LOVE TO RIDE

Visual Identity Guidelines

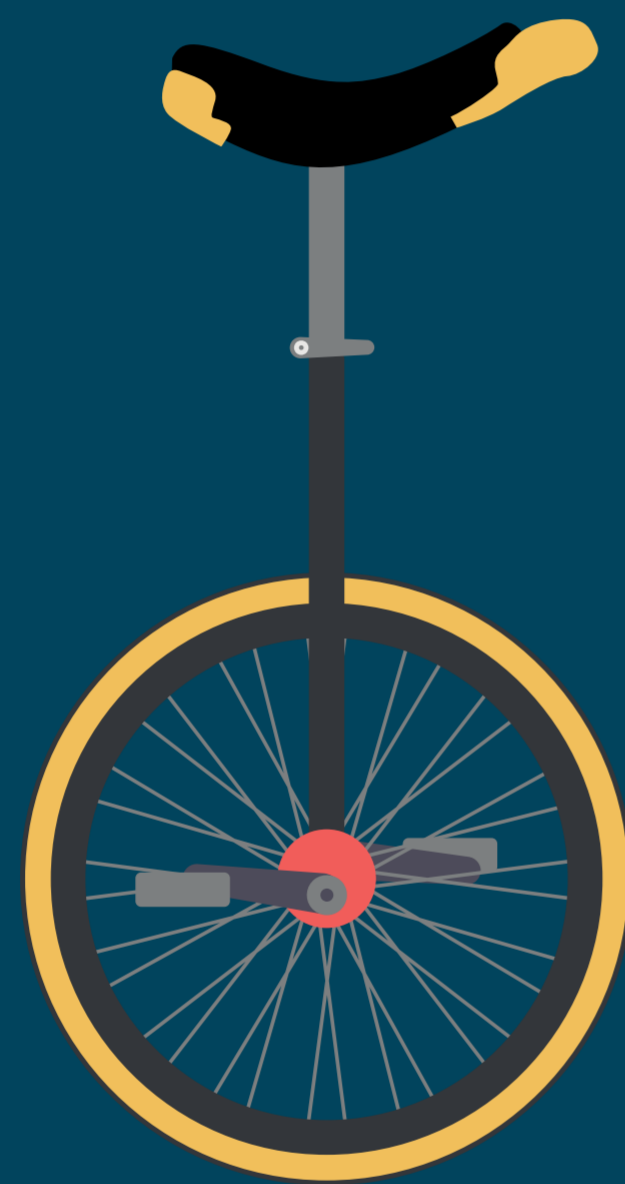V1.5 03/2014

LOVE TO RIDE

LOVE TO RIDE

Love to Ride is the online cycling community that gets more people cycling.

Love to Ride has been developed by Challenge for Change — a group of passionate cyclists who want to get the world enjoying the benefits of two wheels.

Riding a unicycle is tricky, using our logo correctly is not, just follow these few simple rules, and remember...

to remain upright, you must keep moving forwards.

Our logo is where it all begins, it's like the seed of our visual identity. It provides our typographic style and it's blunt, yet clever, simplicity is at the core of all of our communications.

Outer Ring Gradient

Background Colour
Position 0%

Foreground Colour
Position 70%

Foreground Colour
Position 100%

Inner Rings (x2) Gradient

Background Colour
Position 0%

Foreground Colour
Position 100%

LOVE TO RIDE

The Logotype

The Icon

The Love to Ride icon is made using stroked gradients in Adobe Illiustrator CS6.

To recolour the gradients you must replace the colours in the vector file with foreground and background colorus as shown above:

The Logotype

The logotype should be coloured using the brand pallette only, and the two 'O's are treated as per the Icon on the opposite page, and the gradient strokes coloured using the foreground and background colours for each application.

The logotype can become a 'challenge logo', with the addition of the location name as shown below. This system enables the Love to Ride brand to combine with places, organisations and other brands.

Logo

LOVE TO RIDE YORK

Location

Logo

LOVE TO RIDE GREATER MANCHESTER

Location

The logo can appear both on its own and with a location name. Where the location name is short, it should sit directly after the logo on the same line. Where the location name is long, it can sit directly below the logo.

Our logo is important... So don't cramp it's style, let it have the space it needs and deserves.
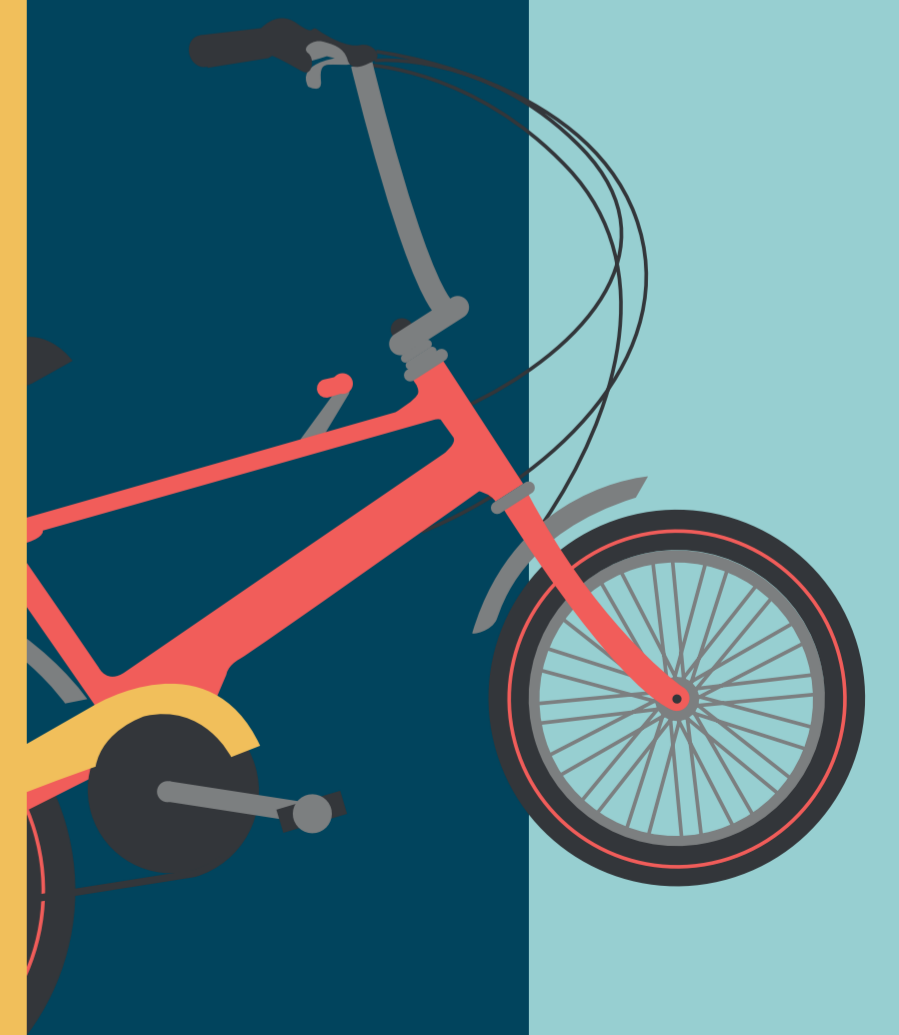
Minimum sizes

The logo is pretty bold and resilient, but there is a limit to how small it should be reproduced, below are the minimum sizes that you may use the logo an at.

33mm

5mm **LOVE TO RIDE**

Minimum size for the logo,

33mm

5mm **LOVE TO RIDE YORK** 5mm

Minimum size for the logo when the location name can sit on the same line.

33mm

5mm **LOVE TO RIDE**
5mm **GREATER MANCHESTER** 11mm

Minimum size for the logo when the location name is too long to sit on the same line.

Exclusion Zones

Our logo is important, it should be given space, allowed to be noticed. The best way to do this is to use the following guide to ensure that nothing encroaches too close to the logo. This simple system is totally scalable, and is based upon measurements from the logo itself, so whether you are placing the logo at the footer of a newspaper advert, or plastering it across the side of a bus, you can ensure that it has the space it deserves.

