



# Brand Guidelines

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**ASIX STUDIO**

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# About the Brand

Dreirad.de is an online shop for special bikes. Our portfolio range goes from cargo bikes, compact bikes, tricycles for children and kettcars / gokarts to a huge variety of bikes for handicapped people and also mobility scooters. Basically the only thing you cannot find in our shop is a standard bicycle.



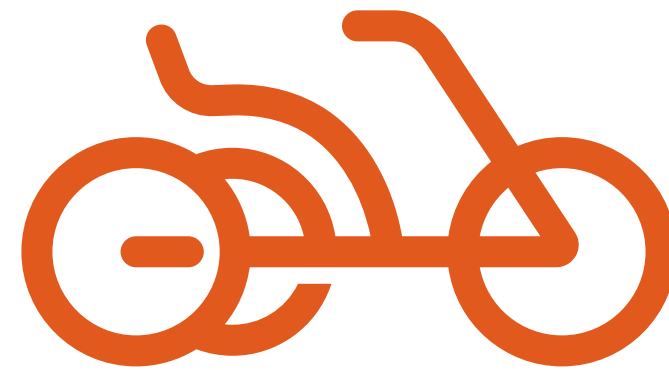
01.

Brand Logo

# Brand Logomark

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This is our brand official logo mark. It's a custom designed tricycle mark showing the primary direction and selling point of the dreirad brand.



# Brand Wordmark

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This is our brand official logotype. It's a custom made logotype, following the similar look and feel as the mark, designed using the logomark shapes, making them the perfect combination.

dreirad.de

# Primary Logo

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The vertical lockup is our primary logo and identifies the dreirad.de brand as a whole. Designed specifically to be vertically efficient, this lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better. Especially in the beginning, it's very important to associate the name with the logo mark.



# Primary Logo

## Negative Variation

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This is the negative variation of our primary logo. It can be used on almost every dark background, but it is recommended to be used on the dark blue background from our brand color palette.



# Primary Logo White & Dark

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These are the white and dark versions of our logo. They are a part of our brand identity, however they are not front line concepts and they will be used only when the color variations are not legible.



# Secondary Logo

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The horizontal lockup is our secondary logo. Designed specifically to be horizontally efficient, the horizontal lockup is a perfect fit for wide areas.



# Secondary Logo Negative Version

These is the negative version of our secondary logo. We apply the same rule of usage for the dark backgrounds just like the primary logo negative variation.



# Secondary Logo White & Dark

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These are the dark and white color variations of our secondary logo ( the horizontal lockup ).



# Responsive Identity System

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Trying to fit the same mark simultaneously on a billboard and on a fav con is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

PRIMARY



SECONDARY



LOGOTYPE



LOGOMARK



# Minimal Logo Size

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Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition. The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size. Never reproduce our logos smaller than the minimum sizes listed on this page.

30px



LOGOMARK

25px

dreirad.de

LOGOTYPE

60px



PRIMARY

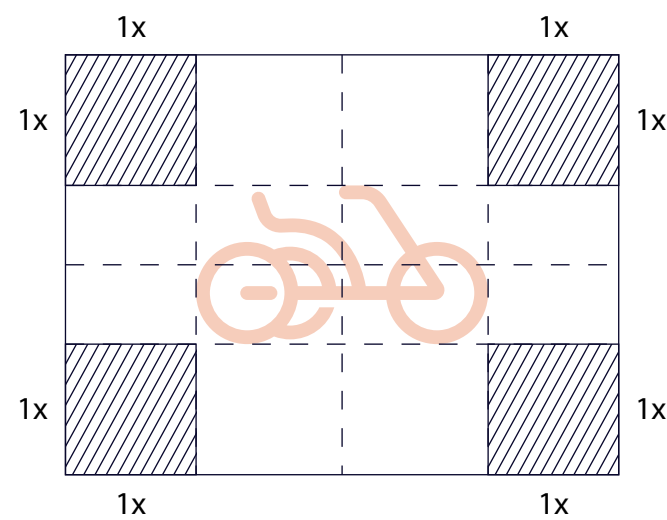
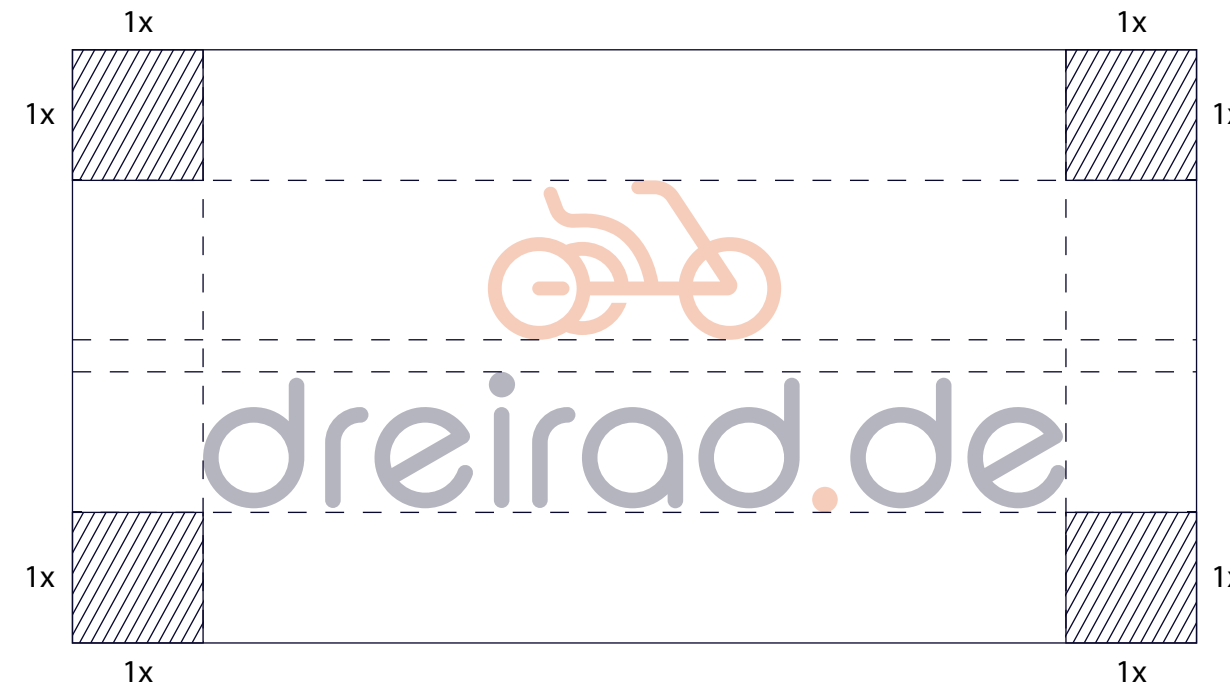
30px



