



# Brand Guidelines



**TROMOX**

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The Tromox brand was created by a group of beautiful people. We won't say that's why the brand is so good, but there might be some connections. If you follow these rules, you can be beautiful, too.

## Keep it beautiful and simple.

The products we make and the industry we serve are technical and complex, so it's important that our work is simple and clear. The norm for writing, the visual style, the designs, the videos – basically everything we make – must work together to deliver a straightforward and meaningful message.

We started Tromox with the ambition to fundamentally change the motorcycle market. Now, we are facing a critical new challenge: As we continue to expand into new markets, how do we tell a consistent and compelling brand story?

Today, we start the project by defining who we are as a company and how our brand philosophy works.

This document will help define one of our most valuable assets: our brand. By following these guidelines, we will make each element of Tromox work together under a unified brand strategy.

# Strategy

## Brand Introduction

This brand story aims to help to inspire our creative work. It is not meant to be shared externally.

Tromox aims to create a Technology + Trendy Play electric motorcycles brand, exclusively for young people. Riding is not only to reach a certain destination but to break through the shackles of boring life and to activate our self-awareness.

Italian style design + independent R&D of core technologies provide an interesting, intelligent, and environmentally friendly travel experience for our global young riders.

Unlimited usage scenarios create a unique playful way for them to show their youthful passion, liberate their mind, and release their stress.

**Brand Mission** Born for cool riding

**Brand Core Value** 01 Unconventional 02 Interconnection 03 Passion

### Unconventional

What is unconventional?

It's an act of daring to release your self-awareness within chaos.

It's an act of courage to live out your life beyond so-called rules.

Never be rigid, never be shackled.

Using every cell within your body to fight against tradition,  
and finding new life within the continuous collisions.

### Interconnection

What is interconnection?

It's a brand new exploration of heart and soul:

Find the secret realm among vehicles;

Discover the intelligent space between humans and vehicles;

Looking for the bond of connection among humans.

By combining intelligence and technology, and dismantling all barriers  
among humans, TROMOX lights up every single ride that you take.

### Passion

What is passion?

It is the capital that keeps you trying new things unremittingly;

It is the confidence that allows you to never set boundaries in life;

It is the courage to never back down;

It is the attitude to never settle.

Dare to be a pathfinder to experience and explore:  
live sincerely in the complex life;  
Dare to be an innovator to question and resist:  
try my best without even being expected.  
We are blessed to dwell in such an epoch,  
which in return is more fortunate to embrace us.

Breaking through traditions and Innovations;  
Balancing between reality and ideality;  
Blooming in collision and compromise;  
Set yourself unlimited boundaries.

# Tone of Voice

Our voice is one of the most important parts of our brand. It's crucial for us to communicate with the world consistently, no matter who is speaking or writing.

A sincere friend.  
We write as we would write to a friend.

### How we sound

- Colloquial without being flippant
- Transparent about process
- Mix of long and short sentences

### So our customers feel

- A sense of trust
- A feeling of closeness

A straight shooter.  
We are bold enough to break through  
the noise.

### How we sound

- Direct
- Upbeat
- Inviting
- Community-oriented

### So our customers feel

- A sense of excitement
- A feeling of anticipation

# Logo

Our greatest brand assets are our name and our logo.

They define who we are and what we promise. Our logo symbolizes two ideas that are central to our brand: our commitment to community and our ceaseless dedication to developing better products.

The logo should be recognizable across all sizes and contexts.

# Construction

Our logo is designed with simple shapes. It is carefully constructed to maintain unique characteristics while allowing for perfect legibility at any size on any application.





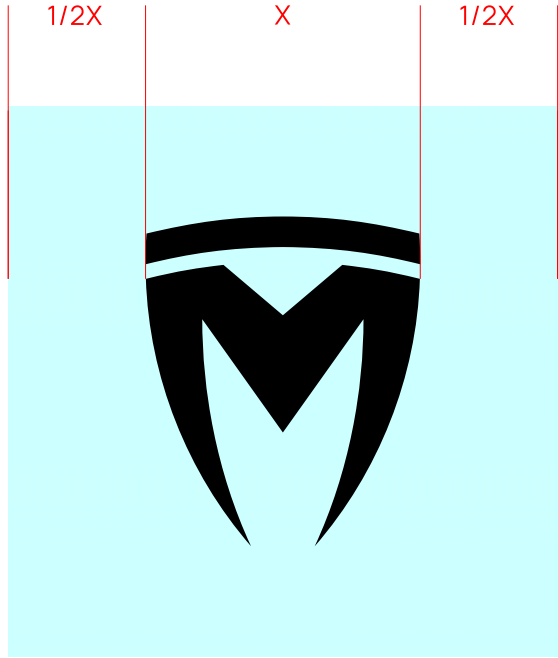
**TROMOX**



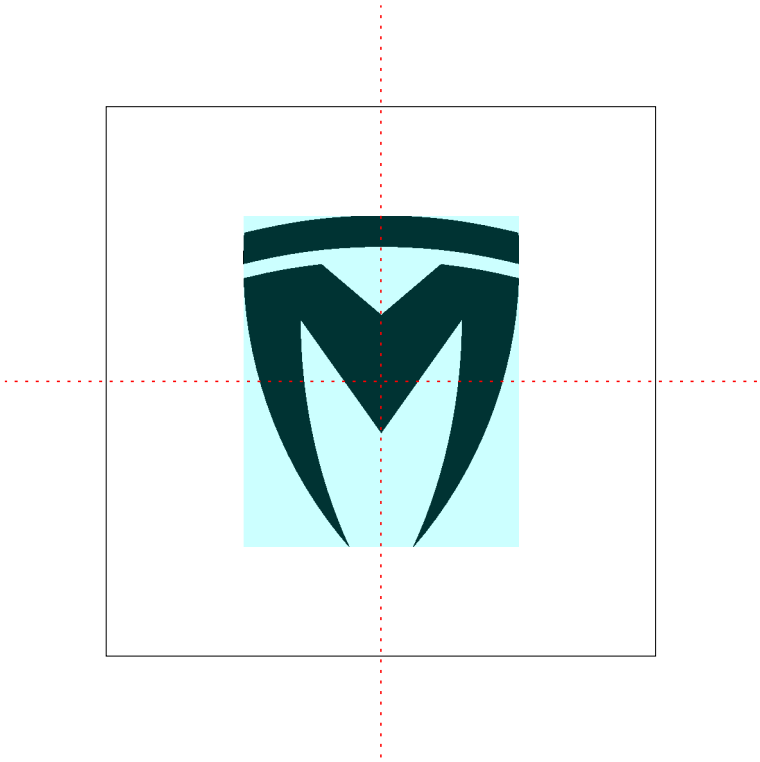
# Logo Construction

Our logo is based on simple shapes and is perfectly legible at any size. There should be a certain clear space left on each individual side of the logo. The width of the clear space should be equal to one-half the width of the logo (x).

## Clearspace



## Centered



# Logotype Construction

Clearspace around the logotype should be equal to the cap height (x).

## Clearspace



The Tromox visual identity includes a Logo (M) and a Logotype (Tromox). Each can be used individually as a brand mark. once combined they form a lock-up:

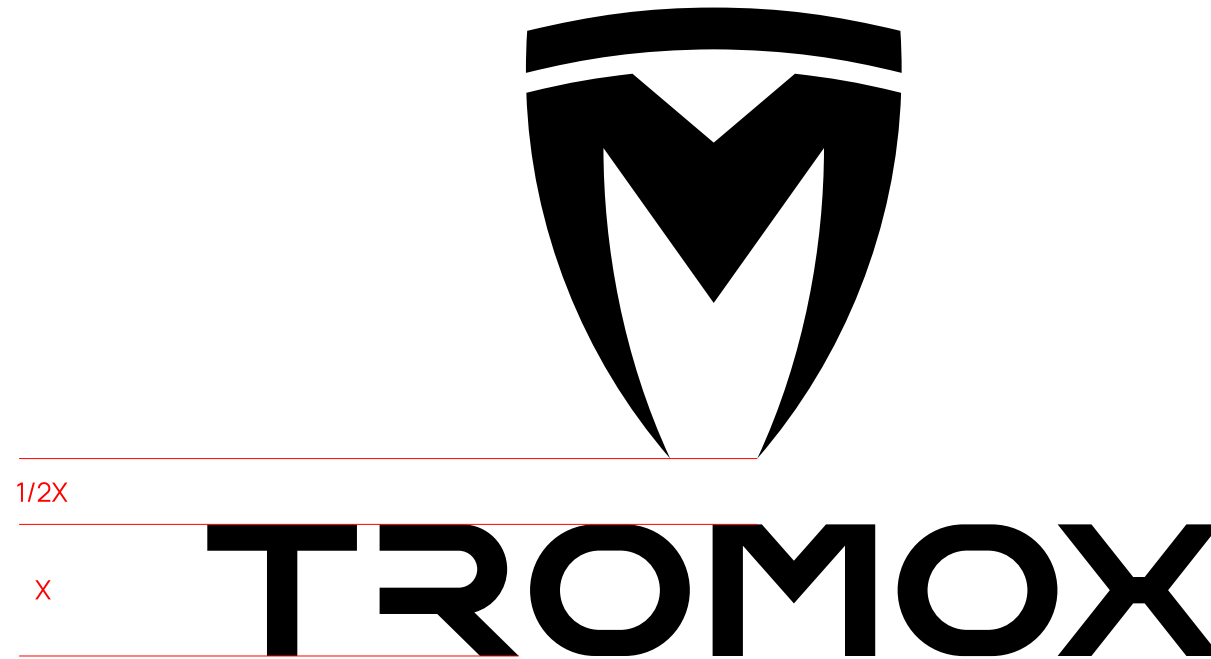
Logo + Logotype = Lock-up

Standard Lock-up

In a standardized lock-up combination, the spacing between the two components is fixed.

This combination is used frequently.

## Standard Lock-up



# Logo Minimum Usable Sizes

Lock-up minimum height:  
12mm

Logo



Logotype minimum height:  
0.3mm

Logotype



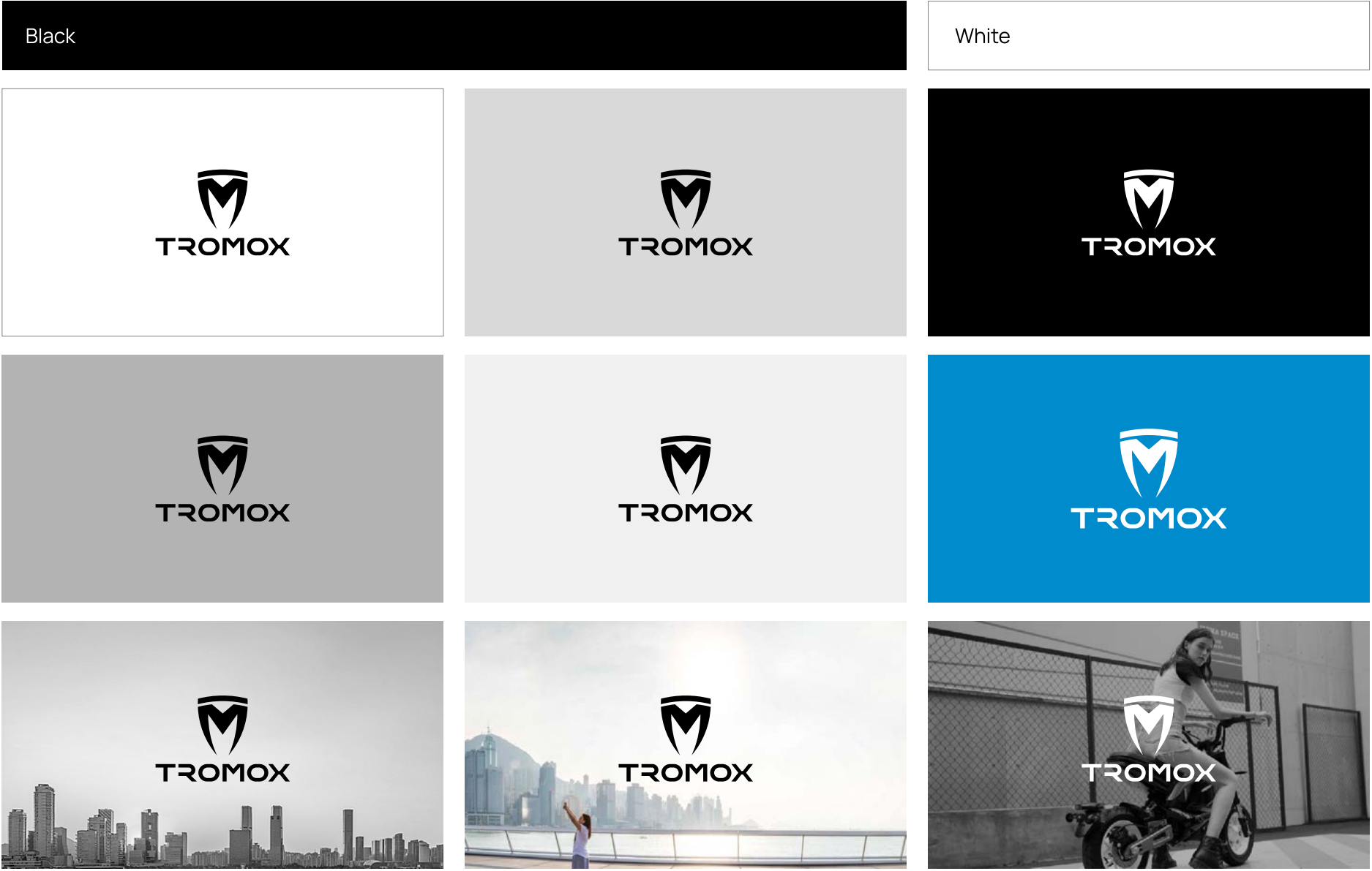
Logo minimum height:  
0.6mm

Lock-up



# Logo Color

The Tromox wordmark can be white, black, or blue. It can sit on a solid or photographic background.

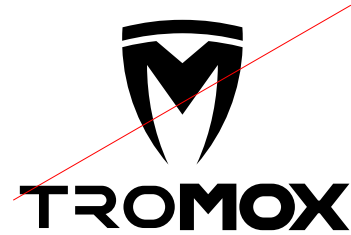


# Incorrect Usage

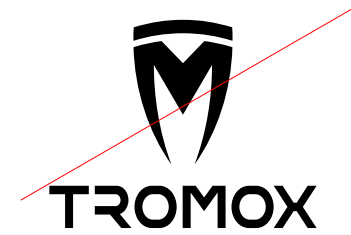
The chart at right identifies incorrect usage of the Tromox mark.



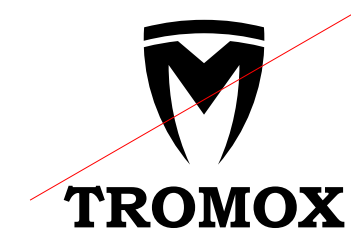
Do not resolve the logo in different colors.



