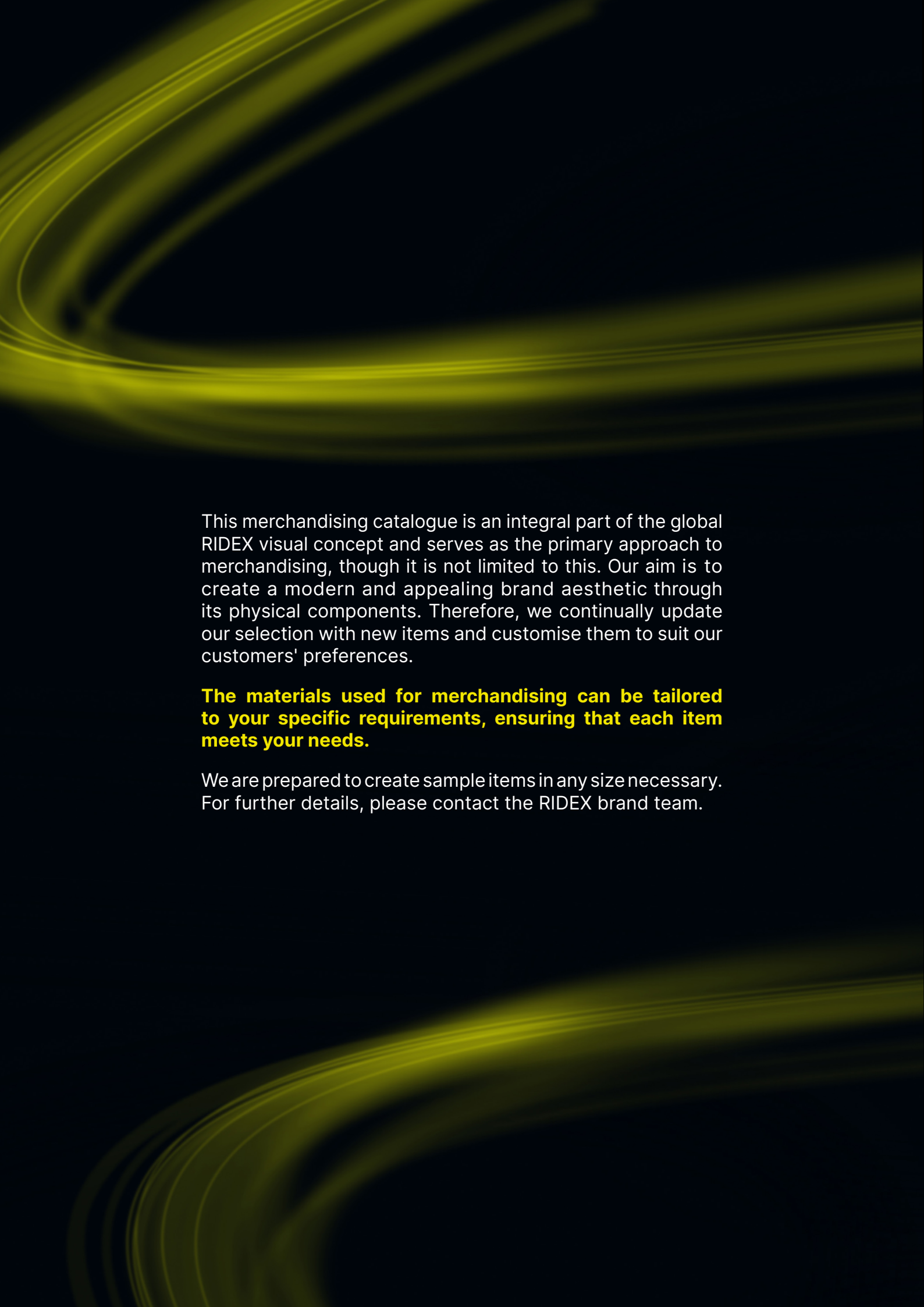


RIDEX



MERCHANDISING CATALOGUE



This merchandising catalogue is an integral part of the global RIDEX visual concept and serves as the primary approach to merchandising, though it is not limited to this. Our aim is to create a modern and appealing brand aesthetic through its physical components. Therefore, we continually update our selection with new items and customise them to suit our customers' preferences.

