



Superbike Technologies Group

Brand Corporate Identity Manual

Identity Guidelines Manual - Silverback Logo Lockup

The Silverback Brand is unique.

Silverback font logo and the 'silver circle arrow device' has become synonymous with an established expectation of quality and consistency. Ultimately these elements add value over and above our unique range of products.

This Silverback brand CI is your first step to any branding exercises. A unified and consistent brand expression builds a strong brand perception in the minds of all stakeholders. The BRAND CI guide will direct you in the application of the corporate identity in all of your communication activities.

Please consult this first, DO NOT MAKE ASSUMPTIONS, If you have any questions about the corporate identity, do not hesitate to contact info@silverbacklab.com.



In this document we will address:

>Logo

>Colour Palette

>Best In Class Ethos

>Incorrect brand applications

>Typography

>Photography

>Supplemental logos

>Social Media guidance

>Application of Brand ID on:

>Websites

>Bicycles

>Riding kit

>Promotional items

>S-Electro Brand assets

>Surface Components and Sub brands

Silver arrow circle device

We live according to our true mark of excellence. Our Silverback Arrow is a symbol of quality and design distinction. We believe in innovation and fostering a culture of forward thinking, progressive design, exemplified by developing faster, better, lighter bicycles.

Silverback font logo

Dynamic logo type leaning to the right. Use the Vector or PNG logo and do not retype it.



Space intrusion on bottom and righthand side permitted in areas with limited clearance.

Tagline

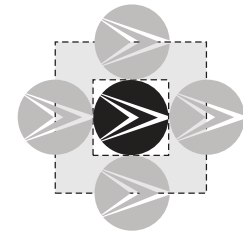
This is the core of the SB brand offering. The BIC Metric or "Best In Class" Metric is how we develop the best possible bike.

German Flag device

Silverback HQ is situated in Stuttgart, Germany.

The complete Logo lockup should be used whenever possible. This features all elements that encompass the brand. Where single stand-alone elements are required, please see the following page for application guidelines.

Identity Guidelines Manual - Silverback Logo Elements & Stand-alone application



Silver arrow circle device
Can be used as stand-alone element.
Always point to the right.



Typography Logo only

Can be used as stand-alone element.
Use vector file. Do not retype in another font. Do not space letters or change proportions. Space intrusion on bottom and righthand side permitted in areas with limited clearance.

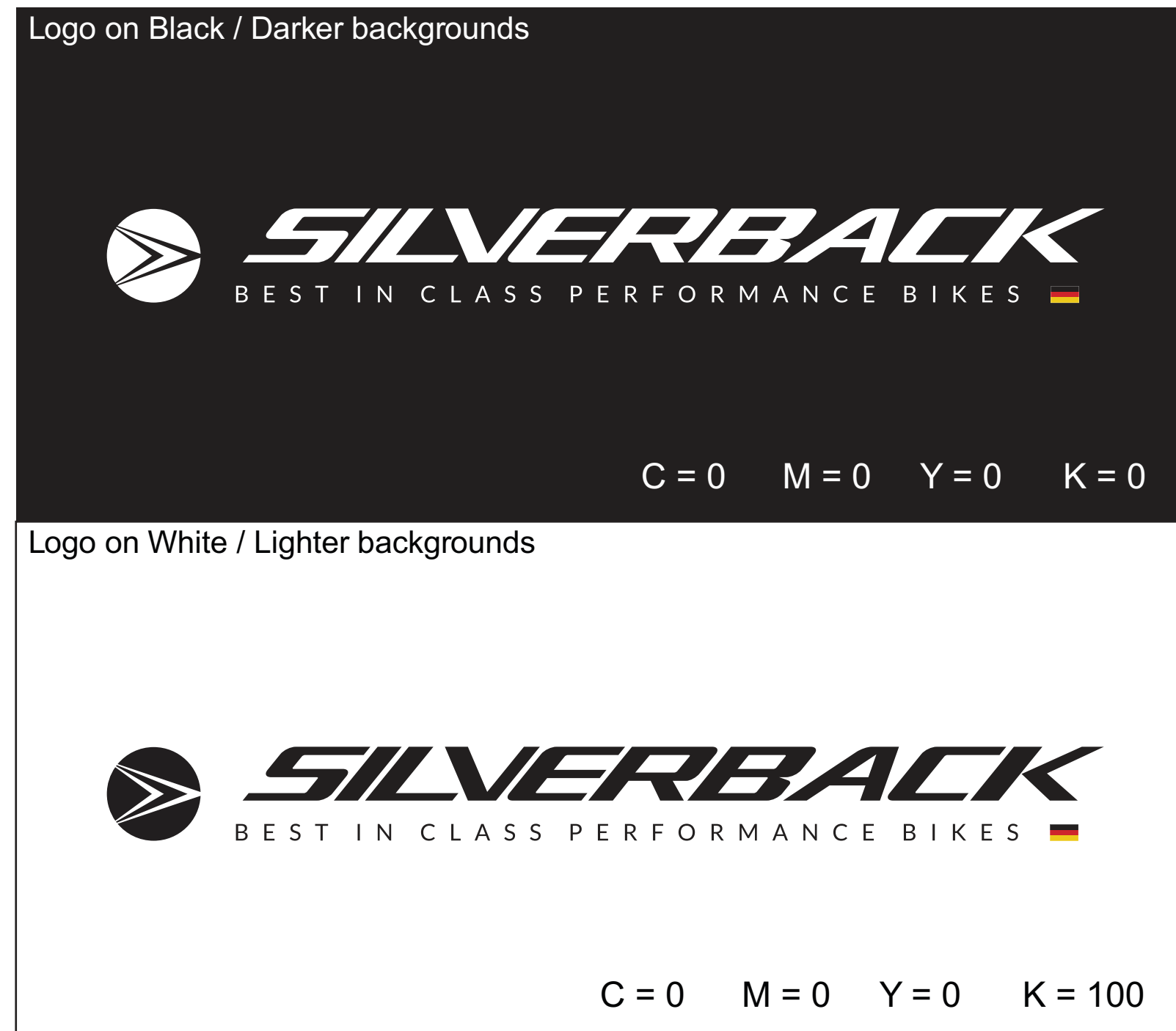


Typography Logo and Circle device only

Can be used as stand-alone element.
Use vector file. Do not retype in another font. Do not space letters or change proportions. Space intrusion on righthand side only permitted in areas with limited clearance.



