

HAMMERHEAD

# Brand Style Guide

UPDATED 24.10.23

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# Brand Voice

BRAND VOICE  
BRAND VALUES  
TONE OF VOICE  
BRAND MESSAGING  
AUDIENCES

# Brand Voice

## What

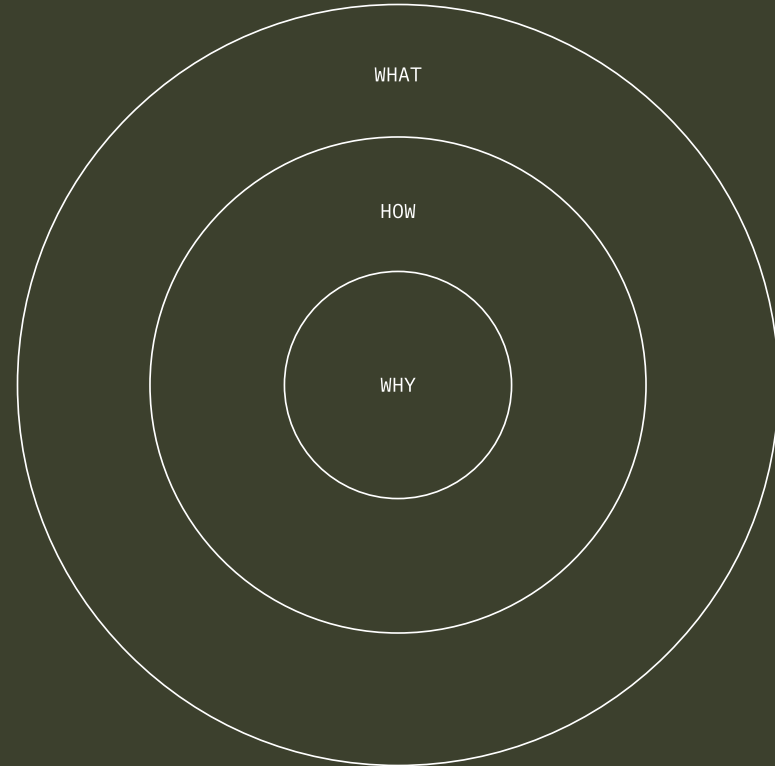
We make the finest cycling computer on the market.

## How

By leveraging the most powerful technology and constant iteration to prioritize the rider and their experience.

## Why

We believe in enabling improvement through the power of fitness.



# Brand Values

## #1 Human First

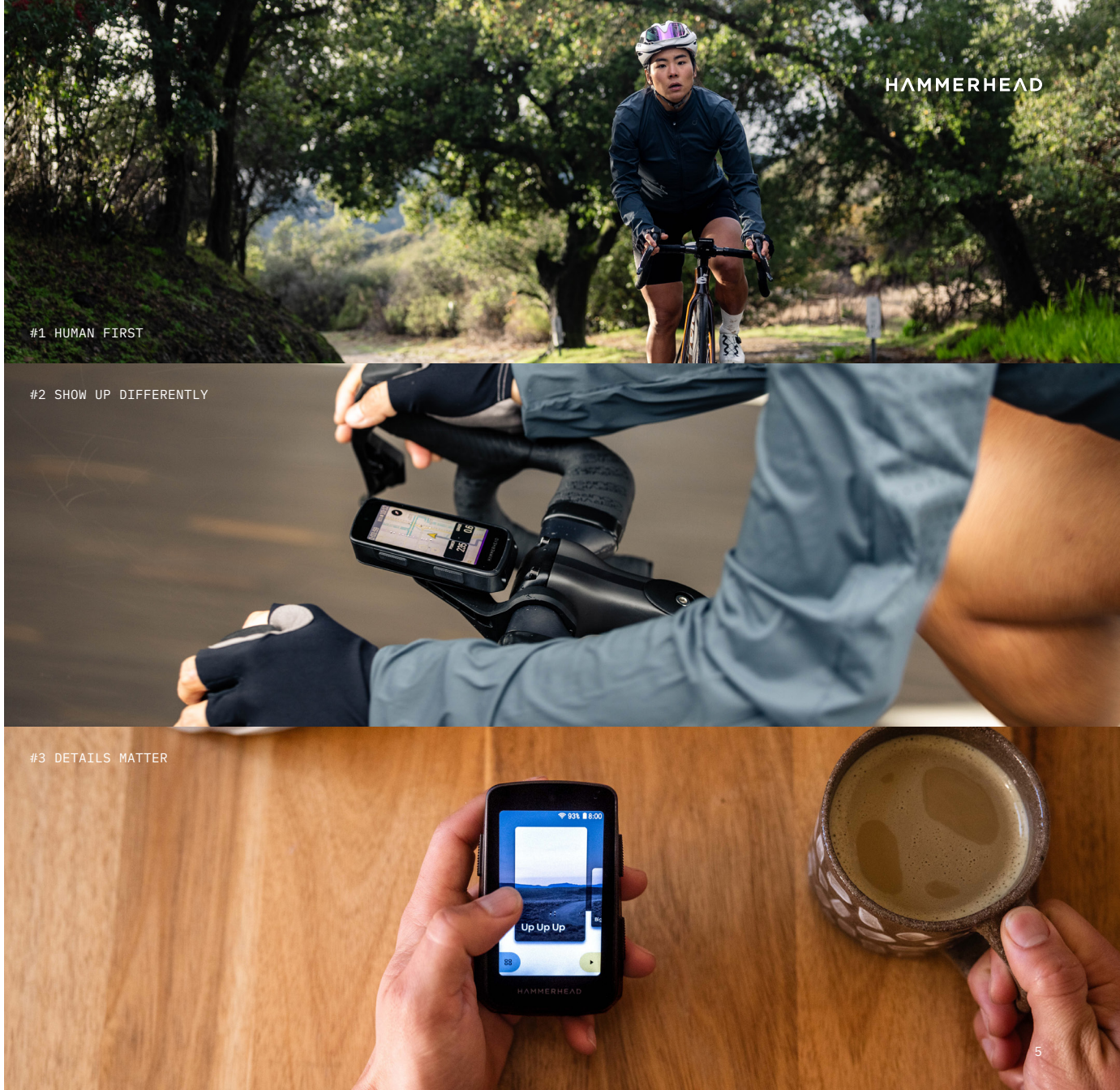
Technology is the solution, but humans are the reason. The Hammerhead brand is grounded in human experiences. It is warm, approachable, and real.