LOVE TO RIDE

Exclusion Zone

The Love to Ride visual identity relies heavily on the use of colour. The palette consists of a complementary range of colours that work well in almost any combination.
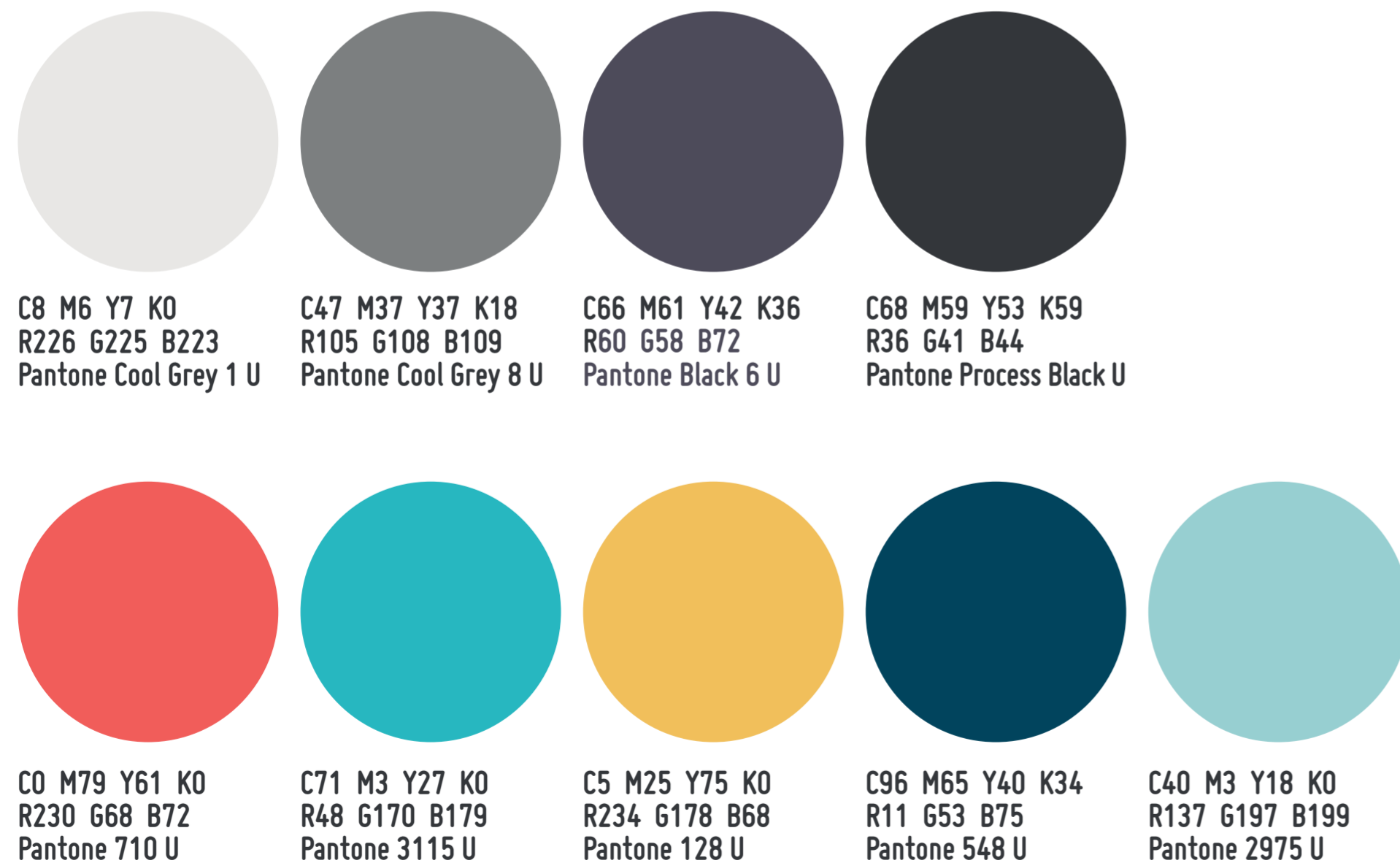
Our brand colours

We have adopted a strict colour palette which is restricted to the colours below. This gives the brand a very unique look and feel that enables Love to Ride to be distinguished instantly.

These colours are never to be used as tints or shades. Only use the colours shown below in the exact mixes (Pantone, CMYK or RGB) depending on your medium.

Tints are allowed only in the gradient makeup of the Icon (see Page 8).

C8 M6 Y7 K0
R226 G225 B223
Pantone Cool Grey 1 U

C47 M37 Y37 K18
R105 G108 B109
Pantone Cool Grey 8 U

C66 M61 Y42 K36
R60 G58 B72
Pantone Black 6 U

C68 M59 Y53 K59
R36 G41 B44
Pantone Process Black U

C0 M79 Y61 K0
R230 G68 B72
Pantone 710 U

C71 M3 Y27 K0
R48 G170 B179
Pantone 3115 U

C5 M25 Y75 K0
R234 G178 B68
Pantone 128 U

C96 M65 Y40 K34
R11 G53 B75
Pantone 548 U

C40 M3 Y18 K0
R137 G197 B199
Pantone 2975 U

Using our palette

Our colour palette can be used in many colour combinations. As a general rule, at least two of the brighter colours should be used with one or more of the darker colours. Try to avoid using too many dark colours together as the brand needs to be bright and fun.

Nn Oo Pp Qq Rr Ss Tt Uu

Ss Tt Uu Vv Ww Xx Yy Z

Gg Hh Ii Jj Kk Ll Mm Nn

Aa Bb Cc Dd Ee Ff Gg H

We use only two typefaces to create all the Love to Ride collateral, be sure to use these and only these typefaces.

Miso

Miso was designed for architects' drawings. It's a clean and narrow typeface suitable for small text but also for headlines and logos.

Miso is our primary typeface, which means it should be used wherever possible- particularly for headings and large text. Miso is the typeface used for the Love to Ride logo.

Miso can be downloaded from

Whitney

Whitney bridges the needs of editorial typography and public signage with a single design. Its compact forms and generous x-height use space efficiently, and its ample contours and open shapes make it clearly legible under any circumstances. Whitney was designed to work in crowded environments, so its shapes are especially space-efficient in text sizes. Whitney's forms were shaped with both distance reading and material fabrication in mind, which makes it perfect for the Love to Ride brand.

Whitney is our supporting typeface, which should be used for larger amounts of body copy (anything over around 50 words) or for text that needs to be produced at a small size.

Whitney can be purchased from www.typography.com

Miso Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz

Whitney Bold
AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz

Miso Bold
Miso Regular
Miso Light

Whitney Medium
Whitney Book
Whitney Light

Big talk

Headline text

Font:	Miso Bold
Size:	There is no size restriction, but maintain a good level of contrast to other text to ensure it's noticed.
Leading:	Point-size +2pt (i.e. 20pt on 22pt leading)
Tracking:	-25em

Bitatem haruptatius, sam la sequas earibus unt laut lab invelles exerumrem et vel ium.

Expeleceatur aut estemquam aut latur sitatem quatem qui cor aut doluptae.

Large paragraph text

Font:	Miso Bold / Miso Light
Size:	There is no size restriction, but maintain a good level of contrast to body text and headlines.
Leading:	Point-size +8pt (i.e. 24pt on 26pt leading)
Tracking:	Light -25em Bold -25em
Paragraph Spacing:	3mm

Whitney Light 9/13 pt

Ut fugitat ionesequis doluptibus rempore ptatiatibus verum rempor sus sim reriam fuga. Itatur min re vernam, te nesti aut ea remporepro bernam que modia sam facepera quias doluptat.

