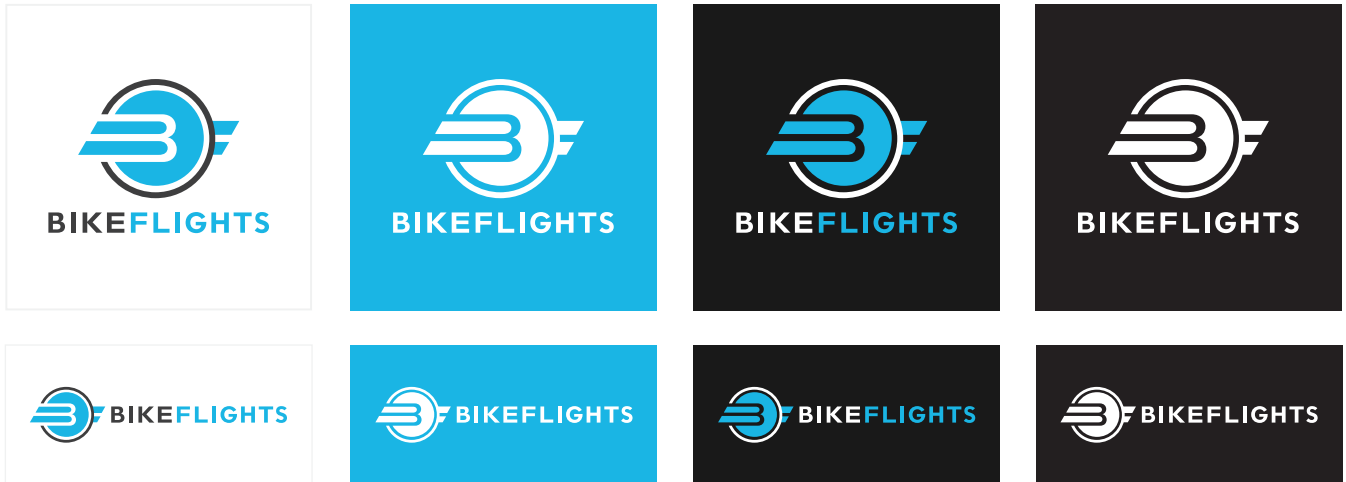




# BRANDING GUIDE

## LOGOS AND USAGE



## LOGO USAGE

To ensure legibility, always keep the above minimum padding around the BikeFlights.com logo. This minimum space should be maintained as the logo is scaled in order to isolate it from competing graphics, text and/or images.

The BikeFlights.com logo is a registered trademark and may not be reproduced, used or distributed without the consent of BikeFlights.com.



BIKEFLIGHTS

# BRANDING GUIDE

## COLORS AND FONTS

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### COLOR PALETTE



**PANTONE 306**  
CMYK 71, 6, 4, 0  
HEX #00b5e2



**PANTONE COOL GRAY 11**  
CMYK 66, 59, 58, 40  
HEX #484848



**PANTONE BLACK**  
CMYK 72, 66, 65, 77  
HEX #1c1c1c

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### FONT FAMILY

**HEADINGS: PROXIMA NOVA // EXTRA BOLD // UPPERCASE**

Body: Proxima Nova // Regular // Sentence case

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# BRANDING GUIDE

## IN CONTEXT

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## SPELLING

When used in a sentence, BikeFlights.com must always:

- Appear as one word - BikeFlights.com
  - Include a capital “B” and a capital “F”
  - Include “.com”
- 

## SERVICE DESCRIPTION

BikeFlights.com is a bicycle shipping service for cyclists.

BikeFlights.com ships bikes, wheels and gear for cyclists.

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