

BROMPTON DESIGN GUIDE

Frame Printing



INTRODUCTION

At Brompton we have used frame printing on a wide range of projects including Team GB, Tour de France and Shantell Martin.

The process allows for artwork to be sublimated into the top layer of the paint, creating a unique and durable finish on our bikes.

Using white as a base colour allows for the colours of the pattern or design to be showcased in their most vibrant form, creating an eye-catching piece of functional art.

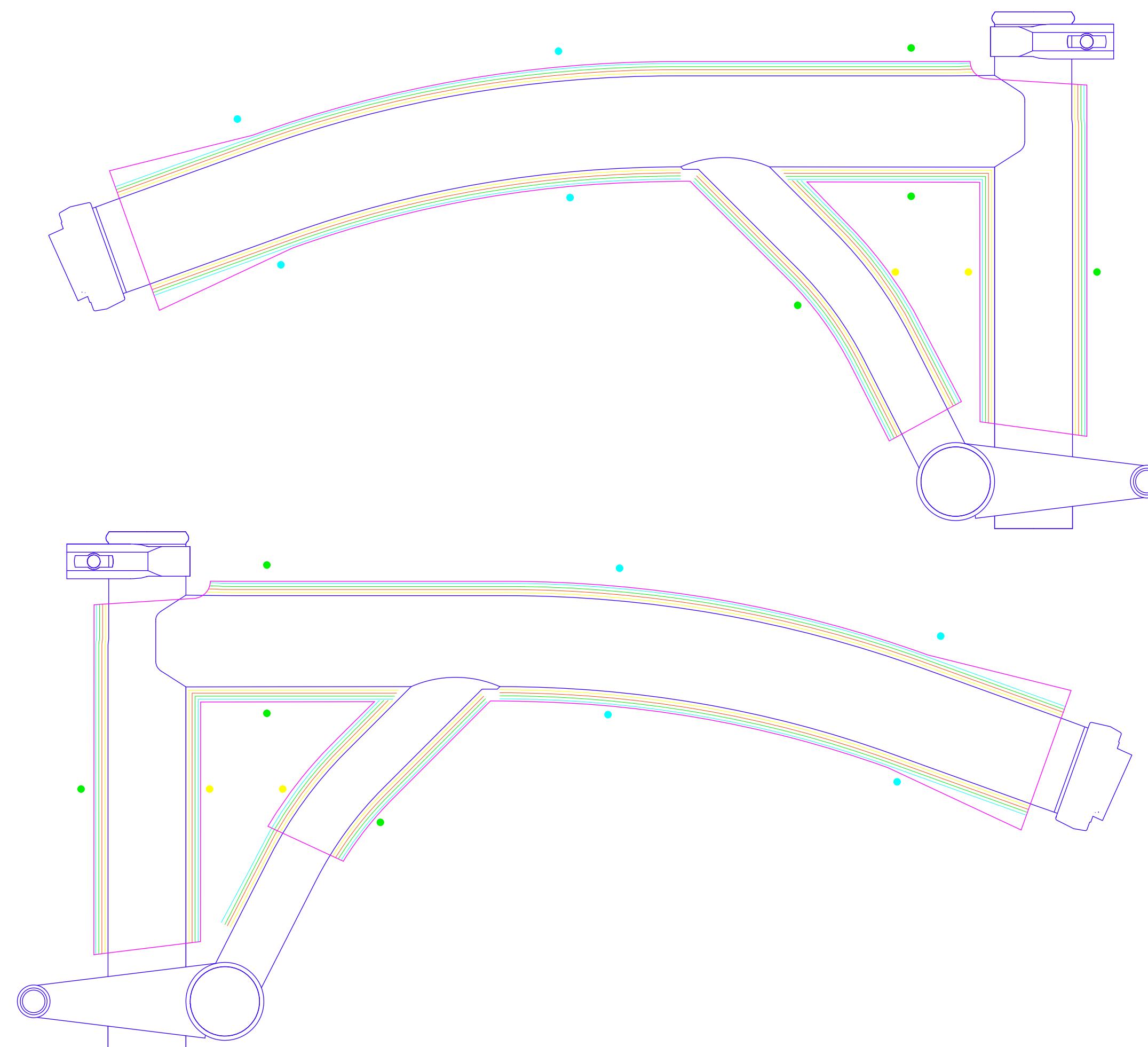
This deck provides information about the different parts of the bike, as well as how we print designs on to the frame and other elements that can be customised.

We look forward to seeing your design!

OUR BIKE



FRAME PRINTING



The frame template shows how we apply a design to the main frame of the bike.

We print the frame in two halves – the artwork is applied to one side first and then the frame is flipped and the design is printed again on the second side.

This process creates a space down the middle section on top of the main frame tube and the best way to disguise this is by creating a design that isn't perfectly uniform or has elements that can be moved to fill spaces.

Design Guidelines:

- All artwork must be inside the area covered by the pink outline.
- Frame artworks should be created as vectors.
- Artworks for Left and Right side should not be symmetrical to help with the “join”.
- Artwork can be placed up to the offsets marked out across the frame, these are highlighted by the green dots that sit outside of the pink outline.
- The Main Frame should remain white as a base to ensure colour vibrancy.

COLOUR

RAL 1015	RAL 5011	RAL 8025
RAL 1016	RAL 5012	RAL 9003
RAL 2004	RAL 5022	
RAL 3005	RAL 6007	
RAL 3017	RAL 6012	
RAL 3028	RAL 6018	
RAL 4007	RAL 6021	
RAL 4009	RAL 6027	
RAL 4010	RAL 7006	
RAL 5002	RAL 7032	

Gloss Paint

Frame Parts to be painted:

Main Frame - White base with Artwork

Front Frame - Selection from colours above

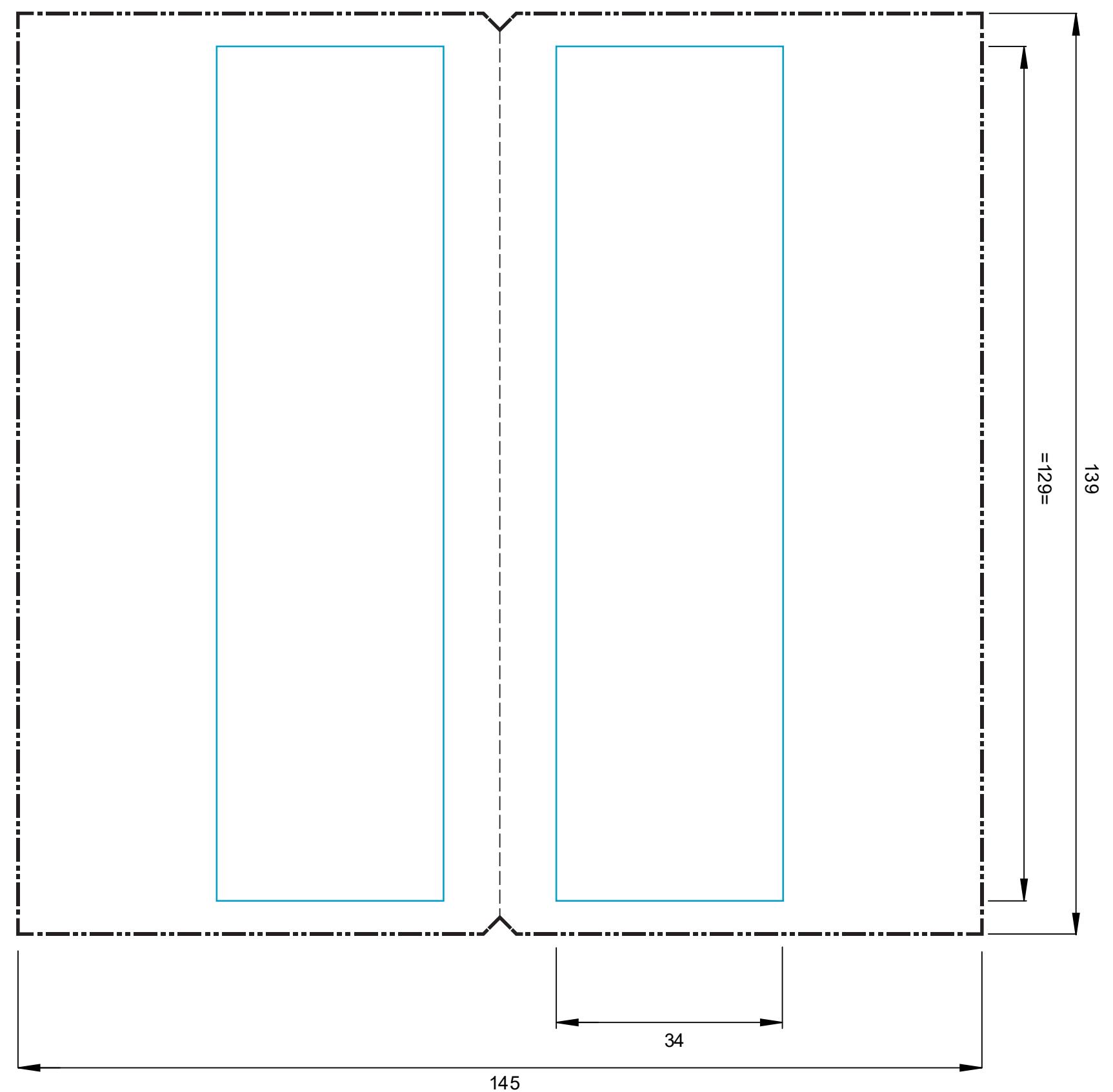
Rear Frame - Selection from colours above

Fork - Specification by RAL or Pantone

Black Metallic	White Metallic	Blue Metallic
Starfruit Metallic		
Metallic Paint		
Black Lacquer	Pacific Lacquer	Amethyst Lacquer
Flame Lacquer		

Transparent Lacquers

MAIN FRAME DECAL



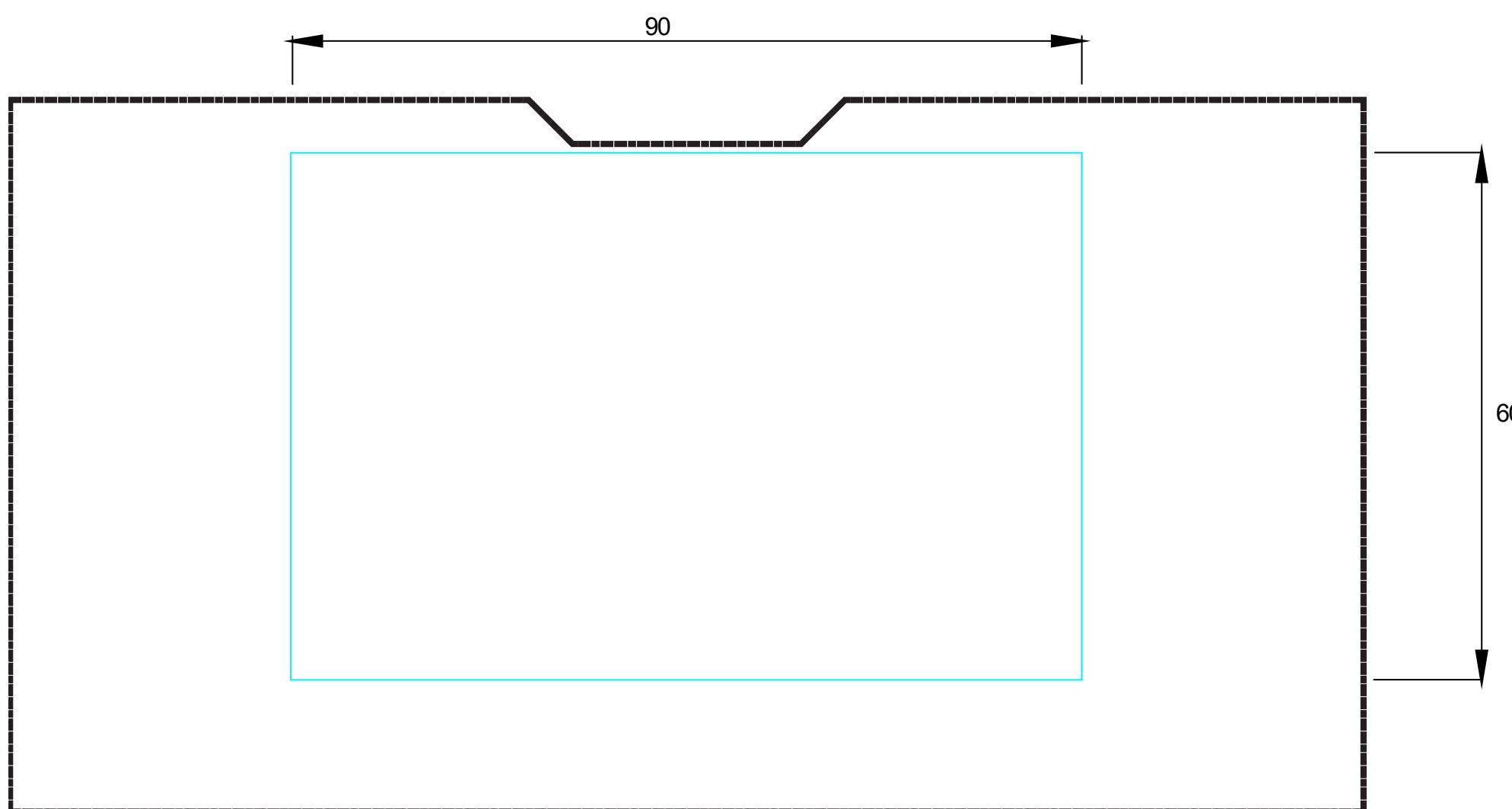
Adjustments can be made to the Brompton logo - see our collaboration with Shantell Martin as an example.