Whitney Medium 9/13 pt

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Whitney Light 9/13 pt

Ignimperunt. Us ex eum quia voluptas aped es event ed aditiam, non corrum volorrunte evendipsum qui tendi volupta turiatem sum dolore cum que perum dolorum desti officimpore, quiae volorias dolupta tionsecae repere reius exceaqu iandandae.

Whitney Light 12/16 pt

Itae nus ditatae repratur, ipsum sum volende lloressi dolendam voluptio blaccae. Luptus et fugiae nonet faccatur? Qui re, ipsantem hic to dolecum as quo vitis estiist inturem neserci soloritat que offic to viditam faccum sapitio cor sedit ullorum quos aspient endam vel ipsam et vendaeprovid quuntotate netur?

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Whitney Bold 12/16 pt

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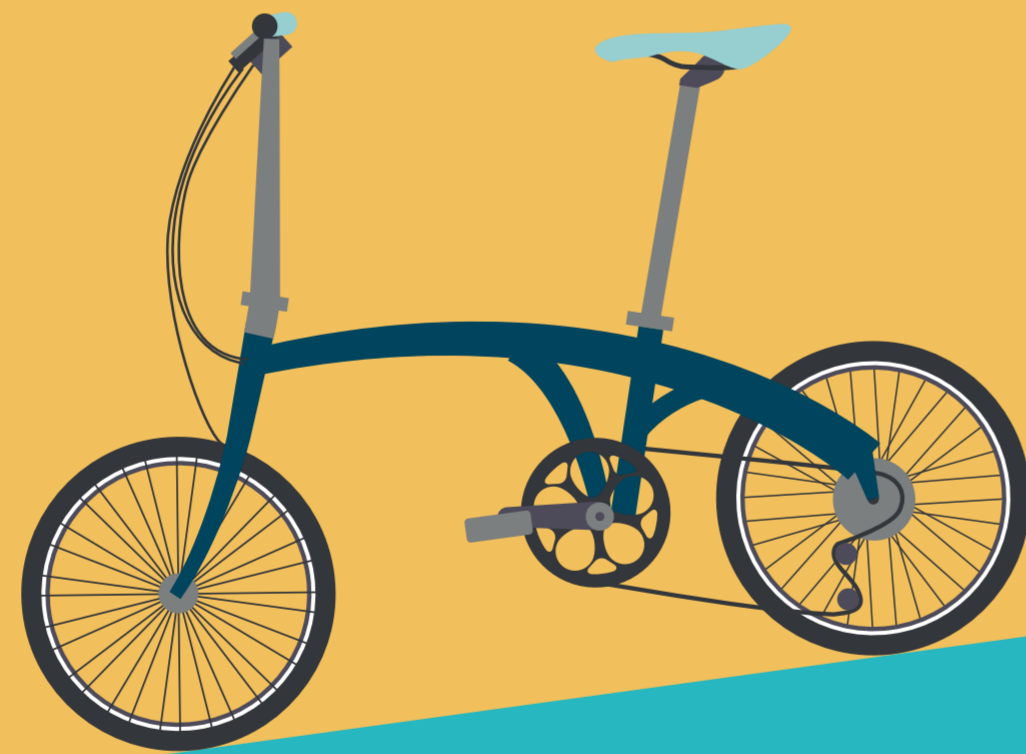
Itae endis qui aut ex eos erspidi citatur magnim sam quas aut veribusam laborrorem et etur amet officias re provita ssequat ex et omnia ditisi volorpores et elibeatquiam dolore voles ad unti tes et int dipsandem et dignamus, aci rem sitecest, antis resequo veleculpa conserum repe voloria sam, quissim endiorro offici tenimolo con commolu ptatatus

Whitney Book 9/13 pt

Whitney Book 12/16 pt

Body copy

Font:	Whitney Light on white background and Whitney Book on dark background. Medium and Bold for highlight.
Size:	9pt or 12pt depending on the size of the document being produced. (eg. A4 or smaller 9pt — A3 and larger 12pt)
Leading:	9pt / 13pt leading. 12pt / 16pt leading
Tracking:	0em
Paragraph spacing:	3mm

Here are a few key type styles to get you started. Stick to these and we'll see an excellent level of consistency across all our communications. You will encounter situations where you need to step outside of these styles. That's fine, but stick to these simple rules.

Some simple rules...

Here are some key typography rules to abide by:

— Use only Miso or Whitney
— Maintaining legibility and clarity is always the key objective
— Labels and notes may need smaller type styles than shown here. In these cases, choose Whitney Regular over Light to ensure legibility and good print quality
— Don't run more than 9/10 words to a line. It becomes too difficult to read
— Use Whitney on larger amounts of copy of 50 words or more

Twitter	YouTube	Facebook	Pinterest
Google+	LinkedIn	Blogger	Instagram
Health/Active	Calories	Carbon/co2/Env	Trips
M/km	Virtual Ride	Medals / Goals	Champion
Non Cyclist	Inidividual / Occasional Cyclist	Regular Cyclist	Workplace / Ride to work
Spread the Love!	Maintenance	Ride for Leisure	Flat tyre
Bike Training	Hints/Tips	Buy a Bike	High 5
Tell a friend	Photos	Video	Prizes
Offers/vouchers	Discounts	Local Authority	Local Authority
Smartypants	Bike Thief	Piece of Cake	D Lock

Our campaigns are built upon a strong illustration style using our bold colour palette. This also stretches across our icon based information graphic system which plays a big part in the digital & online presence of the brand.

Icons

At Love to Ride we handle and present a lot of data, so we made sure we kept this in mind when creating our brand. Our icon based information graphic system is a key part of the brand and can be used in many ways.

Some simple rules for creating new icons...

Here are some key design rules to abide by:

— Use only colours from the Love to Ride colour palette
— Keep the illustrations within the icon as simple as possible
— Only use flat colour- don't use gradients or drop shadows
— If the icon needs a letter or number within it, only use the Miso typeface

Our bicycle illustrations are a key part of the brand and help enforce the fun and playful side of Love to Ride. These can be used on anything and everything.

I love to ride my bicycle

We have tried to express the broad range of people out there who love to ride with our bicycle illustrations, from the cycling pro to the commuter, from the toddler to the unicyclist. If a new bicycle illustration is needed, follow the below guidelines to ensure they are on brand.

Some simple rules for creating new illustrations...

Here are some key design rules to abide by:

— Use only colours from the Love to Ride colour palette
— Keep the illustrations as simple as possible
— Only use flat colour- don't use gradients or drop shadows
— Ensure bicycles are in scale to each other
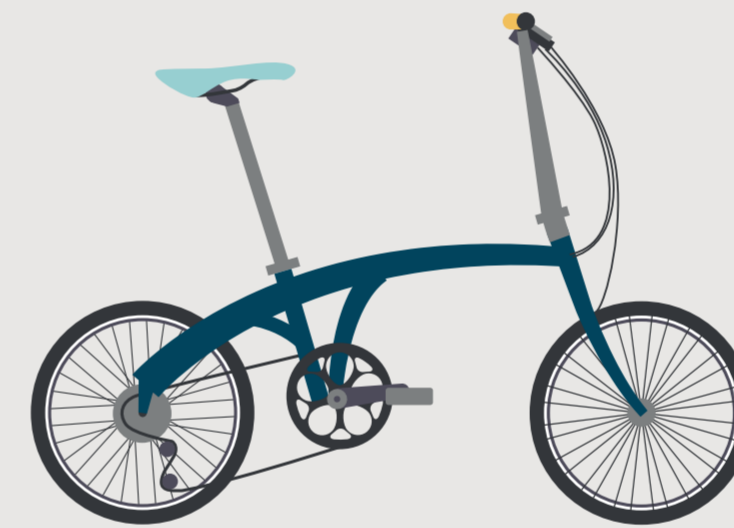— If necessary, colours can be swapped on exisiting illustrations
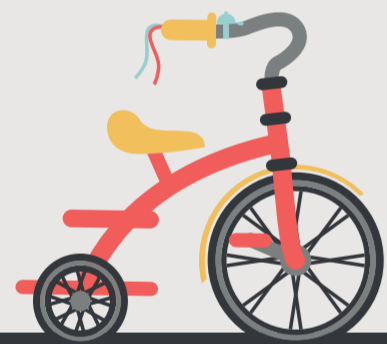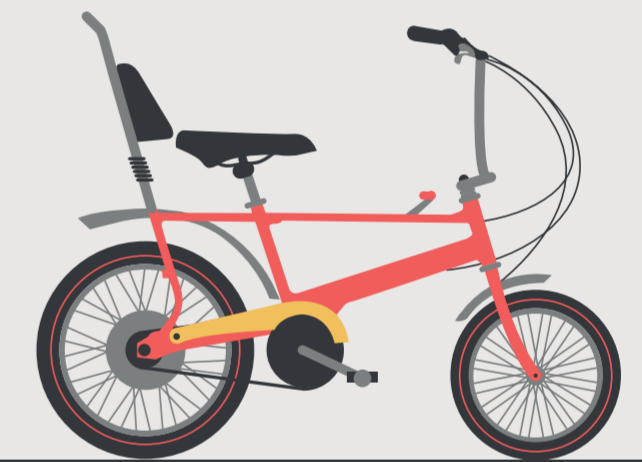
Tricycle
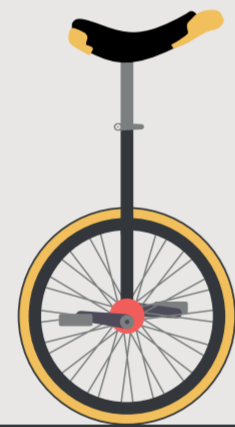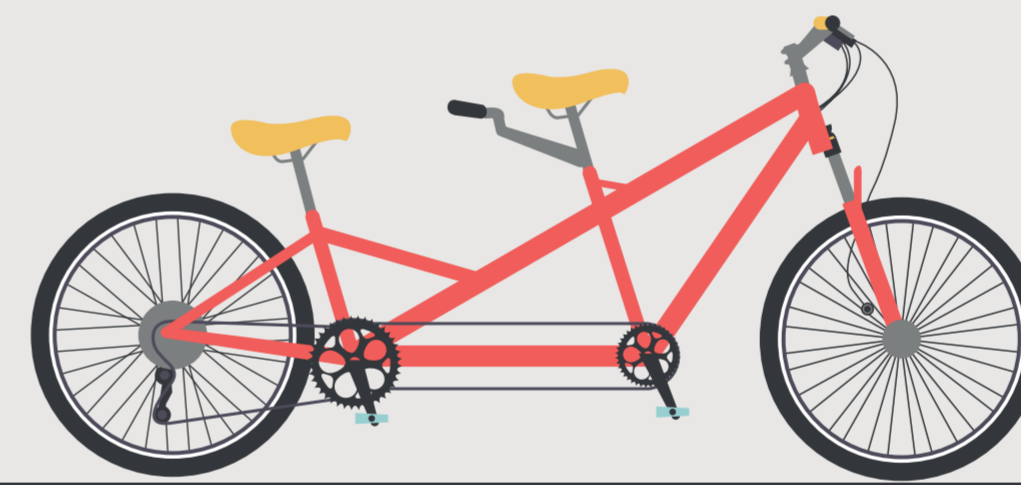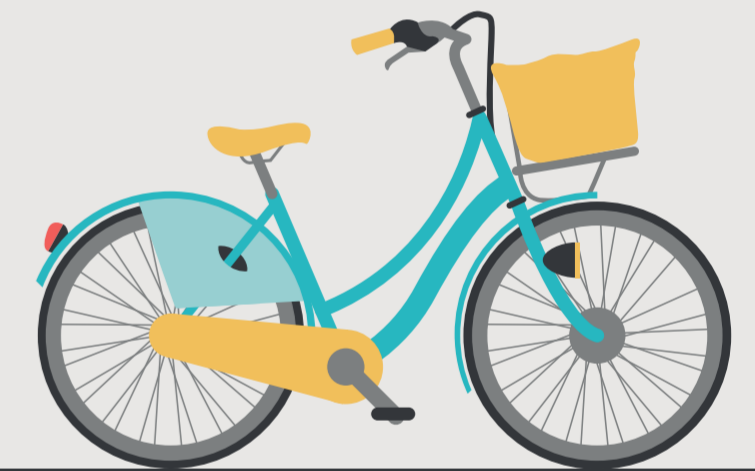
Unicycle

Penny Farthing

Brompton

Chopper

BMX

Mountain Bike

Tandem

Shopper

33

Road Bike

Commuter Bike

TT Bike
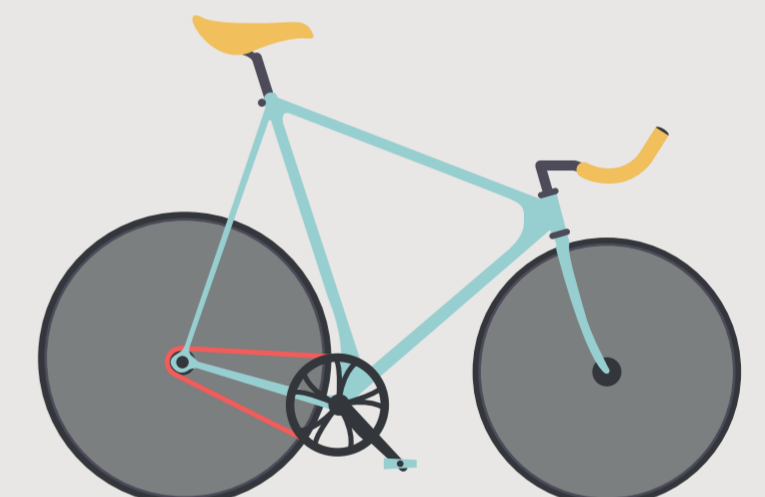
Recolour all bike illustrations to your hearts content...

Let's go...

Business Card

Letterhead

Compliment Slip

Our stationery is a regular point of contact with our clients, it may be a small thing, but it constantly re-enforces our ethics of high quality and strong consistency.
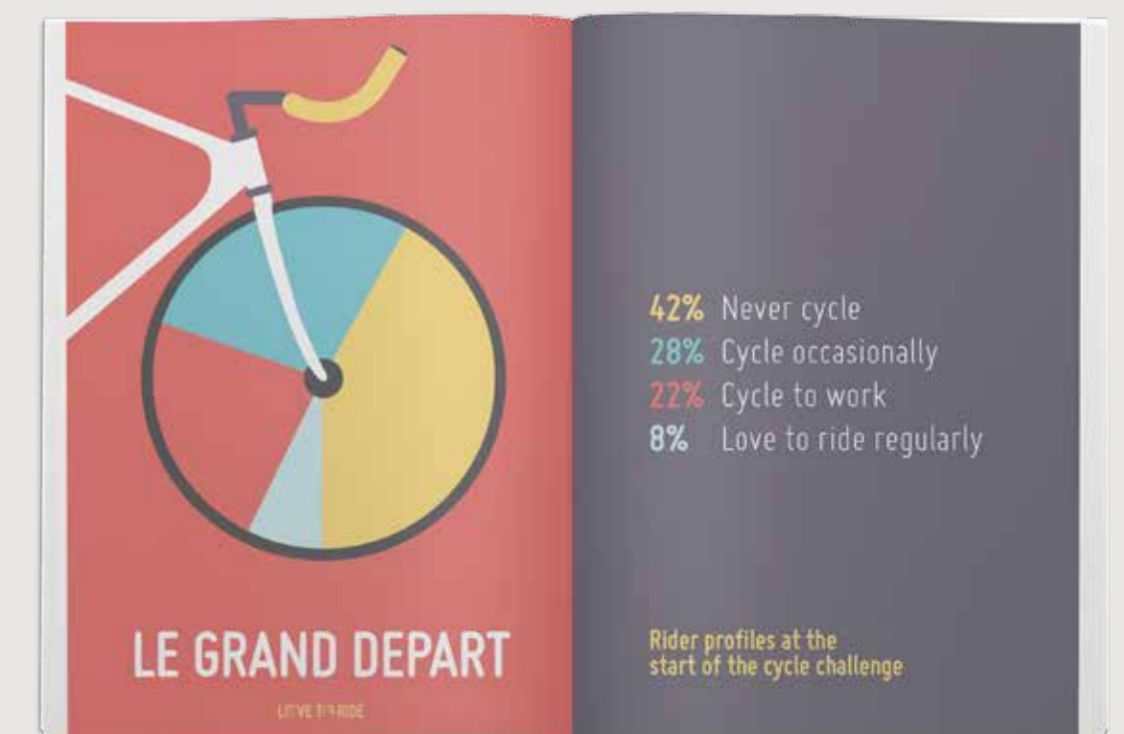
Using our stationery

