



BRAND MANUAL

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Intro.

THOK: the Brand.

The visual identity of THOK is distinctive and **recognizable** because it is **simple and clear**. It has its own personality and stands out from our competitors.

Simple visual rules allow THOK to convey a sense of **belonging, trust and recognition** to its audience made up of sportsmen, newbies and adventure and hiking enthusiasts.

This document provides a clear overview of how the brand is expected to appear and look across your channels, both online and offline.



Naming system.

Using our brand name.

The THOK brand name must always appear in uppercase letters. The use of lowercase letters is allowed only when uppercases are not allowed (e.g. Instagram account name).

Alternatively, the extended use of the THOK E-Bikes brand is also allowed. In this case the word THOK will always be shown in uppercase, while the word E-Bikes will have only the first letters in capital letters. If allowed by the application, it is always recommended to use the "-" character between the letters "E" and "B" of the word E-Bikes.

✓ DO



THOK E-Bikes

Extended version



THOK

Condensed version

✗ DON'TS



Thok e-bikes



THOK e-bikes



Thok E-bikes



Thok



Thok ebikes



thok



THOK EBIKES



...

Product naming.

In addition to the brand name, THOK products also have some conventions related to their naming.

At the moment the THOK E-Bikes range consists of the MIG-R, MIG, MIG-ST and MIG-HT models.

As for the brand, also for the products it is necessary to carefully respect the naming rules and the indications relating to the use of upper / lower case letters and relating to the spaces between words.



MIG-R



MIG



MIG-ST



MIG-HT

Logo.

Full logotype.

The THOK full logotype consists of a pictogram, the wordmark "THOK" and an appendix "E-Bikes".

The full logotype features the pictogram in red and the wordmark "THOK" in black on light backgrounds, or in white on dark ones.



Appendix

Full Logotype



Full Logotype - Reverse

CMYK [0-0-0-100]
RGB [0-0-0]
HEX [#000000]

CMYK [0-99-98-0]
RGB [227-13-19]
HEX [#E30D13]

CMYK [0-0-0-0]
RGB [255-255-255]
HEX [#FFFFFF]

One color logotype.

The "THOK" logo, when required by technical limitations or by legibility requirements, can be used in its monochromatic versions.

Use it in black on light backgrounds, or in white on dark backgrounds.



Full Logotype - One color



Full Logotype - One color, reverse

CMYK [0-0-0-100]
 RGB [0-0-0]
 HEX [#000000]

CMYK [0-0-0-0]
 RGB [255-255-255]
 HEX [#FFFFFF]

Simplified logotype.

In case of application of the logo in small sizes, the use of the simplified variant is allowed. This version is distinguishable by the absence of the "E-Bikes" appendix

Positive/negative and colored/one color versions are also available for this version of the logo.



Simplified Logotype



Simplified Logotype - Reverse



Simplified Logotype - One color



Simplified Logotype - One color, reverse

Vertical logotype.

The vertical version of the logotype can be used to substitute the full logotype exclusively in case of limited horizontal space.



Vertical Logotype



Vertical Logotype - Reverse



Vertical Logotype - One color



Vertical Logotype - One color, reverse

Pictogram.

Exclusively in the case of logo applications on very small supports, usage of the pictogram only is allowed.

Colored / monochromatic versions are available for the pictogram.



Pictogram



Pictogram - One color



Pictogram - One color, reverse

Clearspace.

A clear space equal to the width of the pictogram must be left around the full logotype, the pictogram and their variations. No other visual element may intrude this clear space.

Please note: the indicated size for clear space is the minimum required. It can and should be increased whenever possible.



Minimum size.

The THOK logo and their variations retain their visual strength in a wide range of sizes. However, when the logo is exceedingly undersized, it is no longer readable, and its impact is diminished.

The logo cannot be faithfully reproduced below the recommended size.

35 mm



Full Logotype - Print

100 px



Full Logotype - Digital

20 mm



Simplified Logotype - Print

57 px



Simplified Logotype - Digital

Usage on a background.

The THOK logo and their variations, can appear against any of the background colours here shown.

On photographs, avoid fussy areas to place the logo.

Choice between positive or reverse colouring should aim to grant best possible visibility to the logo.



White background



THOK Black background - Reverse version



Anthracite background - Reverse version



Performance Red background - One color

Unacceptable uses.

Incorrect usage of THOK logo versions results in the dilution of its overall impact and communication.

Here are some examples of uses of the logo that cannot be used in any situation and on any support.



Don't change the ratio of the Pictogram to the Wordmark.



Don't add effects like shadows, dimensions, and gradients to the logo.



