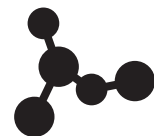




**ARGON 18**

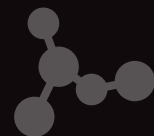


**ARGON 18**

# Logo & Fonts Guidelines



**ARGON 18**



**ARGON 18**

# Option 1.2.3.

# Logo

## Version 1. 2. 3.

The reason we have 3 logo options is quite simple. An evolving company such as Argon 18 needs to apply it's brand to a large variety of media. One option simply does not fit all media. We want our brand identity to last in time. Therefore, it needs to be flexible to a certain extent. These 3 options summarise all possible applications.

### Logotype mark

Our Logo is essential for good brand recognition. It's our name and needs to be used alongside the molecule at all times.

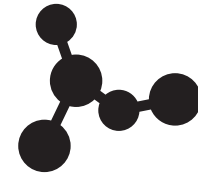
### Logo mark

The Molecule is a quality stamp in the industry. It's distinctive, strong and represents who we are. Just a bunch of really committed geeks and enthusiasts who share a passion for cycling.

1.



3.



2.

**ARGON 18**

# One

**Clear space** is the area that no other element explicit or implicit shall cross in relation to our logo. It must be kept free of other graphic elements such as headlines, text, images, and the outside edge of materials.

The minimum required clear space for the logo is defined as shown below. This clear space is equal to the height and width of our Molecule. The space between the molecule and logo must be equivalent to the height of the letter A in Argon 18.



*Logo recipe*

*Color Positive*



*Color Reverse*

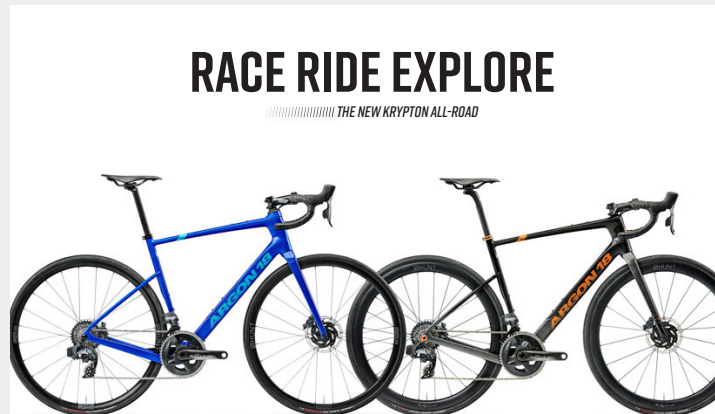


# Logo One in use

The **vertical logo** must be used whenever possible. It is the preferred application for square and rectangle work areas such as posters, banners, screens and even softgoods and promotional products. Whenever space is limited to a horizontal pane, use version two of the logo. See the next two pages for more details on how and when to use it.



  
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**ARGON 18**



  
**ARGON 18**

# Two

**This horizontal logo** is the second option. It can only be used when vertical applications are not possible. The same clear space zone surrounds the logo and must never be occupied by any visual element.



*Logo recipe*

*Color Positive*

***ARGON 18*** 

*Color Reverse*

***ARGON 18*** 

# Logo Two in use

**Here are examples** of logo two in use. You can see where and how you must use this second version of our logo. It mostly is used on horizontal formats where the first version is not ideal.

The rule is quite simple, for vertical and square visual pane, use version **One**. For horizontal pane and when space does not allow version one, use version **Two**.





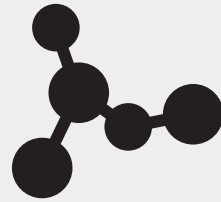
# Three

In **version Three**, the Molecule and Argon 18 are separated, yet they must be applied in the same visual pane. The Molecule size should always be twice the width of the Argon 18 logotype. The logotype must always appear underneath the Molecule. This option also opens up a world of possibilities for other bike related products.

