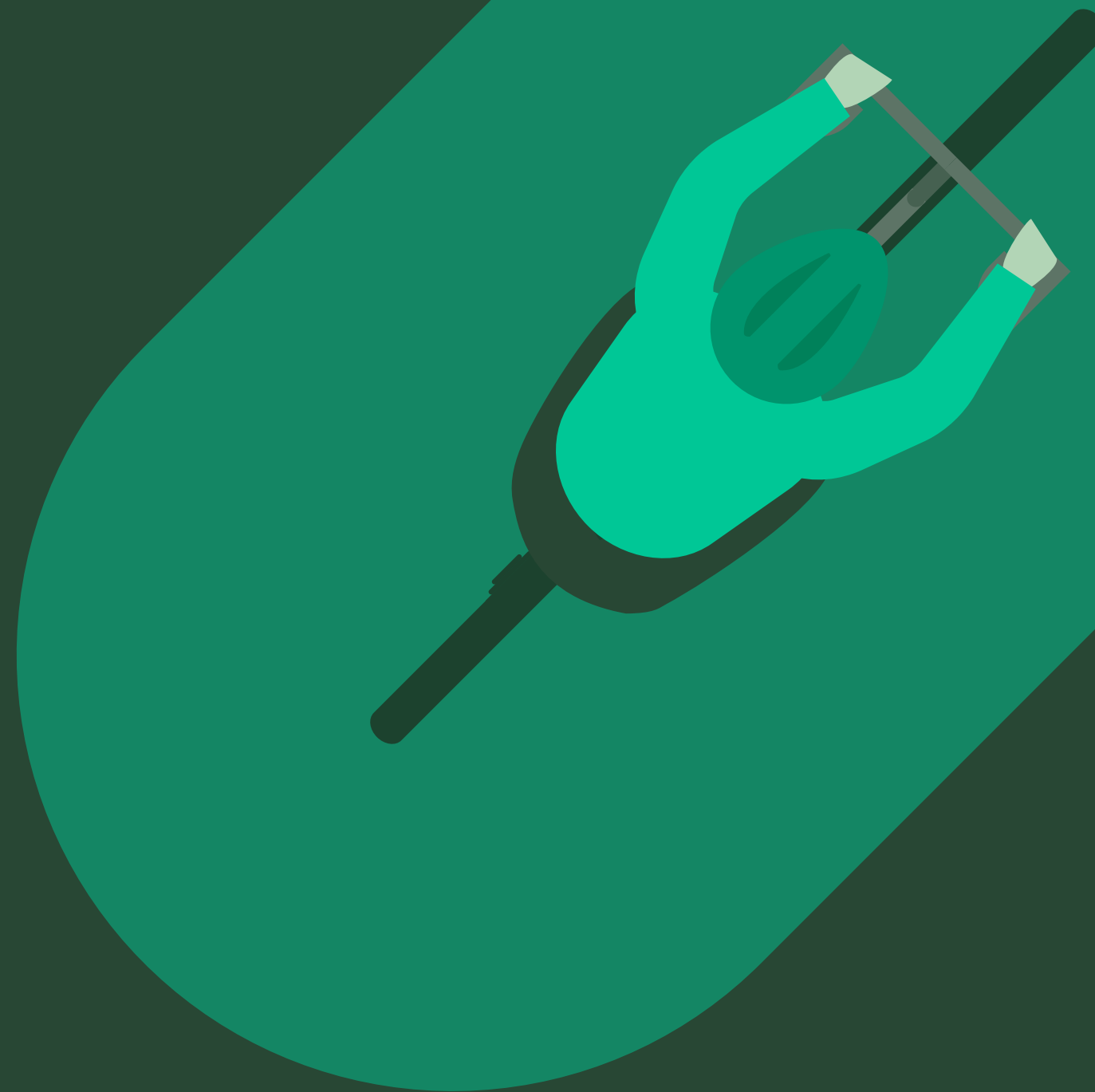CYCLING IRELAND

VISUAL ID.