## #2 Show Up Differently

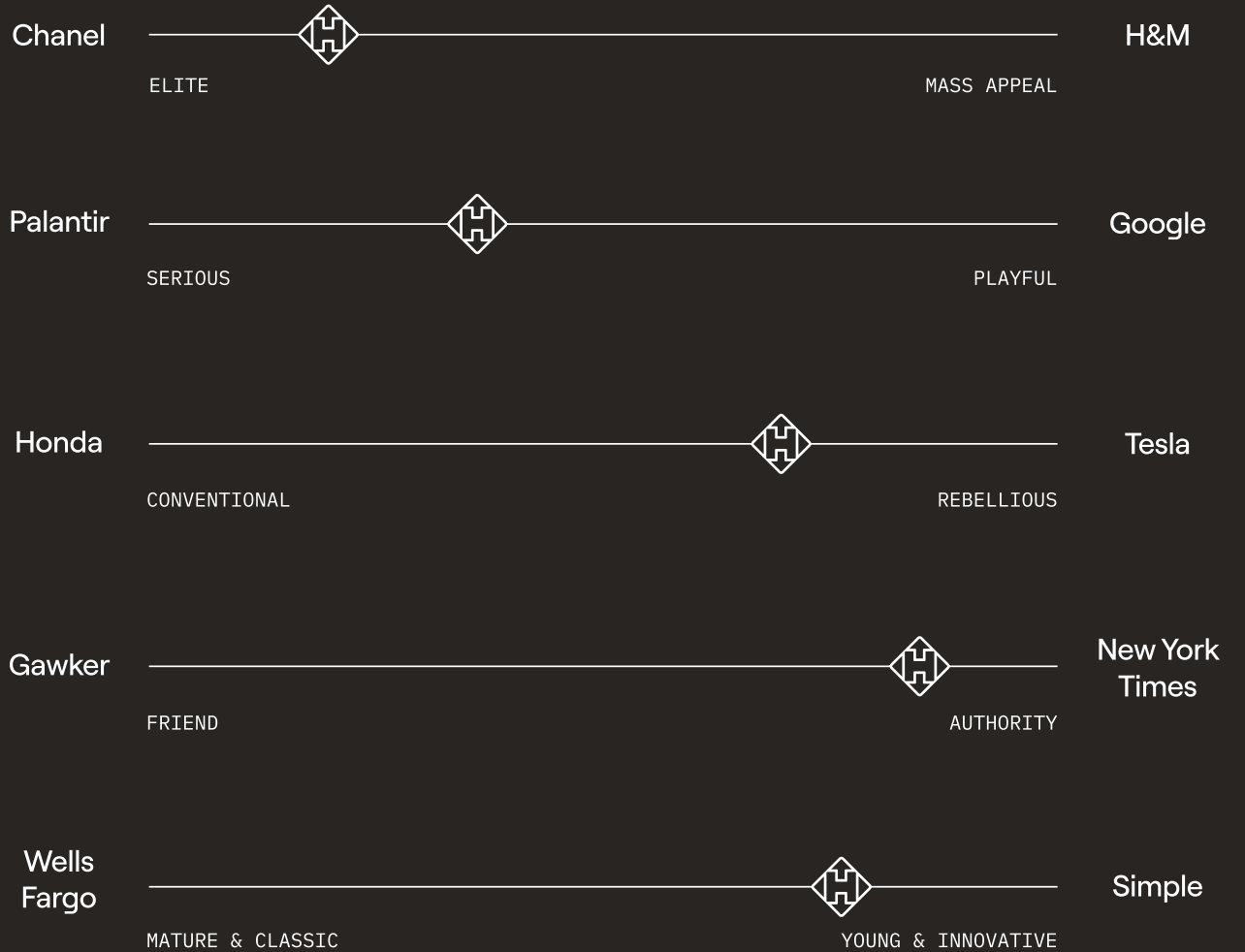
Hammerhead does not represent the status quo. We must always be striving to show up to the market in a unique and innovative way.

## #3 Details Matter

The Hammerhead Brand is refined, polished, and professional. Our copywriting/design/filmmaking/web dev/etc. is reflective of this. Every little detail matters.



# Tone Of Voice



## Brand Messaging

### See The Road Ahead.

We explore routes long and meandering. We climb to the alps and descend through the canyons. And as we move forward, we actualize the potential of the future. It is our calling; to chart the path that lies ahead and move intentionally into the unknown. There is no purpose more noble.



# Audiences

ROADIES



PROFESSIONALS



GRAVEL RIDERS



RECREATIONALISTS (EBIKES)





# Logo

WORDMARK

DIAMOND

EXTERNAL PARTNERS

INCORRECT USE

# Wordmark

This is the Hammerhead wordmark. Ideally, the wordmark should be used in all cases that space permits.

## Colors

The Hammerhead logos should be displayed in either charcoal or white. Deviations from this may be needed but should be avoided when possible.

## Clear Space

For the Hammerhead wordmark, use the "H" as a guide to ensure proper spacing.

