



# visual standards

# **our brand book**

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**our brand identity  
is one of our most  
important assets.**

It's the cornerstone of any marketing exercise. Like all brands it needs to be respected if its value is to be maintained.

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logo

# 1.1 our logos

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This is the only 4 logos that may be used.

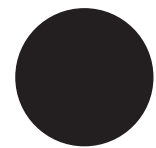
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**colour**



# 1.2 our primary colours



**PANTONE BLACK**

**cmyk**

**c0/m0/y0/k100**

**rgb**

**r0/g0/b0**

**html**

**#000000**



**PANTONE 185C/U**

**c0/m93/y79/k0**

**r228/g0/b43**

**#E4002B**

This is the two main primary colours.

On corporate stationery or outside signage, this is the only two colours the logo may be displayed in/on.

# 1.3 our secondary colours

|                                                                                   |                       |                               |                              |                        |                                                                                     |                       |                                 |                              |                        |
|-----------------------------------------------------------------------------------|-----------------------|-------------------------------|------------------------------|------------------------|-------------------------------------------------------------------------------------|-----------------------|---------------------------------|------------------------------|------------------------|
|  | <b>PANTONE 563C/U</b> | <b>cmyk</b><br>c54/m0/y29/k2  | <b>rgb</b><br>r107/g187/b174 | <b>html</b><br>#6BBBAE |  | <b>PANTONE 548C/U</b> | <b>cmyk</b><br>c100/m21/y28/k76 | <b>rgb</b><br>r0/g61/b76     | <b>html</b><br>#003D4C |
|  | <b>PANTONE 152C/U</b> | <b>cmyk</b><br>c0/m66/y100/k0 | <b>rgb</b><br>r229/g114/b0   | <b>html</b><br>#E57200 |  | <b>PANTONE 228C/U</b> | <b>cmyk</b><br>c16/m100/y14/k42 | <b>rgb</b><br>r137/g12/b88   | <b>html</b><br>#890C58 |
|  | <b>PANTONE 103C/U</b> | <b>cmyk</b><br>c5/m5/y100/k16 | <b>rgb</b><br>r197/g169/b0   | <b>html</b><br>#C5A900 |  | <b>PANTONE 549C/U</b> | <b>cmyk</b><br>c56/m8/y9/k21    | <b>rgb</b><br>r107/g164/b184 | <b>html</b><br>#6BA4B8 |

These are the six secondary colours.  
These colours may be used in conjunction with BLACK on design collateral.



**logo+colour**

2



## 2.1 standard logos: COLOUR [primaries]



 **PANTONE BLACK**

 **PANTONE 185C/U**

This is the two main primary colours.

On corporate stationery or outside signage, this is the only two colours the logo may be displayed in/on.

## 2.2 standard logos: COLOUR [seconadries]



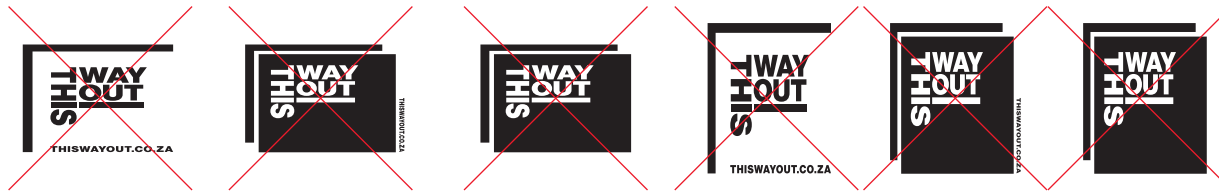
The logo may be used in or on these colours, but only inside/indoor/ on interior. In other words, you cannot put the logo in/on these colours on the front of a brochure or on a letterhead / Powerpoint cover, or on the outside of a shop, but you may use it on the inside. Discretion is to be used when using the logo in these colours.



