



BRAND MANUAL





CLAIM

ROAD SYMBIOSIS

Our Symbiosis with the Road comes from over 50 years of experience in rubber manufacturing. Following the human evolution process we provided shoes in the very beginning, then moving on and creating bicycle tires and tubes. Deli Tires manufactures a wide range of tire products, from wheel barrows tires to high performance car tires.

That's why we are the human motion technology experts. To seek the perfect journey you only need the perfect companion. You choose the destination, we take care of how to get you there. Safe and quickly. No matter which path you choose or the conditions you face, we will always be there, supporting you.

- 06 Meaning
- 08 Logo
- 09 Components
- 10 Construction
- 11 Clear Space
- 13 Size
- 14 Light and dark
- 15 Must not
- 16 Color
- 19 Icons
- 20 Typography
- 22 ADV Poster
- 26 Geometry footer / header
- 27 Must not
- 28 Magazines
- 32 Geometry footer / header
- 33 Must not
- 34 Letterhead
- 36 Business Card



The DeliTire guidelines have been prepared to assist you in the creation of your brand communication materials. The following pages illustrate the unique way to use the logo and graphic layouts to maintain unique the identity of the brand.



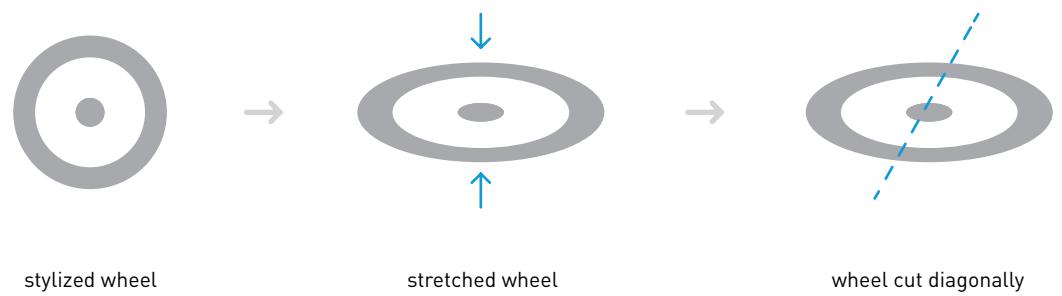
THE MEANING
CAN REACH THE HEART

MEANING



The D of the DeliTire logo is taken from a stylized tire and cut in half. This stylization makes the logo more dynamic, suitable for making the idea of speed.

Speed, safety and performance are our key words and the logo must convey this thought.



stylized wheel

stretched wheel

wheel cut diagonally

LOGO



The entire logo is composed by the logo, logotype and claim. Shapes and lines are in common. As you can see it's really dynamic with a technical accuracy.

COMPONENTS

USE 1



The classical use of the logo with the claim below.

USE 2



The classical use of the logo without the claim.

USE 3



Is possible to use the two elements [logo and logotype] in separately. It depends on the particularity necessity.

LOGO

The D of the DeliTire logo is taken from a stylized tire and cut in half. This stylization makes the logo more dynamic, suitable for making the idea of speed. Speed, safety and performance are our key words and the logo must convey this thought.

LOGOTYPE

This font is in symbiosis with the logo. Really easy to read and recognize. A technical and unique font can be the best way to create and let grow a new premium brand.

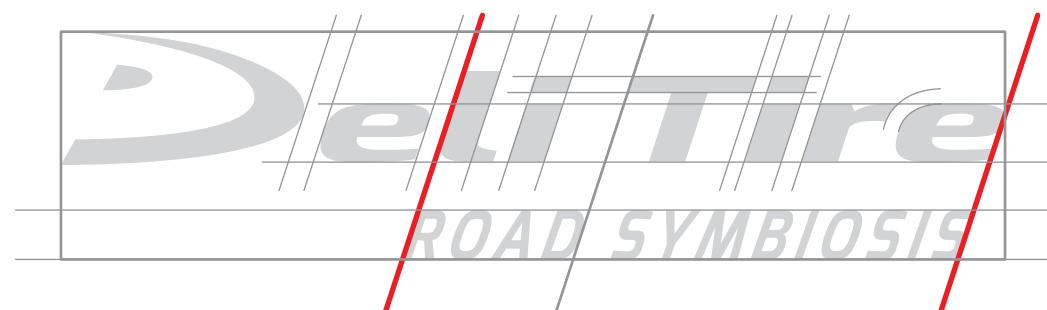
ROAD SYMBIOSIS

CLAIM

This claim is in symbiosis with the claim and the logo. The inclination is the same for all the elements and the font is very recognizable.

Precision and consistency are the most important aspects of this logo. Spaces and solid shapes are alternated to compose a harmonious figure.

Technical and with the same oblique line (red line).



