PACELINE

Brand Kit Overview

We are proud of our brand, everything it represents, and love to see it playing its part in the fight against cancer! We encourage you to utilize it in all of your fundraising efforts.

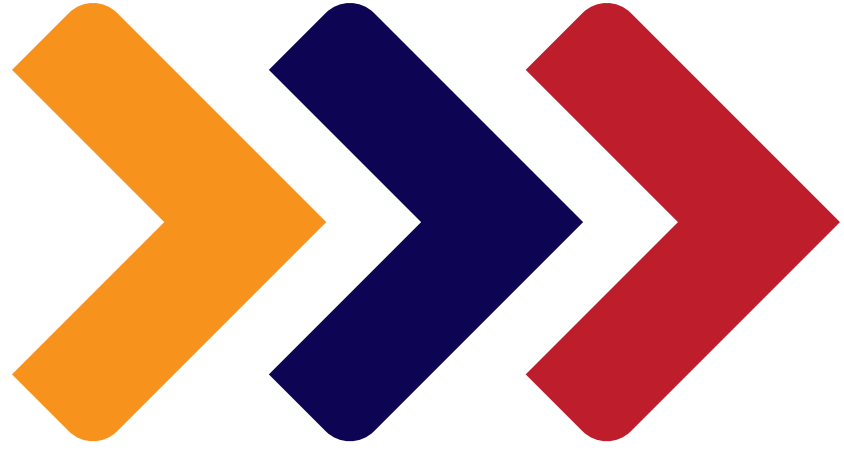
Before using our brand and logo, please check out these brand standards.

If you have any questions, feel free to email getinfo@pacelineride.org.

Primary Logo

Primary Icon

Primary Rider Mark



Reversed Logos

A reversed logo should be used on dark backgrounds, where the primary logo would be hard to see.

Reversed Primary Logo

PACELINE

1-Color Primary Icon

Which file format do I use?

Take these marks and make them your own! Show them on t-shirts, jerseys, signs, social media, websites, and anywhere you want to display your Paceline pride.

You can use any of these marks for your personal fundraising efforts.

We ask you simply follow these guidelines, which will help ensure the Paceline brand stays consistent, legible, and strong.

For Print Production

t-shirts, signs, flyers, jerseys, etc.

EPS

An EPS file is a 'vector' of a graphic. This file type can be scaled up in size without any loss of quality, so it is the recommended format for printed purposes. An EPS file can only be opened in Adobe Illustrator and Photoshop.

COLOR TYPE

CMYK (Cyan / Magenta / Yellow / Black)

The standard colors used in 4-color digital printing.

RESOLUTION

The suggested minimum resolution for images/raster graphics being printed is 300dpi at the final size (100 percent).

For Digital Applications

websites / printing when the art is small

RASTER

Raster images are comprised of pixels; they lose resolution when scaled large.

JPEG / PNG

A JPEG is a raster image often used for online images. A JPEG can't have a transparent background, so they are always in the shape of a rectangle with a solid background.

PNG files are like JPEGs, but they can retain a transparent background.

It is important to make sure the resolution of a JPEG or PNG file is of high enough quality to be used for print production. (300dpi or higher)

COLOR TYPE

RGB (Red / Green / Blue)

Online/digital colors used for computer monitors and electronics.

RESOLUTION

Digital images are displayed at 72ppi. That means images saved for web viewing are typically unsuitable for printing.

Using the Rider Mark

Take these marks and make them your own! Show them on t-shirts, jerseys, signs, social media, websites, and anywhere you want to display your Paceline pride.

You can use any of these marks for your personal fundraising efforts.

