BRANDING GUIDELINES & SERVICEMARK POLICY
We created these guidelines to help affiliated organizations as well as businesses, universities and communities that have received a designation from THE LEAGUE use our brand and programs correctly.

In this document, we present uses and misuses of THE LEAGUE’S servicemarks and logos.

We ask that you help us maintain a strong brand by applying these guidelines carefully.
WHAT IS A SERVICE MARK?

A service mark is a word, phrase, symbol or design, or a combination thereof, that identifies and distinguishes the source of a service rather than goods. The term “trademark” is often used to refer to both trademarks and service marks.

Although it’s colloquial to say something is “Bike Friendly,” The League has transformed this saying into a branded program that carries a service mark as a result of the intellectual property now vested. Maintaining a unified brand message creates a more unified movement.

The League’s Bicycle Friendly America SM program provides a roadmap, hands-on assistance and recognition for states, communities, universities and businesses. The BFA SM program is a tool for states, communities, business and universities to make bicycling a real transportation and recreation option for all people.

CURRENT LEAGUE SERVICE MARKS

Below are how League service marks must be used in text on first reference:

National Bike Summit SM
Bicycle Friendly America SM
Bicycle Friendly Community SM
Bicycle Friendly Business SM
Bicycle Friendly University SM
Bicycle Friendly State SM
BFA SM
BFC SM
BFB SM
BFS SM
BFU SM
SERVICE MARK USE

SERVICE MARK DOs

• In each instance in which a League service mark is used, it must be in initial capital letters or all capital letters.
  example
  Bicycle Friendly Business
  BICYCLE FRIENDLY COMMUNITY

• On the first page in which a League mark is used, service mark credit must be given to the League in a footnote or otherwise so that the credit appears on the same page as the first usage of the League mark.
  example
  If the League mark being used is “Bicycle Friendly Community,” the following language shall be used:

  Bicycle Friendly CommunitySM is a service mark of the League of American Bicyclists and is used with permission.

• In the first instance on each page in which a League service mark is used, and such other instances in which the usage is prominent (for example in a heading or in larger typeface than surrounding content), the League mark must be followed by a superscript “SM”.
  example
  Bicycle Friendly CommunitySM
**SERVICE MARK USE**

**SERVICE MARK DON’Ts**

- Do not use a word mark of the League of American Bicyclists (the “League”) without the prior written permission of the League.
- Do not use a plural or possessive form if that is not the form of the League mark. Do not abbreviate a League word mark or change any word in a phrase. Do not add or remove hyphens or other punctuation to a League word mark. Do not combine or separate words so that they appear differently than they do in a League mark. Do not use a League word mark translated into a foreign language. Do not use a phonetic equivalent of a League word mark. Do not use any other altered form of a League mark.

  *Examples of incorrect use:*
  
bicycle-friendly state
  Bicycle Friendly Universities
  Bike Friendly Business

- Do not indicate or imply that your website, printed material, or other content in which you use a League mark was created by, authorized, or approved by the League. You may not otherwise indicate or imply that you are affiliated with the League, or that the League is in any way responsible for, or has control over, your activities. All references you make to the League must be truthful and not misleading.

- Do not incorporate a League mark, or any element or variation thereof, into a business or trade name, or into any other trademark or service mark.
- Do not manufacture, sell or give away merchandise items, such as T-shirts, mugs or bumper stickers, bearing a League mark without first fully disclosing to the League the nature of such intended use and obtaining the prior written permission of the League to do so.
- Do not do anything that might confuse the public as to the League’s ownership of its marks or as to the source of origin of the League services.
- Do not allow the appearance of your website page or pages which include reference to a League mark to be confusingly similar to the “look and feel” of the League’s website.
- Do not use a League word mark, or a word or phrase that is confusingly similar to a League word mark, as a website domain name.
- Do not use any League mark in any manner which, in the sole discretion of the League, would damage the League, or the goodwill associated with any League mark.
The League’s affiliated partner state and local advocacy organizations are vital to building great bicycling businesses, communities, universities and states.

While these policies generally outlines how third parties may use the League’s logos in various ways, permission to use a League mark may be withdrawn at any time in the sole discretion of the League without any liability to the League. Permission to use a League mark does not create a contract right to continued use for any length of time. These instructions may be amended from time to time in the sole discretion of the League.

The logo system of BFA Program is comprised of:

### BFA MAIN LOGO

*a “child logo” of The League’s winged wheel branding*

This logo should be used when promoting the entire Bicycle Friendly America program.

### BFA PROGRAM LOGOS

*which include the main logo*

These logos should be used when promoting a specific category of the Bicycle Friendly America program.

