



GOAT CYCLES BIKE SHOP
// BRANDING GUIDELINES 2018

ABOUT

Goat Cycles is owned and operated by mechanics —we strive for quality servicing and advice. We're interested in people who are passionate about their bike, whatever it is.

The Goat Cycles brand is **approachable, unconventional and non-exclusive.**

We aim to reflect these ideals in all aspects of the shop; whether visually in store and online, in how we choose to advertise, and in the way we relate with customers and suppliers.

LOGO

MAIN



3 COLOUR

// DO NOT change the logo
to non-brand colours

BLACK + WHITE ALTERNATIVES

// For use on light coloured backgrounds

// SECONDARY MASCOTS



// Can be used either together or separately
// DO NOT use when the main logo is visible

LOGO

// REVERSED



// The logo and secondary mascots are changed for use on dark backgrounds (they are outlined).

COLOURS

// PRIMARY



GREEN

CMYK	//	54 0 27 0
HEX	//	66CCC
PANTONE	//	7472 C



CREAM

CMYK	//	10 24 0
HEX	//	FFFFCC



100% BLACK // WHITE

// SECONDARY



SHADE

CMYK	//	41 0 18 25
HEX	//	669999

// Shade of main green can be used for
better legibility on light backgrounds

TYPOGRAPHY

// CUSTOM

The main Goat font is hand-drawn and can be seen in the logo and main signage.

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

TYPOGRAPHY

// FONTS

The same typeface is used for headlines and body, differentiated by the font weight and use of capitals.

MAIN TITLES

Important Body Copy

// BRANDON GROTESQUE BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$%&*) 1234567890

SECONDARY TITLES

Body Copy

// BRANDON GROTESQUE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$%&*) 1234567890

// - Double forward slash also used as a graphic element to either highlight a title or split a heading

Typekit link : <https://typekit.com/fonts/brandon-grotesque>

IMAGES // GRAPHICS

// PHOTOGRAPHY

Photography is an important element in the Goat branding —Goat uses its own photos as much as possible; both to avoid stock and clear-cut images of bikes/products, and to emphasise that we're out there doing stuff ourselves.



// Most of the Goat photos are taken by Jon Keyzer and are characterized by:

- A narrow depth of field - or at least a strong focal point
- Graininess as though they're taken with film
- Moody lighting

// Avoid 'studio' lighting

// Highlighting people and experiences over products and set up shots

// Where relevant, any product shots should be taken by Goat to show that they are actually available in store

IMAGES // GRAPHICS

// ICONS // OTHER GRAPHIC ELEMENTS

BORDERS AND LINES



-
- // THICK BORDER
 - // THICK LINES (to separate type elements)
 - // Thickness similar to font weight
 - // Created icons favoured over photos (unless they're full bleed)

IMAGES // GRAPHICS

// SOCIAL MEDIA

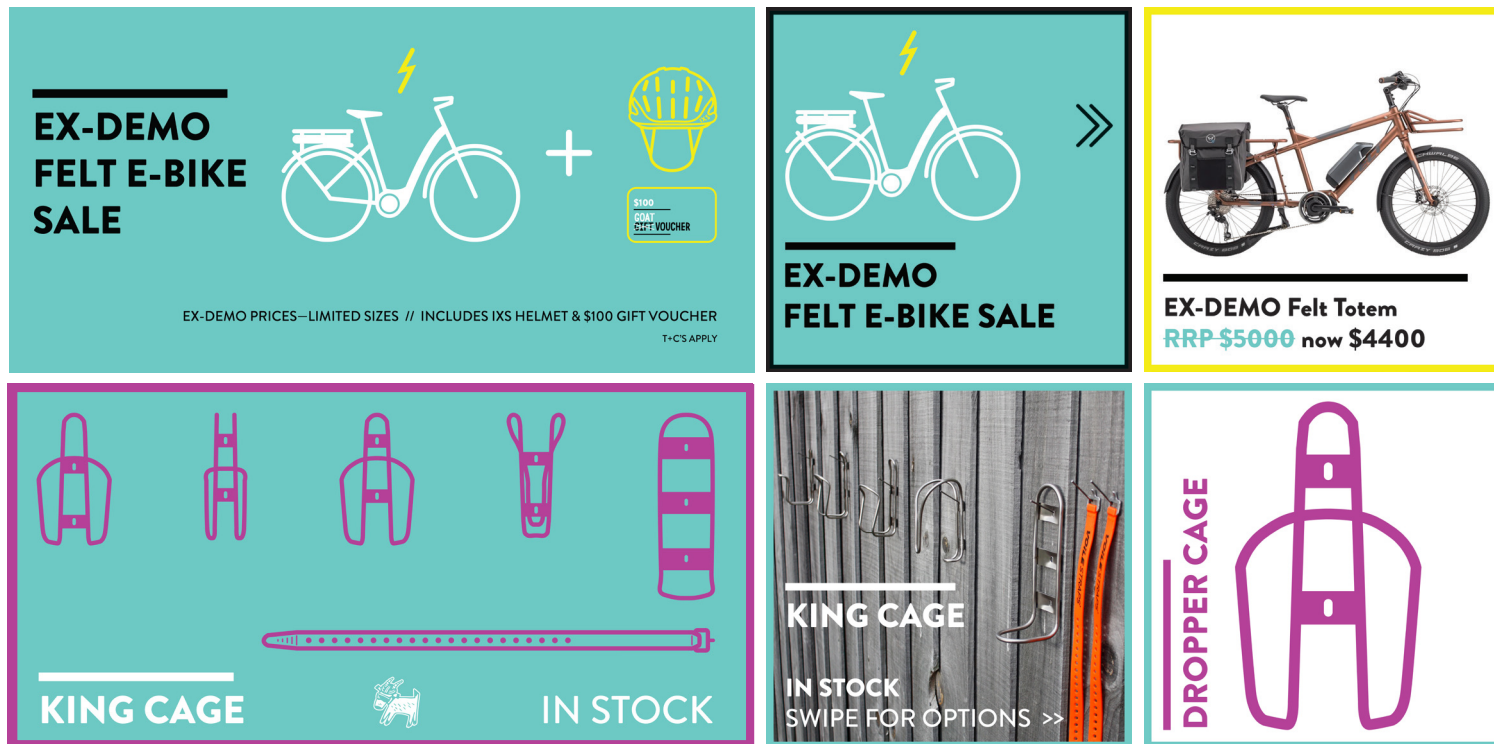
SOCIAL MEDIA AD EXAMPLES

FACEBOOK

Used more for advertising and promotion - albums of bikes or products we have in store, and sharing events by us or others.

INSTAGRAM

Shows people what we get up to on the daily, specific bikes we're working on, rides we've been on, cool products.



- // Obvious product advertising is kept to a minimum.
- // Promotions are designed using as little stock imagery as possible.
- // 'Designed' ads use graphics and strong colours
- // Non-'designed' product advertising is usually photos of products available in store

BRANDING APPLICATION EXAMPLES