**「logo yes+no!**

**3**

# 3.1 logo: do not do this with the logo



non proportional scaling



omit items



mix colour



use non standard colours or effects

# 3.2 logo: do not block the logo



**put in any colour block**

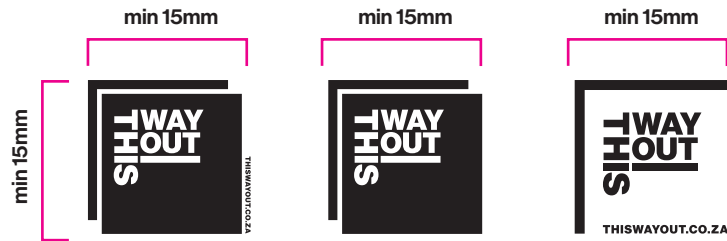
The logo may be placed on a photo as long as it is legible



**too light on light**



# 3.3 logo: too big too small



when the URL becomes too small to read,  
rather use the logo option without it.

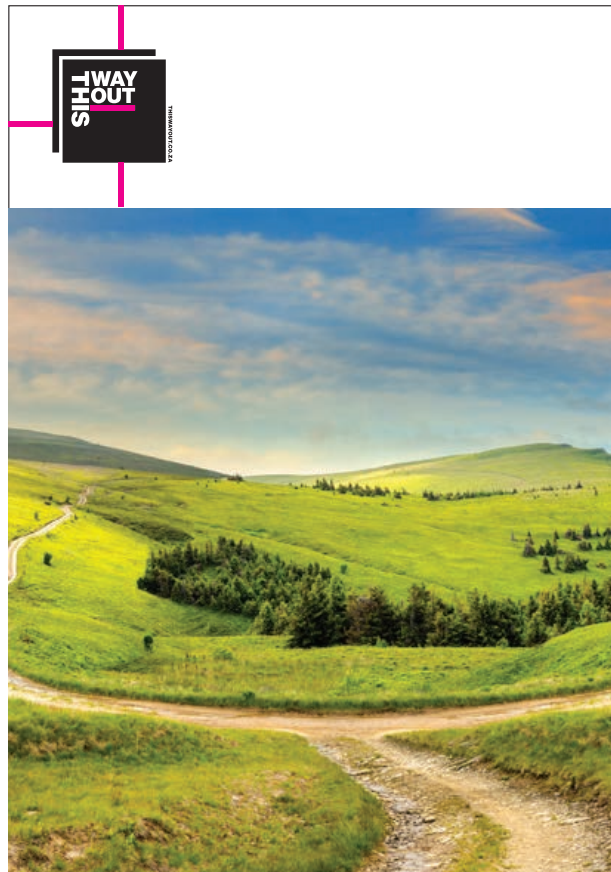
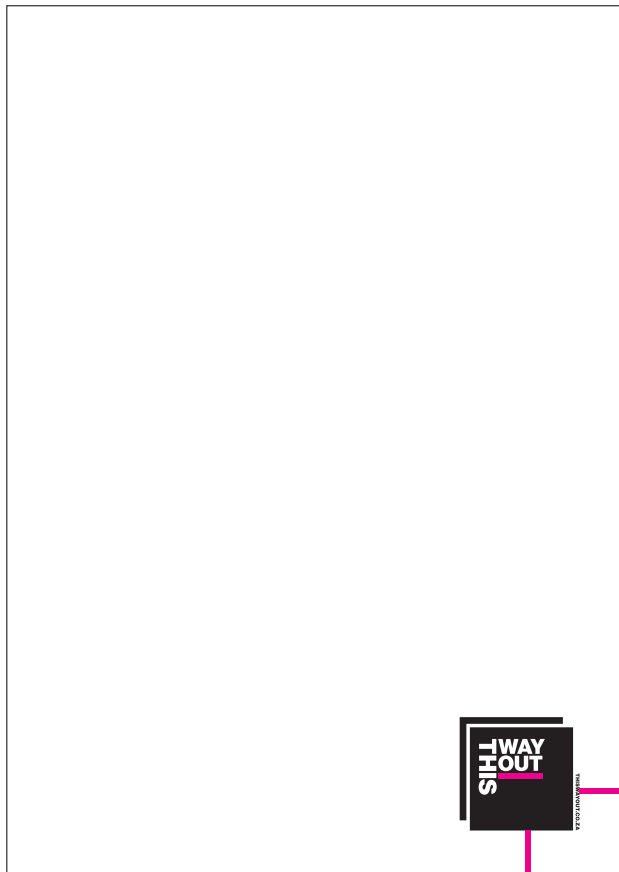


rather >



do not use the logo too big on a page.

