



A project by Moko Srl

BRAND GUIDELINES

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The logotype

The BikedIn project uses Poppins (Google Font) for all online and offline communication.

Starting from Poppins Medium, the letters have been reworked to create a custom logo.

BIKEDIN
IN GOOD COMPANY



 construction unit

 $x = 1 + 1/2 a$

The payoff

The payoff can be used on its own or can accompany the BikedIn logo.

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The pictogram

The pictogram is a stylization of the main elements of the bicycle: the handlebar and the wheel.

The pictogram must ALWAYS be present in the BikedIn logo.



The logo and its variants

_MAIN LOGO

Combine logotype, payoff and pictogram.

_SECONDARY LOGO

Combine logotype and pictogram.

_SQUARE LOGO

It synthesizes the logo (IN) in combination with the pictogram.

MAIN LOGO



SECONDARY LOGO



SQUARE LOGO



Area of respect



Indicates the minimum space that must exist between the logo and other elements, such as text, images, margins, as well as the space within which other objects must not enter and interfere.



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Readability

_MAIN LOGO

For horizontal spaces with a height equal to or greater than 16mm

MAIN LOGO

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_SECONDARY LOGO

For horizontal spaces less than 16 mm high

SECONDARY LOGO

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_SQUARE LOGO

For spaces whose w / h ratio is less than 3: 1, and in any case for any application less than 10 mm

SQUARE LOGO

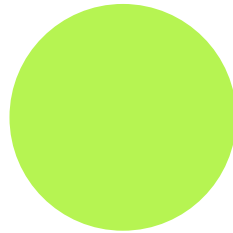
In

Color palette

The color palette recalls the environmental theme and the urban context.

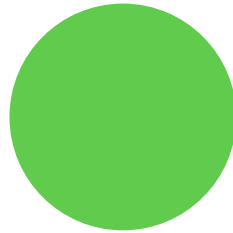
The palette can be used both for printing and for web/app applications

PRIMARY PALETTE



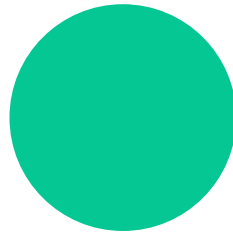
Greenapple

C37 M0 Y84 K0
R182 G 244 B82;
#B6F452



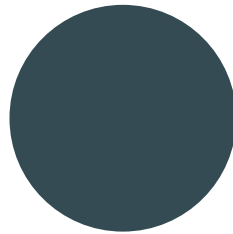
Mantis

C62 M0 Y84 K0
R7 G203 B77;
#61CB4D



Carribean Green

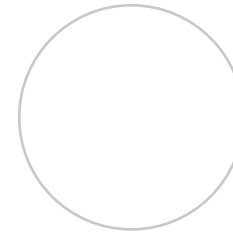
C70 M0 Y56 K0
R5 G99 B147
#05C793



Oxford Blue

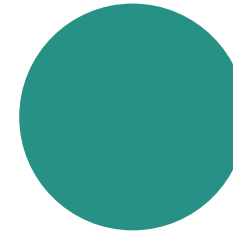
C78 M53 Y47 K44
R52 G75 B83;
#344B53

SUPPORT PALETTE



White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



Turquoise

C78 M21 Y52 K4
R39 G145 B133
#279185

Chromatic variants

_POSITIVE

The logo on a white background uses a combination of Mantis / Oxford Blue.

_NEGATIVE

In the presence of dark backgrounds, a combination of White and Mantis / Greenapple is used, the latter to be chosen in order to obtain a correct degree of legibility and contrast.

POSITIVE



NEGATIVE



Chromatic variants

Examples of logo's application on different colors backgrounds.

According to the needs, monochromatic White / Oxford Blue applications are also allowed, always maintaining a correct degree of legibility and contrast.



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Logo on images

On the images it is recommended to use the monochrome logo in compliance with the indicated color palette, always maintaining a correct degree of legibility and contrast.



What not to do

DO NOT change the structure, proportions, direction and positioning of the logo for any reason.

The pictogram must ALWAYS be present

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