



# BRAND GUIDELINES

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# **1 LOGO & PAY-OFF**

## 1 LOGO BASE VERSION

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**MYLAPS**

**MYLAPS**

**MYLAPS**

THE DIAP VERSION OF THE MYLAPS LOGO IS ALWAYS COMPLETELY WHITE. (DO NOT USE VERSIONS WITH A RED 'Y')

# 1 **LOGO** + DESCRIPTOR

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**MYLAPS**  
**SPORTS TIMING**

**MYLAPS**  
**SPORTS TIMING**

THE DIAP VERSION OF THE MYLAPS LOGO WITH DESCRIPTOR IS ALWAYS COMPLETELY WHITE. (DO NOT USE VERSIONS WITH A RED 'Y')

# 1 PAY-OFF

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Horizontal version

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*EXPERIENCE* **PROGRESS**

Vertical version

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*EXPERIENCE*  
**PROGRESS**

Vertical version combined with logo

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*EXPERIENCE*  
**PROGRESS MYLAPS**

# 1 WHEN TO USE WHAT

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## CORPORATE, COMPANY COMMUNICATION (NON PRODUCT)

- 1 LOGO + DESCRIPTOR
- 2 LOGO + DESCRIPTOR + PAY-OFF (SPECIFIC MATERIALS)

**MYLAPS** + EXPERIENCE  
SPORTS TIMING PROGRESS

## PRODUCT COMMUNICATION

- 3 PRODUCT + LOGO + PAY-OFF

 + **MYLAPS** + EXPERIENCE  
PROGRESS

# **2 BRAND NAME USE**



## 2 BRAND NAME USE

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### ALWAYS CAPITALIZE THE MYLAPS NAME

#### EXAMPLE:

#### Solutions for Active Sports

Because each sport has its own unique requirements, MYLAPS offers a wide range of products for active sports. Active mass events, like the marathon, need to handle a high density of competitors and small-scale and pro events, like cycling tours, require extremely high accuracy. The MYLAPS product portfolio includes tailor-made timing systems that meet the requirements of all types of events.

#### Do's

✓ MYLAPS

#### Dont!

✗ Mylaps

✗ MyLaps

# **3 MYLAPS SUB-BRANDS**

### 3 SUBBRAND - EVENT TIMING

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**MYLAPS** **EVENT  
TIMING**



THE DIAP VERSION OF THE MYLAPS EVENT TIMING LOGO IS ALWAYS COMPLETELY WHITE. (DO NOT USE VERSIONS WITH A RED 'Y')

### 3 SUBBRAND - EXPERIENCE LAB

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**MYLAPS** **EXPERIENCE**  
**LAB**

**MYLAPS** **EXPERIENCE**  
**LAB**

**MYLAPS** **EXPERIENCE**  
**LAB**

THE DIAP VERSION OF THE MYLAPS EXPERIENCE LAB LOGO IS ALWAYS COMPLETELY WHITE. (DO NOT USE VERSIONS WITH A RED 'Y')

### 3 SUBRAND - SPEEDHIVE + SPORTHIVE

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**MYLAPS** speedhive

**MYLAPS** sporthive

**MYLAPS** speedhive

**MYLAPS** sporthive

# **4 BRAND COLORS**

## 4 BRAND COLORS

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### MYLAPS RED

C-0 M-100 Y-100 K-0

R-227 G-6 B-19

# E30613

PANTONE -Not yet defined-



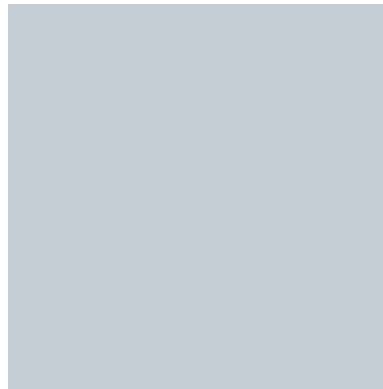
### MYLAPS BLACK

C-30 M-0 Y-0 K-100

R-13 G-24 B-28

# 0D181C

PANTONE N.A.



