

SQUIGGLY BIKE LOGO IDENTITY GUIDELINES

for activity inspired by the 2023 UCI Cycling World Championships



#POWEROFTHEBIKE

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Introduction Overview



THE BIGGEST CYCLING EVENT IN HISTORY

The 2023 UCI Cycling World Championships in Glasgow and across Scotland will bring together 13 existing UCI World Championships together for the first time to create a mega event.

Taking place across 11 days from 3-13 August 2023, this historic and innovative event will be a unifying must see, must attend, must watch event, uniting athletes and spectators.

It will be delivered in collaboration between the UCI, Scottish Government, Glasgow City Council, UK Sport, British Cycling, Glasgow Life and VisitScotland.



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Introduction Mission



POWER OF THE BIKE



**Bikes make us better. As individuals.
As communities. As a nation.**

Cycling makes a difference to our freedom, to our health, to our neighbourhoods, and to climate change – the health of our world. This is more than just an 11-day event.

The first event UCI 2023 Cycling World Championships have one over-riding purpose which centres on using the power of the bike to help make change.

More people, from more backgrounds, on more bikes, in more places, more often. And that's where the Squiggly Bike logo can help to unify us all towards a common goal - inclusive participation.

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POWER OF TOGETHER



When you ride together, the path feels smoother, the hills less steep.

The 2023 UCI Cycling World Championships are making that change of gear. A catalyst for change, and a chance to shine a spotlight on your own initiatives through use of the Squiggly Bike logo which has been designed to be used both before and long after the event itself.

The relationship with our partners in helping us to showcase the 2023 UCI Cycling World Championships, as well as amplifying and celebrating the #PowerOfTheBike is one of our most valuable assets.

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Establishing a consistent brand image, as well as building a strong legacy brand is key. From websites to social media posts, email signatures to posters and destination signage, why not use the official free-to-use Squiggly Bike logo across both your existing campaigns and activity, and those inspired by the 2023 UCI Cycling World Championships.

These guidelines provide essential information on the correct use of the Squiggly Bike logo and includes design guidelines, examples of use, and a checklist. They have been developed to ensure that both the Squiggly Bike and your own brand (where relevant) are presented in a way that protects and maintains their own equity and value.

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The journey

1.



2.



#POWEROFTHEBIKE

2023 UCI Cycling World Championships Logo (1)

This is made up of two separate elements, the Championships logo and the host logo. The Championships logo brings credibility and professionalism whilst the host logo is celebratory, inclusive and inspiring.

Focus of use: This logo is designed to be used whenever promoting the 2023 UCI Cycling Championships.

Squiggly Bike Logo (2)

The Squiggly Bike Logo takes its inspiration from the Championships logo encompassing a feeling of playfulness, inclusivity and positivity.

It has been designed so that it can be used long after the event itself in 2023, and to inspire people to celebrate the #PowerOfTheBike.

Focus of use: This logo is designed to be used for activity and/ or projects inspired by the 2023 UCI Cycling Championships both pre and post event as a lasting legacy.

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Logo Primary



#POWEROFTHEBIKE

Our primary logo is made up of the 'Squiggly Bike' as its central symbol and the #PowerOfTheBike hashtag.



#POWEROFTHEBIKE

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#POWEROFTHEBIKE

4.



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5.



7.



6.



The logo is available in four different variations; primary (3), boxed (4), horizontal (5), horizontal boxed (6) and bike only (7).

The boxed logo must be used when on top of an image or there isn't adequate colour contrast between the logo and the background.

There is the option for partners to use the bike only logo where space limitations exist or there is an opportunity for the logo to be used throughout a piece of collateral. For example in the case of a presentation deck, the primary logo could be used on the title slide, and then the logo without the hashtag could be used within the rest of the presentation deck.

The horizontal logo can be used in place of the stacked logo where space is limited.

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#POWEROFTHEBIKE

9.



#POWEROFTHEBIKE

8.



#POWEROFTHEBIKE

10.



#POWEROFTHEBIKE

Our primary logo comes in two colourways; full colour (7), reversed (8), mono (9) and mono reversed (10). The version used is determined by the background it is being placed on and whether full colour printing is possible. Always use the version which makes the logo stand out most.

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Clear space

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13.



