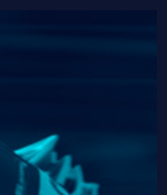
New®
Motion
Labs

Brand Guidelines

FEBRUARY 2023



1.0 Logo
2.0 Colour
3.0 Typography
4.0 Graphic Devices
5.0 Imagery
6.0 Brand in use

1.0
Logo

1.1
Logo

The logo can be used in two different orientations, horizontal or stacked. The preference horizontal, but in certain situations for brand awareness such a event banners the stacked version may be used. The logo must be used with the registered mark at all times unless when used small it becomes illegible for which case you can remove.

HORIZONTAL

STACKED

1.2
Primary colour logo options

Our preferred logo is available in three color formats for different applications.

Electric blue and white on deep blue

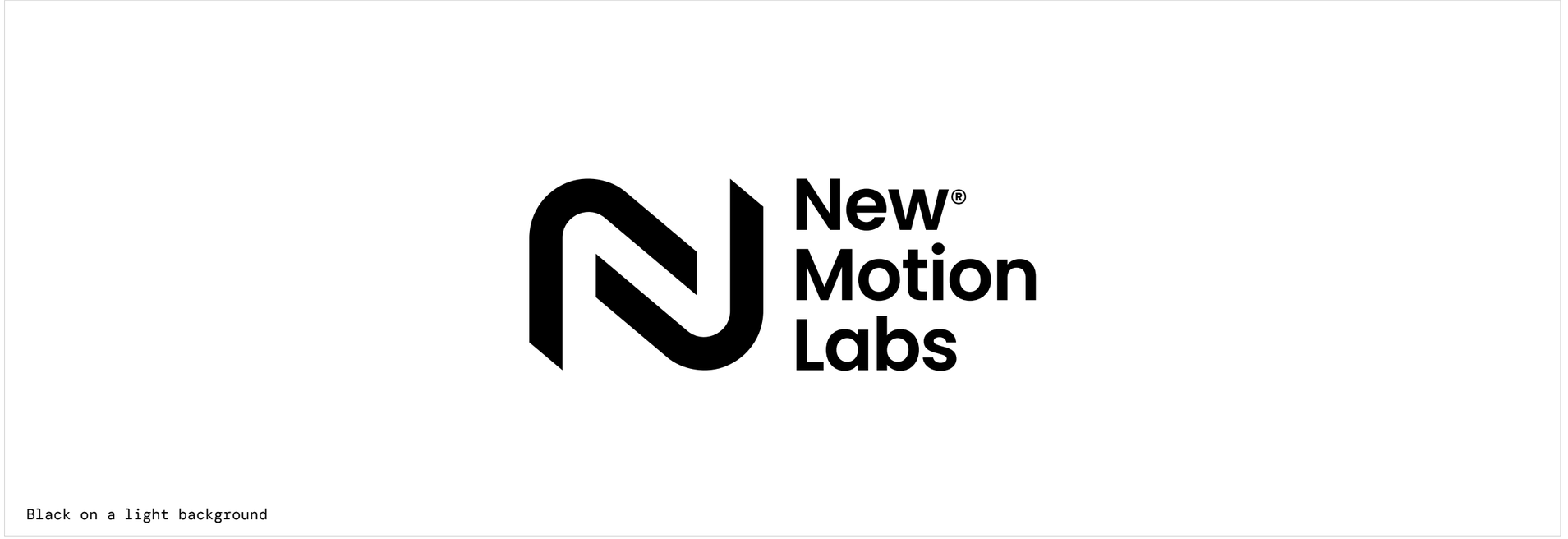
Electric blue and deep blue on white

Deep blue on electric blue

1.3
Monochrome options

Where the primary colour options can not be used, there are 2 colour monochrome versions.

White on a dark background

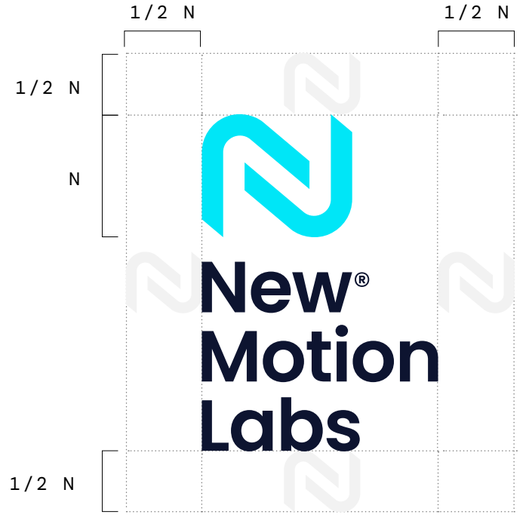


Black on a light background

1.4
Logo clear space

When using the logo, please include an exclusion zone (clear space). There should be no other elements placed within this zone. This includes text and graphics. The clear space around the logo should be 1/2 N.

The minimum sizes of the logo set a baseline standard for the scaling of the logo in both print and digital applications. While the logo may be sized larger than shown here, it is important that it never appears smaller as this will significantly impair legibility and brand recognition.



MIMIMUM SIZE

1.5
Logo misuse

The New Motions Labs logo is provided in a range of color and file formats for all applications. No modifications are necessary. Please review the following examples to ensure it is used properly.

Do not alter the colour.

Do not change the transparency.

Do not distort the logo.

Do not add effects to the logo.

Do not outline the logo.

Do not rotate any part of the logo.

Do not change the sizing of the N.

Do not alter the text.

Do not place on a busy background.

1.6
Tagline lockup

In some instances, you'll want the logo to appear along with the tagline. Such as the first slide of a presentation or a roll up banner at an event. Please note you must not change or alter the text in any way. The stacked NML logo should not be used with the tagline only the horizontal.

New® Motion Labs

Performance: Engineered Drivetrain

1.7
Secondary lockup

The secondary lockup is used only for internal-facing entities that contribute to our employee experience. These are programs, tools, events and groups with the highest potential for internal visibility and adoption.

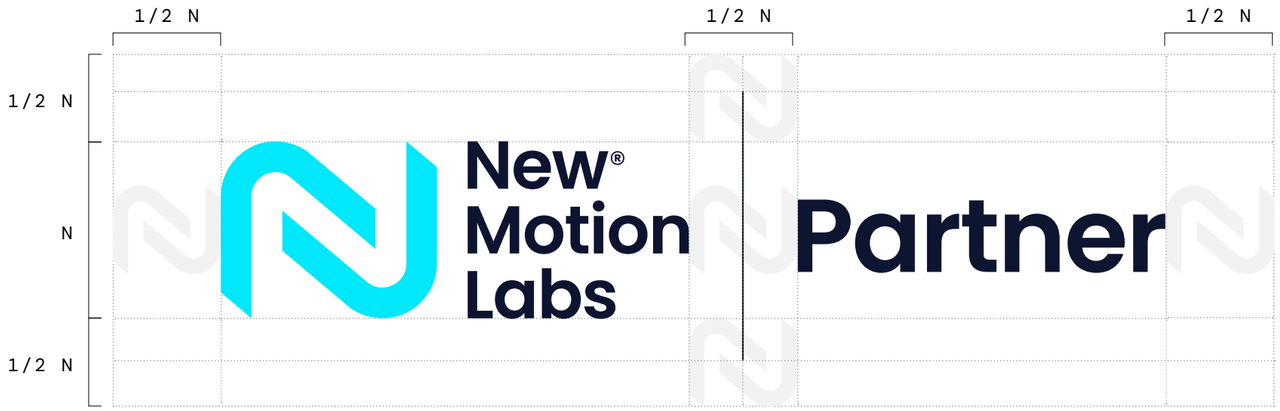
We lock up the brandmark with the entity name. The name should appear in case setence, Poppins Semi Bold. The entity name is set to the right of the brandmark 1/4 equal to N.

