



**VISUAL
IDENTITY
HANDBOOK
[ossa motor]**

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4.1 LOGOTYPE OSSA MOTOR



This handbook, intended for all those media related to communication (graphic designers, advertising agencies etc.), sets the main rules of use of the different graphic elements that form the Ossa brand.

The use of the handbook ensures that Ossa's corporate visual identity is applied correctly in all communications and/or applications.

1

HANDBOOK OBJECTIVES

2

Since the beginning the Ossa brand has always been synonymous with quality. In all of its projects, Ossa has managed to reach the first post, both in design and engineering applied to motorcycles, as well as in the successes achieved in the different competitions in which it has participated, thereby making the brand an icon of technology and exclusivity.

2

ORIGINS, EVOLUTION AND NEW CHALLENGES



1928, FIRST STEPS

The Giró family was engaged in the textile industry before the company Orfeo Sincronic SA was founded.

The first activity of Ossa as a company was manufacturing machines for the cinema industry, including projectors and speakers and curiously also came to make some sewing machines and turntables. Ossa obtained over 65% of the Spanish market.



Foto: Solo Moto

CHANGE TO THE WORLD OF TWO WHEELS

While other brothers in the Giró family were dedicated to the textile industry, the son Manuel Giró was a merchant seaman who left this profession to be able to lead a more stable family life. Manuel Giró was a great fan of boating, cars and motorcycles competitions.

During the civil war he was a messenger on a motorcycle, he was shot at various times.

He was introduced to Ricardo Soriano a real patron fond of boats, airoplanes, cars and motorcycles, who lived in France and helped him at the start.

The Giró-family purchased a disused car plant (National Pescara), to produce its first motorcycles there. In 1942, the first prototype was presented with the basis of a 125 cc DKW engine which was greatly appreciated by the public.

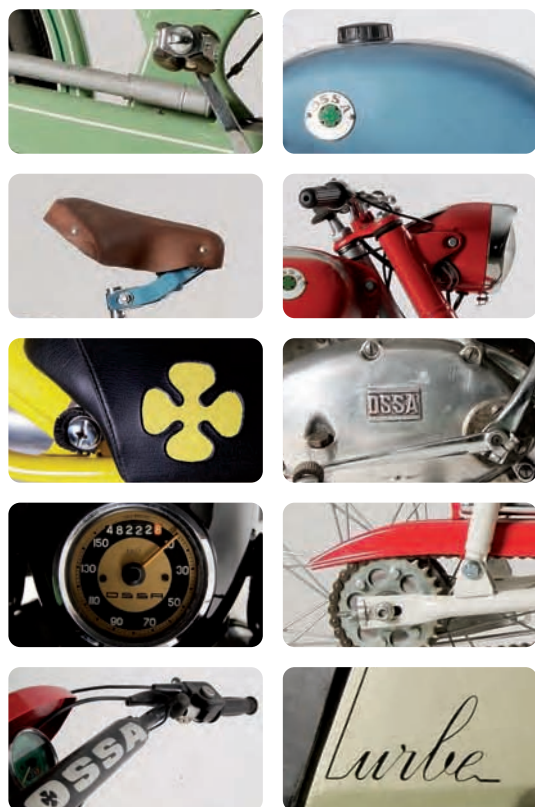




FIRST MODELS

The first model sold was a 125 cc and it began production in 1951, although it was presented at the International Trade Fair of Barcelona 1948. This bike was ahead of its time, with a dual cradle chassis, suspensions composed of rubber and cork discs, not used in those days by other models, and a very new engine. Around 80,000 units were sold, a big success for a first model. Subsequently a 50 cc motorcycle was made; in 1954 the 125 B; in 1958 the 150 B (commercial model); in 1959 the 125 C and in 1960 the C-2. All of them with a two stroke engine.

In 1960 Ossa made it's first four stroke model; the 175 Gran Turismo. In the mid-sixties they used engines of 175 cc and 230 cc, and their first models were the 160 and the 160 Tourism, in which Sandro Colombo collaborated.

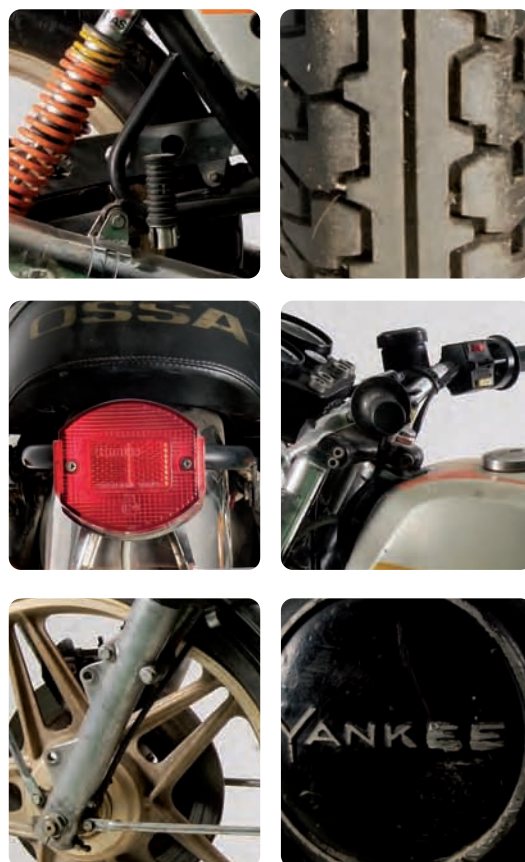


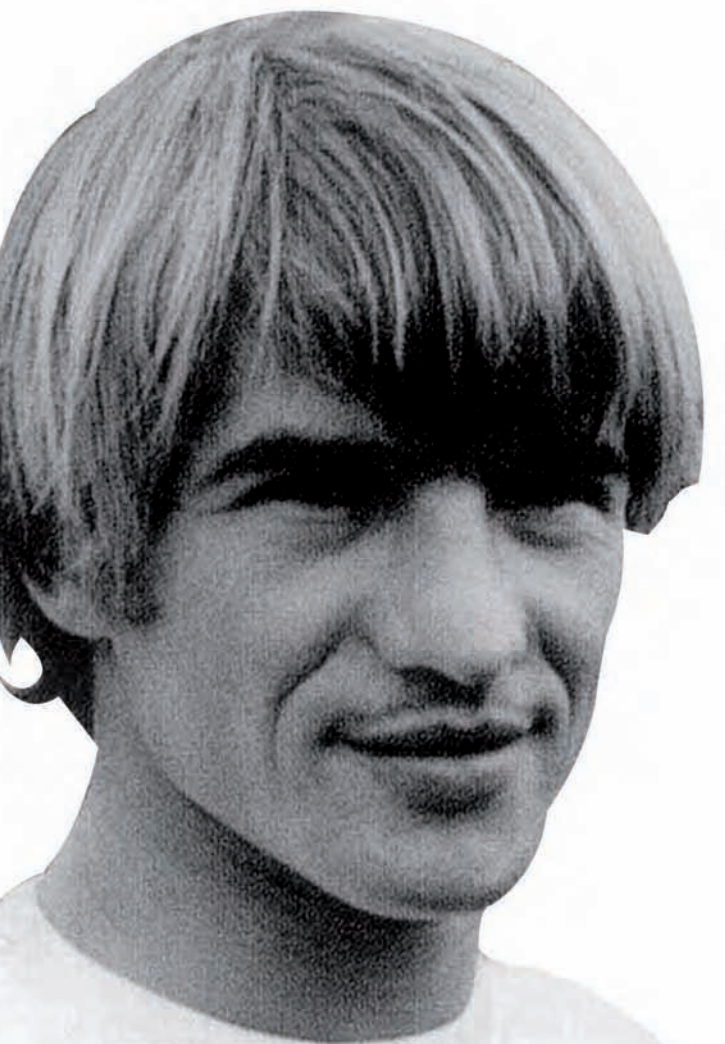
OSSA YANKEE

In 1967 Eduardo Werring, business leader at Ossa, contacted the later importer to the United States of accessories, boots (Sidi) and brands like Bultaco. This association for development and production led to the export of Ossa to the U.S.

In 1968, after several trials, the first Yankee of 460 cc was made and later, in 1969, the first photos were shown.

Between the first Yankee finished in 1968 and it's commercialization in Spain, eight years passed. The Yankee ended it's life in 1978 and with it died the fastest street motorcycle built in our country.





SANTIAGO HERRERA, MYTH OF SPEED

Santiago Herrero was one of the fastest and most courageous speed drivers in history, as well as having technical knowledge not often seen amongst motorcycle riders of his time. With the Ossa 250 monocoque, he almost won the 250cc World Championship in 1969 after winning three Grand Prix ahead of the then unbeatable Yamaha, which according to the structure of the engine had twenty hp more, but it also weighed twenty kg more than the Ossa monocoque. Santi Herrero was forced off in the last race in Yugoslavia, and finished third in the standings overall world championship.

In 1962 he earned his racing license, competed with Derby and he was his own mechanic. Soon he switched to a Bultaco Tralla 125cc and later the Spanish brand Lube hired him for its racing department. In the years 1964 and 1965 Herrero finished third and second respectively in the Championship of Spain of 125 cc.

Eduardo Giró, son of Manuel who completed his studies as an engineer, developed a revolutionary motorcycle with a monocoque chassis and a rotary valve engine. Together they won the 250 cc Spanish Championship in 1967.

It was in 1970 when Santi Herrero suffered an accident in the Isle of Man race after colliding with Stanley Wood in the so-called Westwood Corner. His loss affected the company so much that the brand left racing. Spain lost one of its first great drivers.

MICK ANDREWS, TRIAL LEGEND

Along with the unforgettable Basque rider, Mick Andrews was a benchmark for the brand, in addition to being one of the best drivers of the era. He achieved one of the best trial bikes ever in history developed by Mick himself and Eduardo Giró, in the mountains of Tibidabo: the "Mick Andrews Replica" (MAR).

Ossa's entry into the specialty of trial biking with their technological potential, contributed to the popularity of the brand during the seventies in Europe.

Ossa contracted the British driver and together they developed MAR revolutionary. His aesthetic (white stripe green diagonal) marked an era and was a bestseller.

Ossa and Mick Andrews in 1970, 1971 and 1972 won the Scottish Six Day Trial and in 1971 and 1972 two European championships.

The specialist press at the time wrote in a test of MAR published in the month of December 1971 that "the finishings almost reach perfectness, it is the best dirt trial bike in existence".



GRAPHIC AND PUBLICITY HISTORY

Throughout its history, Ossa has used numerous logos and graphic resources in different advertising media. It's image has always been based and had as main protagonist the symbol mistakenly known as the Ossa "clover". But in fact if we look at the beginnings of the brand, this element is really representing one of the pieces that were part of the cinematic apparatus that the company made.

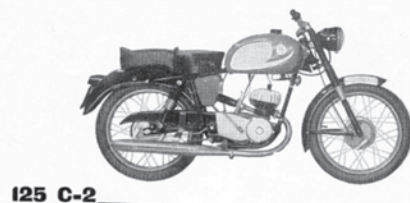
Ossa's graphic evolution over the years has been considered as a basis for the design of it's visual identity and has been important at the time of building a new image for the brand.



MOTO CROSS



calidad
es
seguridad



OSSA



TODO TERRENO





fahren ohne Mühe
ohne Federerschein, stoß- und gitterlärmfrei
Vorstellbare Teilzufahrt möglich.



Das zuverlässige
alltaggedeckte
Moped



• Führerscheinfrei • Zulassungsfrei • Steuerfrei •

EXPRESSWERKE AKTIENGESELLSCHAFT NEUMARKT/OPF.
ÄLTESTE FAHRRADFABRIK DES KONTINENTS GEGRÜNDET 1842



EXPRESS-RADEXI II
Lüks

[illegible]

EXPRESSWERKE AKTIENGESELLSCHAFT
NEUMARKT / OFF.
KATZENFELDER FAHRZEUGFABRIK DES
KÖNIGTUMS BAYERN



la nueva OSSA

125-B



maquinaria cinematográfica S.A. Barcelona



OSSA WON_{the} T.T. '68

Tourist Trophy
Isle of Man

230 cc Wildfire won
the Standard
Production
Race 250 cc
June '68



Zulassungs-, steuer- und fahrscheinfrei!

**EXPRESS
MOPED-RADEXI**
mit Original-EXPRESS-Motor 50 ccm



Technische Einzelheiten:
Fahrgestell: stabiler EXPRESS-Spezial-Trautwein; Tank: 8,5 Liter; Feder-
gabel: Kugel mit Bereifung 26x200; Hinterrad: Trammelremorse, Bremse-
wirkung auf das Hinterrad durch Pedalschritt; Original-EXPRESS-Einzelrad-
3-Takt-Boxentaster, Halbkreisventil 26x42 mm; Pleiersatz 4/2,5 cm; Leuchte 1,5 PS
bei 5000 U/min; Nivea-Universal-Magnetventil 12,7 6/212 l; Pleiersatz mit
Pleier, Kegel und Pleierschraube im Gehäuse Block eingeleitet; Motor-
aufbau mit vier Ventilen; Kraftstoff-Motorventil 1,5 Liter auf 100 km;
Kraftstoff: Oel-Misch-Gemisch 1/25; Spitzengeschwindigkeit: 80 km; Berg-
steigungsvermögen: 15%; Gewicht: 30 kg.

(Einzelteile und Anpassungsfähigkeit nachbestellen)

**EXPRESSWERKE AKTIENGESELLSCHAFT
NEUMARKT/OPF. BEI NÜRNBERG**
Kleine Fahrradfabrik des Kontinents - gegründet 1892





BANCO DE PRUEBAS

OSSA 250 "ENDURO"

A PARECE en el mercado nacional una nueva motocicleta, la OSSA 250 "Enduro" de todo terreno, fabricada por Maquinaria Cinematográfica S.A. Este modelo es la experiencia y el trabajo de una fábrica para dar a sus clientes de todo terreno una máquina con todas las ventajas que en ella se reúnen.

Está basada en el anterior modelo de 230 c.c. en el que se han incorporado una serie de modificaciones tanto en el motor como en el chasis; el motor ha aumentado su cilindrada a 250 c.c. que se ha conseguido llevando el diámetro de 70 a 72 mm.; el chasis ha sido también

ligeramente variado, así como los ángulos de la horquilla delantera; el sillín es ahora más cómodo. Con estas y otras variaciones se ha logrado una máquina de bellas líneas con un motor de actualidad que se sitúa entre las primeras del mercado mundial.

CONJUNTO MOTOR

El conjunto motor forma un bloque integral de agradable diseño, con un cilindro y cabeza de alea muy dimensionada que proporciona una excelente refrigeración.

La revista internacional para todos los motociclistas

MOTOCICLISMO

OCTUBRE 1987
Número 86
Año 24
Folleto 3.000
Puntos 10

EDICIÓN EN ESPAÑOL

MONZA
AGOSTINI
VENCIO A
HAILWOOD

2

'ENDURO'
OSSA
BSA





OSSA

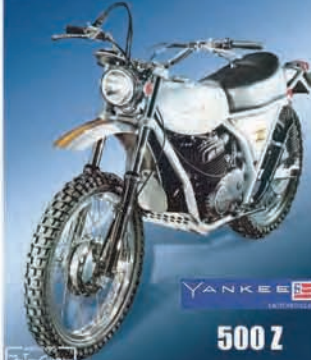
La motocicleta para el experto.
La nueva OSSA 250 AF 15 usa una potencia, más cultura y mayor seguridad.
(Única equipada con ABS)

CARACTERÍSTICAS

1. Motor	2. Cilindro
3. Sillín	4. Horquilla
5. Amortiguador	6. Frenos
7. Dirección	8. Transmisión
9. Escape	10. Luces
11. Manillar	12. Pedales
13. Cables	14. Chasis
15. Motor	16. Cilindro
17. Cabeza	18. Pistón
19. Válvulas	20. Eje
21. Bujía	22. Cables
23. Manillar	24. Pedales
25. Cables	26. Chasis
27. Motor	28. Cilindro
29. Cabeza	30. Pistón
31. Válvulas	32. Eje
33. Bujía	34. Cables
35. Manillar	36. Pedales
37. Cables	38. Chasis
39. Motor	40. Cilindro
41. Cabeza	42. Pistón
43. Válvulas	44. Eje
45. Bujía	46. Cables
47. Manillar	48. Pedales
49. Cables	50. Chasis

OSSA Motocicletas
BARCELONA
(España)

BOGAP







YANKEE

500 Z



BASELLA BYRA 1000



OSSA

La motocicleta para el experto.
La nueva OSSA 250 AF 15 usa una potencia, más cultura y mayor seguridad.
(Única equipada con ABS)

CARACTERÍSTICAS

1. Motor	2. Cilindro
3. Sillín	4. Horquilla
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43. Válvulas	44. Eje
45. Bujía	46. Cables
47. Manillar	48. Pedales
49. Cables	50. Chasis

OSSA Motocicletas
BARCELONA
(España)

BOGAP

OSSA

P.D.P. = 32.665
matriculada 37.510

MAQUINARIA CINEMATOGRAFICA, S. A.
Maquinaria Cinematográfica S.A.
Ronda de S. Carlos 10, 1.º planta
28014 Madrid (España)



OSSA

GRACIA Y RESISTENCIA

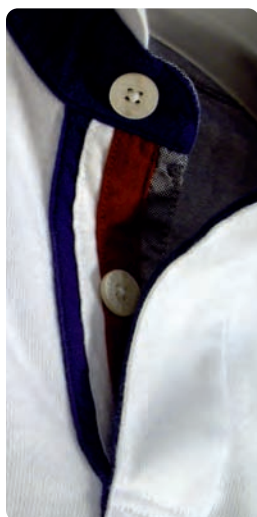


ARCHIVOS
BOGAP



THE WORLD OF FASHION, A NEW CHALLENGE

At the hand of a great team of professionals of the textile world a new product is born, Ossa Moda. Their goal is to impulse it to the summit of the national and international scene, transmitting all of it's vintage essence and inspired in it's motorcycles, it's drivers and it's competitions.



RETRIEVING A PLACE IN THE WORLD OF MOTORCYCLES

Ossa retains that spirit of innovation that made it become one of the technologically, most advanced brands of its time. A team of young and enterprising technicians are working to regain a place in the motorcycle market and make Ossa Motor a brand reference in the market with it's own technology and experience in the development and manufacturing.



3

The brand and the different elements of Ossa must represent, in the most personalized way, the identifying signs. These elements are regulated by a combined code that determine the form and use of logos, symbols, and corporate colours as well as the issuer.

3

IDENTITY ELEMENTS



Within Ossa's traditional image, this is the logo that conveys the original values of the brand. Composed of three elements: the word Ossa, the phrase "SINCE 1940" and the symbol of the "clover". They always work together, never separated. It is used in those applications which are not specific to the section of motorcycle or fashion. It's objective is to strengthen the spirit of the brand and complement the graphic image of these sections.

3 IDENTITY ELEMENTS

3.1 NOSTALGIC LOGOTYPE



3 IDENTITY ELEMENTS

3.1 NOSTALGIC LOGOTYPE 3.1.1 CONSTRUCTION AND PROPORTIONS

To keep the structure and form of the original brand, the grid construction will be used to rebuild the brand without the help of IT processes. For example, hand painted billboards.



DIRECT INK: Pantone Black
CMYK: 0c 0m 0y 100k
MONITOR: R30 G30 B30
INTERNET (HTML): 1E1E1E
INDUSTRIAL PAINTING: Ral 9011



DIRECT INK: Pantone 348
CMYK: 97c 2m 98y 12k
MONITOR: R0 G133 B66
INTERNET (HTML): 008542
INDUSTRIAL PAINTING: Ral 6024



DIRECT INK: Pantone 1245
CMYK: 7c 37m 99y 19k
MONITOR: R197 G146 B23
INTERNET (HTML): C59217
INDUSTRIAL PAINTING: Ral 1024




An important aspect to achieve a stable and recognizable image is by colour. The Ossa brand and its corporate applications is identified by the following colours: Pantone Black (black), Pantone 348 (green) and Pantone 1245 (ochre). To be able to use this colour code in different reproduction systems, the corresponding equivalences for CMYK, RGB, HTML and RAL are also provided.

3 IDENTITY ELEMENTS

3.1 NOSTALGIC LOGOTYPE

3.1.2 COLOUR PALETTE



-  White background
-  Black background
-  Corporate green background
-  Corporate ochre background
-  Light backgrounds and/or plot below 40%
-  Dark backgrounds and/or plot above 40%

3

IDENTITY ELEMENTS

3.1

NOSTALGIC LOGOTYPE

3.1.3 CHROMATIC ADJUSTMENTS

Logos can be used in the colour version (in three and two inks) and monochromatic version.

Do not use other adaption other than those specified in this section of the handbook.



Logo option 1



Logo option 2



Logo option 3

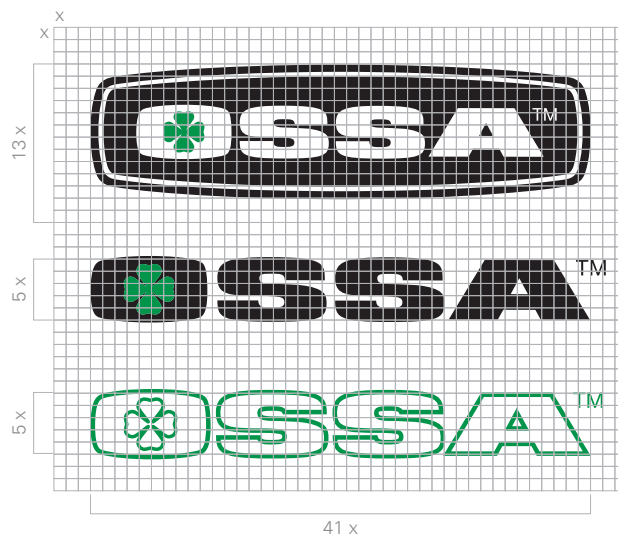
3

IDENTITY
ELEMENTS

The brand Ossa Motor can be represented by these 3 logos. They are composed of the word Ossa and the symbol of the "clover". These elements must not be separated.

3.2

LOGOTYPE
OSSA MOTOR



3 IDENTITY ELEMENTS

3.2 LOGOTYPE OSSA MOTOR 3.2.1 CONSTRUCTION AND PROPORTIONS

To keep the structure and form of the original brand, the grid construction will be used to rebuild the brand without the help of IT processes. For example, hand painted billboards.



DIRECT INK: Pantone Black
 CMYK: 0c 0m 0y 100k
 MONITOR: R30 G30 B30
 INTERNET (HTML): 1E1E1E
 INDUSTRIAL PAINTING: Ral 9011



DIRECT INK: Pantone 348
 CMYK: 97c 2m 98y 12k
 MONITOR: R0 G133 B66
 INTERNET (HTML): 008542
 INDUSTRIAL PAINTING: Ral 6024



DIRECT INK: Pantone 368
 CMYK: 70c 0m 100y 0k
 MONITOR: R105 G190 B40
 INTERNET (HTML): 69BE28
 INDUSTRIAL PAINTING: Ral 6018

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÀÈÉÌÒÓÚ abcdefghijklmnopqrstuvwxyz àèéìòóú
 1234567890 !".\$%&/()=?;|@#¢¬÷´,

Trade Gothic Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ ÀÈÉÌÒÓÚ abcdefghijklmnopqrstuvwxyz àèéìòóú
 1234567890 !".\$%&/()=?;|@#¢¬÷´,*

Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÀÈÉÌÒÓÚ abcdefghijklmnopqrstuvwxyz àèéìòóú
 1234567890 !".\$%&/()=?;|@#¢¬÷´,

Trade Gothic Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ ÀÈÉÌÒÓÚ abcdefghijklmnopqrstuvwxyz àèéìòóú
 1234567890 !".\$%&/()=?;|@#¢¬÷´,*

Trade Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ ÀÈÉÌÒÓÚ abcdefghijklmnopqrstuvwxyz àèéìòóú
 1234567890 !".\$%&/()=?;|@#¢¬÷´,**

Trade Gothic Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ ÀÈÉÌÒÓÚ abcdefghijklmnopqrstuvwxyz àèéìòóú
 1234567890 !".\$%&/()=?;|@#¢¬÷´,***

An important aspect in achieving a stable and recognizable image is through colour. It will identify the brand Ossa and it's business applications with the following colours: Pantone Black (black), Pantone 348 (green) and Pantone 368 (green). Important: The Pantone 368 colour is used only as support (see page with examples of applications) and never in the brand. To be able to use this colour code in different reproduction systems, the corresponding equivalences in CMYK, RGB, HTML and RAL are also provided.

The corporate typeface is Trade Gothic Light. Also, to criteria of the designer, other modes of the same family can be used.

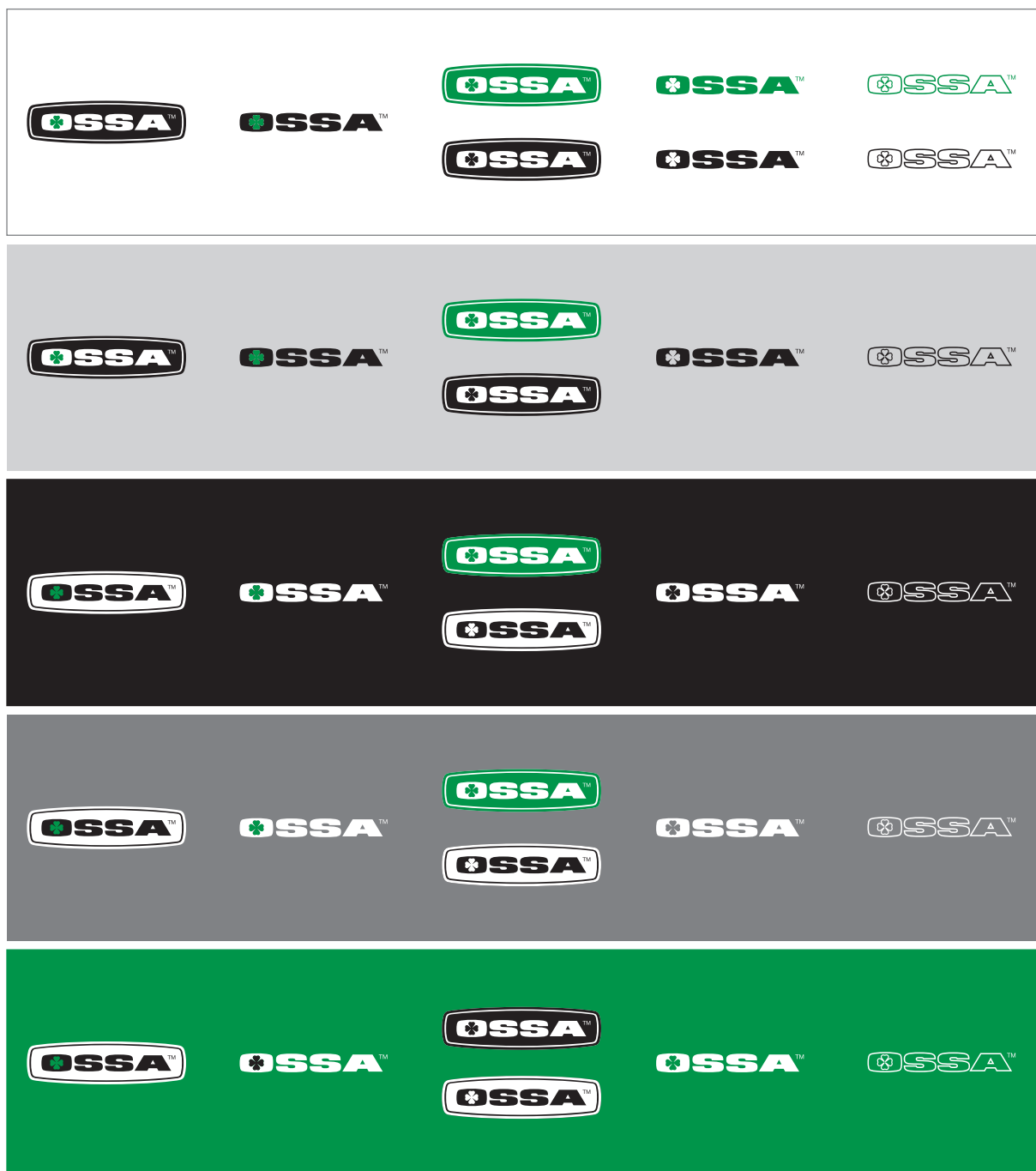
3






IDENTITY ELEMENTS

3.2

LOGOTYPE OSSA MOTOR

3.2.2 COLOUR PALETTE AND TYPOGRAPHY



-  White background
-  Black background
-  Corporate green background
-  Light backgrounds and/or plot below 40%
-  Dark backgrounds and/or plot above 40%

Logos can be used in the colour version (in three and two inks) and in the monochrome version.

Do not use other adaptations other than those specified in this section of the handbook.

3 IDENTITY ELEMENTS

3.2 LOGOTYPE OSSA MOTOR 3.2.3 CHROMATIC ADJUSTMENTS

4

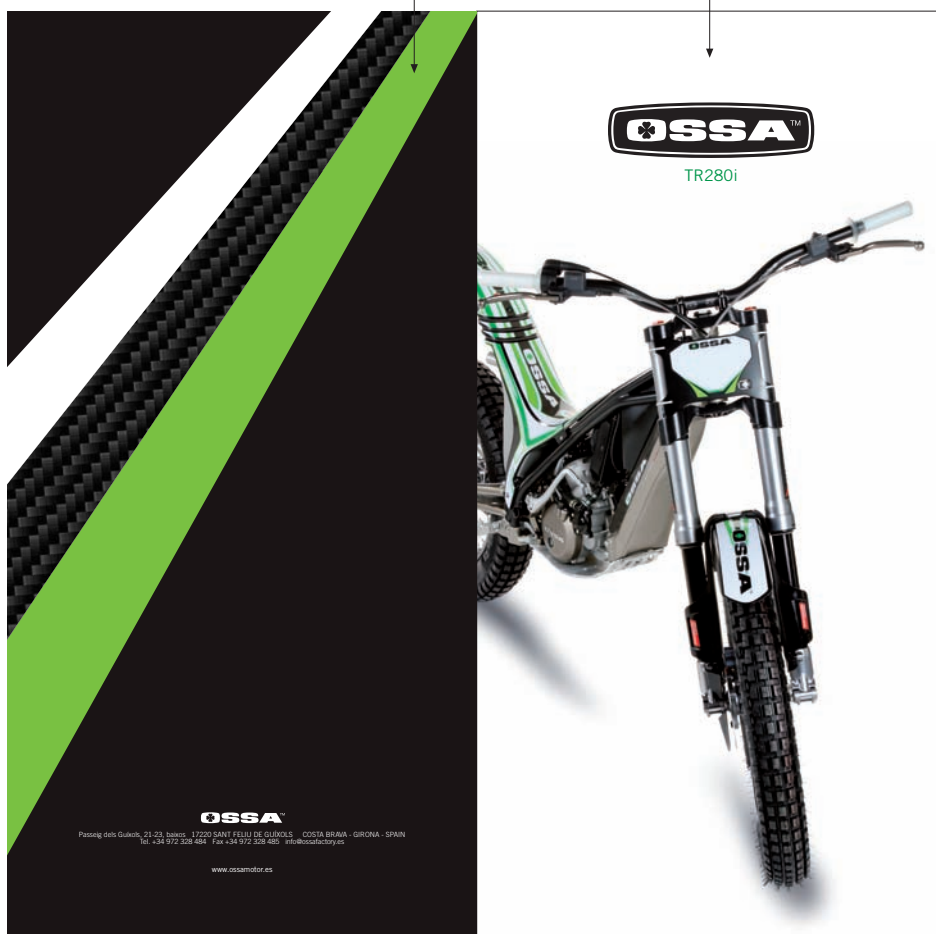
Further on some examples of possible applications of logotypes of Ossa are shown.

4

APPLICATION EXAMPLES

Application example
of the colour of a format
(Pantone 368, clear green)

Logotype Ossa Motor



Logotype Ossa Motor

4 APPLICATION EXAMPLES

4.1 LOGOTYPE OSSA MOTOR

The sample reflected on this page is
covers for an example catalogue of
the Ossa TR280i motorcycle.

**VISUAL
IDENTITY
HANDBOOK**
[ossa motor]

