



**CORPORATE DESIGN MANUAL**

**- INTERMEDIATE -**

## THE MAIN LOGO

---



This is the compact RAYMON logo, which builds the basis for all corporate communication actions. It should be used on all communication materials, be it print or digital.

# MAIN LOGO WHITE SPACE

---



In order to maintain the integrity of the logo, the distance up and down must always be at least once its height, and twice the height to the left and right. The only exception is the placement on the bike frame.

## THE COMPACT LOGO

---



This is the compact RAYMON logo, which is used on applications on small sizes, on which the legibility or producibility of the claim isn't given.

## COMPACT LOGO WHITE SPACE

---



To maintain the integrity of the logo, the distance up and down must always be at least the distances shown above. The reference height is the height of the RAYMON typography. The only exception is the placement on the bike frame.

## VERTICAL LOGO

---



For all applications that require a more quadratic proportion in which the main logo can not be used enough, or is not legible enough.

## ALTERNATIVE FOR SMALL SIZES

---



Alternative logo without the claim.  
To be used in applications, if the claim becomes too small and isn't legible or printable.

## FRAME LOGO

---



This is logo variant that has to be used as the logo on the frame.

It can be placed with any visually appropriate white-space, (not following the whitespace guidelines of the print / web) and any color, preferably neutral colors (white, black, silver, grey).

The legibility of the brand name must be given in any case! The position of the R. RAYMON "R" can be varied in 1/2 size steps to ensure the graphical integrity and recognizability of the "R".

## HEAD TUBE

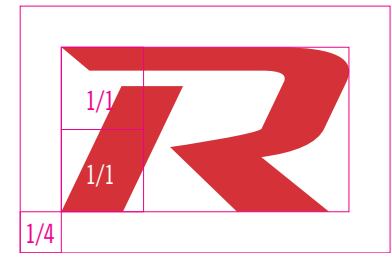
---



This is the variant to be used on head tubes or similar product applications.

# THE R ICON

---



This is the RAYMON “R” icon. It can be used individually, but especially in the beginning has to be accompanied by the main logo, to anchor the icon with RAYMON in the long term.



## COMPONENTS LOGO

---



This is the logo for all components, like seat post, bars, stem etc.

## FLIP LOGO

---



This is a special logo for components that can be used in two ways (like f.e. stem).

# TYPOGRAPHY

---

**GOBOLD EXTRA 1 REGULAR**  
**0123456789**

This font should be used for all head-  
lines, typography on the product, NOT for  
body texts!

***GOBOLD EXTRA 1 ITALIC***  
***0123456789***

News Gothic CN BT Regular  
0123456789

This is font, that should be used for all  
body text.

*News Gothic CN BT Italic*  
*0123456789*

# COLORS

---



## RED

Pantone: 1797 C  
CMYK: C10% / M90% / Y70% / K5%  
RGB: R210 / G50 / B60  
HEX: #d2323c



## Black

Pantone: Black C  
CMYK: 60% / M50% / Y40% / K90%  
RGB: R27 / G27 / B27  
HEX: #1b1b1b



## White

CMYK: C0% / M0% / Y0% / K0%  
RGB: R255 / G255 / B255  
HEX: #ffffff