1.8
Partnership lockup

The partnership lockup is used for communication around approved New Motion Labs partnerships.

We lock up the NML logo with a partner logo, placing the NML logo either to the left or top of the partner's logo. We add clear space between the logos, and divide this space in half by a vertical line.

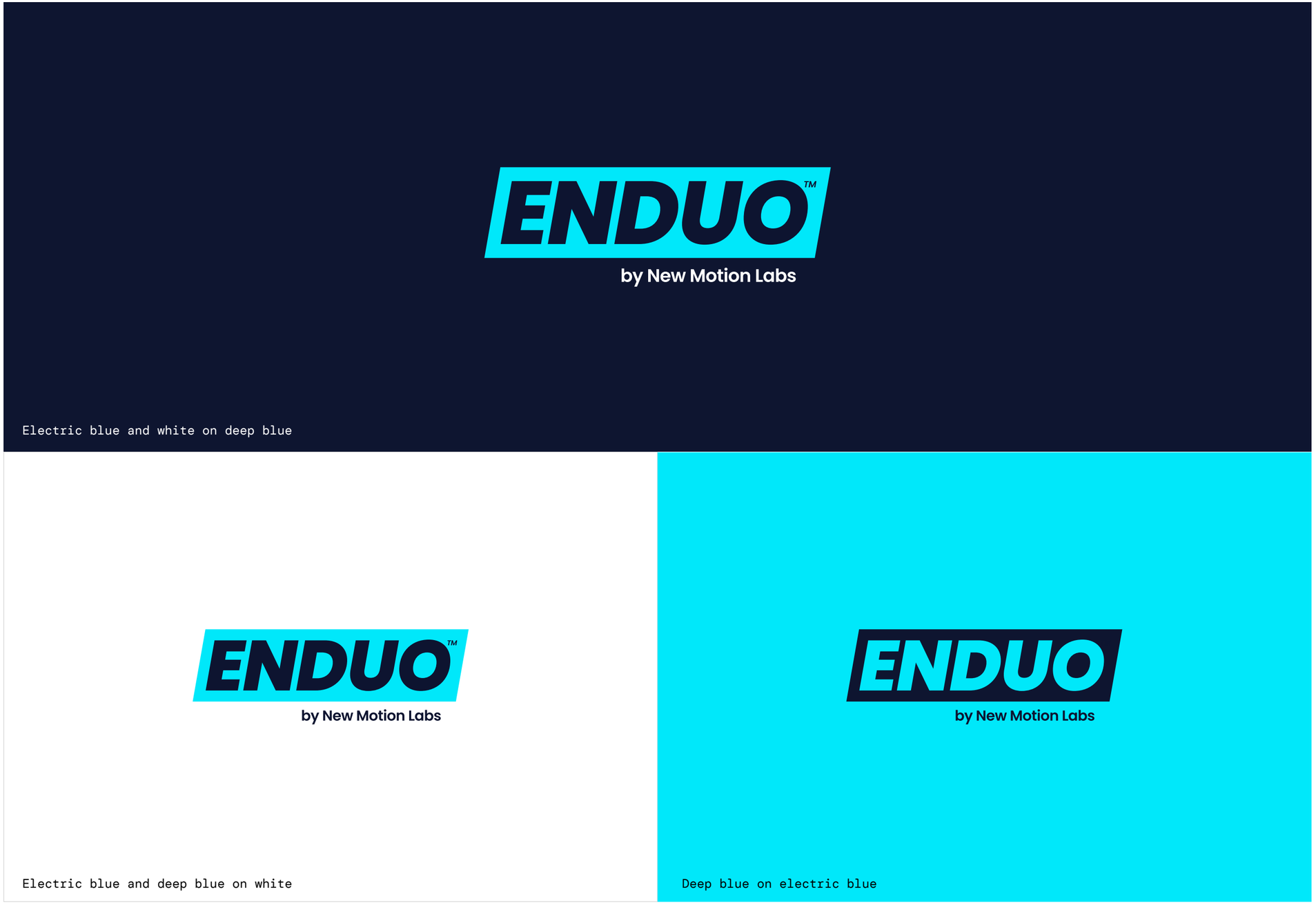
Both logos should feel of equal size. Use either both sets of full colour logos or if not possible use a one colour version for both.



1.9
Enduo primary colour logo options

With Enduo™ technology, everything changes – unmoving fundamentals collapse, enabling the manufacturing of new products with unparalleled strength, power, speed, efficiency, lifetime, and sustainability.

On the right are application examples for Enduo which is forever growing. When designing marketing material for each application, be sure to keep to each of the colours outlined in the following section.