SECONDARY

# Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes. As a general rule, the more clear, or negative, space around the logo, the better. At a minimum, there should be clear space equal to the height of the letter “d” from our brand logotype on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space as the logo changes in size.



# Background Control

Contrast is one of the most important thing when placing our the logo on any background. Our logo should not only be legible, it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened. The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The primary color version of the logo may be used on any light solid color background



The primary color version of the logo may be used on any light photographic background



The negative color variation of the logo may be used on any dark color background



The negative color variation of the logo may be used on any dark photographic background

# Logo Misusage

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These are the most common errors made while using the logo.



Do not alter the logo's colours outside of the brand color palette



Do not place the logo in a holding shape



Do not lock-up text to the logo



Do not stretch or alter the logo's shape in anyway



Do not add elements or shadows to the logo



Do not outline the logo



Do not rotate the logo



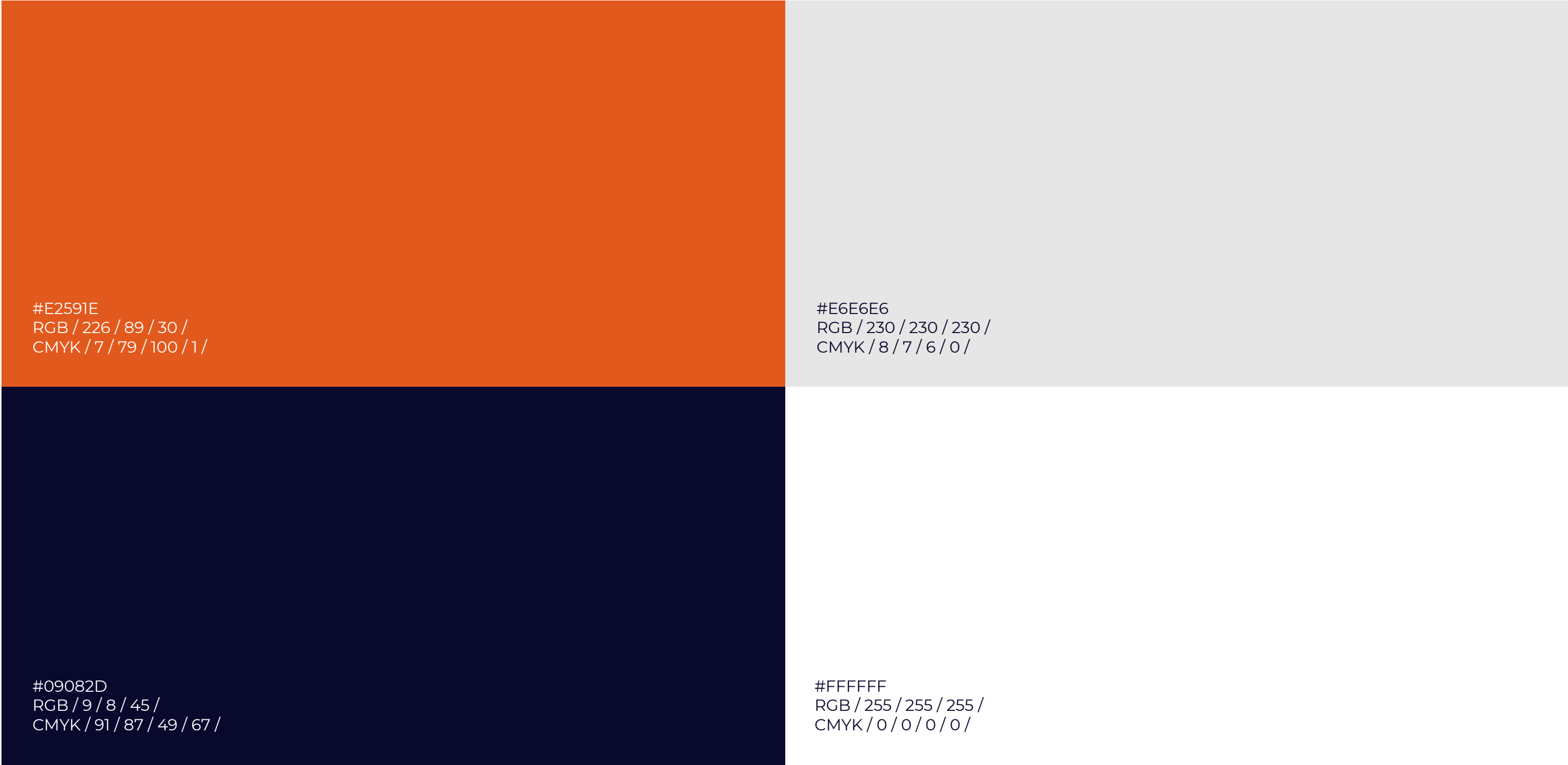
Do not change the relationship of the logo's components

