



EVERY
BIKE
HAS A
MISSION

LOGO MANUAL

Definition of the basic
use of the logo

INTRODUCTION

*The **KELLYS** Logo Manual is a document that sets forth the basic rules for the use of the graphic elements of the **KELLYS BICYCLES** logo and logotype in order to maintain a uniform visual style.*

*To preserve the longest possible life span of the brand, it is highly recommended that the rules set forth in this Logo Manual be adhered to. Each user of the **KELLYS** logotype is required to respect the rules set forth in this document in any and all business correspondence, internal and external communication, marketing and advertising materials.*

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1.0 LOGO (BIKE COMPANY)



1.1 Philosophy behind the creation of the logo

The basic shape of the KELLYS logotype is made up of a circle that symbolizes a wheel and represents motion and dynamics. The inner part of the circle contains a typographic abbreviation of the initial letter "K" in the KELLYS brand name. At the same time, the hidden visual meaning expressed by the arms of the letter "K" represents the perspective view of a road leading to a curve ahead. A road is a symbol of motion, just like a wheel. A winding road symbolizes dynamic motion; a curve means a change of direction and experiencing something new.

The graphic symbol forms an integral part of the KELLYS logotype. It is not permitted to use the typographic part separately from the symbol, and vice versa. It is permitted to use the symbol as a separate graphic element only in exceptional cases; for example, when creating a product and package design from the KELLYS product portfolio. The use of the logo in a manner other than the one previously described will require the involvement of an experience professional graphic designer.

CREATION LOGO

1. **CIRCLE** -wheel, motion, dynamics
2. **"K"** - fragment "K" as a winding road
3. **LOGO** - motion for new experiences



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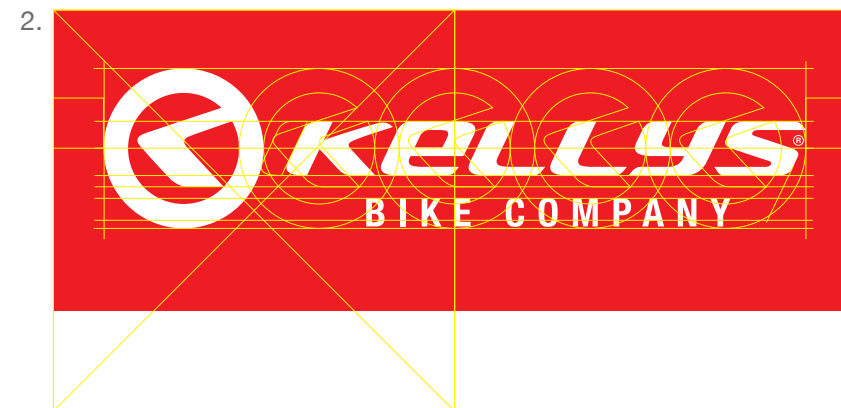
1.2 Logo construction

The geometric design of the logo is formed through the mutual proportions of the logo's circles. The width of the KELLYS name in the square logo incorporates a total of three full logo circles that overlap in the wall's thickness. The KELLYS name in the rectangular logo is made up of five mutually overlapping logo circles.

The network design represents the proportions, mutual positions and measurements of the individual logo elements. It is only to serve for orientation purposes. The logo may not be redrawn according to the network and constructed anew, the exception being when it is impossible to use the supporting documentation in electronic form (e.g. when manually drawing the logo on a wall).

LOGO PROPORTIONS AND MUTUAL PROPORTIONS

1. square version (BIKE COMPANY)
2. rectangular version (BIKE COMPANY)