Our stationery is bold, bright and iconic- perfect for communicating the Love to Ride brand. As with much of the illustration and icon work, many colourways and combinations can be explored to tailor the business card design for the member of the team to whom it belongs.

Our communications should be bright, clever, witty and engaging. They should reflect our values and capture the imagination of both cyclists and non-cyclists alike.

LOVE TO RIDE
YORK CYCLE CHALLENGE

6-26th May 2014

A fun, free workplace competition that everyone can take part in. Ride anywhere, anytime, just cycle for 10 minutes or more.

www.lovetoride.net

Outdoor
Our advertising should be succinct, bold and clever. Where applicable, the content of an ad should be tailored to the city it is designed for.

LE GRAND ARRIVE

42% Cycling to work regularly
28% Love to ride regularly
22% Cycling occasionally
8% Still need convincing

Rider profiles at the end of the cycle challenge

Print
The illustration and typography in our materials should always be on brand, and where applicable the data should be prominent and communicated simply and effectively. The Love to Ride brand will come through in the typeface, the bold colour palette and assurity of the layout and the tone of voice of any written content.

LE GRAND DEPART

42% Never cycle
28% Cycle occasionally
22% Cycle to work
8% Love to ride regularly

Rider profiles at the start of the cycle challenge

The possibilities for the Love to Ride brand knows no bounds! From tote bags to buttons — our brand can be adapted for use on anything the heart desires. Be creative, have fun, be playful and most of all, encourage change.

T-shirts
T-shirts work well when promoting the Love to Ride brand as they can be designed with certain cyclists in mind- from the nostalgic inner-child to the seasoned pro.
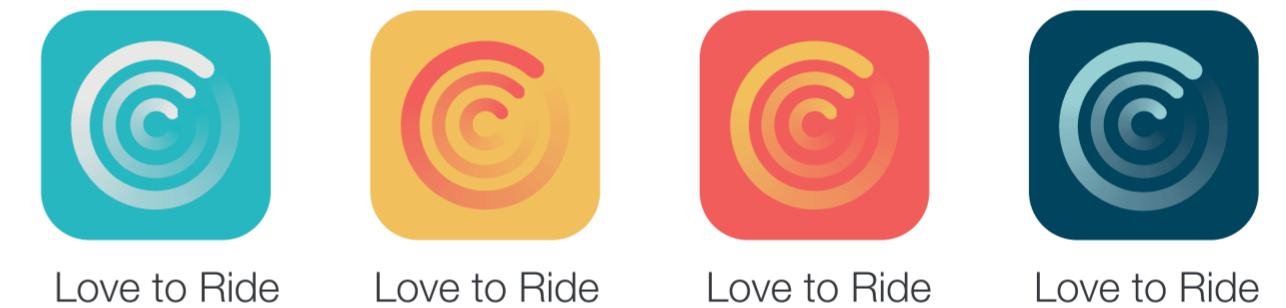
Buttons
Buttons are playful and versatile, making them perfect for promoting Love to Ride.

Tote bags
Tote bags are a great way to promote the Love to Ride brand due to their mobile nature.

App screens to go here LTR to provide

As the online world grows, the Love to Ride brand grows with it. From e-shots to our popular Love to Ride app, our brand should be as consistent and considered online as it is everywhere else.
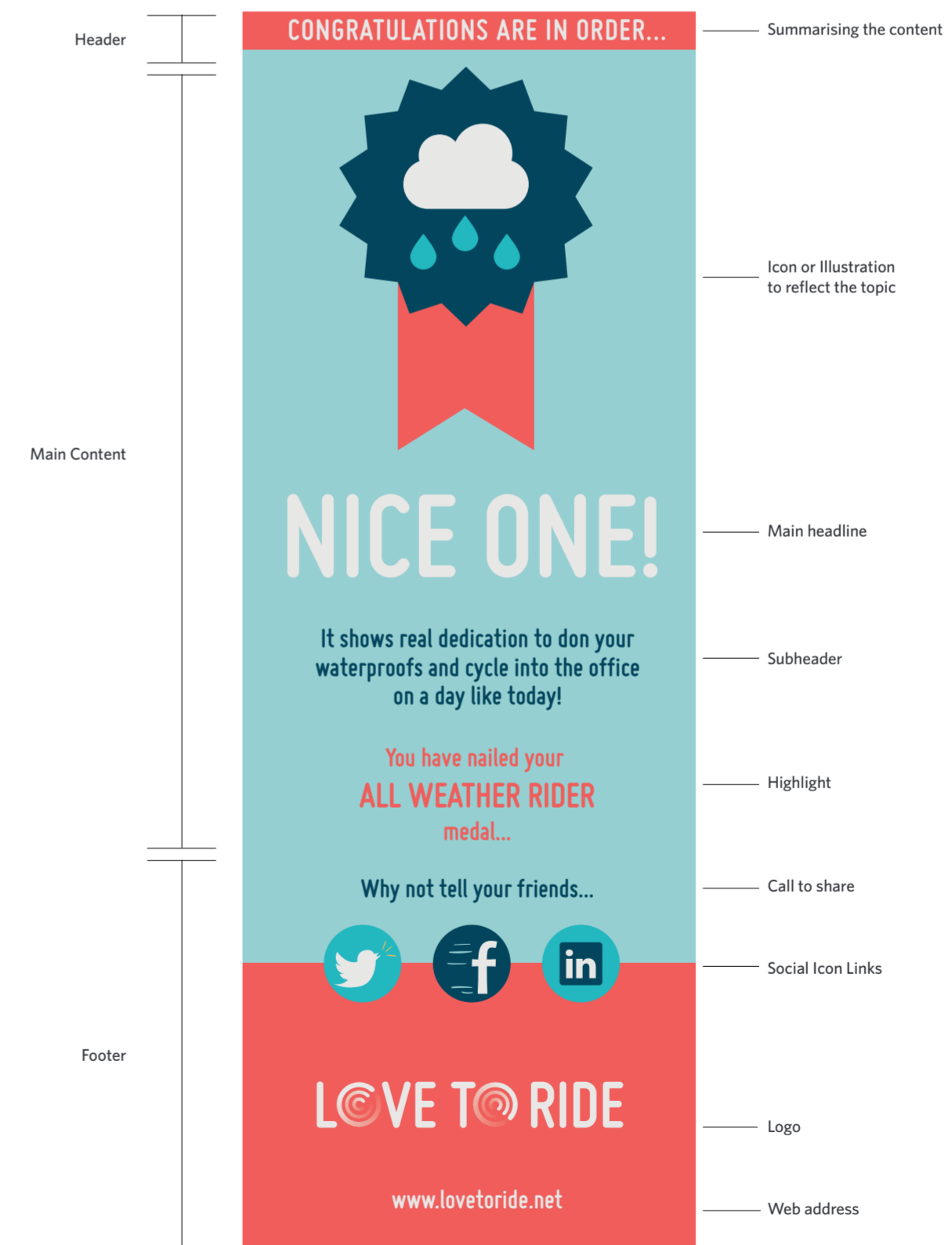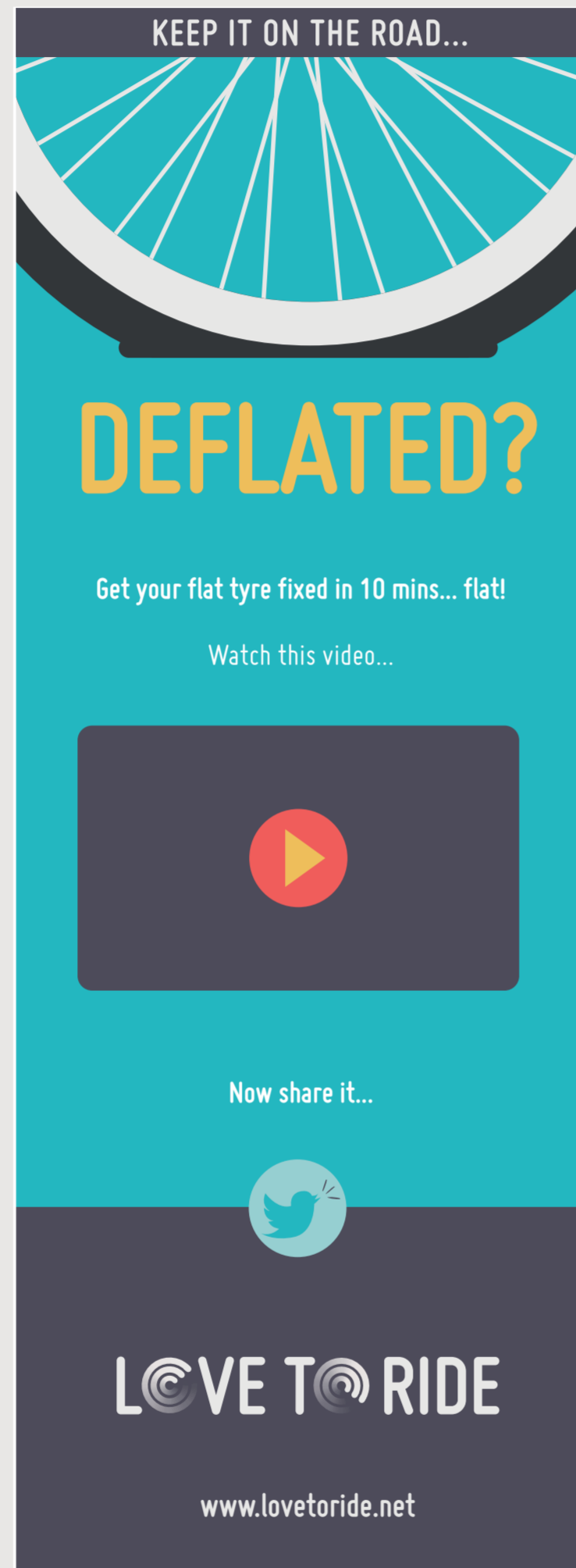
App Design for Love to Ride