To ensure prominence and legibility, the logo should always be surrounded by an area of clear space which remains free of other design elements, such as text or additional logos.

For the primary (11), boxed (12) and landscape (13) logos, this area is defined by double the height of the hashtag text, and applies to the primary, landscape and bike only versions of the logo.

The minimum clear space when using the bike version of the logo is the height of the bicycle handlebars.

This is also the minimum distance our logo can be placed from the edge of the page.

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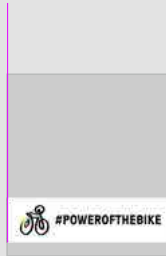
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Logo Minimum size

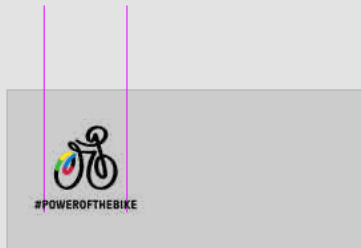
45mm



80mm / 300px



13mm / 100px



The minimum size of our logo is determined by its width. To ensure maximum clarity, the width of our primary, stacked logo should never appear smaller than 45mm (170px). The width of our landscape logo should never appear smaller than 80mm (300px). This is to ensure optimum readability of the hashtag.

When the Squiggly Bike is used without the hashtag, the minimum size is 13mm (100px).

170px



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Co-branding considerations

The Squiggly Bike logo can be used alongside other logos as part of co-branding opportunities (11).

To ensure prominence and clarity, the clear space and minimum size guidance (12) should be maintained.

8.



9.

11.

12.



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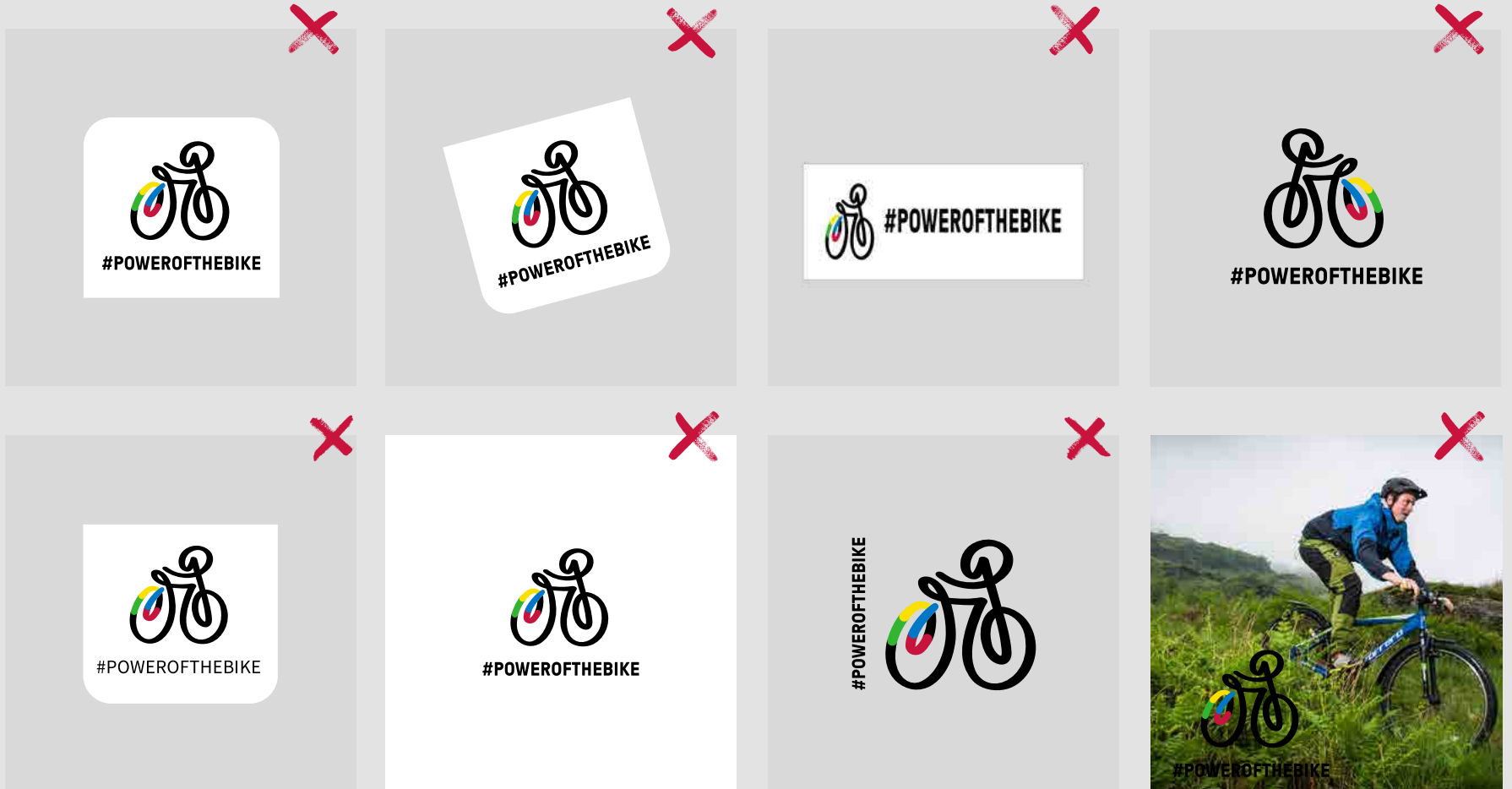
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Logo Misuse

