BRAND IDENTITY GUIDELINES
Cycling Action Network

CAN

**CYCLING
ACTION
NETWORK**
PAI TE HAERE MĀ PAHIKARA

INTRODUCTION

This document provides advice and guidance
for the design and production of all internal
and external communications for the Cycling
Action Network. It should be used as a helping
guide rather than a strict set of rules, and used
creatively in the spirit of the brand identity.

CONTENTS

OVERVIEW

CAN is New Zealand's national network of cycling advocates, formed in 1997. It is a voice for everyday cyclists – recreational, commuter and touring. It works with government, local authorities, businesses and the community on behalf of cyclists, for a better cycling environment.

CAN's vision is: Cycling is an everyday activity in Aotearoa/New Zealand. It's tagline is: More people on bikes, more often.

CAN aims to:
• Promote the benefits of cycling
• Improve safety for cyclists.
• Encourage the creation of a good cycling environment.
• Promote cycle tourism.
• Advocate for integrated cycle planning.
• Increase the number of cyclists on our roads

CAN's brand is assured, dynamic, focused and direct. It's voice is clear and authoritative.

CAN achieves it's goals by enabling and empowering it's regional affiliates, and by being relevant to everyone who rides a bike, or aspires to ride a bike, in New Zealand, be that for pleasure, transport or health reasons.

BASIC ELEMENTS

1.0

THE CAN LOGO
Introduction

The CAN logo is the signature of our new brand identity. In the visual representation of the new brand we have used a italicised 'CAN' to represent movement and action on a sprocket background to represent cyling. We have also added the full name of CAN in bold type alongside the new brand mark. We have an additional Te Reo line which translates as 'good to go by bike'.

Please do not try and recreate the logo under any circumstance. The logo should always be reproduced from master artwork supplied.

Strapline
The correct usage of the strapline is addressed in section 1.5.

Background colour
It is recommended that the logo mostly appears on a white background. This will maintain its impact and legibility. However it can be used in white reversed out of CAN Red or black.

Minimum sizes
The logo should not be reproduced below the minimum size indicated. If the logo needs to be produced at a size smaller than the minimum, please us the logo with no strapline *(not shown)*.

CAN
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Minimum Sizes

Minimum size for print

Minimum size for digital use

CAN CYCLING ACTION NETWORK
PAI TE HAERE MĀ PAHIKARA

CAN CYCLING ACTION NETWORK
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35mm

200px

THE CAN LOGO
Exclusion zones

The logo requires space around it in order to maximise its visual presence. An exclusion zone around the logo prevents any graphic element from interfering with its integrity. This is illustrated in the examples opposite.

Any graphic element, including type, is only permitted to bleed up to the edge of the exclusion zone. However, it is recommended to allow more space if possible.

The CAN logo exclusion zone can be calculated from the x height of the letters in the logo (shown by 'X' opposite).

THE CAN LOGO
Colours and logo variants

The CAN logo should be reproduced in full colour wherever possible. It is designed to work best using either 4 colour process or printing a Pantone ink as specified. Its appearance, when correctly printed, and using the values given, represents the current colour standard for reproduction.

Logo colour variants
Where it is not practical to reproduce the logo in colour the logo may be reproduced in the mono variants shown. All logo versions must appear on a white background.

Logo web and screen colours
See HEX or RGB colour breakdown as provided.

4 colour process
The CAN logo should most commonly be printed using the 4 colour process.

Pantone coated and uncoated inks
Please remember to use the correct ink for the material being used. The colours used are not to be used as Pantone colour matches. Please refer to a recent copy of Pantone colour specifier.

