

shattics.



martin[®]

WITH CARE. SHATTICS
WHERE EVERYTHING STARS

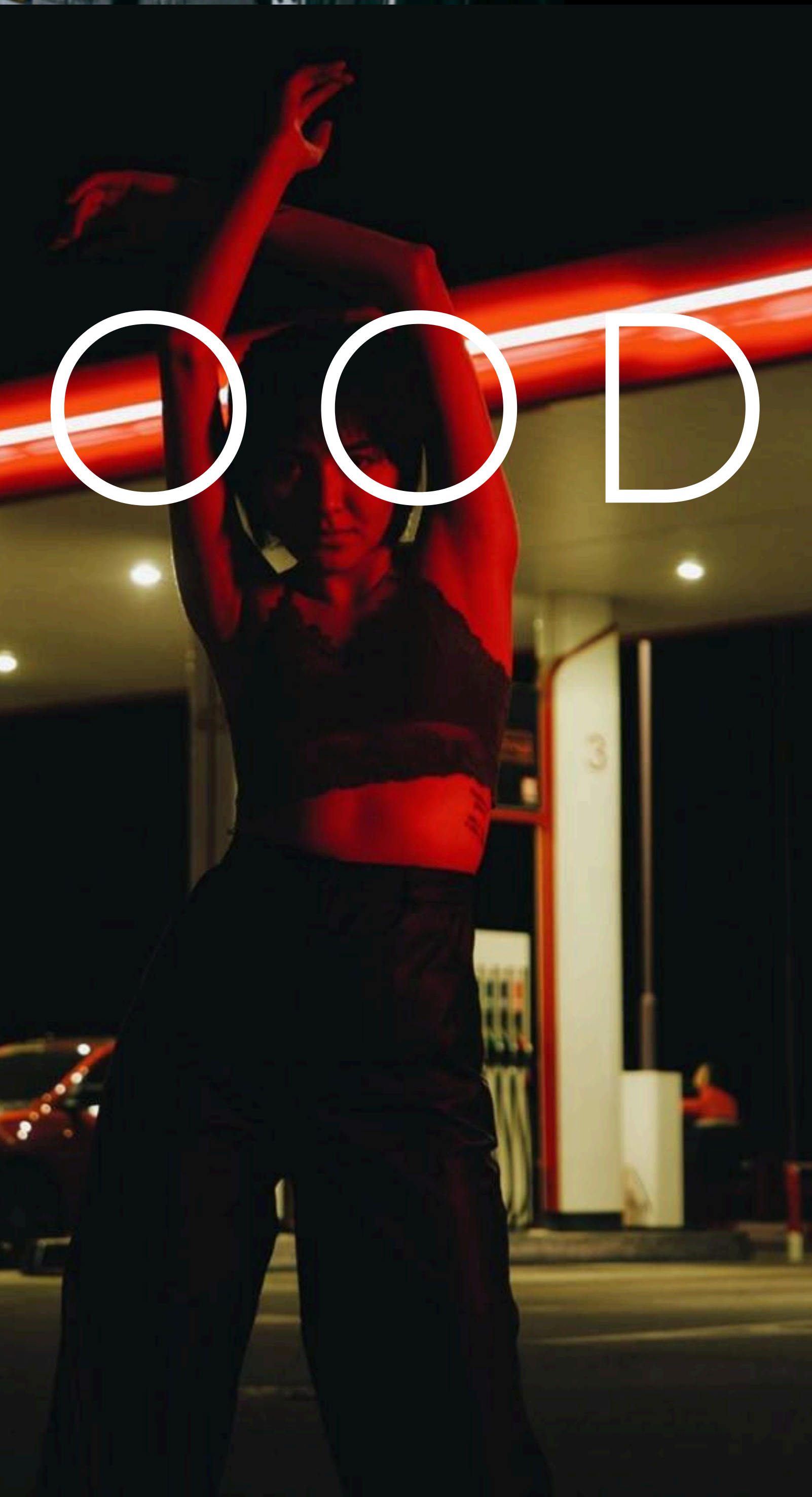
BRAND STRATEGY

Martin is more than just a gas station.

It is a place where a stop becomes a comfortable pause — where you feel cared for and receive the best service for both you and your car. Through multifunctionality, safety, and an emotional customer experience, we build trust with every client and create a new standard of interaction in the automotive service industry.



NIGHT MOOD



A place where you can stop with your family during the day, and meet with friends in the evening.

Martin

gas station

BRAND VALUES:



Martin

gas station

Our Tone of Voice is friendly, positive, and modern.

We communicate with our customers like with friends, creating an atmosphere where they feel safe and comfortable.

