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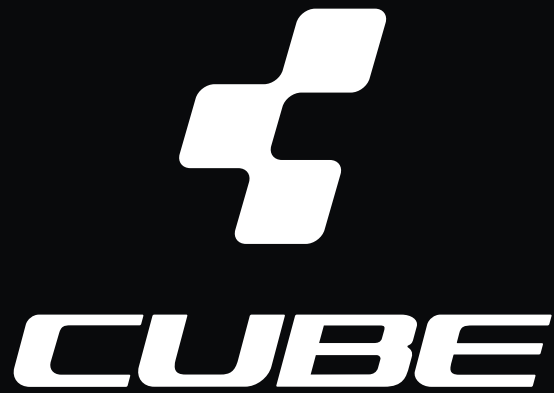
05.4 What not to Do

06 BRAND POSTER



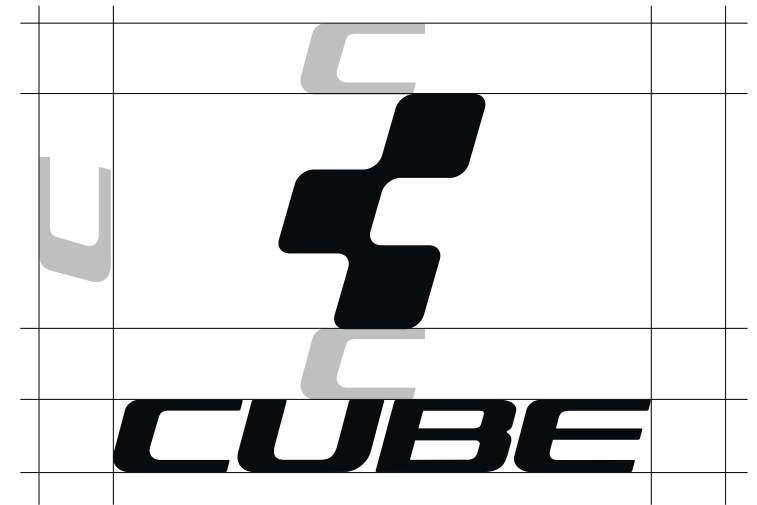
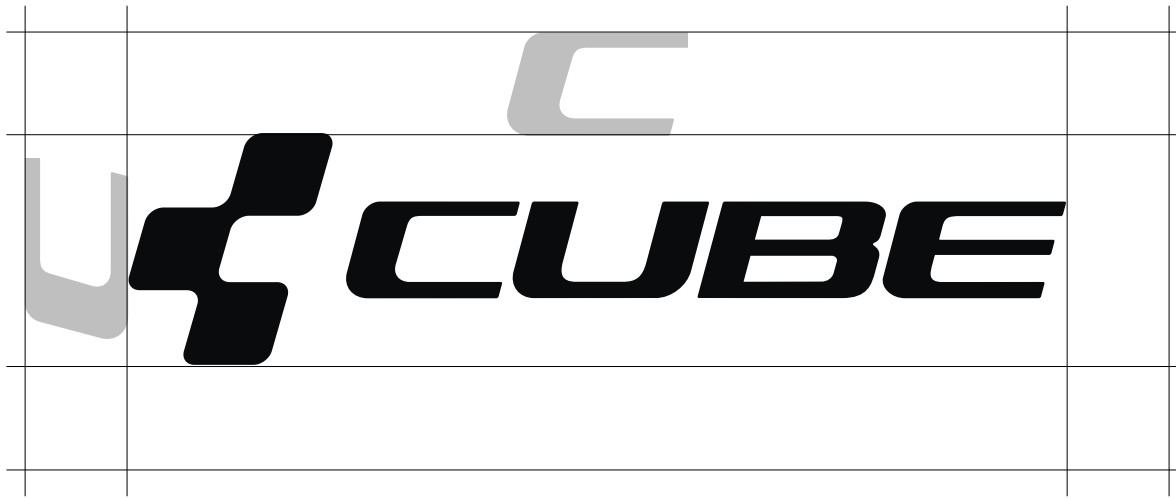
CUBE CORE LOGO

The core logo must be used in all print and digital communications.



