





## OUR ARCHETYPE

# PROACTIVE PROTECTOR

We are the Proactive Protector, taking a stand for bicyclists' dignity and rights for access to safe riding across Colorado. We are inclusive and care for all riders, from commuters and just-for-fun family cruisers to recreational enthusiasts and dedicated bicyclists across all ages, incomes, genders, ethnicities, physical abilities, and skill levels.

We anticipate challenges, engage in productive conflict, work with urgency, and take ambitious action to create safe biking environments for all riders.

We collaborate with individuals, organizations, and communities across the state to amplify the voices of all riders and connect with government officials and partners to advance policies and programs that expand access to safe riding. This critical combination of protection and advocacy creates a powerful force for change that saves lives and empowers bicyclists to help spread the word and take action for safer and better biking for all.

## OUR PURPOSE

# SERVICE + BELONGING



Serving bicyclists across the state and bringing people together for better biking.

## POINTS OF DIFFERENCE

### PRODUCTS

Demonstrable advocacy, trusted resource, useful information, and quality education

### PEOPLE

Expert team with deep relationships across government, advocacy groups, and cycling communities

### PLACE

Trustworthy online presence that connects people with valuable and engaging content for all riders

### PROMOTIONS

Impactful experiences, personal testimonials, and powerful partnership opportunities

## PERSONALITY

Caring  
Collaborative  
Courageous  
Knowledgeable  
Optimistic

## STYLE

Professional  
Bold  
Inclusive  
Simple  
Modern

## TONE

Inspiring  
Informative  
Urgent  
Optimistic  
Empowering

# BRANDMARKS

## FULL LOGO SYSTEM

Our logo system is comprised of three marks—Stacked, Horizontal, and Icon. Our brand symbol is a unified depiction of who we are: neighborly Coloradans, avid bicyclists, and proactive advocates. The multiple brandmarks provide flexibility as our brand shows up across a wide range of applications and formats. The elements of each brandmark and their relationship to each other have been carefully designed—these relationships are fixed and shouldn't be altered.

Each brandmark can be used on light or dark colors as long as sufficient contrast is maintained. Never place logos over complex backgrounds.

The stacked version should be used in most places, while the horizontal version can be used when there are limiting spatial parameters. The icon version should be used as a complementary brand element in addition to one of the other brandmarks.

BICYCLE COLORADO

STACKED



HORIZONTAL



ICON



REVERSED



# BRANDMARKS

## FULL LOGO SYSTEM: 1-COLOR

The logo system is also available in 1-color.  
These versions should only be used when colors are limited and the application requires it.

STACKED



HORIZONTAL



ICON



BLACK

WHITE



# BRANDMARKS

## CLEAR SPACE & SIZE CONSTRAINTS

To ensure brandmark impact and legibility, a protective margin consisting of the height of the “B” in “Bicycle” should surround all sides of the logo.

The stacked brandmark should not be reduced any smaller than a width of 0.5 inch, and the horizontal brandmark should not be reduced any smaller than a width of 1 inch.

STACKED



0.5" WIDE

HORIZONTAL



1" WIDE

# TYPOGRAPHY

Raleway is our brand typeface, intended to exude a simple, modern, and approachable personality. It comes in a variety of weights and styles, making it useful for a wide range of typographic needs.

When using Raleway in headlines and titles, use the Bold, Extrabold, or Black weight in all caps. When using Raleway in body copy, use the Regular or Medium weight while utilizing bolder weights for emphasis.

**Raleway can be accessed here:**

- <https://fonts.google.com/specimen/Raleway>

HEADLINE:

**RALEWAY BOLD**  
**RALEWAY EXTRABOLD**  
**RALEWAY BLACK**

BODY:

Raleway

Regular   Medium   Semibold   **Bold**   **Extrabold**   **Black**

# COLOR PALETTE

Our brand colors take inspiration from Colorado's natural landscape with grounding green, warm accents, and calm neutrals. The primary and secondary colors should be used as the main brand colors across all materials, while the neutral colors can be used to add contrast and variety as needed.

PRIMARY

## SPRUCE

HEX #026B67  
RGB 2 107 103  
CMYK 89 39 58 20  
PANTONE 561 C

SECONDARY

## CLAY

HEX #DC582E  
RGB 220 88 46  
CMYK 0 75 93 0  
PANTONE 7579 C

## LICHEN

HEX #CBDB6C  
RGB 203 219 108  
CMYK 24 1 74 0  
PANTONE 584 C

NEUTRAL

## GRANITE

HEX #606662  
RGB 96 102 98  
CMYK 62 49 54 22  
PANTONE 417 C

## FROST

HEX #D0E1D9  
RGB 208 225 217  
CMYK 15 3 13 0  
PANTONE 621 C