



BRANDING GUIDE FOR SOUTHERN OFF-ROAD BICYCLE ASSOCIATION

PROPER LOGO USAGE • COLOR VALUES • TYPEFACE CHOICES • VISUAL EXAMPLES

APPROVED LOGOS AND USE

The logo for SORBA should only be used in the approved orientations presented here. Emphasis shall be put on using the primary logo options, only using the secondary choices only when necessary.

The icon logo can be used without the bounding red circle but only on a solid SORBA red background. All other uses of the logo should retain the red circle.

PRIMARY LOGO CHOICE



SECONDARY LOGO CHOICE



APPROVED ONE-COLOR LOGO

The logo for SORBA should only be used in the approved orientations presented here. Emphasis shall be put on using the primary logo options, only using the secondary choices only when necessary. There are no specifics on color choice but emphasis on black, white or red is preferred.

PRIMARY LOGO CHOICE



SECONDARY LOGO CHOICE



COLOR PALETTE

Here you will find the primary colors used for SORBA logos and branding. Each color includes the Pantone number, CMYK values, and HEX values. For printed materials the Pantone color values should be used.



SORBA RED

Pantone: 485 C (96%)

C: 4.65%

M: 93.67%

Y: 100%

K: 0.26%

HEX: #E33626



SORBA BLUE

Pantone: 2766 C

C: 100%

M: 95.47%

Y: 136.51%

K: 32.39%

HEX: #1B2354



SORBA BLACK

Pantone: Black C

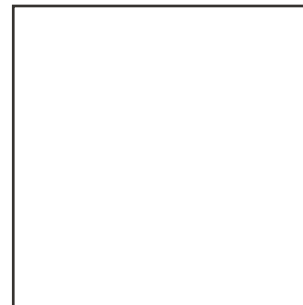
C: 66.23%

M: 62.74%

Y: 65.620%

K: 61.37%

HEX: #34312D



WHITE

Pantone: 485c (96%)

C: 0%

M: 0%

Y: 0%

K: 0%

HEX: #FFFFFF

FONT USAGE

The primary font used for all of SORBA branding is Franklin Gothic. A mixture of weights and styles are used to bring emphasis to certain areas. If Franklin Gothic is not available, use of Helvetica is approved except as a replacement in the logo.

Secondary font choices used for titles and artistic quality are left to the designer. Care is needed to make sure the secondary font of choice will coincide with the primary option of Franklin Gothic

ITC FRANKLIN GOTHIC DEMI ITALIC

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

ITC FRANKLIN GOTHIC BOOK ITALIC

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

ITC FRANKLIN GOTHIC BOOK

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

ITC FRANKLIN GOTHIC DEMI COMPRESSED ITALIC

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

ITC FRANKLIN GOTHIC BOOK COMPRESSED ITALIC

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

VISUAL LANGUAGE EXAMPLES

Visuals for SORBA should be photographic based with Minimal text. Images should be dynamic and represent trail building, volunteers, events and riding trails. Text that is used should be used in a way to convey the message of volunteering, sustainable trails, responsible riding, etc.

Shown here are only examples of use, not required language. Usage of the SORBA logo and accompanied text should be maintained throughout visual messaging to maintain consistency.

