



CORPORATE DESIGN
ENGLISH

ENDURISTAN
WHEREVER YOU RIDE



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CORPORATE IDENTITY

OUR IDENTITY

MISSION

What we do

Enduristan is passionate about developing high quality and waterproof soft luggage for adventure bikers.

VISION

What we want

We want to be part of every motorcycle adventure with our products and inspire our customers.

VALUES

How we are

ADVENTUROUS

We like to be on the road and in the nature with our adventure bikes and seek the adventure.

ROBUST

We ourselves place high demands on our material, test it regularly in use and have a great deal of experience.

REAL

We are honest and authentic. We stand 100% behind our products, which we develop ourselves.

COMMITMENT

What our customers get out of it

WHEREVER YOU RIDE...

You can fully concentrate on your adventure without having to worry about broken equipment.

Our products protect your belongings and keep them dry.

Should you experience a defect nevertheless, you can be sure that we will find a fair solution.

TONALITY

How we communicate

Enduristan products are your relaxed, reliable and humble partner on your journey. We're ready to get down to business and do not mind getting our hands dirty so you can live your dream.

We communicate with you at eye level at all times.

DESIGN ELEMENTS

FONT STYLES

Body Font

BARLOW REGULAR

As dolorit iistrum illenda erunto
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asitinctiur aspedi dolupti
12345678910@%&öäü

Title/Subtitle

BARLOW EXTRA BOLD

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SIM AS ASITINCTIUR ASPEDI
DOLUPTI
12345678910@%&öÄÜ

Emphasis

BARLOW ITALIC

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12345678910@%&ööü

FONT SIZES

Description	Size A4	Line Spacing A4	Font Style	Spationing	
Caption	7.5 Pt	10.5 Pt	Barlow Regular	15	
Body Text	9.5 Pt	13.5 Pt	Barlow Regular	15	
Emphasis 1			Barlow Italic	15	
Emphasis 2			Barlow Extrabold	50	
SUBTITLE	9.5 Pt	13.5 Pt	Barlow Extrabold	50	TT
TITLE	24 Pt	24 Pt	Barlow Extrabold	50	TT
BIG	40 Pt	40 Pt	Barlow Extrabold	50	TT
WOW	80 Pt	80 Pt	Barlow Extrabold	50	TT

	A6 / A5 / A4	A3	A2	A1	A0
Caption	7.5 10.5	10.5 14.5	15 21	21 29	30 42
Body Text	9.5 13.5	13.5 19	19 27	26.5 38	38 54
Subtitle	9.5 13.5	13.5 19	19 27	26.5 38	38 54
Title Small	16 16	22.5 22.5	32 32	45 45	64 64
Title	24 24	33.5 33.5	48 48	67 67	96 96
Big	40 40	56 56	80 80	112 112	160 160
WOW	80 80	112 112	160 160	224 224	320 320