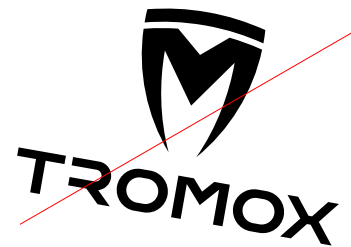
Do not apply different weights to the wordmark.



Do not distort or warp the logo in anyway.



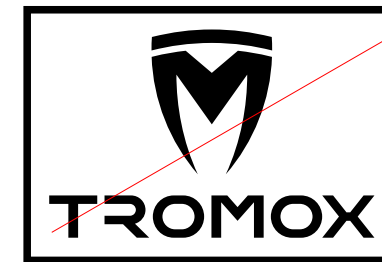
Do not change the typeface, recreate, or manipulate the wordmark and the icon.



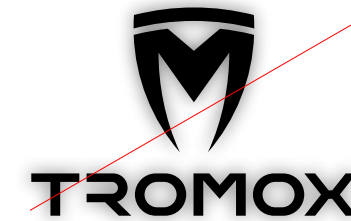
Do not rotate the logo.



Do not change the logo color or tone outside of black and white.



Do not box up the wordmark.



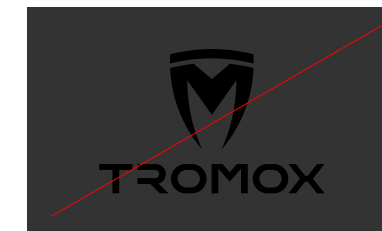
Do not stylize the logo with outlines, glows, or any other techniques.



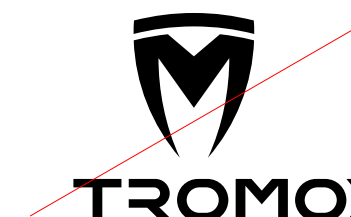
Do not apply gradient to the icon or wordmark.



Do not use logo in Tromox Blue on black.



Do not place the logo on a background with insufficient color contrast and visibility.



Do not adjust the vertical alignment of the two components

# Primary Logo Text Version

While using the text version of Tromox logo, the following rules should be applied:

Usage Scenario: within Sentence

Versions that do not adhere to the terms of usage are incorrect. This rule applies to marketing, advertising, and internal communication.

## Correct Usage

Tromox

We're Tromox.  
We're changing the world.

## Incorrect Usage

Mixed Cases

~~TROmox~~

Word Spacing

~~Tro mox~~

Multiple Weights

~~Tromox~~

Lowercase

~~tromox~~

## Secondary Logo

To assert and unify our new brand identity, existing secondary logos should be avoided and/or replaced with text adhering to the following rules:

Usage Scenario: within Sentence

Versions that do not adhere to the terms of usage are incorrect. This rule applies to marketing, advertising, and internal communication.

### Correct Usage

Mino

We're Mino.

Mino B

We're Mino B.

Ukko S

We're Ukko S.

For exclusive partnerships, our Standard Lock-up Logo might be paired with our partner's logo.

Either the Tromox lock-up or the Tromox logo can be used.

In both cases, our mark should be placed to the right of the partner logo when using Tromox standard lock-up, the spacing between the two logos should be equal to half the width of the Tromox logo (x). When using Tromox Logotype, the spacing between the two logos should be twice the height of our Logotype. The two logos should be centered vertically.

When using the Tromox lock-up, the two logos should sit on the same baseline.

## With Standard Lock-up



## With Logotype



# Logo System

The usage of two types of Tromox logos depends on the usage scenarios: whether the audiences of the target market have a certain awareness of our brand. The selection of the logo and the standard lock-up should be determined by the specific usage scenarios, but it is important to emphasize our name “Tromox” in low awareness markets.

## Logo



- Used in the cases that the audiences are familiar with our brand
- Used for Partnerships
- UX/UI
- Industrial

## Standard Lock-up

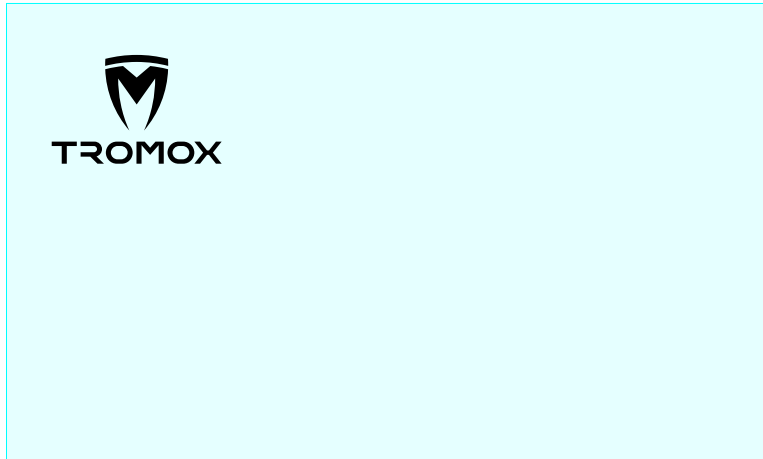


- Used in the cases that the audiences are unfamiliar with our brand
- Marketing
- Advertising
- Industrial
- Internal communication
- The most commonly used

# Logo

When used alone, the logo can be placed in any corner.

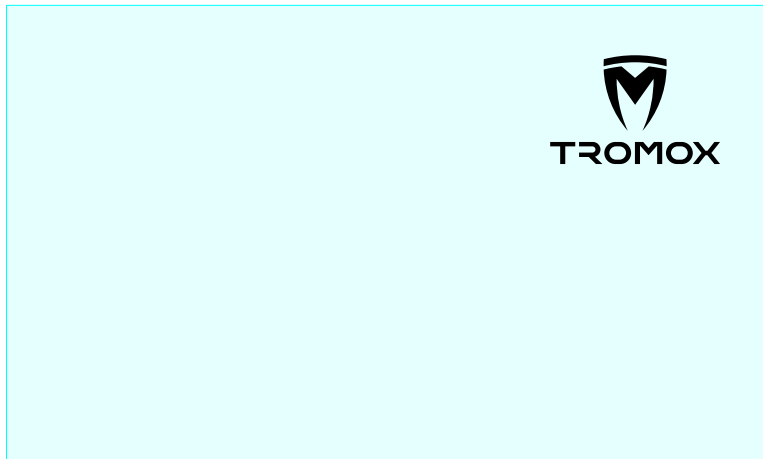
Top Left Position



Bottom Left Position



Top Right Position



Bottom Right Position





To be a Global  
Leader in Electric  
Mobility Industry.



Born  
for  
Cool  
Riding

To be a Global  
Leader in Electric  
Mobility Industry.

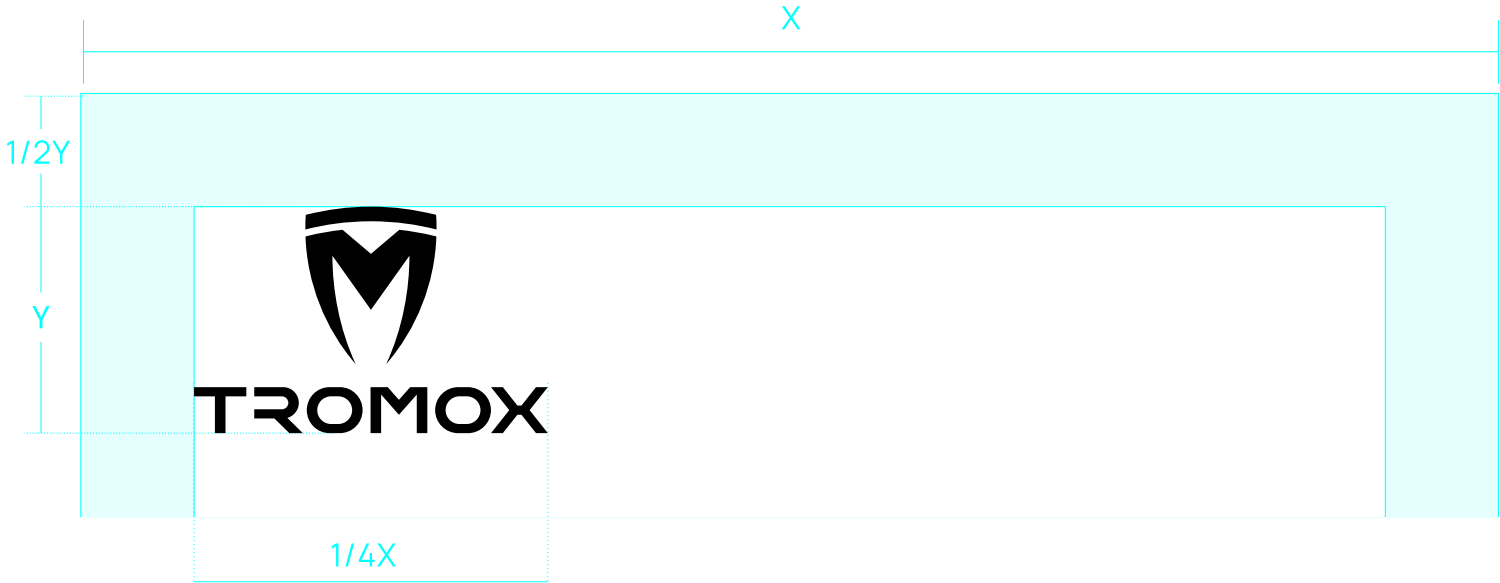


# Standard Lock-up

The maximum size of the Standard Lock-up is when Lock-up is at its maximum size when the logotype is one-fourth the width of the application (x).

Minimum usable size must be followed to ensure legibility.

## Maximum Size



## Minimum Size



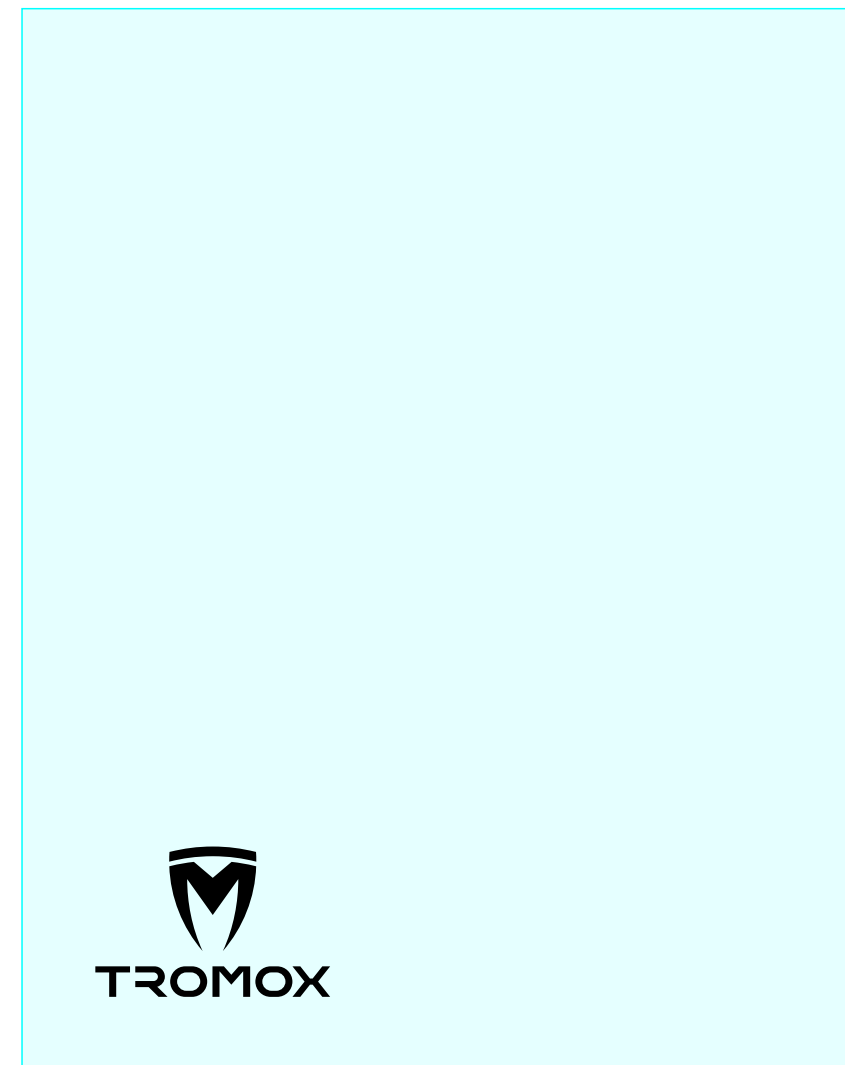
## Standard Lock-up

The Standard Lock-up should be used at the top left or bottom left position at the top or bottom of an application.

### Top Left Position



### Bottom Left Position

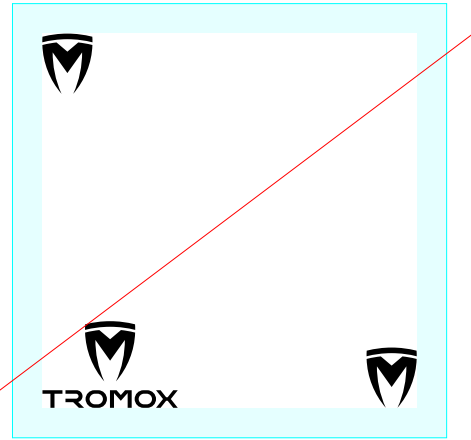




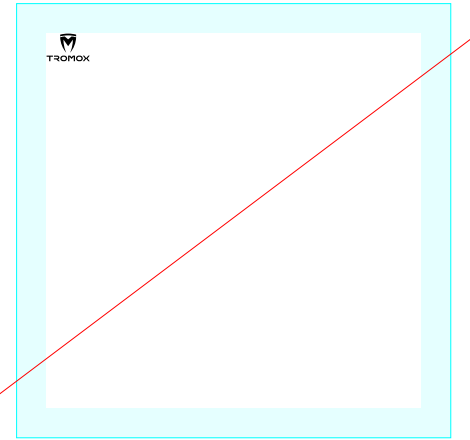
# Incorrect Usage

These are examples of incorrect ways to apply the logo suite.

