

TEBCO

THE ELECTRIC BICYCLE CO.



BRANDING STYLE GUIDE

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INTRODUCTION

This guide is intended to help communicate a consistent brand identity and to enable *TEBCO (The Electric Bicycle Co.)* to build a strong brand recognition.

The guide describes the visual elements of our identity and provides examples of how these are applied to form a distinctive look and feel.

While not all potential applications of the brand are covered, the guide provides a starting point for the creation of visual communication pieces.

OUR BRAND IDENTITY

The visual elements of our brand identity have been selected to reflect a sense of positivity and optimism. This is because our world-class electric bikes are not only great fun to ride but they are a cost effective and efficient mode of transport that is good for your health and the environment.

In line with this goal, we've chosen a bright, vibrant colour palette and clean, modern typefaces.

PRIMARY LOGO (WITH TAGLINE)

FULL COLOUR (HORIZONTAL)



MONO / BLACK (HORIZONTAL)



REVERSE / WHITE (HORIZONTAL)



The primary logo (with tagline) is the preferred option if space allows. For smaller applications the secondary logo (without tagline) is preferred for legibility purposes. The logo should always appear on a white background wherever possible. The full colour versions should always be used if possible. The mono and reversed versions are provided only for occasions where a white background or use of colour is NOT possible (e.g. faxes or black and white printing etc).

SECONDARY LOGO (WITHOUT TAGLINE)

FULL COLOUR (HORIZONTAL)

TEBCO

MONO / BLACK (HORIZONTAL)

TEBCO

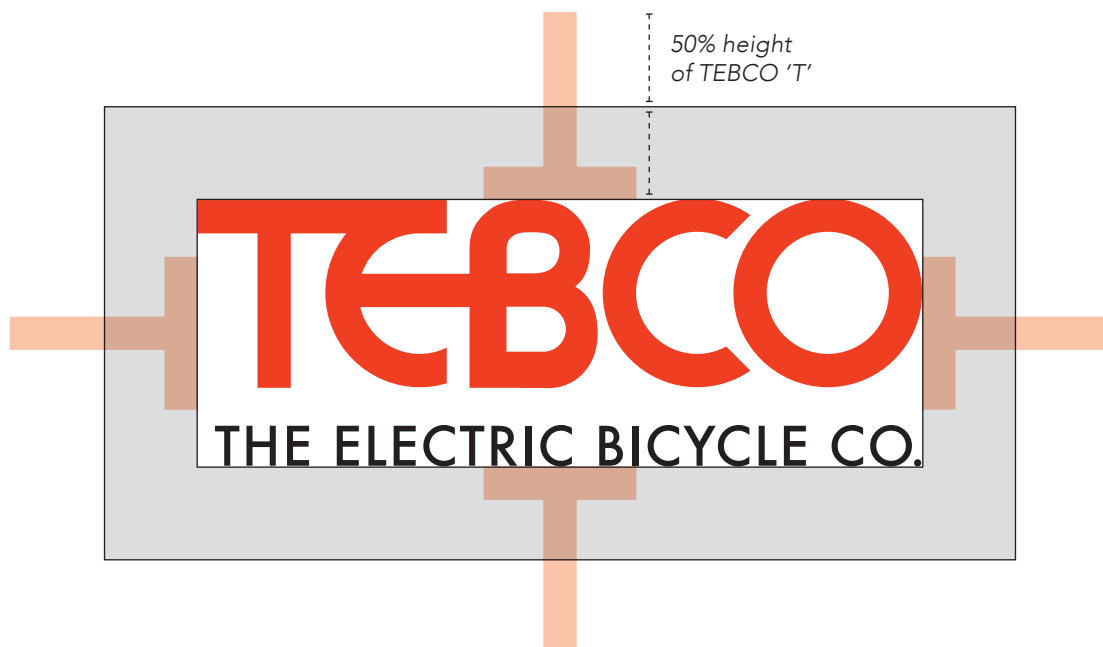
REVERSE / WHITE (HORIZONTAL)

TEBCO

The primary logo (with tagline) is the preferred option if space allows. For smaller applications the secondary logo (without tagline) is preferred for legibility purposes. The logo should always appear on a white background wherever possible. The full colour versions should always be used if possible. The mono and reversed versions are provided only for occasions where a white background or use of colour is NOT possible (e.g. faxes or black and white printing etc).

