Your Brand Kit
Learn it. Love it. Use it.
we are cycling
The cyclists' champion UK
We’re looking good

For over 135 years, we have championed a simple belief – that cycling is a wonderful gift that should remain accessible and available to all.

We are the Nation’s Voice for Cycling

To make ourselves heard in homes and communities up and down the country we must speak with one clear, consistent voice. So from our hard-working regional partners and members, to our National Office staff and dedicated army of volunteers – this Brand Kit is for you. It’s your handbook to communicating our message.

Together we are the Cyclists’ Champion – the strongest force for progressive change

Our new look and feel offer a warm and friendly welcome to everyone and anyone who wants to give cycling a go. We hope our new brand will inspire you and guide you as we embrace the exciting challenges that lie on the road ahead.

To project togetherness and invite participation our logo and brand say ‘we are cycling uk’, but our name is Cycling UK and our web address is cyclinguk.org
National and group variants

We want to accommodate everyone. Here is how you can apply our new brand logo to your nation or local group identity.
Naming conventions

Whilst we want to be known as the UK’s leading organisation for cyclists, we also want Cycling UK to stand clearly alongside individual nations and groups. When we appear together, the national organisation should always appear first. For example: Cycling UK Scotland, Cycling UK Gloucestershire etc.

We are proud of our new name: Cycling UK. To grow our message and influence we need to make it as well-known as possible, it should never be abbreviated to CUK.

Grammar and apostrophes

When using our name in copy, please ensure to:

Always write the name out as Cycling UK.

Use a cap C on ‘Cycling’ (it’s not a cap on the logo but that’s a design thing; it’s our name so treat it as a title and use the cap).

Use double caps on ‘UK’.

Treat our name as a singular as we’re THE force for change, so for example, ‘Cycling UK is the cyclists’ champion’.

Use the apostrophe as a singular with our name so for example, ‘Cycling UK’s regional volunteers are awesome’.

Be careful with that other apostrophe – make sure when using our strapline (The cyclists’ champion) in text that you always make the cyclists plural because we’re there for everyone who loves cycling, so it must always be written cyclists’ (apostrophe after the ‘s’).

Adopting our new name

If you don’t feel you can adopt our new name at this time, please consider adopting the line: ‘Part of Cycling UK’ as part of your group descriptor. For example CTC Reading, part of Cycling UK. Thank you.
**Our new logo is champion**

This is our logo. It’s smart, it’s fresh and most important of all; it’s unique. Only we can use it. It says who we are and what we do. It’s our badge of honour to use and wear with pride in our hearts and a smile on our faces.

Our logo components are in a fixed relationship and should not be changed in any way. Reproduction of the logo should be from the master logos supplied.

There are 6 versions of our logo

1. Two colour
2. One colour - blue
3. One colour - black
4. One colour - white
5. Three colours for use on the web (see page 9)
6. Yellow and white out - to be used on a cyan background

Later in the Brand Kit we will show how the brand can be adapted across the nations in Scotland, Cymru/Wales and Northern Ireland.
Room to breathe

Clear space

In order to retain its strong visual impact, our logo is protected by a clear zone. The minimum clear zone consists of a margin of space around all four sides of the logo. The margin of space for our logo is the height of the c in cycling. This is a minimum.

The logo position

The logo should predominantly appear on the right-hand or bottom left-hand side. The only exception to this is on the website. The logo should always sit on a white background.

The minimum size

The minimum size for our logo and strapline is 50mm wide. If you need to use it smaller than this then the version without the strapline should be used. The logo should never appear smaller than 25mm wide.
**Don’t dabble!**

We don’t want to appear bossy and tell you what you can and can’t do, but messing with our logo can lead to all kinds of problems. We want it to look its best wherever it appears. So a good rule of thumb is:

1. Don’t swap the colours

2. Don’t re-colour the logo

3. Don’t reposition any of the logo’s components

4. Don’t stretch the logo

5. Don’t condense the logo

6. Never use the 2 colour logo on a coloured background. Use the white out version instead.
Our colours

Our colours are like our brand: bright, positive, energetic and fresh. Use them boldly to bring your communications to life.

Primary palette

Blue and yellow are the main colours we use and they evoke the freedom of cycling – the wide open road, the sun on your back, a beautiful sky above you. But our blue is only Pantone process cyan and our yellow is Pantone 143. Don’t use alternatives because then we won’t look like us any more.

You may use limited tints of our yellow and blue (75%, 50% and 25%) to add further subtlety if appropriate to the design.

To comply with best practice and ensure good legibility for our digital colour palette we have added black to the pantone process blue where appropriate.

For large text of 14 point and bold or larger, use #009fda (100c 10k).

For small text of 13pt or smaller use #007fae (100c 35k).

Contrast results based on level AA from www.webaim.org/resources/contrastchecker
**Secondary palette**

Blue and yellow are the primary colours we use. But we also have a selection of secondary colours, which you can use to add interest and contrast to your materials. Our purple is Pantone 2587. Our green is Pantone 390 and our pink is Pantone process magenta. As with our primary colours, please don’t use alternatives. You can use tints of our purple, green and pink when the design calls for it.