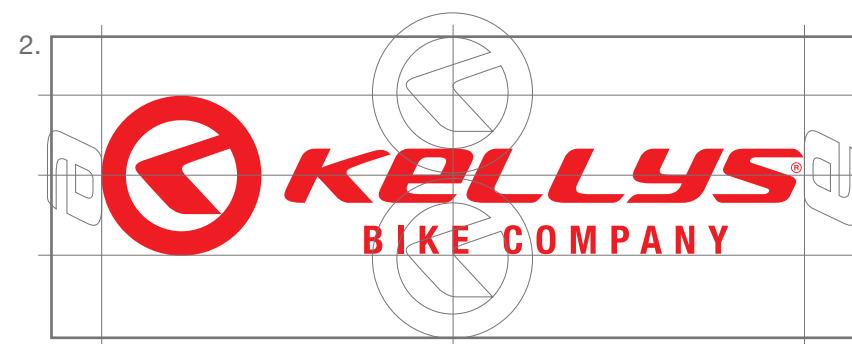
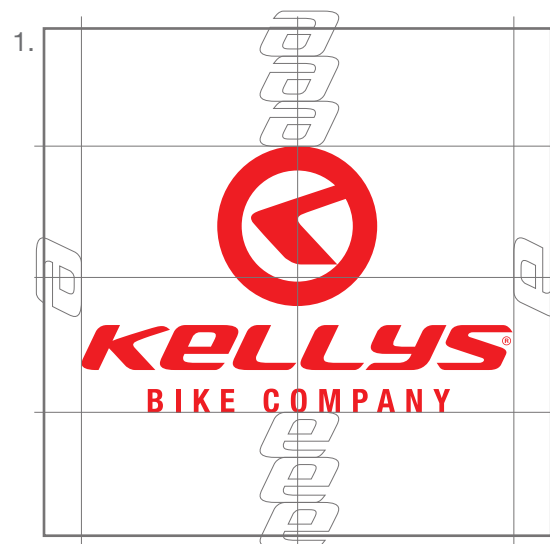
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1.3 Protective zone of the logo

The protective zone of the logo is the space in which no foreign objects may interfere (graphic elements, photographs, text, etc.). This protective space is delineated by a square whose distance from the end of the logo is proportionally determined by the logo circle and the height of the letter "e." The protective zone defines a minimum distance. It is recommended to use a protective zone that is larger than the one prescribed by the Manual. Compliance with the protective zone limits ensures the good discernment and legibility of the logo.

PROTECTIVE ZONE OF THE LOGO

1. centred version (BIKE COMPANY)
2. horizontal version (BIKE COMPANY)



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1.4 Positive version of the logo - centred / horizontal

The KELLYS logo is the foundation of the new KELLYS BICYCLES visual style. It is composed of the graphic part – the circular symbol and the typographic part – of the KELLYS name, to which the text “BIKE COMPANY” is attached in order to define the business of the company.

Under the Logo Manual, it is permitted to use two basic logo versions – a centred version with the circular symbol being positioned above the KELLYS name, and a horizontal version with the symbol in front of the name.

POSITIVE VERSION OF THE LOGO

1. centred version (BIKE COMPANY)
2. horizontal version (BIKE COMPANY)

1.



2.



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1.5 Negative version of the logo - centred / horizontal

Whenever using the logo on a coloured, textured or patterned background, as well as on a photograph or illustration, it is recommended that the negative version should be used. Unless permitted by the technology used and the manner of the logo's use, it is possible to use a one-colour monochromatic representation of the logo.

NEGATIVE VERSION OF THE LOGO

1. centred version (BIKE COMPANY)
2. horizontal version (BIKE COMPANY)



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1.6 Black-and-white version of the logo - centred / horizontal

Whenever using the logo on a coloured, textured or patterned background, as well as on a photograph or illustration, it is recommended that the negative version should be used. Unless permitted by the technology used and the manner of the logo's use, it is possible to use a one-colour monochromatic representation of the logo.

1.



BLACK-AND-WHITE LOGOS

Positive

1. centred version (BIKE COMPANY)

2. horizontal version (BIKE COMPANY)

Negative

3. centred version (BIKE COMPANY)

4. horizontal version (BIKE COMPANY)

2.



3.



4.



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2.0 LOGO (SINCE 1991)



2.1 Positive version of the logo - centred / horizontal

The KELLYS logo is the foundation of the new KELLYS BICYCLES visual style. It is composed of the graphic part – the circular symbol and the typographic part – of the KELLYS name, to which the text “BIKE COMPANY” or, as may be the case, the text “SINCE 1991,” meant to state the year of the company’s establishment, may be included.

Under the Logo Manual, it is permitted to use two basic logo versions – a centred version with the circular symbol being positioned above the KELLYS name, and a horizontal version with the symbol in front of the name.

POSITIVE VERSION OF THE LOGO

1. centred version (BIKE COMPANY)
2. horizontal version (BIKE COMPANY)

1.



2.



