

# Cycling Scotland

Cycling Scotland | Brand Guidelines  
**Issue 2 | October 2008**

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## Cycling Scotland | Brand Guidelines

### **Introduction**

The Cycling Scotland brand identity is intended for long term use. In order to protect its identity, and to achieve recognition and acceptance of the brand, it must be used consistently.

The brand is not simply a design feature, to be changed for creative or other reasons. And, it is not something to be simply added to a completed design. It should be considered an integral part of a design from the outset, and be used in a proper manner.

There is already flexibility in the specifications to allow it to be used in different situations.

These guidelines will help you reproduce the Cycling Scotland brand identity with care, precision and consistency.

They incorporate the design features of the brand. They also include detailed information on colour, size and how to use the brand. The guidelines are to assist you in drafting designs in the most correct manner.

Please read this entire document before starting any work that displays the brand.

This is the Cycling Scotland brand identity. This is the preferred version of the identity and should be used wherever possible. They should only be reproduced in Cycling Scotland Green, with the type printing white. For details on Cycling Scotland green see page 1.10.

The Cycling Scotland brand identity is a unique piece of artwork and must never be re-created or re-typeset.

The proportions as indicated on the right should be maintained and only the approved digital files should be used.

There are two different versions of the brand identity. Usage depends on placement on the page, and this is covered on page 1.8.

The image shows the 'Cycling Scotland' brand identity in a right-ranged format. The text 'Cycling Scotland' is rendered in a bold, white, sans-serif font with a subtle drop shadow, set against a solid, vibrant green rectangular background. The letters are right-aligned within the background.

Primary right ranging version

The image shows the 'Cycling Scotland' brand identity in a left-ranged format. The text 'Cycling Scotland' is rendered in a bold, white, sans-serif font with a subtle drop shadow, set against a solid, vibrant green rectangular background. The letters are left-aligned within the background.

Primary left ranging version

## 1.2

### Cycling Scotland | Brand Guidelines Primary Brand Identity | Reversed Version

In situations where it is not possible to use the preferred brand identity, or when it is to be used on a coloured background, for example on a report cover, the white version shown to the right should be used. They should only be reproduced in white with the type printing Cycling Scotland Green.

The preferable colour to be used for the background is the Cycling Scotland Green which is detailed on page 1.10.

The image shows the 'Cycling Scotland' logo in a reversed, right-ranging version. The text is white with a green drop shadow, set against a white rectangular background. This white background is centered within a larger, solid green rectangular field.

Primary reversed right ranging version

The image shows the 'Cycling Scotland' logo in a reversed, left-ranging version. The text is white with a green drop shadow, set against a white rectangular background. This white background is positioned to the right within a larger, solid green rectangular field.

Primary reversed left ranging version

## 1.3

### Cycling Scotland | Brand Guidelines Brand Identity Incorporating Web Address

This version of the Cycling Scotland brand incorporates the Cycling Scotland web address. It should only be used in place of the preferred version of the brand identity when specifically instructed by the brand manager of Cycling Scotland.

The image shows the 'Right ranging version' of the brand identity. It consists of a solid lime green rectangular background. The words 'Cycling Scotland' are written in a large, white, bold, sans-serif font. The word 'Cycling' is positioned to the left of 'Scotland', and they are right-aligned relative to each other. Below the main text, the website address 'www.cyclingscotland.org' is written in a smaller, white, sans-serif font, also right-aligned.

Right ranging version

The image shows the 'Left ranging version' of the brand identity. It consists of a solid lime green rectangular background. The words 'Cycling Scotland' are written in a large, white, bold, sans-serif font. The word 'Cycling' is positioned to the left of 'Scotland', and they are left-aligned relative to each other. Below the main text, the website address 'www.cyclingscotland.org' is written in a smaller, white, sans-serif font, also left-aligned.

Left ranging version

Where it is not practical or impossible to print the colour version of the brand identity, for example in press advertising the mono versions shown to the right should be used. They should only be reproduced in black, with the type printing white.

The image shows the text "Cycling Scotland" in a bold, white, sans-serif font. The letters are set against a solid black background. The text is right-aligned, meaning the right edge of the letters is flush with the right edge of the black background.