# 02. Brand Colors

# Color Palette

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The colors we've chosen for our brand are a key factor in differentiation and brand recognition. As such, it is vital that our colors are reproduced faithfully and combined in the right way. Do not use any other / unauthorized colors.

A 2x2 grid of color swatches. The top-left swatch is orange, the top-right is light gray, the bottom-left is dark blue, and the bottom-right is white. Each swatch contains its hex, RGB, and CMYK values.

#E2591E  
RGB / 226 / 89 / 30 /  
CMYK / 7 / 79 / 100 / 1 /

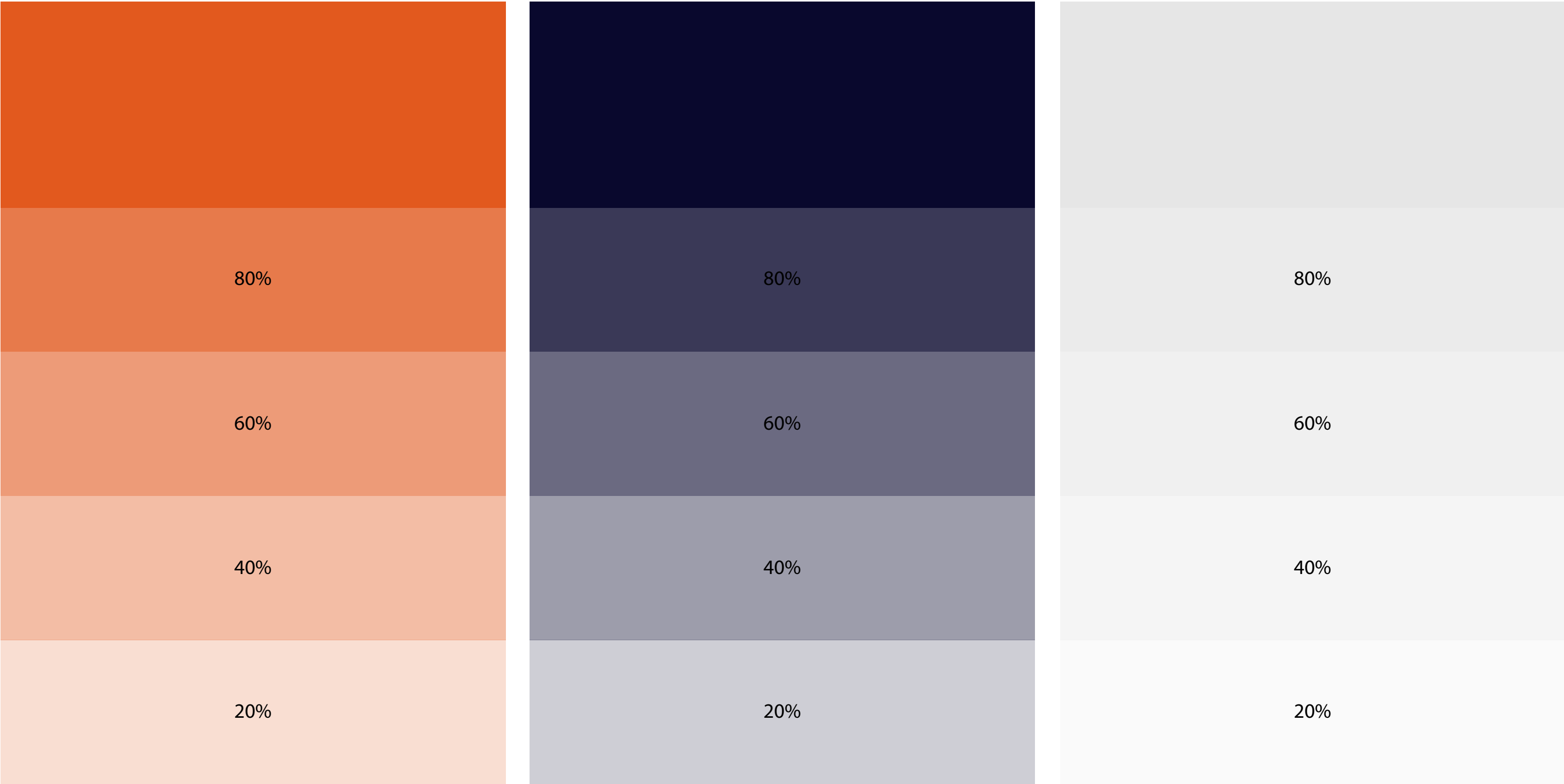
#E6E6E6  
RGB / 230 / 230 / 230 /  
CMYK / 8 / 7 / 6 / 0 /

