Merch isn’t a new style — it’s the same mark on a different surface

Built strictly from the brand sheet dated August 2: three lockups, one brand color, Onest. **Nothing new was invented** — the mark, the typeface and the rules are used exactly as they are; only the carrier changes. The sun is always the same shape: a disc cut by two stripes, offset downward.

Apparel and vehicles (helmet, tank) are deliberately left out — mockups on a body shape didn’t read as on-brand. What follows is flat carriers only: places where the mark stays itself, with no illusion of volume.

01 Three lockups everything is built from

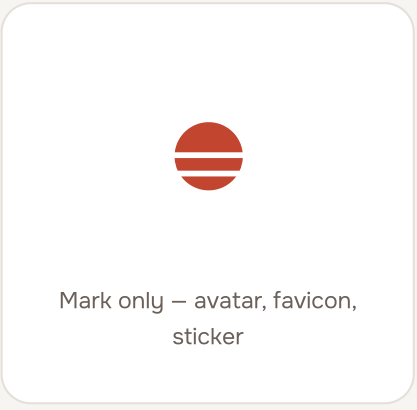
Merch uses the second one — stacked. It was made for exactly this: the +0.28em tracking keeps the word legible on fabric and on a die-cut, where the site header’s tight tracking would clump together.



Horizontal — site header, documents



Stacked — **merch, patches, print**



Mark only — avatar, favicon, sticker

02 Stickers

EN

Six items, all the same mark. The difference is in size, backing and die-cut — not the drawing: the set has to read as one brand from three meters away.



Mark, die-cut

No backing, no wordmark. Goes on a visor, pannier, laptop

Ø 25 / 40 / 60 mm



Stacked lockup

The main sticker for a tank or pannier. Mark in Sun, wordmark in Ink

45 × 58 mm



Same, reversed

For a dark tank or helmet: the whole lockup goes white, sun included — a brand rule

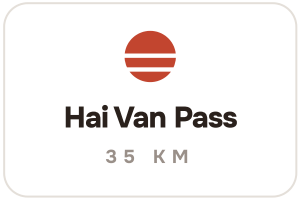
45 × 58 mm



Horizontal band

For a tank edge or a pannier side, where a vertical lockup won't sit

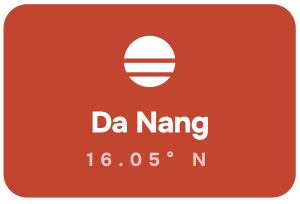
110 × 28 mm



Route

A series by loop. Only the word changes — no second color, no frame

50 × 34 mm



City

Twelve, one per city. Inversion instead of a new palette

50 × 34 mm

03 Patch

EN

Already specified in the brand sheet — a 70mm embroidered patch. This just shows it assembled.



70mm patch: an Ink circle, a Sun rim, the stacked lockup inside

04 The sticker that works for us



On the rental shop’s door, not in a pocket

Everything above is a souvenir — nice, but it doesn’t make money. This one is a **channel**. It sits on the rental shop’s window, every tourist who walks up sees it, and it says exactly what sets us apart: we know this shop.

Print this one first, hand it to the four partners we already have. It’s also a reason to visit them with a gift instead of a request.

05 Color and what not to do

EN

#C2452F
Sun — the mark

#2A211C
Brand Ink — merch only

#F7F5F2
Paper

#FFFFFF
reversed

An earlier version of this sheet added mustard and blue “for the series” — that was a mistake: the brand has **one color**, and series are told apart by wordmark and inversion, not by palette.

- ✓ The mark is solid color only: Sun, white, or Ink
- ✓ On photos and dark surfaces — the whole lockup goes white, sun included
- ✓ 16px minimum, or the stripes merge
- ✗ No gradients, shadows, outlines, or depth
- ✗ Don’t change the stripe spacing or tilt the mark
- ✗ Don’t rebuild the logo in another typeface or tracking

The mark is pulled straight from src/components/brand/Logo.tsx; colors and rules from public/_design/brand.html (brand sheet dated Aug 2, 2026). These are carrier concepts, not print-ready files.