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2.2 Negative version of the logo - centred / horizontal

Whenever using the logo on a coloured, textured or patterned background, as well as on a photograph or illustration, it is recommended that the negative version should be used. Unless permitted by the technology used and the manner of the logo's use, it is possible to use a one-colour monochromatic representation of the logo.

NEGATIVE VERSION OF THE LOGO

1. centred version (SINCE 1991)
2. horizontal version (SINCE 1991)



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2.3 Black-and-white version of the logo - centred / horizontal

Whenever using the logo on a coloured, textured or patterned background, as well as on a photograph or illustration, it is recommended that the negative version should be used. Unless permitted by the technology used and the manner of the logo's use, it is possible to use a one-colour monochromatic representation of the logo.

1.



BLACK-AND-WHITE LOGOS

Positive

1. centred version (SINCE 1991)
2. horizontal version (SINCE 1991)

Negative

3. centred version (SINCE 1991)
4. horizontal version (SINCE 1991)

2.



3.



4.



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2.4 Minimum size of the logo

The minimum dimensions provide values depicting the minimum possible size of a logotype reproduction that maintains the sufficient legibility of the logo. Depending on the type of technology used and the manner of the logo's use, it is recommended that in the case of considerable minimization, the "BIKE COMPANY" text should be left out of the logotype.

The above restrictions are required in the case of printed materials in mm as well as on-line communications in pixels at a resolution of 72 Dpi. The logotype may not be minimized beyond the minimum size. If technologies are used where the depiction of the details is impossible in a minimized form, it is recommended that a larger dimension of the logo should be used instead.

MINIMUM SIZE 1:1

Positive

1. centred version - 17 mm / 48 px

2. horizontal version - 23 mm / 65 px

Negative

3. centred version - 20 mm / 56 px

4. horizontal version - 26 mm / 74 px

1.	2.	3.	4.
			
17 mm 48 px	23 mm 65 px	20 mm 56 px	26 mm 74 px

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2.5 Colouring - corporate colours

The corporate colours form a part of the uniform visual style. Under the Manual, it is not permitted to make any alterations or modifications to the corporate colours. The corporate colours are one of the basic symbols identifying the company. The improper use of the prescribed colours may impair the uniform visual identity of the brand.

Only the colour red is to be used in the different technological designs of the brand. In exceptional cases, black-and-white or monochromatic designs may be used. As different manufacturers have their own samples of colours, it is advisable to consult either the PANTONE colour number or the CMYK composition.

CORPORATE COLOURS

The direct **PANTONE®** colours and the CMYK printing colours are used in printed media, especially for offset printing and screen printing.

RGB and HTML colours are used on displays and in on-line communications on websites.



Red

Pantone	485
CMYK	0/100/100/0
RGB	220/0/0
RAL	3020 red



Black

Pantone	Black
CMYK	0/0/0/100
RGB	0/0/0
RAL	9005 black

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2.6a Prohibited uses of the logo - colour anomalies

One of the two main criteria for the proper use of the KELLYS logotype is compliance with the prescribed colours. It is prohibited to use colours other than the prescribed corporate colours of the logo.

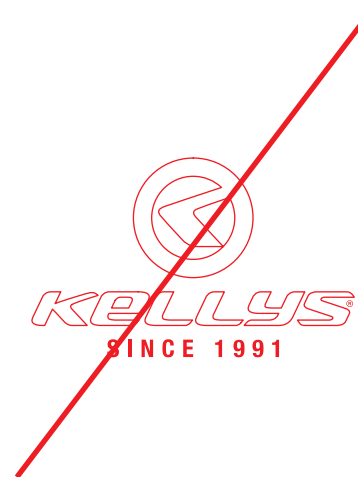
Colour changes in shades or shading or other forms of visual deformation are not allowed, nor is it allowed to change the colours of the individual parts of the logo, the graphic symbol and/or the text.



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2.6b Prohibited uses of the logo - shape deformation

Under the Manual, it is not permitted to modify, deform or reshape the logotype and/or any of its parts contrary to the corporate rules of the uniform visual style. Neither is it allowed to take out parts of the logo and use them separately without prior consultation with the authors of the logotype. It is not permitted to change the type of the font of the "BIKE COMPANY" text. The above examples of inadmissible use are not exhaustive and are given for illustration only.



