

VELOE

# Brand guidelines.

## visual rules and usage guidelines

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Prepared For VELO-CE S.R.L.

ITALY  
MAGENTA MI, VIA MILANO  
78

email: [info@veloe.eu](mailto:info@veloe.eu)

[www.veloe.eu](http://www.veloe.eu)

“Design  
is the silent  
ambassador  
of your brand.”

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# Welcome to VELOE. We're happy that you're here.



If you're reading this, chances are that you're here for the same reasons that get us out of the bed every morning - to help people do great things together.

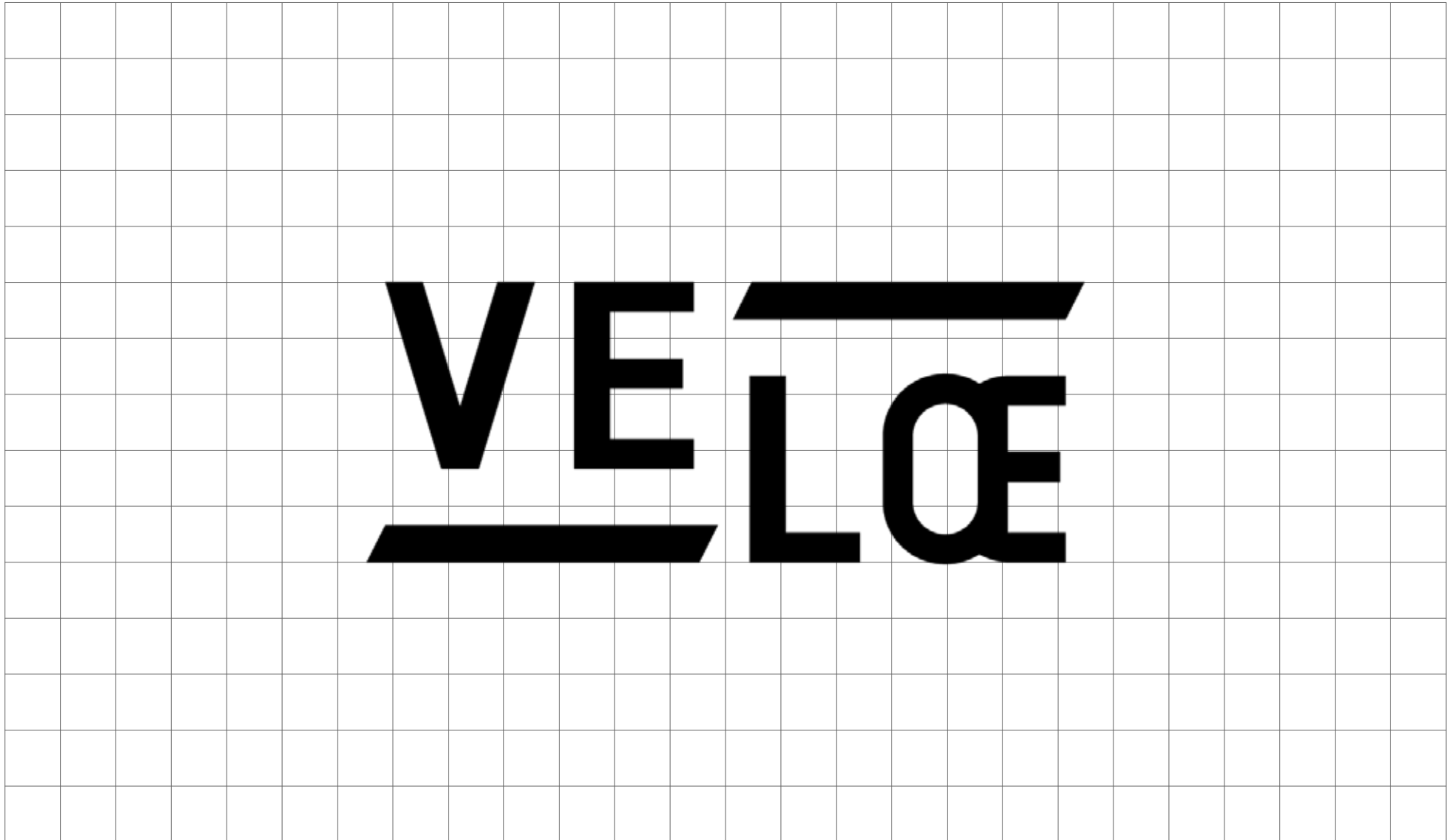
These guidelines will help you to use the brand of VELOE with care, precision and consistency.