This system eliminates the need for redundant use of the winged wheel. Keep it simple.
**BFA MAIN LOGO**

Use black + blue logo when color is available

Use just black when only black is available

Use white on a solid color background

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**BFA MAIN LOGO COLOR PALETTE**

<table>
<thead>
<tr>
<th>BLUE</th>
<th>BLACK</th>
<th>WHITE</th>
</tr>
</thead>
</table>

**BLUE**

**IN PRINT**

*Pantone:* 313 C

*CMYK:* 100.0.11.2

**FOR WEB AND DIGITAL**

*RGB:* (0,146,188)

*HTML:* #0092bc

**BLACK**

**IN PRINT**

*Pantone:* Process Black

*CMYK:* 0.0.0.100

**FOR WEB AND DIGITAL**

*RGB:* (0,0,0)

*HTML:* #000000
**BFA LOGO SYSTEM**

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**BFA MAIN LOGO USAGE**

- Leave an adequate amount of clearspace around the logo; equal to “X”: the whitespace between the wheel and the type.

- Minimum size print: 1.25” high
- Minimum size web: 144px high

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**BFA LOGO SYSTEM DOs**

- Include the following acknowledgement when applying League branding:
  
  *The Bicycle Friendly Community logo is a servicemark owned by the League of American Bicyclists and is used with permission.*

- When using the logo on websites, link it to BIKELEAGUE.ORG

- Contact the League Communications Department to request permission to use League logos, communications@bikeleague.org.
### Using the BFA Main Logo with Your Logo

- **A** Use your own look and feel for co-branded collateral.
- **B** Use the main logo in a grouping of logos at the same scale.
- **C** Use the main logo as a standalone mark on promotional materials, with plenty of white space around it, to help familiarize your audience with the program.

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**About Bicycle Friendly America**

The Bicycle Friendly America program, developed by the League of American Bicyclists, identifies businesses, universities, communities and states that showcase exceptional bicycle friendly efforts and activism. These efforts are quantified through five areas: education, engineering, enforcement, encouragement, and evaluation/planning.

As a certified Bicycle Friendly Community (BFC), Santa Monica provides an ideal landscape for bicycle commuters and cycling advocates. By seeking out local businesses that foster and incentivize cycling as a transportation option for their employees, Santa Monica will continue to grow as a Bicycle Friendly Community.

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**Getting Started**

If you think you own or work for a Bike Friendly Business, please contact us to set up a FREE consultation to review your eligibility:

**SANTA MONICA BIKE CENTER**
(323) 642-6826
outreach@smbikecenter.com
BFA PROGRAM LOGOS

Use black + blue logo when color is available

Use just black when only black is available, or on competing-colored backgrounds

Logos are also available in white for use on darker-colored backgrounds
BFA PROGRAM LOGO USAGE

Leave an adequate amount of cleaspace around the logo; equal to “X”: the height of the words “BICYCLE FRIENDLY”

Minimum size print: .6” high
Minimum size web: 90px high
PARTNERING WITH THE LEAGUE TO PROMOTE BFA

Many larger organizations act as partners to The League, through promotion, education and evaluation at the local levels. These organizations can create co-branded collateral using the following lockup under the BFA Main or Program logos.

IN TEXT:
[Name] is a partner in the League’s Bicycle Friendly ________________ SM program.

IN CO-BRANDED COLLATERAL:
1. Horizontal lockup

Additionally, pre-approved partners can add their name in a rectangle below the seals in the League’s type and colors. These partners may also use their logo in black as shown below.* The logo must be 80% or less of the width of the BFA seal. This allows the unaltered seal to preserve its official certification, while acknowledging the local support. Please contact The League’s BFA program managers to create this artwork.

PARTNERED CERTIFICATION:

*To maintain a consistent, identifiable national brand, we prefer you use the lockup with your name in the League’s type rather than with your logo.
CO-BRANDED COLLATERAL USED TO PROMOTE BFA PROGRAMS

BUILDING A BICYCLE FRIENDLY AMERICA™

A roadmap to transforming states, communities, businesses and universities

Use the type-only League logo alongside your logo at the same scale on the bottom of the page
Consider the logo a representation of a serious certification program.

Use the BFA Program Logos to illustrate or punctuate the story you are telling (A).

Use the BFA Seals to highlight participants’ achievements (B). (see pages 17-18 for more information on the seals)
Remember to include a credit line when using the service mark or the logo (A).
(see wording on page 8)

Use the BFA Program Logos on your collateral, to build national recognition of the program (B).

PROMOTE A HEALTHY, ACTIVE WORKPLACE
We supply expert consultation to help your business become bike friendly and gain National Bicycle Friendly certification.