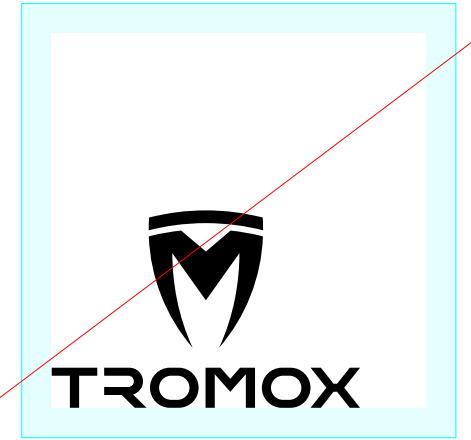
Multiple logos on a single application



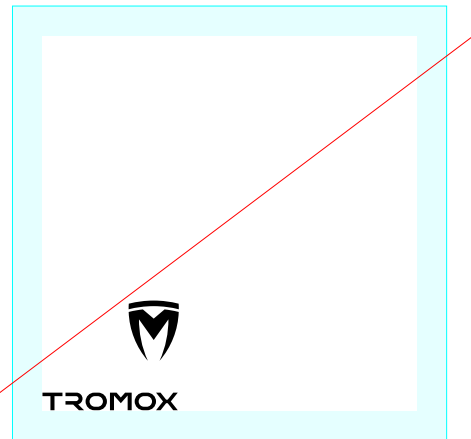
Logo too small



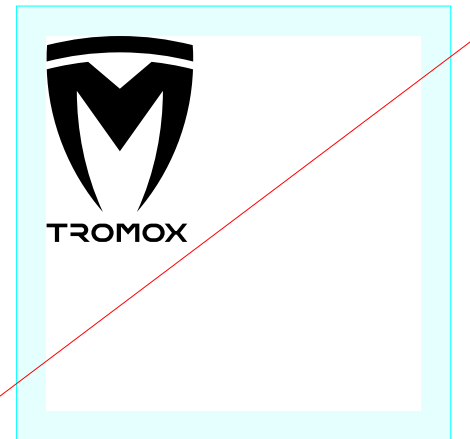
Flexible Lock-up too large



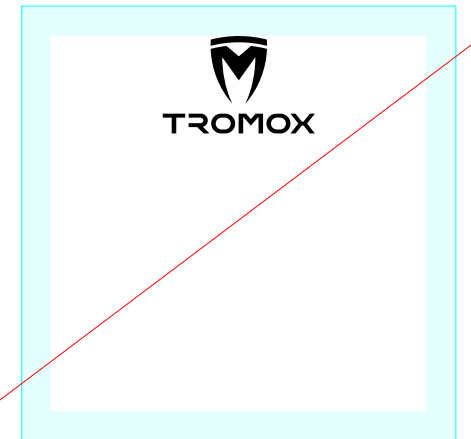
Lock-up components misaligned



Lock-up components at different scales



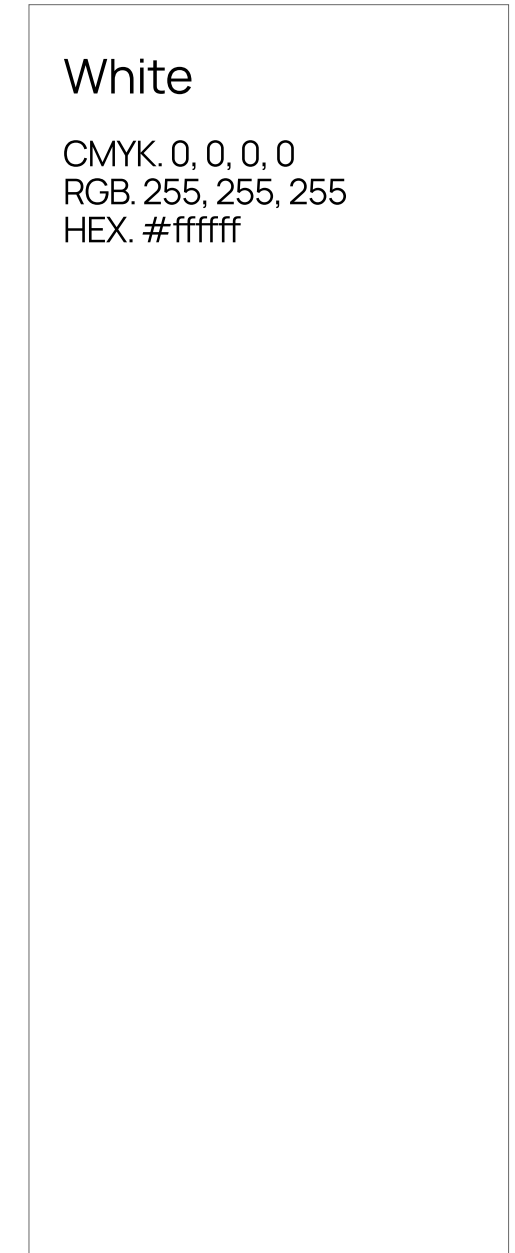
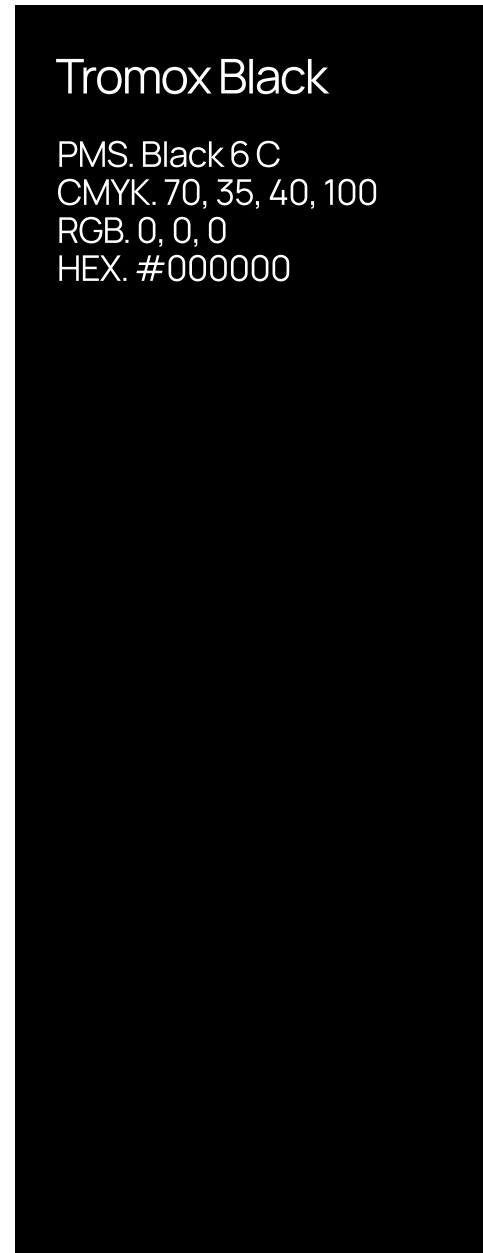
Centered Lock-up



# Color

# Primary Palette

The primary color palette consists of black, blue, yellow and white. These colors form the foundation of the Tromox brand.



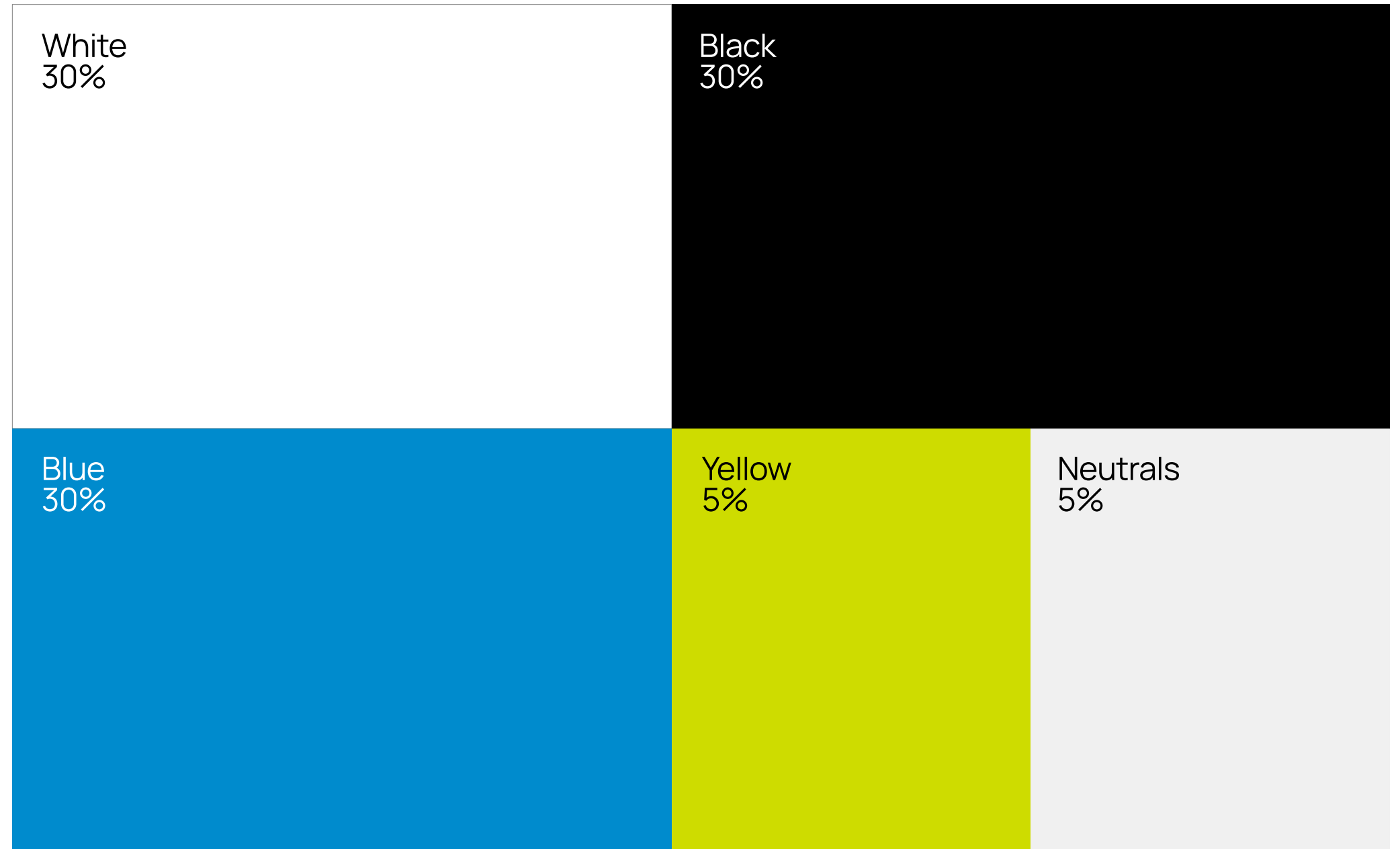
# Secondary Palette

The neutral palette is for digital screens; grays are percentages of primary black.

<p><b>Gray 05</b></p> <p>PMS. Cool Gray 11 U/C CMYK. 71, 64, 60, 56 RGB. 50, 52, 54 HEX. #323436</p>	<p><b>Gray 04</b></p> <p>PMS. Cool Gray 6 U/C CMYK. 55, 46, 45, 11 RGB. 119, 120, 121 HEX. #777879</p>	<p><b>Gray 03</b></p> <p>PMS. Cool Gray 4 U/C CMYK. 30, 30, 30, 0 RGB. 164, 165, 166 HEX. #a4a5a6</p>	<p><b>Gray 02</b></p> <p>PMS. Cool Gray 2 U/C CMYK. 17, 13, 13, 0 RGB. 210, 210, 210 HEX. #d2d2d2</p>	<p><b>Gray 01</b></p> <p>PMS. Cool Gray 1 U/C CMYK. 4, 3, 3, 0 RGB. 240, 240, 240 HEX. #f0f0f0</p>
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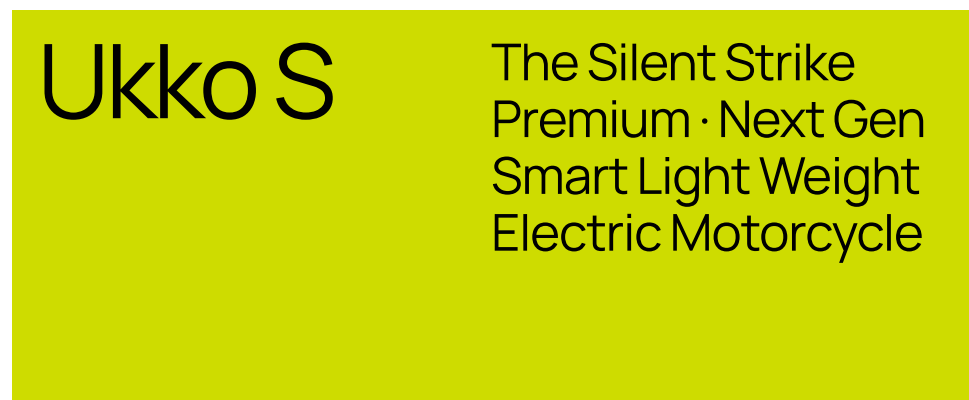
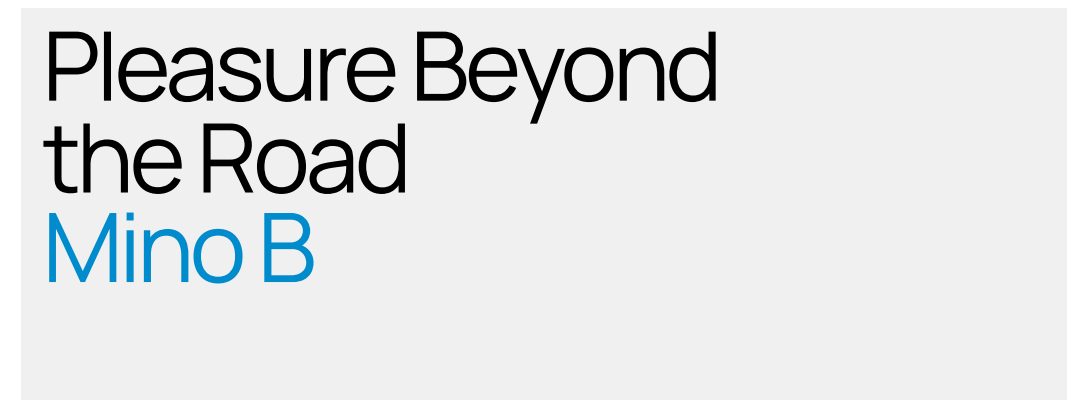
# Usage Frequency

The chart at right is a color guide for all branded materials. Color usage frequency should follow these rough proportions.



# Use Proportion

Keynote design (right), is a good example of a system to which color is applied proportionally. Individual slides should use a simple color palette, two or more color palettes can be combined together. The background selected for the application should be simple and clear, if words are needed to be added to the background, the color black or white can be selected based on the color of the background.



# Typography

The primary typeface for English is Manrope. This typeface is selected due to its ability to meet our needs as a global technology company that aligns to brand spirit, design principles and ability to work universally in all mediums.

Display weight is used for the majority of brand applications, including the user interface. Text weight is used for small-scale printed communications.

Designed by Mikhail Sharanda in 2018–2021.

Special thanks to Mirko Velimirovic for contribution.

Manrope font is free for personal and commercial use. Distributed under the SIL Open Font License, Version 1.1. This license is available with a FAQ at: <http://scripts.sil.org/OFL>

Download Files:  
<https://manropefont.com>

## Manrope

To be a global leader of electric mobility industry.

ExtraLight 200

To be a global leader of electric mobility industry.

Light 300

To be a global leader of electric mobility industry.

Regular 400

To be a global leader of electric mobility industry.

Medium 500

To be a global leader of electric mobility industry.

SemiBold 600

To be a global leader of electric mobility industry.

Bold 700

To be a global leader of electric mobility industry.