CORRECT LOGO USAGE

To ensure visibility on all applications, the minimum recommended print size for the logo is 30mm wide. For smaller applications it is preferable to use the secondary logo (without tagline) for legibility purposes. The logo appears best on a white background. To ensure that the logo has enough 'breathing room', please leave a blank area around all sides of the logo at least 50% of the height of the 'T' in 'TEBCO' as shown in the example below.



INCORRECT LOGO USAGE

In addition to following the 'Correct Usage' guidelines on the previous page, there are a number of important things to avoid when using the *TEBCO* logo. The logo should never be modified or applied incorrectly as illustrated below. Here are some examples of how not to use the logo.



LOW CONTRAST BACKGROUND



STRETCHED OR CONDENSED



ON A PATTERN OR IMAGE



CROPPED



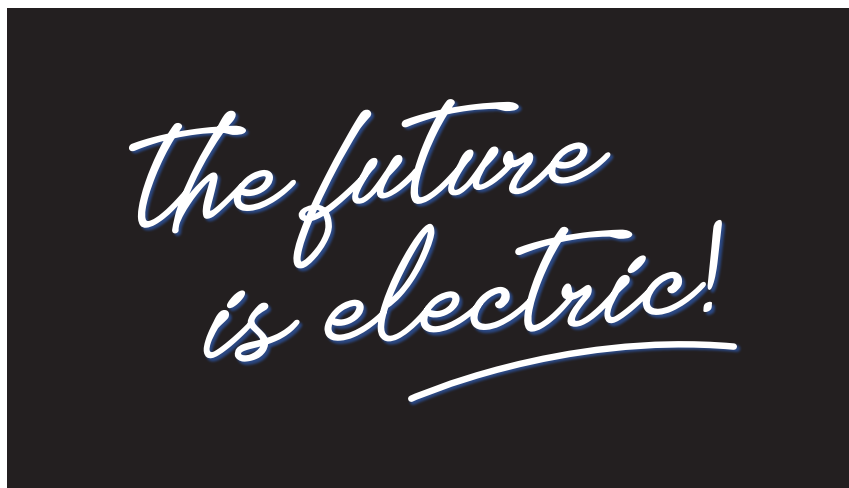
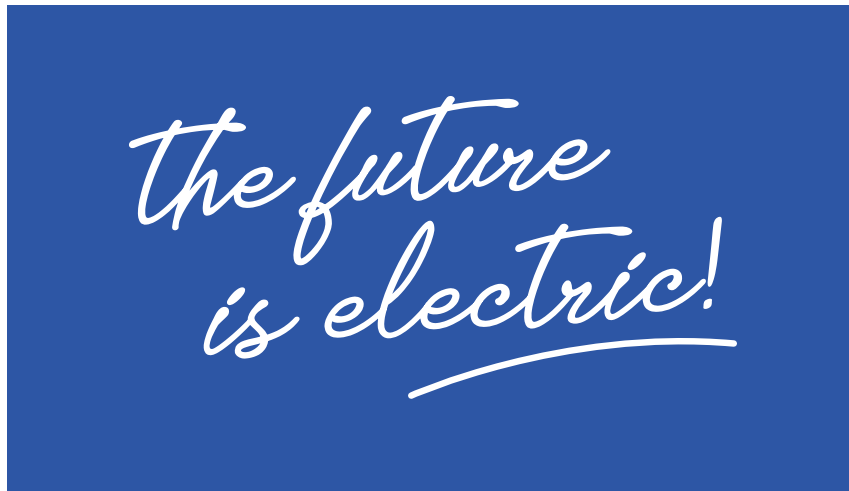
ALTERED OR ADJUSTED



CHANGE OF COLOUR

SLOGAN GRAPHIC ELEMENT

In addition to our logos, we also have a slogan graphic element which reads 'The future is electric!'. The graphic element should always be in white, over a dark background such as our corporate blue or black as shown below. The same rules regarding incorrect logo usage on the previous page apply.



TYPEFACE

Type should be used in a disciplined way to achieve a distinctive style throughout all communications.

The primary font families used in our branding are 'Righteous' and 'Avenir'. Please note these are not standard fonts installed on all systems, however they are freely available and can be supplied if required.