Don't stretch or compress the logo.



Don't alter the color specifications within the Monogram or the Wordmark.



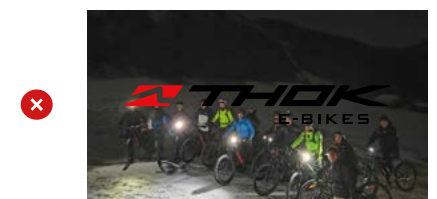
Don't distort elements.



Don't create other logos by adding text in close proximity to the THOK Logotype.



Don't cartridge the logo.



Don't use busy photographic backgrounds.

Product logos.

Like the THOK brand itself, the products are also represented by a logo.

The same indications given for the THOK logo apply to the product logos.

The logos of the THOK products currently in the range are shown here.

MIG-R

MIG-R

MIG-R

MIG-RR logotype

MIG

MIG

MIG

MIG logotype

MIG-ST

MIG-ST

MIG-ST

MIG-ST logotype

MIG-HT

MIG-HT

MIG-HT

MIG-HT logotype

Color palette.

Primary color palette.

Colours capture passion and inspire emotions.

This choice of colours from the THOK color palette grants us visual recognisability, immediately conveying our brand values.

PERFORMANCE RED

CMYK (0;99;98;0)

RGB (227;13;19)

#E30D13

PANTONE 2035 C

THOK BLACK

CMYK (0;0;0;100)

RGB (0;0;0)

#000000

PANTONE Black 6 C

ANTHRACITE

CMYK (66;56;53;57)

RGB (64;64;64)

#404040

PANTONE 4287 C

TITANIUM

CMYK (33;25;24;4)

RGB (178;179;182)

#B2B3B6

PANTONE Cool Gray 4 C

LIGHT GREY

CMYK (3;2;3;0)

RGB (248;248;248)

#F8F8F8

PANTONE 663 C

Typography & Graphics.

Fonts.

THOK E-Bikes likes to have a strong and bold communication style. For this reason, we use a single font: Rubik.

The Rubik font is a dynamic and gritty typeface with slightly rounded corners, coordinated with the features of the brand logo.

Please note: for applications for which the Rubik font cannot be used, such as in the body of the email text, the use of simple and sans serif fonts such as Arial or Helvetica is recommended.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 .,:;-?!£\$%&€

Rubik Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 .,:;-?!£\$%&€*

Rubik Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 .,:;-?!£\$%&€**

Rubik Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 .,:;-?!£\$%&€**

Rubik Bold

Text hierarchy.

TITLES

- Font: Rubik Bold
- Color: THOK Black/White, dot in Performance Red
- Size: >2x paragraph font size
- Style: capital letters

HEADLINES

- Font: Rubik Medium
- Color: THOK Black/White
- Size: = paragraph
- Style: uppercase

PARAGRAPHS

- Font: Rubik Regular
- Color: THOK Black/White, Anthracite, Titanium
- Line-height: 1,5x paragraph font size

Title.

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sed eros id mauris pharetra sodales. Sed vel pulvinar enim. Nullam gravida lobortis enim accumsan dignissim. Praesent et tellus ullamcorper, suscipit mi sit amet, commodo tortor. Integer sit amet metus ac libero placerat egestas. Etiam scelerisque vitae elit quis imperdiet. Etiam finibus urna et nulla imperdiet ullamcorper. Suspendisse in ante ante. Aenean sit amet dolor ante. Maecenas tempor erat nisi, sed volutpat nisi bibendum dignissim. Morbi tincidunt ac sem ac sollicitudin.

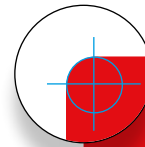
Graphic elements.

The visual elements, icons and all graphic designs relating to THOK must be consistent with the visual identity of the brand.

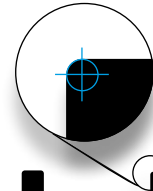
The inclination of the THOK pictogram represents movement and its rounded corners make it aerodynamic.

We therefore recommend applying a slight radius to all elements such as boxes, buttons, etc...

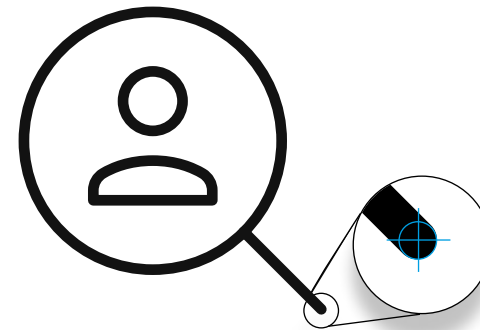
As for the icons it is recommended to use rounded ends and vertices.



