



BOB ECO

GUIDELINES FOR USING THE BOB ECO LOGO, COLORS, PHOTOGRAPHS, AND FONTS

BOB ECO (HK) LIMITED, PUBLIC RELATIONS DEPARTMENT DECEMBER 2021

BRANDING

INTRODUCTION

WHAT IS BOB ECO, AND WHAT DO WE STAND FOR?

Bob Eco represents a bright future for people in developing countries as we offer opportunities and take care of the environment. Our purpose is reflected in all aspects of our brand. In this document, you will find all the resources you will need and learn how to use them. Check it out!

As Bob Eco helps people move from A to B (and even further!) through urban and rural environments, on roads, intersections, and roundabouts, these are shapes that recur in the brand elements of Bob. The rounded shapes of the letters and the orange color scheme evoke a feeling of movement and liveliness, highlighting our dedication to our purpose. We are pursuing a healthier, more sustainable, and increasingly liveable future with our commitment to electric mobility for everyone.

Our imagery also expresses friendliness, accessibility, and flexibility. Here at Bob Eco, that is what we stand for.



COLORS

MAIN COLORS

COLORS FOR LOGO AND BACKGROUND USE

BOB BLUE and **BOB ORANGE** are Bob Eco's primary colors, and there are strict guidelines on their use both in combination and separately. These colors were chosen as they are antagonistic (and therefore complementary)—one color alone may seem dull, yet together they can light up a room!

'Bob' in 'Bob Eco' is an abbreviation for 'Blue Orange Boda,' as the motorcycles we initially produced were blue and orange in color. 'Boda' (or 'Boda Boda') is an East African term for motor taxis. During the internationalization process, this abbreviated name became our brand, and the addition of 'Eco' portrays that we are a clean energy company.

Thus, blue and orange remain the brand's most recognizable colors and are essential to represent the company image as they are still featured on all our vehicles.



#0087CC

BOB BLUE stands for sustainability, safety, renewing, growth, and ambition. We use blue as one of our primary colors.

Other Color Formats

PMS: Process Blue C
C81 M40 Y05 K00
R0 G135 B204



#FF8014

BOB ORANGE stands for joy, enthusiasm, creativity, and success, highlighting the company achievements and the Bob riders.

Other Color Formats

PMS: 1505 C
C00 M63 Y88 K00
R255 G128 B20

COLORS

SUPPORTING COLORS

COLORS FOR LOGO AND BACKGROUND USE



#0087CC

BOB BLUE LIGHT can be used to complement the primary blue colors (e.g., BOB BLUE). In our logo, it is used to fill the 'O'(range).

Other Color Formats

PMS: 299 C
C73 M22 Y11 K00
R36 G166 B217

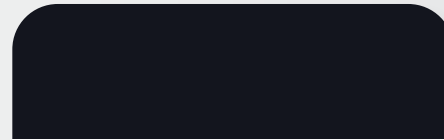


#EF8933

BOB ORANGE LIGHT is used when the regular BOB ORANGE is too dark or dominant. This color is BOB ORANGE at 15% transparency.

Other Color Formats

PMS: 151 C
C07 M58 Y82 K00
R230 G133 B53

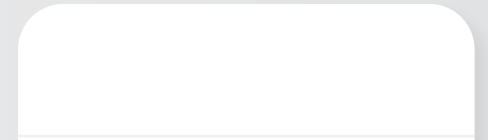


#14171F

BLACK BLUE is used mainly for STO and other crypto-related topics; for usage, see the Bob Eco website: www.bob.eco

Other Color Formats

PMS: 296 C
C89 M85 Y74 K64
R20 G23 B31



#FFFFFF

As a brand, we use a lot of **WHITE**, especially in our documentation, to portray a clean and professional image.

Other Color Formats

PMS: Clean White
C00 M00 Y00 K00
R255 G255 B255

LOGO AND BRANDING

PROPER LOGO USE

FORMATS OF THE BOB LOGO THAT SHOULD BE USED



STANDARD FORMAT

This is the primary Bob Eco logo, as used on our vehicles. Use this logo to fully represent Bob at its best!



STANDARD WHITE

WHITE represents sustainability, safety, renewing, growth, and ambition. This logo can be used on clean, white backgrounds.



WHITE ON (BLUE)BLACK

The opposite of the white logo; this can be used on a light background.

(e.g., see: www.bob.eco)



BLACK ON WHITE

The opposite for the white logo is the black logo, this logo can be used on a light background.

(e.g., see: www.bob.eco)

LOGO AND BRANDING

LOGO MISUSE

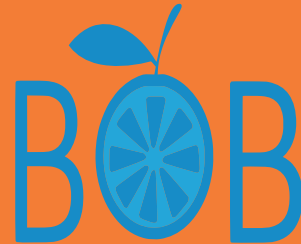
BOB ECO LOGO FORMATS THAT SHOULD NOT BE USED



DON'T put the Bob Eco logo on a background that is not white, orange, blue-black, or white.



DON'T use colors for the Bob Eco logo outside of those given above.



DON'T change the spacing between letters.



DON'T stretch the logo or parts of the logo.

TYPOGRAPHY

GILROY VARIATIONS

MOST USED FONT VARIATIONS

At Bob Eco, we use the **Gilroy** font style, a modern sans serif font with a geometric touch. Gilroy fulfils the 'top' esthetical criteria for most modern font styles and is part of the original Qanelas font family.

The Gilroy font style comes in an extensive range of weights; this makes it possible to create perfect combinations (just like our products!). To conclude, Gilroy is a universal all-rounder, and it is (of course) energetic!

GILROY THIN
GILROY ULTRALIGHT
GILROY MEDIUM
GILROY SEMIBOLD
GILROY BOLD
GILROY BLACK
GILROY HEAVY

GILROY THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*&%\$#!\1234567890

GILROY SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*&%\$#!\1234567890

GILROY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*&%\$#!\1234567890

GILROY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*&%\$#!\1234567890

GILROY HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*&%\$#!\1234567890

PHOTOGRAPHY

PHOTOS AND IMAGES

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