



EWABITM
ELECTRIC BAMBOO BIKE Co.

BRAND MANUAL

2017

EWABI.CO



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Who we are.



BRAND ESSENCE

We are passionate about producing bikes that provide an enjoyable, superior cycling experience and connectedness to the natural environment.

We are committed providing clean, affordable, and sustainable transportation, with a commitment to social responsibility. We work hard for constant and never-ending innovation and improvement, operating within the values of e-corp philosophy with complete transparency and fairness to all.

BRAND ESSENCE



OUR PHILOSOPHY

We are committed to
complete transparency
in our business practice.

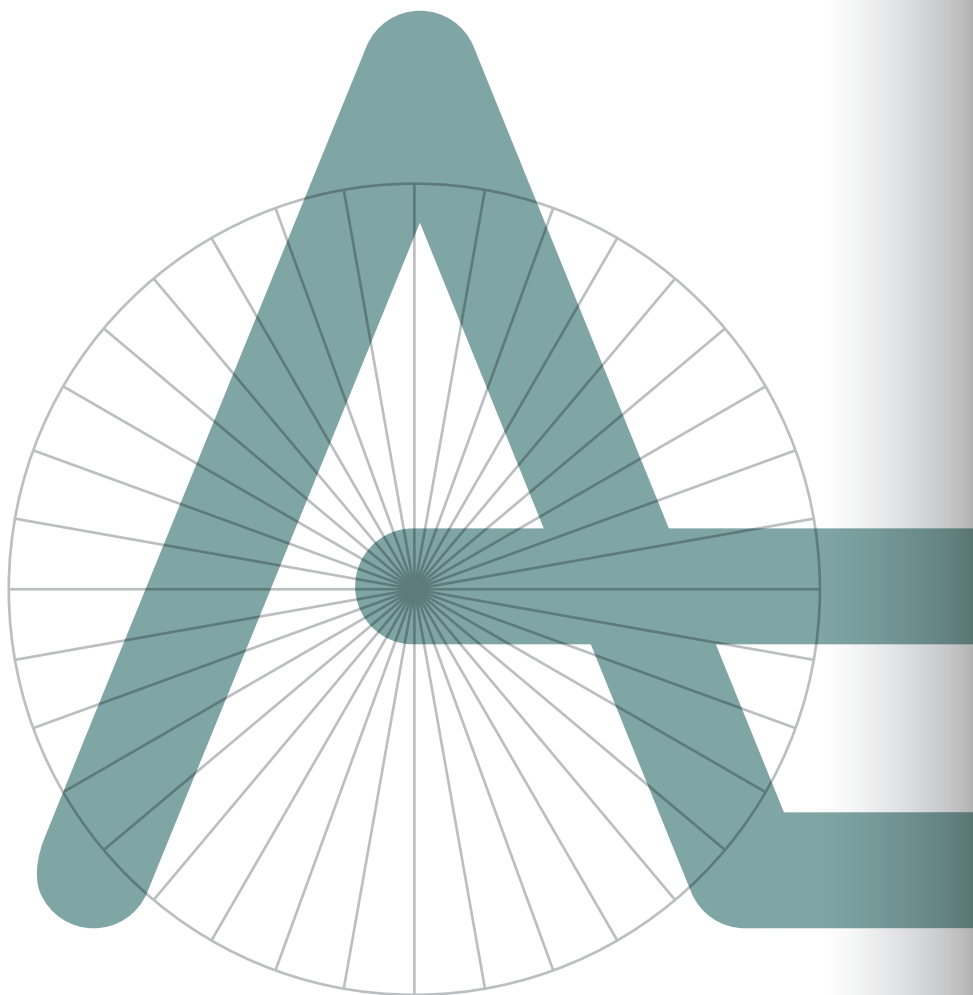


OUR PHILOSOPHY

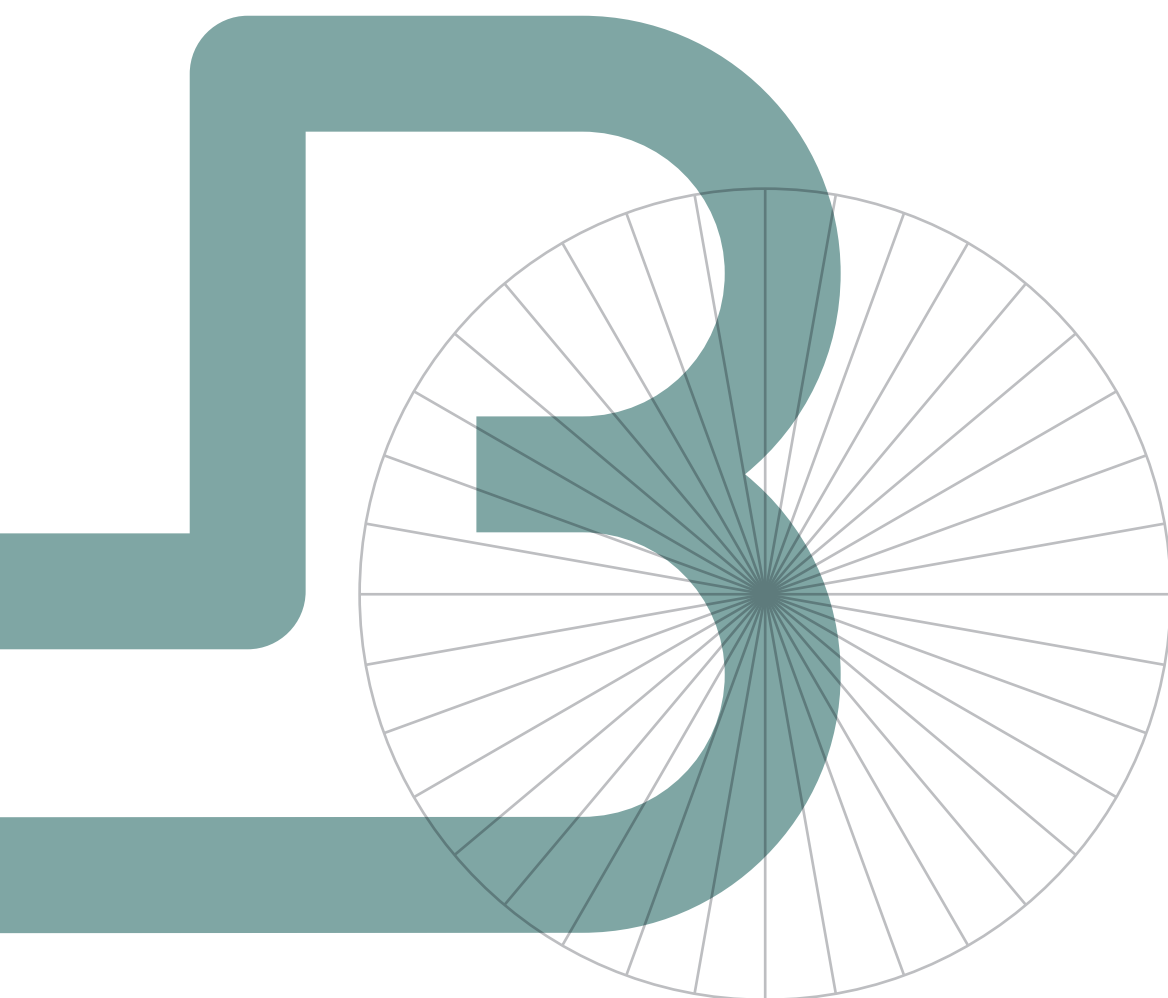


OUR PHILOSOPHY

Helping people get from A to B in the most economical and efficient way.



OUR PHILOSOPHY



OUR PHILOSOPHY

Powered by economical,
re-chargeable lithium batteries.



