



# visual identity



## Visual Identity

Guideline Pro | 2021

**Chapters**

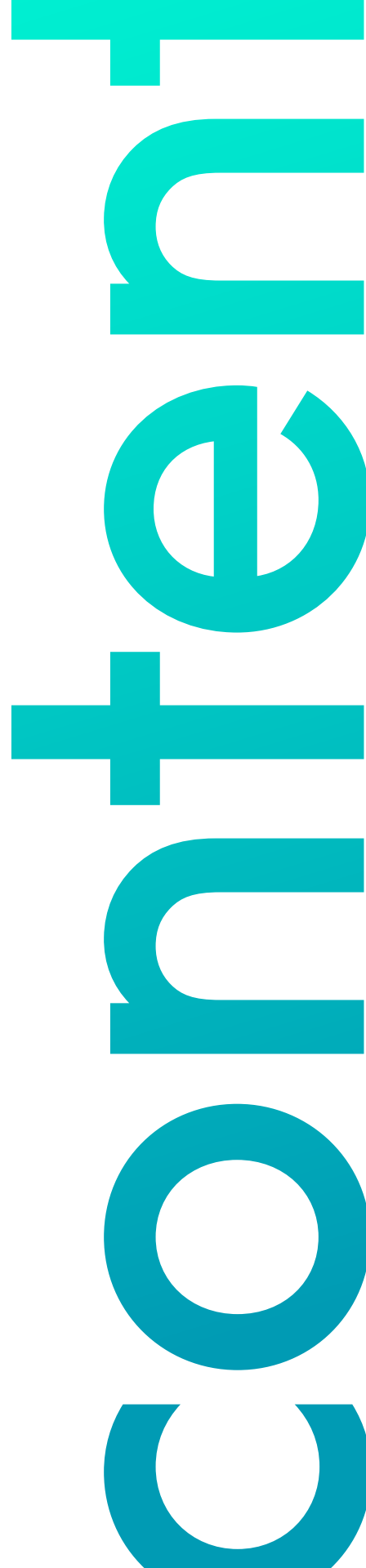
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**Go back**

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**Jump to links**

You will find links within the guideline text that are highlighted in **bold**. These will allow you to jump to that corresponding page.



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*intro-*  
*duction*

# Visual identity.

A brand identity is a collection of elements that create a holistic "look and feel" for a brand, portraying the right image to the consumer. It is the way we communicate with the outside world.

This guideline explains and outlines the correct usage of the CFMOTO visual identity elements, and how best to use these elements to create a brand experience with a strong visual impact.

Our visual identity embodies the essence of powersports and is deeply connected to authentic motorcycle, ATV, and Side-By-Side culture, always heading for a clear and advanced design that is instantly recognizable, easy to use, young and modern at the same time.

*brand*

**DNA**

# Our mission.

“To make the world a more inviting, accessible, and fun place to explore.”

CFMOTO's world is a fast-moving, exciting and active one. We invite all of our employees, partners, fans and customers, to join us on our journey and to maximize the full potential available to us all. Determined to **"experience more together"**, as we explore new horizons.

At the heart, CFMOTO's mission is to be courageous; freeing ourselves from restrictions and limitations, as we dare to explore new possibilities and embrace change. This mindset allows us all to go further, to aim high and to explore more of our own potential - and of this great big world of ours. To embrace a dynamic modern life, discovering new things with like-minded people and appreciating the

unique moments that we are fortunate enough to experience.

To seek out what drives us, as we set new goals and soar to new heights. To never rest or accept anything less than we know we are capable of. Striving to be a better version of ourselves, and in so doing to be the driving force in building a better community around us.

This is how we upgrade our lives and create a brighter future - by being active, determined and positive as we invite others on the journey with us. Even if it means challenging the status quo, breaking misconceptions and bringing some fresh new thinking and energy to the market place.

Life is precious, so do more of what you love and invest time in things that enrich yourselves and others - which add, which build and inspire. Let's go!

# Our vision.

“To become a premium global powersports brand.”

With a well-established foothold spanning decades, CFMOTO has become a globally trusted powersports brand dedicated to providing unmatched customer experiences and satisfaction through the use of our products.

Our vision is to grow CFMOTO into a top-tier powersports brand with a premium product portfolio, which continuously adapts to changes in the global powersports landscape, by listening to the needs and wants of our customers and maintaining service levels expected of premium brand.

By embracing our ethos of **"experience more together"**, we aim to create a diverse and open powersports culture that welcomes all levels of experience - regardless of product type.

CFMOTO is proud to offer the opportunity to expand the boundaries of our customers' enjoyment, providing them with high-quality, high-performance products, while being at the leading edge of industry design, trends, and technology.

# Our values: determined, progressive, more fun.

Our core values define the CFMOTO character. They are reflected in every facet of our visual identity.

## **Determined**

The powerful drive and determination to stand out and be individual. To pursue exceptionally designed, innovative, more reliable and rewarding leisure vehicles. Never letting any challenge defeat us and continually exploring new possibilities – CFMOTO is here to stay.

## **Progressive**

A commitment to looking ahead and striving for more. Never resting on our laurels, always searching for better, more efficient, innovative and practical ways to create leisure vehicles that are enjoyable but are functional, reliable and captivating like our vehicles – we are always moving forward.

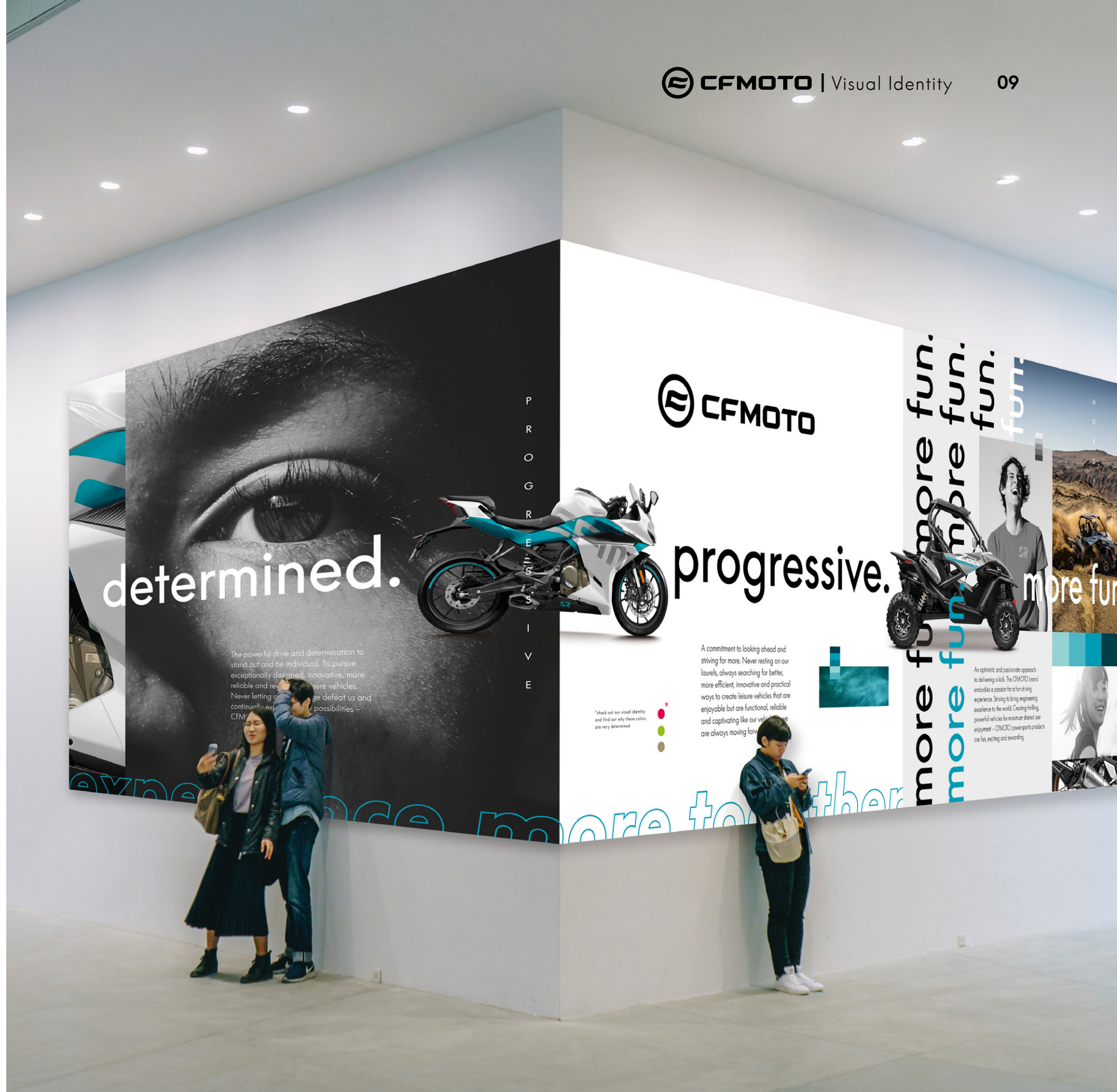
## **More Fun**

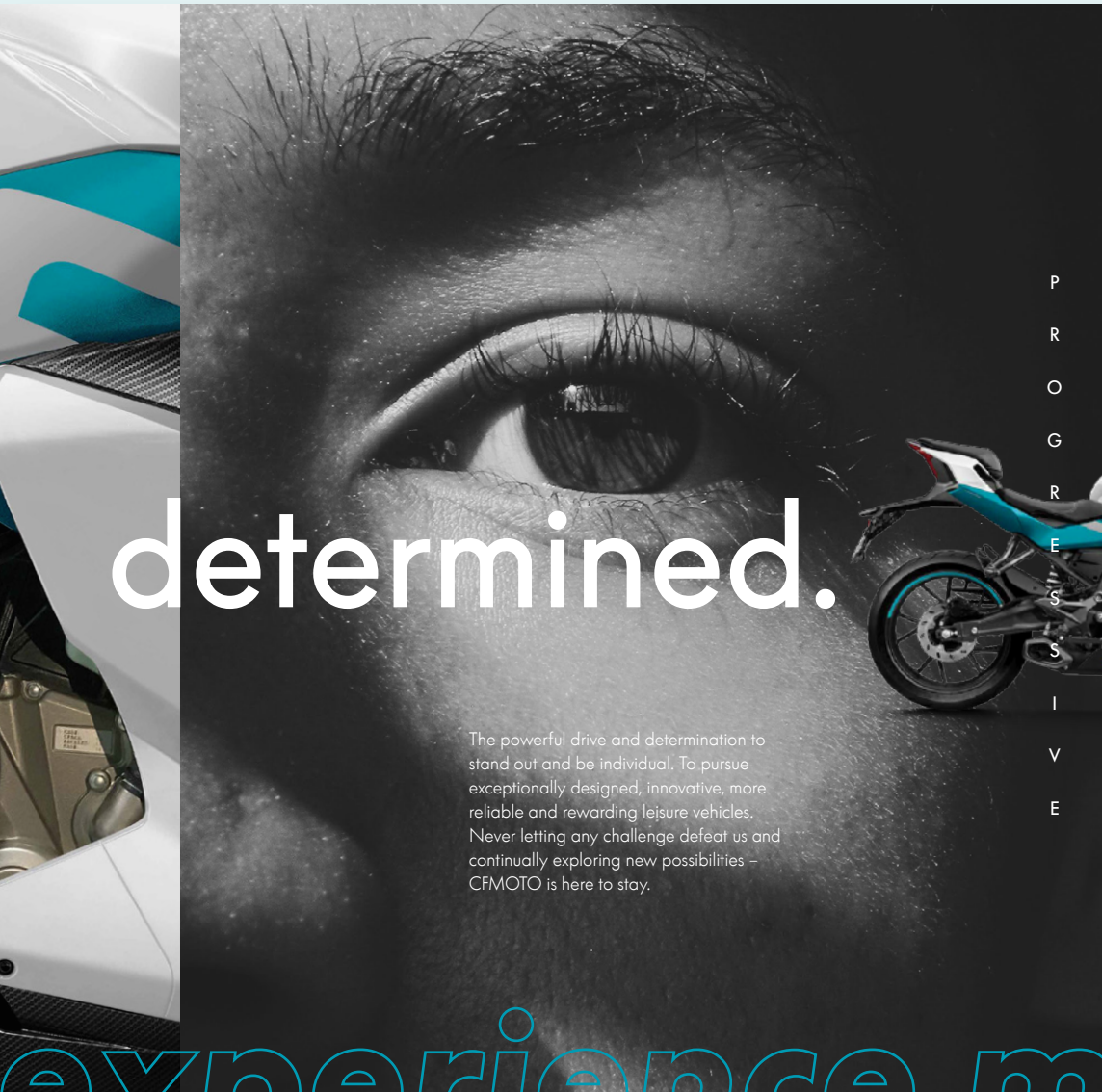
An optimistic and passionate approach to delivering a kick. The CFMOTO brand embodies a passion for a fun driving experience. Striving to bring engineering excellence to the world. Creating thrilling, powerful vehicles for maximum shared user enjoyment – CFMOTO powersports products are fun, exciting and rewarding.



## Our core values, visualized.

Our brand core values visually respected as a poster in portrait and landscape formats.

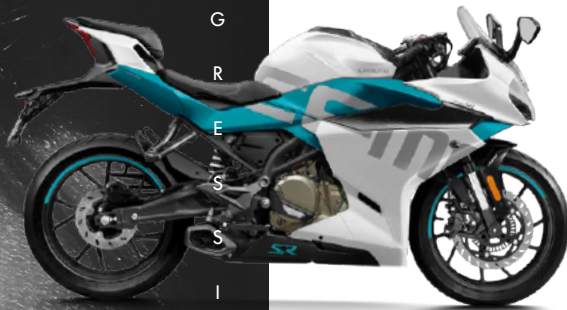




determined.

