

Visual Brand Standards

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Branding Contact Information

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Cascade Bicycle Club brings people together to experience the joy of bicycling through transportation, recreation, and friendship.

We collaborate with members, volunteers, and community partners to inspire people to advocate for a safe, equitable, and sustainable Washington state.

We build confidence, leadership, knowledge, and community by teaching bicycle skills to all ages.

Equity Climate Justice Community Safety Collaboration

The Cascade Logo

Horizontal



Stacked



The "C" Mark



Cascade is an organization built on the coordination and cooperation of thousands of people.

The chain link in the "C" mark serves as a graphical representation of the Club's link to the Bicycling community.

Cascade Logo - Color





When the Cascade logo appears on a white background use the green (PMS 361) logo.





When the Cascade logo appears on a Dark background use the white logo.

Cascade Logo - Black





When the Cascade logo is used in applications where full color is limited or the background is light in color use the logo in black





When the Cascade logo appears on a dark/black background use the white logo.

Logo Spacing and Sizing





Spacing

The Cascade logo should always appear with clear space around it.

The blue box surrounding the logo illustrates the required minimum clear space; nothing should encroach on this space.

X box is equal to the half of the "C" Mark height.

Sizing

To ensure that the Cascade logo is always legible and accurately reproduced, the minimum size for the Cascade logo is 1" in on the longest end.

Logo Treatments

Acceptable Treatments





Black on White (when Color is restricted)



Black on Light Color



White on Dark Color or Black



Unacceptable Treatments



Background too Busy



Distorted Proportions



Wrong Colors



Brand Fonts

Nunito Semi Bold

The quick brown fox jumps over the lazy dog.

Nunito Medium

The quick brown fox jumps over the lazy dog.

For **Headlines**, Nunito is preferred.

If Nunito is not available, Arial would be an acceptable alternative.

Quicksand Bold

The quick brown fox jumps over the lazy dog.

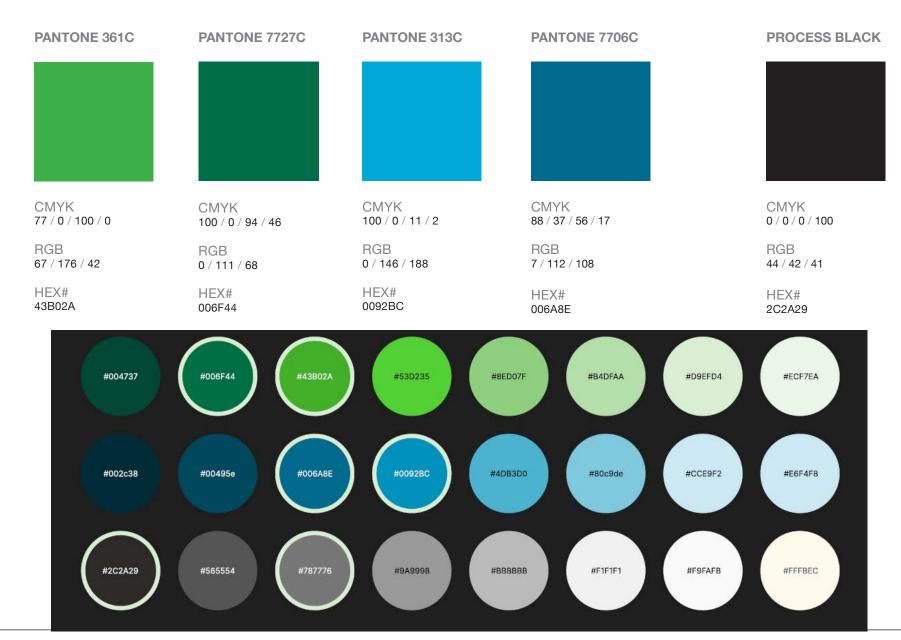
For **feature style** headlines Quicksand Bold is preferred. (informal)

Manrope

The quick brown fox jumps over the lazy dog.

For **editorial style** headlines Manrope is preferred. If Manrope is not available, Helvitica is an acceptable alternative. (formal)

Brand Colors and Expanded Brand Palette



Brand Colors Proportions

