



**BRAND
GUIDELINES**

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2 BRAND NAME USE

3 MYLAPS SUB-BRANDS

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7 DESIGN EXAMPLES

1 LOGO & PAY-OFF

1 LOGO BASE VERSION

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

MYLAPS
SPORTS TECHNOLOGY

MYLAPS
SPORTS TECHNOLOGY

MYLAPS
SPORTS TECHNOLOGY

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1 PAY-OFF

Horizontal version

EXPERIENCE **PROGRESS**

Vertical version

EXPERIENCE
PROGRESS

Vertical version combined with logo

EXPERIENCE
PROGRESS **MYLAPS**

1 WHEN TO USE WHAT

CORPORATE, COMPANY COMMUNICATION (NON PRODUCT)

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



PRODUCT COMMUNICATION

- 3 PRODUCT + LOGO + PAY-OFF



2 BRAND NAME USE

2 BRAND NAME USE

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

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

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 SUBBRAND - SPEEDHIVE + SPORTHIVE

MYLAPS speedhive

MYLAPS sporthive

MYLAPS speedhive

MYLAPS sporthive

4 BRAND COLORS

4 BRAND COLORS



MYLAPS RED

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

R-227 G-6 B-19

E30613

PANTONE -Not yet defined-



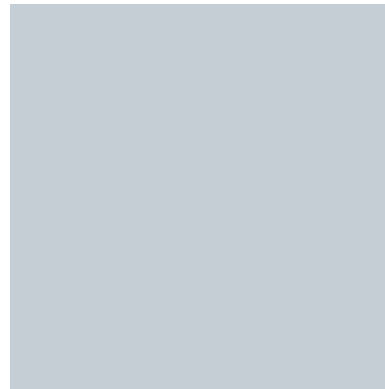
MYLAPS BLACK

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

R-13 G-24 B-28

OD181C

PANTONE N.A.



MYLAPS GREY

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

R-209 G-215 B-218

D1D7DA

PANTONE -Not yet defined-



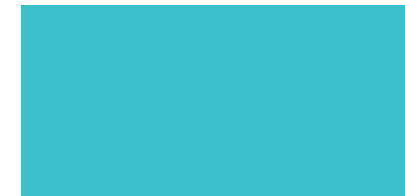
SPEEDHIVE ORANGE

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

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

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

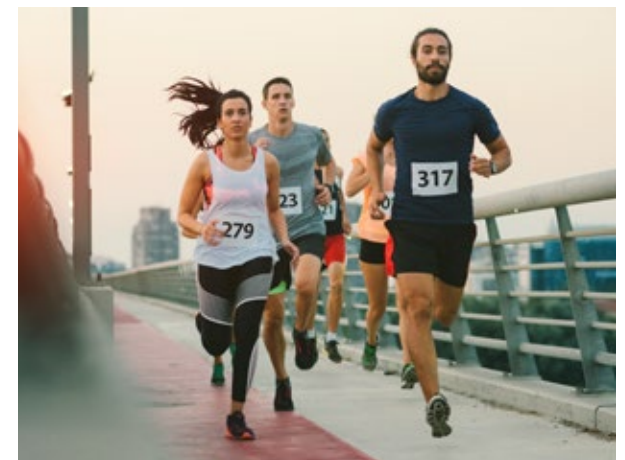
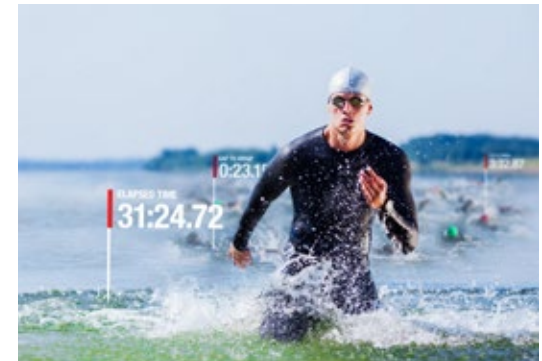


FOR INTERNAL USE ONLY

FOR INTERNAL USE ONLY



6 BRAND IMAGERY



7 DESIGN EXAMPLES

7 DESIGN EXAMPLES

BROCHURE DESIGN

MYLAPS MYLAPS.COM



X2 LINK

THE NEXT GENERATION
TIMING AND DATA SYSTEM

EXPERIENCE **PROGRESS**

X2

THE FUTURE OF RACING

X2 GIVES A WHOLE NEW PERSPECTIVE TO RACING

X2: THE NEXT GENERATION MYLAPS SYSTEM

MYLAPS has revolutionized timekeeping in racing with the X2 System. X2 is the world's first timing and data system that offers the possibility to measure and publish more race data than just lap times. The system is the next generation MYLAPS platform and offers extensive insights into race activity, track status and system performance.