German Flag device only
NOT to be used as stand-alone element.
Only use in conjunction with full logo lockup.



Logo application on backgrounds:
Mostly greyscale for artwork. Model related background and accent colours acceptable.



Identity Guidelines Manual - Silverback Best In Class

BEST IN CLASS

The BIC Metric or “Best In Class” Metric is how we develop the best possible bike.

We believe in delivering the best price/specification/quality ratio in the industry.

BIC means that Silverback customers get the most desirable technology at an affordable price. These metrics include: frame design, weight, bike finish & aesthetics and specifications all at the right price. These decisions are based in the science of design and careful calculations.

This leads us, bike for bike, model for model, to offer better value proposition than any other brand in the world.

Measurable metrics that contribute to the Best In Class proposition:

- >Frame Design
- >Quality Control
- >Specification
- >Bike Finishes
- >Right Price



FRAME DESIGN



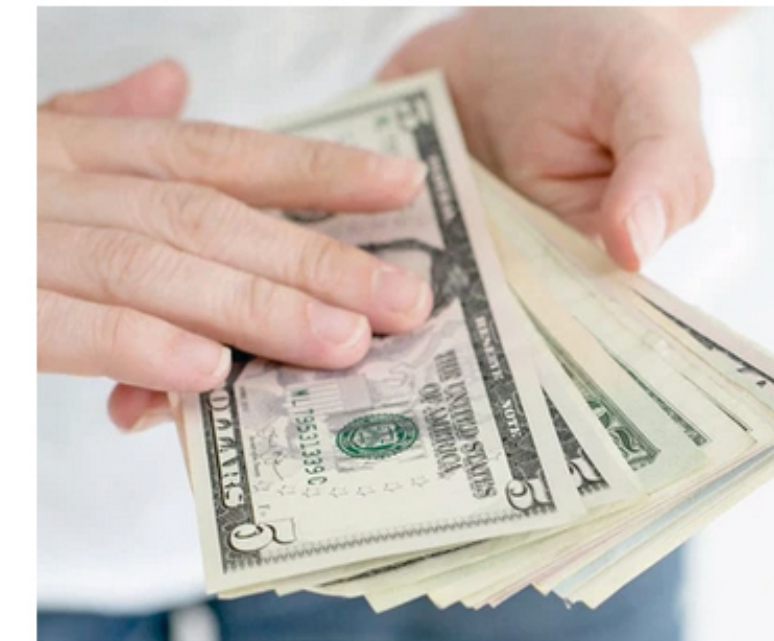
QUALITY CONTROL



SPECIFICATION

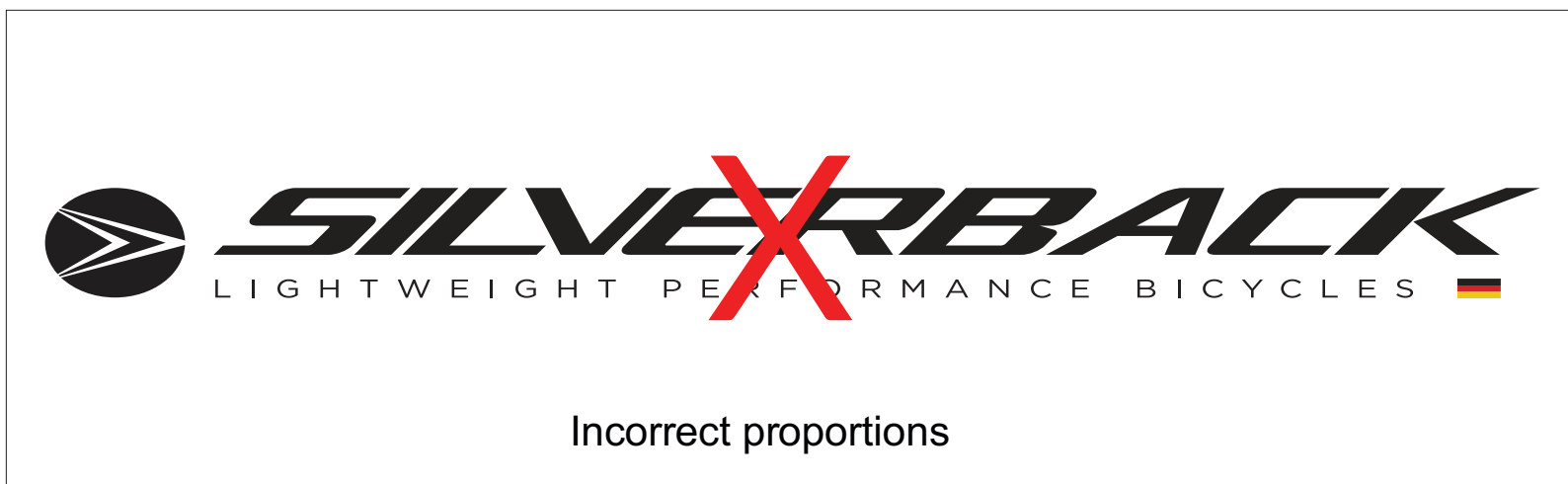


BIKE FINISHES

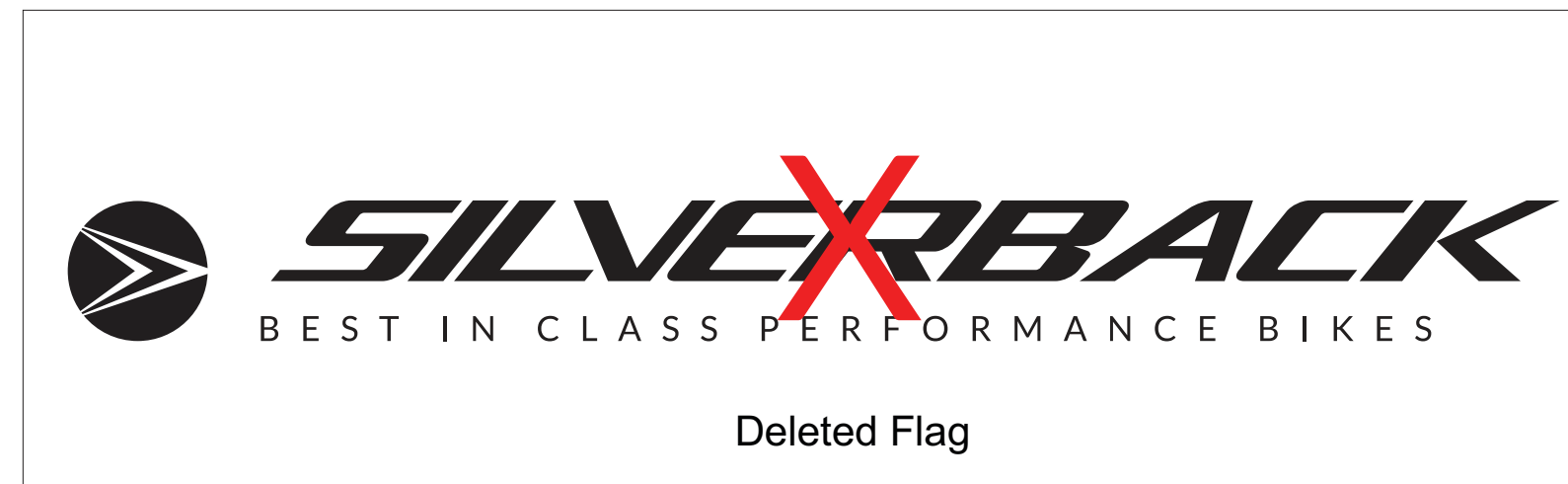


THE RIGHT PRICE

Identity Guidelines Manual - Incorrect Brand Applications



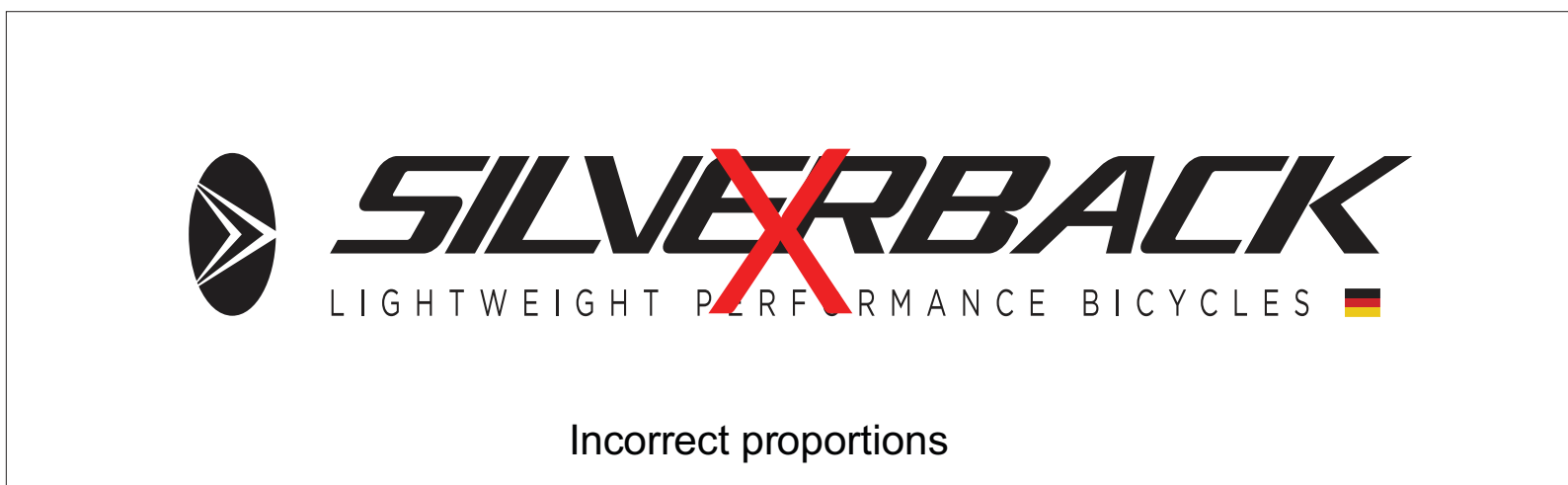
Incorrect proportions



Deleted Flag



Rotated arrow logo



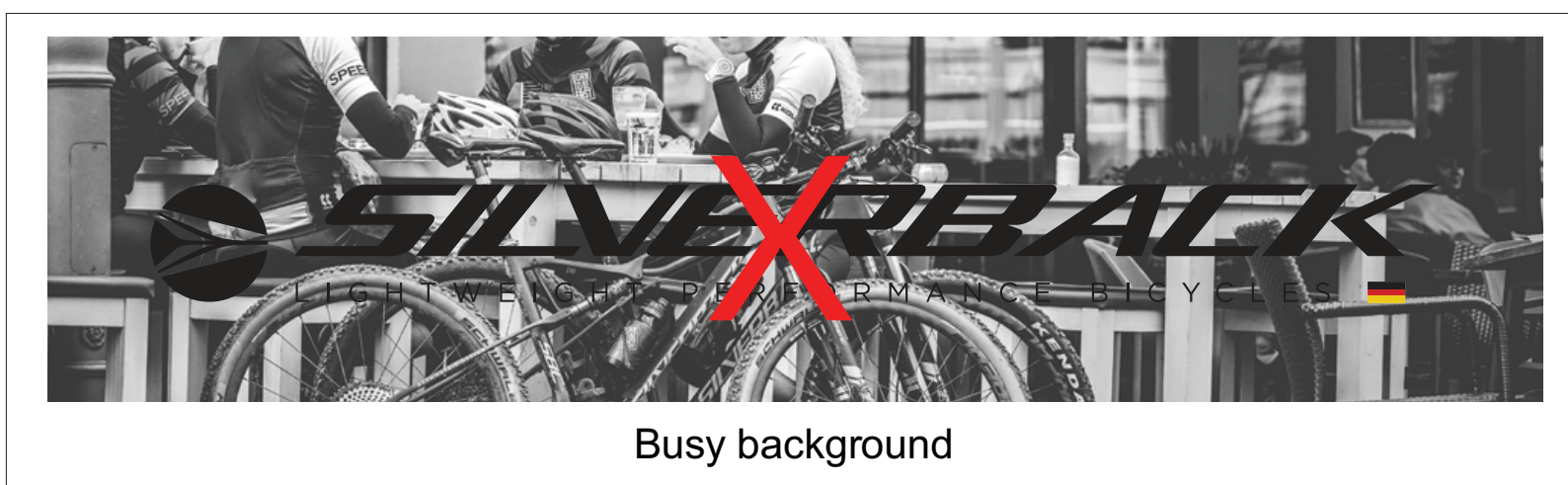
Incorrect proportions



Old tagline



Changed colours



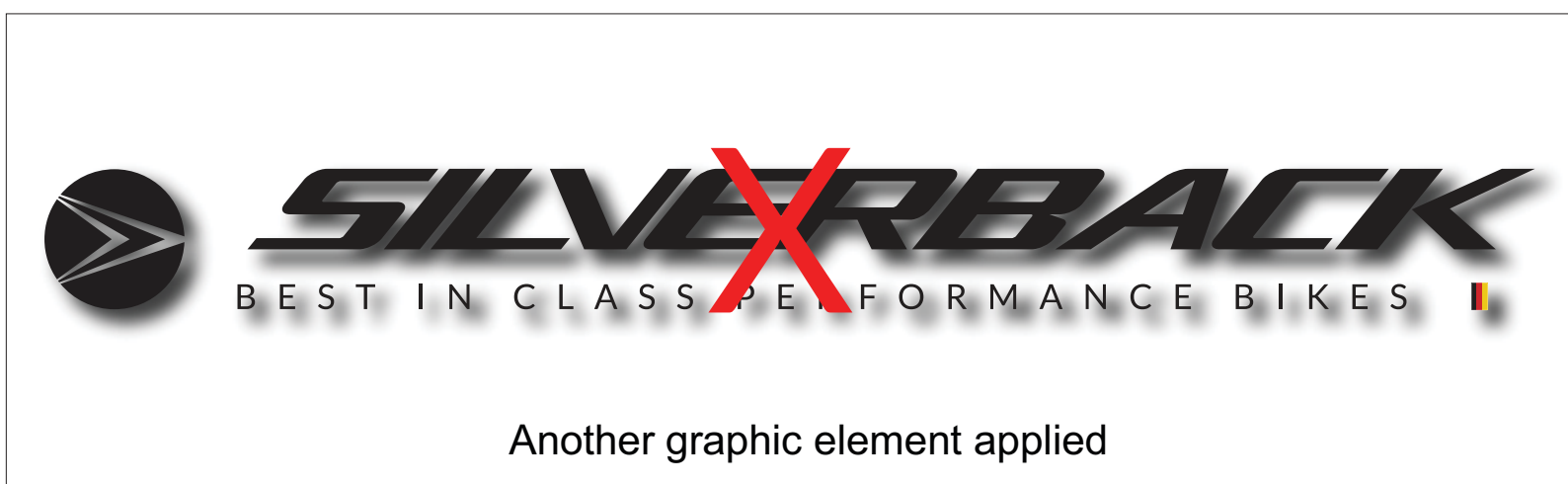
Busy background



Rotated Flag



Do not rotate, invert, spin, angle or pivot the logo



Another graphic element applied



Incorrect letter spacing



Incorrect font use



Pixelated logo



Don't apply patterns or pictures inside the logo



Do not use the logo as part of a sentence

Identity Guidelines Manual - Typefaces / Typography

Preferred typeface use: Websites and Documents

Lato Regular for all Headings or Subheadings (smaller font size than heading)

Lato Light for Subheadings

Lato Thin for all copy

Lato Thin Italic for secondary text or quotes

Alternartive for Websites and documents:

Montserrat

Examples of headlines and subheadings:

Silverback makes Best In Class Performance bikes.
Silverback makes Best In Class Performance bikes.

SILVERBACK MAKES BEST IN CLASS PERFORMANCE BIKES.
SILVERBACK MAKES BEST IN CLASS PERFORMANCE BIKES.

Preferred typeface use: In-video text

BEBAS NEUE BOOK - ALL CAPS

Lato is the preffered Silverback brand typeface. It is clean and strong and the contemporary style accentuates the brand value and experience we strive to offer to our customers. To reinforce clarity and consistency - please follow these general guidelines:

Headlines and subheadings:
You can use sentence case (Lerom ipsum) or all-caps (LOREM IPSUM).

Italics

Italics can be used for seconday text, quotes, names and titles.

