

# Using the Bikeability Brand and Award Materials

Guidelines - January 2014



# Contents

## ABOUT THIS GUIDE

Why should I use the Bikeability brand?

Why do we need brand guidelines?

This guide

X

X

X

X

## THE BIKEABILITY BRAND

Introduction

The essence of the Bikeability brand

The values of the Bikeability brand

X

X

X

X

## VISUAL IDENTITY – USING THE BRAND

Logo

Typography

Images

Tone of voice

Nomenclature

X

X

X

X

X

X

## THE BIKEABILITY AWARD MATERIALS

Recognising participation and achievement with the Bikeability award materials

X

X

# About this Guide

This guide has been produced to help you, as a registered Bikeability scheme, use the Bikeability brand. By 'brand', we mean the official Bikeability logo and the various ways in which it is applied to printed and electronic resources and communications.

## Why should I use the Bikeability brand?

Using the Bikeability brand means that the brand becomes more visible to our customers (the trainees), our stakeholders and the wider public. Raising the level of awareness of the Bikeability brand will mean that more people come to understand what Bikeability is, and, as a result, more people will 'buy-in' to our offer. Taking the right steps to make Bikeability a household name will mean more people wanting to take part, and more Bikeability delivered!

We know that registered schemes get a lot of value from being part of Bikeability, and using the Bikeability brand is a very important part of this. Using the Bikeability brand across all of your different communications allows you to demonstrate you are part of a nationally recognised scheme, and tap in to the value of Bikeability as a whole.

## Why do we need brand guidelines?

We are proud of the value of the Bikeability brand and the messages it conveys to our customers, stakeholders and the wider public. The brand helps to communicate, in a quick and clear way, the quality and professionalism that underpins the wider Bikeability scheme.

To make sure that the brand continues to show the quality and professionalism of our scheme and the professional people who deliver the training, it is exceptionally important that we take sensible steps to make sure that the brand is used consistently, and in a high quality way.

## This guide

This guide sets out the guidelines for using the Bikeability brand and the ways in which we expect you will want to use it within your scheme.

The final section of this guide is about the Bikeability award materials – when they should be awarded, who to, and the different kinds of awards.

# The Bikeability Brand

## Introduction

At the core of the Bikeability brand are the brand essence and values. These help to define what Bikeability means and the overall direction for the brand.

The brand essence and values provide a useful check for whether a suggested application of the brand is 'right'; does that application fit with the brand essence and values?

The essence and values of Bikeability should be conveyed when using the brand.

## The essence of the Bikeability brand

The essence is the core characteristic that defines the Bikeability brand. Articulating the brand essence helps to:

- Project one single and strong image of Bikeability in the public domain
- Promote the brand more easily
- Define what is an acceptable use of the brand, or an acceptable association

The essence of Bikeability is that it is **enabling**.

Bikeability **enables** trainees to ride their bikes - safely and confidently

Bikeability **enables** trainees to have choice about where they go, when, and how they go there

Bikeability **enables** cycling, and all the fun and freedom that cycling affords

## The values of the Bikeability brand

The brand values are the expression of the brand's 'personality'. Our values are:

**Confidence** - we train people to be able to cycle confidently, to have the confidence to cycle and to explore by bike.

**Safety** - we train people how to cycle safely.

**Freedom** - we want those we train to be able to make choices about how they get around, how far they go and when.

**Fun** - the training is an adventure, and the opportunities it unlocks are fun and exciting.

**Professional and trusted** - the success of Bikeability is built upon the professional rigour across all aspects of the training

# Visual Identity - Using the Brand

## Logo

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## Typography

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Bikeability

## Images

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# Logo

## Master logo

This is our master logo. Its primary use is print applications where it is important to display the core colours of the master brand.



## Level specific logos

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget lacinia magna, eu imperdiet augue. In mattis ut nunc et posuere. Mauris varius nibh ac.



## Usage on colour backgrounds

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget lacinia magna, eu imperdiet augue. In mattis ut nunc et posuere. Mauris varius nibh ac.



