



Style Guide
2015

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I. The Logo

The Retro Rides logo will be used within the majority of advertising and marketing materials, including sponsorship and promotions. This logo is the public representation of Retro Rides and therefore should not be altered or compromised in any way. Should there be any need to digress from this logo, please refer to the Logo Adaptation's page.

Portrait Logo

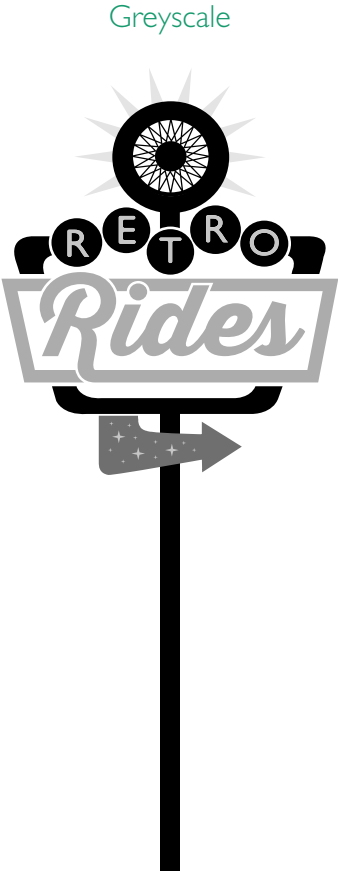
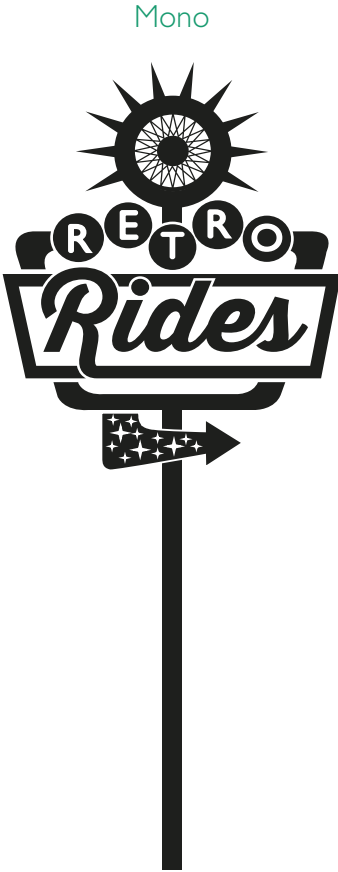


Landscape Logo



2. Logo Adaptation

Portrait



2a. Logo Adaptation cont..

Colour

Mono

Inverse

Greyscale

Landscape



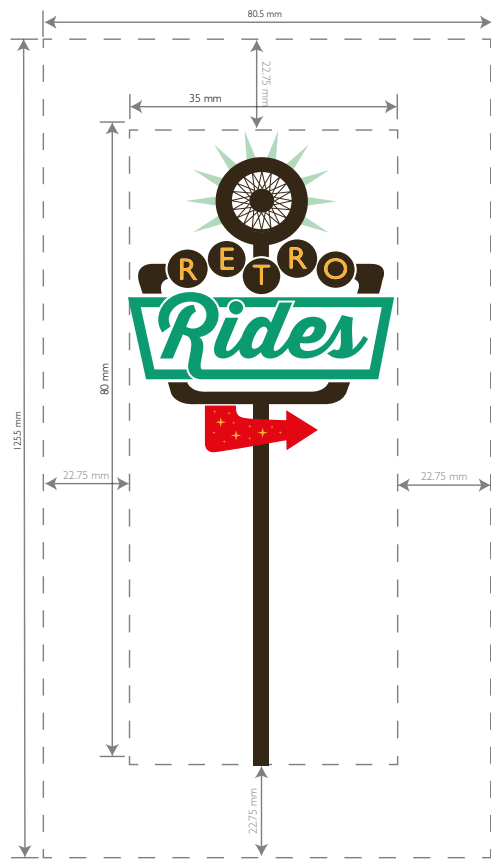
Uniform
Logo
Only



At any time should you need to digress from the colour logo, please use the following: Use the Mono logo on any background that would make the Retro Rides logo illegible. Use Inverse logo on a black background. Use Greyscale or Mono when needing to print in Black and White only. Only use Retro Rides uniform logo on the correct office or technician uniform.

