

PEDAL YOUR WORLD

BRAND KIT / CONCEPT EDITION

# THE NEXT FIFTY.

Bikes. Trails. Coast. Community. A visual kit  
built around the two supplied badges.

*50 Years. Still Riding.*

1976 - 2026

Independent concept. Exact supplied artwork preserved. No shop endorsement or  
manufactured merchandise is claimed.



SHOP BADGE / SUPPLIED ORIGINAL

# Two badges. One world.



## THE SHOP BADGE

Everyday identity / the home base.



## THE ANNIVERSARY BADGE

The 50-year moment / 1976 - 2026.

Both badges are raster artwork. Keep their lettering, proportions, colors and backing intact.

# Navy roots. Red energy. Coastal blue.

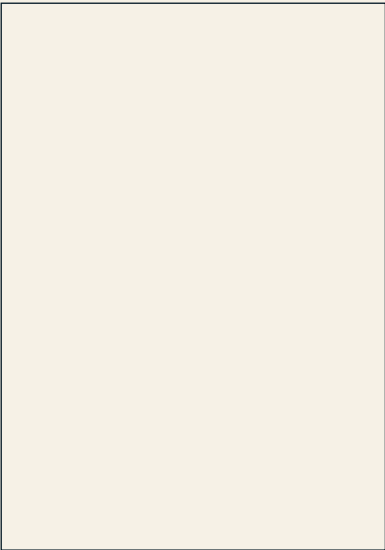


MIDNIGHT NAVY

**#061B27**

RGB 6, 27, 39

Main canvas



WARM CREAM

**#F6F1E6**

RGB 246, 241, 230

Type + card surfaces

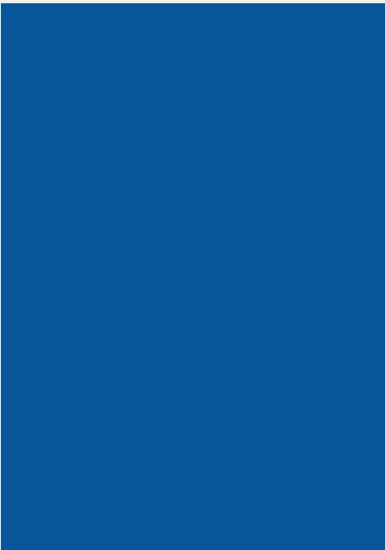


SIGNAL RED

**#ED2027**

RGB 237, 32, 39

Primary action

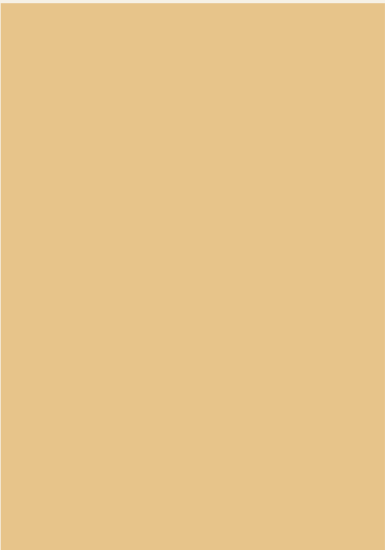


COASTAL BLUE

**#07559A**

RGB 7, 85, 154

Reference prices + links



ANNIVERSARY GOLD

**#E7C48A**

RGB 231, 196, 138

Milestone + detail

**USE THE PALETTE WITH INTENT**

Cream on navy for reading. White on red for large action labels. Blue on cream for small links.

Digital RGB values are starting points. The printer must proof CMYK, spot colors and material shifts.

03 / TYPOGRAPHY

**Big feeling. Clear information.**

**Bikes for a  
Bigger World.**

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*50 Years. Still Riding.*

**TRAILS / GREAT BIKES / COMMUNITY**

A strong editorial headline gets the attention.  
Straightforward labels and useful details keep the page moving.

**SYSTEM FONT STACKS**

Georgia, serif / Arial, Helvetica, sans-serif / Segoe Print, cursive  
Font files are not included. Use licensed local installations and confirm substitutions before output.

**GEORGIA BOLD**

Editorial headlines. Short, generous lines. Use sentence case.

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**ARIAL / ARIAL BOLD**

Catalog names, prices, navigation and practical information.

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**SEGOE PRINT**

A short celebratory accent. Keep it out of prices and instructions.

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# Give the badges room.



x = 10% of artwork width

Keep x clear on every side.



x = 10% of artwork width

Keep x clear on every side.

Keep the complete supplied image. Do not stretch, crop, recolor, erase the backing or treat the raster badge as a finished vector master.

Review starting minimums: 50 mm print width / 96 px digital width. Small detailed uses need a physical proof.

05 / MERCH PLACEMENT

# Wear it well.



## TEE / LEFT CHEST

80 mm wide. Place from the garment centerline with the printer. Keep the full square artwork backing visible.



## HOODIE / FRONT OR BACK

90 mm chest badge, or 200 mm back graphic. The large back print requires higher-resolution artwork or an accepted vendor proof.

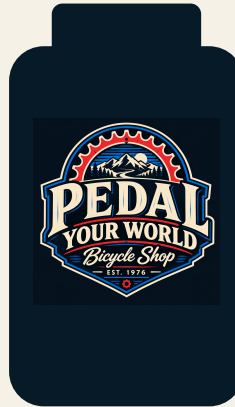
PLACEMENT STUDIES / NOT TO SCALE / GARMENTS, FABRIC, INK AND MANUFACTURE NOT SELECTED

# From the trailhead to every day.



## CAP

35 mm badge. A flat print is the reference. Embroidery needs a vendor-created stitch file and sew-out approval.