#09082D  
RGB / 9 / 8 / 45 /  
CMYK / 91 / 87 / 49 / 67 /

#FFFFFF  
RGB / 255 / 255 / 255 /  
CMYK / 0 / 0 / 0 / 0 /

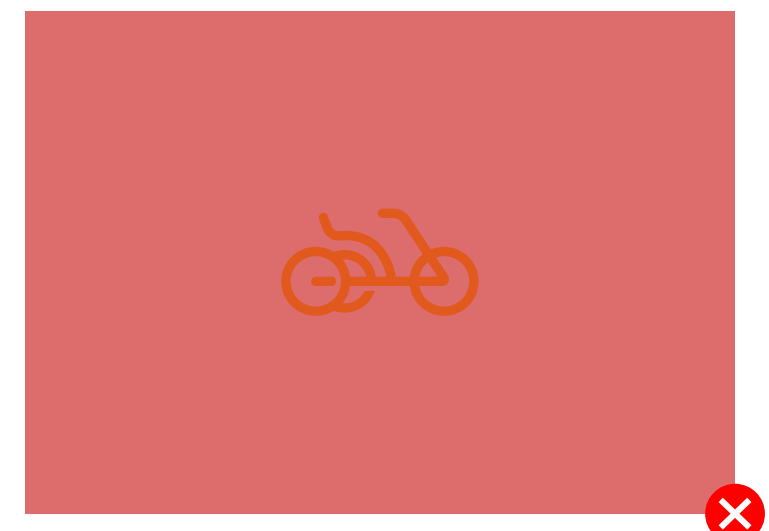
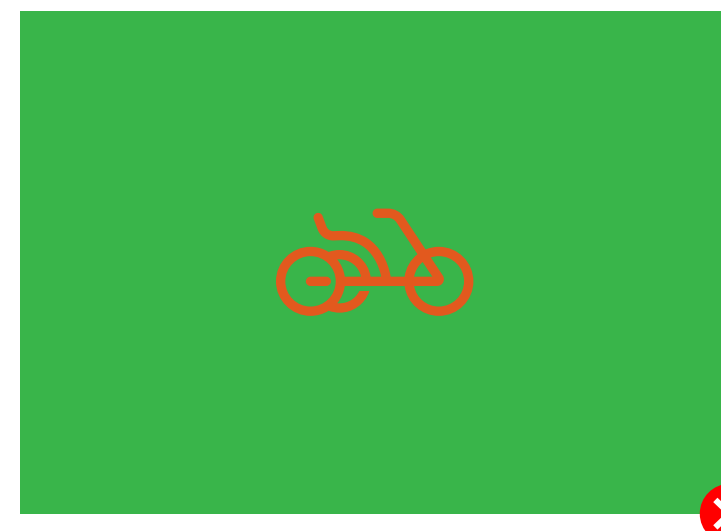
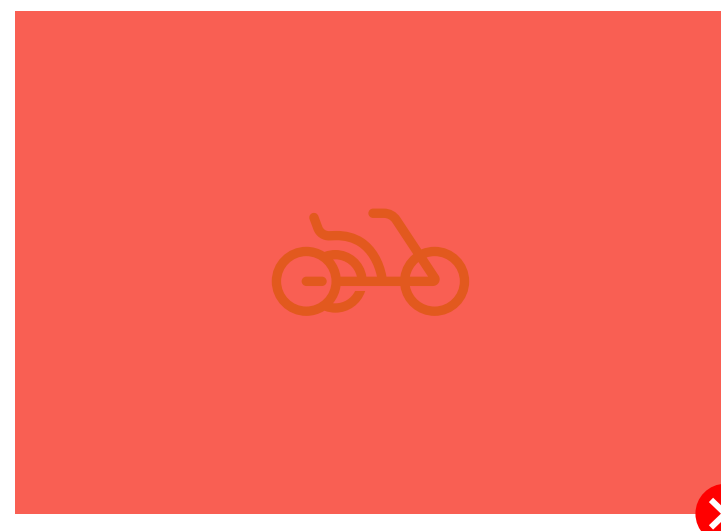
