Tacx

Tacx bv style guidelines

Implementing the Tacx brand in communications

Last updated January 2019

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1. THIS IS TACX

Welcome to the Tacx community!
This document contains the permissible
uses, orientations and colour variations of
the Tacx brand.

1.1 BRAND PROMISE

Our goal is to design and produce high quality, innovative products in order to motivate and inspire athletes to push their limits.

Our communications should convey the characteristics of a *high quality product*.
We believe that we can produce high quality products because of three main aspects:

Keep all knowledge close to home
Producing high quality products is of big importance to us. Our production plant is located in the Netherlands right next to our office, so all knowledge is present at one place. Here, several technical experts work on innovations and optimisations continuously. Also, our products are tested thoroughly, every single resistance unit is tested before packaging.

Design for the professionals
We make use of our sports-network, like the professional athletes we support and partners we have, but also connections within the sport technology like sport-experts and software-technicians. The information gained from all these sources is used while generating ideas, when developing an idea into a final product and for the optimization process.

Be inspired by a passion for cycling
Finally, we have a big passion for all the cycling disciplines and hope to inspire others. We support international sport events and professional athletes and teams on a global scale. And minimizing the hassle with products and maximizing the entertainment value is key in our product development process.

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1.2 BRAND PERSONALITY

Tacx combines a passion for technique with a passion for cycling.

We combine our passion for technique and innovation with our passion for cycling. Tacx is an independent, decisive and efficient organization and creates a healthy and safe environment in which people can achieve their best.

We invest a lot in atomization, quality control and innovation. Because of our entrepreneurial and creative spirit, we keep growing and expand our product assortment. Our focus is to develop new to the world, high quality products and provide good service to our customers. We value relationships with partners and sponsors, loyalty and modesty are important elements in our organizational structure.

1.3 CORNERSTONES TACX STYLE

To support our promise and personality, Tacx's visual style and communications must fit. We wish to be seen as an innovative company with passion for the sport of cycling.

The brand promise describes what we want to achieve and provide to our customers. The brand personality describes the tone and manner of the Tacx brand that we wish to communicate. This is true for the things we say, the photos and images we use and also in the interactions we have with customers and other key audiences. The cornerstones of our communication are the following.

Innovative   We are highly creative and committed to creating new to the world products and push ourselves to see beyond what is possible.

Passionate   We are involved with our customers and our products and we love the latest technologies and the sport of cycling, which is our drive when designing and producing products.

Integrity   We are sincere and trustworthy

Modesty   We are modest and reliable

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2. TACX LOGO

The Tacx-logo is the most immediate representation of our company and brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

2. TACX LOGO

The Tacx logo can be found in the on the partnersite under logo's.

The Tacx logo may be used by third parties under license only.

Colour
The standard logo should be used in the corporate blue colour.

Colour:	Pantone 298c (brand colour)
CMYK:	Cyan 67% - Magenta 2% - Yellow 0% - Black 0%
RGB:	R65 - G182- B230
RAL:	custom

The Tacx logo may be used in all white or grey when background colour or printing requirements prohibits the use of the corporate blue colour. When the background has the corporate blue colour (PMS 2915), then use the logo in all white. The grey logo may only be used in a black & white print. A black logo may only be used in the utmost excepption.

The Tacx logo may never be used in the corporate colour when the background is coloured in Pantone 429, or similar grey tones.
Similar grey tones are colours in between 40% and 60% black.

If background prohibits use of blue logo: use white logo

In case of a black/white print: use black logo

Do not use a blue logo on a medium grey background

2.1 SPECIFICATIONS TACX LOGO

The Tacx logo may be used by third parties under license only.

Minimum size
The standard logo may not be used smaller then with a height of 7,5mm.

Tacx ⌡ 7,5mm

Clear space
When using the standard logo, a minimim space of 1/4 of it's width should be left free around the logo.
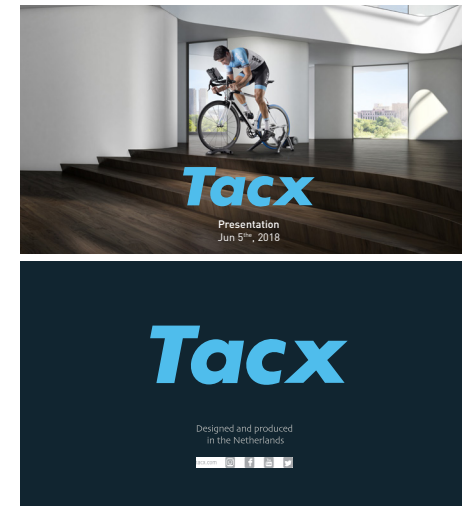
2.2 EXAMPLES

Here are some examples showing both the standard logo and blue tag version of the logo.
These examples demonstrate how the logo interacts with the content of the piece.