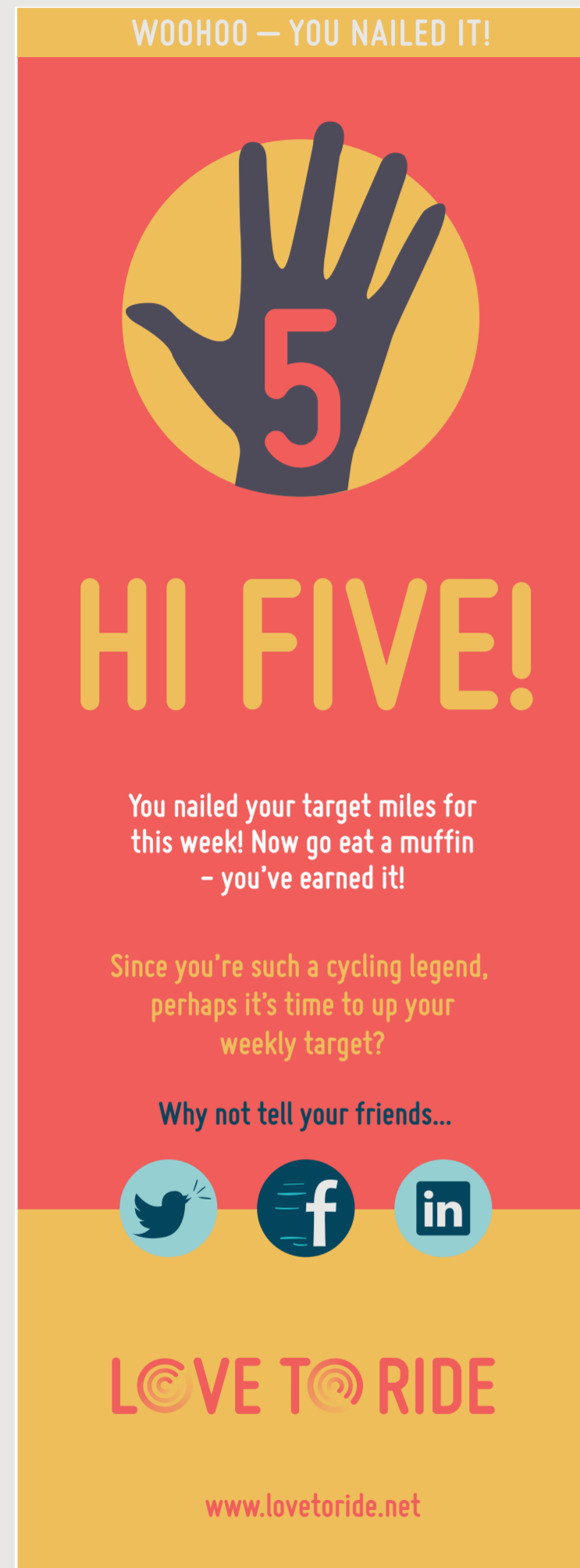The Love to Ride App is a very important part of our brand as it's widely used by our cyclists. When designing for our App, follow all the previous guides on logo usage, typography and colour, and make good use of our illustration style. Our icons and illustrations should play a big part in the App design and should be utilised wherever possible.

Love to Ride   Love to Ride   Love to Ride   Love to Ride

WOOHOO — YOU NAILED IT!

HI FIVE!

You nailed your target miles for this week! Now go eat a muffin – you've earned it!

Since you're such a cycling legend, perhaps it's time to up your weekly target?

Why not tell your friends...

LOVE TO RIDE

www.lovetoride.net

KEEP IT ON THE ROAD...

DEFLATED?

Get your flat tyre fixed in 10 mins... flat!

Watch this video...

Now share it...

LOVE TO RIDE

www.lovetoride.net

Emails are a great way to keep in-touch and to keep our clients motivated and up-to-date with their progress. Clean, fun designs with punchy compelling content are the order of the day here...