1) Expert Advice  - BikePGH is the city’s most trusted resource when it comes to bicycling and has worked with over 50 outfits to create the nation’s largest network of certified Bike Friendly Businesses (BFB). We know what works, what doesn’t, and are here to lead you through the process of National Bike Friendly certification at the bronze or even platinum level.

2) Employee Engagement  - BikePGH hosts dozens of events each year for your employees to participate in. From Bike to Work Day to PedalPGH, we have fun, active ways for you to foster a bike friendly culture at your workplace. More bikes and bikers will improve employee health, corporate sustainability, and property costs to benefit your bottom line. We will help your business create custom bike programming.

3) Turnkey Approach  - The BFB program packages everything you need to encourage biking at your workplace into a single product: education programs, event involvement, on-site consultations, and national certification. We provide an easy way to get employees active through riding bikes for transportation and recreation.

SMALL BUSINESS // 1-50 EMPLOYEES // $100*
MEDIUM BUSINESS // 50-100 EMPLOYEES // $500*
LARGE BUSINESS // 100+ EMPLOYEES // $1000*

*Bike Friendly Business Program is only available to BikePGH Business Members and does not include Business Membership fees. The Bicycle Friendly Business logo is a trademark owned by the League of American Bicyclists and is used with permission.
BFA LOGO SYSTEM

BFA LOGO USAGE DON’Ts

• Do not knock out of photography.

• Do not use over other shapes, such as a blue ribbon, or a bike helmet.
DON’T ALTER THE MAIN LOGO IN ANY WAY. FOR EXAMPLE:

• Do not remove or change the type.

• Do not squeeze, stretch, or rotate the logo.

• Do not add drop shadows, additional colors, or outlines. Do not put the colored logo on a colored background.
DON’T ALTER THE PROGRAM LOGOS IN ANY WAY. FOR EXAMPLE:

- Do not use outdated branding.

- Do not change the lockup.

- Do not add drop shadows, additional colors, or outlines. Do not put the colored logo on a colored background.
DON'T CREATE YOUR OWN LOGO.

None of the following examples are acceptable use.
Even with the SM, conflicting art dilutes the program.
Only use the artwork provided by the League—reinforcement of the program occurs through visual consistency.
THE BFA PROGRAM SEALS

The League’s Bicycle Friendly America program includes multiple levels—Diamond, Platinum, Gold, Silver and Bronze—as well as categories for Bicycle Friendly State, Bicycle Friendly Community, Bicycle Friendly Business, and Bicycle Friendly University.

Seals have been developed for awardees to celebrate their achievement, and are available as artwork.

Bicycle Friendly Business™

Bicycle Friendly Community™

Bicycle Friendly State™

Bicycle Friendly University™
SEAL USAGE

Leave an adequate amount of clearspace around the seal; equal to “X”: the height of the letters in the word “BICYCLE.”

Minimum Print Size: 1” high
Minimum Web Size: 144px high
EARNED CERTIFICATION

SEAL USAGE

Print out your seal or have stickers made to place in your shop window.

Use your seal over well photographed cycling imagery to announce your achievement.


Add the seal to your website in your news and/or about section.
EARNED CERTIFICATION

| SIGNS |

Signs have been developed for awardees to celebrate their achievement, and are available as artwork.

18” x 18” metal sign
Display the sign prominently on your campus or in your community, in high-traffic areas.

Clemson University, photo via http://www.tricountytransition.org/2014/03/clemson-university-named-bicycle.html#.VNKDglXF_uU

Host an official unveiling of your new sign. It’s also a great idea to hang your sign on an existing bike lane post.

**DON’T ALTER THE SEALS OR SIGNS IN ANY WAY. FOR EXAMPLE:**

- Do not alter, add, or remove any of the type. Do not add your name.

- Do not use components of the League’s branding, including colors, typefaces, wording, service marks, the wheel, or any other elements to create your own logo. Use only the supplied artwork.

- Do not stretch or squeeze the seal or sign.

- Do not change the shape.

- Do not put the seal on a colored background.
Quiz

Test yourself to see if you know the rules.

1. Don’t. It is not OK to split up the logo and the type in the program lockup.
2. Do. Include the badge in press releases and on the about pages of your website.
3. Don’t. Never add your name to, or modify, the badge artwork.
4. Do. Like South San Francisco, hold a presentation at your city council meeting. (photo: Silicon Valley Bicycle Coalition via http://bikesiliconvalley.org/2014/12/south-san-francisco-awarded-bronze-level-bicycle-friendly-community/)
5. Don’t. Please use the artwork provided, rather than creating your own logo or seal.
6. Don’t. It’s not OK to repurpose old League branding. Always use the new artwork.