COLORS

BLACK



CMYK
0 / 0 / 0 / 100

Pantone
Process Black

RGB
0 / 0 / 0

HEX
#000000

NCS S
9000-N

RAL
9005 Tiefschwarz

WHITE



CMYK
0 / 0 / 0 / 0

Pantone
Paper White

RGB
255 / 255 / 255

HEX
#FFFFFF

NCS S
0300-N

RAL
9016 Verkehrsweiss

RED



CMYK
0 / 95 / 100 / 0

Pantone
485 C

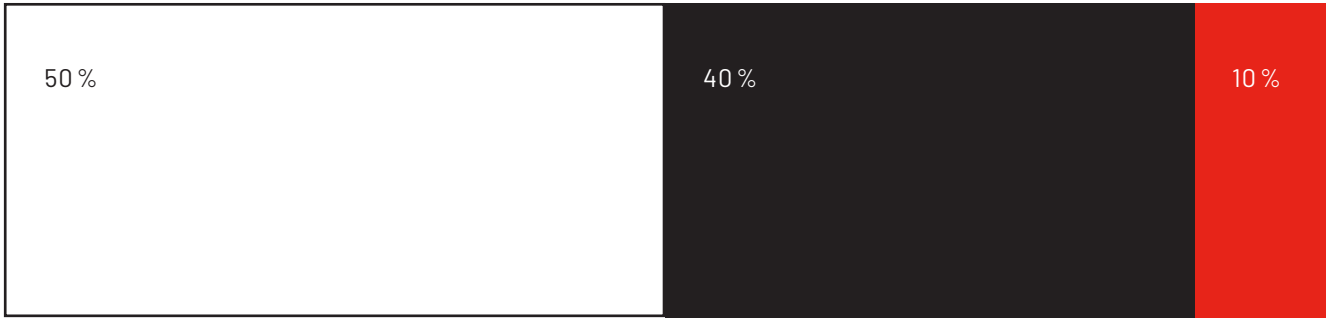
RGB
218 / 41 / 28

HEX
#DA291C

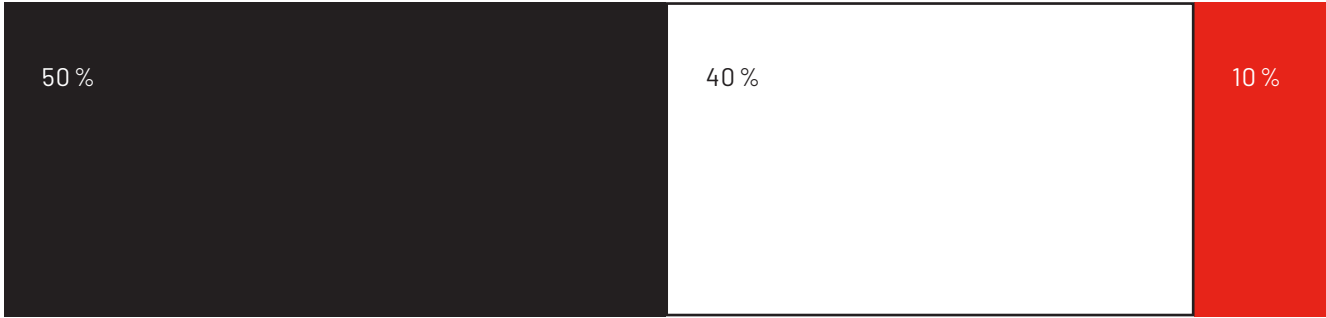
NCS S
0585-Y80R

RAL
3020 Verkehrsrot

PROPORTIONS



ON WHITE



ON BLACK

LOGO

VERSIONS

Black Claim

ΣΙΠΟΥΓΙΣΤΑΝ
WHEREVER YOU RIDE

White Claim

ΣΙΠΟΥΓΙΣΤΑΝ
WHEREVER YOU RIDE

Black

ΣΙΠΟΥΓΙΣΤΑΝ

White

ΣΙΠΟΥΓΙΣΤΑΝ

PROTECTION ZONE



CLAIM

The logo is always used with the claim. If the claim is clearly visible in the page content, it must be omitted from the logo to avoid duplication.

If space does not permit or the claim would be too small, it may also be omitted.

