

BRAND BOOK



Created by

DESIGNIE

CONTACT

 www.designie.com.au

 info@designie.com.au

 +61 423 470 179

TABLE OF CONTENTS



1	Introduction
2	Brand Logo
3	Brand Typography
4	Brand Colours
5	Social Media
6	Brand Tagline
7	Brand Voice
8	Brand Positioning
9	Brand Strategy

INTRODUCTION



ABC Spare Parts is a leading supplier of high-quality motorcycle spare parts based in London, UK. Our mission is to provide the best products and service to our customers, while also promoting safety and performance in the motorcycle industry. As a wholesale distributor, we work with a variety of retailers and mechanics to ensure that riders have access to the parts they need to keep their bikes running smoothly.

Our brand identity is an essential part of who we are and what we stand for. We believe that a strong, consistent brand helps us build trust with our customers and partners, while also setting us apart from our competitors. This brand book outlines the key elements of our brand identity, including our logo, typography, color palette, tone of voice, and visual style. It also provides guidelines and best practices for using these elements across various channels and applications.

By maintaining a consistent brand identity, we can ensure that our customers and partners have a clear understanding of who we are and what we represent. We are proud of our brand and the products we offer, and we believe that this brand book will help us continue to build a strong, positive reputation in the motorcycle industry.

BRAND LOGO

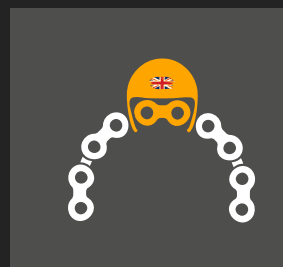
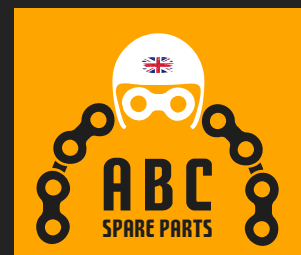
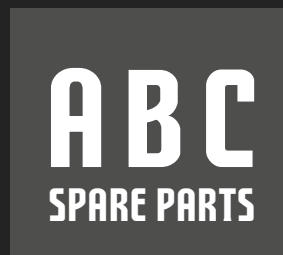
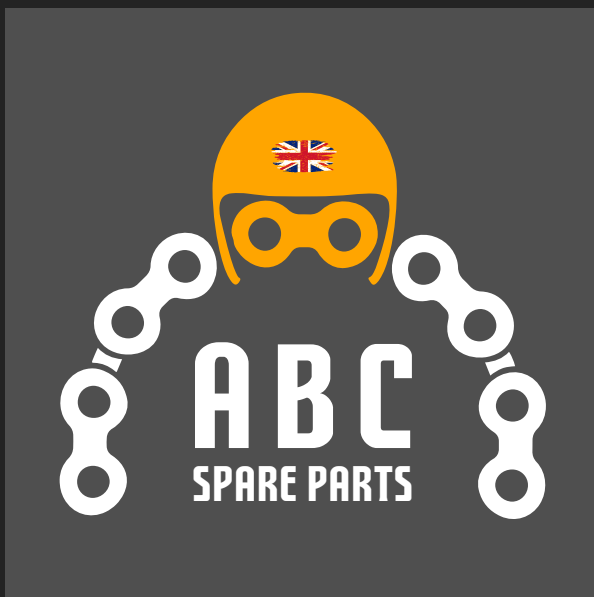


The ABC Spare Parts logo features a stylized letter "ABC" that incorporates the orange and white color palette on black background.

The logo features a stylized motorcycle helmet with a chain that shapes the body of the motorcycle. The helmet symbolizes safety, protection, and adventure, while the chain represents durability, strength, and quality. The text ABC is positioned in the center of the logo, with a bold and modern font that complements the overall design. The black and orange color palette enhances the logo's impact and gives it a sleek and stylish appearance.

The text "ABC" is written in bold lettering, with "Motorcycle Spare Parts" set in a smaller font size to emphasize the core focus of the business. The overall design is clean, modern, and easy to recognize, making it ideal for use on a variety of marketing materials, including business cards, websites, and product packaging.

The new ABC Spare Parts logo design effectively captures the brand's personality and values, while also conveying a sense of energy and excitement. The use of orange and black colors adds a bold and distinctive visual element to the design, making it instantly recognizable and memorable. Overall, the logo design reinforces the brand's commitment to quality, reliability, and customer satisfaction, helping to build trust and loyalty with its target audience.



BRAND LOGO



Logo Variations

The ABC Spare Parts logo has been designed to be versatile, allowing it to be used across a variety of mediums and contexts. Below are the different logo variations that have been created to ensure brand recognition and consistency:

Primary Logo: This is the main logo that represents the brand and should be the most recognizable. It features the brand name "ABC Spare Parts" and a graphic element that represents the brand.

