

tuniced  
 **BIKES**



VERSION 2.01

BRAND GUIDELINES



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01

INTRODUCTION

WE ARE
JUICED
BIKES.



OUR VISION

Amplifying individual potential to inspire global progress.

OUR MISSION

Pioneer innovative and attainable mobility products that transform our lives by revolutionizing how we ride.



BRAND VALUES**Create Solutions
That Empower**

We strive to make daily challenges easier, to unlock opportunities, and to bring elusive ambitions within reach. We measure the value of our work by the value we add to your life.

Aim for the Podium

Our corporate culture has been framed by the values of Juiced Bikes founder and Olympian, Tora Harris. He inspires us to think like Olympians, who measure their success against physical limits rather than the achievements of others. We ask ourselves, "Is this the best we can do?" If not, there's still work to be done.

**Deliver Uncompromising
Performance**

Juiced e-bikes are painstakingly engineered and innovated so our riders will never have to sacrifice performance for price, function for form, substance for style, safety for speed, or quality for affordability.

**Exceptional Batteries Power
Our E-Bikes, Exceptional People
Power Our Company**

Juiced Bikes has become a trusted and leading e-bike brand with the support of dedicated, talented, and fiercely loyal employees. We are committed to reciprocating that loyalty by embracing their diversity, respecting and protecting their well-being, and supporting our shared pursuit of continuous improvement across all areas of our business.

**Provide Value Directly
to Our Customers**

Our customers are our greatest asset. Maximizing the value we provide to them demands direct connectivity. These relationships are too important to outsource.

**Efficiency is the Purest Path
to Personal, Corporate,
and Global Progress**

We believe in maximizing the efficiency of every mile traveled. We believe a revolutionary mobility transformation is not a matter of IF, but of WHEN. We believe the pursuit of efficiency produces the most impactful innovations. We believe sustainability and global protection efforts must be functional, practical, safe, and always FUN!

ABOUT US

Juiced Bikes is a California-based company producing innovative, high-performing, and value-optimized electric mobility products. Always committed to a customer-first ideology, Juiced was one of the original direct-to-consumer e-bike brands in the U.S. market. With proprietary distribution and support infrastructure, we are uniquely positioned to maximize performance value to our riders.

The company was founded in 2009 by U.S. Olympic high jumper Tora Harris, who graduated from Princeton University with a degree in Mechanical and Aerospace Engineering. The same passion that drove his success in academics and athletics is now devoted to developing transformative mobility solutions engineered to take customers on a life-changing ride. Tora is supported by an elite and accomplished management team focused on driving continuous improvement and strategic innovation across every aspect of their business.

Originally a producer of high-capacity Lithium-Ion batteries, Juiced quickly realized the need for comprehensive upgrades to e-bike technology. In 2010, the Juiced ODK Utility e-bike was launched, offering riders an inventive, efficient, and highly functional transportation alternative. The company's rapid, organic growth is a testament to the broad appeal of their signature value proposition: the highest level of quality, performance, and support for the best possible price.

Juiced products are designed, engineered, and supported by a team of e-bike experts in San Diego, California and produced to exacting quality specifications. Our in-house support staff and service technicians ensure a trusted, reliable, and direct connection with our customers. We take tremendous pride in setting performance standards for product quality, riding range, battery power, safety, and affordability in the global e-bike industry.

We are grateful for the opportunity to fuel the diverse adventures and aspirations of our customers.



WHAT WE SAY

THE ENVY OF ALL OTHER E-BIKES



02

BRAND VOICE



TONALITY

IT'S IN OUR DNA

Juiced Bike's brand voice reflects our unique perspective, and the values we stand for. The word choice and emotional tone should extend into all written communications.

WE ARE...

ENERGETIC
STRONG
FUN
INSPIRING

WE ARE NOT...

RESERVED
FRAIL
STUFFY
DULL

HOW WE TALK

LANGUAGE

How we talk varies based on the platform. This includes the words chosen and the order in which they are applied in all content – website copy, social media posts, emails, etc. The tone of voice may vary depending on:

The audience, especially if more than one persona-type is being targeted.

The media that's being used, as content formats and lengths vary.

The goal of the content piece. Example: The goal of a marketing piece is different from that of an assembly video.