# 3.4 logo: space from edge/other objects



**use the underline of “OUT” to establish the minimum distance from an edge or any other object**



**icons+**  
**photography**

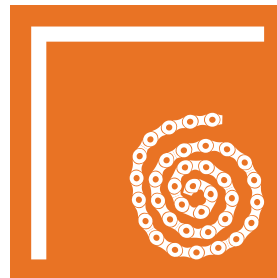
**4**



# 4.1 icons



When using the icon alone



When placing it on a backing

You may use the icons above. Should you require additional icons, you may buy/create them as long as they are similar in style. Icons may be placed in all allowed brand colours.

# 4.2 icons sections



G1

ALPINE STARS  
LIFESTYLE CLOTHING



G2

RACEFACE  
LIFESTYLE CLOTHING



G3

RACEFACE  
LIFESTYLE CLOTHING



G4

HELLY HANSEN  
FOOTWEAR



G5

SOCKS



G6

HELLY HANSEN  
FOOTWEAR



G7

ACCESSORIES



G8

ALPINE STARS  
CYCLING CLOTHING



G9

ALPINE STARS  
CYCLING CLOTHING



G10

NORTHWAVE  
CLOTHING



G11

ACCESSORIES  
PROTECTION,  
KNEE GUARDS,  
SLAPSOCKS



G12

HELMETS



G13



G14

FOOTWEAR



G15

EVOC - LUGGAGE AND  
HYDRATION



G16

EVOC - LUGGAGE AND  
HYDRATION



G17

ROCKY MOUNTAIN  
BIKES

G18

ROCKY MOUNTAIN  
BIKES

G19

ROCKY MOUNTAIN  
BIKES

G20

ROCKY MOUNTAIN  
BIKES

G20.1

ROCKY MOUNTAIN  
BIKES

G20.2

ROCKY MOUNTAIN  
BIKES

G24

RACEFACE - COCKPIT,  
HANDLEBARS, STEM,  
SEATPOST ETC



G25

EASTON - COCKPIT,  
HANDLEBARS, STEM,  
SEATPOST ETC



G28

SUPPLEMENTS



# 4.2 photography

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Photography should be fresh and inspiring.  
The brands that we stock will give a clear indication of the type of photography we align ourselves with.

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**typography**

**5**

# 5.1 typography

Neue Haas Grotesk Display – REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+

Neue Haas Grotesk Display – ULT THIN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+

*Neue Haas Grotesk Display – MEDIUM ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+*

Neue Haas Grotesk Display – XLIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+

*Neue Haas Grotesk Display – ULT THIN ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+*

**Neue Haas Grotesk Display – BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+**

*Neue Haas Grotesk Display – XLIGHT ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+*

Neue Haas Grotesk Display – LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+

***Neue Haas Grotesk Display – BOLD ITALIC***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+***

Neue Haas Grotesk Display – THIN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+

*Neue Haas Grotesk Display – LIGHT ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+*

**Neue Haas Grotesk Display – BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+**

*Neue Haas Grotesk Display – THIN ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+*

**Neue Haas Grotesk Display – MEDIUM**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+**

***Neue Haas Grotesk Display – BLACK ITALIC***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890\$!™£¢∞§¶•ªº—≠±!@#\$\$%^&\*()\_+***

We use Neue Haas Grotesk Display (OTF) and any of its styles.



