

DESIGN SYSTEM

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ANTRIEB

Wir wollen allen Menschen **Freude am Radfahren** ermöglichen!

Damit tragen wir zu **Gesundheit, Fitness, Leistung** und **nachhaltiger Mobilität** bei.

VISION

Jeder Mensch fährt das passende und auf die eigenen Bedürfnisse **abgestimmte** Fahrrad.

MISSION

Smartfit ist bei jedem **Sizing** oder **Fitting** weltweit beteiligt.

Smartfit Logo

Logo with Claim

This version is to be used wherever possible



Logo without Claim

If using the claim is not suitable or hard to read on the final product it can be left out.



Signet

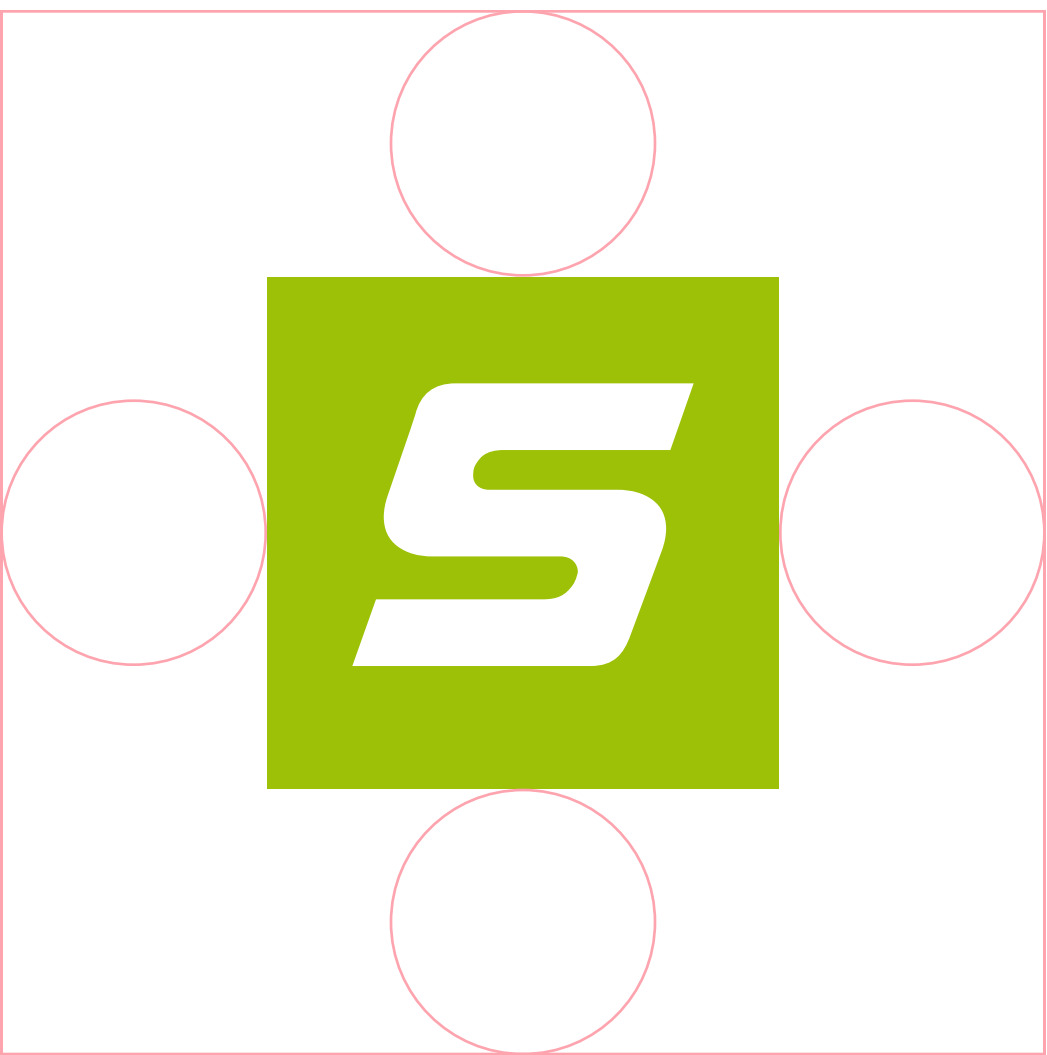
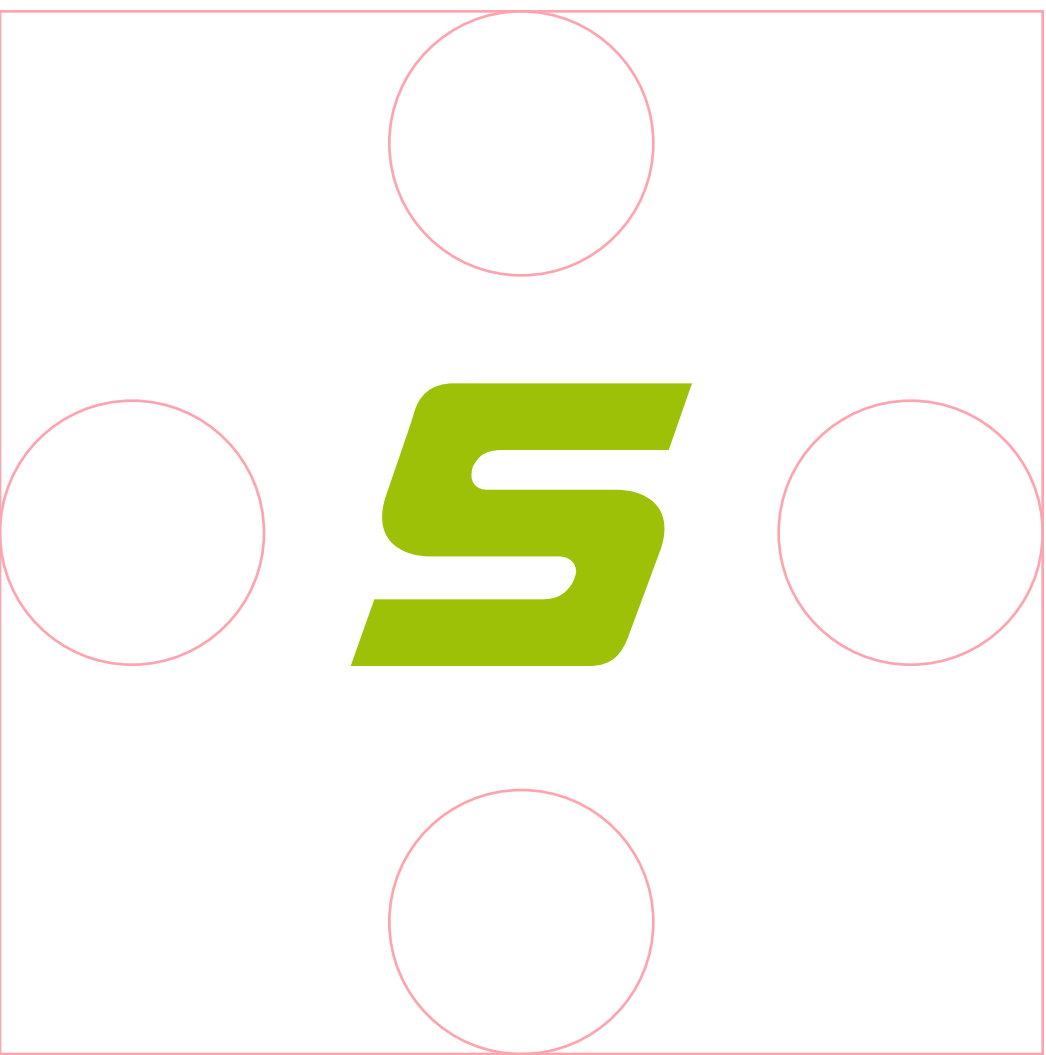
Can only be used without background surface, company name or claim after an initial clearance from the marketing team to design icons or merchandise.