## Minimum Size

To ensure optimal recognition, do not display the Hammerhead wordmark smaller than 1" / 68 px wide.

## Lockup



CLEAR SPACE

## Color



CHARCOAL



WHITE

## Minimum Size

**HAMMERHEAD**

1" / 68 PX

# Diamond

This is the Hammerhead diamond logo, also referred to as <H>. This should only be used in circumstances in which the wordmark will not fit due to space concerns.

## Clear Space

For the Hammerhead <H> logo, ensure that there is clear space of at least 10% of the logo's width.

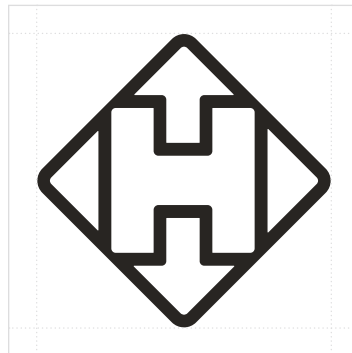
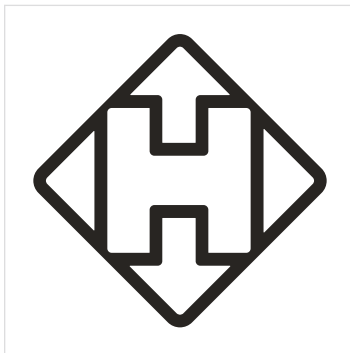
## Colors

The Hammerhead logos should be displayed in either charcoal or white. Deviations from this may be needed but should be avoided when possible.

## Minimum Size

To ensure optimal recognition, do not display the Hammerhead <H> logo smaller than 0.34" / 24 px wide.

## Lockup



CLEAR SPACE: 10% LOGO WIDTH

## Color



CHARCOAL



WHITE

## Minimum Size



0.34" / 24 PX

## External Partners

This is the Hammerhead diamond logo, also referred to as <H>. This should only be used in circumstances in which the wordmark will not fit due to space concerns.

### Clear Space

For the Hammerhead <H> logo, ensure that there is clear space of at least 10% of the logo's width.

### Lockup

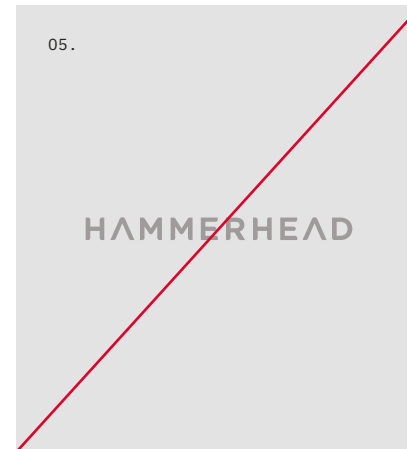
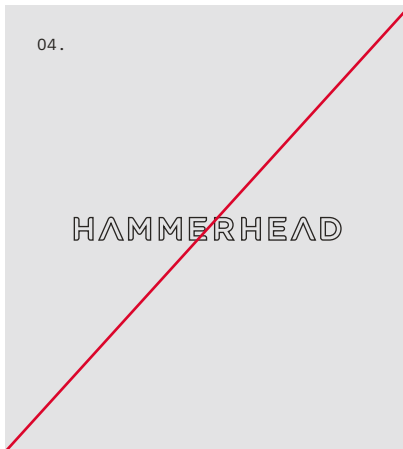
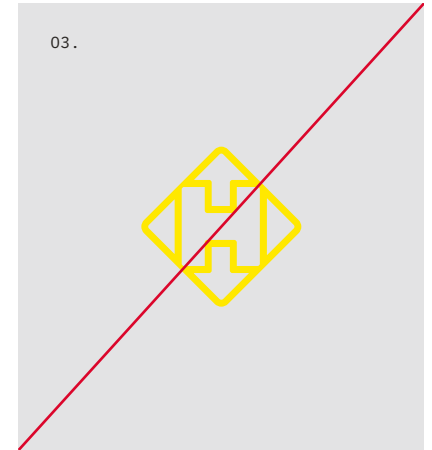
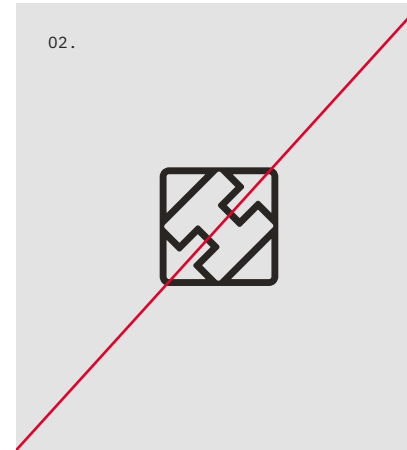
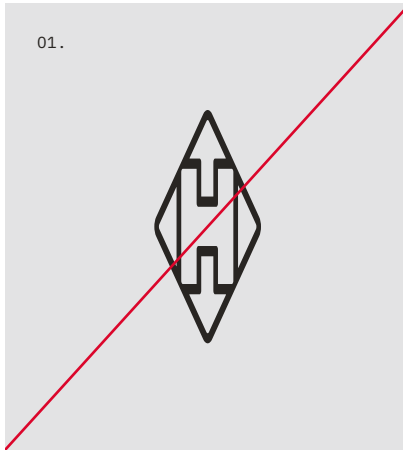
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CLEAR SPACE

## Incorrect Use

01. Do not stretch, compress, or skew any Hammerhead logos.
02. Do not rotate Hammerhead logos.
03. Do not use colors outside of those listed in the corresponding Hammerhead Logos section.
04. Do not outline Hammerhead logos.
05. Do not change tone, tint, or opacity of Hammerhead logos.
06. Do not create new lockups using the Hammerhead Wordmark and the Hammerhead Diamond logos.