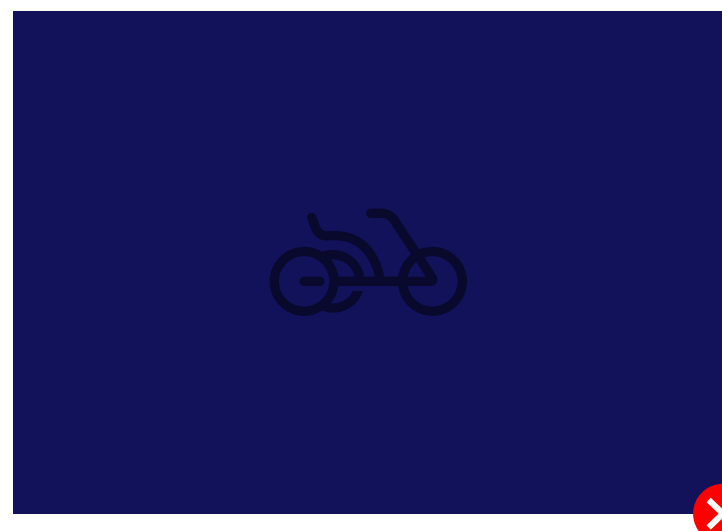
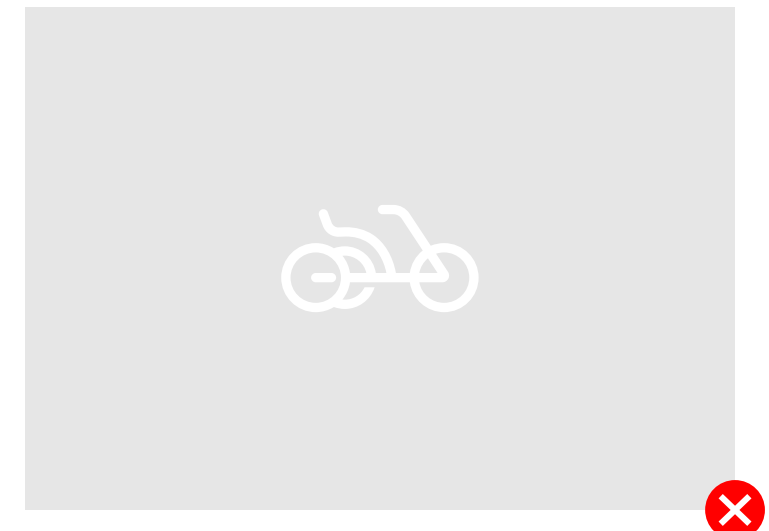
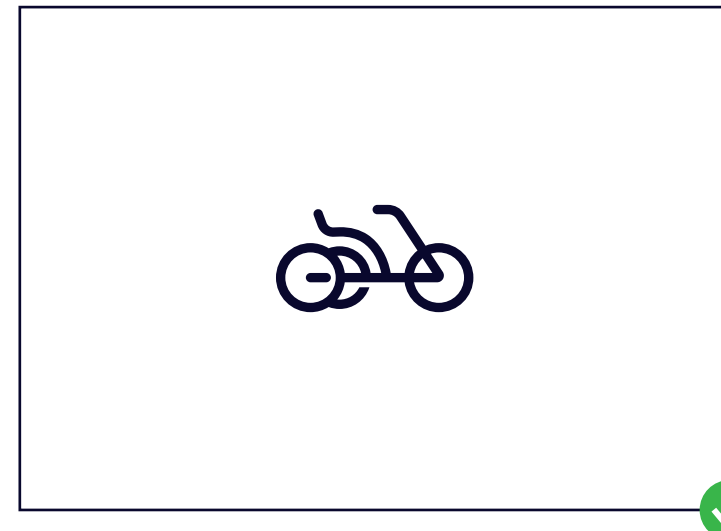
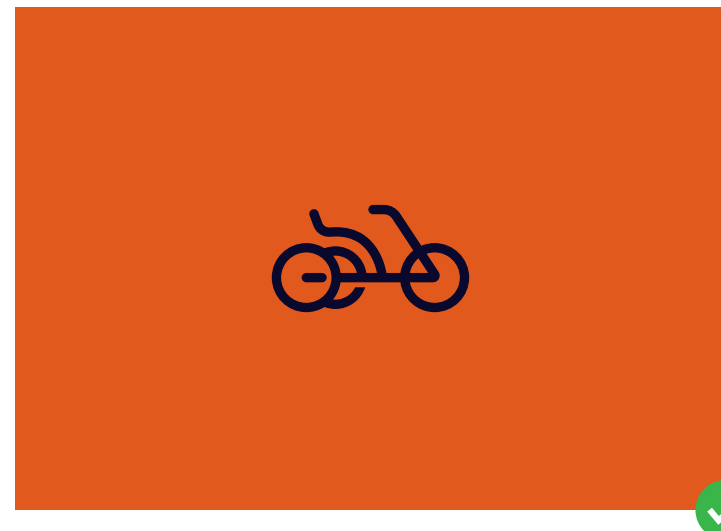
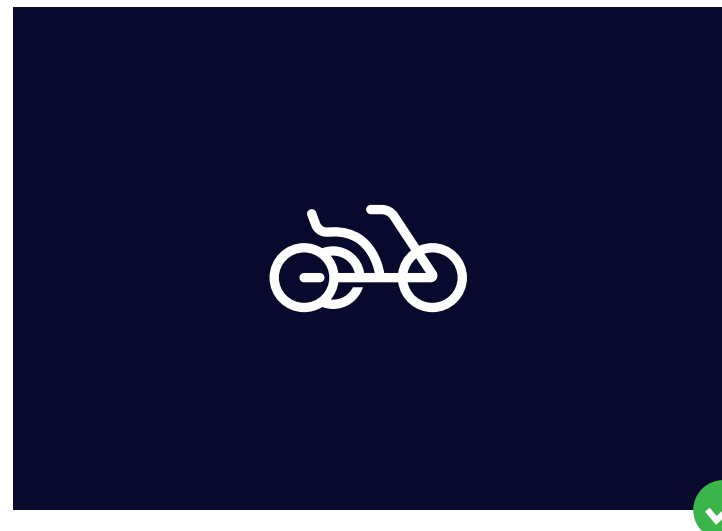
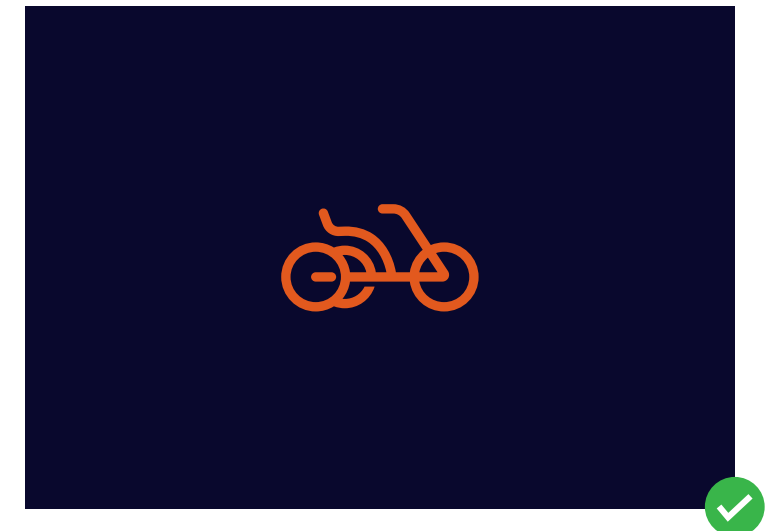
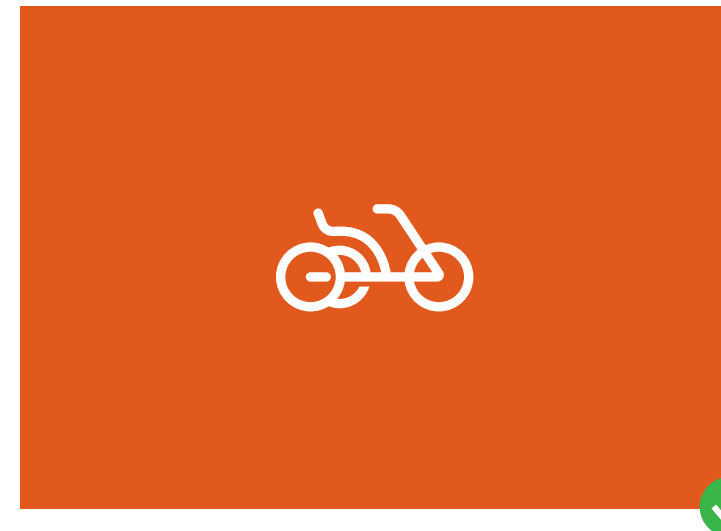
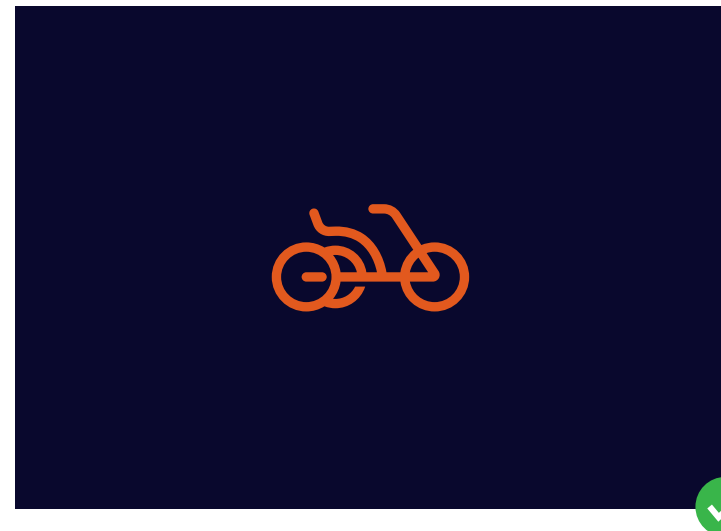
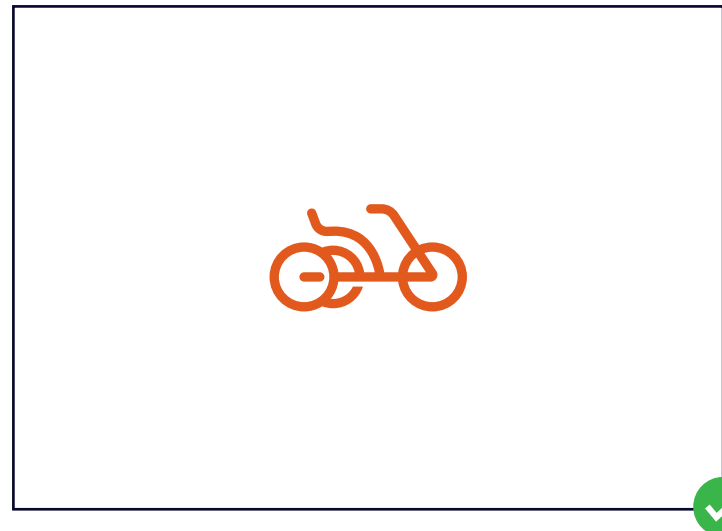
# Using Tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action. If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.