Identity Guidelines Manual - Photography

Silverback images must reflect the values of the brand:

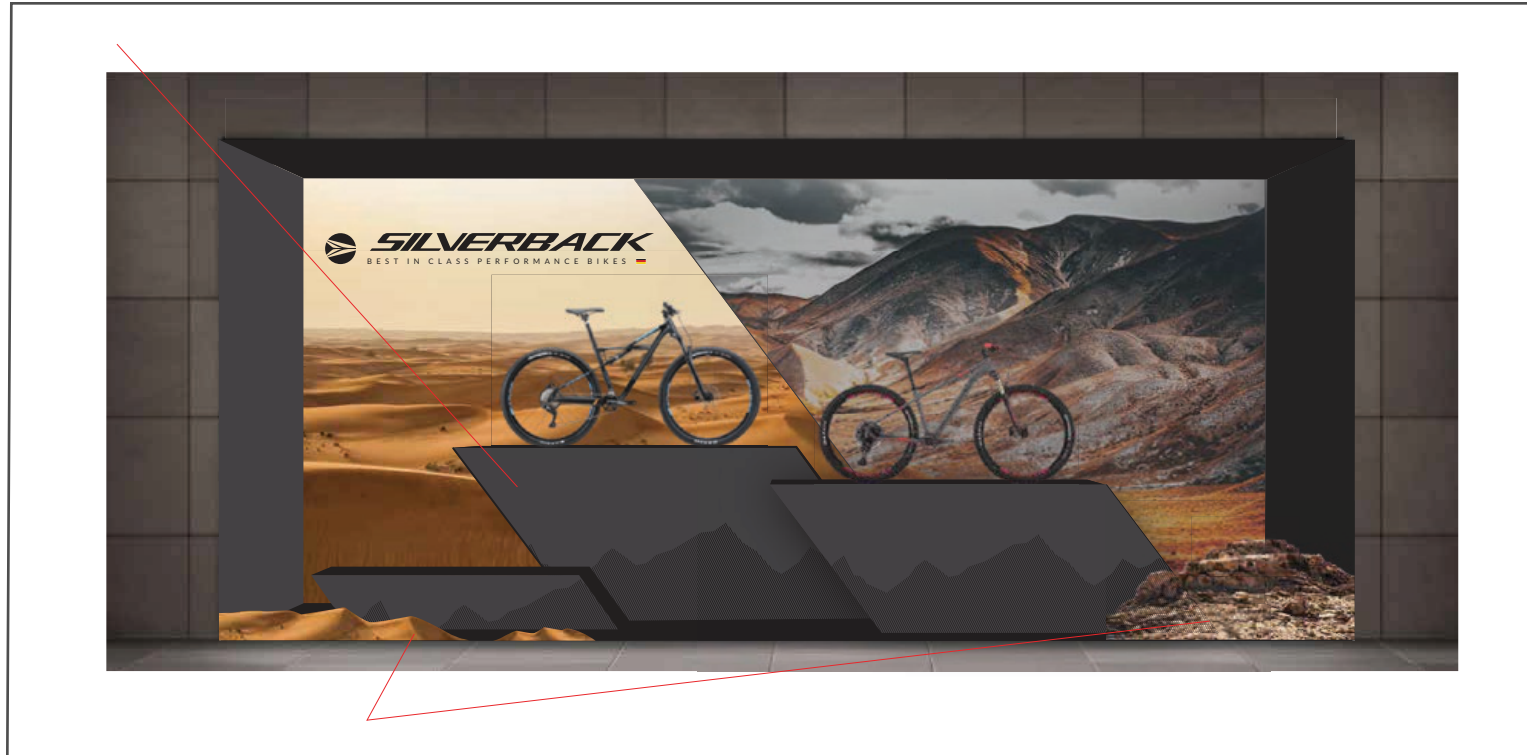
- >Dynamic movement
- >Athlete/user (rider) centered
- >Spirit of the sport
- >Product detail
- >Product overview
- >Evoke emotion
- >Characteristics that embody and relate to the brand

*Alt tags on images:

Alt tags are majorly important on images - and will improve your SEO as well as image recognition by search engines.



Identity Guidelines Manual - Promotional Branding



Identity Guidelines Manual - Supplemental logos for Silverback parent brand

#BORNTOBEFAST

This is the hashtag for the Silverback brand. The community using the hashtag is of global nature, speaks of inclusion and a mindset. Can be typed out for use in editorial non-decorative font. Vector use not mandatory.

#BORNTOBEFAST

*BORNTOBEFAST is also a sub brand for the Surface component range.
Please refer to 'Surface Components and sub brands' section.



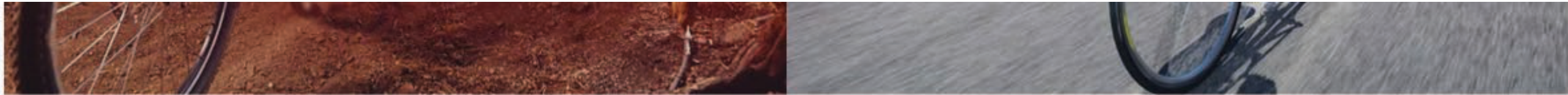
SBC Superbike Concepts

For use with Custom bike builds and top-end race bikes.

SBC
SUPERBIKE CONCEPTS



Identity Guidelines Manual - Application on Partner websites



BRANDS [See all](#)

Partner brand bar on websites

Image quality - at least 72dpi with no pixelation on logo.
 Where possible use full logo lockup.
 Do not squash or distort the image.
 Leave considerable white border around product 1:1.

If area is too small, 'Typography Logo with Circle Device' may be used. Ref Stand alone logo element guide.

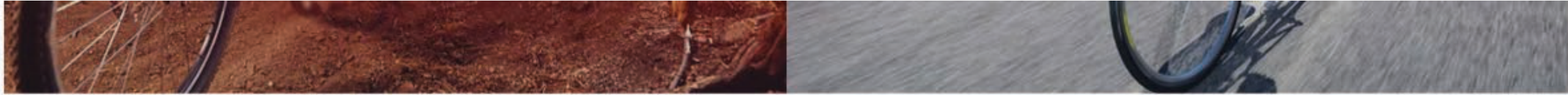
COMPETITOR
BRAND
LOGO



COMPETITOR
BRAND
LOGO

COMPETITOR
BRAND
LOGO

COMPETITOR
BRAND
LOGO



BRANDS [See all](#)

Partner brand bar on websites

Image quality - at least 72dpi with no pixelation on logo.
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 Do not squash or distort the image.
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COMPETITOR
BRAND
LOGO



COMPETITOR
BRAND
LOGO

COMPETITOR
BRAND
LOGO

COMPETITOR
BRAND
LOGO

Bicycles and products displayed on websites

Scaling - the bike needs to be proportionally scaled.
 Image quality recommended: 1000 x 1000, 72dpi.
 Do not squash or distort the image.
 Leave considerable white border around product.
 Optimal image size would be full side view without cropping with a small border on the sides.



