

ontrack

**DESIGN AND
BRAND GUIDELINES**

ABOUT US

Ontrack offers a wide range of solutions to make day-to-day travel high on affordability and extremely efficient. This is done by offering rental arrangements of vehicles on a monthly basis. Ontrack also provides financing solutions and online purchase of New two-wheelers. Having 1 Lakh+ users, Ontrack is currently operational in Bengaluru, Pune, and Delhi. With over 20,000+ bike rental users, Ontrack is the 4th largest bike rental platform in Bangalore city and available across all major platforms and Ontrack customers can book bikes online through the website, m-site, iOS, and android apps.

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PRIMARY TYPEFACE



About the font Gilroy

Gilroy is a modern sans serif with a geometric touch. An older brother of the original Qanelas font family. It comes in 20 weights, 10 uprights and its matching italics.

The Light & ExtraBold weights are free of charge, so you can use them to your heart's content.

Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

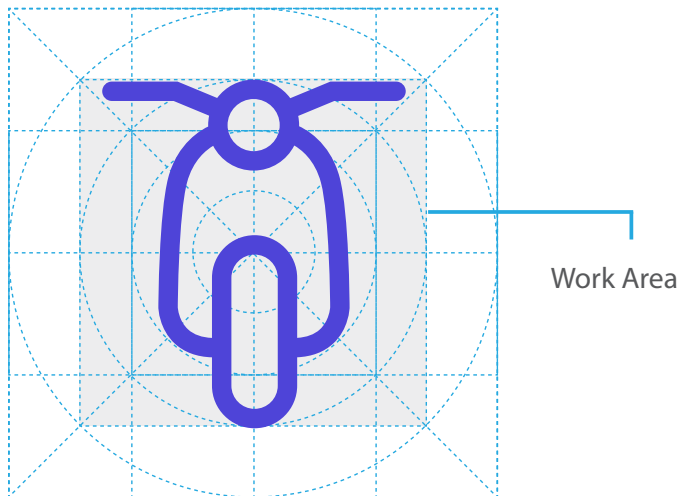
01234567890!@#\$%^&*

Font styles

Regular / Semibold / Bold / Extra Bold

GILROY

Grid



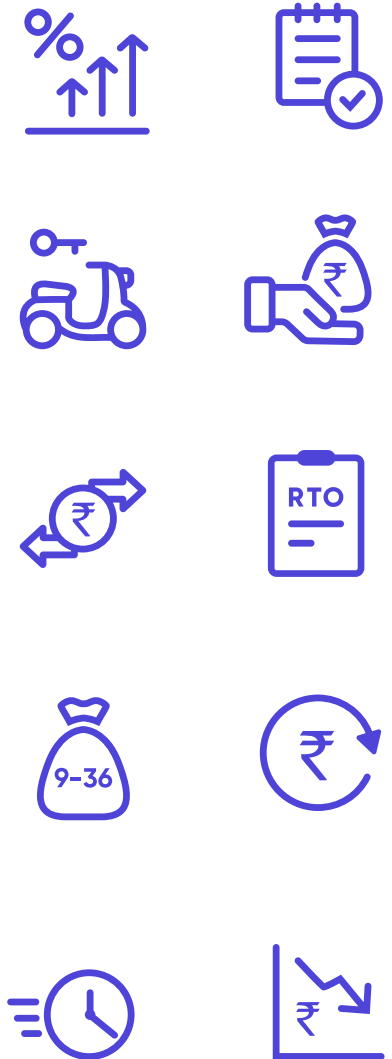
Specification

- Minimal Representation
- Rounded Corners
- More organic shapes
- Monochromatic

Simplicity over complexity was our approach when defining the silhouette of the icon system, which embraced both symmetrical and asymmetric forms.

Scaling

In order for icons to remain legible across a broad range of sizes, the proportion and layout of each icon and its components, including size sensitive elements, such as stroke width, was adjusted to better align with the pixel grid. Took special care at smaller icon sizes where there were fewer pixels to utilize.



LOGO SPACING

The minimum size for all printed material is 30mm wide and for digital on-screen use is 100 pixels (at 72dpi). The logo should never be used less than this size as this would lead to a compromise in legibility.



The image shows the word "ontrack" in a bold, blue, sans-serif font. The logo is centered within a grid of dashed lines. To the right of the logo, two vertical boxes indicate spacing requirements: a smaller box labeled "2x" and a larger box labeled "4x".

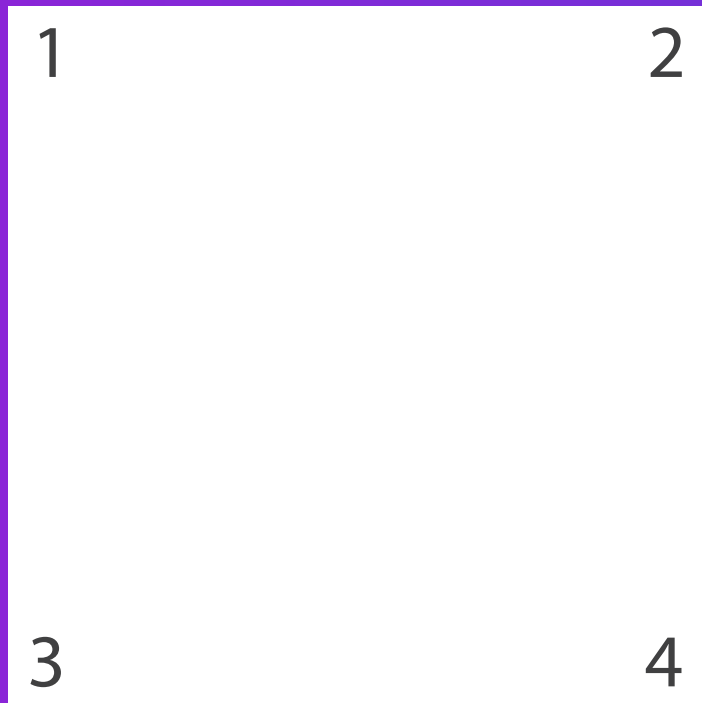
2x

2x is the bare minimum breathing space

4x

4x is the standard breathing for all collats.

