



Innovation seldom comes out of the first,  
obvious solution to a problem.

The background of the slide is a technical drawing in white lines on a dark blue background. It features several circular and rectangular components with various dimensions, arrows, and labels (A, B, C, D) indicating different parts of the machinery. The drawing is a detailed cross-section or assembly view of a mechanical part, possibly a turbine or engine component.

# Introduction

These guidelines describe the visual and verbal elements that represent Concept2, Inc.'s corporate identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

Concept2 is committed to quality, consistency and style. The Concept2 brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Concept2 name and marks.



**1** Our Story →

**2** Our Positioning →

**3** Our Identity →

**4** Our Voice →

**5** Our Imagery →



*Co-Founders and brothers Peter and Dick Dreissigacker doing some early oar shaft testing circa 1976.*

# Our Story

It's kind of surprising from where we've come. From the old dairy barn with broken up floors and now, we are so woven into the structure here in Morrisville. It's just hard to imagine when we first moved to Vermont, a couple of guys with this pipe dream, to think about how it happened, why it happened. It just happened. And I think it happened because we kept trying to make the products better, the service better.

That's what makes things work.”

*-Dick Dreissigacker*  
Co-Founder

## OUR ROOTS

Rowing is our reason for being. Our primary goal is to promote and encourage the growth of rowing, both indoors and outdoors. We believe that rowing is a lifelong activity, accessible to all.

Every machine and oar we produce comes from a background of over forty five years of excellence.

## OUR MISSION

We strive to design, manufacture, sell and service unique products of the highest quality and value for the benefit of the Concept2 community—our customers, employees, suppliers and neighbors.



*Original artwork by Co-Founder Peter Dreissigacker*



*Co-Founders and brothers Dick and Peter Dreissigacker on Hosmer Pond, Vermont.*

concept 2®





## OUR VALUES & SOCIAL RESPONSIBILITY

At Concept2, we value community. We work to build an inclusive community around our products and our sports. Anyone who uses our products is a member of that community. We support and encourage each other.

We are committed to equal opportunity for all.

We are committed to creating a positive, healthy culture that fosters both individual initiative and teamwork, and where employees take pride in their work.

Our actions and relationships are characterized by honesty, fairness and integrity.

From the beginning, Concept2 has focused on charitable efforts in the areas where we have the strongest connection: close to home in Vermont and in the sports we know best. We continue to focus our giving in ways that directly influence our local and athletic communities.

**Sustainability:** As a manufacturer of consumer goods, Concept2 has an environmental impact. We take seriously the responsibility to minimize the impact of our processes, purchases, and products sold. Sustainability is a driving factor in our designs, processes, and the day-to-day way we run our facility. One of the biggest commitments we make is to design and make products that last.



# 1

Our Story

## OVER 45 YEARS OF INNOVATION

### 1976

Concept2 incorporated



### 1977

US Women's Pair rowed with Concept2 Oars at the World Championships

### 1981

Model A Indoor Rower



### 1993

Model C Indoor Rower



### 1991

Big Blade



### 1987

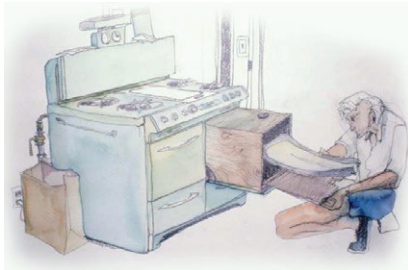
Ultralight (UL) Shaft  
First set of UL Sweeps sent to US National Women's team