LOGO

Our logo is a stylised overhead view of a cyclist made from our initials 'CI'. It highlights how Cycling Ireland 'watches over' or protects it's members. The 'C' wraps around the 'I' supporting and caring for cycling in Ireland.

OUR GOAL:

TO HELP YOU GET THE MOST OUT OF YOUR EXPERIENCE WITH CYCLING

'D'

14mm

Exclusion zone.

Please keep an area around the logo the height and width of the the letter 'D' free from any other graphic elements. The CI icon is optically aligned, intentionally sitting outside the core area.

Minimum sizes.

The Cycling Ireland logo has been designed to be very clear at small sizes. The minimum print size is 14mm (43pt), there is no maximum size.

Our negative logo is particularly effective when used for increased stand-out. The increase in colour coverage the flat CI dark green delivers commands great attention particulary in large format work.

VERTICAL LOGO

Nb: Use of this variant requires sign-off from the Cycling Ireland marketing team.

About the vertical Cycling Ireland logo.

The vertical Cycling Ireland logo is a bespoke variant of the primary Cycling Ireland logo. The icon switches to the a central top location and the 'O' returns to the logo.

Using the vertical Cycling Ireland logo.

The primary Cycling Ireland logo should be used at all times however in exceptional circumstances and where space is a premium, the vertical version can be used however any usage must be approved and signed-off directly by the Cycling Ireland marketing team.
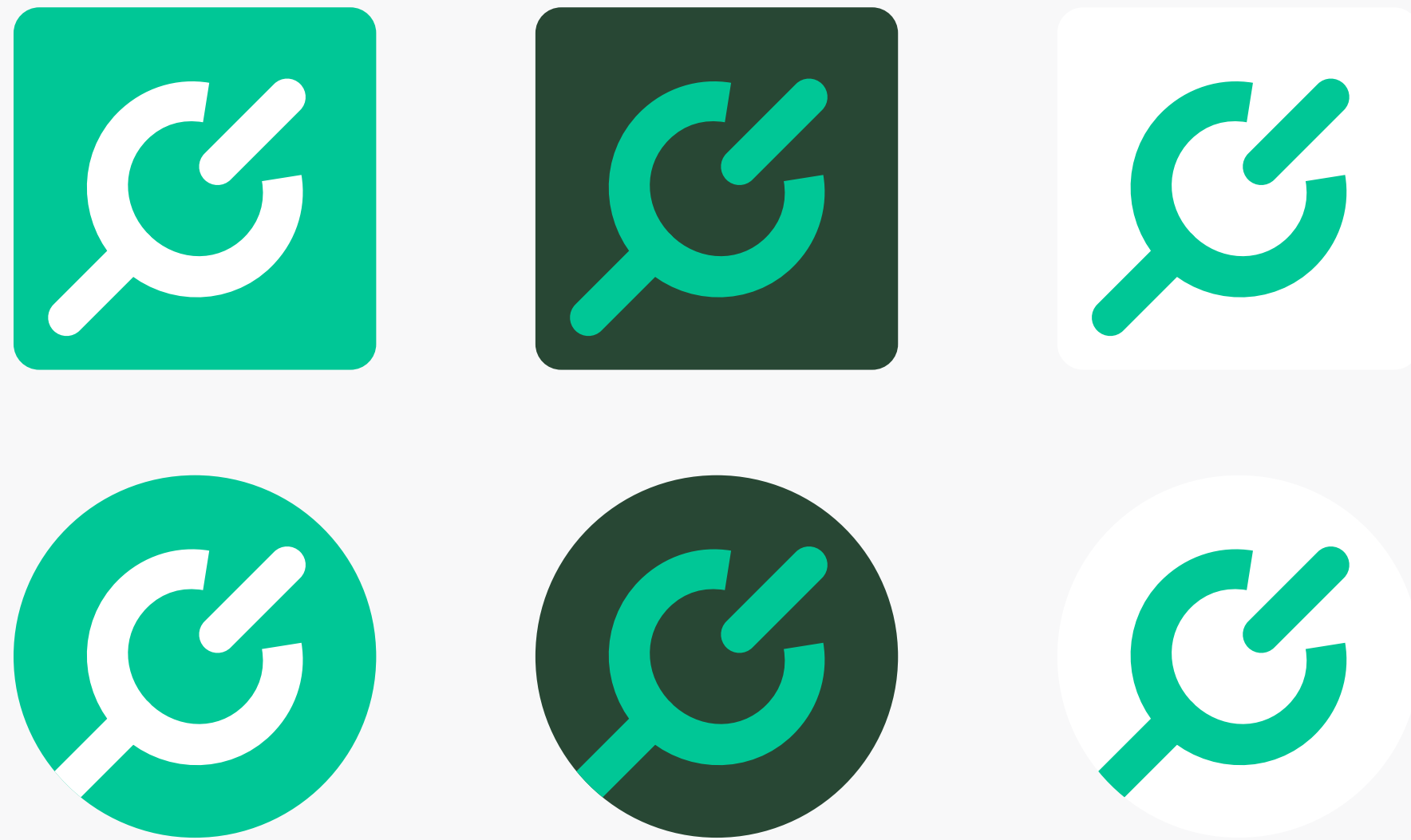
OUR ICON