Mono right ranging version

The image shows the text "Cycling Scotland" in a bold, white, sans-serif font. The letters are set against a solid black background. The text is left-aligned, meaning the left edge of the letters is flush with the left edge of the black background.

Mono left ranging version

Where it is not practical or impossible to print the mono version of the brand identity, for example on a dark photographic background that does not offer enough contrast to place the logo over the top, the mono reversed version shown to the right should be used. They should only be reproduced in white with the type printing black.

The image shows the text "Cycling Scotland" in a bold, sans-serif font, centered within a white rectangular box. This box is positioned on the right side of a larger black rectangular background, creating a right-ranged effect.

**Cycling Scotland**

Mono reversed right ranging version

The image shows the text "Cycling Scotland" in a bold, sans-serif font, centered within a white rectangular box. This box is positioned on the left side of a larger black rectangular background, creating a left-ranged effect.

**Cycling Scotland**

Mono reversed left ranging version

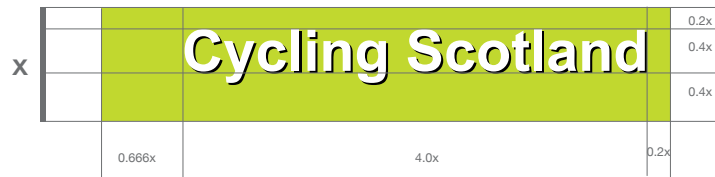


## 1.6

### Cycling Scotland | Brand Guidelines Brand Identity Proportions

The brand identities illustrated on the right are the preferred versions for the Cycling Scotland brand identity.

The "X" which represents the height of the Cycling Scotland brand identity symbol, is the basis on which other parts should be calculated to arrive at the correct proportions.



This version of the brand is designed to give maximum impact to the text for use at events covered by the media. It should never be used in place of the preferred brand identity unless Cycling Scotland specifically requests it.

The logo consists of the words "Cycling Scotland" in a bold, white, sans-serif font. The text is centered within a solid, bright green rectangular background.

**Cycling Scotland**

## Cycling Scotland | Brand Guidelines

### Brand Identity Exclusion Zone

The minimum clear space around the signature is calculated to be one half of the depth of the Cycling Scotland Brand Identity to provide the signature with the most effective representation in terms of integrity, legibility and impact.

The "X" which represents the height of the Brand Identity, is the basis on which other parts should be calculated to arrive at the correct proportions.



## Cycling Scotland | Brand Guidelines

### Brand Identity Minimum Size

To protect the integrity, legibility and impact of the Cycling Scotland Brand Identity, it must never be reproduced in sizes smaller than those shown on this page.

The proportions have been calculated to ensure the best level of legibility. For print applications do not reproduce below 6mm height.

Please note that any further reductions from those illustrated here would impair the signature's legibility.



**Cycling Scotland**

Minimum size : 6mm high



**Cycling Scotland**

Minimum size : 6mm high



**Cycling Scotland**

Minimum size : 6mm high



**Cycling Scotland**

Minimum size : 6mm high

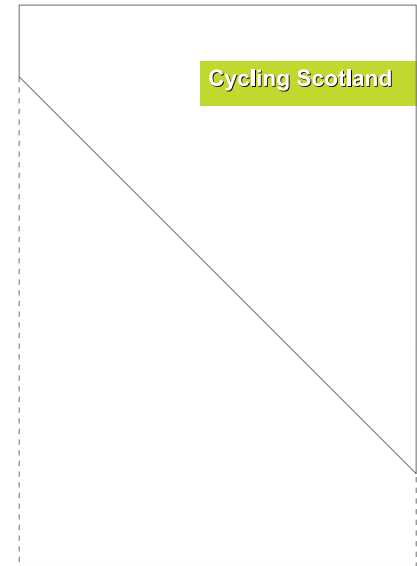
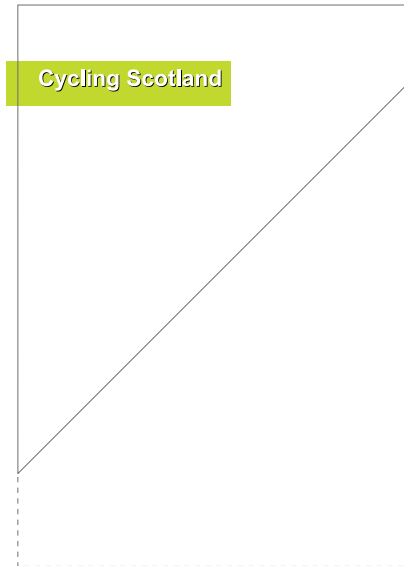
## 1.10

### Cycling Scotland | Brand Guidelines Brand Identity Placement

The version of the brand identity to be used is dependent to it's placement on the page.

