



we are  
**cycling**  
UK

# Cycling UK Brand Guidelines

April 2021

[cyclinguk.org](https://cyclinguk.org)

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## Introduction

This guide is designed to help you understand how we should talk and write about Cycling UK and all the amazing work we do.

It will explain how to use our tone of voice and choose the right language, as well as giving you practical tips on how to write effectively to provide a consistent narrative about Cycling UK, our brand and our story.

Why? Because the better we can explain the work we do, the more people will understand and support us. By speaking with one voice, people will recognise us, and the more they recognise us, the more they will listen.



## What's new?

We introduced our new name and our new brand in 2016. It was a seismic shift to become Cycling UK, a charity promoting cycling and all its benefits.

We've lived and breathed our new identity for four years, but there remains some confusion around how we talk about what we stand for and what we do.

That's why we've taken some time to evaluate our brand. Our new 'brand proposition' will help all departments of the charity understand our identity.

We identified three key elements we should always include in how we communicate about our charity. These have been rigorously tested and found to resonate with both members and non-members:

1. Passionate engaging language
2. Paint a picture of the society/world we aspire to
3. A sense of togetherness, and that as a movement working together we can achieve this vision.

We also considered three key questions to help us formulate our proposition:

- What's the problem we're solving?
- What makes us right for the job?
- What benefits do we offer?

## Our vision, mission, values & proposition

**Our vision** is the end goal we want to achieve.

**Our mission** is how we plan to do it.

**Our values** are what we stand for and how we behave.

**Our proposition** is how we ask for support from everyone, from staff to volunteers, members, and potential supporters.

**Vision** – cleaner, healthier and happier communities

**Mission** – to transform communities and enrich lives, by enabling a million more people to cycle

**Proposition** – let's make a better world by bike



## Our values

Values are important because they help everyone understand what we stand for – they help guide our work, help us make the right decisions and help ensure all our people work towards the same goals.

**Cycling UK has five values:**



### Collaborating as One Team

**We are one team delivering lasting change**

We support each other, value the power in combining our personal qualities, expertise, and enthusiasm to drive innovation and get more people cycling.



### Enabling the movement

**Together we inspire, educate and equip more people to cycle more often**

We unite everyone in the cycling movement with a common goal of making it an activity accessible to millions more people. We partner with and learn from others. We equip, lead, educate and inspire others to find their voices.



### Believing in better

**Cycling can transform lives and communities**

Everyone should be able to share the joys of cycling and unlock that fun, freedom, and adventure. We believe cycling can be highly affordable, convenient and a healthy way to travel. We want to highlight the life-enhancing benefits that cycling can bring to individuals, communities and the environment.



### Cycling for all

**We enable those less likely to be able to cycle**

Equality, diversity, and inclusion are core and fundamental to our work. We push back on barriers, inspire, equip, educate and work with others to find solutions.



### Being brilliant

**We are the experts eager to learn more**

We are transparent and accountable and we strive to continually improve by being open and responsive. We provide a human touch to deliver the best services with simple, efficient processes.

## Our logo

We love cycling, not only because it's fun and healthy, but for the lasting changes it can make to our damaged world. For more than 140 years, Cycling UK has been inspiring people to ride.

The look and feel of our brand offer a warm and friendly welcome to everyone and anyone who wants to give cycling a go.

To project togetherness and invite participation, our logo says 'we are Cycling UK', but our name is Cycling UK and our web address is **cyclinguk.org**

### Our nations' logos

We may be a UK-wide charity, but to be as relevant as possible with our work in the nations, we also have variations of the main logo as follows:

- In England
- In Northern Ireland
- In Scotland
- In Wales – displayed as Cymru



in England



in Scotland



in Northern Ireland



Cymru



## 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 5 versions of our logo:

1. Two colour
2. One colour – blue
3. One colour – black
4. One colour – white for use on multicolour backgrounds such as images
5. Two colour – yellow and white out for use if the background is in our colour palette

## 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 top right-hand or bottom left-hand side such as in a document. The only exception to this is on the website. Where possible, the logo should always sit on a white background.

### The minimum size

The minimum size for our logo is 30mm wide.

1. The logo with "we are" in orange and "cycling UK" in blue.
2. The logo with "we are" and "cycling UK" in blue.
3. The logo with "we are" and "cycling UK" in black.



## 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.

### The rules are:

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 gold 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 should only be Pantone process cyan and our gold is Pantone 143c. Don't use alternatives because then we won't look like us any more.

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

#### Print

<b>Gold:</b> Pantone: 143c CMYK: 0/35/85/0 RGB: 251/176/64	<b>75%</b>	<b>50%</b>	<b>25%</b>
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<b>Blue:</b> Pantone: Process Cyan CMYK: 100/0/0/0 RGB: 0/159/218	<b>75%</b>	<b>50%</b>	<b>25%</b>
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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 14pt and bold or larger, use #009fda (0/159/218). For small text of 13pt or smaller use #007fae (0/118/167). Please ensure that the blue in digital/online (Word/Powerpoint etc) is #009fda.

Contrast results based on level AA from [webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)

#### Digital

<b>Digital Cyan:</b> 14pt text or above RGB: 0/159/218 #009fda
---

<b>Digital Cyan (dark):</b> 13pt text or smaller RGB: 0/118/167 #007fae
--

### Secondary palette

Blue and gold 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 2587c. Our green is Pantone 390c 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.

<b>Purple:</b> Pantone: 2587c CMYK: 59/66/0/0 RGB: 128/100/169	<b>75%</b>	<b>50%</b>	<b>25%</b>
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<b>Green:</b> Pantone: 390c CMYK: 22/0/100/8 RGB: 205/206/0	<b>75%</b>	<b>50%</b>	<b>25%</b>
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<b>Pink:</b> Pantone: Process Magenta CMYK: 0/100/0/0 RGB: 230/0/126	<b>75%</b>	<b>50%</b>	<b>25%</b>
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## 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.

### Cocon Offc Bold

Cocon Offc 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 Cocon Offc Bold typeface is not available, you can use Franklin Gothic Bold for headlines. We have a licence for Cocon Offc Bold so do get in touch if you would like access to this.

### Cocon Pro Regular/Light

Cocon Pro Regular and Cocon Pro Light are also available for use. These fonts can be used for emphasis in headlines, larger lead-in copy or subheaders. They work well as a balance between the heavy headline font and the body copy fonts listed below.

### ITC Franklin Gothic LT Book

This is the font used as our body copy font. Use Franklin Gothic Book for all publications, presentations, emails, and for all written work whenever it is available.

### 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.

### Arial

Arial can be used for body copy if Franklin Gothic is not available. 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.

### FF Cocon Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Cocon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Cocon Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### ITC Franklin Gothic LT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Karla Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Our story in pictures

Pictures help us to communicate our story and our brand, so it's important to consider carefully the image you use to sit alongside your words.

We want to see happy, healthy people enjoying the thrill of being on a bike.

