01 / Direction and mood board

Carry one identity from a hand-held card to a sign and moving vehicle, retaining clear hierarchy at every scale.





Clarity / continuity / visibility

Original identity, signage layouts, business cards and vehicle graphics by Ori Yehuda Vega.

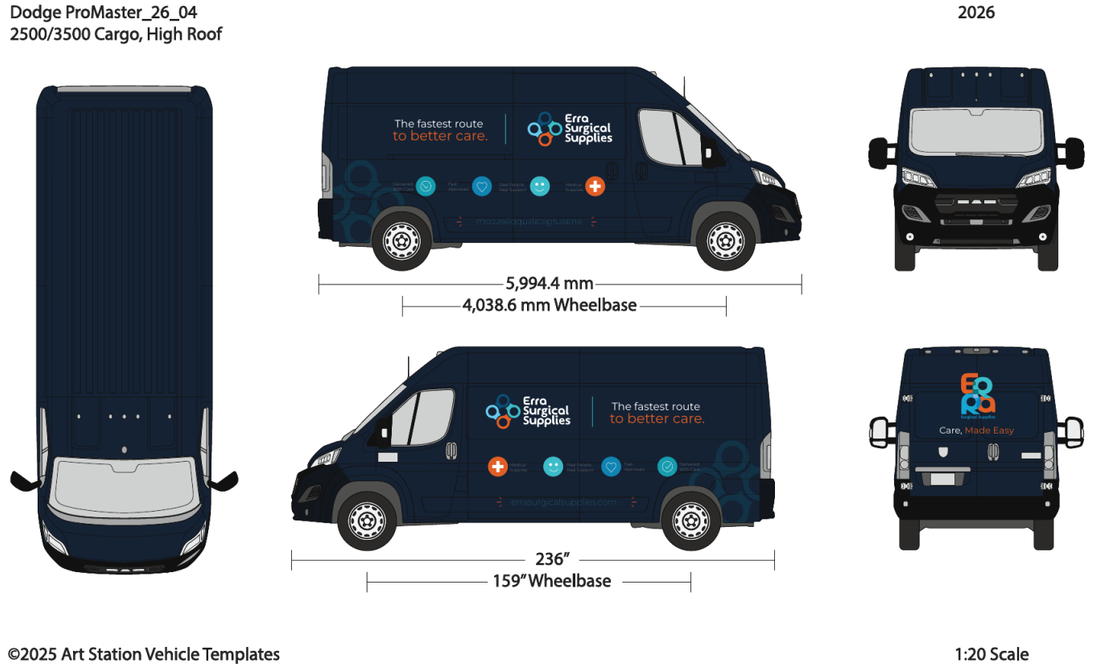
#0A5074 #31B5C2 #62C7E6 #EE5B1B

02 / Applications and decisions

Archived work and current visual analysis. Captions distinguish source artwork from later presentation studies.



Business-card reverse



Original ProMaster vehicle-wrap presentation

IDENTITY

The four-part circular symbol and dark blue wordmark establish a compact, recognizable lockup.