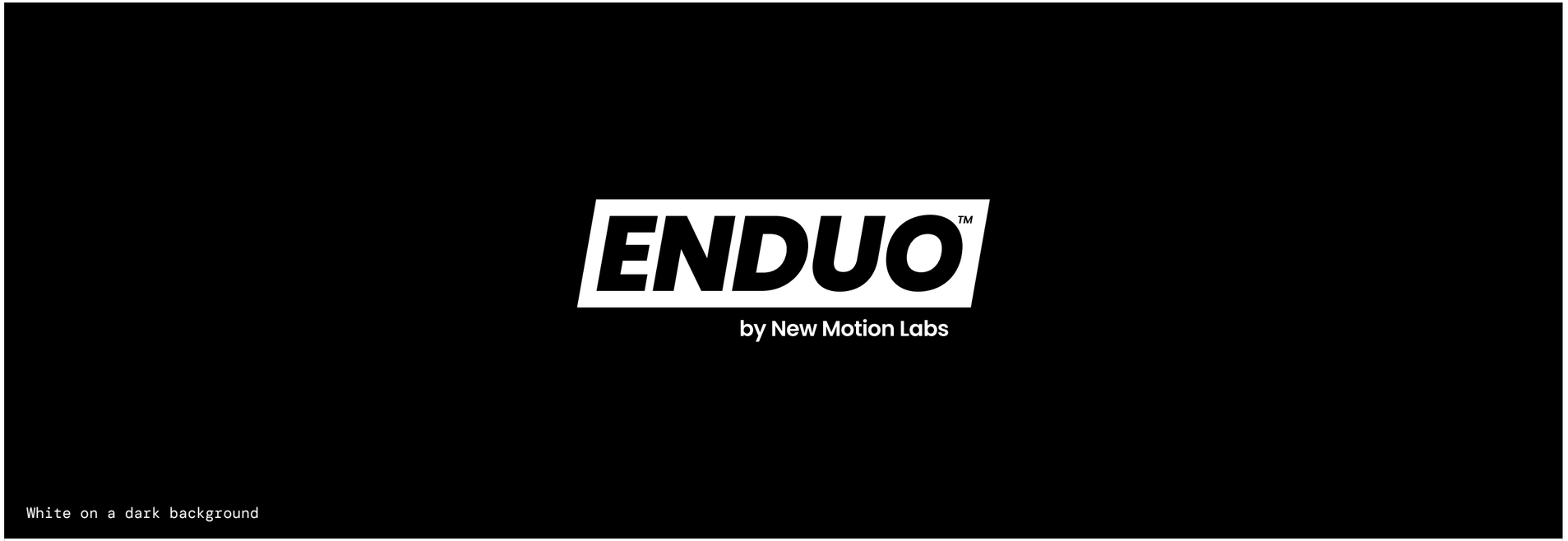
Electric blue and white on deep blue

Electric blue and deep blue on white

Deep blue on electric blue

1.10
Enduo monochrome options

Where the primary colour options can not be used, there are 2 colour monochrome versions.

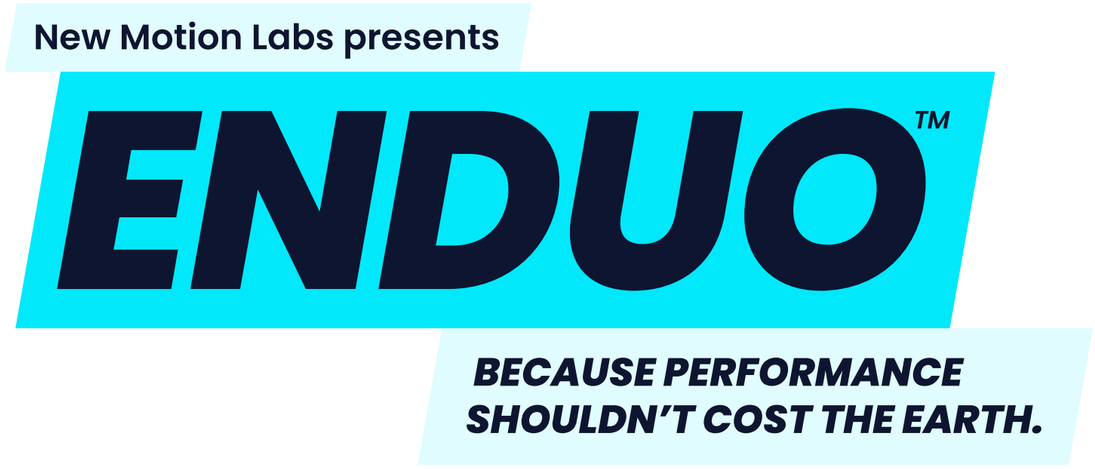


White on a dark background

Black on a light background

1.11
Tagline lockup

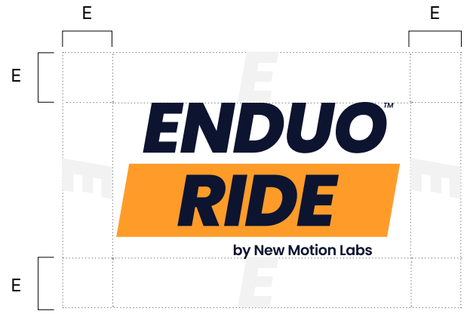
In some instances, you'll want the logo to appear along with the tagline. Such as the first slide of a presentation or a roll up banner at an event. Please note you must not change or alter the text in any way. There are different colour options available in the assets folder on the server.



1.12
Enduo clear space

When using the Enduo logo, please include an exclusion zone (clear space). There should be no other elements placed within this zone. This includes text and graphics. The clear space around the logo should be E for the Enduo logo and 2x E for Enduo application logos.

The minimum sizes of the logo set a baseline standard for the scaling of the logo in both print and digital applications. While the logo may be sized larger than shown here, it is important that it never appears smaller as this will significantly impair legibility and brand recognition.