LOGO PLACEMENT



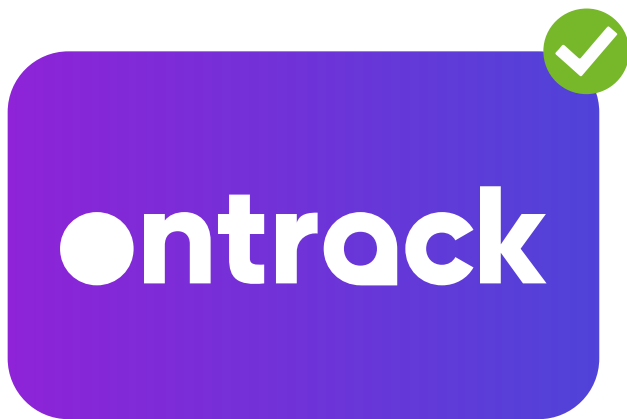
ontrack

Placement of the logo on a creative will only be around the four edges depending on the style and requirements of the image. The logo can not be placed anywhere in the middle of the creative.

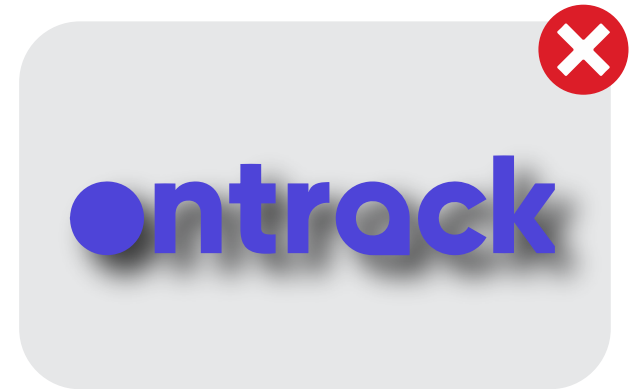


DO'S & DONT'S

When using the logo, take care to not harm its integrity by altering it or exercising your personal creative freedom. The following are merely a few examples of what wouldn't be OK .



Never skew, manipulate or change the form or structure of the mark or type.



Never add an effect to the logo, including drop shadows, bevels or gradients.



Never alter the color, whether it's by adding a gradient to the type or changing the color of the mark.



do not rotate/tilt/flip the logo

LOGO VARIATION

It is important that we use the logo correctly in all our communications because it solidifies and builds upon our presence in the market place and demonstrates our commitment to consistency and professionalism in the work we do. The preferred format for the ontrack logo is the full black colour version against the white background.

The logo consists of a solid blue circle followed by the word "ontrack" in a bold, lowercase, sans-serif font, all in blue.

COLOR

These colors are proposed, as the brand intends to establish itself as approachable, and the one that induces hopefulness, happiness among its users.

Color Code	<p>Hex: #4F43D8 C: 78%, M: 76%, Y: 0%, K: 0% R: 79, G: 67, B: 216</p>	<p>Hex: #8E23D7 C: 61%, M: 83%, Y: 0%, K: 0% R: 142, G: 35, B: 215</p>	<p>Hex: #404041 C: 68%, M: 61%, Y: 59%, K: 46% R: 64, G: 64, B: 65</p>	<p>Hex: #B84031 C: 20%, M: 88%, Y: 90%, K: 10% R: 184, G: 64, B: 49</p>
Color Tones				
Gradient				

While the Blue color remains constant here, and hends a comfortable tone for communication, the Blue adds the much needed freshness. To balance these out and bring about sophisticated outlook (convey that the brand takes the stress cause seriously) grey colour comes into picture.

Background Color

Hex: #FFFFFF
C: 0%, M: 0%, Y: 0%, K: 0%
R: 225, G: 225, B: 225

Accent Colors

Hex: #FFC15B	Hex: #FF5107
Hex: #BCBDE8	Hex: #409682

PROMO MATERIALS

ontrack

RENT & EARN

Work with leading e-commerce companies as delivery executive without owning a bike.



Unlimited
KMS



Insurance
Included



Free
Maintenance



ontrack

SANITIZED BIKES ON MONTHLY RENTALS



Starting
₹ 2900/Month

ontrack

The safest way to move around

RENT A BIKE

Starting
₹ XXXX/Month



GET IT ON
Google Play

ontrack

Hello Bengaluru

Get Your Dream Bike In 3 Simple Steps



Buy Online From
Trusted Dealerships



Pay On-Road Price
Via Net Banking, Debit or
Credit Card. Avail EMI



In just 48 Hours
Free Home Delivery



Hero Xtreme 160 R
On Road Price :
Rs x,xx,xxx

Available for

Just RS 5,953
on easy credit card EMI

Avoid Paperwork • Collateral Free Purchases • Zero Hidden Costs

ILLUSTRATION STYLE

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Do not stretch, skew or rotate images in different ways. Do not apply filters or stylistic effects that obstruct the legibility or clarity of the image such as colour filters, vignettes, outlines to images. Do not add shadow effects to the images.