

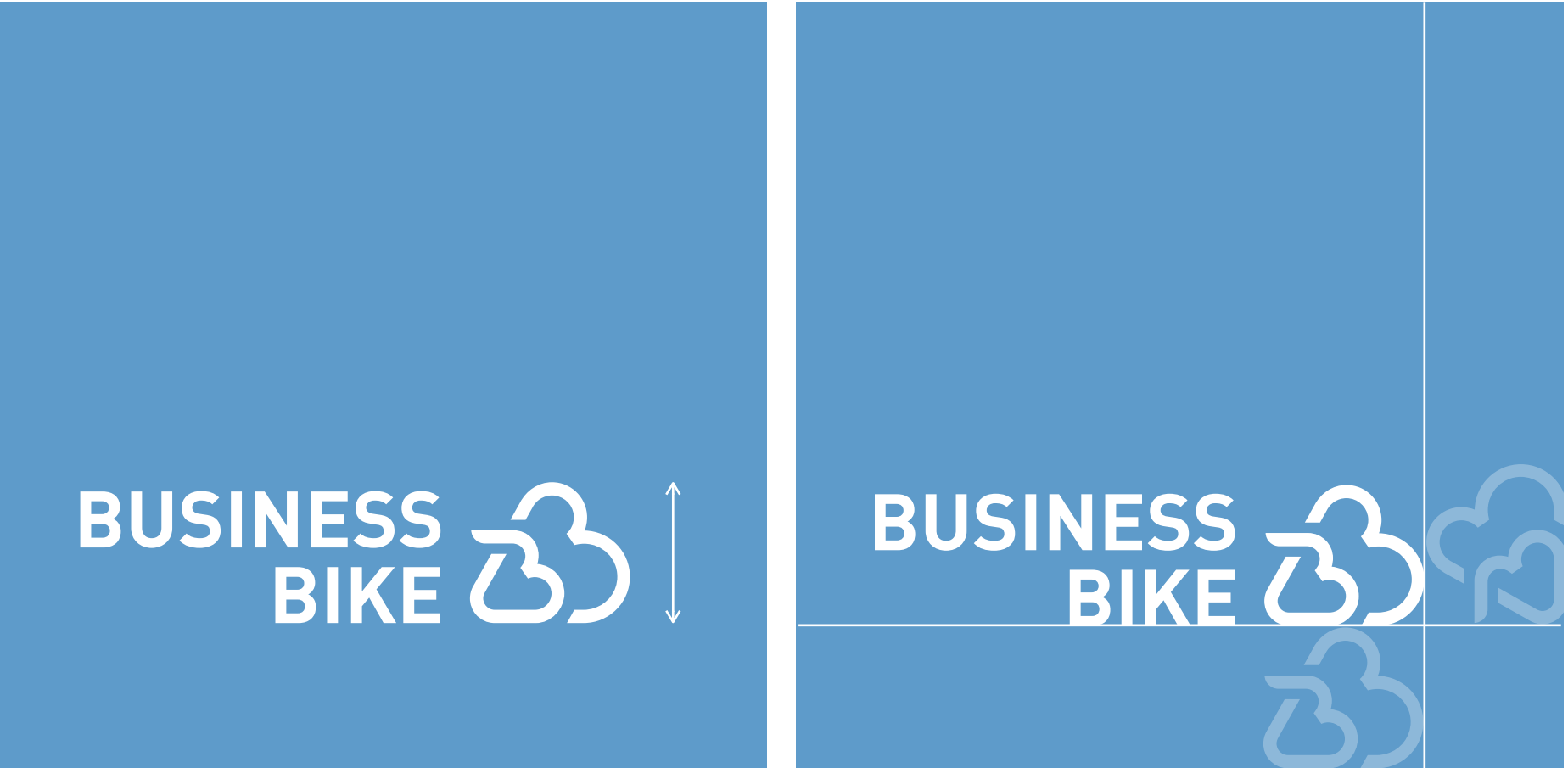


CD MANUAL

- 1. LOGO**
- 2. COLORS**
- 3. TYPOGRAPHY**
- 4. VISUAL WORLD**
- 5. LAYOUTS**
- 6. ICONS**
- 7. LANGUAGE**

CONTENT

LOGO



X = HEIGHT SIGNET

EXAMPLE SAFE SPACE

A safe space (x = height of the signet) to the edge of the layout as well as to typographic and graphic elements should always be maintained (see figure).

LOGO SPACING

On white backgrounds, the logo with blue lettering and two-color signet is used (exception see page 8). While on black backgrounds, the logo with white lettering and two-color signet is used.

Note

If the BusinessBike colors blue and red already appear in the layout (e.g. website), the logo may also be used in plain white or plain black.