ExtraBold 800

The primary typeface for Chinese is Source Han Sans.

How to download the Pan-CJK Fonts from GitHub

Open the GitHub web page:  
<https://github.com/adobe-fonts/source-han-sans/tree/release/>

## 思源黑体 (Source Han Sans)

成为全球智能移动出行的领先企业

思源黑体CN Light

成为全球智能移动出行的领先企业

思源黑体Normal

成为全球智能移动出行的领先企业

思源黑体CN

成为全球智能移动出行的领先企业

思源黑体CN Medium

成为全球智能移动出行的领先企业

思源黑体CN Bold

成为全球智能移动出行的领先企业

思源黑体CN Heavy

# Typography Hierarchy

Tromox typography is simple and minimal; type styles and sizes vary as little as possible. Hierarchies should be established via size, position, color, and case—not weight.

In general, avoid using more than two typestyles; keep it simple.

## Size

### Headline

To be a global leader of electric mobility industry.

## Spacing

### Headline

To be a global leader of electric mobility industry.

## Color

### Headline

To be a global leader of electric mobility industry.

## Weight

### Headline

To be a global leader of electric mobility industry.

The measure refers to the length of a single line of text. The ideal measure is 7 words long.

## Acceptable Measure

The ideal measure, or line length, for Tromox body copy is seven words long.



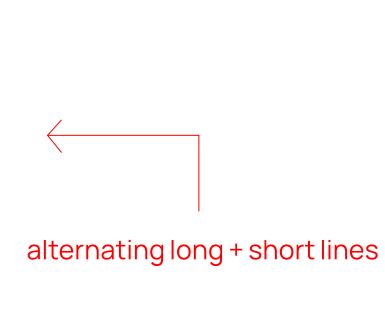
## Unacceptable

Tromox aims to create a Technology + Trendy Play electric motorcycles brand, exclusively for young people. Riding is not only to reach a certain destination but to break through the shackles of boring life and to activate our self-awareness. Italian style design + independent R&D of core technologies provide an interesting, intelligent, and environmentally friendly travel experience for our global young riders. Unlimited usage scenarios create a unique playful way for them to show their youthful passion, liberate their mind, and release their stress.

The rag is the jagged edge of a block of text. All rags should be composed of alternating short and long lines to minimize distraction for the reader.

## Acceptable Measure

Tromox aims to create a Technology + Trendy Play electric motorcycles brand, exclusively for young people. Riding is not only to reach a certain destination but to break through the shackles of boring life and to activate our self-awareness.



## Unacceptable

Tromox aims to create a Technology + Trendy Play electric motorcycles brand, exclusively for young people. Riding is not only to reach a certain destination but to break through the shackles of boring life and to activate our self-awareness.



Orphans and widows should be avoided in all forms of written communication and advertising.

## Unacceptable: Widow

A widow is the last line of a paragraph that appears at the top of the second

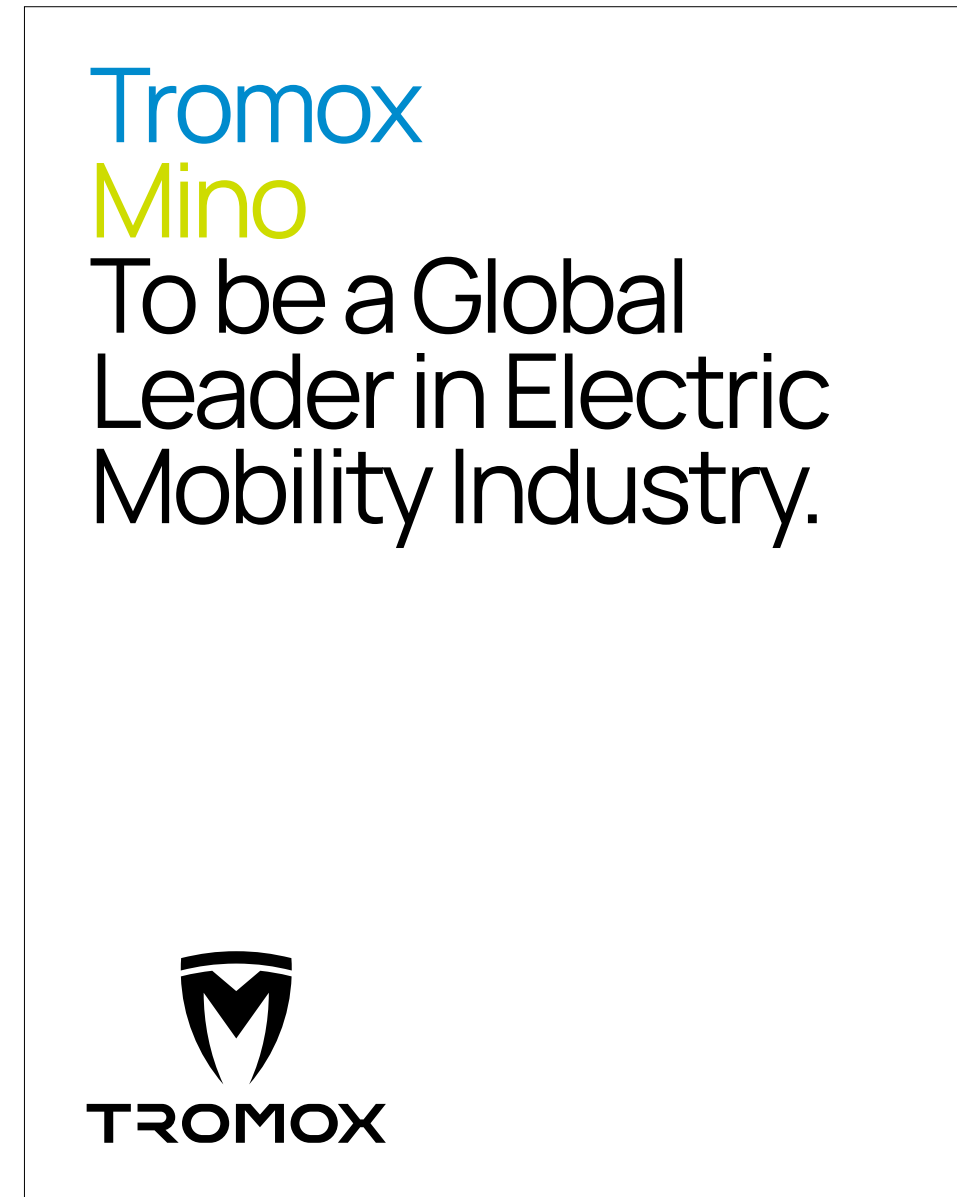
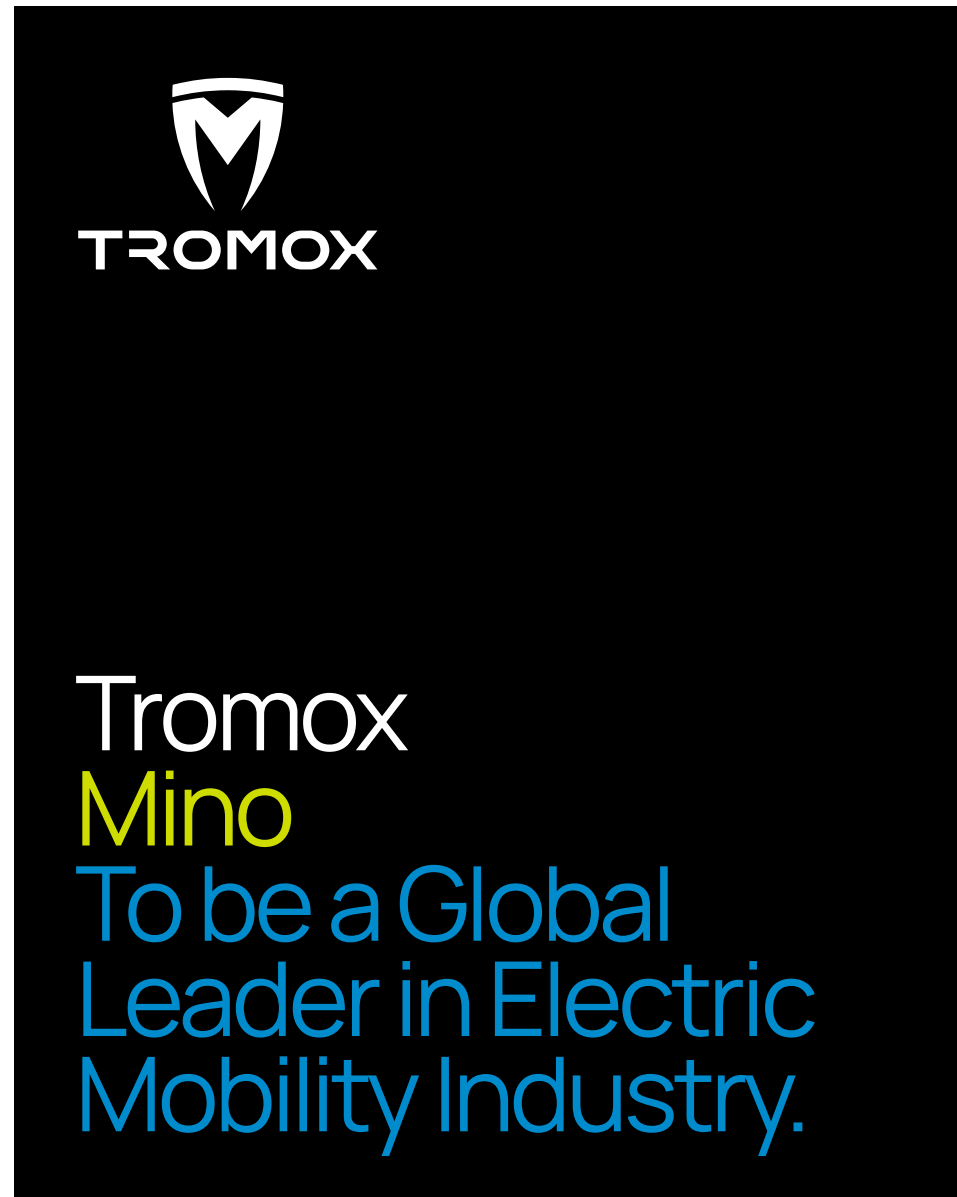
page or column.



## Unacceptable: Orphan

An orphan is a single word at the bottom of a paragraph. Widows and orphans distract the reader and should be avoided at all costs.





# Icons

# Icon Usage

App icons are individually designed based on specifications. They are exceptions exception to the clearspace guidelines and their size should be decided based on the visual effect.

Circular Icon



Rectangular Icon



Windows



iOS



Android



# Digital Assets Naming Convention

To make it easy for users to choose from, and find the files they are looking for, all files should adopt the naming convention as shown on the right.

## EPS

Use for highest quality reproduction in offset and digital print, and special applications

## JPG

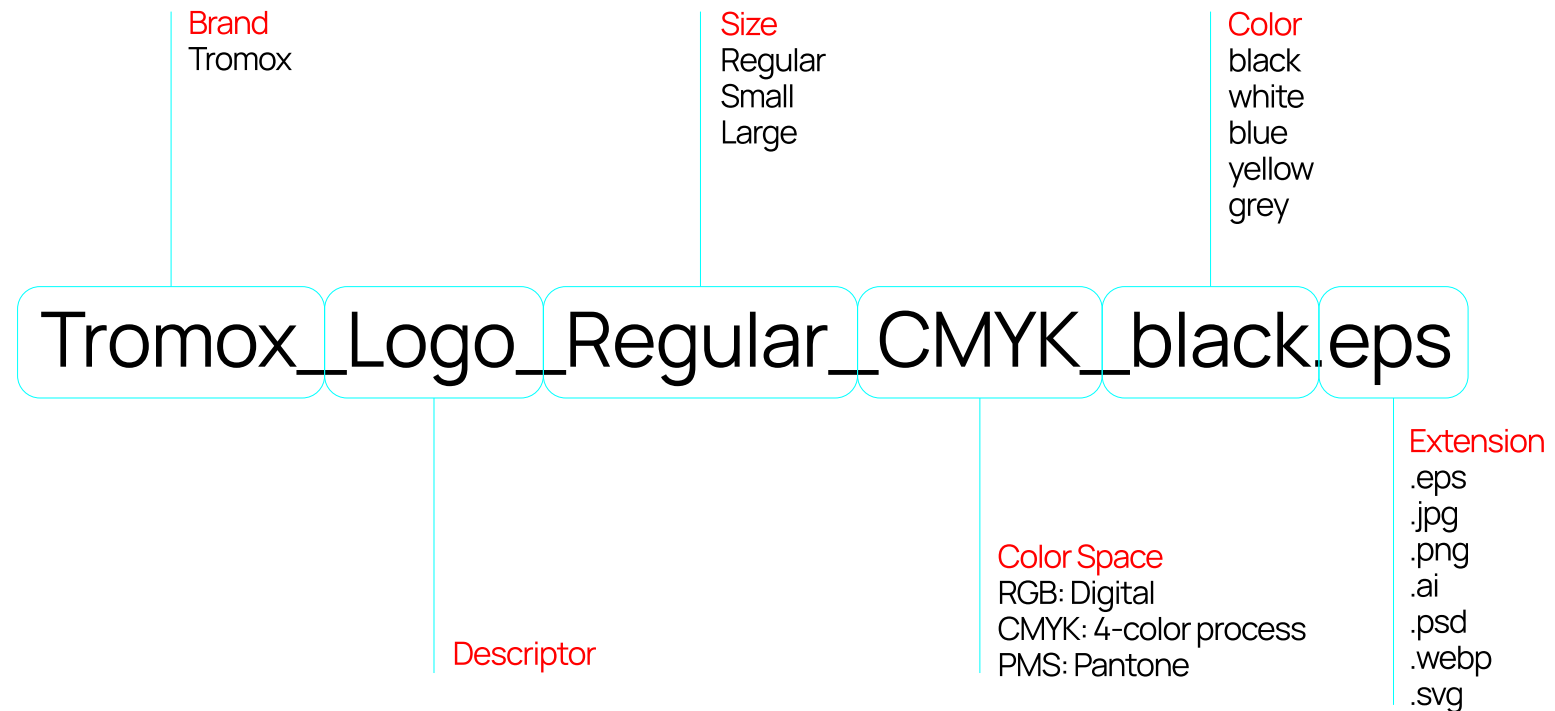
High compression with no transparency support; for web and onscreen use, also an alternate for PowerPoint and Word

## PNG

Little to no compression with transparency support; best used for PowerPoint, Word and onscreen

## Color Space

- Use CMYK for printed material
- Use PMS for printed material
- Use RGB for all onscreen uses including PowerPoint and Word documents



# Photograph

# Overview

Our photographs aim to inspire our audience  
inspires our audience of young and old,  
rich and poor, customers and partners,  
both locally and globally.  
Our imagery is a combination of product  
photography and lifestyle imagery.  
Images should be candid and interactive,  
and the product needs to be emphasized.

## How we express the brand in photography

### Casting

The style of the selected model should  
accord to the brand image.

