

CYCLISION

cycling everywhere

LOGO MANUAL

1. COLOR VERSIONS



WHITE LOGO ON BLACK SQUARE

COLOR PALETTE:



Pantone Black C
CMYK: 0/0/0/100*
RGB: 0/0/0 [#000000]

*CMYK (logo size over 100mm): 80/70/70/100



White
CMYK: 0/0/0/0
RGB: 255/255/255 [#ffffff]



BLACK LOGO ON WHITE SQUARE

COLOR PALETTE:

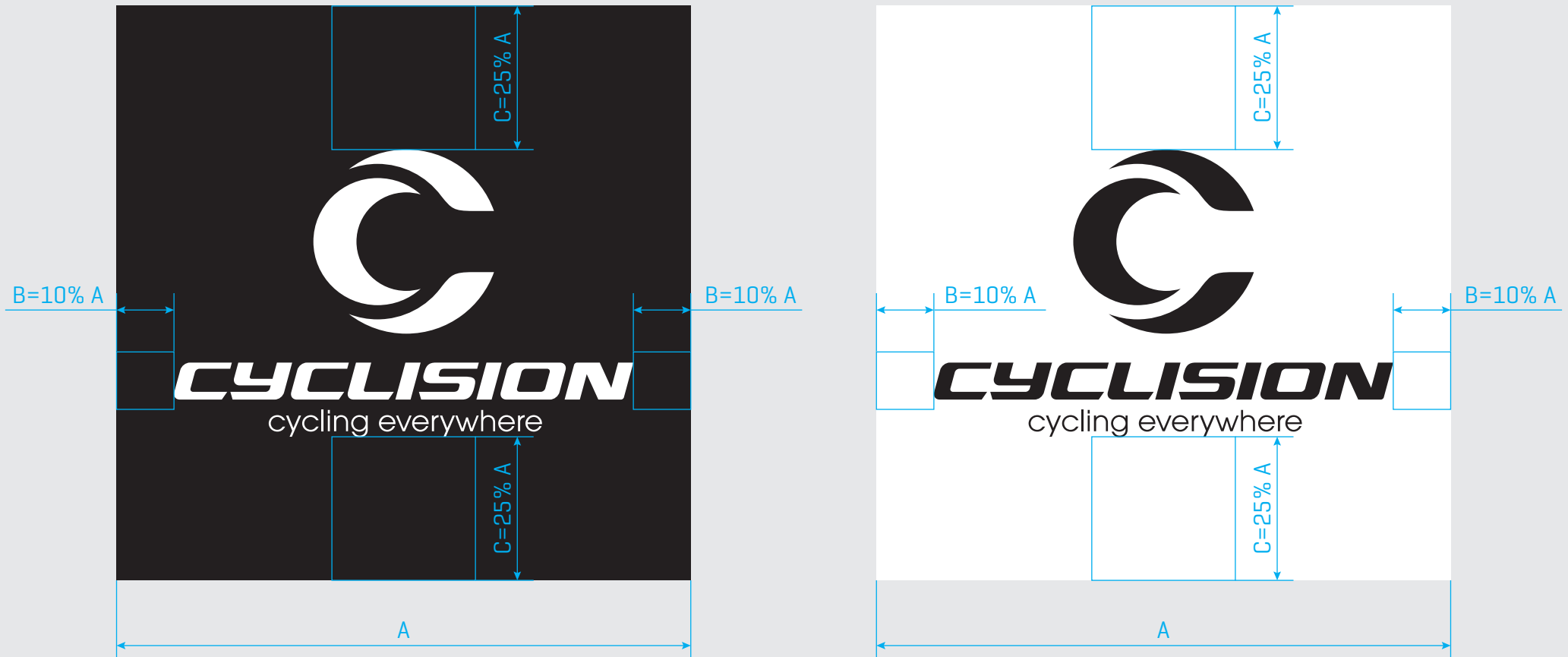


White
CMYK: 0/0/0/0
RGB: 255/255/255 [#ffffff]



Pantone Black C
CMYK: 0/0/0/100
RGB: 0/0/0 [#000000]

2. PROTECTED AREA



This protected area must always be respected, and remain free of intrusion from other graphic elements to ensure their legibility.

3. IMPROPER LOGO USAGE - Do not change the color palette



4. IMPROPER LOGO USAGE - Never rearrange elements of the design



Do not change spacing, alignment, or relative locations of the design elements.

5. IMPROPER LOGO USAGE - Never stretch or distort the logo



Do not change the proportions of any of the design elements or the design itself.
You may resize as needed but you must keep proportions.

6. IMPROPER LOGO USAGE - Never use logo without protected area of background



Example of correct logo usage on full color background:

