HyTechCycling

Corporate Identity Manual

Introduction

This Corporate Identity Manual includes the constituent elements of the HyTechCycling Visual Identity as well as their patterns of use and applications.

As constituent elements, we establish guidelines construction, use of fonts and chromatic brand applications.

The consolidation of the new image of HyTechCycling needs to take special attention to the recommendations of this manual, since this is a document that guarantees a unity of purpose in our communication and public outreach.

This document should serve as a tool and be present in all applications of the corporate brand, and its coexistence with their products, in order to reinforce an image of firmness and consistency.

Índice

1. Logo and its variations

1. Logo and its variations

1.1 Logo with data
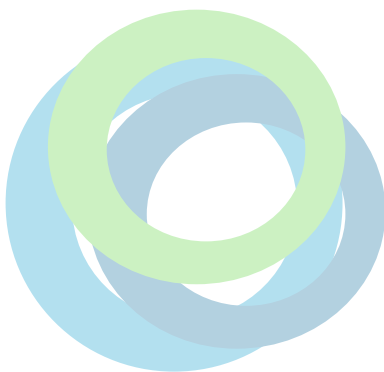

1.2 Logo without symbol

1.3 Symbol isolated

1.4 Watermark Symbol

In order to use the symbol as watermark, it has been set proportions of opacity ranging from shades of 30% and 70% colour.

30%   70%

Such variations will be used in some graphic developments of applications of HyTechCycling Corporate Identity.
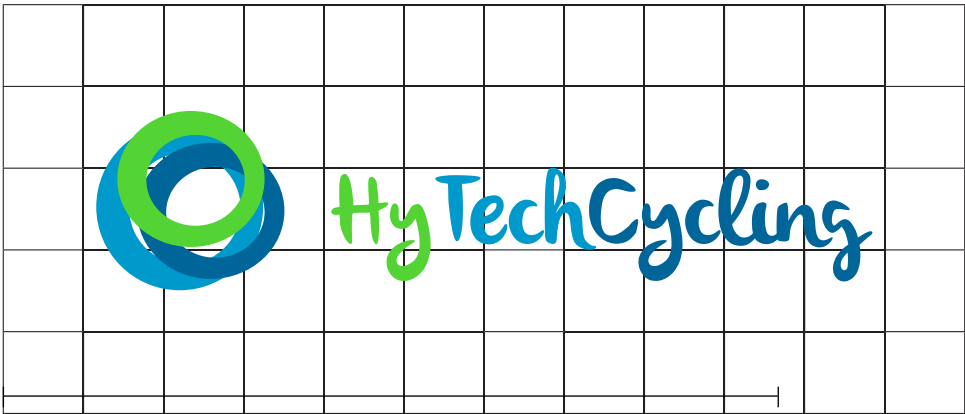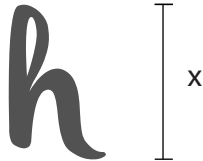
2. Construction

2. Construction

Logo is composed of two parts:

- Project's name:
"HyTechCycling".

- Symbol: It is composed of three circles of three different colours: green, light blue and dark blue.
The symbol colour, blue and green, and forms that make up the symbol, aim to convey dynamism, speed and technology.
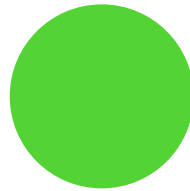
3. Colour

3. Colour

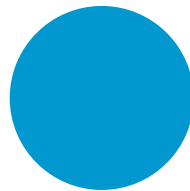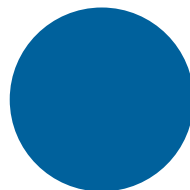HyTechCycling corporate colours are green and blue (in different shades). These colours must be used when reproducing the logo, but also in other communications of the project.

Pantone 802 C
C 81 / M 0 / Y 100 / K 0
R 102 / G 204 / B 0
#66cc00

Pantone 801 C
C 95 / M 18 / Y 17 / K 0
R 0 / G 153 / B 204
#0099cc

Pantone 3015 C
C 97 / M 57 / Y 25 / K 0
R 0 / G 102 / B 153
#006699

4. Logo versions

4. Logo versions

It must be used, whenever possible, the logo with its original colours (version 4.1), or versions 4.3 and 4.4.inblack and white documents.

Version 4.2 in documents with dark background.