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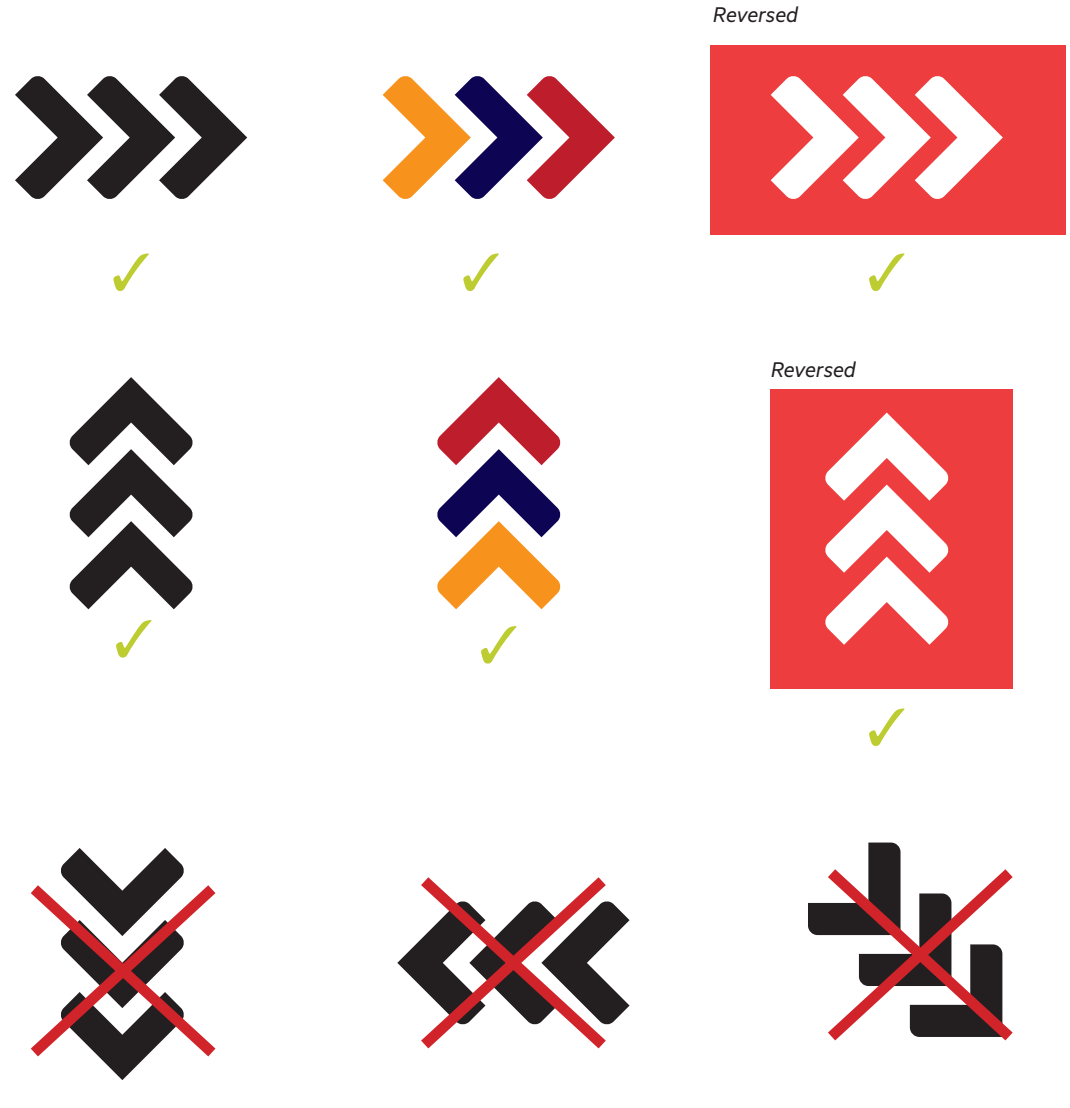
The arrows must always point to the right or straight upwards.



Clear Space

Take these marks and make them your own! Show them on t-shirts, jerseys, signs, social media, websites, and anywhere you want to display your Paceline pride.

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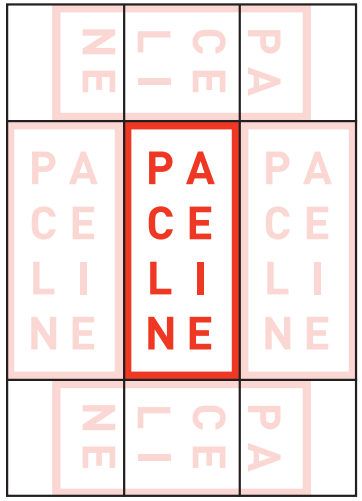
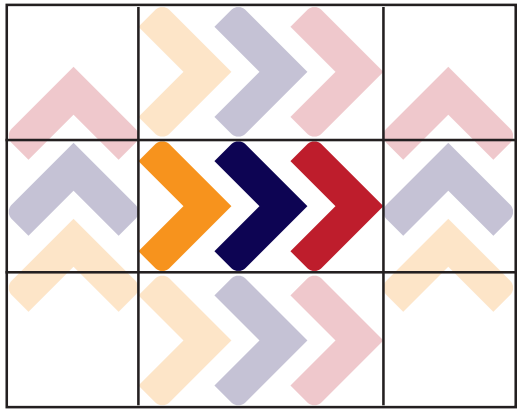
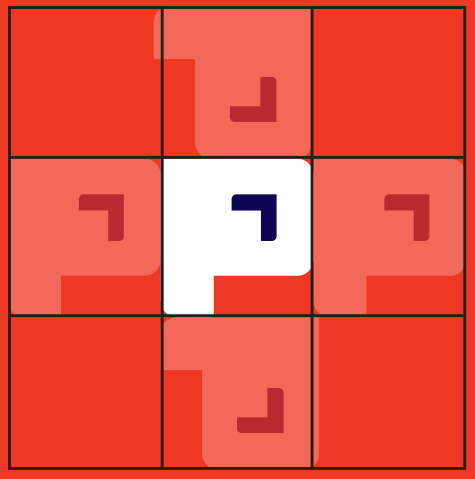
For each of the icons, clear space should equal the width of the mark.