MIMIMUM SIZE

4CM / 90PX

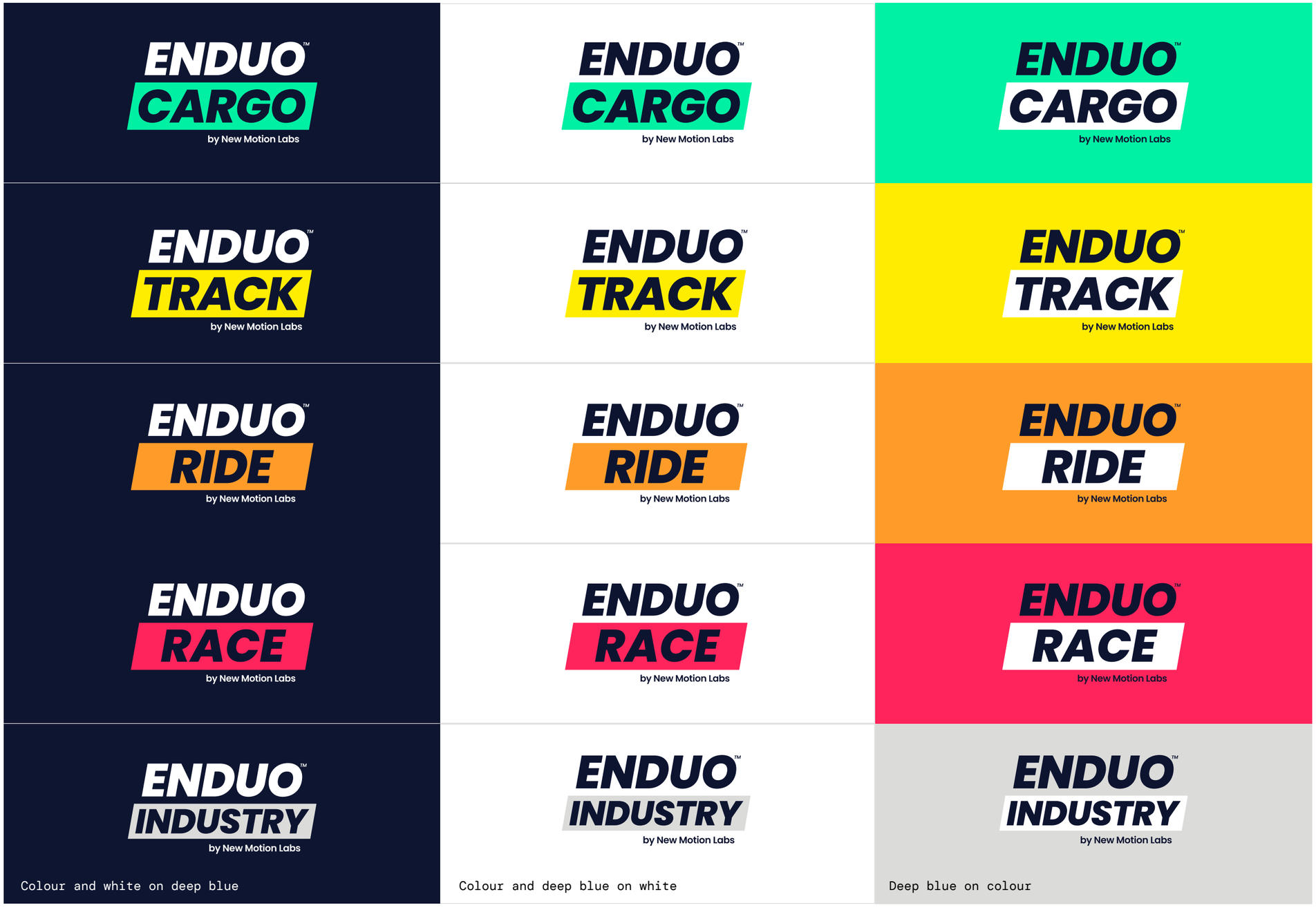
4CM / 90PX

1.13
Enduo applications colour options

The following Enduo logos are available in three colours for different applications. The colour variant is always the preferred option where possible.

On the right are application examples for Enduo which is forever growing. When designing marketing material for each application, be sure to keep to each of the colours outlined in the following section.

Each of these also has an option with the tagline.



1.14
Enduo applications monochrome options

Where the primary colour options can not be used, there are 2 colour monochrome versions.

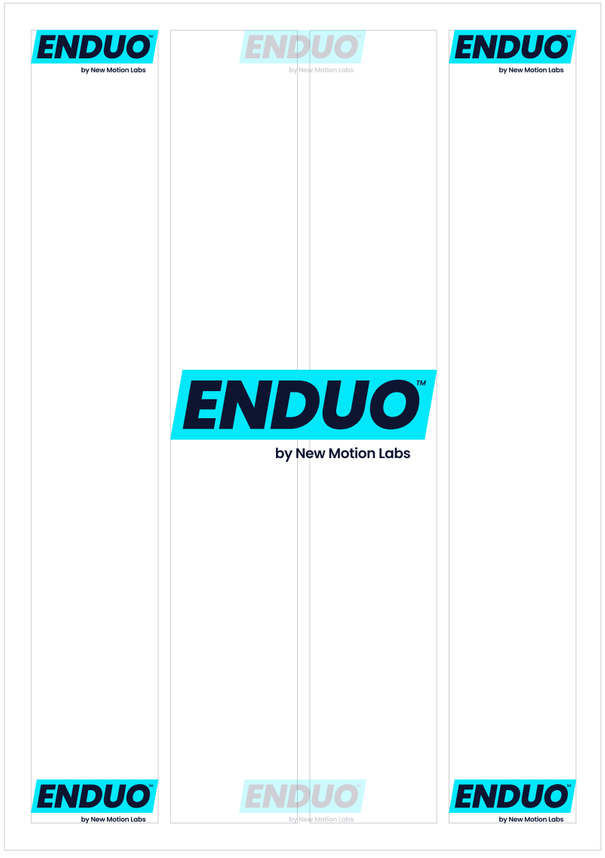
Each of these also has an option with the tagline.

White on a dark background

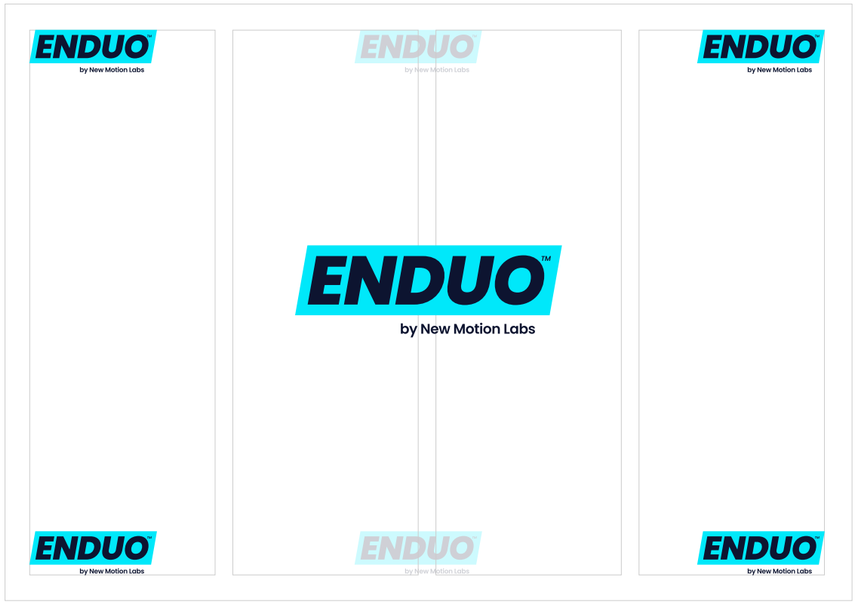
Black on a light background

1.15
Enduo logo placement

The placement of the Enduo and Enduo application logo's in compostitions are flexible. It should anchor where possible one one of the corners, but where not possible it can be aligned vertically centred as shown.



PORTRAIT



LANDSCAPE

Primary Enduo and Enduo application logo placement

Secondary Enduo and Enduo application logo placement

2.0 Colour

2.1
Our primary colour palette

The primary colour palette for the New Motion Labs brand is electic blue, deep blue, black and white. This creates a strong system which prioritizes simplicity and clarity of communication while nodding to the legacy of the NML brand.

Electric blue and deep blue are the colours that holds most brand equity and which current customers assosiate with the brand and should be used.

NML Electric Blue

HEX
#00E9FA

R0
G233
B250

PMS
311C

C55
M0
Y10
K0

NML Deep Blue

HEX
#0E1530

R14
G21
B48

PMS
532C

C94
M86
Y49
K63

NML White

HEX
#FFFFFF

R255
G255
B255

PMS
000C

C0
M0
Y0
K0

NML Black

HEX
#000000

R0
G0
B0

PMS
6C

C75
M68
Y67
K90

2.2
Our secondary colour palette

Our secondary colour palette may be used for product differentiation. NML green for Enduo Cargo, NML yellow for Enduo Track. The primary NML electric blue however is used for Enduo E-Bikes.

