



BRAND GUIDELINES

| CONTENTS

Introduction	03
Logo	04-07
Concepts	04
Usage	05
Space System	06
Variations	07
Colors	08
Typography	09
Extension	10
Applications	11-15



I INTRODUCTION

MISSIONS

Enhance campus life by offering the most efficient and dependable transportation system for students and faculties. Our target audience consists of students aged 18-25, while our visual design will serve as a guide to help them understand how to use our system properly and the benefits it brings.

VISIONS

Provide invaluable accessibility to all, including students and faculties facing physical challenges. By doing so, we aim to solve the issues of time management and physical limitations, fostering the core belief that our brand is synonymous with easy accessibility and readiness for campus community needs.

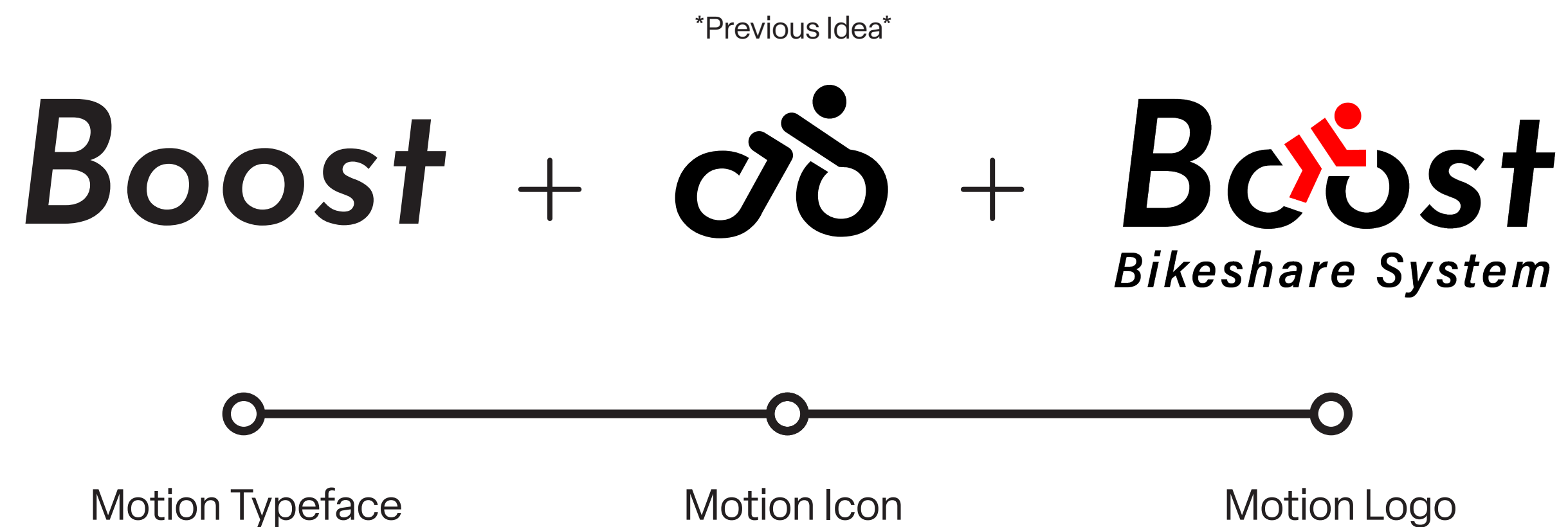
VALUES

We hope that our consumers see us as a dependable solution for convenient access around campus. Our key emotion is “Reliability and trust.” We encourage our audience to inform themselves about the time-saving benefits of using bikes on campus through our app or by scanning QR codes on their bikes or at bike stations.

