

Brand Style Guide

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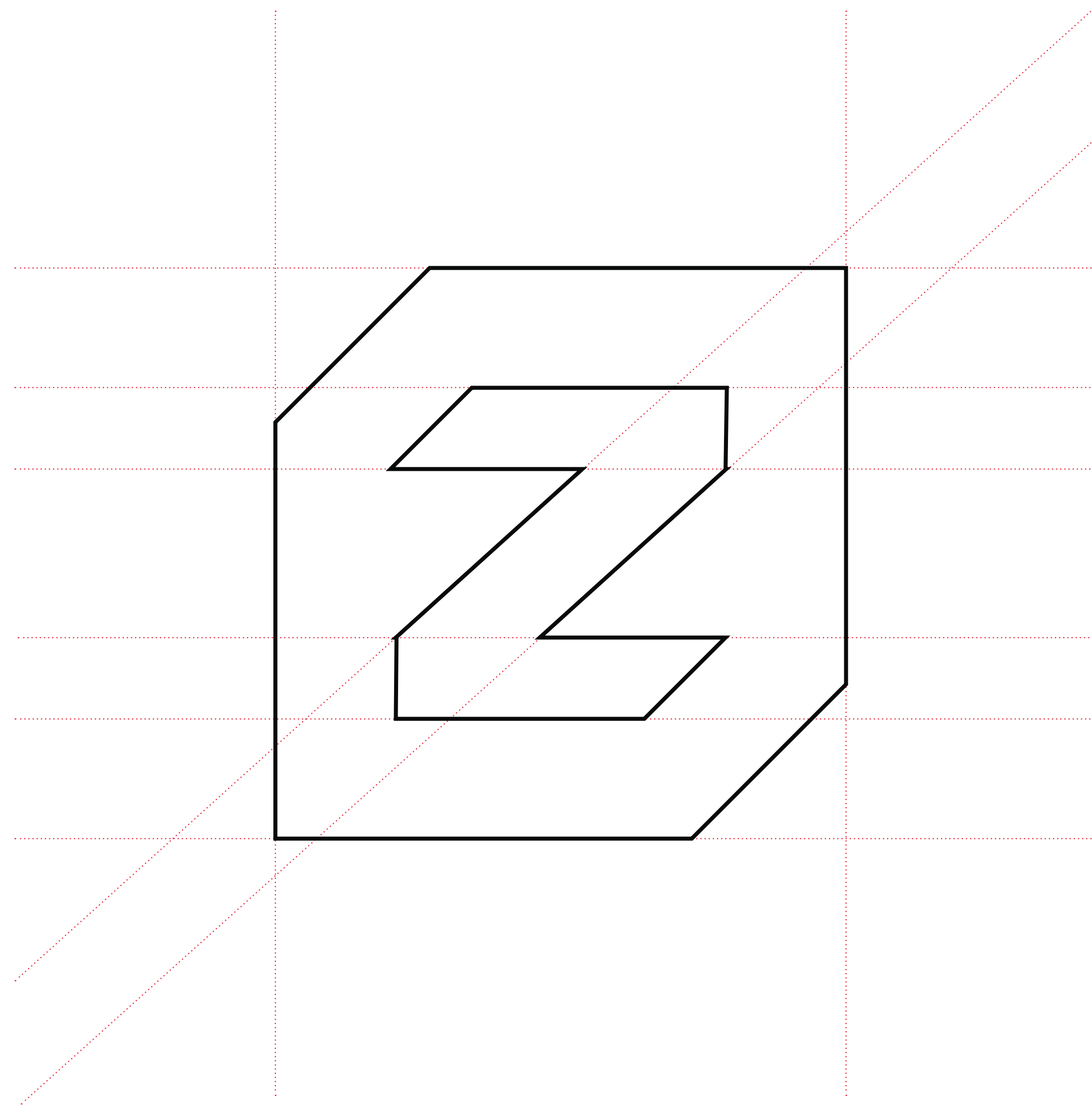
- ZPro trainer
- Bike ZBike
- Business cards
- Instagram posts
- Product banners
- Clothing
- Event banner

01.Symbol

01.Symbol

Building of the Symbol

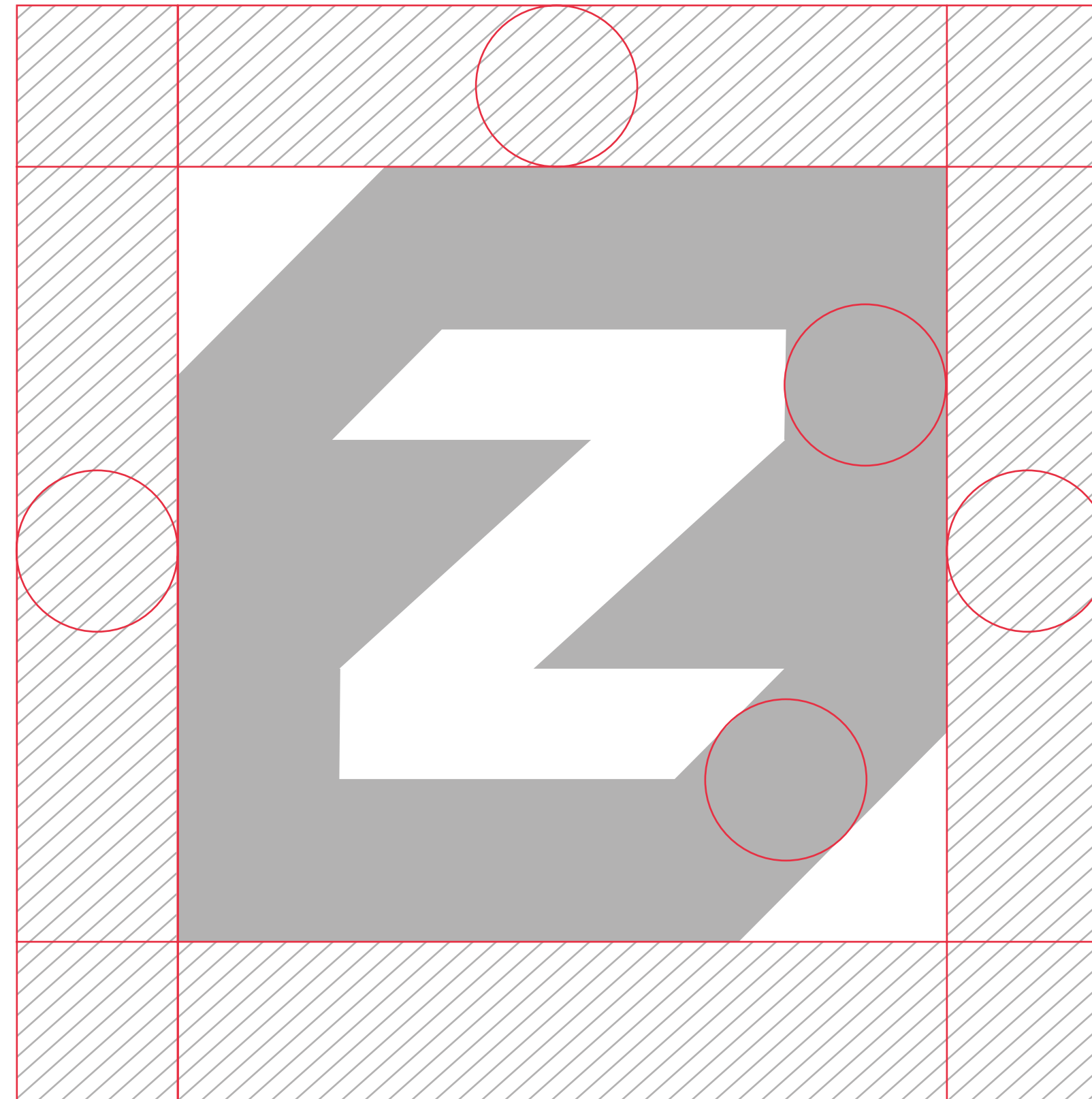
The construction of the symbol
should always be as shown.