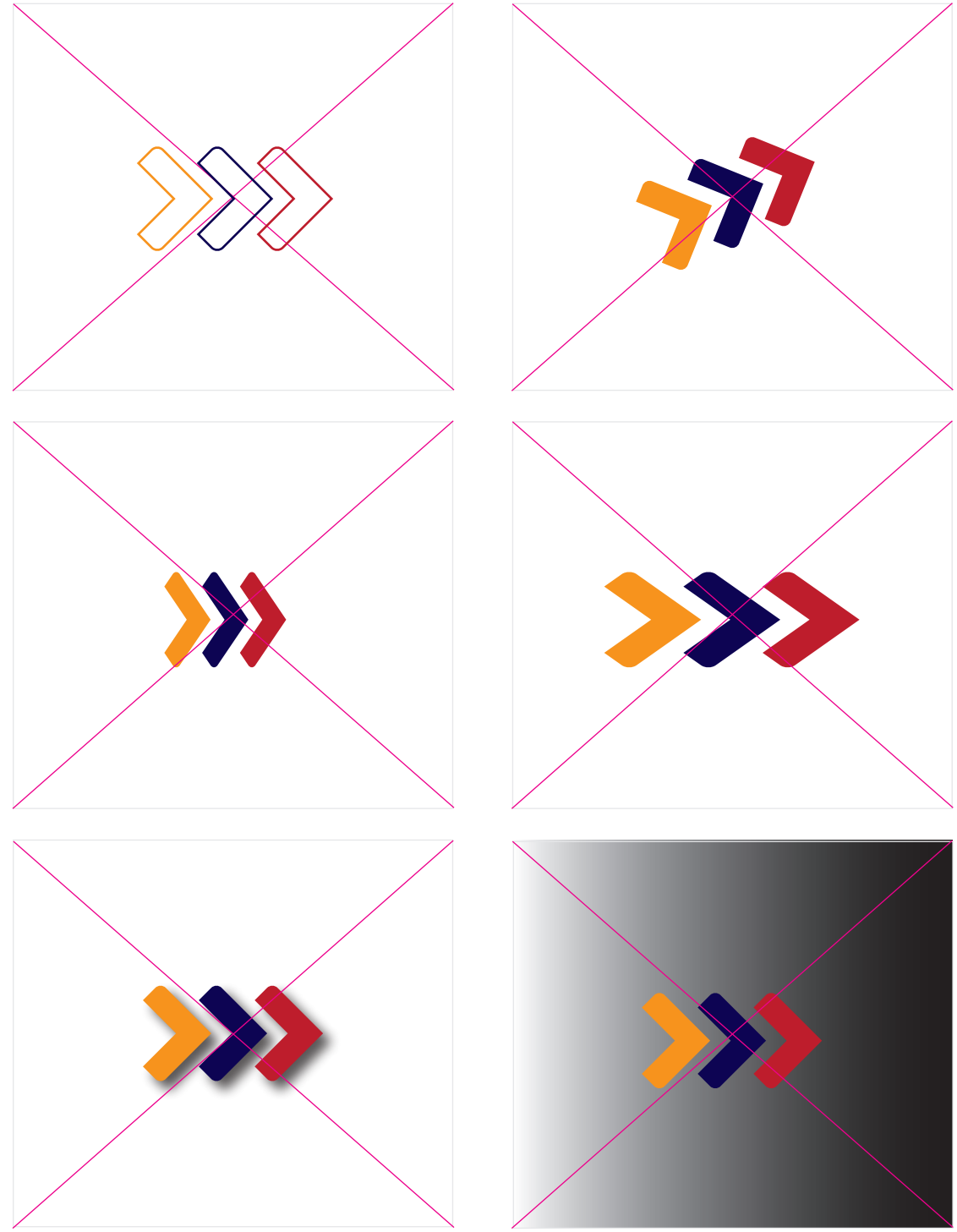






Incorrect Logo Usage

Do not outline, distort, or add special effects to the logo. Don't place it over a background where it would be hard to see.