**layout+**  
**stationery**



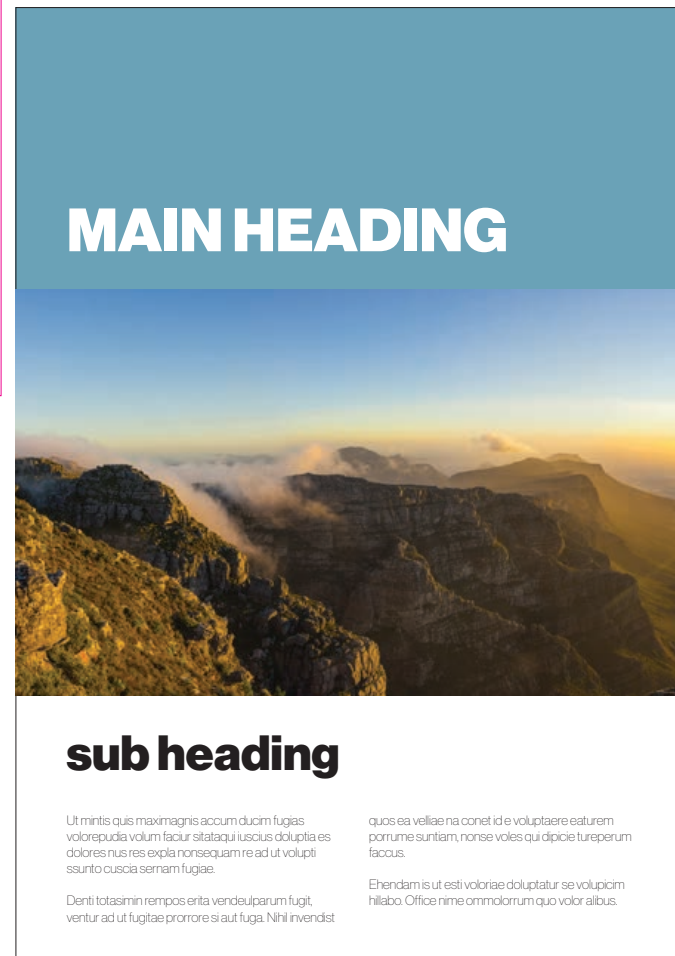
# 6.1 layout



- 1 Layouts should be clean and fresh. Please allow for sufficient white space in all designs. Do no clutter the page.
- 2 The logo can be used in either Pantone Black or Pantone 185C [red] on any external communication. The logo may not be used in the secondary colours, although other elements may.
- 3 The black line "Supporting shape" may be used in designs and layouts to support/divide elements.



# 6.2 layout



4 Please use double column layouts when dealing with large amounts of copy.

5 The secondary colours may be used as block backings.

6 The logo may be placed on a photograph as long as it is clearly visible.



# 6.3 business cards and letterheads

- 1 Business card size is 80mmx80mm
- 2 Printed on 300gsm Respecta
- 3 Pantone Red 185C



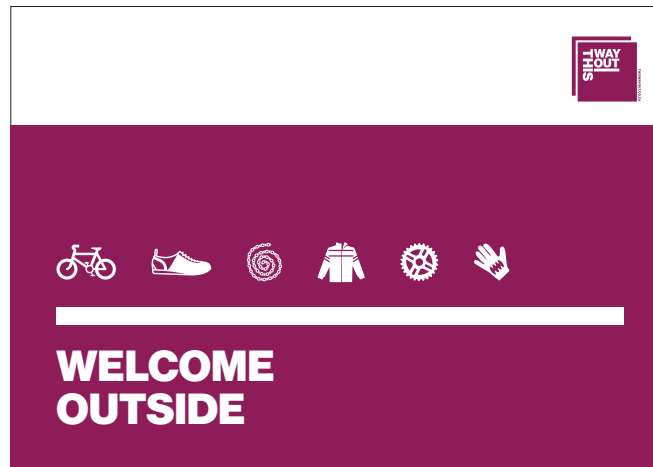
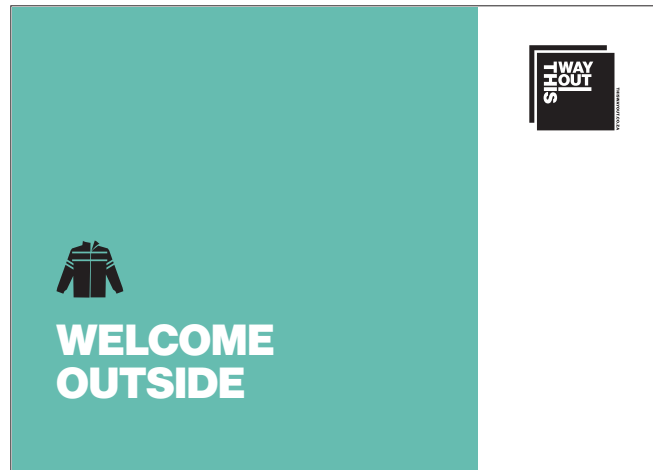
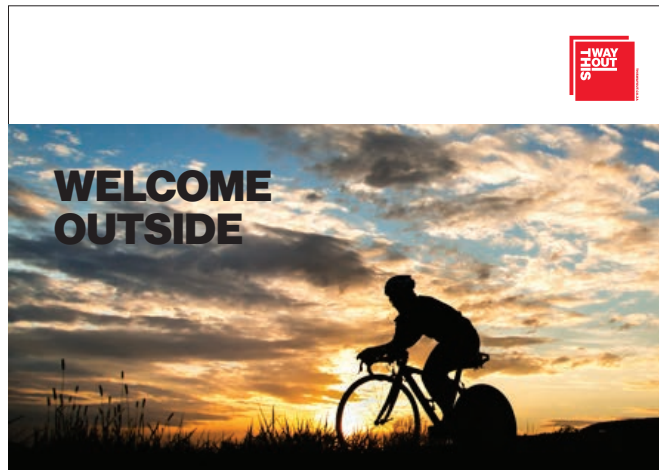
## LETTERHEAD TBC



