



Paragon

Brand Book

2014

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Mission Statement

Mission Statement • Audience • Logo • Colors • Typography • Photography • Employee Uniform • Brand Extensions

The Paragon Bike Shop advantage starts with a dedicated staff of knowledgeable cycling enthusiasts who bring added value to every customer interaction. We feel fortunate to be able to sell an empowering product – the modern bicycle. We take seriously our responsibility to promote its safe use in as many ways as possible. Our longstanding commitment to advocacy includes involvement in regional bicycle transportation development, trail development, organized rides, event support, in-store classes, and safe riding skills clinics for any youth or civic group that will allow us. We're committed to building a more bicycle friendly environment while providing quality products and unyielding customer service.

"We take seriously our responsibility to promote its safe use in as many ways as possible. "

FOCUS:

We're committed to building a more bicycle friendly environment while providing quality products and unyielding customer service.

Audience

Mission Statement • **Audience** • Logo • Colors • Typography • Photography • Employee Uniform • Brand Extensions

Our goal is to promote environmentally friendly products for cycling enthusiasts with educated staff for the residents of the Sausalito, California area as well as tourists visiting providing the best experience for both beginners and expert cyclists with knowledgeable staff.



Logo

Mission Statement • Audience • **Logo** • Colors • Typography • Photography • Employee Uniform • Brand Extensions

NOTE:

The Orange Paragon Logo is to be used on black, white and clear surfaces.

Depending on the project or style of a product in mind, the black and tan logo may be used as a variation of the regular Paragon Logo.



Logo Sticker

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NOTE:

This is the only time the logo is allowed to be enclosed by a circle. It is a sticker to represent packaging and advertisement.

The second logo below is used to show it's by the company and show what the item is, give some small info in a simplistic and tasteful manner.



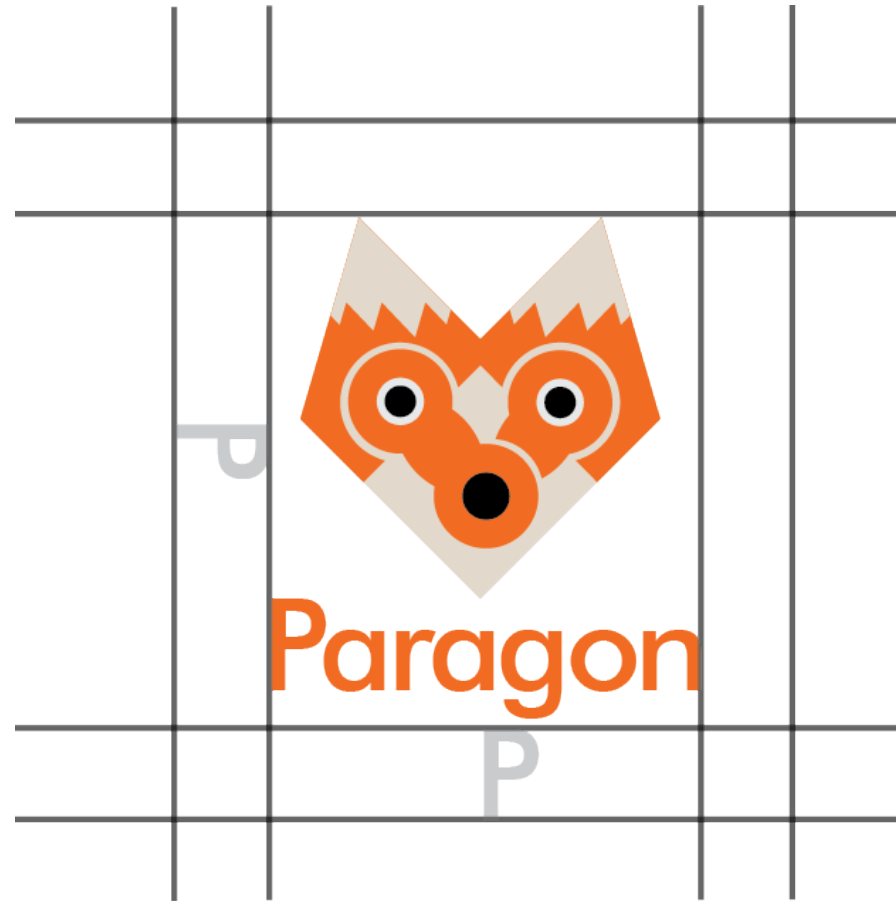
Logo Clear Space

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NOTE:

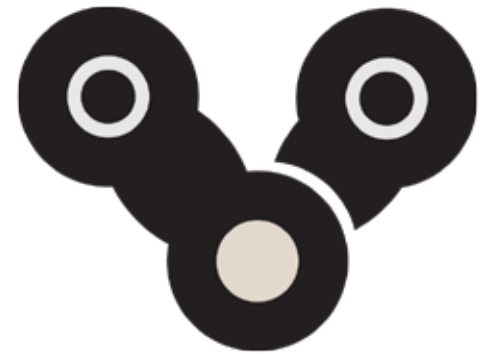
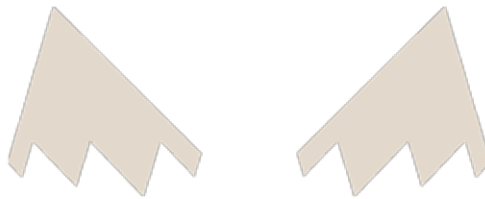
This shows the clear space that's needed around the logo on any product. Which is a "P" width around the whole logo.

For items such as business cards you can go half the size of the "P" But no smaller.



Logo Shapes

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NOTE:

Basic shapes of the logo for references to demonstrate how it was put together.

Primary Color Swatches

Mission Statement • Audience • Logo • **Colors** • Typography • Photography • Employee Uniform • Brand Extensions

NOTE:

These are the primary colors of Paragon sports and the logo.



Hex: ffffff	Hex: f26c24	Hex: e2d9cc	Hex: 231f20
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R:255 G:255 B:255	R:242 G:108 B:36	R:226 G:217 B:204	R:35 G:31 B:32
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C:0 M:0 Y:0 K:0	C:0 M:71 Y:97 K:0	C:11 M:12 Y:18 K:0	C:70 M:68 Y:64 K:74
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Pantone: 663 C	Pantone: 158 C	Pantone: 7527 C	Pantone: Neutral Black C
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NOTE:

These are the styles of the logo on white, black and clear surfaces.



Typography

Mission Statement • Audience • Logo • Colors • **Typography** • Photography • Employee Uniform • Brand Extensions

Century Gothic - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890

Century Gothic- Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890**

Futura Md BT - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1234567890

Futura Md BT - Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890**

NOTE:

Futura is only a last resort
font if Century Gothic is
unavailable

Photography

Mission Statement • Audience • Logo • Colors • Typography • **Photography** • Employee Uniform • Brand Extensions



NOTE:

The photography expresses the high performance of the products yet also connects with professional and a love for the outdoors and a sense of exploration. Types of photography is Enviornmental as well as using HDR with the cyclists in view demonstrating the sport.

Employee Uniform

Mission Statement • Audience • Logo • Colors • Typography • Photography • **Employee Uniform** • Brand Extensions

NOTE:

For the employee uniform it is something quite simple. As the employees are required to be up and moving, they will be helping customers find bikes, or fix bikes and other equipment in the back a simple shirt is the right way to go.

It is a simple flexible fabric that allows air to circulate under the shirt to help employees stay cool while working.

The logo is placed on the left side of the chest and is small so that customers can tell they work in the bike shop.



Billboard Examples

Mission Statement • Audience • Logo • Colors • Typography • Photography • Employee Uniform • Brand Extensions



NOTE:

This is a billboard possibility for the company, demonstrating a witty marketing strategy, while still staying simple, taking off after a similar DOMO concept of using clever comments to make the ad interesting as people are driving down the street or freeway.

Packaging Mock-Up 1.0

Mission Statement • Audience • Logo • Colors • Typography • Photography • Employee Uniform • **Brand Extensions**

NOTE:

Not only does Paragon offer a great variety of premiere bikes for road bikes and mountain bikes, but for those who are fit they offer a great source of healthy energy snacks that are great for on the road.

Here you have Honey Granola which is in a simple packaging with a round sticker that shows what the product is and the logo in a circle sticker. It is a simple label that allows the customer quickly identify the item and see the contents.

The dried bananas are in a bit nicer box as they are banana chips that have a square sticker on the box.

All the material used to make the stickers and packags are 100% recycled to help with the enviornment and promote company values.



Packaging Mock-Up 2.0

Mission Statement • Audience • Logo • Colors • Typography • Photography • Employee Uniform • **Brand Extensions**

NOTE:

Not only does Paragon Bike Shop offer the best of the road and mountain bikes, they also offer a great selection of athletic wear that is both stylish and comfortable.

This shows that a tag would look like on a Paragon Bike Shop t-shirt.



Front

Back



Summary

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