01.Symbol

Surround space

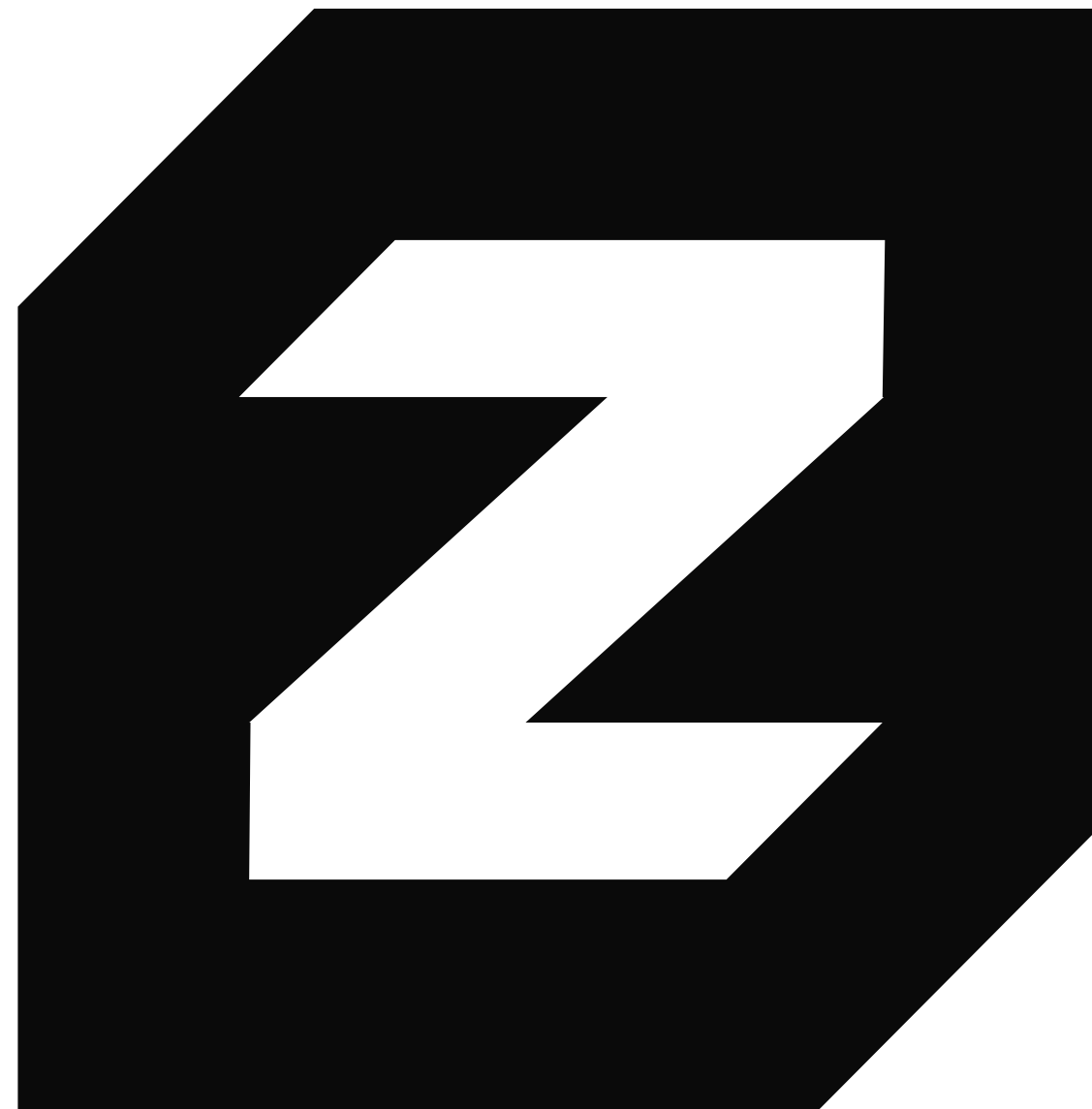
You should always respect the minimum reserve space.



01.Symbol

Main version

Main version of the symbol
with a light background



01.Symbol

Secondary version

Secondary version of the logo to be used to highlight the corporate colours



01.Symbol

Main version
on dark backgrounds

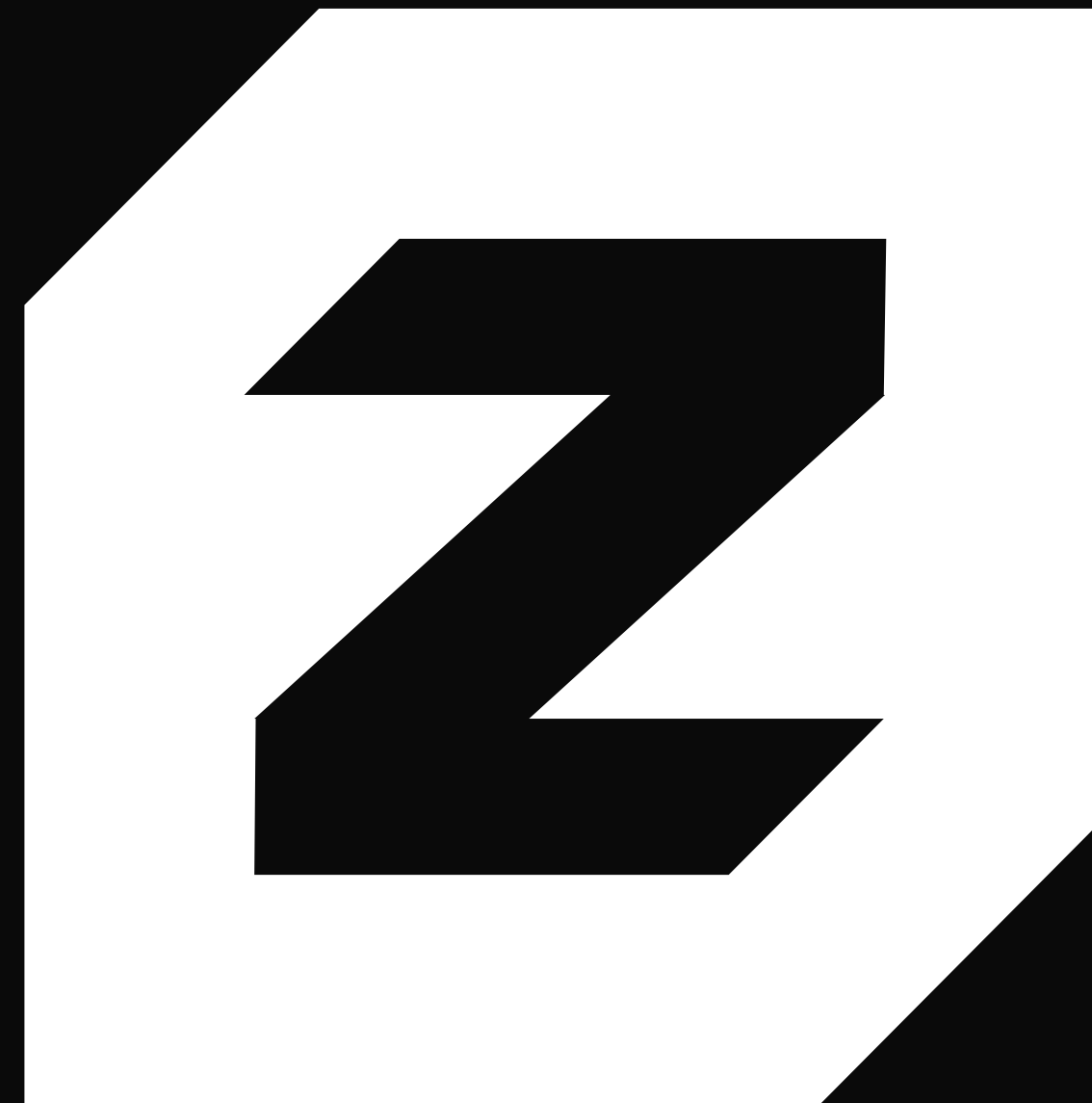
Main version of the envelope logo to be
used with dark backgrounds