4.1 Positive version logo

4.2 Negative version logo

4.3 Positive version black & white logo

4.4 Negative version black & white logo

5. Typography

5. Typography

5.1 Logo Typography

The typography used for the logo is "Olivier". It is a thick, well-defined typography, giving good visibility and easy reading of the brand, despite having appearance of"freehand" fond. It is noticeable its letters light modulations, which give the typography a firm appearance and personality.

Olivier

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;" · $%&/()=# *+ç{}¿?

5.2 Corporate Typography for applications

Arial font is set as corporate letter applied to all HyTechCycling applications.

Arial Narrow:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

Arial Regular:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

Arial Italic:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€+ç{}¿?*

Arial Bold:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

Arial Bold Italic:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

Arial Black:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

5.3 Corporate Typography for common use

Arial font is set as corporate letter applied to all HyTechCycling common uses.

Arial Narrow:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

Arial Regular:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

Arial Italic:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€+ç{}¿?*

Arial Bold:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

Arial Bold Italic:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?

Arial Black:

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890
¡!.,;"·$%&/()=#€*+ç{}¿?
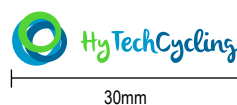
6. Minumum size and buffer zone

6. Minimum size and buffer zone

6.1 Minimum size

The minimum allowable size is set as a limit on size reduction, from which the correct visibility of the logo decreases.

In the case of HyTechCycling logo, the minimum allowable size is 30 mm.

30mm

6.2 Buffer zone around the logo

In order to avoid interference in the space around the logo, which prevents proper visibility and independence within a composition, an area of respect in which graphic elements may not be interfering with your space is established.

x

x

x

x

x
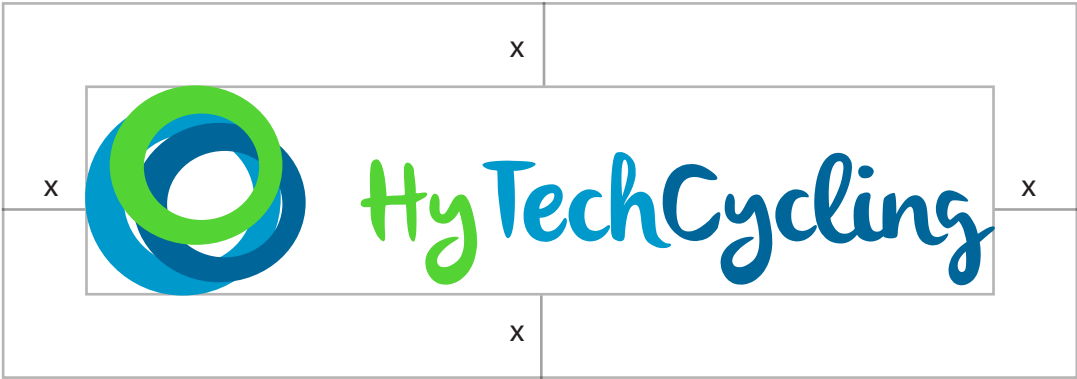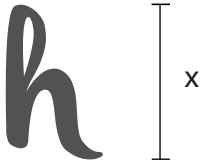
7. Incorrect uses

7. Incorrect uses

HytechCycling logo must match all
specifications of colour, composition and size
of this manual to facilitate its right use
and reinforce a serious and stable brand
image.

Here are some examples of what is
considered to be misuse of the logo:

- Do not change the typeface:

- Do not change colour:

- Do not change the composition:

- Not deform:

- Never use onbackgrounds which hinder its vision:

8. Correct uses on backgrounds

8. Correct uses on background

The use of the logo will be displayed clearly
so that it can be distinguished well within a
composition. Never use on backgrounds in which
the logo can not be appreciated well.

8.1 Use on light photographic backgrounds

8.2 Use on dark photographic backgrounds

8.3 Use on photographic backgrounds distorting logo

Avoid as much as possible the use of photographic backgrounds distorting logo.

In case that it necessarily have to be used, it is proposed as solution, placing the logo on a white box.

Here there are detailed the proportions of the box with respect to the logo:

9. Use of the brand as text

9. Use os the brand as text

HyTechCycling name as text must appear written with three initial capital letters, and the rest with lowercase letters.

When the text appearing is in capital letters, the name should be written all in capital letters.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod HyTechCycling ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD HYTECHCYCLING UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT.