



BRANDING GUIDELINES & SERVICEMARK POLICY

prepared by

THE LEAGUE
OF AMERICAN BICYCLISTS



CONTENTS

We created these guidelines to help affiliated organizations as well as businesses, universities and communities that have received a designation from **THE LEAGUE** use our brand and programs correctly.

In this document, we present uses and misuses of **THE LEAGUE’S** servicemarks and logos.

We ask that you help us maintain a strong brand by applying these guidelines carefully.

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SERVICE MARKS

WHAT IS A SERVICE MARK?

A *service mark* is a word, phrase, symbol or design, or a combination thereof, that identifies and distinguishes the source of a service rather than goods. The term “trademark” is often used to refer to both trademarks and service marks.

Although it’s colloquial to say something is “Bike Friendly,” The League has transformed this saying into a branded program that carries a service mark as a result of the intellectual property now vested. Maintaining a unified brand message creates a more unified movement.

The League’s Bicycle Friendly AmericaSM program provides a roadmap, hands-on assistance and recognition for states, communities, universities and businesses. The BFASM program is a tool for states, communities, business and universities to make bicycling a real transportation and recreation option for all people.

CURRENT LEAGUE SERVICE MARKS

Below are how League service marks must be used in text on first reference:

National Bike SummitSM

Bicycle Friendly AmericaSM

Bicycle Friendly CommunitySM

Bicycle Friendly BusinessSM

Bicycle Friendly UniversitySM

Bicycle Friendly StateSM

BFASM

BFCSM

BFBSM

BFSSM

BFUSM

SERVICE MARK USE

SERVICE MARK DOs

- In each instance in which a League service mark is used, it must be in initial capital letters or all capital letters.

example

Bicycle Friendly Business

BICYCLE FRIENDLY COMMUNITY

- On the first page in which a League mark is used, service mark credit must be given to the League in a footnote or otherwise so that the credit appears on the same page as the first usage of the League mark.

example

If the League mark being used is “Bicycle Friendly Community,” the following language shall be used:

Bicycle Friendly CommunitySM is a service mark of the League of American Bicyclists and is used with permission.

- In the first instance on each page in which a League service mark is used, and such other instances in which the usage is prominent (for example in a heading or in larger typeface than surrounding content), the League mark must be followed by a superscript “SM”.

example

Bicycle Friendly CommunitySM

SERVICE MARK USE

SERVICE MARK DON'Ts

- Do not use a word mark of the League of American Bicyclists (the “League”) without the prior written permission of the League.
- Do not use a plural or possessive form if that is not the form of the League mark. Do not abbreviate a League word mark or change any word in a phrase. Do not add or remove hyphens or other punctuation to a League word mark. Do not combine or separate words so that they appear differently than they do in a League mark. Do not use a League word mark translated into a foreign language. Do not use a phonetic equivalent of a League word mark. Do not use any other altered form of a League mark.
Examples of incorrect use:
bicycle-friendly state
Bicycle Friendly Universities
Bike Friendly Business
- Do not indicate or imply that your website, printed material, or other content in which you use a League mark was created by, authorized, or approved by the League. You may not otherwise indicate or imply that you are affiliated with the League, or that the League is in any way responsible for, or has control over, your activities. All references you make to the League must be truthful and not misleading.
- Do not incorporate a League mark, or any element or variation thereof, into a business or trade name, or into any other trademark or service mark.
- Do not manufacture, sell or give away merchandise items, such as T-shirts, mugs or bumper stickers, bearing a League mark without first fully disclosing to the League the nature of such intended use and obtaining the prior written permission of the League to do so.
- Do not do anything that might confuse the public as to the League’s ownership of its marks or as to the source of origin of the League services.
- Do not allow the appearance of your website page or pages which include reference to a League mark to be confusingly similar to the “look and feel” of the League’s website.
- Do not use a League word mark, or a word or phrase that is confusingly similar to a League word mark, as a web site domain name.
- Do not use any League mark in any manner which, in the sole discretion of the League, would damage the League, or the goodwill associated with any League mark.