NML Green

HEX
#00F0A4

R0
G240
B164

PMS
2239C

C60
M0
Y55
K0

NML Yellow

HEX
#FFEC00

R255
G236
B0

PMS
803C

C3
M1
Y97
K0

NML Orange

HEX
#FF9C29

R255
G156
B41

PMS
1375C

C0
M46
Y93
K0

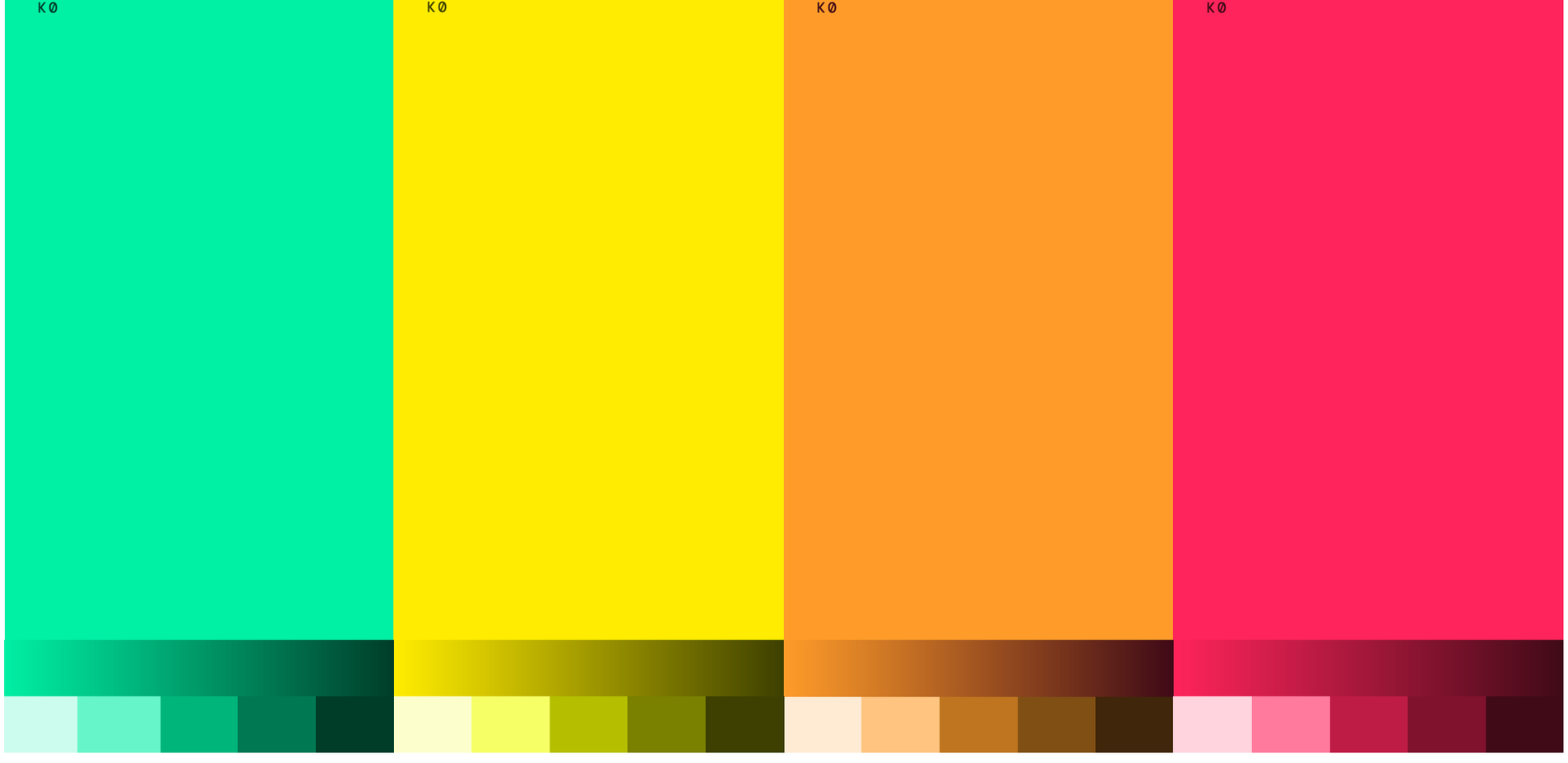
NML Red

HEX
#FF245B

R255
G36
B91

PMS
1787C

C0
M95
Y31
K0



2.3
Color combinations

All examples shown on the right pass contrast standards. Do not mix any other colour combinations when typesetting as legibilty and accessisabilty will be limited.

Designed to deliver

Welcome to the next generation of drive performance

NML Electric blue text on a NML deep blue background.

Designed to deliver

Welcome to the next generation of drive performance

White text on a NML deep blue background.

Designed to deliver

Welcome to the next generation of drive performance

NML Deep blue text on a NML electric blue background.

Designed to deliver

Welcome to the next generation of drive performance

NML Deep blue text on a NML green background.

Designed to deliver

Welcome to the next generation of drive performance

NML Green text on a NML deep blue background.

Designed to deliver

Welcome to the next generation of drive performance

NML Deep blue text on a NML yellow background.

Designed to deliver

Welcome to the next generation of drive performance

NML Yellow text on a NML deep blue background.

Designed to deliver

Welcome to the next generation of drive performance

NML Deep blue text on a NML orange background.

Designed to deliver

Welcome to the next generation of drive performance

NML Orange text on a NML deep blue background.

Designed to deliver

Welcome to the next generation of drive performance

NML Deep blue text on a NML red background.

Designed to deliver

Welcome to the next generation of drive performance

NML Red text on a NML deep blue background.

2.4
Monochrome combinations

All examples shown on the right pass contrast standards. Do not mix any other colour combinations when typesetting as legibilty and accessisabilty will be limited.

Designed to deliver

Welcome to the next generation of drive performance

White text on a black background.

Designed to deliver

Welcome to the next generation of drive performance

Black text on a white background.

Designed to deliver

Welcome to the next generation of drive performance

Deep blue text on white background.

Designed to deliver

Welcome to the next generation of drive performance

Black text on a grey background.

Designed to deliver

Welcome to the next generation of drive performance

Grey text on a black background.

3.0 Typography

3.1
Our typography

Poppins is our primary font which is geometric with a fun, relatable attitude. It comprises around corners and elegant curves.

Clean, and almost monolinear, Poppins has 9 weights for a total of 18 font styles. This ranges from Thin, Thin Italic, Extra Light, to Regular, Black Italic, and Extra Bold.

DM Mono our secondary font used for technical drawings and captions.

Note
Helvetica, Courier (Mac) and Arial, Courier (PC) may be used as an alternate typeface when Poppins and DM Mono is unavailable, for use within word processing, spreadsheets, and presentation programs. Common usage includes: letters, labels, memos, invoices, forms, binders, emails and PowerPoint presentations.

POPPINS

Thin
Thin Italic
Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semi Bold
Semi Bold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic
Black
Black Italic

DM MONO

Regular
Italic
Medium
Medium Italic

ABC

ABC

3.2
Typography hierachy

With the use of varying text size, weight and style we can create a clear and consistent visual hierarchy, assisting in guiding the reader through our messaging, while maintaining a sense of clarity and structure.