LOGO CONCEPTS

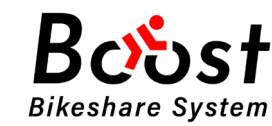
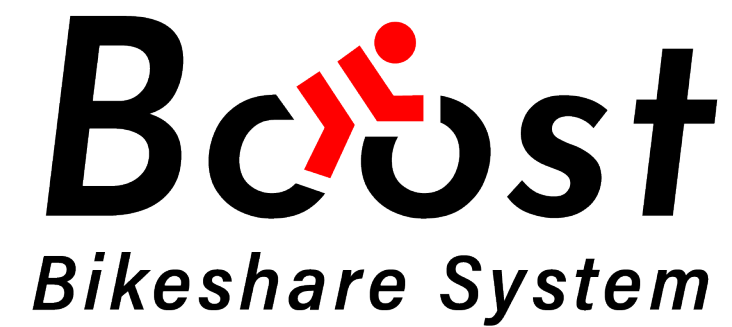
CONCEPTS

Our logo embodies our core values, committing to enhancing time efficiency and providing accessible transportation solutions for our customers. Highlighting our bicycle, a simple yet eco-friendly mode of transport. This logo reflects our dedication to making daily commutes smoother, more sustainable, and less time-consuming.



LOGO USAGE

PRIMARY



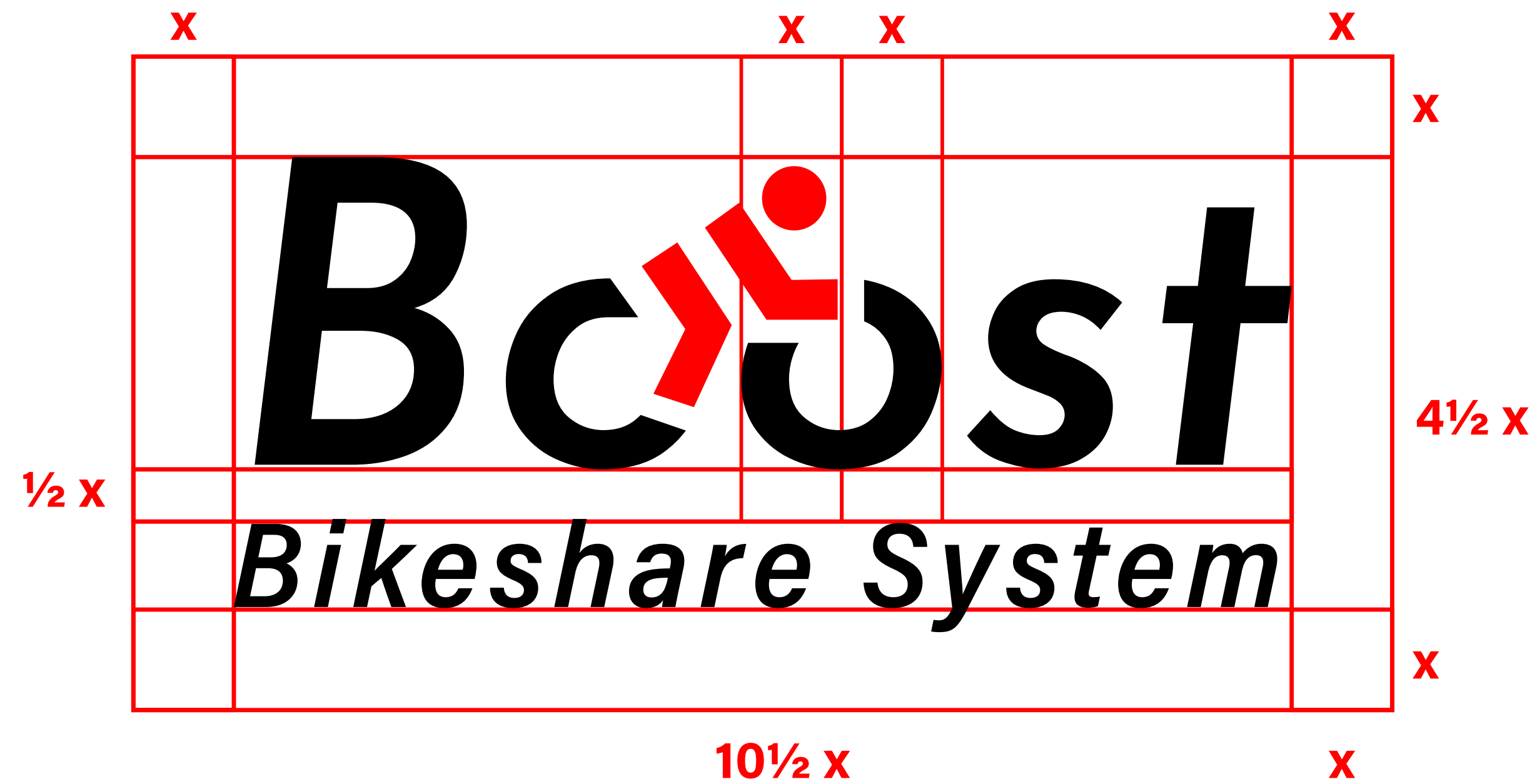
SECONDARY



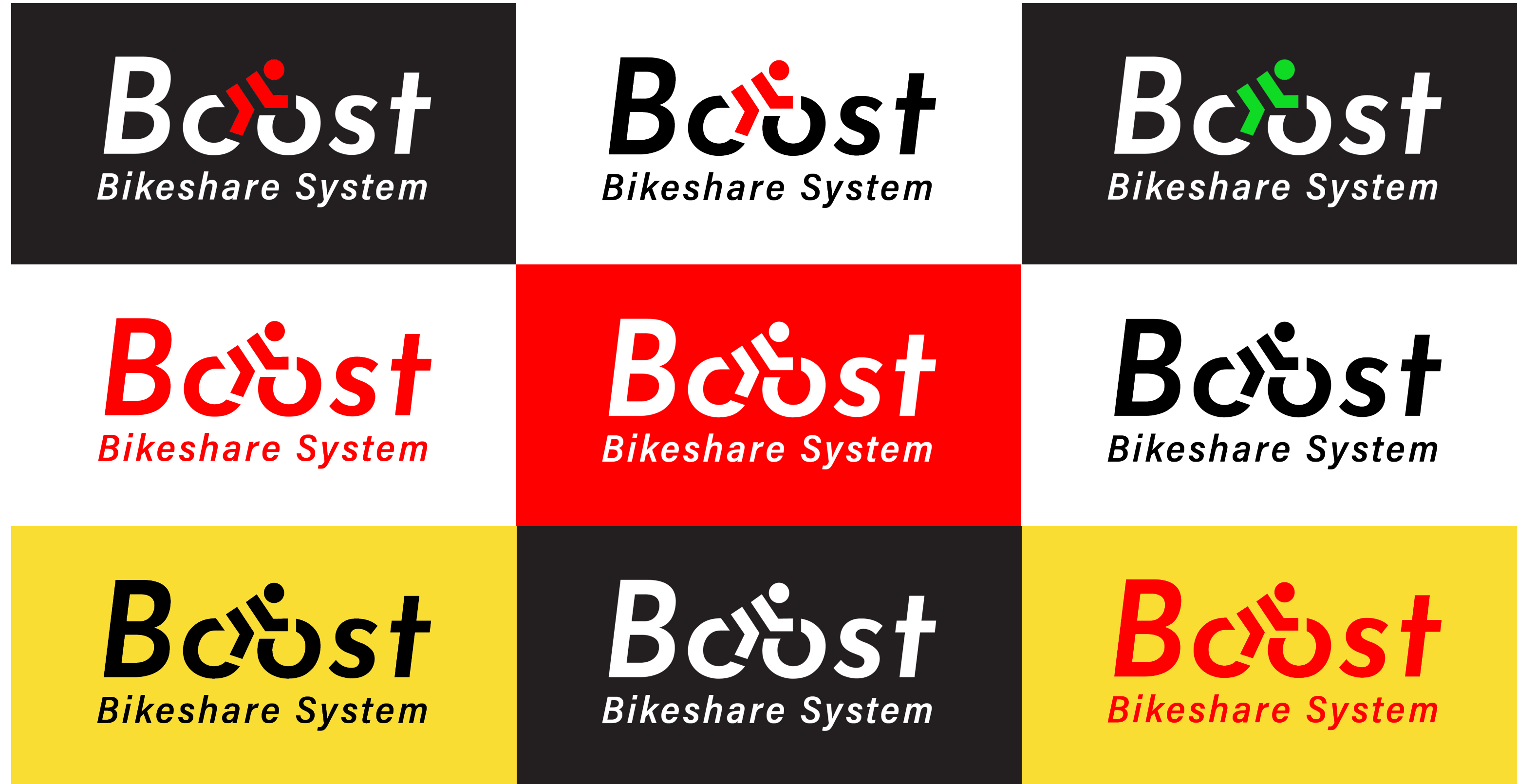
ICON



LOGO SPACE SYSTEM

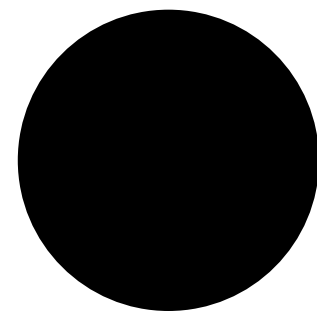


LOGO VARIATIONS

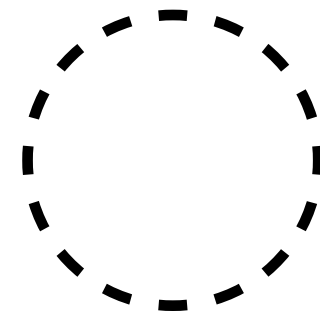