BFA LOGO SYSTEM

AFFILIATED ORGANIZATION USE OF LOGOS (CO-BRANDING)

The League's affiliated partner state and local advocacy organizations are vital to building great bicycling businesses, communities, universities and states.

While these policies generally outlines how third parties may use the League's logos in various ways, permission to use a League mark may be withdrawn at any time in the sole discretion of the League without any liability to the League. Permission to use a League mark does not create a contract right to continued use for any length of time. These instructions may be amended from time to time in the sole discretion of the League.

The logo system of BFA Program is comprised of:

BFA MAIN LOGO

a "child logo" of The League's winged wheel branding

This logo should be used when promoting the entire Bicycle Friendly America program.



BFA PROGRAM LOGOS

which include the main logo

These logos should be used when promoting a specific category of the Bicycle Friendly America program.



**BICYCLE FRIENDLY
BUSINESSSM**

This system eliminates the need for redundant use of the winged wheel. Keep it simple.

BFA LOGO SYSTEM

BFA MAIN LOGO



Use black + blue logo
when color is available

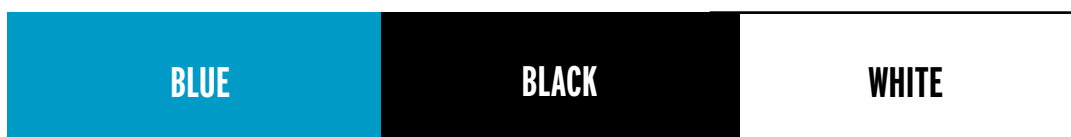


Use just black when only
black is available



Use white on a solid
color background

BFA MAIN LOGO COLOR PALETTE



BLUE

IN PRINT

Pantone: 313 C

CMYK: 100.0.11.2

FOR WEB AND DIGITAL

RGB: (0,146,188)

HTML: #0092bc

BLACK

IN PRINT

Pantone: Process Black

CMYK: 0.0.0.100

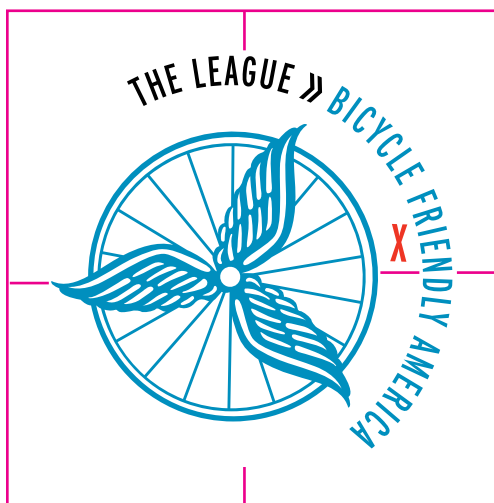
FOR WEB AND DIGITAL

RGB: (0,0,0)

HTML: #000000

BFA LOGO SYSTEM

BFA MAIN LOGO USAGE



Leave an adequate amount of clearspace around the logo; equal to "X": the whitespace between the wheel and the type

BFA LOGO SYSTEM DOs

- Include the following acknowledgement when applying League branding:
The Bicycle Friendly Community logo is a servicemark owned by the League of American Bicyclists and is used with permission.
- When using the logo on websites, link it to **BIKELEAGUE.ORG**
- Contact the League Communications Department to request permission to use League logos, communications@bikeleague.org.



Minimum size print: 1.25" high

Minimum size web: 144px high

BFA LOGO SYSTEM

USING THE BFA MAIN LOGO WITH YOUR LOGO



Use your own look and feel for co-branded collateral (A).

Use the main logo in a grouping of logos at the same scale (B).

Use the main logo as a standalone mark on promotional materials, with plenty of white space around it, to help familiarize your audience with the program (C).