01.Symbol

Secondary version
on dark backgrounds

If there is a restriction in production the
blank symbol can be used as shown

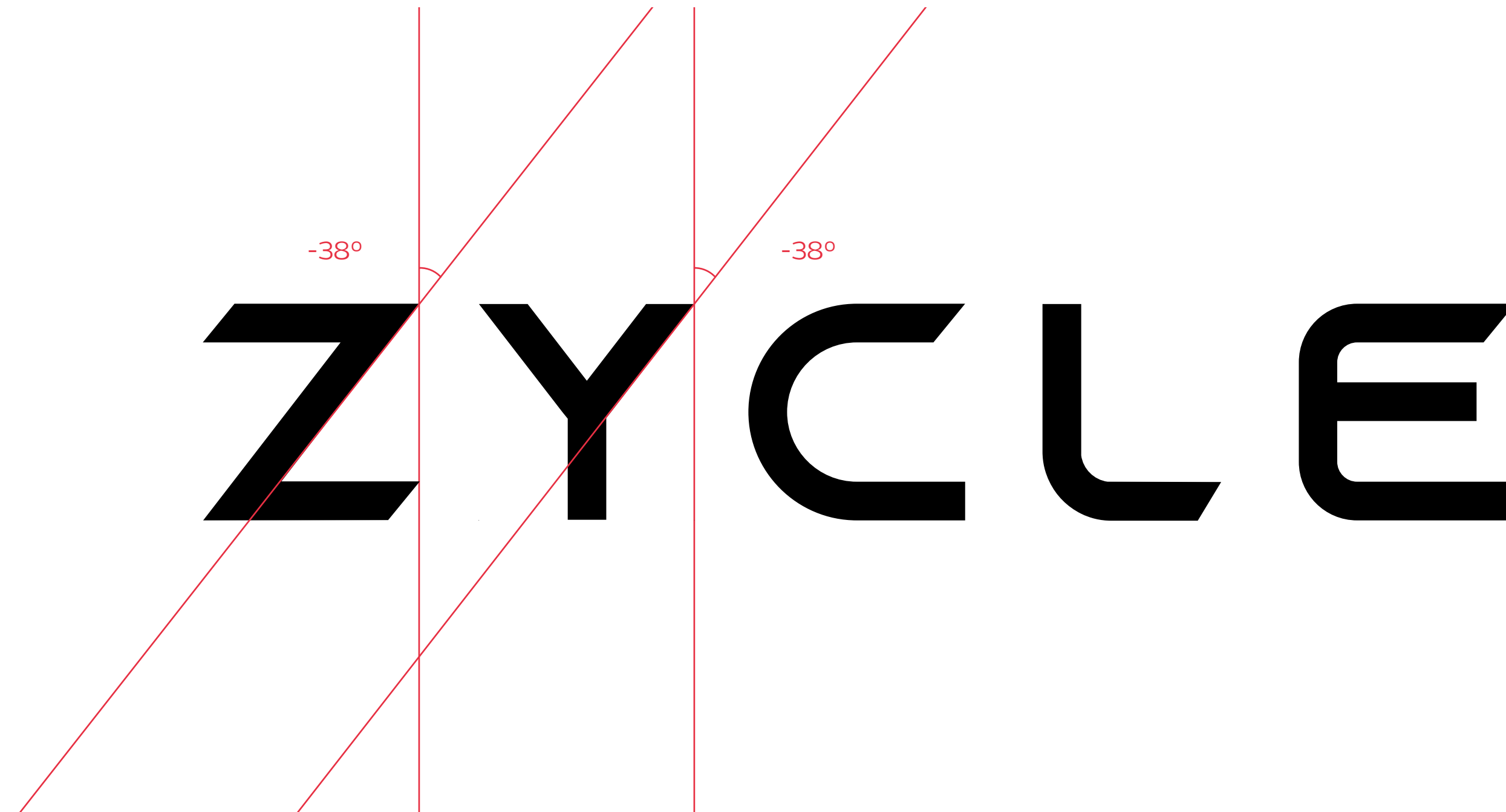


02. Logo

02. Logo

Building the logo

Logo construction including alignment of typography and style.

