

# Guidelines for the use of the Santa Rosa Cycling Club Logo



1. Purpose
  - a. With the designation of an official logo, the SRCC Board of Directors (Board) hopes to create a consistent look across all media. The purpose of these guidelines is to set forth regulation on the use, depiction, and publication of the Santa Rosa Cycling Club Logo (Logo) and Santa Rosa Cycling Club Logo Name (Logo Name).
2. Official Club Logo
  - a. As of March 10, 2018, the Board designates the Logo and Logo Name, attached as Appendix A1, A2, A3 as the official Logo for the club. The Logo supersedes all previous Club Logos.
3. Logo Variations
  - a. The Logo may be resized as necessary to fit appropriately in any artwork in which it is used. The aspect ratio (relationship of width and height) may not be altered.
  - b. No other variation of the Logo is allowed except as provided below.
4. Logo Colors and Font
  - a. The Logo uses the specified colors and font in Appendix B. Use of the Logo, and Logo Name must use the designated colors and font, except as provided in Paragraphs 6 and 7 below.
  - b. The background color (inside the rose) must be red or one of the designated colors (refer to Appendix B), except as provided in Paragraphs 6 and 7 below.
5. Logo Usage
  - a. The Logo must appear on every item of clothing authorized by SRCC. The Logo may appear in addition to other designs on the clothing, and does not need to be incorporated into the design. In cases where the Logo colors do not fit with the clothing design, the Logo may appear in black and white (ie. Grayscale) as shown in Appendix A2. When the grayscale Logo is used, it may be printed using black ink on any background color in lieu of white.
    - i. SRCC sponsors the following events: March Magic, April Alpina, Wine Country Century, Terrible Two, Bad Little Brother. It is required that all events will include the Logo on clothing and marketing material.
  - b. The Logo shall be used in the stationery of official SRCC correspondence. The Logo may also be used in any cases the Board deems appropriate.
  - c. The Logo will be displayed on the website, social media and cannot be altered in any way.
  - d. Anyone creating promotional items, e.g. jerseys, etc, for the club must use the approved Logo or Logo name and must obtain board approval.

- e. Any other use of the Logo or Logo Name must also be approved by the board and follow all SRCC logo "Guidelines".
  - f. For non SRCC use (e.g. acknowledgment of sponsorships on their websites or written materials), logo from Appendix 1A or 1B will be submitted for use in a high-resolution format.
6. Exceptions with Board Approval
- a. Any exceptions to these guidelines must be approved by the Board.
7. Samples
- a. The Logos and colors in this document are samples only. They are low resolution and will not print properly. Before using the SRCC Logo in any application, please obtain the proper high resolution file by contacting the SRCC Web Administrator at [webmaster@srcc.com](mailto:webmaster@srcc.com).

b.

## **APPENDIX A1:**

Official SRCC Logo as of February 2018 – Red



## **APPENDIX A2:**

Official SRCC Logo as of February 2018– Black and White (ie. Grayscale)



## **APPENDIX A3:**

Official SRCC Logo as of February 2018– Yellow-Green



## **APPENDIX B:**

Colors and Font used in the SRCC Logo

**Font:** Neutra

**Red:** Pantone – 193CVC

**Black:** Pantone – Basic Black

**Yellow:** Pantone – 123C

**Green:** Pantone – 370CVC