

BRANDING GUIDE



Dynamic Bicycles and Racks Come Branded with Your Logo.

This guide provides information and artwork specifications for the branding of the On Bike Share bicycles and racks. For best results, please provide artwork that meets our size and quality requirements.

Artwork Formats:

Preferred: Adobe Illustrator (.AI) or .EPS (postscript)

Acceptable: Full scale .PDF or .JPG, 300dpi

STANDARD BRANDING PACKAGE

(Included with all systems)

INCLUDES:

- (1) Downtube Decal
(both sides of frame, 4 color)
- (2) Fleet Number Decal
(both sides of seat tube and rear fender)
- (3) Basket sign
(both sides, printed on styrene, 4 color)



PREMIUM BRANDING PACKAGE (OPTIONAL UPGRADE)



INCLUDES:

- (1) Downtube Decal
(both sides of frame, 4 color)
- (2) Fleet Number Decal
(both sides of seat tube and rear fender)
- (3) Basket sign
(both sides, printed on styrene, 4 color)
- (4) Painted Fenders and Chainguard
(color match to logo)

Premium branding option includes standard branding as well as painted fenders and chainguard. These components are custom painted to color match your logo. If available, please provide a Pantone or CMYK color for your logo color.

FRAME DECALS



13"

1.75"

YOUR BRANDING HERE

Frame Decal:

