



BRAND GUIDELINES

PRIMARY LOGO



PRIMARY LOGO WITH HEADLINE



SECONDARY LOGOS



REVERSE LOGOS (for use on dark backgrounds or photos)



Please don't modify the logo in any way.
For questions or special needs, contact
laura.smith@bikefortcollins.org

BRAND COLORS



Pantone 419 C
CMYK 86/70/69/95
RGB 33/35/34
HEX 212322



Pantone 377 C
CMYK 50/1/100/20
RGB 122/154/1
HEX 7A9A01

ACCENT COLORS



Pantone 306 C



Pantone 1235 C



20% Process Black

BRAND TYPEFACE

Raleway

Thin ExtraLight Light Regular Medium SemiBold Bold ExtraBold Black

BIKE FORT COLLINS Headline - Raleway Black

BIKE FORT COLLINS Subhead - Raleway SemiBold

Bike Fort Collins Body Text - Raleway Regular



ALTERNATE LOGOS

ALTERNATE LOGOS



Standard Logo



Cruiser



Mountain Bike



Child's Bike



Recumbent



Tandem



Alternate logos should only be used in very specific event situations. For general identification purposes, or situations in which it is unclear which one to choose, the standard logo should always be used. Contact laura.smith@bikefortcollins.org for any questions.