E-Shot Design

E-hots are designed as per the guides shown, always try to summarise the content in the header, make sure the message is simple and compelling, and centre the content, so that mobile and desktop users are both served a layout that works.
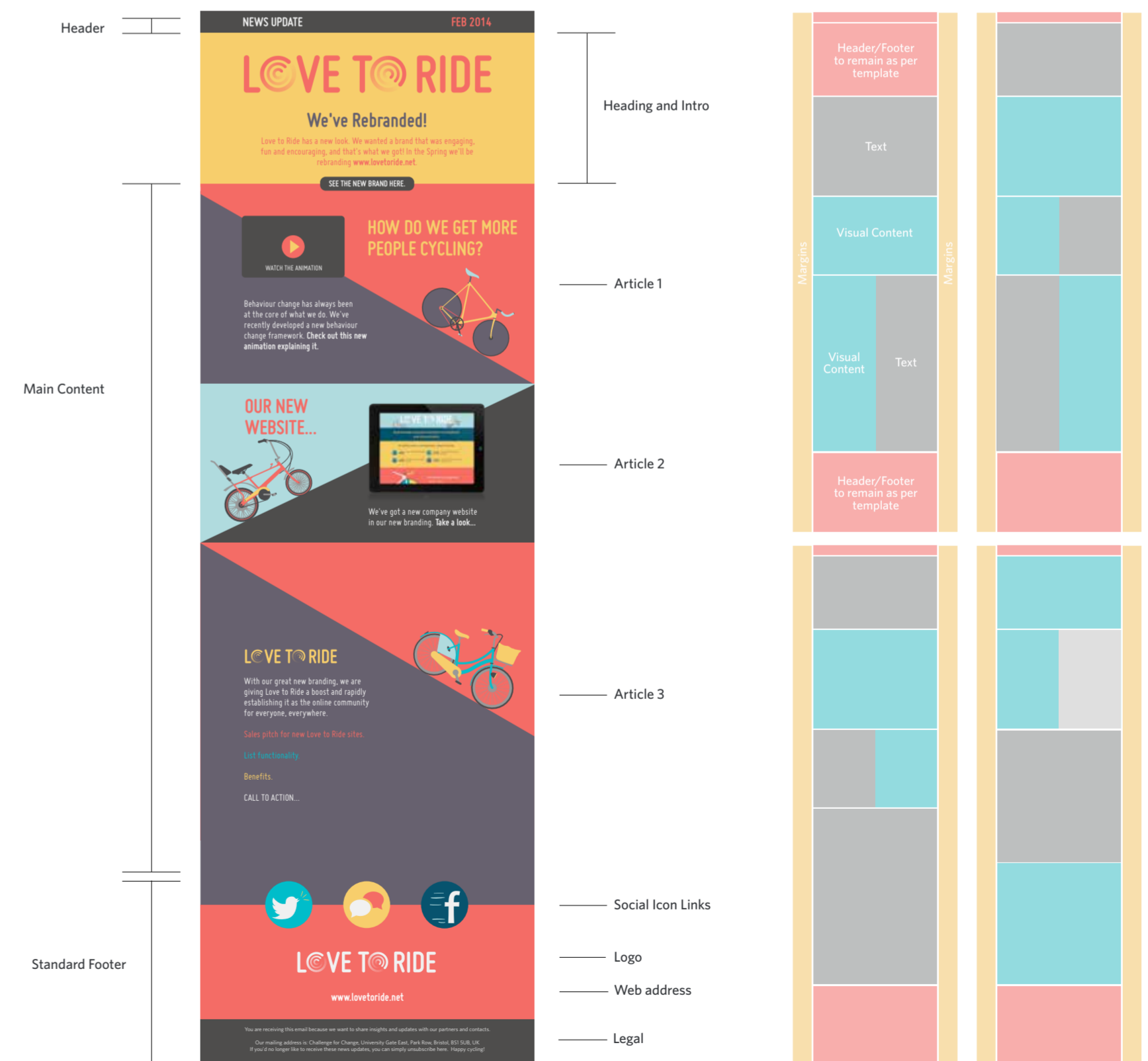
CONGRATULATIONS ARE IN ORDER...

NICE ONE!

It shows real dedication to don your waterproofs and cycle into the office on a day like today!

You have nailed your
ALL WEATHER RIDER
medal...

Why not tell your friends...

LOVE TO RIDE

www.lovetoride.net

Header

Main Content

Footer

Summarising the content

Icon or Illustration to reflect the topic

Main headline

Subheader

Highlight

Call to share

Social Icon Links

Logo

Web address

E-Newsletters are a great way to keep people up to date with Love to Ride across the board, and to publish news articles and share video content.

E-Newsletter Design

When designing a Love to Ride e-newsletter, the below guidelines should be followed to ensure they look all look consistent and on-brand. The header and footer design are fixed, but of course you can recolour them using out pallette. The articles can be laid out in a variety of creative ways as shown in some of the grid examples below.

Header

Heading and Intro

Article 1

Main Content

Article 2

Article 3

Social Icon Links

Standard Footer

Logo

Web address

Legal

Header/Footer to remain as per template

Text

Visual Content

Visual Content

Text

Header/Footer to remain as per template

49

Email is one of the fastest ways to communicate, so we use it a lot. It's important to ensure the Love to Ride branding is present and correct on all of our email footers.
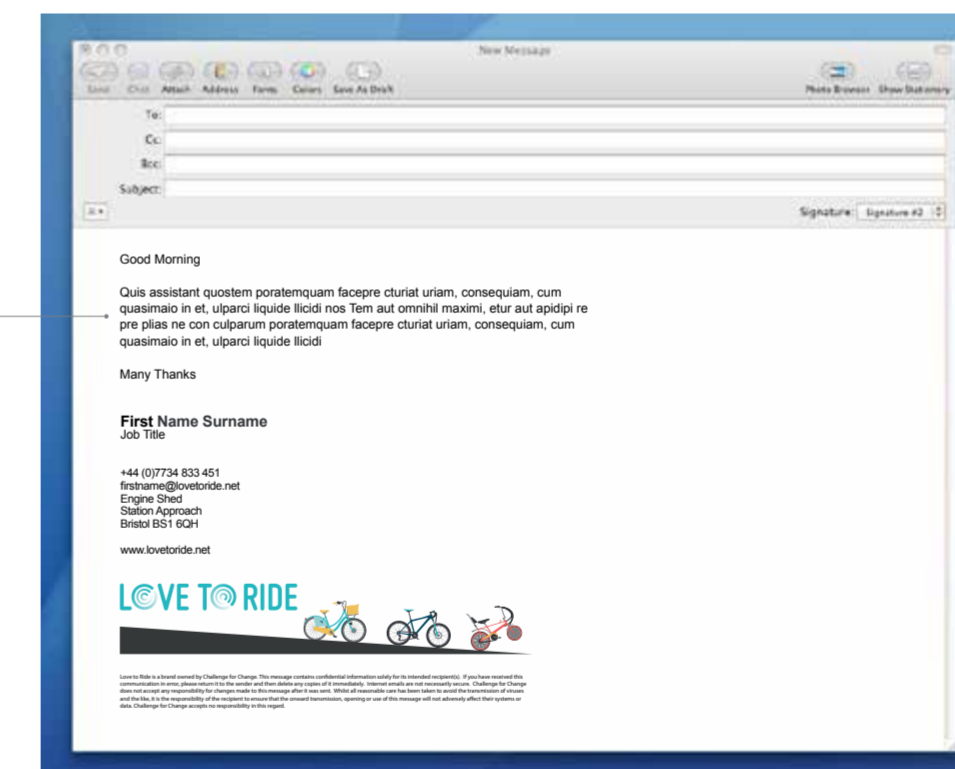
Email Footer Composition

There are four options of graphic email footer, please select the image you wish to use, and style your footer as per the typographic instructions below.

These footers only use a JPEG file, no HTML code, to avoid unecessary blocking by spam filters.

The Footers...