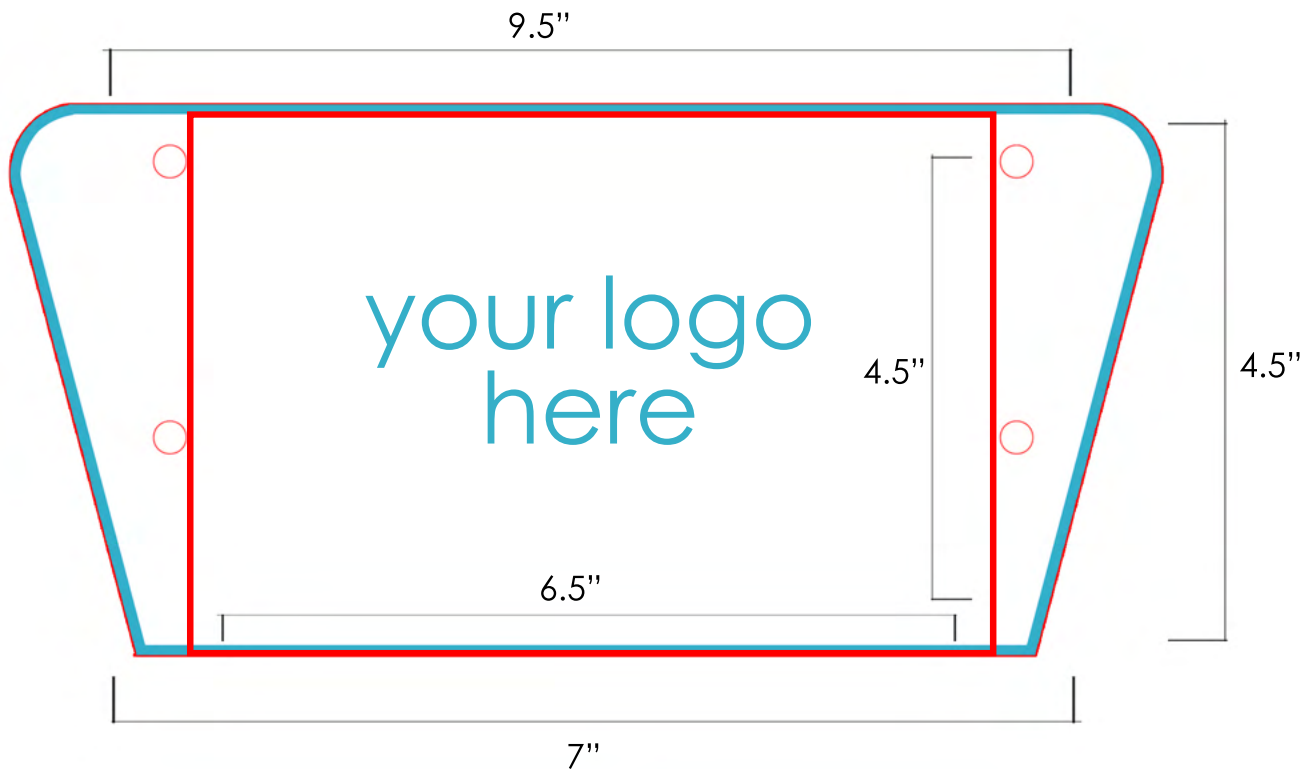
- Both Sides of Frame
- 4 Color

* Colored fenders and chainguard available with our premium branding package

BASKET PANELS

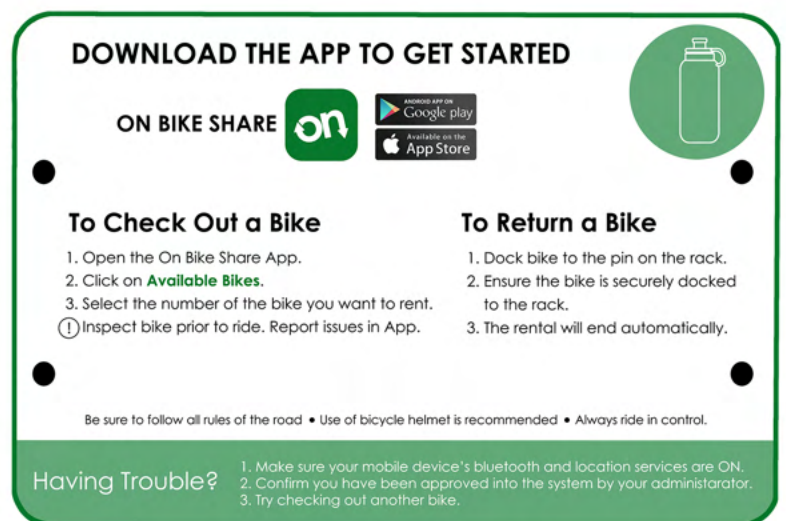
4-Color printing on full area with bleeds.

Panel is diecut from white styrene with holes for attaching to basket with zip ties



Inside (bottom) Basket

All baskets feature a styrene panel with this design on the inside bottom of the basket



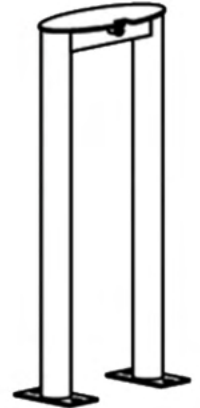
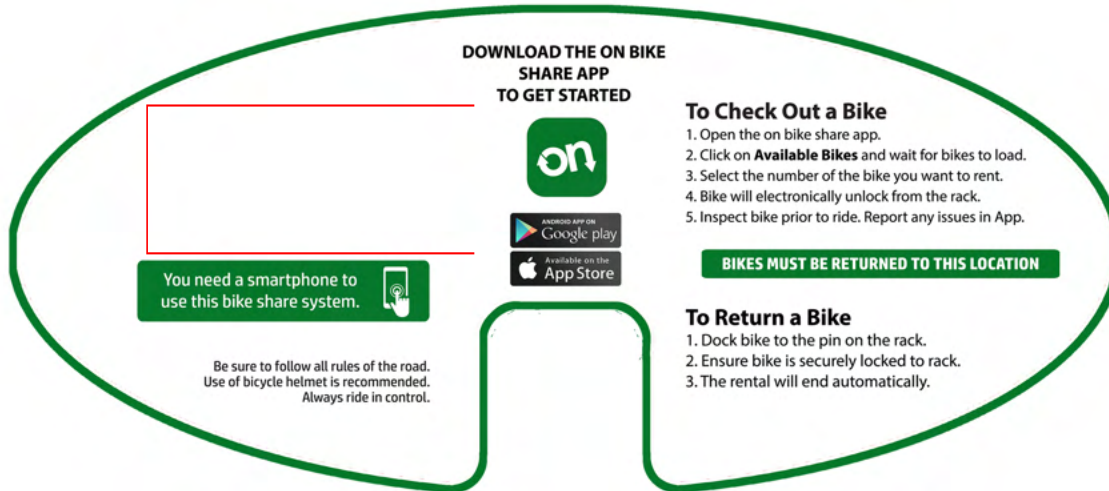
NOTE: IF YOU WOULD LIKE TO DESIGN THE RACK TOP AND/OR BASKET PANELS YOURSELF, PLEASE ASK, AND WE WOULD BE HAPPY TO SEND YOU THE TEMPLATES FOR THESE IN PHOTOSHOP FORMAT.

RACK TOPS

RACK TOP (single - holds one bike)

Approximate size: 5" Tall x 12" Wide.

Note: Black color is rack surface; white area is branding area. 4-color printing.



RACK TOP (double - holds 2 bikes)

Approximate size: 5.9" Tall x 12.6" Wide.

Note: Black color is rack surface; white area is branding area. 4-color printing.