- Do not reposition any element of the logo.
- Do not rotate, stretch or flip the logo.
- Do not alter the font used within the logo.
- Do not use white boxed logos on white backgrounds.
- Do not reposition the hashtag.
- Do not use on backgrounds without adequate contrast.



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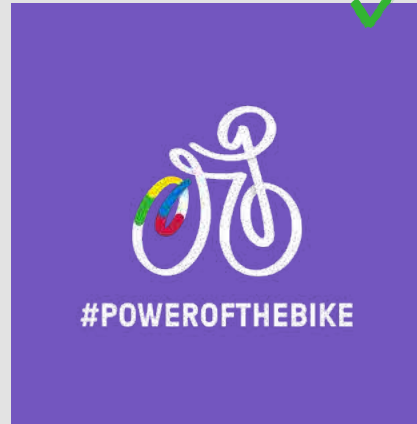
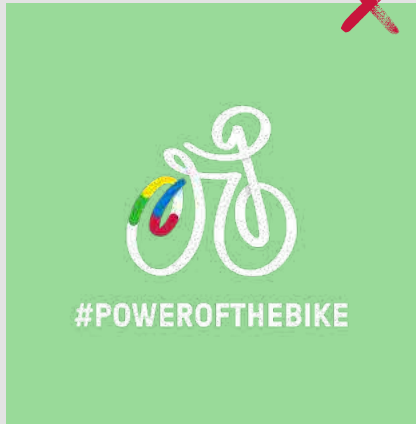
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14.



Ensuring our colour and typography choices are accessible to as many users as possible is key to being an inclusive brand.

Colour contrast

Colour combinations should seek to provide maximum contrast (13), including enough contrast between content and background so that it is legible for anyone with low vision or those who struggle to decipher between colours. As per the Web Content Accessibility Guidelines ([WCAG](#)) text and interactive elements should have a colour contrast ratio of 4:5:1.

Image backgrounds

Copy over images should be avoided because variable contrasts interfere with legibility (14).

Minimum text size

While no single point size is suitable for everyone, as a general rule, a minimum size of 16 point is recommended for people with a visual impairment.

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- Bike storage
- Cycle itinerary
- Signage
- Bike rack

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TOMINTOUL LOOP

(20.1 MILES, 32.4 KM)

A scenic day trip loop, taking in Tomintoul and part of the famous Whisky Trail
visitscotland.com/cyclingroutes



ROUTE DESCRIPTION

This circular day trip begins in Tomintoul, the highest village in the Highlands. The route follows the River Avon to Drummin Castle, a 14th century Tower House, before looping back to the start along a section of the world-famous 'Whisky Trail'.

Dating back to 1824, the Glenlivet Distillery marks the halfway point. A range of tours are available, which can be booked in advance.





There is also a café on site to fuel you for the final leg of the journey back to Tomintoul, or visit the gift shop to pick up a sample of the famous local spirit to enjoy later.


ROUTE LEVEL CLASSIFICATIONS



Introductory	Intermediate	Challenging
DISTANCE < 15 KM TERRAIN FEW TO NO HILLS	DISTANCE 15-35 KM TERRAIN SOME HILLS	DISTANCE >35 KM TERRAIN HILLY

THE DISTANCES MAY VARY SLIGHTLY FROM THE CLASSIFICATION DEPENDING ON THE AMOUNT OF HILLS AND THE NATURE OF THE ROUTE

FRIENDLY STOPS

WHISKY CASTLE CAFÉ Tomintoul, AB37 9EX 01807 580213		
THE OLD MALTINGS COFFEE SHOP Glenlivet Distillery, AB37 9DB 01340 821720		
GLENLIVET BIKE TRAILS CAFÉ (diversion off main route) AB37 9AR 01479 870 070		



[VISITSCOTLAND.COM](https://visitscotland.com)  

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CHECKLIST FOR USE



Is the logo above the minimum size? (Refer to Page 13)

Does the logo have the minimum clear space (Refer to Page 12)

Have you applied the clear space? (Refer to Page 12)

Is the brand clearly visible on your own designs and equitable to other logos which may be included? (Refer to Page 14)

Confirm you have not altered/ adapted or amended the brand?
(Refer to Page 15)

If referencing the event in written text, have you used the correct naming conventions? (Refer to Page 30)

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FOR FURTHER ADVICE



For further clarification and advice on using the
Squiggly Bike logo, please contact

hello2023@cyclingsworldchamps.com

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- [Typography](#)
- Naming

Please note: Use of the 2023 UCI Cycling World Championships typography is not mandatory when creating your own assets and/or collateral where the Squiggly Bike logo will be integrated.

However details on typefaces and alignment are included here for background should you wish to use these components as part of your own assets and/or collateral development.

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Typography

Typefaces

GT PRESSURA

Graphik

Our primary brand typeface is GT Pressura. It is used as a display font for headlines, short paragraphs and pull-out quotes. We use GT Pressura in all caps and in a single weight: Bold. Our secondary brand typeface is Graphik. It is used for communications where larger amounts of body text are written. We use Graphik in four weights: Light, Regular, Medium and Semibold (including Italics for emphasis). Where possible, GT Pressura and Graphik should be used for online applications.

It is not only our typeface that helps represents our brand but also the way we use it. Headlines, document titles and short amounts of display text should be staggered when possible, representing movement, motion and momentum.

**STAGGERED
HEADLINES**

**SPACING IS
IMPORTANT**

How we stagger text will vary on length and any additional content surrounding it. However, as general rule text should be positioned in a well-balanced and aesthetically pleasing way. For consistency across communications, it is important to consider the spacing between adjacent lines of text. When crafting typographic headlines, please ensure the leading is equal to the spacing between words. Please also ensure kerning is adjusted appropriately.

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- Typography
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Please note: Use of the 2023 UCI Cycling World Championships recommended naming conventions are not mandatory when creating your own assets and/or collateral where the Squiggly Bike logo will be integrated.

However details on naming are included here for background should you wish to use these components as part of your own assets and/or collateral development.

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Naming Overview

This is a brief overview of our naming. As much as we'd like to be the only major global sporting event taking place in 2023 - this is not the case - so making sure we get the even name right in our communications and not abbreviated is really important. For further details on naming, tone and golden rules then please refer to our Communications Style Guide.

This is the full name in the **correct** order

2023 UCI CYCLING WORLD CHAMPIONSHIPS - GLASGOW AND SCOTLAND ✓

This is the company name

2023 CYCLING WORLD CHAMPIONSHIPS LIMITED ✓

Things we **never** say

2023 CWC ✗

GLASGOW 2023 ✗

SCOTLAND 2023 ✗

GLASGOW '23 ✗

SCOTLAND '23 ✗

Acceptable abbreviations

2023 UCI CYCLING WORLD CHAMPS ✓

2023 UCI CYCLING WORLDS ✓

THE CHAMPIONSHIPS* ✓

Use abbreviations once you use the full event name.

*Only acceptable once made explicitly clear you are talking about the 2023 UCI Cycling World Championships.

Please refer to our Communications Style Guide for further details.

THANKS