The materials used for merchandising can be tailored to your specific requirements, ensuring that each item meets your needs.

We are prepared to create sample items in any size necessary. For further details, please contact the RIDEX brand team.

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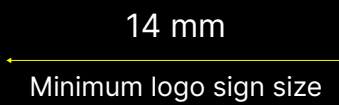
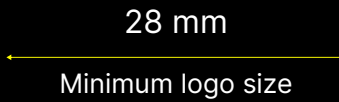
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BRAND

GUIDELINES

LOGO GUIDELINES

LOGO DIMENSIONS



Main logo



Logo sign



SAFE AREA

Safe area = symbol E



COLOUR

Corporate colours are an integral part of the corporate identity.

These colours cannot be changed!

BLACK

CMYK 60 40 40 100

Pantone BLACK 6 C

YELLOW

CMYK 10 0 95 0

Pantone 3945 C

FONTS

Used for headlines or the main message on a layout.

ROBOTO CONDENSED
FONT FAMILY



PROMOTIONAL ITEMS

PROMOTIONAL ITEMS

STRAP KEYCHAIN

RIDEX-branded strap keychains can be designed in two ways:

- Yellow base with black text
- Black base with yellow text

We recommend incorporating silver-coloured metal elements, such as rings and buttons.

Shapes and colours can be adjusted to suit your needs.





PEN

RIDEX-branded pens can be designed in two ways:

- Yellow base with black text
- Black base with yellow text

We recommend choosing a plastic ballpoint pen with a blue refill.

Shapes and colours can be adjusted to suit your needs.

PROMOTIONAL ITEMS

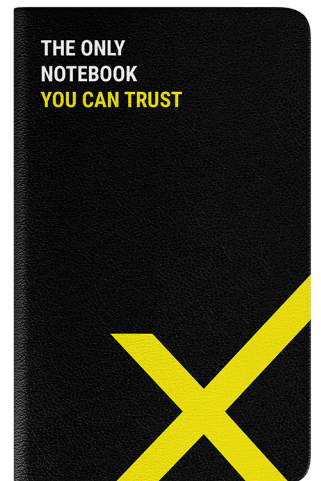
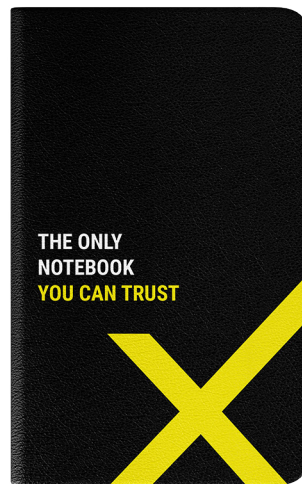
NOTEBOOK

RIDEX-branded notebooks can be designed in three ways:

- Black base with yellow text, lined pages
- Black base with yellow text, grid pages
- Black base with yellow text, blank pages

We recommend choosing a softcover notebook with a yellow vertical elastic band.

Shapes, colours, and materials can be adjusted to suit your needs.



STICKERS WITH LOGO

RIDEX-branded stickers with the logo can be designed in two ways:

- Black base with yellow text: RIDEX logo and slogan
- Black base with yellow text: greetings from the RIDEX team and logo

We recommend choosing special stickers designed for laptops and notebooks.

Shapes, colours, and materials can be adjusted to suit your needs.



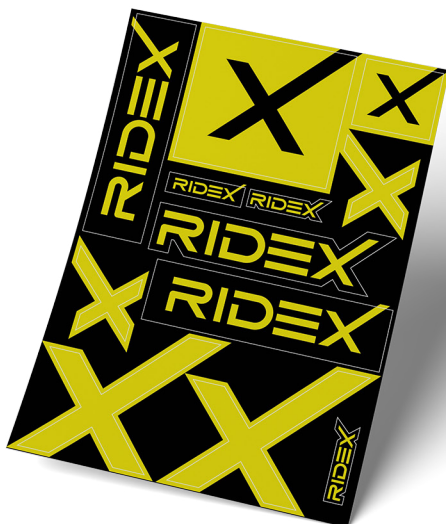
STICKERS WITH RIDEX ICON

RIDEX-branded stickers with the icon can be designed in two ways:

- Black base with yellow text: RIDEX
- Black base with yellow RIDEX icon

We recommend choosing stickers specially designed for laptops and notebooks.