### 1999

Slides

### 1976

Early prototypes created in the Dreissigacker's kitchen



### 1980

First sculls sold

### 1986

Model B Indoor Rower



### 1997

Smoothie Blade



2022

New ErgData App

Coastal Shaft



2017

BikeErg

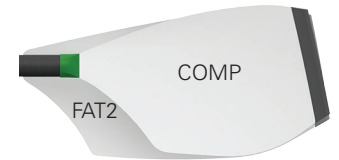


2010

Dynamic Indoor Rower

2020

Comp Blade



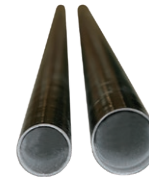
2014

Second Generation  
SkiErg



2016

Bantam Sculls



2011

Skinny Sweep  
Shaft



2012

Skinny Scull  
Shaft

ErgData App

2006

Smoothie2 Blade, Fat2 Blade,  
and Model E Indoor Rower



2003

Model D  
Indoor Rower



2009

SkiErg





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# Our Positioning

Founded on sport and driven by community, Concept2 engineers durable training equipment that helps athletes of all abilities achieve their goals.

## MEET THE CONCEPT2 CUSTOMER

The Concept2 customer is more than a demographic. Although most of the people who choose to interact with us online are men between the ages of 25-45, we know that our customers are men and women, boys and girls, and of all ages. They are individuals who are just beginning to think about fitness, elite athletes, and casual gym-goers. You can find our customers at the gym working out with friends or in their basements exercising by themselves. They row on the water, both recreationally and competitively. They partake in any number of activities to stay active and fit.

All Concept2 customers are part of our extended community. They work hard and encourage each other in every achievement. They compare scores, they ask training questions, they brag about their latest personal bests, they ask for advice. They share accomplishments, pain and milestones.

Every Concept2 customer has a way of measuring his or her own success. Every measure is valid and deserves recognition.

*We are committed to supporting our extended community and are grateful to all the Concept2 customers and advocates for their many years of loyalty.*





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# Our Identity

## WHY CONCEPT2

**Innovation seldom comes out of the first, obvious solution to a problem.** The second concept (or third or fourth) is just as likely to be the one that grows into a product. It's the process of generating ideas, comparing solutions, and rigorous testing that results in the best outcome. You can trust we only deliver the highest quality products that meet these standards.

## CONCEPT2 CORPORATE LOGO

The Concept2 logo is the visual symbol of the Concept2 brand and an essential asset. It is responsible for communicating the qualities that make Concept2 unique. The “CII” represents the visual mark for Concept2 with the letter “C” and Roman numeral, II. The italicized lower case logotype for “Concept2” reflects the feel of water and communicates our approachable brand.

Consisting of the “CII” and the logotype “concept2,” the logo is a unique piece of artwork that has been designed specifically for our brand. It is not a font. Never, under any circumstances, should the signature artwork be altered or recreated.



## CONCEPT2 CORPORATE LOGO

### 1 Color



Black



White (dark background)

### 2 Colors



Concept2 green and black



Concept2 green and white (dark background)

## CONCEPT2 LOGO WITH PRODUCT LISTING



OARS | ROWERG | SKIERG | BIKEERG



OARS | ROWERG | SKIERG | BIKEERG



OARS | ROWERG | SKIERG | BIKEERG



OARS | ROWERG | SKIERG | BIKEERG

# 3

## Our Identity

### CLEAR SPACE



### Sizing

The Concept2 logo can be scaled to a variety of sizes. However, at small sizes, the readability of the logo becomes compromised. To ensure that the logo is always legible, it should never be reproduced smaller than 1 inch (2.54 cm) length, as shown. The registered trademark symbol (®) should be included when the logo is sized greater than 1 inch (2.54 cm).



## LOGO: IMPROPER USAGE

### Rearranging or Resizing

Do not rearrange the logo or resize its elements.



*concept 2* 



*concept 2*

### Background

Avoid placing the logo on graphically busy backgrounds or those which may compromise legibility.



### Colors

Do not substitute colors. Use only the approved color palette provided in this guide.



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 *concept 2*

 *concept 2*

### Outdated

Do not use outdated Concept2 logos.  
Use only the approved logos provided in this guide.



