

**MAY
IS BIKE
MONTH
BRAND GUIDE**

UPDATED FEBRUARY 2026



FULL COLOR

6 COLOR



5 COLOR



SINGLE COLOR

TYPE ONLY

**MAY
IS BIKE
MONTH**

STACKED A

**MAY
IS BIKE
MONTH**

STACKED B

HORIZONTAL A

MAY IS BIKE MONTH

HORIZONTAL B

MAY IS BIKE MONTH



SPRING SKY
PANTONE 3105

C: 54
M: 5
Y: 16
K: 0

R: 112
G: 193
B: 209

#70C1D1



TANGERINE
PANTONE 1575

C: 2
M: 71
Y: 99
K: 0

R: 238
G: 108
B: 36

#EE6C24



MARINE GREEN
PANTONE 7717

C: 86
M: 29
Y: 56
K: 9

R: 2
G: 130
B: 120

#028278



SPROUT
PANTONE 7744

C: 27
M: 7
Y: 100
K: 0

R: 197
G: 204
B: 46

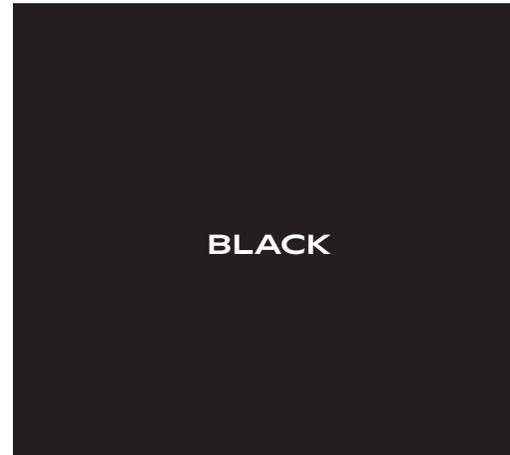
#C5CC2E

ASPHALT
PANTONE 423

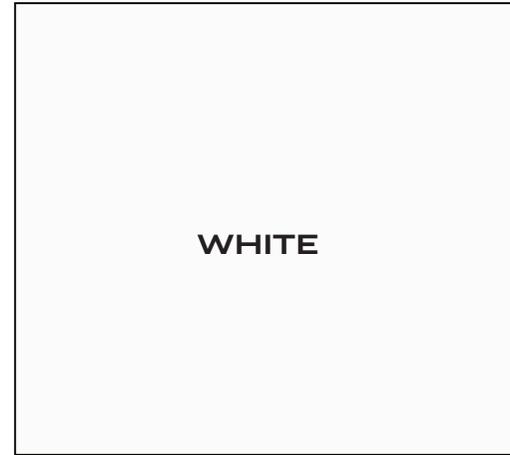
C: 54
M: 5
Y: 16
K: 0

R: 112
G: 193
B: 209

#70C1D1



BLACK



WHITE

LOGO/DISPLAY FONT

PUMPE^D UP KICKS

AAAAAABBBBBBCCCCCDDDDDEEEEEEFFFFFFGGGGGGHHHHHHIIIIJJJJJJ

KKKKKLLLLLMMMMMNNNNNNOOOOOOPPPPPQQQQQORRRRR

SSSSSTTTTTUUUUUVVVVWWWWWXXXXXXYYYYYZZZZZZ

1234567890~!!@#\$\$%^&&*()_+{}|:”<>??

L^A T^I AM AR AS AT E^E EA ED EE EN ER ES ET FFF F^I HA HE IT K^I KY LA L^E

L^E L^L L^L L^O L^U ME MP NT R^A R^N S^I S^S S^T S^Y T^E T^H T^I T^L UP VE WA W^E

BODY/SECONDARY

GAMAY

STANDARD AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890~!!@#\$\$%^&&*()_+{}|:”<>??

WIDE AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890~!!@#\$\$%^&&*()_+{}|:”<>??

EDITORIAL AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890~!!@#\$\$%^&&*()_+{}|:”<>??

NARROW AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890~!!@#\$\$%^&&*()_+{}|:”<>??

CONDENSED AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890~!!@#\$\$%^&&*()_+{}|:”<>??