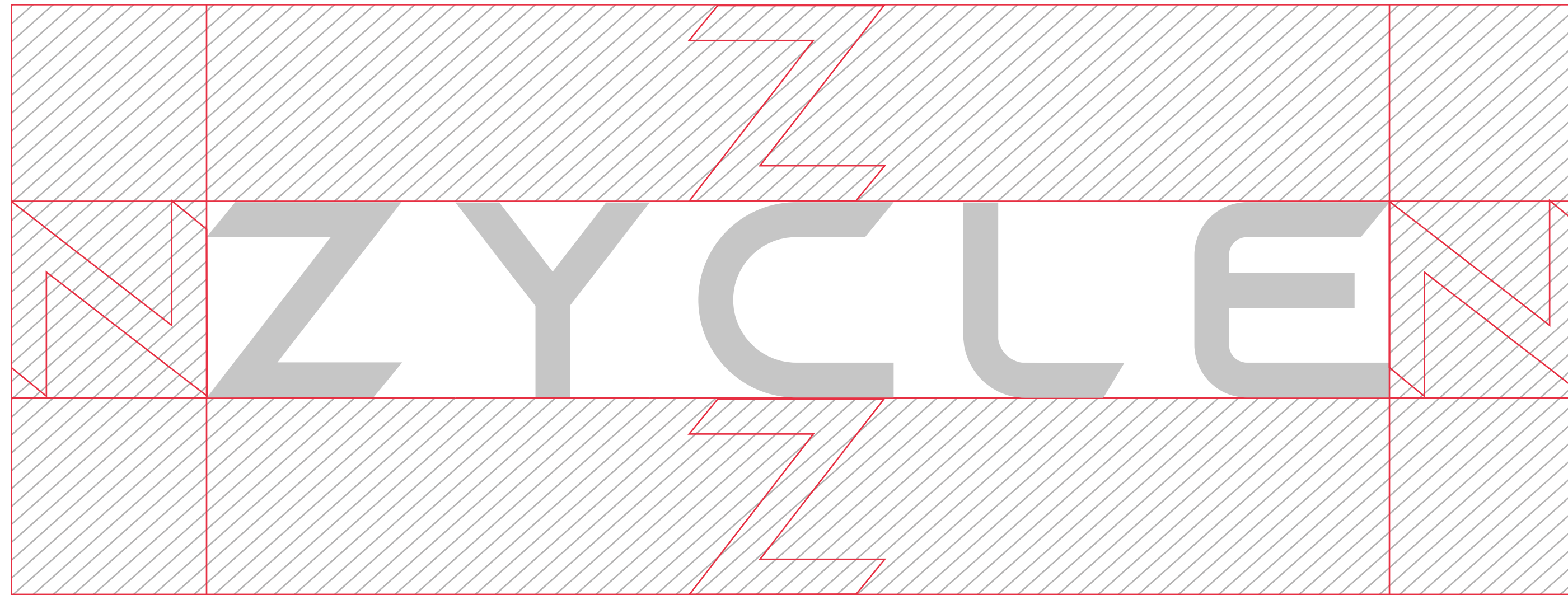


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02. Logo

Surround space

You should always respect the minimum spacing as shown.



02. Logo

Main version

Main version of the logo to be used with a light background

ZYCLE

ZYCLE

02. Logo

Secondary version

Secondary version of the logo to be used to highlight the corporate colour

ZYCLE

02. Logo

Main version
on dark backgrounds

Main version of the logo on
dark backgrounds.

ZYCLE

02. Logo

Secondary version
on dark backgrounds

When there is a restriction in produc-
tion will be used on dark backgrounds

ZYCLE

03.Brand

03.Brand

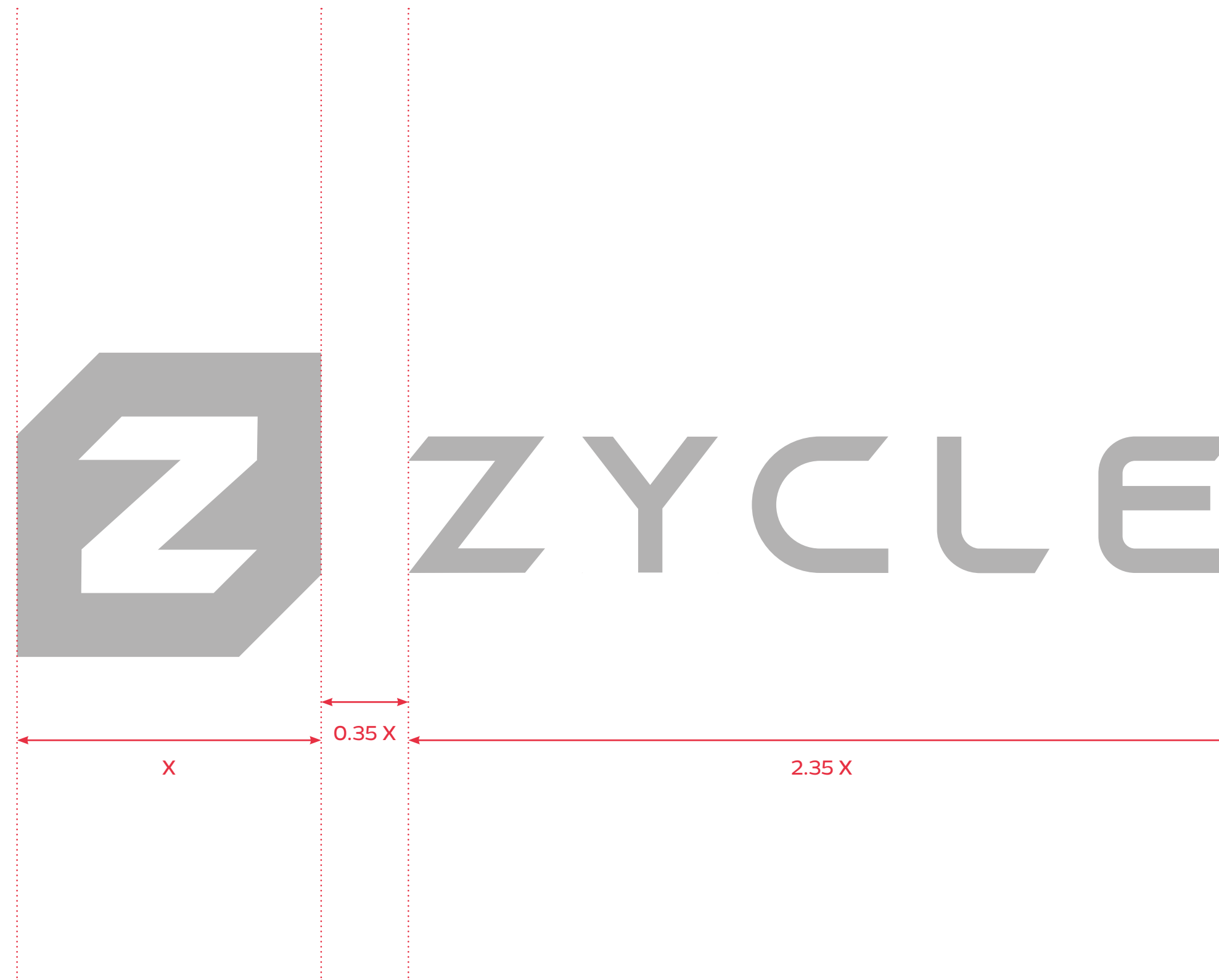
There are two versions of the brand logo:
horizontal and vertical.

The main version is horizontal and the
secondary is vertical.

