BIKE

TO WORK
COLORADO SPRINGS

BRAND GUIDELINES

MARCH 2022

ABOUT

A uniform visual communication system is important to support brand consistency. This document presents visual elements – logo, typefaces, colors and more to create a consistent tone and style for **Bike to Work Colorado Springs**. We invite you to review and adopt the suggested guidelines, and become an informed brand ambassador.

LOGO

Our logo is the visible representation of **Bike to Work Colorado Springs**. The logo icon and any subsequent adaptations should be utilized with consistency, care and respect. All brand graphics are available as color, greyscale and reversed options in various file formats ("reversed" icons only available as vector or .png files).

Approved graphics shown below.

COLOR GUIDE

The color system has been carefully designed to compliment the brand experience across all media touch points.

PMS: 7578
R: 224   **G:** 107   **B:** 44
C: 9   **M:** 71   **Y:** 96   **K:** 0
e06b2b

PMS: 632
R: 000   **G:** 146   **B:** 179
C: 82   **M:** 28   **Y:** 81   **K:** 0
0091b3

PMS: Black
R: 0   **G:** 0   **B:** 0
C: 0   **M:** 0   **Y:** 0   **K:** 100
000000

FONTS

The Adobe® font families **Proxima Nova** and **Adobe Garamond** are the approved typographic specimen.
• Headlines and subheads: Proxima Nova
• Body content: Adobe Garamond
Approved fonts are available from Adobe® Fonts:
Proxima Nova: https://fonts.adobe.com/fonts/proxima-nova.
Adobe Garamond: https://fonts.adobe.com/fonts/adobe-garamond.

Alternate fonts are **Helvetica**, **Arial** and **Times** as shown below.

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuwxyz
0123456789!@#$%^&*()_+

Lorem ipsum dolor sit amet, consectetur adip iscing elit. Integer pulvinar sem laoreet neque consectetur finibus iquam venenatis ex ut ligula euismod sodales.

BIKE TO WORK

BIKE TO WORK

BIKE TO WORK

ADOBE GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuwxyz
0123456789!@#$%^&*()_+

Lorem ipsum dolor sit amet, consectetur adip iscing elit. Integer pulvinar sem laoreet neque consectetur finibus iquam venenatis ex ut ligula euismod sodales.

BIKE TO WORK

BIKE TO WORK

BIKE TO WORK

HELVETICA

BIKE TO WORK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar sem laoreet neque con sectetur finibus. Aliquam venenatis ex ut ligula euismod sodales.

ARIAL

BIKE TO WORK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar sem laoreet neque consectetur finibus. Aliquam venenatis ex ut ligula euismod sodales.
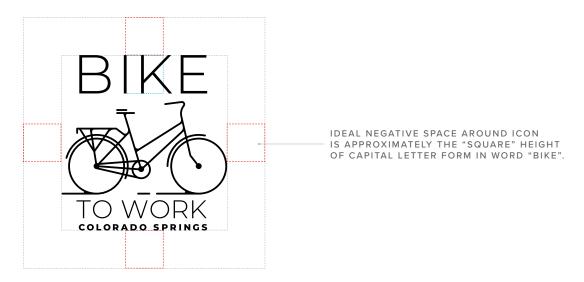
TIMES

BIKE TO WORK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar sem laoreet neque consectetur finibus. Aliquam venenatis ex ut ligula euismod sodales.

CLEAR SPACE

For optimum display, the brand icon should have ample clear space around it as illustrated below.

IDEAL NEGATIVE SPACE AROUND ICON
IS APPROXIMATELY THE "SQUARE" HEIGHT
OF CAPITAL LETTER FORM IN WORD "BIKE".

INCORRECT LOGO USE

Original brand graphics should never be distorted or modified – no alternate icon variations or colors should be used. Suggested modifications should first be directed to **Bike to Work Colorado Springs** for review and approval prior to implementation.   # #

DO NOT CHANGE COLORS

DO NOT PLACE AGAINST
DISTRACTING BACKGROUNDS

DO NOT CHANGE FONTS

DO NOT DISTORT ELEMENTS

DO NOT CHANGE ORIENTATION

DO NOT CHANGE PROPORTIONS