# Typography

TYPOGRAPHY OVERVIEW

HEADLINES

BODY

TYPE AND IMAGE

FALLBACK TYPE

METADATA

# Typography Overview

## Headlines

Roobert is the primary typeface for headlines in the Hammerhead brand system. It comes in a variety of weights to accommodate many different situations.

Headlines should be set in Heavy.  
Sub-Headers should be set in Bold and Medium.

Make sure to adjust tracking to suit the type size and weight – large bold type should be adjusted to a maximum of -50. Kerning may need to be adjusted when using tight tracking.

## Body

Body copy is set in IBM Plex. The regular weight should be used by default, with bold or italic for emphasis.

### HEADLINES

**Roobert  
Heavy**

### SUB HEADERS

**Roobert  
Bold**

**Roobert  
Medium**

### BODY COPY

**IBM Plex Sans  
Regular**

# See The Road Ahead

**Experience cycling as it should be with the world's most intuitive yet advanced cycling computer ever made.**

Experience cycling as it should be with the world's most intuitive yet advanced cycling computer ever made.

Introducing the Karoo, the next generation of smart cycling technology. This powerful, feature-rich device is designed to take your cycling experience to the next level. With an intuitive interface, accurate navigation, and robust data recording capabilities, the Karoo will help you reach your fitness goals faster and more efficiently than ever before.

It features an integrated GPS system, allowing you to track your speed, distance, and route with pinpoint accuracy. With its rugged construction, long-lasting battery life, and bright, high resolution display, the Karoo is the perfect companion for your next cycling adventure.

## Headlines

### Case Style

All headline type should be written in Title Case, where each new word begins with a capital letter.

### Leading

Leading should be adjusted to ensure descenders and ascenders don't touch. The standard leading is 102.5% of the type size. An easy formula to determine this is:  
Type Size \* 1.025 = Leading

### Tracking

Make sure to adjust tracking to suit the type size and weight – large bold type should be adjusted to a maximum of -50. Kerning may need to be adjusted when using tight tracking.

# Make Every Ride Better Than The Last

ROOBERT HEAVY  
TYPE SIZE: 48 PT  
LEADING SIZE: 49.2 PT  
LEADING: -25

## See The Road Ahead.

ROOBERT BOLD  
TYPE SIZE: 30 PT  
LEADING SIZE: 30.75 PT  
LEADING: -50



## Type And Image

When type is used over an image, white type should always be used (with rare exceptions for images with white backgrounds, such as studio photography).

A photograph of a cyclist in a white jersey and black shorts riding a mountain bike on a steep, rocky trail. The cyclist is wearing a white helmet and sunglasses. The background shows a rugged mountain landscape under a cloudy sky.

# This Is A Headline

Introducing the Karoo, the next generation of smart cycling technology. This powerful, feature-rich device is designed to take your cycling experience to the next level. With an intuitive interface, accurate navigation, and robust data recording capabilities, the Karoo will help you reach your fitness goals faster and more efficiently than ever before. It features an integrated GPS system, allowing you to track your speed, distance, and route with pinpoint accuracy. With its rugged construction, long-lasting battery life, and bright, high resolution display, the Karoo is the perfect companion for your next cycling adventure.

## Fallback Type

When Roobert is unavailable – use DM Sans.  
IBM Plex is in Google Fonts and should always be available.

ROOBERT

**AaBb**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()[]?.,**

DM SANS

**AaBb**

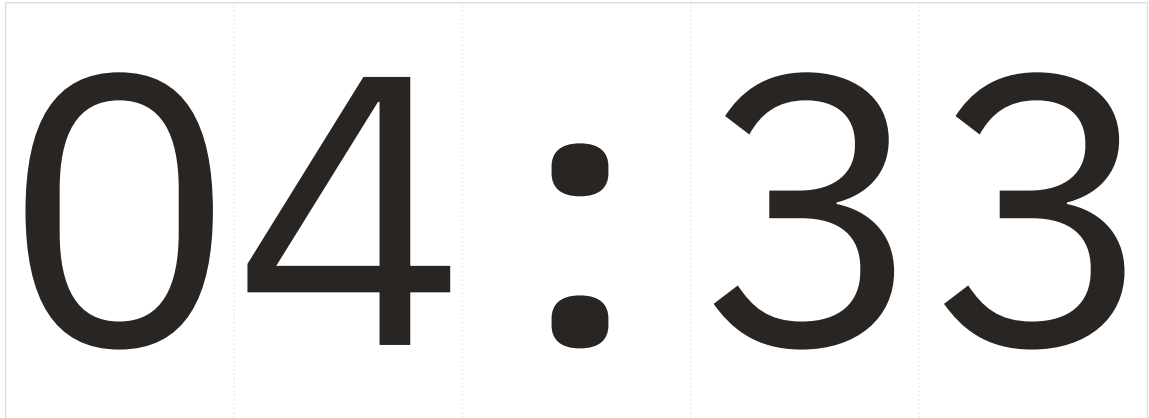
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()[]?.,**

## Metadata

Metadata is shown in IBM Plex Mono – note that the "Plain Number 0" stylistic set should be toggled on within OpenType features.