CUBE PORTRAIT LOGO

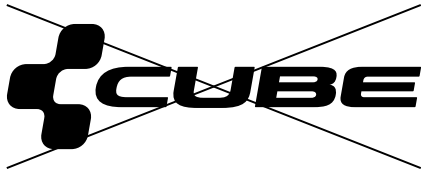
The portrait logo may only be used in cases where a portrait format is absolutely necessary, such as profile pictures for social media usages.



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To preserve the logo's integrity, always maintain a minimum of clear space around the logo. The minimum clear space is defined as the height of the "C" of the CUBE wordmark.



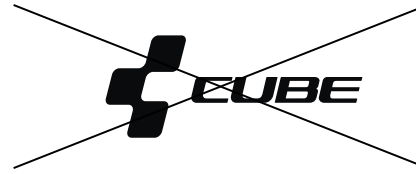
—
Depending on the background, the logo can be used in white or black.



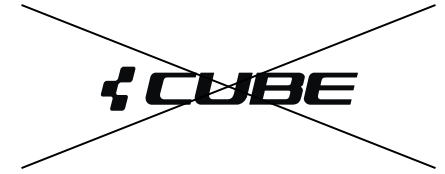
Do not use the old logo version.



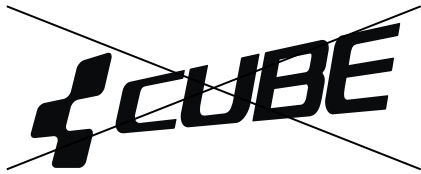
Do not change the position of icon and wordmark.



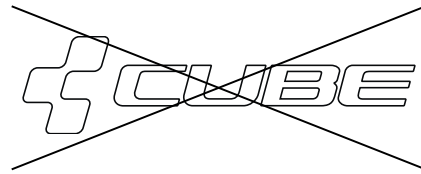
Do not change the proportions of the logo elements.



Do not change the proportions of the logo elements.



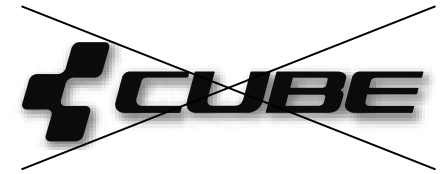
Do not distort the logo.



Do not use outlines.



Do not use gradients for the logo.



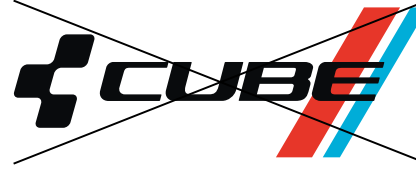
Do not use shadows or any other effects for the logo.



Do not colorize the logo.



Do not fill the logo with a photo.



Do not combine the logo with any other graphic elements.



Do not combine the logo with any other wordings.



Do not use any other fonts or effects.



WHITE

BLACK

BLUE

RED

Pantone Black

Pantone Process Blue

Pantone 485

cmyk
0 0 0 0

cmyk
60 40 20 100

cmyk
100 26 0 0

cmyk
0 95 100 0

web
#ffffff

web
#000000

web
#0086cf

web
#ff0d00

YS 701

YS 728

IS 04-4000

YS 715

| FONT | WEIGHT | HEADLINE TYPEFACES | BODY COPY TYPEFACES |
|---------|---|--|----------------------------------|
| DIN PRO | LIGHT REGULAR BOLD BLACK | DIN PRO BOLD <i>DIN PRO BOLD ITALIC</i> DIN PRO BLACK <i>DIN PRO BLACK ITALIC</i> | DIN PRO REGULAR DIN PRO LIGHT |

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The DIN Pro font must be used in all instances where typography is required. Please make sure you have valid licences for the DIN Pro typefaces.






Aa

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z Ä Ö Ü





a b c d e f g h i j k l m n o p q r s t
u v w x y z ß ä ö ü


0 1 2 3 4 5 6 7 8 9 & @ € ! \$ % / () = ?



