RIDE SUNDAY

BRAND GUIDELINES

LOGO USAGE

3   **LOGO VARIATIONS & LOCKUPS**

Variations to the Logo are utilised through the
RIDE SUNDAY colour palette as well as vertical
and horizontal lockups. Colour variations
apply to both standard and reversed options
as demonstrated. The Logo should appear
on black in all cases where applicable as first
preference. Matte black and white versions
are only shown here.

LIGHT BACKGROUND

DARK BACKGROUND

VERTICAL LOCKUPS   HORIZONTAL LOCKUPS

4   **BRAND MARK VARIATIONS**

Variations to the Brand Mark are utilised
through the RIDE SUNDAY colour palette.
Colour variations apply to both standard and
reversed options as demonstrated. Matte
black and white versions are only shown
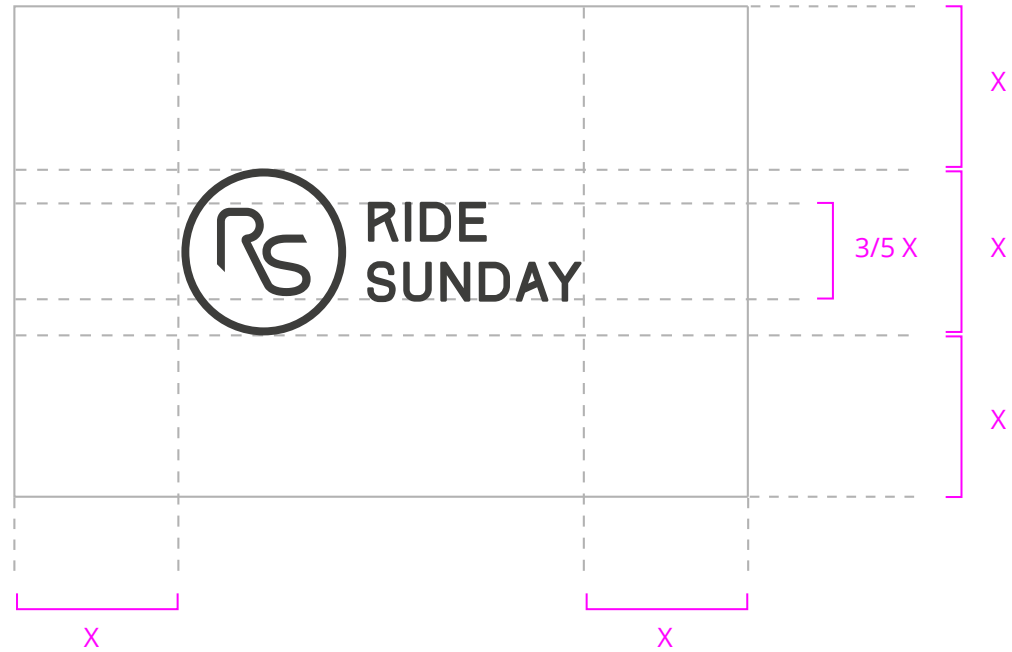here.

LIGHT BACKGROUND

DARK BACKGROUND

5   **HORIZONTAL CLEAR SPACE**

The Horizontal Logo Lockup is used where it is best suited.