Stride Elite SL
€613.00



Stride Elite SE
€584.00



Storm
€1,599.00



Sola SLD
€1,169.00

Identity Guidelines Manual - SM guidelines

Social Media plays a major role in connecting with our/your target audience. SM is the world's connection directly to the brand. SM offers the platforms to build perception, value, a sense of community and show appreciation. SM also helps with generating leads and can effectively drive sales.

Objectives

- >Increase Brand Awareness
- >Drive Sales
- >Generate Leads
- >Create Community around your Brand

For SM to work for the brand, it is good to understand and speak to our 'Audience Persona'

Personal

Name: John or Jane Doe

Age: 25-35/45

Location: N/a

Interests: Adventure

Background Info: Has owned a bicycle before and seeks a new lifestyle or seeks a new way of living.

Married

Profession

Employment position: Managerial or Ops manager

Revenue Yearly: ZAR300 000/400 000

Decision- Maker: Yes

Day in the life

Wakes up at 5Am every day, heads to work, owns their own cars, tends to drink 3 coffees a day, tends to bring a healthy lunch to work.

Have a good co-parenting schedule, minimum 2 kids in school already, currently perusing a new career on the side.

Main Problems

Time.

Goals & Challenges

A Raise and promotion

Values: Recognition for success and job security

Biggest objective: Appearance, liability.

Shopping & Industry Preference

Preferred Communication: Email & Phone

Connection: Wi fi/Fibre / 5G

Industry Publication: Trade publications

Silverback Social Media Accounts

This is also a good reference for post guidelines. (Consider your purpose for your specific post may be different from the posts on our channels)

ACCOUNTS

SILVERBACK BIKES

Facebook

>Silverback Bikes (Main Acc)

>Silverback South Africa

>Silverback Middle East

>Silverback Canada

>Silverback Romania

>Silverback Denmark

>Silverback Netherlands

Instagram

>Silverback Bikes (Main Acc)

>Silverback South Africa

>Silverback Middle East

Twitter

>Silverback Bikes (Main Acc)

>Silverback Middle East

Youtube

>Silverback Bikes (Main Acc)

Identity Guidelines Manual - SM guidelines (continued)

Content Pillars

- >Website posts/ Blog Posts
- >User Generated Content
- >Product Focus
- >Testimonials & reviews

Voice and Tone

- >Innovate, Inspire & Dream.
- >Using informal language to fill up personality & warmth from time to time but NOT every day.

Branded Hashtags

- >MAIN TAGS - #SilverbackBikes #BestInClass #BornToBeFast
- >E-Bikes - #SElectro
- >Fat Bikes - #ScoopRange
- >MTB - #MTB or #MountainBikes
- >Components - #SurfaceComponents
- >Accessories - #SPACEHelmets
- >Never use more than 6 Hashtags

Words and Phrases to avoid

- >Sale
- >Really
- >Stuff
- >Kind of / sort of

Capitalization

Capitalization to be used only with BIG ANNOUNCEMENTS to grab the audience's attention.

Social Media Post Standard Dimensions:

- >Instagram Post 1080 x 1080px
- >Instagram Story 1080 x 1920px
- >Facebook Post 1940 x 788px
- >Facebook Cover 1640 x 924px

Media Quality Guidelines:

>Photos:

Minimum 72dpi, no blurred or pixelated images. Only High Definition images acceptable.

>Scaling and Cropping:

Keep aspect ratio of original image. Cropping permitted - keep focal area central.

>Video:

Video length 3min - 4min max. Quality minimum HD ready (720p), but ideally Full HD or above.

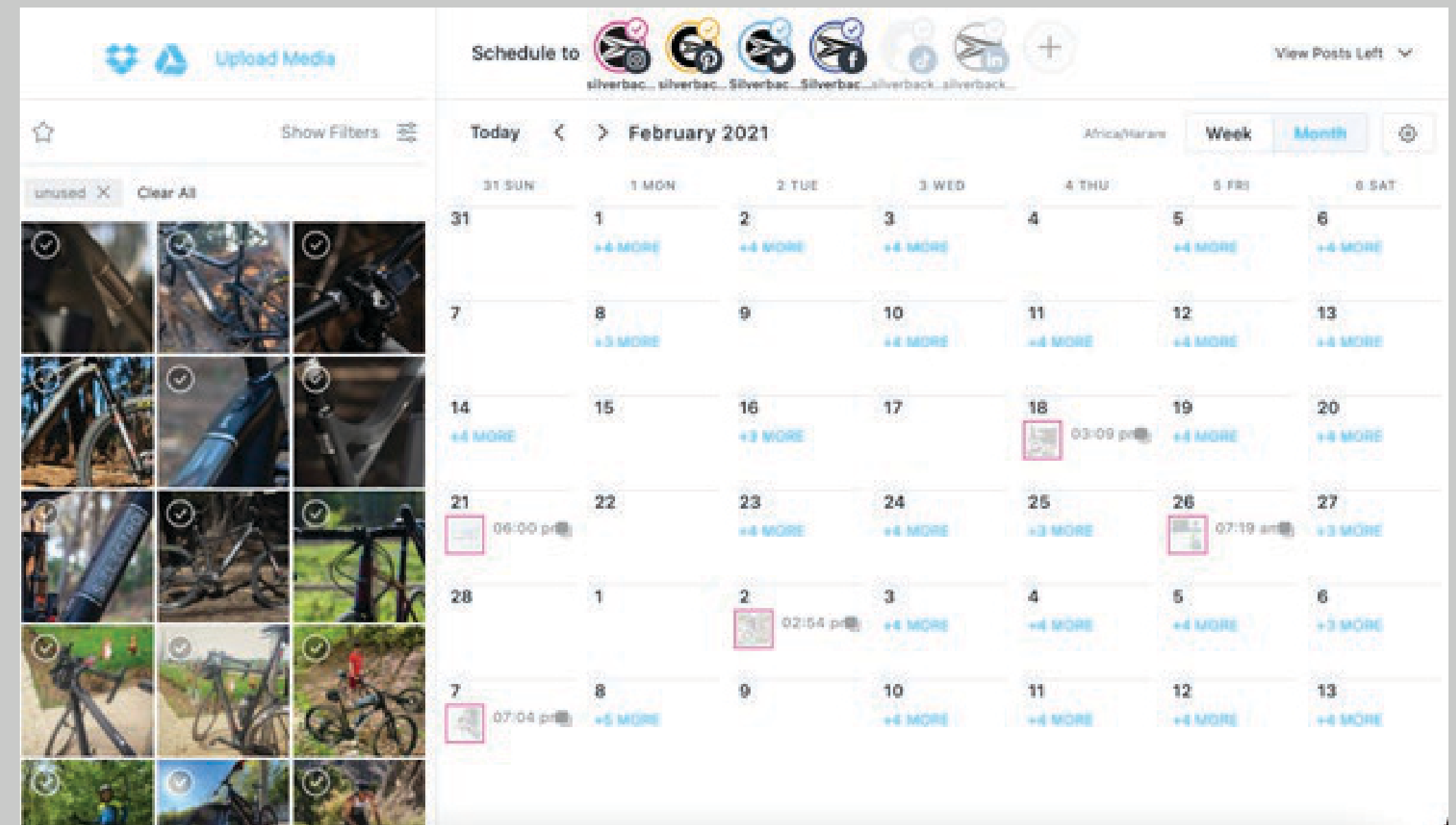
>Story:

1080 x 1920px

Timing

The best posting time is determined by the LATER app, which will provide you with information on when your audience/followers are most active.

For the last two years, posts are scheduled 90% of the time every day, approximately at 12PM.



Identity Guidelines Manual - SM Content guidelines (continued)

Silverback Bikes will not share any content from competitors (Canyon Bikes, Trek, Specialized etc, or any untrusted sources).
(Or any establishment that does not have street credibility)

Crediting Guidelines

Make sure to answer the following questions:

- When do you need to credit someone? With UGC (User Generated Content)
- What format should the credit follow Flash Cam Emoji: @Johnny123
- Are there different levels of crediting? If so, what are they? Tagging in the Caption or Clickable tag on the photo.
- When do you not need to credit someone? When content has been purchased or by written agreement from the content owner.

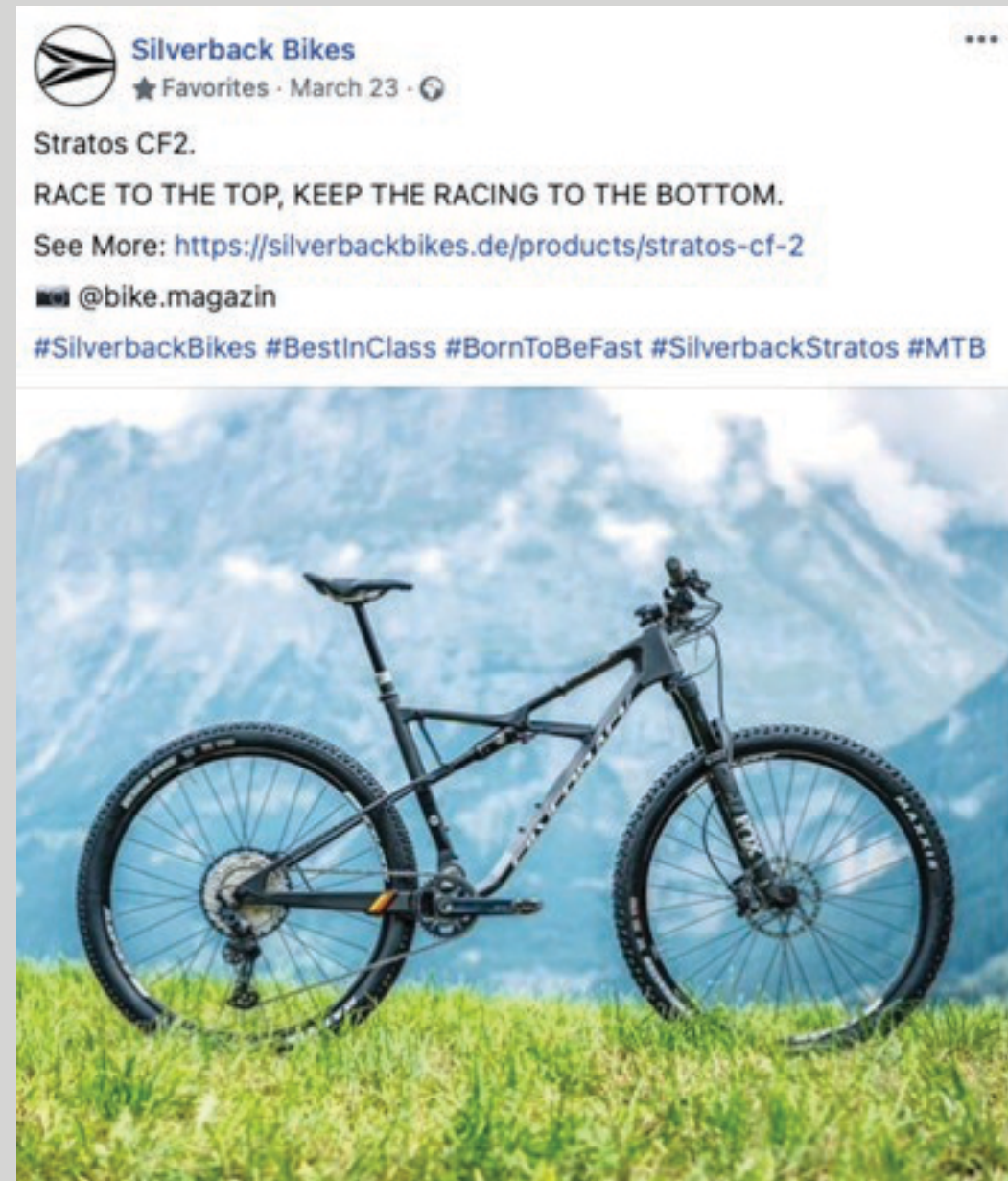
Page Optimization

- Optimize your Headers and Profile Images
- Provide Complete Company Information
- Customize your Facebook Page URL
- Add a Facebook Page CTA
- Optimize for SEO
- Pin your Best Content or Limited-Time Promotions to Top
- Facebook Page Tabs