See page 21 for more information on using tints.
Our typefaces

Fonts in copy can say just as much about a brand as the colours and the logo. It’s very important to stick to the fonts chosen for our brand because we want consistency in our messaging. As you learn to love and use our brand you will soon recognise our distinctive typeface and using it will be second nature.

**FF Cocon Pro bold**

FF Cocon Pro bold is our headline font. It can be used as a subhead font but should not be used as a body copy font.

If the FF Cocon Pro bold typeface is not available you can use Franklin Gothic bold for headlines. We have a licence for FF Cocon Pro bold so do get in touch if you would like access to this (our contact details are on page 25).

**ITC Franklin Gothic BT Book**

This is the font used as our body copy font.

**Karla Regular**

This is our online font and can be used for body copy if Franklin Gothic is not available. It can usually be downloaded from Google free of charge.

**Internal communications**

For documents you are producing in-house that cannot be printed out using the main brand font – for example, Excel spreadsheets – we default to Arial 12pt.
Our story – in words

We believe our story is great and we want as many people to hear it and see it as possible. You will bring your own personality and experience to bear when talking and writing about Cycling UK and the issues that matter to our members and us. But here are a few helpful pointers on how to put our amazing story into words.

Our tone of voice is the way in which we write and speak; what we say and how we say it. We want people to feel good about us, to trust us and to feel part of us.

Our tone of voice can be divided into four characteristics:

**Affable:**
This means showing warmth and friendliness. We are approachable and easy to talk to.

*Example:* A large and heartfelt greeting to the world of Cycling UK! You are most welcome.

**Enthusiastic:**
Cycling is brilliant. We want to share it and enable people to enjoy it as much as we do. If we can pass on this enthusiasm and love for cycling to our members, we will thrive.

*Example:* Cycling is a wonderful gift that should remain accessible and available to all.

**To the point:**
Whilst we want to engage and enthuse, we don’t want to overdo it. We should strive to keep our copy simple, concise and straightforward.

*Example:* We will continue to do whatever it takes to ensure more individuals and families can experience the joy of cycling and the freedom of our roads.

**Outspoken:**
Cycling is under attack and needs a champion. We should never be afraid to say what we think, especially on important campaign issues.

In a nutshell

When we speak on behalf of Cycling UK, speak as one cycling enthusiast to another – put yourself in the recipient’s shoes and communicate with energy, positivity and clarity. The point of any communication is to engage. So write to convey information, but also to inspire confidence and to drive desired actions.
More on words

To remain relevant, vibrant and worth following, hitting the right tone in our copy is important, especially on key campaign issues. As a rule, we’ll always fight injustice better armed with a concise message. Here are two examples illustrating how two slightly differing styles can still get our message across…

Enthusiastic

A unique chance to open up more of the wonder of Wales

Surely there is nothing as exhilarating as heading off-road to explore a beautiful area unspoilt by traffic, tarmac or street furniture. Recognising this, the Welsh Government has launched a consultation to improve opportunities to access responsible outdoors recreation.

Cycling UK, the nation’s leading cycling charity, sees this as the perfect opportunity for Wales to adopt similar access laws as enjoyed by cyclists in Scotland. Please add your voice in support alongside British and Welsh cycling today and help open up a wonderful new world of possibilities for ‘wheels in Wales.’

Outspoken

Cyclists set to become third class passengers on Eurostar

You’d be forgiven for feeling that Eurostar dislikes cyclists.

It’s always been hard to book, expensive and poorly promoted. But at least you could take a complete bicycle on board. Until now that is. Citing a lack of space, they say your bike will now have to be disassembled, bagged or boxed. So from a policy already bordering on discriminatory, the changes now make cycle-rail integration even tougher, especially for the new cyclist or those who use their cycle as a mobility aid.

We will vigorously oppose this attack on the liberties of cyclists.

Cycling UK will make Eurostar live up to their claims of being a supporter of sustainable travel and insist they welcome us as they do any other fare-paying customer. And we’ll do it now before they pursue their ultimate aim - a full ban on cyclists and their wheels.
Our story – in pictures

When choosing images to use in your communications, remember that Cycling UK is a dynamic, fresh, modern and confident new brand. Our imagery should be both inspirational and aspirational, presenting Cycling UK as an organisation cycling enthusiasts want to join.

Cycling UK is here for everyone – that means young and old, individuals and families and multi ethnic representation. Our target audience should ‘see themselves’ in the images and feel “This is for me and my family”.

Whilst conveying the excitement and dynamism of activities undertaken by our members, it is important that our pictures should also feel natural and people should appear relaxed – not wooden or ‘trying too hard’.

Members should appear confident and natural rather than posed. Subjects should look and act informally, and whenever possible be shown interacting with each other to accentuate ‘the cycling fellowship’, community and friendship.