Catalogue
White logo on corporate blue blackground

Print ad - from Tacx
Corporate blue logo

Presentation slides - from Tacx
Corporate blue logo

2.3 INCORRECT USE

It is not allowed to alter the Tacx logo in any way. Do not animate, colour, rotate or skew the logo, nor apply effects, separate elements, create the logo yourself, change the font or alter its size or proportions.

DONT'S
1.   Don't separate elements
2.   Don't apply any effects
3.   Don't rotate the logo
4.   Don't skew or attempt to make the logo 3-dimensional in any way
5.   Don't make a pattern or texture out of the logo
6.   Don't alter the transparency of the logo
7.   Don't give the logo a colour other than described before
8.   Don't combine the logo with any other elements such as logos, words,
        graphics, photos, slogans or symbols that might seem
        to create a hybrid mark
9.   Don't display the logo in a way that suggests that a third party's product
        is an Tacx product, or that the Tacx name is part of a
        third party's product name (not shown below).

3. VISUAL IDENTITY

The visual identity reflects the
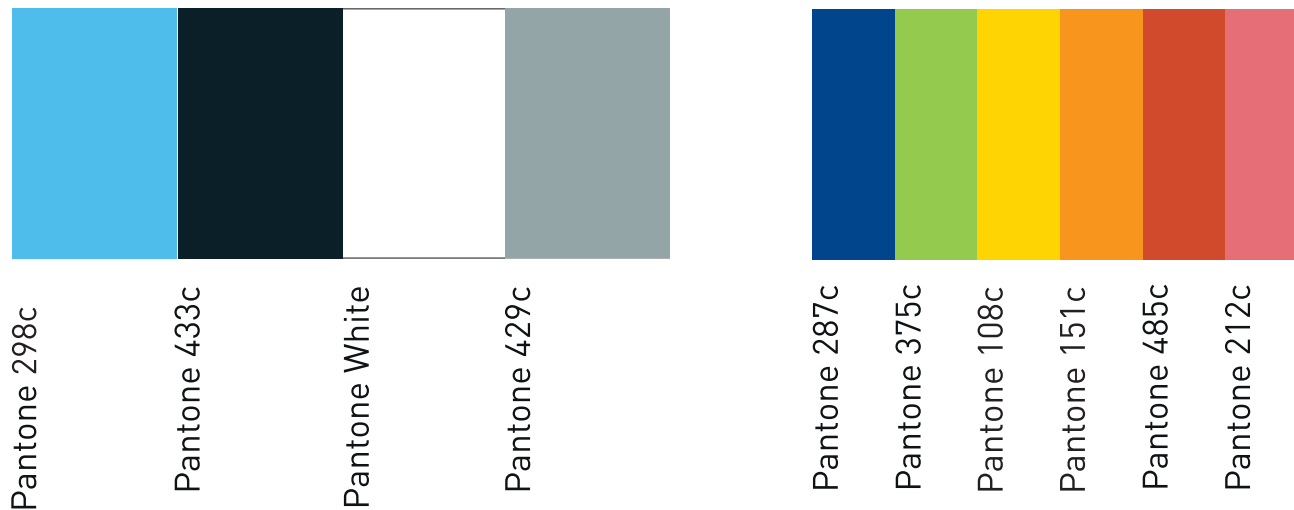corporate mission, vision and brand personality.

3.1 COLOUR PALETTE

The corporate colours system reflects a clean, fresh and technical Tacx.

The light blue is the corporate colour and occurs as either background colour or as accents throughout the design of visuals in case of multiple-colour backgrounds.

The main corporate colour palette includes light blue and neutral colours. A secondary set of colours is available to be used if necessary. In a visual you should always use the corporate colour Pantone 2915c. The preferred secondary colour is Pantone 433c, but if colour or printing specifications prohibits this, other colours may be used as secondary colours. Pantone 429c is only used when a fourth colour is necessary, but may never appear when one of the other three colours is not present in the piece. The green, pink, red and dark blue colours may only be used as accents throughout the piece, when necessary.