03.Brand

Building horizontal version

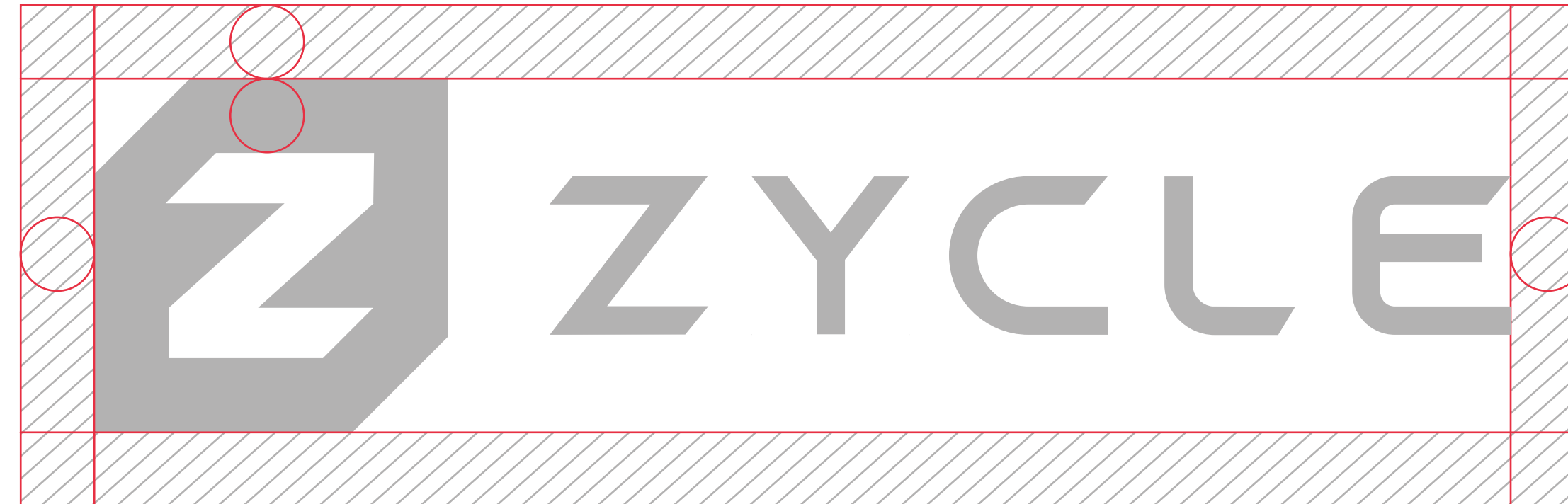
Building the horizontal version. Brand building in the horizontal version should adhere to spacing and proportions as shown.



03.Brand

Horizontal version
surround spacing

Always respect the minimum
surround space as shown.



03.Brand

Horizontal main version

Main brand version on a light background



03.Brand

Horizontal secondary version

Secondary version of the brand to highlight the corporate colour.



03.Brand

Horizontal main version
on dark backgrounds

Main version of the brand on dark
backgrounds



03.Brand

Horizontal secondary version
on dark backgrounds

If there is a restriction in production the
blank logo version, as shown, can be
used on dark backgrounds



03.Brand

Use with images

Use of the logo type on images, when the photograph impacts on the readability, a layer can be applied with a transparency of 20%



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03.Brand

Building vertical version

Brand building in the vertical/stacked version must respect the spacing and proportions as shown.

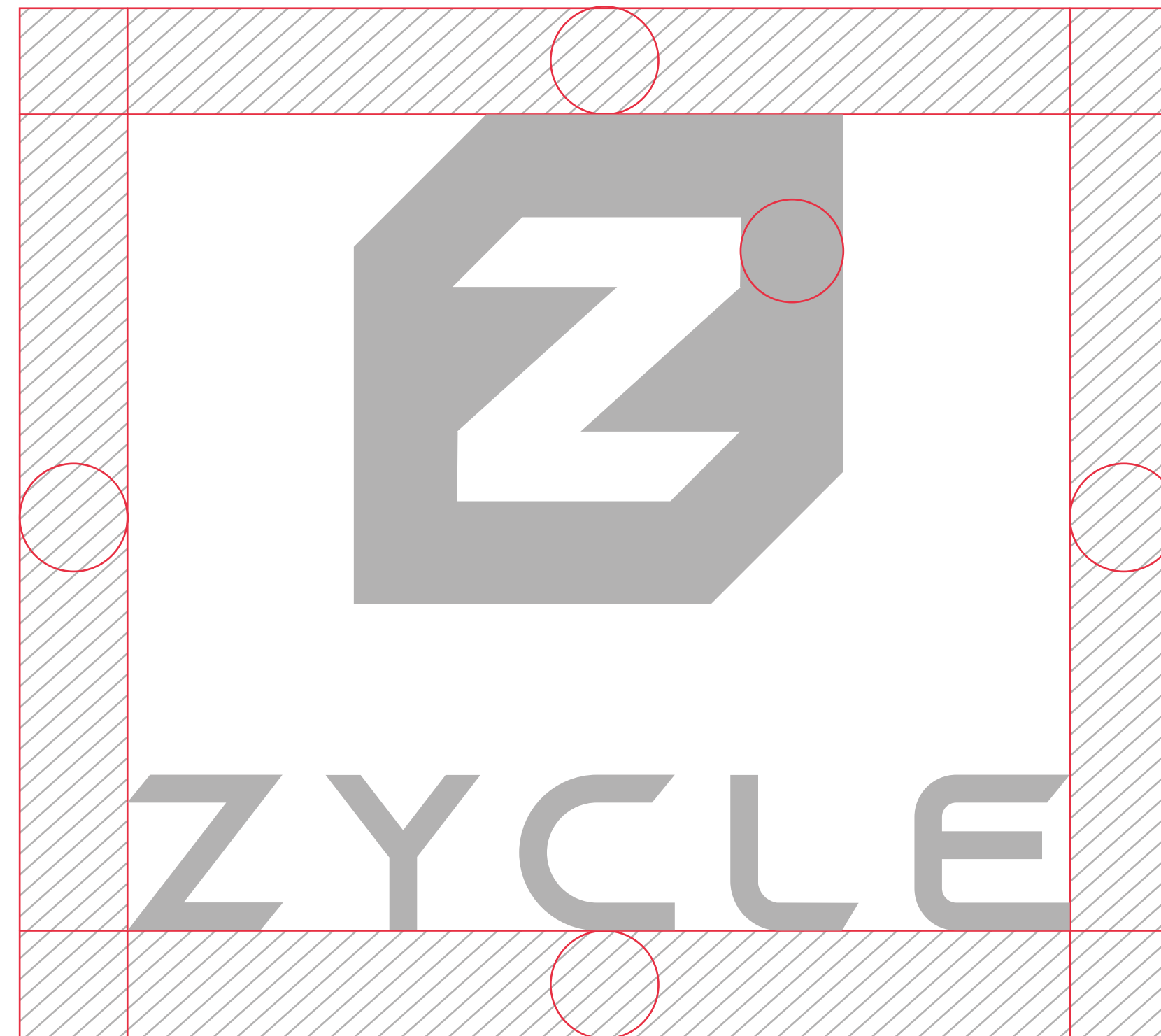
The use of this format will be restricted to when it is impracticable to use the horizontal version.



03.Brand

Surround spacing
vertical/stacked version

Always respect the minimum
spacing as shown.