Avoid mixing too many type styles and sizes together as this will create visual clutter and make the message less effective.

H1
48/56

NEW MOTION LABS

H2
36/42

New Motion Labs

H3
24/28

Like the movement of a wave, our tech is designed to enable and pick up and improve mechanical engineering as a whole.

H4
18/22

Like the movement of a wave, our tech is designed to enable and pick up and improve mechanical engineering as a whole.

H5
12/16

Sub heading

BODY
9/12

Duntum rehentibus. Vit rehenis nis delicae nus, ius.Net quidebistis et a plam, quias as doluptae vit es dolorporia ad quossincto vel earum enisqui intius prest, sum diam eium vendes quam dicataquo offic tet apis evellorem fugit optiae ped molendae. Nemposam fugit quasit, ute volorion res quidipsam et quo il ipienit et evel exeratur? Qui cupture dolecus.Net que veliquis ad quat.

Acerae velignatum et pe maximuscia dolupie ndaeper chitatio id etur? Aximi, quo que di volorep eruptaspit facia simeneces explignienis eiumquiberi sunt eiciust iscition ratur, si qui to id est, aut et, quia que delitaspit voluptatia simus.Ut molenem ex et re consequam, ommos simpedi tatatempos es rest et volum rest litae. Ellaut que dolorerro ipiendelique nonsed moluptur ma ent re nus.

CTA
9/12

Get Started

CAPTION
7/10

Duntum rehentibus et vit rehenis nis delicae nus, ius. Net quidebistis eta plam, quias as doluptae vit es dolorporia rehenis.

4.0
Graphic Devices

4.1
New Motion Labs brandmark

You may use the New Motion Labs N brandmark on it's own in specific situations where the intended use it to be displayed very small such as favicons and social profile pics. The full logo should still be used in most situations. It can also be used as a decorative element in addition to the logo.

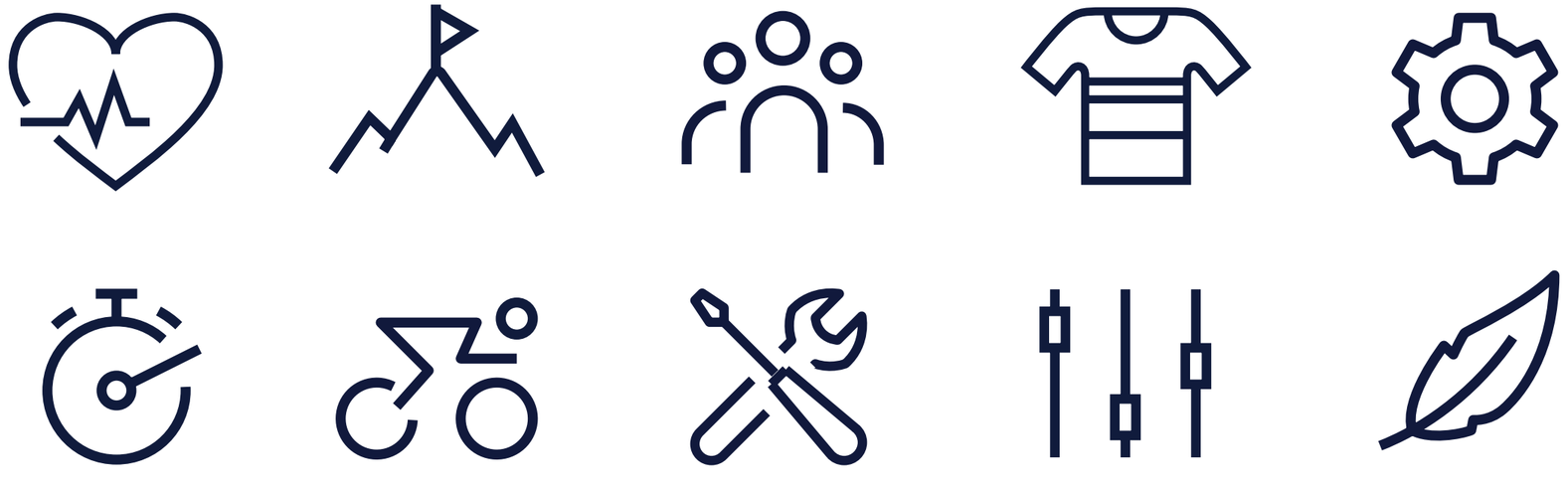
SQUARE FORMAT

CIRCLE FORMAT

FAVICON

4.2
Iconography

There is a set of iconography which can be used on light or dark background. Each colour can also be changed to our secondary colour palette when referring to that particular product offering.

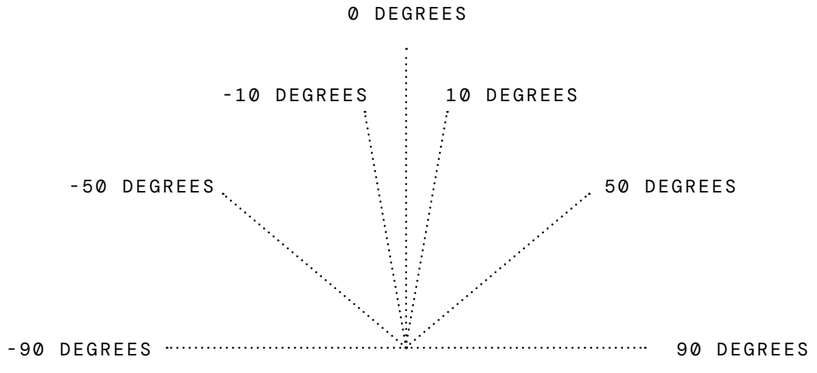


4.3
Patterns

These patterns can be used in a variety of applications and colour ways. It can be overlayed on images or used as graphic shape masks. The pattern can be rotated -90, 90 or 180 degrees. The strokes can also be used with white if desired, while the colour may be changed to our secondary colour palette if desired.

4.4
Angles

The following angles may be used for graphic shapes which are taken from our innovation and technology logos.



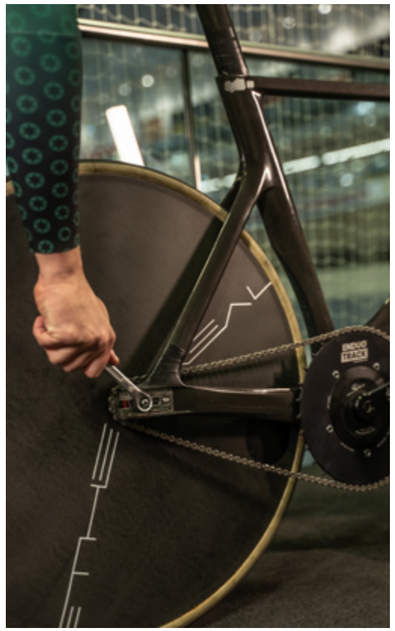
4.5
Graphic Shapes

We have a variety of graphic shapes which can be used in a variety of ways. All can be rotated -90, 90 or 180 degrees and used as outlines

5.0
Imagery

5.1
Photography

Our photography is clear, simple with uncluttered backgrounds.



