

UP BIKE SHARE LOGO MANUAL



Quicksand Bold/Regular
Gill Sans MT



#be202d

C = 18%, M = 100%, Y = 91%, K = 7%

- Logotype and icon can be used separately, depending on design/context



- "Full" image of bicycle icon available and can be used in materials, but use sparingly

- DO NOT USE THE UP BIKE SHARE LOGO IN ANY OF THE FOLLOWING WAYS



- Bicycle icon can be repeated as pattern



White BG against photo



Wrong color



Overlapped with other design elements



Stroked/outlined

UP BIKE SHARE PUBLICITY MATERIALS

- Default Facebook UPBS pubmats are the brand's red as the background + white elements



- For more special events, pubmat design can be more varied, provided that the brand bike icon and logotype are present



- UPBS Merchandise may either use the single bike icon or pattern the "full" bike