Safespace & Minimum Size

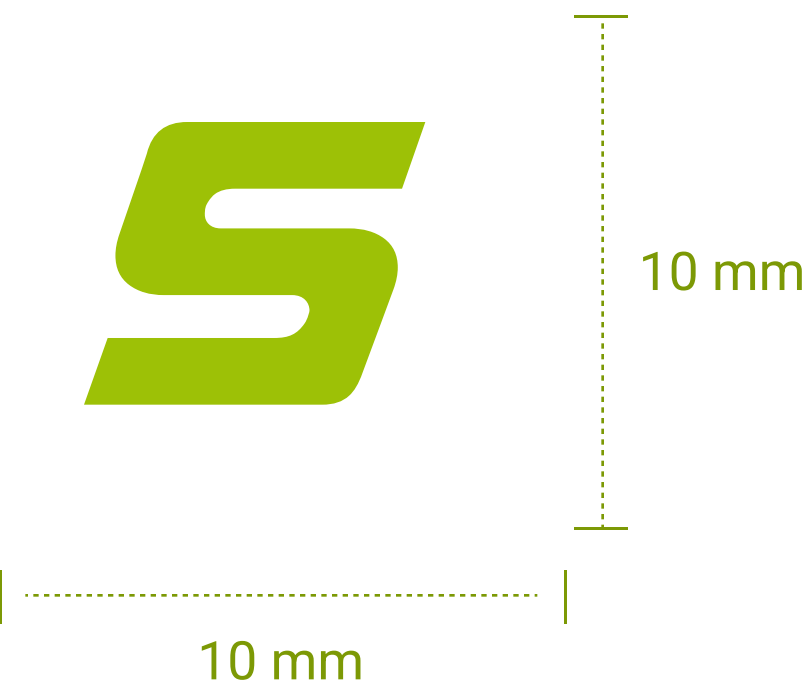
Protection Padding

Do not place anything withing the radius of the protection padding zone



Minimum size

Do not use the logo in smaller sizes than indicated a s follows.



Do's

How to porperly use the Smartfit Logo

Standard Version

Use High contrast versions of the logo to ensure readability and recognition.



Logo on colored background

Use High contrast versions of the logo to ensure readability and recognition.



Don'ts

Do not use the Logo in the following ways!

Standard Version

Use High contrast versions of the logo to ensure readability and recognition.