EXAMPLE WHITE BACKGROUND



EXAMPLE BLACK BACKGROUND

LOGO ON WHITE & BLACK



EXAMPLE BLUE BACKGROUND



EXAMPLE RED BACKGROUND

On various monochrome backgrounds,
the logo is always set in monochrome white.
Exception for black or white areas (see page 5).

LOGO ON BACKGROUND

On light images the logo will be applied in black and on dark images in white.

Note
Please do not use drop shadows or other effects for the logo. If necessary, the image should be darkened a bit in the background.



EXAMPLE DARK IMAGE



EXAMPLE LIGHT IMAGE

LOGO ON IMAGE

The red logo variant is only used in exceptional cases for more concise visibility in contrast with other companies/logos (e.g. on press walls).

LOGO EXCEPTIONS



EXAMPLE WHITE BACKGROUND

Logo & claim combination

The claim is always used in combination with the logo if the sender BusinessBike is not visible.

Claim standalone

The logo is not used on social media layouts because the sender is always visible.

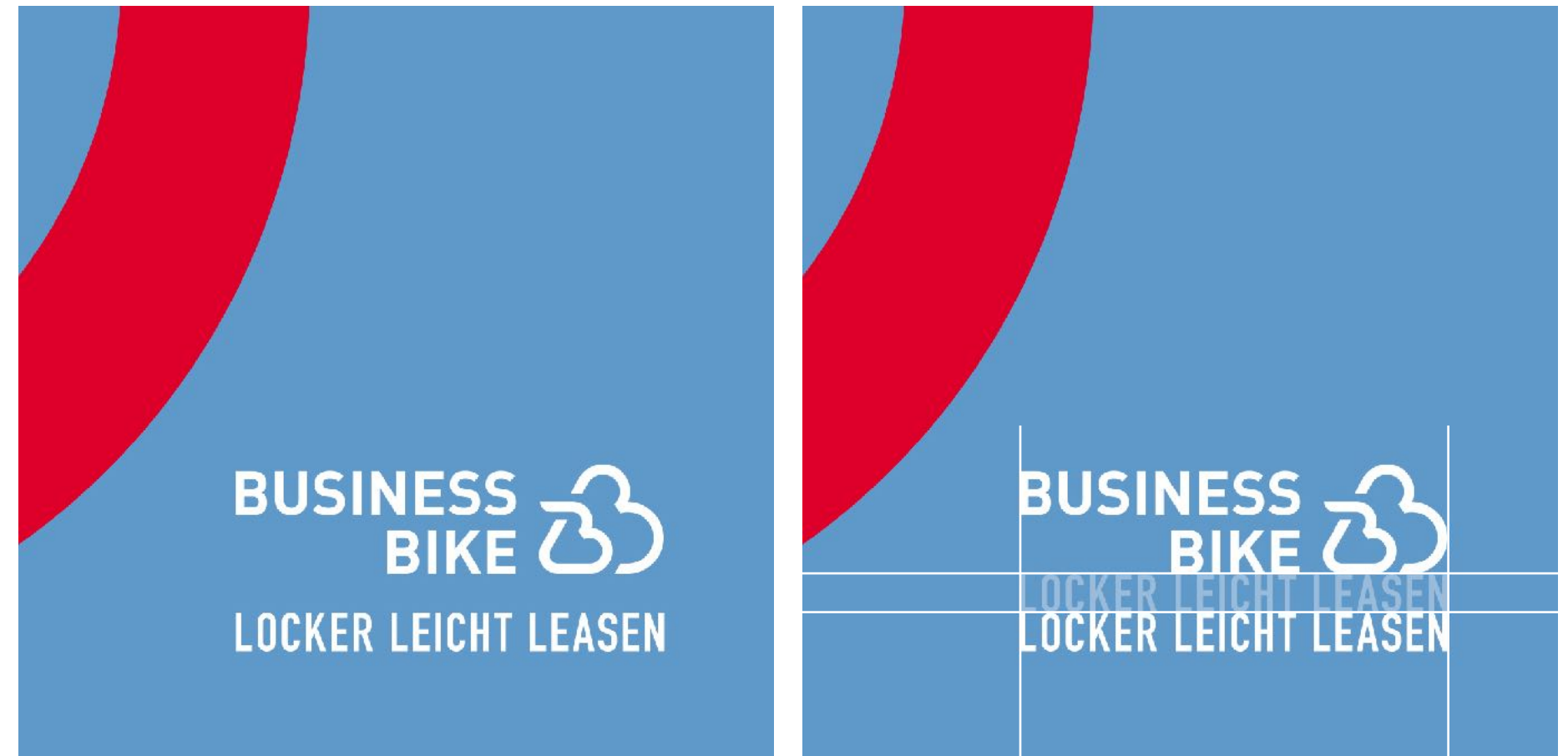
LOGO & CLAIM



Note

Please always place the claim without a period or other punctuation (see example).
The spacing from claim to logo is always the line height of the claim. Spacing of the Claim Font is similar to the headline (Spacing: 50).