The following guidelines outline the clear space that is required around the brand mark and logotype at all times. This clear space must be applied to allow the Logo to breath, and not get lost in an artboard amongst other content.
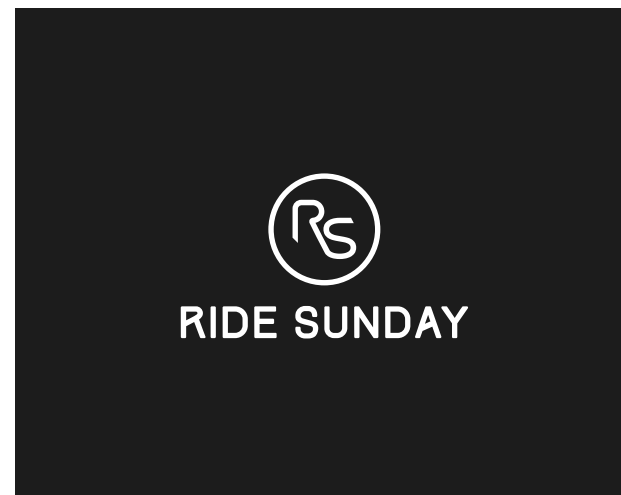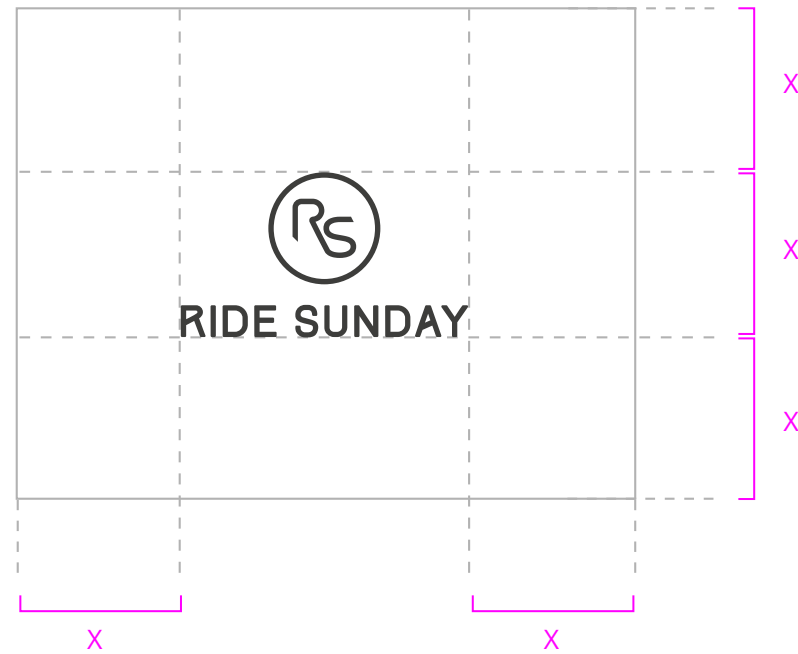
6   VERTICAL CLEAR SPACE

The Vertical Logo Lockup is used where it is best suited.

The following guidelines outline the clear space that is required around the brand mark and logotype at all times. This clear space must be applied to allow the Logo to breath, and not get lost in an artboard amongst other content.

X

X

X

X

X

7

DO'S & DON'TS
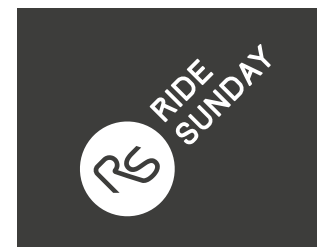The following are a list of examples of how NOT to use the RIDE SUNDAY brand mark.

In order to respect the brand consistency and recognition across a range of media, please do not alter the brand mark in any way other than outlined in this document.

PLEASE DON'T DISREGARD THE CLEAR SPACE GUIDELINES

PLEASE DON'T STRETCH OR DISTORT THE LOGO

PLEASE DON'T USE THE LOGO ON ANY ANGLES OTHER THAN 90 DEGREES

PLEASE DON'T USE THE DARK LOGO ON A DARK BACKGROUND

PLEASE DON'T ALTER THE LOGO LOCK-UP IN ANY OTHER WAY THAN SPECIFED IN THE GUIDELINES

PLEASE DON'T USE ANY GRADIENTS OR EFFECTS ON THE LOGO

PLEASE DON'T USE THE LIGHT LOGO ON A LIGHT BACKGROUND

PLEASE DON'T USE ANY OTHER COLOURS WITH THE LOGO

COLOUR PALETTE

9

The RIDE SUNDAY colour palette is comprised of the existing colours drawn from the brand mark. Demonstrated are their respective tints, and colour swatch values.

GRADIENT
Spectrum ranges from Matte Black to Pitch Black
HEX: #3C3C3B to #000000

White
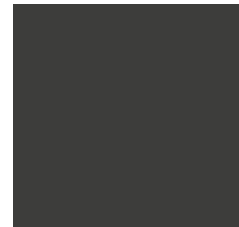RGB: 255/255/255
CMYK: 0/0/0/0
HEX: #FFFFFF

Light Grey
RGB: 251/249/249
CMYK: 1/1/1/0
HEX: #FAF9F8

Baby Blue
RGB: 142/193/255
CMYK: 39/15/0/0
HEX: #8EC1FF

Matte Black
RGB: 60/60/59
CMYK: 68/61/61/51
HEX: #3C3C3B

Navy Charcoal
RGB: 41/49/56
CMYK: 78/66/57/56
HEX: #293138

Pitch Black
RGB: 0/0/0
CMYK: 100/100/100/100
HEX: #000000

TYPOGRAPHY

11

RIDE SUNDAY uses a primary typeface – TRACK, with a secondary option of Open Sans available where this is not available. Using them correctly is vital to the success of the brand.