Change Color



Change Proportions



Use Color Combinations



transform or
alter font shapes



reduce the safespace



reduce contrast

Smartfit Logo for Web

Web Icons and Social Sharing

Brand Assets to use on Social Media Platforms



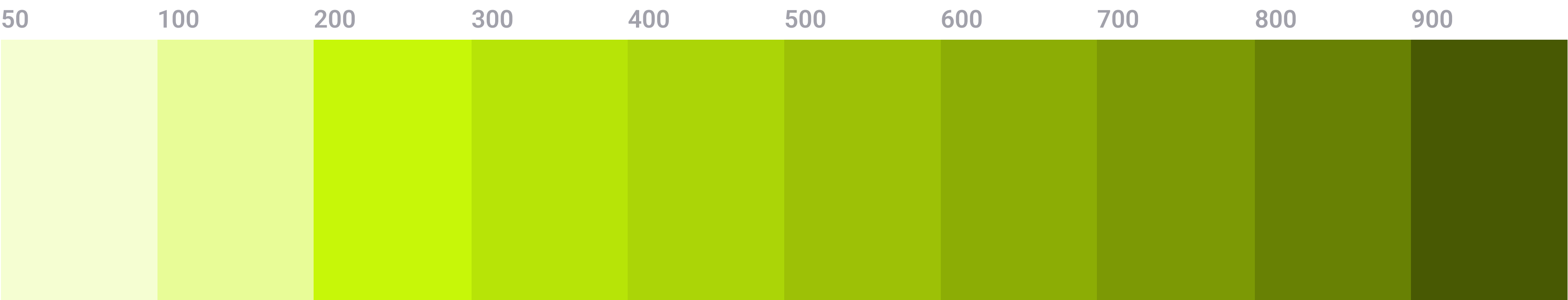
Brand Color Palette

Brand Colors

Primary

CMYK
48 / 0 / 100 / 0

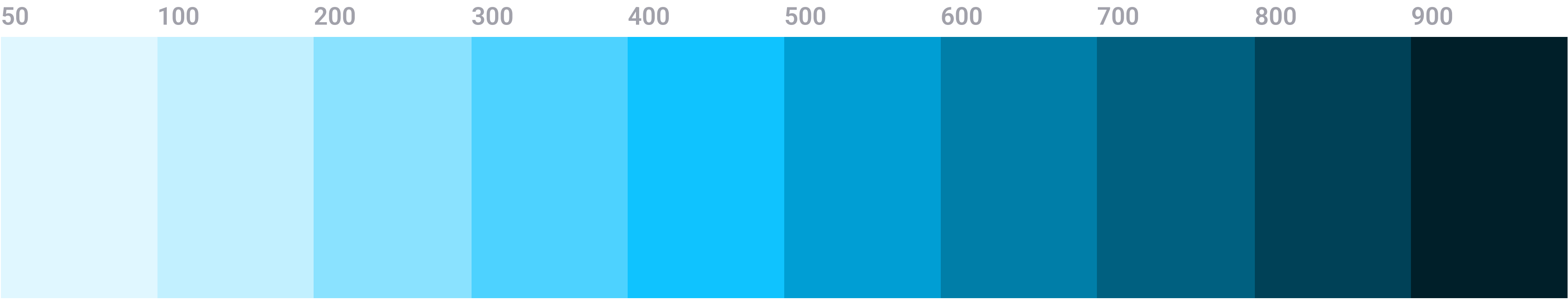
Pantone
PANTONE 157-8C



Secondary

CMYK
87 / 0 / 0 / 10

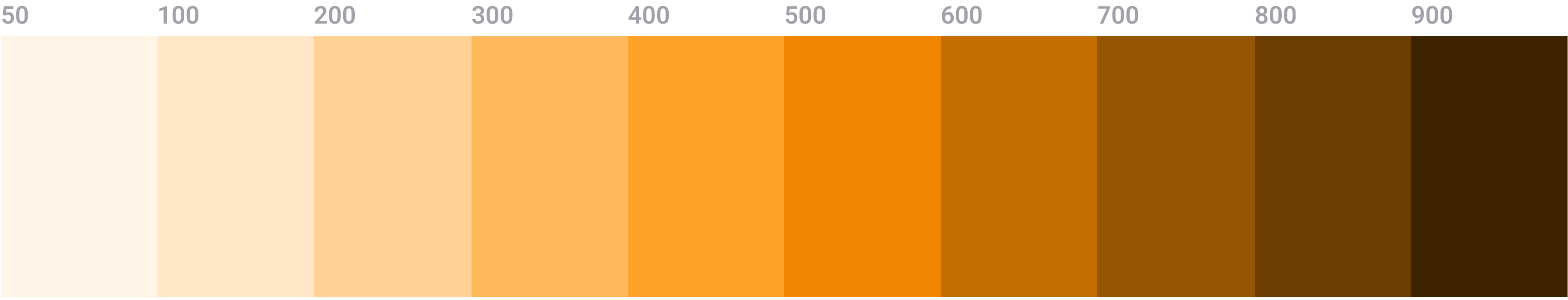
Pantone
PANTONE 115-15C



Accent

CMYK
0 / 57 / 100 / 0

Pantone
PANTONE 24-8C



Gradients



Contact

For Press inquiries and marketing material do not hesitate to contact Luca!



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SMARTFIT

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