LOGO & CLAIM



COLORS

BUSINESSBIKE BLUE

HEX: #609ACA
RGB: R96 G154 B202
CMYK: C65 M30 Y0 K0
PANTONE: 659C
PANTONE: 659U

BUSINESSBIKE RED

HEX: #DE002A
RGB: R222 G0 B42
CMYK: C0 M100 Y82 K0
PANTONE 186C
PANTONE 186U

TYPOGRAPHY

DIN CONDENSED
LETTER SPACING = 50
LINE SPACING = FONT SIZE

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

‘ ’ “ ” ! ” (%) [#] { @ } / & \ < - + ÷ × = > ® © € : ; , . * §

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

HEADLINES

DIN OT REGULAR
LETTER SPACING = 0
LINE SPACING = FACTOR 1.2 OF FONT SIZE

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

' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > ® © € : ; , . * §

The quick brown fox jumps over the lazy dog.

BODY TEXT

DIN OT BOLD
LETTER SPACING = 0
LINE SPACING = FACTOR 1.2 OF FONT SIZE

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

, ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > ® © € : ; , . * §

The quick brown fox jumps over the lazy dog.

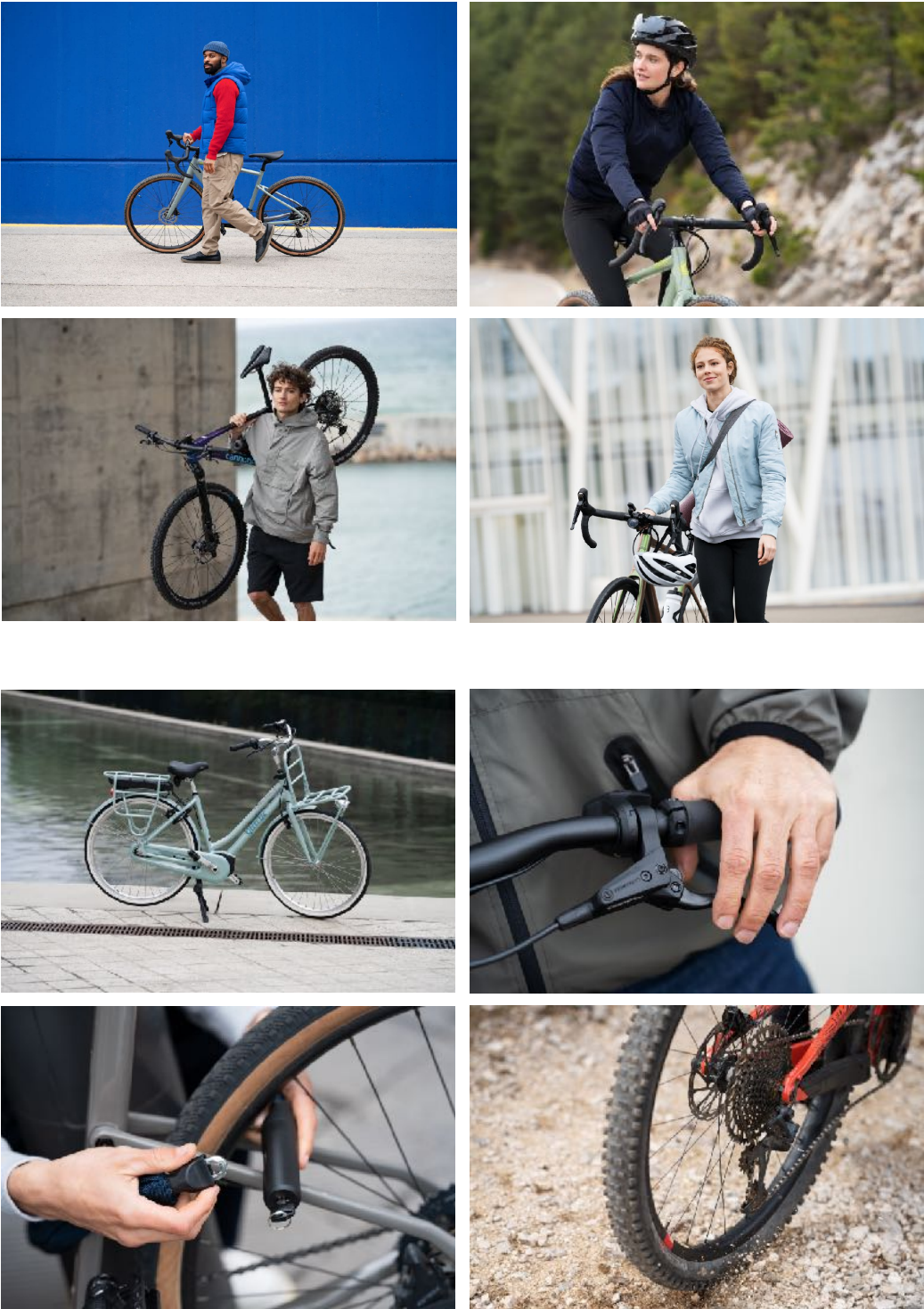
BODY TEXT BOLD

VISUAL WORLD

The visual world of BusinessBike is friendly, authentic and approachable. The look of the images is as natural as possible. We mainly use natural daylight.