ENERGETIC

We use active and descriptive words to add life & energy to our copy.

FUN

At Juiced, we don't take ourselves too seriously. We want to encourage our riders to have fun by using playful language when appropriate like puns or trending words.

STRONG

We're clear and direct when describing our powerful and fast e-bikes, and the benefits they provide our riders. Use adjectives that clearly convey that strength. Avoid using passive words, like "maybe," "potentially," "okay," "suitable," etc.

INSPIRING

Aligned with our mission, Juiced Bikes strives to amplify individual potential and transform the lives of our customers by revolutionizing how they ride! Our words should stir excitement, possibility, creativity and innovation. Sharing positive content that is active and actionable helps communicate this tone.



03 LOGOS

OUR LOGO

LOGO + ICON

The design of our logo is to represent who we are and what we do. The Juiced Bikes wordmark shows we are connected through performance with splashes of red to portray energy and power. The shield is a representation of a battery schematic; our symbol of energy, power, efficiency, and connectivity.

Our logo consists of 2 parts - a wordmark, Juiced Bikes and an icon, the Shield.

The primary logo will include both wordmark and icon.

The secondary logo is the icon, which may be used independently.

Note: Only the Shield can be used as a stand alone.

PRIMARY

*with background**without background*

SECONDARY

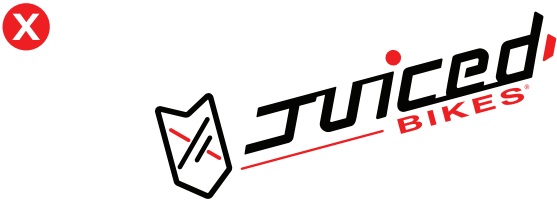
*with background**without background*

LOGO USAGE

ABSOLUTELY NOT

Our logo is one of Juiced Bike’s most valuable assets. It is vital the logo is not distorted in any way. Keeping the integrity of the logo gives our customers the confidence that they’re purchasing an authentic quality Juiced Bike and not a knock off.

DO NOT ANGLE



DO NOT STRETCH



DO NOT CONDENSE



ONLY THE SHIELD CAN BE USED AS A STAND ALONE



DO NOT SLANT



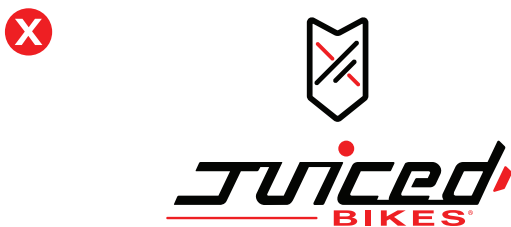
DO NOT OUTLINE



DO NOT USE UNAUTHORIZED COLORS



DO NOT REARRANGE THE LOGO LOCK UP

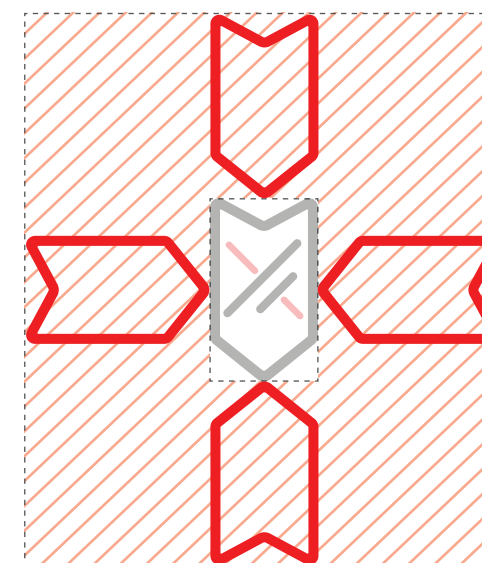
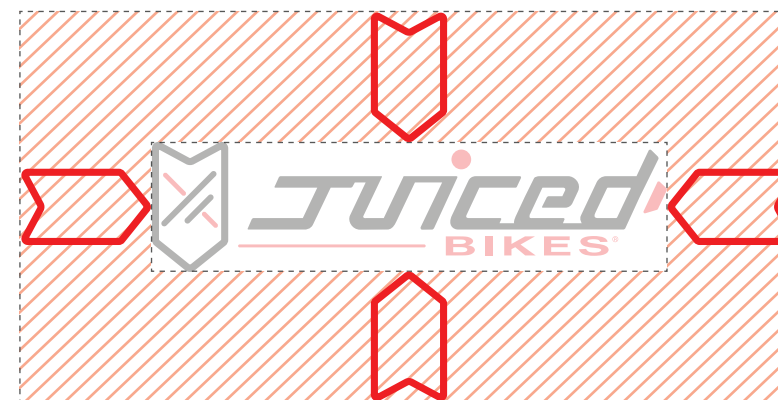


