



**BRAND
GUIDELINES**

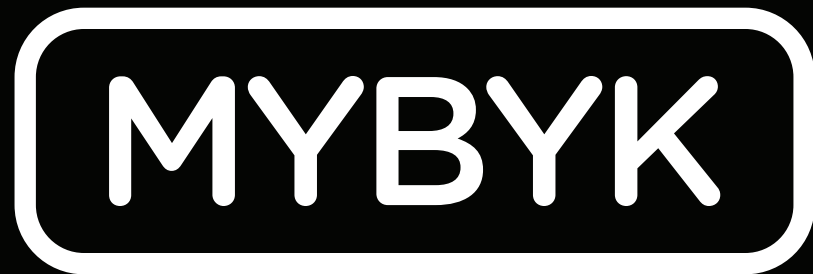
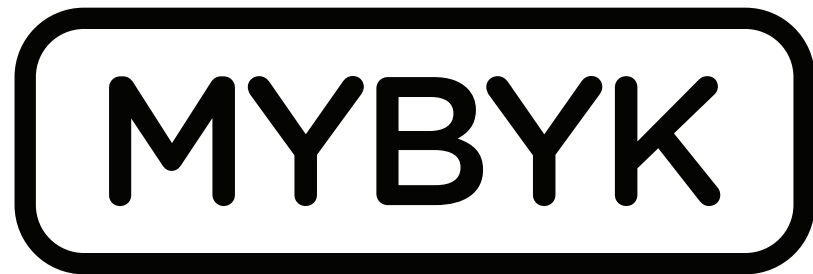
THE MYBYK
LOGO





THE MYBYK LOGO
(COLOR)





THE MYBYK LOGO
(MONOCHROME)

APP
ICONS



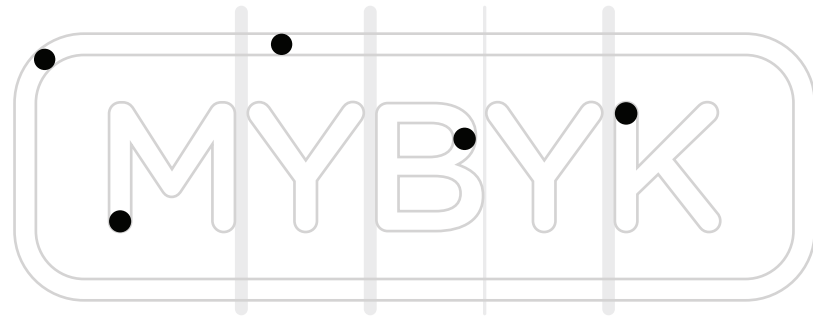
For Android



For iOS

THE MYBYK LOGO CONSTRUCTION

The element of a circle has been taken to create effective curves in the logo. The entire logo is based on rounded fonts without any sharp edges or ends.



LOGO RESPECT AREA

There has to be clear space around the logo to ensure the logo's maximum clarity. The measurement of the breathing space around the logo has to be of a minimum measurement of the height of the logo. For example, if the height of the logo is 1 inch, there has to be a breathing space of 1 inch on every side of the logo.



LOGO SIZES

It is essential to maintain the logo proportions across the digital and print platforms. Therefore, the height to width ratio of the logo should be 1:3. If the height of the logo is 1 inch, then its width has to be 3 inches. The minimum size of the logo on any digital platform should be 25px, and on print should be 10 mm.



Minimum digital height: **25px**



Minimum Print height: **10 mm**

LOGO MISUSE

The logo mustn't be altered, manipulated or rearranged as per convenience. The designer needs to avoid changing the angle of the entire logo as well.



LOGO USAGE ON BACKGROUND

A contrast between the background and the logo needs to be developed. Here are some examples of the logo options that can be used on different background shades.



