

BRAND STYLE GUIDE

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INTRODUCTION

RAD CYCLE TOURS

Vancouver to Miami
(5,500 kms)

Kashmir to Kanyakumari
(3,700 kms)

Lands End to John O' Groats
(1,600 kms)

Red Deer to White Rock
(1,200 kms)

Ho Chi Minh to Hanoi
(1,600 kms)

Lund to Los Angeles
(2,300 km)

Jitra to Singapore
(900 kms)

CONCEPT

Rad Cycle Tours hosts radical, long distance bicycle tours.

These range from several thousand kilometer rides to several hundred kilometer rides and will push the limits of participants. Entrants must undergo an examination to test their suitability for this demanding undertaking.

Rad Cycle Tours provides an environment in which the rider is carefully and appropriately supported in this challenge.

TONE

Significant challenge in a supportive environment. The tagline: *Push Your Boundaries.*



LOGO USAGE

LOGO USAGE



PRIMARY LOGO

The main logo of Rad Cycle Tours combines a logomark with logotype.

The logomark is a side profile of the front wheel, fork and handlebars of a bicycle.

The logotype utilizes a cursive serif font in order to create an illusion of a roadway, and a sans serif font for a clear description of the company.



LOGO USAGE

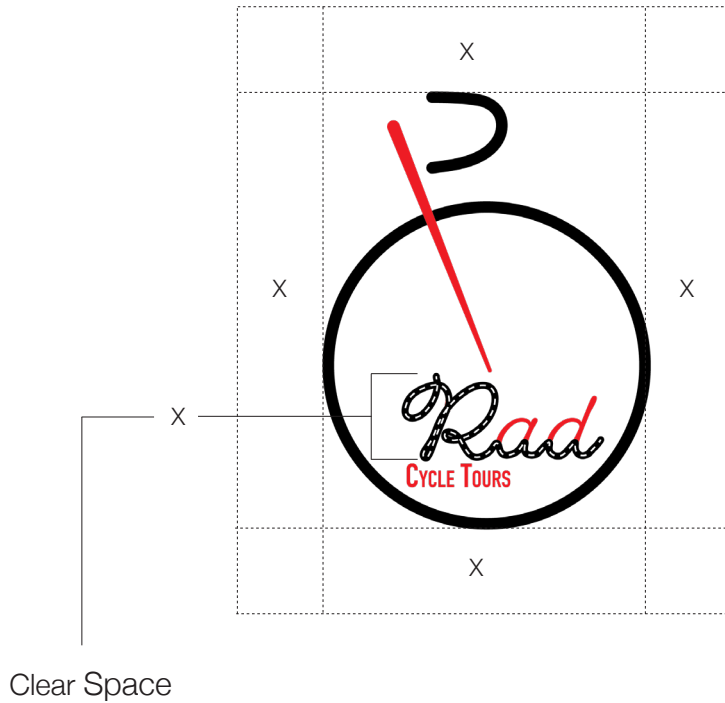


SECONDARY LOGO

The secondary logo of the company utilizes the same elements as the primary logo but in a different arrangement.