**indoor  
promotions**

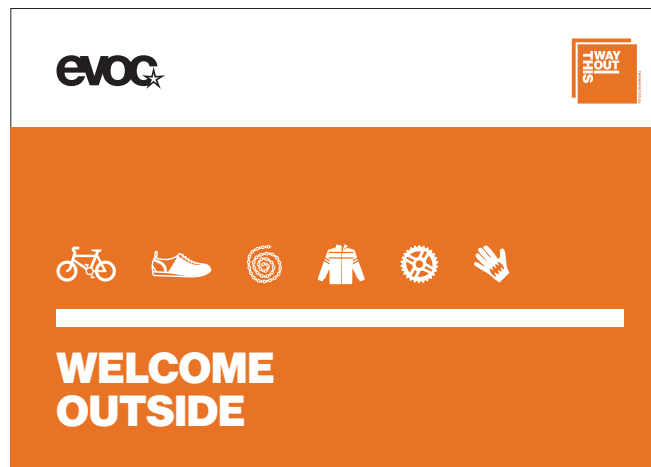


# 7.1 indoor: This Way Out branding



1 Layouts should be clean and fresh.  
Please allow for sufficient white space in all designs. Do not clutter the page.

# 7.2 indoor: Co-branding: TWO=HERO



1 Layouts should be clean and fresh.  
Please allow for sufficient white space in all designs. Do not clutter the page.

2 Use this branding style when creating advertising/promotional item where THIS WAY OUT is the hero.

3 If the Brand/Product is the HERO please refer to section 7.3

4 Always consider co-brand's brand rules.

# 7.3 indoor: Co-branding: PRODUCT=HERO

**next**

**A WIDER VIEW OF CARBON**

The NEXT evolution for your go-to 'pedal-ly' bike; ultra lightweight for climbing efficiency, wide and stiff for sketchy descents. Ride wide, balanced and in control with three new bar offerings:

WIDE FLAT TOP (720mm or 28.3")  
3/4" RISE (725mm or 28.5")  
FLAT TOP (625mm or 24.6")

**RACEFACE**  
RACEFACE.COM/NEXT

**THISWAYOUT**

16 BUITEN STREET CAPE TOWN  
021 222 3223  
info@thiswayout.co.za

1 Layouts should be clean and fresh.  
Please allow for sufficient white space in all designs. Do no clutter the page.

2 Use this branding style when creating advertising/promotional item where the PRODUCT is the hero.

3 Use the advertising Guidelines of the product's brand to direct your creative. This is usually available from the brand's brand centre/ advertising agency.