X2 is the perfect system to collect and publish data to and from racers, timekeepers and spectators through the innovative 2-way communication technology called X2 Link.



X2 LINK: YOUR CONNECTION TO THE FUTURE

With the introduction of X2 Link, MYLAPS takes a huge step in making live results onboard available to racers while racing. X2 Link will make it possible to wirelessly send and receive valuable data from timekeeping and race control to the racer.

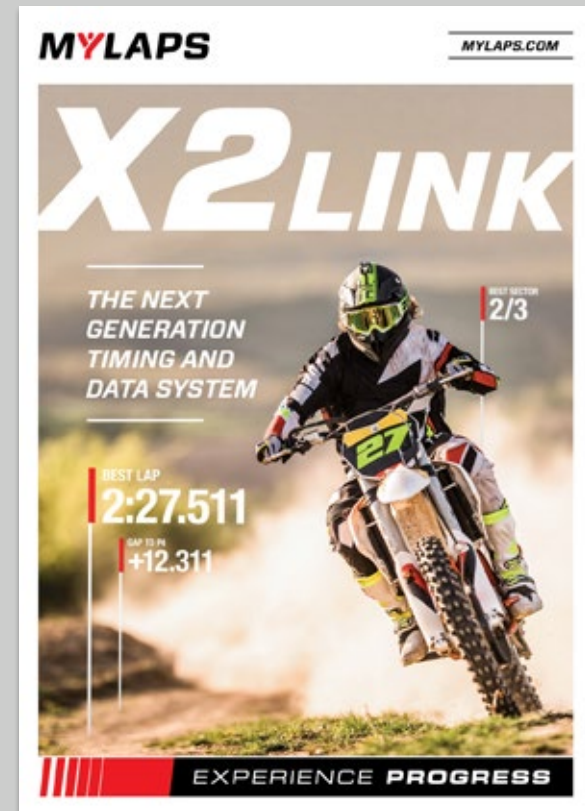
With the X2 Tracking functionality the GPS positions of all vehicles (equipped with the RaceLink) are visible in an application for timers and race control. This allows race control to watch and replay the positions of all vehicles and improve regulation decisions.

OPENS UP A NEW WORLD OF POSSIBILITIES



7 DESIGN EXAMPLES

BROCHURE COVERS



7 DESIGN EXAMPLES

PRODUCT FLYER DESIGN

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

FRONT

ORBITS CYCLING

TIMING SOFTWARE FOR CYCLING CLUB RACES

MYLAPS' well-known and widely used Orbits software is now available for timing cycling club races. Orbits has been used in the world of motorsports for many years and has now been rebuilt for cycling. With Orbits you can easily time your events in 6 sequential steps:

1. Setup events
2. Create runs and import participants
3. Time races
4. Process results
5. Distribute results: print and publish practice and event results and stream live results to mylaps.com
6. Manage championships

ORBITS CYCLING SPECIFIC FEATURES

- ▶ **MULTIPLE CATEGORIES AT THE SAME TIME DURING ONE EVENT**
Race categories can be started and/or finished separately. This makes it possible on a single track to have multiple categories have their own race at the same time, for example male/female or different age categories.
- ▶ **COMPLIES UCI PRINT REQUIREMENTS**
Results can easily be printed according to official regulations, for example the UCI regulations.
- ▶ **ASSIGN BUNCH TIMES**
If riders finish in a peloton or group they receive the same time ("bunch times"). This makes it possible to assign the exact results during a multi-day event, when results are summed.
- ▶ **PRIMES FOR POINT- AND KING OF THE MOUNTAIN SPRINTS**
With primes for point- and King of the Mountain sprints, different classification can easily be set up during a race. Orbits Cycling is optimized to work with the ProChip timing system.
- ▶ **VARIOUS RACE TYPES**
The software supports various types of cycling events, including regular road racing, handicap races and time trials.

MYLAPS EXPERIENCE PROGRESS

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

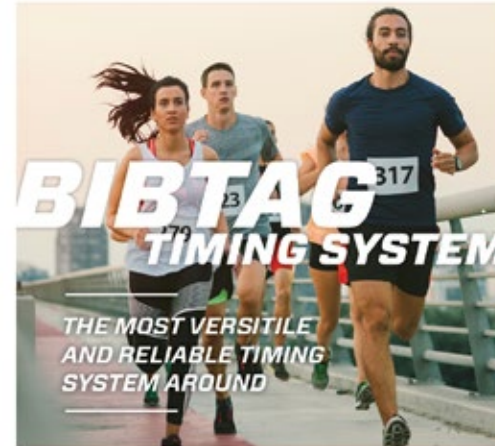
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EXPERIENCE PROGRESS

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 spelen 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 detectielementen vormen geen enkel obstakel voor racefietsen.