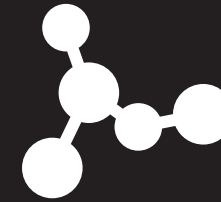


Logo recipe

Color Positive



Color Reverse



**ARGON 18**

**ARGON 18**



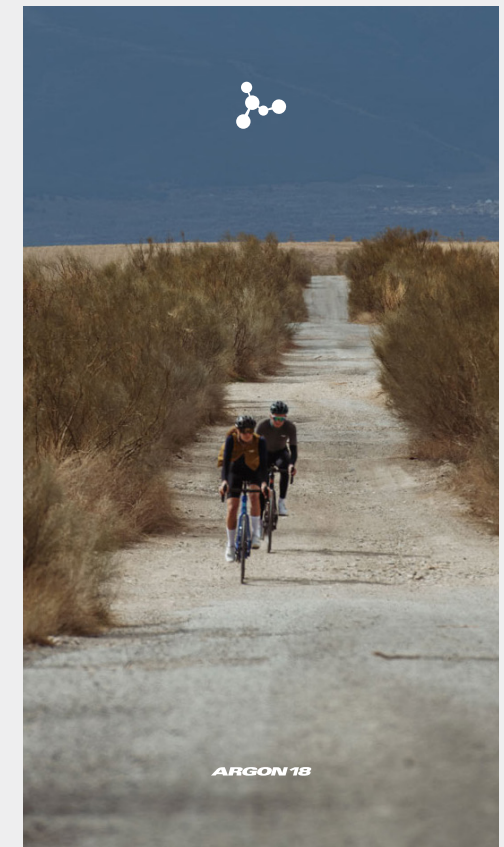
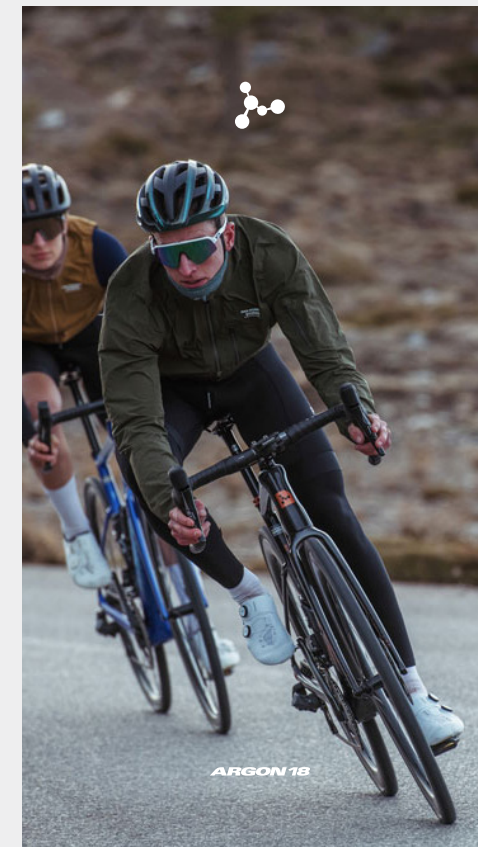
# Logo Three in use

Here are examples of version **Three** of our logo in use. This version is to be used in instances where more visual impact is needed i.e. in instagram stories where attention span is short and we only have a few seconds to make our brand visible and recognizable to viewers. Version **Three** highlights the most recognisable element of our logo, the molecule.

Facebook Post



Instagram Story



# Corporate Logo

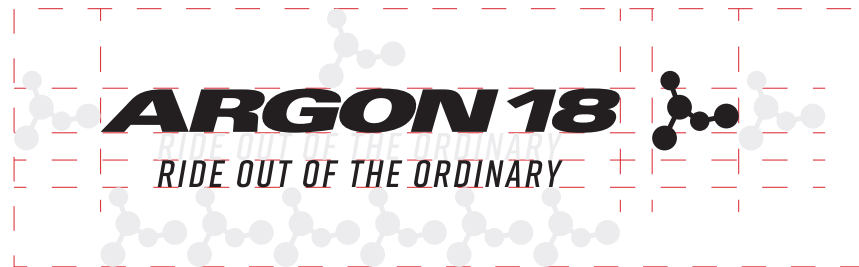
This has been the longest standing version of our logo. It was slightly modified over time. Our product logo, as seen on our frames, is more sophisticated and easily recognisable by consumers.

From now on, the corporate logo should only be used in official corporate communications, building signage and other corporate documents.



**ARGON 18**

# Tagline associated with Logo



Color Positive



Color Positive



Color Reverse



Color Reverse





# Context Reference Logo



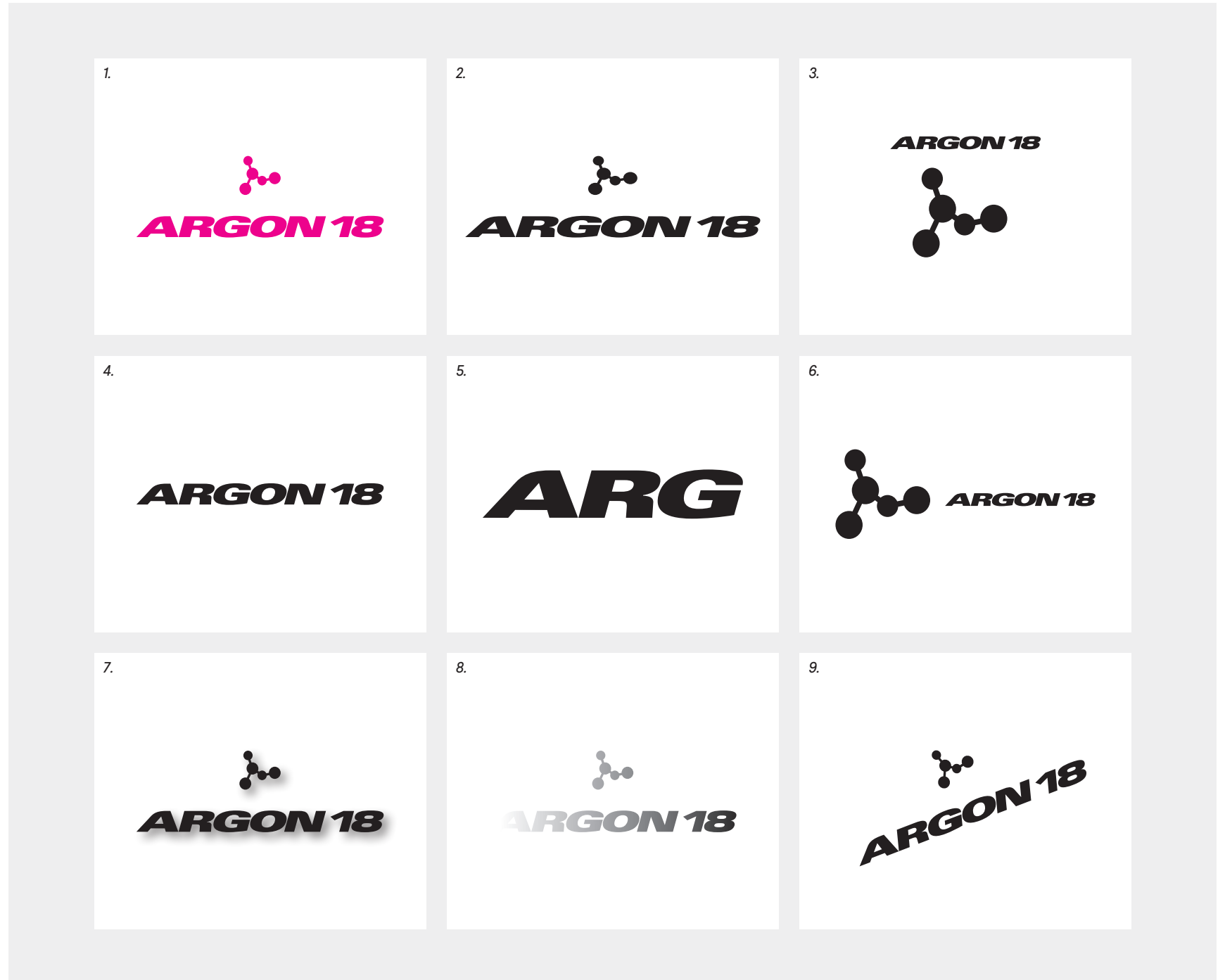
Logo recipe



Posters  
Instagram Post

# Don'ts

1. Do not change the logo colors.
2. Do not distort the logo.
3. Do not redesign the logo
4. Do not use the wordmark alone.
5. Do not use the logotype letters to create new logos.
6. Do not change proportions of the logo.
7. Do not attach areas of expertise to the logo.
8. Do not add effects to the logo.
9. Do not rotate the logo.

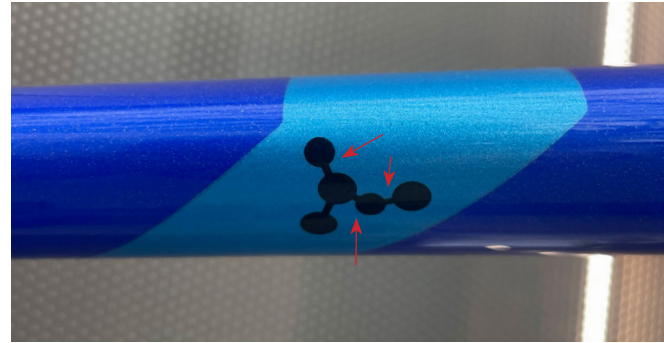


# Update

## Why update?

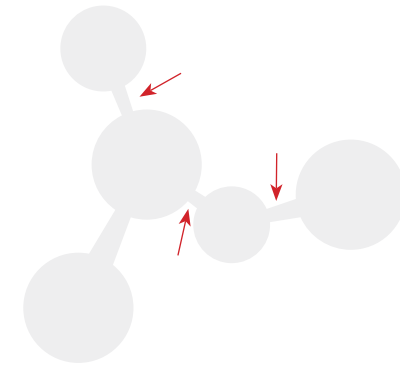
The molecule is the strongest visual element we have, and we should use it properly even in it's finest details. After all it represents us, what we are and what we believe in. For some time now we noticed visual pinch points where the molecule was not visually as strong as we wanted it to be. Especially when used in small format such as on the top tube strip on all Argon 18 bikes. That is why we made a simple modification of the molecule. This modification fixes all of these issues and makes for an even stronger brand image.

*Current*



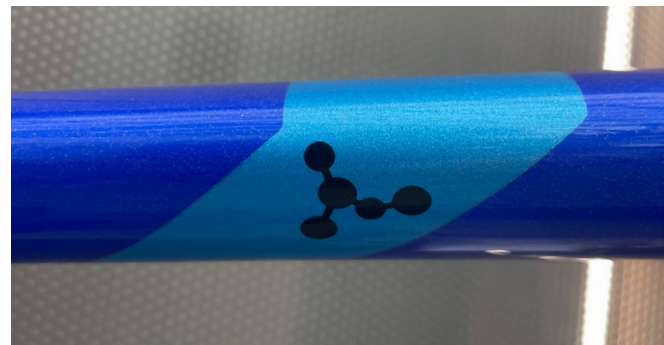
Visual pinch points

*Current*



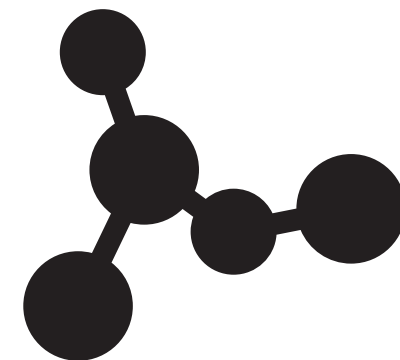
Feels less balanced

*Updated*



No visual pinch points

*Updated*



revised and balanced

# Fonts

This typeface is only used on our  
webpage and newsletters.

a

Tenso© comes in  
12 different typefaces.

Light  
*Light Italic*  
Regular  
*Italic*  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*  
*Black Italic*

## Tenso

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**bold**

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890***

***bold Italic***

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**Regular**

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890***

***Italic***

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**Thin**



# Fonts

This typeface we use in all body copy, such as workbooks and ads. The bold version is for rubric paragraphs only.

a

Larsseit® comes in  
12 different typefaces.

Thin  
*Thin Italic*  
Light  
*Light Italic*  
Regular  
*Italic*  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*  
Extrabold  
*Extrabold Italic*

# Larsseit

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**Bold**

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890***

***Bold Italic***

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Regular

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890*

*Italic*

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Thin

# Fonts

This typeface is to be used in all headlines both print and web. It should also be used for taglines.

A

Rift® comes in  
10 different typefaces.

LIGHT  
LIGHT ITALIC  
REGULAR  
ITALIC  
MEDIUM  
MEDIUM ITALIC  
DEMI  
DEMI ITALIC  
BOLD  
BOLD ITALIC

RIFT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

BOLD ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

THIN

# Logo Placement Guidelines

## Jersey Logo Placement Options

- Centered on the chest
- Upper chest
- Left or right sleeve
- Upper back
- Molecule larger with 'Argon 18' on the sleeve
- 'Argon 18' on both side panels and a smaller 'Argon 18' on the front

We have four options for the jersey: A, B, C, and D. Option C is specifically designed for our athletes.

Please ensure the logo is appropriately sized for each placement option to maintain visibility and brand consistency.

This layout should help you clearly communicate the logo placement guidelines for your company's apparel.



# Logo Placement Guidelines

## Bib Shorts Logo Placement Options

- Left or right thigh
- Centered on the rear panel

Please ensure the logo is appropriately sized for each placement option to maintain visibility and brand consistency.

This layout should help you clearly communicate the logo placement guidelines for your company's apparel.



# Logo Guidelines ©

For any questions or further assistance, please contact: Kim, Alain, or Sam. Thank you!