LOGO SPACING

KEEP IT CLEAN

Always position the logo for maximum impact and give it plenty of room to breathe. Clearspace frames the logo, separating it from other elements such as headlines, text, imagery and outside edges. This also allows the logo to be more visible and less crowded.

The example shows the minimum amount of clearspace. (General rule of thumb: the clearspace should equal the height of the Shield around the logo).

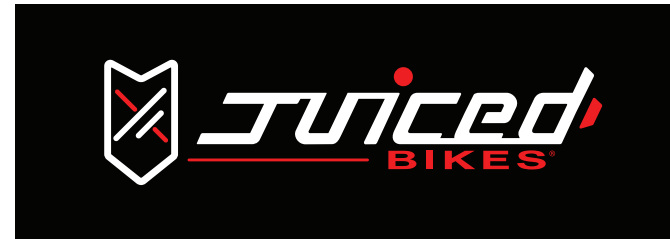


LOGO COLOR USAGE

USING THE LOGO

Primary Usage: The two-colored logo should be used in most cases. It's preferred the logo be placed on black, white, dark charcoal and light silver backgrounds as much as possible.

Secondary Usage: If the two-colored logo is not fully visible, the all white logo can be used in its place. Avoid using one-color logos on photographs unless the logo sits on a multi-color area where there's not enough contrast between the background and red accent.



SHIELD COLOR USAGE

USING THE SHIELD

Primary Usage: The two-colored shield should be used in most cases. It's preferred the shield be placed on black, white, dark charcoal and light silver backgrounds as much as possible.

Secondary Usage: If the two-colored shield is not fully visible, the all white shield can be used in its place. Avoid using one-color shields on photographs unless the it sits on a multi-color area where there's not enough contrast between the background and red accent.



PRODUCT LINEUP

HIGH-PERFORMANCE E-BIKES

Avoid using all caps or all lowercase in product names in body copy. There should be no spaces between product names unless it's a different version of the bike.

(Example: CrossCurrent X, HyperScrambler 2).

CrossCurrent **SS**

CrossCurrent **X**

RipCurrent

RipCurrent **S**

Scorpion **X**

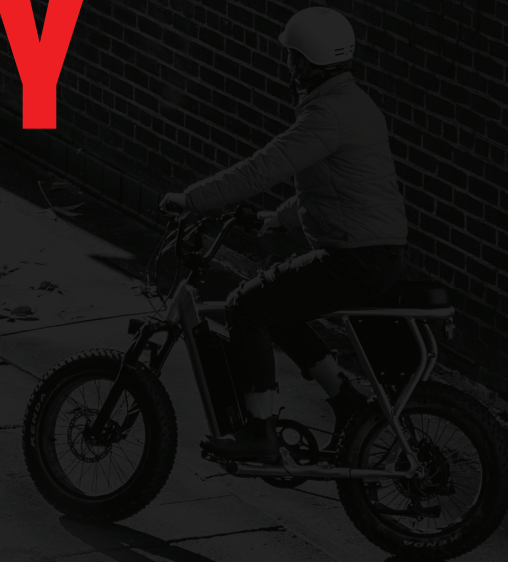
HyperScorpion

RipRacer

HyperScrambler **2**



04 **TYPOGRAPHY**



HEADLINE TYPEFACE**BOLD & IMPACTFUL**

Good Headline Pro provides phenomenal range from weights to italics. This font is ideally suited for all headlines, subheads and titles. Utilize the COND style, which allows for large, bold, impactful headlines.

