



# Finn Branding Guide & Checklist

## BASIC BRANDING



- Your logo added to the standard Bike Citizens black or white packaging in up to four prominent positions.
- Your custom text added to the inner panel.

## PRO BRANDING



- Background and text colours matched to your brand.
- Inner photo of your choice.
- Your logo printed directly onto Finn.
- Your logo on the packaging in four prominent positions.
- Your custom text added to the inner panel.

## Checklist

### Basic requirements for all branding types:

- Logo in vector format
- Corporate colours as CMYK values
- Text for custom text area

### Extra requirements for Pro-Branding:

- One-colour logo in vector format (for Finn printing)
- Desired logo colour as Pantone value (for Finn printing)
- Background photo (optional)

## FORMATS, COLOURS AND RESOLUTION

**Logos:** Vector formats only – .svg, .eps, .ai, .pdf.

**Photos:** Image formats – .jpg, .jpeg, .tif, .tiff, .png.

**Resolution:** 3283 x 3354 px minimum pixel dimensions for the background photo.

**Colours:** Although we can convert between CMYK and Pantone colours, this is not an exact process and we take no responsibility for unwanted colour changes. Please supply your logos or colour codes in the appropriate formats:

**Packaging** is printed using process colours only. Therefore please supply your logo in **CMYK** colour values, or supply the CMYK values separately (eg. 0/89/87/13 = Bike Citizens red).

**Finn printing** uses spot colours only. Please supply your logo in the appropriate **Pantone** colour value, or supply the swatch number separately (eg. Pantone 1795 C = Bike Citizens red).