The space around the logo is an important aspect to communicate and to make the logo visible.
The proportions and the space become a necessity when the logo has to be put in a group of logos or in a specific poster/background.



WHAT'S #SYMBIOSIS?

“symbiosis”

[sim-bee-oh-sis, -bahy-]

noun

Biology: the living together of two dissimilar organisms, as in mutualism, commensalism, amensalism, or parasitism.

SYMBIOSIS is a close relationship between elements, things or people of a different nature in which the organisms benefit from living together in intimate communion.

Our tires are studied and developed to work in perfect compatibility with the road.

An intimate connection between two elements creating a perfect balance.

Road symbiosis happens when tire and road work in complete harmony together.

SIZE

Deli Tire

ROAD SYMBIOSIS

SIZES

Deli Tire

ROAD SYMBIOSIS

Deli Tire

ROAD SYMBIOSIS

Deli Tire

ROAD SYMBIOSIS

Lenght 100mm

Lenght 75mm

Lenght 50mm

Lenght 30mm

MINIMUM SIZE

Lenght 25mm

Deli Tire

ROAD SYMBIOSIS

Here is the study to understand which could be the minimum size for DeliTire logo printed. It's really small, but as you can see it's still readable.

If the logo will be printed smaller, the legibility will be compromise.

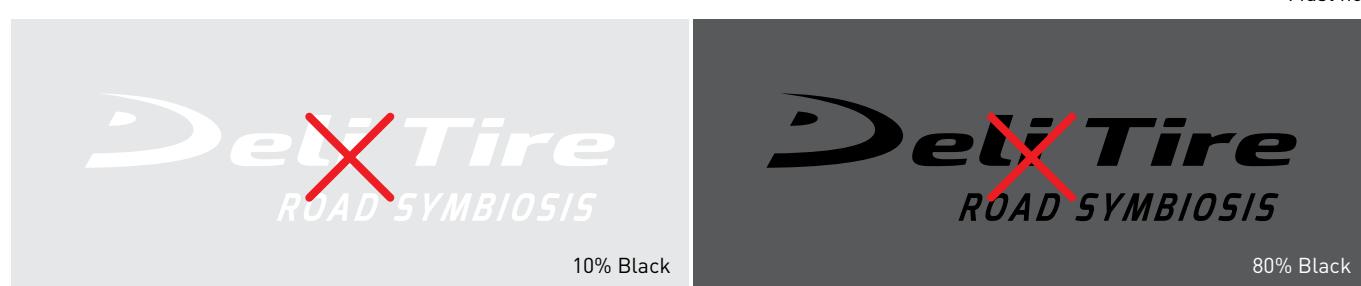
LIGHT AND DARK

Colors go in symbiosis with the logo and it's a detail usefull to make the brand more visible.

From the 30% of black the logo has to be dark, and from 31% to 100% the logo has to be white.

The contrast is the most important aspect for a better communication.

The last two examples are errors that is you must not do.



MUST NOT

DeliTire logo must not be altered or recreated to obtain the best result in terms of brand identity.

Here you can see some examples of things that you can't do.



Light Blue is the color of DeliTire.
 This color is really modern and strong. It's distinctive and original.
 Red, black, grey and orange are used by the most part of sport
 brands.
 So this would be a particular and unique color.
 Pantone 2925C is really bright and elegant for the premium DeliTire.

CYMK
76-25-0-0

RGB
67-152-209

WEB
#4398d1

PANTONE 2925C

The logo, when it has to be used with the brand's color, needs to be highlighted. The best results are these two choices.

If in the same page you have to use the logo and some text, here you can also see which is the best chromatic strategy.



EXAMPLE
 Sed ex et voluptaspita volesed que parumquiam invero doluptae. Aqui dolorem int re net minihitatest dolumqu iditiatem laborep edignis sum aciis amenimagnis modiatur atur? Aximaxi milluptas quam ut.

EXAMPLE
 Sed ex et voluptaspita volesed que parumquiam invero doluptae. Aqui dolorem int re net minihitatest dolumqu iditiatem laborep edignis sum aciis amenimagnis modiatur atur? Aximaxi milluptas quam ut.

* The color could not be the exact Pantone if watched from a screen or with a printed copy (there are too many technical aspect in terms of screens and printers).

In order to get the perfect result, we strongly suggest you go through the Pantone catalog.



ICONS

The icons are very important to understand the characteristics of a product, and it's equally important that they have the same style not to confuse the user and to give a coordinated image also in the explanation.

Pantone 2925C



White





DIN is a technical and readable font.
It's the best choice in terms of communication.
This font looks modern and clear.
The use of different formats (bold and regular) is really important to
create a sort of hierarchy.
The underline style is another important aspect to understand, it
helps to focus the attention of the reader on specific concepts.