We avoid cartoons and caricatures where we can, because evidence suggests people respond better to photos of people like them. They are relatable and inspiring.

And remember, cycling is for everyone, so we must strive to show all types of cyclists, of all ages and of all backgrounds.



*Evidence suggests people respond better to photos of people like them. They are relatable and inspiring*

## Cycling UK – our new voice

This is the language we should use when we talk about Cycling UK and what the charity does.

It's passionate and engaging; it paints a picture of the society/world we want to live in and it expresses a sense of togetherness and unity. In other words, it communicates that, by working together, we can achieve this vision.

You should reference these words for achieving the right tone and messaging in your own writing.

### *Let's make a better world by bike*

Imagine a country where the streets are free of congestion and the air is clean to breathe.

Imagine a country where parents encourage their children to cycle to school, and everyone shares the exhilaration of being in the saddle.

We love cycling, not only because it's fun and healthy, but for the lasting changes it can make to our damaged world.

For more than 140 years, Cycling UK has been inspiring people to ride.

Together we're bringing about a real change.

We're making our streets safer places to ride, opening up new traffic-free routes across the country and inspiring more people onto their bikes.

We know how wonderful cycling is and by working together with you to provide the skills, confidence, support and advice to others, Cycling UK is encouraging more people to ride more often.

Do something truly amazing today and team up with us for a better world tomorrow.

**Cycling UK is... making a better world by bike**



*We're making our streets safer places to ride,  
opening up new traffic-free routes across the  
country and inspiring more people onto their bikes*

## Lexicon of the brand

We want you to talk with passion and enthusiasm whenever you talk about cycling and Cycling UK's role.

Here is a list of some engaging, passionate words you might like to consider when talking about cycling and what Cycling UK stands for.



## Tone of the brand

We've given you an example of how we should talk about Cycling UK's work, but you'll want to shape our message in your own words.

It's important to think about the tone of voice when writing about the charity – what we say and how we say it.

We want people to feel good about us, to trust us and feel we are accessible and relevant to them.

### Always remember:

#### 1. We are friendly

We're affable, so what we say has warmth and makes us sound approachable – always professional, but easy to talk to.

#### 2. We are enthusiastic

We know that cycling is amazing, easy and exhilarating. We want to share our passion for riding a bike and enable people to enjoy it as much as we do. If we can pass on our enthusiasm and love for cycling and get others to do the same, we will thrive.

#### 3. We are concise

Whilst we want to enthuse and share passion, we don't want to overdo it. While having energy, we need to keep to the point – remember that being concise and straightforward will get your point across much more effectively.

#### 4. We are outspoken

Cycling needs a champion to stand up for what is right. We should never be afraid to say what we think, especially on important campaign issues.

Remember – when you speak on behalf of Cycling UK, speak as an enthusiast for cycling. Communicate with energy, positivity and clarity. The point of any communication – whether verbal or written – is to engage. We need people to take notice of what we're saying, so we should all work to convey information while inspiring confidence and motivating action.

## How to tell our story

Here are some examples of how we might talk about different aspects of our charity to our different audiences.



### Members/supporters

Imagine a country where the streets are free of congestion, where the air is clean to breathe and where everyone enjoys the wonder of cycling.

Imagine a country where parents happily encourage their children to cycle to school and it's normal for people to choose to ride their bikes rather than jumping in their cars.

We believe everyone has the right to ride a bike, have access to safe routes and to be given the skills to cycle with confidence.

We have more than 140 years' experience of supporting cyclists and campaigning for their rights.

But we can't bring about change alone. We need your support. Together we can make a real difference.

Support us today and help us make a better world by bike tomorrow.



### Beneficiaries/non-cyclists

Cycling is amazing, life-changing and spirit-lifting.

Imagine if we all chose to cycle rather than always jumping in the car.

Imagine how free our streets would be of congestion and how fresh and clean the air would be to breathe.

Cycling UK believes everyone deserves the right to ride a bike.

That's why, with our 140 years of experience, we're giving people the skills, confidence, support and advice to help them get and stay riding.

Because more people cycling today means a better world for us all tomorrow.

.....  
*It's important to think about the tone of voice when writing about the charity – what we say and how we say it. We want people to feel good about us, to trust us and feel we are accessible and relevant to them*  
.....



### Non-members (cyclists)

Imagine a country where the streets are free of congestion, the air is clean to breathe and where it's normal for people to choose to ride their bikes rather than jumping in their cars.

This is the world we dream of at Cycling UK because cycling is life-changing and spirit-lifting. Simply put, cycling is amazing.

If you share our vision, do something incredible and join us today.

Because united, our voice is louder and together we can make a better world by bike.



### Volunteers

Imagine if our streets were free of congestion and the air was clean to breathe.

Imagine parents encouraging their children to cycle to school and commuters choosing their bikes rather than jumping in their cars.

We know you share our vision for a better world by bike and together we can make it happen.

By giving your time and sharing your love and passion for cycling, you can lead the way for others to follow.

We all know cycling is amazing – but together we can make a truly epic change.



## Donors

Imagine if our streets were free of congestion, the air was clean to breathe and everyone was fitter and healthier.

With your support, we can get millions more people on their bikes and unclog our streets of traffic.

Cycling is amazing. Life-changing. Spirit-lifting.

We should know. We have more than 140 years' experience of supporting cyclists and campaigning for their rights.

That's why we believe everyone has the right to cycle, to enjoy access to safe routes and to be given the skills to ride with confidence.

Your donation can make that dream a reality.

Even the smallest amount will help us change lives and improve the places we live and work.

Support Cycling UK today to make a better world by bike for tomorrow.



## Funders/stakeholders

Imagine if our streets were free of congestion, the air was clean to breathe and we were all fitter and healthier.

Imagine a country where it's normal for people to choose to ride their bikes rather than jump in their cars and where parents happily encourage their children to cycle to school.

Cycling is amazing. Life-changing. Spirit-lifting.

With more than 140 years' experience of supporting cyclists, our ambition is to inspire millions more people onto their bikes, unclogging our streets of traffic and transforming lives and communities.

We believe everyone has the right to cycle, to enjoy access to safe routes and to be given the skills to ride with confidence

That's why we're asking you to support Cycling UK today to make a better world by bike for tomorrow.



## Staff/trustees

Welcome to Cycling UK where our dream is of streets free of congestion, air that's clean to breathe and a country where everyone rides a bike.

You've joined a passionate team who dare to imagine a country where parents happily encourage their children to cycle to school, where everyone has access to safe routes and has the skills to cycle with confidence.

We have more than 140 years' experience of supporting cyclists and campaigning for their rights.

We know you share our vision and your love and passion for cycling will lead the way for others to follow.

We all know cycling is amazing – and together we will make a better world by bike.



## Campaigners

Imagine the streets free of congestion, the air clean to breathe and everyone enjoying the wonder of cycling.

Now imagine a country where it's normal for people to choose to ride their bikes rather than jumping in their cars, and where parents happily encourage their children to cycle to school.

We believe we can transform those dreams into a reality, with your help and support.

