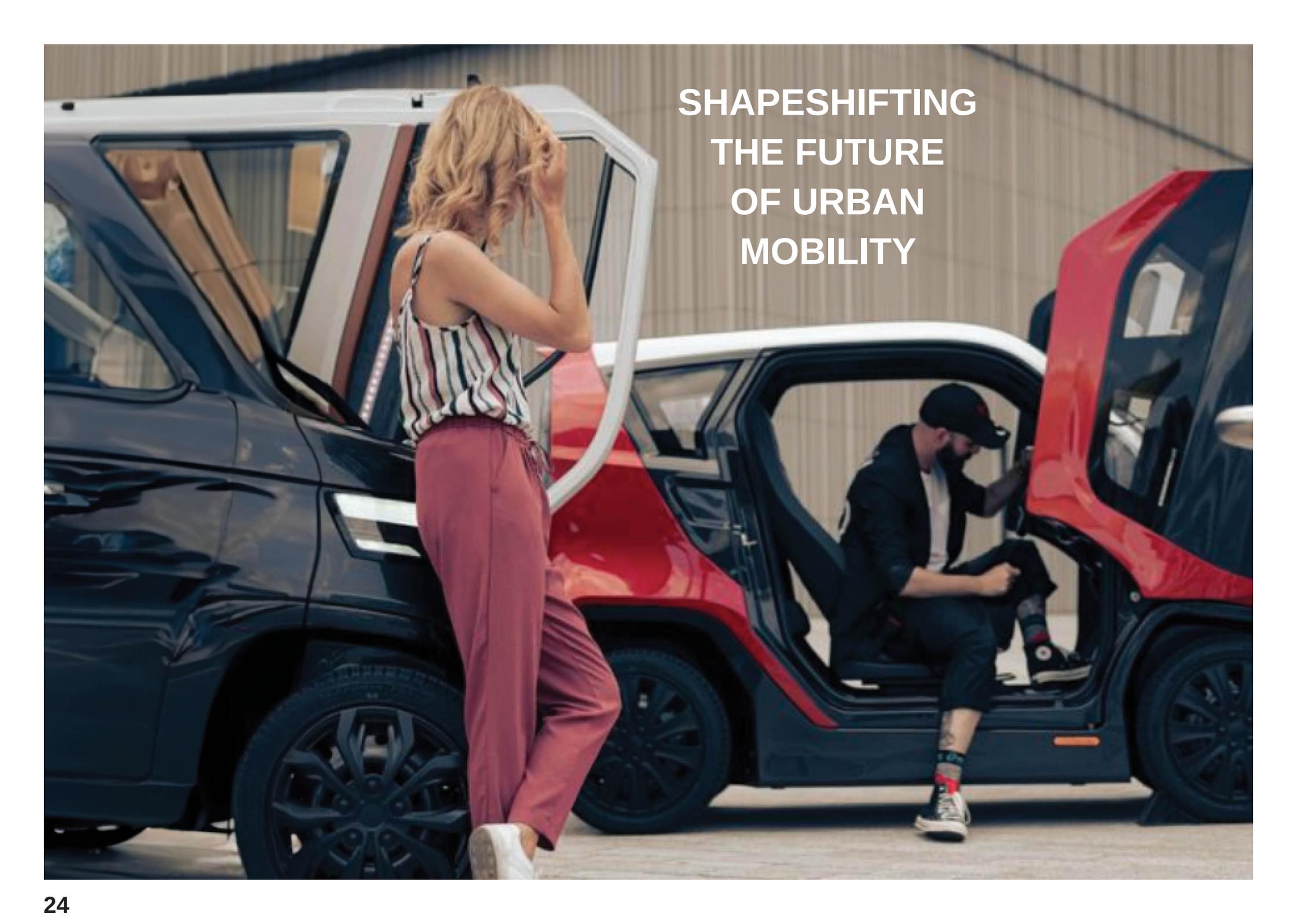
Social media

Advertising on Instagram focuses on the benefits and design of the vehicles.









