

# BRAND GUIDELINES



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The background features a dark grey field with intricate, white, hand-drawn style lines. These lines are mostly vertical and diagonal, with some curved, overlapping strokes that create a sense of movement and depth. The lines vary in thickness and density, particularly on the right side where they are more concentrated.

# WORKING WITH STORYTELLING

Building a brand is more than repeating a name over and over again. It's the stories in life people remember. Gepida's story is one of exploration, persistence and courage. In this booklet\*, we elaborate on how Gepida's story and identity can contribute in different aspects of management, building organizational culture and behaviour offering a strong foundation for both strategic decisions as operational activities. Though we have tried to be comprehensive, it is impossible to be complete. We invite readers to take this booklet as a guideline and inspiration helping them to give direction to new ideas.

# Identity

Picturing Gepida as a person, we see a tall, strong and slightly crude man in his thirties. Overall an impressive but charismatic appearance. He learned as a young boy to have a practical attitude towards life's challenges. He works hard, which makes him feel good and earns him the respect of others. If asked what defines him, people would say adventurousness and creativity. He lives an active, wandering life. His explorative nature takes him off the beaten track, both literally and figuratively.

Curious

Well-balanced

Active

Enthusiatic

Brave

Stayer

Tight

Spontaneous

Serious

Versatile

Optimist

Disciplined

Inspiring

Impatient

Sportive

Temperate

Mild

Independent

Responsible

Reliable

Aggressive

Vivacious

Clear

Ambitious

Intelligent

Honest

Enterprising

Introverted

Selfish

Untidy

Egocentric

Irritable

Stubborn

Hars



### Characteristics and synonyms

Gepida's characteristics are useful in all communication you have, with employees, customers and suppliers. Without actually saying you are ambitious, responsible or curious, use these words in job descriptions, strategies, plans, briefings, stories etc. to give direction to whatever it is you plan on doing. Use them as criteria too: always compare your plans, briefings, stories, posts on social media with your identity and double check: does it fit who we are?

Your characteristics will contribute in creating a careful and consequent image of who Gepida is and what you stand for. For variation, use synonyms like described below, depending on the context of your message.

**Temperate** collected - composed - reasonable

**Independent** autonomous - sovereign - unconstrained

**Spontaneous** impulsive - instinctive - unpremeditated

**Ambitious** challenging - eager - enterprising

**Reliable** faithful - dependable - trustworthy

**Inspiring** animate - encourage - stimulate

**Clear** bright - comprehensible - distinct

**Sportive** athletic - playful - sporty

**Disciplined** formed - educated - prepared

**Enthusiastic** passionate - eager - spirited

**Active** energetic - bustling - lively

**Responsible** accountable - honest - true

**Serious** sincere - thoughtful - substantial

**Well balanced** stable - steady - well adjusted

**Versatile** adaptable - flexible

**Vivacious** animated - spirited - lively

**Intelligent** clever - sharp - acute

**Curious** inquisitive - interested - eager

**Optimist** bright - confident - hopeful

**Brave** bold - courageous - daring

**Stayer** go-getter - diehard





**GEPIDA**  
proudly designed  
& built in Budapest

## BUDAPEST 1994

Hungary; a country in transformation The number of small businesses is growing fast and entrepreneurs are grasping the opportunity to bring their ambitions to life. Born with an enterprising spirit and full of ambition, George Berkes too is ready to break down barriers and explore the world of opportunities he sees ahead.

Preferring the freedom of self employment to the security of a job George started his own bicycle shop. It didn't take him long to realize that, while the bicycles manufactured in his country were functional, they were not suitable for what he liked to do most: wander off road.

George was driven by the ambition to give people the opportunity to challenge themselves and choose the road less traveled. As no such opportunity was available in his Hungary, George looked abroad. He traveled to Italy, Germany, the Netherlands and various other countries to immerse himself in the world of bicycles. He visited fairs, and, speaking with bicycle manufacturers, component suppliers and other specialists he learned all about designing and building a solid bicycle that could perform well both on and off-road.

During his travels, he came across bicycles with great diversity in design and technological innovation, from high-end MTB's for extreme mountain bike trails to more mainstream, off-road capable models. He could picture them in Hungary, introducing a new kind of outdoor leisure with the unique designs, innovative features and with a great value for money. customers value for their money.

There was a challenge, however: because of considerable import taxes the bicycles would only be affordable for a happy few. George was determined to find an alternative that would make mountain biking accessible to everyone. And he found one. While importing ready-built bicycles was too expensive, importing components was not. So George set up a simple assembly line in the garage next to his home, ready to create his own, unique range of off-road bicycles.

First there were five bicycles; then there were 50; then there were 500. George expanded, built a bigger assembly line and contracted employees. Because his team assembled the bicycles themselves, they got to know them inside out and learned what worked well and what didn't . Gradually, they adjusted the assembly process, constantly improving the bicycles. Experience taught them to select the best suppliers and design special components for a perfect fit. Various specialists joined the team, bringing more expertise in house, including frame painting skills.

One day, the team came up with a brand name that perfectly illustrated what the bicycles were all about: Gepida. The Gepids are an East Germanic tribe, true wanderers at heart, exploring new lands, known for their persistence, strength and wit. Like an eagle in the sky: perceptive, courageous, and free to roam.



# Archetype

The term archetype is ancient Greek and combines archein (original) and typos (pattern). Archetypes are original patterns and represent fundamental human motifs. Each archetype has its own set of values, meanings and personality traits. Most, if not all, people have several archetypes at play, however, one or two archetypes tend to dominate a personality in general.

Based on the characteristics of Gepida we see its personality:

**tends towards freedom** (with order being its opposite)

**tends towards ego** (with social being its opposite))

Gepida's dominant archetypes are

## **PRIMARY: ADVENTURER**

Adventurers seek the freedom to find out who they are through exploring the world. They are keen on ambition and autonomy. Also known as wanderers.

## **SECONDARY: REBEL**

The rebel likes to break barriers that limit the human spirit and is keen on overturning what is not working. Rebels try to set their own rules (which can be translated as: they set their own path in life, despite what society might expect from them).





**Knowing who you are helps to act accordingly. In your design, in your management and last but not least: in how you communicate with your audience, whether that be your employees or your customers. The themes related to these archetypes make for beautiful topics in micro stories (more on micro stories further down the road). Because people can relate to it or long for it.**



# ADVENTURERS

## HAVE THE COURAGE TO TRY NEW THINGS

This feels like a core value of your brand. If so, make sure it is integrated in all you do.

Tell your employees and create opportunities for them to try new things in whatever they do within Gepida

Tell your suppliers and inspire/motivate them to do the same for Gepida

Tell but more importantly: show your customers.

Show them the results of Gepida trying new things.

Not all new things are successful. That's ok. Be honest about it and show you can't be defeated by mistakes.

## ARE THE ONES THAT EXPLORE BOUNDARIES AND GO BEYOND. THEY HAVE THE WIT TO GO WHERE NO-ONE ELSE HAS GONE BEFORE

Use words like exploring, wandering, discovering, observing, perceiving, freedom, courage etc. in your (marketing) communication. They appeal to the audience, either because they feel alike or you can challenge them to start exploring themselves. Show them what it is you found/learned behind that horizon!

## CHERISH AND MANAGE AMBITION

This one is especially interesting for Gepida as an organisation. Try to live up to this feature by creating an atmosphere where new initiatives, no matter how small, are stimulated and rewarded. And then show your public the result!

## TRUST THEIR OWN INSTINCTS, MAKE DECISIONS ON THEIR OWN, NOT BASED ON WHAT OTHERS DO

It's a characteristic a lot of people can relate to (or long for). Use this as a guideline in strategic decisions ("why would/should we do this?"). This also makes for a perfect theme for micro stories.



# REBELS

## SET THEIR OWN COURSE

Consider it a merit not to follow the example of others. You may make different choices on design, innovation, technological features etc. That's a strength and fits your profile. Show your employees, suppliers and public that you set your own course and don't forget to elaborate why you do so.

## DON'T CARE ABOUT BEING THE BIGGEST, THE BEST OR THE MOST INNOVATIVE

Gepida is motivated by other goals. Choose yours carefully and don't be tempted to challenge the ruler or take after the girl next door for instance. Gepida is a small brand amongst giants. Be proud of that!

## ALWAYS KEEP AN OPEN MIND ON WHAT CAN BE IMPROVED AND DON'T TAKE RULES (OR DECISIONS) FOR GRANTED

Create an atmosphere in the organisation where there is room to evaluate processes and overturn decisions if needed. Involve employees in this.

The more consistent you act according to your archetypes, the more your identity will stand out. The other way around: brands that don't act in sync with their archetype(s) are difficult to describe or position. For customers that would mean they can't figure out what the brand is about and if and why they should commit themselves to it.





## BUDAPEST PRESENT TIME

Gepida has come a long way since we assembled our first bicycle. With over XX coworkers we have become a large Gepida family. Everybody has his own skills and specialties, but we all share Gepida's passion to explore. Wanderlust is in our blood; you will find us on fairs and in shops around the world. We are no longer abroad to learn the trade. Gepida is now a full-fledged bicycle brand, inspiring others! Although we still learn every day we can say: Gepida - proudly designed and built in Budapest!

Some things never change. We still love breaking down barriers, searching for new opportunities. We were one of the first brands to build electric bikes and operate on an international scale now, with a presence in Europe, the United States and Australia. That is why we say: Gepida; a small brand among giants. We cherish our independence and flexibility to handle any challenge life throws at us.

We carry a versatile collection of over XX sport bikes, e-bikes and specials with a unique, distinctive design that combines technical innovations with high-quality manual assembly. Our agile manufacturing process is designed to create bicycles that allow people to discover the world. Close to home or far away; in the city or the country; on and off road, our bicycles enable people to roam free like an eagle.

**Gepida; everybody has his own path to discover in life, each must discover his own path. Ours is one of exploration and curiosity, of never giving up. We have the courage to 'sing our own tune'. Come sing with us. Be advised, it's not for the faint hearted, but worth every step of the way.**



# Customer target groups

Our main audience consists of dealers and customers. Some may know Gepida, but there is a world out there for whom Gepida is a new name, a new brand. With your challenge in mind (exploring with focus), this is a good time to (re)affirm Gepida's main customer segments and target groups (and later on to (re)affirm a distribution policy that supports those segments and target groups).

## Target groups

Who is buying your products? Who do you want buying your products? So who should you reach out to? We can identify two main segments:

### SPORT AND LEISURE

Who: mainly man and - to a certain extent - women, 30-50 years in age, active, hardworking and spend time off to experience 'freedom', have an eye for their individual needs, tend to choose smaller, non mainstream brands over mass.