 *concept 2*  
ROWING

 *concept 2*  
ROWING

## CO-BRANDING

The Concept2 logo should not be removed or covered on Concept2 products.  
Please contact [marketing@concept2.com](mailto:marketing@concept2.com) for any questions or more information.

*\* Concept2 USA reserves the right use the "CII" visual mark as a design element in certain cases based on context. This should not be done routinely. Please contact Concept2 with an example of usage before using it as a design element.*

# 3

## Our Identity

### C2 LOGOMARK

The C2 logomark is to be used as a secondary logo or in a small space where the corporate Concept2 logo will not work. The C2 logomark is part of the product branding and is located in the center of the flywheel. The C2 logomark is predominantly Concept2 green. Black or white may also be used based on context or contrast.

Use the C2 logomark can be used as a stand-alone element representing corporate identity, for example, as an avatar for social media.



PMS 583  
CMYK 26-1-100-10  
RGB 183-191-16  
HEX b7bf10



White (on dark  
background)  
CMYK 0-0-0-0  
RGB 255-255-255  
HEX ffffff



Black  
CMYK 0-0-0-100  
RGB 0-0-0  
HEX 000000

## COLOR

**CONCEPT2 GREEN**  
 PMS 583  
 CMYK 24.0.99.6  
 RGB 183.191.16  
 HEX B7BF10

*Concept2 Green is a core color that provides optimism, brightness and "pop" to our equipment. It is highly visible in the center of the flywheel and on our oar sleeves.*

**BLACK**  
 CMYK 0.0.0.100  
 RGB 0.0.0  
 HEX 000000

*Black represents the technical, streamlined aesthetic of many Concept2 products. It's no-frills, it's durable, and it works in any setting.*

**CONCEPT2 BLUE**  
 PMS 654  
 CMYK 100.73.0.33  
 RGB 0.58.112  
 HEX 003A70

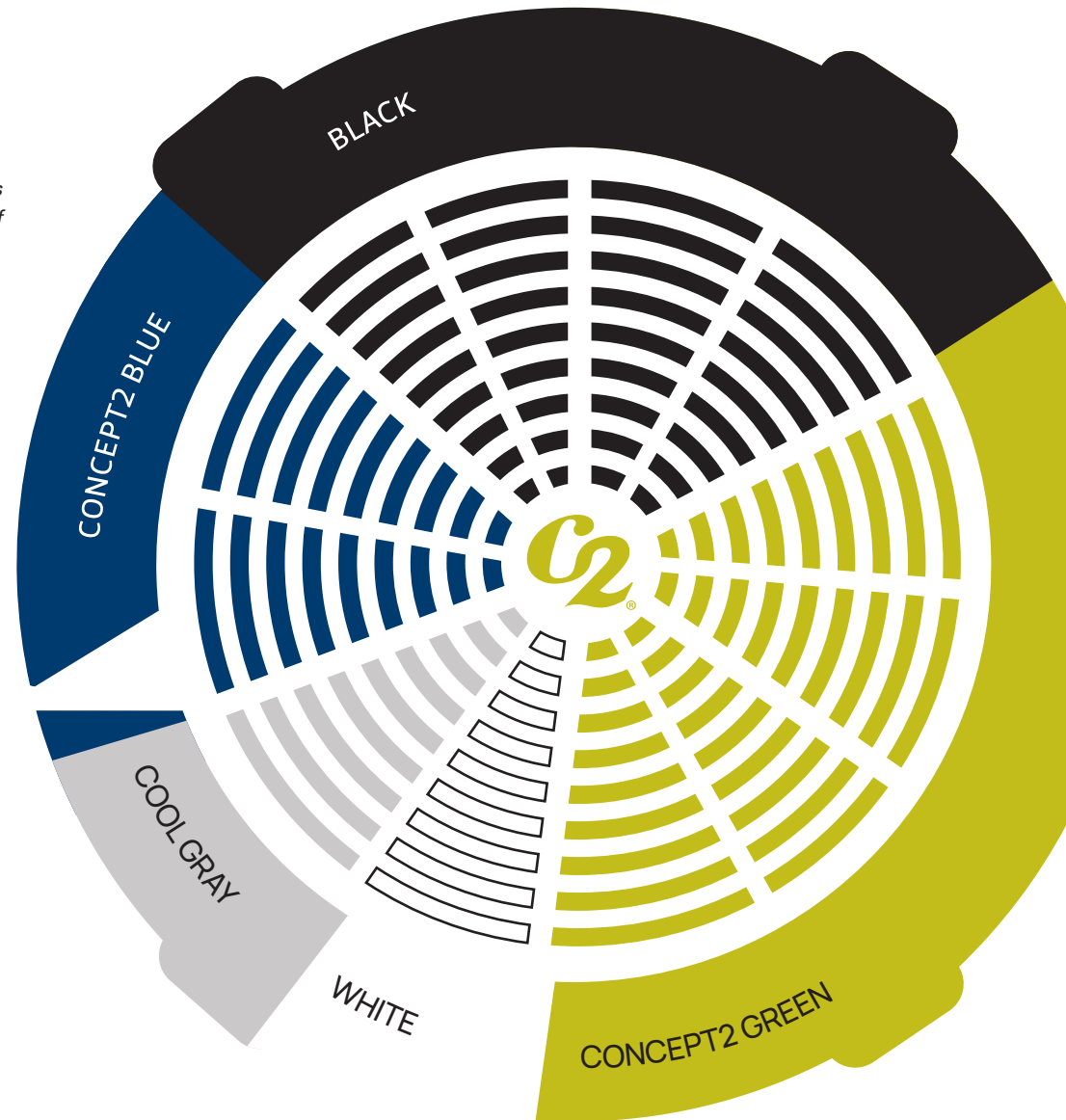
*Blue reflects the Concept2 mission. Signifying our close connection to water, it is solid and reliable.*

