

# 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

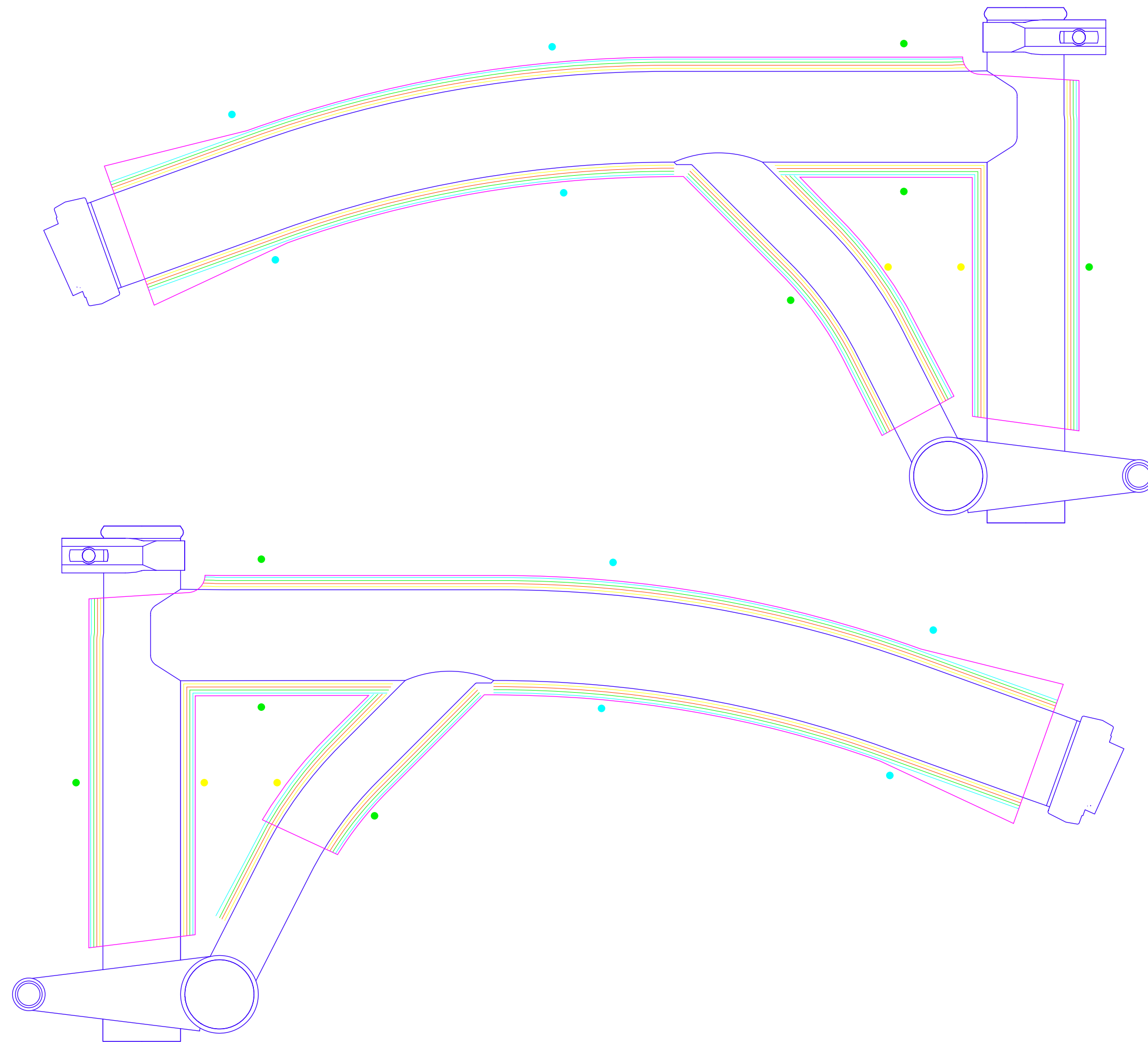
The frame template shows how we apply a design to the main frame of the bike.