BFA LOGO SYSTEM

BFA PROGRAM LOGOS



Use black + blue logo when color is available

Use just black when only black is available, or on competing-colored backgrounds

Logos are also available in white for use on darker-colored backgrounds

BFA LOGO SYSTEM

BFA PROGRAM LOGO USAGE



Leave an adequate amount of clearspace around the logo;
equal to "X": the height of the words "BICYCLE FRIENDLY"



Minimum size print: .6" high

Minimum size web: 90px high

BFA LOGO SYSTEM

PARTNERING WITH THE LEAGUE TO PROMOTE BFA

Many larger organizations act as partners to The League, through promotion, education and evaluation at the local levels. These organizations can create co-branded collateral using the following lockup under the BFA Main or Program logos.

IN TEXT:

[Name] is a partner in the League's Bicycle Friendly _____SM program.

IN CO-BRANDED COLLATERAL:

1. Horizontal lockup



2. Vertical lockup



PARTNERED CERTIFICATION:

Additionally, **pre-approved partners** can add their name in a rectangle below the seals in the League's type and colors. These partners may also use their logo in black as shown below.* The logo must be 80% or less of the width of the BFA seal. This allows the unaltered seal to preserve its official certification, while acknowledging the local support. Please contact The League's BFA program managers to create this artwork.

1. Lockup



2. Poster



*To maintain a consistent, identifiable national brand, we prefer you use the lockup with your name in the League's type rather than with your logo.

Shown here at minimum size

BFA LOGO SYSTEM

CO-BRANDED COLLATERAL USED TO PROMOTE BFA PROGRAMS



Use the type-only League logo alongside your logo at the same scale on the bottom of the page

BFA LOGO SYSTEM

BFA PROGRAM LOGO USAGE



BICYCLE FRIENDLY COMMUNITY™ A

Simple steps to make bicycling safe and convenient pay huge dividends in civic, community and economic development. Given the opportunity to ride, residents enjoy dramatic health benefits, reduced congestion, increased property values and more money in their pockets to spend in the local economy. When your community is bike-friendly, tourism booms, businesses attract the best and the brightest, and everyone saves big on parking costs while cutting their carbon emissions.



"The greatest asset that Greater Mankato has to offer the bicycling community is the seemingly endless loops of trails and bike routes both in and around the city."

- Jon Anderson,

Flying Penguin Outdoor Sports, Mankato

GREATER MANKATO

- 100% of bridges and tunnels are accessible to bicyclists
- Ample bike parking in downtown area with 2,000 available spaces
- 58 miles of shared use trails with connections to state trails
- Eight League Cycling Instructors
- 1,600 bicyclists participate in the annual Mankato River Ramble

850,000 MINNESOTANS CALL A BICYCLE FRIENDLY COMMUNITY HOME

BEMIDJI

- 1.7% of all commutes are by bicycle, second only to Minneapolis
- Six League Cycling Instructors meet quarterly to plan classes and events
- 18 miles of paved multi-use trails including the Paul Bunyan State Trail and connectors to downtown and Bemidji State University
- Seven miles of bicycle lanes or routes with Share the Road signs
- Bemidji is the northern-most city on the Mississippi River Trail



"We attract not only tourists, but we attract people who are interested in living here, going to school here and starting businesses here."

- Dr. Diane Pittman - Bemidji Bike Advocate and Educator



ROCHESTER

- The riding season sees 11,000 trips by bike per day
- Created a Bicycle Master Plan for 2012
- The bikeway network consists of 100 miles of trails and 15 miles of on-road marked bike lanes
- 80 bicycle and pedestrian friendly bridges
- Local volunteer groups, sports clubs and public agencies continually seek opportunities to improve bicycling conditions

Rochester clears snow on priority bikeways.

MINNESOTA BOASTS FIVE NATIONALLY RECOGNIZED BFCs
Bemidji, Greater Mankato, Minneapolis, Rochester and Saint Paul

Consider the logo a representation of a serious certification program.

Use the BFA Program Logos to illustrate or punctuate the story you are telling (A).

Use the BFA Seals to highlight participants' achievements (B). (see pages 17-18 for more information on the seals)

BFA LOGO SYSTEM

BFA PROGRAM LOGO USAGE



**BICYCLE FRIENDLY
BUSINESSSM
CERTIFICATION**

PROMOTE A HEALTHY, ACTIVE WORKPLACE

We supply expert consultation to help your business become bike friendly and gain National Bicycle Friendly certification.