## BOTTLE

60 mm wide. Confirm flat print zone, surface treatment, wrap limits and dishwasher durability with the selected vendor.



## TOTE

160 mm wide. Square patch or printed panel. Confirm opacity, fabric texture, backing shape and large-print resolution.

### **SAME BADGE. DIFFERENT MATERIAL.**

These are placement concepts, not manufacturing files or available products. Request one physical sample before a run.

# A jersey for the long way home.



**FRONT / 80 MM LEFT CHEST**

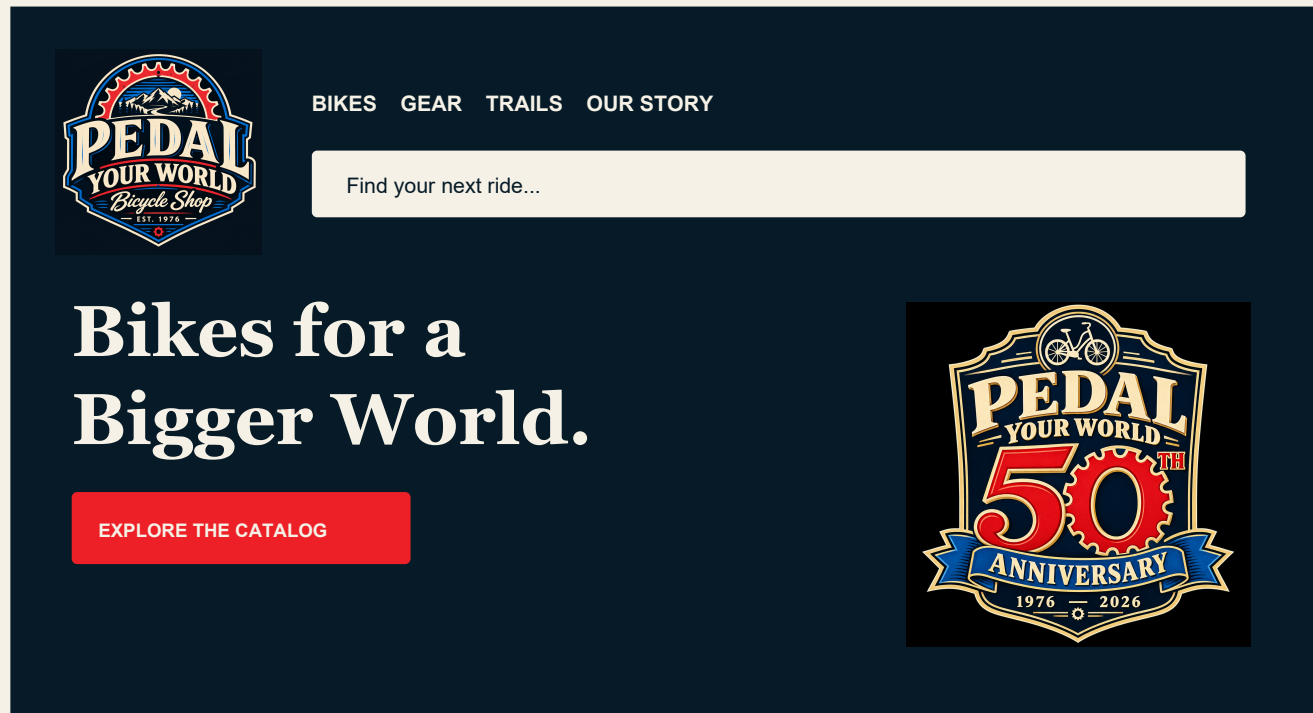


**BACK / 180 MM CENTERED**

Confirm the jersey pattern, pockets, seams, zipper and rider visibility before placement. Keep supplier names and sponsor marks off the concept until authorized.

The 180 mm back graphic exceeds a 300 ppi target at the supplied raster size. New authorized source artwork is needed.

# Built to move between screens.



## WEBSITE COMPOSITION / ILLUSTRATIVE LAYOUT

Use actual HTML text for navigation, search, prices and controls. The badge is an image; the whole page should never become one flattened screenshot.

Digital exports preserve the square backing. No transparent-background or outlined-vector master is included.

## SUPPORTING MARKS

**50 YEARS.**  
**STILL RIDING.**

1976 - 2026

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**COAST. COMMUNITY.**  
**TWO WHEELS.**

Editable supporting SVGs are included. They are new typographic artwork, not vector versions of either supplied badge.

# Ready to review. Proof before a run.

## INCLUDED

Exact original PNGs. Optimized WebP and PNG exports. Palette. Type direction. Supporting SVGs. This guide. Sticker placement proofs. Merch placement data.

## VENDOR PROOF REQUIRED

CMYK conversion, ink and fabric color. Bleed, trim and cutline. Material and finish. Embroidery digitization. Seam, pocket and zipper clearance.

## REMAINS UNVERIFIED

Shop endorsement. Trademark or commercial-use clearance. Ownership beyond the supplied source. Manufactured stock. Supplier pricing. Durability and fulfillment.

## BEFORE PRODUCTION

Choose a vendor. Confirm its template and minimum resolution. Secure authorized higher-resolution artwork for large graphics. Review a physical sample. Approve the final proof.

No order, vendor account, payment, shop contact or manufacturing commitment was made. All placements remain concepts.