DISCOVER MORE



Font: Rubik



Brand voice.

Pay off.

The THOK pay off “Performance First” fully represents our company spirit.

The pay off graphic representation should always stick to the following examples, with no content or color alteration whatsoever.

PERFORMANCE
FIRST



THOK Black



Performance Red

PERFORMANCE
FIRST



White



Performance Red

Emojis.

Emojis give color and personality to the brand's messages and give a human and friendly aspect to communication.

Here are some of the emojis that best represent the spirit of THOK.

Used wisely and in moderation, they help strengthen visual identity.



**THOK IS
ON FIRE!**



**PERFORMANCE
FIRST!**



**READY
TO LAUNCH!**



**BE
STRONG!**



**RIDE
THOK!**



**LET'S
ROCK!**



**TO THE
PEAK!**



**LOVE
THOK!**



**FULL
POWER!**



**THUMBS UP
FOR THOK!**

Hashtags.

In the age of social media, hashtags have taken on a key role in categorizing content. If used wisely, they also help to create brand personality and identity.

The most popular hashtags in THOK communication are shown here.

To give the hashtags a touch of personality, it is recommended to use the "#" character in chromatic contrast with the rest of the text.

#THOK | #THOKebikes |
#rideTHOK | #THOKers |
#PerformanceFirst | #MIG |
#ebikes | #eMTB

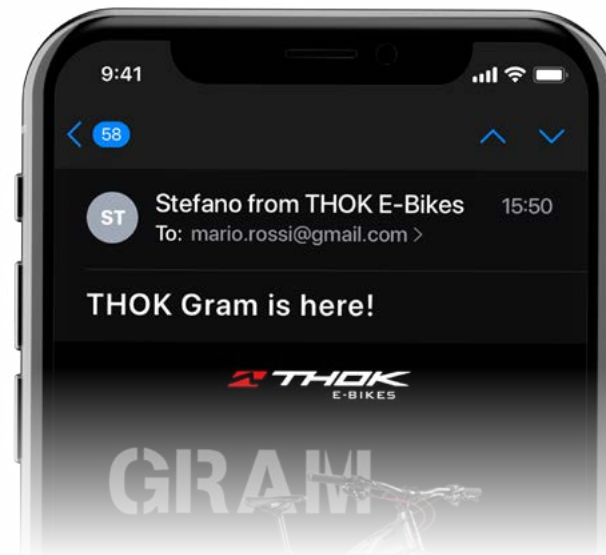
Senders.

To strengthen the identity and personality of the brand, it is necessary that all THOK communications and messages have a certain uniformity.



E-MAIL

Sender format:
Name Surname | THOK E-Bikes



NEWSLETTER

Sender format:
Name from THOK E-Bikes

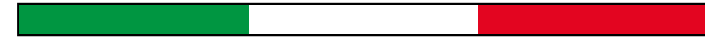
Partnerships.

Ducati powered by THOK.

THOK E-Bikes is the official licensed manufacturer of Ducati e-bikes.

All communications relating to products made in partnership must show the words "Ducati powered by THOK".

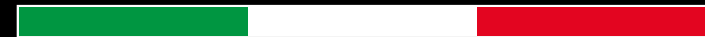
DUCATI



powered by **THOK**

Ducati powered by THOK logotype

DUCATI



powered by **THOK**

Ducati powered by THOK logotype - Reverse

CMYK [0-0-0-100]
RGB [0-0-0]
HEX [#000000]

CMYK [0-100-91-0]
RGB [228-5-32]
HEX [#E40520]

CMYK [100-0-100-0]
RGB [0-150-255]
HEX [#009640]

Co-branded products.

As for THOK products, there are also guidelines for Ducati powered by THOK products regarding naming and logos.

Here are the names of the models currently in the range, the related logos and the accepted naming system.

MIG-RR Limited Edition or MIG-RR L.E.



MIG-RR
LIMITED EDITION



MIG-RR



MIG-RR



MIG-S



MIG-S



e-SCRAMBLER



e-SCRAMBLER
DUCATI

e-SCRAMBLER
DUCATI



Brand checklist.

LAST STEP!

Here is a short checklist you can use to make sure your communication is faithful to our unique visual identity.



Should you have any doubt, please reach out to our team at info@thokebikes.com

LOGO:

- Are you using the correct logo?
- Are you following clear space rules?
- Are you respecting the don'ts for the logo?

TYPOGRAPHY:

- Are you using the correct font?

COLOR PALETTE:

- Are you using approved colours?
- Are THOK official colours the protagonists of your product or communication?

