



BRAND GUIDE

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01. LOGO	5
1.1 Our Logo	6
1.2 Proper Use	7
1.3 Black & White	8
1.4 Suggested Color Combinations	9
02. TIPOGRAPHY	11
2.1 Headings font	12
2.2 Paragraphs and text font	13
03. COLORS	15
3.1 Primary colors	16
3.2 Secondary colors	17
04. RULES	19
4.1 Specifications	20
4.2 Prohibitions	21
4.3 Application	22
05. CONCLUSIONS	25

01. Logo

1.1 OUR LOGO

The ESB logo reflects the **personality** of a brand focused on providing e-bike users with an innovative riding experience. By offering a real deep integrated riding solution, we design a **fusion** between the vehicle, its manufacture and the rider.

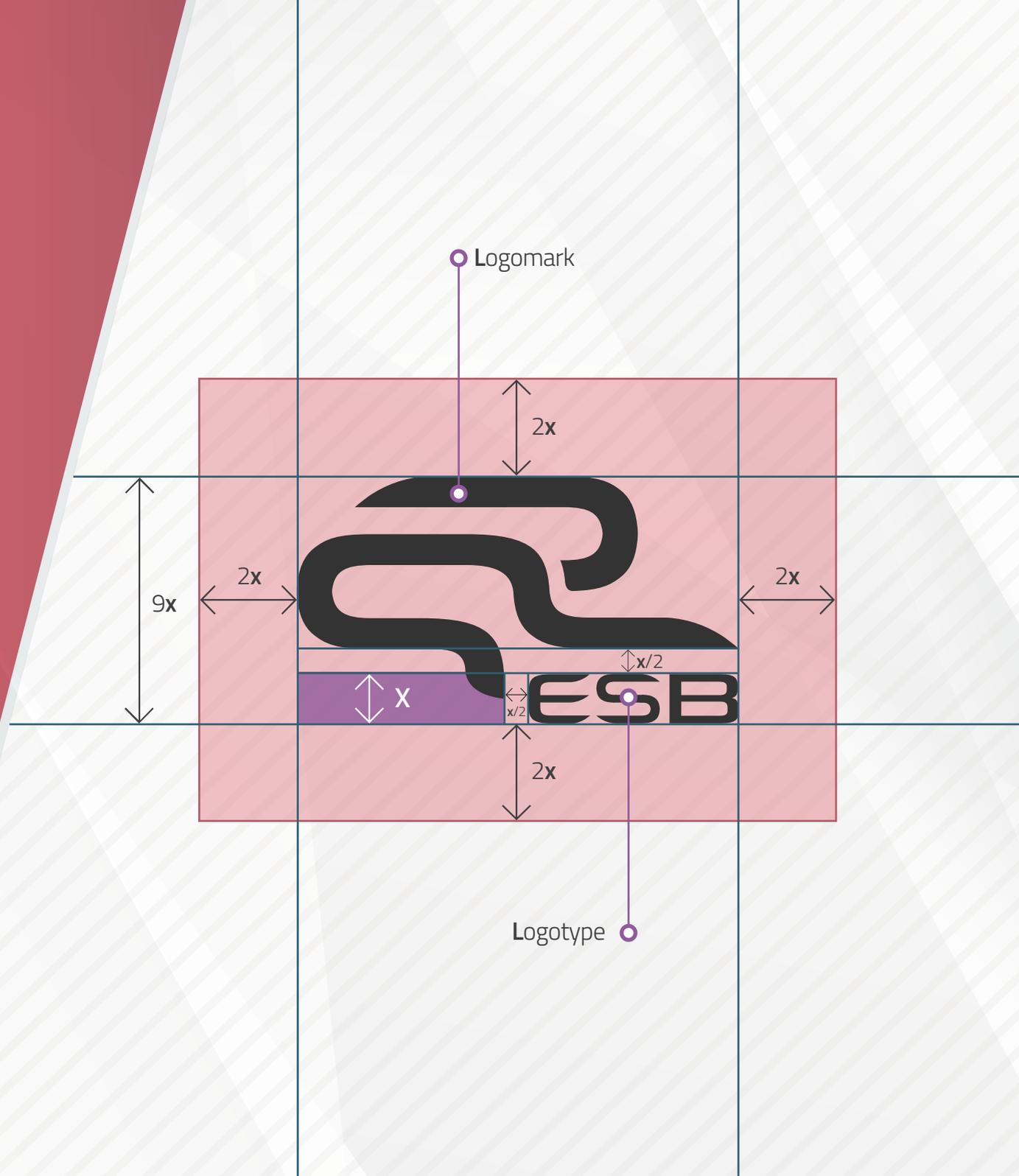
Our logo represents a stylized man crouched astride the bike he has chosen to practice his **passion** and reach his most desired goals. Finally, he is perfectly enclosed in a single compact element **projected towards the future**.

