

The logo and how to use it.



Using the logo.

At first glance, the Cascade logo is a deceptively simple, unassuming thing. And yet that logo—and all the ways we use it constitutes something very valuable to the club. That something is our club's visual identity.

It's something unique to us that no other organization has. It designed to bring immediate credibility and recognition to everything it adorns.

It's one of the most powerful tools we have to bring public

attention to our club.

Unfortunately, it's also quite fragile. Easily compromised. And sometimes abused.

Fortunately, there are a couple of easy rules to follow that clearly define just how and what the limits are for its use. I urge you to follow these standards.

There's no gentle way to say it: If we aren't careful in how we use Cascade's identity, we're certain to lose it.

As a club, we're relying on you to help the us preserve that identity. Take a few minutes to study the guidelines described here. And, keep this file along with the logo files for handy reference.

And please: Never try to bend the rules. These rules won't bend. They'll break. It's important to all of Cascade that they don't.

Tim Celeski

One logo.

There is only one Cascade logo. And, that is the logo below that is created from an official Cascade logo file or logo sheet. Don't try to recreate or modify the logo in any way. The logo is much more complex than it looks. Use only a Cascade logo file or printed sheet as supplied to you from Cascade.



And a couple more.

As you can see, we have a couple of more designs that are used from time-to-time. These are really designed to help professional designers in special situations. For example, when there's only a little bit of room on a jersey, or when you need a very small version of the logo. The "Flying C" logo is really meant to be an additional design element for special situations for graphic designers to use. It is not meant to ever appear side-by-

side with the full logo, nor even necessarily on the same page. Do not try to force the situation as it is not a substitute for the full logo. It's just a design element to use when space is tight, or for fun. When in doubt, always use the full logo.



One proportion

This is important: Don't every stretch or condense the logo out of shape. It can be resized proportionally to the most appropriate size for your use, but, don't stretch it out and make it longer or shorter. The easiest way to guarantee this is hold down the Shift key when trying to shrink or grow the logo if your using a software program.

Don't do this:



Or this:



Do this:



Which files do I use?

It's important to use the right file in the right situation. If you look at the end of the file names you'll notice an extension, like EPS, TIF or JPG. So, which one to use, where?

EPS

If something is going to be printed on a printing press, the preferred high resolution file format in the printing industry is always EPS. By using EPS, and outputting to a Postscript printer, no matter what size the logo appears as sharp as possible.

JPG

JPG is the preferred format for files that will appear on the World Wide Web. But, because the logo is made up of dots, that when scaled up can get very large and jagged, this format should not be used for print. Nor, should it be scaled up when used online. But, you can scale it down.

GIF

Like JPG, it's another format for the WWW. Small and efficient, it has its place online as a substitute for JPG.

TIF

TIF is a high-resolution bit-mapped format. Like JPG, it doesn't scale up very well. But, it is much sharper than JPG, and if need be, and EPS won't work, it can be used for printing. If you don't have a Postscript printer, this would be an excellent choice for output, as it would be very sharp. And, as long as the logo won't be scaled up it's a backup format to EPS if the goal is volume production at an offset printer or a computer printer .

Color.

Because of budgets, most often the logo will appear in black. For flyers, ride information sheets, registration forms, this is the most common case. But, there is official one and two color versions for print use. For items like jerseys use different and brighter colors as needed.

The official Cascade colors used in the logo and symbol are as follows:



Background colors.

The ideal setting for the black logo is on a background of pure white or in the case of a white logo on black. On occasion, the logo might find itself on a background shade that follows somewhere in between.

In the colored versions of the logo, background color becomes more critical. As you can see from the example on the right, the background color collides head-on with the logo color. In this case it would be

better to use the black or white version. In the example on the lower right, the background color is a better fit. Since it's not possible to predict all the possibilities, use careful judgement before using the colored versions of the logo on a background. Sometimes the simple black or white version is a better choice.



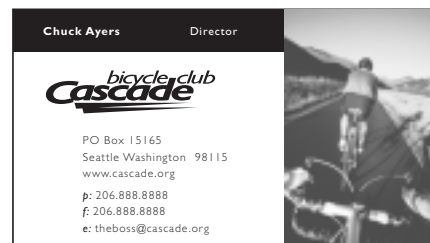
Staging.

Like a bike rider riding through city traffic, it's in our best interest to stand out in the crowd. By the same token, the Cascade logo will be most easily noticed if it stands out from the other elements around it. Give it plenty of breathing room. The minimum clear space required on the sides of the logo is equal to the distance that is the height of the logo itself. On the top and bottom, it is equal to the 1/2 the distance.