Fonts can be activated here:

<https://fonts.adobe.com/fonts/ff-good-headline>

GOOD HEADLINE PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Á Â Ã Ä Å Æ É Ê Ë Ì Í Î Ï Ó Ô Õ Ö Ø Ù Ú Û Ü Ý

a b c d e f g h i j k l m n o p q r s t u v w x y z
á â ã ä å æ é ê ë ì í î ï ó ô õ ö ø ù ú û ü ý

::;...!?.*#\ (){}[]- - _ , „ “ ” ‘ ’ ’ ’ \$ € £ + - = % @ & | !
1 2 3 4 5 6 7 8 9 0

HEADLINE TYPESTYLES

USE IN HEADLINES

The majority of typestyle usage focuses on the BLACK weight to maximize impact. In most scenarios, headlines will be in uppercase format but can also be sentence case for longer headlines. BOLD weights used for subheadlines and titles may also use either sentence case or title case.

In special situations such as major marketing campaigns or long-standing slogan initiatives, the italicized version may also be used to convey a slightly more athletic tone and give communications more motion.

In select applications with a lot of text formatting like catalogs or the website, there may be a need for additional weights such as MEDIUM, LIGHT or BOOK.

MEGA HEADLINES

Typeface: Good Headline Pro Cond Black
Usage: Any size over 70pt.
Leading = 75% of font size
Kerning: 0

SPECIALTY HEADLINES

Typeface: Good Headline Pro Cond Black Italic
Usage: Between 40 - 70+pt.
Leading = 75% of font size
Kerning: 0

STANDARD HEADLINES 1

Typeface: Good Headline Pro Cond Black
Usage: Between 25 - 70pt.
Leading = Custom per application
Kerning: 0 or 25

STANDARD HEADLINES 2

Typeface: Good Headline Pro Cond Black
Usage: Between 25 - 70pt.
Leading = Custom per application
Kerning: 0 or 25

STANDARD SUBHEADLINES & TITLES

Typeface: Good Headline Pro Cond Bold
Usage: Between 25 - 50pt.
Leading = Custom per application
Kerning: 0 or 25

STANDARD CALLOUTS

Typeface: Good Headline Pro Cond Black
Usage: Between 13 - 24pt.
Leading = Custom per application
Kerning: 25

HEADERS / FOOTERS / DETAILS

Typeface: Good Headline Pro Cond Medium
Usage: Less than 13pt.
Leading = Custom per application
Kerning: 25

MEGA HEADLINES

SPECIALTY HEADLINES

STANDARD HEADLINES 1

Standard Headlines 2

Standard Subheadlines & Titles

SMALL CALLOUTS

HEADERS / FOOTERS / DETAILS

BODY COPY TYPEFACE**CLEAN & CRISP**

Acumin Pro Wide should be used for all body copy, as it provides exceptional legibility and character that comes to life when locked up with it's upright, bold headline counterpart.

Fonts can be activated here:

<https://fonts.adobe.com/fonts/acumin>

ACUMIN PRO WIDE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Á Â Ã Ä Å Æ É Ê Ë Ì Í Î Ï Ó Ô Õ Ö Ø Ù Ú Û Ü Ý

a b c d e f g h i j k l m n o p q r s t u v w x y z
á â ã ä å æ é ê ë ì í î ï ó ô õ ö ø ù ú û ü ý

,:;!?.*#\ (){}[]-_,,"'""'\$€£+ - = % @ & | ® ™

1 2 3 4 5 6 7 8 9 0

BODY COPY TYPESTYLES

USE IN PARAGRAPHS

Acumin Pro Wide may be used in all weights although LIGHT is preferred and is our standard weight. For mega paragraphs that are extra large, such as pull quotes or big topics, the SEMIBOLD option should be used. For highlighted thoughts or ares of impact, the BOLD option should be used.

Acumin Pro (narrower brother font) can also be used in unique situations and tighter areas where space may be an issue.

MEGA PARAGRAPH

Typeface: Acumin Pro Wide Semibold
Usage: Between 14 - 20pt.
Leading: Auto
Kerning: 0

We are performance obsessed thrill-seekers passionately devoted to creating mobility products that transform our lives by revolutionizing how we ride.

STANDARD PARAGRAPH

Typeface: Acumin Pro Wide Light
Usage: Between 8 - 18pt.
Leading: Auto, 125% or 150% of font size
Kerning: 0

Juiced products are designed, engineered, and supported by a team in San Diego, California and produced to exacting quality specifications. We take enormous pride in setting performance standards for range, quality, durability, affordability, and service support for the global electric bike industry.

