

The background of the entire page is a light gray with a pattern of concentric circles. The circles are centered in the middle of the page and expand outwards, creating a ripple effect. The lines are thin and evenly spaced.

Brand Manual

CORPORATE & SHOWROOM

i D E N T I T Y

I N D E X

Introduction
Showroom Identity

I Corporate Identity
I Brand Applications

Introduction

Purpose of the Brand Manual

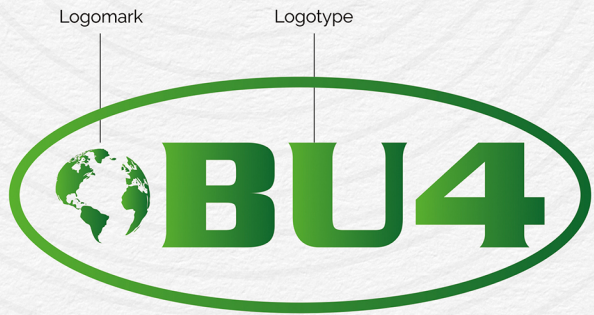
The visual identity and name lend themselves to each other. The journey of starting with one point and slowly adding more points across the city to form one larger grid is how the identity develops. Each point representative of a certain location.

The background of the left half of the image features a series of concentric circles in a lighter shade of green, centered on the left side and fading towards the right. The text 'Corporate identity' is overlaid on this pattern.

Corporate identity

The visual identity and name lend themselves to each other. The journey of starting with one point and slowly adding more points across the city to form one larger grid is how the identity develops. Each point representative of a certain location.

Logo Design

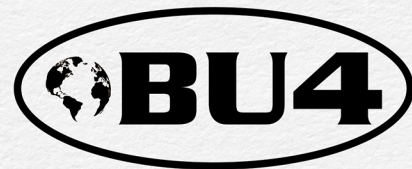


ELECTRIC SCOOTERS & BIKES

Logo & Tag Line



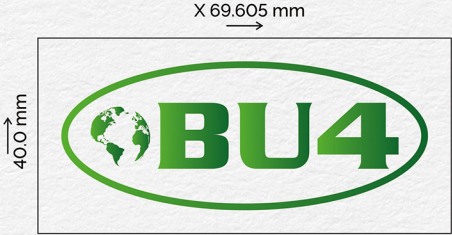
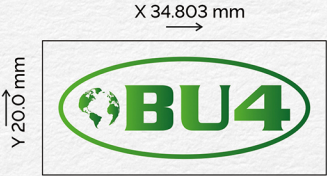
ELECTRIC SCOOTERS & BIKES



ELECTRIC SCOOTERS & BIKES



Logo Usage



Do's & Don't's



When using the logo, take care to not harm its integrity by altering it or exercising your personal creative freedom.

The following are merely a few examples of what wouldn't be ok



Never alter the color, whether it's by adding a gradient to the type or changing the color of the mark



Never manipulate the gradient in any way



Never manipulate or change the form or structure of the mark or type



Never manipulate the color of the logo whether it's a gradient or any other color



Color Palette

Primary Color

CMYK: 68, 00, 100, 00

RGB: 93, 177, 57

PANTONE: 369 C

CMYK: 88, 33, 100, 26

RGB: 35, 107, 56

PANTONE: 349 C

CMYK: 00, 00, 00, 00

RGB: 254, 254, 254

PANTONE: Trans. White

CMYK: 100, 100, 100, 100

RGB: 28, 27, 23

PANTONE: BLACK 6 C



Typography

Brand Communication Fonts

Fonts

Raleway
Family

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog



Stationery Design



Stationery Design



Merchandizing



Merchandizing



Showroom identity

The visual identity and name lend themselves to each other. The journey of starting with one point and slowly adding more points across the city to form one larger grid is how the identity develops. Each point representative of a certain location.

Showroom Design Guidelines



Signage & Wayfinding

Refreshment

Washroom

Reception

Waiting Lounge

Service Area

Accounts

Outside Tower



**ELECTRIC
SCOOTERS & BIKES**



Brand Applications

The visual identity and name lend themselves to each other. The journey of starting with one point and slowly adding more points across the city to form one larger grid is how the identity develops. Each point representative of a certain location.

Advertising & Marketing Materials



Advertising & Marketing Materials



Digital & Social Media Guidelines



Thank
You