LOGO USAGE



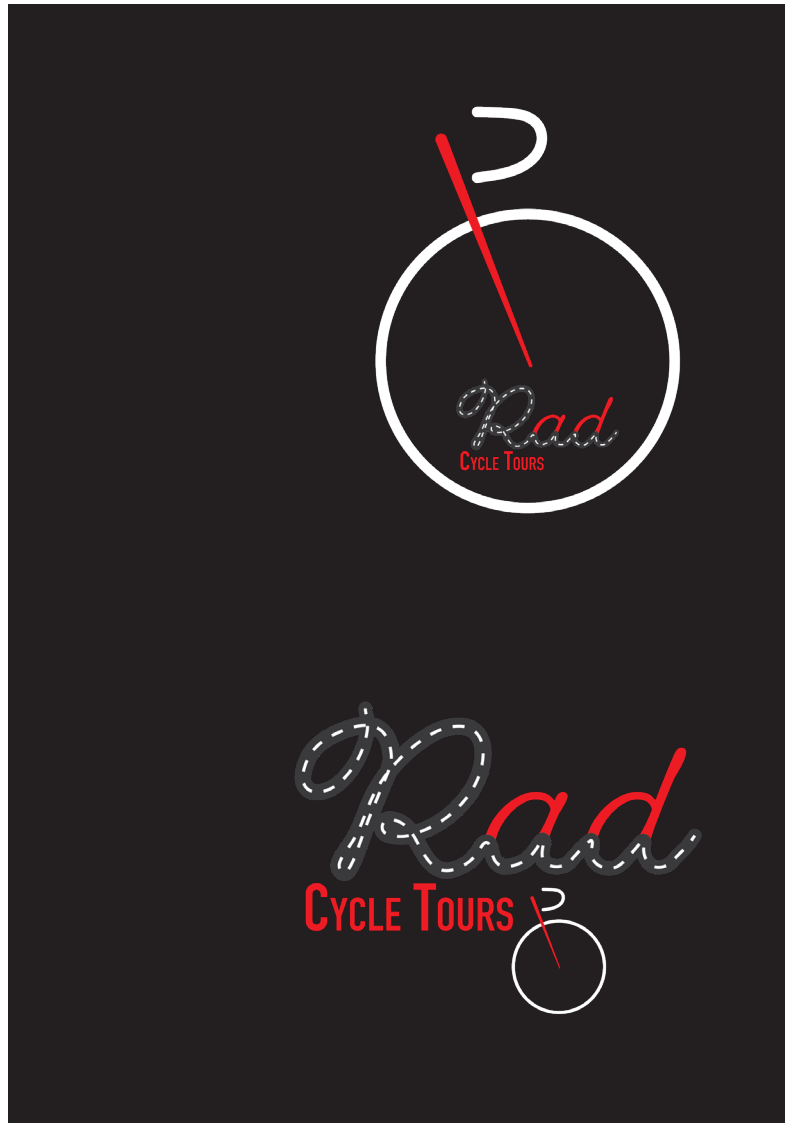
CLEAR SPACE

Clear space is defined by the height of the R in the logo typeface.

This space must be maintained on all sides of the logo. Neither graphics nor text must encroach on this space, nor should the logo be closer to the edge of an application than the distance of this space. As a famous Graphic Design Instructor regularly states, “Give space for it to breathe!”



LOGO USAGE



COLOUR VARIATION

There is a colour variation for both the primary and secondary logo of the company in order to present well on a dark background.

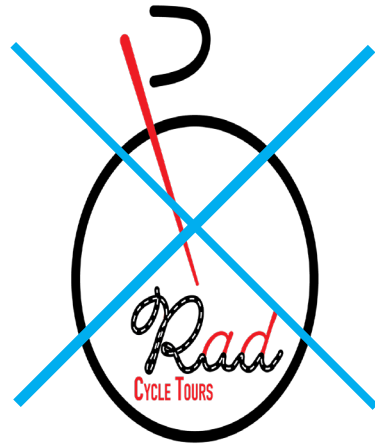
In both cases, the handlebar and wheel of the cycle are changed from black to white, and the black road or pathway is changed from black to dark grey.



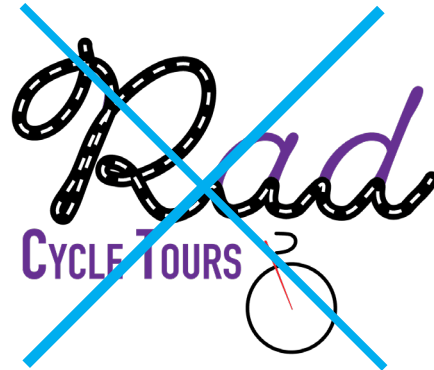
LOGO USAGE

INCORRECT USAGE

Do not distort the shape of the logo.

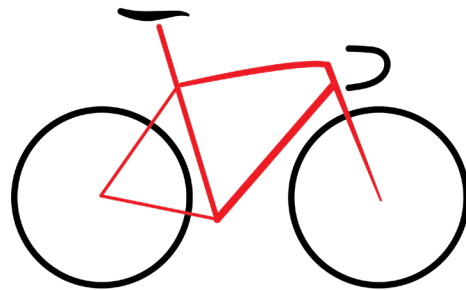
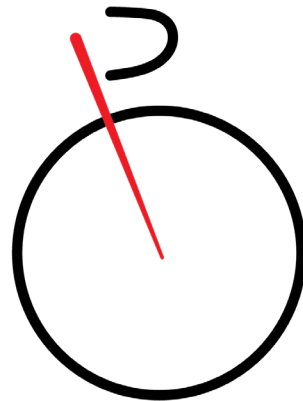


Do not change the colours of the logo to a colour other than the three chosen colours of red, black and white.



GRAPHIC ELEMENTS

GRAPHIC ELEMENTS



GRAPHICS

The main logomark of Rad Cycle Tours is a side profile of the front wheel, fork and handlebars of a bicycle. This can be used alone without the logotype in certain situations.

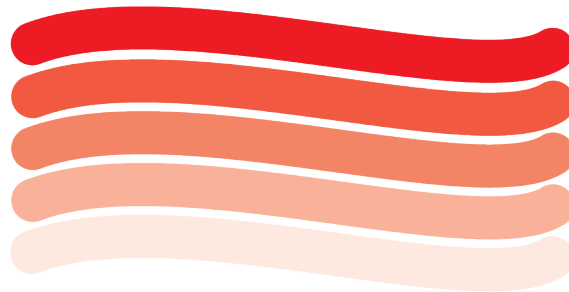
The second logomark is a full side profile of a bicycle. This logomark is to be used sparingly.

On a dark background, the black wheels, handlebars and seat of the cycles changes to white.



