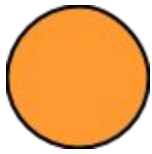
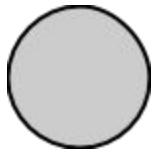


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**COLORS:** Colors help define our personality.



**Orange**  
CMYK 0, 42, 88, 3  
RGB (247, 144, 30)  
Hex #f7901e  
Web-safe #ff9933



**Grey**  
CMYK 0, 0, 0, 20  
RGB (204, 204, 204)  
Hex #cccccc  
Web-safe #cccccc



**Black**  
CMYK 0, 0, 0, 100  
RGB (0, 0, 0)  
Hex #000000  
Web-safe #000000

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**FONTS:**

**SinKin Sans 700 Bold**

The font that is used in our logo and on our website for clients that can use imported fonts.

**Trebuchet MS**

Standard web-font that will work if SinKin Sans 700 Bold is not available.

**Helvetica / Arial**

Another suitable substitution if neither SinKin Sans 700 Bold nor Trebuchet MS is not available or also suitable for headers and to complement either of the other two fonts.

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**POSITIONING:** The cross/cog can be positioned to the left of or above the ChristianCycling name



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**SPACING:** Our logo should always be surrounded by a minimum area of space. This area insure that headlines, text or other elements do not crowd the logo.



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## APPROPRIATE OPTIONS:

<b>Use as designed.</b> Original colors dimensions and fonts.	<b>White with orange.</b> Logo with white lettering and orange cross if on a black background.	<b>Greyscale.</b> Is appropriate if color printing is not available or appropriate.
<b>All black.</b> Can be use if background is light or bright.	<b>All white.</b> Can be used if the background is dark or bright.	<b>Black with orange.</b> Logo with black lettering and orange cross if on an orange background.

original



white



black



greyscale



white with  
orange cross



black with  
orange cross



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**INAPPROPRIATE OPTIONS:**

 <p>ChristianCycling .com</p> <p>Skewing Dimensions</p>	 <p>ChristianCycling .com</p> <p>Skewing Proportions</p>
 <p>ChristianCycling .com</p> <p>Using Off-Brand Colors</p>	 <p>ChristianCycling .com</p> <p>Rearranging Elements</p>
 <p>ChristianCycling .com</p> <p>Changing Stack Order</p>	 <p>CHRISTIANCYCLING .COM</p> <p>Changing Font</p>

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