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 |          |
| RAL3005  | RAL 6007 |          |
| RAL3017  | RAL 6012 |          |
| RAL3028  | RAL 6018 |          |
| RAL4007  | RAL 6021 |          |
| RAL 4009 | RAL 6027 |          |
| RAL4010  | 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 |                |               |

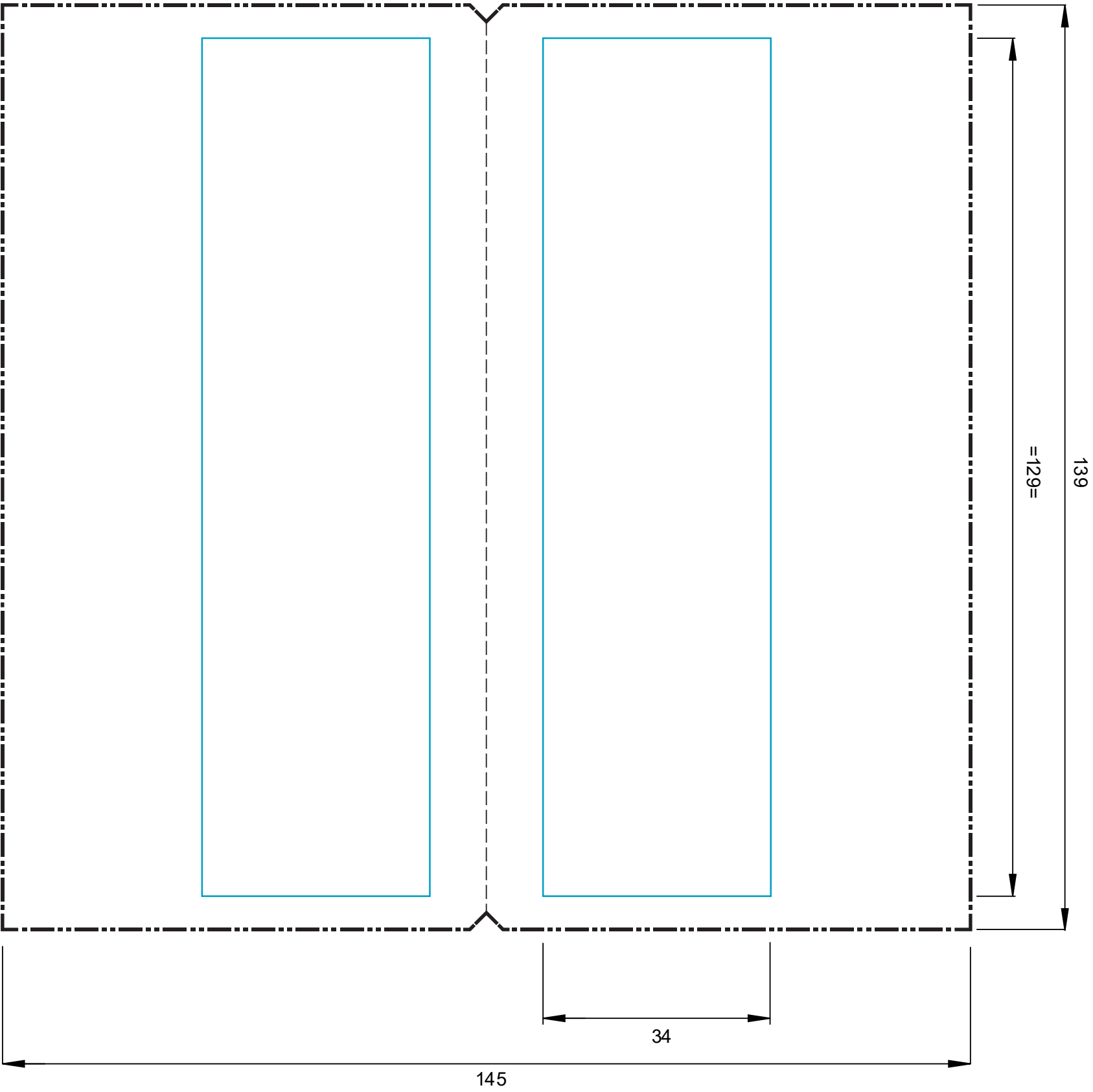
Metallic Paint

|               |                 |                  |
|---------------|-----------------|------------------|
| Black Lacquer | Pacific Lacquer | Amethyst Lacquer |
| Flame Lacquer |                 |                  |