# Colors

COLOR PALETTE

COLOR COMBINATIONS

INCORRECT USE

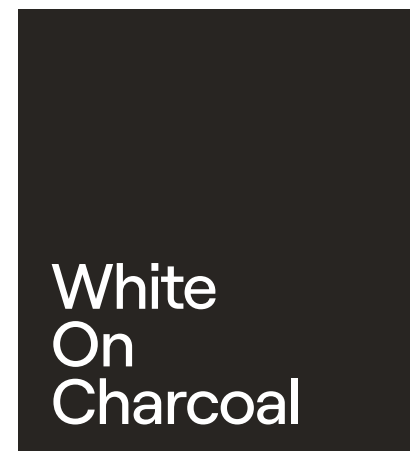
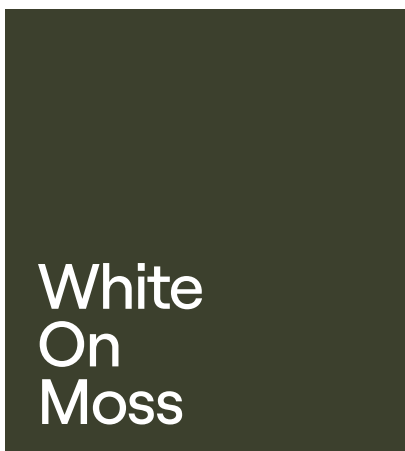
# Color Palette

These colors are curated for the Hammerhead color palette. Whenever you use color, these colors are foundation of the work.

CHARCOAL	HEX #202020	RGB 32 / 32 / 32	CMYK 72 / 66 / 65 / 74	PANTONE BLACK 7C
PURE WHITE	HEX #FFFFFF	RGB 100 / 100 / 100	CMYK 0 / 0 / 0 / 0	PANTONE N/A
COOL GRAY	HEX #D8D9DB	RGB 216 / 217 / 219	CMYK 1 / 1 / 0 / 14	PANTONE COOL GRAY 1C
LEMON YELLOW	HEX #FFE900	RGB 255 / 233 / 0	CMYK 3 / 2 / 98 / 0	PANTONE 108C
MOSS GREEN	HEX #333C2C	RGB 51 / 60 / 44	CMYK 69 / 54 / 76 / 57	PANTONE 5747C
SAGE GREEN	HEX #9AAE89	RGB 154 / 174 / 137	CMYK 42 / 20 / 53 / 0	PANTONE 7494C

## Color Combinations

For optimal readability, these color combinations can be used.



## Incorrect Use

Do not use these color combinations.



Charcoal  
On  
Moss



Lemon  
On  
Sage



Moss  
On  
Charcoal

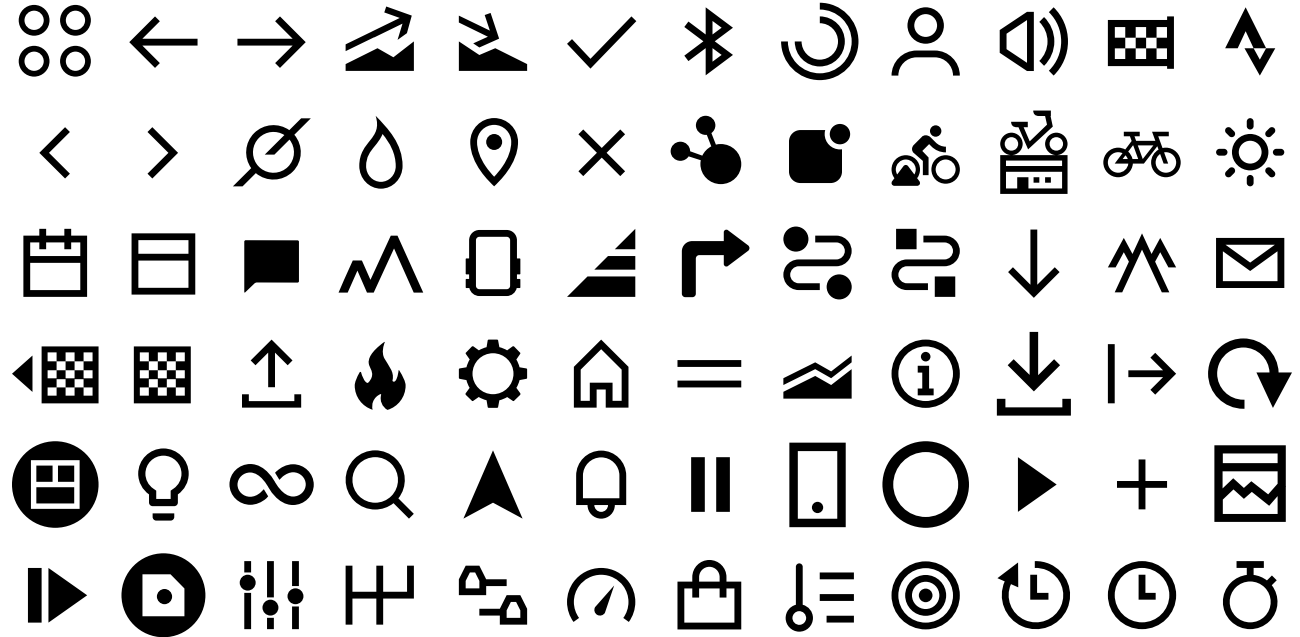
# Icons



# Icons

Standard icon size is 38x38 PX including padding. We generally shoot for sharp edges and matching stroke widths.

There are many icons already in the library – when designing new icons, best judgment should be used in matching the current style.



# Photography

LIFESTYLE PHOTOGRAPHY

TREATMENT

PHOTOGRAPHY TYPES

PORTRAIT

EXPERIENCE

PRODUCT

LANDSCAPE

RENDERS

# Lifestyle Photography

Our photography authentically represents the Hammerhead community by capturing real experiences by real riders.

## Subject

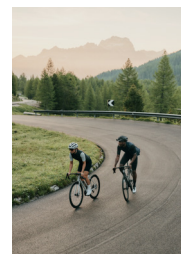
Photography must be authentic and capture real experiences. Shoots should not be staged or contrived. Real athletes must be used.

## Tone

The tone of our photographs should be dark and dramatic when possible. This evokes emotion and allows branding and content to be legible on top of the photo.