**COOL GRAY**  
 PMS Cool Gray 3  
 CMYK 18.13.10.0  
 RGB 200.201.199  
 HEXC8C9C7

*The softer side of black in our design process, Cool Gray references the engineered metal in our training equipment and provides a versatile complement to our other colors.*

**WHITE**  
 CMYK 0.0.0.0  
 RGB 255.255.255  
 HEX FFFFFFFF

*White adds the space and openness that gives our color palette cleanliness and simplicity.*



# 3

Our Identity

## PRODUCT LOGOS

1 Color

*Row***ERG**®    *Row***ERG**®

*Ski***ERG**®    *Ski***ERG**®

*Bike***ERG**®    *Bike***ERG**®

*Row*  
*Ski*  
*Bike* **ERG**    *Row*  
*Ski*  
*Bike* **ERG**

2 Colors

*Row***ERG**®    *Row***ERG**®

*Ski***ERG**®    *Ski***ERG**®

*Bike***ERG**®    *Bike***ERG**®

*Row*  
*Ski*  
*Bike* **ERG**    *Row*  
*Ski*  
*Bike* **ERG**

NOTE: When using logos with two colors, ERG should always be in Concept2 Green.



## TYPOGRAPHY

### Print: Body/Text

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Univers 65 Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Print & Web: Headline/Display

Manrope

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Manrope Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



## Our Voice

We connect with our customers through our written and visual language, tone and voice.

## OUR BRAND ATTRIBUTES

Our brand attributes represent the core values and the essence of Concept2: How we operate as a company, and how we make and support our products.

QUALITY

INNOVATION

EXCELLENCE

COMMUNITY





## OUR BRAND PERSONALITY TRAITS

It's our job to make sure that all our communications are consistent with the following brand personality traits. Our brand personality traits describe how we want our customers to perceive our company.