We have more than 140 years' experience of supporting cyclists and campaigning for their rights, making it safer to cycle, fighting injustice, lobbying government and opening up traffic-free, new routes.

But we can't bring about lasting change alone. We need your support. Together we can make a real difference.

Campaign with us today and help make a better world by bike tomorrow.

## Key message

In this section, you'll find some important key messages about our charity which explain how we want the world to see us.

Remember: we say we enthuse and inspire people to cycle, so we need to make sure our language really is enthusiastic.

You don't need to use all the messages every time, just the most appropriate for what you are trying to say. They can help make your communications more powerful and really motivate someone to act because of what you are asking.

### A better world by bike



#### We are the UK's cycling charity

Cycling is amazing, which is why we want everyone to enjoy the thrill of the ride by making our streets safer, opening up new traffic-free routes and inspiring more people with the confidence to get on their bikes.

#### Cycling can transform lives and communities

Imagine a country where cycling to school or work is as common as getting in a car to travel. Imagine a country where traffic congestion is a thing of the past, the air is clean to breathe and where we all feel safe wherever we ride a bike.

Cycling UK brings together cyclists of all abilities and backgrounds to make this dream a reality and inspire millions more people to cycle.

.....  
*We have an amazing community of passionate supporters who give us a loud voice to lobby government, campaign for improved rights and inspire millions more people to cycle*  
.....



#### We inspire more people to cycle more often

Cycling is amazing, life-changing and spirit-lifting. Imagine if we all chose to cycle rather than always jumping in the car.

Imagine how free our streets would be of congestion and how fresh and clean the air would be to breathe.

Cycling UK believes that dream can become a reality and that's why, with our 140 years of experience, we're giving people the skills, confidence, support and advice to help them get and stay riding.

Because more people cycling today means a better world for us all tomorrow.

**Cycling is good for you and the planet**

Cycling is incredible for keeping you fit and healthy – and for making the places we live and work better.

It can help reduce air pollution, ease traffic congestion and contribute to tackling climate change.

It's great for your mental health and proven to boost your happiness.

If we all cycled a little bit more and drove a little less, imagine what a difference that would make to all our lives.

**We are the experts**

We've been campaigning for the rights of cyclists for more than 140 years.

We were formed in 1878 when a passionate group of cyclists united with the vision of making cycling better for everyone.

We continue to unite cyclists of all ages and backgrounds today, which gives us a loud voice to campaign for improved cycling conditions, while giving people the skills, confidence, support and advice to help them get and stay riding. Because more people cycling today means a better world for us all tomorrow.

.....  
*Cycling needs a champion to stand up for what is right. We should never be afraid to say what we think, especially on important campaign issues*  
.....



**We encourage and support more women to cycle**

Far fewer women in the UK ride a bike than men. In fact, men make around twice as many cycle trips as women. And yet we know that women who cycle greatly benefit from riding a bike.

We avidly support more women to access advice and inspiration, to build their confidence and equip them with the skills and knowledge to make cycling the easy, joyful, natural choice it should be for everyone.

**We encourage and support those less likely to be able to cycle**

Many demographics across the UK have less opportunity and inspiration to cycle.

Cycling UK works hard to target those groups, giving them access to bikes as well as the skills to ride with confidence, whether that is people from culturally diverse backgrounds, those in lower socio-economic communities or women, who are far less likely to cycle than men.

**We work across the UK**

We have staff right across the UK and in the four nations of England, Scotland, Wales and Northern Ireland who are enabling millions more people to cycle by providing the skills, confidence, support and advice people need to get in the saddle.

**We have a membership of almost 70,000**

We have an amazing community of passionate supporters who give us a loud voice to lobby government, campaign for improved rights and inspire millions more people to cycle.

Our 70,000-strong membership shares our love of cycling and our vision for a better world by bike, putting cycling at the heart of healthier, happier and greener communities.





## The proof

It may be helpful when talking about how we transform lives and change the places where we live to give some statistical evidence of the problems we are facing.

If you can make someone understand the problem, they will be more receptive to your message.



1%

of all vehicle miles in the UK are cycled



7mph

is the average speed of travel by car in London and Edinburgh



33%

of all UK CO<sup>2</sup> emissions come from traffic



1 in 4

in the UK are physically inactive, that's less than 30 mins of physical activity a week



£7.9bn

Congestion on UK roads costs drivers £7.9bn every year



16.6 million

bikes languish in sheds or garages because their owners lack the skills to maintain them or the confidence to ride them



36,000

deaths are linked to air pollution every year in the UK



2x

Men make around twice as many cycle trips as women in the UK



*Cycling is amazing, life-changing and spirit-lifting. Imagine if we all chose to cycle rather than always jumping in the car*

You should be able to find many more examples in the [annual impact report](#).

## What is a style guide?

We want to ensure everyone knows exactly how to present our brand to the world. A style guide is the rulebook containing specifications – basically, all of the necessary details which contribute to consistent branding.

Please adhere to the following rules, and if in doubt on a style or grammar/spelling point that is not covered below, search the BBC Style Guide at [bbc.co.uk/academy/en/collections/news-style-guide](https://www.bbc.co.uk/academy/en/collections/news-style-guide)

For general spelling checks, [collinsdictionary.com](https://www.collinsdictionary.com) is free and easy to use.

## Our top writing rules (never to be broken)

We have rules which we must adhere to, as a lack of consistency weakens our brand and message.

1. We never say 'CUK' – the charity name, Cycling UK, should always be written in full (internal and external).
2. We must stick to our tone of voice, as this is part of who we are and how people will recognise Cycling UK.
3. We always want to be seen as credible and professional, so make sure your spelling and grammar are correct. Spelling mistakes and badly written copy may make the reader think we don't care or didn't think it through, detracting from what we're saying.
4. We should always refer to Cycling UK in the singular, as it is one organisation. For example, "Cycling UK is...", not "Cycling UK are..."
5. Keep use of exclamation marks to a minimum. As F Scott Fitzgerald famously said: "Using an exclamation mark in your writing is like laughing at your own joke."
6. The style and size of our fonts is also an important part of strengthening our brand and message, so always use Franklin Gothic Book when writing anything electronically.



## Proofreading

If your masterpiece is going to be published anywhere, either online or in print, you **MUST** get it proofread by someone else – it's surprising how often you miss mistakes in your own work, no matter how carefully you've read it through.

By doing so, you might just avoid howlers such as the real-life examples from our publications below:

"The 18-stone cyclist completed the End to End in 3 mouths."

"There were calls for a pubic enquiry."

The proofreader should preferably be somebody who is not familiar with the piece already. The best idea is to print out the copy first, as it's easier to proofread on paper rather than onscreen. For a very important or particularly long document, you should get it proofread by more than one person, especially if it is going into print.

The communications team is happy to proofread your work.

## Website style tips

- Use the correct heading tags.
- Don't use the first line of the article as a teaser.
- No full stops at the end of headers, teasers, captions, pullquotes – basically anything that is not a sentence.
- Always write the website URL as [cyclinguk.org](https://cyclinguk.org) – do not include [www](https://www.cyclinguk.org).