SIZES

Engineered in Switzerland

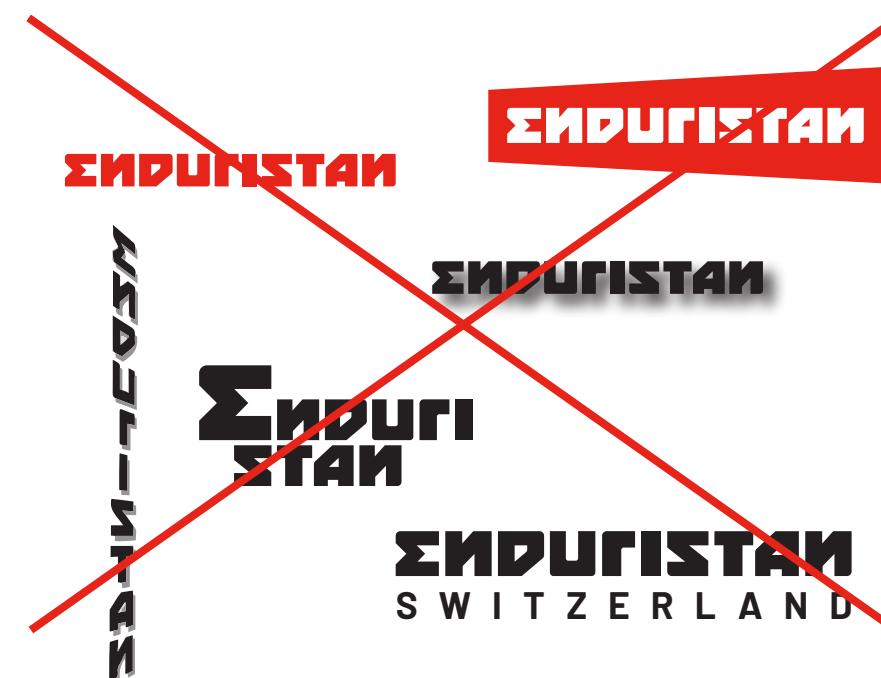


The logo with the claim „Engineered in Switzerland” is only used on the inside of products and on the first and last inside pages of marketing documents on a full red background.

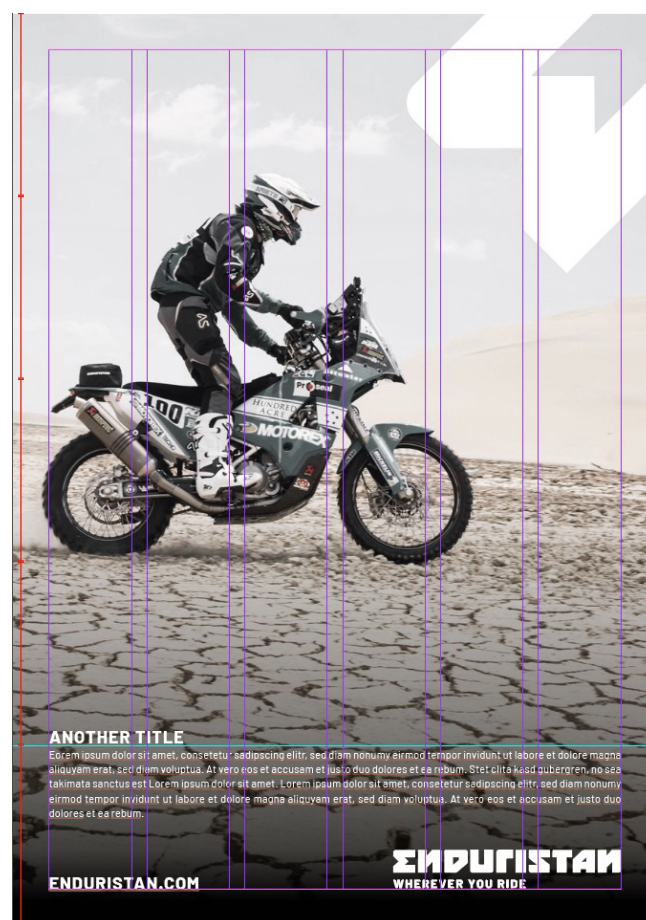
Format	Logo Width
A6	37
A5	52.5
A4	74
A3	104
A2	148
A1	208
A0	296

DONT'S

The logo may not be changed. No other colours may be used. No additional elements, frames, shadows or (country) designations may be added.