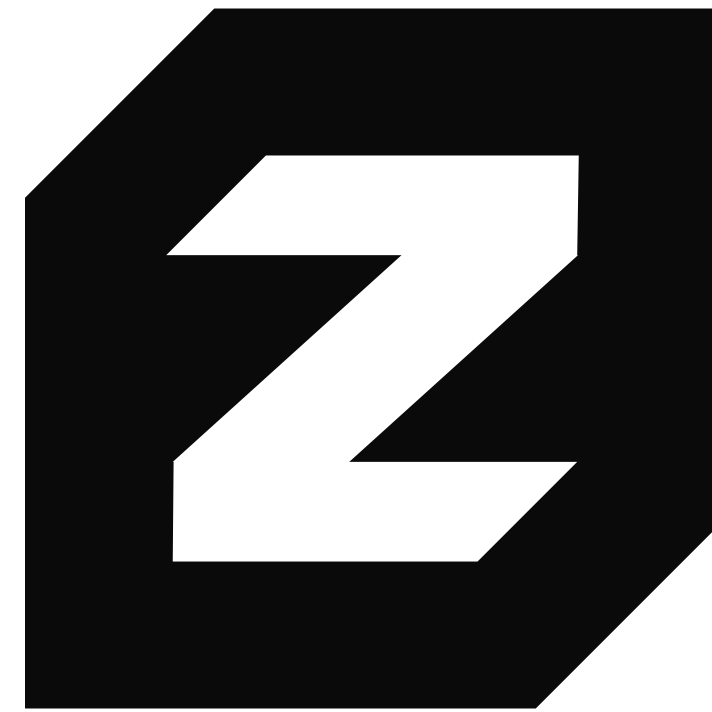


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03.Brand

Main version
vertical/stacked

Main version in vertical/stacked format.
The use of this format is restricted to
when it is impracticable to use the main
horizontal version.



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03.Brand

Secondary version vertical/stacked

To be used to highlight the corporate colour. The use of this format will be restricted to when it is impracticable to use the horizontal version.



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03.Brand

Main version
vertical/stacked over
dark backgrounds.

Main brand version in vertical/stacked
format.

The use of this format will be restricted
to when it is impracticable to use the
horizontal version.



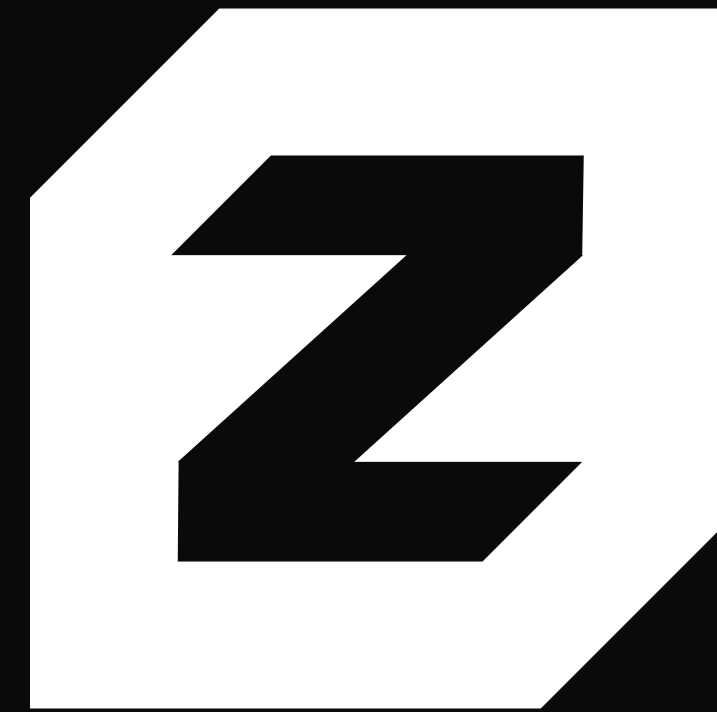
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03.Brand

Secondary version
vertical on dark
backgrounds

If there are production restrictions the
blank logo version can be used on dark
backgrounds as shown.

The use of this format will be restricted
to when it is impracticable to use the
horizontal version.



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03.Brand Incorrect Uses

Please review the examples of incorrect use of the brand image.

Any uses that do not comply with the standards in this manual will be classed as incorrect.

03.Brand

Examples of incorrect use

Some examples of incorrect uses of the brand.



Do not vary the spacing between the logo and the word ZYCLE.



Do not use the online brand



Do not use shade



Do not use other colour combinations



Do not distort the brand



Do not rotate the mark

04. Corporate colours

04. Corporate colours

Main colours

These are the main colours of the brand.

#e30613
R227 G06 B19
C00 M100 Y100 K00
Pantone 185 C

#0A0A0A
R10 G10 B10
C00 M00 Y00 K95
Pantone Neutral Black C

05. Corporate typography

05. Corporate typography

Headlines and highlights

Supra Open Type will be the typography used in headlines and highlights.

NormalExtended weights will be used and XBoldExtended.

This typeface will be used in both offline and online media.

Supra XBold Extended

**GIVE IT ALL, MOVE
WITH MOTIVATION.**

**The ultimate in cycling and fitness
simulation**

Supra Normal Extended

GIVE IT ALL, MOVE
WITH MOTIVATION.

The ultimate in cycling and fitness
simulation

05. Corporate typography

Offline text

Gentona Open Type will be the typography used for text run.

Light and Book weights will be used.

This typeface will be used for texts in Offline media.

Gentona Light

Our turbo trainer and bike are designed to get the most out of your indoor training. Automatic resistance adjustment will provide you with the most realistic experience and unmatched reliability in power, speed and cadence data, connected with the most popular indoor cycling applications on the market.

Gentona Book

Our turbo trainer and bike are designed to get the most out of your indoor training. Automatic resistance adjustment will provide you with the most realistic experience and unmatched reliability in power, speed and cadence data, connected with the most popular indoor cycling applications on the market.

05. Corporate typography

Online text

Open Sans will be the typography
used for text run
in digital media

Light and Book weights will be used.

Open Sans Light

Our turbo trainer and bike are designed to get the most out of your indoor training. Automatic resistance adjustment will provide you with the most realistic experience and unmatched reliability in power, speed and cadence data, connected with the most popular indoor cycling applications on the market.