Pantone 298c   Pantone 433c   Pantone White   Pantone 429c

Pantone 287c   Pantone 375c   Pantone 108c   Pantone 151c   Pantone 485c   Pantone 212c

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3.2 COLOUR SPECIFICATIONS

The colours are specified as follows.

	Name	Pantone	CMYK	RGB	Hex #	RAL	MB
	Tacx blue	298c	67/2/0/0	65/182/230	41B6E6	custom	UN 56404
	Anthracite	433c	33/3/0/95	29/37/45	1d252d	7016	ST/P 921339
	White	White	0/0/0/0	255/255/255	ffffff	9007	PE 111135
	Cool grey	Cool gray 7	0/0/0/37	162/170/173	a2aaad	9006	UN 7044
	Dark blue	287c	100/75/2/18	0/48/135	003087	5005	5300221
	Green	375c	46/0/90/0	151/215/0	97d700	6018	6300104
	Yellow	108c	0/14/100/0	254/219/0	fedb00	1018	UN 1781
	Orange	151c	0/49/100/0	255/130/0	ff8200	2003	PA 222109
	Pink	212c	0/68/37/6	240/78/152	f04e98	4003	PE 335
	Red	485c	0/81/87/15	218/41/28	da291c	3020	UN 33159

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3.3 IMAGERY

In order to support global marketing and advertising goals, it is important to relay consistent forms of messaging in print, web and social networks. The Tacx brand marks and styling should never be shown in low resolution format or with photography that is not representative of the brand.

The Tacx brand imagery consists of realistic photographs, technical drawings and icons. This way we establish a realistic, clean and technical style. This style reflects our innovative and passionate spirit.

Realistic photographs
Used to show our passion for the sport and our products. Reflecting "the way it is", these photos show realistic sceneries. The amount of effects and editing of the original photo is limited. The goal of editing a photo is to enhance it, not to change it. Noise and impurities should be removed, leading to a clean and beautiful photo. It can be seen as a "satin finish" to the already beautiful raw image.

Please always use full colour images and avoid black/white images.

Technical drawings
Used to show our own and our products' innovative spirit. These are the original technical drawings of our products, sometimes lines are added, for example to add specifications of the product. Do not create your own technical drawing, contact the Tacx Marketing team

Icons
Icons are used to visualize, predominantly complex, information. Do not create your own icons, contact the Tacx Marketing team

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3.4 IMAGERY EXAMPLES

In order to support global marketing and advertising goals, it is important to relay consistent forms of messaging in print, web and social networks. The Tacx brand marks and styling should never be shown in low resolution format or with photography that is not representative of the brand.

Realistic photographs are clean and have a satin finish

3.5 Typography

As with our logo, consistent use of our corporate typeface reinforces the Tacx identity.
The Font to be used is DIN Pro. Avoid using words consisting of only capitalized letters.

Body text font size should be greater than 6 pt. Header text font should be greater than 12 pt. The use of DIN Medium is preferred in headers, and DIN Regular is used for for body copy and to distinguish subheads from the body copy. DIN Regular is used for all texts, both extended running body copy in longer, multiple-page documents as well as quotes and single words. To distinguish notes, quotes or other sentences, it is allowed to use the Bold, Light and Italic typeface if really necessary. The other DIN typefaces, like Black and Black Italic, and words with only capitalized letters should be avoided.

If you cannot locate the font please contact our Marketing team at talia@tacx.nl.

DIN Medium   DIN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ   ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz   Abcdefghijklmnopqrstuvwxyz

