



**All City
Riders**
cycling

VIDEO



**All City
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cycling



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cycling

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 be used at a size smaller than 1" width



1.75"



1"