The primary typeface 'TRACK' is available for free download here:
fontfabric.com/track-free-font

The secondary typeface 'Open Sans' is accessible via Google Fonts. The full 'Open Sans' Font Family is available for free download here:
fonts.google.com/specimen/Open+Sans

Primary Typeface – Regular

Headers +
Body Copy

TRACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,:;""?!#$%^&*()_+=\/><

Primary Typeface – Italics

Headers +
Body Copy

TRACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,:;""?!#$%^&()_+=\/><*

Secondary Typeface – Regular

Body Copy

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,:;""?!#$%^&*()_+=\/><

SOCIAL MEDIA

RIDE SUNDAY
BRAND GUIDELINES

13

FACEBOOK BANNER + POSTS

All Charities are encouraged to upload a new banner image or post an image and comment to their Official Facebook Page.

Charities are able to drop in their own logo or use the supplied artwork with their logo already in situ.

Please use the following wording below as a guide to a Facebook Post.

We are proudly teaming-up with Ride Sunday, a global motorcycle initiative on Sunday 3rd June which encourages riders of all types to do what they love while fundraising for charity. To join and support us, visit: http://ridesunday.com.

RIDE SUNDAY
BRAND GUIDELINES

14   **INSTAGRAM POST**

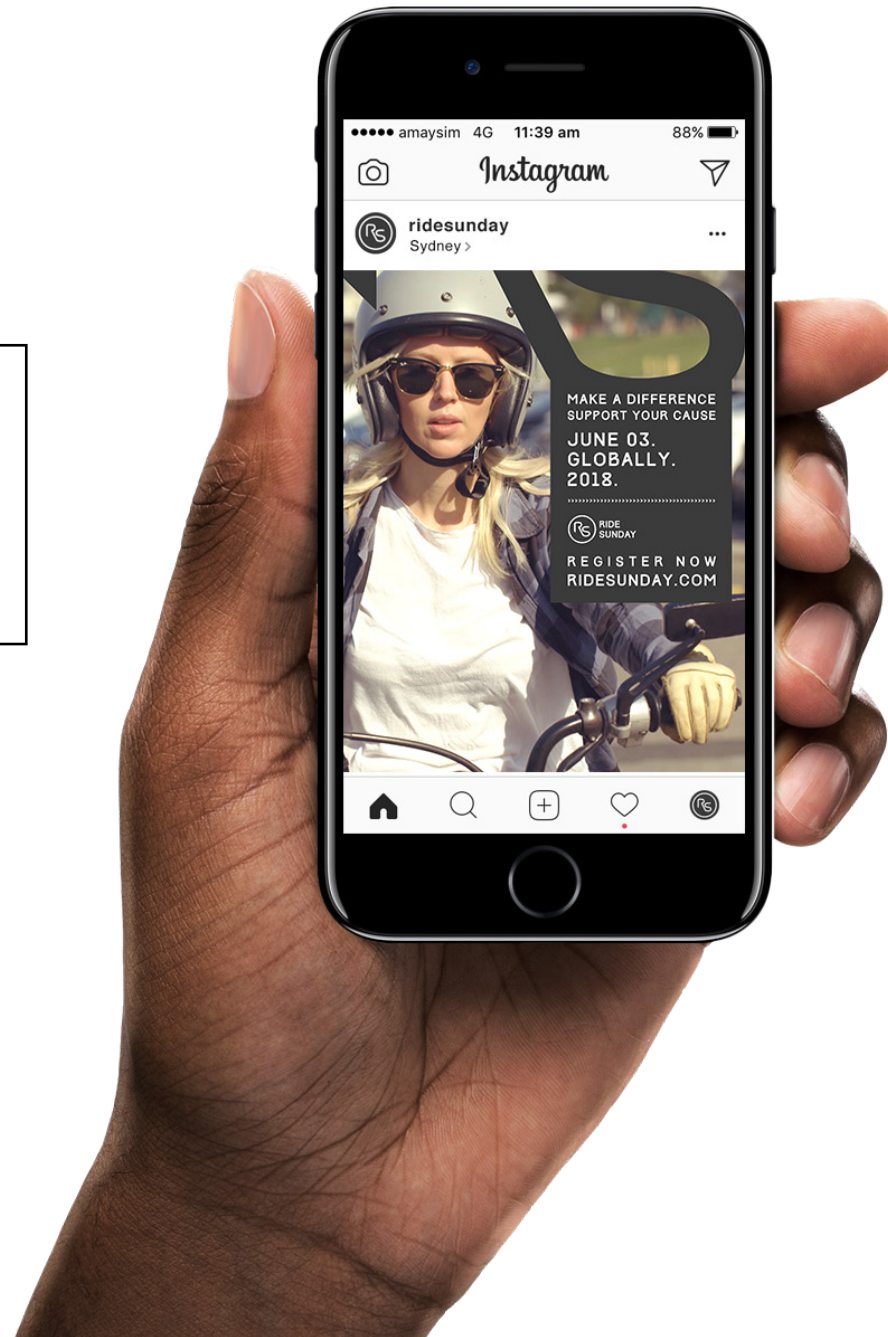All Charities are encouraged to upload a Ride
Sunday image to their instagram account. The
artwork has been supplied to correct size with
their logo already in situ.