Transparent Lacquers



# MAIN FRAME DECAL



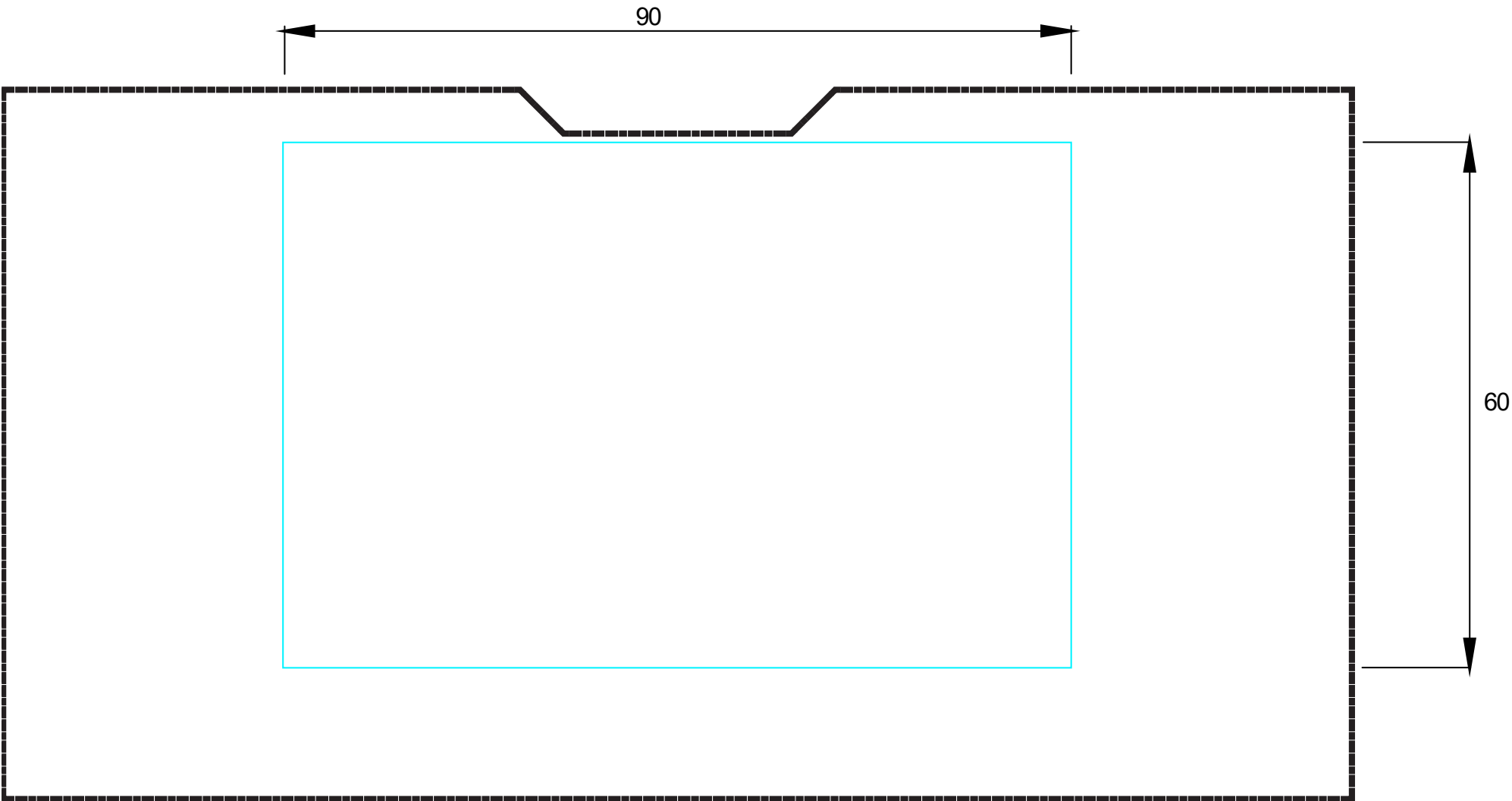
Adjustments can be made to the Brompton logo - see our collaboration with Shantell Martin as an example.