SHAPESHIFTING
THE FUTURE
OF URBAN
MOBILITY

Printing & Mockups



THE BENEFITS OF FLEXA

- ✓ URBAN ADAPTABILITY
- ✓ CONVENIENT CHARGING
- ✓ STREET PARKING
- ✓ MODULARITY
- ✓ MOTORCYCLE PARKING
- ✓ EASY PORTABILITY
- ✓ PUBLIC TRANSPORTATION
- ✓ CONVENIENT PARKING
- ✓ SPACE-SAVING

WINNING IN THE
INNOVATION CATEGORY



FLEXA

Special offer for
the launch of a
folding electric
vehicle brand



Join us and
receive special
benefits



For more information call us at 054-7879797

10 Hamsgar St. Tel Aviv

Visit our Website www.flexa.com

FLEXA

Special offer for the launch of a folding electric vehicle brand



SALE

Join us and receive special benefits

For more information call us at 054-7879797
10 Hamsagar St. Tel Aviv Visit our Website www.flexa.com

BENEFITS OF FLEXA

- URBAN ADAPTABILITY
- CONVENIENT CHARGING
- EASY PARKING
- SECURITY
- EASY PARKING
- VERSATILITY
- CONVENIENT TRANSPORTATION
- EASY PARKING

FLEXA

Park with ease.
drive in style
wherever you go



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Call us 054-7879797

BIG FREEDOM
IN SMALL SPACES

An electrifying
operation

FLEXA

**FLEXIBILITY
IN EVERY WAY**

Discounts for
the opening

FLEXA





Folded Freedom
Unfolded Fun

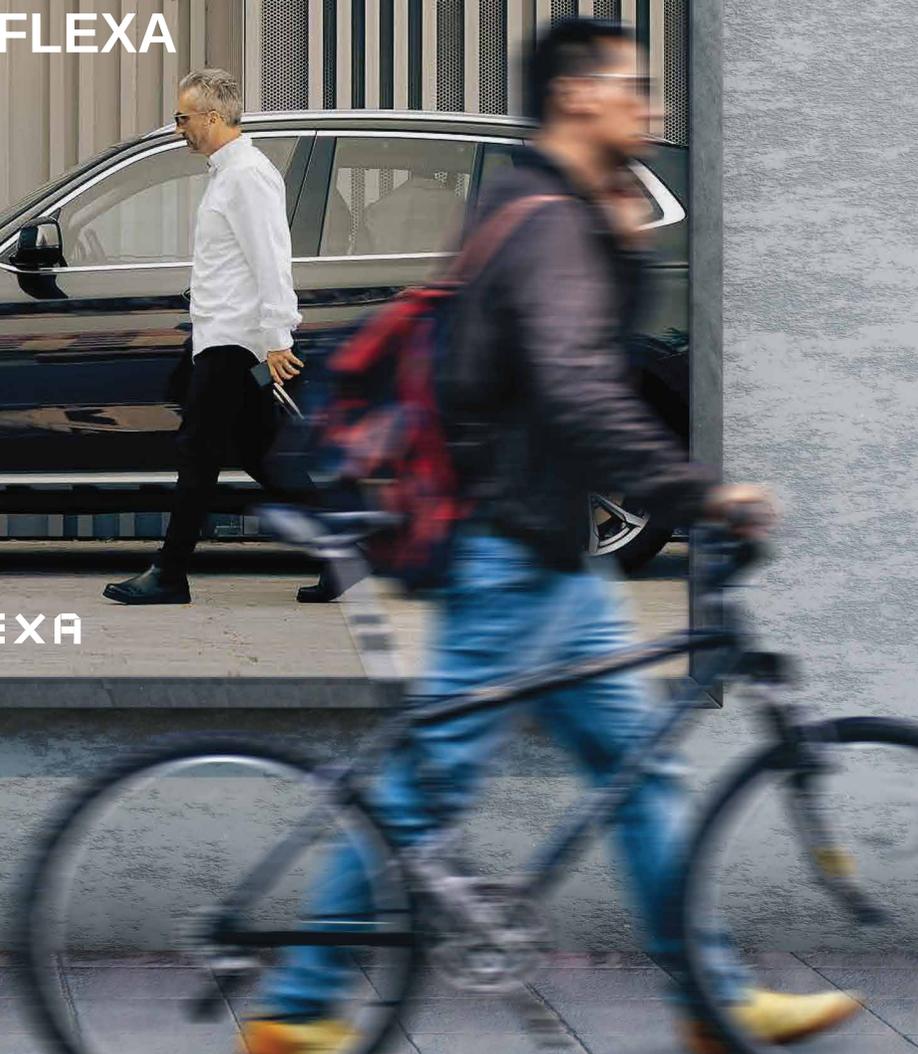
FLEXA

DRIVE THE CHANGE WITH FLEXA



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FLEXA



**CHANGING THE WAY
WE MOVE IN CITIES**

**FOR TRADE
OFFERS, VISIT US**

FLEXA



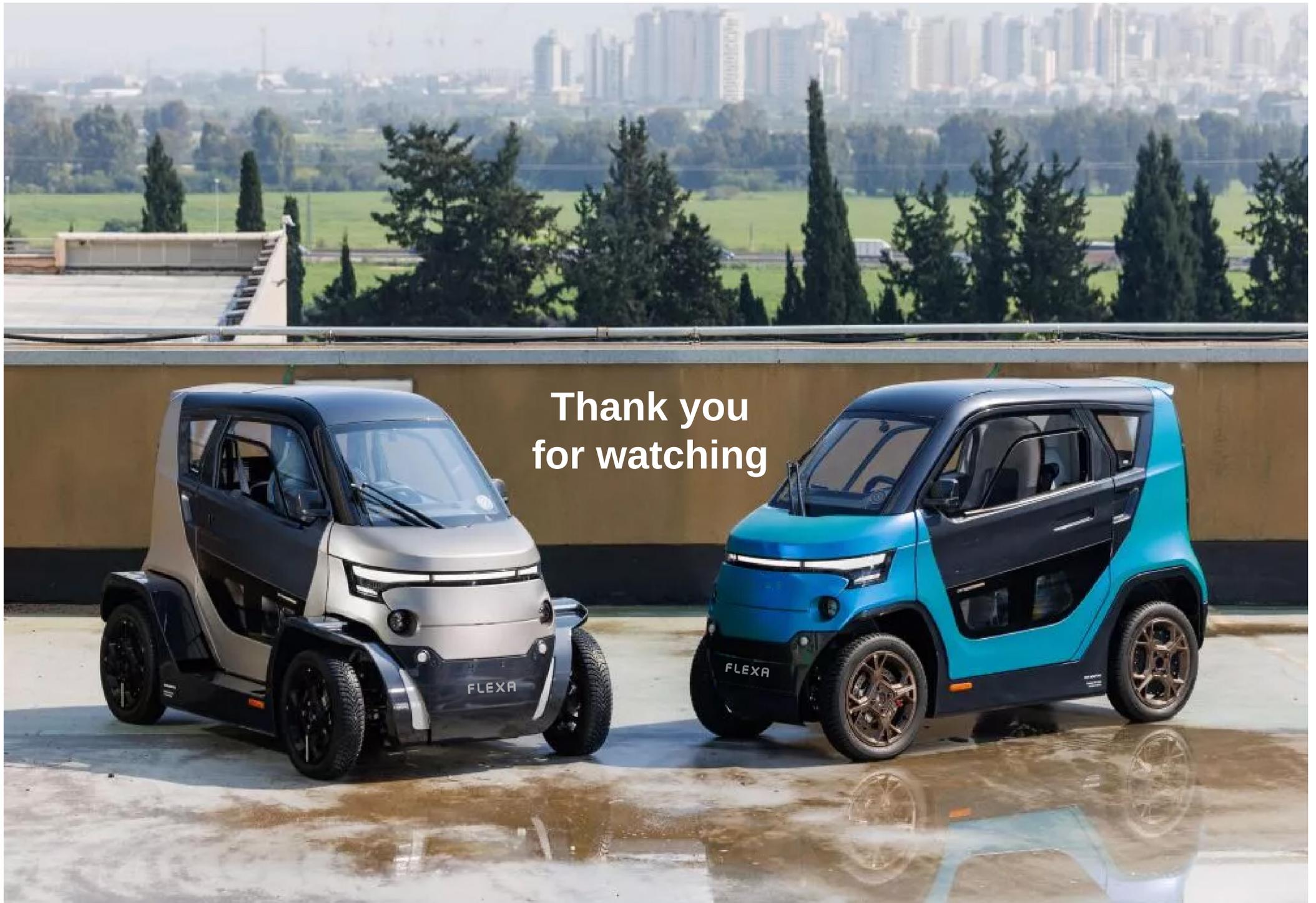












Thank you
for watching