OUR PHILOSOPHY



OUR PHILOSOPHY

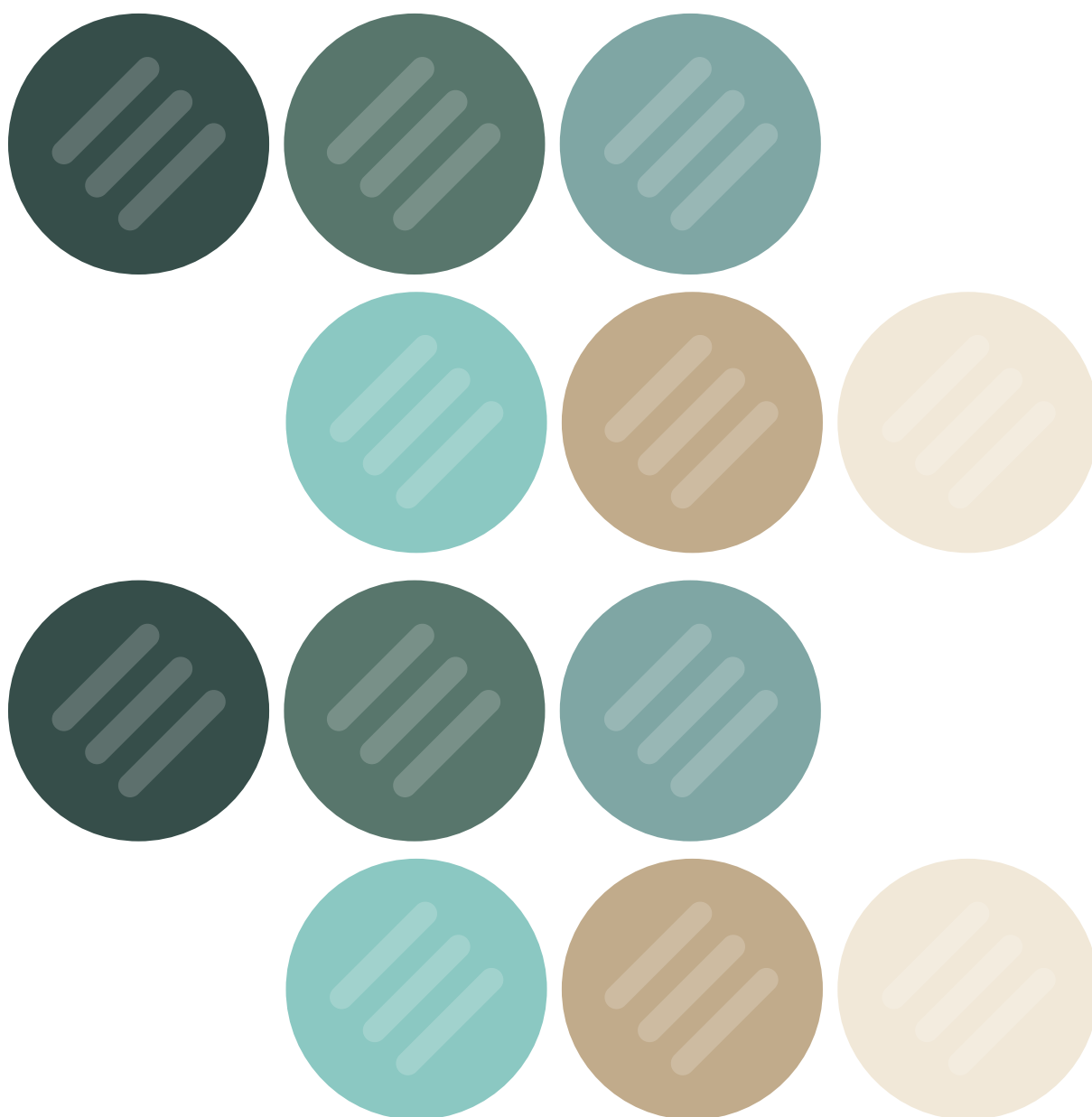
Our bamboo bikes provide an enjoyable, superior cycling experience and connectedness to the natural environment.





OUR PHILOSOPHY

Low cost transportation for
everyone, everywhere.



OUR PHILOSOPHY



OUR PHILOSOPHY

Our name is derived from the zen philosophy of Wabi-Sabi, an aesthetic sensibility that applies both to bamboo and to experiencing life through the senses.

EWABITM

OUR PHILOSOPHY

‘Wabi-sabi is a beauty of things imperfect, impermanent, and incomplete. It is a beauty of things modest and humble, representing liberation from a material world and transcendence to a simpler life.’

electric.

eco-sustainable.

e-corp:

equality for

everyone,

everywhere.

OUR PERSONALITY

Our brand personality is expressed through our tone of voice.
We are:

Inspiring.

Engaging.
Friendly.
Honest.

OUR PERSONALITY

Trust-worthy.
Positive.

Generous.
Informed.

Connected.



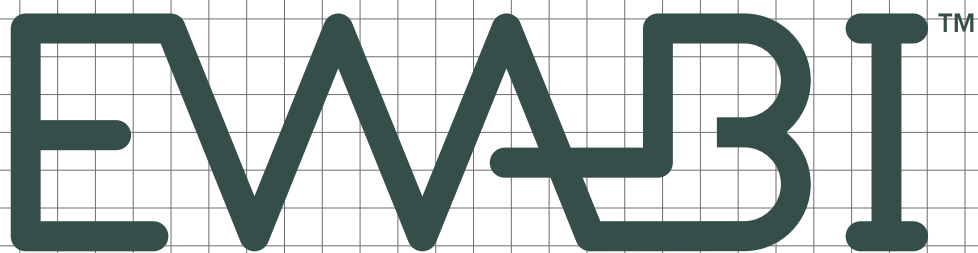


How we look.



THE LOGOTYPE

The Ewabi™ Brandmark is an approachable, bespoke logotype that is contemporary in its simplicity yet anchored in proven principals — reflecting our core values.

The image shows the Ewabi™ logotype centered on a light gray grid. The letters are a dark teal color. The 'E' is a simple block letter. The 'W' is formed by two 'V' shapes joined at the base. The 'A' is a simple block letter. The 'B' has a unique design where the top and bottom loops are connected by a horizontal bar. The 'I' is a simple block letter. A small 'TM' trademark symbol is positioned to the upper right of the 'I'.