LOGO PLACEMENT

MYBYK

Lorem
ipsumdolor
sit amet,

MYBYK

Lorem
ipsumdolor
sit amet,

MYBYK



MYBYK

LOREM
IPSUMDOLOR
SIT MYBYK

MYBYK

Let's
Unlock



LOGO WITH
TAGLINE



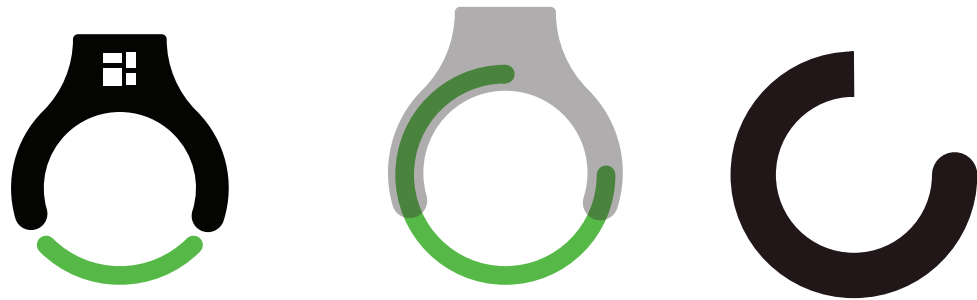
BRAND ELEMENT

The symbolic latch of a lock creates the brand identity of MYBYK. This brand element has been created to make MYBYK stand out and be recognized from afar.



BRAND ELEMENT EXPLANATION

This element is the representation of the latch that locks and unlocks a bicycle. Since the positioning of MYBYK is Let's Unlock, this element is a fitting representation of the ideology.



THE LATCH OF A BICYCLE LOCK

LOGO WITH EVENT TYPEFACE

To portray any of the MYBYK events, a specific unit need not be created. The title of the event can be written following the logo using brand fonts. The event name should not go beyond the height and width of the logo.

MYBYK

CYCLING

MYBYK

CYCLING

MYBYK

MONDAY
MORNING

MYBYK

SUNDAY
NIGHT
RIDE



**BRAND
COLOURS**

#41CD0A

RGB: 65 205 10

CMYK: 70 0 100 0

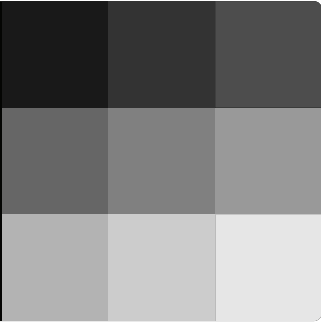
Pantone 2287c



#000000

RGB: 00 00 00

CMYK: 0 0 0 100



DIGITAL AND PRINT COLOURS

RGB Shade with Color Values
For Digital Comparison



#41CD0A
RGB: 65 205 10
CMYK: 70 0 100 0
Pantone 2287c

CYMK Shade with Color Values
For Digital Comparison



#41CD0A
RGB: 65 205 10
CMYK: 70 0 100 0
Pantone 2287c

MYBYK HUB IDENTIFICATION

To portray the action of dropping the MYBYK to a Hub, the cycle element needs to be placed on the left, and to portray the picking up of MYBYK from a Hub, the cycle element needs to be placed on the right side.



DROP
TO HUB



PICK
FROM HUB

HUB NAME



**RIVERFRONT
SAHIBAUG**

MYBYK APP IDENTITY

Instead of writing "Download the MYBYK App", this design can be used, which will occupy less space.



DOWNLOAD MYBYK APP

GENERAL CTA



FOR MORE DETAILS
 7043 987 987



MYBYK CYCLING
SERVICES

MYBYK 
CYCLE

MYBYK 
CYCLE WITH GEAR

MYBYK 
ELECTRIC CYCLE

MYBYK
CYCLE





NUNITO

For LATIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+{}

MYBYK
BRAND FONTS

Usage

Only for brand identity and brand units
Making Cities Livable Again

Let's
Unlock

Making Cities
Livable Again

PROMPT

For LATIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+{}

Usage

All kinds of communication such as social media, print media, etc.



MYBYK
FONTS

HIND

For All INDIAN Language

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+{}

Usage

All kinds of communication such as social media, print media, etc.



MYBYK
FONTS

ROBOTO

For All INDIAN Language

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+{}

**ALTERNATE
FONTS**

Usage

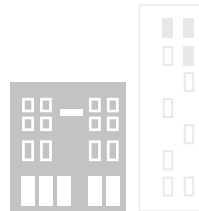
Only when the aforementioned fonts are unavailable

ILLUSTRATION STYLE



ILLUSTRATION STYLE

Whilst depicting regular components, use monochromatic illustrations. However, to show environmental components such as a tree, use green as mentioned in the brand colors.