The powerful drive and determination to stand out and be individual. To pursue exceptionally designed, innovative, more reliable and rewarding leisure vehicles. Never letting any challenge defeat us and continually exploring new possibilities – CFMOTO is here to stay.

P  
R  
O  
G  
R  
E  
S  
S  
I  
V  
E



\*check out our visual identity and find out why these colors are very determined



progressive.

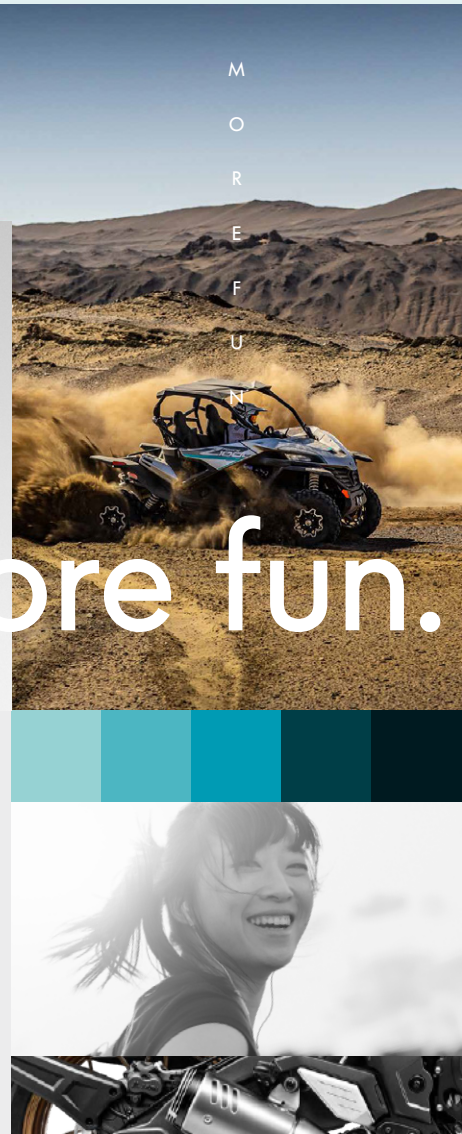
A commitment to looking ahead and striving for more. Never resting on our laurels, always searching for better, more efficient, innovative and practical ways to create leisure vehicles that are enjoyable but are functional, reliable and captivating like our vehicles – we are always moving forward.



more fun.  
more fun.  
more fun.  
more fun.  
more fun.  
more fun.



An optimistic and passionate approach to delivering a kick. The CFMOTO brand embodies a passion for a fun driving experience. Striving to bring engineering excellence to the world. Creating thrilling, powerful vehicles for maximum shared user enjoyment – CFMOTO powersports products are fun, exciting and rewarding.



M  
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N

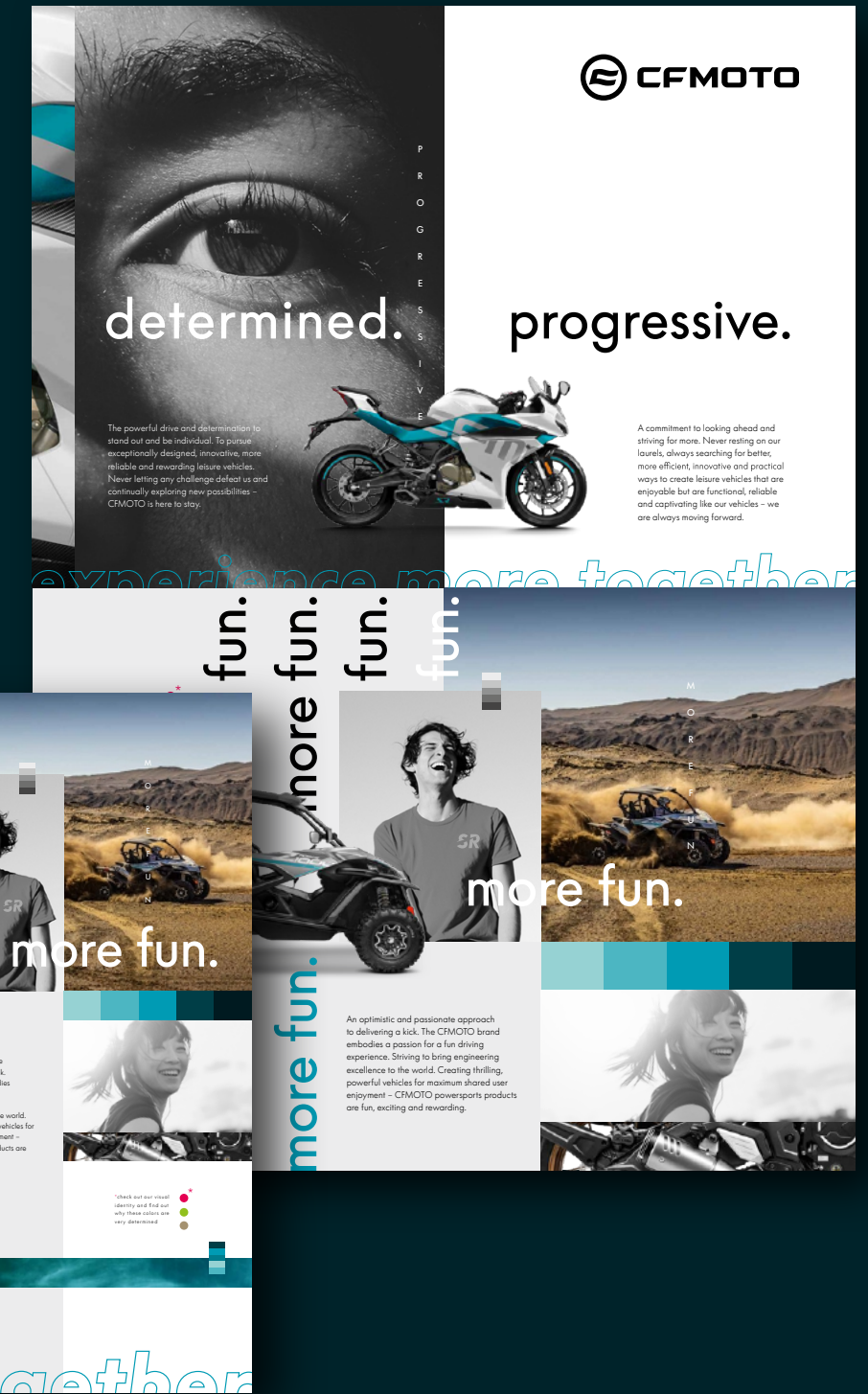
more fun.



experience more together

# Our core values, visualized.

The following examples show the poster in both A3 portrait and A3 landscape formats. The poster is also available in the 3:1 ratio as presented on the previous page.



# Our brand voice.

The tone of voice used by CFMOTO shows the world our brand personality and core values.

When it comes to communicating with our audience, the words that we use are just as important as the look of our brand. The following attributes are an extension of our core values and should be seen as guidance when creating any kind of communication asset.

*Welcoming*

*Open-Minded*

*Free of stereotypes*

*Inspiring*

*Diverse*

*Authentic*

*Easy to understand*

*Clear and concise*

*Young and modern*

*Informal*

*Engaging*

# Our brand promise and claim.

## “experience more together”

The CFMOTO brand claim of **“experience more together”** is in essence our brand promise.

It is used across all communication, media, and channels with a focus on how the entire range of CFMOTO vehicles allows their users to enrich their lives and broaden their personal horizons. It is an invitation to the user to join the CFMOTO family and experience life beyond their current expectations.

The use of "together" emphasizes how the enjoyment is enriched by sharing these experiences with others. It shows the ambition and forward-focused approach of CFMOTO – looking ahead with the entire company working as one towards shared goals.

The claim is always set in lower case throughout all channels and media to ensure brand consistency. Within a copy text you can highlight the claim by putting "quotation marks" in bold style. In any case you should use the lower case as defined.

*design*  
*elements*

## Our logo.

The CFMOTO logo is derived from the Chinese name "Chunfeng" (CF) which stands for "spring wind". As such, the symbol is an interpretation of wind movement, symbolizing wind blowing through a flag.

The CFMOTO logo is a combination of the symbol and wordmark. To ensure consistent identity, the **primary version** is used across all media and channels.

However, when it is necessary to achieve a more visible brand identity, a **secondary version** was created with a slightly oversized symbol placed above the wordmark.

The size of the CFMOTO can be reduced or enlarged, provided the proportions remain unchanged. However, a minimum size must be respected to ensure visibility.

Please also be aware of the readability of smaller logo formats.



**1. primary version:** horizontal

**Minimum width screen:** 60 px | **Minimum width print:** 15 mm

**2. secondary version:** stacked

**Minimum width screen:** 50 px | **Minimum width print:** 10 mm



## Our logo.

The proportions of the storefront or building architecture will dictate which logo format is used. In this example, the stacked logo is used.

The ideal logo to use is the white version, placed on a dark background as the logo will most likely be illuminated to ensure the best visibility.





## The symbol.

As a third logo version, the symbol can be used on its own without the wordmark. However, special care must be taken to ensure this version is only used in an environment whereby it is clearly obvious that it is part of the CFMOTO brand. What does this mean?

As an example, the symbol is used as a profile image on CFMOTO **social media channels**. This is done as the format is circular in shape, and achieves the best visibility by using only the symbol. These channels also clearly show the brand name next to the profile image, negating the need for the full logo to be used.

### 1. Symbol with background (please refer to p.17)

The symbol is available with a white background.

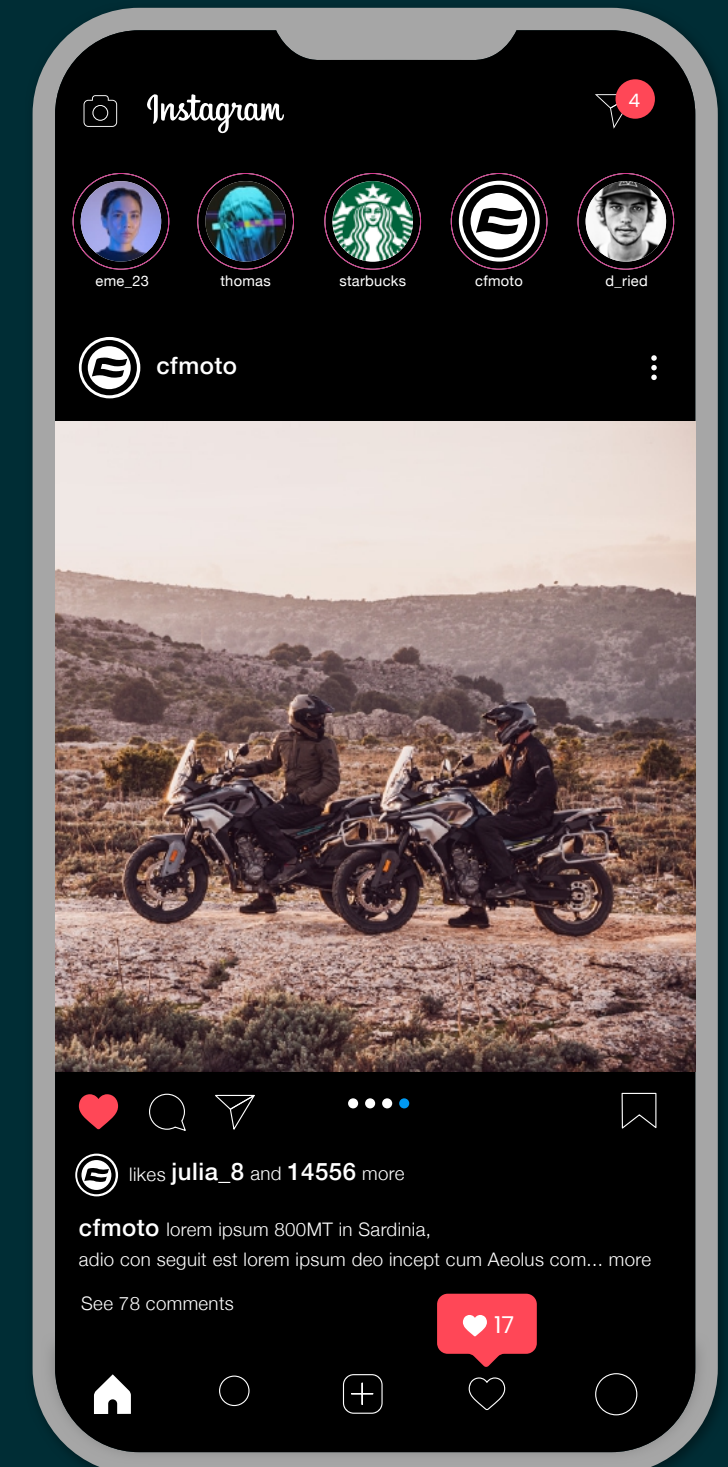
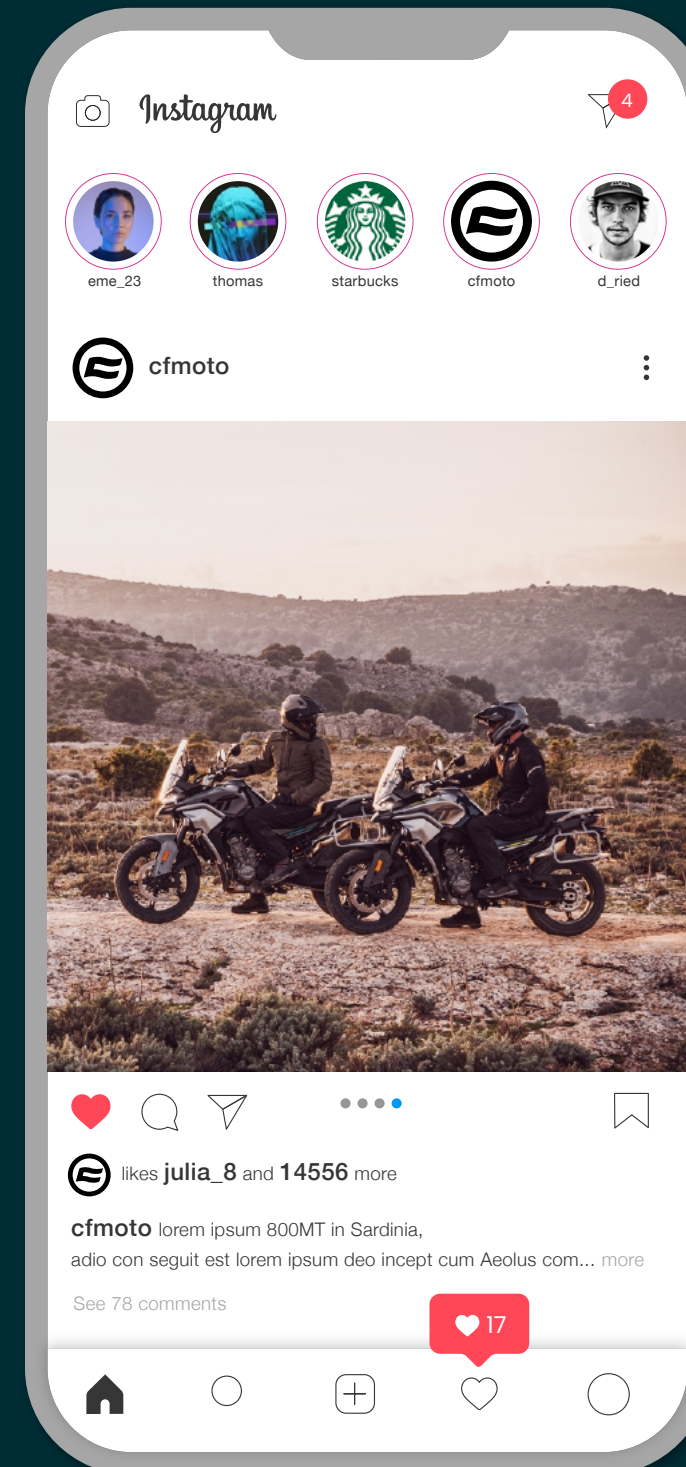
The background ensures a consistent appearance, regardless of light or dark mode being selected on a device.