What: good quality and affordable bicycle that serves the purpose

Communication: this is in our opinion your main target group you should focus on and where your identity can help you distinguish yourselves from competition.

This target group has the potential of a community based on the common passion of seeking adventure.

**1 Hungarian market** even greater potential because of already existing brand loyalty. Customers already feel committed, because they tend to buy a Gepida for every family member. Focus on your heritage, Gepida is a local brand, created by Hungarians, manufactured in Hungary. Communicate directly through social/website/PR/free publicity/events => Emphasise your identity, engage your audience, create loyalty.

**2 International market** Appeal to the adventurer in each of us, the rebel within them and show them you practise what you preach. Your presence in country X/Y/Z is an adventure you felt like taking. And by delivering good quality in more affordable prices than your main competition, you stand out from the crowd (you are in fact a little rebellious in that way). Communication is mostly indirectly through partners and dealers for this group. Make sure they are well equipped and willing to do so (see next slide for elaboration).

### SPECIALTIES

Who: man and women, up from around 30 years, use specialty for specific purpose like commuting from/to public transport (folding bikes) and travel together (tandem). What: specialty like a tandem or folding bike.

Communication: We understand this segment is important for Gepida, but from the identity point of view not so easy to fit your profile. We recommend communicating to this target group on different channels. Introducing style groups might be of help here, because than it is easier to differentiate along the whole customer journey.



# Corporate identity

## Brandbook

Gepida's new brandbook is about creating strong, recognisable, innovative and consistent communication.

## LOGO

The eagle is the foundation for all visual communication. Guidelines describe how the logo should be used consistently. Both the logo and the guidelines are clear and contribute to the identity of Gepida on owned media. However, one of the most important branded items you have, is not described in the brandbook: your products. From what we can distinguish on photo's the logo is placed isolated on the front of the bicycle and is not used next to the brand name. Without knowing the details of this choice, it leads to practical challenges:

- Customers don't see the eagle combined with the name (seeing it combined will help people recognize the logo on its own)
- The logo won't be visible on most product photography (because photography is 2D and mostly taken sideways)



In our current timeframe, everybody is both a broadcaster as well as a content "consumer". We create content of our own or share content of others. The original sender cannot always be determined, so it's important content can stand on its own and is still recognized as Gepida.



# Language and tone of voice

## Language

In all communication, think from the perspective of Gepida as described as a person. What would he say, what would he do? Create a unique tone of voice, fitting your profile:

- be a man and act/speak likewise
- be (moderately) crude (but don't overstep, because that could annoy your audience)
- be consistent
- use words and tone of voice consistent with your age (mid-thirties)
- have a rough edge
- be in control
- be on your own

Avoid:

- being formal
- being cute
- trying to be too young
- a feminine look and feel
- being perfect





# Micro stories

## Micro stories

Like said before, your profile, archetypes and Gepida's personal story covers several themes that are worthwhile using in your marketing communication. Working according to one of these themes helps in communicating consistently, yet are diverse enough to avoid constant repetition. Micro stories can have different appearances: they may be just a picture on Instagram, they may be turned into a short movie. In our opinion, micro stories of Gepida should have the sportive segment as main focus. They need a 'face' to distinguish themselves from competition. Below you find some examples, that we think could be operationalised.

## Exploring new worlds

- "I never use the same route from home to work (Gepida is fit for all circumstances!)"
- "I don't think, just ride and follow the sun" (Gepida is fit for all circumstances!)"
- "I just keep going" (Gepida can take you further than you may have thought)"

## Wanderer

- F\*ck the plan, I enjoy the unexpected.
- Freedom to me: just go as I like.
- Where the main road ends, my adventure starts.
- Always curious what lies behind the horizon
- Can't wait to find out what is behind the next turn.

## Follow your own path/road

- Nobody chooses for me, I choose. Even if it is not what others expect from me.
- I don't walk in anybodies footsteps.
- I enjoy the unexpected in life.

## Don't take rules for granted

- I always keep asking myself: does this rule make sense? If not, how can we do better?"
- I live by my decisions. As long as they are worth living by.



# Photography and video

## Images

Images, not surprisingly this word is strongly connected to imagination. It's the images that helps stories get to life. Especially in this time where social media and sharing content takes such a prominent place in our lives, you can't build a brand without proper images. Both photography and video. It's like with your brand book: consistency helps in creating a strong foundation. Therefore, it is wise to describe criteria you want your brand images to meet, whether that is a full swing production or a single post on Instagram.

We advise you to brief everybody working with images for Gepida about following criteria:

- Use mainly man models and preferably types that meet the Gepida identity.
- Women models should 'fit' the Gepida identity likewise. So they should be a little tough (think of one or more tattoos, athletic build, sporty. Avoid modally models, perfection, overdoing make-up, over styled clothes or too cute etc).
- All models should be credible loving biking, wandering and adventure. If it is not credible, don't use them. Models should have a natural and fit look. Avoid too much make-up, too perfect hairdoo and to posed positions.
- Avoid perfection, clothes don't have to be a complete match or high range in prices. Your bikes aren't, so the clothes shouldn't either.
- All models should be in their thirties, like Gepida's identity.
- Make sure to get images from different situations (situations, seasons, special events, celebrations, etc), so you have year round content. Show Gepida not only when it's sunny and bright, but also on rainy days and other weather conditions (wandering never stops)
- Make sure all models have an international appearance, so images can be used on international scale.
- If needed, produce images to fit the local market (for instance: a picture taken in the city with a bike helmet on, is not credible for the Netherlands, because we don't wear bike helmets on city bikes).



- From a wandering point of view, choose a perspective with a clear horizon and, preferably a road (or path) leading to it. Consider taking some shots from behind, so the viewer can see Gepida in combination with 'the road ahead' (the wandering mind).
- From a rebel point of view, consider taking shots in which it is clear (but not too obvious) that Gepida is choosing its own path. Someone on an MTB with his corporate clothes on for example, whereas everybody else is on a city bike. ("I just happen to love my MTB so I am taking it to work").
- From the archetypes point of view (adventurer, rebel): consider using primarily one or two models at most in one frame. Gepida tends more toward the 'ego' side so groups of friends and family is not really his thing.
- Images should be a little rough, don't try to create perfection.
- Let images speak for themselves: avoid overstepping in photoshopping. Only do what is necessary, but keep it real!
- Create (the suggestion of) movement, for Gepida is a dynamic identity, always on the move.
- Try to give the viewer something unexpected. Let the rebel speak out sometimes :-)
- Avoid shots that are clearly posed or with posing models. Every model in the frame should be doing something.



# Web and social

## Website

The website is the main portal where customers are being lead to from different channels and one of the few places in Gepida exposure where customers stick around a bit longer. A great opportunity to get them to learn about your brand. This goes beyond just putting your story out there to read. Every text, every image should live and breath your identity. Choose your words carefully and make sure what you 'claim' in your story, holds up in your product descriptions etc.

In short:

- Consider producing a short movie about Gepida (instead of putting the story there to read, images are so much stronger)
- Create a clear position in who Gepida is for. Your brand is not for everybody and your website should be clear about that (in line with identity).
- The identity of Gepida should be reflected in its look and feel. Your current website is quite 'clean', lacks sphere images and lacks a good association with your core values/archetypes (adventure and rebel).
- Consider using lines/quotes from your story as streamers on different places on your website.
- Bear in mind that you use fitting images on every 'countries' portal.
- Make sure you are found by the right words or combination of words. For this you need to know your customers!



## Webshop

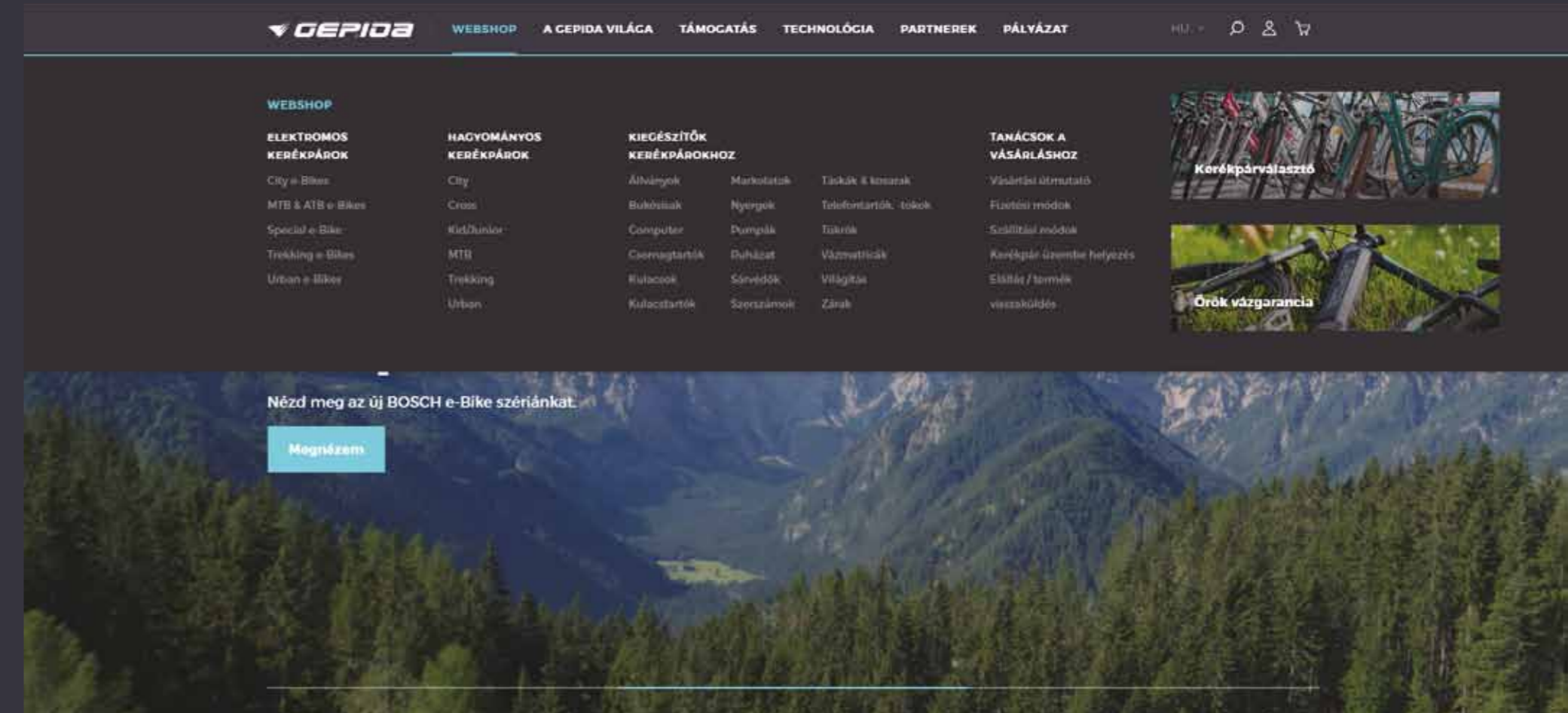
In addition to promoting the brand on website, great emphasis is placed on the bike categories and bicycle models.