Colour
The opacity of primary text should be 100%, to distinguish less relevant information opacity can be set on 40%.
Text should always occur in either white (on dark backgrounds) or black (on light backgrounds).
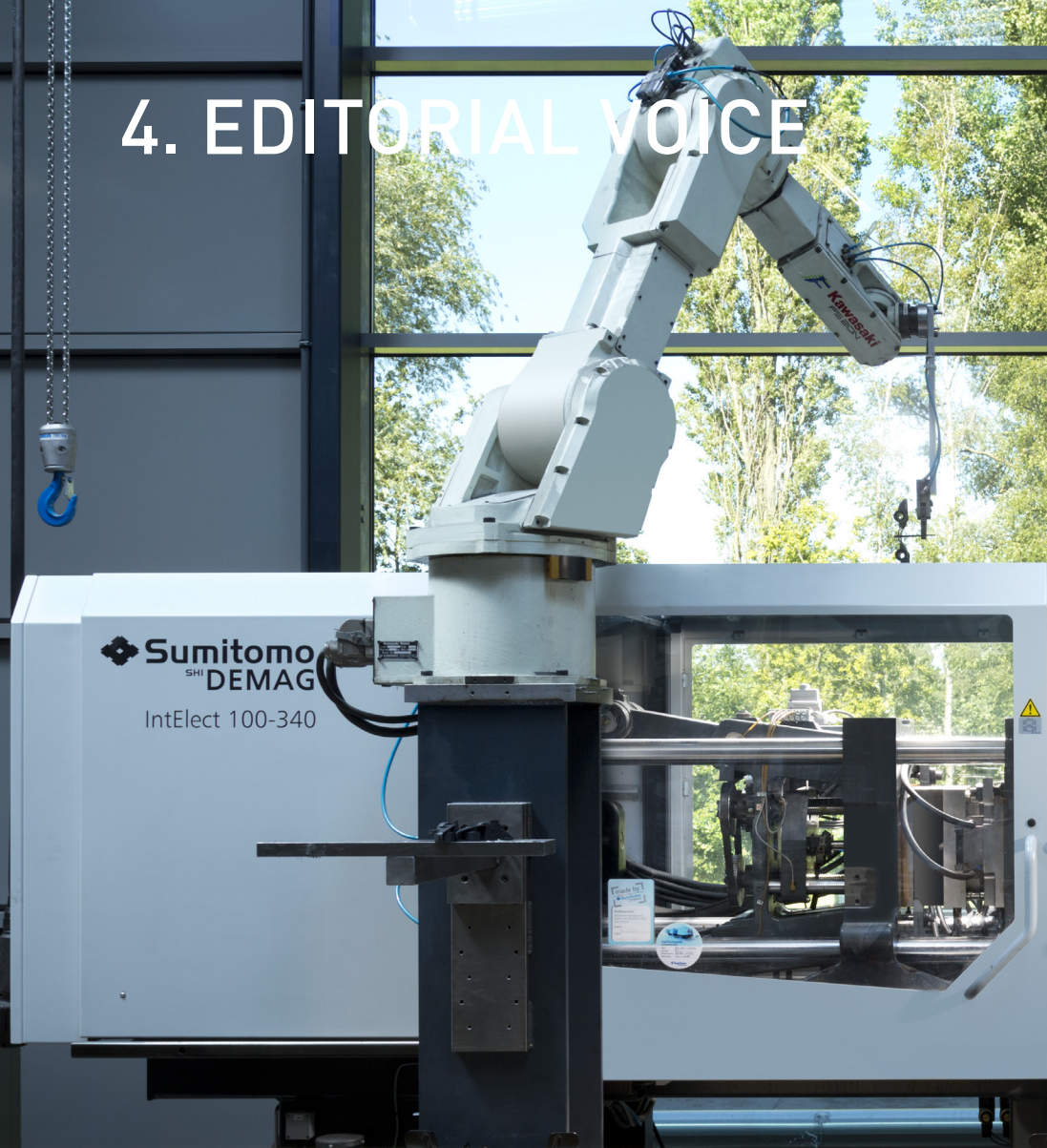
Alignment
Text should always be aligned on the left, titles may be aligned in the middle of the page.

Product logotypes
Styling the names of our products consistently is an essential part of maintaining a unified Tacx brand identity. Artwork for all product logotypes is available on request to our PR team. DO NOT (re)create logotypes on your own.

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The way in which we communicate to the outside world, 'our voice', is honest, smart and passionate.

4.1 OVERVIEW

Our personality attributes are used: innovative, passionate, integrity and modesty. The way of writing or talking should foster an emotional connection between customers and the Tacx brand.
Customers should feel heard and understood.

Our main focus is cycling, which has a casual scenery. Therefore our communications are also casual, we speak peer to peer. We are confident and direct, but modest and should never appear as arrogant or bold. We focus on real-world value and technical features, we talk about the why and the how.

Since our products are complex, we expect a certain level of understanding of the techniques behind indoor trainers and other sport accessories. Therefor we avoid the lowest and simplest way of communicating. Visuals and type should support each other.

We express a passion for cycling and a passion for technology, with the understanding that innovation is nothing without customer benefit. We understand the customer and his needs. We wish to help them to be the best they can be and enjoy doing so.

Tacx.com and editorial differentiation
A lot of effort is placed in the test and explanations to be found on our website. Please use these for communicating the Tacx brand and products.

