



STYLEGUIDE

LOGO VARIANTS



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LOGO VARIANTS

**IN COMBINATION WITH FIT E-BIKE
SYSTEM INTEGRATION**



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RUNNING ON  **FIT**



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RUNNING ON  **FIT**



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RUNNING ON  **FIT**



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RUNNING ON  **FIT**

NOMENCLATURES

TYPE DESCRIPTION

E1.12 E1.9
E1.12^s E1.9^s

PRODUCT LINE

E.LINE
E.LINE^s

CAMPAIGN LOGO

MISSION ON.E

TYPE DESCRIPTION

E1.12 E1.9
E1.12^s E1.9^s

PRODUCT LINE

E.LINE
E.LINE^s

CAMPAIGN LOGO

MISSION ON.E

KEYWORD LOGO

MOTOR.GEARBOX.UNIT

KEYWORD CODE LOGO

MGU

WORDMARK FLOW TEXT DE/EN

die/the MOTOR.GEARBOX.UNIT

FLIESSTEXT DEUTSCHE VERSION

die Motor-Getriebe-Einheit von Pinion...

COLOR SCHEMES



C=0 M=0 Y=0 K=95



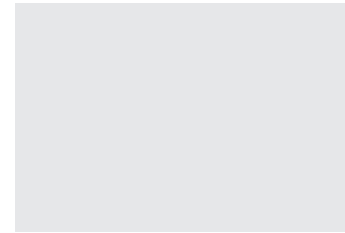
C=0 M=0 Y=0 K=90



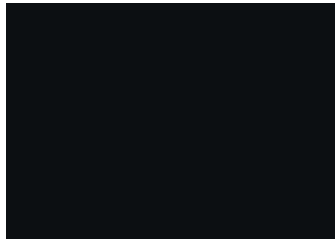
C=0 M=0 Y=0 K=80



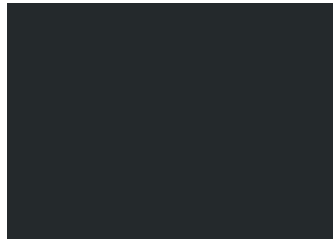
C=0 M=0 Y=0 K=70



C=0 M=0 Y=0 K=10



C=76 M=67 Y=61 K=83
R=26 G=26 B=26
#1a1a1a



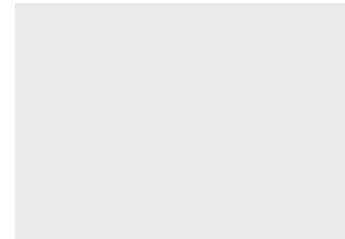
C=70 M=61 Y=57 K=68
R=47 G=47 B=47
#2f2f2f



C=66 M=56 Y=54 K=58
R=62 G=62 B=62
#3e3e3e



C=55 M=45 Y=44 K=31
R=106 G=106 B=106
#696969



C=7 M=5 Y=6 K=0
R=239 G=239 B=239
#EFEFEF



C=100 M=82 Y=52 K=71
R=0 G=25 B=42
#00192a



C=100 M=82 Y=47 K=56
R=0 G=35 B=60
#00233c



C=100 M=25 Y=0 K=65
R=0 G=65 B=100
#004063



C=92 M=54 Y=27 K=11
R=0 G=95 B=135
#005f87



C=76 M=22 Y=0 K=0
R=0 G=157 B=224
#009de0

BACKGROUNDS

C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#ffffff

WHITE

C=40 M=30 Y=30 K=100
R=0 G=0 B=0
#000000

BLACK

C=100 M=82 Y=47 K=56
R=0 G=35 B=60
#00233c

C=100 M=82 Y=52 K=71
R=0 G=25 B=42
#00192a

GRADIENT 1

GRADIENT 2

C=92 M=54 Y=27 K=11
R=0 G=95 B=135
#005f87

C=100 M=82 Y=47 K=56
R=0 G=35 B=60
#00233c

GRADIENT 3

C=40 M=30 Y=30 K=100
R=0 G=0 B=0
#000000

C=100 M=25 Y=0 K=65
R=0 G=65 B=100
#004063

DOS & DON'TS





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