### MYLAPS GREY

C-5 M-0 Y-0 K-20

R-209 G-215 B-218

# D1D7DA

PANTONE -Not yet defined-



### SPEEDHIVE ORANGE

C-0 M-50 Y-100 K-0

R-242 G-133 B-0

# F28500

PANTONE -Not yet defined-



### SPORTHIVE BLUE

C-66 M-0 Y-22 K-0

R-70 G-188 B-204

# 47BCCC

PANTONE -Not yet defined-

# **5 TYPOGRAPHY**



## 5 TYPOGRAPHY

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# FORZA

**The new typeface for Mylaps**

Where time determines the result, we capture the performance.

Aa Bb Cc Dd Ee Ff Gg Hh

**Forza can be used for both print and web purposes**

**Available here:** <https://www.typography.com/fonts/forza/overview/>

# 5 TYPOGRAPHY

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Forza Black

**Aa Bb Cc**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Forza Black Italic

***Aa Bb Cc***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn***

***Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

Forza Book

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Forza Book Italic

*Aa Bb Cc*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn*

*Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Forza Bold

**Aa Bb Cc**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Forza Bold Italic

***Aa Bb Cc***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn***

***Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

Forza Light

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Forza Light Italic

*Aa Bb Cc*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn*

*Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Forza Medium

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Forza Medium Italic

*Aa Bb Cc*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn*

*Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Forza Thin

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Forza Thin Italic

*Aa Bb Cc*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn*

*Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

# **6 BRAND IMAGERY**

## 6 BRAND IMAGERY

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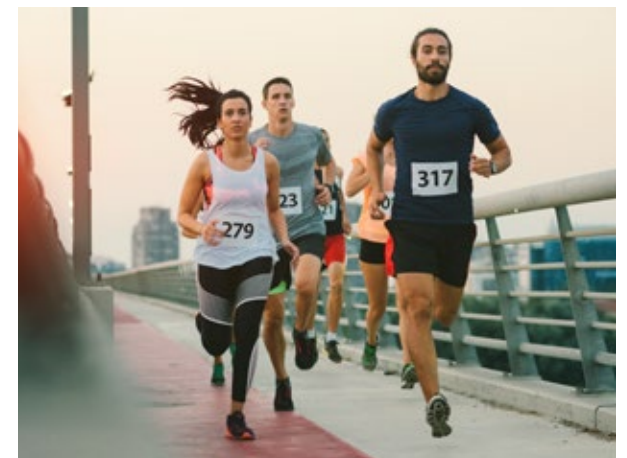
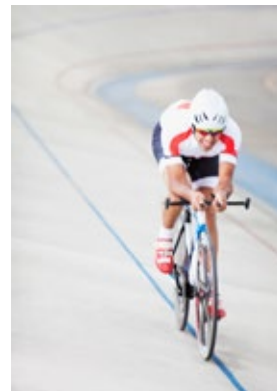
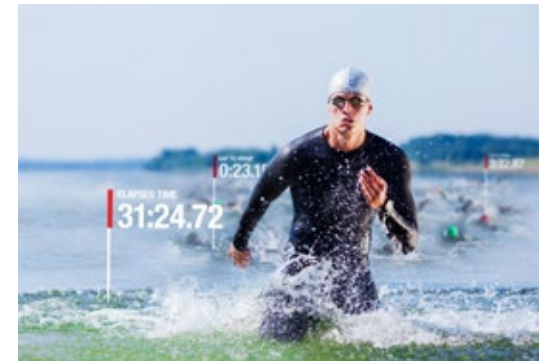
FOR INTERNAL USE ONLY

