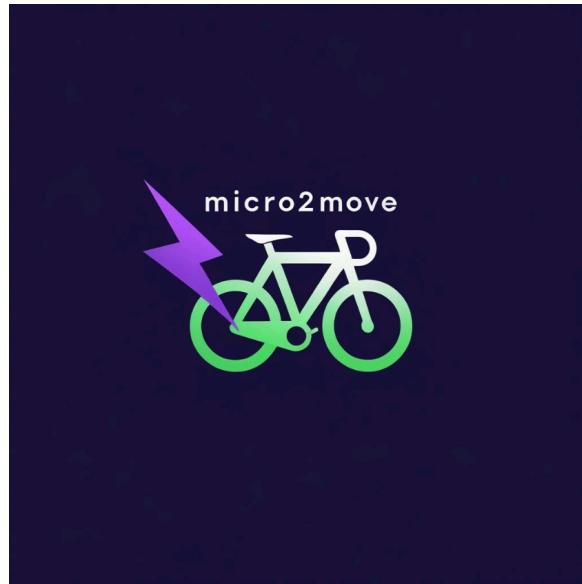
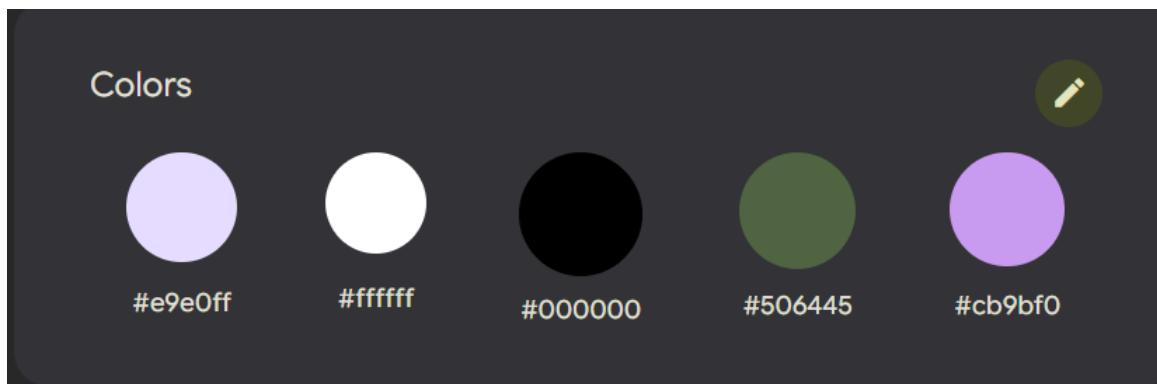


Branding for Git Hub

Logo



Colour Scheme



Typography

Primary Font

Comfortaa

Secondary Font

Lato

- **Tagline:** Making Sydney E-bike Friendly

- **Brand purpose:**

To make Sydney e-bike friendly by lowering barriers to owning, sharing, and accessing e-bikes.

- **Vision:**

A more sustainable, healthy, and community-oriented Sydney where e-bikes are a normal, accessible part of everyday movement.

- **Brand values:**

- Accessibility & Affordability
- Sustainability & Climate Action
- Safety & Reliability
- Community & Local Empowerment