1) Expert Advice - BikePGH is the city's most trusted resource when it comes to bicycling and has worked with over 50 outfits to create the nation's largest network of certified Bike Friendly Businesses (BFB). We know what works, what doesn't, and are here to lead you through the process of National Bike Friendly certification at the bronze or even platinum level.

2) Employee Engagement - BikePGH hosts dozens of events each year for your employees to participate in. From Bike to Work Day to PedalPGH, we have fun, active ways for you to foster a bike friendly culture at your workplace. More bikes and bikers

will improve employee health, corporate sustainability, and property costs to benefit your bottom line. We will help your business create custom bike programming.

3) Turnkey Approach - The BFB program packages everything you need to encourage biking at your workplace into a single product: education programs, event involvement, on-site consultations, and national certification. We provide an easy way to get employees active through riding bikes for transportation and recreation.

.....

SMALL BUSINESS // 1-50 EMPLOYEES // \$100*

MEDIUM BUSINESS // 50-100 EMPLOYEES // \$500*

LARGE BUSINESS // 100+ EMPLOYEES // \$1000*

.....

 **BICYCLE FRIENDLY
BUSINESSSM**

*The Bicycle Friendly Business Program is only available to BikePGH Business Members and does not include Business Membership fees. The Bicycle Friendly Business logo is a servicemark owned by the League of American Bicyclists and is used with permission.



BUSINESS MEMBERSHIP

Remember to include a credit line when using the service mark or the logo (A).

(see wording on page 8)

Use the BFA Program Logos on your collateral, to build national recognition of the program (B).

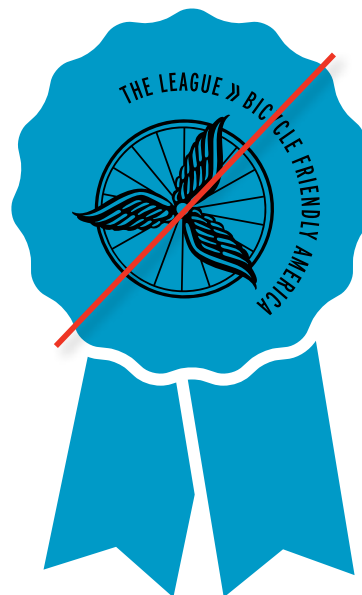
BFA LOGO SYSTEM

BFA LOGO USAGE DON'Ts

- Do not knock out of photography.



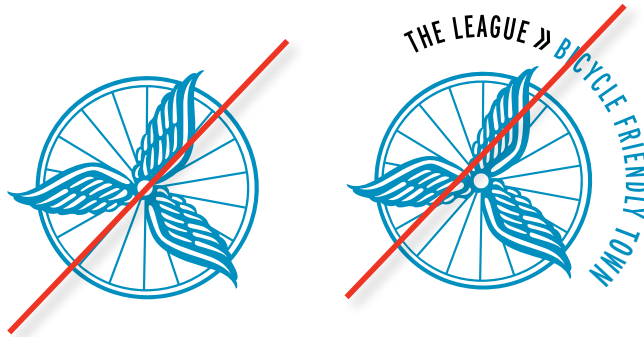
- Do not use over other shapes, such as a blue ribbon, or a bike helmet.



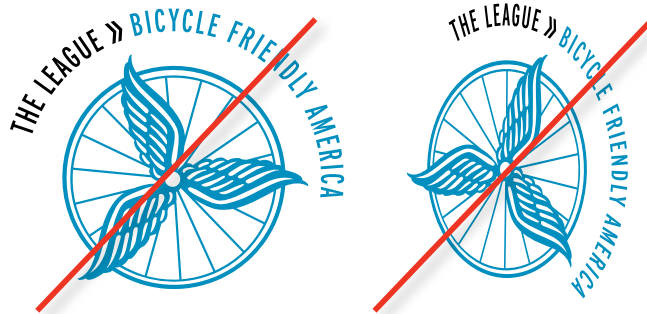
BFA LOGO SYSTEM

DON'T ALTER THE MAIN LOGO IN ANY WAY. FOR EXAMPLE:

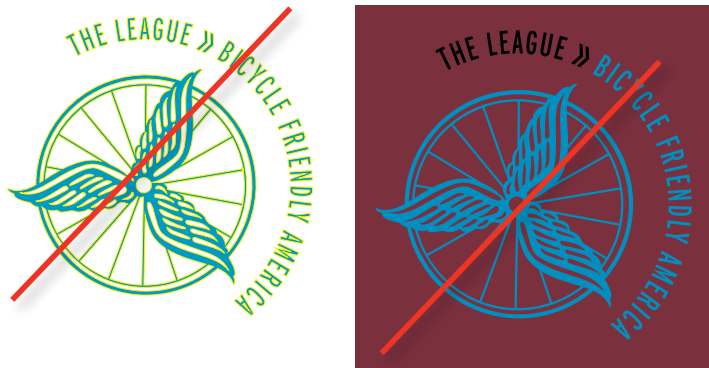
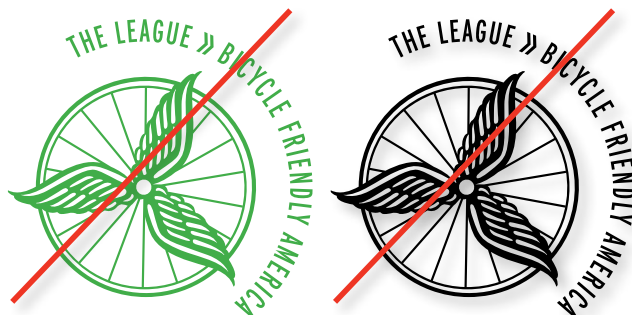
- Do not remove or change the type.



- Do not squeeze, stretch, or rotate the logo.



- Do not add drop shadows, additional colors, or outlines. Do not put the colored logo on a colored background.



BFA LOGO SYSTEM

DON'T ALTER THE PROGRAM LOGOS IN ANY WAY. FOR EXAMPLE:

- Do not use outdated branding.



- Do not change the lockup.



- Do not add drop shadows, additional colors, or outlines. Do not put the colored logo on a colored background.



BFA LOGO SYSTEM

DON'T CREATE YOUR OWN LOGO.

None of the following examples are acceptable use.

Even with the SM, conflicting art dilutes the program.

Only use the artwork provided by the League—reinforcement of the program occurs through visual consistency.



EARNED CERTIFICATION

THE BFA PROGRAM SEALS

The League's Bicycle Friendly America program includes multiple levels—Diamond, Platinum, Gold, Silver and Bronze—as well as categories for Bicycle Friendly State, Bicycle Friendly Community, Bicycle Friendly Business, and Bicycle Friendly University.

Seals have been developed for awardees to celebrate their achievement, and are available as artwork.



Bicycle Friendly BusinessSM



Bicycle Friendly CommunitySM



Bicycle Friendly StateSM



Bicycle Friendly UniversitySM

EARNED CERTIFICATION

SEAL USAGE



Leave an adequate amount of clearspace around the seal; equal to "X": the height of the letters in the word "BICYCLE."



