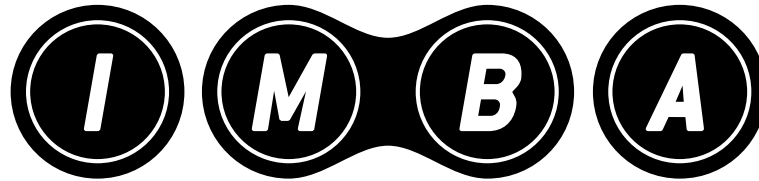




**INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION -- GRAPHIC STANDARDS MANUAL**

# IDENTITY

EXPERIENCE SHOWS THAT A LASTING IDENTITY CLEARLY, IMMEDIATELY AND DISTINCTLY CONVEYS NOT ONLY A COMPANY'S NAME, BUT WHAT THE COMPANY REPRESENTS. THE IMBA IDENTITY IS THE PUBLIC FACE OF THE INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION. IT IS AN EXPRESSION OF YOUR PERSONALITY, AND A PROMISE OF YOUR PERFORMANCE. THIS GRAPHIC STANDARDS MANUAL WAS DESIGNED TO PROVIDE RECOMMENDATIONS THAT, WHEN PROPERLY IMPLEMENTED, REINFORCE THE PERSONALITY, STRENGTHS, IDEALS AND LONG-TERM PERSPECTIVE OF YOUR ORGANIZATION.

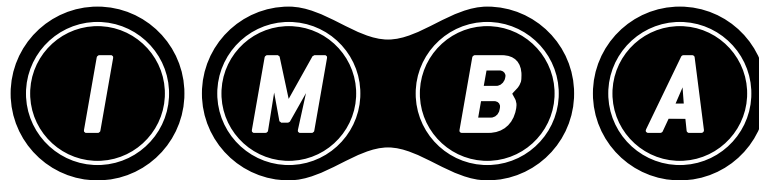


*INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION*

#### **IDENTITY -- Logo + naming**

---

With the initial launch of the new IMBA logo the name should be used whenever possible to help build consistency and recognition for IMBA organization. Use your best judgement, and be considerate of your audience when determining whether or not to include the IMBA name.

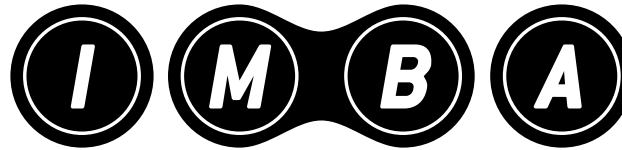




#### IDENTITY -- Clear space

A certain amount of clear space should surround the IMBA logo on all applications to help separate it from other communication elements such as text, headlines, photography, illustration or the edge of the piece or document. Observing the area of clear space lends prominence and readability to this important graphic element.





INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION



PANTONE 110U



PANTONE 159U



PANTONE 576U



PANTONE 732U



PANTONE 1797U

## IDENTITY -- Colors

The IMBA logo should be printed in a solid color (black is preferred). However, when an alternate color is desired, you should select from the IMBA color palette (examples shown).

If you wish to choose a color outside the palette use caution that you do not effect the readability of the identity. Stick with darker and more muted earth tones. Avoid bright, loud, and light colors, or colors that will effect the readability of the logo.

## IDENTITY -- Contrasting Backgrounds

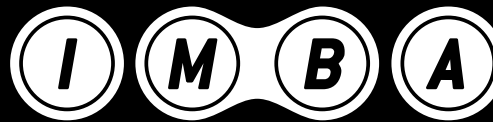
The IMBA logo should be printed in a single solid color (black is preferred) but some applications may require the logo to be presented differently. The options provided should accommodate most situations.

\* **Option one** should be used in situations where the background details may interfere with the visibility of the IMBA letters.

\* **Option four** is provide for special instances where variety and/or a contrasting element may be appropriate.