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3.0 TYPOGRAPHY

AaBbCc
Helvetica Neue(*)
TYPOGRAPHY

3.1 Typography - corporate font

The corporate font Helvetica Neue forms an integral part of the uniform visual style of the KELLYS brand. It is recommended that this font be used in both print and electronic communications. In the case of some web browsers and on-line documents, the fonts are automatically replaced by template fonts. If that is the case, it is recommended that the prescribed Helvetica Neue font be replaced by the template Arial font, especially in the Windows system. The individual designs of the Helvetica Neue font serve as an instrument to graphically distinguish the meaning of the content of the wrapped text.

The arbitrary replacement of the prescribed font by another type will impair the uniform visual style of the brand. The font may be used in a variety of colours according to the intent of the graphic designer. It is normally expected that a basic flowing text in a black colour, or in shades of grey or white, will be used for a negative.

Helvetica Neue font cuts

Aa Bb Cc Dd 0123

Helvetica Neue - Ultra Light
Helvetica Neue - Ultra Light Italic
 Helvetica Neue - Light
Helvetica Neue - Light Italic
 Helvetica Neue - Regular
Helvetica Neue - Italic

Helvetica Neue - Medium
Helvetica Neue - Medium Italic
 Helvetica Neue - Bold
Helvetica Neue - Bold Italic
 Helvetica Neue - Condensed Bold
 Helvetica Neue - Condensed Black

Helvetica Neue - Condensed Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890+!@#%&*()=

**EVERY BIKE
 HAS A MISSION**
 BIKE COMPANY
 SINCE 1991

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4.0 LOGO A CLAIM



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4.1 Logo and claim - Characteristics

The mutual use of the logo and claim shall be subject to the following. Only the centred KELLYS (SINCE 1991) logo version shall be used. The logo shall at all times be positioned on the left, except for the vertical version of the logo with the claim, and separated from the claim by a vertical line. The text of the claim shall at all times include the following wording: EVERY BIKE HAS A MISSION. We distinguish between 3 versions of the wrapped claim text. The first one is a two-line version, the second one is a four-line version, and the third one is a centred two-line version. Two text versions are wrapped to form a text block from left to right, and the third one is centred along the central axis of the logo. The logo also defines an invisible protective zone for the logo and claim. Compliance with the limits of the protective zone ensures the logo's proper discernibility and legibility.



LOGO A CLAIM

1. version of the logo and claim - two-line version
2. version of the logo and claim - four-line version
3. version of the logo and claim - vertical version

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4.2 Logo and claim (two-line) colours

It is possible to use colour versions of the logo and claim. All colour versions must, however, fall within the corporate colour palette. The logo also defines a protective zone for the logo and claim. In this case, it does not form a coloured part of the logo, but only imitates the background colours. Compliance with the limits of the protective zone ensures the logo's proper discernibility and legibility



**EVERY BIKE
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4.3 Logo and claim (four-line) colours

It is possible to use colour versions of the logo and claim. All colour versions must, however, fall within the corporate colour palette. The logo also defines a protective zone for the logo and claim. In this case, it does not form a coloured part of the logo, but only imitates the background colours. Compliance with the limits of the protective zone ensures the logo's proper discernibility and legibility.



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4.4 Logo and claim (vertical) colours

It is possible to use colour versions of the logo and claim. All colour versions must, however, fall within the corporate colour palette. The logo also defines a protective zone for the logo and claim. In this case, it does not form a coloured part of the logo, but only imitates the background colours. Compliance with the limits of the protective zone ensures the logo's proper discernibility and legibility.



4.5 Logo and claim (four-line) in a square block

This version of the logo and claim is especially intended for use in print communication. The logo also defines a protective zone for the logo and claim. In this case, it is the coloured part of the logo. Compliance with the limits of the protective zone ensures the proper discernibility and legibility of the logo and claim on varicoloured backgrounds and photographs.



5.0 CLAIM

EVERY
BIKE
HAS A
MISSION

5.1 Claim

The use of the single claim is allowed only in conjunction with the KELLYS logo. This includes individual options for use, but the Logo Manual does not specify these options in further detail.

1. **EVERY BIKE
HAS A MISSION** 

CLAIM

1. version of the claim - two-line version

2. version of the claim - four-line version

2. **EVERY
BIKE
HAS A
MISSION** 

**EVERY BIKE
HAS A MISSION** 

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