HEADINGS

RIGHTEOUS REGULAR

The primary font for headings is 'Righteous Regular', which can be seen above. Appropriate heading colours can be found on the following page. These include our corporate red, blue or black (for white or light backgrounds), or white (for black or dark backgrounds). Headings should be approximately 20% - 30% larger in font size than subheadings, which in turn should be 20% - 30% larger than body copy. Where possible, tracking should be set at approximately 50 (thousandths of an em). Text case should always be set to uppercase for headings.

BODY

Avenir Light

Avenir Light Oblique

Avenir Black

The preferred font for body copy is 'Avenir Light' which can be seen in this paragraph. 'Avenir Black' and 'Avenir Light Oblique' can be used to highlight certain text if used sparingly. Black (k = 100) or dark grey (k = 80) is the preferred font colour. Tracking should be set to default (0). Text case should be set to sentence case. Leading should be generous (approximately 40% more than font size).

ADDITIONAL FONTS

Univers LT Std 57 Condensed

Univers LT Std 67 Bold Condensed

BEMIO ITALIC (uppercase only)

Century Gothic Bold

Century Gothic Regular




In addition to our primary fonts listed on this page, the above fonts may be used where appropriate

COLOUR PALETTE

Colour provides a strong visual link to the *TEBCO* brand identity across a wide range of applications. The corporate colour palette below has been created for use in both print (letterhead, business

cards, brochures, etc) and digital (web, email, etc) applications. The primary options can be used in any application, while the secondary options are for bike specific use (such as the orange 'Wanderer' bike)

PRIMARY PALETTE (ALL APPLICATIONS)

	=	C0	M90	Y100	K0	R239	G65	B35
	=	C90	M75	Y0	K0	R49	G85	B166
	=	C0	M0	Y0	K100	R35	G31	B32

SECONDARY PALETTE (BIKE SPECIFIC APPLICATIONS)

	=	C45	M85	Y50	K15	R136	G64	B90
	=	C70	M7	Y4	K0	R21	G180	B225
	=	C0	M70	Y90	K0	R243	G112	B50

CMYK (Cyan, Magenta, Yellow, Black) is to be used in all printed applications where possible. For Example: Brochures, press adverts or any commercial 4 colour printing.

RGB (Red, Green, Blue) is to be used on all digital and screen based design. For example: Website, TV, Powerpoint presentations, as well as office based usage, such as Microsoft word.

CORPORATE COLLATERAL

The applications illustrated on this page demonstrate the use of our look and feel across commonly used corporate communications.

WEB AD (LEADERBOARD)



MAGAZINE AD

WANDERER

25KM/H MAX SPEED / 60KM MAX RANGE
DISC BRAKES / DIGITAL DISPLAY

10% OFF
FOR ALL
CMCA MEMBERS*

Our bikes are in the warehouse ready for immediate dispatch

Available in 2 great colours:

WANDERER
\$2199 - 10% =
\$1979
SAVE \$220!

AUSTRALIA'S #1 FOLDING ELECTRIC BICYCLE, DESIGNED FOR COMPACT STORAGE & TRANSPORTATION

+ FREE Heavy Duty Canvas Storage Bag worth \$88
+ FREE Delivery to any Australian address

YOU CAN TEST RIDE *today!*
AT OUR SHOWROOM
NO LICENCE OR REGISTRATION REQUIRED

17/109 Tulip Street, Cheltenham VIC 3192
PHONE: 03 9584 3000
www.electricbicycle.co.au

TEBCO
THE ELECTRIC BICYCLE CO.

DL FLYER

CARRIER
COLOURS AVAILABLE - RED

TEBCO

THE ROLLS ROYCE OF ELECTRIC TRICYCLES! PEDAL WITH EASE WITH 7 GEARS AND POWER ON DEMAND AS NEEDED.

- 24in front and rear wheels
- Max. speed 25kmh / Max. range 60km
- 200W motor / twist grip accelerator and pedal activation
- 36V 10.4Ah frame mount Samsung battery pack for ease of charging
- LCD speedo battery indicator trip computer
- 7 speed Shimano trigger shift gears
- Disc Brake Front and Rear
- High quality 2.1in Kenda K1047 tyres
- Rear cargo basket
- **No licence or registration required**

THE RIDER'S TRICYCLE