



BRAND GUIDELINES

RIDE FURTHER IN ALL TERRAIN

PURPOSE • WHY WE EXIST

To get more people in our community onto the right bike — and keep them riding.

PROMISE • WHAT RIDERS CAN EXPECT

Honest advice over the hard sell. We fix what others won't, we take the time, and we remember your name. The right bike is the one that fits your life.



THE LOGO →



MINIMAL CLEAR SPACE

Keep a margin on all sides equal to the height of the mountain peak. Nothing enters that zone.

ONE LOCKUP

Wordmark and peaks stay fixed together — never rebuilt, re-spaced, or re-typed.

VARIANTS



DON'T



MAIN COLORS

INK #15181B RGB 21 24 27 CMYK 22 11 0 89 Grounds, type, panels	CONCRETE #9c9e9f RGB 156 158 159 CMYK 41 33 32 0 Second neutral	CHALK #EAECEA RGB 234 236 234 CMYK 1 0 1 7 Light grounds, reversed type	LEATHER #ECBB89 RGB 236 187 137 CMYK 0 21 42 7 Labels · dark grounds only	WINE #4C1822 RGB 76 24 34 CMYK 0 68 55 70 Reserve · accents
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SHADES

RIDE FURTHER

ARCHIVO · UPPERCASE — DISPLAY & HEADLINES

We've got you covered

LONGHAND LP REGULAR — SECONDARY & EDITORIAL HEADERS

PURPOSE · WHY WE EXIST

IBM PLEX MONO · UPPERCASE — LABELS, META, SPEC TAGS

To get more people in our community onto the right bike — and keep them riding.

IBM PLEX SANS — BODY & LONG-FORM