The outer white circle is exactly half of the black circle width.

### 2. Symbol without background (please refer to p.18)

This version is the preferred version.

It is also available in white.



## The symbol usage.

The symbol can be used for the following assets and applications:

- **Stationery.** It is clear to the user that the asset is coming from CFMOTO as the backside of the card shows the complete logo and name.
- **on the product.** The symbol can be used on various parts of any product should the shape, and size of the area call it.
- **within the office, company, trade fair or store environment.** In this instance, the visitor has already been introduced to the brand, via the complete logo at the storefront or the outside of the company building.
- **within brand or product folders or similar corporate publishing materials.** In this instance, the visitor has already been introduced to the brand, via the complete logo on the cover or title page.

The symbol is **not** used for:

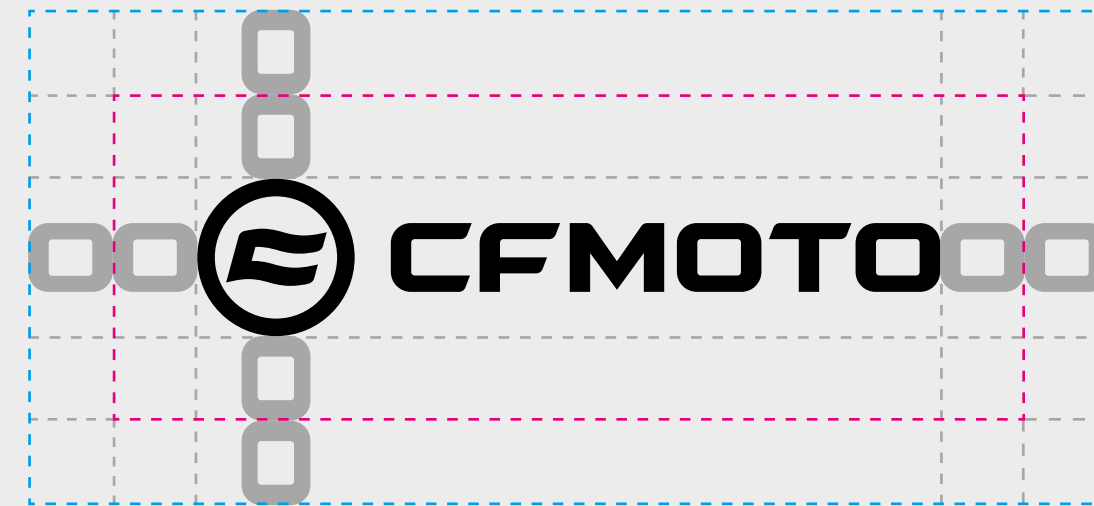
- **advertising**, such as web banners, posters, billboards or print advertisement



## Clear space.

To maintain a clean, unobstructed approach, the CFMOTO logo should not interfere with any other design elements.

It should always be placed on backgrounds that are not complex or too busy. To achieve this, use the width of the letter "O" to create a frame or "free area" that stays free of any other graphic elements.

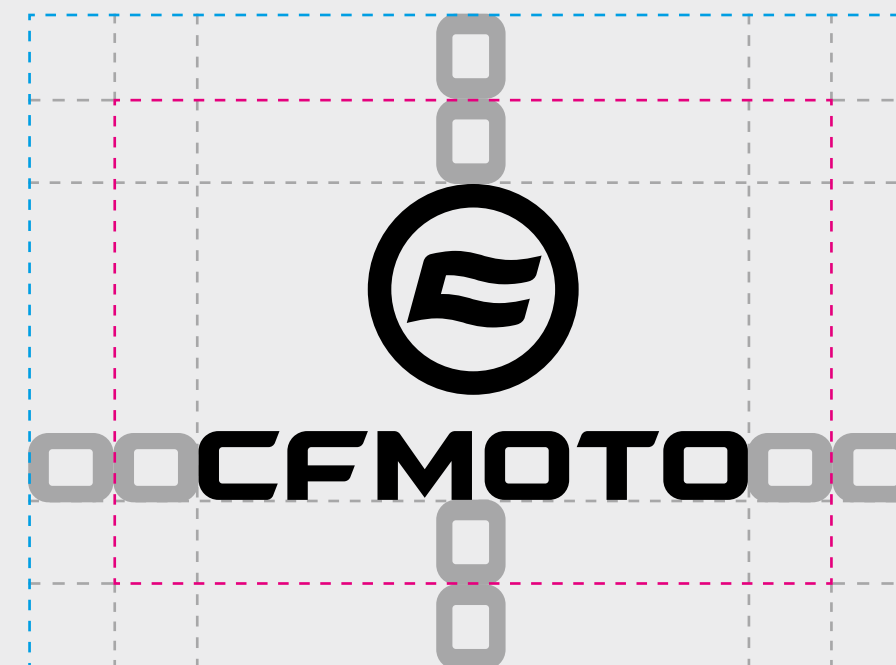


**1. primary version:** horizontal

**Clearspace:** 2 x width of letter O

**2. secondary version:** stacked

**Clearspace:** 2 x width of letter O



— minimum clear space

— recommended clear space

## Collaborative branding.

The following example shows the combination of the CFMOTO logo with that of a partner brand. In this instance, both logos should have equal visual weight. An "X" between the logos clearly indicates the partnership.

For this example, the horizontal alignment would be the preferred version as the "Insta360" logo has a similar horizontal orientation as the CFMOTO logo. Therefore this alignment has the most balanced and harmonic appearance.

### 1. Horizontal logo version | horizontal alignment

This version is the preferred version for horizontal logos and logos with a wider appearance.

### 2. Horizontal logo version | vertical center alignment

This version can be used for narrower formats. It can be used for both horizontal and stacked logos.

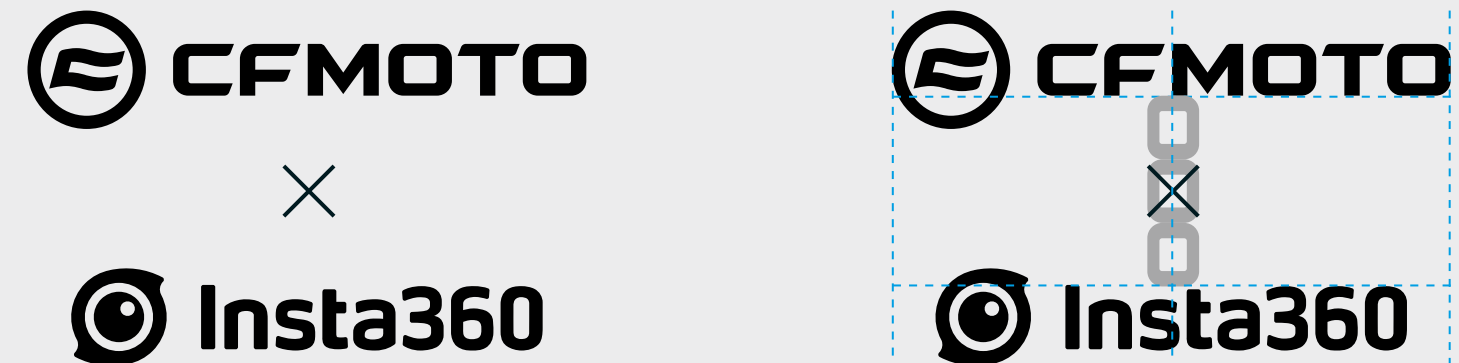
**Clearspace between logos:** 3 x width of letter "O"

The "X" is placed in the center. It has the same height as the letter "O"

### 1. Horizontal logo version | horizontal alignment (preferred for horizontal and wide logos)



### 2. Horizontal logo version | vertical center alignment



## Collaborative Branding.

The following example shows the combination of the CFMOTO logo with that of a partner brand. In this instance, both logos should have equal visual weight. An "X" between the logos clearly indicates the partnership.

For this example, the stacked alignment would be the preferred version as the "F.C.C" logo has a similar stacked orientation as the CFMOTO logo. Therefore this alignment has the most balanced and harmonic appearance.

### 1. Stacked logo version | horizontal center alignment

This version is the preferred version for stacked logos and logos with a taller appearance.

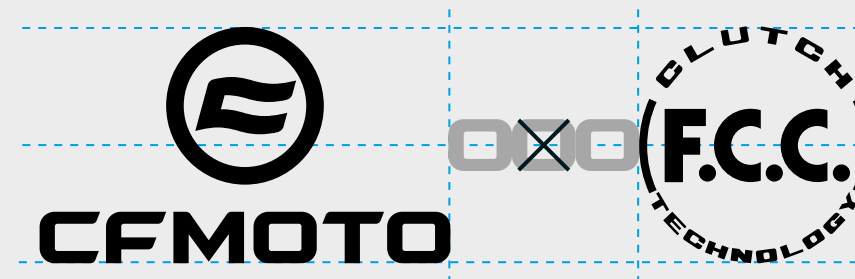
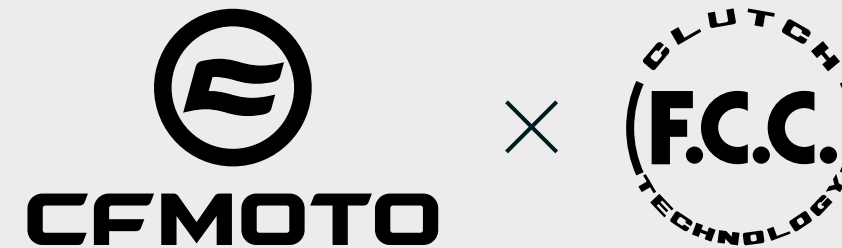
### 2. Stacked logo version | vertical center alignment

This version can be used for narrower formats. It can be used for stacked logos.

Clearspace between logos:

- 3 x width of letter "O"
- the "X" is placed in the center
- it has the same height as the letter "O"

### 1. Stacked logo version | horizontal center alignment (preferred for stacked or tall logos)



### 2. Stacked logo version | vertical center alignment



## Collaborative Branding.

In the event of the CFMOTO logo being presented together with a brand that is not necessarily a brand partner, for example in the case of a trade show or event, the "X" is not used, with the logos simply placed next to each other.

In this instance, please use the clear space as described on **page 19**. The example here shows the horizontal alignment of partner logos.

### 1. Co-Branding example without a clear partnership



## Color logo versions.

Both **primary version** and **secondary version** can be used on white or black backgrounds. If you are placing the logo on an image please ensure visibility by using a background which is not complex or busy.

When placing the logo on the „CFMOTO gradient“ please use the white logo version only. The gradient background is only used for screen applications. Please be aware that the solid CFMOTO blue is not used as a background color for the logo.