5.2
Photography duotone

For bigger brand presence or variation in our marketing material we can apply a duotone filter to our images. We do this by adding a Gradient Map in Adobe Photoshop going from the deep blue for the dark tones to our primary blue or secondary highlight colours for the lighter tones.

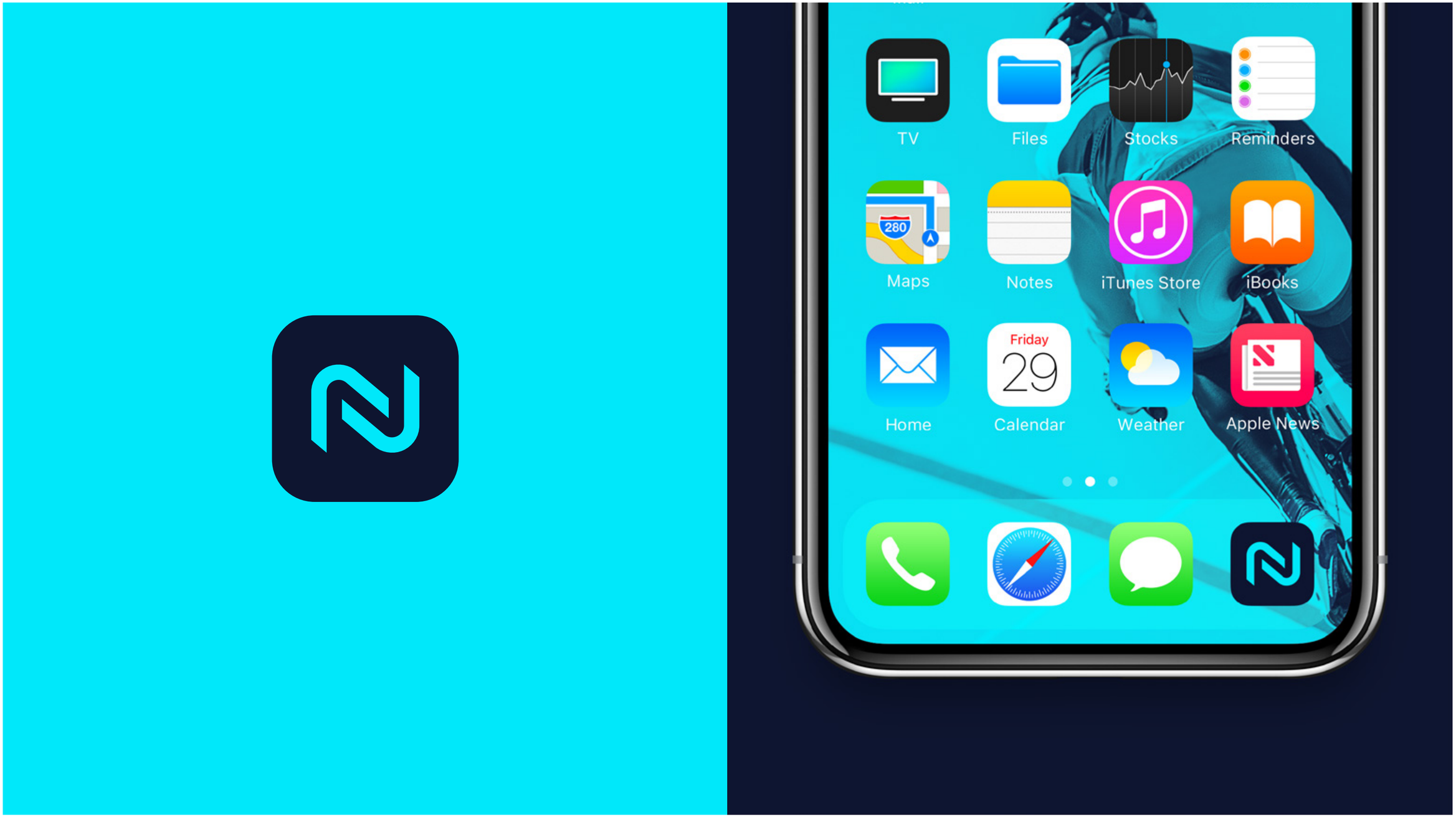
5.3
Photography gradient

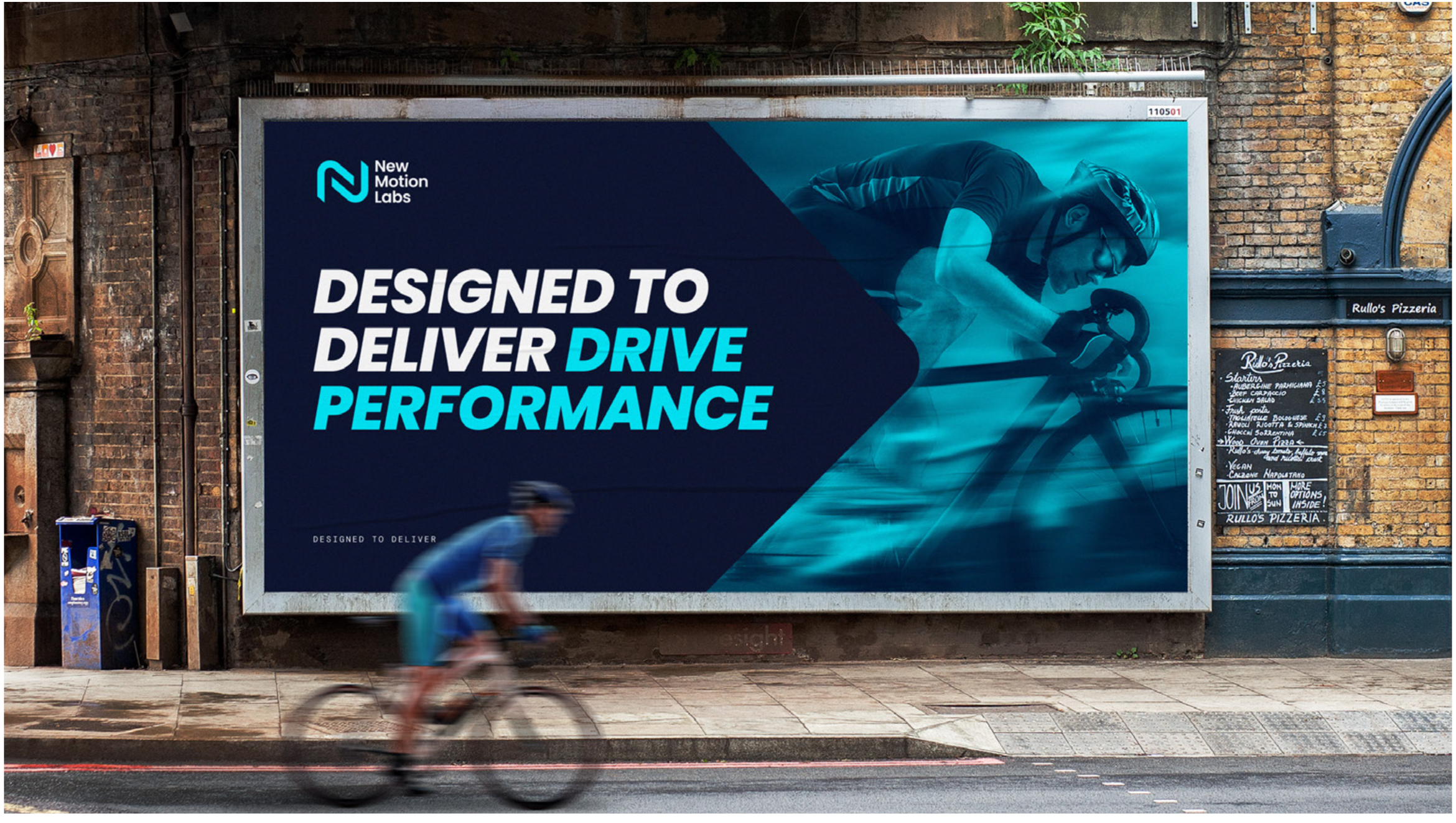
A gradient over part of the photography may also be used giving more flexibilty for marketing material. This may be our primary blue, deep blue or secondary highlight colours.