There are two different categories of photos:
landscape and portrait motifs of people with bikes and
landscape and portrait motifs of bikes without people.

VISUAL WORLD



EXAMPLES PEOPLE WITH BIKES

EXAMPLES BIKES (WIDES & DETAILS)



What must be noticed?

The images should always be mirrored so that the people or bicycles are shown centrally in the detail. Also the bicycles should be recognizable as well as possible. For wide-angle photos, zoom in a little closer so that you can see more of the people/bikes.

VISUAL WORLD

LAYOUTS

There are two colors: the BusinessBike Blue and the BusinessBike Red.

The logo is always used in combination with the claim. Social media motifs that are posted on the own account don't need a logo within the layout (as shown here).

The graphic element is based on the logo and should be used in the boldest way possible. It is arranged differently in all formats, so that it is coherent. The graphic element should not be changed, only adapted if necessary.

Note

The rules only apply to the common formats and are not binding for special formats e.g. thin display banners.

COMPOSITION



The spacing from image to layout edge, from image to headline, from headline to subline and the spacing from the logo and/or claim to the layout edge should always have the same spacing within a layout.

Note

The rules only apply to the common formats and are not binding for special formats e.g. thin display banners.

SPACING RULES



Note

In social media story formats, a safe space of 250 px at the top and bottom must be guaranteed, which is why the claim is placed somewhat higher than in other formats. Additionally, the subline is placed directly in the layout, because there are no captions like in the other formats.

9X16



**UNSER STEUERSPARMODELL?
HAT EINEN LENKER.**

Macht jeden Job um Klassen besser.
Mit Bike-Leasing spart man bis zu 40% des Original-Kaufpreises und profitiert von der Steuerersparnis.

LOCKER LEICHT LEASEN

**Jetzt losfahren!****Jetzt losfahren!****Jetzt losfahren!****CTA WEBSITE EXAMPLE**

Buttons are always used with a subtle drop shadow depending on the background and centred font in DIN OT Bold (font differs on the website, see website guide).

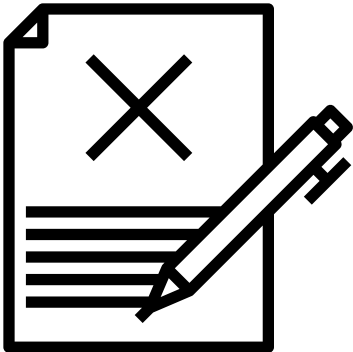
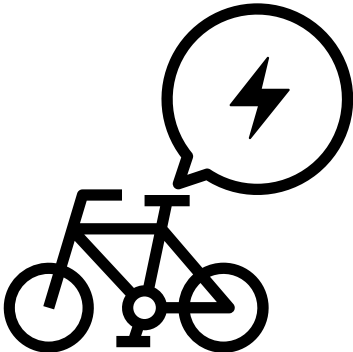
CTA

ICONS

Icons used on the website stick to a classic, straightforward outline style with the same outline thickness throughout.

Note
Icons that are added in the future should definitely fit stylistically into the icon family shown.

ICONS



LANGUAGE

Who are we talking to?

First, we distinguish between our four target groups when addressing our customers: employees, employers, the self-employed and specialist retailers (Arbeitnehmer, Arbeitgeber, Selbstständige und Fachhändler).

„Du“ or „Sie“

In contact with employees and self-employed persons, we convey closeness, which allows us to address all addressees with "Du" - the form of address is always capitalized. In the area of employers and retailers, we maintain a more official manner and use the more formal "Sie".

Exception

On our website, all users are conveniently addressed as "Sie".

How to gender

We always formulate our continuous texts in a gender-neutral way and use the colon for this purpose (example: Leser:innen). Alternatively, it is also possible to mention both genders.

Exception

One exception to the gender-neutral approach is the naming of the core target groups "employees", "employers" and „retailers“ (Arbeitnehmer, Arbeitgeber und Fachhändler). These are listed in the generic masculine depending on their use, for example in the header of the website. In continuous texts, these terms continue to be used in a gender neutral way with a colon.

INCLUSIVE LANGUAGE (GERMAN ONLY)



CONTACT FOR QUESTIONS

BusinessBike GmbH
Parkstraße 8
91413 Neustadt a. d. Aisch

Andreas Geyer
andreas.geyer@businessbike.de