OPTION 1  
(black w/ white lettering)



OPTION 2  
(reversed to white)



OPTION 3  
(all black)

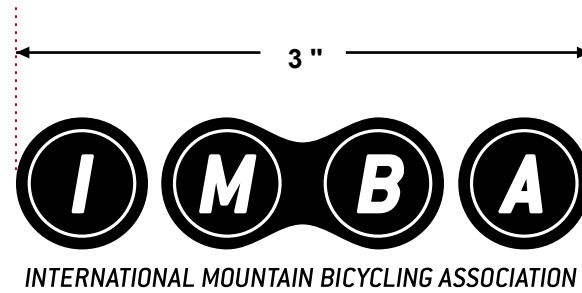


OPTION 4  
(wire frame)

**IDENTITY --** Size guidelines

---

Careful considerations should be given when displaying the IMBA logo with regards to the size of the logo and the name. The minimum width for logo with the IMBA name is 3". Option 2 should be used for any applications requiring the logo be smaller than 3" wide.



OPTION 1



OPTION 2



OPTION 1

### IDENTITY -- Special situations

To help create a sense of urgency and a call to action, a special version of the IMBA logo has been created. The JOIN button should always be connected with the IMBA url to allow potential members the opportunity to become actual members.



OPTION 1  
(reversed B/W)



OPTION 1  
(reversed B/W + red)

**IDENTITY -- Special situations**

---

Horizontal version: This is to be used in special situations where conventional version of the logo will not fit.



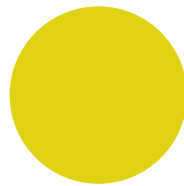
## COLOR

WHEN USED CONSISTENTLY, COLOR IS ONE OF THE EASIEST-TO-SPOT IDENTITY ELEMENTS, DRAWING ATTENTION TO LETTERS, BROCHURES, MAILERS, APPAREL, TCHOTCHKE ITEMS, AND OTHER FORMS OF **IMBA** COLLATERAL. EARTH TONES WERE SPECIFICALLY CHOSEN FOR THEIR REFERENCE TO THE ENVIRONMENT AND THEIR ALIGNMENT TO THE SPIRIT AND PURPOSE OF THE IMBA ORGANIZATION.

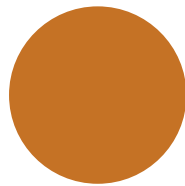
**COLOR -- IMBA color palette**

---

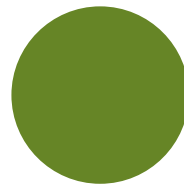
When reproducing the IMBA Colors in print, broadcast or Web applications, match their PANTONE® equivalents as closely as possible. These colors can be found in the PANTONE® Color Standards.



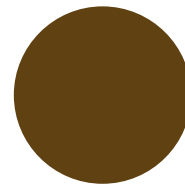
PANTONE 110 U



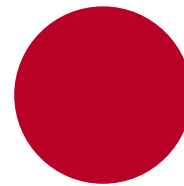
PANTONE 159 U



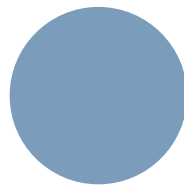
PANTONE 576 U



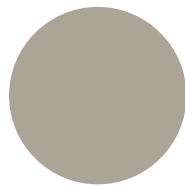
PANTONE 732 U



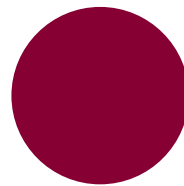
PANTONE 1797 U



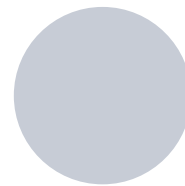
PANTONE 549 U



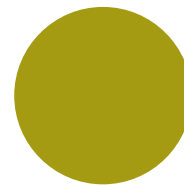
WARM GRAY 7



PANTONE 1955 U



PANTONE 5435 U



PANTONE 112 U

# ICONOGRAPHY

SOMETIMES, LESS IS MORE. ICONOGRAPHY CAN PROVIDE CLARITY AND FOCUS WHEN TRYING TO COMMUNICATE AN IMPORTANT IDEA. THEY ALSO PROVIDE GREATER OPPORTUNITIES TO EXPRESS THE IMBA BRAND.