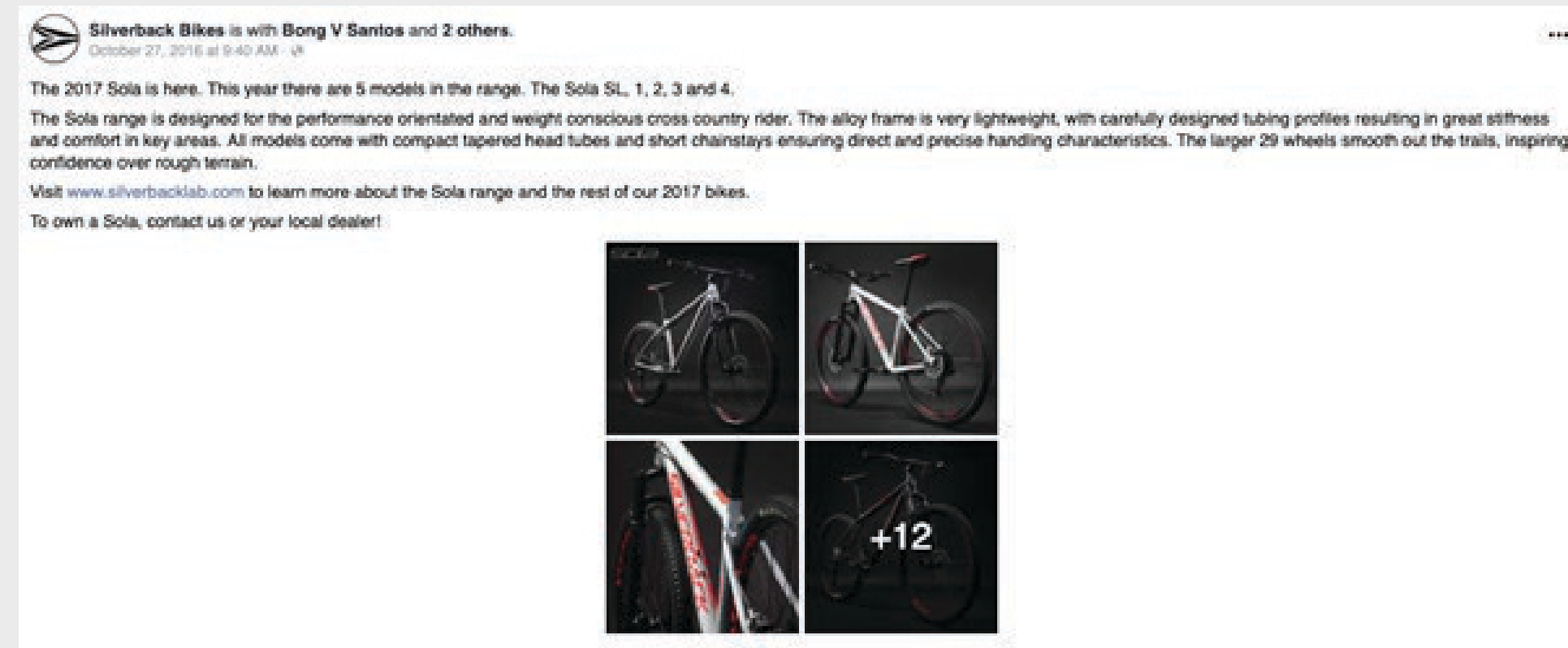
Silverback Logo use on SM

The logo is only used for the profile photo. Never on Images. Unless its a certain campaign.

Good Post Example



Bad Post Example



- >No hastags
- >General dealer push - better 'Call to action' needed
- >No product details
- >Webpage needs to show product page

Identity Guidelines Manual - Application on Products - Bicycles

Silverback Typography logo

This is recognisable from a distance. On all Silverback bikes the Typography logo takes front and center stage. Bold and clean, this is proudly displayed, primarily on the DT.



Silver arrow circle device - Headbadge

We live according to our true mark of excellence. Our Silverback Arrow is a symbol of quality and design distinction. We believe in innovation and fostering a culture of forward thinking, progressive design, exemplified by developing faster, better, lighter bicycles.



Silver arrow circle device - alternate

We use the Silver arrow as branding element detail in select locations.



German Flag

The German flag speaks of the quality of workmanship and attention to detail in design.

Identity Guidelines Manual - Application on Riding Kit (previous examples)

*All kit designs need to be signed off by STG HQ, Germany, - unless otherwise agreed by licencing agreement.



Identity Guidelines Manual - S-Electro Electric Bikes

Main Electric bike logo.

S-Electro falls under the STG group of companies. It is a stand-alone brand, but products will be co-branded Silverback for select markets.

S-Electro stays true to Silverback's BIC ethos, producing quality products at the best possible price.

This will feature prominently on our S-Electro frames and is also recommended for editorials and marketing collateral.

S-ELECTRO

S-ELECTRO

Flat E symbol minimum clearance



Secondary supplementary Electric bike logo

Silverback Electric Technology - This mark represents evolution. How S-Electro as brand embraces modern electric bicycle technologies.

This will feature prominently on our S-Electro frames and is also recommended for editorials and marketing collateral.



Main P&A logo

SURFACE
C O M P O N E N T S

P&A Sub brand - mostly used for accessories

BORNTOBEFAST
A C C E S S O R I S E T O R I D E

**BORN
TO BE
FAST**

P&A Sub brand - mostly used for helmets & shoes

HUMAN FACTORS ENGINEERING
SPACE



Superbike Technologies Group

Brand Corporate Identity Manual