

Eskandari Bicycle Co
Brand book and style guide

Logo



1. Logo colours

Green: #19640b

Blue: #0f4c76

2. Website and digital communication

Headings

Font: Rubik Medium

Character spacing: -0.06 em

Line spacing: 1.2em

Size 42

Subheadings

Font: Rubik Medium

Character spacing: -0.06 em

Line spacing: 1.2em

Size 32

General text:

Font: Rubik Light

Character spacing: -0.06 em

Line spacing: 1.2em

Size 20 or 22

Primary colours:

Blue #0f4c76

Green

Secondary colours:

Sky blue: #0f4c76

Green: #085441