### Lighting and color

Naturally

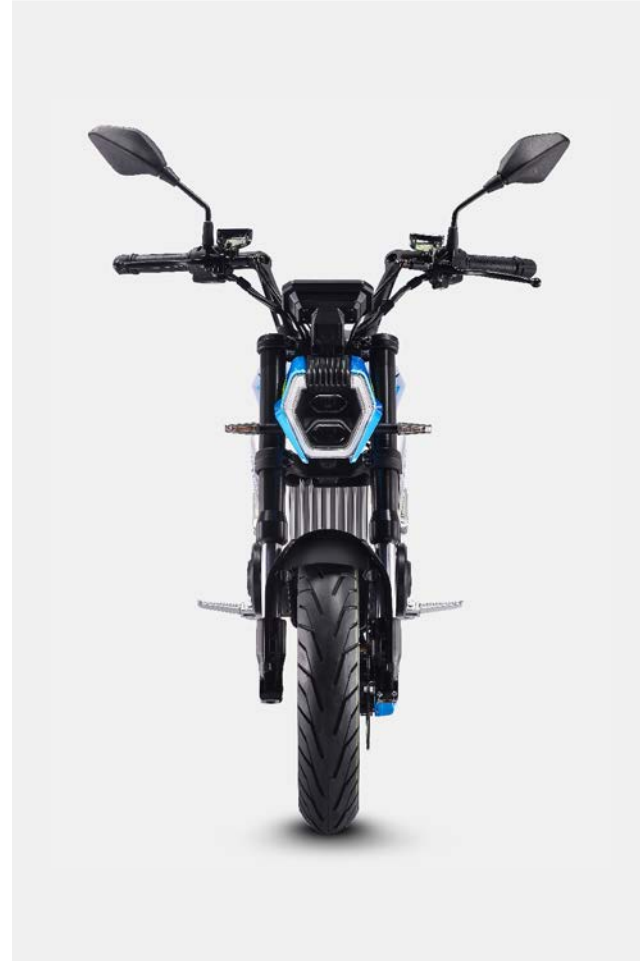
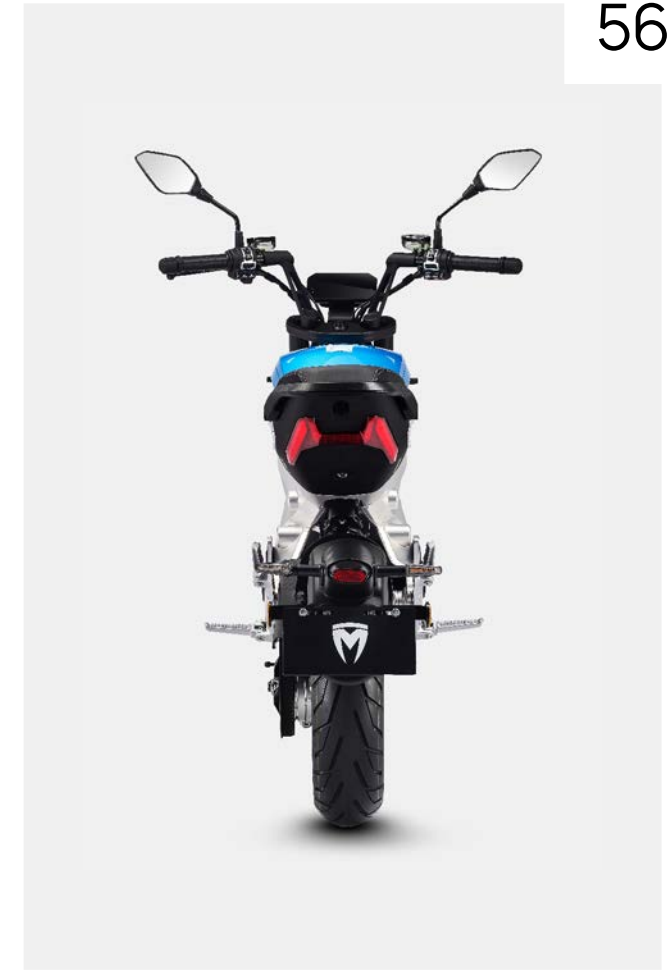
### Locations

Simple background, well-known local landmarks  
can be shown in the background.



# Product

Product imagery should be shot in studio with neutral white and gray backgrounds. Overall, images should have a stark, minimal feel, with a direct focus on the product. Logos should be clear and readily visible.



# Lifestyle

Lifestyle imagery should be natural and unposed. Individuals or groups of people should be captured while interacting with our products. They should look as if they are unaware of the camera, as if the viewer is sharing a moment in their lives. Lighting should be natural, with no flashlight or effects.



# Applications

# Version 01

## Business Card, English Visual

### 1 Corporate Logo

Height: 14mm; bottom margin: 21mm; left margin: 7mm

### 2 English Name and Title

Font: Manrope Medium and Regular; top margin: 9mm

Name font size: 9pt

Title font size: 6.5pt

### 3 English Contact Information

Font: Manrope Medium and Regular

Corporate name font size: full name 7pt

Corporate address font size: full name 6.5pt

Contact information font size: 6.5pt

### 4 Website

Font: Manrope Regular; font size: 6.5pt; bottom margin: 48mm

left margin: 7mm

Blue background-color value of the business card: CMYK:81/39/3/0

Black background-color value of the business card: CMYK:70/35/40/100

Grey background-color value of the business card: CMYK:71/64/60/56

Stock: 250g Conqueror CX22 Diamond White, or recycled stationery paper with the same weight.

Unit: Millimeter (mm)

### Notes

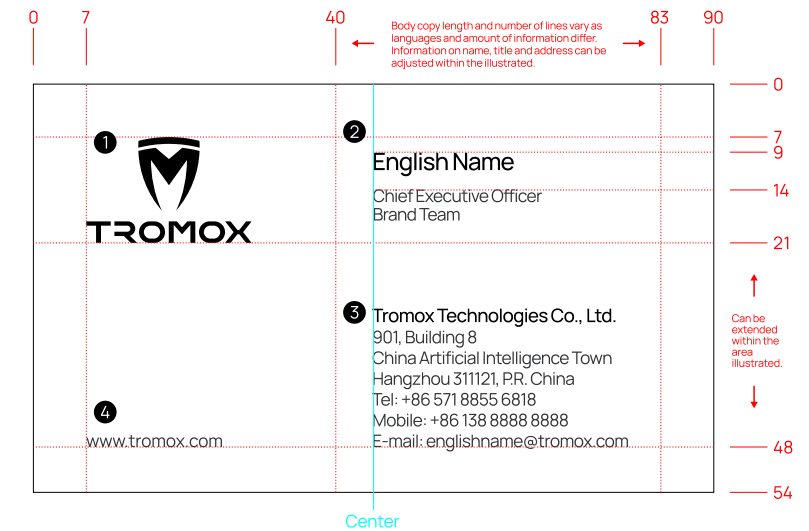
Using the legal entity name if required by law.

Use the company registration name if there are no law requirements.

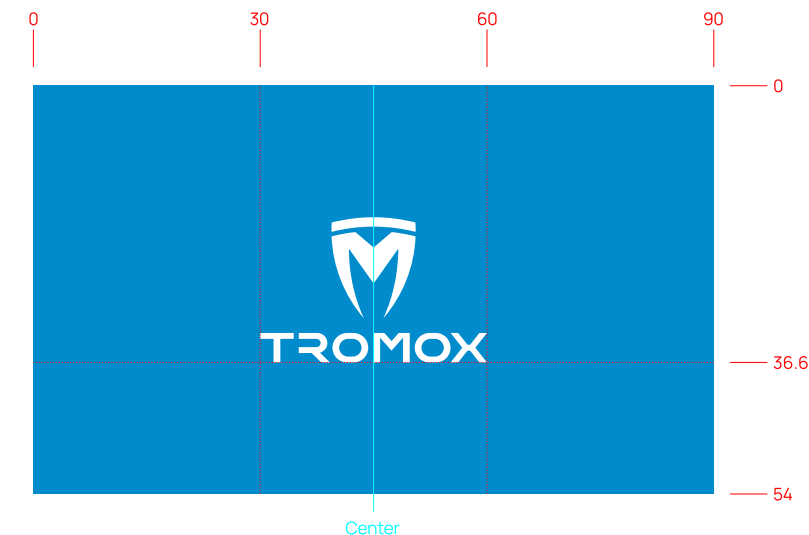
Each Tromox local office will determine the the corresponding language on the business card to meet the local language needs.

All information must be kept updated with actual address and contact information.

## Front



## Back



# Version 01

## Business Card, Chinese Visual

### ① Corporate Logo

Height: 14mm; bottom margin: 21mm; left margin: 7mm

### ② Chinese Name and Title

Font: Source Han Sans Medium and Regular; top margin: 9mm

Name font size: 9pt

Title font size: 6.5pt

### ③ Chinese Contact Information

Font: Source Han Sans Medium and Regular (Chinese);

Manrope Regular (Arabic numerals and English alphabet)

Corporate name font size: full name 6.5pt

Corporate address font size: full name 6.5pt

Contact information font size: 6.5pt

### ④ Website

Font: Poppins Regular; font size: 6.5pt; bottom margin: 48mm

left margin: 7mm

Blue background-color value of the business card: CMYK:81/39/3/0

Black background-color value of the business card: CMYK:70/35/40/100

Grey background-color value of the business card: CMYK:71/64/60/56

Stock: 250g Conqueror CX22 Diamond White, or recycled

stationery paper with the same weight.

Unit: Millimeter (mm)

### Notes

Using the legal entity name if required by law.

Use the company registration name if there are no law requirements.

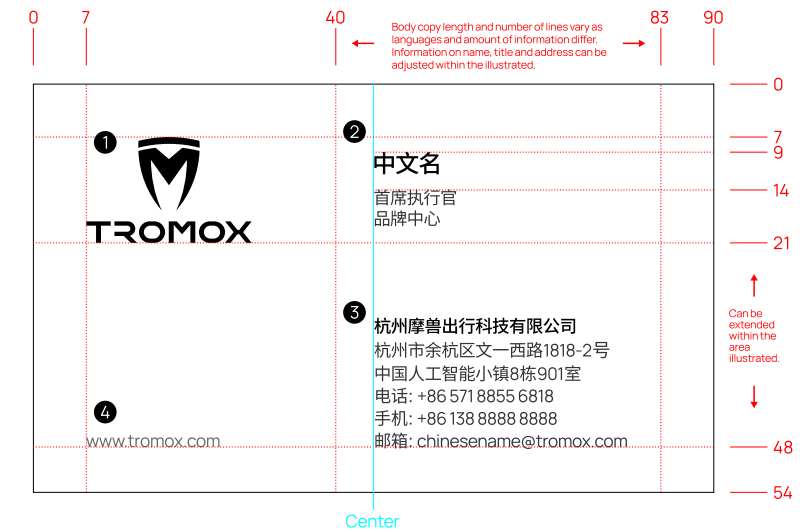
Each Tromox local office will determine the the corresponding

language on the business card to meet the local language needs.

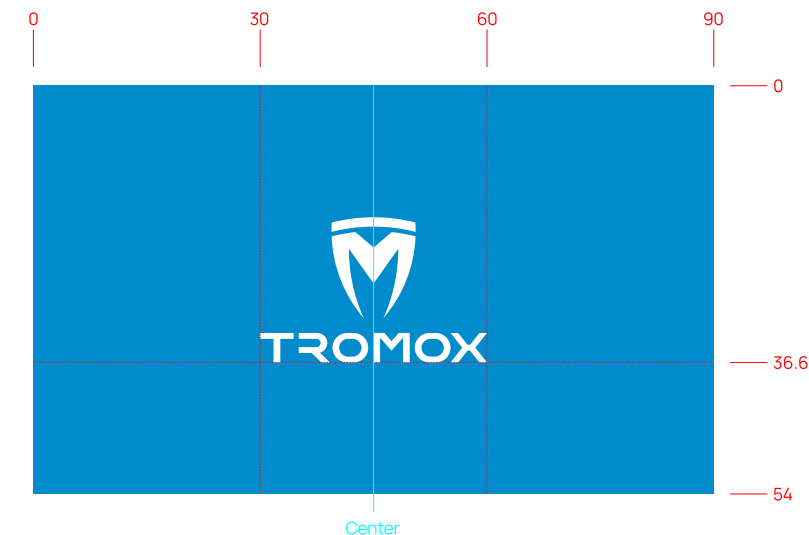
All information must be kept updated with actual address and

contact information.

## Front



## Back



# Version 02

## Business Card, English Visual

- ① Corporate Logo  
Width: 20mm; right margin: 5mm
- ② English Name and Title  
Font: Manrope Medium and Regular; top margin: 45mm  
Name font size: 9pt  
Title font size: 6.5pt
- ③ English Contact Information  
Font: Manrope Medium and Regular  
Corporate name font size: full name 7pt  
Corporate address font size: full name 6.5pt  
Contact information font size: 6.5pt
- ④ Website  
Font: Manrope Medium; font size: 6.5pt; bottom margin: 85mm  
left margin: 5mm

Blue background-color value of the business card:  
CMYK:81/39/3/0

Black background-color value of the business card:  
CMYK:70/35/40/100

Grey background-color value of the business card:  
CMYK:71/64/60/56

Stock: 250g Conqueror CX22 Diamond White, or recycled stationery paper with the same weight.

Unit: Millimeter (mm)

### Notes

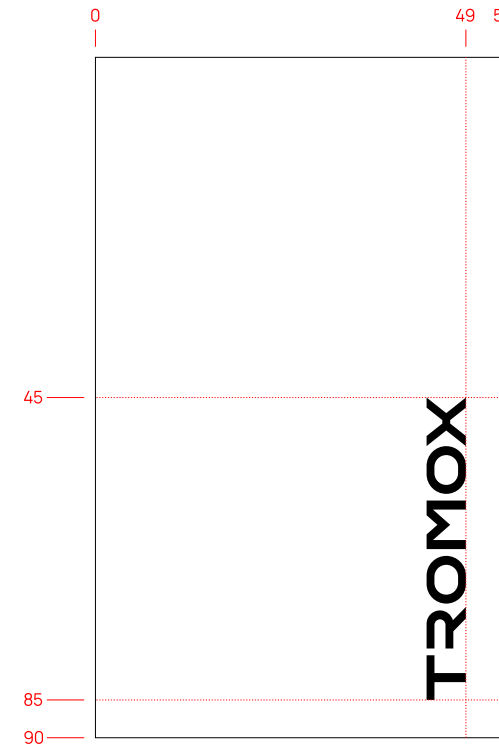
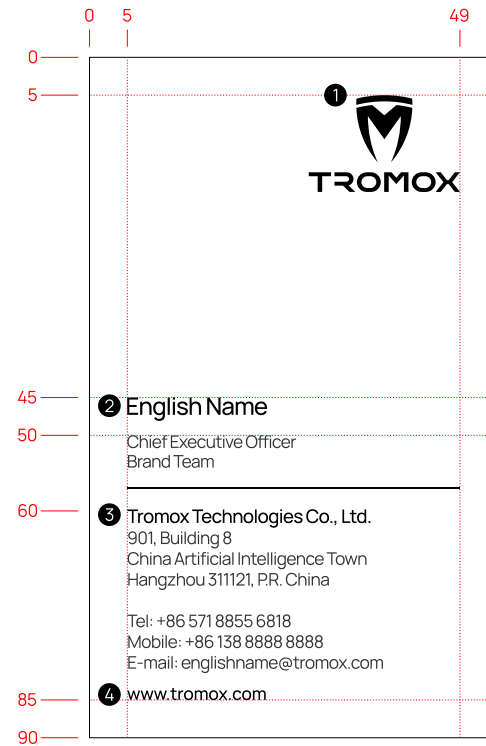
Using the legal entity name if required by law.