Martin

gas station

TOV

Multifunctionality: A gas station where you can refuel your car, receive service, grab a meal, and relax in a comfortable atmosphere.

Safety: Maintaining high safety standards to ensure customers feel secure and at ease.

Transparency: Openness in pricing and service delivery.

Quality: A high level of service that ensures comfort and efficiency.

Emotional Connection: Creating a strong emotional bond through positive experiences with the brand.



Brand Essence

Providing a comfortable and multifunctional experience for every customer

Self-Expression

Martin is a brand that goes beyond the traditional gas station, creating a place to stop, relax, and connect

Emotional Benefits

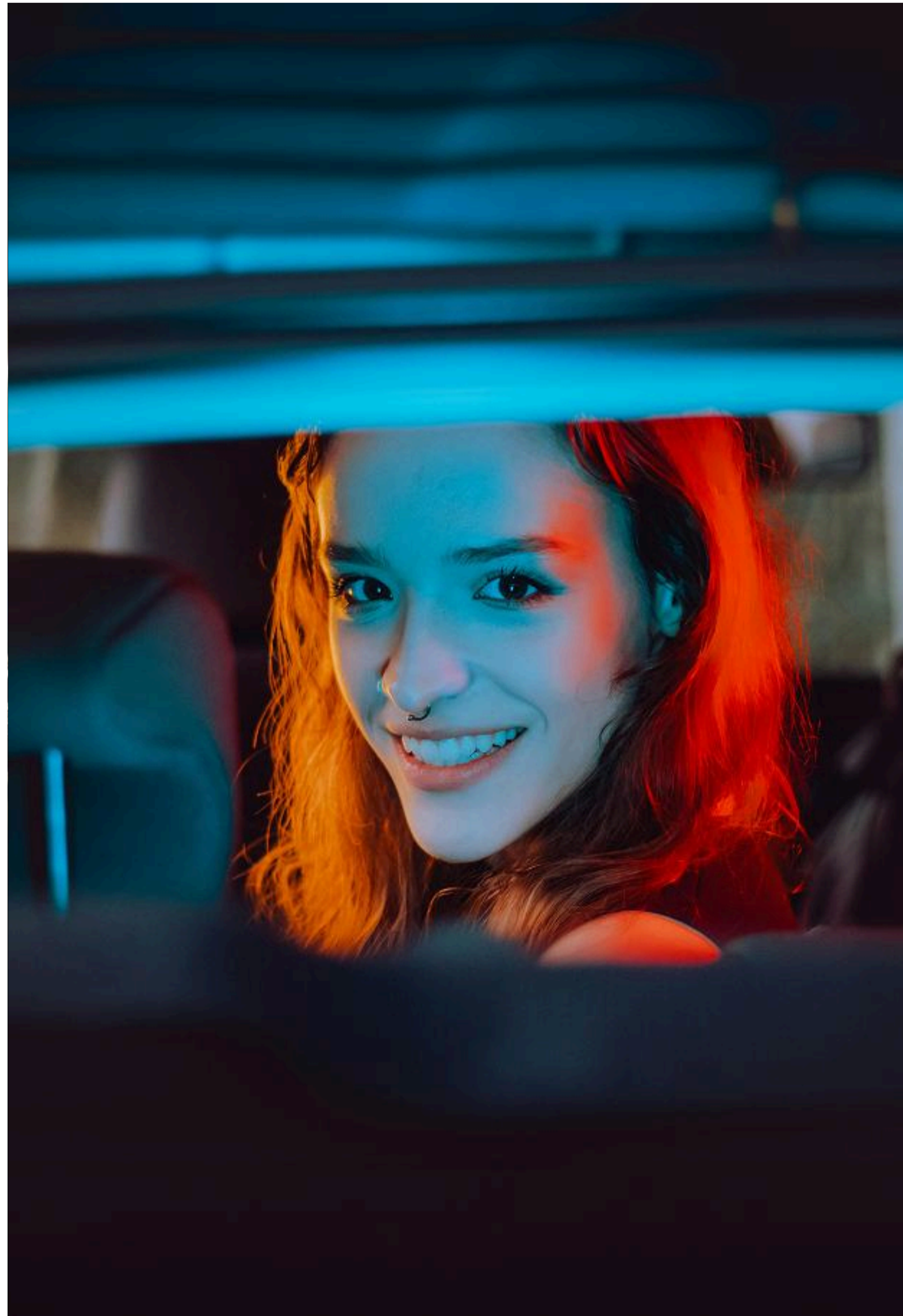
Creating an atmosphere of warmth and friendliness where customers feel valued and comfortable

Core Characteristics

Safety, quality, convenience, and accessibility for every customer

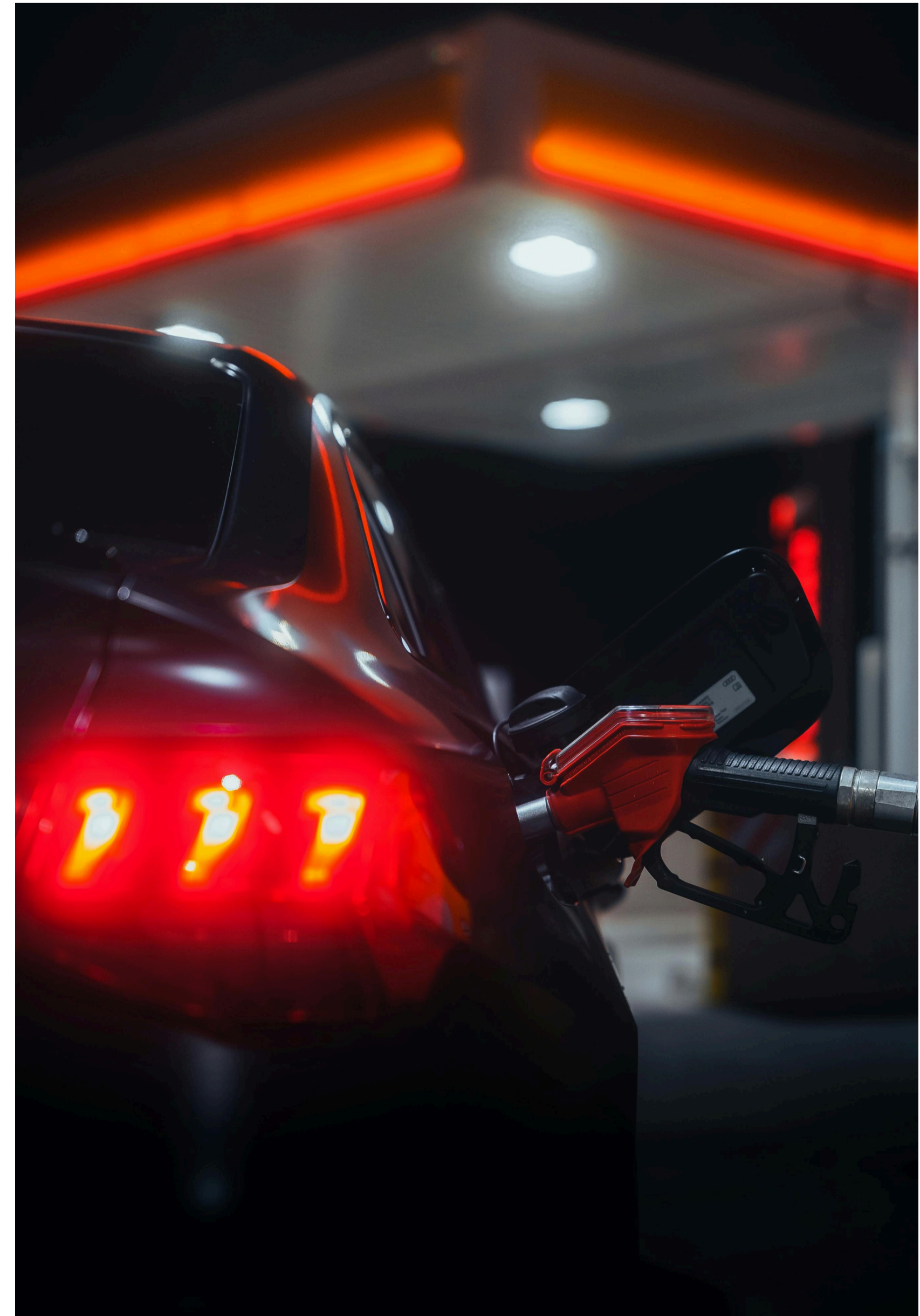
Functional Benefits

All essential services under one roof: refueling, car service, food, and relaxation



GLOBAL MISSION:

To shape a new standard in automotive service, where a gas station becomes not only a place to refuel, but also a space for socializing and relaxation



STRATEGIC MISSION:

To build a network of gas stations that becomes synonymous with trust, quality service, and family values, with a focus on comfort and leisure for different audience segments



PLACE WHERE YOU CAN GET EVERYTHING

Martin gas stations are more than just a place to refuel — they are multifunctional spaces where everyone can find what they need, from fuel to comfortable relaxation and social gatherings

PANTONE 1665

CMYK 2 / 84 / 100 / 0

RGB 237 / 78 / 15

EE4E12



PANTONE 663

CMYK 0 / 0 / 0 / 10

RGB 230 / 231 / 232

E7E8EA

BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

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download

Fixel
Modern
Technical
Minimalist
Geometric Regular
Y.2025
Monolithic **Bold**
Solid
Rhythmic clarity
Industrial 12345
Rational 67890

Fixel is a modern geometric grotesque that embodies technical precision and visual purity.