Transverse lines in the background of the ESB applications and communication reflect the innovative and creative character of our solutions and highlight, at the same time, our commitment to, reliability and quality. Our **colors** palette has adopted vibrant shades of red and dark blue, representing passion and equilibrium, respectively: the ESB® brand essence.



1.2 PROPER USE

Red indicates Clear Space, it means that the whole area shall be completely blank, with no elements except the logo. **Grey** padding indicates Safe Zone, where it is possible to include some external elements. **Blue** lines show the alignment and boundaries of the defined logo. The minimum space required for Clear Space is $2x$, that is the double height of the logotype.



1.3 BLACK & WHITE

In the various applications of the logo both on physical and digital products, it is possible to use the ESB® brand monochromatic logo. Where possible, it is **necessary to use** the **original full-color logo** shown in paragraph 1.1. However, it could be necessary to use a monochromatic logo in case of greyscale printing, applications expressly requiring a monochrome or in case of problems raising from the overlapping of background colors. In these cases, it is possible to use a **white** logo on dark backgrounds or a **black** logo on white or very light backgrounds, aiming at ensuring a strong contrast.



1.4 SUGGESTED COLORS COMBINATIONS

The ESB® logo shall always be placed on a **solid, clear and clean** background. A strong **contrast** between the logo and its background shall always be guaranteed (i.e. a white logo shall be used on a background with a black ratio of 50% or more). Another suggested application, is the use of a white logo on the primary colors that will be indicated in a further section. If the logo is applied on a picture or on a complex background, it is important to ensure its clearness and to respect the Safe Zone/Clear Space previously explained.



02. Tipography

DOSIS UPPERCASE

2.1 HEADINGS FONT

The ESB® brand expresses its personality with two fonts. The first one, **Dosis**, is a strong and dynamic font and reflects the modern and resolute style of ESB®. It can be realized with various typographic weights, but usually it is Regular or Medium.

It is used only with uppercase letters in all kinds of communication of the ESB® brand, both in the headings and in the headers. **The same font with lowercase letters is forbidden.**



ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EXTRALIGHT
LIGHT
REGULAR
MEDIUM
SEMIBOLD
BOLD

2.2 PARAGRAPHS AND TEXT FONT

The second font for the ESB® brand is **Titillium**, a sans serif font, rich in personality and extremely elegant.

It was designed by some Italian university students and marketed as OFL. Therefore, the choice of this font is also an acknowledgment of the high quality work carried out in the various universities of design in Italy. The whole range of typographic weights allows different uses in the major printed and web contexts, both for paragraphs and texts concerning the ESB® brand, the most used being **Light** and **Semibold**.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Thin
Light
Regular
Semibold
Bold

03. Colors

3.1 PRIMARY COLORS

A personalized palette of colors is a recognizable means of communication. All the selected colors contributes to the Company identification and can evoke a particular emotion chosen for a more successful communication.

Red, typical of our muscles and heart, that are essential elements of our life, has been chosen for arousing the same passion athletes practice every day. The sky, sea, lakes and big expanses of water are blue and this is one of the most frequent colors in our life. **Blue** represents harmony and equilibrium, that are characteristics needed by athletes to reach their most desired goals.

Our primary colors, together with **black** and **white**, representing the colors of rebirth and transformation, respectively, compose the main palette and reflect the essence of the ESB® brand.

Pantone White

CMY K 0, 0, 0, 0

#ffffff

RGB 255, 255, 255

Pantone Solid Uncoated 710 U

CMY K 0, 54, 49, 14

#dc6670

RGB 220, 102, 112

Pantone Black

CMYK 0, 0, 0, 100

#000000

RGB 0, 0, 0

Pantone Solid Uncoated 3025 U

CMYK 59, 18, 0, 55

#305f74

RGB 48, 95, 116

3.2 ALTERNATIVE COLORS

Secondary colors complete the palette of primary colors by bordering creative design possibilities. They should be used sparingly and in order to give a particular **emphasis** according to the design and context of the logo. In particular, this alternative palette includes lighter tonalities of blue or darker tonalities of white and red coming from the main palette.