FOR INTERNAL USE ONLY



# 6 BRAND IMAGERY

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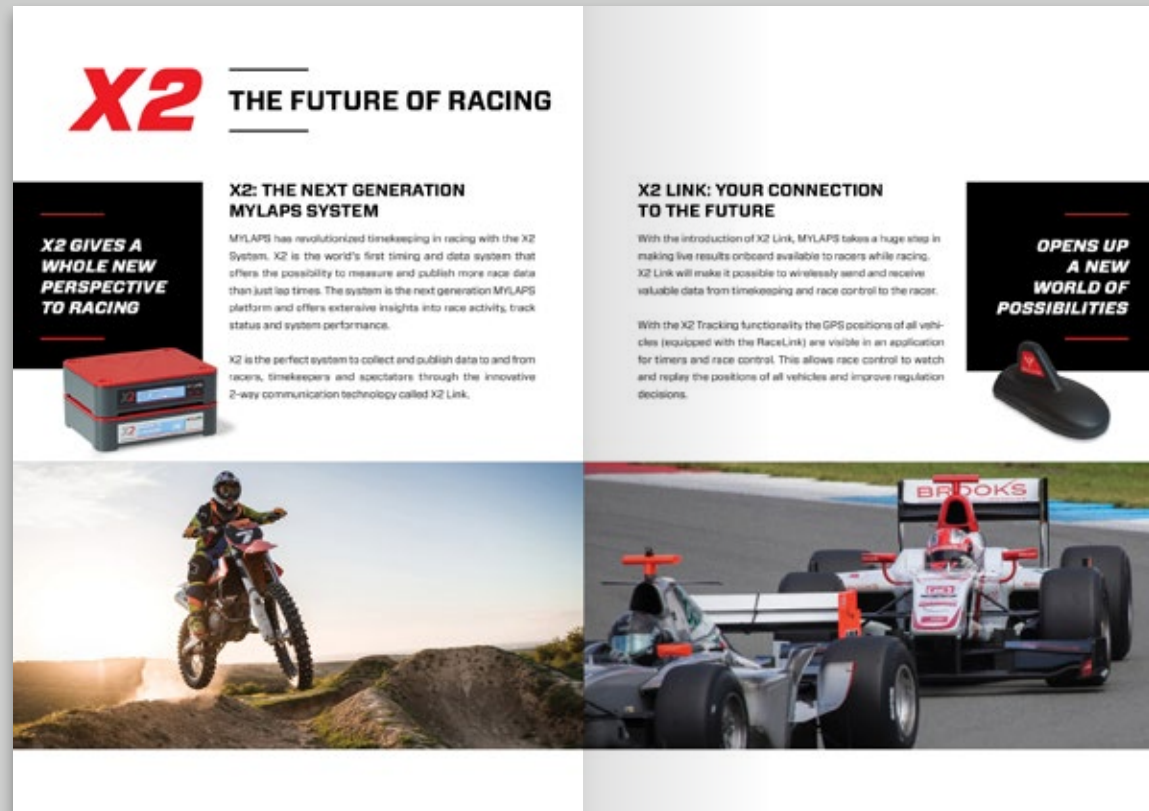


# **7 DESIGN EXAMPLES**



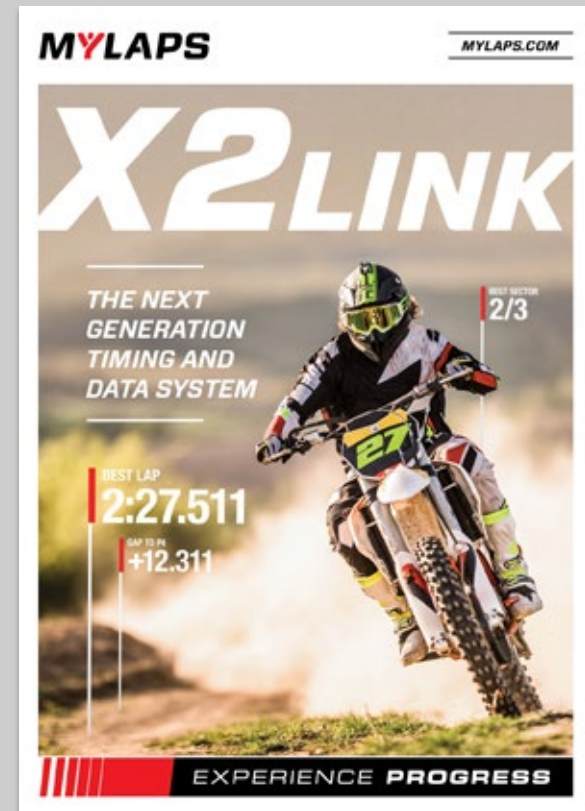
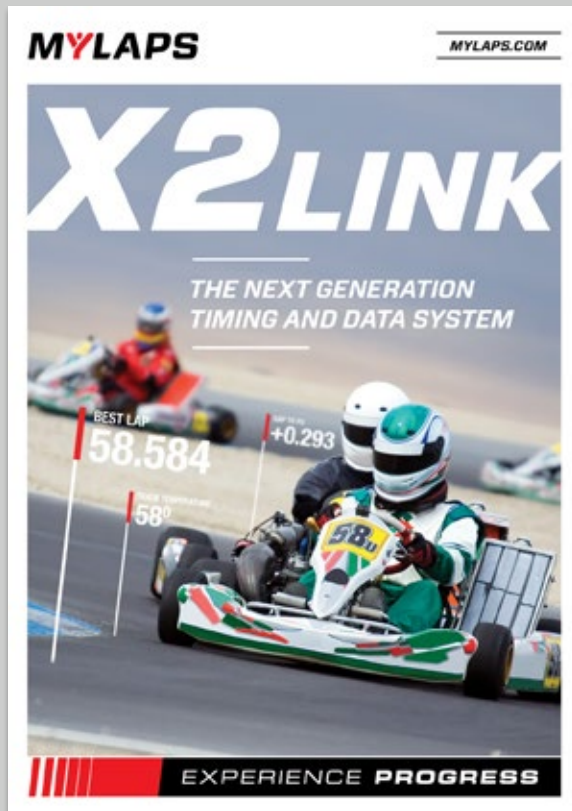
# 7 DESIGN EXAMPLES

