

BRANDBOOK

bike-energy[®]



LOGO OVERVIEW

LOGO VARIATIONS with slogan



LOGO VARIATIONS



			1/3
			1
			1/3
1/3		1/3	

The logo is not allowed to be smaller than 12mm (width).
For the position of the logo, be aware of the protected spacing from all sides.

Please comply in customization design that the *bike-energy* logo must maintain its position, size und CI primary colors.

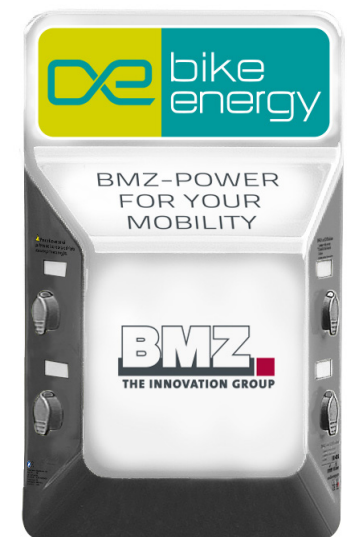
LOGO POSITIONING for POINT-Model
(STANDARD- & SONDERFOLIERUNG)

Primary logo position on POINT charging station

STANDARD

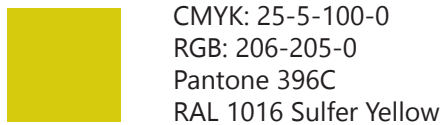


CUSTOM



LOGO OVERVIEW

LOGO COLOR CODES: PRIMARY COLORS



SECONDARY COLOR

Usage: background, headings, sub-headings



LOGO COLOR CODES: GRAY TONES



bike-energy - Logo - 4c - pos

Standard: 4c positiv for white, light and dark photo and colored background



bike-energy - Logo - 4c - neg

Customization: 4c negative for dark or multi-colored photo and background



bike-energy - Logo - 1c - black

Variation 1c black für black print sortiments



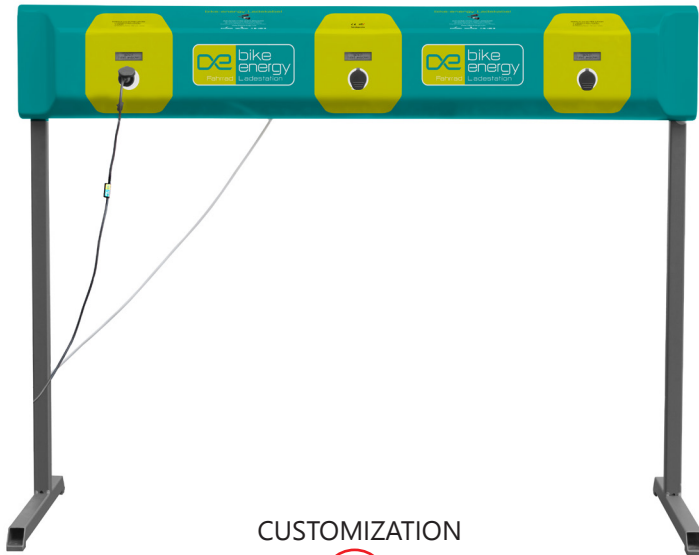
bike-energy - Logo - 1c - white

Customization: 1c negative white will be used in special cases, when the full-color (4c) usage is impossible.

Please comply in customization design that the *bike-energy* logo must maintain its position, size und CI primary colors.

LOGO POSITIONING für LINE-Model
 Primary logo position for LINE charging station

STANDARD



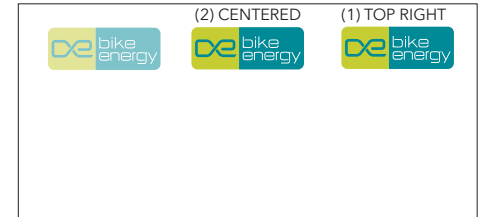
CUSTOMIZATION



LOGO POSITIONING for back wall panel for LINE-Model

Back wall panel LINE
 Primary logo position (1)

Secondary logo positioning



LOGO POSITION for back wall panel for POINT

Back wall panel POINT

Primary logo position



TYPEFACES

HEADLINES & BODY TEXT

HEADLINE

Square 721 Extended

ABC123

The quick brown fox jumps over a lazy dog.

0123456789#@&%?!

Here is the body text.

Segoe UI Symbol

ABC123

The quick brown fox jumps over a lazy dog.

0123456789#@&%?!

Here is the subheading

Degoe UI / Semibold

ABC123

The quick brown fox jumps over a lazy dog.