Gepida's objective is that people who are interested in their products can easily find the ideal bike for them. Filtering options, bike comparison function, and technical descriptions on webshop support customers to find the best option for them. Moreover, customer service is available by phone, email, or chat and the professionalism of the staff also contributes to find the desired bikes.

Product pages of bicycles and accessories present the benefits of products in an easy-to-accept style. Presentation of each bike models, where the focus was on user experience, therefore the site is transparent, clean, informative.

This is why they use photos taken against a white background, multi-view images and detail photos that present the highlighted specifications. Last but not least, product photos play a huge role in customer decisions. The chances of selling a product are much higher if we use high-resolution, demanding images.

It is important that the webshop is an aesthetic, modern, sophisticated platform that is clean and easy to use.



### Közösségi média

A közösségi média jelenlét már kikerülhetetlen platform az online világban és hatalmas szerepet tölt be a vásárlókkal és rajongókkal folytatott közvetlen kommunikációban.

Több social platformon is jelen vannak, Facebook, Instagram, Youtube, LinkedIn és az aktív csatornákat az előbbi kettő jelenti.

Míg egy weboldalra az embereknek aktívan el kell látogatniuk, a közösségi médiában a (potenciális) vásárlók már eleve jelen vannak. Fontos a releváns tartalom és az, hogy meg tudjuk mutatni az új vásárlóknak, vagy rajongóknak a Gepida valódi személyiségét. Ezért itt is fontos az arculat beépítése. Mivel a közösségi médiában szinte minden lépésünk teljesen nyilvános, az emberek csak olyan márkákhoz kötődnek, amelyek illeszkednek életformájukhoz. Ahhoz, hogy a Gepidát válasszák, tudniuk kell, mi ez a márka, és milyen értékeket képvisel.

Ezt nem elég (csak) elmondani nekik, hanem képekkel, rövid történetekkel meg is kell mutatni.

A közösségi médiában érdemes egy content tervet készíteni, amelyben részletesen szerepelnek az arculat megjelenítésének különböző nézőpontjai.

Koncentráljunk a Gepida valódi énjére, és arra, amilyennek szeretnénk, hogy a vásárlók lássák vállalatunkat:

- Ne posztoljunk csak azért, hogy új tartalom jelenjen meg az idővonalon. Érdemesebb ritkábban, de hiteles és releváns üzeneteket/történeteket közzétenni.
- Csak saját tartalmat használjunk. Ha bármilyen okból mások által készített képeket vagy idézeteket szeretnénk felhasználni, azt mindig tegyük egyértelművé (megemlítve a fotó készítőjének nevét), és helyezzük a Gepida számára megfelelő környezetbe.
- Kerüljük a sokak által használt képeket vagy idézeteket.
- Ügyeljünk arra, hogy a márka valahogyan megjelenjen a tartalomban. Így ha mások megosztják ezeket, az emberek látni fogják, kitől származik az adott tartalom.
- Posztok legfeljebb 10-15%-a legyen sales, vagy promóció témájú. Az ilyen típusú tartalmakat a fizetett megjelenéseknél használjuk fel, ne legyen akciós oldal, ahol direktben, egyből csak eladni szeretnénk a hírfolyamunkban.
- Törekedjünk a valóságra. A csillogó magazinba illő felvételek helyett érdemesebb egy okostelefonnal készített, nem túl tökéletes fotót feltölteni.
- Érdemes odafigyelni a követőkkel történő párbeszédre, de ne feledjük: ebben a fázisban a növekedéshez a rajongói bázisnak is növekednie kell. Mindig kísérjük figyelemmel a kommenteket, üzeneteket, like-okat és ha a helyet úgy kívánja reagáljunk is rájuk rövid idő belül.
- Ha nincs megfelelő kép, idézet is használható, de ezen is szerepeljen valamilyen márkajelzés (saját színek, logó, betűtípus).
- Gondosan, a Gepida arculatával összhangban válogassuk meg a szavakat. Ha több személy kezeli a márka közösségi oldalát, ügyeljünk arra, hogy ezek a személyek csapatban dolgozzanak, és mindig azonos stílusban kommunikáljanak.



#### Suggestions:

- Find one or more guys that fit Gepida's profile (vloggers, travellers etc) for Instagram take-overs on their activities/travels. In Instagram take-overs you let an outsider manage your Instagram account for a period. Could be a couple of days, a week or even longer. They post their content directly on your account. Realtime stories, of real users of your product.
- Share information on routes and adventurous tracks you did with Gepida ("if you are in/at, you should go and see...")
- If there is a big event like Multiday tours or other tracks, try to be there with a Gepida participant. (And share images of the adventure of course)
- For fast growth of your community it might be an idea to organise a tour yourself and let followers win a ticket to join.
- The pictures and videos are constantly being made, as the Gepida's sense of life is essential to introduce and enjoy cycling among users.



# Print and other branded items

## Print

Although digital communication might have your main focus, print is still at play so it is good to address this too. The booklet with your collection for example is an important branded item with which you present Gepida at dealers and customers.

Other brands do exactly the same, so it is a challenge to stand out here.

Use the booklet mainly for branding. Customers can find all there is to know about your collection online and do so already. Consider shifting focus from the product details to your identity and story. This lookbook can help people convince why Gepida fits their lifestyle best over other brands. Your website can help them choose which Gepida fits their purpose best. Consider making a separate collection book just for dealers (for they might want an overview of all product details to help sell Gepida to customers).

## For the lookbook:

- Use many and larger pictures for atmosphere
- Use quotes from your story as streamers
- Combine action pictures with a product picture to help people envision themselves on that bike
- Choose appropriate paper to print on. Avoid being too glamorous and expensive. Create a professional and yet affordable look and feel.
- Choose a odd size of the booklet (no standard size).
- Choose a good representation of your collection and focus on the sportive segment. Maybe only address the specialties on the last page for wanderers with specific purposes in mind.

## Other branded items

Your brandbook is quite elaborate about how your brand identity should be used on different materials like umbrellas, pens, etc. To us the set up looks somewhat clean. There is no sensing in who Gepida is. Since we have established Gepida is a wanderer and a little rebellious consider the following:

- use lifestyle images for billboards and print advertising instead of product pictures and avoid long texts. Create a feeling, don't try to tell too much.
- consider choosing different items that fit Gepida's identity better (wanderer, adventurer, rebel), like things for outdoor activities instead of office supplies.





# Customer journey



Building a strong brand, requires consistency in all communication to customers, partners and dealers. We advise Gepida to review all activities described in the customer journey and consider:

- if there is consistency and integrity
- if Gepida's story is integrated
- what new or different elements could be introduced

Involve your employees in this exercise. Inspire them to contribute, with Gepida's identity as the basis.











# BRAND

These are our brand guidelines which explain how to use the new visual identity with confidence and clarity. Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression. Our unique identity, colour palette and typographic style creates distinctive frameworks for our brand which help us stand out from our competitors.

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## Logo

A The Eagle logo is an important asset to our organization and should serve as a foundation for all visual communications.

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.



**Logó****The Eagle and the Gepida sign can be used separately**

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Logo Marque



**Clear space area**

A clear space of at least one basic unit in height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space - it is recommended to increase

**Size**

The minimum usable size of the logo is 30 mm.

**1**

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on one colour backgrounds only.

**2**

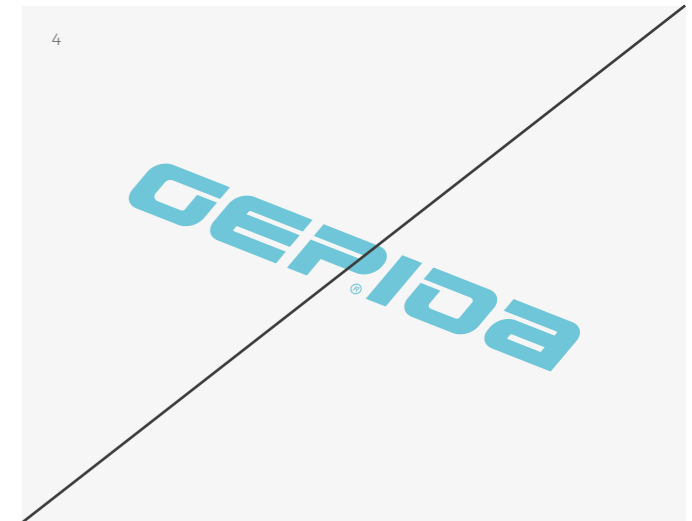
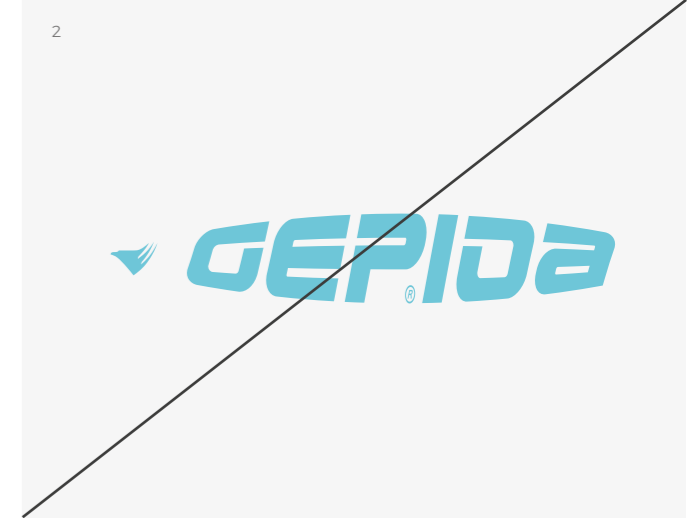
The shape of the logo can not be changed.

**3**

The logo and the background colours must be those, mentioned in this brand identity.

**4**

The logo can be placed only horizontally or in some cases vertically - no other appearance is acceptable.





2.2	2.2.1	Introduction	65
	2.2.2	Colour Palette	66

# Colour

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive.

Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our colour palette is applied consistently.