EWABI™

THE LOGOTYPE

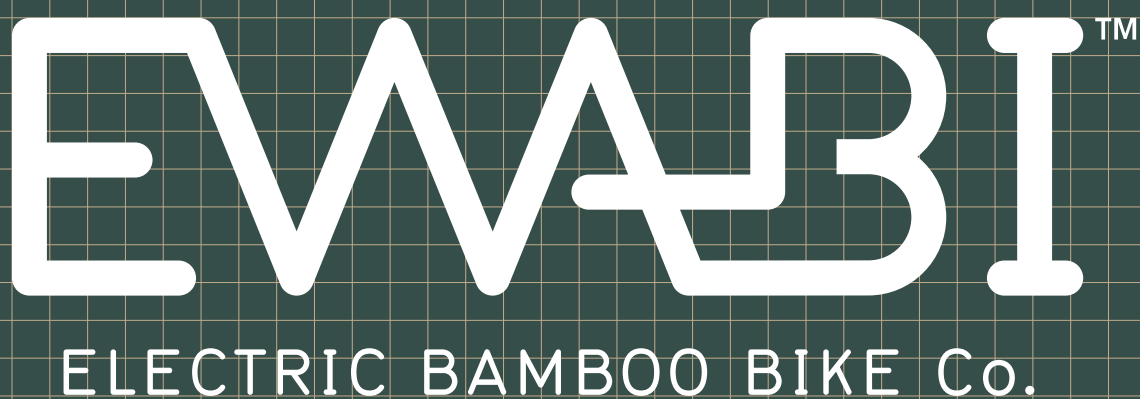
EWABITM
ELECTRIC BAMBOO BIKE Co.

THE LOGOTYPE

The logotype may be used reversed out of the principle brand colour (Ewabi Earth Green) using colours from the Ewabi palette.



THE LOGOTYPE



The image shows the EWABI logo centered on a dark green background with a light beige grid. The logo consists of the word "EWABI" in a bold, white, sans-serif font. The letters are stylized, with the 'E' and 'W' having thick strokes and the 'A' being a simple triangle. The 'B' has a unique design with a horizontal bar that extends to the left and then curves back to the right. The 'I' is a simple vertical bar. A small "TM" trademark symbol is positioned to the upper right of the 'I'. Below the main logo, the words "ELECTRIC BAMBOO BIKE Co." are written in a smaller, white, sans-serif font.

EWABITM
ELECTRIC BAMBOO BIKE Co.

LOGOTYPE SCALE

To maximise the legibility of the Ewabi™ logo, a minimum size has been set for both print and digital applications, with the optimal size also provided here.

LOGOTYPE SCALE



OPTIMAL SIZE

TO BE USED IN
PRINT COLLATERAL
SIZED FROM
A5 TO A4

OPTIMAL SIZE, SMALL

PRINT & DIGITAL

MINIMUM SIZE

PRINT & DIGITAL

LOGOTYPE SCALE

The EWABI logo is displayed in white on a dark teal grid background. The logo consists of the letters 'EWABI' in a stylized, sans-serif font, with a trademark symbol (TM) to the upper right of the 'I'. Below the logo, a horizontal double-headed arrow indicates the width.

45mm / 130px

OPTIMAL SIZE

TO BE USED IN
PRINT COLLATERAL
SIZED FROM
A5 TO A4

The EWABI logo is displayed in white on a dark teal grid background. The logo consists of the letters 'EWABI' in a stylized, sans-serif font, with a trademark symbol (TM) to the upper right of the 'I'. Below the logo, a horizontal double-headed arrow indicates the width.

30mm / 85px

OPTIMAL SIZE, SMALL

PRINT & DIGITAL

The EWABI logo is displayed in white on a dark teal grid background. The logo consists of the letters 'EWABI' in a stylized, sans-serif font, with a trademark symbol (TM) to the upper right of the 'I'. Below the logo, a horizontal double-headed arrow indicates the width.

25mm / 70px

MINIMUM SIZE

PRINT & DIGITAL

LOGO CLEAR SPACE

Clear space, or the empty space surrounding the logo, is vital to ensuring enough breathing space for it to be viewed clearly and in an uncluttered manner.

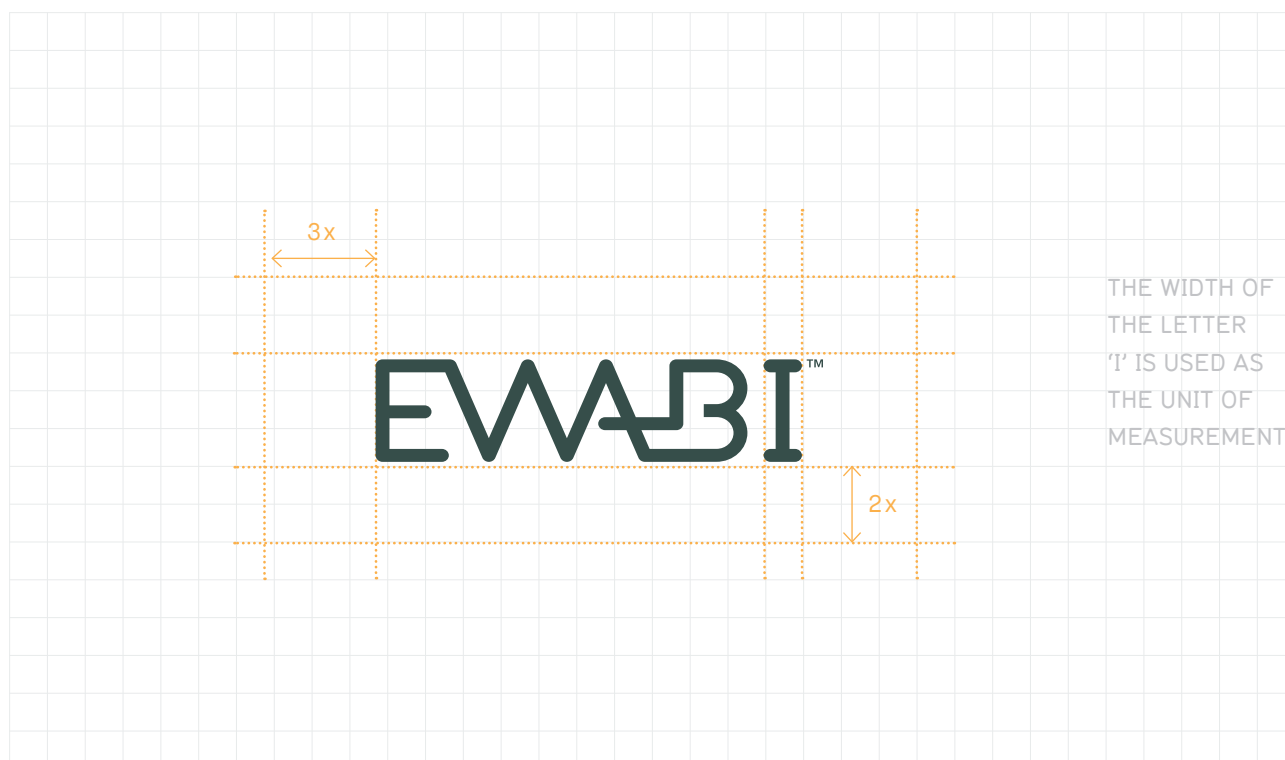
All other graphic elements must stay outside of this area.

LOGO CLEAR SPACE

THE CLEAR SPACE AREA
IS DEFINED AS:

- 2 UNITS FROM THE TOP AND BOTTOM,
- 3 UNITS FROM THE LEFT TO THE RIGHT.

THESE RELATIVE VALUES APPLY
TO THE WHITE SPACE SURROUNDING
THE LOGO AT ANY SIZE.





Brand elements.



THE LOGO SYMBOL

The kamon logo symbol expresses the harmonious cycle of our bamboo bikes within the earth's environment.

It symbolises the balance between the three pillars of our e-corp philosophy: equality for everyone, everywhere.

THE LOGO SYMBOL



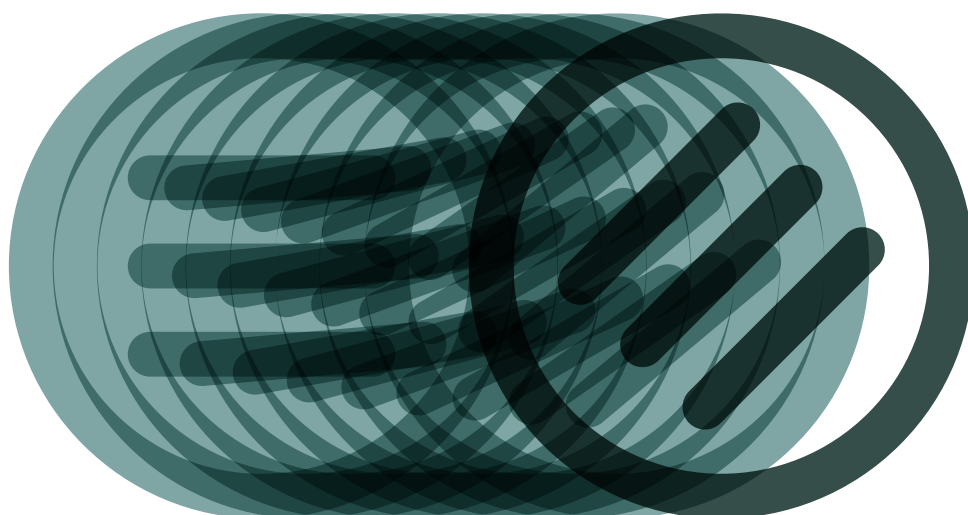
TM

THE LOGO SYMBOL

The symbol is graphically derived from the “e”, rotated to give a sense of motion.



