



RETAIL VISUAL GUIDE



CONFIDENTIALITY

NON DISCLOSURE

You acknowledge that the Presentation ("Presentation") contains confidential information ("Confidential Information") of Bevite, Inc. ("Company") and its affiliates ("Affiliates"), and collectively, the Parties ("Parties"), and is protected by domestic and international copyright laws, patents, and trademarks. You agree not disclose to any third party, and safeguard the Confidential Information contained herein using the same degree of care as your own proprietary information of like importance, and with no less reasonable care. You agree to notify your agents, contractors, and employees who may have access to the Presentation contained herein of such confidentiality and to ensure their compliance pursuant to its restriction on use.

RESTRICTIONS ON USE

You acknowledge that the Presentation ("Presentation") contains proprietary information of Bevite, Inc. ("Company") and its affiliates ("Affiliates"), and collectively, the Parties ("Parties"), and is protected by domestic and international copyright laws, patents, and trademarks. The Parties retain all ownership and proprietary rights in and to the Presentation, including any copies made by you. You have agree that you will not nor will you assist or authorize others to: (a) disassemble, decompile, reverse engineer or otherwise attempt to discern any portion of this Presentation, (b) alter, enhance, improve or otherwise modify its contents, (c) use the Presentation whereby third parties other than you can benefit from the use of the Presentation, (d) copy the content provided with the Presentation, and if any, (e) assign, distribute, or otherwise transfer the Presentation.

GUIDE 02

SIGNAGE

STORES

Exterior 03

Interior 04

EQUIPMENT

CAPS 05

SHIRTS 06

HELMETS 07

CONTAINER 08

PACKAGE

BAGS 09

TAGS 10

DECAL

VEHICLES 11

DISCLAIMER

Guidelines represent brand direction,
product materials such as fabrication can
be substituted based on availability.



PRIMARY COLOR (OFFLINE)

- Color: Black

PANTONE	Process Black C
CMYK	0C 0M 0Y 100K
RGB	35R 31G 32B
HEX	000000



SECONDARY COLOR (ONLINE)

- Color: Honey

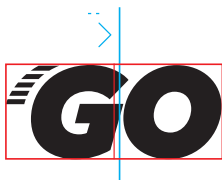
PANTONE	Coated DS 18-2
CMYK	0C 30M 100Y 0K
RGB	253R 185G 19B
HEX	FDB913



TERTIARY COLOR (OUTDOOR)

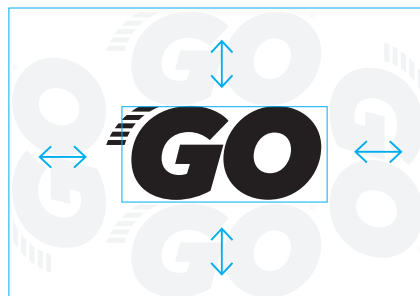
- Color: White

PANTONE	Opaque White
CMYK	0C 0M 0Y 0K
RGB	255R 255G 255B
HEX	FFFFFF



POSITIONING

The logo/mark is centered to the letter G, as shown by the blue line.



SPACING

The logo/mark has a buffer equivalent to the height of the logo.



REPRESENTING

The logo/mark has a trademark symbol on printed materials only.



MAIN (AWNING)

Black matte metal (not shiny) with logo/mark placed in white opaque plexi, illuminated by light.

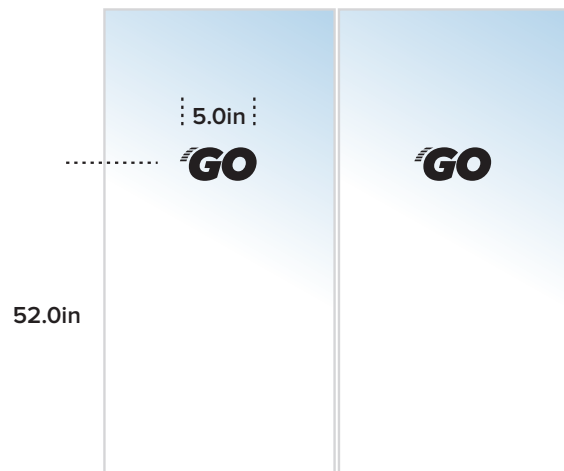
OTHER (DOORS)

Black matte vinyl (sticker) placed inside of glass doors.

