



## **Brand Rollout**

Doga Cimen

## Introduction to the “Fern & Sons Cycle Co.”

Fern & Sons Cycle Co. is a third-generation bicycle workshop rooted in Toronto's Annex neighbourhood. For more than 75 years, the shop has focused on honest repair, skilled hands, and long-term relationships with local riders. The brand reflects a legacy of careful craftsmanship, approachable expertise, and a commitment to keeping the community rolling.

### **Brand Attributes**

Rooted

Warm

Trustworthy

### **Positioning Statement**

The Annex's community-focused bicycle workshop — providing careful, reliable repair for riders who depend on honest service and familiar hands.

# The Corporate Mark

## Process Colour

Evergreen: C: 92 M:26 Y:66 K:68

Antique White: C: 0 M: 5 Y: 12 K:4

Night Bordeaux: C: 0 M:73 Y:65 K67:

## Screen Colour

Evergreen: R: 4 G: 50 B: 34

Antique White: R: 246 G: 233 B: 217

Night Bordeaux: R: 83 G: 22 B: 29

## Web Colour

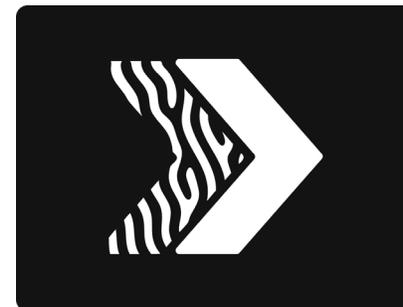
Evergreen: HEX: #043222

Antique White: HEX: #F6E9D9

Night Bordeaux: HEX: #53161D

When the corporate colours are unavailable use only 100% black.

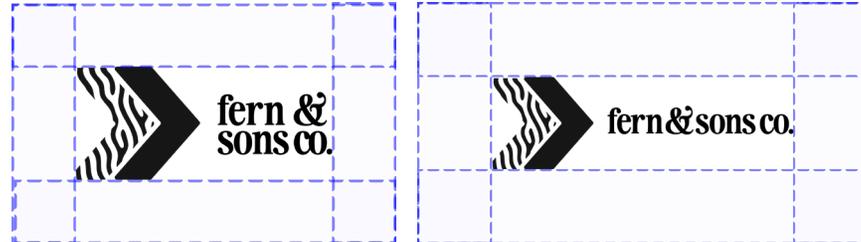
Use only the official reverse logo for alternative use cases.



# The Corporate Mark

## Spatial Integrity

Always leave a blank space of at least 25% of the longest dimension on all sides of the mark.



## Minimum Size

Do not reproduce the mark any smaller than one inch based on the longest side.



# The Corporate Mark

## Brand Signature

Use only the official colour, positioning and size when the Positioning Statement is combined with the corporate mark.



**fern & sons co.**

Because the steel remembers who shaped it.

## Minimum Size

Do not reproduce the brand signature any smaller than 1.5 inches based on the longest dimension.



**fern & sons co.**

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2.8 inches

# The Colour Palette

Primary Colour

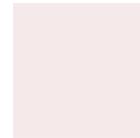


C:92 M:26 Y:66 K:68  
R:4 G:50 B:34  
Hex #043222

Secondary Colours



C:0 M:73 Y:65  
K:67  
R:83 G:22 B:29  
Hex #53161D



C:0 M:5 Y:12 K:4  
R:246 G:233 B:217  
Hex #F6E9D9

# Typographic Specifications

Display Type

Used for prominent text such as headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Awesome Serif

Body Text Typeface

Used for smaller text such as body copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SF Pro Text

# Imagery

## Patterns



Pattern A



Pattern B

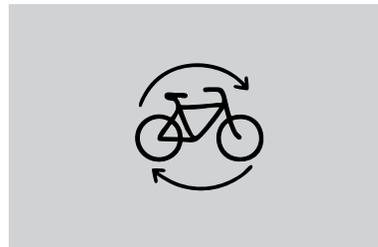
## Mix & Match Icons



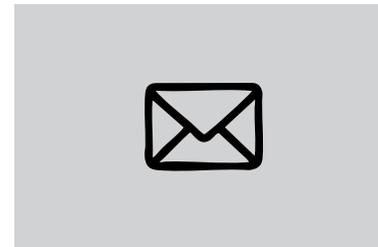
Icon A - Community



Icon B - Map



Icon C - Tune-Up



Icon D - Mail

# Stationery

Letterhead

Note:

**Original File (US Letter Standard):**

62% Shrinked



March 16, 2025

Ernie English  
1234 Writing Lab Lane  
Toronto, ON M4X 1C6

**Dear Mr. English,**

Thank you for bringing your bicycle in last week. I'm writing to confirm the details of your requested repairs and to outline the next steps in the service process. At Fern & Sons, we take our time with every tune-up, ensuring each adjustment is done carefully and with the same precision passed down through three generations of our family.

During the initial inspection, our mechanics identified a few areas that will benefit from servicing, including brake alignment and minor wheel truing. These adjustments help prevent long-term wear and ensure your riding experience remains smooth and reliable. Once the work is complete, we'll take the bike out for a short road test — a tradition in our workshop to guarantee everything is functioning exactly as it should.

We expect to have your bicycle ready by the end of the week. **You'll receive a notification as soon as your pickup is ready.** If you have any questions in the meantime, feel free to reach out.

Sincerely,

**Lucy Letter**  
Service Lead

**Fern & Sons Cycle Co.**  
412 Bloor Street West  
Toronto, ON M5S 1X5

416-555-0194  
hello@fernandsons.com  
www.fernandsons.com

*Because the steel  
remembers who shaped it.*

# Stationery

Business Card



Front



Back

Email Signature



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**Martha Someone** | Senior Mechanic  
*Fern & Sons Cycle Co. | 416-555-0194*  
*412 Bloor Street West, Toronto ON*

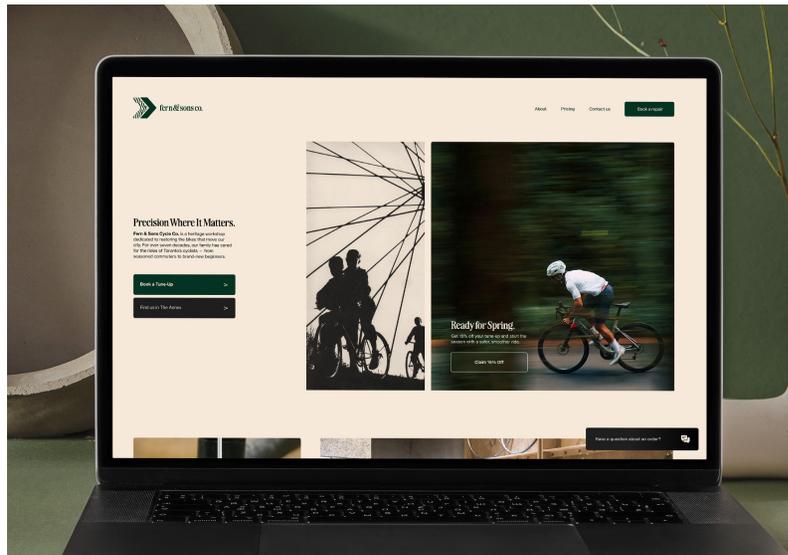
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[martha@fernandsons.com](mailto:martha@fernandsons.com) | [www.fernandsons.com](http://www.fernandsons.com)

