



Brand Guidelines

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

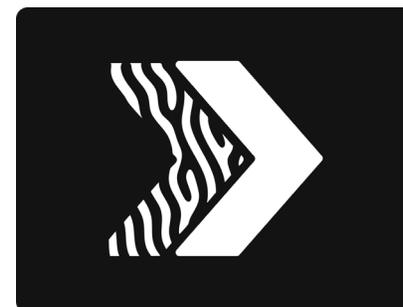
Evergreen: HEX: #043222

Antique White: HEX: #F6E9D9

Night Bordeaux: HEX: #53161D

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

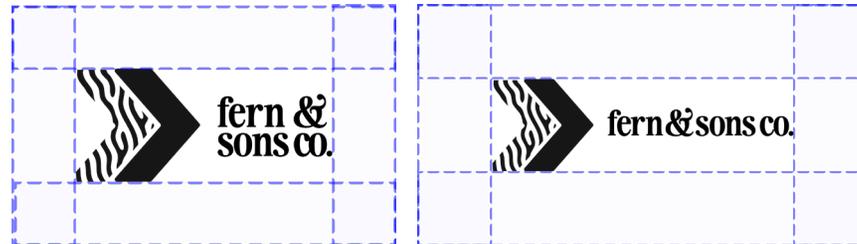
Use only the official reverse logo for alternative use cases.



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.

Because the steel remembers who shaped it.



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

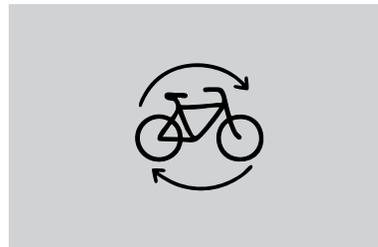
Mix & Match Icons



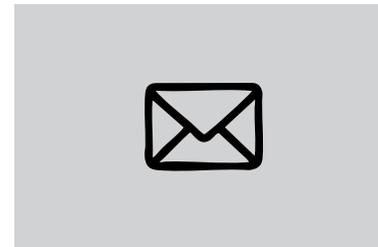
Icon A - Community



Icon B - Map



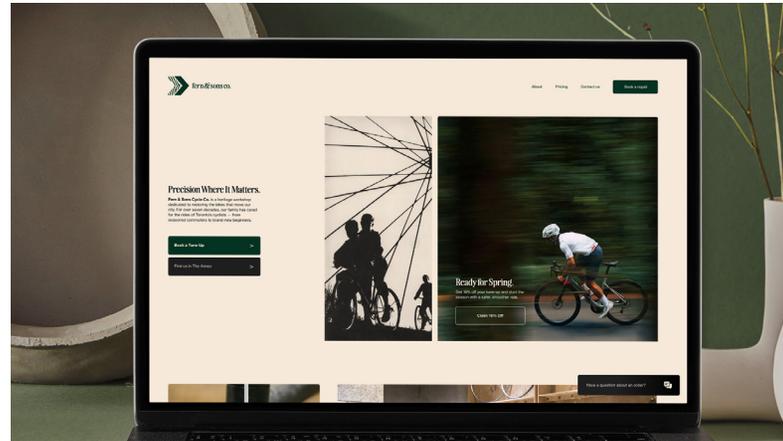
Icon C - Tune-Up



Icon D - Mail

Mockups

Website



Website Landing Page

Prototype Link (check out website): <https://dodocimen.github.io/fersandsonswebsite/>

Bike Tags



Biketag A



Biketag B



Biketag C

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



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

martha@fernandsons.com | www.fernandsons.com