The differentiating aspects of a certain product are shown in titles or headlines. The body is written as clear and as short as possible. In a content page of a product, the top will be about the differentiating aspects, whereas more at the bottom you'll find product features etc. that contain little of the brand's voice.

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4.2 EXAMPLES

Below are some examples of the way we 'speak'.

Dual technology
Consumers wish to choose for themselves to use either ANT+ or Bluetooth. The term 'dual technology' is assumed to be understood by our customers.

IOS and Android powered trainers
Consumers wish to choose for themselves to use to train with an iOS or Android tablet/smartphone. The terms 'iOS and Android' is assumed to be understood by our customers.

Carbon core in a shell of polyamide with glass fibre
Carbon is a very popular material in the cycling industry, making products lightweight and firm. We assume our customers are familiar with this material.
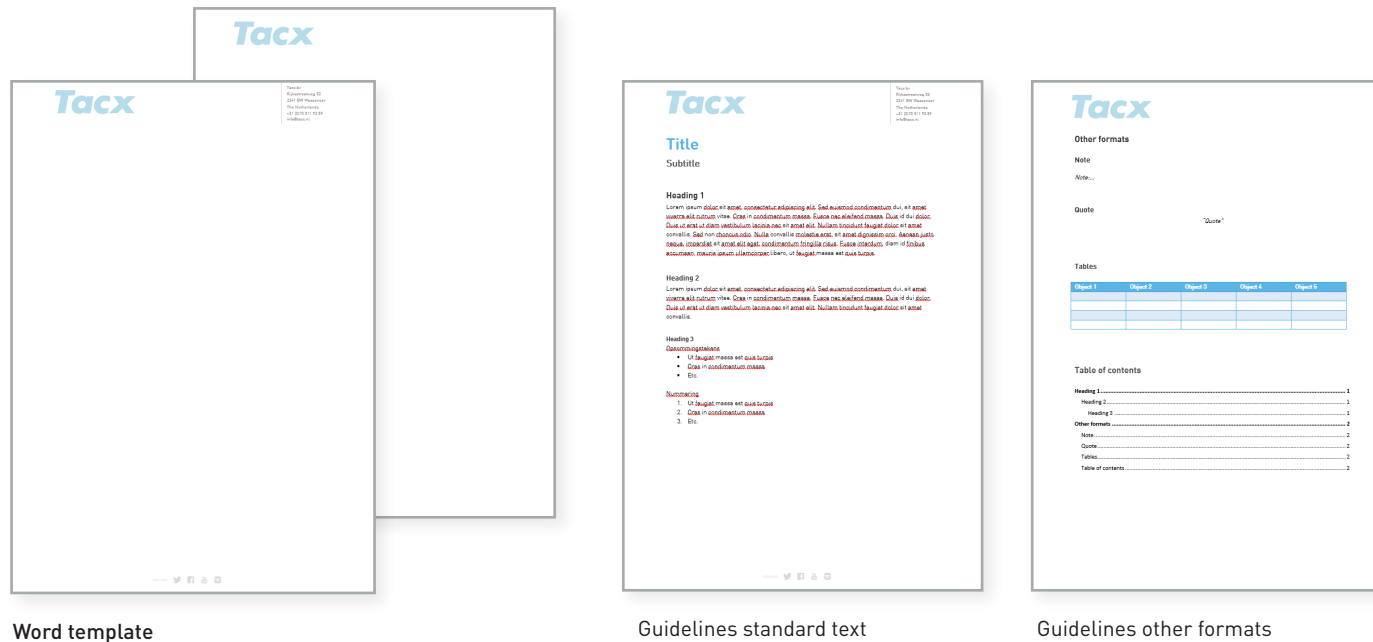
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5.1 COLLATERAL TEMPLATES

Each template has either a layer in the document (if possible, like InDesign) or notes directly in the document showing the guidelines for that specific template. There are a selection of templates, the Word template is shown below. Do not alter the layout in any way, including adding/changing colors, changing the font, etc.
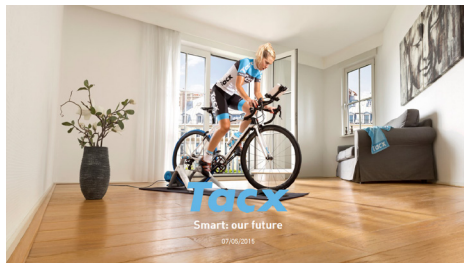
Word template