Our icon.

Our icon is a bright and vibrant symbol that stands for our unity as a team, our partnerships and the Cycling Ireland and range of our product offering.

Using our icon.

Our icon can be used not just in social media, but also for merchandising, in livery or as a unique graphic or decorative element separate to, or in addition to, our logo.

CYCLING IRELAND

Black and white versions.

Black and white versions of the primary and vertical logos have been created for use in mono colour situations like merchandising, in signage, livery etc.

The black and white vertical Cycling Ireland logo.

Use of the black and white vertical Cycling Ireland logo requires sign-off from the Cycling Ireland marketing team.

ASSETS

COLOURS

Our colours.

CYCLING IRELAND
DARK GREEN
CMYK 77/28/74/67
RGB 40/71/52
Hex 284734
Pantone 553C

CYCLING IRELAND
CI GREEN
CMYK 70/0/55/0
RGB 0/199/150
Hex 00c796
Pantone 2240C

CYCLING IRELAND
WHITE
CMYK 0/0/0/0
RGB 255/255/255
Hex ffffff
Pantone N/A

DARKER DARK GREEN
CMYK 82/30/79/71
RGB 28/66/46
Hex 1c422e

DARK CI GREEN
CMYK 76/0/64/0
RGB 0/185/135
Hex 00ba87

CI BLUE
CMYK 72/3/18/0
RGB 0/184/207
Hex 00b8cf

CYCLING IRELAND

TYPOGRAPHY

We use 2 families, Noto Serif and Bicyclette.

Headlines/ sub headings/ navigation - Bicyclette

BICYCLETTE LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&*()_{}][|":;'\?><,./

BICYCLETTE BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&*()_{}][|":;'\?><,./

BICYCLETTE ULTRA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&*()_{}][|":;'\?><,./

To use Bicyclette and Noto Serif on a web page, copy this code into the <head> tag of your HTML.
<link rel="stylesheet" href="https://use.typekit.net/vdn6dhq.css">