Please use the following wording below as a
guide to an Instagram Post.

We are proudly supporting Ride Sunday,
a global motorcycle fundraising initiative,
on Sunday 3rd June 2018. Support us by
following: @ridesunday www.ridesunday.
com #ridesunday

RIDE SUNDAY
BRAND GUIDELINES

15

TWITTER POST

All Charities are encouraged to make a
Twitter Post on their Official Account.

Please use the following wording below as a
guide to a Twitter Post.

We are proudly supporting Ride Sunday, a global motorcycle fundraising initiative, on Sunday 3rd June - join via ridesunday.com

We are producly supporting Ride Sunday, a global motorcycle fundraising initiative, on Sunday 3rd June - join via ridesunday.com

Tweet

**RIDE SUNDAY
BRAND GUIDELINES**

FACEBOOK - BANNER IMAGE
Overall dimensions 2400px x 1350px @300dpi
Main artwork within 2400px x 914px

2400px

Mobile
Responsive
Crop Zone

Safe Zone

Mobile
Responsive
Crop Zone

914px

1350px

MAKE A DIFFERENCE
SUPPORT YOUR CAUSE
JUNE 03. GLOBALLY. 2018

RIDESUNDAY.COM

RIDE
SUNDAY

17

CHARITY LOGO PLACEMENT
Do not place any text or logo lockups within
the magenta zone.

MAKE A DIFFERENCE
SUPPORT YOUR CAUSE
JUNE 03. GLOBALLY. 2018

R I D E S U N D A Y . C O M

RIDE
SUNDAY

AVOID PLACEMENT
IN MAGENTA ZONE

CHARITY LOGO
PLACEMENT

18　　　　**CHARITY LOGO PLACEMENT + COLOUR**
All Charity Logo lockups need to have a
complimentary Colour Overlay Applied to suit
the design treatment.

MAKE A DIFFERENCE
SUPPORT YOUR CAUSE
JUNE 03. GLOBALLY. 2018

RIDESUNDAY.COM

RIDE SUNDAY   Starlight children's foundation

CHARITY LOGO PLACEMENT
White Colour Overlay Applied

ADVERTISING ROLL OUT

RIDE SUNDAY

RS

**RIDE SUNDAY
BRAND GUIDELINES**

20

INTERNATIONAL DAY OF
RIDING FOR A CAUSE

SUNDAY.
JUNE 03.
2018.

»»»»»»»»»»»»»»»»»»»»»»»»»»»

*MAKE A DIFFERENCE.
SUPPORT YOUR CAUSE.*

RS RIDE
SUNDAY

R E G I S T E R   N O W
RIDESUNDAY.COM

#RIDESUNDAY

RIDE SUNDAY

Worldwide Event

24

WORLDWIDE
CHARITY RIDE

RIDE SUNDAY

RIDE
SUNDAY

Lorem ipsum dolor sit amet, consectur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore

RIDE
SUNDAY

MARK HAWWA
MANAGING DIRECTOR
RIDESUNDAY.COM

THANK YOU

FOR ANYMORE INFORMATION, PLEASE CONTACT US DIRECTLY

ASSETS.RIDESUNDAY.COM

SUPPORT@RIDESUNDAY.COM

RIDE SUNDAY