## Color

Environment colors should be slightly desaturated and muted. Earth tones are preferable. Colors on the screen of the device should pop in contrast.



# Treatment

Different opacities of deepened midtones (using levels) can be applied to our photography to improve legibility – be sure to use only the minimum amount necessary to produce the desired effect.



# Photography Types

There are four main types of photography used across the Hammerhead brand – portrait, experience, product, and landscape.



PORTRAIT



EXPERIENCE



PRODUCT



LANDSCAPE

## Portrait

Individuals who represent the experience of Hammerhead.



# Experience

Moments of people in their surroundings, using and experiencing Hammerhead products.



## Product

Photography that showcases Hammerhead in a variety of scenarios and conditions.





# Landscape

Evocative and inspiring wide-angle imagery to express the vastness of exploration potential.



# Renders

## Styling

Renders should reflect a clean, modern, and sleek brand. Minimalist styling and 'floating' effects can be used to achieve this.

## Software

All renders should reflect the latest software available. Screens should be as bright as possible, given the environment. UI should reflect the copy that the render is being utilized with.

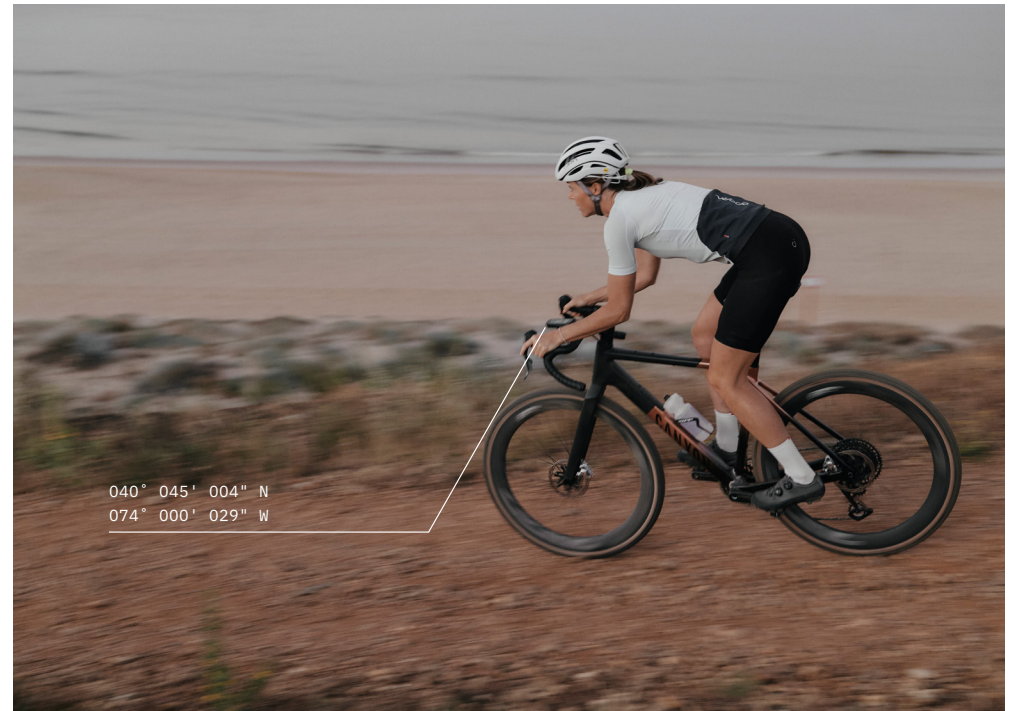


# Graphic Elements

METADATA  
SCREEN OVERLAY  
CALL TO ACTION

# Metadata

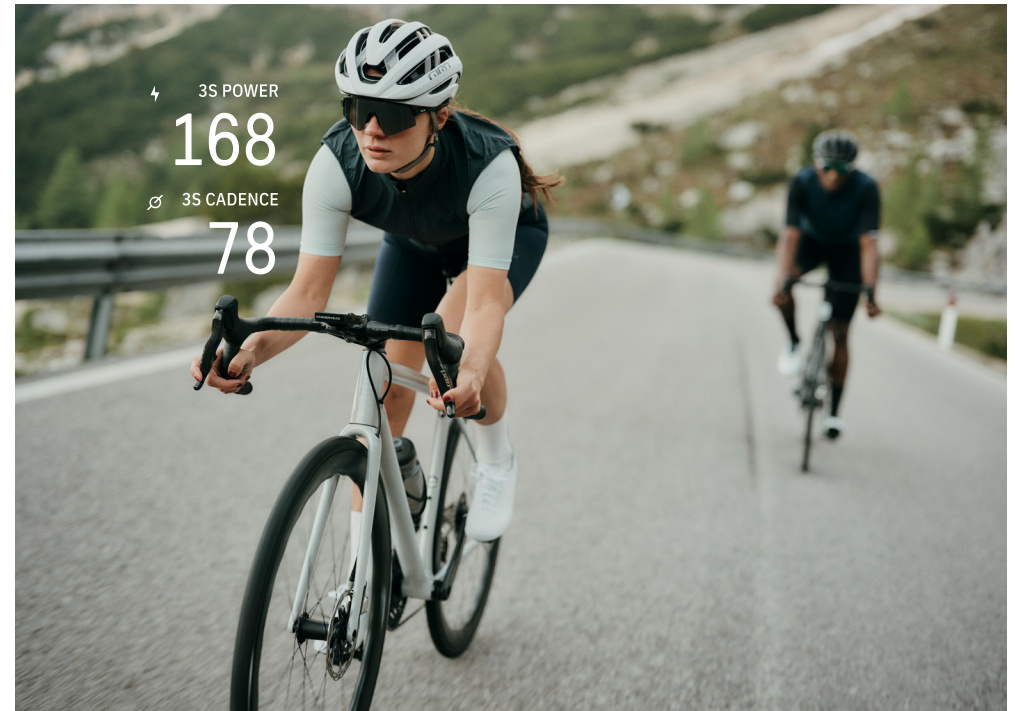
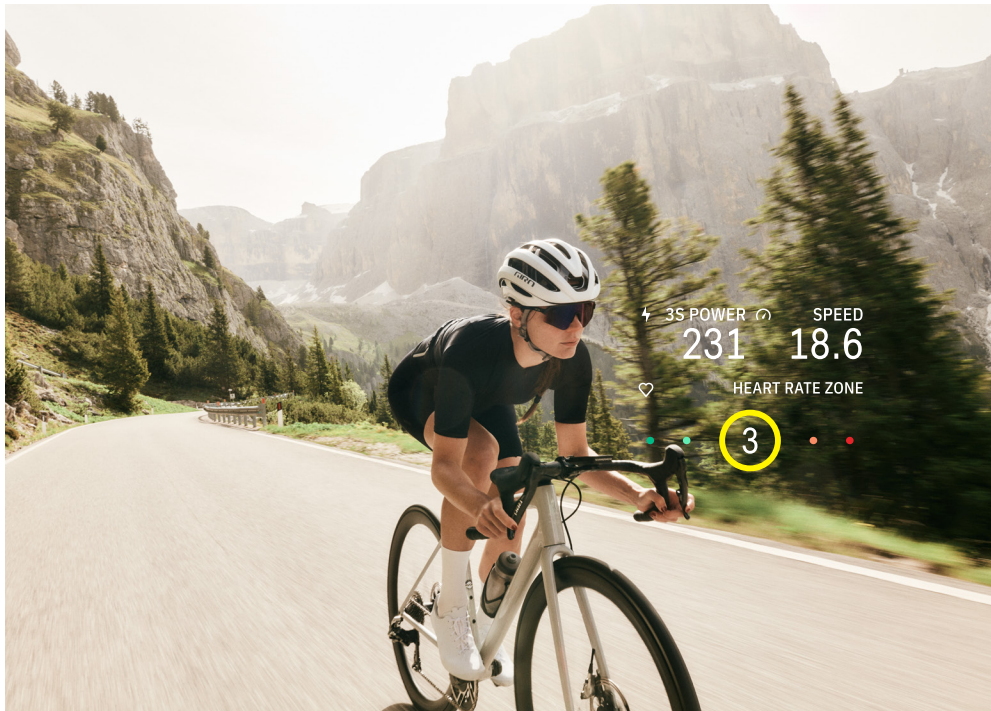
A line can be drawn to the Hammerhead device to denote data it may be displaying. The stroke weight of this line should match the weight of the typography.



## Screen Overlay

Similar to Metadata, this provides insight as to what displays on the Hammerhead device. This should be modeled after the device UI, but displayed primarily in white to provide good contrast.

The screen overlay should be used to display a maximum of three rows of data and a minimum of two data fields.



## Call To Action

Call to Action Buttons should be used in one of these four styles depending upon the color of the background.

When used over an image, one of the two white CTAs should always be used (with rare exceptions for photos with white backgrounds, such as studio photography).



# Digital Media

EMAILS

INSTAGRAM STORIES

INSTAGRAM POSTS

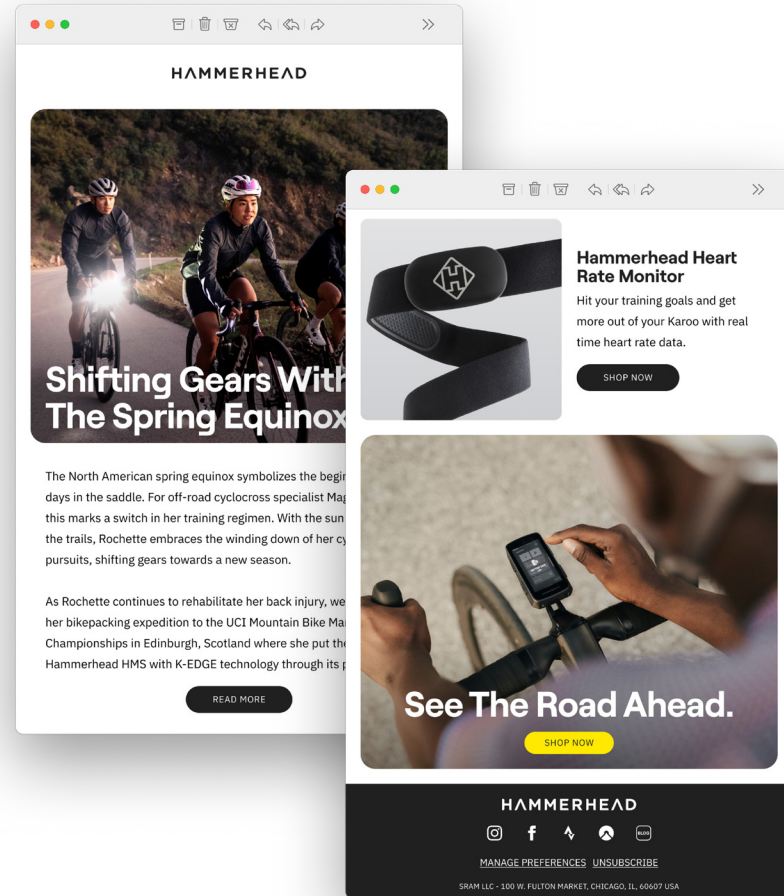
DIGITAL ADS

STANDARD MARGIN SIZE

# Emails

Email images should be constructed from rounded modules using 5:4, 4:5, 16:9, or 1:1 aspect ratios. Refer to the Hammerhead Email System Figma document for more in-depth info.