1. **primary version:** horizontal

2. **secondary version:** stacked



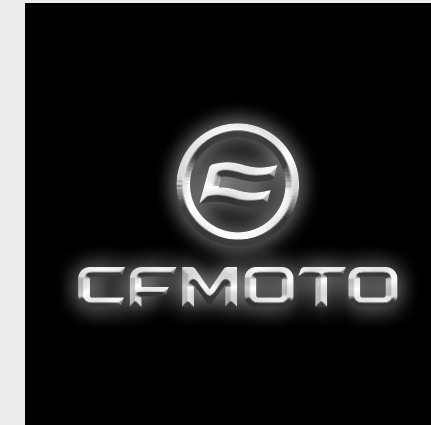
## Incorrect logo usage.

The following examples show incorrect logo usage which must be avoided at all times.

1. Placed over a busy background with weak contrast
2. Drop shadows, filters, and other "special effects"
3. Textured backgrounds used as logo filling
4. Any unapproved logo colors
5. Repositioning or scaling of any logo elements
6. Distortion such as warping or stretching



1



2



3



4



5



6

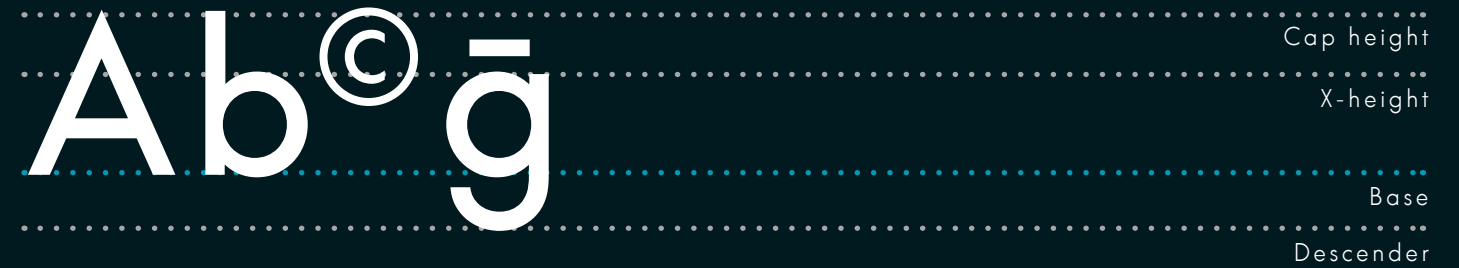


## Our corporate font "Supreme LL".

One of the most characteristic elements of the CFMOTO visual identity is its typography.

The Supreme LL typeface is used as the CFMOTO corporate font. It is a contemporary take on Paul Renner's famous Futura font, meeting the aesthetic challenges of the digital era and on-screen readability.

Constructed purely out of straight lines and circular curves, it is geometric and technical but at the same time, has a sense of elegance which makes it a perfect match for the progressive and determined approach of our brand.



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 ® Ø Ö è ð × © ¥ § £ @ & \$ ? æ €  
 1234567890 | ÷ ¼ ½ ¾ » ² ∫ μ ∅ ∏ ∞

Supreme LL Regular

Lorem ipsum copy text dolor est 800  
 machinina sequit. Describere unica  
 elecura fra destra ubiquitus est. Per  
 essere piu veloce sempre.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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Supreme LL Regular Italic

Lorem ipsum copy text dolor est 800  
 machinina sequit. Describere unica  
 elecura fra destra ubiquitus est. Per  
 essere piu veloce sempre.



Supreme LL Regular Italic

Supreme LL Regular

Supreme LL Regular Italic | outline version

## Font usage.

With its range of different styles, the Supreme LL typeface offers good flexibility when creating different typography for communication purposes.

The font style can aid in setting a particular tone or "feel" to a piece of communication. For example, choosing the Regular font style sets an understated and clear tone while the Black Italic style is perceived as dynamic and bold.

The outlined text version is used to add depth and detail to a layout. Please refer to the values poster on **p.10/11** where the brand claim is used as a very purposeful, yet subtle detail, rather than a focal point. You will not recognize it in the first moment but it creates depth within the image. Please be aware to align the stroke to the outside of the text to maintain the original font proportions.

### Headline set in "Regular"

Subhadline set in Supreme LL Light

### Headline set in "Regular Italic"

Subhadline set in Supreme LL Light

### Headline set in "Bold Flat"

Subhadline set in Supreme LL Regular

### Headline set in "Bold Flat Italic"

Subhadline set in Supreme LL Regular

### Headline set in "Black"

Subhadline set in Supreme LL Regular

### Headline set in "Black italic"

Subhadline set in Supreme LL Regular

**Outline** *text*

Copy text is set in Light.

Highlights are set in bold



#### Margin column or captions

Small text is set in Light. Lorem text dolor ca highlight in bold orelebera elecura frater nus destra ubiquitous est. Per essere piu veloce sempre.

## Special type treatment.

Besides the standard font being used for all kinds of text-based content, the Supreme LL typeface is also used in the creation of tailor-made, graphical elements, as seen in some of the CFMOTO product names. This very special and unique treatment adds another level of detail to our product communication and can be adjusted to the target group or a segment-specific style or trend. (Please refer to the **advertisement** layouts for more information regarding the type of treatment in use.)

The 3 examples on this page explain how the font can be used as a typographic design detail within specific product communication. These examples can be used as an inspiration for the creation of upcoming products or the enhancement of the existing product range.

1. The sport/race font style contains a sharp cut that almost looks like a flash as a metaphor for speed, with the italic font creating a sense of movement.
2. The travel/adventure font style is inspired by the lines of latitude following the product naming concept.
3. The font style which is used for the heritage segment evokes a subtle classic feeling which is derived from vintage motorsport aesthetics.

**250SR**  
PLAY TO WIN

**39°**  
800MT EDITION

HERITAGE  
**700CL-X**  
SCRAMBLER EDITION



## Our claim.

The white font is used for dark backgrounds, while the black font is used for light backgrounds. The claim is usually used as a headline. It can be used as:

### 1. Three line version

This version can be used for narrow formats.

### 2. One line version

This version can be used for wide formats.

### 3. Outline version

The claim can also be used as an outline version. To maintain the font proportions the stroke is aligned to the outside.

#### 1. Three line version | Supreme LL bold flat italic, lower case

*experience  
more  
together*

#### 2. One line version | Supreme LL bold flat italic, lower case

*experience more together*

#### 3. Outline version | Supreme LL black italic, lower case

*experience  
more  
together*

## CFMOTO Blue - the primary color.

The CFMOTO primary color is a combination of the calming characteristics of the color blue and the refreshing qualities of green.

The teal color is often described as a revitalizing and rejuvenating color that also represents open communication and clarity of thought. It is also symbolic of the infinite expanses of sea and sky, while it is culturally interpreted as the color of truth and faith.

As our signature color, CFMOTO Blue is used across all media and channels. To ensure a light feeling, the primary color is used for accents and highlights only. It is not used to fill large spaces to avoid color fatigue.

For on-screen assets, such as the CFMOTO website, the primary color is replaced by the CFMOTO solid gradient. The gradient

contains a bright, fresh teal color that can only be displayed on screens. Therefore the gradient is not used in print. It is used for typography accents, information graphics, or user interface elements.

The texture gradient can be used as a backdrop for the logo or text. It also contains a grainy texture that creates a vibrant depth.

The color blocks are mainly used for **stationery**. They consist of 3 colors where 1 of them needs to be CFMOTO Blue. The direction is always from dark to light to replicate the gradient palate.

### RAL color

Please be aware that there is no RAL color available that matches CFMOTO Blue. The RAL color does not feature the same color quality as the Pantone CFMOTO Blue. Therefore it is recommended to adjust a varnish color to the CFMOTO Blue Pantone color.



RAL/Pantone color comparison



### Primary color CFMOTO Blue

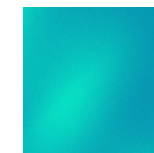
**Pantone** 2229C  
**CMYK** 100/0/30/0  
**RGB** 0/155/180  
**Hex** #009BB4



### CFMOTO Solid Gradient

● **RGB** 0/155/180  
**Hex** #009BB4

● **RGB** 0/239/209  
**Hex** #00efd1



### CFMOTO Texture Gradient

The gradient is also available as texture.



1. CFMOTO Blue  
2. Light Teal 1  
3. Light Teal 2

### CFMOTO Color Blocks (CMYK)

The Color Blocks are the substitution for the gradient when used in print.

- 1. Primary color CFMOTO Blue**
- 2. Light Teal 1 (CMYK 66/5/25/0)**
- 3. Light Teal 2 (CMYK 37/0/15/0)**



### Primary color White









**CMYK** 0/0/0/0  
**RGB** 255/255/255

## Secondary colors – the CFMOTO Blue spectrum.

When creating any brand asset, the overall color balance should stay within the CFMOTO Blue spectrum. This color palette was created to provide more flexibility when selecting colors but ensures that the brand color balance remains aligned to the CFMOTO brand, even when using secondary colors for call-outs or similar design elements. This color palette is mostly used in any background applications which special care needed to ensure it does not impact the signature color.

The dark teal palette is used for larger spaces as a background color where it replaces the usage of black. On the other end of the spectrum, you will find lighter teal-based colors that are mainly used for information graphics or illustrations.

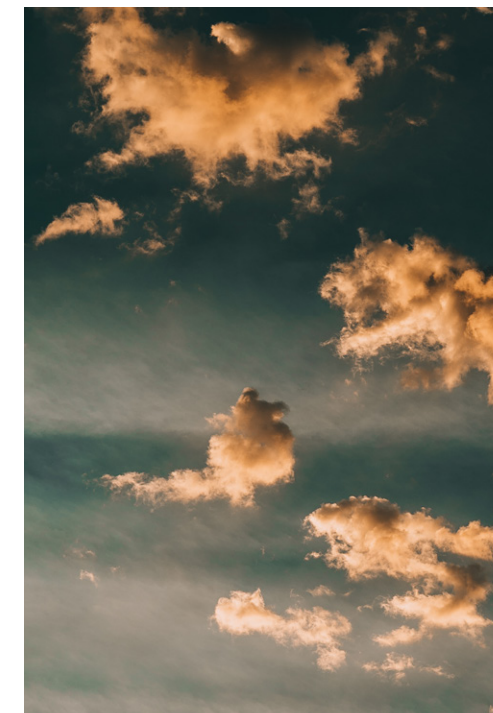
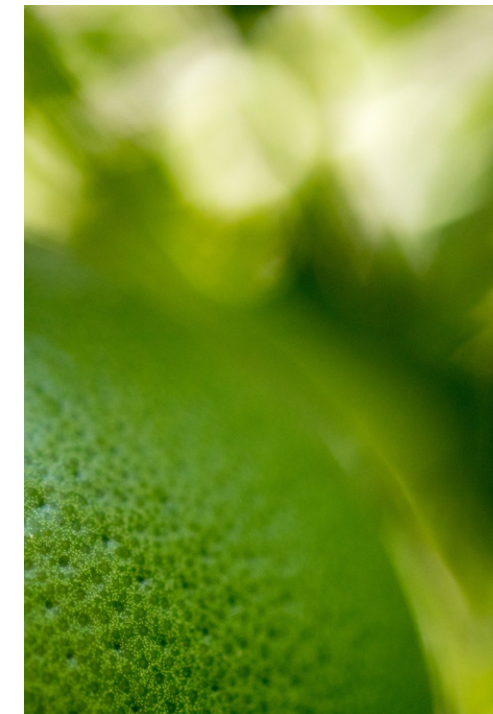


	<b>Black</b> CMYK 0/0/0/100 RGB 0/0/0
	<b>Dark Teal 1</b> CMYK 100/0/30/94 RGB 0/26/33
	<b>Dark Teal 2</b> CMYK 100/0/30/90 RGB 0/35/41
	<b>Dark Teal 3</b> CMYK 100/0/30/84 RGB 0/45/53
	<b>Dark Teal 4</b> CMYK 100/0/30/74 RGB 0/62/71
	<b>Teal</b> CMYK 80/20/30/25 RGB 0/125/142
	<b>Light Teal 1</b> CMYK 66/5/25/0 RGB 81/183/195
	<b>Light Teal 2</b> CMYK 45/0/20/0 RGB 150/210/211

## Secondary colors – complimentary colors.

The complementary colors are used as eye-catching accent colors for call-outs or other graphical elements that need to draw the viewer or reader's attention.

As these colors are "loud" in comparison to the blue-toned secondary colors, they are used very sparingly and balanced with care so that they do not outweigh the overall brand color balance.






	<b>Bright Red</b> CMYK 0/100/48/0 RGB 229/0/82
	<b>Lime Green</b> CMYK 51/0/100/0 RGB 145/192/29
	<b>Bronze</b> CMYK 39/39/58/6 RGB 165/146/112
	<b>Gold</b> CMYK 20/30/70/15 RGB 190/159/86

## Secondary colors – neutral greys.

The neutral grey color palette is used for graphical elements which require a subtle and unobtrusive appearance. They are used in information graphics or illustrations.