THE LOGO SYMBOL



THE LOGO SYMBOL

The logo symbol may be used reversed out of the brand colour palette.



THE LOGO SYMBOL



TM

TYPOGRAPHY

aA
2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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In voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint magna aliqua. Ut enim ad minim veniam, quis nostrud occaecat minim veniam cupidatat non proident, sunt in culpa qui officia deserunt mollit id est laborum.

Lorem ipsum dolor sit amet, eiusmod tempor incididunt ut enim ad minim veniam, quis nostrud exercitation.

/ LIST ITEMS 01
/ LIST ITEMS 02
/ LIST ITEMS 03
/ LIST ITEMS 04

SUB HEADINGS
SUB-SUB HEADINGS



Our typeface is

TYP 1451

TYPE 1451 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/[*%\$@#]

TYPE 1451 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/[*%\$@#]

MAISON NEUE DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/[*%\$@#]

MAISON NEUE MONO

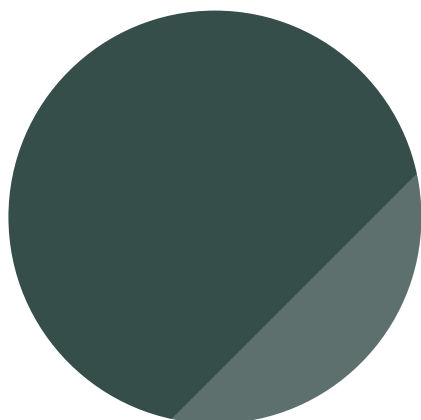
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/[*%\$@#]

THIS IS AN EXAMPLE OF
A HEADING STATEMENT



COLOUR PALETTE

Our colours have been chosen
to express harmony and excitement.



