

THE CERTAINTY BRAND
FOR UNCERTAIN CARS

KNOW THE CAR. Then want THE CAR.

INTELLIGENCE FOR THE MOMENT DESIRE MEETS DOUBT.

RX21 MCC

8F • 21 • C4 / REVIEW

OUR ORGANISING THOUGHT

EVIDENCE
BEFORE
emotion.

NOT FEAR. NOT HYPE.

Buying a car starts with a feeling. The facts decide whether that feeling deserves to survive.

mycarcheck turns hidden vehicle history into a clear next move. It does not weaponise doubt. It gives buyers the useful certainty to continue, question, negotiate or walk away.

REVEAL	the history an advert cannot show.
TRANSLATE	complex records into useful decisions.
REASSURE	without pretending every car is perfect.

ONE BRAND / THREE EMOTIONAL MOMENTS

DESIRE
DOUBT
Decision

FIRST GLANCE

“I want it.”

Lead with the car and the possibility. Let desire into the room.

FIRST DOUBT

“But what if?”

Name the unknown without drama: finance, write-off, theft, mileage.

FIRST TRUTH

“Now I know.”

Turn the report into a next move: continue, question, negotiate, walk.

RECOGNITION PLUS OWNERSHIP



Two nested C forms hold the vehicle and its check. Three sides remain certain; the decision corner stays open until the evidence resolves it. The red checksum is the point that needs attention.

■ ■ ■ DESIRE / DOUBT / DECISION

01 Use the lockup when the name must lead.

02 Use the Proofkey alone for verification and status.

03 The cut corner always points to the next move.

04 Never add shields, ticks, rings or decorative badges.

ROAD CODE / NOT SHOWROOM GLOSS

YELLOW
OWNS THE
moment.

DOMINATE.

Yellow is a field, not a highlight. Navy carries evidence. Red interrupts. Blue confirms interaction. White gives the eye somewhere to land.

NUMBER PLATE

#F3E600

ACTION / OWNERSHIP / IMPACT

ELECTRIC BLUE

#3D5AFE

LIVE / LINK / DIGITAL STATE

INTELLIGENCE NAVY

#051427

EVIDENCE / AUTHORITY / DEPTH

SIGNAL RED

#FF3B30

RISK / INTERRUPTION / STOP

REPORT WHITE

#F7F6F0

CLARITY / SPACE / READING

ONE VOICE

THREE VOLUMES

EDITORIAL / NEWSREADER

The advert is only
one side of the story.

CONSIDERED TRUTH, WARMTH AND CONTEMPORARY SOUL.

CAMPAIGN / BRICOLAGE GROTESQUE 800

CHECK
BEFORE
YOU WANT

COMPRESSED BY AXIS, NOT CONVENTION. PEAK VOLUME ONLY.

PRODUCT / INTER TIGHT

Outstanding finance

Recorded / review before purchase

EVIDENCE / JETBRAINS MONO

REG // RX21 MCC
CHECK // 008142
STATUS // REVIEW

LABELS, PLATES, DATES, STATES AND PROOF.

MCC/008142 RX21MCC 2019.04.08 68,204MI MCC/008142 RX21MCC 2019.04.08 68,204MI

MAKE THE INVISIBLE IMPOSSIBLE TO MISS

PROOF IS THE GRAPHIC

ID / VEHICLE

RX21 MCC

8F • 21 • C4

02

MILEAGE
VERIFIED

01

PAINT DEPTH
REVIEW

2019

ACQUIRED

2021

SERVICE

2024

REVIEW

NOW

DECIDE

REAL CARS. REAL PLACES. Real stakes.

LIGHT available, overcast or hard utility light. Never cinematic gloss.

SURFACE rain, fingerprints, paint seams, worn keys and actual road dirt.

CROP one human decision and one usable detail per frame.



USEFUL CERTAINTY / NEVER THEATRE

SAY IT. PROVE IT. Move.

DIRECT not dramatic	KNOWLEDGEABLE not technical
REASSURING not casual	HUMAN not matey

USE THIS

Outstanding finance
recorded.

Ask the seller to clear it before you buy. We'll show you what to request.

NOT THIS

~~Warning! Your dream
car could be hiding a
nightmare.~~

Fear gets attention. It does not build authority.

ONE STRUCTURE / CALIBRATED PRESSURE

HOOK
PROOF
Action.

HOOK / 01

WANT IT.
CHECK IT.

Know the car. Then want the car.

PROOF / 02 • QUIET REGISTER

 CHECK / 008142

RX21 MCC

ONE CHECK.
MORE LEVERAGE.

Finance / review
Mileage / verified
Write-off / clear

ACTION / 03

NOW
YOU KNOW!

CHECK A CAR

EVIDENCE FIRST / VOLUME LOW

THE PRODUCT
lowers the
volume.

mycarcheck

VEHICLE HISTORY / UK

START WITH THE REG

KNOW WHAT
YOU'RE BUYING.

REGISTRATION

RX21 MCC

CHECK

Instant vehicle history / clear next moves / no drama

CHECK // 008142 · 8F21C4

REVIEW

RX21 MCC

One item needs your
attention.

FinanceRecorded

MileageVerified

Write-offClear

WHAT TO ASK THE SELLER →

Campaign earns attention. Product removes noise. Yellow returns only at the decision.

11

PROTECT THE INTELLIGENCE / PUSH THE EXPRESSION

OWN THE CATEGORY.

03 CAMPAIGN	02 PRODUCT	01 LONGFORM
DECISIVE	CALM	QUIET

Do

- put evidence before emotion
- use the Proofkey and evidence grammar as one system
- let yellow dominate decisive moments
- choose the right volume for the job

Don't

- weaponise fear
- add generic shields, crosshairs or dashboard noise
- keep every surface at campaign volume
- turn the checksum into decoration



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