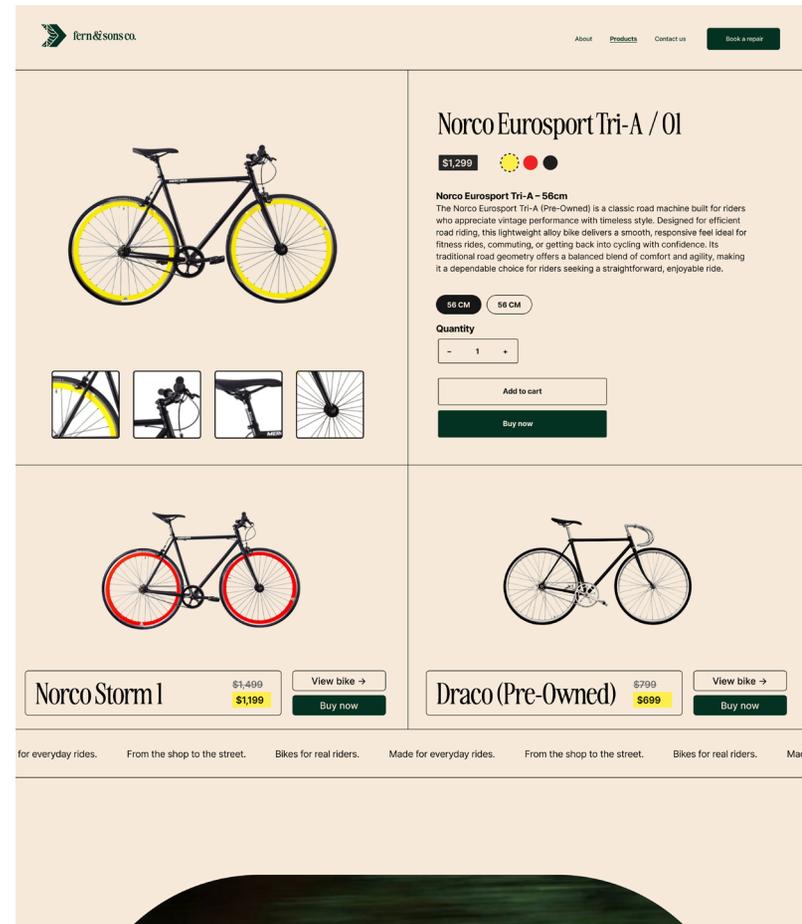
# Website

[home page mockup link \(click to view\)](#)

Website Landing Page



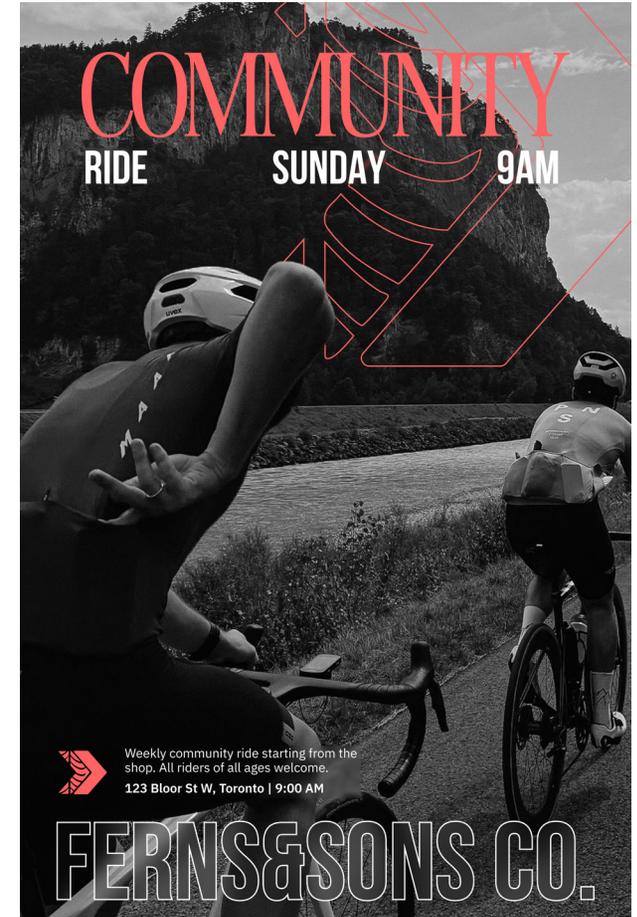
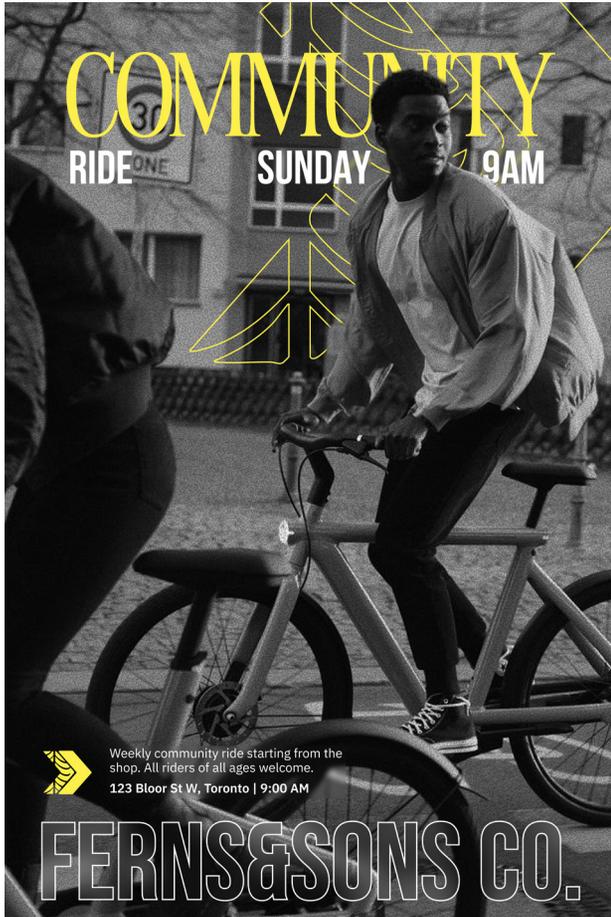
Website Product Page