Shapes, colours, and materials can be adjusted to suit your needs.



PROMOTIONAL ITEMS

STICKERS FOR CARS

RIDEX-branded stickers for cars can be designed in two ways:

- Yellow base with black text
- Black base with yellow text

We recommend choosing reflective waterproof stickers for your car.

Shapes and colours can be adjusted to suit your needs.



STICKERS WITH RIDEX TOP CAR PARTS

RIDEX-branded stickers can be designed in two ways:

- Grey base with yellow text
- Black base with yellow text

We recommend choosing waterproof stickers specially designed for laptops and notebooks.

Shapes and colours can be adjusted to suit your needs.



CERAMIC MUG

RIDEX-branded ceramic mugs can be designed in four ways:

- Yellow base with black text
- Black base with yellow text
- Yellow base with black text and a black handle
- Black base with yellow text and a yellow handle

We recommend choosing durable ceramic mugs with a glossy finish.

Sizes, colours, and materials can be adjusted to suit your needs.



PROMOTIONAL ITEMS

TRAVEL MUG

RIDEX-branded travel mugs can be designed in two ways:

- Yellow base with black text
- Black base with yellow text

We recommend choosing travel mugs made from stainless steel with a spill-proof lid.

Sizes, colours, and materials can be adjusted to suit your needs.



WATER BOTTLE

RIDEX-branded water bottles can be designed in two ways:

- Black base with yellow text
- Black base with yellow text and carabiner

We recommend choosing bottles with an aluminium casing and featuring a functional carabiner.

Sizes, colours, and materials can be adjusted to suit your needs.



PROMOTIONAL ITEMS

LUNCH BOX

RIDEX-branded lunch boxes can be designed in two ways:

- Black base with yellow text
- Black base with yellow text and a strap

We recommend choosing a lunch box with multiple compartments inside.

Sizes, colours, and materials can be adjusted to suit your needs.





IPHONE CASE

RIDEX-branded iPhone cases can be designed with a black base and yellow text.

We recommend choosing iPhone cases with a matte finish.

Sizes, colours, and materials can be adjusted to suit your needs.



POWER BANK

RIDEX-branded power banks can be designed in two ways:

- Black base with a yellow logo
- Black base with a yellow logo and special text: "The only power bank you can trust"

We recommend choosing a power bank with a metal casing and a battery capacity of 10,000 mAh.

Sizes, colours, and materials can be adjusted to suit your needs.

PROMOTIONAL ITEMS

MINI MOUSE PAD

RIDEX-branded mini mouse pads can be designed in three ways:

- Black base with a yellow RIDEX logo
- Black base with a yellow RIDEX icon
- Black base with a yellow smear

We recommend choosing a mini mouse pad made from rubber for long-lasting durability.

Sizes, colours, and materials can be adjusted to suit your needs.



MAXI MOUSE PAD

RIDEX-branded maxi mouse pads can be designed in two ways:

- Black base with a yellow RIDEX logo
- Black base with a yellow smear

We recommend choosing a maxi mouse pad made from rubber for long-lasting durability.

Sizes, colours, and materials can be adjusted to suit your needs.





FLAG

RIDEX-branded flags can be designed in two ways:

- Black base with yellow text
- Yellow base with black text

We recommend choosing flags made from polyester and nylon for outdoor use.

Sizes, colours, and materials can be adjusted to suit your needs.

FEATHER FLAG

RIDEX-branded feather flags can be designed in two ways:

- Black base with yellow text
- Yellow base with black text

We recommend choosing flags made from polyester and nylon for outdoor use.

Sizes, colours, and materials can be adjusted to suit your needs.