## BROCHURE DESIGN



## 7 DESIGN EXAMPLES

### BROCHURE COVERS





# 7 DESIGN EXAMPLES

## PRODUCT FLYER DESIGN



FRONT



BACK

# 7 DESIGN EXAMPLES

## PRODUCT FLYERS

**MYLAPS**MYLAPS.COM



THE NEXT GENERATION  
TIMING AND DATA SYSTEM

**X2LINK**

Het X2 Systeem is het nieuwste state-of-the-art systeem van MYLAPS, dat veel meer doet dan alleen rondetijden meten. X2 is geschikt voor allerlei sporten en werkt onder alle omstandigheden. Voor professionele series hebben we het X2 Pro Systeem: nog nauwkeuriger en boordevol mogelijkheden. En natuurlijk vergeten we onze roots niet: het RC4 Systeem voor RC racen is nog steeds hét favoriete tijdwaarnemingsysteem in de RC-wereld.

EXPERIENCE PROGRESS

**MYLAPS**MYLAPS.COM



**ORBITS  
CYCLING**

TIMING SOFTWARE FOR  
CYCLING CLUB RACES

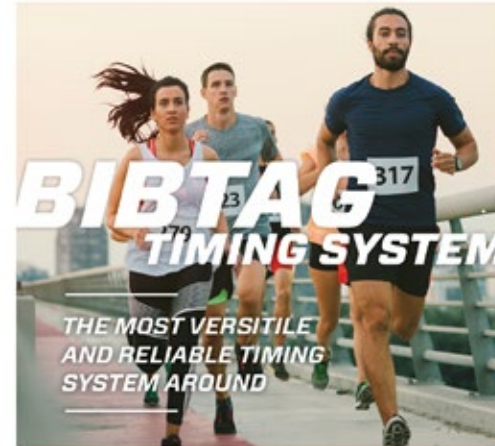
Orbits Cycling is the timing and scoring software by MYLAPS, specifically designed for cycling club races. We developed the easy-to-use software in cooperation with cycling federations, clubs and timekeepers to ensure it fulfills the needs of our customers.

The software can be used for multiple forms of cycling, including road cycling, mountain bike racing, track cycling and other cycling disciplines. Also handicap and time trial races are supported.

Orbits Cycling works with the MYLAPS ProChip System, the world's favorite timing system for cycling races and is known for its accuracy and reliability.

EXPERIENCE PROGRESS


**MYLAPS**MYLAPS.COM



**BIBTAG  
TIMING SYSTEM**

THE MOST VERSITILE  
AND RELIABLE TIMING  
SYSTEM AROUND

Het BibTag systeem is zeer geschikt voor grote hardloopevenementen met veel deelnemers. De tijdwaarnemingstak is geïntegreerd in het startnummer; atleten spelden de startnummers op hun shirts, zoals ze gewend zijn, en hun start-, finish en tussentijden worden automatisch geregistreerd. Ook voor fietsevenementen kan het BibTag systeem ingezet worden. De BibTags worden dan op het stuurbordje bevestigd. De dunne anti-slip detectiematten vormen geen enkel obstakel voor racefietsen.