-  Pantone Black
-  Pantone 638
-  Pantone Process Blue
-  Pantone 485
-  Pantone 1805



-  Pantone Black
-  Pantone 638
-  Pantone 485
-  Pantone 1805


Please contact us for a design template if you want to use our design elements on white background.



Side views must be shown on white background.

For all side view pictures, a minimum clear space of 1/10 of the width of the bike must be maintained on all sides.

In side view pictures the bike must be shown with shadows.



REACTION HYBRID

To ensure the visibility and impact of the bike, do not overlay it with text or any other graphic elements in pictures with black background.



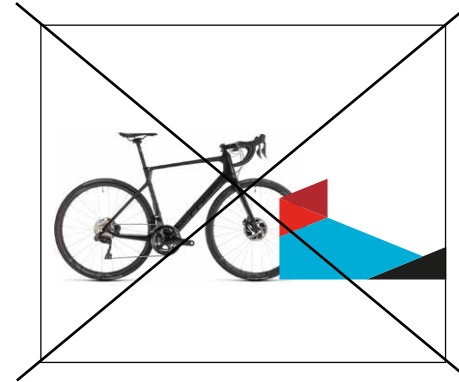
—
In action pictures, do not overlay the bike or its rider with text or any other graphic elements.



Do not show the bike without shadows in side view pictures.



Do not overlay the bike with text in sideview pictures.



Do not overlay the bike with graphic elements in sideview pictures.



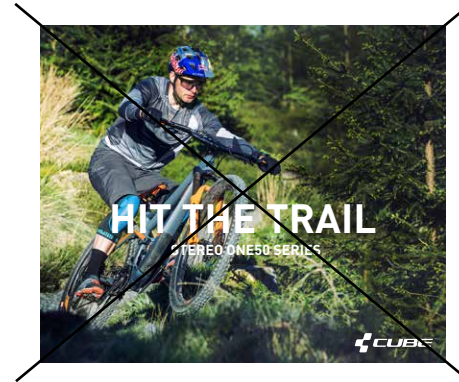
Do not use any other background than white color for the sideview pictures.



Do not use any other background than white color for the sideview pictures.



Do not overlay the bike with text or any other graphic elements in pictures with black background.

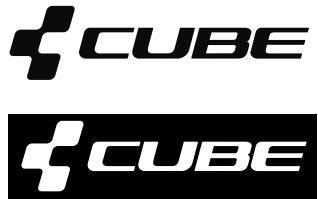


Do not overlay the bike or its rider with text or any other graphic elements in action pictures.

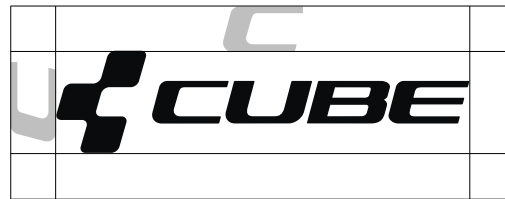
IDENTITY



USAGE OF LOGO



Allowed logo colors: white and black



A minimum of clear space has always to be maintained around the logo.

COLORS



WHITE

cmyk 0 0 0 0
web #ffffff



BLACK

Pantone Black
cmyk 60 40 20 100
web #000000



BLUE

Pantone Process Blue
cmyk 100 26 0 0
web #0086cf



RED

Pantone 485
cmyk 0 95 100 0
web #ff0d00

TYPOGRAPHY

Attention Please: Double check if anyone reads the whole stuff carefully. Be the first who sends a mail to Marc.Fuerbringer@cube.eu with the Subject: DOUBLE CHECK and win a special price – money can't buy it.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÄÖÜ

abcdefghijklmnop
qrstuvwxyzäöü

0123456789&@€!\$/

FONT

DIN PRO

WEIGHT

LIGHT
REGULAR
BOLD
BLACK

HEADLINE TYPEFACES

DIN PRO BOLD
DIN PRO BOLD ITALIC
DIN PRO BLACK
DIN PRO BLACK ITALIC

BODY COPY TYPEFACES

DIN PRO REGULAR
DIN PRO LIGHT