RELIABLE

OPTIMISTIC

SUPPORTIVE

INVENTIVE

GENUINE

PRACTICAL

# Reliable



For over 45 years, we've been supporting every product we make with parts, instructions, training and exceptional customer support. We are consistent but not inflexible. Our customers trust us and know they can always count on us. We work hard to earn that trust.

## How to be reliable:

- Always strive to answer the question.
- Be honest.
- Don't overpromise.
- Keep your word. Be there when you say you will be, do what you say you'll do.
- Be consistent. Circumstance doesn't dictate how we talk or look.
- Stand behind what we do. We don't believe in forced obsolescence.

## Written Example:

The RowErg requires the installation of the front legs using a total of eight screws. We include the necessary tool and clear, illustrated instructions. Allow about 20–30 minutes for the job.



We treat customers as part of the Concept2 community. We support not just the top level athletes, but all those working toward a goal, large or small.

### How to be supportive:

- Use more “dos” than “don’ts.”
- Recognize achievements.
- Use positive language rather than negative.
- Encourage and motivate.
- Offer tips, suggestions and resources.
- Write with empathy.
- Listen well. Make space for the voices of our customers.
- Be inclusive.

### Written Example:

Our passion fuels yours.

Our oars are custom-built and engineered for speed. With every oar, we commit to delivering our best effort, so you can deliver yours.

# Supportive



# Genuine



We are driven by what we know and what we experience, not whim and trend. We are real people and athletes who use our products every day. We are more interested in seeing our customers succeed than in earning an extra dollar. We never try to be someone we are not.

## How to be genuine:

- Be present, not distracted.
- Use conversational language.
- Avoid sarcasm and disparaging humor.
- Be honest about what we do and don't know.
- Speak and design based on experience.

## Written Example:

"Our thought was, if we could come up with an inexpensive training device, since we were young masters rowers and could keep training, people like us could use it."

*-Peter Dreissigacker*

The reality is, Concept2 is often very serious-minded, and we care deeply about our company and our customers. But, we don't get weighed down. Positivity and possibility are key to our customers' successes. We have fun with our people and products, and it's never at the expense of others.

### How to be optimistic:

- Smile easily.
- Don't be defensive.
- Be cheerful and optimistic. Focus on positive possibility rather than obstacles.
- Shed light, not darkness.
- Have fun!

### Written Example:

Rowing is easy to learn. Once you know the basics, you'll be well on your way to reaching your fitness goals.

# Optimistic



# Inventive



Creativity is in our DNA. We are problem-solvers, scrappy and highly self-reliant. We encourage the same in our customers. There is always a next idea.

## How to be inventive:

- Be willing to try and fail.
- Simplify complexity.
- Always be learning—and show it!
- Be a little rebellious. It's okay.
- Show leadership.

## Written Example:

When we develop an oar innovation, we test it for performance improvements; we do this in the shop and—the truest test—by taking it out on the water. If an innovation does not show that it will help make you faster, we don't release it.

Practicality is not antithetical to creativity; it's part of what drives innovation at Concept2. It's easier to make lots of frills than no frills. We make our desks out of doors, manufacturing equipment out of recycled parts, and coat racks out of oars. Our streamlined design aesthetic is a perfect expression of our practicality.

### How to be practical:

- Use words carefully. Our language is not flowery or excessive.
- Be direct.
- Answer the question if you know the answer; stick with facts.

### Written Example:

We build our machines to last a lifetime, we price them fairly, and we stand behind our products.

# Practical





# Our Imagery & Messaging

The importance of our imagery and messaging working together for delivering the right impression, making it Concept2.

# 5

Our Imagery & Messaging

## Photography

### FUNCTIONAL

Product images on a clean, white background are the standard for displaying Concept2 product hero images on a product detail page or e-commerce shop. This high-quality photography shows each product at its best and provides a distraction-free way to show close-up details.

- The products should always be grounded with a consistent shadow.
- Lighting comes from above creating a natural shadow on the floor.
- The Concept2 logo is prominent in each hero shot.