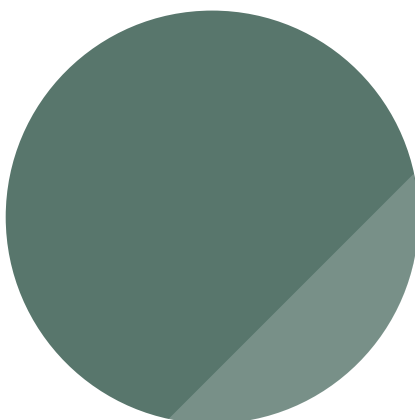
EWABI / EARTH GREEN

PANTONE: 560U / 560C

CMYK: C75 M50 Y60 K40

RGB: R56 G80 B75

HEX: #37504B

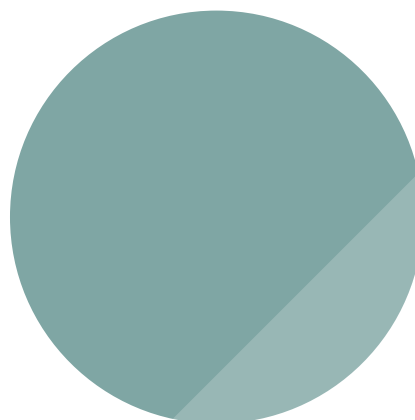


EWABI / MOSS

CMYK: C67 M40 Y55 K15

RGB: R90 G118 B109

HEX: #5A766D

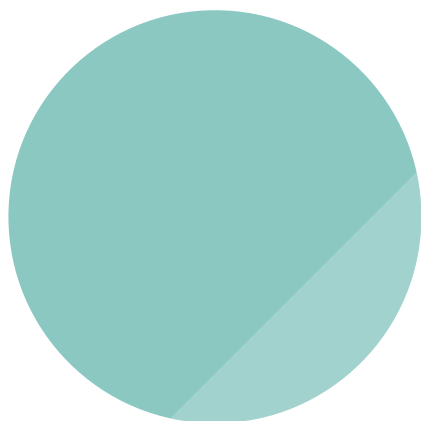


EWABI / RIVER

CMYK: C53 M23 Y35 K0

RGB: R128 G167 B164

HEX: #80A7A4

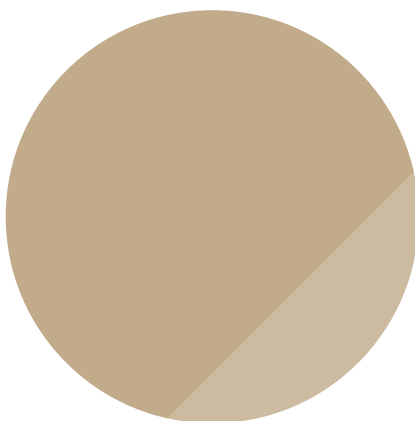


EWABI / SKY

CMYK: C45 M5 Y26 K0

RGB: R140 G199 B193

HEX: #8CC7C1



EWABI / BAMBOO

CMYK: 20C M30 Y48 K0

RGB: R193 G171 B139

HEX: #C1AB8B



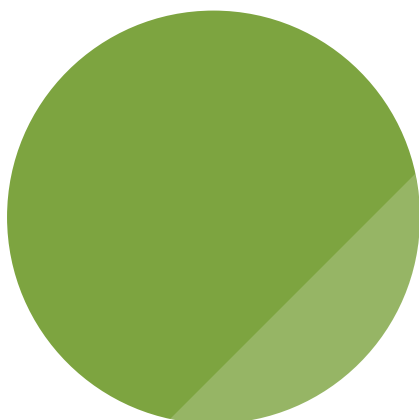
EWABI / SAND

CMYK: C5 M7 Y14 K0

RGB: R240 G231 B216

HEX: #F0E7D8

COLOUR PALETTE

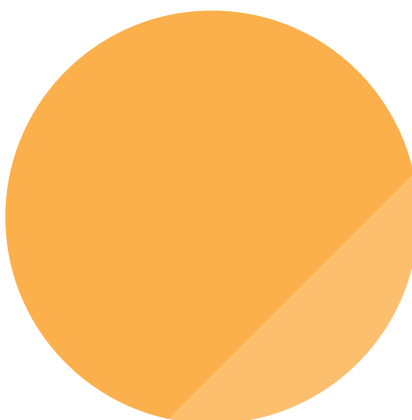


EWABI / LEAF

CMYK: C58 M20 Y100 K0

RGB: R126 G164 B65

HEX: #7EA441

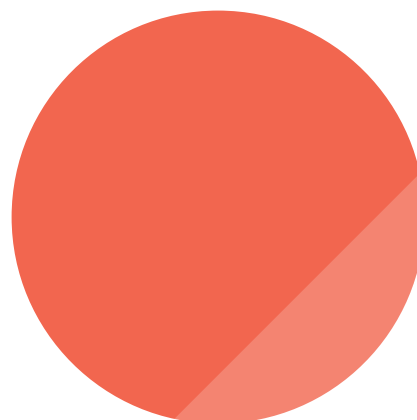


EWABI / SUN

CMYK: C0 M35 Y80 K0

RGB: R251 G176 B76

HEX: #FBB04C

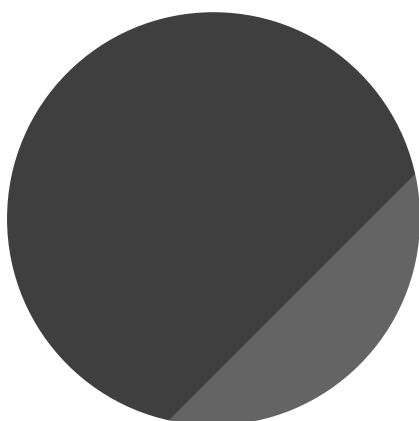


EWABI / PAPAYA

CMYK: C0 M75 Y70 K0

RGB: R242 G102 B81

HEX: #F26651

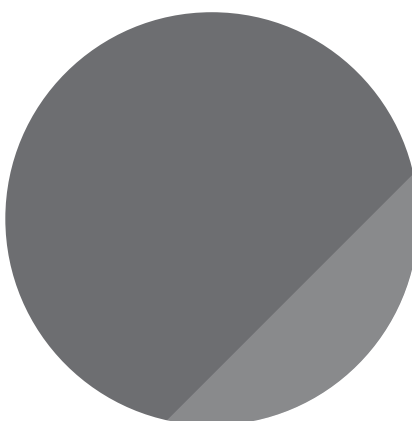


EWABI / CHARCOAL

CMYK: C0 M0 Y0 K90

RGB: R65 G64 B66

HEX: #414042

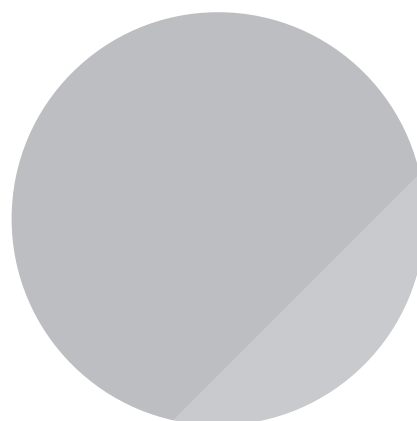


EWABI / ASHPHALT

CMYK: C0 M0 Y0 K70

RGB: R109 G110 B113

HEX: #6D6E71



EWABI / SILVER

CMYK: C0 M0 Y0 K30

RGB: R188 G190 B192

HEX: #BCBEC0

APPLICATIONS

The application of the brand will be realised through exception product design of the highest standards.