Read with care as it incorporates the design features of VELOE, together with specifications on color, size and correct use of all graphic design.



Please ensure that these guidelines are followed at all times.

# Logo Grid.



# Logo Versions. Horizontal

## MASTER HORIZONTAL VERSION (POSITIVE)

The color positive of the VELOE logo illustrated here is the master preferred version and it should be used whenever it is possible on applications.

The VELOE logo has been specially drawn and spaced and must never be redrawn, resized or changed.

The VELOE logo should not be adapted or positioned in any other way than as outlined in this document.

### LIMITED USE


In the event that the design of positive version of the VELOE logo is not legible, the following versions are available:

#### **Color negative**

Use when color positive logo is not legible.

#### **White negative**

Use when neither color versions are legible.

 Grey shown here is for illustrative purpose only to make the brand symbol legible

## MASTER HORIZONTAL VERSION (COLOR POSITIVE)

## WHITE NEGATIVE LIGHT



## COLOR NEGATIVE



# Logo Versions. Options

## MASTER VERSION ON PHOTO BACKGROUND (POSITIVE)

The positive logo of the VELOE logo illustrated here is the master preferred version and it should be used whenever you use photographic design.

The VELOE logo has been specially drawn and spaced and must never be redrawn, resized or changed.

The VELOE logo should not be adapted or positioned in any other way than as outlined in this document.

## ⚠ LIMITED USE

In the event that photography does not apply on the positive version of the VELOE logo, the following versions are available:

### Negative

Use when the photo does not apply with logo in the middle.

### White circle with positive logo

Use when the design applies use of a this white circle.

### Black circle with negative logo

Use when the design applies use of this black circle.

### Darken background

Use this when you talk about the brand in front of the photo.

**The whiteness of darkened photo must be applied in order to see the VELOE logo.**

## PHOTO BACKGROUND HORIZONTAL VERSION (POSITIVE)



## NEGATIVE WITH WHITENED BACKGROUND PHOTO



## POSITIVE WITH WHITE CIRCLE



## NEGATIVE WITH BLACK CIRCLE



## NEGATIVE WITH DARKENED PHOTO



# Minimum Size.

If necessary and especially where the application demands, use judgment about the minimum size.

In processes such as silk screening, embossing or litho printing, the minimum size may need to be larger.

There is no preset maximum size for the VELOE logo, however the minimum size of it should not be less than:

## Master horizontal version

176 mm or 500 pixels in height

## Master vertical version

176 mm or 500 pixels in height

### HORIZONTAL VERSION



### VERTICAL VERSION



# Do and Don'ts. Horizontal

**⚠ TAKE A MOMENT TO THINK ABOUT HOW YOU APPLY THE VELOE LOGO!**

- 1 Never place the logo on a background which decreases legibility
- 2 Do not add an effect to the logo
- 3 Never manipulate or distort the logo by stretching or compressing it
- 4 Never change or alter any of the logo colors unless mentioned in this document or when applying a printing effect (example: hot foil stamping)
- 5 Do not modify or replace an element of the logo
- 6 Never place an element in the clear space of the logo
- 7 Do not rotate the logo
- 8 **Correct version of the logo**









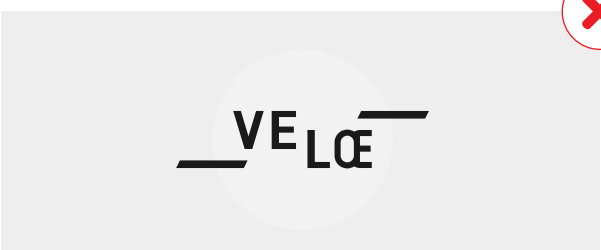



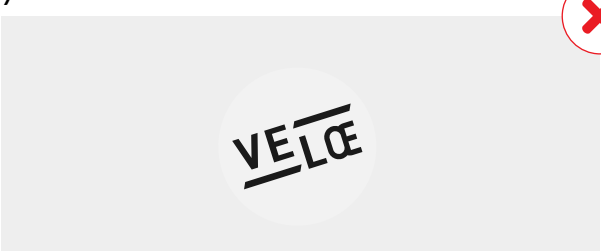







# Do and Don'ts. circle version

**⚠ TAKE A MOMENT TO THINK ABOUT HOW YOU APPLY THE VELOE LOGO!**

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- 2 Do not add an effect to the logo
- 3 Never manipulate or distort the logo by stretching or compressing it
- 4 Never change or alter any of the logo colors unless mentioned in this document or when applying a printing effect (example: hot foil stamping)
- 5 Do not modify or replace an element of the logo
- 6 Never place an element in the clear space of the logo
- 7 Do not rotate the logo
- 8 **Correct version of the logo**

1  	2  
3  	4  
5  	6  
7  	8  

# Core Colors.

Our colors are what give us our identity.