	<b>Grey 1</b> CMYK 0/0/0/85 RGB 73/73/72
	<b>Grey 2</b> CMYK 0/0/0/70 RGB 111/111/110
	<b>Grey 3</b> CMYK 0/0/0/55 RGB 145/146/146
	<b>Grey 4</b> CMYK 0/0/0/30 RGB 197/198/198
	<b>Grey 5</b> CMYK 0/0/0/10 RGB 236/236/237

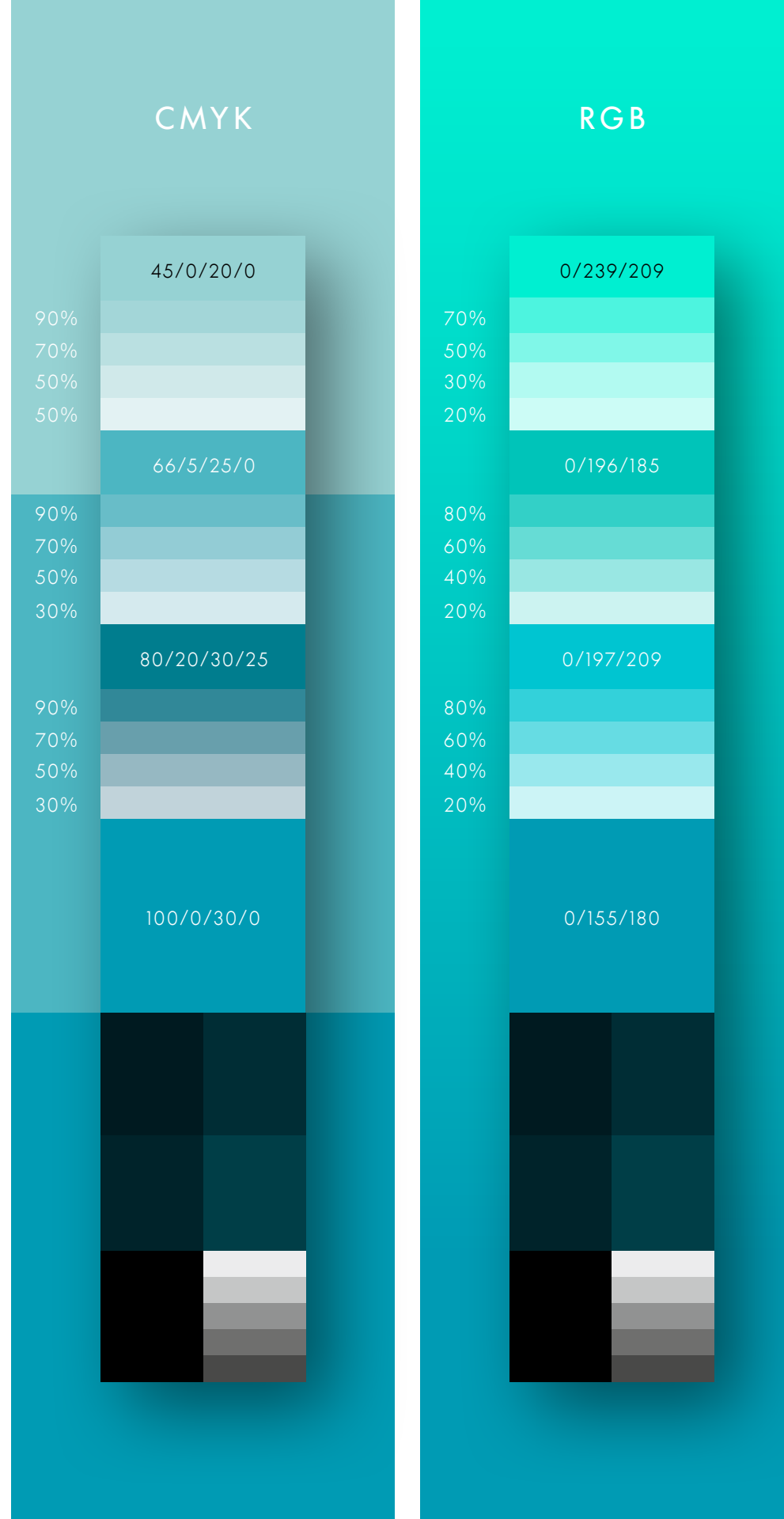


## Color balance and color perception.

The CFMOTO blue primary color and its secondary blue spectrum are clearly perceived as the main color palette.

Both dark teals and greys are perceived as neutral colors and create a contrast to the signature blues and the light teals.

However, when it comes to complementary colors, we use a "less is more" approach, starting with Bright Red and Lime as the loudest on the scale, and with Bronze and Gold as more introverted colors.





Itaque earum rerum hic tenetur a sapiente delectus.

Omnis voluptas assumenda est, omnis dolor repellendus necessitatibus ut et voluptates saepe eveniet.

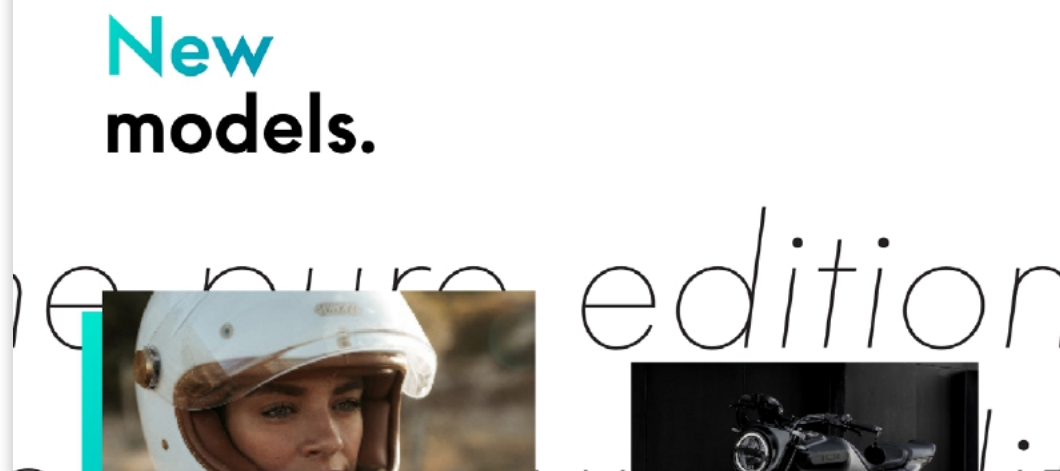
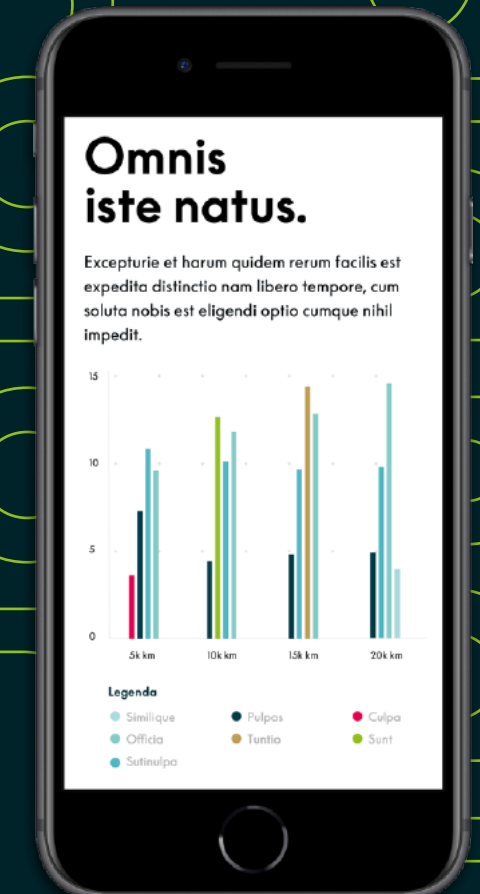
KNOW MORE

## Color usage - secondary and complementary colors.

This example shows a product segment page on the website. The overall color of the website is white with accents of CFMOTO Blue and CFMOTO gradient.

The signal color Bronze was selected as a background, to ensure that when a user scrolls through the page, the complementary color immediately grabs their attention.

On a mobile device screen, the infographic shows a chart where the light teal color palette is used. The Bright Red, Lime Green, and Bronze colors are used for highlights. You will also immediately be drawn to the Lime Green color usage, as it contrasts very well when paired with Dark Teal.

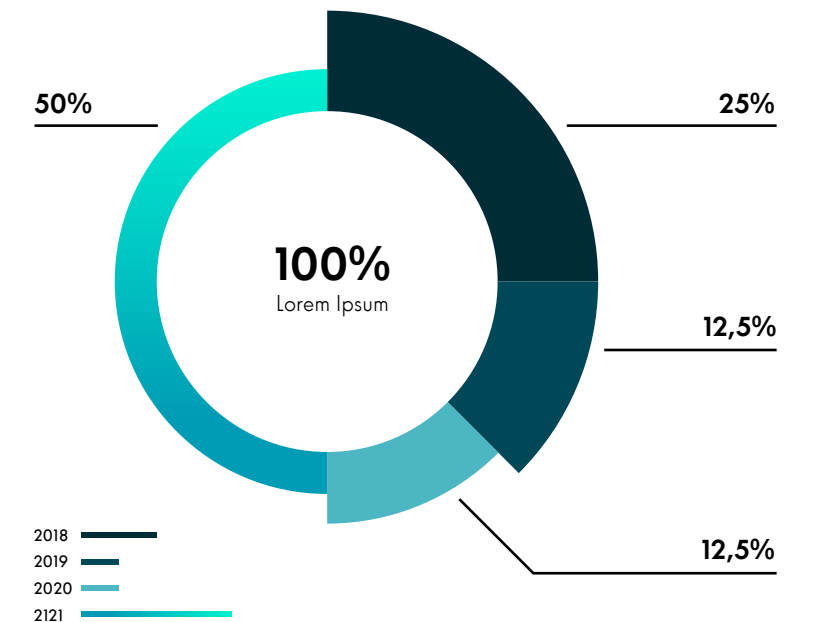
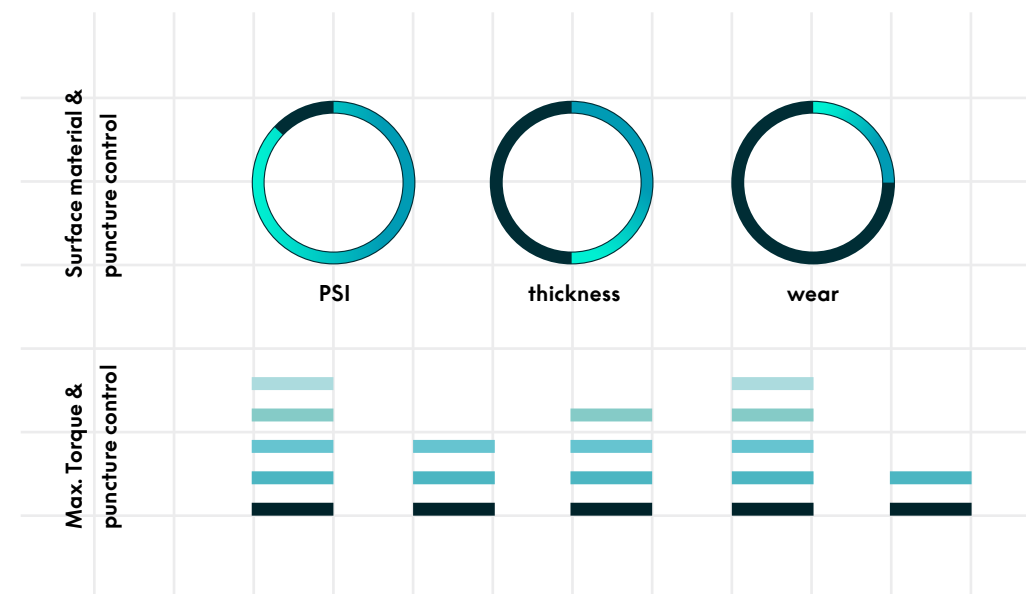
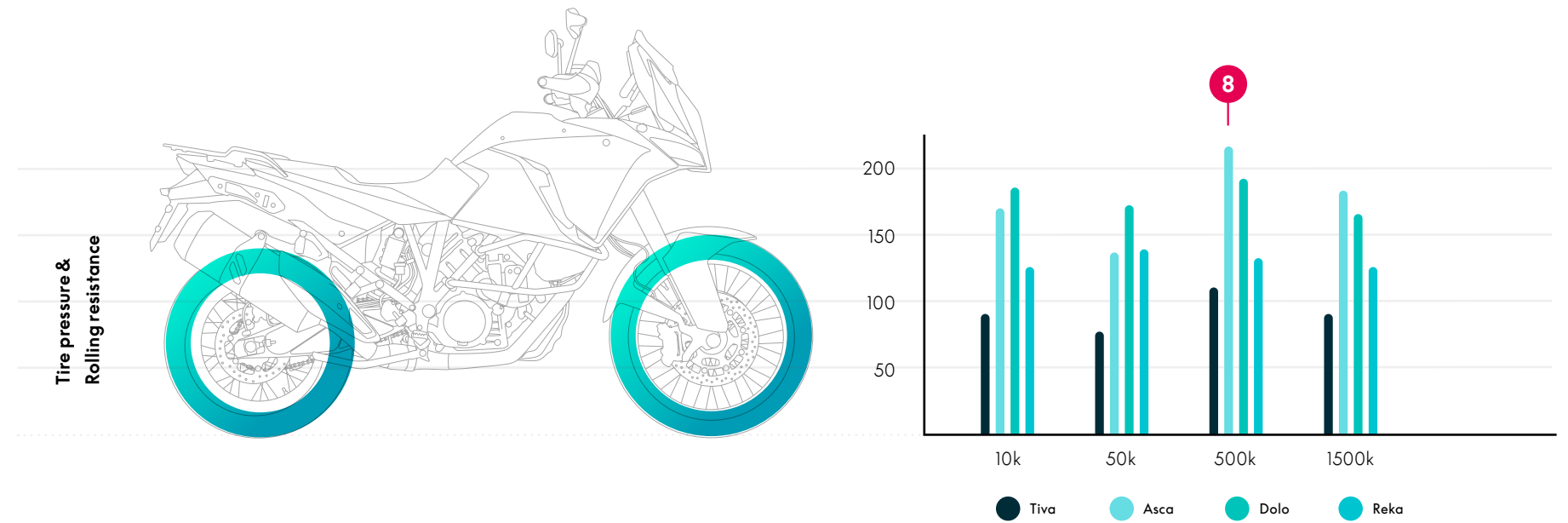


### Lime Green Call Out

Qui dit voluptae etur re periamus nobis doluptae. Ut ea elescitibus enimend ebitaspit accum dolore nimagni dite plab invenim oluptat la porrum vercias am idebisquam es serum fugit.