- DIN black

A B C D E F G H I J K L M N O
P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q
r s t u v x y z
1 2 3 4 5 6 7 8 9 0

- DIN bold

A B C D E F G H I J K L M N O
P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q
r s t u v x y z
1 2 3 4 5 6 7 8 9 0

- DIN medium

A B C D E F G H I J K L M N O
P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q
r s t u v x y z
1 2 3 4 5 6 7 8 9 0

- DIN regular

A B C D E F G H I J K L M N O
P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q
r s t u v x y z
1 2 3 4 5 6 7 8 9 0

- DIN light

A B C D E F G H I J K L M N O
P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q
r s t u v x y z
1 2 3 4 5 6 7 8 9 0

- Title

Ed quide vidi nestis rehen dant essint

Format

Black

Size

40

Line-spacing

40

Format

Bold

Size

20

Line-spacing

20

- Sub-title

**Ed quide vidi nestis
rehen dant essintVitiatur
ad quatem fugiaeris es
doluptatum quisquoditat
omniam volut andellabo.
Itat. Harum esequ nam.**

- Text

Brands in the market. It's geometricallPos etum con peruptati cum quatur, sitiae. Olor rererita vid quas nonsequas re odi beaquisciet ipsamus sed qui dolecum es et aditiis eum ut harume represcit restiae sitiatus dolecab ipsum et venda nis vendem fugitatem facepud aeperep erchill ecutpatam quide sit que nis eos sundendit oditi cone et adistis enis suntore nienecto et, quid magnis a dit provid quae evelique ni dollupt atemolo ribusa nest, officia.

- Notes

Brands in the market. It's geometricallPos etum con peruptati cum quatur, sitiae. Olor rererita vid quas nonsequas re odi beaquisciet ipsamus sed qui dolecum es et aditiis eum ut harume represcit restiae sitiatus dolecab ipsum et venda nis vendem fugitatem facepud aeperep erchill ecutpatam quide sit que nis eos sundendit oditi cone et adistis.

