

Approval of logo use

All applications of logo use must be approved. Please email a sample of the logo application to brand@auscycling.org.au before proceeding with publication/upload of your final version.

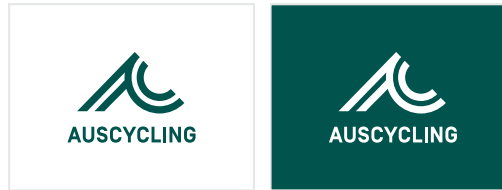
Please be aware

AusCycling events, ARA Australian Cycling Team and the AusBike program have their own specific brand requirements – ensure you contact brand@auscycling.org.au before proceeding.

Logo

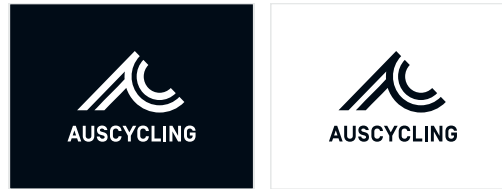
Standard logo

This is our default logo and should be used wherever possible.



Reverse logo

On dark or low-contrast, coloured backgrounds, the white logo should be used to maintain visibility. When only black & white is possible, the black or white logo may be used.

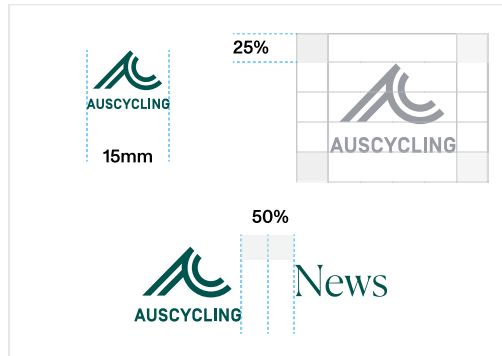


Size and spacing

Printed media: Ensure the width is no smaller than 15mm, use the SVG (vector file) for large resolution prints to ensure a crisp finish.

Screen media: Ensure 'AusCycling' is readable (when the file is viewed at 100%)

Spacing rules: Ensure at a minimum, that 25% of the width of the logo is maintained as clear space around all sides of the logo.



Display logo (AusCycling use only)

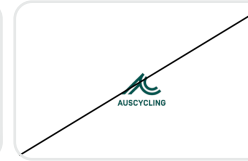
As a rule, this icon should be used in scenarios where a very large or extremely small AusCycling logo is required and/or where the text descriptor is not needed (e.g. our own channels where it is clear that it belongs to the AusCycling brand).



Incorrect usage



Don't use the Standard logo in isolation at very large display sizes.



Don't use the Standard logo at very small sizes.



Don't rotate the Standard logo



Don't distort the Standard logo in any way.



Don't change the relationship between the logo and word mark.



Don't change the colour of the logo.



Don't Place the Standard logo onto backgrounds of similar colour.

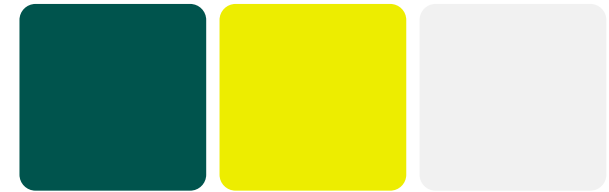


Don't place the logo onto busy backgrounds.

Colour

Please note: The AusCycling Events, and AusBike brands possess separate colour palettes.

If these colours do not work for your purposes, please get in touch and we can help you find a solution or alternative.



Brunswick
HEX #02534D
RGB 2/83/77
CMYK 99/43/67/35
PMS 323 C

Wattie
HEX #EDED06
R237 G237 B6
CMYK 13/0/100/0
PMS 395 C

Dust
HEX #F1F1F1
R241 G241 B241
CMYK 4/3/3/0
PMS 649 C

Fonts

AusCycling's core corporate fonts are Canela and Monument.

When Monument is not available, Arial (a standard system font) should be used as the alternative font in all corporate documents.

Canela
Light / *Light Italic*

Monument
Regular / Medium / **Black**

Arial
Regular / **Bold** / *Italic*