Wordmark Logo: The wordmark logo is a simplified version of the primary logo, featuring only the brand name. It can be used in situations where space is limited or when a simplified version of the logo is required.

Icon or Symbol: The icon or symbol can be used as a standalone logo or alongside the brand name. It should be simple, easy to recognize, and relate to the brand. For ABC Spare Parts, a motorcycle graphic, gear symbol or chain graphic has been used to represent the business.

Color Variations: The logo has been designed in a range of different colors to be used on different backgrounds or in different contexts. These variations include different combinations of text, background, and symbol colors to ensure a consistent and recognizable brand identity.

Size Variations: The logo has been created in different sizes to ensure that it can be scaled up or down without losing its integrity. This allows the logo to be used across a variety of mediums, including print, digital, and signage.

By using these logo variations consistently across all branding materials, ABC Spare Parts can ensure a strong and recognizable brand identity that resonates with its target audience.

BRAND LOGO



Usage Guidelines

To ensure consistency in how the logo is used, here are some guidelines to follow:

- Always use the full-color primary logo whenever possible.
- Maintain a clear space around the logo to ensure legibility.
- Use the logo at the minimum size to ensure legibility and visibility.
- Only use the white or black variation of the logo in situations where the full-color logo is not appropriate or legible.
- Do not alter the logo in any way, including changing the color, font, or proportions.
- Do not use the logo with any other logos or branding that could create confusion or dilute the brand identity.

By following these guidelines, you can ensure that the "ABC Spare Parts" logo is always used consistently and effectively across all channels.

BRAND TYPOGRAPHY



THE HEADLINE

For all headings and titles, we use the font "FTY Strategycide NCV Font". This font is bold and modern, making it perfect for headlines that need to grab attention and convey a sense of speed and excitement. The recommended font sizes for headings are between 32pt and 46pt.

The Sub-Headline

For subheadings and secondary titles, we use the font "Open Sans Bold font". This font is clean and legible, making it easy to read even at smaller sizes. It complements the boldness of "Speedtest" and provides a clear visual hierarchy. The recommended font sizes for subheadings are between 16pt and 24pt.


The Body

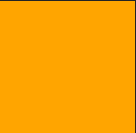
For all body text, we use the font "Open Sans font". This font is clean, legible, and easy to read. It complements the modern look of "Open Sans Bold font" while ensuring that the content is easily readable. The recommended font size for body text is between 10pt and 18pt.

BRAND COLOURS



The primary colors for the ABC Spare Parts logo are orange and black. Orange is a bold and energetic color that represents creativity, enthusiasm, and innovation. It's also commonly associated with speed, power, and adventure, which are all key themes in the motorcycle industry. Black is a classic and timeless color that represents strength, sophistication, and professionalism. Together, orange and black create a strong and dynamic visual impact that captures the essence of the ABC Spare Parts brand.

	SMYK	0%	0%	0%	88%
	RGB	30	30	30	
	HEX	#1e1e1e			

	SMYK	0%	35%	100%	0%
	RGB	255	165	0	
	HEX	#FFA500			

	SMYK	0%	0%	0%	0%
	RGB	255	255	255	
	HEX	#FFFFFF			

SOCIAL MEDIA



Our social media channels are an important way for us to engage with our audience and build relationships with our customers. To ensure that our brand is consistently represented on social media, please follow these guidelines:

1. **Tone of Voice:** Our brand voice on social media should be friendly, approachable, and conversational. We want to engage with our followers and build relationships, so avoid overly formal or technical language.
2. **Brand Messaging:** All social media content should be consistent with our brand messaging and values. We want to promote our unique selling propositions, showcase our products and services, and share our brand story.
3. **Visual Identity:** All social media posts should incorporate our brand visual identity, including logo usage, color palette, and typography. All images and graphics should align with our brand aesthetic and be of high quality.
4. **Hashtags:** Use relevant and trending hashtags to increase engagement and reach on our social media channels. Use the same set of hashtags consistently across all channels for brand recognition.
5. **Social Media Platforms:** Our brand should maintain an active presence on social media platforms that align with our target audience. Focus on the platforms that provide the most engagement with our followers, such as Instagram, Facebook, Twitter, LinkedIn, etc.

By following these social media guidelines, we can build a strong and consistent brand presence on social media, engage with our audience, and grow our brand awareness.