GRID

**A4**

6 Columns
Border 15 mm
Column Spacing 5 mm
Title Footline at 1/5 Height

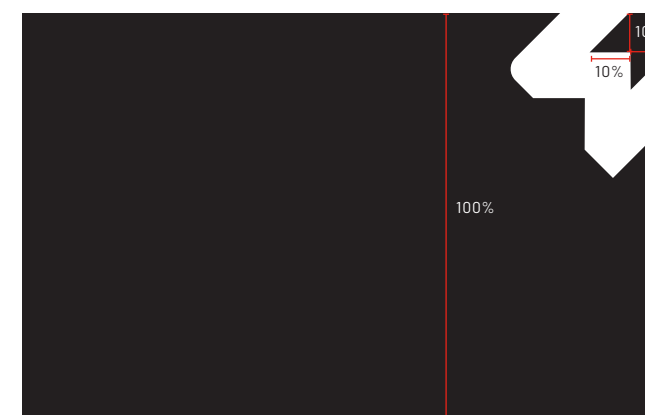
**A5**

6 Columns
Border 10 mm
Columns Spacing 5 mm

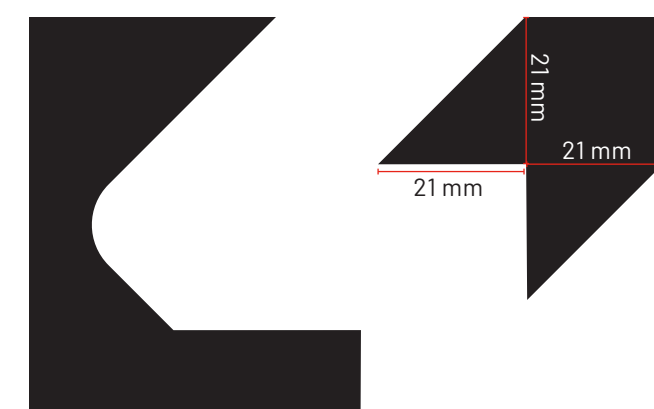
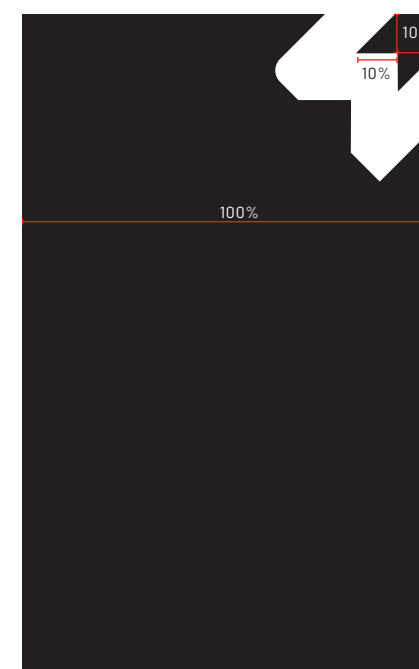
LAYOUT

The document is divided into 6 columns in width. In height into 5 parts. This is the basis for the design of all advertising printed matter.

E-ELEMENT

**E-ELEMENT**

The element is used in communication rotated by 45° in the upper right corner. The element may otherwise be used on products, on motorbike decals or on merchandise and giveaways. Or on very small applications where there is not enough space for the whole logo.

**SCALING E-ELEMENT**

The size of the element always corresponds to 10% of the shorter side of the document format. The reference dimension of 21 mm refers to the shorter side of an A4 page (210 mm).

VISUAL LANGUAGE

AUTHENTIC AND HONEST

Pictures that show Enduristan as a team and adventurers who have fun at work and seek adventure themselves.



ROBUST

Pictures of extreme situations with luggage on the motorbike. Also show damaged and dirty luggage.



ADVENTUROUS

Good quality pictures of real adventures. No posed scenes. Rally pictures can also be included.

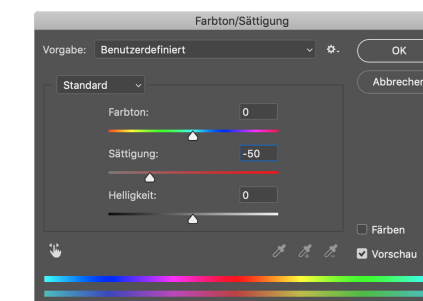


IMAGE STYLE



EDITING

The images are strongly desaturated. The colours should not be too strong and the natural earth colours should be accentuated. Depending on the saturation of the original image, the saturation must be reduced more to bring the image closer to the example images.



COVER

**TRANSPARENT GRADIENT**

To give the text on the lower half of the image a better contrast, a transparent gradient is superimposed over the image up to the half.

