KANTE

Recommendation: the brand and the bike are called KANTE. The first machine is KANTE 01.

Say it *KAHN-tuh*. Two syllables, hard K, hard T. It is the German word for **edge**: the edge of a table, the edge of a milled part, the line where two faces of a solid meet.

Why this word belongs to this machine

Look at the bike before you read the name. It is a matte-black frame with four machined nodes, and on every node the edges have been diamond-cut back to bright aluminium. Those cut edges are the only bright metal on the frame. In the master profile they are the first thing the eye finds: thin silver lines tracing the head-tube node, the seat cluster, the drive cradle and the dropouts. Nothing else on the bike is decorated, so the edges *are* the bike's signature.

KANTE names that. It doesn't describe a feeling, a city or a sustainability promise. It names the one physical detail that tells you how the object was made: a solid block, cut on a machine, its edges finished by hand-set tooling. A rider who asks "why Kante?" can be shown the answer on the frame with one finger.

It works on three levels, and all three are true of the bike:

1. **The literal edge.** The diamond-cut chamfer on each 7075 node. The mark itself carries it: every square corner of every letter is cut at 45°, the same cut the nodes carry.
2. **The engineering edge.** In machining, *Kante* is shop-floor language: *Kante brechen* ("break the edge") is the instruction on German drawings to deburr and chamfer a sharp corner. The name comes from the drawing office, not from a marketing deck.
3. **The city edge.** A city is built of kerbs and corners, so the word sits naturally beside the street. It does that without the usual urban-mobility vocabulary (no "metro", "urban", "volt", "flow" or "e-").

How it reads and sounds

- **Five letters, all capitals, all straight strokes.** K, A, N, T, E contain no curves. That matters for a drawn wordmark meant to be laser-marked on anodised tube: straight lines and 45° cuts mark cleanly at 4 mm cap height, where curves break into stair-steps.

- **It is understood across Europe.** In German it is an ordinary word. In English, French, Italian and Dutch it reads as a short proper name with no unfortunate meaning that we found. It has the Braun / Leica / Rimowa cadence: one word, consonant-led, nothing to explain.
- **It is not cute and not eco.** No leaf, no spark, no wordplay on "e". It is the register the client chose, technical and precise, said in one word.

The alternates behind it

- **FUGE** ("joint", "seam"; also the musical fugue). It names the TIG-welded joints where tube meets node. It is honest and quieter, but it softens the register, and in English it lands close to "fudge".
- **KERN** ("core"). It names the sealed gearbox-motor at the centre of the bike, and it is a typographer's word too. It is strong, but KERN & SOHN already owns that name in German precision weighing, so it starts with a neighbour.

I lead with KANTE and would not trade it for either.

What has to be checked before this name goes public

These are stated plainly so nobody discovers them late:

- **Trademark clearance has not been run.** A web search in this sitting turned up no bicycle or e-bike brand trading as Kante. A web search is not a clearance, though. A registry search (EUIPO, DPMA, USPTO, classes 12 and 9) is required before launch.
- **Homograph.** The footballer N'Golo Kanté shares the spelling, apart from the accent. In football-literate English-speaking markets some readers will make the link. It is a neutral-to-warm association (he is famously modest, and famously a cyclist), but it is real, and the client should know about it.
- **Domains and handles** were not checked.

In use

- The brand: **KANTE**. Set only as the drawn wordmark, never typed in a font.
- The machine: **KANTE 01**. In running text: "the Kante 01". In spec tables: `KANTE 01 · Electric city bike`.
- Running text uses sentence case ("Kante"). Only the wordmark is all capitals.