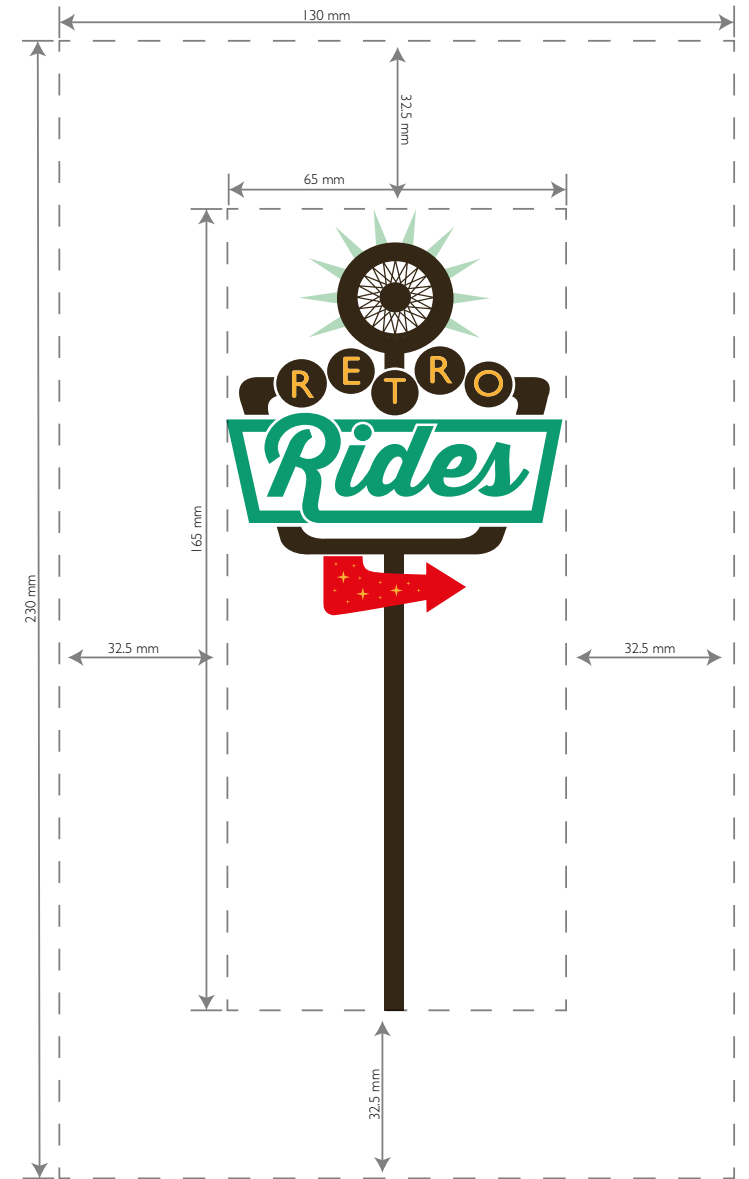
3. Exclusion Zones and Sizes

Please note: Logos are not actual size.



All marketing materials displaying the Retro Rides logo or adaptations should have an exclusion zone of no less than 50% of the logo size. The standard size logo, displayed here, should include an exclusion zone of 32.5 mm on all sides (on either portrait or landscape logo).

When using the Retro Rides logo or adaptations in sponsorship or promotions, where the logo is smaller than 35 mm in diameter, the exclusion zone should be no less than 65% or 22.75 mm on all sides (on either portrait or landscape logo).

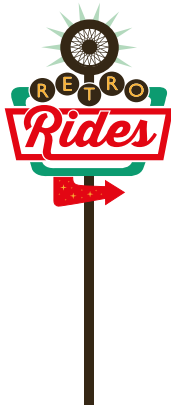


4. Logo Misrepresentation

The Retro Rides logo should never be altered or compromised in any way. This includes distorting, rearranging, changing opacity, shearing, changing colour or placing on any colour which would make the logo illegible. Should you need to access a different shape or colour please refer to Logo Adaptations.