They are good variations often used as additional colors for web contents or as particular techniques of mixing and shades for a great visual impact. **The use of alternative colors not combined with our main colors is forbidden.**

Pantone Solid Uncoated 649 U

CMY K 0, 0, 0, 2

#f9f9f9

RGB 249, 249, 249

Pantone Solid Uncoated 710 U

CMY K 0, 54, 49, 14

#b35d69

RGB 220, 102, 112

Pantone Solid Uncoated 629 U

CMYK 40, 8, 0, 14

#84c9db

RGB 132, 201, 219

Pantone Solid Uncoated 2391 U

CMYK 57, 18, 0, 35

#4888a6

RGB 72, 136, 166

04. Rules

4.1 SPECIFICATIONS

In order to use the defined logo, it is necessary to apply an height of maximum 7mm (20px in case of digital applications). When the height is less then 7mm, it is necessary to use only the monochromatic logomark (by deleting the logotype). In some digital environments, it is necessary to put the logo in a squared box with rounded boundaries; an example is given by favicons or publications on social media. The profile image on social media can also be represented with complex backgrounds or with shadows, but always ensuring an high contrast between the logo and the remaining elements.

MINIMUM HEIGHT: 7MM

7mm is the minimum safe size



FAVICON

With .ico files, 32px is the minimum safe size



SOCIAL PROFILE IMAGE

Logo da rappresentare in un box con ombreggiatura e sfondo elaborato. Utilizzare possibilmente quelli mostrati



SOCIAL PROFILE IMAGES

When the height is less then 7mm, it is necessary to use only the monochromatic logomark (by deleting the logotype)



4.2 PROHIBITIONS

The ESB® brand logo and its communication are its main form of identification in social contexts. Therefore, it is absolutely forbidden to elaborate or edit the logo since it would represent a damage for the Company communication. It is not possible to shift or edit internal elements, as well as it is not allowed to distort or change the official font and colors since it would result in an inappropriate use of the logo.

Do not change elements position



Do not stretch or distort



Do not change elements size



Do not change fonts or colors



4.3 APPLICATION

When the ESB® logo is applied on vehicles, batteries or within a product, it is required the use of a pre-defined artwork, made of the shaded logo, complex background and payoff. The artwork shall be applied in its multicolor version, that includes all the ESB® brand elements enclosed in a box. Otherwise, it is possible to use the bicolor alternative in black white. Maximum size: 30mm (or 80mm in case of digital applications).

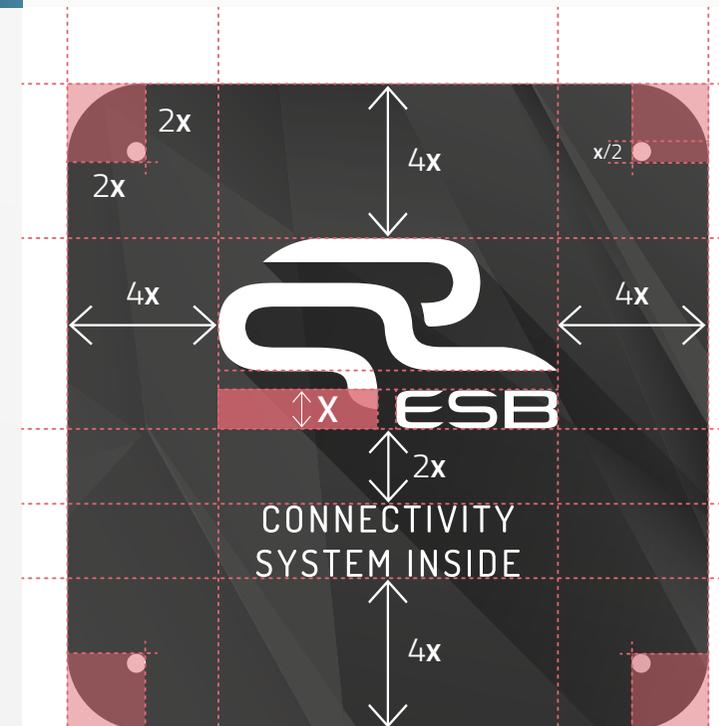
PRE-COMPOST ARTWORK

Minimum size: 30mm



B/W PRE-COMPOST ARTWORK

Minimum size: 30mm



05. Conclusions

We thank you for reading and consulting this guide. We are sure you will share the same attention we pay to details and quality.

We know the application of these rules requires time and efforts, but the stories we communicate with ESB® are more efficient thanks to these rules.

Please do not hesitate to contact us for further information on the visual identity of the brand and its design application at marketing@sitael.com.

Thank you



