



Brand Guidelines

Introduction

This document is here to instruct you on how to use our brand identity effectively, to represent our brand in the best possible way.

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01

Introduction

About the brand

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A brief introduction about our brand and what it stands for.

Welcome to CEMA Bearing, your reliable partner for high-quality bearings. Since 2010, we have been supplying precisely engineered bearings for applications in the cycling industry with a focus on quality, innovation, and customer satisfaction. Our goal is to enhance every ride by providing reliable and high-quality bearings that optimize cycling performance.

Mission

This is our reason for operating and what drives us to create extraordinary products.

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At CEMA Bearing, we strive to make big differences with small parts. Our mission is to deliver outstanding results by offering premium quality and combining a passion for sports and mechanics. We serve professionals and bike enthusiasts with high-quality bearings that make a difference in performance and reliability.

Vision

This is the future we aim to reach.
We work daily on our products to reach this
end goal and bring it to life.

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CEMA Bearing is driven by a passion for cycling and mechanics. Our vision is to supply the global market with high-quality bearings that excel in performance and reliability. Through our expertise and experience, we aim for continuous growth and innovation, supporting our customers in achieving their goals and dreams in cycling and mechanics.

Personality

Our brand personality reflects how we communicate both verbally and visually. Keep them in mind while creating any piece of communication for our brand.

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Quality

Experience

Enthusiasm

Audience

Our target audience includes professionals and bike enthusiasts who value design and quality.

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Slogan

This slogan is a phrase that is easy to remember and is used by our business to attract attention.

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***Only the best
for every rider.***

Logo

02

Primary Logo

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Our primary logo is our brand's most important element. It is a unique and strong symbol that looks sleek and reliable.



Secondary Logo

The secondary logo is an alternative to be more casual.

The usage is recommended on apparel and merchandise.

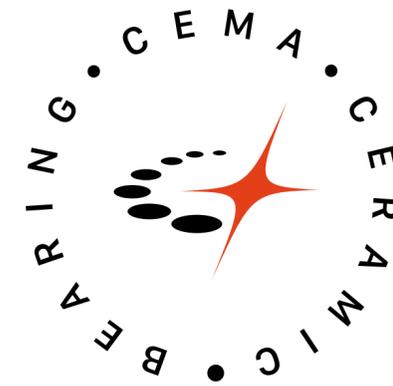
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Symbol

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Our symbol is the strongest visual asset we use. We created it to look sleek on its own, especially on our products.

We have carefully created the mark to be perfect. Please use it as it is and don't distort it or change it in any way.



Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements break into this clear space.

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Logo Guidelines

Our logo is our most sacred asset. Treat it with respect and avoid these cases at all costs.

1. Don't rotate it
2. Don't use different colors for symbol and type
3. Don't stroke it
4. Don't stretch it
5. Don't use effects
6. Don't use gradient
7. Don't fill the center part of the symbol
8. Don't use colors outside our palette
9. Don't make it hard to see

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Logo Colors

Our logo can be used in Eerie Black, Flame and Argent.

Use the elements in your piece of communication to determine the color of your logo for maximum contrast and clarity.

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Logo in Use

Our logo can be used as one element or be broken into two elements with alternating colors.

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Colors

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Color Palette

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This is our full color palette. We only use these colors in our pieces of visual communication.

We want to be perceived as a modern, sleek, and sophisticated brand. That's why we limited our color palette to neutral colors.

R0 G0 B0
C91 M79 Y62 K97
#000000

Eerie Black

R228 G63 B26
C2 M85 Y96 K0
#E43F1A

Flame

R84 G84 B81
C60 M49 Y51 K44
#545451

Davis Grey

R197 G192 B194
C26 M22 Y20 K2
#C5C0C2

Argent

Primary Colors

Our primary colors include all the neutral colors that are used the most.

Use these same exact values for the neutrals.

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Eerie Black

10%

20%

40%

60%

80%

White

Flame

Combinations to avoid

Those color combinations either don't reflect our brand or they are hard to see and cause visual fatigue.

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Typography

04

Our Typeface

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For our typography, we use San Francisco. It's a strong and well-spoken font.

The elegant balance of neutrality and modernism makes the font extremely versatile in its functionality.

San Francisco Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()?

Aa Bb

Type Weights

San Francisco Display gives us enough versatility to be used in both large and small text.

We use it as our main font to ensure consistency and unity.

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San Francisco Display

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()?

San Francisco Display

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()?

San Francisco Display

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()?

San Francisco Display

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()?

Type Color Use Cases

Similar to our logo, those are the different color cases we use for our type.

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Only the best for every rider.

Google Font Alternative

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Inter is our Google alternative for Google apps. It has a similar vibe and enough variety to be used in all cases.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()?

A a B b

Advertising Typeface

This typeface is for usage in advertising and social media posts.

Kallisto is a clean, business-like squared sans serif typeface that combines refinement and elegance. It is sharp, sleek & machine-age.

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Kallisto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()?

Aa Bb

Keyvisuals

05

BEARINGS

LOW FRICTION LIGHTWEIGHT SMOOTH ROLLING

**LONGER LIFETIME
HIGHER DURABILITY**

Experience smooth and reliable rides with our high-quality wheel bearings. Developed for maximum performance and durability, for every bike ride.

CEMA
CERAMIC BEARING

BEARINGS

LOW FRICTION LIGHTWEIGHT SMOOTH ROLLING

**LONGER LIFETIME
HIGHER DURABILITY**

Experience smooth and reliable rides with our high-quality wheel bearings. Developed for maximum performance and durability, for every bike ride.

CEMA
CERAMIC BEARING

BOTTOM BRACKETS

PRECISE FIT WIDE RANGE EASY INSTALL

OPTIMIZED POWER TRANSFER

Optimize your pedaling power with our premium bottom brackets. Designed for smooth performance and durability, providing a flawless driving experience.

CEMA
CERAMIC BEARING

BOTTOM BRACKETS

PRECISE FIT WIDE RANGE EASY INSTALL

OPTIMIZED POWER TRANSFER

Optimize your pedaling power with our premium bottom brackets. Designed for smooth performance and durability, providing a flawless driving experience.

CEMA
CERAMIC BEARING

PULLEYS

PERFORMANCE LOW FRICTION 100% INTEGRATION

EXCELLENT SHIFTING PERFORMANCE

Improve your bike's shifting performance with our high-quality pulleys. Designed for smooth and precise gearing and a hassle-free ride.

CEMA
CERAMIC BEARING

PULLEYS

PERFORMANCE LOW FRICTION 100% INTEGRATION

EXCELLENT SHIFTING PERFORMANCE

Improve your bike's shifting performance with our high-quality pulleys. Designed for smooth and precise gearing and a hassle-free ride.

CEMA
CERAMIC BEARING

TOOLS

WORKSHOP QUALITY PROFESSIONAL STURDY TOOLBOX

**EFFICIENT
INSTALLATION & REMOVAL**

Discover our range of high-quality cycling tools. Essential for maintenance and repair to keep your bike in top condition. Make every job easy with our tools.

CEMA
CERAMIC BEARING

TOOLS

WORKSHOP QUALITY PROFESSIONAL STURDY TOOLBOX

**EFFICIENT
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Discover our range of high-quality cycling tools. Essential for maintenance and repair to keep your bike in top condition. Make every job easy with our tools.

CEMA
CERAMIC BEARING



Contact us

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