Open Sans Regular

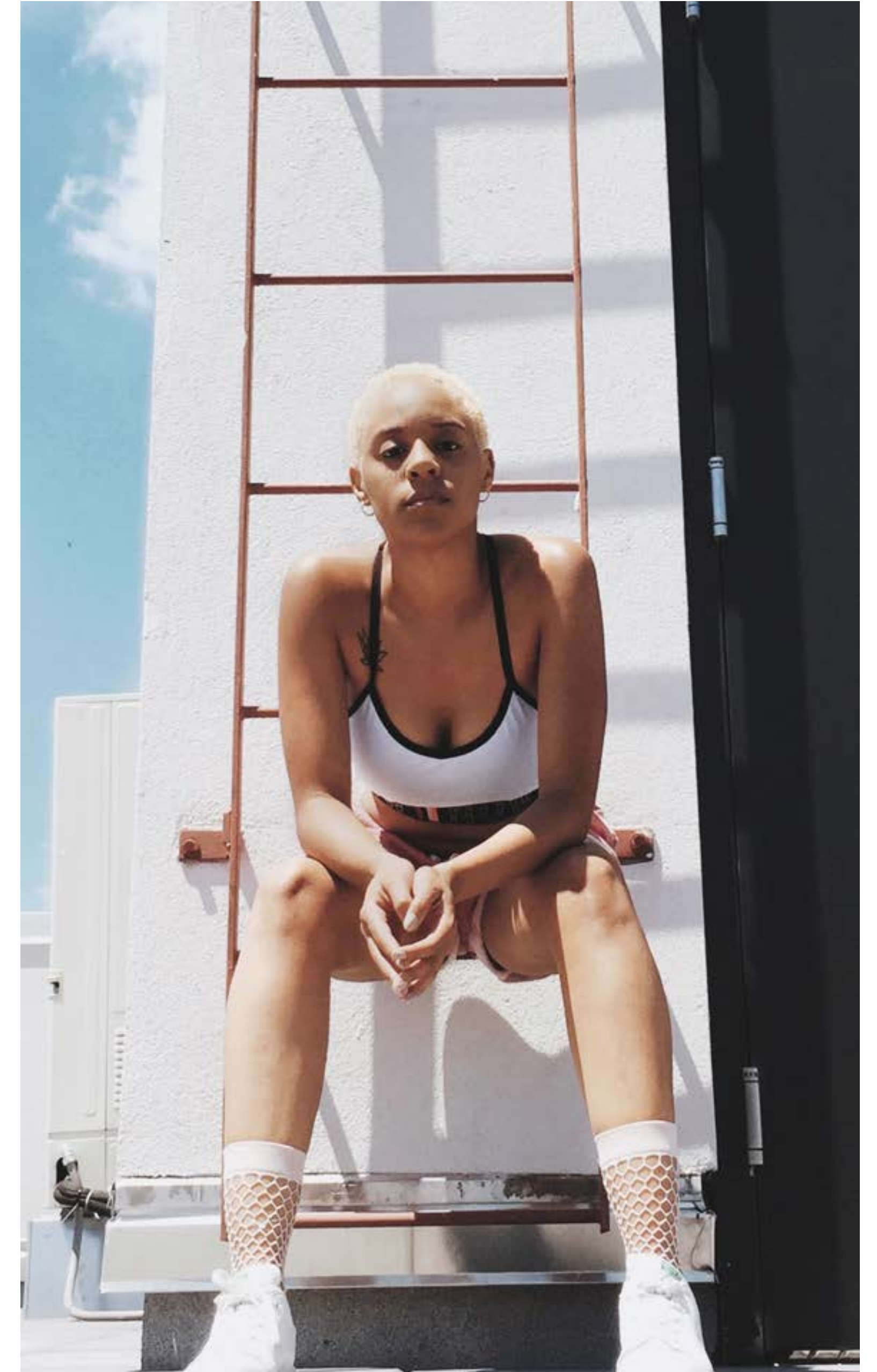
Our turbo trainer and bike are designed to get the most out of your indoor training. Automatic resistance adjustment will provide you with the most realistic experience and unmatched reliability in power, speed and cadence data, connected with the most popular indoor cycling applications on the market.

06. Photographic Style

06. Photographic Style

Colour Images

Use images/photos with contrast and warm tones.



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07.Applications

07.Applications

Brand
Applications

Trainer ZPro



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07.Applications

Brand
Applications

Bike ZBike



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07.Applications

Brand Applications

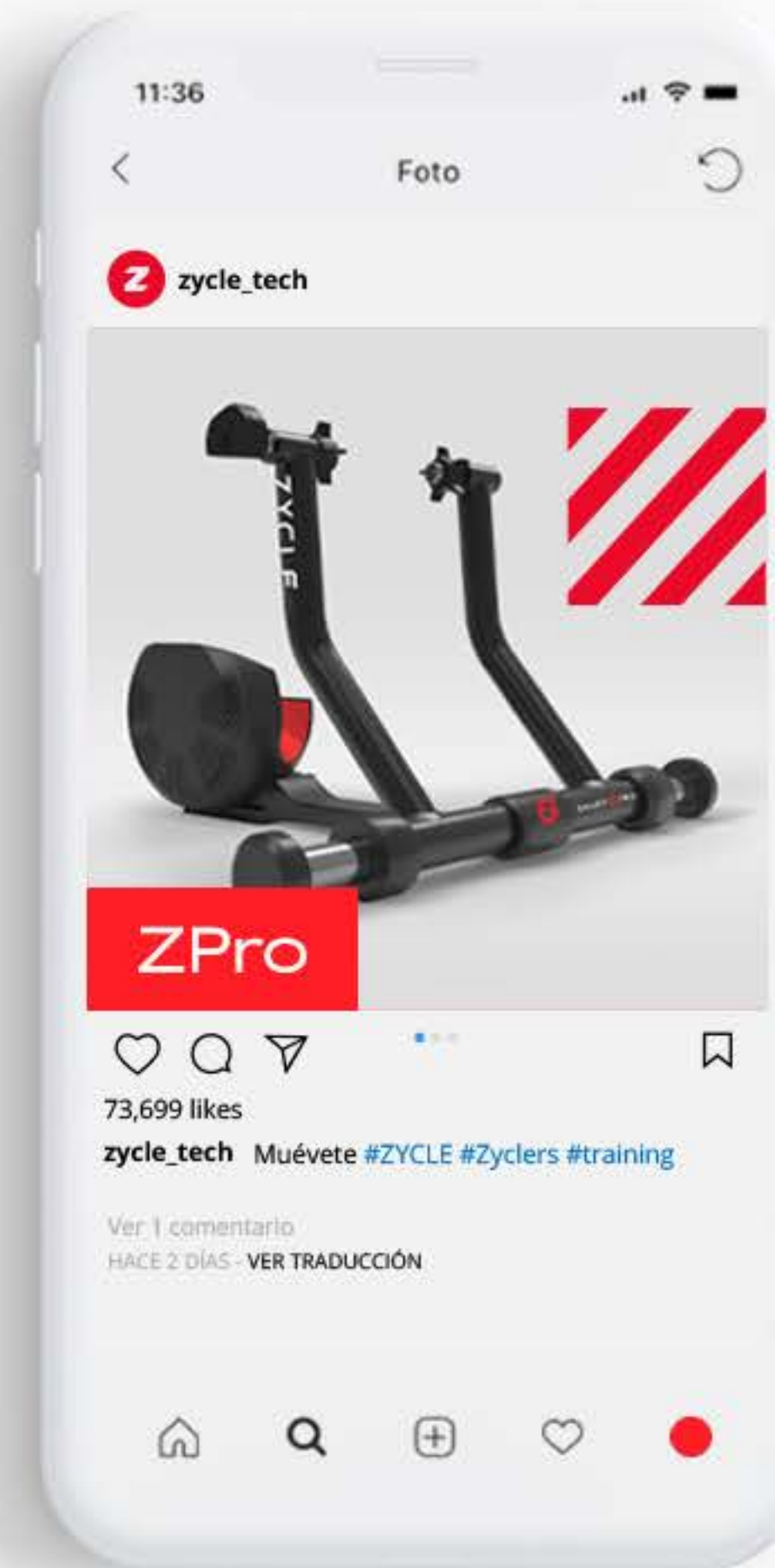
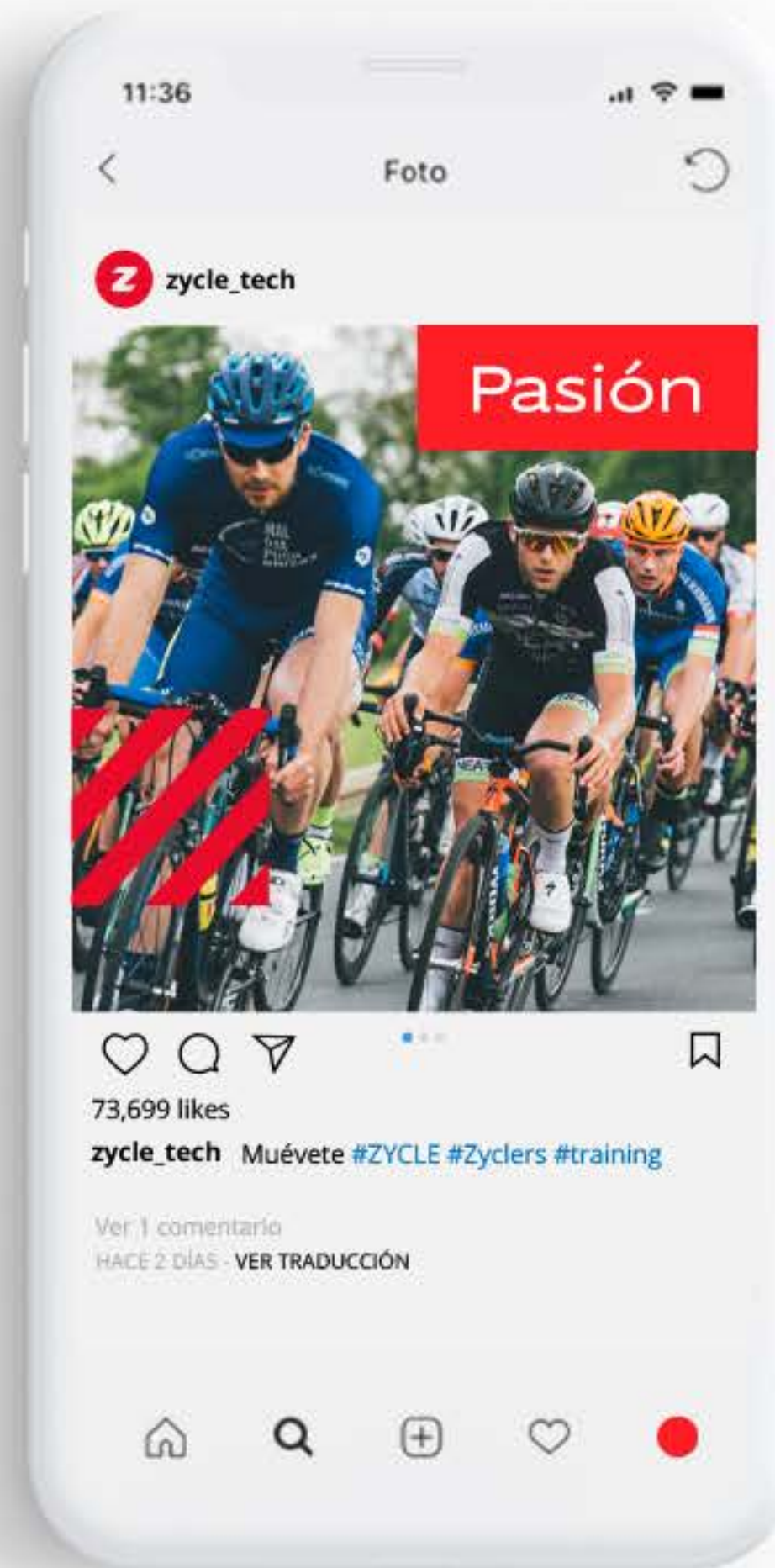
Business cards