©Pantone is a registered trademark of Pantone Colour Inc.
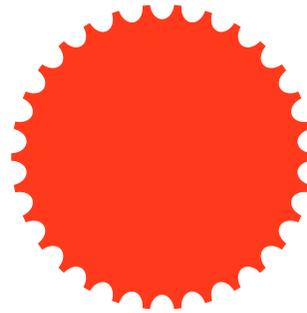
CAN Red

4 colour process
C0 M90 Y94 K0

Pantone
Bright Red

Web
HEX #f93822

RGB
R249 G56 B34
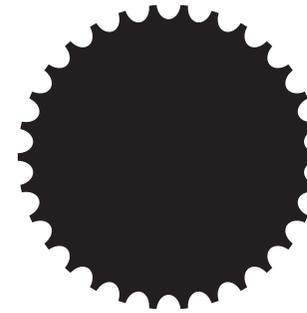
Black

4 colour process
C0 M0 Y0 K100

Pantone
Black

Web
HEX #000000

RGB
R0 G0 B0

Logo Variants

Red Positive Version

Black Positive Version

White Reverse Version

THE CAN AFFILIATED AND SUPPORTER MEDALS

The Supporter and affiliated medals have been created to reward those who are members or supporters of CAN as an organisation and its goals. By supplying a medal CAN can also attain greater brand reach and awareness.

Please do not try and recreate the medals under any circumstance. The medals should always be reproduced from master artwork supplied.

Background colour
It is recommended that the logo mostly appears on a white background. This will maintain its impact and legibility.

Minimum sizes
The logo should not be reproduced below the minimum sizes indicated.

Minimum Sizes

Minimum size for print

15mm   15mm

Minimum size for digital use

60px   60px
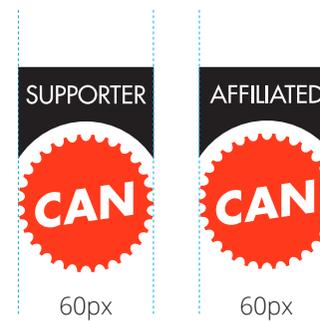
THE CAN STRAPLINE
Configuration and usage

The strapline for CAN is 'More people on bikes, more often'. These words encapsulate what we are and what we are trying to do. Correct usage of the strapline will help to promote our brand consistently across all communications.

The strapline should only ever be produced in the font Futura Bold and in uppercase. A vector EPS file can be supplied on request and used instead of manually typesetting the strapline.

Floating strapline
The strapline is not locked-up to the logo itself but can be used freely. The strapline can be located close to the logo as long as the exclusion zones in section 1.2 are adhered to.

The stacked version is more impactful and should be used in this preferred format where space allows. It's leading should be at least 2 points more than it's point size. The example shown opposite is 24/26pt.

The strapline should be used on all CAN communications, only when space is severely limited may the strapline be omitted.

MORE PEOPLE ON BIKES, MORE OFTEN

MORE PEOPLE ON BIKES, MORE OFTEN

MORE PEOPLE ON BIKES, MORE OFTEN

MORE PEOPLE ON BIKES, MORE OFTEN

TYPOGRAPHY
Print and online based fonts

Primary Typeface
Open Sans is the CAN lead identity typeface for conventional print and online applications. It can be used for all type uses including headlines and body copy.

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans is available online in formats for both Macintosh and PC.

www.fontsquirrel.com/fonts/open-sans

Headline Typeface
Futura Bold is a secondary typeface for headline and strapline usage ONLY. It is to be used in caps ONLY.

Futura Bold is available online in formats for both Macintosh and PC.

www.myfonts.com
www.linotype.com
www.fonts.com

Open Sans

abcdefghijklmnop
ABCDEFGHIJKLMNOP
1234567890
!@#$%^&*()_+

Weights available

Light
Regular
Semibold
Bold
Extra Bold

Futura Bold

**ABCDEFGHIJKLMNOP
1234567890**

Weights available

BOLD

STATIONERY

2.0

LETTERHEAD
A4

210 x 297mm

A: CAN logo
Logo prints in full colour CAN Red using colours
as specified.