These colours are used primarily within our logo, advertising, and collateral and should be specified whenever creating any form of communications, both online and offline, to ensure you're staying consistent with the VELOE identity. In order to provide us flexibility in the creating process, colors can be added.



**R0  
G0  
B0**

**CMYK**  
C91 M79 Y62 K97

**RAL**  
9005

**HEX**  
#000000

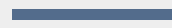


**R228  
G158  
B0**

**CMYK**  
C10 M35 Y100 K0

**RAL**  
1004

**HEX**  
#e49e00

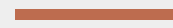


**R55  
G107  
B140**

**CMYK**  
C72 M51 Y28 K11

**RAL**  
5007

**HEX**  
#536c8c

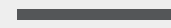


**R186  
G72  
B27**

**CMYK**  
C21 M63 Y67 K10

**RAL**  
2001

**HEX**  
#bd6c4f



**R91  
G104  
B109**

**CMYK**  
C62 M50 Y47 K41

**RAL**  
7031

**HEX**  
#545658



The color breakdowns for our core colors are shown here. Percentage tints can be used of any of these colors.

**RAL color standards**

The RAL colors are the colours of the bikes - please notice colors can be added in the process of creating new bikes with new colors.

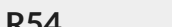
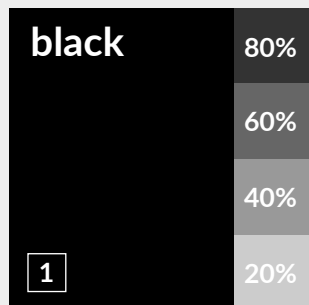
**Process colors – CMYK**

The process color breakdowns are provided as starting points and can be adjusted to compensate for different paper stocks and printing processes, etc.

**Digital colors – RGB**

The RGB values are for use in web and all on-screen applications. RGB values are provided for web designers.

**PRIMARY COLORS**

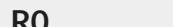


**R54  
G103  
B53**

**CMYK**  
C70 M32 Y80 K18

**RAL**  
6001

**HEX**  
#547a49

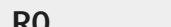


**R0  
G111  
B61**

**CMYK**  
C100 M5 Y90 K30

**RAL**  
6029

**HEX**  
#006f3d



**R0  
G83  
B135**

**CMYK**  
C95 M60 Y0 K20

**RAL**  
5005

**HEX**  
#005387



# Color Usage.

To ensure a consistent and appropriate use of our core colors, a general set of guidelines for their usage is outlined as follows.

**01 Be creative and tasteful**  
Be creative and tasteful with the use of the core colors.

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**02 Use care and attention**  
Use care and attention when using combinations of colors.  
Don't allow any other color to clash with the core colours.

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**03 Do not reproduce the logo**  
Do not reproduce the logo in colors other than those specified in these guidelines.

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**04 Do not use other colors**  
No other colors are to be introduced to the core colour palette.

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**05 Solid colors first**  
Primarily, use the core colors as 100% solids.

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**06 Be mindful to colors**  
Be mindful of the media you are printing on and the way the colors are reproduced.

**07 Use of tints**  
Minimise the use of tints.

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**08 Use of gradient colors**  
Core colors should not be used within gradients.

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**09 Use white space**  
Do not use one specific color, use white space to compliment your designs.

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**10 Use of colors**  
Do not use one specific color, use white space to compliment your designs.

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**11 Perform color matching tests**  
When circumstances allow, it is advisable to always perform color matching tests on the media being specified.

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**12 Always match colors**  
Always match the RAL colors and process colors to the latest colors of the Veloe eBikes - advice in this document.

# Typography.

**Comfortaa** is a rounded geometric sans-serif type design intended for large sizes. It is absolutely free, both for personal and commercial use.

Veloe.eu - is mainly build on this font. For brand protection purposes it is obligated to use this font for digital and offline publication, related to the Veloe brand.

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Comfortaa Bold

Use wisely to highlight important titles and headlines.  
But don't go too loud with it.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Comfortaa Medium

Use for body texts.  
Longer texts feel easier to read set in Lato Medium.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Comfortaa Light

Use mainly in large type compositions to create more impact in a message, but still keep light and easy vibe.