Use the company registration name if there are no law requirements.

Each Tromox local office will determine the the corresponding language on the business card to meet the local language needs.

All information must be kept updated with actual address and contact information.

Front

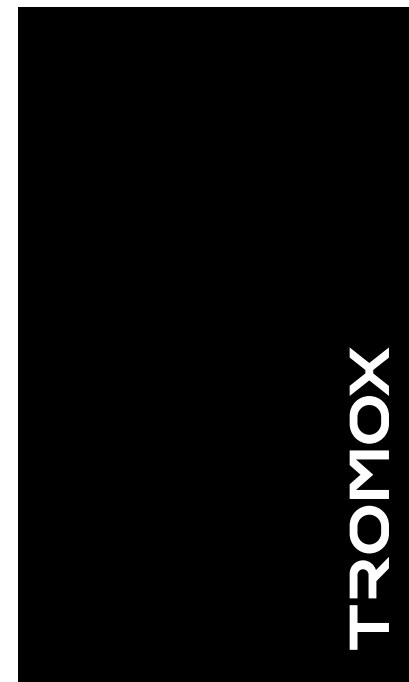


Back

Version 01  
Color: blue



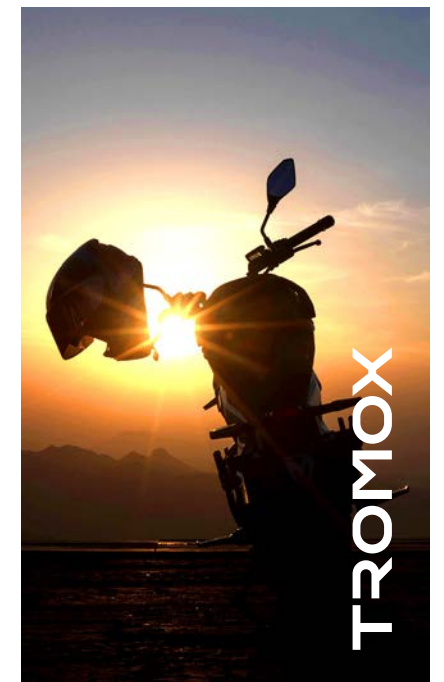
Version 02  
Color: black



Version 03  
Photography



Version 04  
Photography



# Version 02

## Business Card, Chinese Visual

### ① Corporate Logo

Width: 20mm; right margin: 5mm

### ② Chinese Name and Title

Font: Source Han Sans Medium and Regular; top margin: 45mm

Name font size: 9pt

Title font size: 6.5pt

### ③ Chinese Contact Information

Font: Source Han Sans Medium and Regular (Chinese);  
Manrope Regular (Arabic numerals and English alphabet)

Corporate name font size: full name 6.5pt

Corporate address font size: full name 6.5pt

Contact information font size: 6.5pt

### ④ Website

Font: Manrope Medium; font size: 6.5pt; bottom margin: 85mm  
left margin: 5mm

Blue background-color value of the business card:  
CMYK:81/39/3/0

Black background-color value of the business card:  
CMYK:70/35/40/100

Grey background-color value of the business card:  
CMYK:71/64/60/56

Stock: 250g Conqueror CX22 Diamond White, or recycled  
stationery paper with the same weight.

Unit: Millimeter (mm)

#### Notes

Using the legal entity name if required by law.

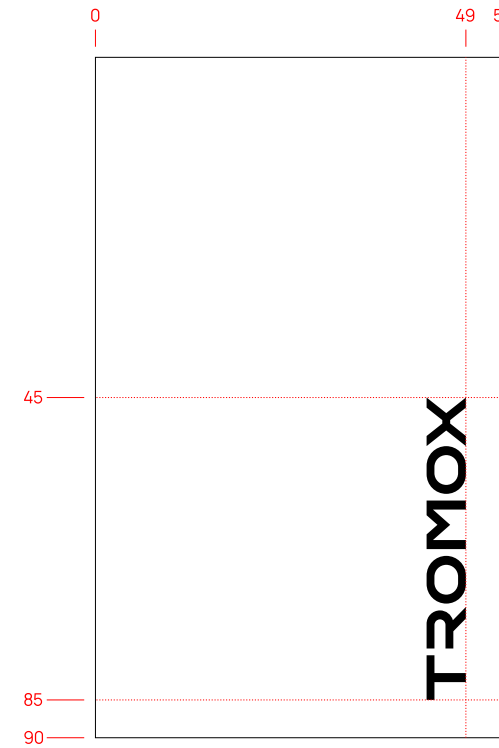
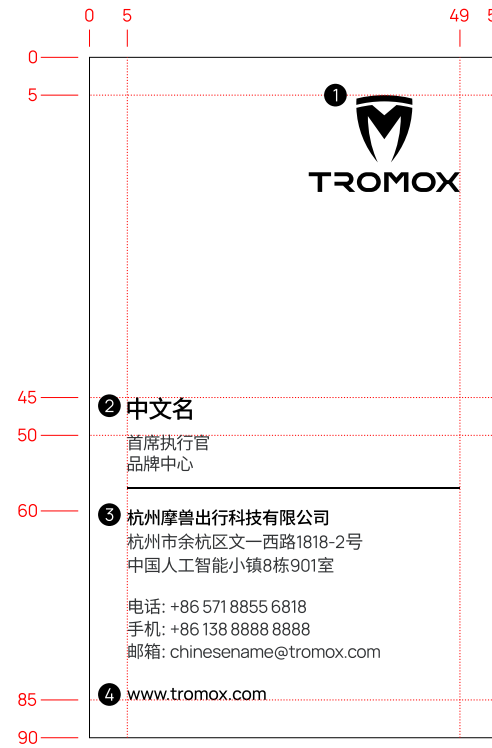
Use the company registration name if there are no law requirements.

Each Tromox local office will determine the the corresponding  
language on the business card to meet the local language needs.

All information must be kept updated with actual address and  
contact information.

Tromox Brand Guidelines

Front



Back

Version 01  
Color: blue



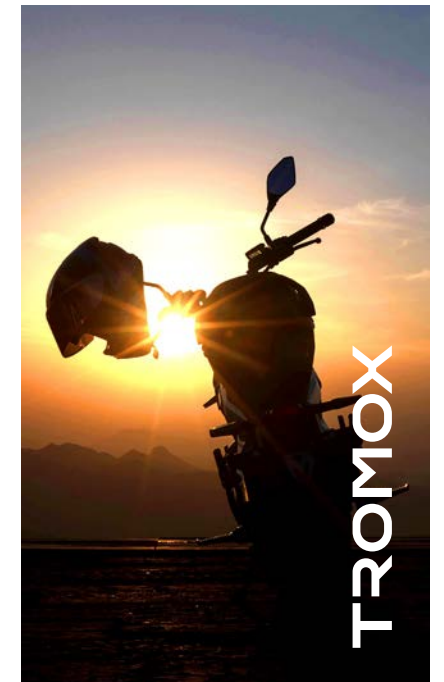
Version 02  
Color: black



Version 03  
Photography



Version 04  
Photography



# Letterhead, English Visual

- ① Corporate Logo  
Width: 30mm; Top Margin: 15mm; Right Margin: 15mm
- ② Contact Information  
Font: Manrope Medium and Regular; Font size: 8pt  
left margin: 195mm
- ③ Website  
Font: Manrope Regular; font size: 8pt  
Bottom margin: 282mm; right margin: 15mm

Black copy color specifications: CMYK:70/35/40/100

Grey copy color specifications: CMYK:71/64/60/56

Stock: Stock: 120g Conqueror CX22 Diamond White, or or recycled stationery paper with the same weight.

Unit: Millimeter (mm)

## Notes

Using the legal entity name if required by law.

Use the company registration name if there are no law requirements.

Each Tromox local office will determine the the corresponding language on the business card to meet the local language needs.

All information must be kept updated with actual address and contact information.



# Letterhead, Chinese Visual

① Corporate Logo

Width: 30mm; Top Margin: 15mm; Right Margin: 15mm

② Contact Information

Font: Source Han Sans Medium and Regular (Chinese);  
Manrope Regular (Arabic numerals and English alphabet)

Font size: 8pt; left margin: 195mm

③ Website

Font: Manrope Regular; font size: 8pt

Bottom margin: 282mm; right margin: 15mm

Black copy color specifications: CMYK:70/35/40/100

Grey copy color specifications: CMYK:71/64/60/56

Stock: Stock: 120g Conqueror CX22 Diamond White, or or recycled stationery paper with the same weight.

Unit: Millimeter (mm)

Notes

Using the legal entity name if required by law.

Use the company registration name if there are no law requirements.

Each Tromox local office will determine the the corresponding language on the business card to meet the local language needs.

All information must be kept updated with actual address and contact information.



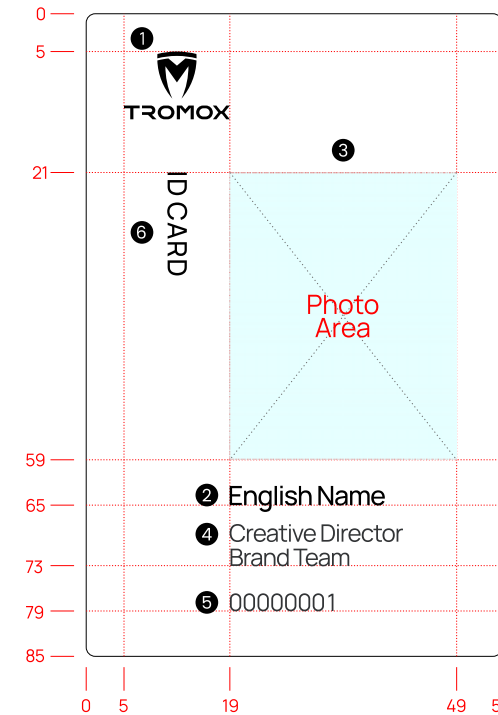
# ID Card, English Visual

- ① Corporate Logo  
Width: 14mm, Top Margin: 5mm, Right Margin: 5mm
- ② Name  
Font: Manrope Medium; font size: 10pt  
Bottom Margin: 65mm, Left Margin: 19mm
- ③ Photo  
Size: 30x38mm  
Bottom margin: 59mm; right margin: 49mm
- ④ Title  
Font: Manrope Regular; font size: 9pt  
Bottom Margin: 73mm, Left Margin: 19mm
- ⑤ Number  
Font: Manrope Regular; font size: 9pt  
Bottom margin: 79mm; left margin: 19mm
- ⑥ ID Card  
Font: Manrope Medium, Font Size: 10pt  
Top margin: 21mm, center aligned with corporate logo

Black copy color specifications: CMYK:70/35/40/100  
Grey copy color specifications: CMYK:71/64/60/56

Unit: Millimeter (mm)

The ID photo shown here is for demonstration purposes only, and they must be replaced with actual information for final production.



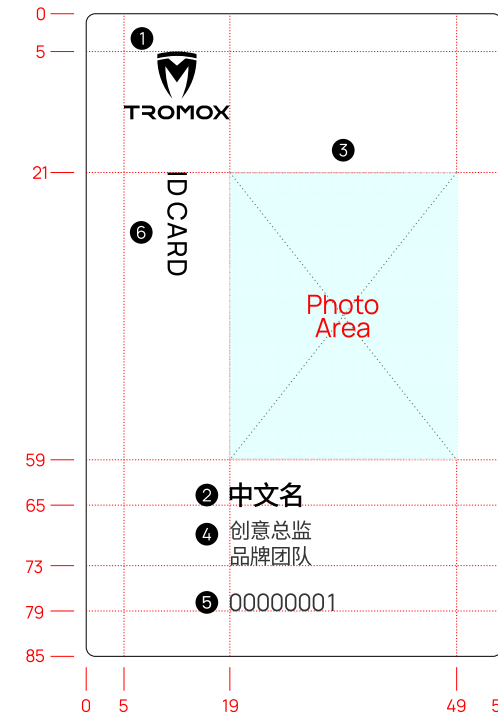
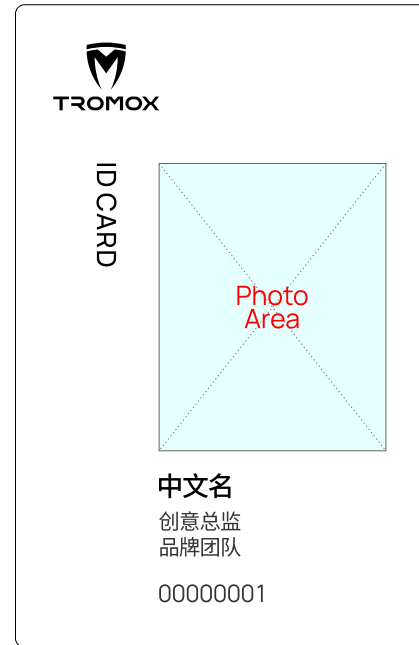
# ID Card, Chinese Visual

- ① Corporate Logo  
Width: 14mm, Top Margin: 5mm, Right Margin: 5mm
- ② Name  
Font: Source Han Sans Medium; font size: 10pt  
Bottom Margin: 65mm, Left Margin: 19mm
- ③ Photo  
Size: 30x38mm  
Bottom margin: 59mm; right margin: 49mm
- ④ Title  
Font: Source Han Sans Regular; font size: 8pt  
Bottom Margin: 73mm, Left Margin: 19mm
- ⑤ Number  
Font: Source Han Sans Regular; font size: 9pt  
Bottom margin: 79mm; left margin: 19mm
- ⑥ ID Card  
Font: Source Han Sans Medium, Font Size: 10pt  
Top margin: 21mm, center aligned with corporate logo

Black copy color specifications: CMYK:70/35/40/100  
Grey copy color specifications: CMYK:71/64/60/56

Unit: Millimeter (mm)

The ID photo shown here is for demonstration purposes only, and they must be replaced with actual information for final production.



# Visitor ID Card, English Visual

① Visitor card copy

Font: Manrope Light; font size: 20pt  
Bottom Margin: 45mm, Center-aligned

② Number

Bottom margin: 79mm, Center-aligned;  
Font: Manrope Medium, Font Size: 12pt.