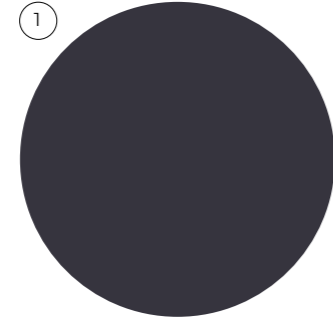


## Colour Palette

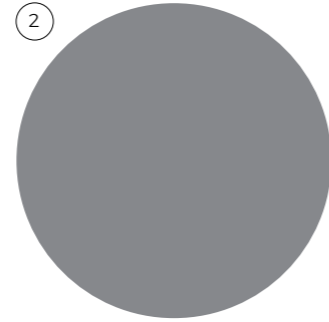
Colours that can be used in B2B and B2C communications.

**1. Dark Blue**

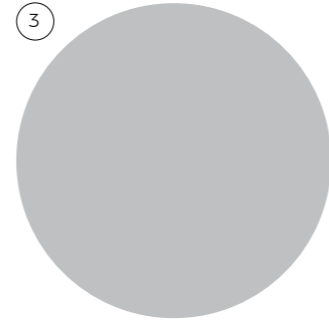
Pantone 8604C  
 CMYK 77 / 70 / 53 / 53  
 RGB 56 / 55 / 64  
 HEX #38363F

**2. Gray**

Pantone Cool Gray 8C  
 CMYK 46 / 37 / 34 / 15  
 RGB 137 / 137 / 140  
 HEX #89888B

**3. Light Gray**

Pantone Cool Gray 4C  
 CMYK 00 / 00 / 00 / 12  
 RGB 232 / 232 / 232  
 HEX #E8E8E8

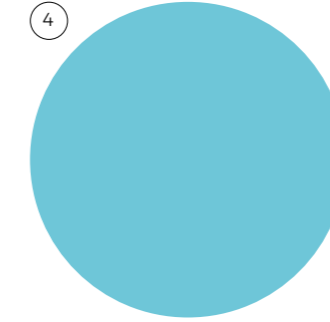


## Colour Palette

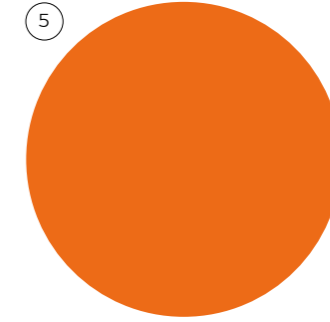
Colours that can be used in B2B and B2C communications.

**4. Blue**

Pantone 3105C  
 CMYK 57 / 0 / 16 / 0  
 RGB 141 / 197 / 214  
 HEX #8DC4D6

**5. Orange**

Pantone 158C  
 CMYK 0 / 68 / 96 / 0  
 RGB 244 / 115 / 39  
 HEX #F47327

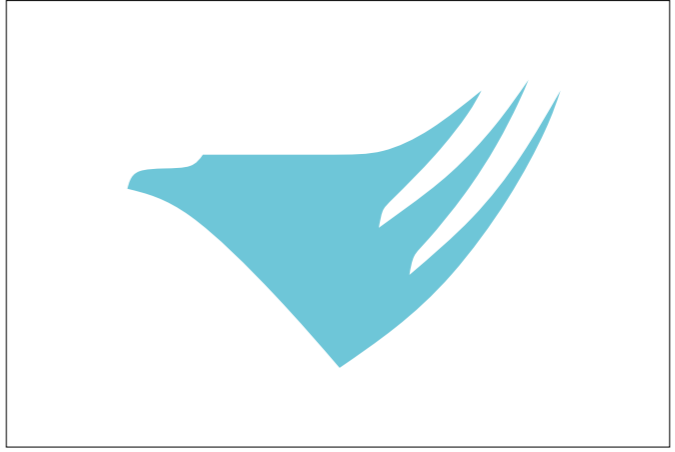


Colour  
Colour Palette



Examples for colours

Colour  
Colour Palette



Examples for colours



2.3.1	Introduction	71
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2.3.4	Typographic Hierarchy	75

# Typography

Montserrat is our corporate typeface, it should be used in all instances where typography is required. It is simple, clean and legible typeface that compliments our logo.

We use five weights of Roboto. Thin, Light, Regular, Medium and Bold. Roboto, Arial and Helvetica can be used as a substitute for Montserrat on digital applications, such as websites and email.

Typography shouldn't be overlooked as a key element within our toolkit.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.



## Montserrat Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&amp;?/+“(,;:)

Tracking: -10

## Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&amp;?/+“(,;:)

Betűköz: -10

## Montserrat Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&amp;?/+“(,;:)

Tracking: -10

## Montserrat Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&amp;?/+“(,;:)

Tracking: -10

Light

Regular

Medium

Bold

**About Montserrat**

Julieta is a graphic designer and owner of ZkySky, a design studio which she co-founded in 1989 after earning a degree in Typeface Design. She lives and works in Montserrat, the first and oldest neighborhood in Buenos Aires. Julieta admires many type designers including Harald Geisler, and fellow Argentines Juan Pablo del Peral and Alejandro Paul.

She is currently developing new variants of Montserrat—italics, plus new weights and styles—and dreams that it will soon become a large, extended family.



**Bold is our headline weight.**

Medium and Regular are our body copy weights.

Light is used for captions and small bodies of text, it is also used on our stationery.

Thin can be used when a more delicate weight is needed.

HEADLINE 1

**AaBbCcDdEeFf**

HEADLINE 2

**AaBbCcDdEeFf**

HEADLINE 3

**AaBbCcDdEeFf**

HEADLINE 4

**AaBbCcDdEeFf**

HEADLINE 5

**AaBbCcDdEeFf**

HEADLINE 6

**AaBbCcDdEeFf**


BODY COPY

AaBbCcDdEeFf

CAPTIONS

AaBbCcDdEeFf





**GEPIDA  
B2B**

3.0	3.1.1	Introduction	79
	3.1.2	Business Cards	80
	3.1.3	Letterhead	81
		Envelope	81

## B2B

B2B is shorthand for business to business.

We call a business relationship B2B if our products and services are marketed to other businesses.

Business to business relationships are developed and ongoing, and the sales processes involved take longer than business-toconsumer (B2C) relationships.

We use B2B elements when we are communicating with our business partners.





### 3.1.2

## Print Business Cards

Size: 90x50 mm  
Production : 350g, matte printing paper,  
cut to size.

80



### 3.1.3

## Print Letterhead Envelope





# GEPIDA B2C

4.0	4.1.1	Overview	85
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84

## B2C

B2C communications is the communications with the final customer.

The B2C sales cycle is shorter than the B2B.

The consumer is encouraged to buy the product immediately.

Purchases are made on an emotional basis as well as on the basis of price and product.



4.1.2

Print  
Notepad  
Folder



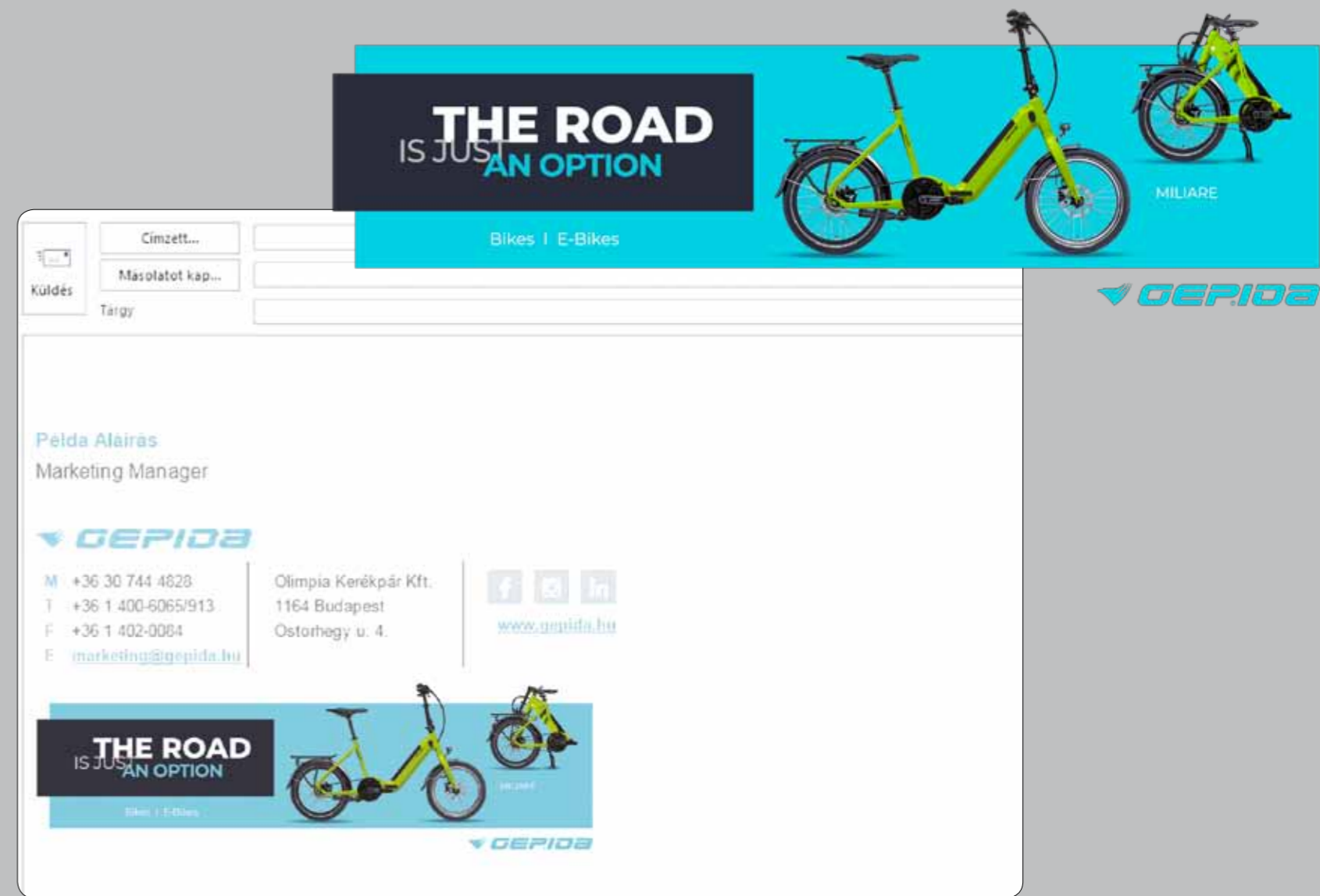
86

PRINT



4.1.4

Digital  
Mail Signature



4.1.5

Digital  
Power Point



4.1.6

Company car  
and truck



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	4.2.9	Közösségi jelenlét	98

## Online

Online presence is essential part of the sales process. On the web, we can provide always up to date information about our products, fresh news about the Gepida brand, events, innovations and we can also build a secure base for cohesive followers. Therefore, it is important that the webshop is aesthetic, modern, sophisticated, clear and easy to handle.