Type within emails should be set in IBM Plex Sans or the system default sans serif. All images should be displayed with radiused edges on a white template.



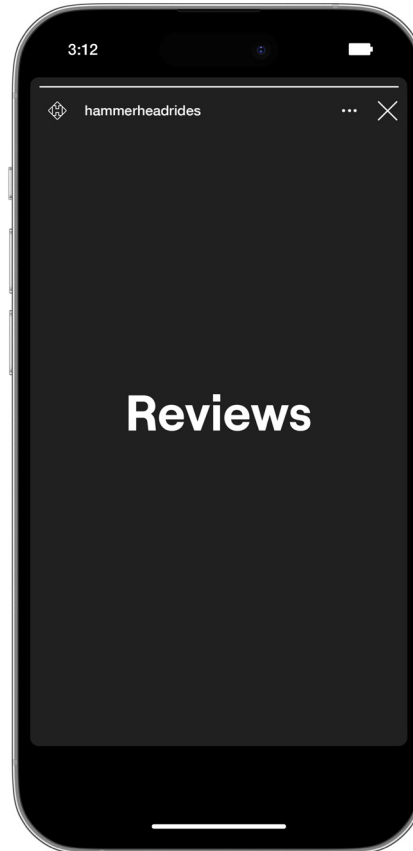


# Instagram Stories

Featured stories should begin with a prominent title card, and prominently feature photography throughout. Be mindful of how the first card in the series will be cropped into a circle.

To avoid any overlap with the Instagram Stories UI, be sure to leave at least 200 PX at the top of each design. The lower text should be set in IBM Plex Mono and in all-caps.

Posts should feature clear images that represent at least one of Hammerhead's 4 photographic styles.



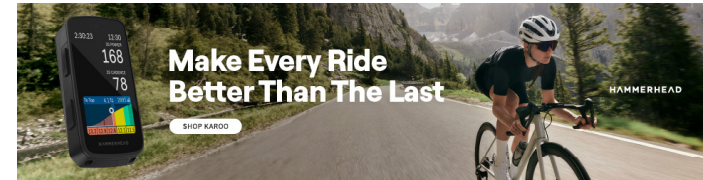
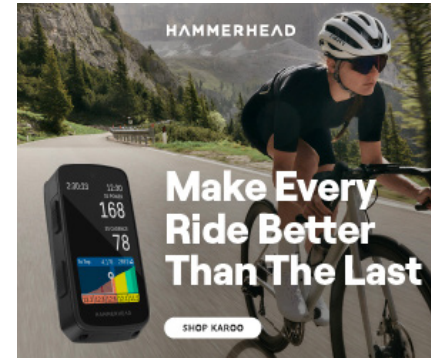
# Instagram Posts

Carousel posts should feature clear images that represent at least one of Hammerhead's 4 photographic styles. The images from the carousel should align in a way that will entice the viewer to scroll through the entire post.



# Digital Ads

Be sure to include Hammerhead product at a large enough scale to be recognizable – images with transparent backgrounds can be helpful.

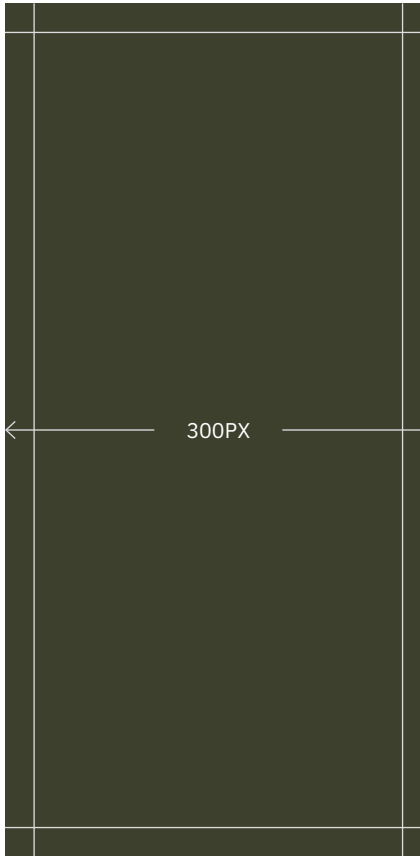


# Standard Margin Size

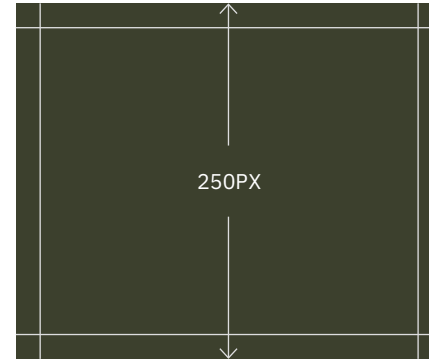
Standard margin sides are determined by the shortest edge of a layout.

## Margin Formula

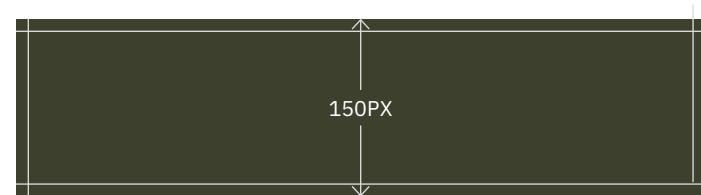
Shortest Side / 15 = Margin



300PX / 15 = 20PX MARGIN



250PX / 15 = 17PX MARGIN



150PX / 15 = 10PX MARGIN

# Print Media

## Print Ads

Magazine ads should prominently utilize Hammerhead's library of photography. These should be full-bleed when possible and prominently showcase Hammerhead product.



**HAMMERHEAD**