- Logo Size: 5.0in wide (13.0cm)
- Logo Position: Center 52.0in (132.0cm)

EXAMPLE

Exterior





MAIN (COUNTERS)

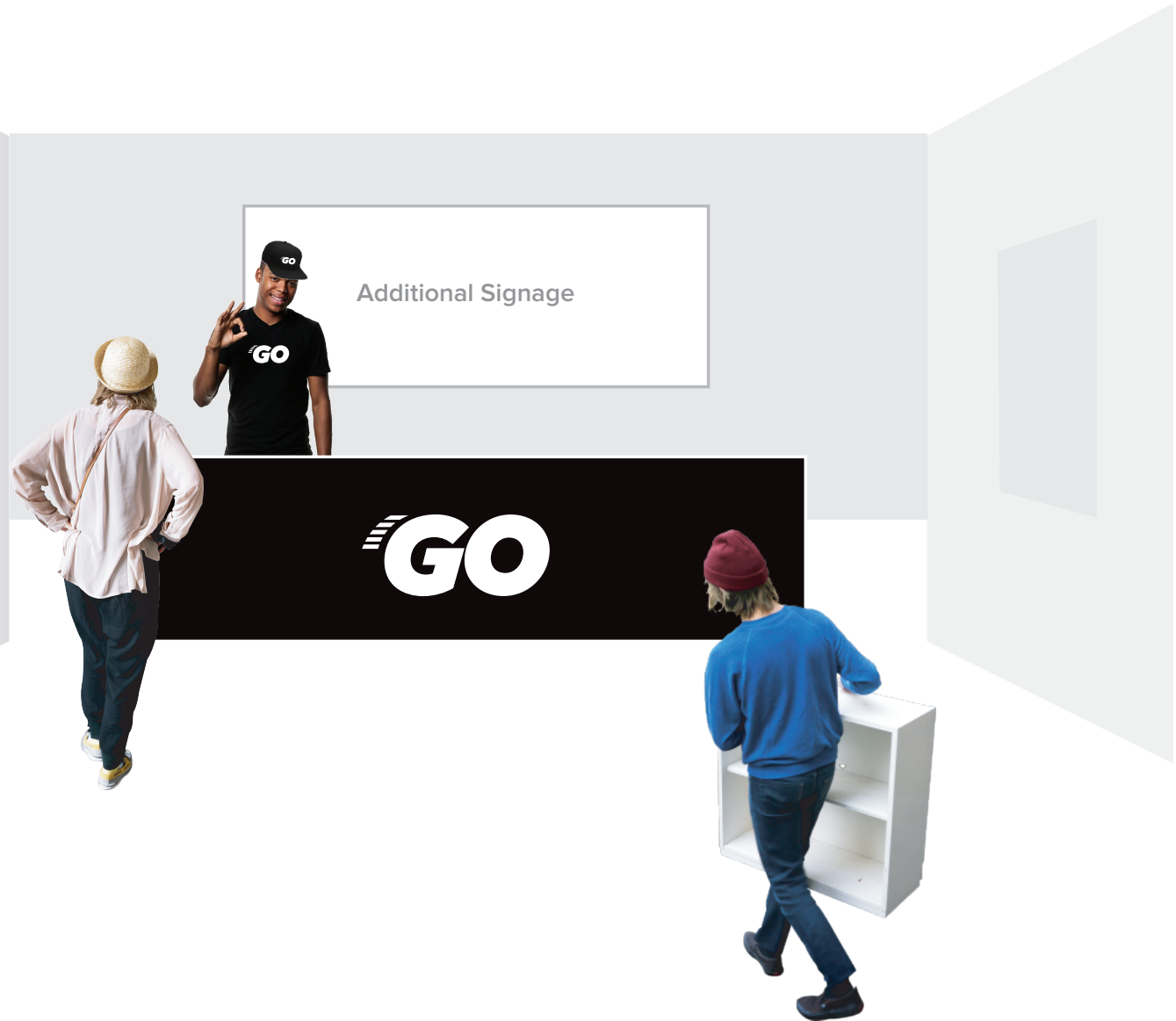
Black matte metal (not shiny)
with logo/mark placed in white
vinyl (sticker) in the center.

