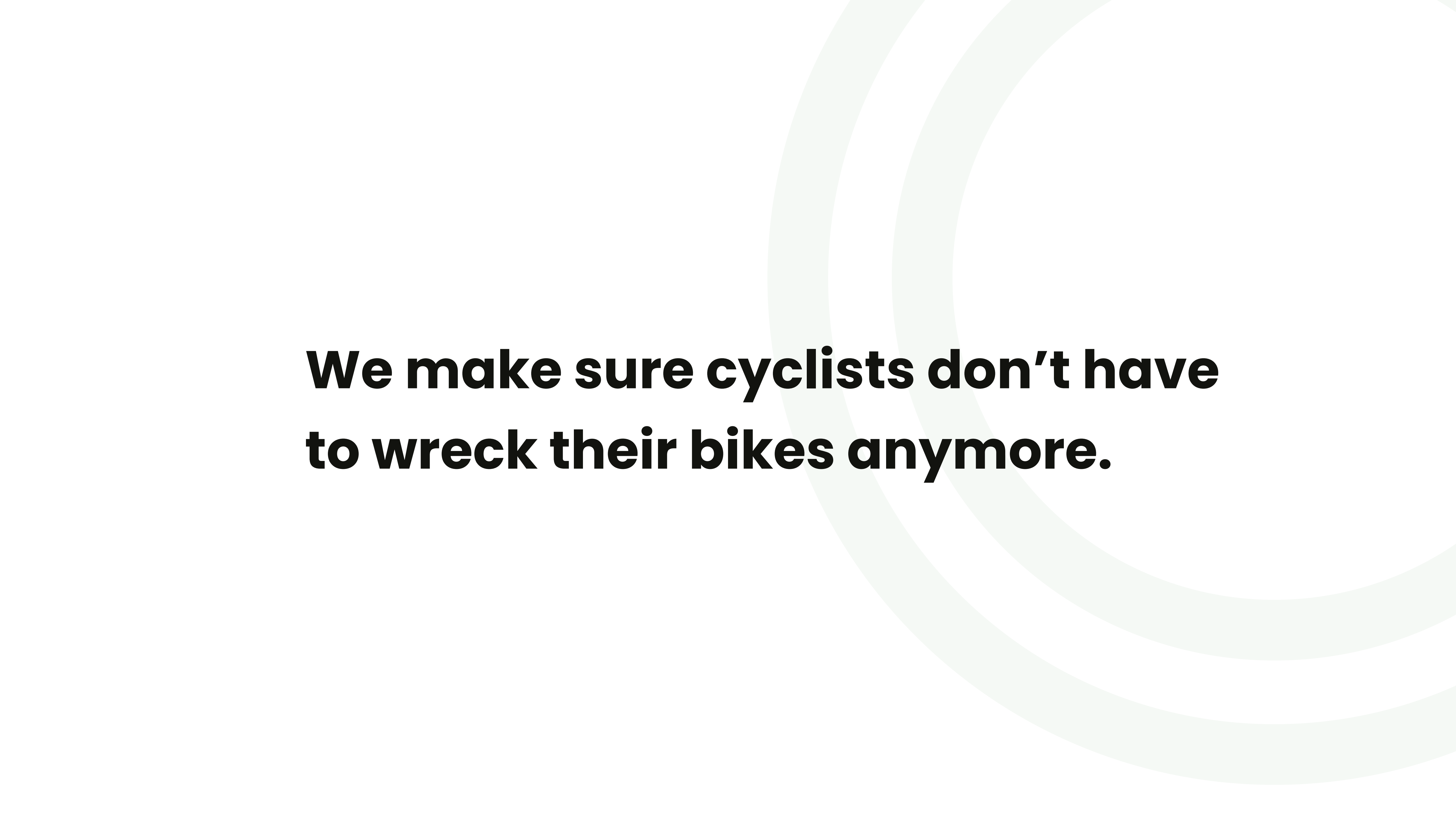


DY TICH



**We make sure cyclists don't have
to wreck their bikes anymore.**

Colors

Dytch uses a fresh colour palette inspired by nature consisting of soft colours.

The 2 shades of green form the primary color, and a light shade of brown will be used for accents. Black and white will compliment these colours where needed to create a luxury but fresh look.

#71907D

#E8E6E5

#A5C8A2

#12130F

#8A8176

Poppins, Bold (700)

Heading 1

Heading 2

Heading 3

Poppins, Regular (400)

Headings will use the bold version of Poppins, a modern sans-serif font that combines friendliness with luxury. The font weight used will be 700 to ensure the headings are thick enough to stand out over regular text. There are 3 heading styles, each for different sizes. These sizes are 120pt for large headings, 50pt for medium headings, and 38pt for small headings.

For paragraphs, Poppins will also be used but in the regular font weight (400). There will only be one style for paragraphs, being 30pt with a line height of 46pt.

A photograph of cyclists on a road, with a large hill in the background. The image is dimmed to serve as a background for the text. The text 'DYTICH' is centered in a large, white, sans-serif font. The letter 'T' is stylized with a vertical line that has a small horizontal dash at its base.

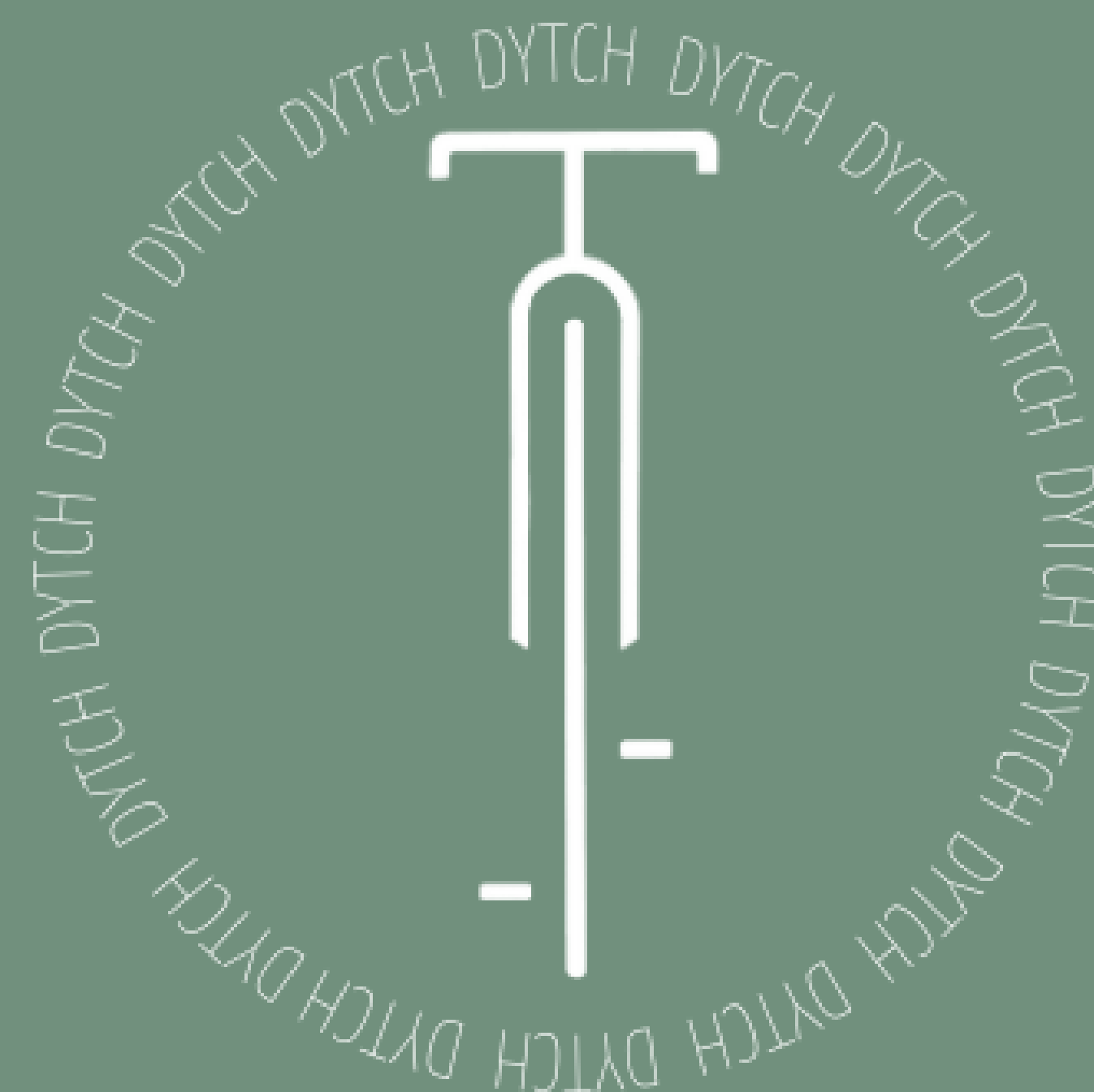
DYTICH

DY TCH

DY TCH



DY|TCH





A silhouette of a bicycle is positioned against a background of a sunset or sunrise over a body of water. The sky transitions from a deep orange near the horizon to a darker, muted purple at the top. The water's surface is calm, reflecting the colors of the sky. The bicycle is shown from the side, with its front wheel, handlebars, frame, and rear wheel clearly visible. Overlaid on the center of the image is the word "DYTICH" in a large, white, serif typeface. The letter 'T' is particularly tall, extending above the 'Y' and below the 'C'.

DYTICH