If the brand identity is being used on the left hand side of the page then the right ranging brand identity should be used. Conversely if the brand identity is being used on the right hand side of the page, then the left ranging version of the brand identity should be used.

The brand identity should always bleed off the side of the page.



# 1.11

## Cycling Scotland | Brand Guidelines Brand Typeface

The primary face is Helvetica Neue, a simple and contemporary type style that complements the Cycling Scotland brand identity.

There are several weights to choose from to allow maximum flexibility in designing any communication.

The Cycling Scotland brand identity is a unique piece of artwork and must never be re-typeset. Only the approved digital files should be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."()[]{}  
Helvetica Neue 45 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."()[]{}  
Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."()[]{}  
Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."()[]{}  
Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."()[]{}  
Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."()[]{}  
Helvetica Neue 85 Heavy

## Cycling Scotland | Brand Guidelines

### Brand Colour

The Cycling Scotland brand identity comprises of the colour illustrated to the right.

All print jobs should be specified to include a spot colour for the brand colour wherever possible.

Four colour process printing may be used when spot colour reproduction is not available.

For good quality uncoated paper stock, use a line screen of 150 lines per inch (lpi).

For high quality brochures or coated art paper, in general 175 lpi or higher is the standard choice.

For newsprint and silkscreen printing, 85 lpi screen is the normal choice.

The Cycling Scotland brand identity signature can also be reproduced in RGB (red, green and blue) for computer screen display.

Cycling Scotland Green



PANTONE®

382

CMYK

**C** 35  
**M** 0  
**Y** 100  
**K** 0

RGB

**R** 200  
**B** 210  
**G** 0

Web Safe

CCCC00

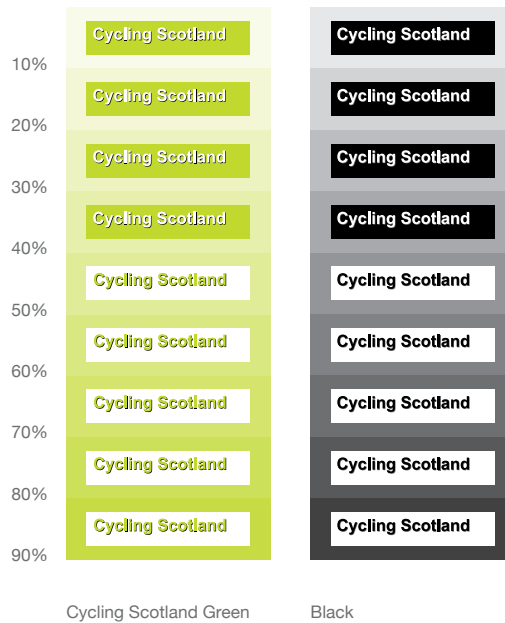
# 1.13

## Cycling Scotland | Brand Guidelines Brand Identity Colour Usage

To demonstrate the most effective signature colour usage, diagrams have been created to the right to illustrate the tolerances of the signature in relation to its background colour.

For a black or grey background that is darker than a 50% tint of black, reverse white should be used for the logotype.

For pale background colours, it is recommended to use the full colour signature.





## Cycling Scotland | Brand Guidelines

### Unacceptable Brand Identity Usage

To maintain the integrity of the Cycling Scotland brand identity it is vitally important that the elements that make up the brand are not re-created or modified in any way from the preferred signature and its variations as featured in this set of guidelines.

The examples shown on this page are not exhaustive but illustrate some of the ways that the brand identity must never appear.



DO NOT reproduce the brand identity on a background that does not offer sufficient contrast



DO NOT create an outline around the brand identity



DO NOT position the brand identity within a box or alter its proportions in any way



DO NOT position the brand identity on a photographic background that doesn't offer sufficient contrast