COLOURS

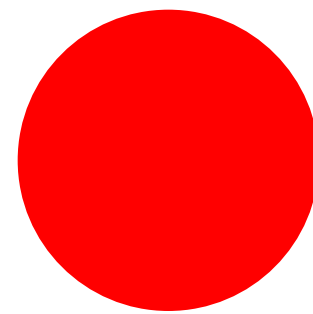
PRIMARY



HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

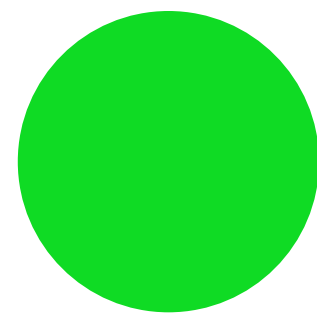


HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

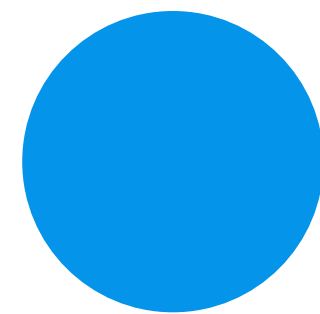


HEX: #FF0000
RGB: 255, 0, 0
CMYK: 0, 100, 100, 0

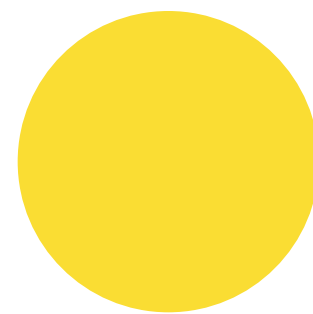
SECONDARY



HEX: #0FDB24
RGB: 15, 219, 36
CMYK: 93, 0, 84, 14

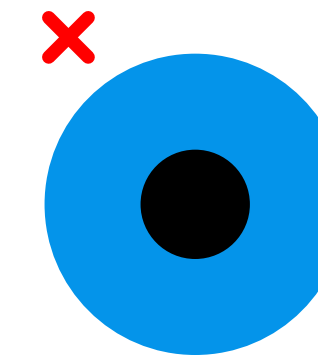
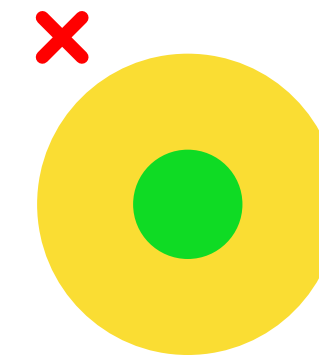
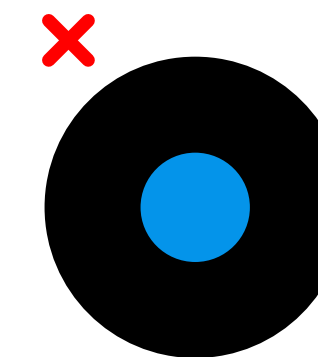
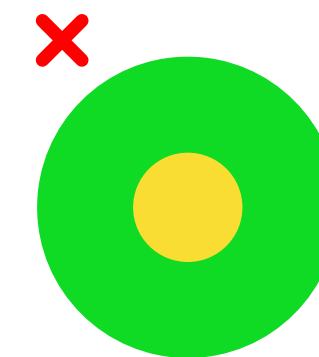
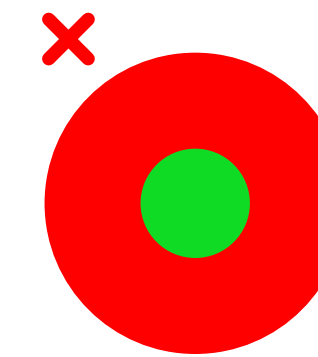
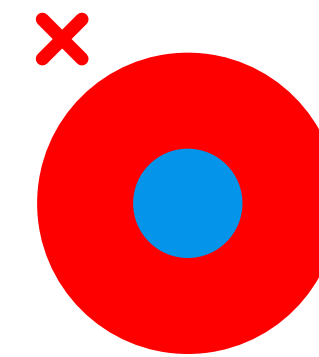