0123456789#@&%?!

>>Here is a citation<<

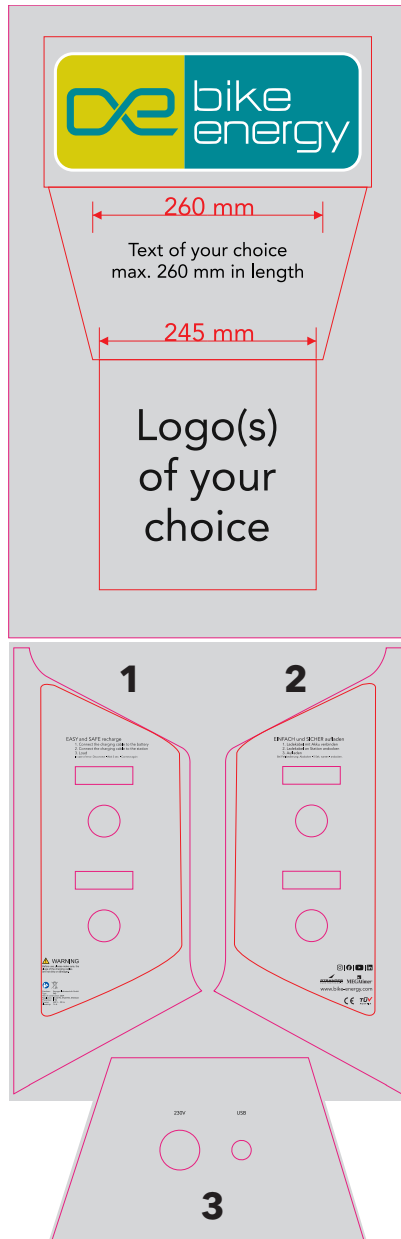
Segoe UI / Italic

ABC123

The quick brown fox jumps over a lazy dog.

0123456789#@&%?!

POINT-Model
Customization
Template for P4B+SSD1+USB



Standard text content
If necessary, please revise the text according to your
company / customer's preferences

E-CYCLISTS WELCOME!

Charge your e-bike outside - easily, safe and faster
with the revolutionary *bike-energy* charging cable!

- > You don't need your homecharger
- > Suitable for most e-bike batteries
- > The battery remains safely on the bike
- > Faster charging
- > Charging possible in all weathers

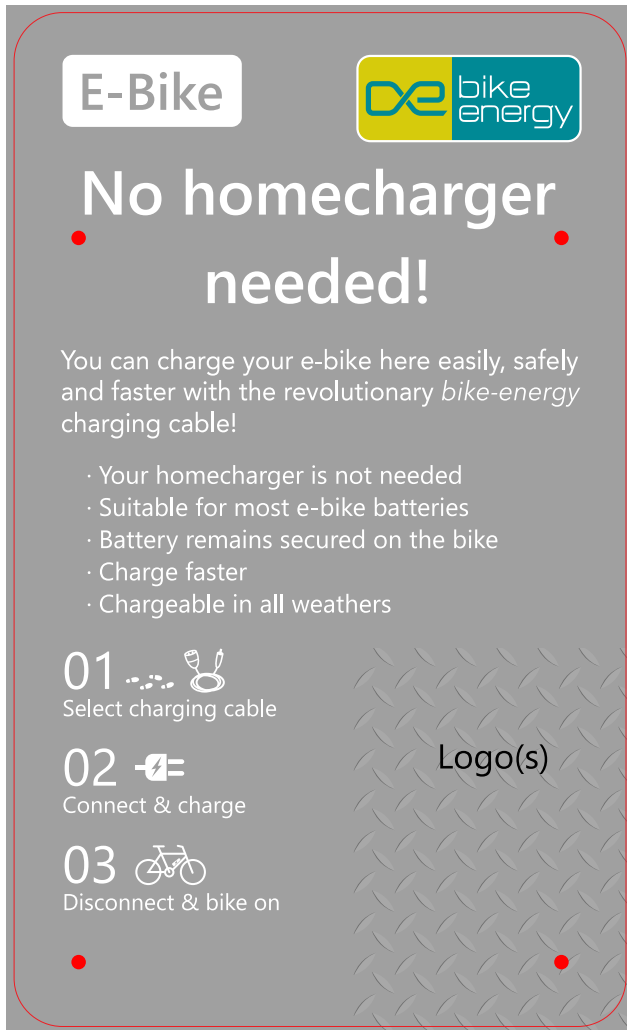


* BOSCH, Brose, Impulse, BioniX, Yamaha, Stromer etc.
Available at bike-energy.com/shop

NOTE:

The side panels (1-3) must be in one color.
The foils during the wrapping process cannot be
perfectly aligned,
therefore a gradient-design is not recommended.