Artwork must be within the light blue outline (129mm x 34mm) and the colour should be given as a Pantone reference.

FRONT FRAME DECAL

It is possible to add a design to the Front Frame using a simple decal – see our 1975 Edition bike as an example.

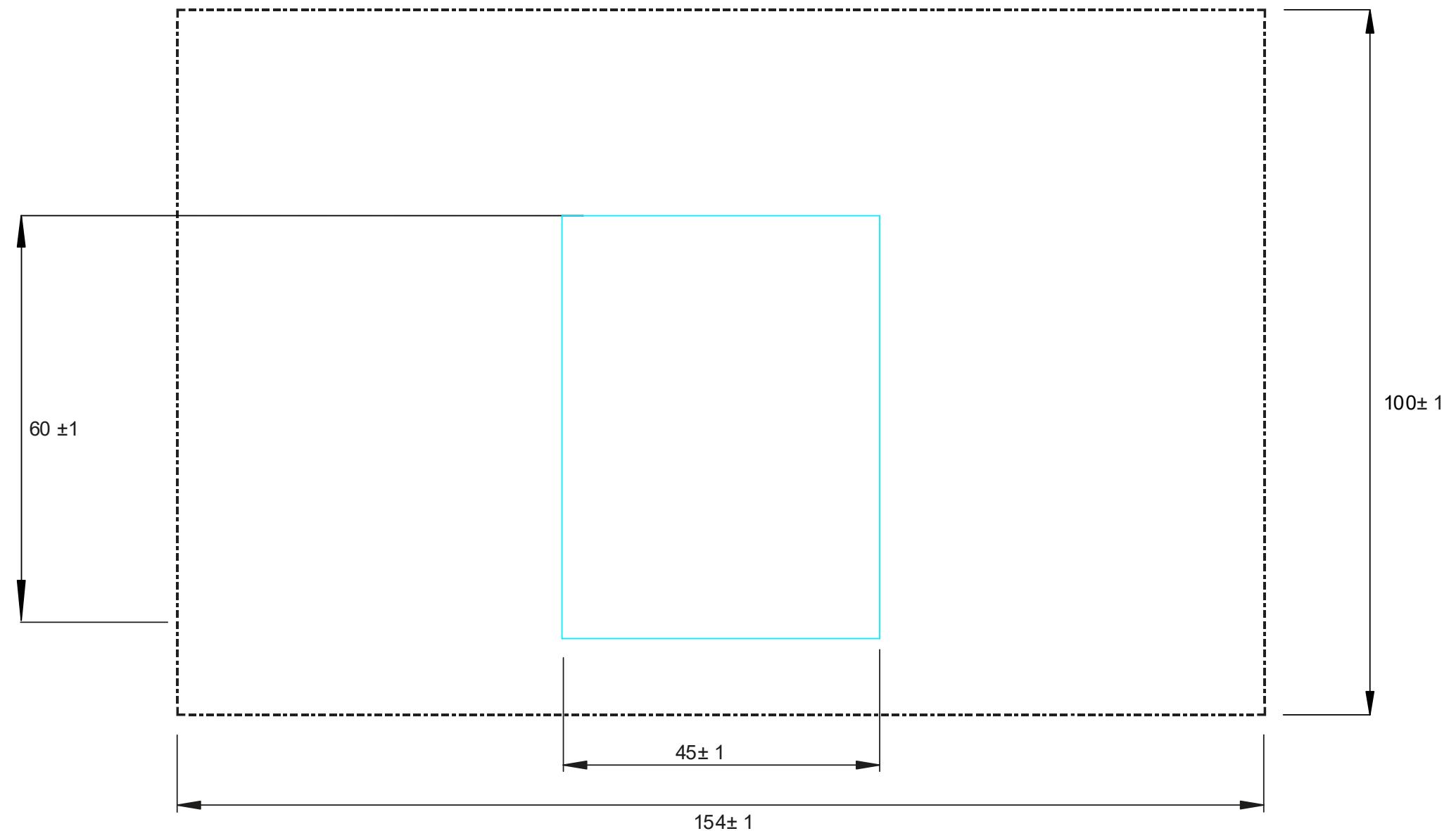
Artwork must be within the light blue outline (90mm x 60mm) and the colour should be given as a Pantone reference.



MAIN FRAME FORWARD DECAL

We can also add a small decal to the front of the Main Frame where our C, P, T or G branding usually sits.

Artwork must be within the light blue outline (45mm x 60mm) and the colour should be given as a Pantone reference.



BROMPTON

Life
Unfolded