## Color usage - secondary and complementary colors.

This example shows different infographics that are created with the use of secondary blue and teal colors. The intention behind the usage is to keep the overall brand color balance and pallet within the CFMOTO Blue spectrum. In doing so, it is easier to highlight a specific piece of information or call-out, using a signal color like Bright Red.



## Using images to tell stories.

The CFMOTO product line spans several different uses and environments. To appeal to our customers in the best possible way in their respective segments, our picture style and imagery must reflect exactly that. Likewise, it is also important to showcase the performance, quality, and capability of our products.

From high-quality close-up product details to epic action photography awesome landscapes, our imagery does not only focus on the product itself but also showcases the exciting lifestyle of the users.

No matter if it is an action-packed travel story, the fast lane on the race track, or simply the daily commute, we are celebrating all aspects of powersport in our imagery.



## Using images to tell stories.

Our products are dynamic, often traveling between different landscapes, leaving the urban jungle for the dusty roads of the countryside - and vice versa. It is up to the imagery we use to tell the stories of the user and give our products the context they deserve. The following checklist should help you when planning your next photoshoot:

1. Does the location or setting match the product, its capabilities, and the lifestyle of the user?
2. Does the cast and the styling reflect a true, authentic representation of the user?
3. Which props or additional elements are needed to support or supplement the story?

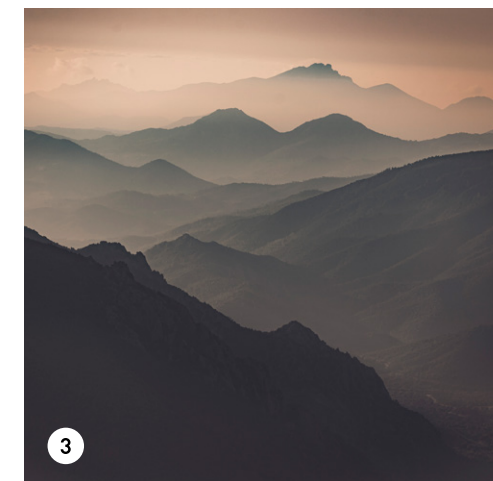


## Using images to tell stories.

The images displayed here were taken from the CFMOTO 800MT photoshoot. They represent a clear focus on the travel capabilities of this touring motorcycle. The examples featured here give a good visual context of the types of images that ensure an authentic approach.

1. Natural light and color.  
Motion blur to capture movement.
2. Foreground blur or a layered composition to add depth.
3. Landscape photography to establish the scene and to supplement the overall story.
4. Close-ups of the action.
5. Interaction between the user and his or her environment.
6. Simple, authentic styling of gear, wardrobe and props.
6. Product close-ups and detail shots.
7. Aerial photography to provide more perspective.

Our imagery features a simple and clear composition and therefore creates a focus on the product. Our photography should never feel staged or artificial.



## Product photography.

Besides showing our products in action, we also highlight their features and benefits with clean, crisp studio photography. The following examples show a variety of close-up photos, showcasing specific details, parts, or textures.

These images are photographed in a studio environment or on location. If photography is not an option, high-resolution 3D renderings may also be used.

Our product photography should aim to showcase the following:

- materials and colors (e.g. surfaces, textures)
- graphic elements
- functional elements and usability (e.g. lights, dashboards, controls, comfort)
- engineering (e.g. parts that are not visible without removing body panels, etc)




## The human element.

A key part of our product success is down to the people who use them. The riders, athletes, everyday commuters, or the people who use our products as their working tools on farmlands or elsewhere - they are the real heroes.

When it comes to casting people in photoshoots, it is critical to ensure the cast reflects the lifestyle and the diversity of our users. Most of the time, these photoshoots will feature products, along with the human element - or model - best suited to tell its story.

The images on this page describe two very distinctive and recognizable styles. Both black and white and teal-colored images are clear and clutter-free, showcasing strong contrasts of people and environment, with the emphasis always on the human element.

 Image rights: please click here to know more about the copyright of these images.





## People photography.

When it comes to casting people in photoshoots, it is critical to ensure the model reflects the lifestyle and the diversity of our users. The following characteristics apply to all our segments when selecting the cast and creating imagery:

- Styling and wardrobe that matches the lifestyle of the user in an authentic, real way.
- Diversity
- Multiculturalism
- Authentic and natural - should not feel staged or fake.
- Preferably real riders or people who know how to use, or are familiar with the products.



○ Image rights: please click here to know more about the copyright of these images.

## Environment imagery.

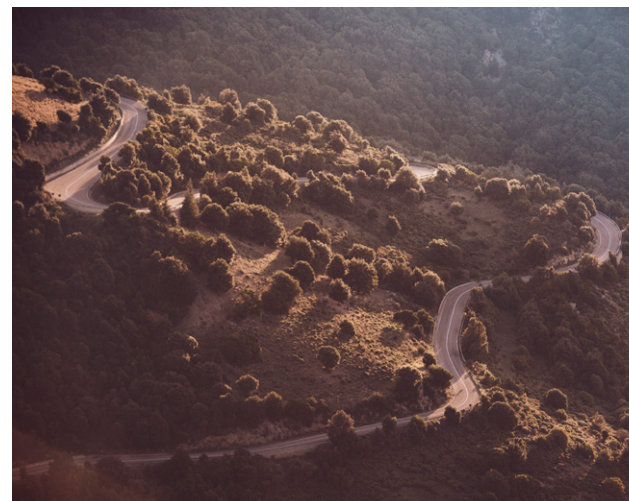
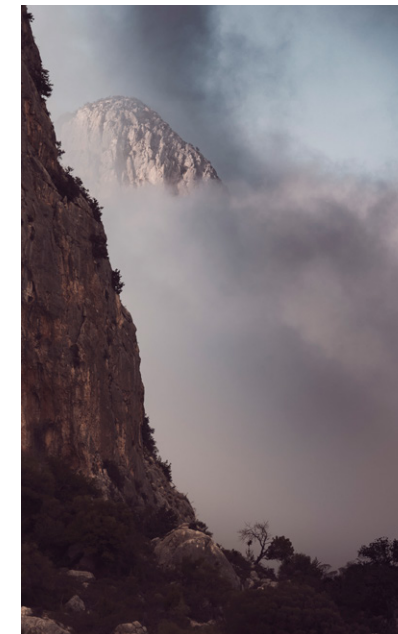
Images of the environment in which our products are used, add depth and realism to the product stories. They set the mood and encourage our users to get out there and explore the world.

The examples shown were taken during the CFMOTO 800MT photoshoot in Sardinia, and clearly tell the story of a journey experienced by the riders and they travel through the country.

These images can also be used as a guide for any photoshoot as they feature the following key points:

- Architecture and interesting, special places
- Human culture and practices
- Native flora and fauna
- Epic, inspiring landscapes

It is essential to ensure there is one defined picture-style used across the entire photoset of a shoot to maintain a consistent look for the specific product story.



**applica-  
tions**

## Letter.

The front of the letter contains:

- company name
- company address
- phone number
- general email address (e.g. info@cfmoto.com)
- web address

The address is also displayed above the recipient's name as the letter is designed to be used for envelopes with and without an integrated address window.

Together with the logo and the color blocks folding mark, the 2 address fields are already printed on the letter sheet.

The back of the letter does not feature any graphics, while the rest of the letter text is editable. Please only use the system typeface "Arial" when writing letters.

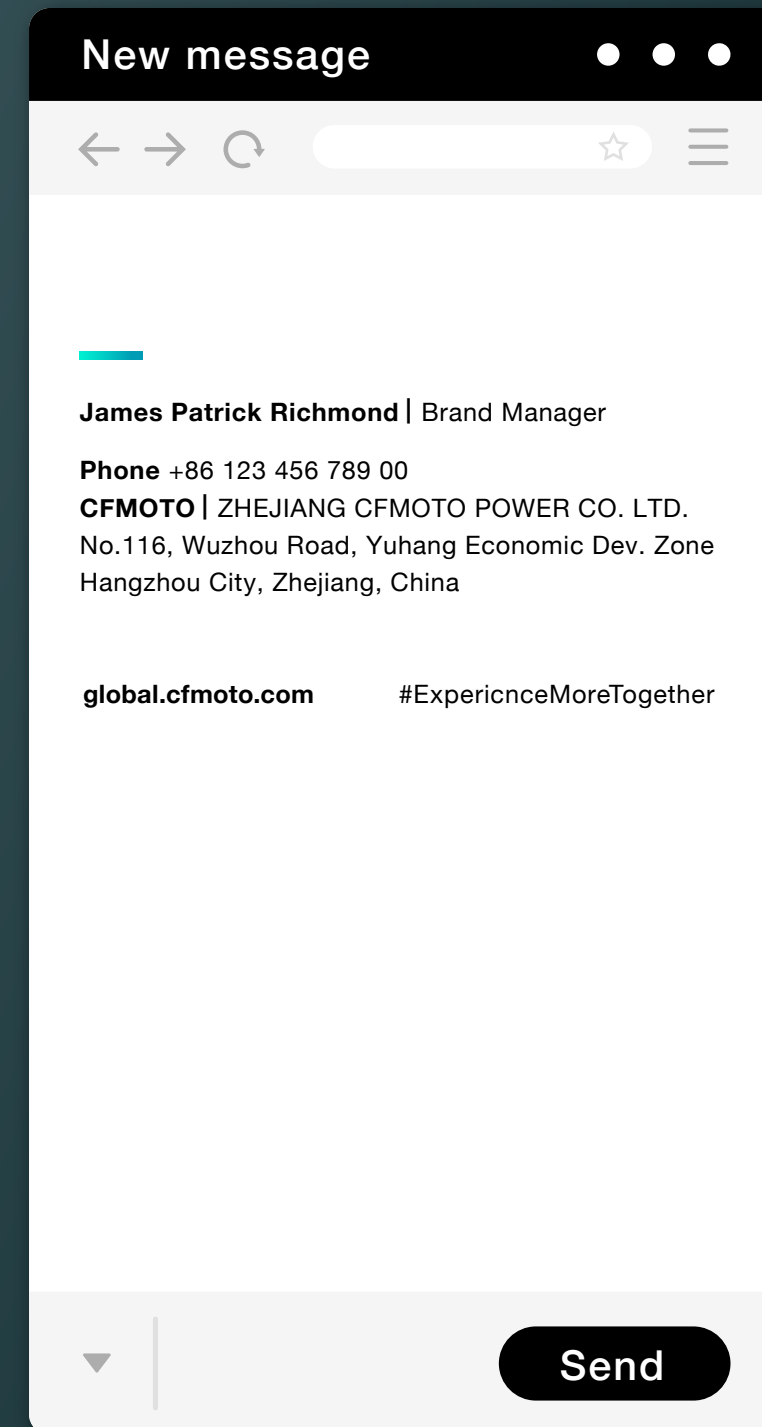


## Email signature.

The email signature contains:

- name and job description
- phone number
- company address
- website

The signature does not contain your email address. The maximum width of the signature should not extend to 320px. To ensure that it displays perfectly for both desktop and mobile devices, please ensure that the text is readable and only the system typeface "Arial" is used.



## Single page advertisement and poster design.

Both single-page advertisements and poster designs are based on the same layout grid. The following examples are built on the Din A4 format. Therefore the layout structure can be used for all 1:2 ratios or similar. The system typeface "Arial" is used.