# Social Media



# Posters



Posters (mockup)



**COMMUNITY**  
RIDE SUNDAY 9AM

Weekly community ride starting from the shop. All riders of all ages welcome.  
123 Bloor St W, Toronto | 9:00 AM

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# Promotional - Tshirt



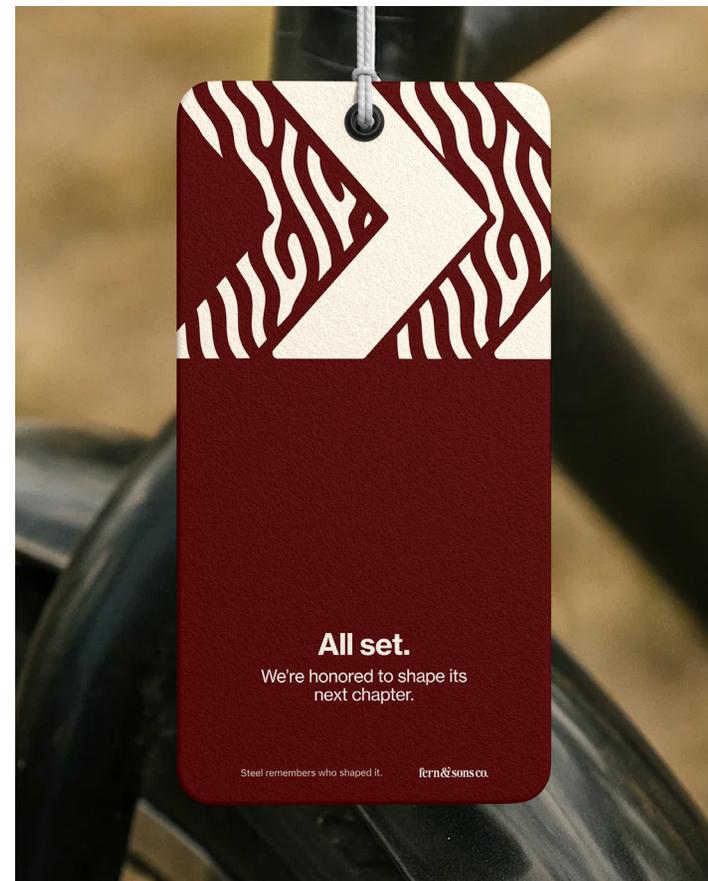
# Promotional - Tumbler



# Promotional - Tote Bag



# Mockup - Bike Tag



# Promotional - Packaging Tape