### ICONOGRAPHY-- variations of usage

There is a variety of ways that the iconography can be used. However, early on it will be important to keep the language attached to the iconography to help create awareness of the IMBA mission. Over time the icons will be able to stand alone.

*There will always be exceptions to the rules, simply be sensitive to your audience.*

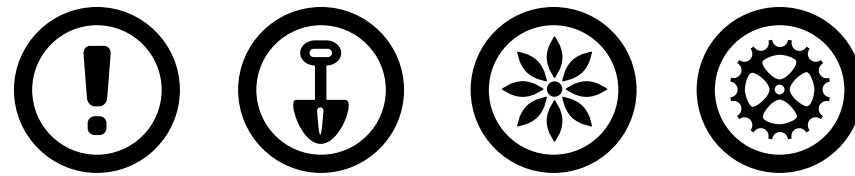
Each icon has a specific color:

Speak -- Pantone 110 U

Build -- Pantone 159 U

Respect -- Pantone 576U

Ride -- Pantone 732 U



**SPEAK**

**BUILD**

**RESPECT**

**RIDE**

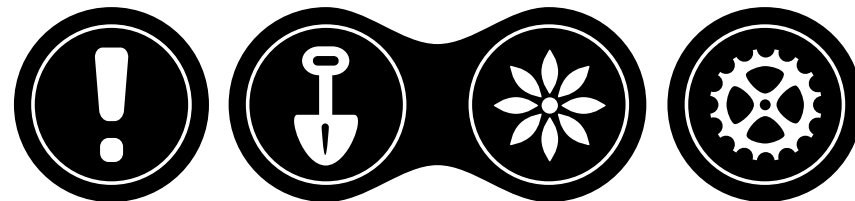


**SPEAK**

**BUILD**

**RESPECT**

**RIDE**



# TYPOGRAPHY

TYPOGRAPHY ADDS DIMENSION AND PERSONALITY TO THE VOICE OF IMBA. IT REINFORCES THE LOOK AND FEEL OF YOUR BRAND ACROSS A VARIETY OF DIFFERENT PLATFORMS. ALSO, HAVING A PRIMARY TYPEFACE WILL ALSO CREATE A CONSISTENT LOOK AND FEEL THROUGHOUT THE VARIOUS TOUCH POINTS OF YOUR BRAND.

Conduit Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 {ff!@#\$\$%ffi&\*[ ]?><+¢ }

Conduit Light Italic *ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890 {ff!@#\$\$%ffi&\*[ ]?><+¢ }*

Conduit Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 {ff!@#\$\$%ffi&\*[ ]?><+¢ }

Conduit Medium. Italic *ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890 {ff!@#\$\$%ffi&\*[ ]?><+¢ }*

Conduit Bold **ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890 {ff!@#\$\$%ffi&\*[ ]?><+¢ }**

Conduit Bold Italic ***ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***1234567890 {ff!@#\$\$%ffi&\*[ ]?><+¢ }***

Letter Gothic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 {~!@#\$\$%^&\*( )?><+¢ }

Letter Gothic Slanted *ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890 {~!@#\$\$%^&\*( )?><+¢ }*

## TYPOGRAPHY -- Specimens and usage

The IMBA typography system consists of a single typeface, **Conduit**, and its family of weights. This typeface should be used at every touch point of your brand. There are three weights, each including an italic version.

Often, it is useful to have a secondary typeface to add variety, and contrast for emphasizing a point. Captions, legal information, and/or technical information are other good opportunities for your secondary typeface to be used.

In order to be economical, and simplify your overall graphic system, we recommend you use the Mac system font **Letter Gothic** as your secondary type face.