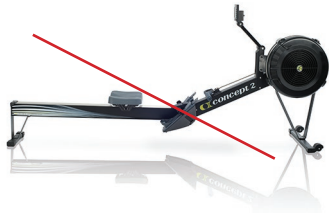
### PRODUCT PHOTOGRAPHY EXAMPLES



FIND ALL CONCEPT2 IMAGE ASSETS AT [CONCEPT2.COM/MEDIA](https://concept2.com/media)



## IMPROPER USAGE



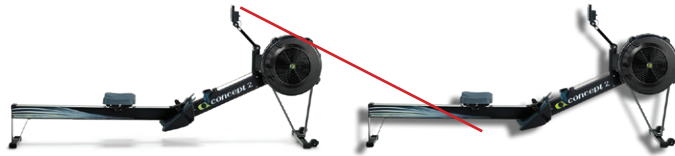
Do not add a reflective surface.



Do not use other company logos with Concept2 product photography.



Do not place the Concept2 logo next to other company products.



Do not shoot similar products with inconsistent shadows.



Do not distort photos.



Do not flip photos.



## Photography

### ACTIVE

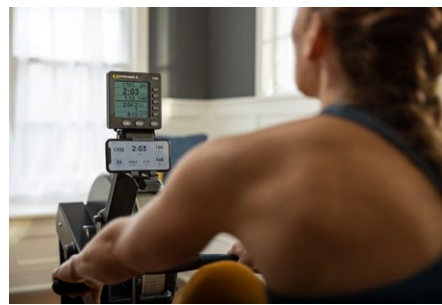
Active photography evokes an emotional response and tells a human story. It captures our products in real-life situations whether in a home, gym or on the water. We engage our audience by being inspirational yet attainable.

- Represent a variety of ages, genders and races. Avoid tokenism (where identities are reduced to symbolism).
- Strive to use photos that show motion and action. Avoid staged poses by using athletes and models who demonstrate proper technique.
- Use images where the Concept2 logo and/or branding is prominent.
- Secure both photographer and athlete permissions. Models need to sign photo releases (or provide other legal consent) for their likenesses to be used for promotional purposes.

### ACTIVE PHOTOGRAPHY EXAMPLES



Show products in use wherever possible to add humanity and energy.



Use natural lighting and settings wherever possible.



Consider placement of items to allow clear space for messaging.

# 5

## Our Imagery & Messaging

### Messaging

Messaging at Concept2 changes depending on the market in which being used. Currently, we are focusing on our community.

From our core values:

Community is important to us at Concept2. It's where we go for support, encouragement and competition. We build community so that it will be there for all of us.

#### 2023 MESSAGING

**POWERED BY SPORT. DRIVEN BY COMMUNITY.**

#### COMMUNITY

**DEFINES US. DRIVES US. MOTIVATES US.**

### SOCIAL MEDIA

Facebook: **Concept2Inc**

Instagram: **@Concept2Inc**

Twitter: **@Concept2**

YouTube: **concept2USA**

TikTok: **@Concept2Inc**

### HASHTAGS

#### **#concept2**

Should always be used for posts as this is our main hashtag.

#### **#myconcept2**

Story telling: use when featuring an athlete, person in the community or sharing someone's story.

#### **#c2challenge**

Use in post about Concept2 challenges.

#### **#drivenbycommunity**

Use when appropriate—posts about challenges, at events, etc.

# EXAMPLES



Tradeshow booth example—FIBO 2023



Cross Country Skier Magazine ad 2023



Ambassador program bags



Half page print ad for a commercial fitness magazine



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[marketing@concept2.com](mailto:marketing@concept2.com) [concept2.com](http://concept2.com)

COLLECTION OF CONCEPT2 ASSETS // [CONCEPT2.COM/MEDIA](http://CONCEPT2.COM/MEDIA)

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