③ Copy

Top margin: 5mm; left margin: 5mm;  
Font: Manrope Medium and Regular, font size: 6pt

④ Corporate logo

Width: 14mm, Top Margin: 5mm, Right Margin: 5mm

Black copy, number and barcode color specifications:  
CMYK: 70/35/40/100

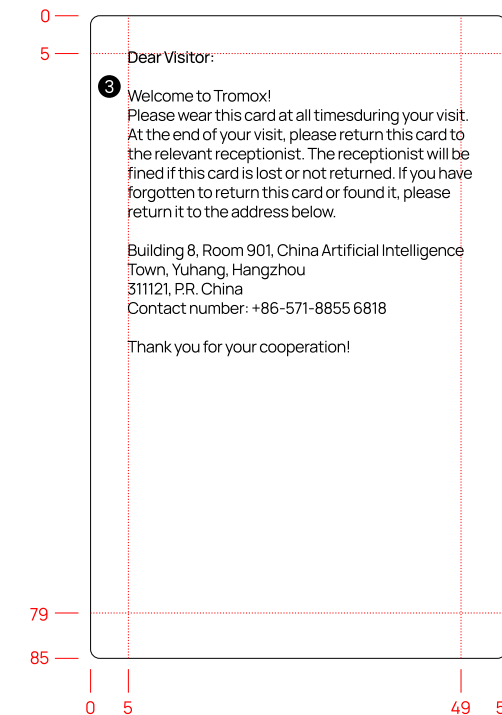
Unit: Millimeter (mm)

Number and back copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.

Front



Back



# Visitor ID Card, Chinese Visual

① Visitor card copy

Font: Source Han Sans Regular; font size: 20pt

Bottom Margin: 45mm, Center-aligned

② Number

Bottom margin: 79mm, Center-aligned;

Font: Manrope Medium, Font Size: 12pt.

③ Copy

Top margin: 5mm; left margin: 5mm;

Font: Source Han Sans Medium and Regular (Chinese);

Manrope Regular (Arabic numerals and English alphabet)

font size: 6pt

④ Corporate logo

Width: 14mm, Top Margin: 5mm, Right Margin: 5mm

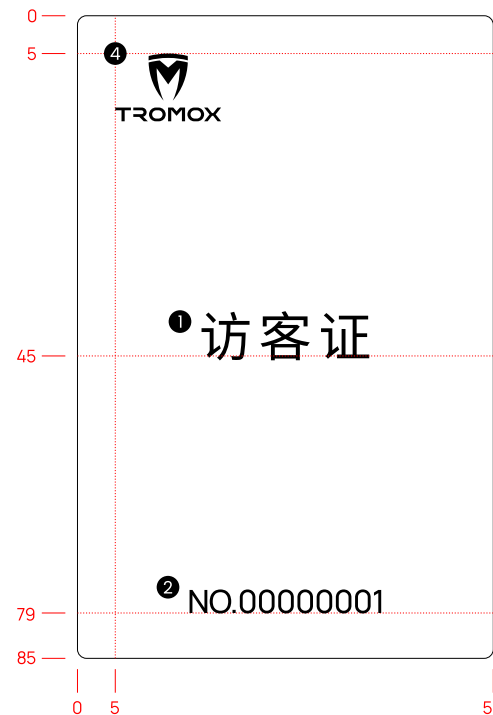
Black copy, number and barcode color specifications:

CMYK:70/35/40/100

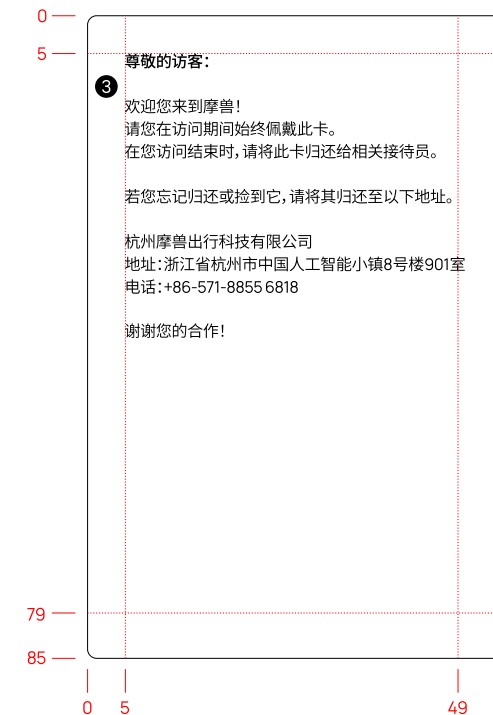
Unit: Millimeter (mm)

Number and back copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.

Front



Back



# Tromox Baseball Cap

With classic black, the Tromox cap is a versatile fashion item, the Tromox cap adopts a versatile identity. According to Tromox' minimalist aesthetic, the accessory is simply finished with an embroidered logo on the side of the cap.

Material:  
Polyester fiber 98% Spandex 2%



# Tromox Hoodie

Tromox presents a pared-back look with this hoodie. Crafted from soft cotton, it boasts a subtle logo printed on the front.

Material:  
Cotton 100%



# Tromox Jacket

The full-zip design features sleek-looking sleeves, soft quilted lining and detailed Tromox appliques. There are also multiple pockets for keeping your essentials close at hand.

Material:  
100% Polyester



# Tromox Casual Jacket

Casual jackets with slim fit design, good for riding during spring, summer and autumn riding.

- 1: The Logo adopts a bright and reflective design to improve the safety of riding at night.
- 2: sleeves are made of wear-resistant and breathable materials, so that riding is no longer stuffy.
- 3: Ergonomic design, three-dimensional cutting, beautiful and comfortable, flexible riding operation.
- 4: 5 protective gears, effective cushioning, protect your safety.

Material:  
600D Oxford / Mesh



# Tromox Motorcycle Helmet

Material:

ABS helmet body, adjustable vents.  
(ECE approved)



# Tromox Polo Shirt

Tromox Polo Shirt is made with a synthetic blend material designed for active living.

- 1: Soft collar, classic-fit short sleeve and sportive design.
- 2: Fine and tight stitch pitch, premium workmanship.
- 3: Skin-friendly.
- 4: Free from deformation or color fading.

Material:  
88% Polyester 12% Spandex

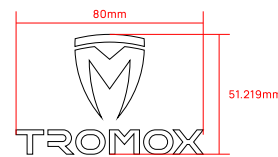
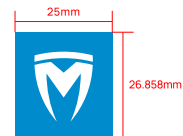
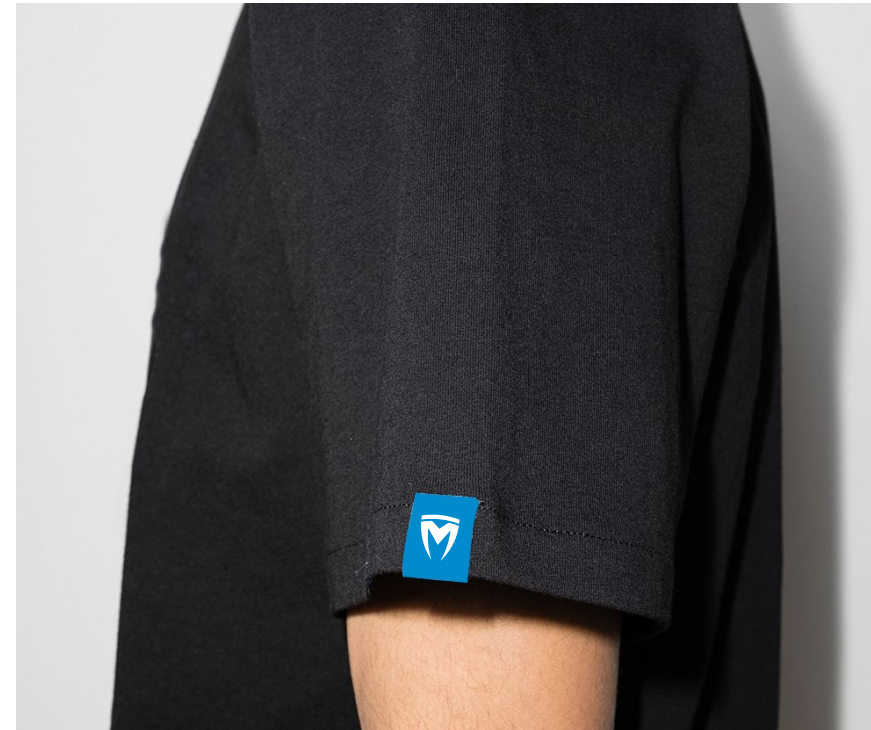


# Tromox short-sleeve T-shirt

Tromox T-shirt is made with a synthetic blend material designed for active living.

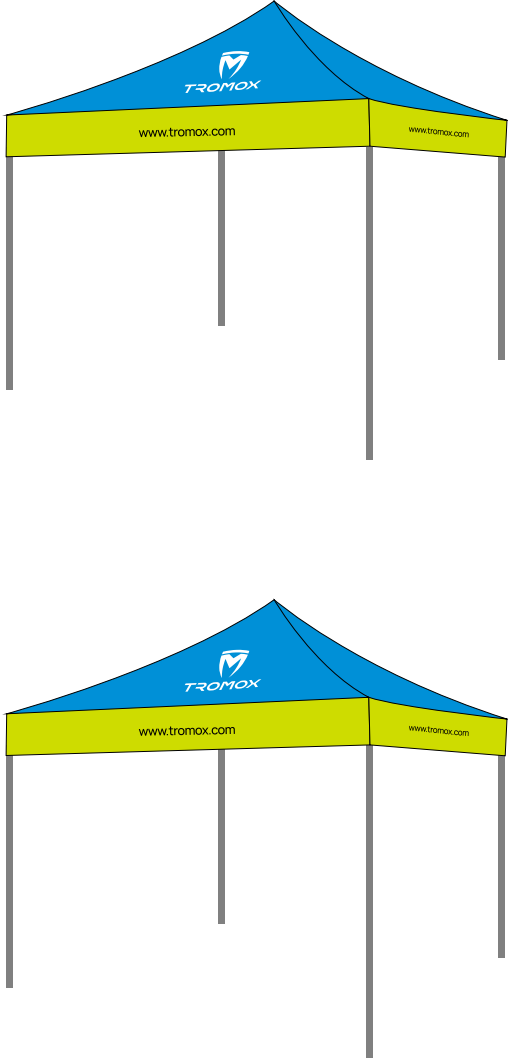
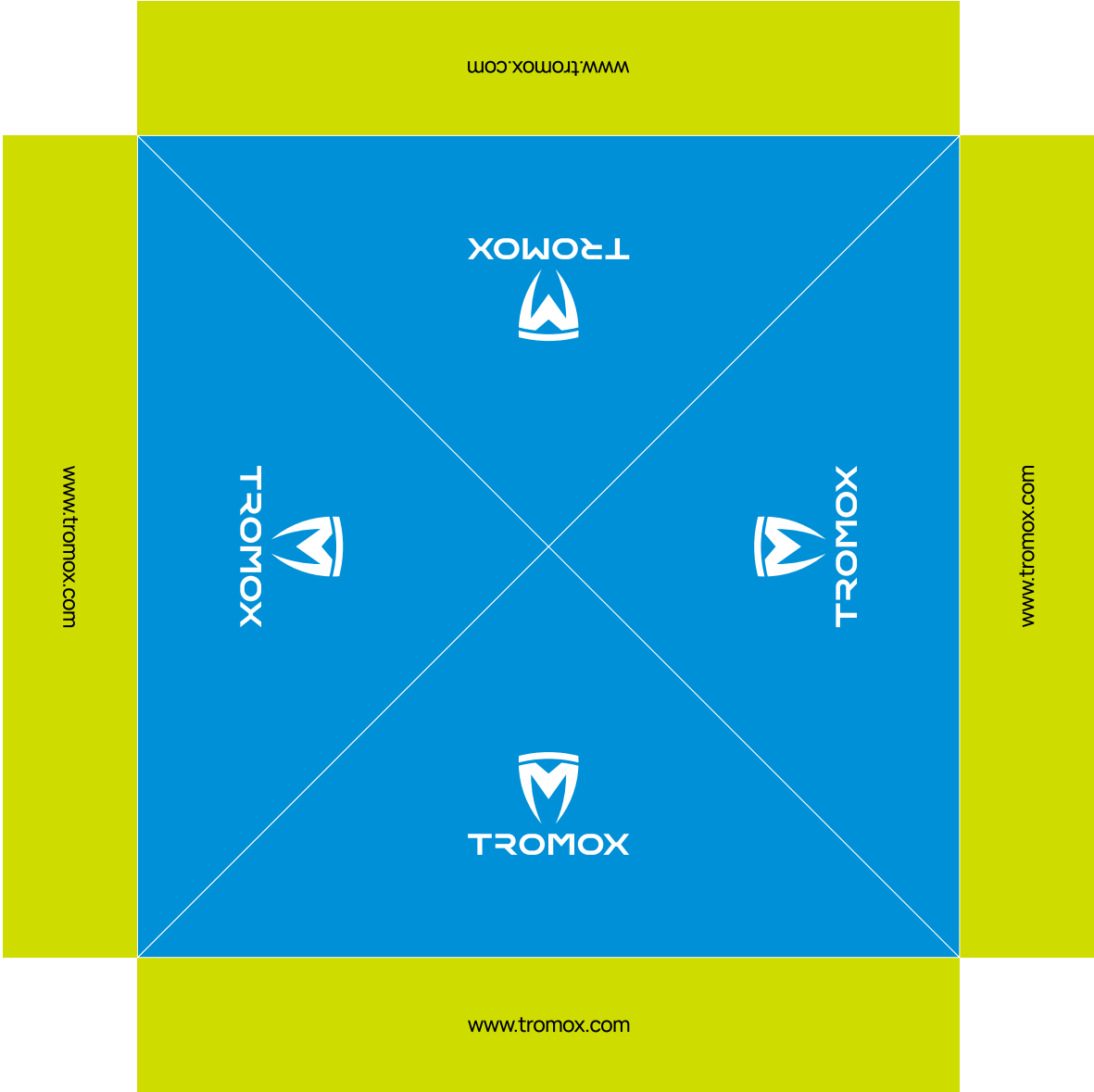
- 1: Soft collar, classic-fit short sleeve and sportive design.
- 2: Fine and tight stitch pitch, premium workmanship.
- 3: Skin-friendly.
- 4: Free from deformation or color fading.

Material:  
100% Cotton



# Full color pit canopy

Tromox full color pit canopy design is simple and minimal. In general, avoid using more than two design styles.



# Beach Flag

Tromox Knife flag design is simple and minimal. In general, avoid using more than two design styles. keep it simple.