## How to describe Cycling UK

- Cycling UK is singular: “Cycling UK is great”, not “Cycling UK are great”; “Cycling UK works for cycling”, not “Cycling UK work for cycling” and so on.
- Never abbreviate Cycling UK as CUK.
- Never refer to Cycling UK as CTC.
- Cycling UK was known before 2016 as CTC or The Cyclists' Touring Club.

### Boilerplate copy for press releases etc is as follows:

*Cycling UK, the UK's cycling charity, imagines a world where the streets are free of congestion and the air is clean to breathe, where parents encourage their children to cycle to school and everyone shares the exhilaration of being in the saddle. For more than 140 years, we've been making our streets safer, opening up new traffic-free routes and inspiring more people to cycle more often. [cyclinguk.org](https://cyclinguk.org)*

## Things to avoid

- Don't use an exclamation mark unless you really must.
- Don't use more than one exclamation mark at a time!!!
- Don't start sentences with So.
- The terms stakeholders and beneficiaries should only be used in funding applications.
- Clichés – try to avoid clichés such as ‘keen cyclist’ (keen motorist? keen pedestrian?) and ‘gruelling ride’ (are all long rides really ‘exhausting’ or ‘severe’? Some people enjoy them.)

## General style points

**accident** – see collision.

**Acronyms and abbreviations** – use the abbreviated form of a title without explanation only if there is no chance of any misunderstanding (eg UN, Nato, IRA, BBC). Otherwise, spell it out in full at first reference, or introduce a label (eg the public-sector union Unite).

Where you would normally say the abbreviation as a string of letters (an initialism), use all capitals with no full stops or spaces (eg FA, UNHCR, NUT). However, our style is to use lower case with an initial cap for acronyms, where you would normally pronounce the set of letters as a word (eg Aids, Farc, Eta, Nafta, Nasa, Opec, Apec, Ipso).

No full stops in abbreviations, eg “Mr Jones”, not “Mr. Jones”, and “eg” not “e.g.”, etc.

**ages** – use figures for ages of 10 and over, spell out nine and under, eg “her five-year-old son”, “Freddie, 12, said...”



**amongst** – no, use “among”. Likewise use “while” instead of “whilst”.

**Apostrophes** – don't use them for plurals! That includes abbreviations, eg MPs, MBEs, but for clarity they are needed to pluralise letters of the alphabet (eg: Our task now is to dot the i's and cross the t's).

For names, use the possessives whenever possible, eg: Burns's, Jones's, Charles's, James's, Dickens's, Phillips's, Wales's. But be guided by how the last syllable of the name is pronounced,

eg: Jesus', Bridges', Moses', Hodges', Griffiths', Walters'.

For possessives of plurals, use s': “The cyclists' friend” (where there is more than one cyclist).

And remember: possessive “its”, “his”, “hers”, “yours” and “theirs” don't have apostrophes (but “it's”, short for “it is” or “it has”, does!)



**Audax** – long-distance event, administered by Audax UK, takes a capital A, but sportive is lower case.

**Bikeability** – capital B, note spelling.

**Breeze Network** – capital B and N, but Breeze champion.

**bridleway** – not bridal!

**Capital letters** – use as sparingly as possible. Yes for proper names, but only when the whole name is used, eg “Women’s Festival of Cycling”, but “the festival”; “the University of Sheffield” but “she goes to university”. Don’t use for job titles, except in government.

**Captions** – do not put a full stop at the end of a caption, unless it is then followed by the picture credit as a new sentence. If possible fill in the title text and alt tags of images to make them more accessible to visually impaired readers of the website.

**collision/crash** – not accident, which implies no-one is at fault.

**Commas** – when using to separate off a job title etc, make sure you use them in pairs. So, “Duncan Dollimore, head of campaigns, said...” not “Duncan Dollimore, head of campaigns said...”.

Commas have subtleties of meaning so try to use appropriately: “Alice’s son, Bob, is a cycle instructor” implies that Alice only has one son. “Alice’s son Bob is a cycle instructor” implies that she has other sons in addition to Bob.

In general you should use a comma before “and” if it is introducing a separate clause, as it makes it easier to read and avoids the reader tripping up, so for instance “I love the atmosphere created by the ladies, and the camaraderie and support they offer each other” needs a comma before the first “and” but not the second.

Cycling/cyclist and riding/rider are better terms than biking/biker – don’t use these terms as they can be confused with motorbiking/motorbiker and in America are also now used to talk about vehicles other than those with two wheels, such as trikes.

**cyclo-cross** – hyphen

**Dashes** – use pairs of en dashes (–) with a space either side to separate off incidental parts of a sentence – like this one – from the rest of the sentence. Don’t use a hyphen for this! If writing your copy in Word, it will automatically change a hyphen with a space either side to an en dash as you type. There’s no easy keyboard shortcut on a Windows laptop unfortunately.

**Ellipses** – the three dots (...) used to show something has been taken out. To type, hold “alt gr” (right of space bar) and then hit the full stop key, rather than typing three full stops.

**enquiry** – use inquiry for government hearings etc, but enquiry for general questions.

**footway, footpath, cycle path, cycle lane** – should not be used interchangeably as each term has a specific meaning.

**government** – lower case

**handcycle** – one word



**Hyphens** – see also **Dashes**. In general, use them to create compound adjectives, eg “The route takes you off road” but “It is a mostly off-road route”; “He is 28 years old” but “The 28-year-old won his first race”.

Use hyphens to avoid ambiguity: “a mental-health advocate” is someone who advocates for mental health. Without the hyphen it could be read very differently!

Use them in compound words to separate double letters, eg “co-ordinated”, “under-represented”, “night-time”.

Don’t use hyphens with adverbs (ending “-ly”). So, a “hastily written agreement” or “a quickly made cup of tea” doesn’t need a hyphen.



**I Bike** – Sustrans project, with capital I and B and a space.

**inquiry/enquiry** – inquiry for government hearings etc, enquiry for questions.

**Job titles** – lower case (this is a change of style). So, “Pete Fitzboydon, interim chief executive of Cycling UK, said...”, “Cycling UK wrote to the transport secretary, Grant Shapps,” etc. If quoting a job title, use commas on BOTH sides.

**John o’ Groats** – with space after the o’.

**Land’s End**

**less/fewer** – if you can count it, use “fewer”. “There is less opposition to cycling”, but “fewer injuries were reported”.

**Level 2 (etc) cycle training/instructor** – capital L, and figures.

**Licence/license** – “licence” is the noun, “license” is the verb. A licensed cycling instructor holds an instructors’ licence. See also practice/practise.

**Memberships** – use a capital letter for the type of membership but lowercase “member”, eg Individual member, Household Membership, Concessionary Membership.