HEX: #0494EA
RGB: 4, 148, 234
CMYK: 98, 37, 0, 8



HEX: #FADD33
RGB: 250, 221, 51
CMYK: 0, 12, 80, 2

AVOID



TYPOGRAPHY

LOGO TYPEFACE

*Josefin Sans
Semibold Italic*

Bcost
Bikeshare System

LOGO SUBTYPEFACE

*Acumin Pro SemiCondensed
Semibold Italic*

HEADER

**Acumin Pro
Bold (ALL CAPS)**

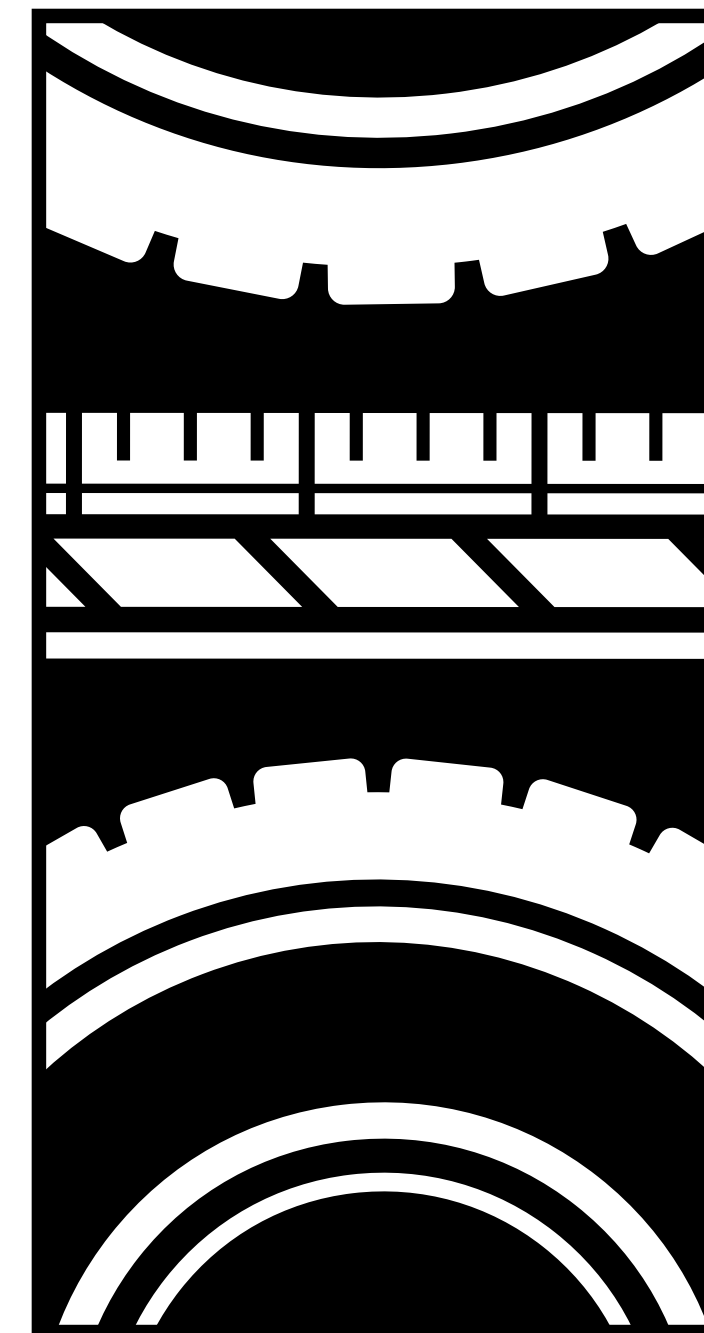
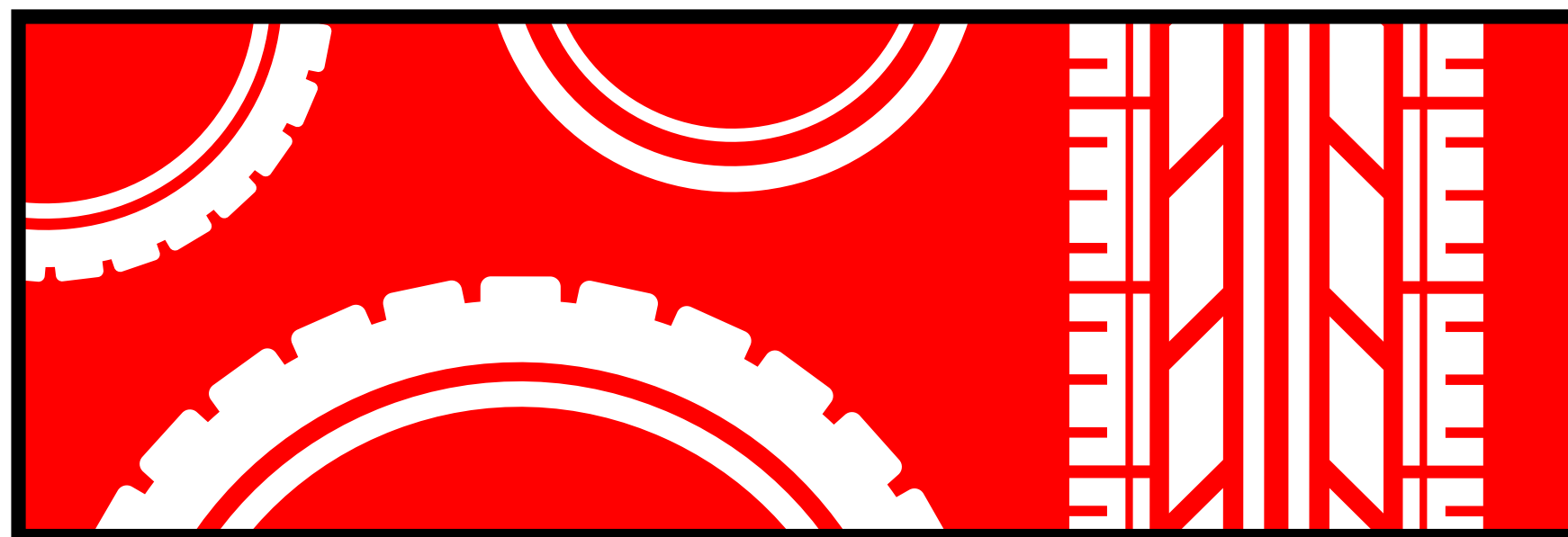
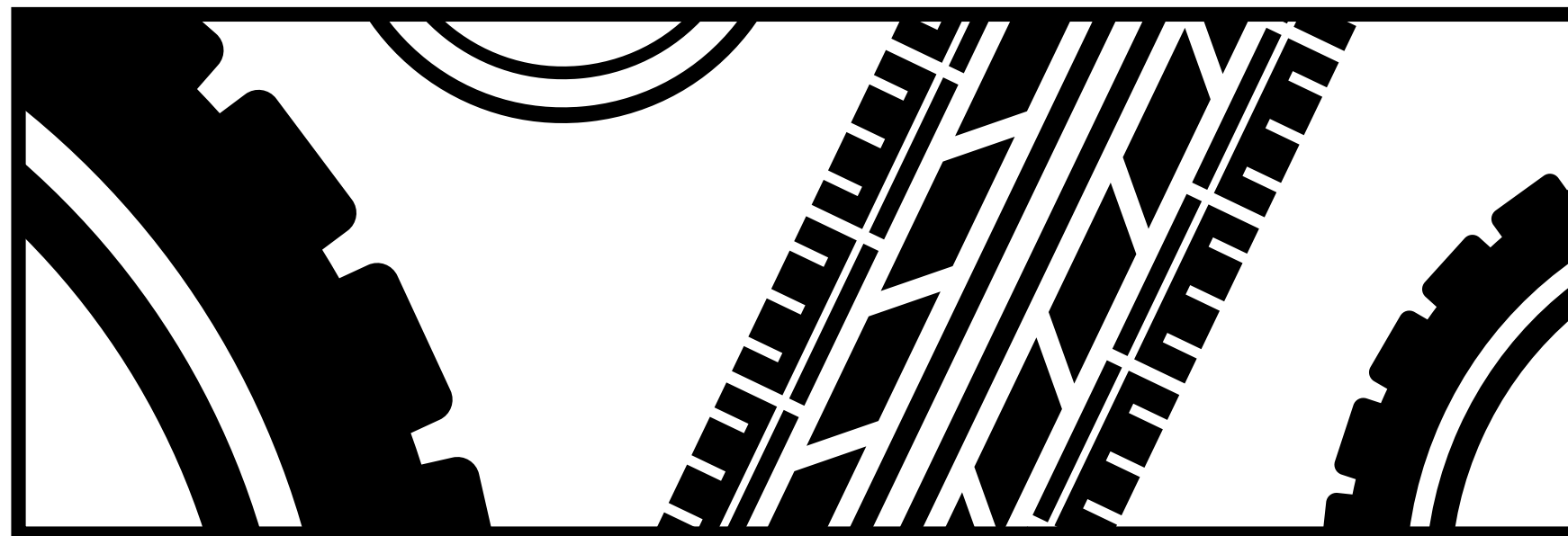
TEXT