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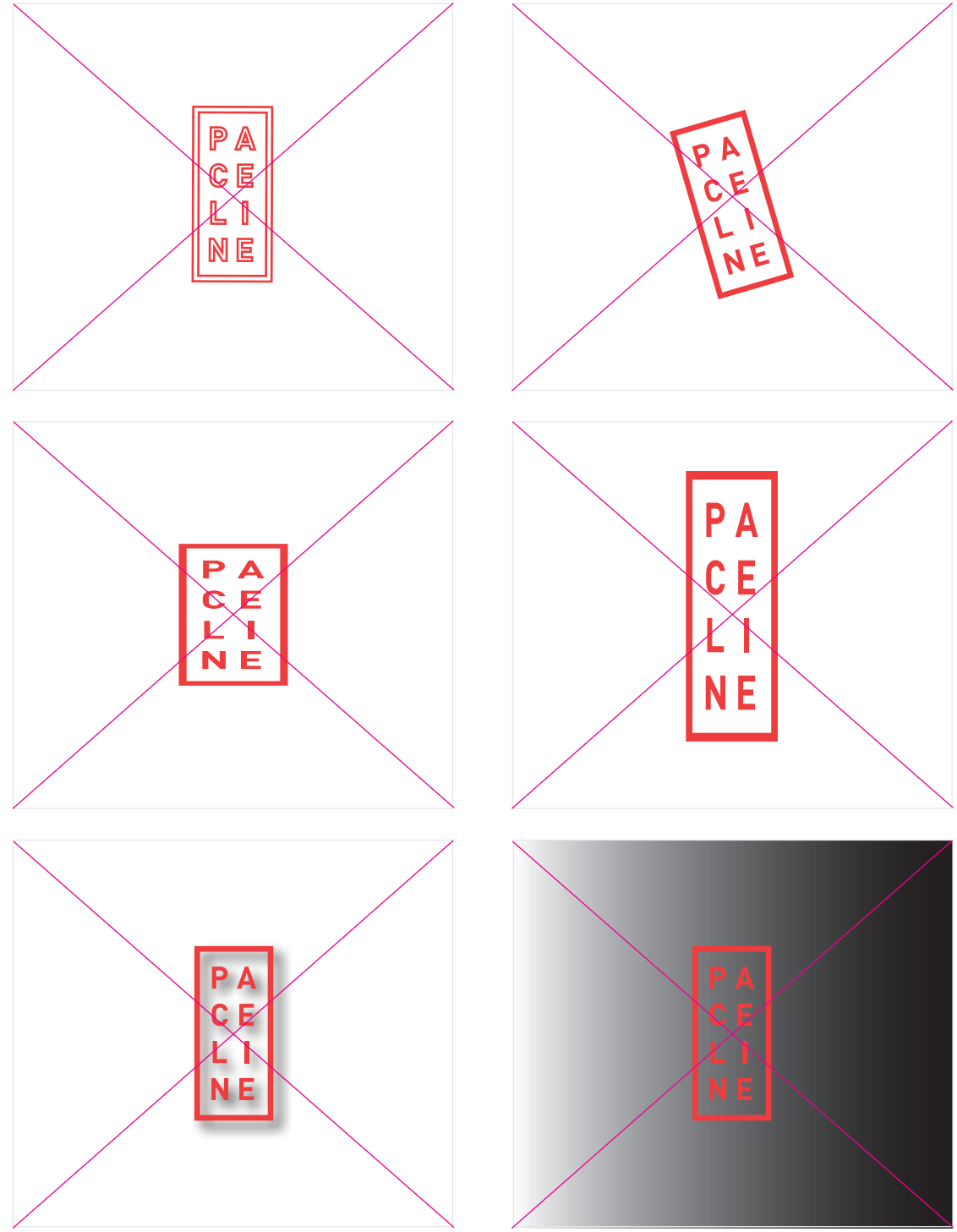