Minimum Print Size: 1" high

Minimum Web Size: 144px high

EARNED CERTIFICATION

SEAL USAGE

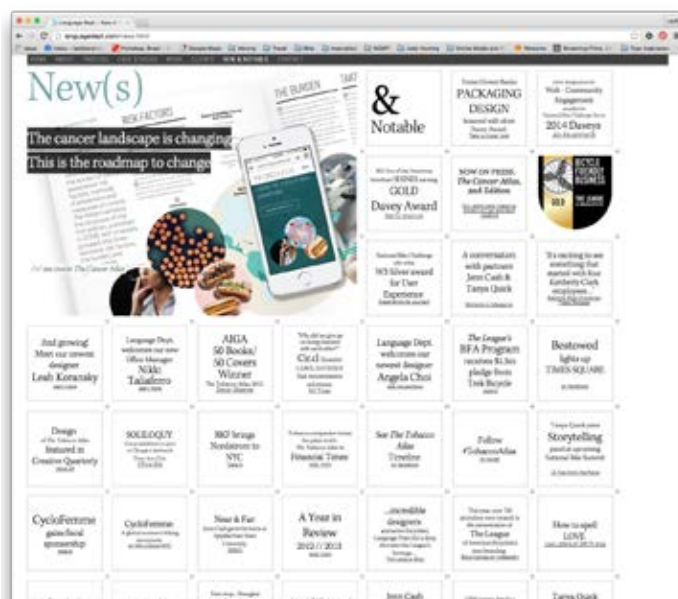


Use your seal over well photographed cycling imagery to announce your achievement.

Image via <http://www.astate.edu/news/a-state-achieves-bicycle-friendly-university-designation>



Print out your seal or have stickers made to place in your shop window.



Add the seal to your website in your news and/or about section.

EARNED CERTIFICATION

SIGNS

Signs have been developed for awardees to celebrate their achievement, and are available as artwork.



18 " x 18" metal sign

EARNED CERTIFICATION

SIGN USAGE



Display the sign prominently on your campus or in your community, in high-traffic areas.

Clemson University, photo via http://www.tricountytransition.org/2014/03/clemson-university-named-bicycle.html#.VNKDgIXF_uU



Host an official unveiling of your new sign. It's also a great idea to hang your sign on an existing bike lane post.

Savannah, Georgia, photo via <http://www.connectsavannah.com/savannah/bicycle-friendly-officially/Content?oid=2307448>

EARNED CERTIFICATION

DON'T ALTER THE SEALS OR SIGNS IN ANY WAY. FOR EXAMPLE:

- Do not alter, add, or remove any of the type. Do not add your name.



- Do not use components of the League's branding, including colors, typefaces, wording, service marks, the wheel, or any other elements to create your own logo. Use only the supplied artwork.



- Do not stretch or squeeze the seal or sign.



- Do not change the shape.



- Do not put the seal on a colored background.



APPENDIX

QUIZ

Test yourself to see if you know the rules.



1



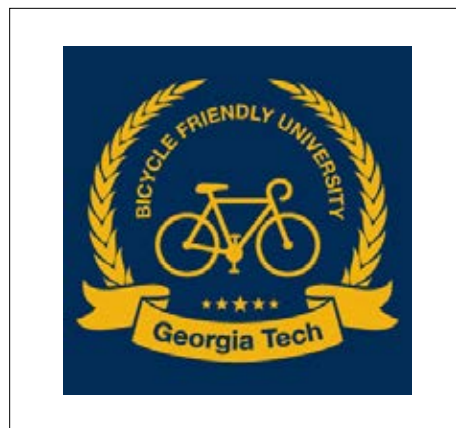
2



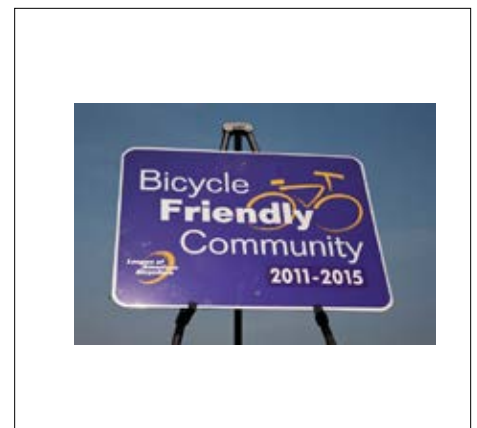
3



4



5



6

1. **Don't** It is not OK to split up the logo and the type in the program lockup. 2. **Do.** Include the badge in press releases and on the about pages of your website. 3. **Don't.** Never add your name to, or modify, the badge artwork. 4. **Do.** Like South San Francisco, hold a presentation at your city council meeting. (photo: Silicon Valley Bicycle Coalition via <http://bikesiliconvalley.org/2014/12/south-san-francisco-awarded-bronze-level-bicycle-friendly-community/>) 5. **Don't.** Please use the artwork provided, rather than creating your own logo or seal. 6. **Don't.** It's not OK to repurpose old League branding. Always use the new artwork.