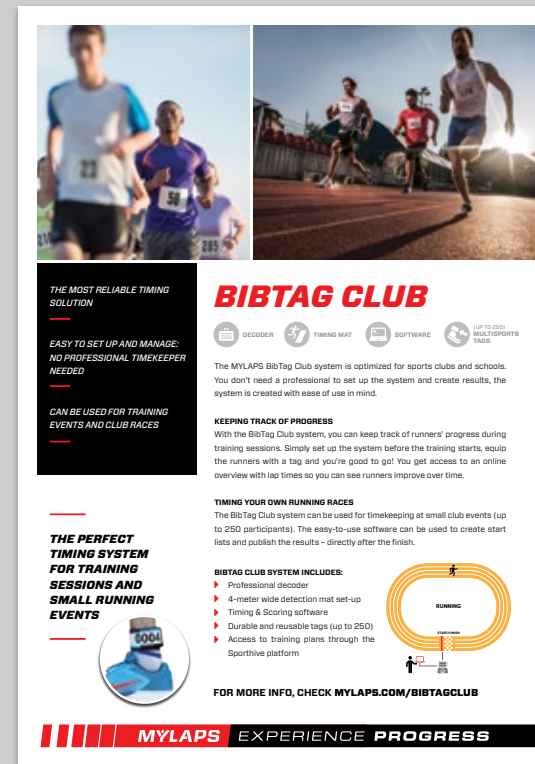
EXPERIENCE PROGRESS

# 7 DESIGN EXAMPLES

## PRODUCT FLYERS



FRONT



BACK

# 7 DESIGN EXAMPLES

## PRODUCT FLYERS



FRONT

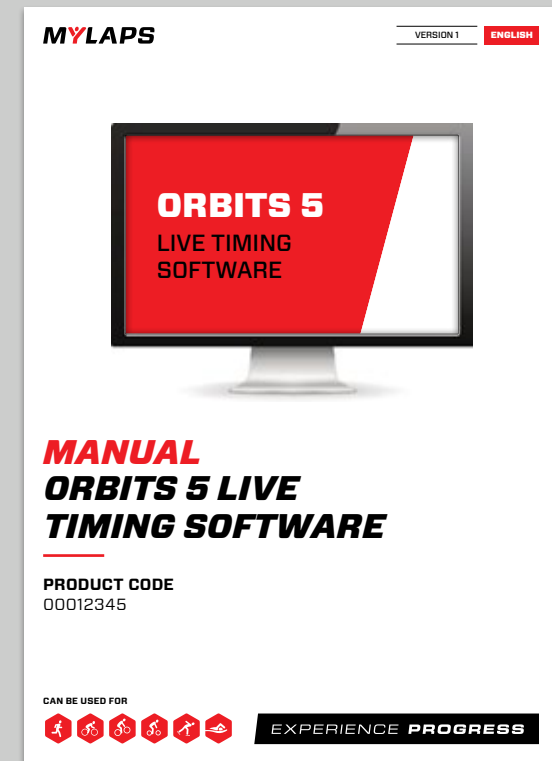
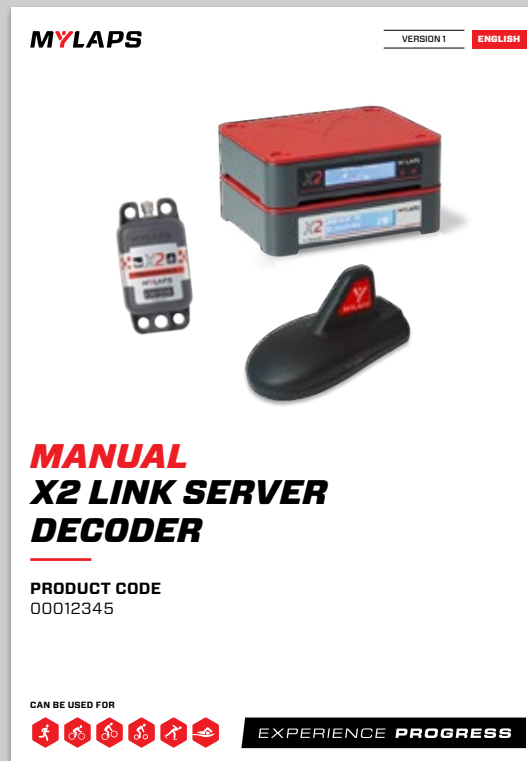
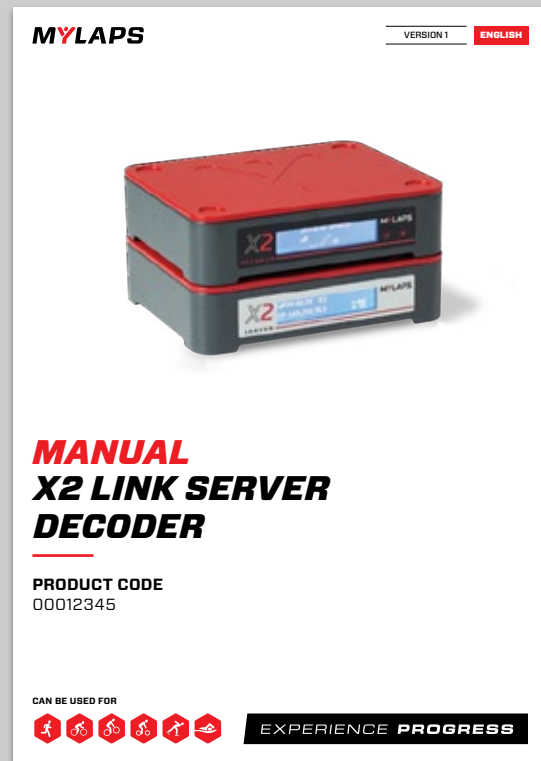