PRINT

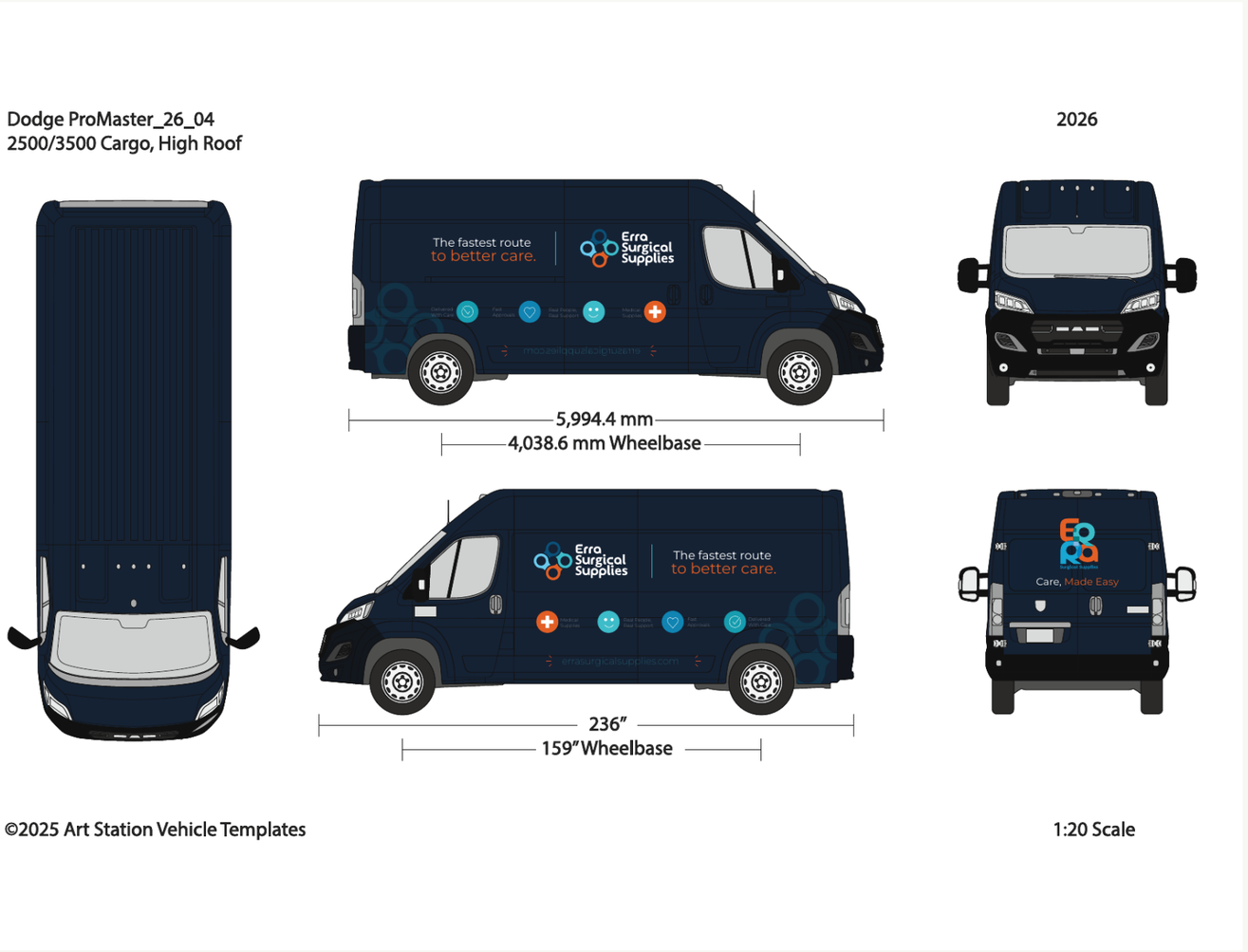
The card reverse turns enlarged letterforms into a graphic field; contrast keeps the short care statement prominent.

VEHICLE

Side and rear views adapt the identity to different reading distances while working around doors, glazing and wheel arches.

03 / Technical reference

Current portfolio reconstruction. Reference guidance and open production requirements, not a released manufacturing specification.



COLOR REFERENCE / #0A5074 / #31B5C2 / #62C7E6 / #EE5B1B. Screen samples only; approve physical output with the supplier.

MASTER ARTWORK

Use the original vector logo and vehicle-template file. Never trace measurements from this portfolio preview.

VEHICLE TEMPLATE

The archived sheet identifies a ProMaster cargo/high-roof template at 1:20 scale. Installer must confirm model, wheelbase and measured obstructions.

COLOR AND SUBSTRATE

Palette samples are visual references. Confirm printer profile, vinyl/laminate system and physical color proof with the supplier.

SIGN AND CARD RELEASE

Confirm final dimensions, contacts, bleed, safe area, substrate and output intent before export. No print run or installation is claimed.

04 / Handoff and provenance

A reviewable record of the design system, source evidence and next production decisions.



INCLUDED

Mood board, palette reference, source applications, design decisions and technical checklist.

SOURCE OF TRUTH

Original editable artwork, archived website captures and supplier templates remain authoritative. This reference does not replace those masters.

CREDITS AND ASSISTANCE

Vehicle template: Art Station Vehicle Templates. Original design authorship confirmed by Ori. Cover is an AI-assisted application visualization; source artwork is shown separately.

Preflight: verify content and rights; confirm dimensions and substrate; inspect typography and image resolution; prepare the requested output profile; obtain a final proof and approval.