

# BIKE 5 | 5 Cities, 5 Parks, 5 Miles

## TYPOGRAPHY

### Logo Font

Heading 1 - 28 pt

Subhead Font - 18 pt

Body Text: 12 pt ... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Callout Font - 18 pt

### Logo Font

**Tondo Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### Heading Font

**Quicksand Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

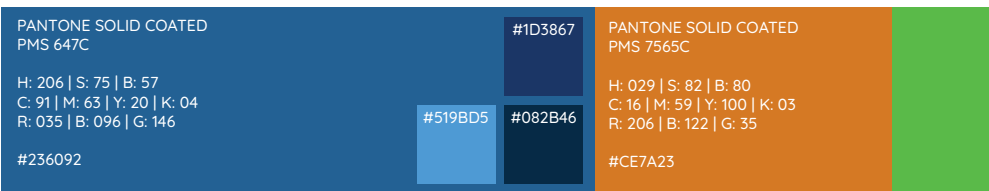
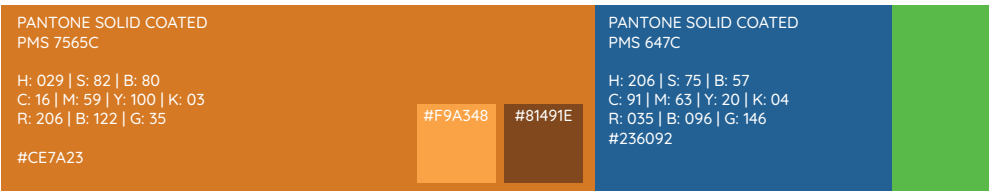
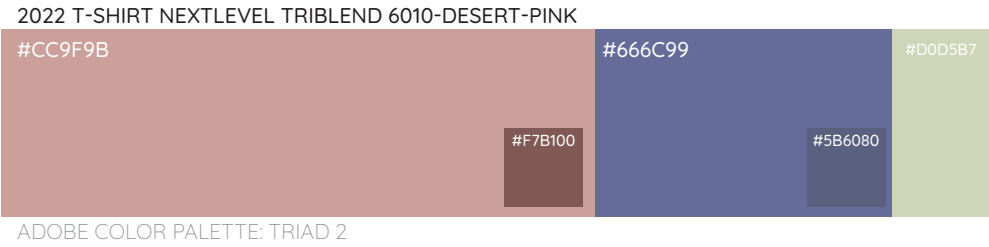
### Body, Callout, & Caption Font

**Quicksand Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

All samples above are an equal 18 pt font size - Captions should be 8 pt

## COLORS



## LANGUAGE

Longform Name: BIKE 5 | 5 Miles, 5 Parks, 5 Cities  
When written out always divide by a vertical bar | ”  
Written in order of approachability, 5, 11, 30 miles.

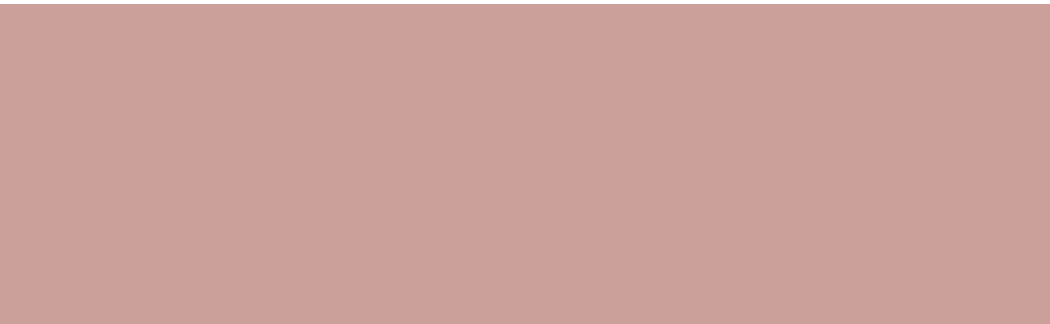
Shortform Name: BIKE 5  
Always shown in all caps!

Logo Format: 5 Miles | 5 Parks | 5 Cities  
Each ride is always divided by a vertical bar | ”

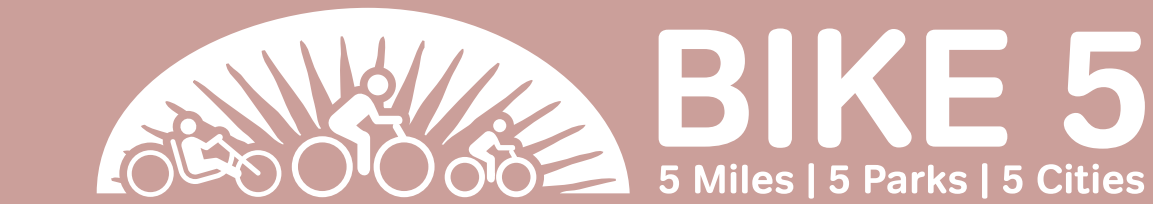
## LOGOS - COLOR



## PATTERN



## LOGOS - WHITE



2022