Footer 1   Footer 2   Footer 3   Footer 4
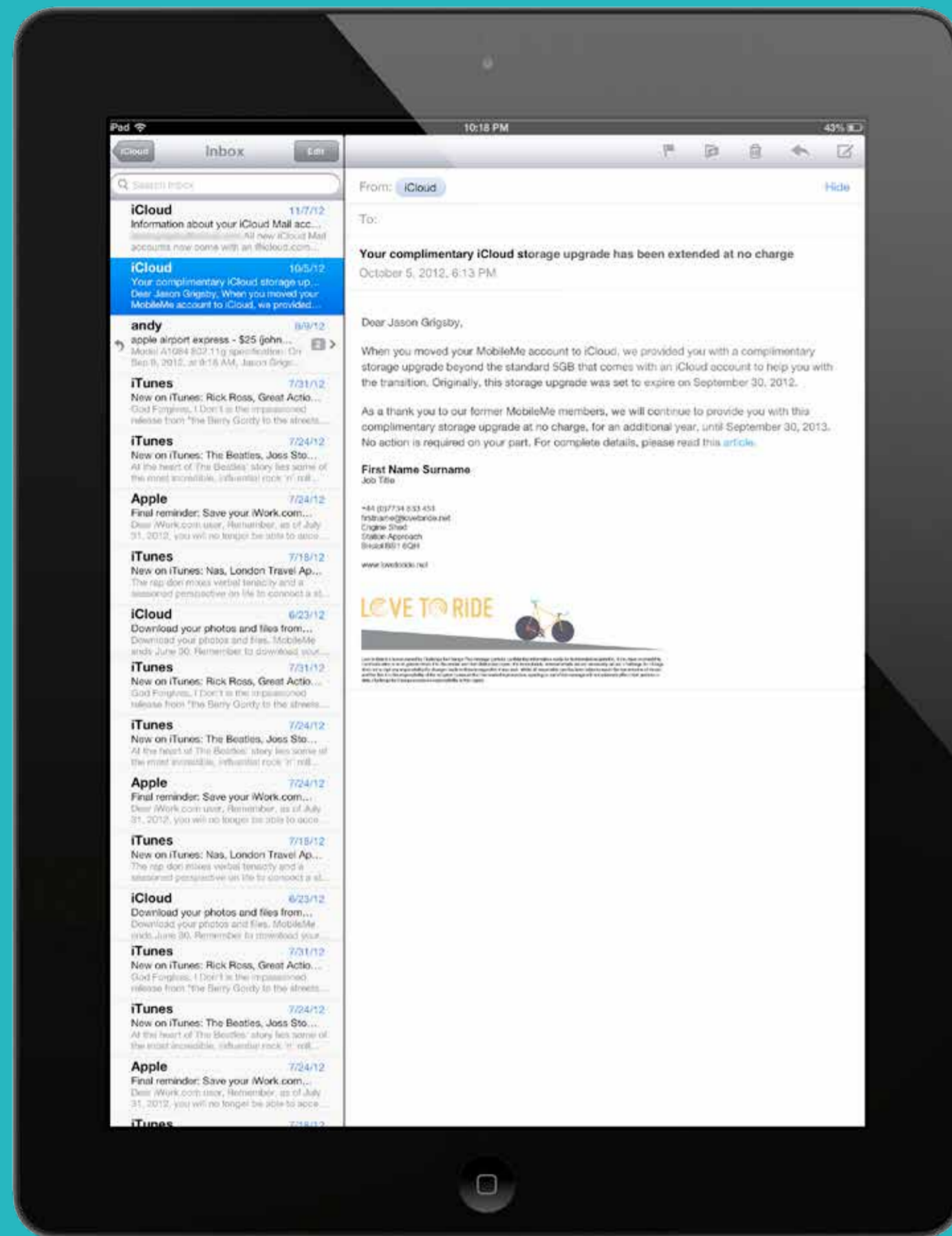
Helvetica Regular **12pt**

Helvetica Bold 18pt

First Name Surname
Job Title

Helvetica Regular 12pt

Helvetica Regular 12pt

+44 (0)7734 833 451
firstname@lovetoride.net
Engine Shed
Station Approach
Bristol BS1 6QH

www.lovetoride.net

Embedded Jpeg Graphic

Love to Ride is a brand owned by Challenge for Change. This message contains confidential information solely for its intended recipient(s). If you have received this communication in error, please return it to the sender and then delete any copies of it immediately. Internet emails are not necessarily secure. Challenge for Change does not accept any responsibility for changes made to this message after it was sent. Whilst all reasonable care has been taken to avoid the transmission of viruses and the like, it is the responsibility of the recipient to ensure that the onward transmission, opening or use of this message will not adversely affect their systems or data. Challenge for Change accepts no responsibility in this regard.

600 px
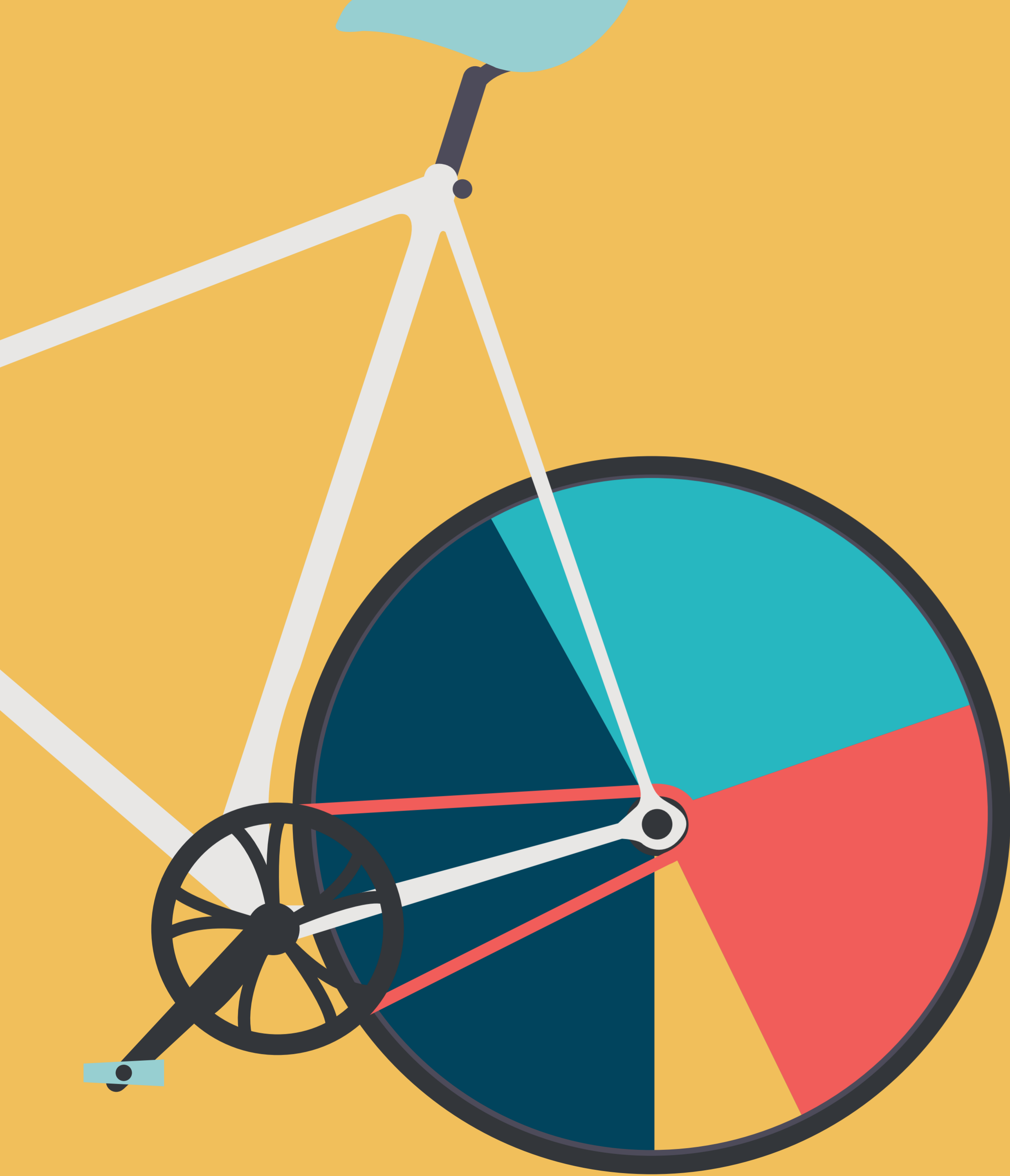
If you have any queries about applying these identity guidelines, please contact:

Jamie Gallagher
Creative Director - Hello.
+44(0)1761 233363
jamie@01134.co.uk

www.01134.co.uk

LOVE TO RIDE

www.lovetoride.net