

MIKE'S BIKES®

2022 Logo Usage Guide: Applying the Mike's Bikes Brand



brand guidelines

OVERVIEW

Mike's Bikes was founded in 1964 as one of Marin County's very first Schwinn bike shops. It is rumored that our store in San Rafael was home to some of the first mountain bikes in the country. Cycling has changed dramatically as the decades have rolled by, but Mike's Bikes has never wavered from our total dedication to the sport. This identity guide was established to provide a consistent foundation for application of the Mike's Bikes brand. Please adhere to these guidelines when using the Mike's Bikes logos.



the corporate logo 01

LOGO CONFIGURATION

The Mike's Bikes corporate logo is the centerpiece of the company identity. This element should appear as shown here in all corporate materials, including the website and corporate collateral.

The Mike's Bikes corporate logotype - preferred



mike's bikes®

The Mike's Bikes stacked logotype - secondary preferred



***mike's
bikes®***

the corporate logo 02

COLOR SPECIFICATIONS

The full-color version is the preferred usage for all printed materials or promotional items. Whenever the logo is used, correct brand colors must be adhered to. Secondary colors are used to reinforce brand cohesion in situations where this is important (in-store signage, core marketing materials, etc).

Monochromatic Logo

When spot colors or their 4-color equivalents are not an option on printed materials, a monochromatic version of the logo may be used. The color variant is the preferred option, however black or grayscale alternates may be used in 1-color applications such as newspaper ads.

The Mike's Bikes corporate logo colors



MB BLUE
Pantone 661
CMYK 100/69/0/9
HEX# 003282



MB YELLOW
Pantone 116
CMYK 0/12/100/0
HEX# FFD400



MB CYAN
Pantone Process Cyan
CMYK 100/0/0/0
HEX# 009FDF



MB YELLOW2
Pantone Process Yellow
CMYK 0/0/100/0
HEX# FAE100

Monochromatic logo: 50% black and Pure Black

mike's bikes®

mike's bikes®

the corporate logo 03

COLOR

Logo on Color Backgrounds

Although the color logo on a white background is the preferred usage, there will be instances when it must appear on a color or dark background. In cases where the background is colored or dark, the logo must be reversed to white or yellow for maximum contrast.

Preferred usage

The logo "mike's bikes" in a blue, italicized, sans-serif font with a registered trademark symbol (®) at the end, enclosed in a dashed rectangular box.

Logo reversed for contrast

The logo "mike's bikes" in a white, italicized, sans-serif font with a registered trademark symbol (®) at the end, set against a solid black rectangular background.

Logo reversed for contrast version #2

The logo "mike's bikes" in a yellow, italicized, sans-serif font with a registered trademark symbol (®) at the end, set against a solid black rectangular background.

the corporate logo 04

IMPROPER USE

Our logo has been carefully designed to reflect the spirit of Mike's Bikes and it should always appear in its original form with sufficient clear space surrounding it.

Do not alter the overall shape of the "MB Gear" or the logotype script. To ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited. The following examples show improper usage of the Mike's Bikes logo:

Never use outerglows or effects on logo



Not enough contrast



Logo warped



Improper colors