**National Standard cycling instructor** – capital N and S, not “Standards”.



**Number**

- Use words for numbers from one to nine, then use numerals for numbers 10 and higher.
- **Dates** – easier to read without punctuation and in this order: day/month/year: 18 October 2019, not October 18 or October 18th 2019 or 18/10/2019. NB Americans transpose the order to month/day/year: 10/18/2019, so beware if reporting on American events etc.
- **Time** – use am and pm rather than the 24-hour clock as it is generally easier and clearer: 10am, 6pm rather than 10.00 or 18.00 but remember 12am is midnight, 12pm is lunchtime, so if in doubt, use midnight or midday/noon.
- **Speeds** – use 20mph, 30kph not 20 mph, 30 kmh.
- **Distance** – use 20 miles, 30km and try not to mix imperial and metric.
- **Conversion** – when converting, avoid over-precision eg “about four miles (6.44km)” – round to the same level of precision, so in this case 6km.



**on road/off road** – hyphenate if it's an adjective, eg. “Off-road cycling”, which takes place off road.

**over/under** – if talking about numbers, prefer “more than” and “fewer than”.

**peak/peek** – mountains have peaks, while a peek is a quick look. Avoid “sneak peaks”!

**pedal, pedalling** – not peddle, peddling, unless you are selling something as you ride. Amazingly often spelt wrong.

**poring/pouring** – rain and drinks pour, but you can pore over a map, by examining it closely.

**practice/practise** – “practice” is the noun, “practise” is the verb. You need to practise for a long time to be able to do wheelies. It takes a lot of practice. See also licence/license.

**programme** – of an event or on TV. “Program” is only used for computers.

**Pullquotes** – no full stop at the end. The quote should still appear in the running copy as well (ie don't delete it when using as a quote). Include person quoted on second line (name, job title).

**Quotation marks** – use “double quotes” for direct quotations in body text, and ‘single quotes’ in display copy (headlines, teasers, pullquotes, captions etc). For ‘so-called’ quotes that aren't from direct speech, use single quotes in all cases. The pullquote default for web articles is double quotation marks.

**randonnée** – three n's and an accent.

**rein/rein** – easily confused. You give someone free rein to do something (analogy is letting a horse do what it wants, rather than letting them rule).

**Spaces** – only one space after a full stop. Do a find and replace (CTRL F) for double spaces before publishing, and get rid of them.

**sportive** – lower case, but Audax takes a capital A.



**Teasers** – don't use this space for the first line of the article. It should be a summary that makes the reader want to read the article. Do not put a full stop at the end.

**that/which** – “that” introduces a defining feature; “which” is simply additional information, for example, “this is the bike that Tom bought”, but “Tom's just bought a new bike, which is red”.

**toe the line** – not “tow the line”.

**Tube** – as in London Underground, capital T.

**whilst** – don't use, use “while” instead.

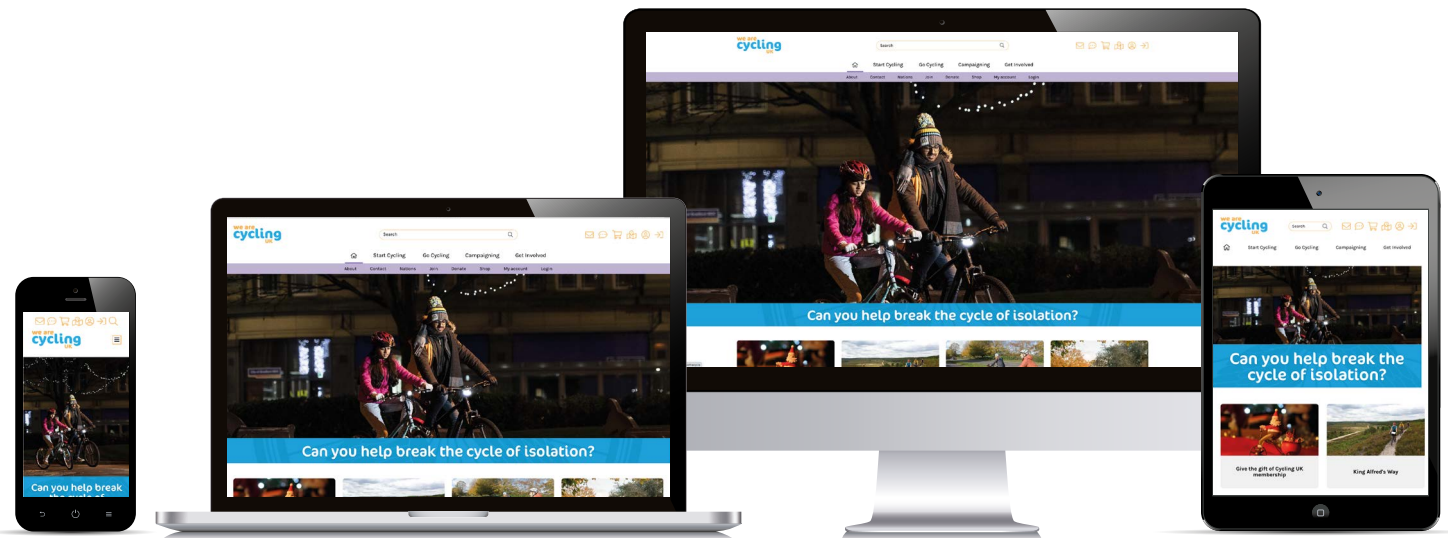
**wellbeing** – one word, not well-being.

.....  
*If your masterpiece is going to be published anywhere, either online or in print, you MUST get it proofread by someone else*  
.....

## Website

Our website is the jewel in our crown. It receives 4.5 million page views annually and is often the first contact that supporters or members will have with us.

The design of the website has been carefully considered and the look and feel remain consistent with the rest of our branding. There are however important rules and some specific guidelines that need to be considered.



## Our website colours

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

Use the full strength colours for impact and the tint values to add depth to the designs.

<b>Gold (100%)</b> RGB: 251/176/64 #FBB040	<b>Gold (75%)</b> #FCC470	<b>Gold (50%)</b> #FDD79F	<b>Gold (25%)</b> #FEBCF	<b>Blue (100%)</b> RGB: 0/159/218 #009FDA	<b>Blue (75%)</b> #40B7E3	<b>Blue (50%)</b> #7FCFEC	<b>Blue (25%)</b> #BFE7F6
<b>Purple (100%)</b> RGB: 128/100/169 #8064A9	<b>Purple (75%)</b> #A08BBF	<b>Purple (50%)</b> #BFB1D4	<b>Purple (25%)</b> #DFD8E9	<b>Green (100%)</b> RGB: 205/206/0 #CDCE00	<b>Green (75%)</b> #DADA40	<b>Green (50%)</b> #E6E67F	<b>Green (25%)</b> #F2F3BF
<b>Pink (100%)</b> RGB: 230/0/126 #E6007E	<b>Pink (75%)</b> #EC409E	<b>Pink (50%)</b> #F27FBE	<b>Pink (25%)</b> #F9BDFD	<b>Grey (100%)</b> RGB: 59/59/58 #3B3B3A	<b>Grey (75%)</b> #6C6C6B	<b>Grey (50%)</b> #9D9D9C	<b>Grey (25%)</b> #CECECE