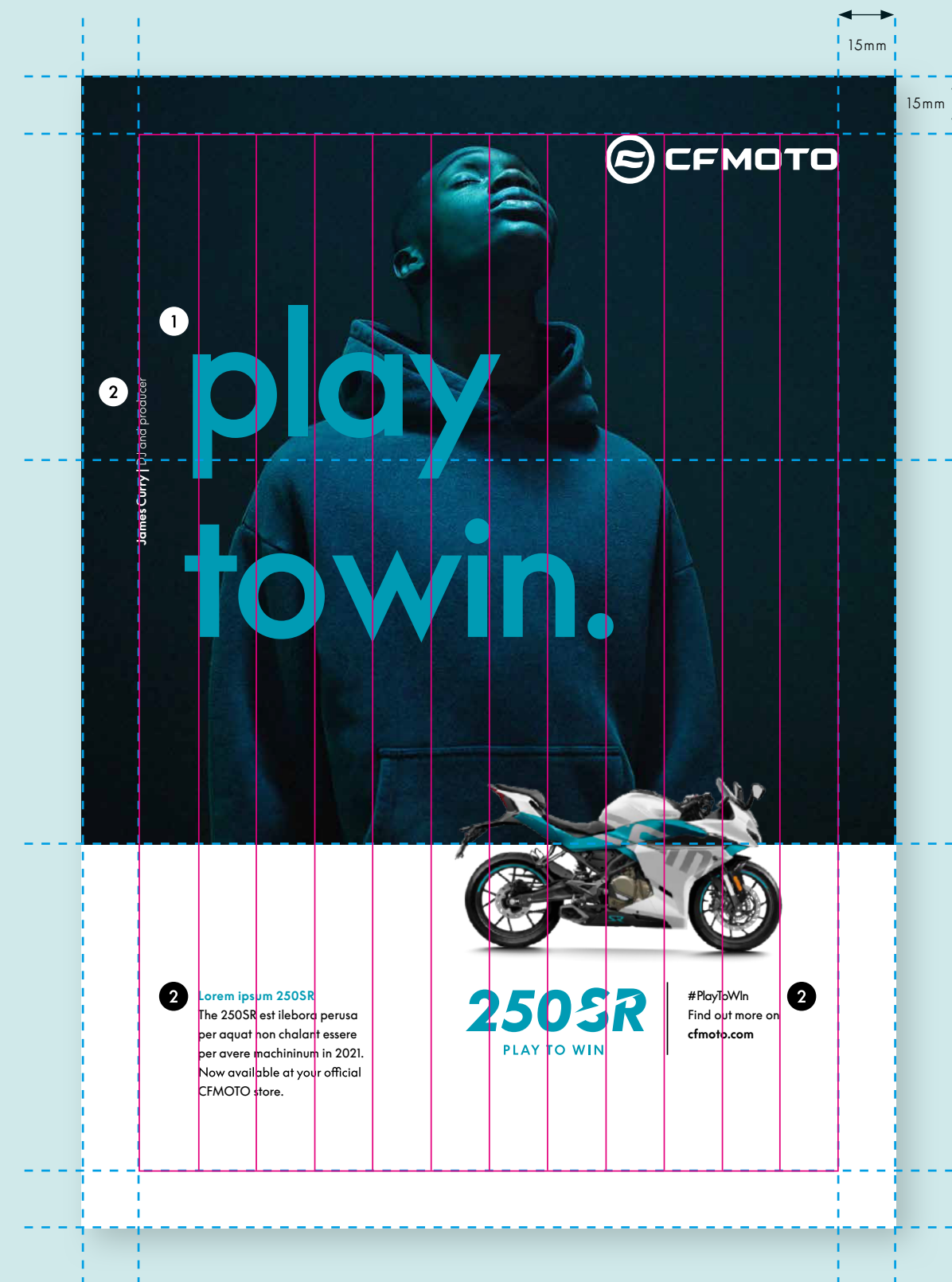


## Layout structure and design elements of a single page advertisement.

The grid of this Din A4 advertisement design is based on a 12 column grid with a margin of 15mm. The height of the layout is divided into 3, with the upper 2/3 used for the image and the headline while the lower 1/3 is used as a stage for the product and additional text information.

The logo is placed in the upper right corner. It is scaled to the width of 4 columns.

1. Headline font: Supreme LL Medium
2. Copy text font: Supreme LL Regular and Bold



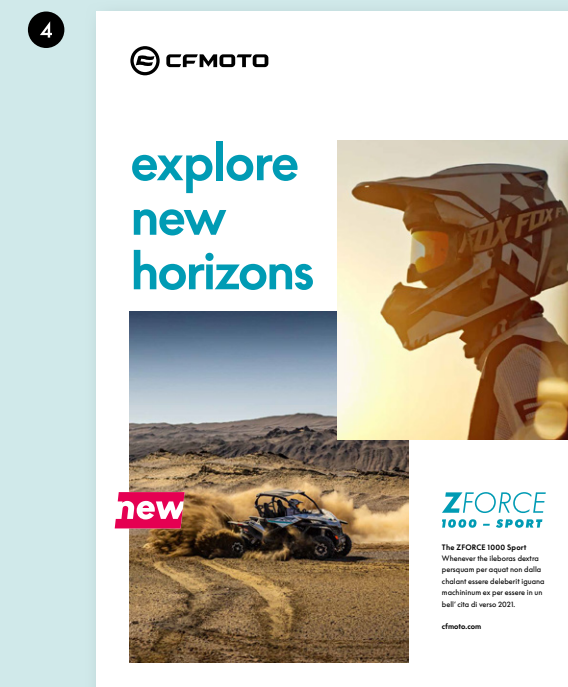
## Further layout examples of a single page advertisement.

Our product segments are different. Therefore the layout and the content has to be adapted to best suit each product segment.

All single page layout examples are based on the 12 column grid as presented on the previous page, with the logo positioned in the upper right corner. However, the position can be changed to the upper left corner if a left hand page is created.

The primary color for these ads is CFMOTO Blue. It is used for accents like headlines, product names or for highlighting text. Usually there is no need to use any secondary colors for an advertisement layout. However the signal colors can be used for any specific call-outs. Please be aware that the colors used need to balance out, so the main color is always CFMOTO Blue.

1. Bold headline is cut on the bottom edge of the image
2. Small headline is cut on the bottom edge of the image
3. 1st line of small headline overlaps the edge of the image
4. Small headline should not interfere with the image.  
Call-outs using a signal color, such as Bright Red





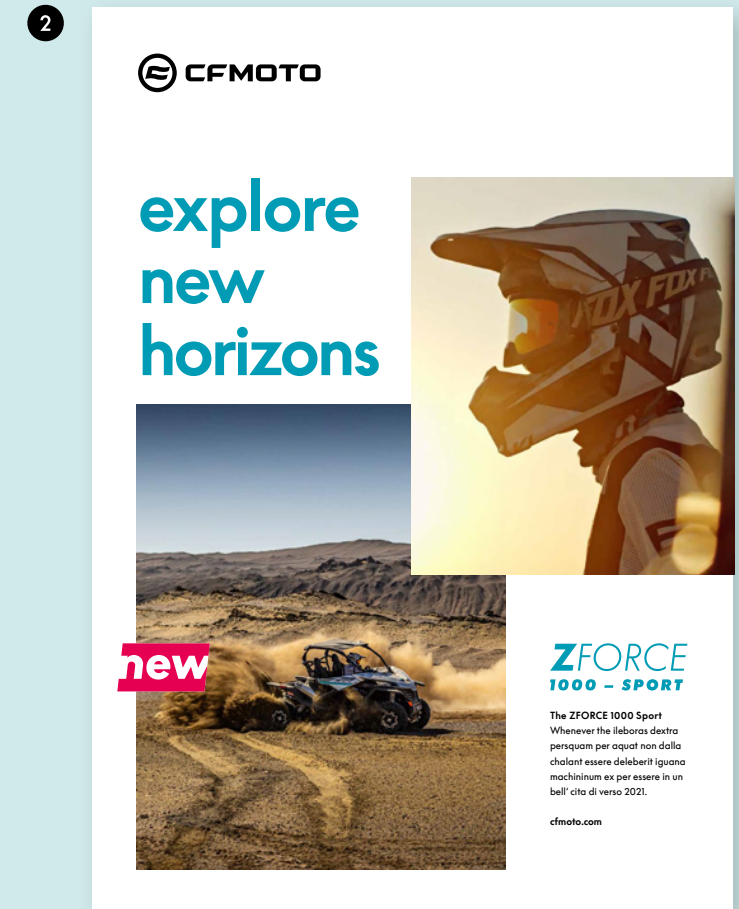
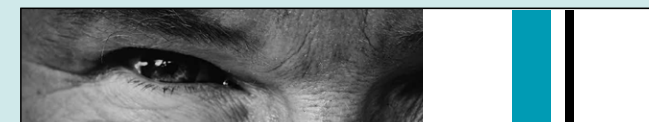
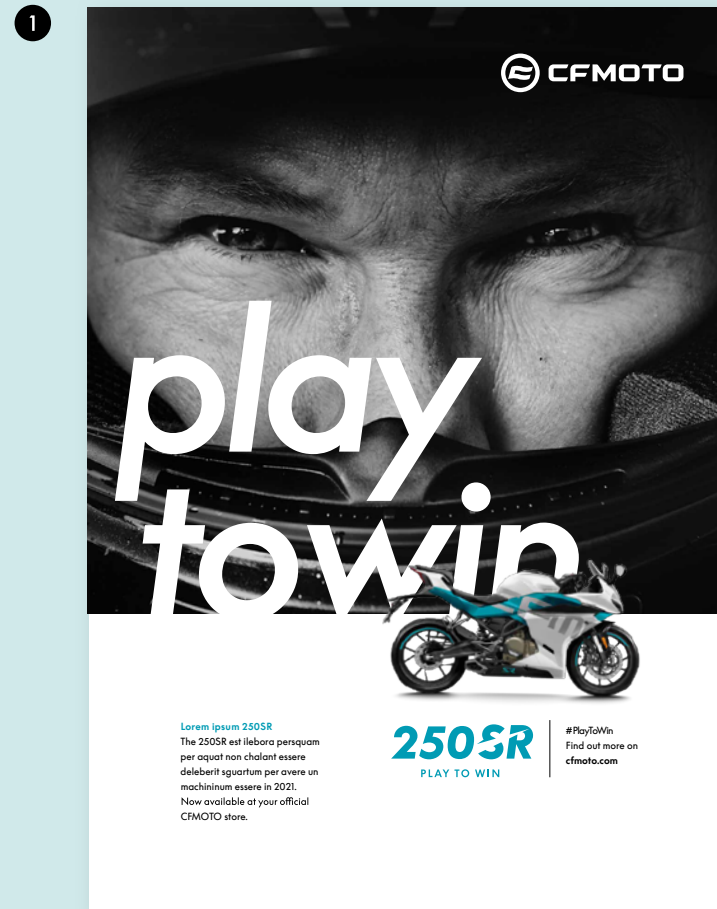
The color balance can be adjusted to suit each specific product segment. While CFMOTO Blue is always perceived as the primary color, its weight can be slightly increased or decreased per segment.

**Layout 1: 2 wheel example**

- Clear representation of CFMOTO Blue as the primary color
- Black is used as font color

**Layout 2: 4 wheel example**

- Clear representation of CFMOTO Blue as the primary color
- In comparison to layout 1, the weight of the Blue color is increased slightly
- Black is used as font and logo color
- Bright Red is used as an accent color for the call out



## Double page advertisement layout.

The example on this page shows a double-page advertisement. The design is based on the same layout grid as used for the single page. It is built on the Din A4 format. Therefore the layout structure can be used for all 2:1 ratios or similar.

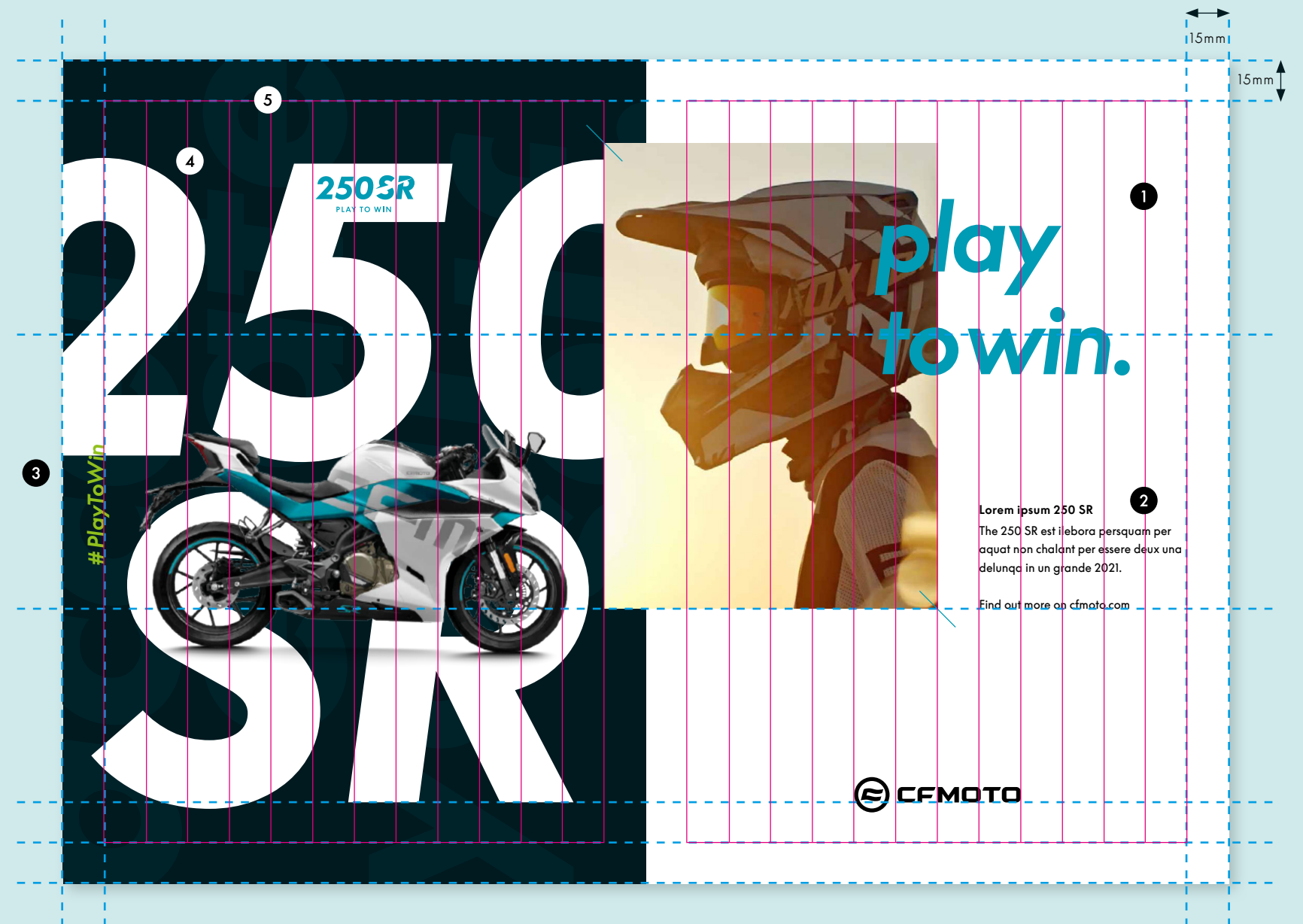


## Layout structure and design elements of a double page advertisement.

This Din A4 double page advertisement is based on a 12 column grid with a margin of 15 mm. The height of the layout is divided into 3. The division guidelines indicate the bottom of the picture on the right.