EXPERIENCE PROGRESS

7 DESIGN EXAMPLES

PRODUCT FLYERS

MYLAPS

BIBTAG CLUB

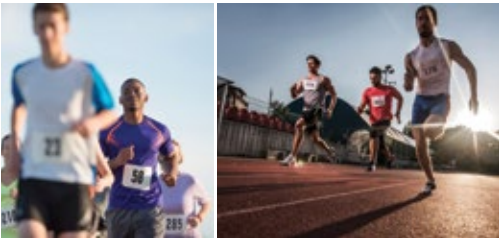


THE PERFECT TIMING SYSTEM FOR TRAINING SESSIONS AND SMALL RUNNING EVENTS



EXPERIENCE PROGRESS

FRONT



BIBTAG CLUB

THE MOST RELIABLE TIMING SOLUTION

EASY TO SET UP AND MANAGE: NO PROFESSIONAL TIMEKEEPER NEEDED

CAN BE USED FOR TRAINING EVENTS AND CLUB RACES

KEEPING TRACK OF PROGRESS

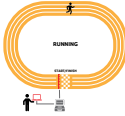
With the BibTag Club system, you can keep track of runners' progress during training sessions. Simply set up the system before the training starts, equip the runners with a tag and you're good to go! You get access to an online overview with lap times so you can see runners improve over time.

TIMING YOUR OWN RUNNING RACES

The BibTag Club system can be used for timekeeping at small club events (up to 250 participants). The easy-to-use software can be used to create start lists and publish the results - directly after the finish.

BIBTAG CLUB SYSTEM INCLUDES:

- ▶ Professional decoder
- ▶ 4-meter wide detection mat set-up
- ▶ Timing & Scoring software
- ▶ Durable and reusable tags (up to 250)
- ▶ Access to training plans through the Sportive platform