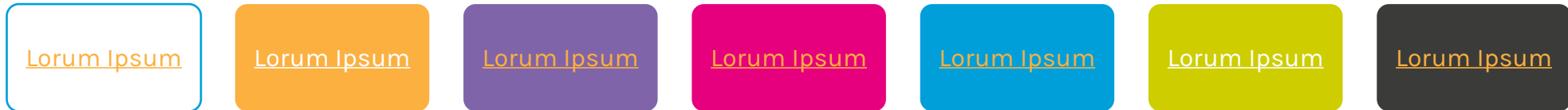
## Website navigation

### Hyperlinks

Default, visited



Focus, hover, active



### Buttons

Default, visited



Focus, hover, active

**Button:** min-width: 140px | border-radius: 10px  
**Text:** Karla | 400 | 15px | #000000  
**Optional drop shadow:** 0px 3px 0px 0px rgba(0,0,0,.1)

## Iconographs

Icons are provided by the fontawesome library. The ‘light’ style is used wherever possible.

### Top navigation and main menu



envelope  
FOEO



comment-dots  
F4AD



shopping-cart  
F07A



map-marked-alt  
F5A0



user-circle  
F2BD



sign-in  
F090



sign-out  
F08B



home-alt  
F80A

### Social media (uses the fontawesome brands variation)



facebook-f  
F39E



twitter  
F099



youtube  
F167



soundcloud  
F1BE



strava  
F428



instagram  
F16D

### Example buttons and content



user-plus  
F234



user-lock  
F502



users  
F0C0



bicycle  
F206



bullhorn  
FOA1



hands-helping  
F4C4



map-signs  
F277



directions  
F5EB



calendar-alt  
F073



file-download  
F56D



venus  
F221



quote-left  
F10D



quote-right  
F10E

## Web panels

Default, visited



**Coronavirus: The latest advice for cycling**

**Background colour:** #F0F0F0

**Panel:** border-radius: 10px

**Text:** Karla | 700 | 20/22px | #000000

Focus, hover, active



**Coronavirus: The latest advice for cycling**

**Background colour:** #E0E0E0

## Typography – posts 1

# H1 The quick brown fox jumps over the lazy dog

Cocon | 400 | 56/56px | #000000

## H2 The quick brown fox jumps over the lazy dog

Cocon | 400 | 24/28px | #FBB040

## H3 The quick brown fox jumps over the lazy dog

Karla | 700 | 18/22px | #000000

### Teaser

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.**

Cocon | 400 | 26/32px | #000000

### Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Karla | 400 | 16/22px | #000000

## Typography – posts 2

### Blockquote

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. ”

John Smith



**Text:** Cocon | 400 | 26/32px | #000000

**Quote marks:** Font Awesome Pro | 600 | 16/16px | #FBB040

### Bullets

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



**Text:** Karla | 400 | 16/22px | #000000

**Bullets:** Karla | 400 | 16/16px | #FBB040

### Small print, terms and conditions

1. THERE IS ONE PRIZE MADE UP OF AN ORTLIEB OFFICE BAG QL2.1 13L IN BLACK, ONE SIZE, WORTH £100; AND A FITBIT ALTA HR ACTIVITY BAND, IN BLACK, SIZE LARGE (17-20.6CM), WORTH £130.
2. THE COMPETITION OPENS ON WEDNESDAY 24 JANUARY 2018.
3. ENTRIES CLOSE MIDNIGHT ON SUNDAY 1 APRIL 2018.
4. THE COMPETITION IS OPEN TO PERSONS AGED 18 YEARS OR OVER.
5. ONE ENTRY PER PERSON.

**Text:** Karla | 400 | 13/17px | #000000 | text-transform: uppercase

**Max width:** 560px

## Webform elements

### Default, visited

### Title

### Date of Birth

### Are you a Cycling UK member? \*


- Yes
- No

### Your details

### Focus, hover, active

### Title

### Date of Birth

## Paragraph layout


title: 36/36px

padding-top: 30px

margin between elements: 30px

border-radius: 15px

padding-bottom: 30px  
margin-bottom: 60px



### What's included

- ✓ Cycle, the UK's most-read cycling magazine. There are six issues per year which will be delivered straight to your door.
- ✓ Cycle Clips, the weekly email newsletter packed full of expert advice, stories, campaigning news and all manner of cycling related content.

START SUPPORTING NOW

### Why be a supporter?

You, along with our thousands of members and supporters, will help us to make the UK a better place for cycling and improve so many lives.


Thanks to you we will have an even stronger voice for national campaigning and lobbying, so that we can make roads safer and get more funding for cycling.

Thanks to you we will lobby and campaign on local cycling issues, holding local authorities to account for road safety and infrastructure decisions.

Thanks to you we will help thousands of friends and family get cycling and keep cycling with information, support and advice - especially now when so many people are getting back on their bikes.

Thanks to you we will be developing national and local campaigns, supporting our groups and volunteers, running national events such as Bike Week to engage new cyclists, creating new routes, supporting our community outreach programmes, and much much more.

START SUPPORTING NOW



#### Everyone's included

We provide advice and information for cyclists everywhere, regardless of their ability or experience.



#### We're passionate about cycling

We carry out our award-winning campaign work, making our towns and cities safer for cyclists as well as campaigning to open up the countryside to cyclists.



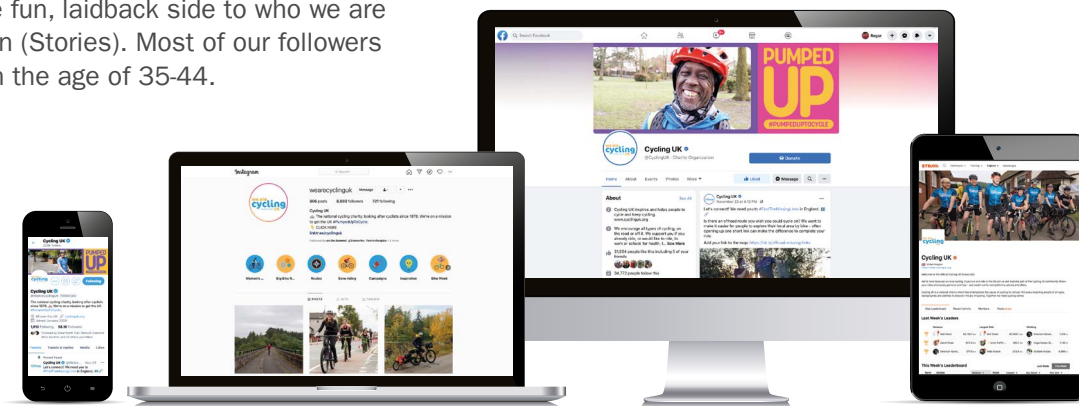
#### We need you!