OTHER (DISPLAYS)

All other spaces are reserved
for additional signage.

EXAMPLE

Interior





CAPS

Universal Black Cap

- Matte Construction
- Adjustable 5 Crown Panels
- Cotton Sweatband
- Strap with Velcro Closure
- Curved Visor
- Sewn Eyelets
- 100% Polyester

FRONT

White Logo-Mark

- Logo Size (Front): 2.0in wide (5.0cm)
- Logo Position (Front): Centered

EXAMPLE

Caps





SHIRTS

Universal Black Shirt

- Matte Construction
- Short-Sleeve Stretch Tee Fit (Medium)
- Shoulder-to-Shoulder Taping
- 80% Cotton/20% Polyester
- Performance Blend

FRONT

White Logo-Mark

- Logo Size (Front): 4.0in (10.0cm)
- Logo Size (Back): 4.0in (10.0cm)
- Logo Position: Centered
(Front-Back)

BACK (DRIVERS ONLY)

Number centered in honey color.

- Size: 4.0in tall (10.0cm)
- Font: Arial

EXAMPLE

Shirts





HELMETS

Universal Black Helmet

- In-Mold Construction
- Dial-Adjust Fit System (54.0 - 61.0 cm)
- Shatterproof Polycarbonate Lenses
- Removable Interior Padding
- 10 Integrated LED Lights
- Rechargeable Batteries (USB Cable)
- CPSC CE Certified

FRONT-SIDES

White Logo-Mark

- Logo Size (Front): 2.0in (5.0cm)
- Logo Size (Sides): 2.0in (5.0cm)
- Logo Position: Centered Width of Logo/Mark
(Front-Sides)

EXAMPLE

Helmets

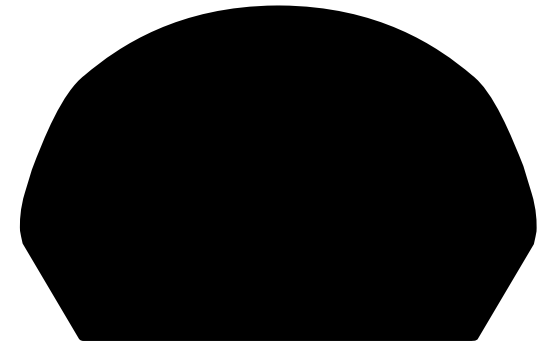
SIDE



FRONT



BACK



CONTAINERS

Universal Black Container

- Stable Plastic Case Construction
- Scooters, Motorcycles, Mopeds and ATV with Porter
- Theftproof, Waterproof
- Quick Mounting System
- Wider Red Reflector
- 43.0 x 41.0 x 32.0 cm Measurement
- 100% Plastic Polymer Composite

BACK-TOP

White Logo-Mark

- Logo Size (Top): 4.0in wide (10.0cm)
- Logo Position (Top): Centered Width of Logo/Mark

EXAMPLE

Containers





BAGS

Universal Black Bag

- High-Gloss Shiny Construction
- Die-Cut Handle Fit (Large)
- 20.0in x 20.0in x 5.0in Measurement
(50.8cm x 50.8cm x 12.7cm)
- 100% Recyclable Polymaterial Composite

