

Bicicletta Blu

Brand Identity Guidelines



Bicicletta blu

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Logo



Lock-up

Only use a horizontal lock-up of the logo.

Clearspace

The clearspace is equal to the width of "B" around all sides at cap height.

Color

Logo may only be presented in one color at a time. A reverse option is available.

Logo Versions

Black & White

Bicicletta blu

Reverse

Bicicletta blu

Don'ts



The Biciiletta blu logo is shown with a red diagonal line crossing it out. The logo consists of the word "Biciiletta" in a stylized script font, followed by "blu" in a smaller, lowercase script font.

Do not stroke the logo.



The Biciiletta blu logo is shown with a red diagonal line crossing it out. The logo consists of the word "Biciiletta" in a stylized script font, followed by "blu" in a smaller, lowercase script font.

Do not distort the logo in any way.



The Biciiletta blu logo is shown with a red diagonal line crossing it out. The logo consists of the word "Biciiletta" in a stylized script font, followed by "blu" in a smaller, lowercase script font.

Do not use gradients on the logo.



The Biciiletta blu logo is shown with a red diagonal line crossing it out. The logo consists of the word "Biciiletta" in a stylized script font, followed by "blu" in a smaller, lowercase script font.

Do not modify the spacing of the letters.

Typefaces and Styles

Devroye

Regular

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
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
0 1 2 3 4 5 6 7 8 9 @ \$ % & ? " "

Sansation

regular

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
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
0 1 2 3 4 5 6 7 8 9 @ \$ % & ? " "

italic

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
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
0 1 2 3 4 5 6 7 8 9 @ \$ % & ? " "

bold

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
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
0 1 2 3 4 5 6 7 8 9 @ \$ % & ? " "

bold italic

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
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
0 1 2 3 4 5 6 7 8 9 @ \$ % & ? " "

Mock Up

