

# Visual Brand Standards

January 202



## Table of Contents

Mission .....	3
Values .....	4
The Cascade Logo .....	5
The “C” Mark.....	6
Logo in Color.....	7
Logo in Black .....	8
Logo Spacing & Sizing .....	9
Logo Treatments.....	10
Fonts.....	11
Colors.....	12
Color Usage.....	12 - 13

### Branding Contact Information

**Sara Kiesler**  
Communications &  
Marketing Director  
sarak@cascade.org  
(206) 650-8590

## Mission

**Cascade Bicycle Club brings people together to experience the joy of bicycling through transportation, recreation, and friendship.**

**We collaborate with members, volunteers, and community partners to inspire people to advocate for a safe, equitable, and sustainable Washington state.**

**We build confidence, leadership, knowledge, and community by teaching bicycle skills to all ages.**

## Values

**Equity**

**Climate Justice**

**Community**

**Safety**

**Collaboration**

# The Cascade Logo

*Horizontal*



*Stacked*



## The “C” Mark



Cascade is an organization built on the coordination and cooperation of thousands of people.

The chain link in the “C” mark serves as a graphical representation of the Club’s link to the Bicycling community.

## Cascade Logo - Color



When the Cascade logo appears on a white background use the green (PMS 361) logo.



When the Cascade logo appears on a Dark background use the white logo.

## Cascade Logo - Black



When the Cascade logo is used in applications where full color is limited or the background is light in color use the logo in black



When the Cascade logo appears on a dark/black background use the white logo.



## Logo Spacing and Sizing



### *Spacing*

The Cascade logo should always appear with clear space around it.

The blue box surrounding the logo illustrates the required minimum clear space; nothing should encroach on this space.

**X box is equal to the half of the “C” Mark height.**



### *Sizing*

To ensure that the Cascade logo is always legible and accurately reproduced, the minimum size for the Cascade logo is 1” in on the longest end.

## Logo Treatments

### Acceptable Treatments

*PMS 361 on White*



*Black on White (when Color is restricted)*



*Black on Light Color*



*White on Dark Color or Black*



### Unacceptable Treatments

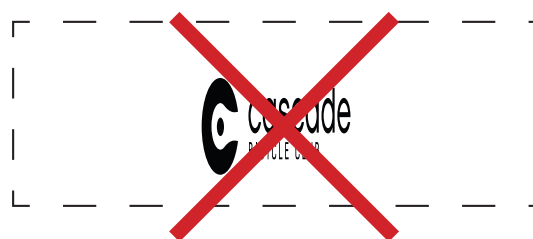
*Too Dark*



*Background too Busy*



*Distorted Proportions*



*Wrong Colors*



## Brand Fonts

### Helvetica Bold

**The quick brown fox jumps over the lazy dog.**

### Helvetica Regular

The quick brown fox jumps over the lazy dog.

For Headlines, Helvetica is preferred.

If Helvetica is not available, Arial would be an acceptable alternative.

### Quicksand Bold

**The quick brown fox jumps over the lazy dog.**

For **feature style** headlines Quicksand Bold is preferred. (informal)

### Kelson Sans Bold

**The quick brown fox jumps over the lazy dog.**

For **editorial style** headlines Kelson Bold is preferred. If Kelson Bold is not available, Aller is an acceptable alternative. (formal)

# Brand Colors

PANTONE 361C



CMYK  
77 / 0 / 100 / 0

RGB  
67 / 176 / 42

HEX#  
43B02A

PANTONE 7727C



CMYK  
100 / 0 / 94 / 46

RGB  
0 / 111 / 68

HEX#  
006F44

PANTONE 313C



CMYK  
100 / 0 / 11 / 2

RGB  
0 / 146 / 188

HEX#  
0092BC

PANTONE 7706C



CMYK  
88 / 37 / 56 / 17

RGB  
7 / 112 / 108

HEX#  
006A8E

PROCESS BLACK



CMYK  
0 / 0 / 0 / 100

RGB  
44 / 42 / 41

HEX#  
2C2A29



# Brand Colors Proportions