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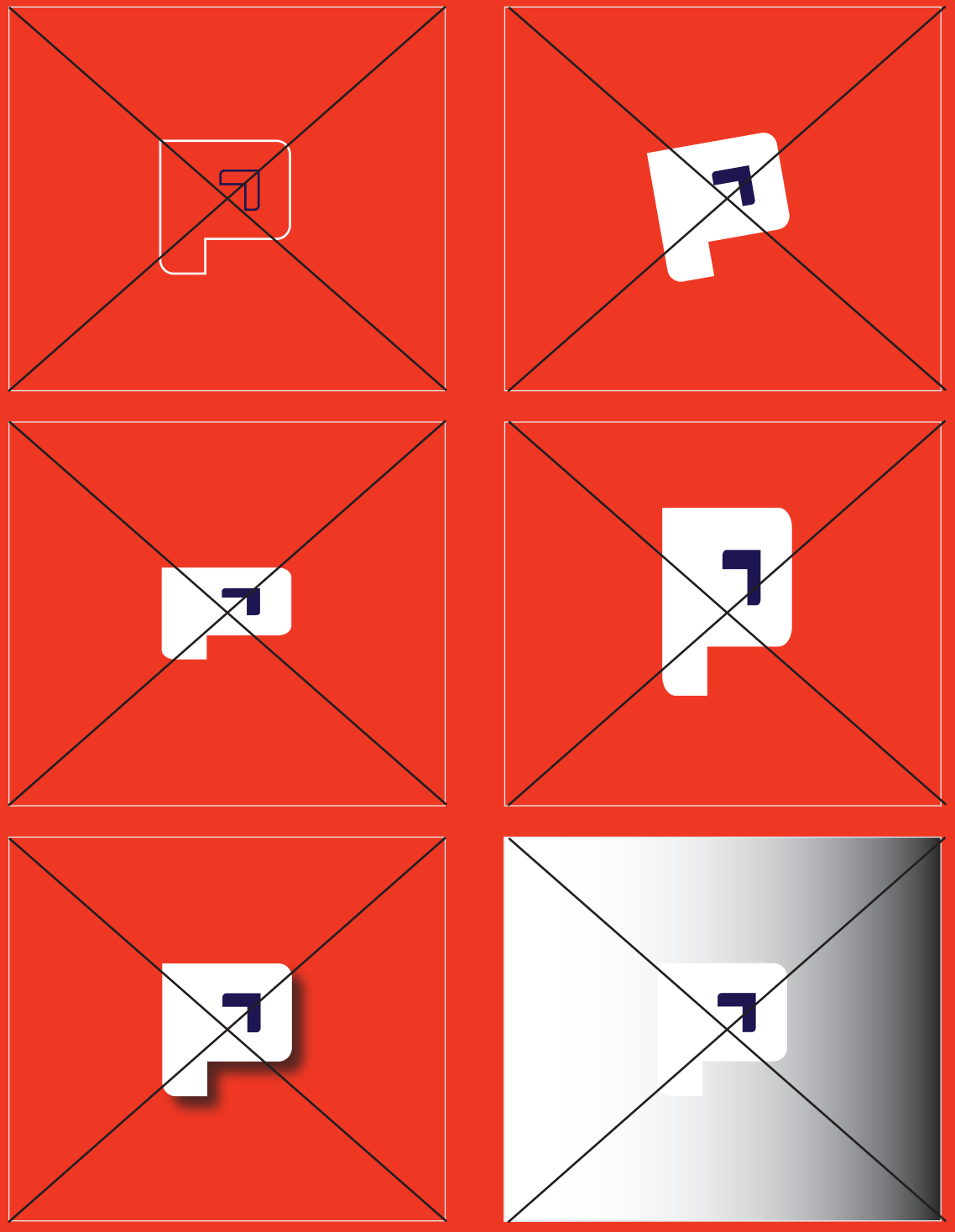


Paceline Brand Colors

These comprise the Paceline brand colors, if you choose to use them. Refer to the assigned color codes for your specific print or digital application.

CMYK: 0, 90, 78, 0
RGB: 239, 63, 65
PMS: 199C, 185U
HEX: #EF403F

CMYK: 15, 100, 90, 10
RGB: 190, 30, 45
PMS: 201C, 187U
Hex: #BE1E2D

CMYK: 100, 100, 26, 38
RGB: 30, 24, 83
PMS: 2745C, 2370U
Hex: #1D1752

CMYK: 0, 50, 100, 0
RGB: 247, 148, 30
PMS: 137C, 1235U
Hex: #F7931D

Paceline Brand Fonts

These fonts have been selected to complement the Paceline identity. You are welcome and encouraged to use them in your fundraising efforts and to display your Paceline Pride.