4.2.2

Online

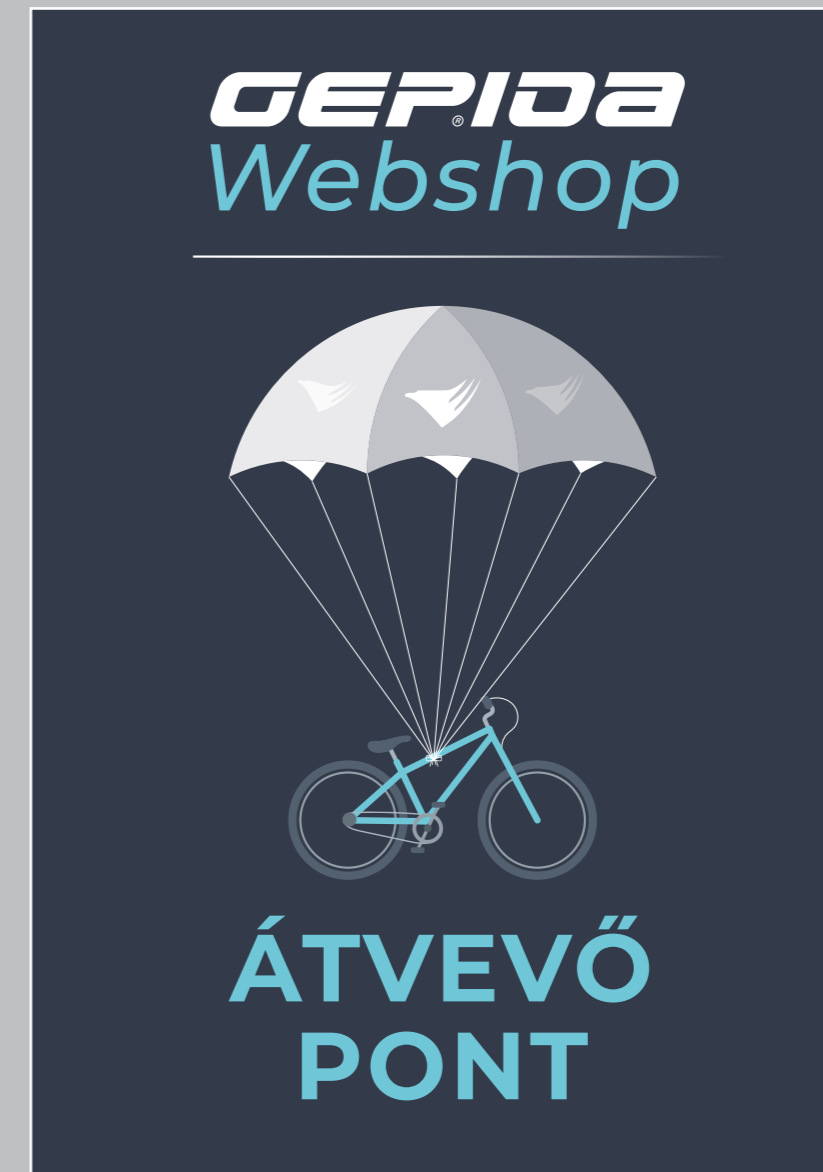
Webshop matrica,  
ragasztószalag



4.2.4

Online

Webshop átvevőpont tábla  
és matrcia



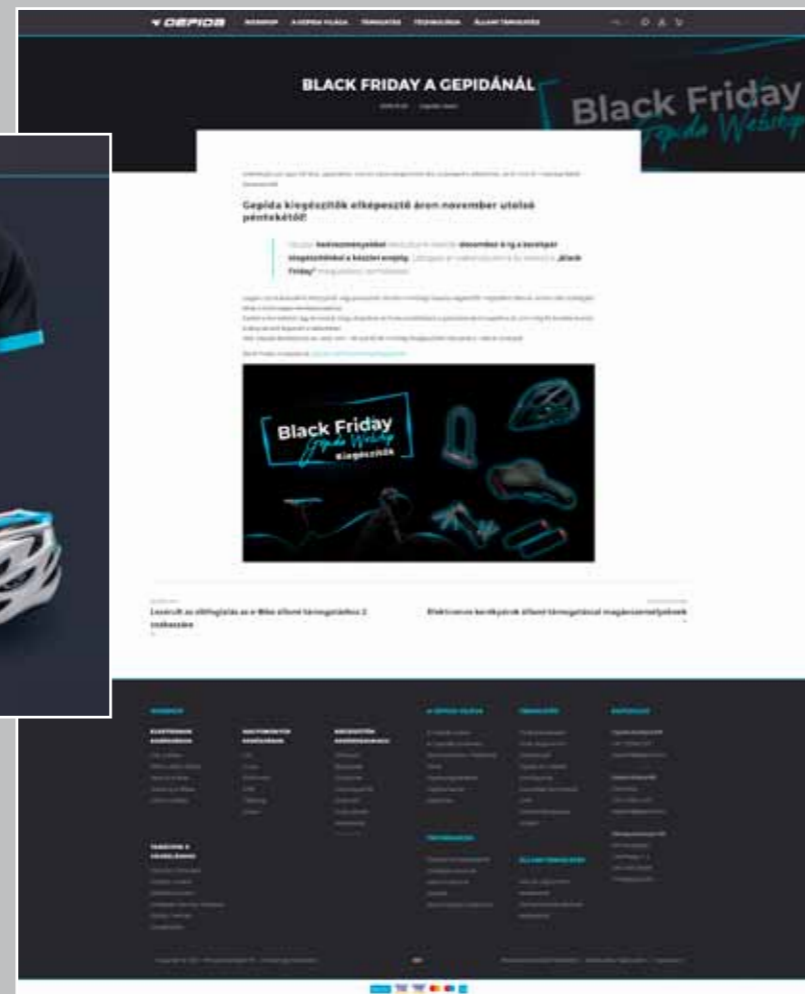
4.2.5 Online  
Weboldal, kommunikáció

94

Főoldali  
Slider kép: 1920x1080px

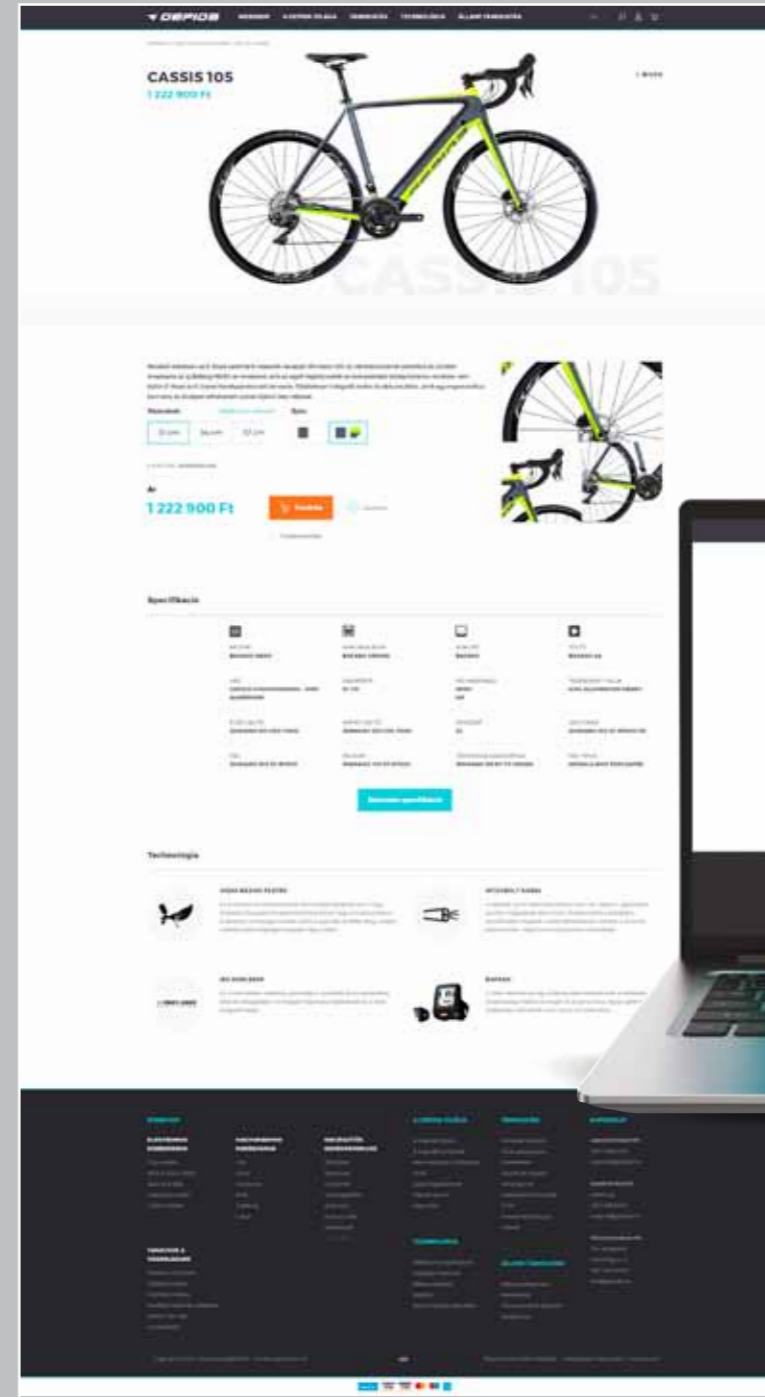


Hír oldal  
Head kép: 2880x460px

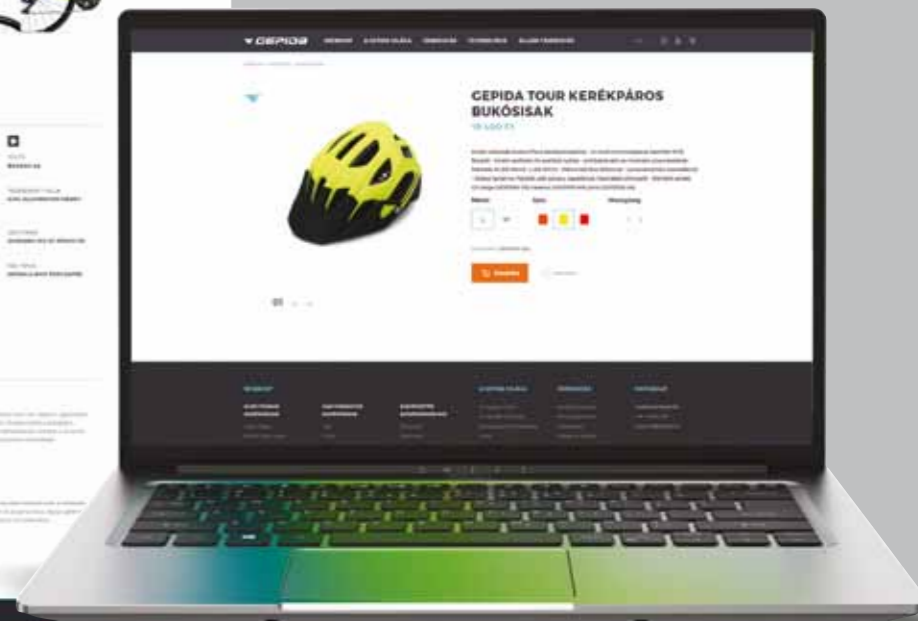


4.2.6 Online  
Termékoldalak

Kerékpár termék aloldal  
Nagy kép méret: 4040x2528px  
Részletfotó: fektetett téglalap