GRAPHIC ELEMENTS

Red: CMYK: 0.100.100.0
RGB: 255, 0, 0
HSV: 0, 100, 100
HEX: #FF0000
Pantone: Bright Red C



Black: CMYK: 0.0.0.100
RGB: 0, 0, 0
HSV: 0, 0, 0
HEX: #000000
Pantone: Black C



COLOUR PALETTE

Rad Cycle Tours employs two main colours in the colour palette, a bright red and a pure black.

The red colour is chosen because it represents energy and activity. This well suits the concept and the tone of the company.

The black colour is chosen because it represents power and challenge, and provides a great contrast to the red.



GRAPHIC ELEMENTS

Rad - *Fairwater Script*

CYCLE TOURS - **DIN Condensed Bold**

Body Text - Helvetica Neue

TYPOGRAPHY

The serif font chosen for the word Rad is Fairwater Script. This is a cursive font ideally suited to create the illusion of a continuous path or road.

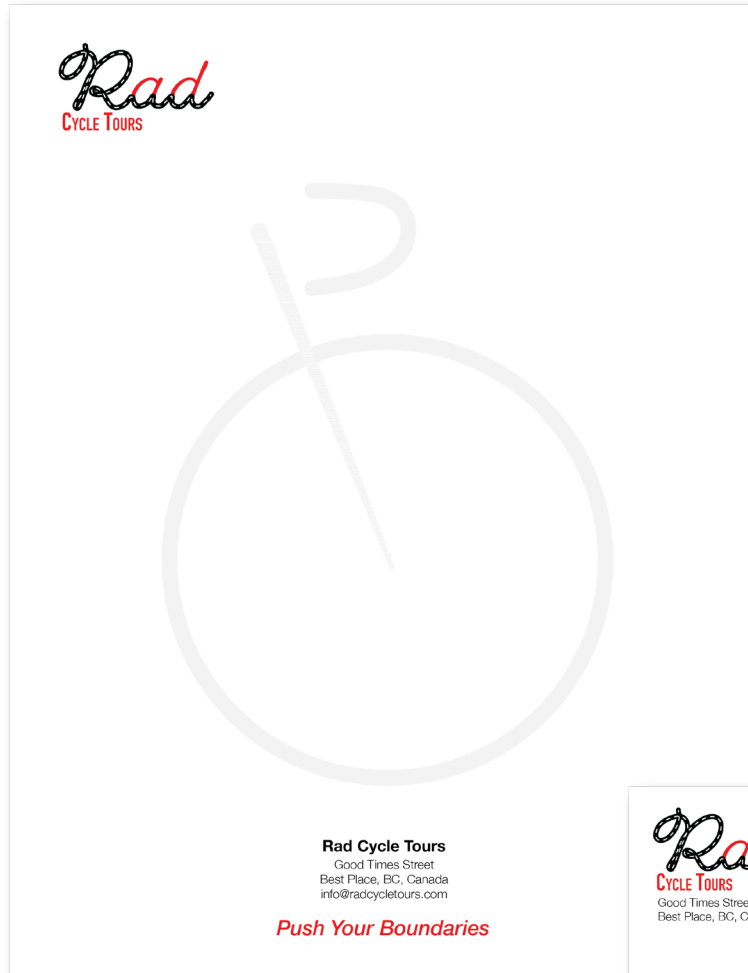
The sans serif font chosen for Cycle Tours is the DIN Condensed Bold font in Small Caps for legibility and emphasis.

The sans serif typeface chosen for body text is Helvetica Neue as it is a clean, easy to read typeface with a large family of related fonts.



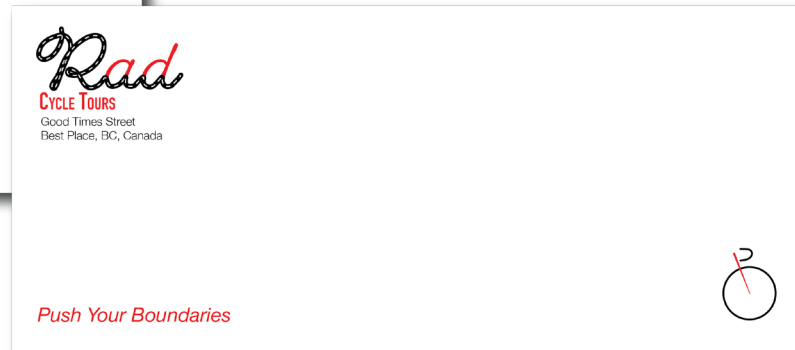
APPLICATION

APPLICATION



STATIONERY

Rad Cycle Tours stationery includes a letterhead, business cards and an envelope.



APPLICATION



SWAG

Rad Cycle Tours logo applied to white and black water bottles.



APPLICATION



SWAG

Rad Cycle Tours logo and logomark applied to coffee mugs.



APPLICATION



SWAG

Rad Cycle Tours logo applied to light and dark cloth backpacks.



APPLICATION



SWAG

Rad Cycle Tours logo, logomark and tagline applied to white and black t-shirts.



Push Your Boundaries