Format

Regular

Size

11

Line-spacing

13

Format

Regular

Size

8

Line-spacing

9,6

ADV POSTER

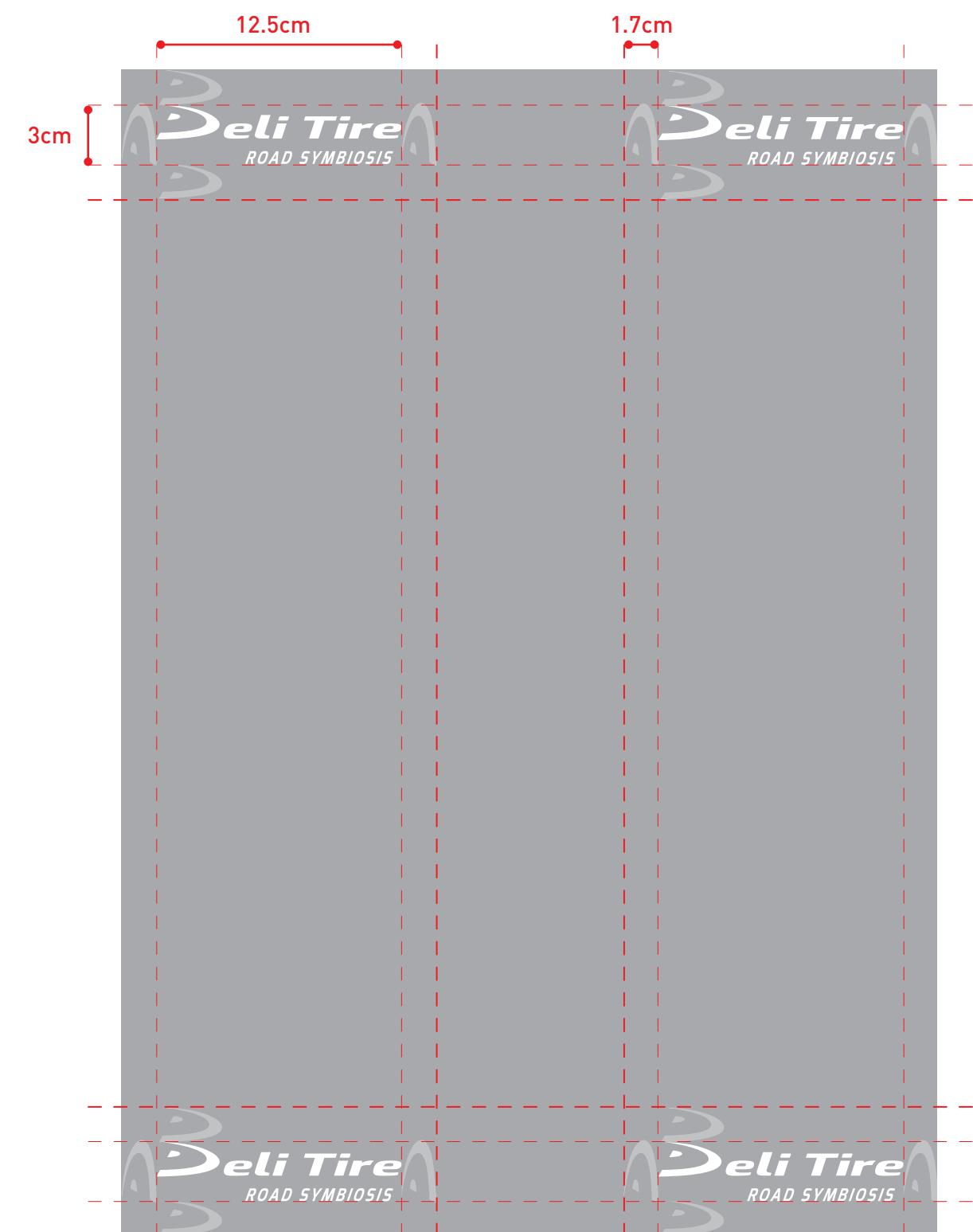
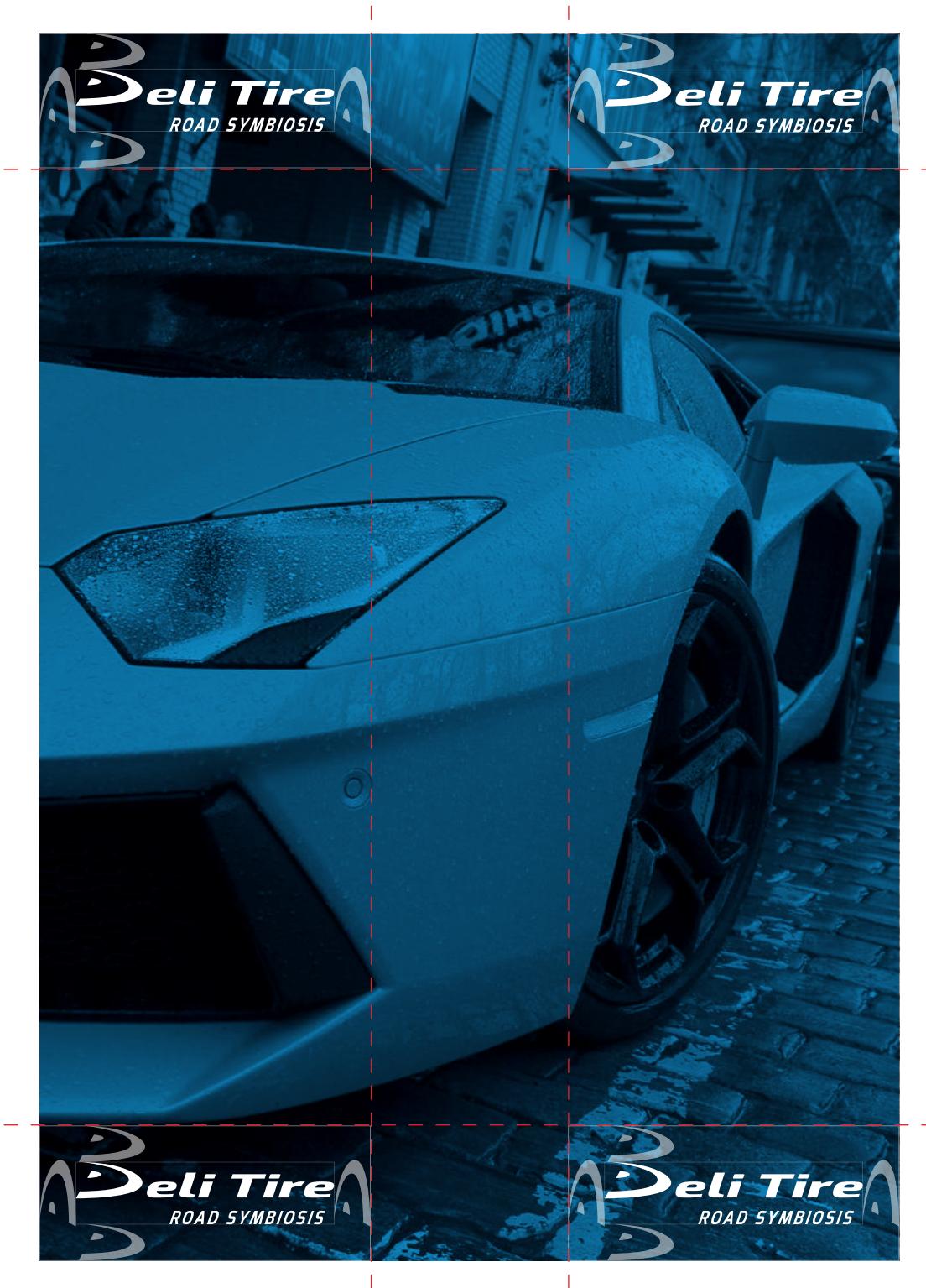
In communication (ADV, poster, magazines, etc.)
the logo will always be placed on a **blue band**
(Pantone 2925C) or **white** that will respect the
proportions and colors described below.