Buildings



Land



Tree



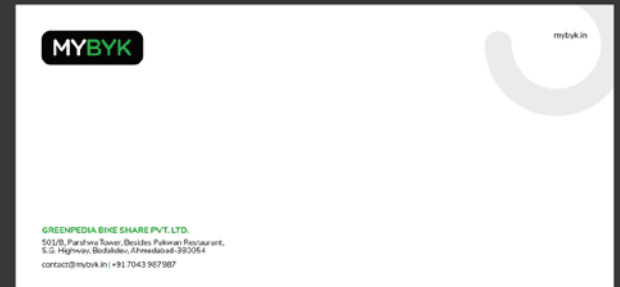
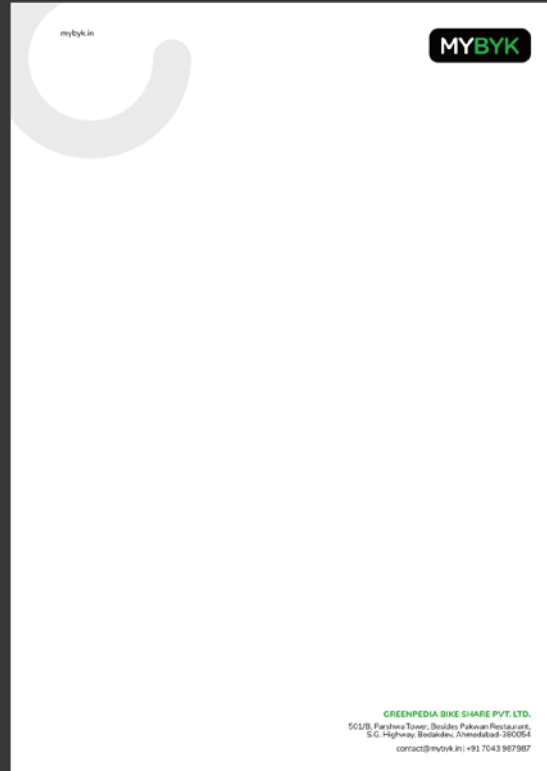
City Element



Monotonous Color Scheme

Create new illustrations, a minimal design aspect is to be maintained, without much detailing.

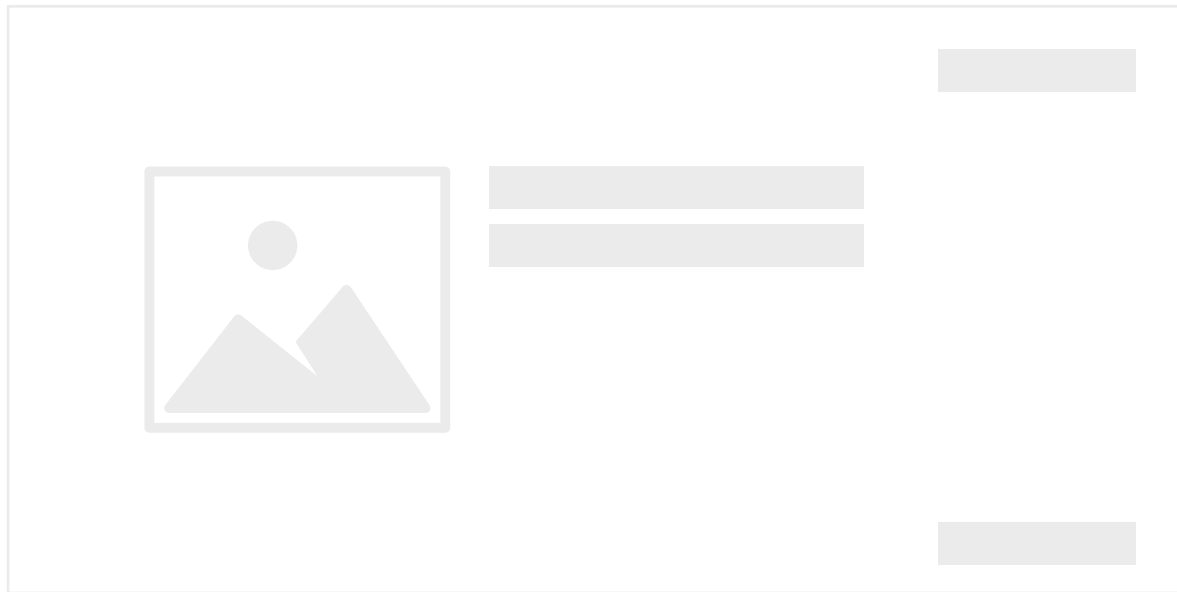
CORPORATE IDENTITY



COMPOSITION

It is essential to leave a minimum of 30% breathing space in any design. Avoid crowding the design with multiple details. The designer can leave as much as 60% of breathing space while designing a creative for MYBYK.

30% to 60% Breathing Space





THANK YOU