0 1 2 3 4 5 6 7 8 9

Numbers

! @ # \$ % / ( ) { } [ ] = + - ? " : § € №

Special Characters

# Legal 1/2

## What's at stake?

VELOE has registered its name as a word trademark (EU EUIPO 1249531) and logo as figurative trademark (EU EUIPO 1249531). It is important to note that VELOE, as the trademark(s) owner, is the sole owner of above mentioned trademarks in the bicycle market, related to class XX. Therefore VELOE secured her exclusive rights to use the trademark to promote the goods and services covered by the registration.

The importance of Intellectual Property, such as - but not limited to - trademarks and copyright, cannot be underestimated. It is therefore crucial that you follow this Trademark & Brand Guideline to the letter, because Intellectual Property takes often years to build, but only moments to destroy its reputation. Thank you for cooperation!

## What's the purpose of this document?

In the following Trademark & Brand Guideline, we will explain what is 'allowed trademark use', and what is forbidden. Trademarks are a vital part of the intellectual property of a company, and therefore VELOE has to undertake legal action when this Guideline is not properly followed or ignored, as this is mandatory to secure the trademarks mentioned above. This so called brand monitoring can be done automatically, or manually by verifying your specific use of the relevant trademarks, copyright or any other relevant Intellectual Property, belonging to VELOE.

## Who does this Guideline apply to?

These Trademark & Brand Guidelines apply to licensees, customers, appointed (online or offline) shops and authorized resellers who wish to use the trademarks, service marks, certification marks, logos, or copyrighted material of VELOE and its affiliates (collectively, "VELOE") in connection with advertising, marketing, promotional, informational and reference materials, on product packaging, on websites, social media or in printed publications (this list is exemplary, and nonexhaustive). The Guidelines also apply to VELOE employees (or subcontractors) acting outside the scope of their employment with VELOE (i.e. contributing to industry publications or online forums). Any unauthorized or improper use of VELOE's trademarks or copyrighted material may constitute infringement and unfair competition in violation of international (European) laws or local (applicable) laws.

Authorized partners, resellers, licensees and certified parties may be subject to additional restrictions. In the event of a conflict between an agreement and these Trademark & Brand Guidelines, the terms of the agreement will take the upper hand (as they are often 'custom made'). In the case there is no conflict, or when some issue is not explicitly covered by the agreement, the stipulations set forward in this Guideline will prevail. VELOE reserves the right to oppose any use of its trademarks that VELOE, in its sole discretion, deems unlawful or improper, even if such use is not expressly prohibited hereunder.

The status of VELOE's trademarks may change, and it may be necessary to revise these Trademark & Brand Guidelines from time to time. It is your responsibility to comply with the most current version of these guidelines.

## I already have a question!

Please do read the entire Trademark & Brand Guideline. Although a lot of it is drafted in 'legal lingo', many of your questions will undoubtedly be answered. If you feel your question regarding these Trademark & Brand Guidelines is nevertheless relevant, direct them to your VELOE representative or email them to VELOE' ([info@veloe.eu](mailto:info@veloe.eu)).

## What is allowed?

First and foremost, you may use the VELOE trademarks in text solely to refer to and link to VELOE website, products and services, and this in accordance with the terms of this Guideline.

Such use can be in an informational context to inform consumers that a third party (bicycle (add- on) product is compatible with the VELOE product, provided that such use otherwise complies with these Trademark & Brand Guidelines and the following requirements:

- A/** The VELOE word mark is not part of the third party product name.
- B/** The VELOE word mark appears less prominently than the third party product name.
- C/** The VELOE mark is used only in a referential context (i.e. "Designed by VELOE" or "Engineered In Italy by VELOE", etc).
- D/** The third party product (or service) must actually be compatible with the product of VELOE (or service) referenced.

VELOE word trademark(s) may be used in an informational context to describe the subject matter of an educational or informational program, such as training presentations and "how-to" videos (think 'Road Safety' videos), provided that such use otherwise complies with these Trademark & Copyright Guidelines and the above requirements.

For non-commercial websites, provided that such use complies with these Trademark & Brand Guidelines, VELOE word trademark(s) and/or figurative trademark(s) may be used on websites that operate solely for a noncommercial, informational purpose concerning a VELOE product or technology (think relevant blogs or news websites concerning the bicycle industry).

