For any questions regarding the Detroit Bikes style guide,
please e-mail **info@detroitbikes.com**.
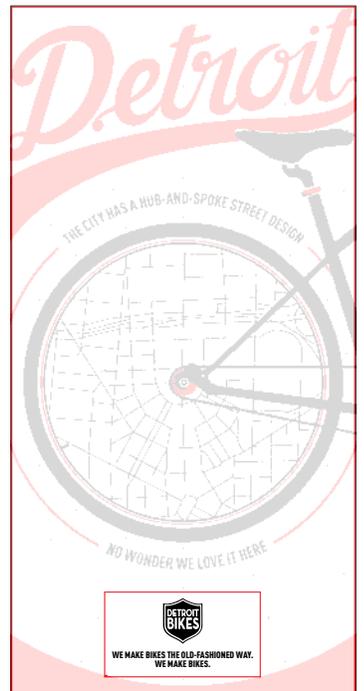
DETROIT BIKES STYLE GUIDE

PRIMARY LOGO

• Proper clear space surrounding the logo should be used at all times. Please see below for reference.
• EPS files should be used whenever possible, since they are the highest-quality files provided.
• PNG files are used for digital ONLY.

Detroit Bikes Logo_K.eps

Tagline Usage

The tagline "WE MAKE BIKES THE OLD-FASHIONED WAY. WE MAKE BIKES." can be used with the logo. It should be set in all caps, using Din Cond Black. Below are some examples of placement in conjunction with the logo. Please note that the size relationship between the logo and the tagline remains consistent, while the color and placement are dictated by the design.

DETROIT BIKES STYLE GUIDE

Clear Space

As the primary visual representative of Detroit Bikes, the logo should stand out from other graphic elements. Whenever the Detroit Bikes logo is used, it must be surrounded by at least a minimum area of clear space. No illustrative matter, words, symbols or marks are to intrude upon this area. This clear space is indicated by the x-unit below. The x-unit is based on the height of the "D" in "DETROIT."

Minimum Size Usage

The Detroit Bikes logo should never appear smaller than 0.5"/36 pixels in height, whether standing alone or combined with other approved nomenclature.

Minimum Use
(0.5"/36 pixels in height)

Proper Resizing of the Logo

When resizing the logo, the original proportions of the logo should not be altered in any way.

Proper Proportions

Improper Proportions

DETROIT BIKES STYLE GUIDE

Color Palette

The consistent use of these two colors as the color palette reinforces the Detroit Bikes design identity.

Detroit Bikes Red	Black	Gray	White

CMYK
0 100 100 0

RGB
237 28 36

HEX
CC2229

CMYK
0 0 0 100

RGB
0 0 0

HEX
272425

CMYK
0 0 0 70

RGB
109 110 112

HEX
6D6E70

CMYK
0 0 0 0

RGB
255 255 255

HEX
FFFFFF

The following pages provide additional logo formats to be used accordingly. Please follow the guidelines below to determine the proper file-type usage.

File types and usages — PRINT

Black EPS
For use in all printed materials, including, but not exclusive to, communications, signage, merchandise and collateral whenever possible. Every effort should be made to use this logo on all print pieces. If background colors or images cause the logo to lose readability, backgrounds should be adjusted to improve readability, or the white logo listed below can be used. This logo should not be altered in any way, including, but not limited to, adding highlights, drop shadows or outlines.

White EPS
For use in print applications on dark backgrounds.

File types and usages — DIGITAL/VIDEO

Black PNG
For use in Web, video, social media applications and digital presentations whenever possible. Every effort should be made to use this logo in digital/video environments. If background colors or images cause the logo to lose readability, backgrounds should be adjusted to improve readability, or one of the logos on the next page can be used. This logo should not be altered in any way, including, but not limited to, adding highlights, drop shadows or outlines.

Flat-White (RGB) PNG
For use in Web and social media applications, and digital presentations on dark backgrounds where the black version of the logo cannot be used.

DETROIT BIKES STYLE GUIDE

Primary Logo Usage – PRINT

Black or White EPS
The primary (EPS) logo is to be used whenever possible. Every effort should be made to use this logo on all print pieces. For consistency throughout communications, the logo units have been provided as high-resolution art assets and should not be re-created.

Detroit Bikes Logo_K.eps

Detroit Bikes Logo_Rev.eps

Primary Logo Usage – DIGITAL

Full-Color (RGB) PNG
PNG format is the recommended format to provide a transparent background for the logo. All logos are also available in JPEG format. JPEGs have an embedded white background within the file. For consistency throughout communications, the logo units have been provided as high-resolution art assets and should not be re-created.

Detroit-Bikes-Logo_K.png

Detroit-Bikes-Logo_Rev.png

Fonts

DIN Cond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:'?!"=+

DIN Cond - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:'?!"=+

DIN Cond - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:'?!"=+

DIN Cond - Regular

Handcrafted Type

For design purposes, another option is to use illustrated type, staying within the style of DIN Cond, as shown in the examples below. Texture can be applied to the illustrated type, using the below examples as a guide for look and feel.