The majority of our members are enthusiastic, everyday cyclists and it is they whom we should always seek to represent. We should avoid showing competitive cycling and cyclists. We advocate safety above all, we should never show illegal or inconsiderate cycling.
Our stationery

We want our new brand to look fabulous wherever it’s used. Here is how to use the brand on our stationery – letterheads, business cards, compliment slips, etc. Be sure to use it consistently so anyone who sees it knows it is us.
Our printed materials

We are very proud of our publications and we think the new brand really brings them to life. Follow the guidelines to ensure your publications look fantastic and properly represent our wonderful organisation.
National materials

Our nations are the best and deserve the best so here’s our smart new look for Scotland and Wales. For Scotland we have a special ‘Scotland only’ logo. Wales has its own version of the logo too and everything needs to be produced in Welsh and English.
Welcome pack

Here’s an example of how you could use the branding on a communication to members. We’ve chosen a welcome pack because we want everyone to feel welcome at Cycling UK.

You’re very welcome!
Whatever the journey brings...

We're going to have a lovely time together!

When headlines appear on a photograph they must print white out.

Secondary colours are used to highlight

For example a call to action or a quote

The typeface used for these lozenges is FF CoconOT bold, 10pt on 12pt leading

These highlight boxes should have a 4mm corner radius on all four corners.

Leaflet front cover

Leaflet spread

Logo sits on white

Welcome pack

Bodycopy is ITC Franklin Gothic book, 10pt on 12pt leading

Intro copy 14pt on 16pt. ITC Franklin Gothic book

Print in 100% Pantone process cyan

Main headline

32pt on 37pt leading

Give it space

Don’t clutter it

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Don’t clutter it
Promotions

We want to punch hard in our promotional materials. To achieve clarity we must ensure our brand is the hero and stands out loud and proud. We have a fantastic package of benefits to offer new and existing members – we should not be shy when it comes to shouting about them!

• £10m third party insurance cover – protects you on and off-road.
• Great value highly tailored cycle theft insurance and specific cycling travel insurance
• The strongest campaigning voice for local and national cycling issues
• Cycle – the brilliant magazine delivered to your door 6 times a year
• CycleClips – our weekly e-newsletter
• Incident Line – a legal team here to support you if you have an accident
• Rides and events – a warm welcome at over 600 cycling groups, plus thousands of cycle events
• Cycling and product advice – reviews and features from everyday cyclists
• Discounts offered by hundreds of cycle and outdoor shops
• Access to CTC Cycling Holidays and Tours

Join by Direct Debit today and receive 15 months for the price of 12 on your first year of Membership.

Call 0844 736 8451 or 01483 238301 or visit www.cyclinguk.org
### Using tints

This chart shows when to use black or white copy on our tints.

<table>
<thead>
<tr>
<th>Tint Percentage</th>
<th>Black Copy</th>
<th>White Copy</th>
<th>Cyan Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>75%</td>
<td>Black</td>
<td>White</td>
<td>Black</td>
</tr>
<tr>
<td>50%</td>
<td>Black</td>
<td>White</td>
<td>Black</td>
</tr>
<tr>
<td>25%</td>
<td>Black</td>
<td>White</td>
<td>Black</td>
</tr>
</tbody>
</table>

### Examples

"I love the freedom cycling gives me. There’s nothing like the open road and the promise of adventure to get you reaching for your pedals."

Tint panels can be used to highlight areas of longer text.

For example a testimonial panel in a leaflet.

Here a 25% tint panel is used with copy printing black.

Tint panels can also be used on forms.

Here a 25% tint of Process cyan is used with section headers in 100% cyan.

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### Join us here!

<table>
<thead>
<tr>
<th>Membership Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Membership</td>
</tr>
<tr>
<td>Family Membership</td>
</tr>
<tr>
<td>Student Membership</td>
</tr>
<tr>
<td>Young Person's Membership U18</td>
</tr>
<tr>
<td>Senior Membership</td>
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<tr>
<td>Unwaged Membership</td>
</tr>
<tr>
<td>Disabled or Carer Membership</td>
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<tr>
<td>Commuted Membership</td>
</tr>
<tr>
<td>Senior Commuted Membership</td>
</tr>
</tbody>
</table>

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**YOUR DETAILS**

**MEMBERSHIP**

**Title:**

**First name:**

**Last name:**

**Date of birth:**

**Address:**

**Postcode:**

**Email address:**

**Phone number:**

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**MY WE ARE CYCLING UK**

UK

The cyclists’ champion
Online

When we need to use our brand online – on a website, or digital advert for example, the rules have to change slightly to take account of the different medium. Make sure you familiarise yourself with how everything should look and where things should go to ensure everyone has the best possible online experience with Cycling UK.

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The Winged Wheel

We will continue to make it possible to obtain classic kit and Winged Wheel badges – and we plan to develop further items drawing on the charity’s rich heritage. The Winged Wheel will be retained as part of its own heritage brand. Watch this space for more developments.

Established 1878
National and club versions

We know your individual nation and group colours are unique to you and we do not wish to change or influence them. For illustrative purposes only, we have shown these jersey designs in our main brand colours. Hopefully they illustrate how you can incorporate Cycling UK into your designs easily.
We are here to help you!

For more information or guidance on our visual identity please contact:

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