5.4
Photography legibilty

To improve legibility for text or graphics, you can apply a deep blue, primary or secondary colour with an opacity between 10 and 90%.

7.0
Brand in use


TV
Files
Stocks
Reminders
Maps
Notes
iTunes Store
iBooks
Home
Friday
29
Calendar
Weather
Apple News


New Motion Labs
DESIGNED TO DELIVER DRIVE PERFORMANCE
DESIGNED TO DELIVER
110501
Rullo's Pizzeria
Rullo's Pizzeria
Starters
Wood Oven Pizza
Vegan
Calzone Napoletano
JOIN US
MON TO SUN
MORE OPTIONS INSIDE!
RULLO'S PIZZERIA

NEWMOTIONLABS.COM
New Motion Labs
ENDUO
ARE YOU READY?
DESIGNED TO DELIVER
NEWMOTIONLABS.COM
ENDUO

New® Motion Labs

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CEO

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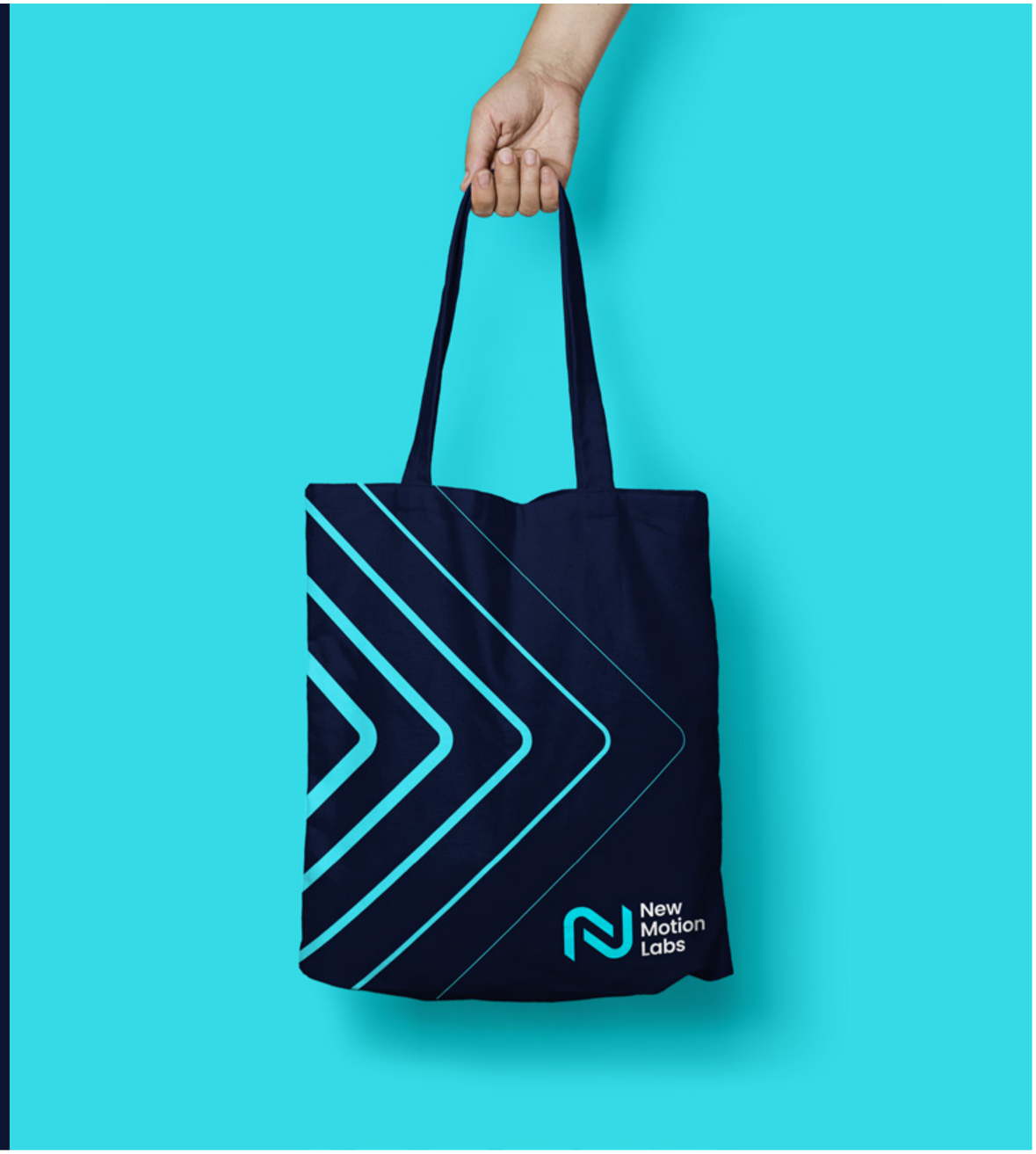
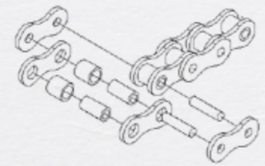
London,
WC2R 1LA



RIDE
ENDUO
REPEAT

A **revolutionary chainring** and sprocket design that enables a roller-chain to transfer power on both sides of the tooth, leading to significant increases in **efficiency and lifetime**.



DRIVE PERFORMANCE

02:35
OVERDRIVE MODE

CARGO
TRACK
DRIVE

30%
INCREASE IN
DRIVE LIFETIME

ENDUO

LONGER
LASTING
DRIVETRAIN

ARE
YOU
READY?

DESIGNED
TO
DELIVER

New®
Motion
Labs