

BRAND STYLE GUIDE

PEDEGO®
ELECTRIC BIKES

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LOGO

The Pedego logo is our primary visual branding device and its correct usage helps to promote and reinforce brand identity and at the same time build brand equity. The Pedego logo is shown in its primary usage. It may not be altered or modified in any way. Alternate uses and examples follow in these guidelines.



LOGO VARIATIONS

The "Pedego" portion of the logo is trademarked, and is used just as a logo-type frequently on the product (bikes) and accessories. For the most part, in any print or web design we use the full logo, which includes "electric bikes" in the bar. Circumstances that call for a square or very small size - we'll use the logo mark "P" on it's own. For advertisements "hello, fun..." can be placed underneath the full logo as a tagline, or separately on it's own.

Full Logo



Tagline



Logo Mark



Logo Type



Stacked



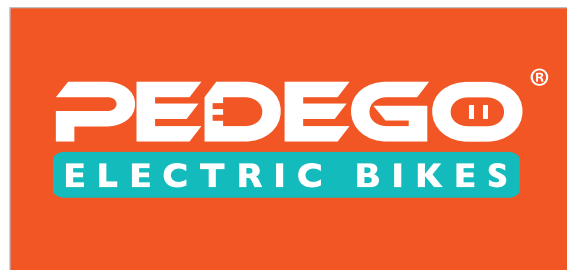
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LOGO COLORS & USE

The Pedego logo can be used in a wide variety of ways and on a variety of backgrounds. On lighter neutral backgrounds and white, the full color version of the logo is preferred. While infrequently used - an all black version of the logo exists, but it is basically a worst case scenario if all the other possible options have been exhausted.



On white or light colored gray background, the full color logo is to be used.



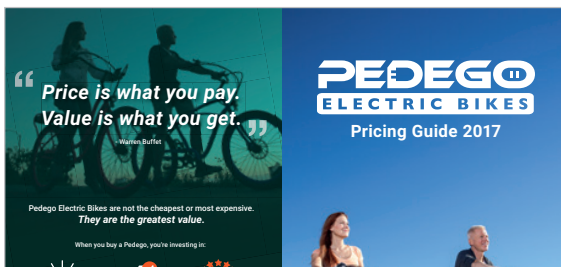
On a red-orange background, the "Pedego" changes to white.



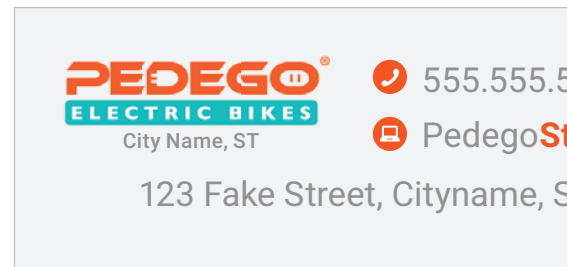
The white "Pedego" with teal bar can also work well on certain photo backgrounds.



On a teal background, the logo all white, with the bar typography being knocked out.



All white logo can be used on most photo backgrounds, and in conjunction with a title.



A light enough gray background to use the full color logo, and with a title underneath.

Contact design@pedego.com for additional information about our brand identity.

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“HELLO, FUN...”

The “hello, fun...” tagline is trademarked and can be used in combination with the full logo, or on its own in the following variations. In some circumstances “hello, fun...” can be handwritten (like the corporate business cards).

hello, fun[®]... *hello, fun[®]...*

hello, fun[®]... *hello, fun[®]...*

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TYPOGRAPHY

The main typeface for Pedego in both print and online is Roboto. Bold Regular and Light are the most commonly used. Oswald and Felt That are secondary typefaces used more sparingly for some titles and calls to action.

Roboto

Main typeface, good for titles and body copy. Usually Bold for titles and keywords and Light/Medium for body copy.

OSWALD

Used less frequently, but mainly for titles or calls to action. Frequently used Demi-bold italic, and looks good in all caps.

Felt That

Used somewhat sparingly, but sometimes for titles. Tends to look better in all lowercase to match the style of the “hello, fun...” graphic.


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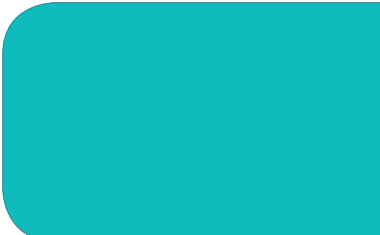
PRIMARY COLORS


Red-Orange and Teal are the main brand colors of Pedego, with a grey as the third. Do NOT use full black in any instances. CMYK and RGB color profiles are the most commonly used - with Pantone colors being a “best match”. For the Teal and Red-Orange - different tones and shades can be used for many applications.

There is a lot of flexibility with the Teal color, various shades and tones look great and can even be used in tandem with each other. Red-orange is a bit trickier to manipulate and has less secondary options.

When expanding beyond the Teal/Red-Orange color palette it’s important to use bright saturated colors, which can be matched with a shade/hue.

	Red-Orange		
	C - 0	R - 241	Pantone
	M - 80.86	G - 88	1655 C
	Y - 97.66	B - 37	
	K - 0		

	Teal		
	C - 72.66	R - 4	Pantone
	M - 0.39	G - 186	7466 C
	Y - 29.69	B - 190	
	K - 0		

	Grey		
	C - 0	R - 119	Pantone
	M - 0	G - 120	7540 C
	Y - 0	B - 123	
	K - 65		