A2
42 x 59.4 cm



ADV POSTER (particular case)

When the photo is multiplied with the Pantone DeliTire, you don't have to put the white or blue horizontal band. But it must respect the distance from the edge.





MUST NOT



don't move the logo



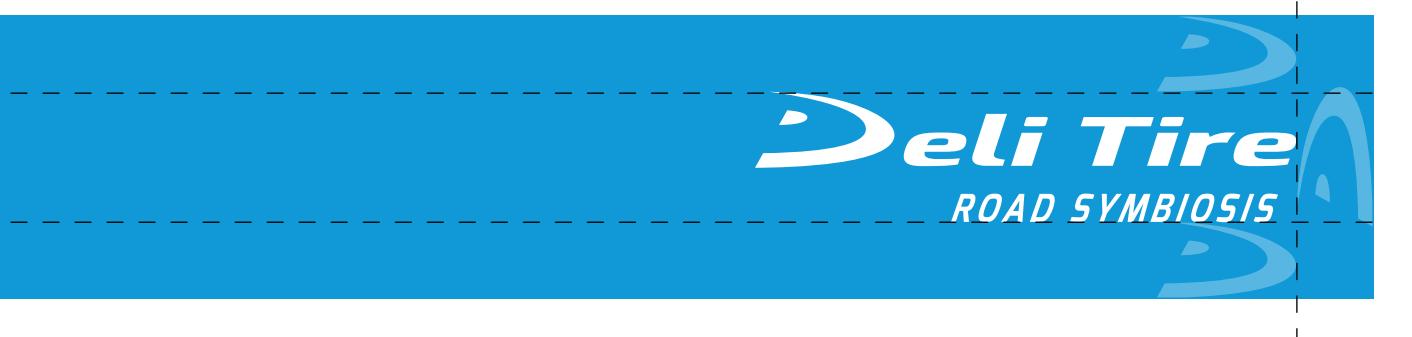
don't enlarge the logo



don't change the color of the logo



don't center the logo



don't insert photos as a background



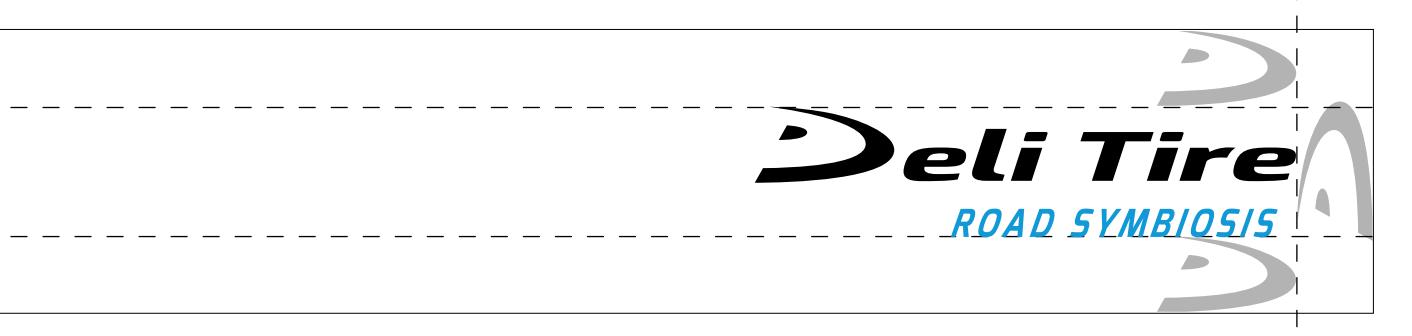
don't change the background color



don't put the outline in the background



don't put the shadow in the background