BACK

# 7 DESIGN EXAMPLES

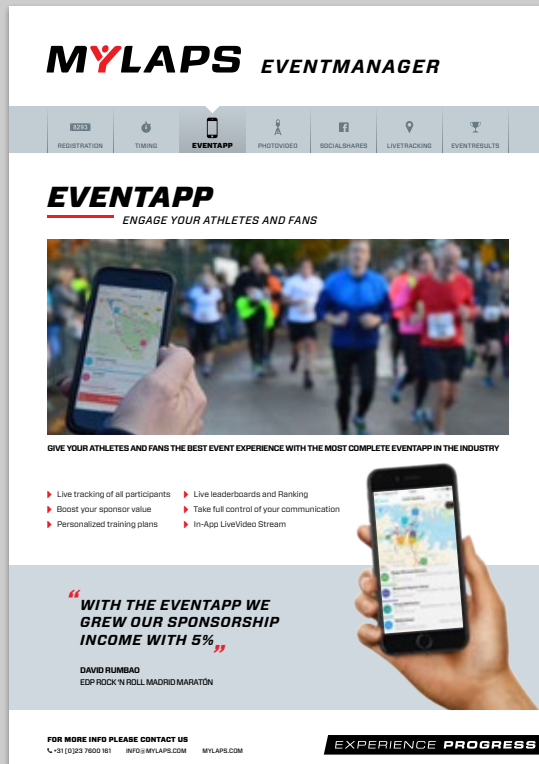
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## PRODUCT MANUAL COVERS

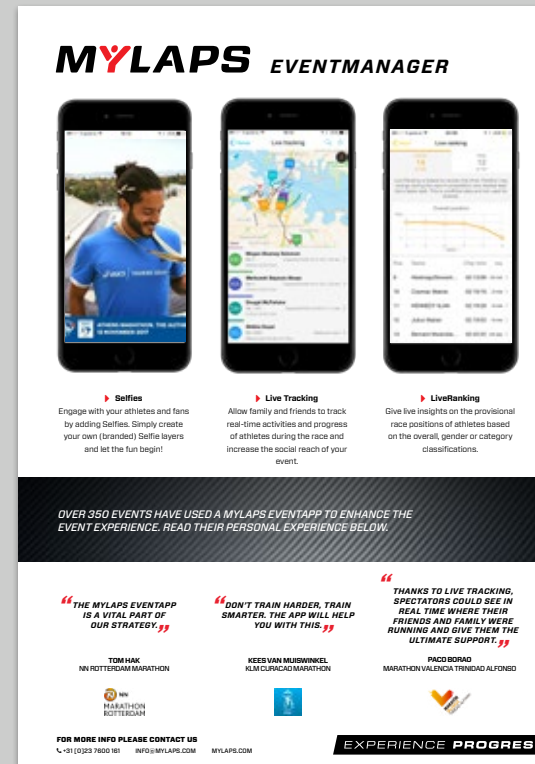


# 7 DESIGN EXAMPLES

## PRODUCT FLYERS



FRONT



BACK

# **MYLAPS**

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**V2. JUNE 2018**

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**EXPERIENCE PROGRESS**