Guidelines standard text

Guidelines other formats

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5.2 PRESENTATION TEMPLATE

The corporate presentation can be send upon request.
It offers different set ups (e.g title page, contents, 3 set ups for image and text, comparisons, final slide).
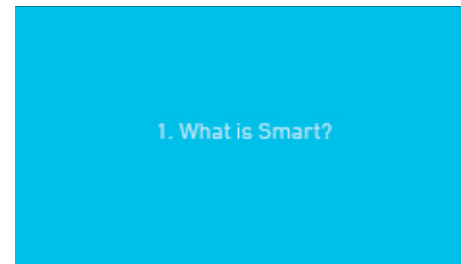
Slides in a presentation support the story and are used to create more understanding of the story. This is best achieved by predominantly using images and pictures, so please limit the use of text. The template offers several ways to do so.
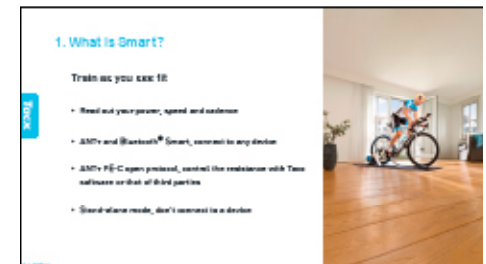

a. First slide: title of presentation
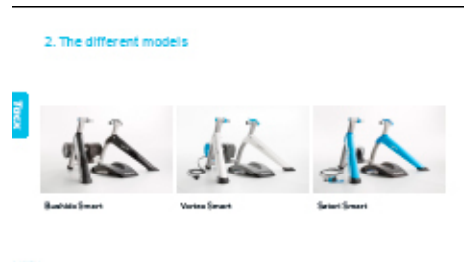

b. Content of presentation

c. Heading page

d. Text and image; small/portrait image

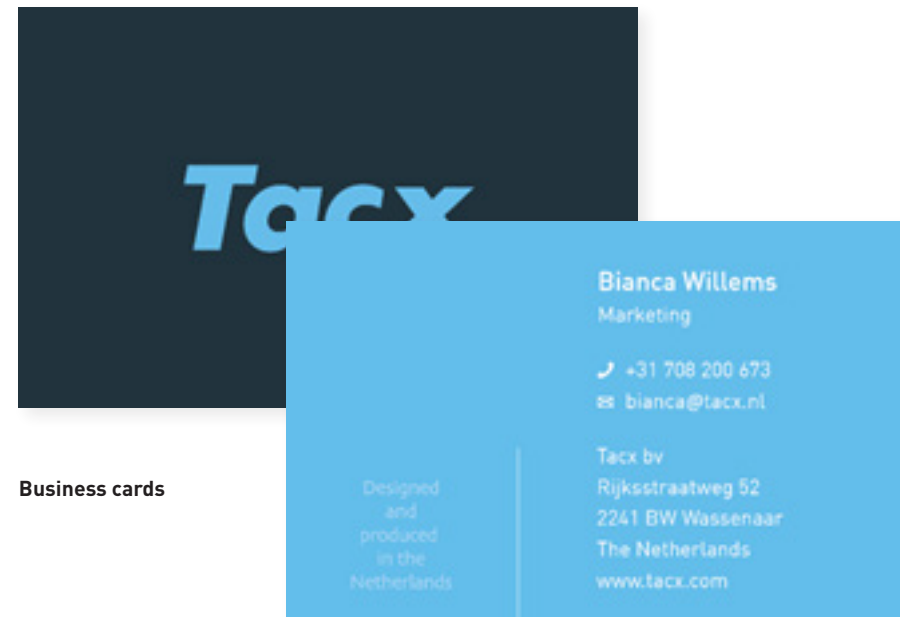e. Text and image; large/landscape image

f. Comparison

h. Last slide

5.3 STATIONARY

Corporate stationary continues to use the Tacx logo and is available upon request.
Business cards can be requested at our PR team via bianca@tacx.nl.

Email signature

Business cards

6. REMAINING COMMENTS

6.1 Company name
When using the company name, please follow the guidelines below. The brand name should always be written as "Tacx", only the first letter capitalized.

Primary use
For use in all building signage and marketing communications:

Tacx

Secondary
For all legal references

Tacx bv

6.2 For more information

All use of Tacx assets must be sent for approval to our Marketing team at talia@tacx.nl.

For other questions, please e-mail Markting manager at bianca@tacx.nl

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Designed and produced
in the Netherlands

tacx.com