Cabernet Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

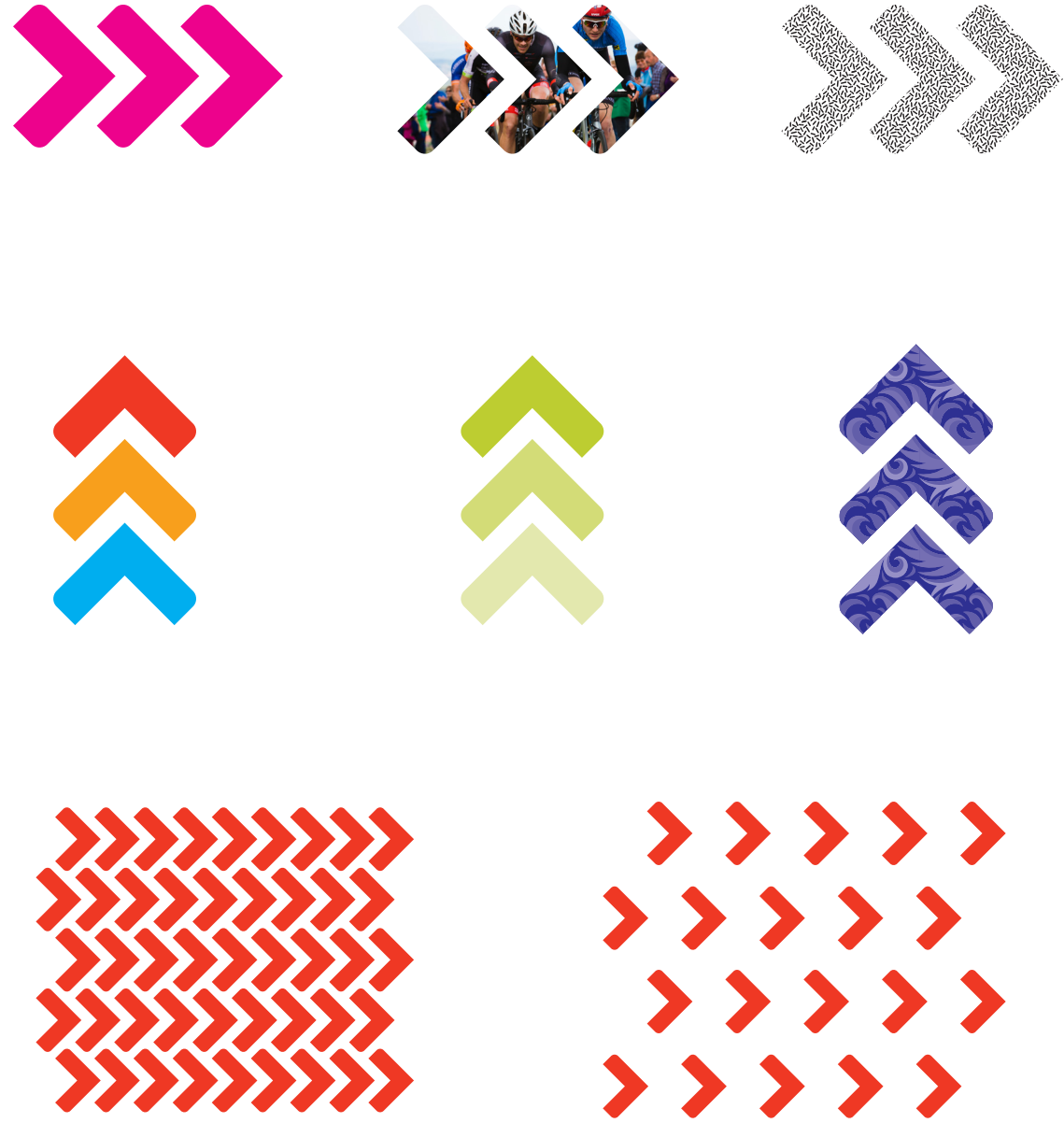
Avance Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Examples

Here are some fun things you can do with the Paceline assets! Use them to display your team colors and pride.

It is ok to change colors, add patterns, and photos, as long as the shape of the arrow is still discernible.



www.pacelineride.org/brand

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