

Guide

# Logo, do's-and- don'ts



**Cyclon**

# Logo, do's-and-don'ts

Our logo is an important part of our identity. To show you how our logo is used, we've put together a few examples. Because usage/visibility is important

Ons logo is een belangrijk onderdeel van onze identiteit. De voorbeelden in dit document laten zien hoe ons logo gebruikt wordt. En hoe niet. Want dat is ook belangrijk.

## The do's

You've probably already spotted it: the bike in our logo. Playfully designed, but most of all clearly visible. It symbolizes our view of the world, in which playfulness plays a central role.

As a standard, we use the following logo. It is the preferred version.

The image shows the 'Cycløon' logo in a large, bold, red font. The letter 'o' is replaced by a stylized infinity symbol that incorporates a bicycle wheel and frame.

## Background color

Do you have a white background? Then you use the colored logo. Do you have a differently colored background? You use the white logo.



## The dont's

We're very proud of our logo. No need to hide it! However, we do want to make sure that our logo stays recognizable. Therefore, we use the same logo in all our expressions.

You've just seen how we do this. But just to clarify, here are a few examples of what **not** to do:



**Don't turn**



**Don't deconstruct**



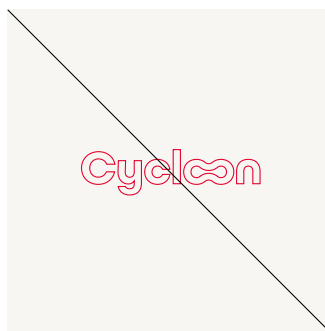
**Don't change the aspect ratio**



**Don't add any text**



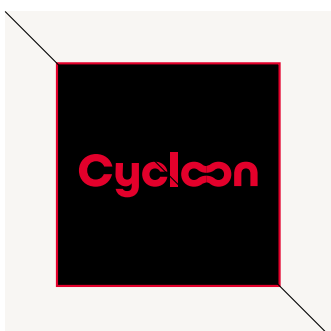
**Don't add any elements**



**Don't change the font**



**Don't use different colors**



**Don't add a frame**



**Don't add any effects**