# Color Usage

Our logo can actually work in any color situation. But it's recommended to keep consistency and only display it in the original color. Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution.



# 03. Typography

# Typeface

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Comfortaa is the primary typeface of the our brand identity system. It's a Sans Serif typeface with a modern and minimal look. It's simple and easy to read while complimenting the form of the logotype. Montserrat is the secondary typeface of our brand.

A a

Comfortaa Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

A a

Montserrat Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Hierarchy

Comfortaa and Montserrat are variable-weight typefaces, which means you are able to customize weights to create an infinite number of weights. That being said, we typically stay within these weights. Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.



Aa

Comfortaa  
Bold , 48

Headlines  
& Tittles



Aa

Comfortaa  
Regular , 28

Subtitles



Aa

Montserrat  
Medium , 22

Paragraph Titles  
& Highlited Informations



Aa

Montserrat  
Light , 14

Body Text

# 04. Digital Usage

# Logo Website Usage

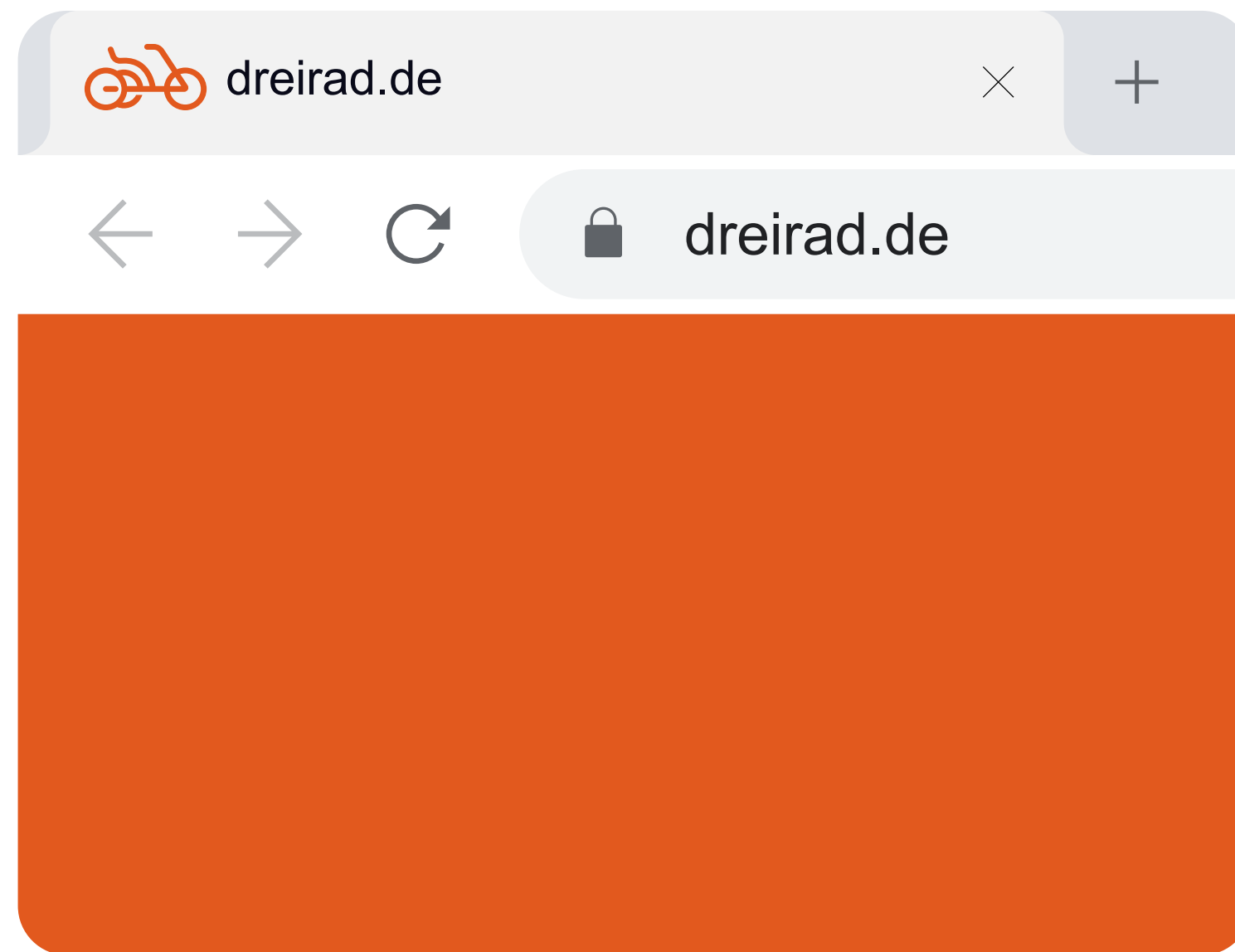
This is an example of utilizing the secondary logo with our web presence. Always make sure to apply the negative space rules listed in this document.



# Fav Icon

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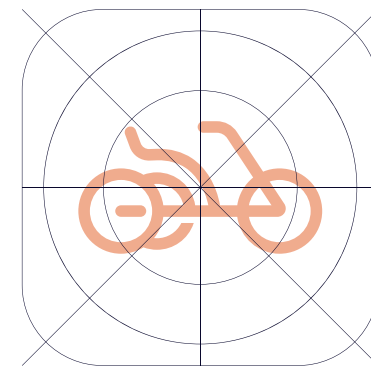
As a Fav icon we are using our logo mark in his primary orange color and it's displayed in the browser next to the URL. This is the only approved usage of our icon.



