

The Bikeability Logo

As a result of our work to improve the Bikeability awards, the Bikeability logo has been updated. You can find downloadable, high-resolution copies of the latest logo in the **Marketing Tools** area of the Bikeability website.

We'd like you to use the new logo when you promote the Bikeability training you deliver. We know that registered schemes get a lot of value from being part of Bikeability, and using the Bikeability logo

is a very important part of this. Using the Bikeability logo across all of your different communications shows that you are part of a nationally recognised scheme, and allows you to tap in to the value of Bikeability as a whole.

Please use the logo properly so that it remains as the mark which communicates the quality and professionalism of our scheme, and the professional people who deliver the training.

Do allow enough space for the logo, ensuring that the 'Bikeability' words are always big enough to be readable.



Do leave a 'safe area' around the logo in which no other type or images can be placed. The circle used for the level can work as a good guide of how big the safe area should be.

Do not stretch, compress or rotate the logo



Do not rearrange the elements or change the colours of the logo



www.bikeability.org.uk



Department
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The Bikeability Award Materials

A Bikeability badge must be given to recognise the level at which all outcomes have been demonstrated.

A Bikeability certificate must be given for the level at which the trainee has taken part in training.

Do not produce alternative versions of any of the Bikeability award materials.

There have been a number of cases in the past of substandard certificates being printed locally on low quality stock and

with incorrect colours. This could harm the reputation of Bikeability and your training provision.

If you wish to add your organisation's logo to the Bikeability certificate we have created a space 40mm x 25mm for you to overprint or stamp your logo on the front of the official certificate. We have used laser printer friendly card so that it is possible for schemes to over-print trainee names and logos with a laser printer if they wish.

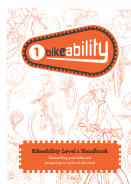
PVC Badges



Certificates



Booklets



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