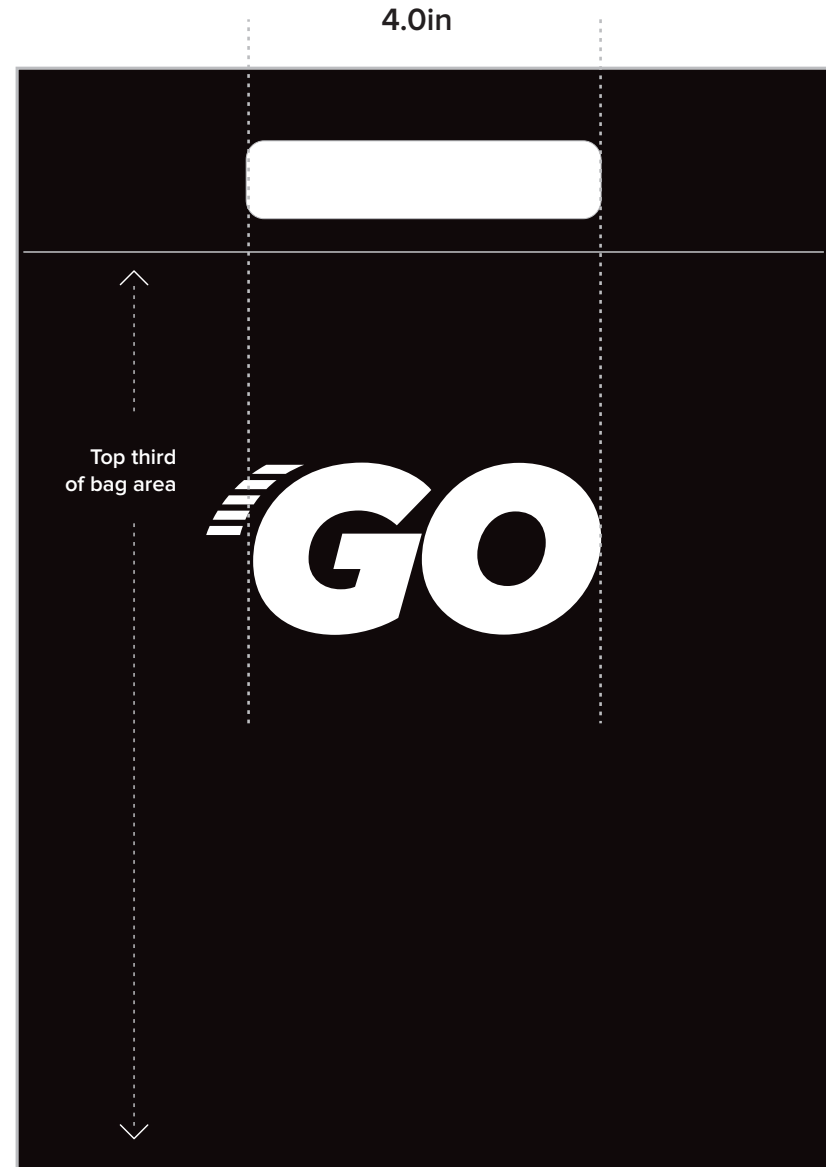
FRONT

White Logo-Mark

- Logo Size (Front): 4.0in wide (10.0cm)
- Logo Position (Front): Centered Width of Logo/Mark

EXAMPLE

Bags





TAGS

Universal NFC Tag

- Ntag213 Chipset Construction
- 180 bytes Physical Capacity
- 144 bytes Usable Capacity
- ISO14443A Protocol
- 13.5 MHZ Working Frequency
- 1.0 to 5.0 cm R-W-E Distance
- 1.0 to 2.0 ms R-W-E Response
- -20.0 to 55.0 Degrees, + 90% Humidity Working Temperature
- 25mm Diameter
- 100% PE Self-Adhesive Coated Paper

FRONT

Black Logo-Mark

- Logo Size (Front): 0.5in wide (1.0cm)
- Logo Position (Front): Centered Width of Logo/Mark

EXAMPLE

NFC Tags





MOTOR VEHICLES

Universal Black Motor Vehicle

- Aluminum Steel Construction
- 1-Cylinder, Liquid-Cooled, SOHC, 4-Stroke C
- Fuel System: Fuel Injection
- Starter: Electric
- Transmission: Dry Shoe, Automatic, Centrifugal Type
- Power: 9.10kW @ 9000rpm (12.00hp)
- Torque: 10.80N.m @ 6500rpm (8.00lb.ft)

SIDES

White Logo-Mark (Fuel Tank or Equivalent)

- Logo Size (Sides): 5.0in wide (12.0cm)
- Logo Position (Sides): Centered Width of Logo/Mark

EXAMPLE

Motor Vehicles



QUESTION?



RETAIL VISUAL GUIDE