07.Applications

Brand
Applications

Instagram



07.Applications

Brand
Applications

Banners



07.Applications

Brand
Applications

Clothing

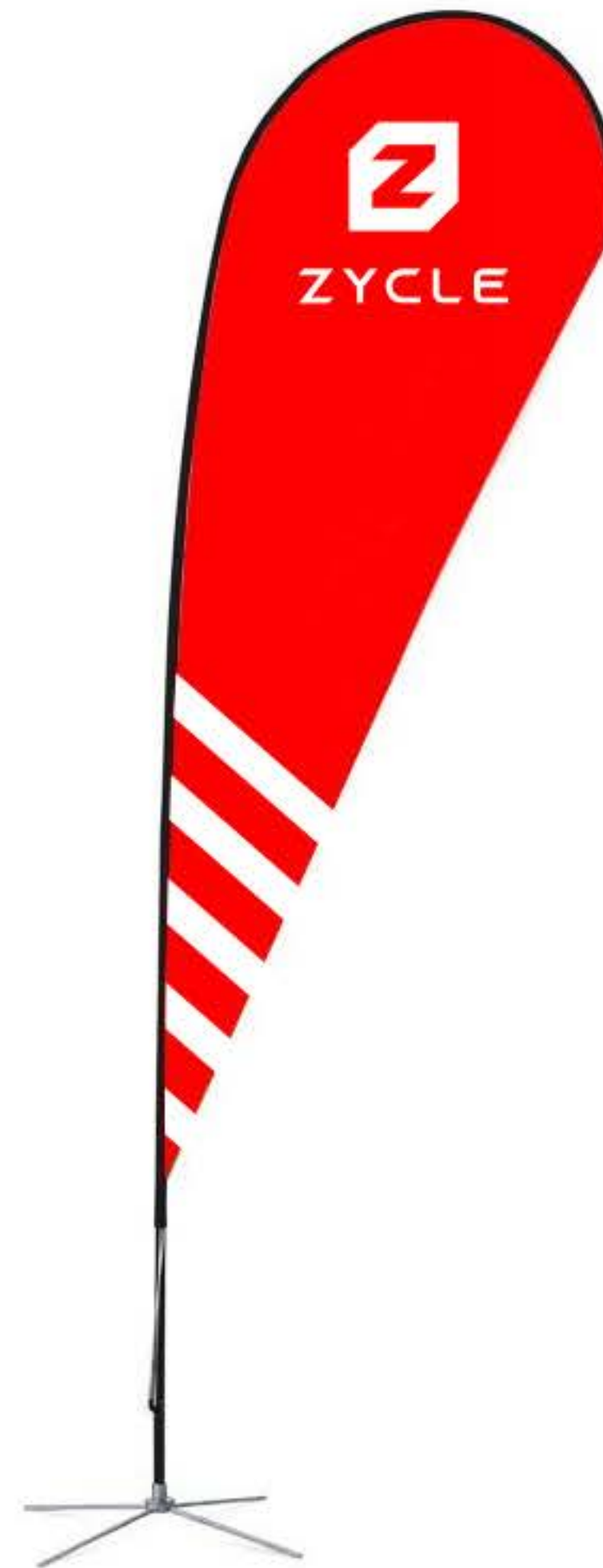


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07.Applications

Brand
Applications

Feather Flags



ZYCLE

Zycle - Trainers

Thank you