Elza Regular

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis massa sed tortor rhoncus sodales. In et lorem ac justo porttitor luctus. Morbi maximus nibh tellus, sit amet suscipit orci porta vitae. Proin quis hendrerit est. Sed id tristique nisi. In eget finibus ante. Pellentesque et massa tincidunt, pulvinar neque quis, egestas risus.

| EXTENSIONS



| APPLICATIONS



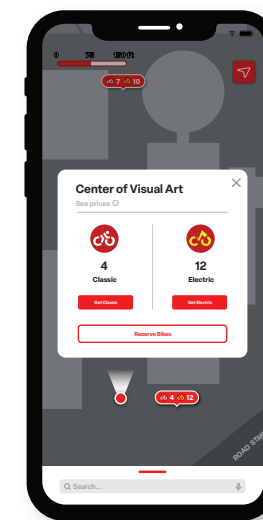
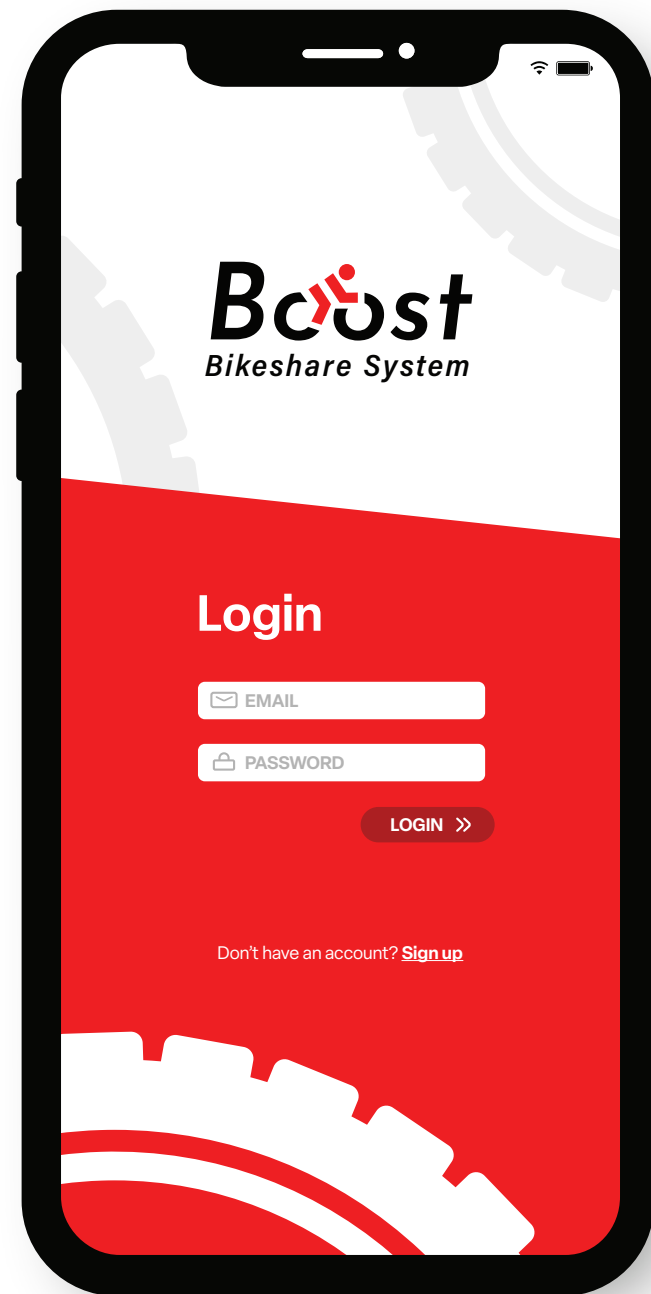
| APPLICATIONS



| APPLICATIONS



| APPLICATIONS



| APPLICATIONS



The logo features the word "Boost" in a bold, white, sans-serif font. The letter "o" is replaced by a white silhouette of a person riding a bicycle. Below "Boost" is the phrase "Bikeshare System" in a smaller, white, italicized sans-serif font.

Boost

Bikeshare System

Copyright © 2023 Boost. All Rights Reserved