Kiegészítő termék oldal  
Kép méret: 2880x2280px





**GEPIDA** THE ROAD IS ANY AN OPTION

**Stock- reloaded!**

Number of people who use the bicycle for transport are growing, be it a ride for fun or commuting to work, or for sports. On the other hand, more importantly, there has been a significant increase in the number of people who desire to have an E-bike and we would like to help them through you.

We send our **special offers weekly** so that everyone can have a Gepida E-bike and/or Gepida accessories.

**Gepida Catalogue 2021**



Download and review the all new 2021 Gepida Catalogue.

**More**

**Fulfill your stocks!**



**FASTIDA PRO 20" M10S Int Speed Pedelec**  
30202270

Exclusive price:  
~~1945 EUR~~ **1823 EUR**

**More**

We can say that Fastida offers a real alternative to car and motor transport, however, you will need a moped driving licence and liability insurance for it.



**Choose the original Gepida Accessories!**

- ✓ Bosch Performance Speed drive system
- ✓ 500Wh powerlake
- ✓ Bosch Intuvia Display



 <b>GEPIDA CARGO 20" W ALB B</b> 30172505	 <b>ASGARD 1000 PS 27.5 DI2</b> 30180800
EXW price: <del>2250 EUR</del> <b>1349 EUR</b> <b>More</b>	EXW price: <del>1790 EUR</del> <b>1550 EUR</b> <b>More</b>
 <b>GEPIDA RUGA 1000 27.5" M9S</b> 30160810	 <b>GEPIDA RUGA 1000 29" M9S</b> 30160820
EXW price: <del>1442 EUR</del> <b>1092 EUR</b> <b>More</b>	EXW price: <del>1442 EUR</del> <b>1092 EUR</b> <b>More</b>
 <b>SERMIMUM 1000 27.5" M9S</b> 30199000	 <b>SERMIMUM 1000 29" M 9S</b> 30199010
EXW price: <del>1445 EUR</del> <b>1093 EUR</b> <b>More</b>	EXW price: <del>1445 EUR</del> <b>1093 EUR</b> <b>More</b>

**More about the e-bikes**

**Choose the original Gepida Accessories!**




EXW price:  
~~1445 EUR~~ **1093 EUR**  
**More**

EXW price:  
~~1445 EUR~~ **1093 EUR**  
**More**

**More about the e-bikes**

**Choose the original Gepida Accessories!**



**More about the accessories**

**E-bikes and accessories ready on stock:**

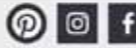
- **E-bikes (Pedelec)** in wide range and more categories
- **Bikes** convenient for different terrains and use
- **Original Gepida accessories** to prepare for any issues

Please log in to your **account**, to check your prices!

If you have any questions about the sizes, comparison of the models or which models you can get with your order or which could be helpful for you please call the following number: +36 30746 86 55 or write us an email to [sales@gepida.hu](mailto:sales@gepida.hu). We are here for you to help.

For actual offers / conditions please ask your Gepida sales manager.

Thank you,  
The Gepida Team!



[sales@gepida.hu](mailto:sales@gepida.hu)

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This message was sent to you by Gepida Ltd. If you do not wish to receive this newsletter, you can [unsubscribe](#) here.

This is a text e-mail only. The message was sent for the sole purpose of sending a text message.

**Gepida Bikes** közzétett egy álláshirdetést.  
3 n. • 

Folyékonyan beszélsz angolul és ezt a tudást szeretnéd kamatoztatni a munkádban is?  
Van tapasztalatod az értékesítésben és közel áll hozzád gyártási k... Tovább

**ÁLLÁSHIRDETÉS**

**EXPORT ÉRTÉKESÍTŐ MUNKATÁRS**

Gepida Bikes  
**Te vagy a Gepida új export munkatársa? (XVI. kerület, Cinkota)**  
Budapest · Teljes munkaidős

**Jelentkezés most**

## Állás részletes adatai

**ÁLLÁSHIRDETÉS**

**EXPORT ÉRTÉKESÍTŐ MUNKATÁRS**

**Te vagy a Gepida új export munkatársa? (XVI. kerület, Cinkota)**  
Teljes munkaidős  
Gepida Bikes · Budapest, Hungary

Folyékonyan beszélsz angolul és ezt a tudást szeretnéd kamatoztatni a munkádban is?  
Van tapasztalatod az értékesítésben és közel áll hozzád gyártási környezet?

Ha igen, akkor TEGED keresünk!

Napi feladatok: Teljes körű export értékesítési tevékenység ellátása, vevőkapcsolatok alakítása angol nyelven elsősorban telefonon és e-mailen keresztül!

 <https://gepida.hu/hu/gepida-vilaga/karrier/export-ertekeesito>

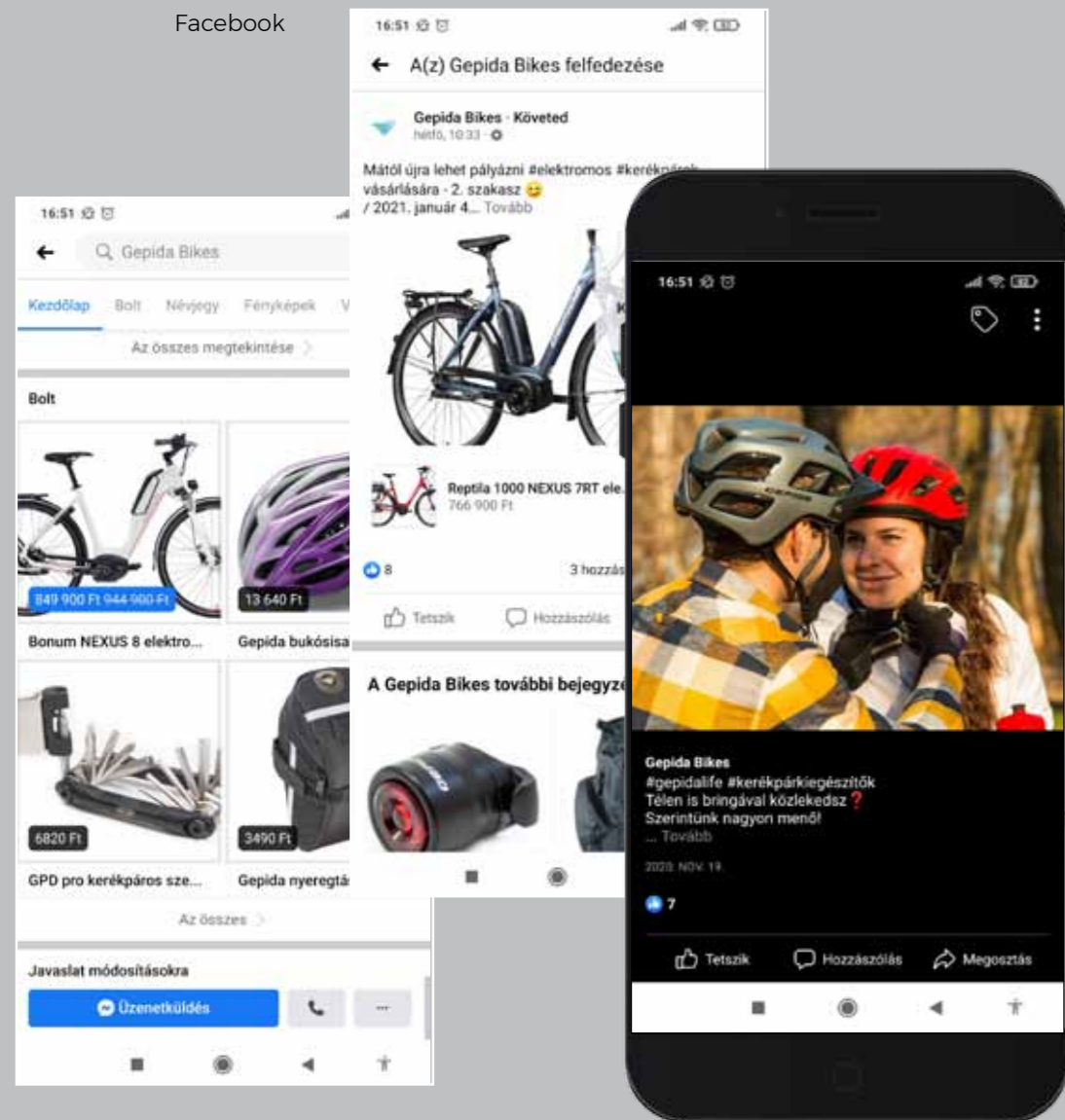
Várjuk a jelentkezéseket (bérigénnyel ellátott önéletrajz) az alábbi e-mail címre: [E-mail-cím elrejtve. Koppints a „Jelentkezés” gombra, hogy elindítsd a jelentkezési folyamatot.]