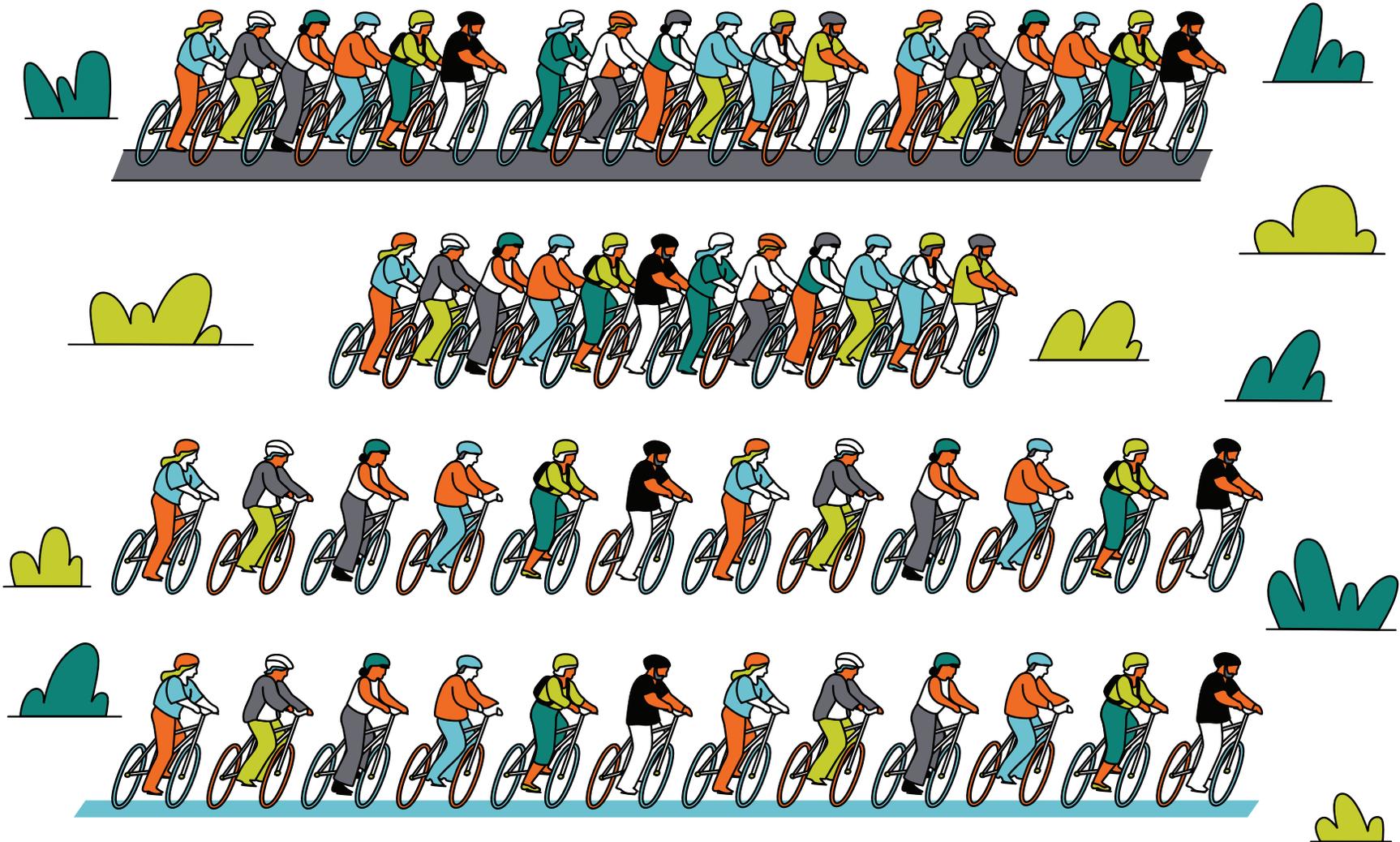
SPOT ILLUSTRATIONS/STICKERS



PATTERNS



ADDITIONAL ARTWORK



ADDITIONAL ARTWORK

