

The Cyclists' Alliance



v0.92

Identity Guidelines



Using our logo



Must

- Place the logo on a white background
- Respect the white space around the logo
- Display the logo horizontally or vertically only

Must not

- Alter the typeface
- Alter the proportions of the word marque and Splashloop
- Move any element of the logo
- Shear, tilt, twist or otherwise distort the logo
- Change the colour of the logo in any way, including tinting and transparency
- Use only part of the logo, or hide any element
- Allow other elements in to the protected areas

Using the Splashloop



This is the Splashloop. It is used to provide additional brand identity to visual elements. You can use it to overlay images or other visual elements. Ideally, only parts of the Splashloop should be used to create a swash of colour. It should be used sparingly.

Can

- Rotate the Splashloop
- Crop the Splashloop
- Display the logo horizontally or vertically only

Must not

- Alter the proportions of the Splashloop
- Shear, tilt, twist or otherwise distort the Splashloop
- Change the colour of the Splashloop in any way, including tinting and transparency
- Allow other visual elements to overlay the Splashloop

Our colours



CMYK C0 M100 Y100 K0
RGB R237 G28 B36
WEB #ed1c24



CMYK C0 M80 Y95 K0
RGB R240 G90 B41
WEB #f15a29



CMYK C0 M10 Y100 K0
RGB R255 G221 B0
WEB #ffdd00



CMYK C90 M10 Y100 K20
RGB R0 G134 B63
WEB #00853f



CMYK C100 M80 Y0 K0
RGB R3 G78 B162
WEB #024da1



CMYK C75 M100 Y0 K10
RGB R93 G38 B132
WEB #5d2584

Our typefaces

Headlines and titles

Monda

- Ideally **bold** but regular if needed
- Font can be downloaded from: <https://fonts.google.com/specimen/Monda>

Body copy

Open Sans

- For use in general text, sub-headings and lists
- Font can be downloaded from: <https://fonts.google.com/specimen/Open+Sans>

General guidelines

Must

- Always refer to The Cyclists' Alliance in full; never abbreviated

Contact

If you have any queries about the visual identity of The Cyclists' Alliance or need assistance with anything regarding the identity please feel free to get in touch:

Michael Townshend

✉ michael@michaeltownshend.co.uk

☎ +27 (0)71 041 5624

📷 [ironinthesoul](#)

