



STAGES CYCLING VISUAL CENTER

DEC 2016

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IDENTITY

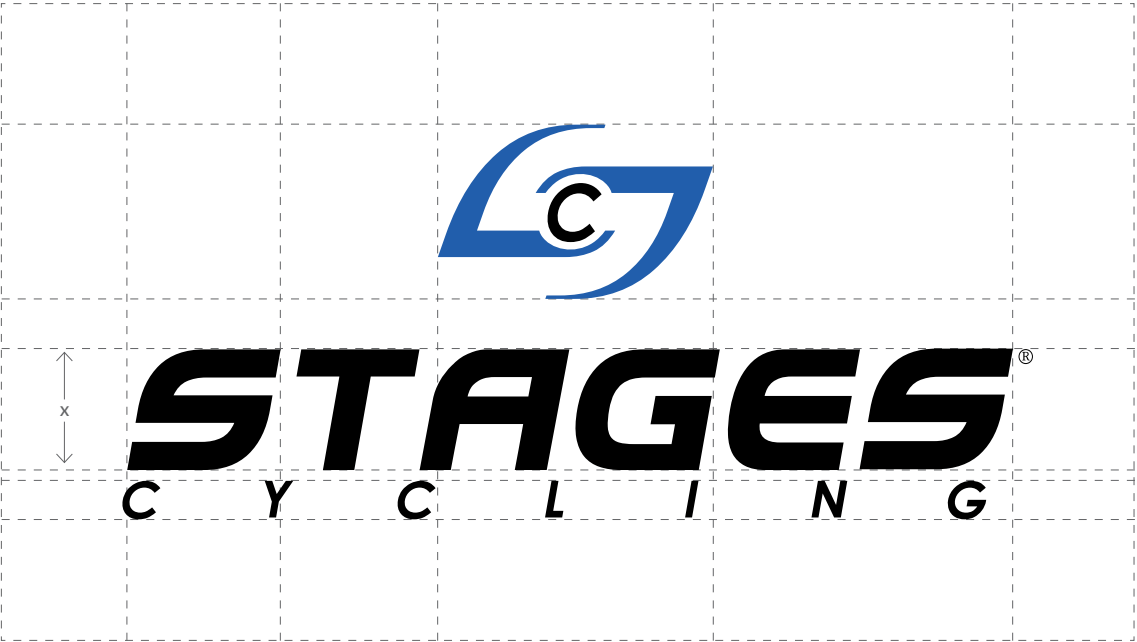
STAGES CYCLING - STACKED LOCKUP

THE MINIMUM CLEAR SPACE AROUND THE STAGES CYCLING LOCKUP SHOULD BE THE HEIGHT OF THE STAGES “S”.

THE RELATIONSHIP BETWEEN THE LOGOMARK AND LOGOTYPE IS DEFINED AND MAY NOT BE ALTERED.

THE MINIMUM VERTICAL HEIGHT SHOULD NOT BE LESS THAN 1”

THE LOGOMARK MAY BE ISOLATED IN DESIGN EXECUTIONS, HOWEVER IT SHOULD NEVER APPEAR AS THE SOLE BRAND PRESENCE.



IDENTITY

STAGES CYCLING - HORIZONTAL LOCKUP

THE MINIMUM CLEAR SPACE AROUND THE STAGES CYCLING LOCKUP SHOULD BE THE HEIGHT OF THE STAGES “S”.

THE RELATIONSHIP BETWEEN THE LOGOMARK AND LOGOTYPE IS DEFINED AND MAY NOT BE ALTERED.

THE MINIMUM VERTICAL HEIGHT SHOULD NOT BE LESS THAN 1/2”

THE LOGOMARK MAY BE ISOLATED IN DESIGN EXECUTIONS, HOWEVER IT SHOULD NEVER APPEAR AS THE SOLE BRAND PRESENCE.



IDENTITY

STAGES CYCLING - LOGOMARK

THE MINIMIUM CLEAR SPACE AROUND THE STAGES CYCLING LOGOMARK IS INDICATED BY THE DISTANCE MARKED AS “X”.

THE MINIMUM VERTICAL HEIGHT SHOULD NOT BE LESS THAN 1/2”

THE LOGOMARK MAY BE ISOLATED IN DESIGN EXECUTIONS, HOWEVER IT SHOULD NEVER APPEAR AS THE SOLE BRAND PRESENCE.



IDENTITY

STAGES POWER + STAGES DASH + STAGES LINK LOGOTYPES

THE MINIMUM CLEAR SPACE AROUND THE STAGES POWER, STAGES DASH, AND STAGES LINK LOGOTYPES SHOULD BE THE HEIGHT OF THE STAGES “S”.

THE MINIMUM VERTICAL HEIGHT SHOULD NOT BE LESS THAN 1/2”

THE STAGES POWER, STAGES DASH, AND STAGES LINK LOGOTYPES MAY NOT BE LOCKED UP WITH THE STAGES LOGOMARK.



IDENTITY

COLOR APPLICATIONS

ALL STAGES LOCKUPS, LOGOMARKS, AND LOGOTYPES ARE REPRESENTED IN STAGES BLUE, BLACK AND WHITE AND MAY NOT BE ALTERED.

WHEN PLACING OVER A STAGES BLUE BACKGROUND OR IMAGE, MAKE ALL ELEMENTS WHITE.