PROMOTIONAL ITEMS

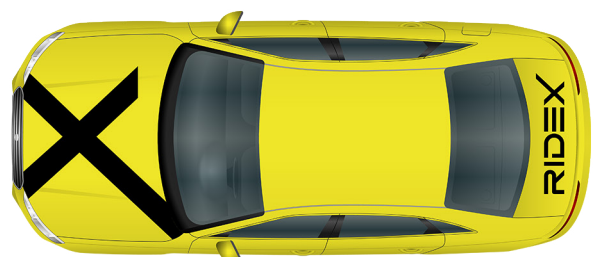
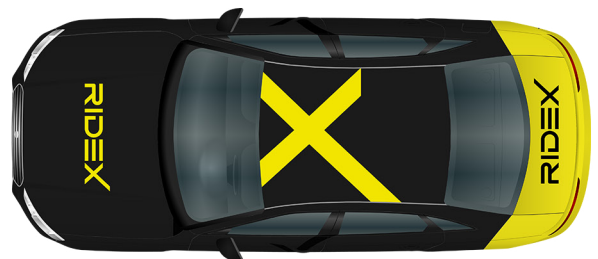
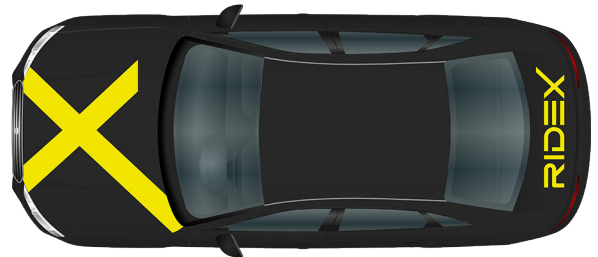
MINIATURE RIDEX CARS

RIDEX-branded miniature cars can be designed in two ways:

- Black base with yellow text
- Yellow base with black text

We recommend choosing miniature cars made from plastic and metal.

Sizes, colours, and materials can be adjusted to suit your needs.





CLOTHING & ACCESSORIES

CLOTHING & ACCESSORIES

BASEBALL CAP

RIDEX-branded baseball caps can be designed in two ways:

- Black base with yellow vinyl printed text
- Black base with yellow embroidered text

We recommend choosing cotton fabric and a hook-and-loop closure.

Shapes, colours, and materials can be adjusted to suit your needs.



T-SHIRT

RIDEX-branded t-shirts can be designed with a black base and yellow printed text.

We recommend choosing demi-season t-shirts made from cotton fabric.

Sizes, colours, and materials can be adjusted to suit your needs.



CLOTHING & ACCESSORIES

POLO SHIRT

RIDEX-branded polo shirts can be designed with a black base and yellow printed text.

We recommend choosing demi-season polo shirts made from cotton fabric with 3 buttons.

Sizes, colours, and materials can be adjusted to suit your needs.



HOODIE (SUMMER/WINTER)

RIDEX-branded hoodies can be designed with a black base and yellow printed text.

We recommend choosing a hoodie suitable for the season, preferably cotton material for summer and an additional fleece lining for winter.

Sizes, colours, and materials can be adjusted to suit your needs.



CLOTHING & ACCESSORIES

TOTE BAG

RIDEX-branded tote bags can be designed with a black base and yellow printed text.

We recommend choosing a cotton bag with long handles.

Sizes, colours, and materials can be adjusted to suit your needs.



SPORTS BACKPACK

RIDEX-branded sports backpacks can be designed with a black base and yellow printed text.

We recommend choosing a sports backpack made from waterproof material.

Sizes, colours, and materials can be adjusted to suit your needs.



LAPTOP BACKPACK

RIDEX-branded laptop backpacks can be designed with a black base and yellow printed text.

We recommend choosing a laptop backpack made from waterproof material with multiple functional pockets.

Sizes, colours, and materials can be adjusted to suit your needs.



MECHANIC UNIFORM

RIDEX-branded mechanic uniforms can be designed in two ways:

- Black base with yellow text
- Grey base with yellow text

We recommend a mechanic uniform made from a polyester-cotton blend for extra durability.

Sizes, colours, and materials can be adjusted to suit your needs.



CLOTHING & ACCESSORIES

WORK GLOVES

RIDEX-branded work gloves can be designed in two ways:

- Black base with yellow text
- Yellow base with black text

We recommend choosing work gloves made from waterproof fleece and latex, featuring non-slip silicone palms.

Sizes, colours, and materials can be adjusted to suit your needs.



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