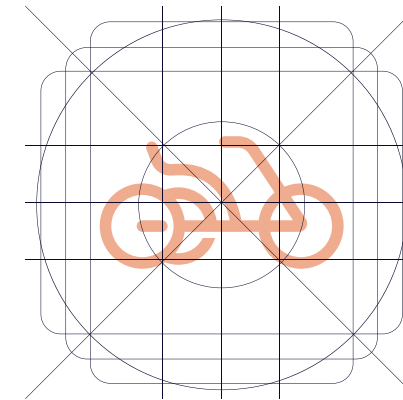
# App Icon



🍏 iOS Icon

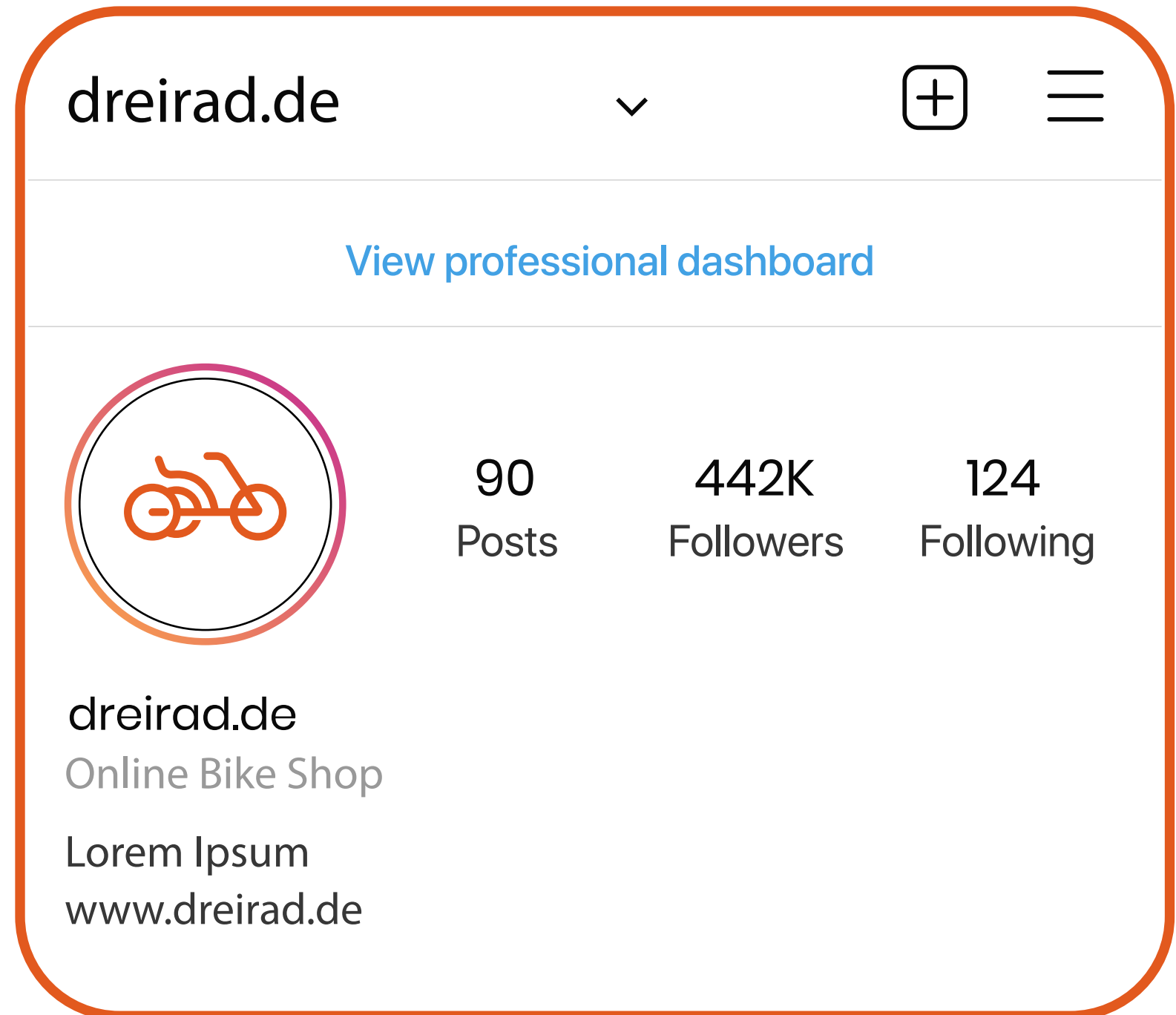
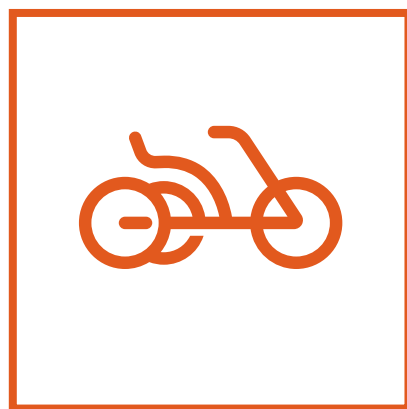


🤖 Android Icon



# Social Media Profile Pictures

When used as social media avatar, the logo mark should be used with the right amount of clear space on all sides. We have developed one approved avatar image found here on this page. It's approved for both circular and square avatars shapes of all sizes. The layout of this avatar should not be altered in any way.



# 05. Merchandise

# Merchandise

Branded merchandise like t-shirts, hats, and coffee mugs should all follow the placement of the logo like in the next pages if possible. Use this images as general guidance.



# Merchandise

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# Merchandise

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# Merchandise



# Merchandise



# Merchandise



# Merchandise



# General Information

This document is the ultimate guide to use dreirad.de brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If ever in doubt, please refer back to this guide. It's recommended to share this guide with anyone responsible to use the brand elements in any way.

## Make it Timeless!