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.

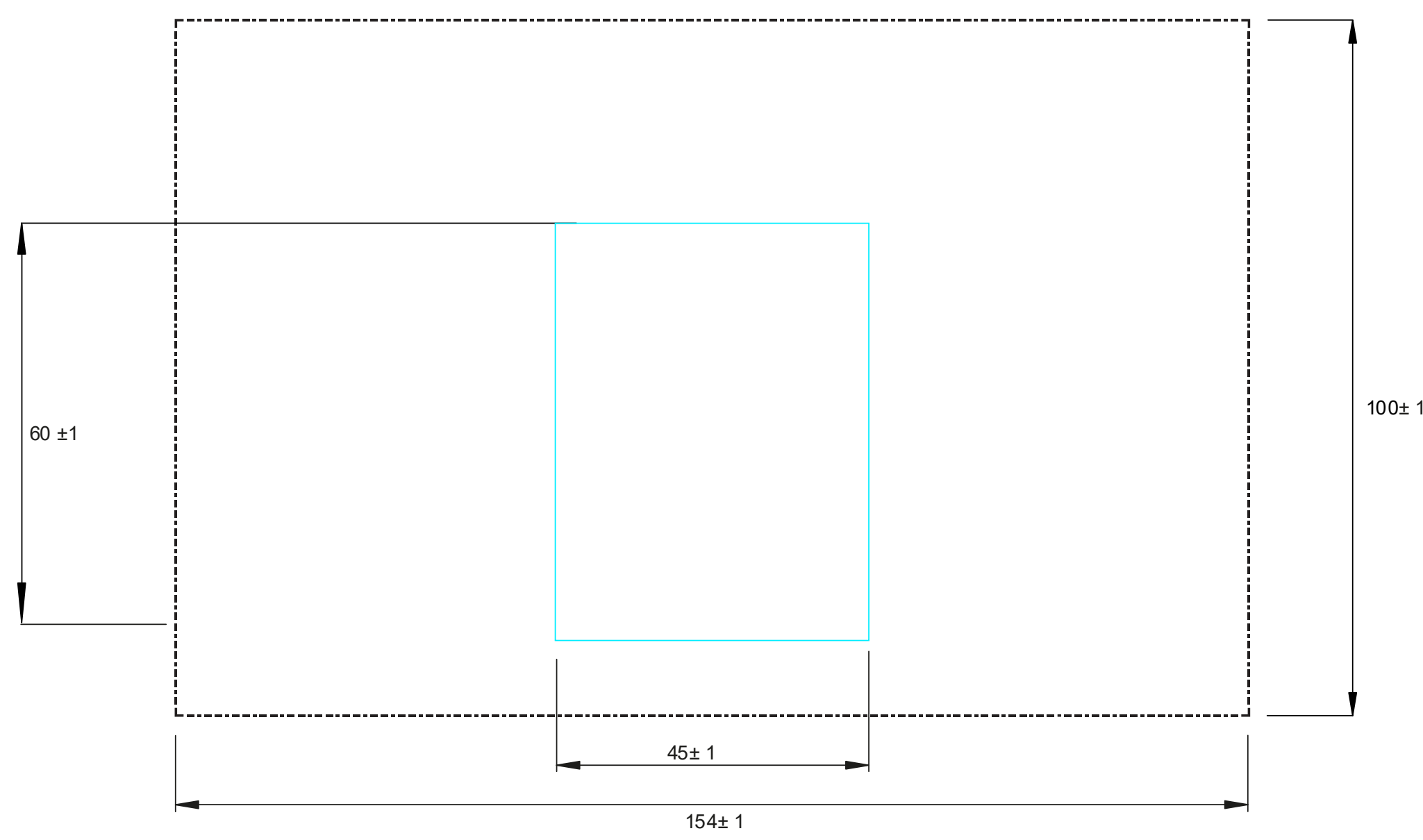
Artwork must be within the light blue outline (90mm x 60mm) and the colour should be given as a Pantone reference.



# 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 with in the light blue outline (45mm x 60mm) and the colour should be given as a Pantone reference.





BROMPTON

Life  
Unfolded