



DUTCH ID CORPORATE IDENTITY

In this document you will find the new corporate identity guidelines for DUTCH ID. From mid-June, we will launch the the new and improved brand identity.

DUTCH ID

We have been developing bicycles for more than 25 years. In 1994, we started manufacturing recumbents and now we have a complete range of e-bikes. Thanks to the knowledge and experience of our engineers and mechanics, we guarantee you years of worry-free cycling.

DUTCH ID MISSION AND VISION

At Dutch ID, we have a vision: a world where everyone enjoys cycling every day. Why? We believe cycling is more than just riding a bike. Dutch ID doesn't just offer an e-bike, it offers you the very best experience. **Our mission is therefore simple: to let everyone cycle with the very best experience.** A bicycle takes you from A to B, a Dutch ID does that and lets you shine at any time of the day. Not just when you cycle, but also during the whole experience of your day. The pride you feel when you see your Dutch ID. The peace of mind you experience because your e-bike is reliable and low-maintenance. The details, such as a sleek frame and hidden cables, from which the passion for craftsmanship radiates. And of course the premium riding experience you feel while cycling.



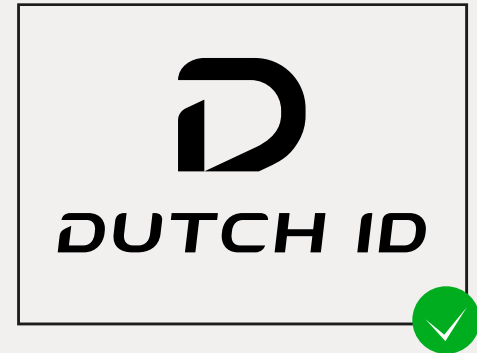
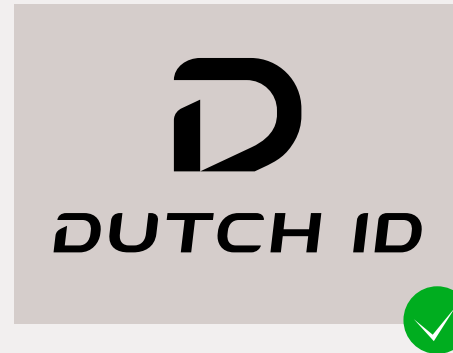
ALL WAYS
DUTCH ID
QUALITY COMFORT DESIGN

DUTCH ID CORE VALUES

At Dutch ID, we believe that the right **combination of design, comfort and quality** makes all the difference. That is why we make our e-bikes with pride, in the Netherlands using traditional craftsmanship and state-of-the-art technologies. We make the unique Dutch ID frames for all our bikes in our own factory in Taiwan. Thanks to the stiff frame, a Dutch ID e-bike offers the very best experience.



DUTCH ID



DUTCH ID LOGO

We always use the logo with enough white space around it so that the logo does not 'suffocate'. The 'D' from the logo serves as a white space meter. The logo should not be placed over a busy image, or behind other images so that part of the logo disappears. No action stickers may be placed over it. In addition to the full logo, it is also possible to use the pictorial mark. The pictorial mark is a smaller version of the logo. For example, useful as a watermark in photos, or if there is too little space for the full logo. The use of colour is the same as that of the logo. The pictorial mark should only be used with sufficient white space.

The logo/pictorial mark must always be clearly visible. To ensure that the logo/image mark does not become unrecognisably small, the logo/pictorial mark should not become too small.

TYPOGRAPHY

We use two fonts. EXO2 for titles and Poppins for the main text. EXO2 can be used in Bold or Bold Italic.

Titles: are always written in capitals and Bold. You may choose whether to use Bold Italic or Bold for titles.

Text: the introduction is always written in Bold. Unless it is a quote or saying, the text will be Italic.

Line spacing: line spacing is always 3/4 pt. This makes the text easier to read.

TITLES: EXO2 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TITLES: EXO2 BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text introduction: Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Main text: Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz





CMYK | 74.64.59.77

RGB | 34.35.35

HEX | #222323

CMYK | 57.46.47.36

RGB | 97.98.96

HEX | #616260

CMYK | 20.18.18.1

RGB | 211.205.203

HEX | #D3CDCB

CMYK | 6.5.6.0

RGB | 242.241.240

HEX | #F2F1F0

CMYK | 69.0.53.0

RGB | 71.181.146

HEX | #46B592

COLOUR PALETTES

At Dutch ID, we chose a taupe colour palette. Taupe is a natural colour between brown and grey. These colours are easy to combine with the new colours of the Dutch ID bicycles. This creates calmness in our expressions. These colour combinations match the premium look of the Dutch ID brand.

We chose a mint green spot colour to highlight certain aspects in the expressions. Behind the mint green spot colour is a psychological thought. Mint green stands for renewal and innovation, which fits our mission perfectly.

We use the colour mint green in specific expressions, such as the newsletter, PowerPoints and printed matter in which the spot colours of the bikes do not appear. Or when the brand needs to be deepened. We also use the spot colour in the payoff to emphasise important core values.

PHOTOGRAPHY

LIFESTYLE INSTRUCTIONS



When planning a photo shoot with Dutch ID, it is important to take into account our branding. Each bike has its own personality and we adapt the environment and styling accordingly.

In general, the photos are robust and take place in an urban environment. The models exude strength, confidence and energy. The photos are clean, without too much visual noise.

We try to avoid red as much as possible, like a red cycle path. Grey, black, beige, blue and green tones (be careful with fresh grass, as it often contains too much yellow) work well. If there are two bikes in the photo, make sure the frames do not visually interfere with each other too much. The bike is rarely on a stand. Use techniques such as panning and long shutter speeds to convey speed in the images.

Powerful hero shots: strength in simplicity

Our images tell the story of effortless strength and timeless beauty. Each image is carefully selected to reflect the connection between our bikes and the rider. Powerful hero shots dominate our visual communication, highlighting the cool environments of cities and nature alongside our bikes.

Earth tones: our identity in colour

Our colour palette is infused with earth tones. From deep Almost Black to soothing Taupe, these shades reflect not only natural beauty but also the robustness and reliability of our products. These colours are not only aesthetic; they can also be combined with any frame colour of the bikes.

IMPORTANT PHOTOGRAPHY DETAILS

Lifestyle preparation

- Make sure the bike and rims are dust- and grease-free.
- Make sure the frame size matches the model.
- Preferably choose models that fit well on a 53 cm (1.66 - 1.77) or a 58 cm (1.75- 1.87) bike.
- Saddle nicely horizontal.
- Pedal and crank horizontal.
- Logo/text on tyre parallel to valve.
- Cable neatly bundled.
- Spare key removed.
- Handlebars in 'sporty' position (not too straight up).
- Position headlight, light beam angled towards the ground.
- Display nicely in line with handlebars.

Photo editing

Generally, we give our photos a raw character. We do this by using nuanced colour tones, high contrast and adding grain and vignette.





SHADOW

The exclusive e-bike full of power and control

The Shadow is the most complicated model within the Dutch ID collection. Besides a sleek design, it also boasts top features such as the smart system and the Bosch Performance Line (CX) motor. Flowing lines, concealed cables and the fixed front fork give a sporty look and promise razor-sharp handling.

A bike with the very best options, made for top performance. Ideal for scenic tours and long distances through challenging urban or hilly areas.



PHANTOM

Award-winning eye-catcher with robust design

Nothing is missing from this e-bike. With super sleek finish and a powerful Performance Line (CX) motor, the Phantom is Dutch ID's most comfortable model. Its robust design makes the Phantom an e-bike you want to be seen with. The latest smart technology ensures a premium riding experience during your bike ride. The Phantom was chosen 'Best in Test' by the Dutch Consumers' Association in 2021, 2022 and 2023 for good reason.

The robust frame ensures ultimate riding comfort and the sporty seat is perfect for challenging tours or shorter city rides.



INFINITY

The ideal mix of sportiness, comfort and convenience

Looking for a comfortable way to get around the city or rolling landscapes? Then this e-bike is for you! The adjustable stem ensures a nice upright sitting position. Thanks to the concealed cables and stiffness of the frame, the Infinity has very stable handling. The Bosch Active Line (Plus) motor makes it perfect for anyone with an active lifestyle.

This e-bike is low-maintenance and perfect for daily commuting or relaxing bike rides at the weekend.



FLOW

Made for active all-rounders in the city

Unique in its kind, with a young and fresh character. With performance from a Bosch Active Line Plus mid-motor, the Flow manoeuvres you carefree through the busy daily grind. The Flow transports you and your luggage completely effortlessly via modular options. A front carrier and optional basket make it easy to transport your belongings. The ideal solution for quick errands or during commutes.

The Dutch ID Flow is a modern, minimalist-looking e-bike suitable for short or medium distances around town.



WAVE

Comfortable and slim, an e-bike for everyday use

The Dutch ID Wave rides comfortably and with suppleness thanks to its slender frame with clean lines. It is the only e-bike in the collection with a battery on the rear carrier. The Wave is your ideal companion in city traffic thanks to a slim and light frame. Move agile and flexible from A to B through the smooth Bosch Active Line (Plus) motor.

This e-bike is great for routine city use or light touring.