FOR MORE INFO, CHECK MYLAPS.COM/BIBTAGCLUB

MYLAPS EXPERIENCE PROGRESS

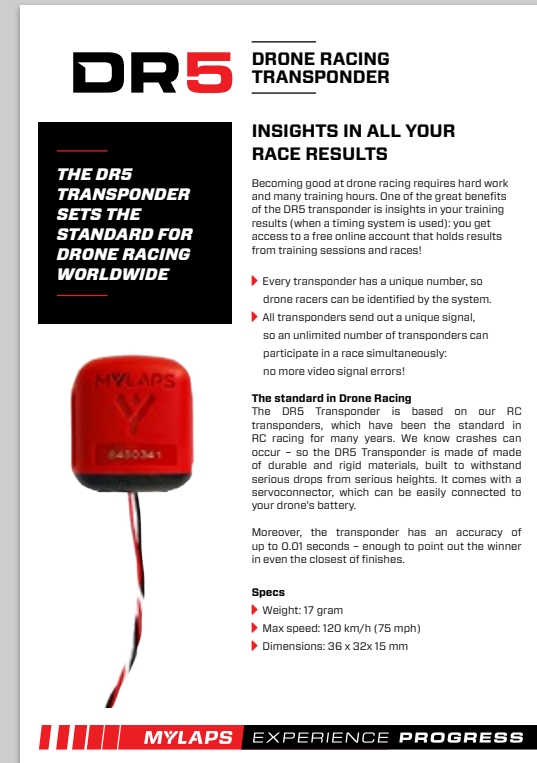
BACK

7 DESIGN EXAMPLES

PRODUCT FLYERS



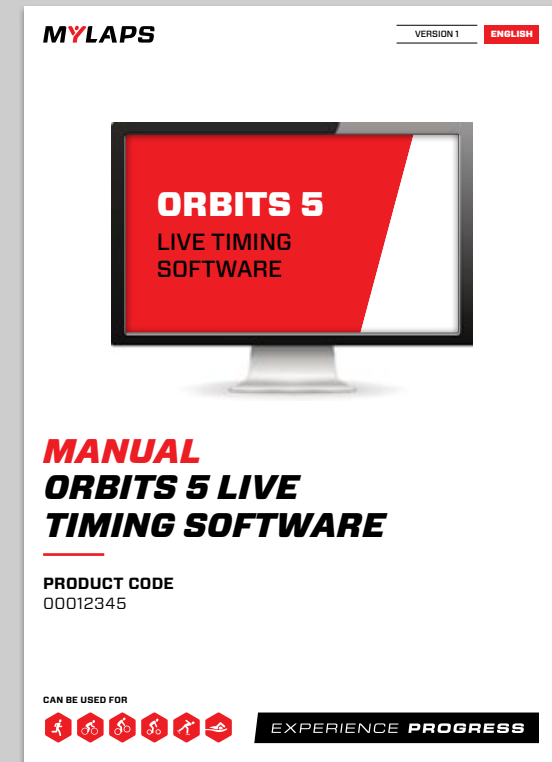
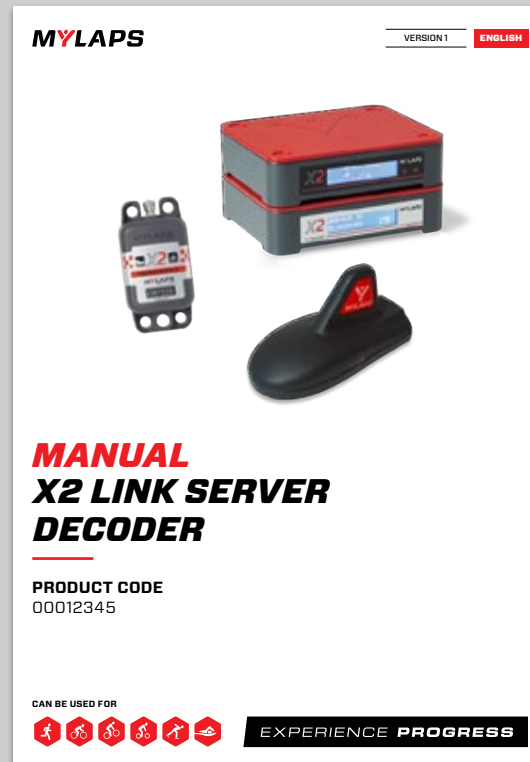
FRONT



BACK

7 DESIGN EXAMPLES

PRODUCT MANUAL COVERS




7 DESIGN EXAMPLES

PRODUCT FLYERS

MYLAPS EVENTMANAGER

REGISTRATION TIMING **EVENTAPP** PHOTOVIDEO SOCIALSHARES LIVETRACKING EVENTRESULTS

EVENTAPP
ENGAGE YOUR ATHLETES AND FANS




GIVE YOUR ATHLETES AND FANS THE BEST EVENT EXPERIENCE WITH THE MOST COMPLETE EVENTAPP IN THE INDUSTRY

- ▶ Live tracking of all participants
- ▶ Boost your sponsor value
- ▶ Personalized training plans
- ▶ Live leaderboards and Ranking
- ▶ Take full control of your communication
- ▶ In-App LiveVideo Stream

“ WITH THE EVENTAPP WE GREW OUR SPONSORSHIP INCOME WITH 5% ”

DAVID RUMBAG
EOP ROCK 'N ROLL MADRID MARATON




FOR MORE INFO PLEASE CONTACT US
+31 (0)23 7600 161 INFO@MYLAPS.COM MYLAPS.COM

EXPERIENCE PROGRESS

FRONT

MYLAPS EVENTMANAGER



- ▶ **Selfies**
Engage with your athletes and fans by adding Selfies. Simply create your own (branded) Selfie layers and let the fun begin!
- ▶ **Live Tracking**
Allow family and friends to track real-time activities and progress of athletes during the race and increase the social reach of your event.
- ▶ **LiveRanking**
Give live insights on the provisional race positions of athletes based on the overall, gender or category classifications.

OVER 350 EVENTS HAVE USED A MYLAPS EVENTAPP TO ENHANCE THE EVENT EXPERIENCE. READ THEIR PERSONAL EXPERIENCE BELOW.

“ THE MYLAPS EVENTAPP IS A VITAL PART OF OUR STRATEGY ”

TOM HAK
NIJ ROTTERDAM MARATHON

“ DON'T TRAIN HARDER, TRAIN SMARTER. THE APP WILL HELP YOU WITH THIS ”

KEES VAN MUDGWINKEL
KLM CLURCAD MARATHON

“ THANKS TO LIVE TRACKING, SPECTATORS COULD SEE IN REAL TIME WHERE THEIR FRIENDS AND FAMILY WERE RUNNING AND GIVE THEM THE ULTIMATE SUPPORT. ”

PACD BORRAO
MARATHON VALENCIA TRINIDAD ALFONSO

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EXPERIENCE PROGRESS

BACK

MYLAPS

V2. JUNE 2018

EXPERIENCE PROGRESS