



Brand Identity Guidelines



The BEEQ Brand

BEEQ's logo and branding are the graphic representation of a brand with a unique concept and it is essential that its representation be respected with a coherent application/use in all digital and physical presences.



W E800

BeeQ

Beeq

Important

The BEEQ logo is a legally protected symbol. It cannot be altered in part or as a whole and its use must follow the norms written in this manual. It should not be used in circumstances that may be considered abusive to its right's holder.

Variations

The brand may be represented in 2 versions

For each of these versions there are files for the different types of impressions and applications.

It's a vector image which allows a great range of uses.

Logo



Symbol



Variations

Each version has a solution for application and printing/fixing.

CMYK/RGB

BEEQ

BEEQ

Flat Colours/Direct (2 or 1)

BEEQ

BEEQ

1 Direct colour

BEEQ

BEEQ

Protection area

The symbol must be applied with a free protection area that matches its height.



BEEQ



BEEQ



BEEQ



Backgrounds

The logo must be chosen accordingly.

Preferably it should be imprinted in four-colour or direct colour in the following values:

Pantone Black U

or

0% C

0% M

0% M

100% B

BEER

BEER

BEER



BEER

Chromatic Universe

BEEQs logo is a strong symbol, which allows for it to have variations in colour. Applied as needed, maintaining however the integrity of its identity.

Preferably it should use these colours:



CMYK
0% C / 0%M / 0% Y / 100% B
Direct colour
Pantone Black U
RGB
35 R 31 G 32 B



CMYK
0% C / 100%M / 100% Y / 10% B
Direct colour
Pantone 1795 U
RGB
ED R 1C G 24 B



Scale

BEEQs logo is presented on a vector file, allowing it to be amplified infinitely. However, there are a few rules for its application in small dimensions.

Logo



The logo should not be applied with less than 8mm width.

BEEQ

| |
8 mm

Assinaturas

A logomarca BEEQ está associada a várias vertentes, realçando a marca de e-bikes BEEQ e BEEQ, fabricante de e-bikes.

Assinaturas

A marca pode ser apresentada em 3 versões base.

Base

The logo consists of the word "BEEQ" in a bold, rounded, sans-serif typeface. The letter "B" is stylized with a thick, blocky form. The "E"s are also rounded and thick. The "Q" is a simple, rounded shape with a small red dot positioned at the top of its tail.

E-bikes marca BEEQ

The logo features the word "BEEQ" in the same bold, rounded font as the base version. Below the "Q", the words "RIDE SMART" are written in a smaller, bold, red, sans-serif font.

BEEQ fabricante de e-bikes

The logo features the word "BEEQ" in the same bold, rounded font. Below the "Q", the words "E-BIKES" are written in a smaller, bold, red, sans-serif font.

Assinaturas

Cada versão tem o seu contexto próprio.

Base

BEEQ

BEEQ

E-bikes marca BEEQ

BEEQ
RIDE SMART

BEEQ
RIDE SMART

BEEQ fabricante de e-bikes

BEEQ
E-BIKES

BEEQ
E-BIKES

Assinaturas

A assinatura poderá ter o realce.

E-bikes marca BEEQ



BEEQ fabricante de e-bikes



**RIDE
SMART**
BEEQ

E-BIKES
BEEQ

**RIDE
SMART**
BEEQ

E-BIKES
BEEQ

Beeq