Unit: Millimeter (mm)

Flag Size  
180 × 52cm Double sided print

Material:  
110g Flag fabric



# Document Folders and Notebooks

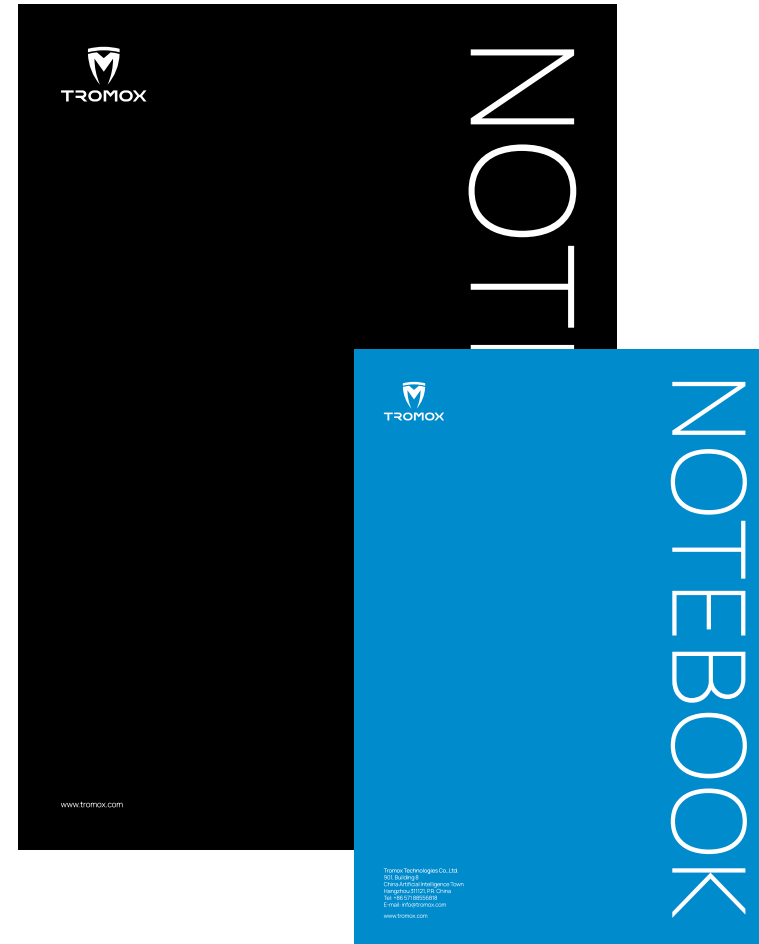
All custom-ordered document folders and notebooks should have the Tromox logo in the top left corner of the front page, and be in one of Tromox's official brand colors. If you are not able to specify the color, for example when having the logo applied to a ready-made notebook, choose a black, white or neutral gray color. Colors that very closely match our brand colors are permitted.

Unit: Millimeter (mm)

Size:

A4 210mm×297mm

A5 210mm×148mm

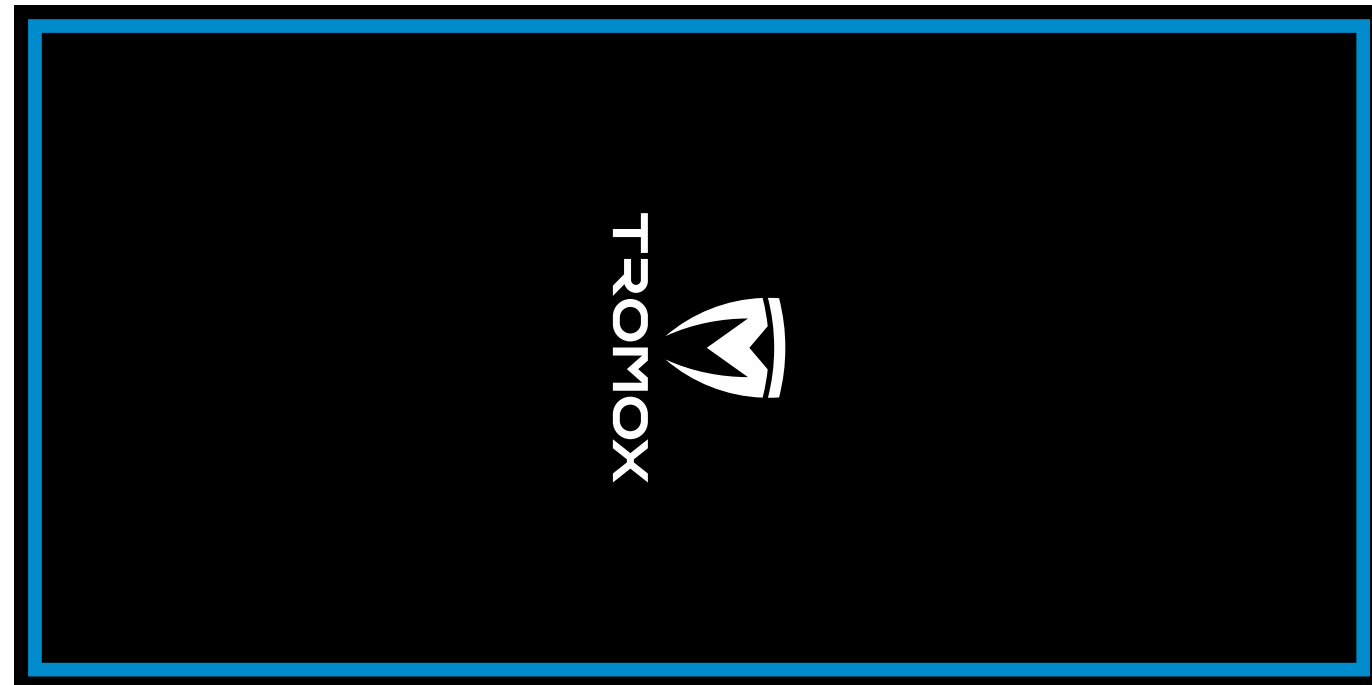
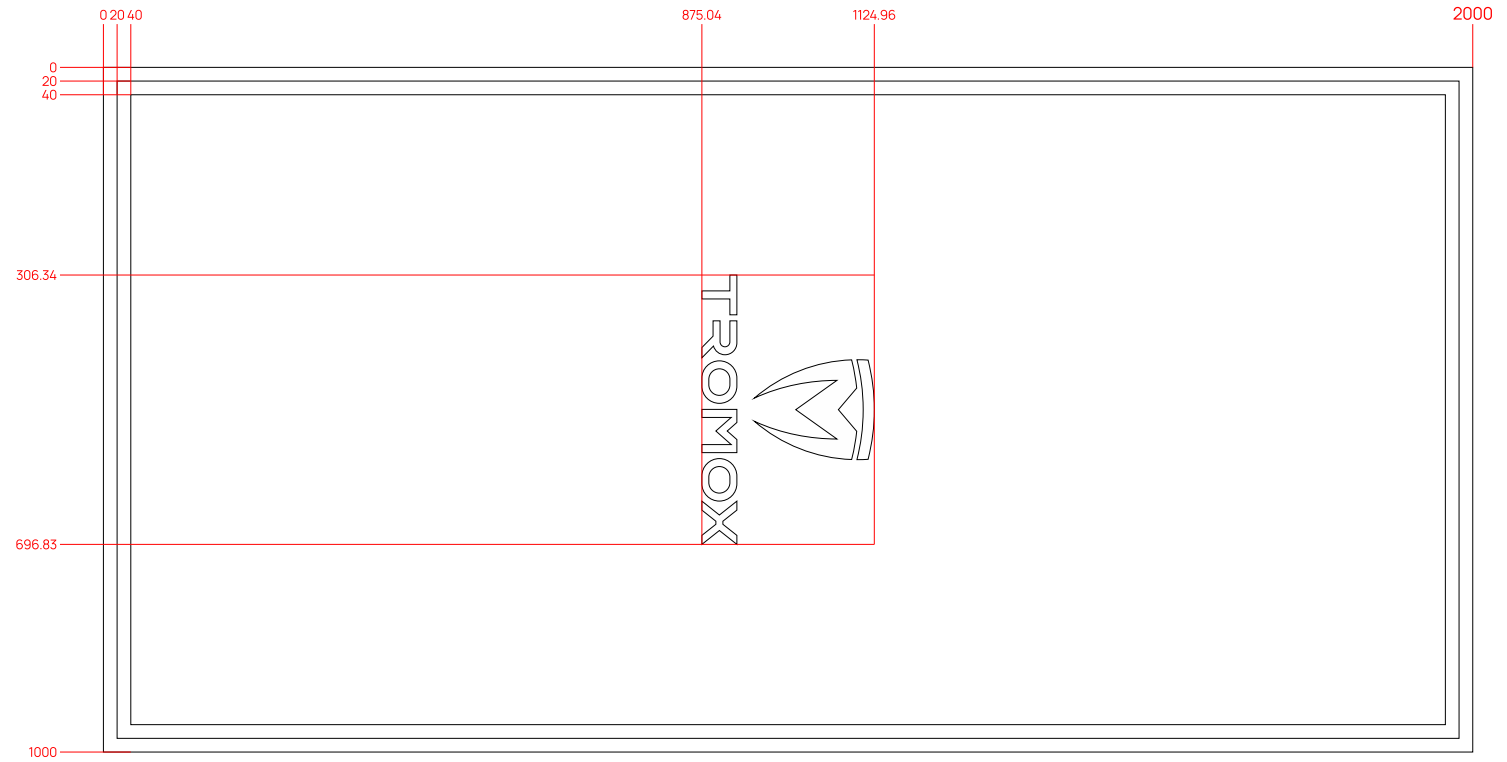


# Floor Mats

The fabric of mats:  
350g/sqm nylon  
the fabric of the bottom side of the mats:  
900g/sqm synthetic rubber.

Unit: Millimeter (mm)

Size:  
2000mm × 1000mm



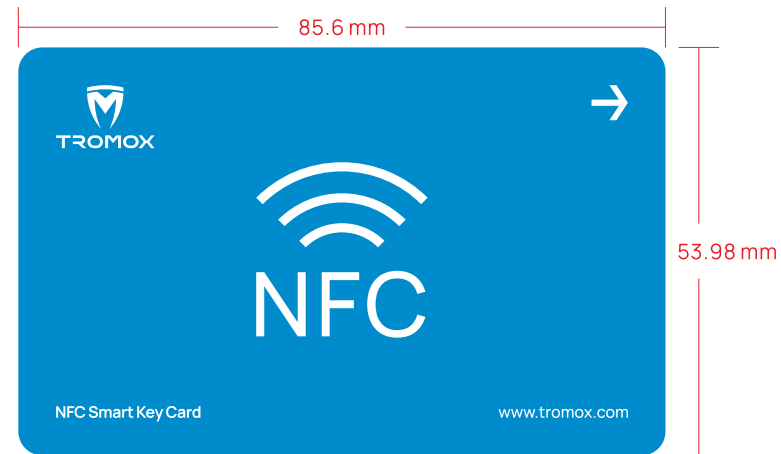
# NFC Smart Key Card

The ID-1 format specified size is 85.60 by 53.98 millimetres and rounded corners with a radius of 2.88–3.48 mm. It is commonly used for payment cards (ATM cards, credit cards, debit cards, etc.).

Unit: Millimeter (mm)

Size:  
85.6mm×53.98mm

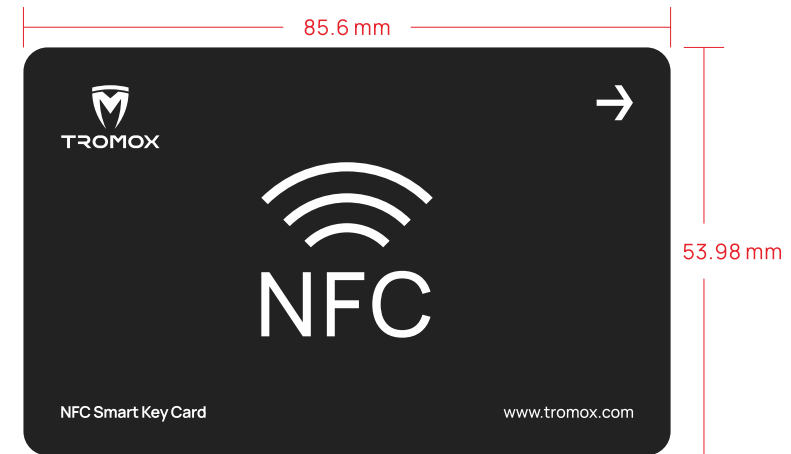
Front



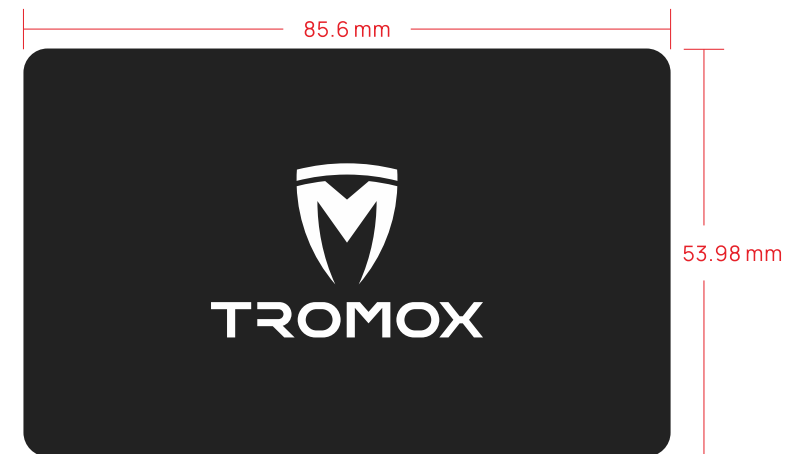
Back



Front



Back



# Parameter\product Information Display

Product information Display with magnetic surface.

Unit: Millimeter (mm)

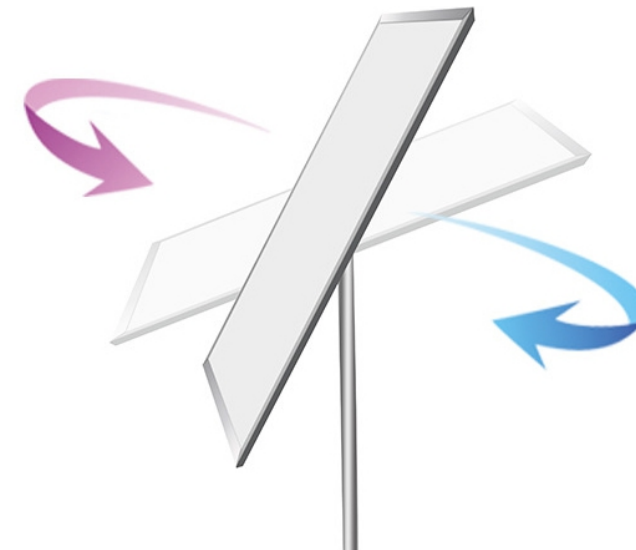
Display Size:  
L240 × W345 × H995 (mm)

Product Flyer/Page  
Size: A4



# Double Pole Display Stand

All aluminum, adjustable double poles,  
adjustable A4 parameters frame.





**Thank you!**

## Contact

Need help?  
If you've got any questions, feedback or tips  
just get in touch with us at:

Tromox Technologies Co., Ltd.

T: +86-571-8855 6818

E: [info@tromox.com](mailto:info@tromox.com)

And always remember...

# Born for cool riding