WHEN PLACING OVER A BLACK BACKGROUND, INVERT ALL BLACK ELEMENTS TO WHITE.

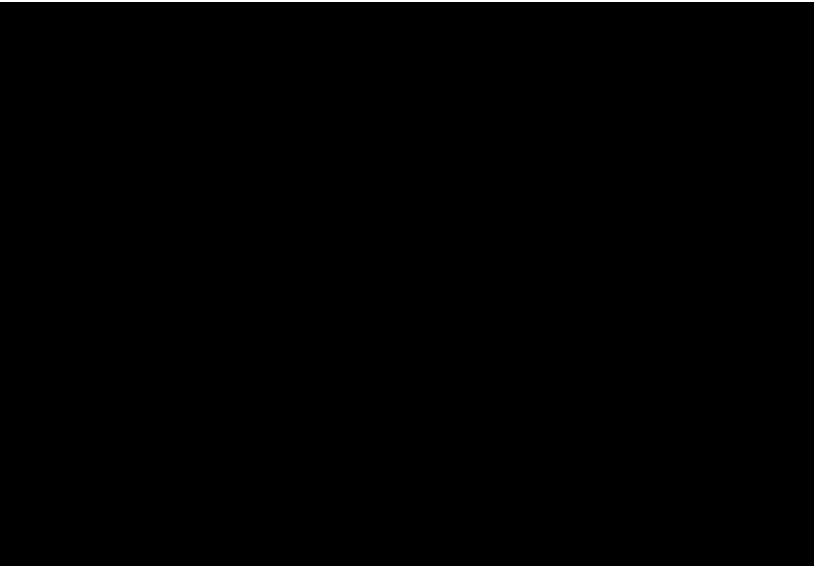


IDENTITY

COLOR PALETTE



PANTONE 300C
RGB: 0 / 101 / 168
CMYK: 100 / 62 / 7 / 0
#0066A8



PANTONE PROCESS BLACK C
RGB: 0 / 0 / 0
CMYK: 50 / 50 / 50 / 100
#000000



WHITE
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
#FFFFFF

IDENTITY

TYPEFACES

HEADLINES AND SUBHEADS

ADAM CG PRO

REGULAR

Motor Oil 1937 M54

REGULAR

BODY COPY, DESCRIPTIONS, CAPTIONS, CALLOUTS

Oswald

EXTRALIGHT, LIGHT, REGULAR, MEDIUM, DEMIBOLD, BOLD, HEAVY

Lato

HAIRLINE, THIN, LIGHT, REGULAR, MEDIUM, SEMIBOLD, BOLD, HEAVY, BLACK

Myriad Pro

CONDENSED, BOLD CONDENSED, REGULAR, SEMIBOLD, BOLD

WEB, DIGITAL

Roboto

CONDENSED, BOLD CONDENSED, THIN, LIGHT, BLACK, REGULAR, MEDIUM, BOLD

Arial

REGULAR, BOLD

APPLICATION

WHEN TO USE



A STAGES CYCLING LOGO LOCKUP SHOULD ALWAYS BE PRESENT IN PRINT COLLATERAL, WEB, AND RETAIL EXECUTIONS AS AN OVERARCHING BRAND PRESENCE.

THE LOGOMARK MAY BE ISOLATED IN DESIGN EXECUTIONS, HOWEVER IT SHOULD NEVER APPEAR AS THE SOLE BRAND PRESENCE.

STAGESPOWER



USE THIS LOGOTYPE FOR IMAGES, INFORMATION, AND WAYFINDING THAT CONTAIN STAGES POWER METER(S). USE FOR INDOOR AND OUTDOOR MARKETS.



INDOOR



OUTDOOR

STAGESDASH



USE THIS LOGOTYPE FOR IMAGES, INFORMATION, AND WAYFINDING THAT CONTAIN STAGES DASH UNIT(S). USE FOR OUTDOOR MARKETS ONLY.



OUTDOOR

STAGESLINK



USE THIS LOGOTYPE FOR IMAGES, INFORMATION, AND WAYFINDING THAT CONTAIN STAGES LINK APPLICATION(S). USE FOR OUTDOOR MARKETS ONLY.







MOBILE



DESKTOP

APPLICATION

HIERARCHY

STAGES CYCLING LOGO LOCKUP	1	
STAGES POWER, STAGES DASH, STAGES LINK LOGOTYPES	2	  
TAGLINE	3	PLANNED ACTION. POWERFUL RESULTS.
BODY COPY / INFORMATION	4	WE ALL HAVE A REASON TO RIDE. WHATEVER YOURS IS, STAGES GIVES YOU THE POWER TO MAXIMIZE YOUR POTENTIAL. OUR SYSTEM PRECISELY MEASURES AND TRACKS YOUR PROGRESS, MAKING IT EASY, MOTIVATING AND FUN TO IMPROVE YOUR PERFORMANCE. SET A GOAL. START A PLAN. AND FEEL WHAT IT'S LIKE TO RIDE BETTER WITH POWER.
CALL TO ACTION	5	ASK US ABOUT HOW STAGES CYCLING CAN GET YOU RESULTS



PLEASE GET IN TOUCH WITH
ANY QUESTIONS ABOUT THE
STAGES VISUAL CENTER.

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