RIDE FOR WATER

COAST TO COAST

ABOUT OUR LOGO

Our logo is composed of several key elements. The first is the jerry can. The jerry can is a central part of charity: water's brand, so including it in our logo helps tie us back to the charity we sponsor.

The second of the elements are the central lines radiating from the jerry can. These represent the joy and positivity that comes when a community is brought clean water. Additionally, these lines help form the spokes of a bike, with the entire logo forming somewhat of a wheel ('cause bikes!).

Another piece of our logo is—you guessed it—the bikes themselves! The logo includes a bike on the left (representing the West Coast) and a bike on the right (representing the East Coast.

The logo is backed by our brand name as well as the text "Coast to Coast," which is a brief way of describing Ride for Water's cross-country cycling journey to bring clean water.

VERSIONS

We have a few different versions of our logo depending on what is needed. The circle logo can serve as a standalone brand mark, and especially looks good when large. If the logo is going to be smaller than an inch, switch to our horizontal type logo.

Our horizontal type logo looks best in small situations, or in long, horizontal areas, such as website headers or banners.

Yellow versions of the logo look best on a dark background, while a black version of the logo looks best on a light background. White versions of the logo function best on a dark or gray background.

RIDE FOR WATER

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LOGO DO'S AND DON'TS

DON'T STRETCH OR COMPRESS THE LOGO.

DON'T COLOR IN THE LOGO.

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DO KERN THE TYPE!

DON'T ADD A STROKE TO THE LOGO. EW.

DON'T PUT THE LOGO ON A BUSY OR CROWDED BACKGROUND

DON'T LET OBJECTS ENTER THE BACKGROUND OF THE LOGO

SPACING

Be mindful of how much space you give between the logo and other objects. The logo doesn't like things in its personal space!

Here's an easy way to space the logo: make sure it has at least the width of one of the bicycles on all sides.

SPACING (cont.)

The same spacing principle applies for the Ride for Water text. In this instance, the distance between the text and other objects should be the same width as the O.

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COLORS

Color makes objects stand out! The same applies to the Ride for Water brand. Our color choices reflect a refined, clean, sleek, and distinct look for our brand.

PRIMARY COLOR
#231F20
C:0% M:0% Y:0% K: 100%

PRIMARY COLOR
#D3A82F
C:18% M:32% Y:99% K: 0%

SECONDARY COLOR
#808080
C:52% M:43% Y:43% K: 8%

SECONDARY COLOR
#FFFFFF
C:0% M:0% Y:0% K: 0%

TYPOGRAPHY

Our brand uses specific type to achieve its needs. Our primary typeface is Gotham Rounded in the light, book, medium, and bold weights. This can be substituted with the typeface Proxima Soft for web.

Our supporting typeface for body text is Gotham, using both the medium and bold weights. For web, Gotham can be substituted with the typeface Montserrat.

Gotham Rounded

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Gotham

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

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