



Bikeability

Brand

Guidelines

Last updated: October 2021

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About Bikeability

Bikeability is the Department for Transport's flagship national cycle training programme for schoolchildren in England, and is a key component of Gear Change.

Bikeability cycle training is a practical training programme, which provides schoolchildren with a life skill and enables them to cycle confidently and competently on today's roads.

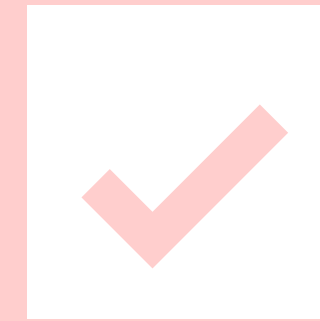
More than 3.6 million children have received Bikeability cycle training since the programme's inception in 2007.

Our vision

The Bikeability Trust's vision is to ensure everyone has the confidence to cycle and enjoy this skill for life.



We are



CHILD FOCUSSED

We deliver cycle training to both children and adults, but the majority of delivery is helping children learn the life skill of cycling.



INCLUSIVE

We take action to reduce barriers to participation and ensure that anyone who wishes to access Bikeability cycle training is able to.



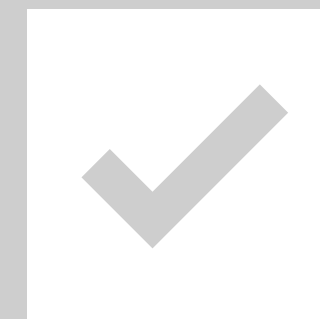
EFFICIENT

Our delivery programme offers value for money and is delivered in an economic and efficient way.



INFLUENTIAL

We share our evidence of the impact of cycle training across a variety of sectors (transport, education, environment, health, leisure, etc).



COLLABORATIVE

We work with stakeholders, partners and commercial organisations to achieve our vision and ensure Bikeability is a household name



Logo

The Bikeability logo is owned by the Department of Transport. The Bikeability Trust can use and distribute this logo to the Bikeability industry. As a registered grant recipient, training provider or instructor, you are entitled to the use of the Bikeability logo.

However, please follow our guidelines to ensure consistent use of the Bikeability logo.

Using our logos

Main logo



Use this logo when promoting the Bikeability programme as a whole

Level logos



Use these logos only when you are promoting a specific level of Bikeability

On colour background



Use a png format to ensure you don't add a white box to a coloured background

Additional logos

Bikeability Plus



Use this logo when promoting a specific Bikeability Plus module

The Bikeability Trust



The
Bikeability
Trust

Use this logo when you are using materials from the Trust or promoting the Bikeability Trust

Other logos and formats



If you require a different logo or format, please contact the Trust communications team

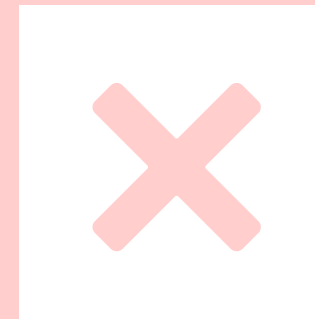
Dos and don'ts



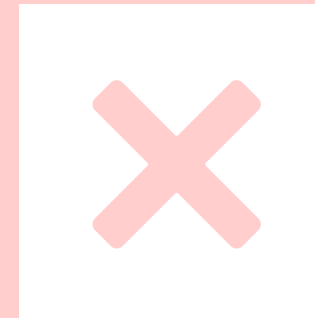
**DO USE A PNG
FORMAT**



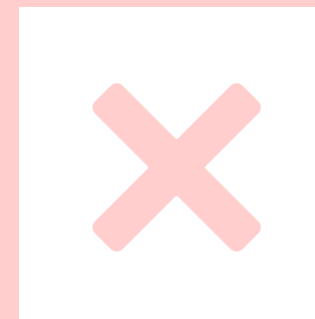
**DO KEEP SPACE
AROUND LOGO**



**DO NOT STRETCH
OR COMPRESS**



**DO NOT CHANGE
THE COLOURS**



**DO NOT FLIP OR
ROTATE**



Typography

Typography refers to the typeface and fonts used by a brand.

Using the correct font ensures you look professional when using our brand. It ensures all promotional materials are consistent.

Our fonts have been chosen due to their legibility and readability. This means that they are easy to read and understand.

Using our fonts

Headline

Archer Bold

The quick,
brown fox
jumps over the
lazy dog

Use this font for all
headline text

Body

Archer Medium

The quick,
brown fox
jumps over the
lazy dog

Use this font for all body
text, including
paragraphs and captions

Online

Tahoma Regular

The quick,
brown fox
jumps over the
lazy dog

Use this font online on
your website or any
digital content



Colour palette

The colours of the Bikeability logo are the basis of all our marketing materials. These are bright, fun and colourful.

Design colours should be used for all design and promotional materials. These colours have been adapted from the logo colour palette. They are accessible and meet contrast criteria for visual impairments.

Logo colours



Text
HEX #3C3C3B



Highlight colour
HEX #76DBE8



Level 1
HEX #F9423A

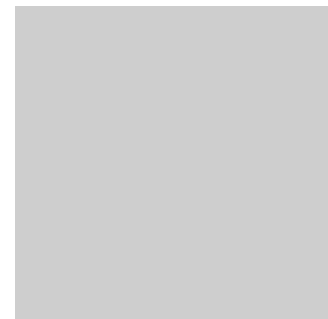


Level 2
HEX #FF9E1B

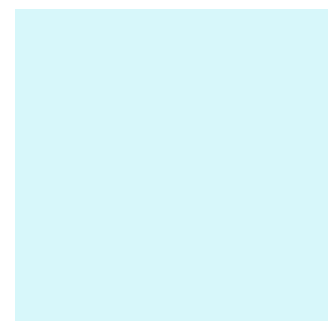


Level 3
HEX #78D64B

Design colours



Grey
HEX #CECECE



Highlight colour
HEX #D7F7FA



Level 1
HEX #FFCECD



Level 2
HEX #FFE6C2



Level 3
HEX #D7F6CF



Content

How we communicate matters. Our verbal identity is just as important as our logo, colours and fonts. It helps us define who we are and connect with people.