## What is not allowed?

Please do read the entire Trademark & Brand Guideline. Although a lot of it is drafted in 'legal lingo', many of your questions will undoubtedly be answered. If you feel your question regarding these Trademark & Brand Guidelines is nevertheless relevant, direct them to your VELOE representative or email them to VELOE' ([info@veloe.eu](mailto:info@veloe.eu)).

# Legal 2/2

## What is not allowed?

In short: anything that would create the perception that VELOE endorses or sponsors your product, or that either your company and VELOE are subsidiaries or in any way legally connected. So please, don't.

If this was too clear-cut, here are some handy examples that you cannot do (this list is by no means restrictive):

**A/** Use VELOE logos, logotypes (if custom made), icons (if custom made), packaging images, bicycle sticker/wrapping or design, websites or any other materials where IP (Intellectual Property) of VELOE has been recorded, unless specifically permitted under this Guideline or other applicable guidelines.

**B/** Alter, distort, or animate the trademarks, or combine them with any other symbols, designs, words, images or incorporate them into (your) own tagline or slogan. Please do carefully read the design part of this Guideline.

**C/** Use the VELOE trademarks more prominently than your (own) product, service name or registered trademark. This to avoid confusion to the end consumer. This is crucial!

**D/** Use the VELOE trademarks in the name of your own business, product, service, online shop, offline shop, domain name, social media account, or any other offering.

**E/** Use the trademarks mentioned above in any other way that is contrary to this Guideline, or in bad faith.

You must not copy or imitate the VELOE website, bicycle design, "look and feel" of the brand, or other identifiable and unique visual elements of the VELOE brand assets or [www.veloe.eu](https://www.veloe.eu) website, including (but not limited to) the color combinations, graphics, sounds, imagery, presence icons, typefaces, or stylization used by VELOE (or anything similar thereto).

For the design aspects of how to use the VELOE font, logo and other custom graphic elements, please review the appropriate section of this Trademark & Brand Guideline.

## Something, something (important) about Copyright.

VELOE's products and services—including images, text, and interactive content (for ex a video or showcase of new bicycle models) (the "content")—are owned either by VELOE or by third parties (such as Studio Brandwerk, Rembrand Neirinckx, VAT BE 0633 784 439) who have granted VELOE permission to use the content. This is called copyright, and it's quite important.

It is also crucial to note that the 2D/3D models and designs of our bicycle(s) are protected by Copyright, and - where applicable - by registered Designs (EU EUIPO). We rather dislike

VELOE cannot grant you permission for content that is owned by third parties. You may only copy, modify, distribute, display, license, or sell the content if you are granted explicit permission within the terms that go with the (static or interactive) content, or are provided in the following guidelines.

### Use full product name

If your use includes references to a VELOE product, you must use the full name of the product. Follow the VELOE Trademark and Brand Guidelines when referencing VELOE Trademarks.

### No offensive use

Use of the trademarks or any other copyrighted material in an obscene or any other way that would constitute bad faith.

### Link methods

You may link to VELOE's content by using either a plain text link with words such as "This way to [Veloe.eu](https://veloe.eu)". No other images may be used as a link to the VELOE website (<https://veloe.eu>), with the exception of material provided by VELOE itself (photos, video's, interactive showcases of the bicycle models, et cetera).

### Permitted use

You can include a reference to this Guideline, or "Used with permission of [Veloe.eu](https://veloe.eu)". You are not obliged to do so, when acting accordingly with this Guideline, yet it provides clarity to the end- consumer.

Use of VELOE's proprietary copyrighted material is strictly prohibited without prior approval from VELOE. Such materials include, but are not limited to, content and text displayed on VELOE's website, videos, 3D images or other documentation, manuals, photographs, images, and sound clips. If authorized, your use of VELOE's copyrighted material must be accompanied one of the

following statements, which should be prominently displayed and reference the year the material was created: "Copyright [2022] VELOE. All rights reserved."

(Although the "all rights reserved" does not constitute any legal prerogative, it is used within the European Union solely as a deterrent. In the United States, this may vary.)

## Conclusion

We are not the company that thrives on legal lingo, or on difficult to comprehend killer contracts. We like to make clear agreements, that way we stay good friends. And that what's matters most, in this complex world of ours.

In short: please use our trademarks and other material wisely and in our (and your) best interest. That way, the lawyers keep at bay, and everyone can happily do business.

Thank you for reading this Trademark & Brand Guideline. It means a lot to us.

This is the  
last page,  
but we're just  
getting started.

Let's do great things together.