Do not rotate or shear.



Do not change the colour.



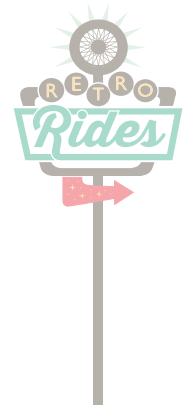
Do not place the logo over any colour where the legibility is compromised. Use Mono or Inverse Logo adaptations in these circumstances.



Do not skew or change the proportions.








Do not change the layout.



Do not change the opacity.

5. Corporate Colour Breakdown

COLOUR	RGB	CMYK	PANTONE
 DARK BROWN	53, 43, 23	56, 63, 80, 76	7449
 RED	226, 7, 23	0, 100, 100, 01	1778
 YELLOW	249, 178, 51	0, 35, 85, 01	143
 DARK TEAL	14, 155, 113	75, 04, 64, 10	340
 LIGHT TEAL	178, 216, 189	36, 0, 33, 0	345

The Retro Rides corporate colour scheme was designed to evoke the memory of the 1950's and 1960's. These colours were chosen from the on trend colours of the mid-Twentieth Century and were modernised in this logo to be contemporary and fresh for today's society. These colours were also chosen to create a unique image for Retro Rides, which would help them stand out from the current style of logo typical in the motorbike custom restoration business.

Dark Brown evokes the emotion of reliability and support as well as being an earthy natural tone. Red expresses strength and masculinity and provides a visual impact. Yellow embodies creativity and confidence. Dark Teal and Light Teal, which are derived from the green colour scheme, alludes to balance and restoration.

6. Typography

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 : @ &

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 : @ &

GILL SANS BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 : @ &

GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 : @ &

THIRSTY SCRIPT EXTRA BOLD DEMO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 : @ &

The corporate typography for all print and digital marketing materials should be derived from the Gill Sans Font family. Thirsty Script Extra Bold Demo should only be used in the Retro Rides logo.

7. Design Collateral

1. **Business Card and Letterhead**
2. **With Compliments and Handle Bar Identification Tag**
3. **Technician Uniform and Office Uniform**
4. **Car Door Decal**