Body Copy/ everything else - Noto Serif

NOTO SERIF LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
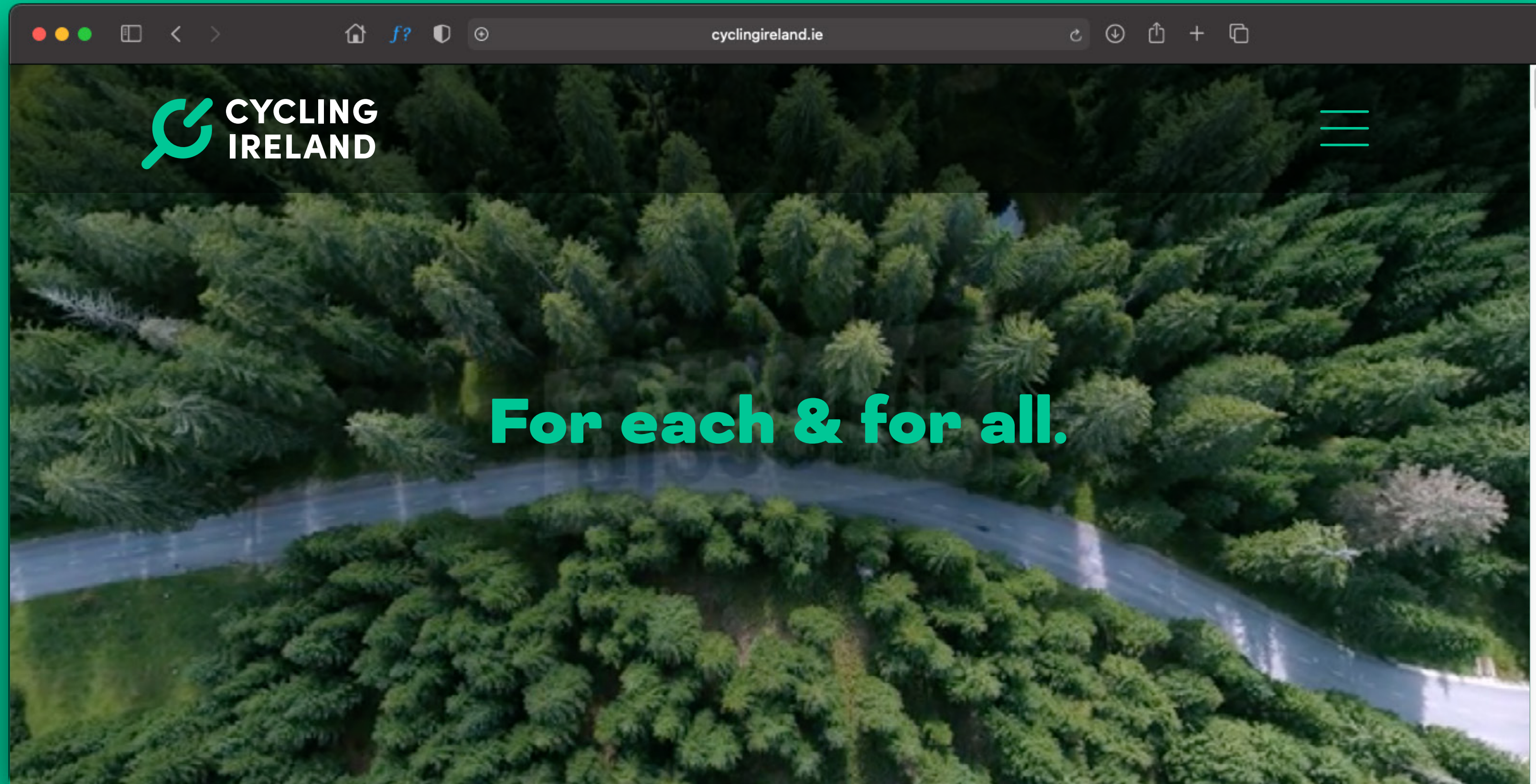0123456789 !@£$%^&*()_{}][|":;'\?><,./

NOTO SERIF ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&()_{}][|":;'\?><,./*

NOTO SERIF BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&*()_{}][|":;'\?><,./

Noto Serif is a freely available Google font. It can be found and downloaded here, or via Adobe fonts here.

CYCLING IRELAND

IN ACTION

Jersey.

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