



KICKBIKE®

There's no better kick.

Kickbike® Visual Guidelines 2011



PRODUCT GRAPHIC GUIDELINES

Kickbike® Scooters



LOGO WITH THE KICKBIKER

USAGE:

- Use the Kickbike logo and The Kickbiker always together
- The Red version should always be used on 100% white background
- The Black version is for grayscale production
- The White version is for coloured or picture background
- **Use always the originals!**
 - CMYK version are for printing
 - RGB versions are for online and video/TV materials



NOTE! The blue background represents the situation of usage only!



LOGO WITH THE SLOGAN

USAGE:

- Slogan versions are used in situations when no bodytext or other texts or explanations
- There's no better kick. – versions are for the following purposes:
 - Frontpages in brochures or web
 - 3rd party webpages
 - Pictures
 - Fair booths
 - Shop in shops
 - Etc.



Red version



Black version



White version

NOTE! The blue background represents the situation of usage only!



GRAPHICAL USE OF THE KICKBIKER

THE KICKBIKER

- Kickbiker can be used as graphical material too (see the header of this document)
- Use always warm red version on the Kickbike red
 - Kickbiker_Red_warm.png/ai
 - Kickbiker_Red_warm_LARGE.png/ai
- Use always the 65% black version on 50% black background
 - Kickbiker_Gray.png/ai
 - Kickbiker_Gray_LARGE.png/ai



NOTE!

- Use only ready-made versions found on the Kickbike Visual Guideline package!!



KICKBIKE COLOURS

THE KICKBIKE RED

- **CMYK (PRINT)**
 - ✓ C 0, M 100, Y 100, K 0
- **RGB (TV, PC)**
 - ✓ R 255, G 0, B 0
- **RGB (HEX, WEB)**
 - ✓ #FF0000

WARM RED IN GRAPHICS

- ✓ In graphical elements warmer red can be used
- ✓ CMYK (Y80,K84)
- ✓ RGB (204,0,0)

BLACKS

- ✓ Blacks (Only 1-colour): 100% or 50%
- ✓ If overprinted black is needed, use 3-colour black
K100 + Y 100 + M 100





PHOTOGRAPHY

QUALITY REQUIREMENTS

- 3rd party digital photos should always be checked in Photoshop (or similar) software (sharpness, color balance etc.)
- The Kickbike photos are ready made and categorised by usage:
 - 1) WEB and TV / 72 dpi / RGB-colours
 - 2) Print / 300 dpi / CMYK-colours
 - 3) Use web/RGB pictures in other materials like slideshows etc.



This is better than...

..this!



OUR TYPOGRAPHY

FUTURA

- The headlines
- Advertising and marketing
- In web you can replace Futura with Arial, Helvetica ja Swiss

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890**

MINION PRO

- The bodytexts
- Captions and ingresses
- In web you can replace Minion with Times, Times New Roman etc.
- In material bank you can find the font package

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890**



THE MATERIAL BANK

THE MATERIAL BANK

- We have archived all the basic material needed for making print, advertising, web pages and Digi-video in zipped package
 - www.kickbike.com -> Media Library
- For other purposes we can help you producing the material, feel free to ask assistance
- If you need help please contact:
 - Hannu Vierikko, hannu@kickbike.com