





**All City  
Riders**  
cycling

VIDEO



**All City**  
**Riders**  
cycling



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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"