We can expand our community-based cycling projects which encourage people of all ages, backgrounds and abilities to ride more.

## Social Media

### 1. Overview of social channels (how each works, types of audience)

- a. **Facebook** is a community hub. We use this channel to build brand loyalty and spread the word about almost everything we are doing as an organisation. A number of our followers are Cycling UK members/groups; they tend to be males between the ages of 45-54.
- b. **Twitter** is a reactive conversation starter. We use this channel to respond quickly to current news, provide live updates and interact with influencers/relevant organisations. Users tend to be more politically minded than on other channels. The vast majority of our follower base is male, but the age bracket is more diverse and spreads fairly evenly between the 25-54 bracket.
- c. **Instagram** is all about high quality imagery. We use this channel to inspire, educate and engage, as a tool to demonstrate strong brand identity (feed) as well as a more fun, laidback side to who we are as an organisation (Stories). Most of our followers are male between the age of 35-44.
- d. **LinkedIn** is about educating and connecting with professionals. We use this channel to provide key business/campaign updates and celebrate our achievements. Most of our followers work in the sports, charity or government sector.
- e. **YouTube** is all about engaging video. We use this channel to educate, and promote key messages in a way which is visual and dynamic. We have slightly more male than female subscribers. Most are between the ages of 25-34, making it our youngest user base on social.
- f. **Strava** is a network for athletes. We use this channel to provide motivation and key updates on campaigns/events. It allows us to connect with people who have an interest in sports/fitness.



### 2. Standardised profiles

- a. **Naming conventions** – each channel should be named Cycling UK. Regional accounts should follow this format: Cycling UK [town or region]. User names should follow the same format, although exceptions can be made where the desired choice has already been taken eg. wearecyclinguk can be used and locations can be abbreviated where necessary.
- b. **Profile pictures and cover images** – each channel should have the Cycling UK logo uploaded as the profile picture, as well as a high-quality cover photo. The latter should effectively represent who we are as an organisation (eg. happy cyclists, campaign promotion etc.) Facebook cover image should be 820x312. Twitter cover image should be 1500x500. LinkedIn cover image should be 1536x768. Accounts for the devolved nations (Scotland, Wales, Northern Ireland) have their own location-specific profile picture.
- c. **Bio** – our bio/description should be in line with our charity values/mission. The following bio can be used and adapted for each channel: “The UK’s cycling charity imagines a world where everyone is safe and inspired to cycle more often. We have been making our streets safer, opening up new traffic-free routes and inspiring more people to cycle more often since 1878.” Twitter and/or Instagram bios should be regularly updated to promote current campaigns.
- d. **Contact details** – the URL should always link to the Cycling UK homepage. On Facebook a phone number and email address for the membership team can be provided.



### 3. Post formats

Each post should be well-spaced with large chunks of information broken up with line gaps. Try to include just one URL or call-to-action; this should be shortened (using URL shortener [bitly.com](https://bitly.com), please speak to Comms for access) and generally sit at the end of the post.

- a. **Facebook** – There is no word limit but short and concise is generally best. Copy can be longer if it adds value and is used for storytelling. When we post to Stories we usually use the typewriter-style font and give text a coloured background. When using stickers (eg. questions/quiz) we try to incorporate brand colours where possible.
- b. **Twitter** – 280 characters maximum. Hashtags should either be incorporated within the copy itself or at the end.
- c. **Instagram** – The caption should be broken up into sections (probably around 3-5) with line gaps and a dot icon. Hashtags should sit at the end of the caption. When we post to Stories we usually use the typewriter-style font and give text a coloured background. When using stickers (eg. questions/quiz) we try to incorporate brand colours where possible.

### 4. Use of imagery/video

All photos uploaded must adhere to the Cycling UK imagery guidelines. The individuals and locations featured on our channels should be diverse, and help promote cycling as inclusive and accessible. For most social media channels, images/videos should be taken in landscape format. The only exception is for Facebook/Instagram Stories and Instagram feed. Ideally

all uploaded imagery should be optimised for that channel (it is very important that the specifications for graphics are as follows or key info can be cut off in the feed). Quote cards should be designed with the white Cycling UK logo and a brand blue colour filter overlay on the photo. All videos uploaded should have captions.

- a. **Facebook images/video** can either be landscape (1200x628) or square (1080x1080). For Stories, the format must be vertical (1080x1920). Video clips for Stories must be less than 15 seconds.
- b. **Twitter images/video** should be 1200x675. (Please note that videos also play in square format.) Videos must be 2 minutes 20 seconds or less in length.
- c. **Instagram feed photos** should always be uploaded in square format (1080x1080). Videos can be uploaded to the feed in landscape but must be under 1 minute (but longer for IGTV). For Stories, the format must be vertical (1080x1920). Video clips for Stories must be less than 15 seconds.
- d. **LinkedIn images** should be 1200x628.
- e. **YouTube videos** should be uploaded with a title thumbnail in the Cycling UK font. The title and description should be keyword rich. The latter should close by pointing to our other social channels and a call-to-action to like the video, subscribe to our YouTube channel and share. Add a minimum of one card and an end screen to each video, pointing users to further content.
- f. **Strava images** seem to display best in-feed when they are a square format.

### 5. Response formats

Public messages should be responded to anonymously. Private messages should be personalised; staff should sign off with their first and last names. Please refer to our social media policy for further guidance on post responses.

### 6. Brand voice

- a. Our personality on social is always friendly, enthusiastic and professional. We want to be inclusive and approachable, so should keep things simple and avoid using jargon, abbreviations, acronyms and so on. On Instagram we seek to create a more laidback presence so tone should be informal and fun. On LinkedIn the tone of voice has a fairly serious feel. On Strava our tone of voice tends to be humorous and playful.
- b. **Hashtags and emojis** –
  - i. Hashtags should be used to expand post reach on Twitter and Instagram. On Twitter we avoid using more than three hashtags in a post. These should be written in sentence case. On Instagram there is a limit of 30 hashtags; we try to use as many as are relevant to the post. These should be written in lower case. It is really important that all hashtags used on these platforms are reflective of post content. We generally avoid using hashtags on all other channels unless they are being used for campaign tracking or to target a specific audience.
  - ii. Emojis should be used to break up text in a way that is visually appealing. We often include them as bullet points, to end a sentence, or the camera icon to credit a photographer. They should always be appropriate and reflective of post content. Posts should usually include no more than six emojis.

## A. Sub-brands

There will be occasions when projects or programmes require their own identity and/or logo, for the purpose of the guide we are referring to these as Cycling UK sub-brands.

The reason to create a sub-brand is to appeal to a specific audience, to highlight the benefits and opportunity of the project/programme, and to create an 'ownership' of the activity so it's always associated with Cycling UK.

However, there is a fine line between adding value to a project or programme and making it more appealing

to the people it is trying to target, and diluting the Cycling UK brand, possibly even causing confusion with the public if it's not clear it's part of Cycling UK.