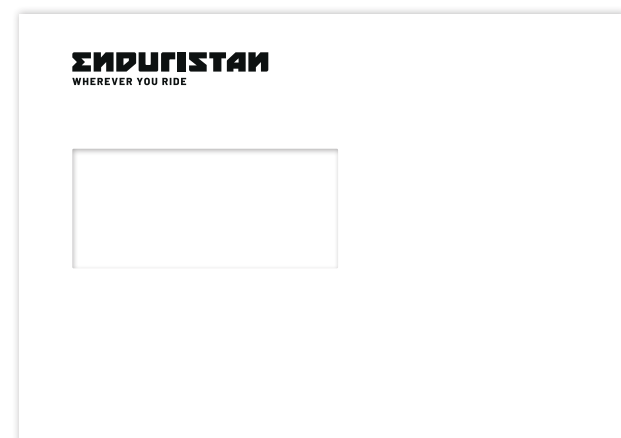
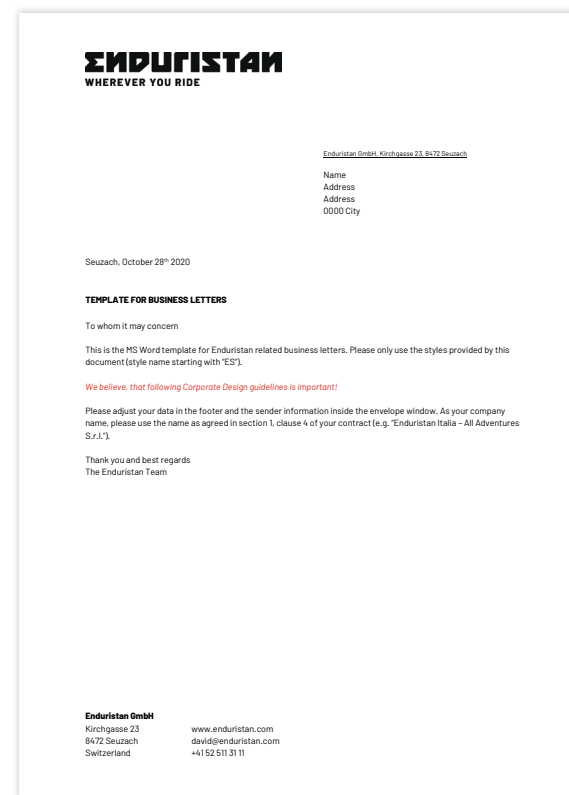
Size of the Gradient:

Portrait, $\frac{1}{2}$ Landscape, $\frac{2}{3}$

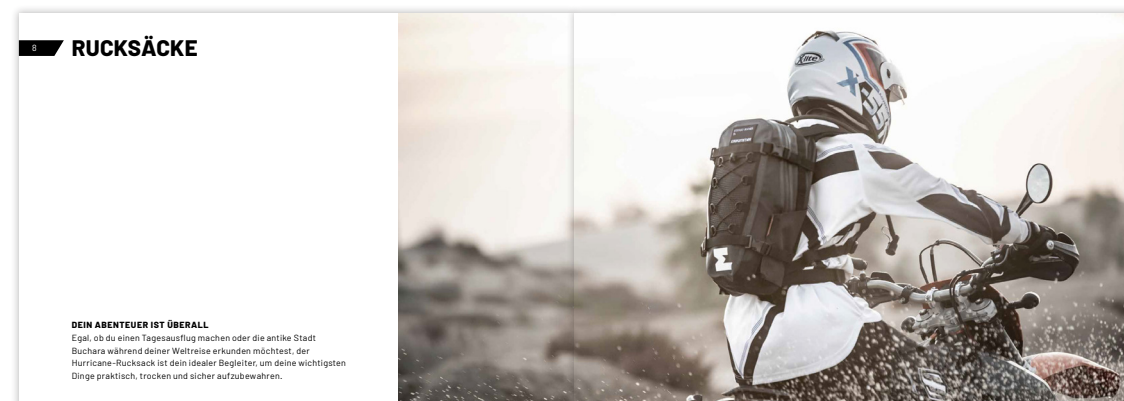
APPLICATIONS

EXAMPLES

LETTER / BUSINESS CARD



CATALOGUE

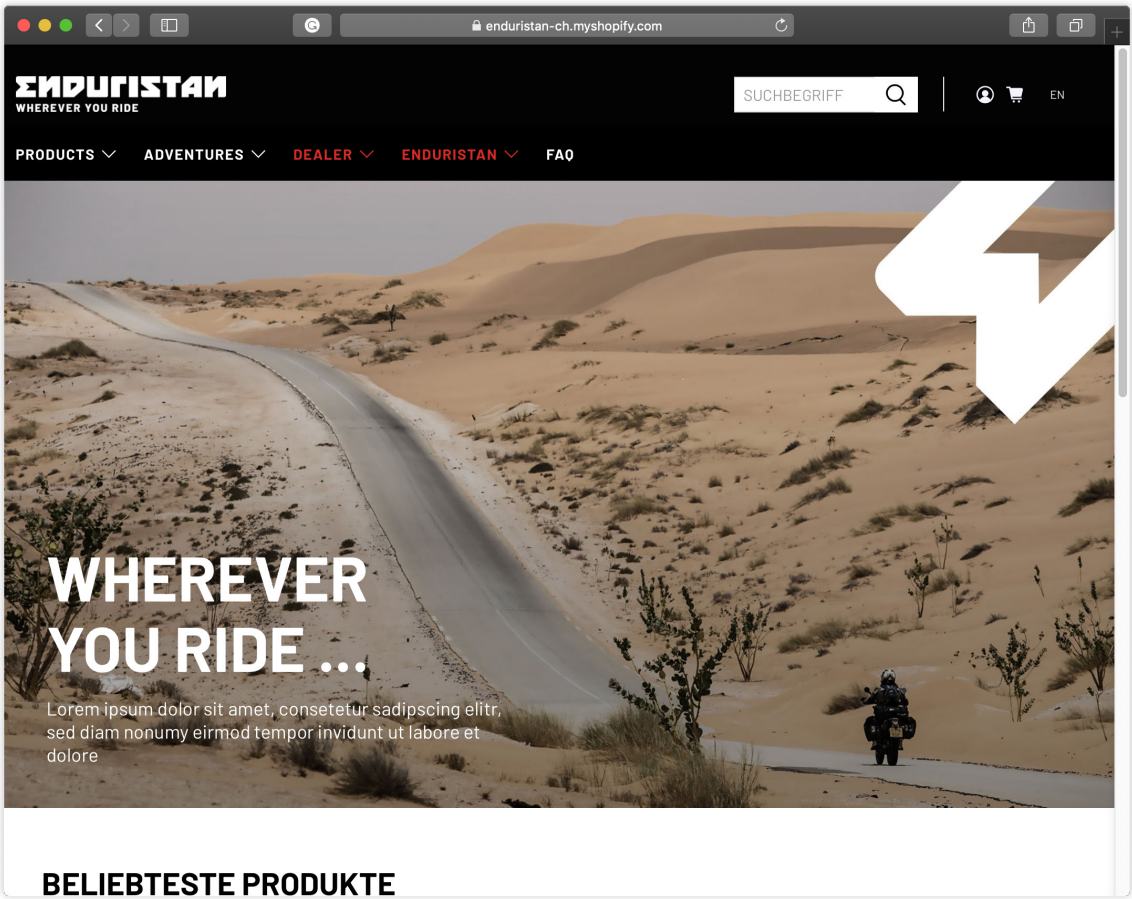


APPLICATIONS

ADVERTISEMENT / POSTER



WEBDESIGN

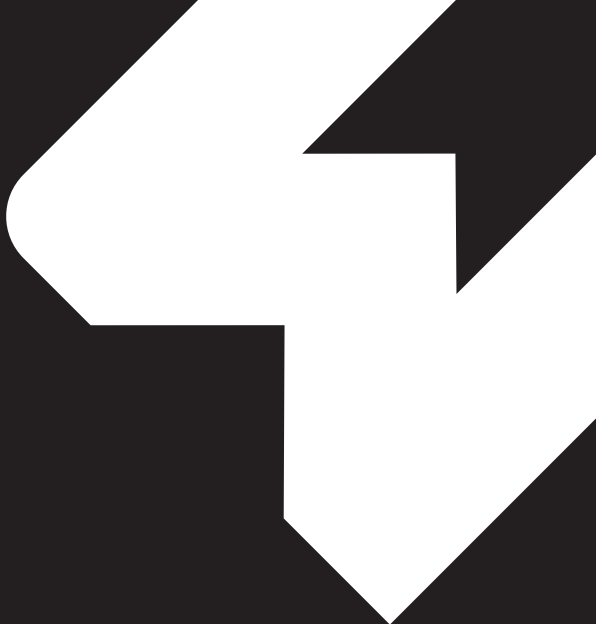


APPLICATIONS

TRADE FAIR BOOTH



ENDURISTAN
ENGINEERED IN SWITZERLAND



Enduristan GmbH

Kirchgasse 23
8472 Seuzach
Schweiz

www.enduristan.com
hello@enduristan.com

ENDURISTAN
WHEREVER YOU RIDE