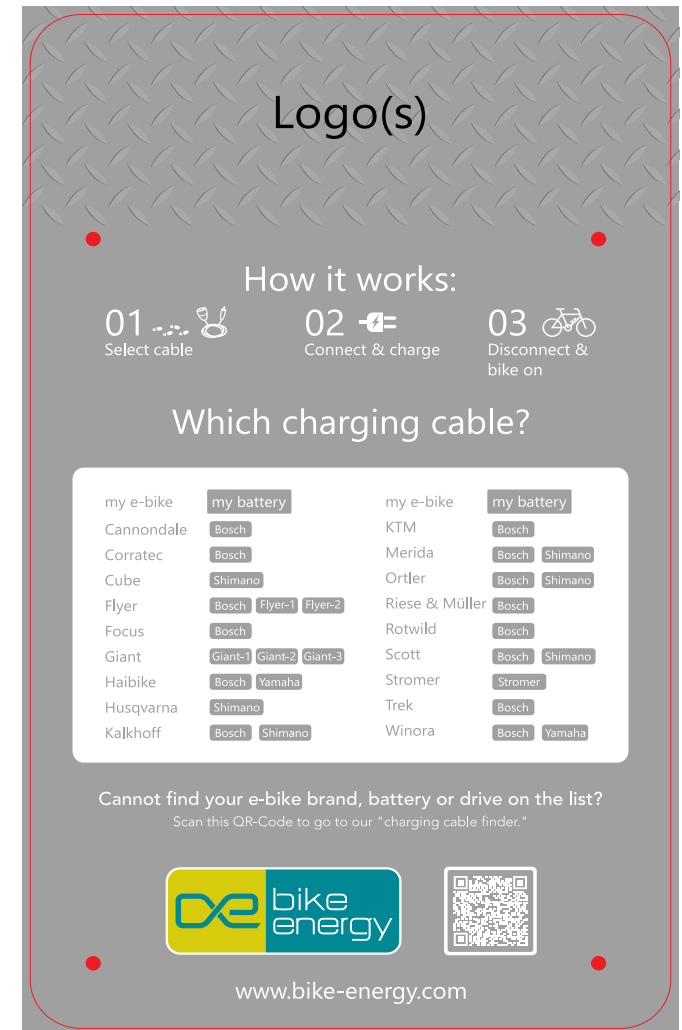
This also applies to the LINE-Model
(right and left sides).



Standard text:
If necessary, please edit the text accordingly.

Our bike-energy logo (full color, 4c) goes well with neutral colors, light browns and darker blues and greens. What makes it stand out, however, are the complementary colors such as yellow, orange, coral and deep gold.

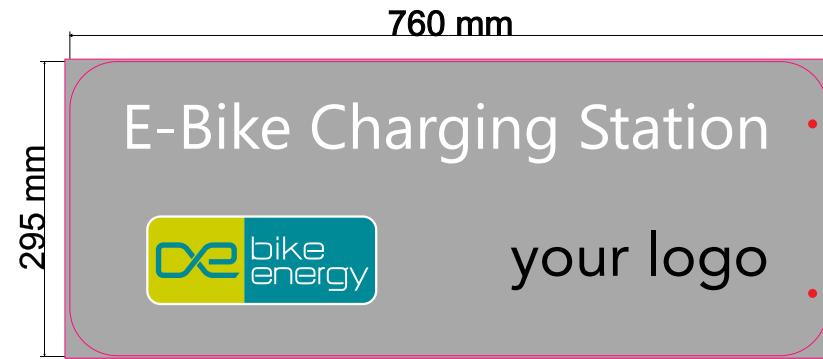
If the use of a full color version (4c) is not possible, then a special variant is used, e.g.: 1c negative white / 1c black depends on the corporate colors of your company.



Head-Up Signage (HU10)
TOWER-Model
two-sided
customization



— Contour Cut
● Drill Holes



— Contour Cut
● Drill Holes

Standard text for HU10 (accessory for TOWER model):
E-bike charging station
If necessary, please edit the text accordingly.

Our bike-energy logo (full color, 4c) goes well with neutral colors, light browns and darker blues and greens. What makes it stand out, however, are the complementary colors such as yellow, orange, coral and deep gold.

If the use of a full color version (4c) is not possible, then a special variant is used, e.g.: 1c negative white / 1c black depends on the corporate colors of your company.

CONTACT

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