B: Address and Telephone information
Open Sans Light, 8/10pt, ranged left,
Open Sans Light Italic, 7/9pt ranged left,
upper and lowercase. Prints in 100% Black.

Futura Bold, 6/10pt ranged left, uppercase.
Prints in CAN Red.

C: Strapline
Futura Bold 12/14pt, ranged left, uppercase.
Prints in CAN Red.

D: Website Address
Futura Bold 12/14pt, ranged left, lowercase.
Prints in CAN Red.

| 25 | 50 | 32 | | 20 |

CAN
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WELLINGTON OFFICE
Postal Address PO Box 25-424, Featherston Street, Wellington 6146.
Physical Address 2 Forresters Lane, Tory St, Wellington.
PHONE 04 210 4967 **EMAIL** info@can.org.nz.

A

B

15

19.5

D

C

**MORE PEOPLE
ON BIKES,
MORE OFTEN**

www.can.org.nz

8
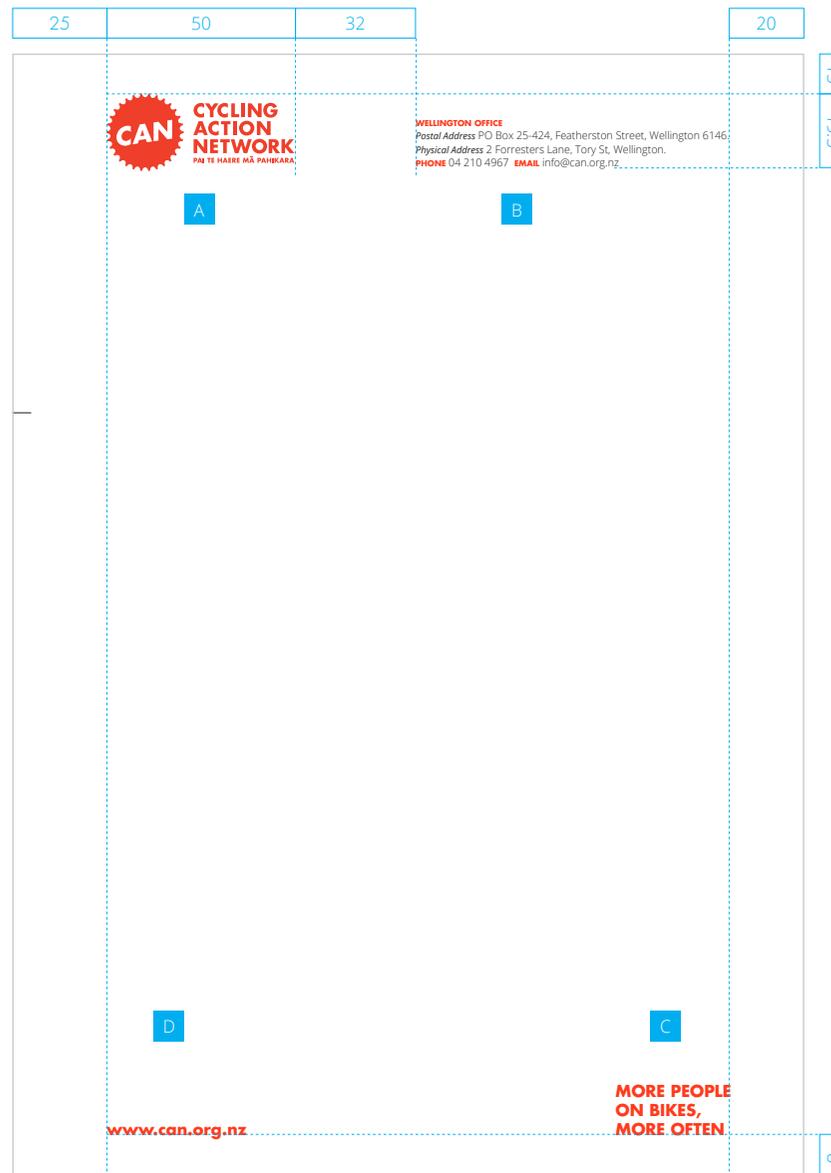
Shown at 50% of actual size

BUSINESS CARDS
Generic

55 x 90mm

Business Card Front

A: CAN logo
Logo prints in full colour CAN Red using colours as specified.