# Logo

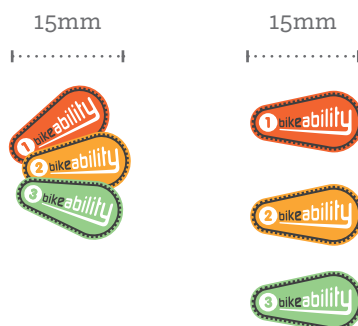
## Safe area

To ensure visual impact, there is 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 where the safe area is.



## Minimum size

The level specific logo must not be used below 15mm in width, otherwise it will be difficult to read. There is no maximum size.



## Logo colours

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Level 1



Pantone  
Warm Red C

Level 2

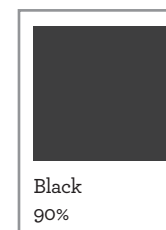


Pantone  
1375 C

Level 3



Pantone  
7488 C



Black  
90%

# Logo

## Incorrect Use

Our logos and branding elements are there to ensure people know it is a Bikeability communication. It is about recognition, so we need to ensure the elements are recognisable. That is why you should never alter the logos or their relationship in any way, including these.

**Don't** stretch or compress the logo



**Don't** change the colours of the logo



**Don't** rearrange the elements the logo



**Don't** rotate the logo





# Typography

## Archer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ( ) { } ? ! \$ % &

For use in headlines

## Archer Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ( ) { } ? ! \$ % &

For use in body copy

## Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ( ) { } ? ! \$ % &

For use online

## Nomenclature

The Bikeability name is important and must be used correctly at all times. Bikeability is written as one word, with a capital 'B'.

# Bikeability

**Don't** split Bikeability into two words:

~~Bike Ability~~   ~~Bike ability~~   ~~Bike-ability~~

**Don't** put a capital letter in the middle of the word, or use capital letters for the whole word:

~~BikeAbility~~   ~~BIKEABILITY~~

## Tone of voice

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget lacinia magna, eu imperdiet augue. In mattis ut nunc et posuere. Mauris varius nibh ac. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget lacinia magna, eu imperdiet augue. In mattis ut nunc et posuere. Mauris varius nibh ac.

# The Bikeability Award Materials

We believe it is extremely important that every child who successfully completes the training gets recognition in the form of the official Bikeability awards. The Bikeability award materials are the most visible form of the Bikeability brand to the public

Giving out these awards is one of the best ways of demonstrating to parents, teachers and children the strong professional credentials of the scheme, and in so doing gives parents the confidence to allow their children to cycle more.

The Bikeability award materials must be awarded consistently and fairly to recognise achievement at each level.

The terms and conditions of the Bikeability grant award from the Department for Transport require that every child participating in Bikeability receives at least a Bikeability certificate and badge for the level they have successfully completed. The badge and certificate awarded must be those produced for the Department for Transport and purchased through the Bikeability website.

PVC Badges



Certificates



Booklets



**Please do not** distribute unofficial or alternative products alongside the Bikeability award materials e.g. alternatively branded printed materials with Bikeability badges. It is important that other brands are not accidentally associated with the Bikeability brand.

# The Bikeability Award Materials

## Recognising participation and achievement with the Bikeability award materials

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

- Trainees who successfully complete Levels 1 and 2 as part of a combined Level 1 and 2 course must be given a Level 1 and a Level 2 badge.
- If a trainee does not successfully complete Level 2 as part of a Level 1 and 2 combined course, but has successfully completed Level 1, they must be awarded a Level 1 badge.

A Bikeability certificate must be given for the level at which the trainee has taken part in training. 'Taken part' means attended all sessions.

The Bikeability Level 1, 2 and 3 handbooks can be purchased as part of the 'complete award' offer. We strongly encourage schemes to provide the complete award to trainees. The handbooks have been written by National Standard instructors via the industry body TABS and are a high quality training supplement to help trainees remember what they learnt during training. freedom that cycling affords

## 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.