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GAZE AT THE PAST, LOOK AT THE FUTURE, RIDE IN THE MOMENT
Prepare for a smooth ride through the breathtaking scenery of blueOn, a Dutch cycling apparel brand that isn’t afraid to pedal against the wind. We will take you through all the facets that define the brand, explaining our background, purpose and expressions. This book is the core of the brand, and serves as a guide that people can always fall back on when they threaten to loose the way. By the end of this ride, we hope to have aroused your interest and would gladly welcome you in our blueOn team.
02. the brand

Crossing the finish line with your arms raised? For blueOn that’s besides the point: we don’t need a line to raise our arms. For us the ride itself is already worth a celebration.
The brand blueOn was called to life in 2010 by former professional cyclist Paul Sneeboer. After 13 years of cycling for battle and glory, he decided to take a different approach that focused on cycling as a means of pleasure. However, the ideal leisure wear to make this possible was still missing in his view. Thankfully, his many years of experience as an athlete didn’t go down the drain: his knowledge actually served him perfectly to develop high-end cycling gear for the Dutch posture.

Where most cycling apparel brands focus on performance, flashiness and ‘innovation,’ Paul simply wanted to design a timeless suit where he felt most comfortable and happy in. He decided a clean black jersey and ditto bibshorts without too much ‘toeters and bellen’ should do the trick, and he was right.

Made in Holland

From start to finish, blueOn is produced in the Netherlands. This ensures a steady quality, as Paul can keep a close eye on the production process. He makes sure all items get made with the same care and dedication he puts into the brand. Cutting corners and getting things done fast and cheap is simply not the way blueOn’s wheels roll. We think it’s important to take time for the things that are important to you and make you feel contentness and joy.

Apart from offering apparel and accessories, the rich cycling culture that goes on behind the brand is also highlighted with a great diversity of books, magazines, art and films that we curate. At blueOn, we like to keep both the body and mind satisfied.
At first glance, racing on a road bike and deceleration seem to be two opposites, but they don’t have to be. In order to let go of the daily pressure, we believe that cycling can actually have a liberating effect. It’s relaxation through exercise: when your body is active, your brains can finally rest. Imagine an infinite blue sky, you, your bike and the stunning surroundings. With our apparel, blueOn wants to offer a refreshing escape from the accelerated life off-bike.
03. vision
04. mission
WE ENCOURAGE CYCLISTS TO DOWNSHIFT

While downshifting usually stands for reducing the speed, rate or intensity, we define it as simplifying commitments and letting go of stress. Our aim is to stimulate cyclists to leave their worries behind as soon as they hit the road and ‘put their blueOn.’ Besides, the less emotional baggage a person carries on the bike, the better they go!
05. values

Sobriety takes roots in the typical Dutch mentality, to which blueOn truly resonates. It stands for uncluttering thoughts to create room for practical solutions. We believe our apparel shouldn’t distract from cycling, it should complement it. One simple and black kit is a constant reminder of this value. No unnecessary fuss for us!
Through rain, wind or even inner storms, blueOn has your back and will do it’s best to keep you comfort. The local production and years of experience in the cycling sport guarantee a high quality product and service that will never wear and tear. Rest assured, blueOn is the true companion you can always count on.

Everything blueOn does is done with heartfelt passion for the cycling sport. All the products, events and other forms of entertainment around cycling culture that blueOn offers come from an honest place and are delivered with a great deal of enthusiasm. Our inexhaustible love is what keeps the wheels spinning.
BREATHE IN,
STRESS OUT
blueOn
The cyclelectual is mature (30-55) and has been in the saddle for quite some time, knowing his bike and body from the inside out. He might be a retired professional or a cycling fanatic, either way winning is not his aim. His age and experience makes him a critical consumer. He isn’t fooled easily, but once he is convinced, he stays a loyal friend.

The cyclelectual lives in an urban setting and has a high disposable income since he enjoyed a good education and works a responsible job. Therefore he sees cycling as a relieving activity that brings him out of his busy citylife. He is an individualist, which does not imply that he only rides solitary, yet he’s not bound to one group, one place or one cycling approach.

At the same time, he cherishes the sport from cappuccino to Cipollini and is an authority on cycling culture. A consequence of reading in-depth magazines like Soigneur and De Muur. To sum up, the cyclelectual is an all-rounder, being thorough both on and off the bike.
HEAD OVER WHEELS IN LOVE WITH CYCLING
HURRIED SHAVES MAKE NASTY CUTS
A friendly and easy-going attitude play an important role in our communication. We talk the way we pedal: calm and with a thoughtful touch. Because of a good understanding of our tribe’s needs, we don’t want to rush them. We’d rather comfort them and let them read in their own pace.
Each of these three typefaces contain elements that match with blueOn’s paddelstrokes. Named after the German Renaissance astronomer, Kepler is a distinctive slab serif with an intellectual and bold appearance that lends itself great for quotes. Calunna sans shows similarities to blueOn’s apparel with it’s modern, subtle and humanistic design, making it a perfect candidate for headers. Helvetica stands for no-nonsense and pragmatism, being a timeless classic and legible font for bodytext.
When riding around in the open, this type of blue is an often encountered colour. Daylight Horizon is anything but aggressive. This vivid yet light blue color is proven to have a calming effect and create a secure and positive vibe, which we fully support. We use it for important headers, large surfaces and filters.

This colour traces back its origins to the distinctive stripe that adorns blueOn apparel. It associates with depth and sophistication. Besides, a true cyclist is not limited by trivial matters such as sunset and sunrise, making Midnight Sky an essential blueOn colour. We use it for subtle lines to add a layer of refinement.
09. visual style

The goal of our visual style is to illustrate the feeling of clearing your head in the open air. We find that the Dutch countryside is the perfect match to convey the spaciousness and serenity we are looking for. It also sets us apart from most cycling brands that shoot in Italy and France. Our paced-down angle towards cycling is underlined in the photography by showing the model go through the landscape unrushed and at ease. Black and white photography is intentionally chosen because it’s sober, tasteful and historic: it doesn’t disturb but forms a solid undertone to build on with graphics and text.
10. image sources

02. the brand

05. values
(Passionate.) From: https://www.instagram.com/frankthetank_ftyc/ (retrieved 1 November 2015).

06. the cyclelectual

07. tone-of-voice
ACHTERKANT