don't tilt the logo



don't put the gradient in the background

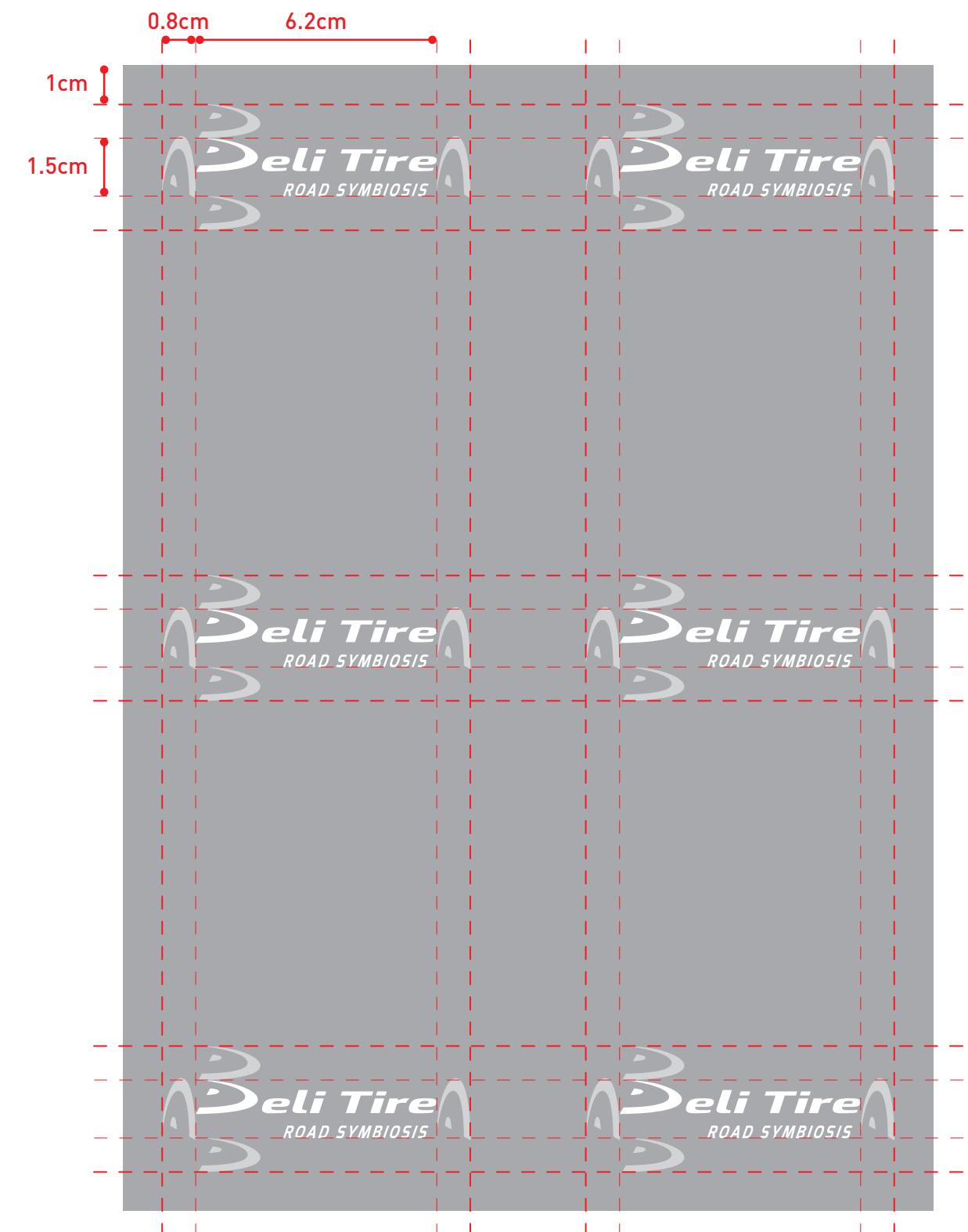
MAGAZINES

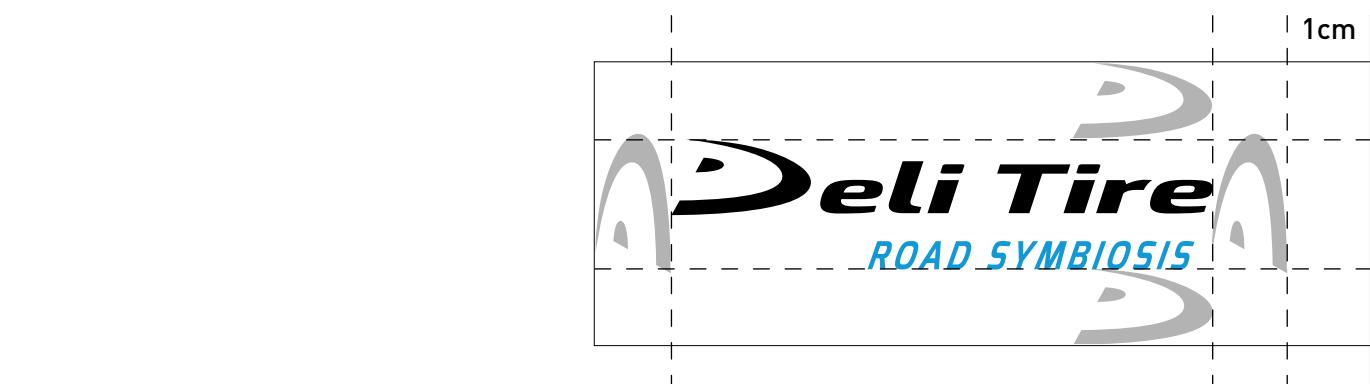
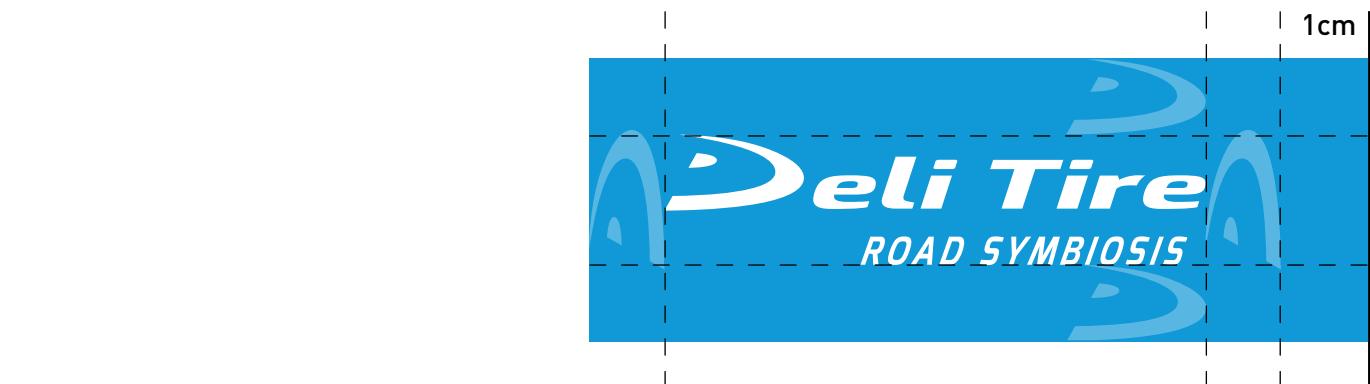
In communication (ADV, poster, magazines, etc.)
the logo will always be placed on a **blue band**
(Pantone 2925C) or **white** that will respect the
proportions and colors described below.

A4
21 x 29.7 cm



When the photo is multiplied with the Pantone DeliTire, you don't have to put the white or blue horizontal band. But it must respect the distance from the edge.





