



Brand Guidelines

An Overview

This document communicates our brand guidelines - the blueprint for our brand identity. Within these pages, you'll find the key elements that define us, from our logo and colors to our typography and voice. Adhering to these guidelines ensures a cohesive and powerful brand presence across all platforms.

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Brand identity



Mission, Vision, and Values

Nestled within the Coa Valley in Vila Nova de Foz Côa, lies one of the world's most influential rock art sites. The banks of the Coa River boast thousands of man-made engravings dating back to 22,000 to 10,000 B.C., making it the oldest Stone Age art found in Portugal. At Coabici, we offer bicycle rentals for adventurous travellers to explore Vila Nova de Foz Coa from a unique perspective. Experience the rich history and breathtaking scenery of the Coa Valley as you venture through the area's many biking trails.

Logo Overview

Our “Coabici” logo, ingeniously incorporating a custom font and minimalist design, celebrates the extraordinary heritage of Vila Nova de Foz Côa and the adventurous spirit of the modern traveler. In the lettering, subtle elements mirror the forms of a bicycle and the iconic rock art engravings, which the Coa River is renowned for. These design choices serve as an homage to the rich history of the region and our dedication to offering explorers a unique way to experience it. The simplified, contemporary aesthetic echoes our philosophy of uncluttered, straight-forward exploration, where the journey is as significant as the destination. More than just a logo, it's a visual representation of the intertwining paths of history and adventure. It mirrors our commitment to providing a deeper, more intimate connection with the timeless landscapes and ancient art that the Coa Valley holds..

The logo for Coabici is displayed in a large, black, sans-serif font. The word "Coabici" is written in a custom font where the letter 'C' is stylized to resemble a bicycle wheel and the letter 'i' is stylized to resemble a bicycle handlebar. A registered trademark symbol (®) is located at the top right of the word.

Logo Variations

The logo consists of a stylized 'C' followed by 'ôabicia' with a registered trademark symbol. The 'C' is formed by two overlapping loops, and the 'ô' has a dot above it. The text is in a clean, sans-serif font.

Full-color

This is the primary version of our logo and should be used in most instances where the background allows for its clear display. It is designed to stand out and represent our brand in its entirety.

The logo is identical to the full-color version but is rendered in a single dark gray color against a light gray background.

Single Color

This black version of our logo is used when printing in one-color processes, or when placed on a background that may clash with our full-color logo. Its purpose is to ensure legibility and brand recognition when color is not an option.

The logo is identical to the full-color version but is rendered in white against a solid black background.

Reversed

The reversed, or “knockout,” version of our logo is to be used on dark backgrounds. This version ensures that our logo is visible and legible when placed on darker imagery or colored backgrounds.

Clear Space and Minimum Size



Minimum Size Print

26mm

Cõabicia®

Minimum Size Digital

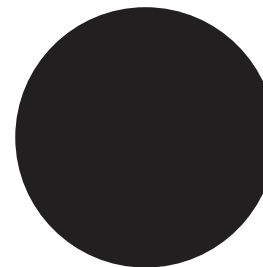
72px

Cõabicia®

Color Palette

A faint, dark gray graphic of a bicycle is positioned in the background, spanning the right half of the page. It is a stylized, minimalist representation of a bicycle, showing the frame, wheels, handlebars, and a seat.

Primary Colors



Onyx

HEX
#231f20

RGB
35, 31, 32

CMYK
70% 67% 64% 74%

Typography



Logo Typeface

Our brand's unique identity is encapsulated in a custom-made logo typeface. It has been meticulously crafted to express the distinct attributes of our brand, showcasing our innovation and creativity. The uniqueness of our logo typeface signifies our brand's stand in the market and sets us apart from the crowd. Please do not attempt to replicate or use this typeface for any other text.

COabiciLa

Primary Typeface

Our chosen typeface, Montserrat, captures the modern, welcoming, and resilient spirit of our brand. A geometric sans serif, it offers clean lines and friendly curves that lend a contemporary and approachable feel to our communication

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 &

Support

A faint, dark gray silhouette of a bicycle is positioned in the background, centered horizontally and partially obscured by the word 'Support'.

Contact Information

Should you have any questions about our brand, need additional assets not included in this guide, or require further clarification about the correct use of our brand elements, please don't hesitate to get in touch. We are always available to help ensure our brand is represented consistently and correctly.

[Name]

[Email]