B: Name, Address and Telephone information
Open Sans Light, 7/9pt, ranged left,
Open Sans Light Italic, 6/9pt ranged left,
upper and lowercase. Prints in 100% Black.
Open Sans Semibold, 8/10pt, ranged left,

Futura Bold, 6/10pt ranged left, uppercase.
Prints in CAN Red.

Business Card Reverse

C: CAN Logo
Logo prints in full colour CAN Red using colours as specified.

D: Strapline
Futura Bold, 16/18pt, ranged left, uppercase.
Prints white out of CAN Red background.

E: Website Address
Futura Bold, 9/12pt, ranged left, lowercase.
Prints white out of CAN Red background.

7 | 36 | 16

5 | 38 | 5

CAN CYCLING ACTION NETWORK
PAI TE HAERE MĀ PAHIKARA

B

A

WELLINGTON OFFICE

Postal Address
PO Box 25-424,
Featherston Street,
Wellington 6146.

John Smith
Secretary

Physical Address
2 Forresters Lane,
Tory St, Wellington.

EMAIL info@can.org.nz
MOBILE 021 123 4567

PHONE 04 210 4967
EMAIL info@can.org.nz

7 | 50

7 | 38 | 5

MORE PEOPLE ON BIKES, MORE OFTEN

D

C

E

www.can.org.nz

CAN CYCLING ACTION NETWORK
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Shown at actual size

DESIGN EXAMPLES

3.0

DESIGN EXAMPLES

The following pages show some design examples of how the brand identity can be applied to various media and collateral.

The key is to keep the message simple and bold across all communications.

MORE PEOPLE ON BIKES MORE OFTEN

CAN CYCLING ACTION NETWORK

MORE PEOPLE ON BIKES MORE OFTEN

CAN CYCLING ACTION NETWORK

DESIGN EXAMPLES

MORE PEOPLE ON BIKES MORE OFTEN

MORE PEOPLE ON BIKES MORE OFTEN
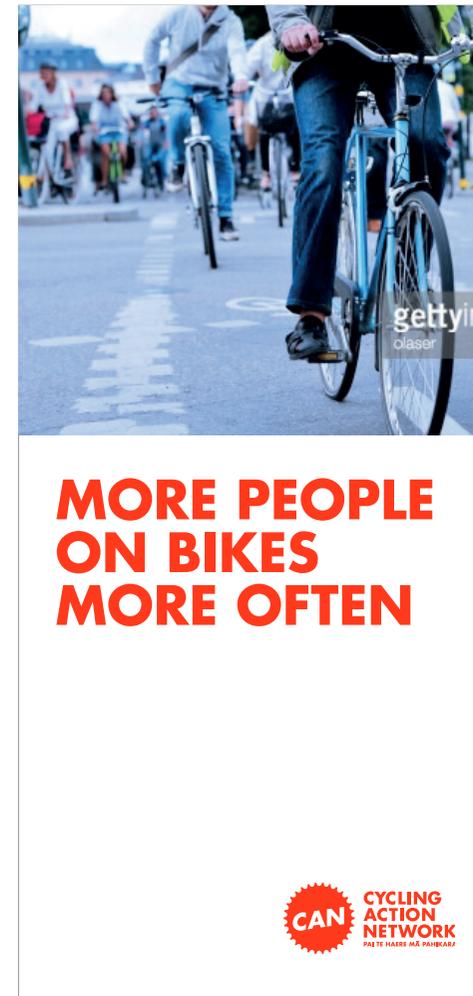
CONTACT US

If you require any further information about
the CAN brand identity guide please contact:

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