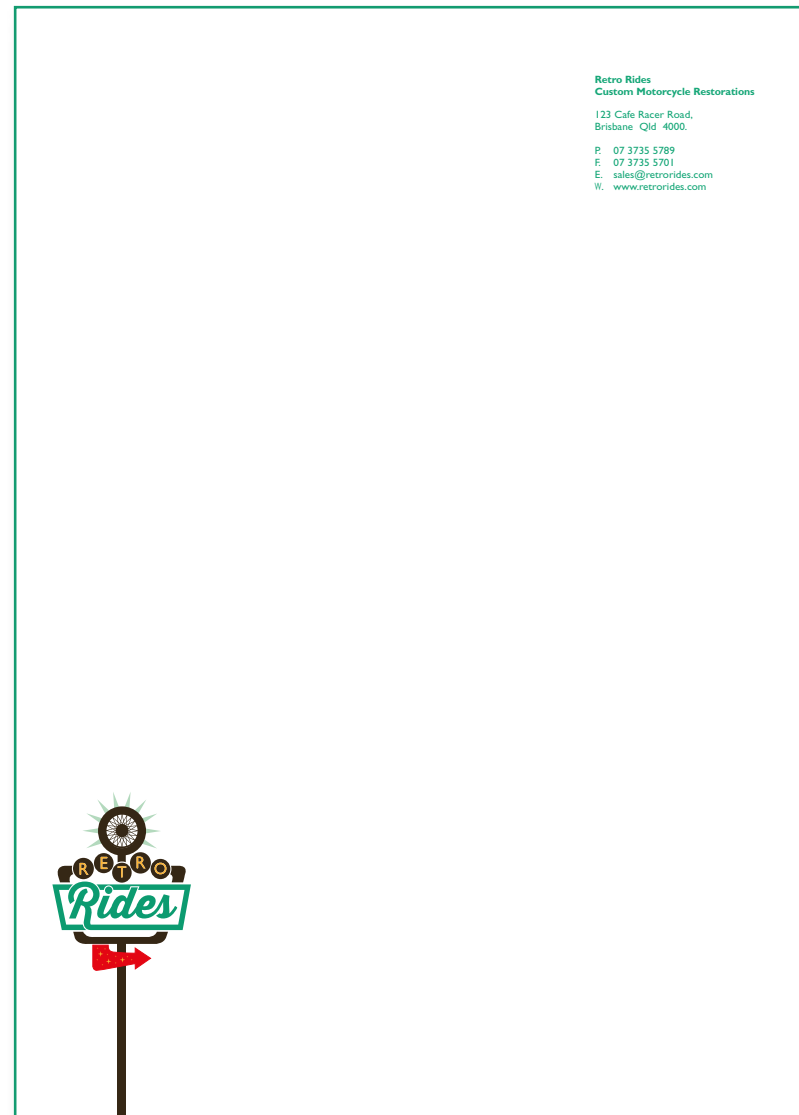
Business Card and Letterhead

Jason Mendoza

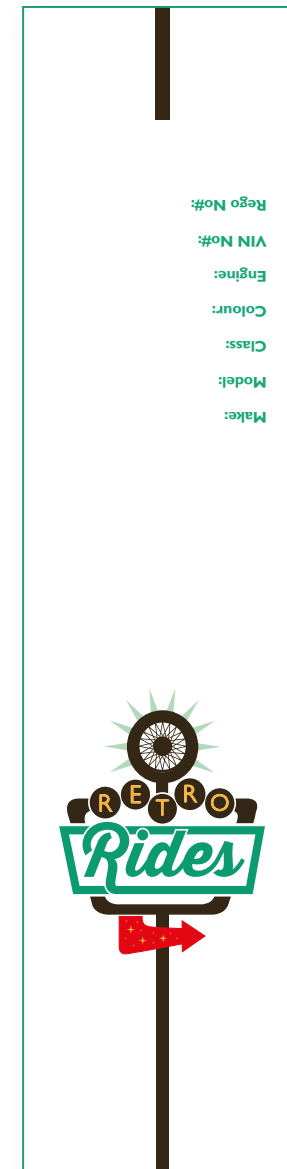
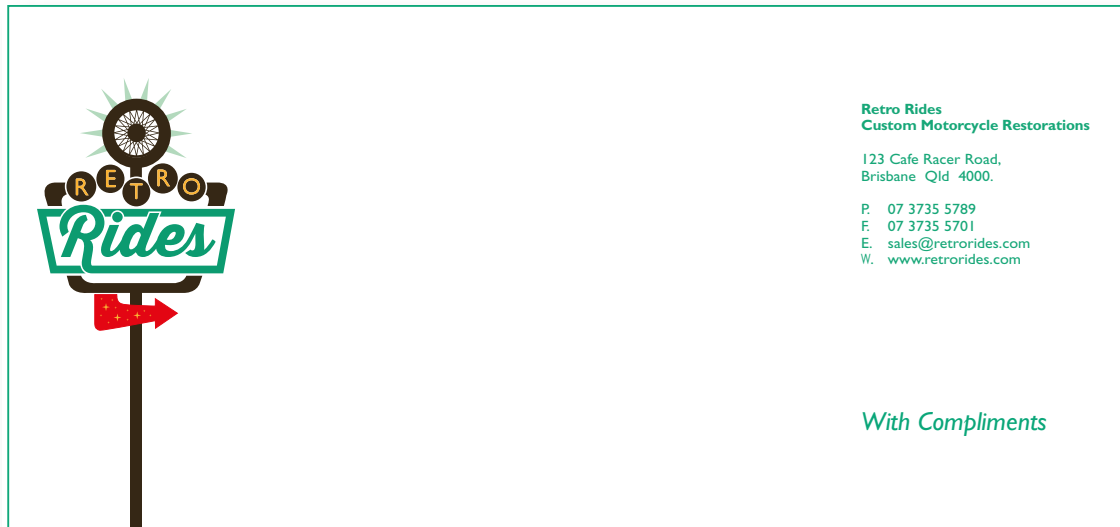
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With Compliments and Handle Bar Identification Tag



Technician and Office Uniforms



Car Door Decal