The brand may be executed through customisation using brand graphic elements.

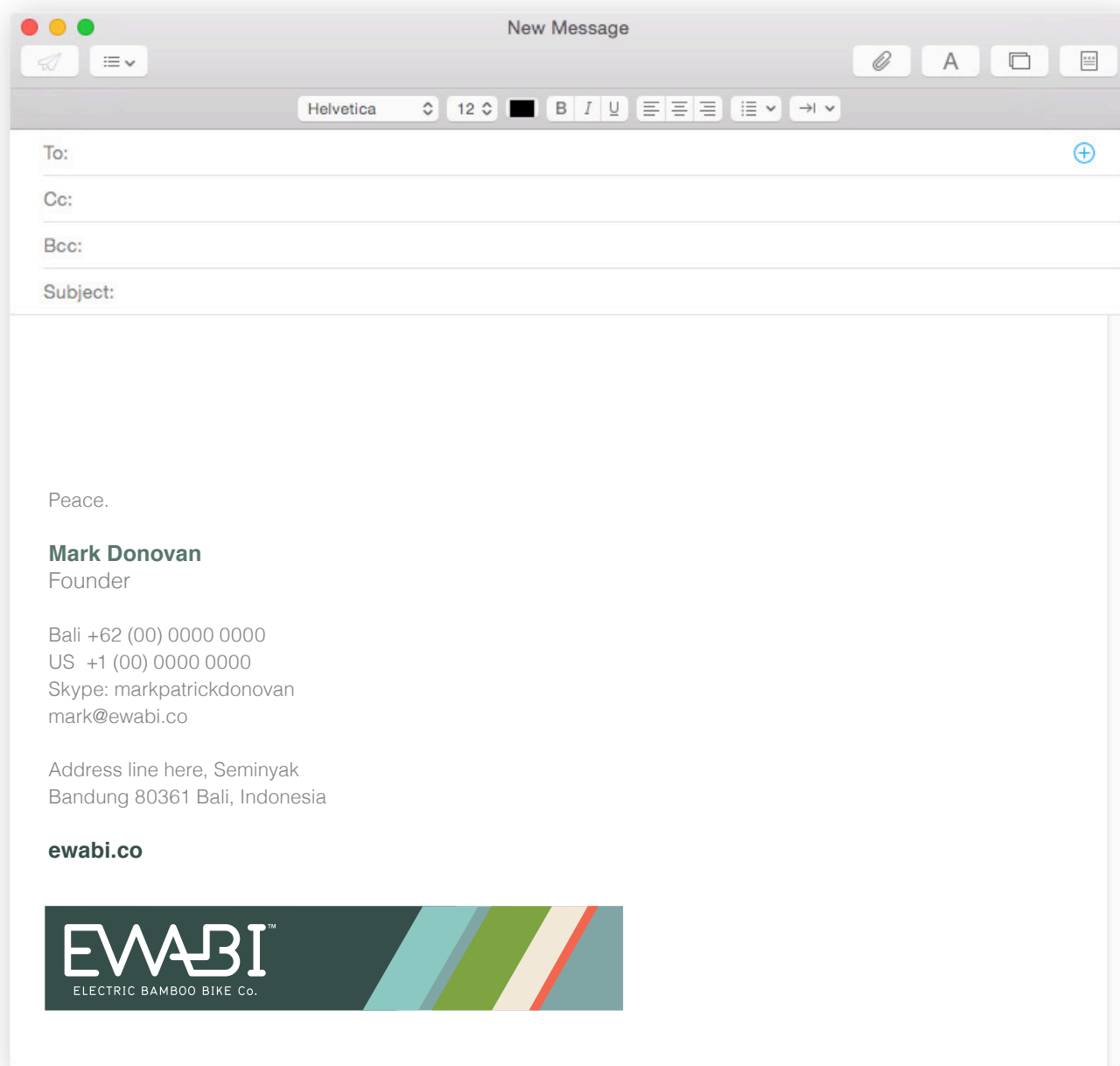
APPLICATIONS



EMAIL SIGNATURES

Email signatures reinforce the identifiable graphic devices achieving quick brand recognition.

EMAIL SIGNATURES



APPLICATIONS

Business cards carry through the graphic elements of the brand, with the additional touch of bronze metallic foil to give a premium feel.

APPLICATIONS



PRINTED
WITH METALLIC
BRONZE FOIL
HOTSTAMP





ewabi.co