Consistency is everything. The more consistent we are, the more likely that people will understand what makes us special. This means people will admire, respect and, crucially, trust us.

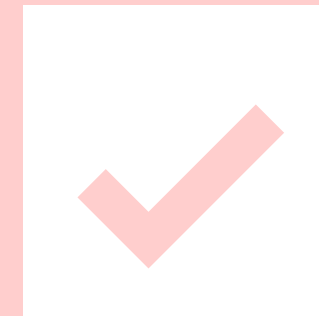
Bikeability is for all. So our communications must reflect this.

Our tone is



FRIENDLY

We are welcoming, supportive and warm. We show this by using simple language. We get straight to the point, so you know you can trust us.



EXPERIENCED

We're the experts in cycle training. Our instructors seriously know their stuff and our cycle training is proven to work.



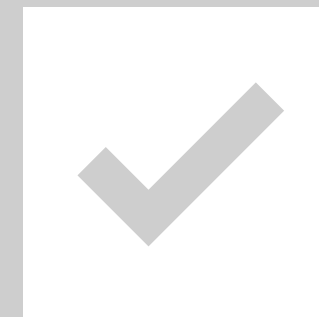
CONFIDENT

We take pride in what we do. We care about every child or adult on our courses. We believe in the importance of cycling as a life skill.



INCLUSIVE

Inclusivity isn't an afterthought, it's a core part of all our communication. When we say Bikeability is for all, we mean it.



POSITIVE

There's no such thing as can't, just not yet! Our language inspires action and gives everyone the motivation to "have a go."

Formatting

Bikeability

Bikeability should always start with a capital B. All other letters must be lowercase. It must always be one word.

grant recipients training providers

Do not use capitals, unless at the start of a sentence.

Bikeability cycle instructors

Capitalise Bikeability, as always, but do not use capitals for cycle instructors.

cycle

We recognise that not all cyclists use two wheels. We use cycle instead of bike or bicycle.

dates

Follow the format:
date month year
eg. 21 October 2021

bullet points

Use bullet points or steps to break up text and make it easier to understand.

Check your content!

4 questions to ask yourself before pressing "publish"



DO I USE "YOU" WHEN TALKING TO MY READER?

This is called active voice and makes instructions easier to understand.



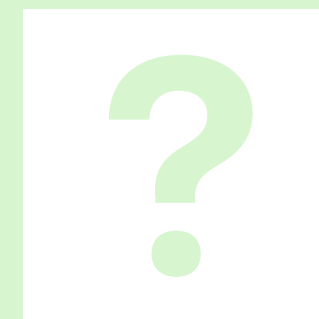
ARE MY SENTENCES EASY TO READ?

Use hemingwayapp.com to check. Sentences which are red are too long or complex.



DO I USE CYCLE AND CYCLIST?

A bicycle has two wheels, but not all cycles do. Be inclusive.



DO I USE TOO MANY CAPITALS?

Keep it lowercase when referring to grant recipients, training providers and instructors.



Images

"A picture is worth a thousand words." Images are a great way to convey your message. They can inspire, excite and show Bikeability in action.

The Bikeability Trust has an image library. This is available on our website. You can download these images and use them in your marketing and promotion.

But remember, not everyone can see images. Always include an image description or caption for those with visual impairments.

Finding the best image

Frame your subject



Ensure your photos are clear and in focus. Avoid distracting backgrounds.

Check for best practice



Make sure any cyclists are observing Bikeability guidelines. Helmets are optional but, if worn, they should be fitted properly.

And smile!



Happy cyclists are our favourite cyclists!

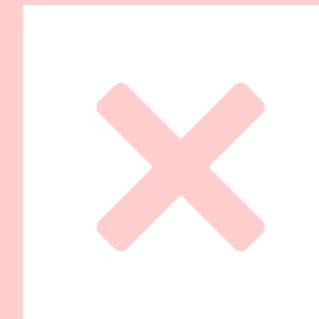
Dos and don'ts



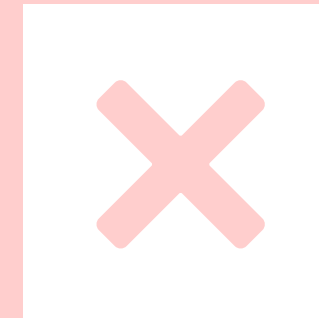
**DO USE A
CONSENT FORM**



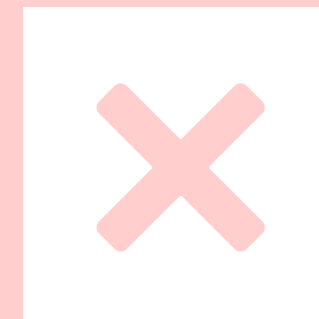
**DO USE HIGH
QUALITY IMAGES**



**DO NOT USE IMAGES
WITHOUT
PERMISSION**



**DO NOT USE PHOTOS
WHICH SHOW
UNSAFE CYCLING**



**DO NOT USE BLURRY
OR DARK IMAGES**



For further support and guidance

Email Jessica Nelson,
Promotion and Communications Manager
jessica@bikeabilitytrust.org