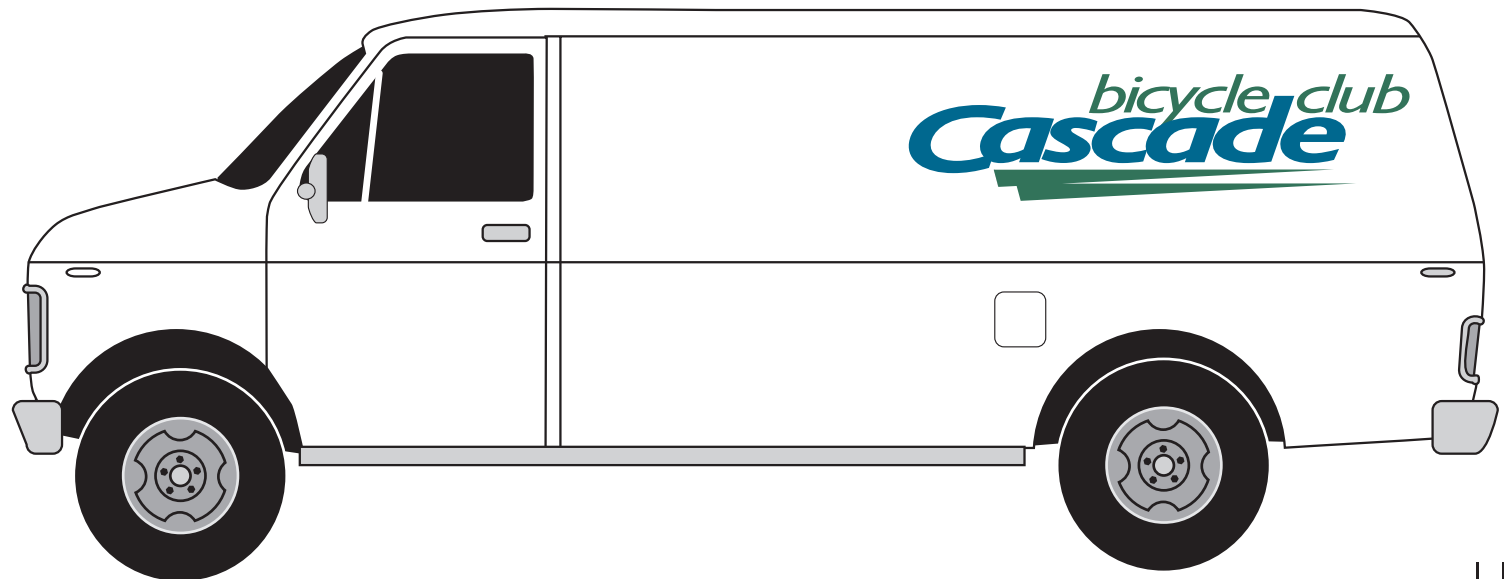
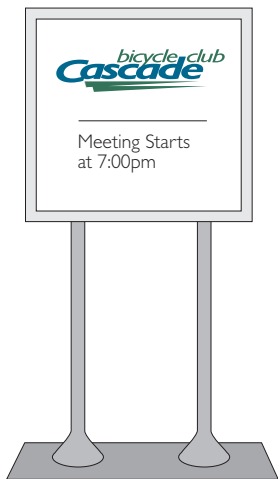
Stationery

The official Cascade stationery and business cards are shown here.



Signage.

Here's some very simple examples of the logo in various signage situations. When creating new signage, be creative, consistent and make to sure to feature the logo prominently.



Collateral and such.

Great imagination and creativity is often invested in advertising and collateral materials such as flyers and brochures. To keep fresh, such creativity is highly encouraged. When creating new materials for the club, consider the following: The ideas behind the logo are the same ones that should be stressed as new items are created: energy, motion and fun are some of the most important ones.

The logo should be used thoughtfully and carefully while developing new materials. And, the Cascade logo should be given some prominence or a special place in the design, too. But, with the obvious exception like a club banner, it doesn't have to be the major element in any design.

Follow the rules in this guide and design with respect to the club's formally designed materials, and remember: energy, motion and fun.

Typeface.

Of course it takes more than a logo to create an identity. For this reason, this brochure was created with a typeface that re-enforces the ideas we'd like to stress. It's also used on our official stationery. The typeface is called Gill Light and Regular. Though not everyone has it, whenever possible, try to use this typeface or Gill Condensed, when creating new materials for the club.

Gill Light

Gill Regular

Gill Condensed

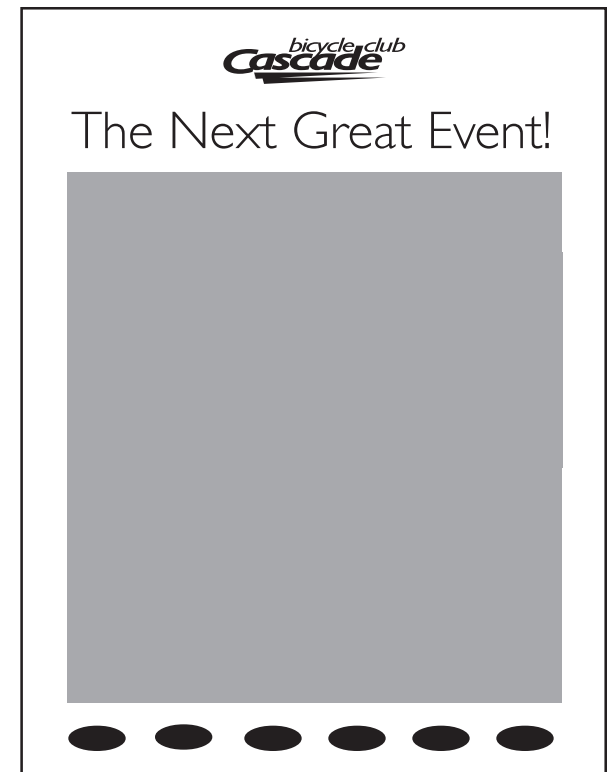
Too many logos?

In the past the Cascade logo was not very readily seen. One of the major new goals of Cascade is to get our image and message of the benefits of cycling out to the community. One way to accomplish this is to make the new logo more prominent than we have in the past. When promoting events with posters for example, make sure the logo is highly visible and not buried in amongst sponsor's logos.

Not good.



A simple example.



Event branding.

Because major Cascade events often have their own logos, and they change from year-to-year, how do we work in the club logo? The first rule is to make sure the Cascade logo appears separately from the event logo on the page and stands out on its own. The second rule is to use the following image right next to and below the event logo in every situation that the event logo is used.



The jersey.

This is Cascade's new club jersey for 2000. As you can see, the colors are quite bright not only for fun, but to increase rider visibility. You can see how the logos have been used on the front, back and sides. The theme of this year's particular design emphasizes elements of our Puget Sound environment.