4 Always consider co-brand's brand rules.

5 NEUE HAAS REGULAR TYPE

**THISWAYOUT**

16 BUITEN STREET CAPE TOWN  
021 222 3223  
info@thiswayout.co.za

**THISWAYOUT**

16 BUITEN STREET CAPE TOWN  
021 222 3223  
info@thiswayout.co.za

**THISWAYOUT**

16 BUITEN STREET CAPE TOWN  
021 222 3223  
info@thiswayout.co.za

**THISWAYOUT**

16 BUITEN STREET CAPE TOWN  
021 222 3223  
info@thiswayout.co.za

# 7.4 external: Co-branding: PRODUCT=HERO

**next**

A WIDER VIEW OF CARBON

The NEXT evolution for your go-to 'pedal-ly' bike; ultra lightweight for climbing efficiency, wide and stiff for sketchy descents. Ride wide, balanced and in control with three new bar offerings.

WIDE FLAT TOP (720mm or 28.3")  
3/4" RISE (725mm or 28.5")  
FLAT TOP (625mm or 24.6")

**RACEFACE**  
RACEFACE.COM/NEXT

**THISWAYOUT**

16 BUITEN STREET CAPE TOWN  
021 222 3223  
info@thiswayout.co.za

1 Layouts should be clean and fresh.  
Please allow for sufficient white space in all designs. Do no clutter the page.

2 Use this branding style when creating advertising/promotional item where the PRODUCT is the hero.

3 Use the advertising Guidelines of the product's brand to direct your creative. This is usually available from the brand's brand centre/ advertising agency.

4 Always consider co-brand's brand rules.

5 NEUE HAAS REGULAR TYPE

# 7.5 indoor: Signage [directional]



↑ Use the Arrow from the logo as a pointer



# 7

## .6 indoor: Signage [categories]

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**JACKETS**

**LIFESTYLE**

**TECHNICAL**

**BIKE FITMENT**

1 Use the Arrow from the logo as a supporting shape

2 Colours are just an example and not an indication of suggested use.





**video**

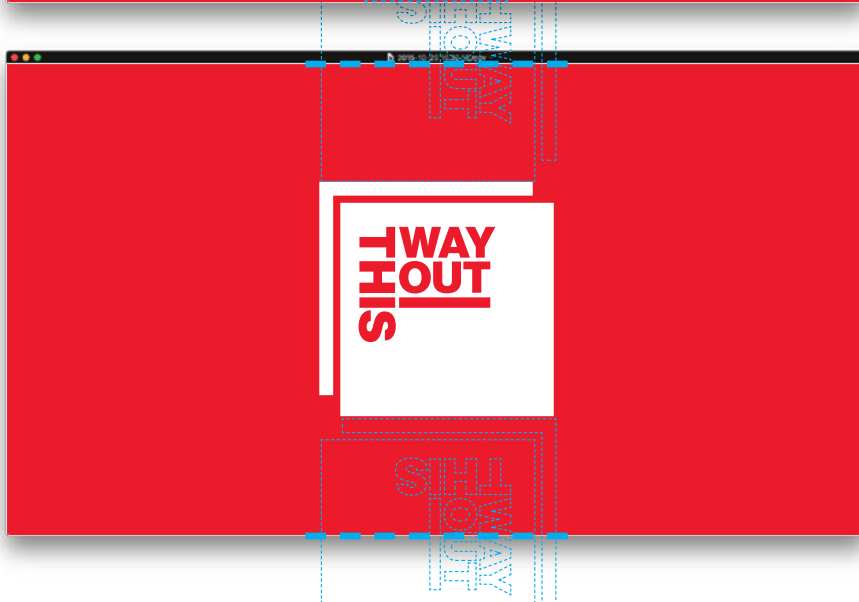


# 8.1 video standard

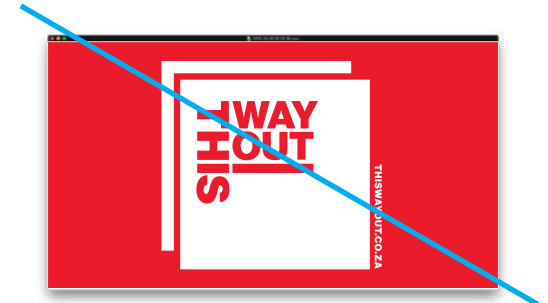


1 Distance from top and bottom must equal height of logo.

OR



2 Distance from top and bottom must equal half the height of logo.



# 8.2 video square



1 Distance from top, bottom, left and right should be half a logo size.

