

VIDEO







Brand Guidelines All City Riders March 2018

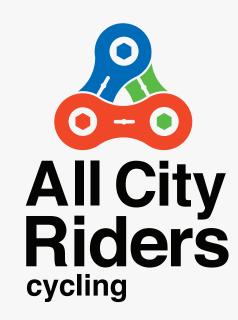
The Yellow Brick Group

Version 1

Logo

The Brandmark

2.2





EMBLEM & LOGOTYPE

- BYLINE

Vertical Logo Symbol

The ACR logo is comprised of a couple parts. The emblem is inspired by a connecting bike chain and transit systems. The Logotype further reinforces the city transit vibe.

Horizontal Logo Symbol

The ACR logo horizontal variation can be used in instances where stacking cannot work. Signs are a great opportunity to use horizontal



Scale

The ACR logo should never by used at a size smaller than 1" width



1.75"