MUST NOT



don't move the logo



don't change the color of the logo



don't insert photos as a background



don't put the outline in the background



don't tilt the logo



don't enlarge the logo



don't center the logo



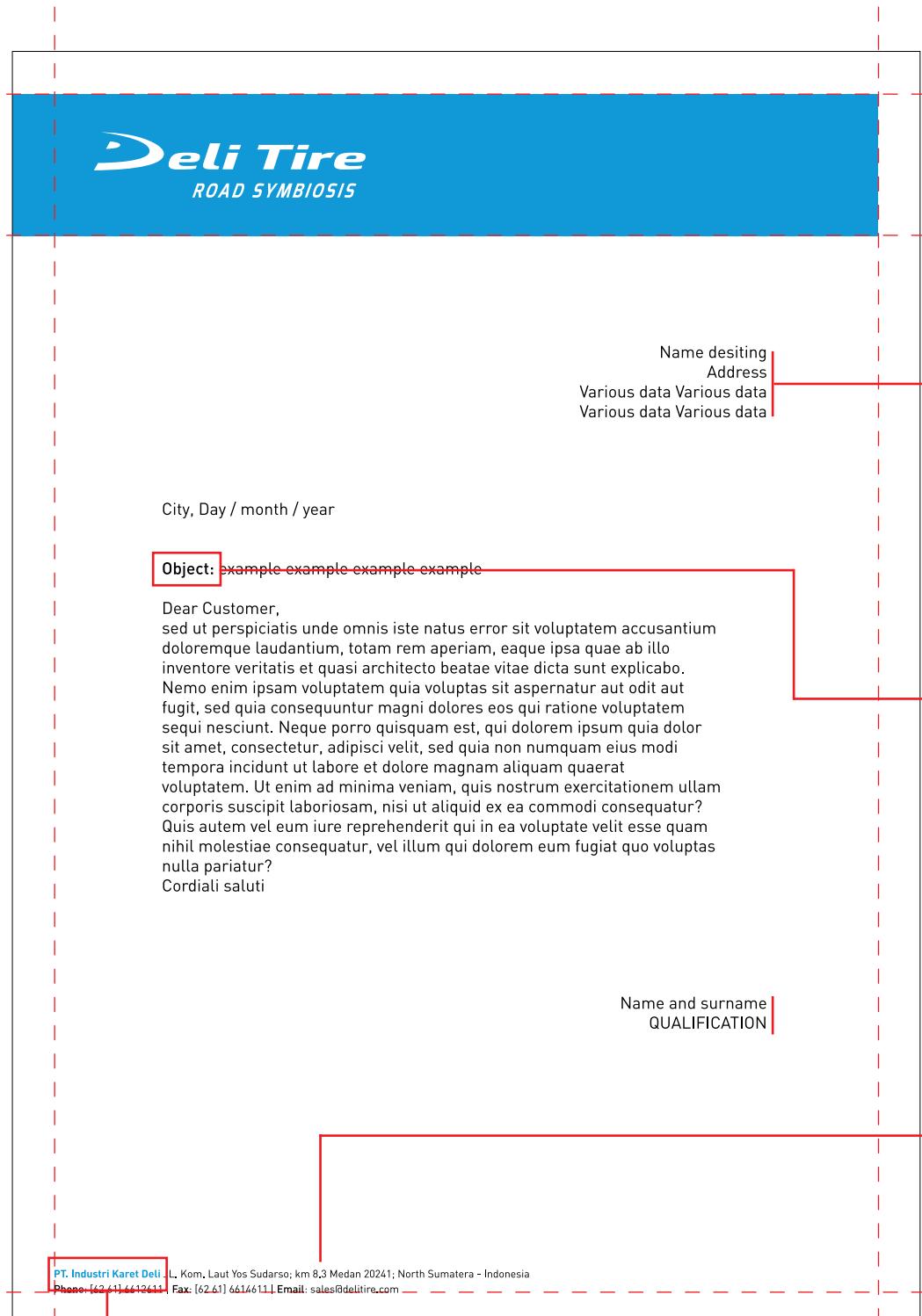
don't change the background color



don't put the shadow in the background



don't put the gradient in the background



Format
Regular

Size
11
Line-spacing
13

Format
Medium

Size
11
Line-spacing
13

Format
Regular

Size
7
Line-spacing
5

Format
Bold

Size
7
Line-spacing
5

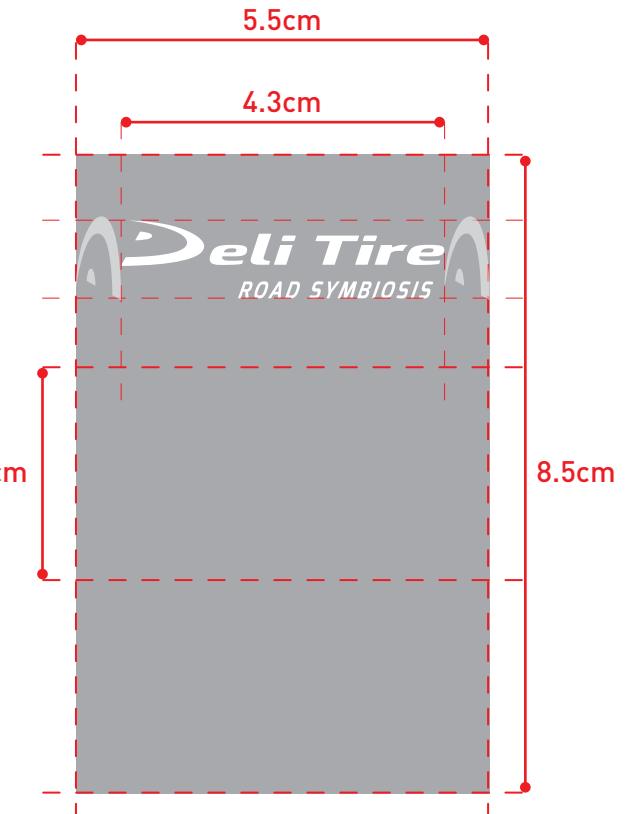


Format
Bold

Size
7
Line-spacing
5

Format
Regular

Size
7
Line-spacing
5



Format

Medium

Size
8
spacing
12

Size
8
spacing
12

Med

104

Format

Size
14
Line-spacing
14

Format

Regular

Size
9
Line-spacing
12

THOUGHT

DRIVE YOUR SOUL

This is our new thought.

With DeliTires you will be able to drive your soul and all your feeling will be on the ground, for an efficient and safe travel.

Be yourself, get your goal and track your path.





PT. INDUSTRI KARET DELI

JL. Kom. Laut Yos Sudarso, km 8.3 Medan 20241
North Sumatera - Indonesia

Phone: [62 61] 6612611

Fax: [62 61] 6614611

Email: sales@delitire.com