**Jelentkezés most**

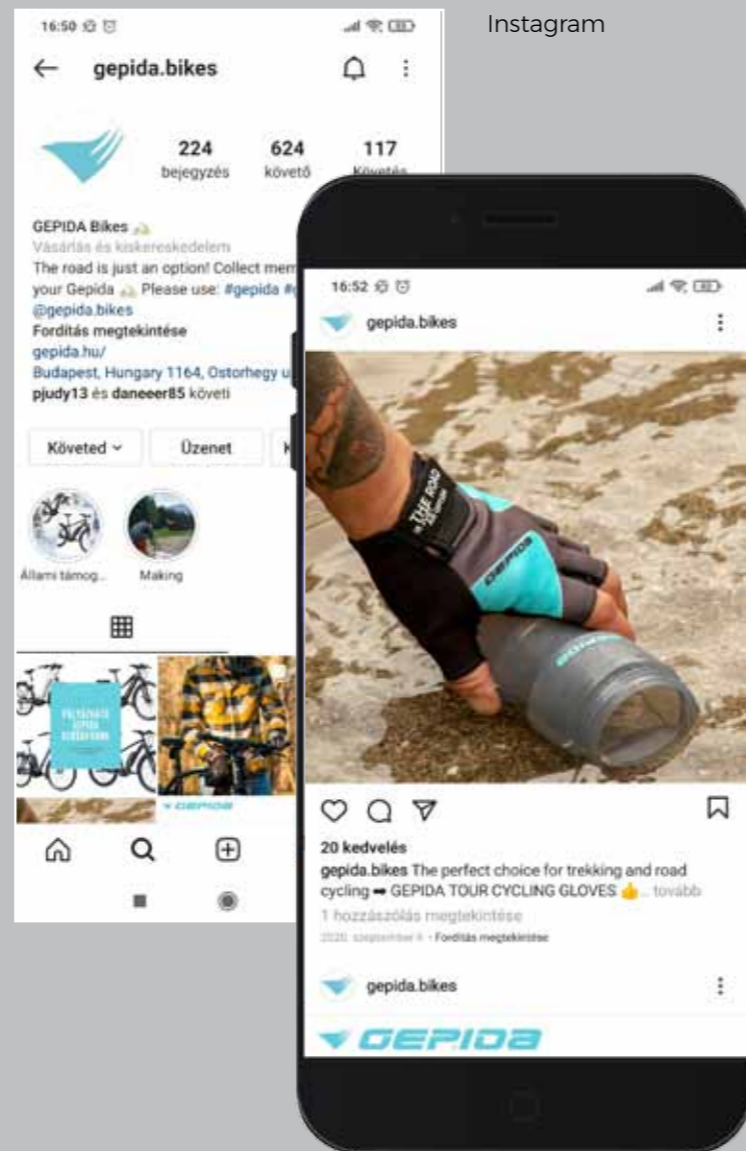


Online  
Közösségi jelenlét

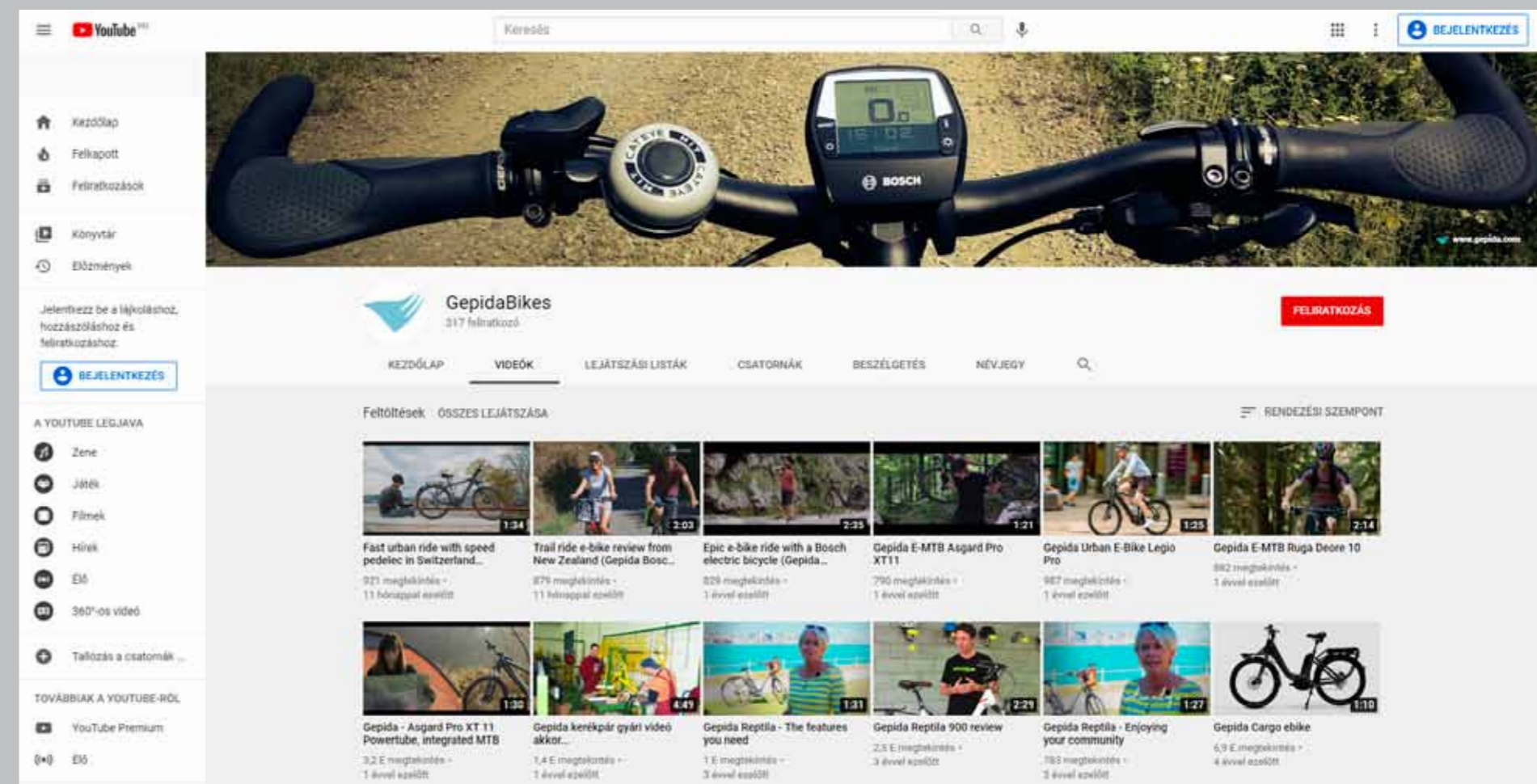
Facebook



Instagram



YouTube



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# Clothing

A brand identity is all the visual elements of a brand, as perceived by the consumer. Visual elements include design, symbols and colours that work together to create a recognisable image.

The importance of an identity is immense. An established brand or corporate identity becomes recognisable for consumers. Additionally, it provides customers with trust that will, in turn, become company loyalty.

Therefore corporate clothing is an extremely important point of our brand identity.



4.3.2 Clothing  
T-shirt



4.3.3 Clothing  
Hoodie, Vest



4.4	4.4.1	Introduction	105
	4.4.2	Showtruck	106
	4.4.3	Stand	108
	4.4.4	Tent	109

## Event

The events provide excellent opportunity for end-users and partners to meet and test Gepida bikes. Whether it's an open day organized by a bicycle manufacturer, retailer, or a test day organized by partners, an international exhibition, also a partner training, the Showtruck both visually and functionally an excellent device for represent the brand.

It is important that the car always be in perfect condition, equipped with flagship bicycles.

It is important to pay attention to charging internal devices (beer tap, refrigerator), keeping the equipments clean, and constantly update the image movies on display.



4.4.2

Event Showtruck



106



EVENT



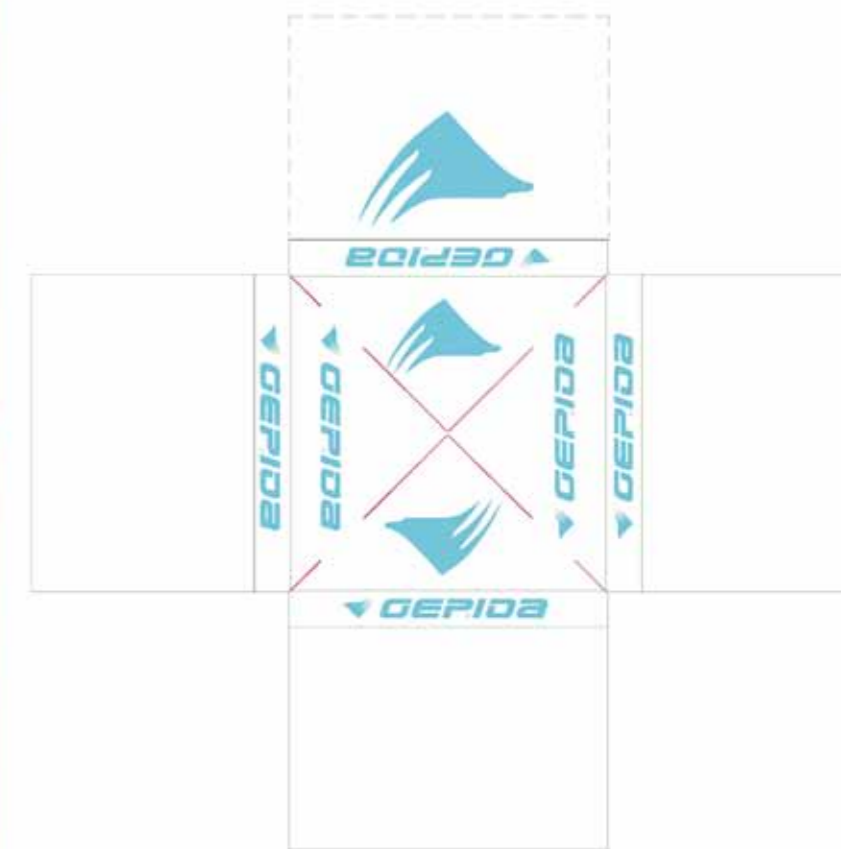
7.4

Event Showtruck





belső oldal



4.5	4.5.1	Introduction	111	4.5.15	Umbrella	120
	4.5.2	Opening hours	112	4.5.16	Textile bag	120
	4.5.3	Tip Tray	112	4.5.17	Pendrive	120
	4.5.4	Hanging board	112	4.5.18	Lanyard	120
	4.5.5	Franchise window sticker	113	4.5.19	Stickers	121
	4.5.6	Beach flag	114	4.5.20	Gift cards	122
	4.5.7	Roll-up	115	4.5.21	Pins	123
	4.5.8	Price label	116	4.5.22	Magnets	123
	4.5.9	Hanger card	117	4.5.23	Print advertising	124
	4.5.10	Floor sticker	118	4.5.24	Billboard	125
	4.5.11	Mugs	119	4.5.25	Catalog	126
	4.5.12	Stress ball	119	4.5.26	Accessories catalog	128
	4.5.13	Paper bag	119	4.5.27	Bike setup guidelines	130
	4.5.14	Pen	119			

## POS

Within POS devices, we differentiate in store communication tools and promotional gifts.