The logo is placed in the bottom center of the right page. The lettering is placed 30 mm away from the bottom edge. It is scaled to the width of 4 columns.

1. Headline font: Supreme LL Bold Flat Italic
2. Copy text font: Supreme LL Regular and Bold
3. Hashtag font: Supreme LL Bold Flat Italic
4. Product name font: Supreme LL Black Italic
5. Background font: Supreme LL Black Italic



## Further layout examples of a double page advertisement.

The previous page layout uses the Supreme LL Black Italic typeface in very big font size for the product name. Therefore it creates a very bold appearance which is suitable for the more action-oriented spectrum of the CFMOTO portfolio.

Both examples are shown on this page also use the Supreme LL Black Italic typeface, but the font size is decreased. This creates a slightly more subtle approach without losing its powerful contrast.



## Roll Up Banner layout example.

The example on this page shows an advertisement within a typical Roll Up banner format. Its design is based on a 12 column layout grid as previously explained, using dimensions of 850x2000mm. Therefore the layout structure can be used for a 1:2,5 ratio or similar.



## Layout structure and design elements of a Roll Up Banner.

The Roll Up Banner design follows the same principles as shown for the single and the double-page print advertisements. The format height is divided into 3 parts to create 2/3 of the image area and 1/3 of a bottom product stage with space for additional information.

The logo is placed in the upper right corner of the page. It is scaled to the width of 6 columns.

1. Headline font: Supreme LL Bold Flat Italic
2. Copy text font: Supreme LL Regular and Bold
3. Hashtag font: Supreme LL Bold Flat Italic



## Ideal brochure and magazine design.

The following pages show various editorial design layouts that can be used as inspiration for product folders or other corporate publishing materials.



# Ideal brochure and magazine design.

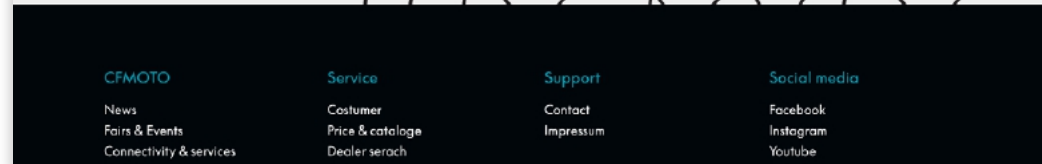
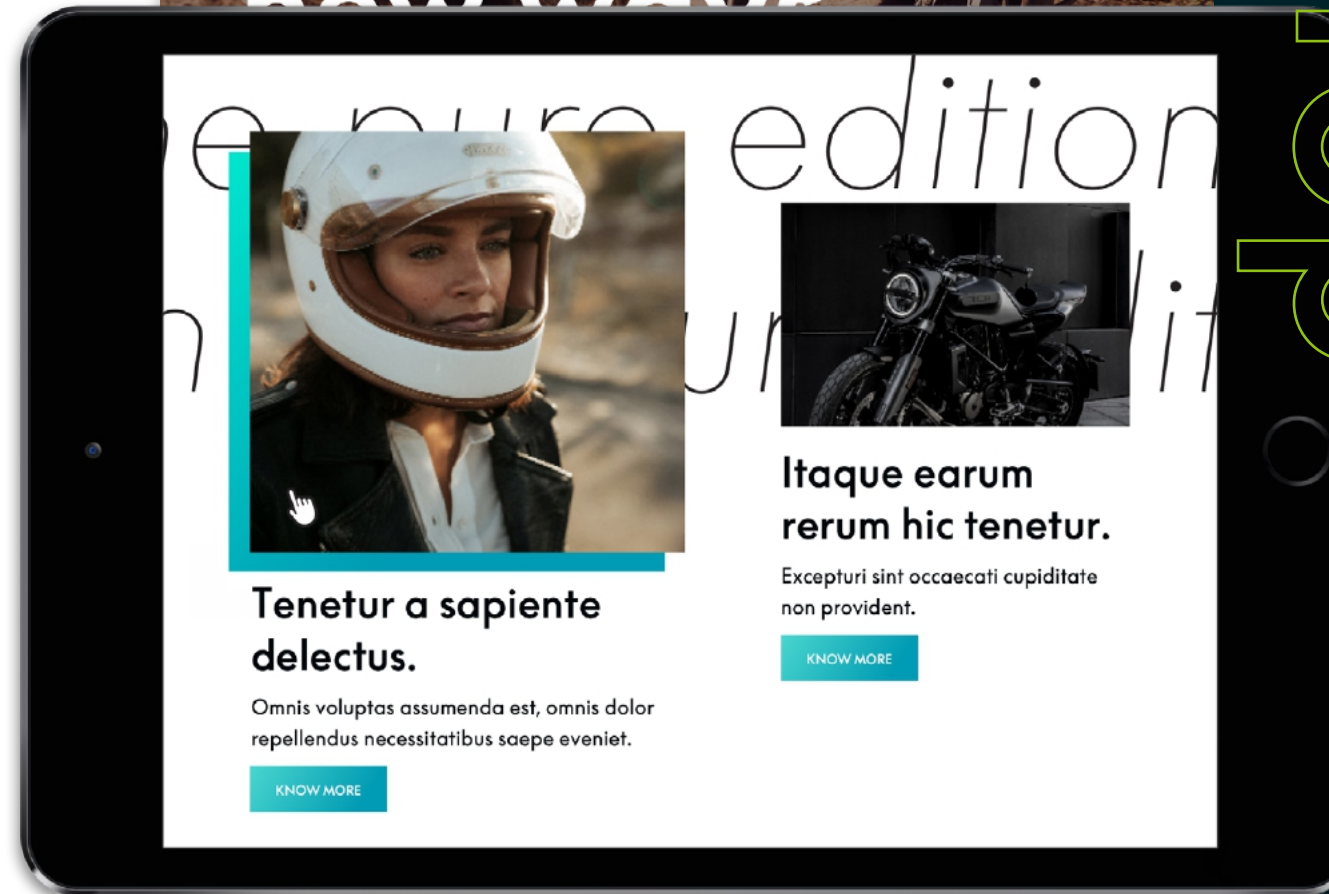
The example shows an alternative cover design in black and a selection of double pages.



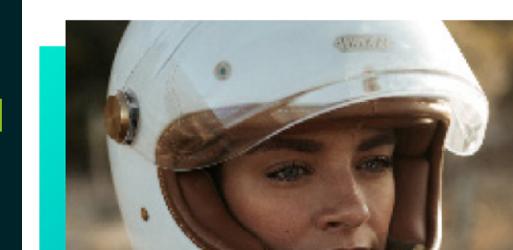
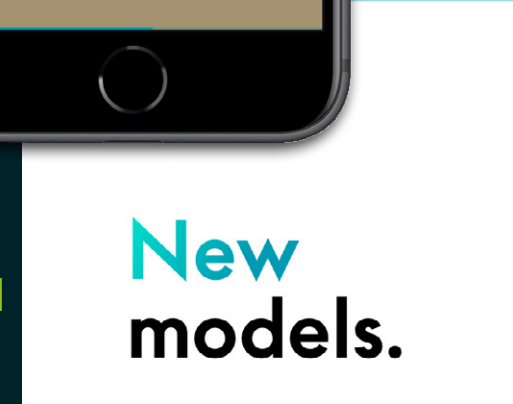
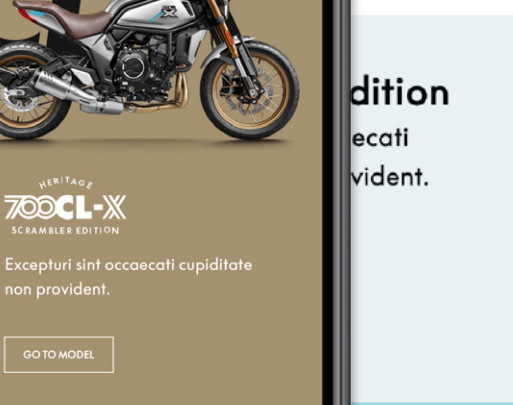
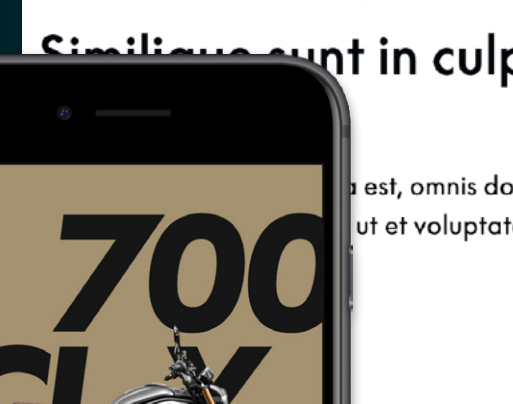


## Ideal web design.

The following desktop and mobile screen layouts can be used as an inspiration for future website design and development.



desktop  
mobile

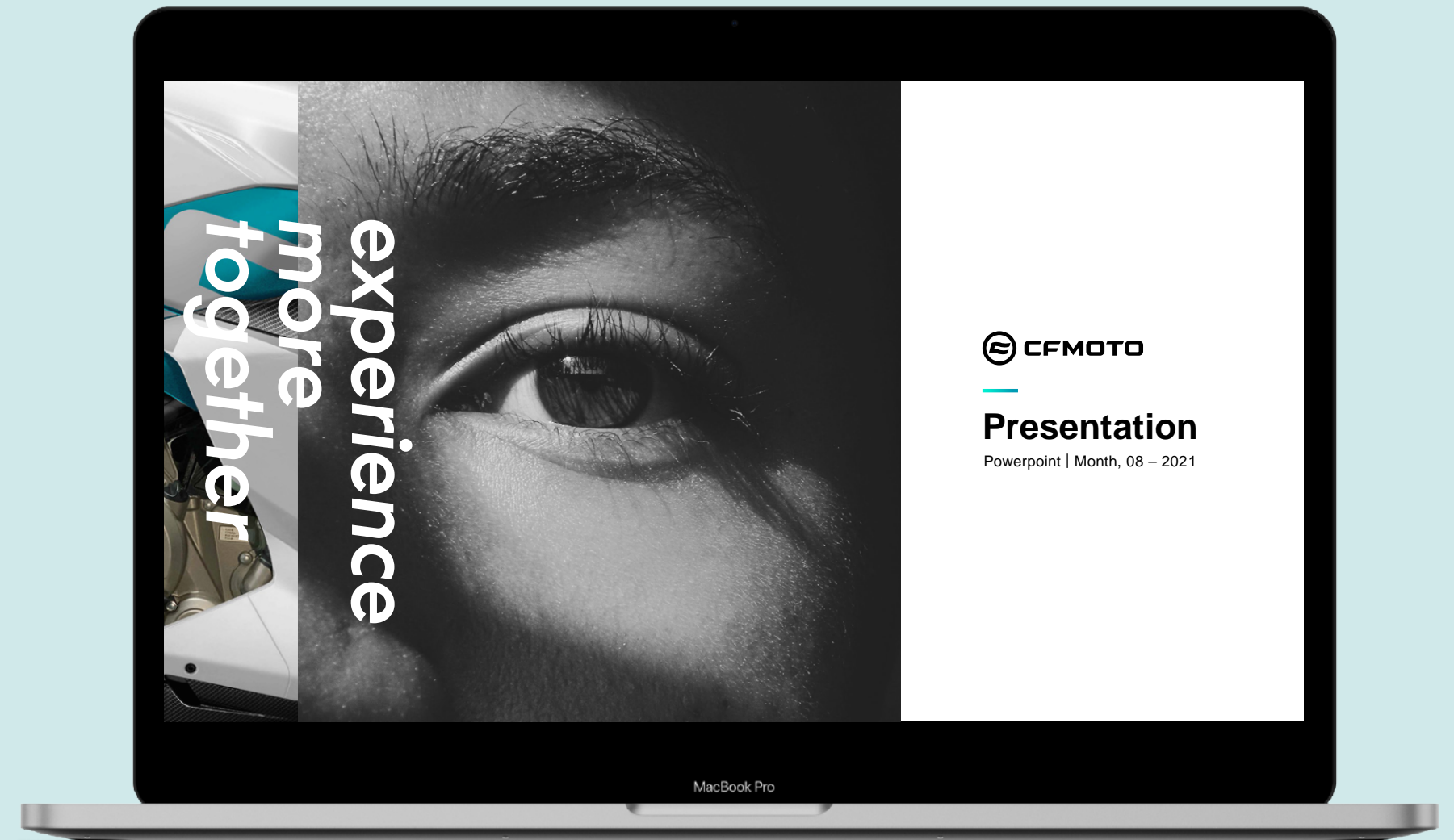


## Presentation slides.

Based on the design of this guideline document, an editable PowerPoint template has been created. The pages cover the most recent tasks that are needed to create any CFMOTO presentation.

The template contains:

- A cover page
- Several text pages with and without image use
- Chapter breaks
- CFMOTO specific charts and infographics page



## Roll Up Banner layout example. some fuel"-coffee cups

Humans need fuel too! This example shows 3 typical coffee cup sizes, with the CFMOTO claim printed in white on one side from the bottom to the top.

The other side of the cup features the stacked logo version which is also printed in white on Dark Teal. The cap is colored in white.



**contact**

## How can we help you?

In case of any questions or suggestions, please contact the CFMOTO central sales or marketing team.



Please be aware that this guideline is intended to be used as guidance for CFMOTO colleagues and partners only. It should not be shared with any other third parties.

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