COPMOBA

RIDER BUILT TRAILS

PRIMARY LOGO

This is the primary logo to be used on all applications unless otherwise approved.

PRIMARY LOGO - WITH OUT BRAND MARK

This is the primary logo to be used when brand mark or context are not needed.

RIDER BUILT TRAILS - TAG LINE

Use when tagline is appropriate or further context is necessary. ie. When logo is use outside of mountainbike context.

PRIMARY LOGO - WITH YEAR OF FOUNDING

To be use when relation to the history or longevity of COPMOBA is necessary

BRAND MARK

Used as suppliment to brand on pieces where logo is elseware or as background or texture element.

BRAND MARK - WITH LOGO

Used as suppliment to brand on pieces where visual brand mark would stand out better.

COPMOBA BRAND CHEAT SHEET

PRIMARY TYPEFACE

Aa

Berlin Sans - Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

*Note, logo typeface has been altered to be smoother. Berlin Sans should only be used as a header typeface

SECONDARY TYPEFACE

Aa

Univers - Ultra Condensed - Tracked to 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

Aa

Univers - Light - Tracked to 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

PRIMARY WEB TYPEFACE

In case all else fails, just use Helvetica.

Helvetica - Bold
abcdefghijklmnopqrstuvwxyz

Helvetica - Light
abcdefghijklmnopqrstuvwxyz

PRIMARY COLORS

Bookcliff Brown
CMYK: 45.75.86.65
RGB: 71.37.18
HEX: 472512

Mud Wash Brown
CMYK: 42.62.70.30
RGB: 119.85.68
HEX: 775544

Tabeguache Tan
CMYK: 0.20.28.0
RGB: 253.210.180
HEX: fdd2b4

Confluence Blue
CMYK: 82.75.47.44
RGB: 48.51.72
HEX: 303348

Open Range Blue
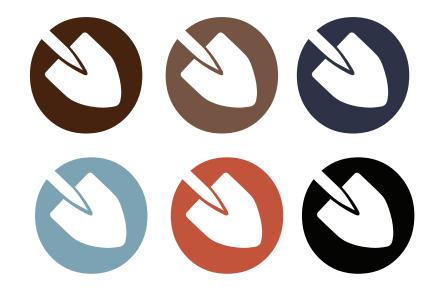CMYK: 20.38.57.0
RGB: 205.160.119
HEX: cda077

Sunset Orange
CMYK: 19.78.83.7
RGB: 192.85.59
HEX: c0553b

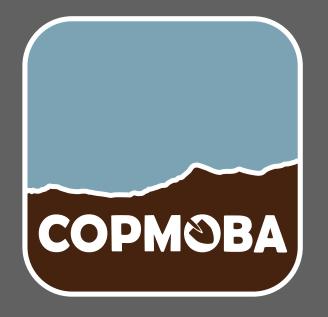**Black**
CMYK: 0.0.0.100
RGB: 0.0.0
HEX: 000000

SOCIAL MEDIA ICONS

COPMOBA

COPMOBA
est.1989

COPMOBA
RIDER BUILT TRAILS

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est.1989

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est.1989

COPMOBA
est.1989

RIDER BUILT
TRAILS
COPMOBA

RIDER BUILT TRAILS
COPMOBA