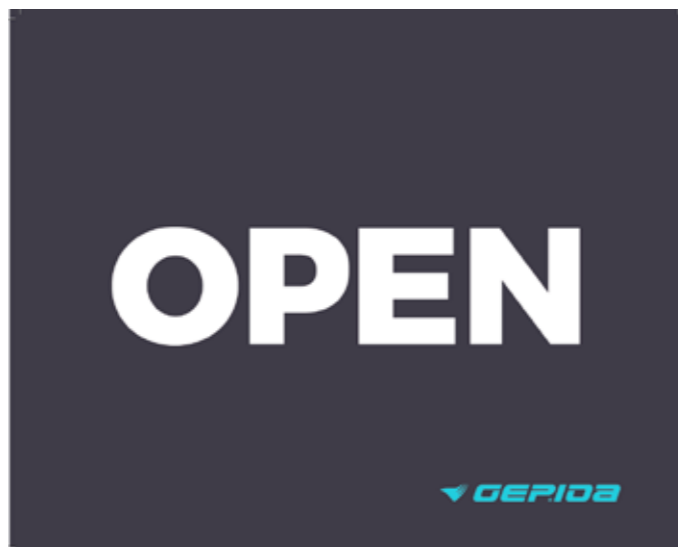
For in-store appearance, it is important that even a window sticker, or a hanging board should be given appropriate space, we should not crowd it next to communication materials of other brands and this is what we should expect from our partners. Both partners and Gepida team have to constantly monitor the conditions of all communication materials.

Both for B2B partners and for end users, different POS materials are preferred. Creative and useful solutions highlight the brand.





4.5.2 POS – Store look  
Opening hours  
Tip Tray  
Hanging board



4.5.5 POS – Store look  
Franchise window  
sticker



4.5.6 POS – Store look  
Beach flag



4.5.7 POS – Store look  
Roll-up



## BONUM PRO NEXUS 8

30192455

BONUM  
PERFORMANCE

INTUÍV

SÓOHW

4A

	<b>VÁZ</b>	<b>GEPIDA SPECIAL HYDROFORMING - 6061 ALLOY</b>
	<b>VÁZMÉRET</b>	<b>W:46, 49, 53, 57 CM</b>
	<b>TELESZKÓPVILLA</b>	<b>SUNTOUR NRX-E AIR DS LO 700C, TRAVEL: 63 MM</b>
	<b>KERÉKMÉRET</b>	<b>28"</b>
	<b>FOKOZAT SZÁM</b>	<b>8</b>
	<b>TÖMEG</b>	<b>25,9 KG</b>
	<b>RUGÓSTAG</b>	<b>-</b>
	<b>HÁTSÓ VÁLTÓ</b>	<b>SHIMANO NEXUS 8</b>
	<b>FÉK</b>	<b>SHIMANO ACERA BR-MT400</b>
	<b>GUMIABRONCS</b>	<b>SCHWALBE ENERGIZER 40-622 W/ REFLECTIVE TAPE</b>
	<b>NYEREG</b>	<b>SELLE ROYAL SCIENTIA M3</b>
	<b>VILÁGÍTÁS</b>	<b>TRELOCK PRIO 50LUX / TRELOCK LS611 6-12 V</b>

KISKERESKEDŐI ÁR  
NETTÓ:

653.900 Ft

FOGYASZTÓI ÁR  
BRUTTÓ:

995.900 Ft

**ACÉL ÁLLÓPUMPA**  
3"-os nyomásmérő, (LEVER VALVE pumpafej)

**STEEL STANDPUMPE**  
3" MÉRŐMÉRŐ, (LEVER VALVE PUMPAFEJ)

**STEEL FLOOR PUMP**  
3" gauge LEVER VALVE pumpafej

**180 PSI**  
**12,5 BAR**

**GEPIDA**

**ALUMINIUM MINIPUMPA**  
Kihúzható tömít, nyomásmérő

**ALU MINIPUMPE**  
Azhúzható tömít, nyomásmérő

**ALU MINIPUMP**  
Extractable Seal, Pressure Gauge

**8 bar**  
**120 psi**

**GEPIDA**

**ACÉL ÁLLÓPUMPA**  
1. Húzza ki a pumpafejet a kerékből.  
2. Húzza ki a pumpafejet a kerékből.  
3. Húzza ki a pumpafejet a kerékből.

**ALUMINIUM MINIPUMPA**  
1. Húzza ki a pumpafejet a kerékből.  
2. Húzza ki a pumpafejet a kerékből.  
3. Húzza ki a pumpafejet a kerékből.

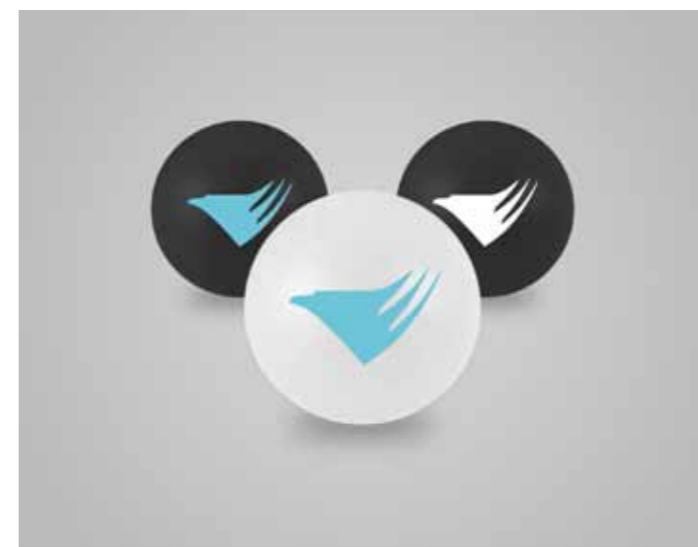
**GEPIDA**



4.5.10 POS – Store look  
Floor sticker



4.5.11 POS  
Mugs  
Stress ball  
Paper bag  
Pen



4.5.15 POS  
Umbrella  
Textile bag  
Pendrive  
Lanyard



4.5.19 POS  
Stickers



4.5.20 POS  
Gift cards

122

POS



4.5.21 POS  
Pins  
Magnets



4.5.23 POS  
Print advertising



4.5.24 POS  
Billboard



4.5.25 POS  
Catalog cover

126



4.5.25 POS  
Catalog  
dividing page,  
product page



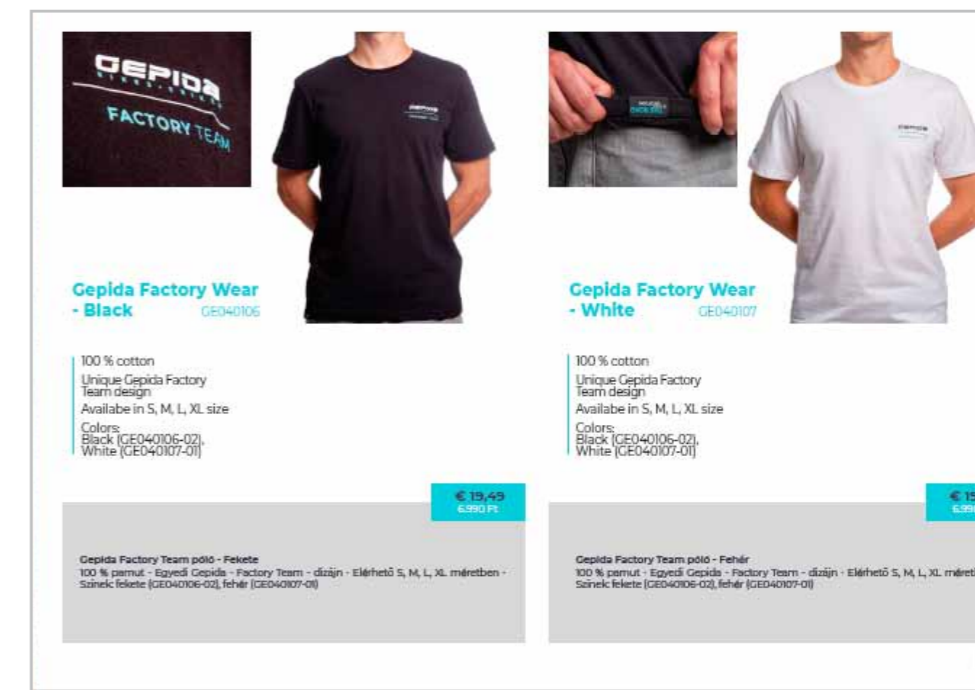


4.5.26 POS  
Accessories catalog  
Catalog cover

128



4.5.26 POS  
Accessories catalog  
Catalog page



#### 4.5.27 Bike setup guidelines

130

- 1.** The bike must be clean and wiped off throughoutly to assure there's no stains and contamination (such as assembly grease or dust)
- 2.** All wrapping material must be removed (protection stickers, manufacturer warnings and foils)
- 3.** Handlebar must be straight
- 4.** Brake levers must be positioned the same angle on the left and right hand side
- 5.** Wheels must be turned until both valves are facing to the ground and are in the same position.
- 6.** Tyres must be positioned on the rims in the same position
- 7.** Tyres must be pumped to the recommended pressure
- 8.** Crank arms must be horizontal with the drive side crank arm pointing towards (normal bikes) Crank arms must be horizontal with the nondrive side crank arm pointing towards (e-bikes) as the drive unit branding would be blocked by the drive side crank arm
- 9.** Gears must be adjusted to a middle-middle position (middle chain ring on the crankset and middle position on the cassette) on normal bikes  
Gears must be adjusted to a middle position (middle position on the cassette) on e-bikes
- 10.** Pedals must be horizontal and parallel to the ground  
Saddle must be horizontal and adjusted straight
- 11.** Air operated suspension forks and rear shocks must be pumped to the recommended pressure
- 12.** Travel indicator rings must be pushed to the bottom of the stanchions of suspension forks and rear shocks
- 14.**
- 15.**

#### 4.5.27 Bike setup guidelines



## Campaign

The aim of the campaign is to develop integrated communication with consistent message, using the most relevant mediums. It is important to define an unified key visual, a strong message that we adapt to appropriate surfaces. Online and offline „legs“ are working in harmony, reinforcing each other.



4.6.1

Campaign

Online

Slider

Banner

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4.6.2

Campaign

Offline

Leaflet

Roll up

Beachflag