Its clear shapes and harmonious rhythm evoke a sense of trust, order, and clarity.

The font creates a comfortable environment for perception, where each element looks logical and predictable



95 PLUS

95 EURO

95 ESRL

DIESEL

ЖИВИ
НАПОВНУ

ЛОВИ
МОМЕНТ

95 EURO

95 PLUS

DIESEL

ШУКАЄШ ВИХІД?
ТАК І Е Ж ВІН!





Martin

gas station



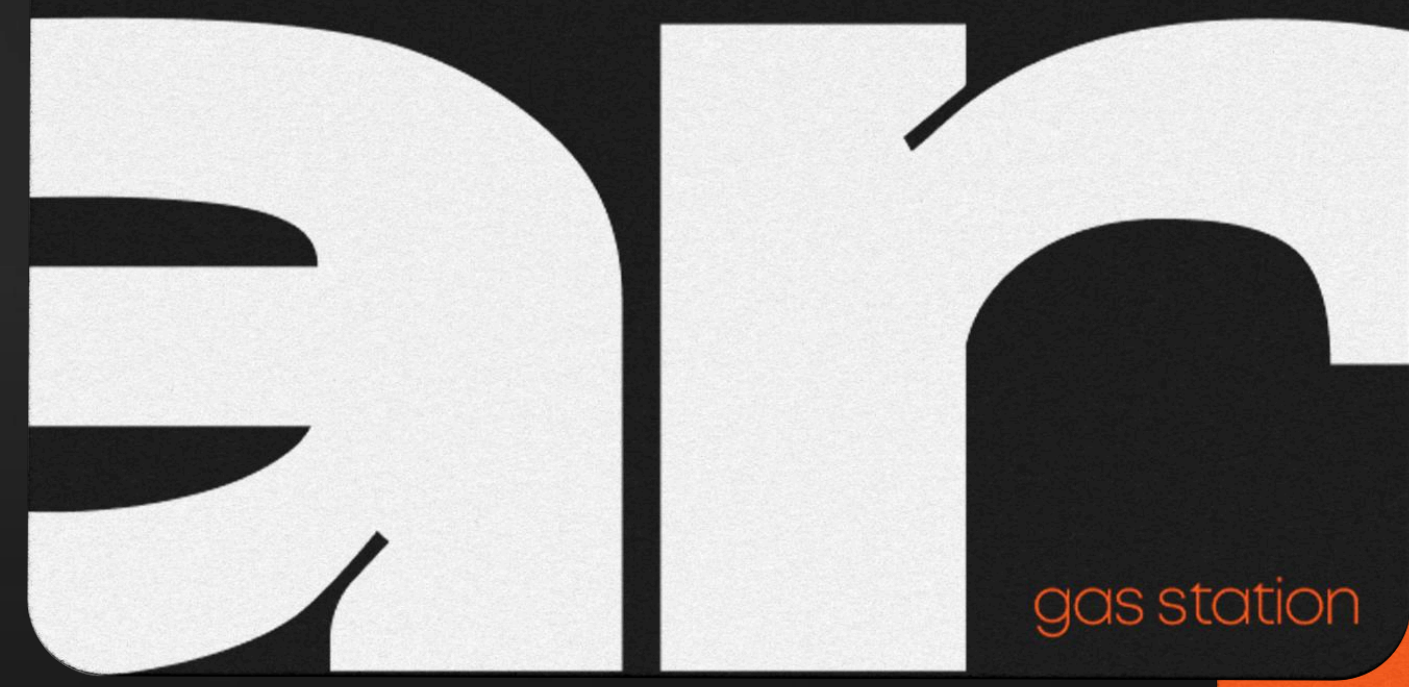
**Твое авто - за мною!
А ти - на каву!**





**Тарас
Бульба**

Головний менеджер



gas station

**НЕ ПРОСТО АЗС
МИ МІСЦЕ, ДЕ МОЖНА
ОТРИМАТИ ВСЕ**



НЕ ПРОСТО АЗС





WITH CARE. SHATTICS
WHERE EVERYTHING STARTS

shattics.

WHERE EVERYTHING STARS[©]

Thank you for an inspiring
and fruitful collaboration!

With care, shattics.