BOLD PARAGRAPH

Typeface: Acumin Pro Wide Bold
Usage: Between 8 - 18pt.
Leading: Auto, 125% or 150% of font size
Kerning: 0

We believe in the power of riding faster and farther. We believe in maximizing the efficiency of every mile traveled. We believe customers are our greatest asset; exceeding their expectations will always be our greatest priority.

MICRO PARAGRAPHS / DETAILS

Typeface: Acumin Pro Wide Light
Usage: Less than 8pt.
Leading: Auto
Kerning: 0

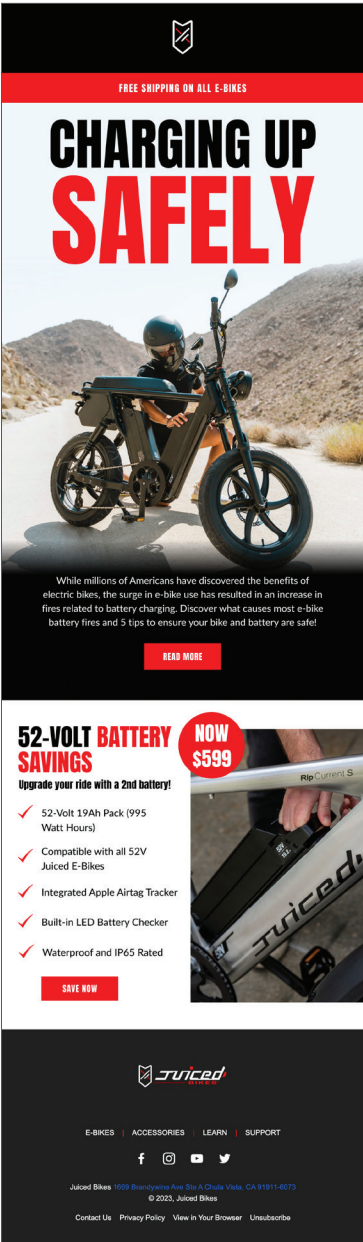
Sign up for exclusive product information, newsletters & special discount offers!

TYPESTYLE USAGE

TREATMENT EXAMPLE

A good rule of thumb - pair large, bold headlines with smaller typography to create contrast and a dynamic and engergetic look.

We want to use consistent typography treatments to reinforce our brand identity.



Email Example



Bike Brochure Example

05

COLORS



BRAND PALETTE

CORE COLORS

The Juiced Bikes color palette incorporates our bold and powerful personality. Juiced Red is our signature color and sets our brand apart from others. It’s an ideal choice for highlighting important pieces of information and should be used with careful consideration.

PRIMARY COLORS

PERFORMANCE BLACK

PANTONE BLACK C

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: 000000

WATTAGE WHITE

PANTONE 000 C

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: ffffff

JUICED RED

PANTONE 2347 C

CMYK: C0 M100 Y100 K0

RGB: R 255 G0 B0

HEX: ff0000

SECONDARY COLORS

POWER GRAY

PANTONE COOL GREY 11 C

CMYK: C0 M0 Y0 K85

RGB: R87 G87 B87

HEX: 575757

SONIC SILVER

PANTONE METALLIC SILVER 10103

CMYK: C0 M0 Y0 K40

RGB: R150 G150 B150

HEX: 969696

ELECTRICITY

PANTONE 809 C

CMYK: C15 M0 Y100 K0

RGB: R230 G255 B0

HEX: e9ff00

****NOTE: PRINTING FLOOD COLOR BLACK:** C60 M50 Y50 K100

COLOR USAGE

HOW TO BALANCE

The color ratio on the right reinforces our ownable brand aesthetic. When people see our color palette and the way we apply color to our visuals, we want them to think Juiced Bikes.

Backgrounds and flood colors are primarily Wattage White or Performance Black. In situations with a lot of content like magazines, larger marketing campaigns, display booths or the website, Sonic Silver or Power Gray may be injected to liven up the tone.

The primary accent color is always Juiced Red as it gives off a feeling of energy and intensity. Electricity provides an additional vibrant pop in much smaller doses when Juiced Red becomes less impactful from overuse.