BRAND TAGLINE



Our tagline, "Your Partner in motorcycle maintenance", represents our commitment to providing exceptional service to our customers. This tagline should be used consistently across all communication channels to reinforce our brand messaging and values. When using our tagline, please follow these guidelines:

Consistency: Use the tagline consistently across all communication channels, including social media, website, marketing materials, and email signatures.

Positioning: Position the tagline in a prominent location where it is easily visible and associated with our brand identity. For example, it can be placed next to our logo, in a header, or footer.

Tone: The tone of the tagline should be friendly, approachable, and professional. We want to communicate that we are a reliable partner in motorcycle maintenance.

Brand Messaging: The tagline should reinforce our brand messaging and values, emphasizing our commitment to providing exceptional service to our customers.

By using our tagline consistently and effectively, we can strengthen our brand identity, increase brand recognition, and build trust and loyalty with our customers.

BRAND VOICE



At ABC Spare Parts, we are passionate about motorcycles and committed to helping riders get the most out of their bikes. Our products are designed with quality and performance in mind, so you can trust that you're getting the best motorcycle spare parts and accessories on the market.

We believe that every rider deserves a bike that reflects their unique style and personality. That's why we offer a wide selection of parts and accessories to help you upgrade your bike and make it your own. Whether you're looking for performance upgrades, aesthetics enhancements, or practical accessories, we've got you covered.

Our team of experts is here to help you every step of the way, from product selection to installation and maintenance. We're always available to answer your questions and provide support, so you can focus on enjoying your ride.

At ABC Spare Parts, we're more than just a motorcycle parts supplier. We're a community of riders who share a passion for motorcycles and the freedom of the open road. Join us and experience the thrill of riding like never before.

BRAND POSITIONING



ABC Spare Parts is the top rated supplier of high-quality motorcycle spare parts and accessories in London. Our commitment to providing exceptional customer service, quality products, and expert advice sets us apart from competitors. We understand the unique needs of motorcycle enthusiasts and are dedicated to helping them get the most out of their bikes. Whether you're a seasoned rider or a novice, ABC Spare Parts is the go-to destination for all your motorcycle spare parts and accessories needs. Our products are designed with performance, reliability, and aesthetics in mind, and we offer a wide selection of parts and accessories to suit every rider's style and preferences. At ABC Spare Parts, we are more than just a parts supplier. We are a community of motorcycle enthusiasts who share a passion for the open road and the thrill of riding. Join us and experience the ABC Spare Parts difference.

BRAND STRATEGY

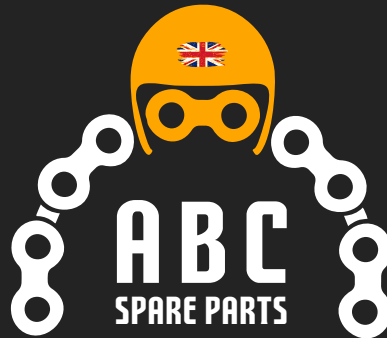


The brand strategy for ABC Spare Parts is to establish a strong and recognizable brand identity that resonates with motorcycle enthusiasts in London and beyond. Our goal is to become the go-to destination for all motorcycle spare parts and accessories needs, and to differentiate ourselves from competitors by providing exceptional customer service and support.

To achieve this goal, we will focus on the following strategies:

1. **Product expansion:** We will continuously expand our product line to meet the evolving needs and preferences of our customers. We will conduct market research to identify new trends and demand, and will introduce new products accordingly. Our product offerings will include high-quality, reliable spare parts and accessories from reputable manufacturers.
2. **Digital marketing:** We will leverage the power of digital marketing to reach our target audience and increase brand awareness. This will include developing a user-friendly website that showcases our products and services, optimizing our website for search engines, and investing in social media marketing to engage with our customers and share relevant content.
3. **Strategic partnerships:** We will partner with motorcycle clubs and events to establish ourselves as a trusted and reliable source of motorcycle spare parts and accessories. We will also establish partnerships with reputable manufacturers to offer exclusive products and discounts to our customers.
4. **Exceptional customer service:** We will prioritize customer satisfaction by providing exceptional customer service and support. Our team of experts will be available to answer customer inquiries, provide product recommendations, and resolve any issues promptly and professionally.

Overall, our brand strategy will focus on establishing a strong and recognizable brand identity, expanding our product line, and providing exceptional customer service and support. By implementing these strategies, we aim to become the go-to destination for all motorcycle spare parts and accessories needs in London and beyond.



Together, let's make our brand shine!

Thank you for taking the time to read through our Brand Book. We hope that it has provided you with a comprehensive understanding of our brand and how we want to present ourselves to the world. If you have any questions or feedback, please don't hesitate to reach out to us. We look forward to continuing to build our brand with you.