(Think of brands like Coca Cola and Virgin; although they have sub-brands for their different products – such as Diet Coke, Coke Zero, Virgin Media, Virgin Trains – every sub-brand reflects their corporate brand).

Since our rebrand, Cycling UK projects and programmes have created over 40 different identities/logos for various activities. It is not sustainable to continue to create sub-brands for projects and programmes, as this detracts from Cycling UK building its brand and ownership of the activity, as well as increasing confusion about the role the charity plays thus reducing consistency.

As each sub-brand tries to be a bit different from the others, they can end up competing against Cycling UK when we are trying to promote our work. We want people to understand what Cycling UK stands for and does, and for any sub-brands to complement the charity as part of a suite of activities.

### Do I need a sub-brand?

**Before instructing a designer to create a sub-brand, the following needs to be discussed with marketing and communications:**

1. Is the project or programme a long-term activity for Cycling UK, or being developed as an asset? (ie, will it run longer than 12 months, or be repeated annually?).
2. Will the project or programme need a different identity to appeal to the audience we need to attract? (ie, the activity will target young people, or partnerships, where a design tailored to their interests would be of benefit)
3. Does the project or programme need to build loyalty over a period of time, or get people to take instant action? (ie, difference between taking part in a delivery programme like Big Bike Revival, compared with a specific campaign asking people to sign a petition). If instant action is needed, then well-designed and targeted marketing will work better than creating a sub-brand.



Building an identity for a long-term project or programme, and building a direct association with it, can be very beneficial and help show how Cycling UK makes an impact. However, the starting point should be creating designs with strong messaging and making good use of our brand elements (like our colours, fonts, and imagery), rather than creating something separate.

These are examples of projects and programmes that have their own logo as a sub-brand of Cycling UK to help define them and enhance their profile with the audiences we're trying to attract:

Going forward, to ensure we clearly reflect the Cycling UK brand and consistently build our profile, sub-brands will be developed with the Cycling UK logo as an integral element (examples of this are Cycle Friendly Employer accreditation and the World's Biggest Bike Ride).

Where this is not possible or suitable, lock-up rules must be followed so that it is clear the project or programme is a Cycling UK activity.

1. Women's Festival of Cycling



2. Cycle Friendly Places



3. Cycle Friendly Employer



4. Cyclists Welcome



5. World's Biggest Bike Ride



6. Community Cycle Clubs



### Creating a logo lock-up

The most important factor when creating a logo lock-up is to give an impression of equality.

This means ensuring the logos have a visual balance – shown below is the Women's Festival of Cycling logo alongside the corporate logo. The 'x' height is the same and the main text sits on the same baseline, whilst the safe space rule shown on page 6 has been observed.



Below is a lock-up example with the Women's Cycling Award logo. Visually, despite the typeface being smaller, it is balanced with the corporate logo and the safe space and baseline rules are correct.



The logos do not necessarily have to sit alongside each other, but must maintain the same size relationship whatever the medium.

## B. Promotional campaigns

There are situations where activities are required to have a unique identity (for example, using different fonts or colours) to increase appeal for different audiences and partner involvement.

For example, some brands may be keen to work with us but not want to share promotions that are directly branded Cycling UK, so by having a separate identity but adding “delivered by Cycling UK” keeps an association and improves the appeal for others.

Examples of these scenarios are:

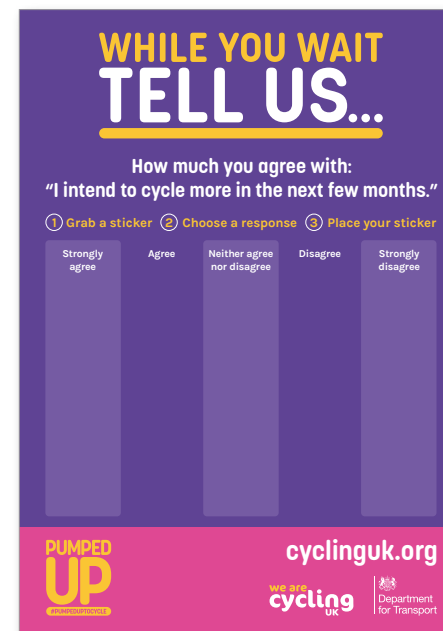
### 1. Bike Week



### 2. Pumped Up



Activities like these can sit outside of the corporate brand, as long as there is consideration for how the corporate logo sits within the campaign.



## C. Co-branding

There will be occasions where our logo will need to sit alongside other logos, such as those of a corporate partner or funder; this needs to be approached in a consistent way.

### Examples of this are:

- Funders, such as DfT, Sport England, Transport Scotland, Local Authorities
- Partners and benefits providers, such as our insurance provider, Halfords, Sustrans
- Sponsors, such as Dutch Embassy, Raleigh

**In this context, this refers to partnerships where there is financial investment in the activity, a headline sponsor or collaborator. In these situations, these rules should be followed:**

- Logos will sit together to have parity (ie, partner logo is not larger than Cycling UK logo)
- The Cycling UK logo should sit ‘first’ (ie, on the left of the partner logo or above)
- It is important to represent our partners in a way that respects the integrity of their brand and reflects the fact they have made a financial investment that makes them equal stakeholders with Cycling UK as shown below.

**Separately, partnerships could be more of an ‘endorser’ (ie, supported by but not an official agreement), so the rules are slightly different to demonstrate hierarchy and importance:**

- Logos should feature lower down, in a footer if suitable, and at a smaller size to demonstrate the difference, particularly if a headline sponsor(s) or partner is involved.
- Should include wording such as “supported by”.



### Co-branding examples – DfT/Living Streets

On the DfT example, the corporate partner logo is sized to have a similar visual presence to the Cycling UK logo. The ‘safe space’ around the Cycling UK logo is observed and the logo lock-up is centre-aligned, indicated by the dotted line.



### Co-branding examples – Halfords

On the Halfords example shown on the left, the relationship between the corporate partner and the Cycling UK logo is more straightforward. The two logos are a similar size and share the same base line, indicated by the dotted line.



## Branded clothing

A lot of Cycling UK activities involve meeting, supporting and training people, so our professional image should be enhanced with branded clothing.

The principles for branding any clothing, whether that's a jacket, polo shirt, t-shirt, cycling shorts, or cap, can be consistently applied.

### Key points when branding clothing

- ✔ Consider how the garment will be printed (or embroidered). Generally you will be charged per colour and by the size of the print/embroidery.
- ✔ Try and source garments that correspond with brand colours.
- ✔ When co-branding, ensure the relationship of the logos follows the guidelines on page 37.
- ✔ Find out where the garment is sourced and what it is made from – does it have an ethical story?
- ✔ Use our brand typeface if text is required.
- ✘ Don't try and print across zips/pockets.
- ✘ Don't use print/embroider colours outside of the brand palette.



**we are**  
**cycling**  
**UK**

**T: 01483 238300 | [cyclinguk.org](https://cyclinguk.org)**

**Cycling UK, Parklands, Railton Road, Guildford, Surrey GU2 9JX**

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