

# BRAND BOOK

## **CONTACT**

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# WHO WE ARE

What Cycling Without Age stands for and the thinking behind our identity.

S. 4-5

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# HOW WE LOOK

A guide to our identity assets and visual specifications.

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# HOW WE TALK

A guide to our voice and tone.

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# BEST PRACTICE

A reference gallery of creative applications for our identity.

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# WHO WE ARE. our identity



## Who we are

We - Cycling Without Age - aim to reach and improve the lives of elderly people making nursing homes a place of joy and continued mobility. We believe that life can and should be beautiful even if you're close to a hundred years.

## What drives us

We take elderly people out for a bicycle ride - through the city, to the water and the countryside. We break them free from social isolation. Make them smile. Bring back their memories. And let them be part of society again and thereby renew their appetite for life itself. We give them the right to wind in their hair.

But it's not only about the elderly people. It's also about the volunteers. The pilots. Cycling Without Age is probably less about volunteering in the traditional sense of the word - and more about active citizenship. Citizenship driven by a desire to get involved and to make a real difference for someone. It's about creating relationships between people.

## Our guiding principles

**Generosity:** Generosity permeates every single activity in Cycling Without Age and works its magic at many different levels.

**Slowness:** Slowness allows you to sense the environment, be present in the moment and it allows people you meet along the way to be curious about Cycling Without Age.

**Storytelling:** We tell stories, we listen to stories of the elderly people on the bike and we also document these stories when we share them via word of mouth or on social media.

**Relationships:** We create a multitude of new relationships across any border in our society.

**Without Age:** We let people age in a positive context - fully aware of the opportunities that lie ahead when interacting with their local community.



## To the Cycling Without Age community

**“A brand is a living entity, and it is enriched cumulatively over time, the product of a thousand small gestures.”**  
Michael Eisner, CEO Disney Corporation

Our identity affects how people think and feel about Cycling Without Age and is largely formed by what we do - improving the lives of elderly people making nursing homes a place of joy and continued mobility. As ambassador you are the keeper of our brand. Your actions and stories make it flourish. We created this brand book as a guide and inspiration for you in your daily work. It helps us as a community to communicate a clear and strong message.

Together we can make the world a more joyful place. Let's live our passion and let people from all over the world find that spark too.

The idea of Cycling Without Age is simple. The effects are profound.

A handwritten signature in black ink that reads "Ole Kassow".

**Ole Kassow**  
Founder

# HOW WE LOOK. our logo

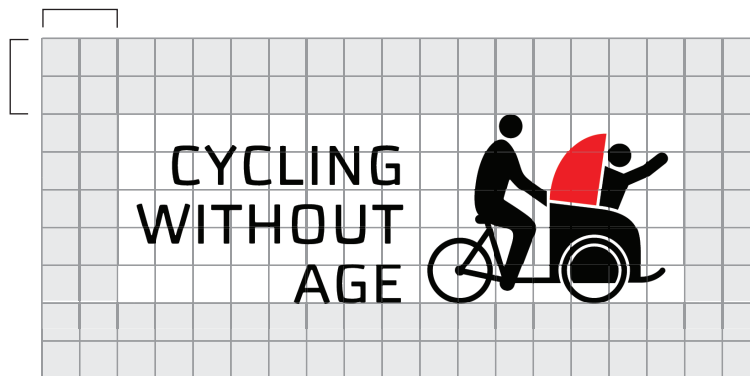
Our logo is much more than just our name. It's a statement about who we are and what we stand for.

When you use our logo, you show that you're part of the movement.

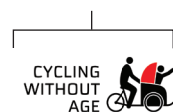
## Our primary logo

Our primary logo consists of a graphic and text (Taca Pro, regular). We always use the logo horizontally, never vertically.

We always use 2 units of blank space around our logo to give it room to unfold.



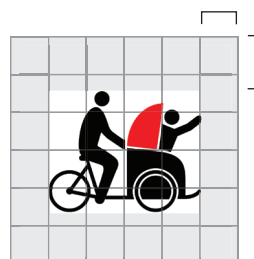
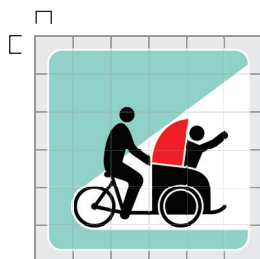
The size of our primary logo is always at least 20 mm across



## Our logo for thumbnails

We mainly use the thumbnail logo for our social media channels. In any other case we use it only when the space for our logo is smaller than 20mm across.

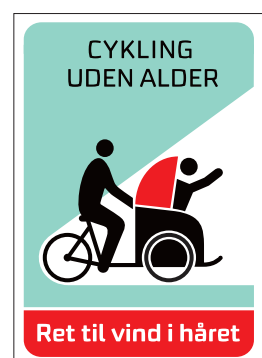
We always use 0.5 unite of blank space around this thumbnail logo. Moreover, we use it as our **main logo on black backgrounds** (see page 26).



We always use 1 unite and 1.5 unites of blank space around this thumbnail logo

## Interplay of logo and slogan

We use our logo together with our slogan only in this combination. In any other case, the slogan is either a headline or part of the body text.

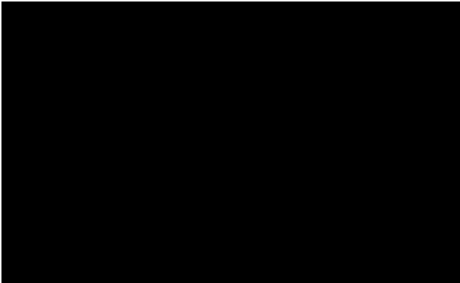


# HOW WE LOOK. our colors

Colors have their own language. They evoke feelings and engage. Our red stands for energy, action and passion. Our mint green is all about caretaking.

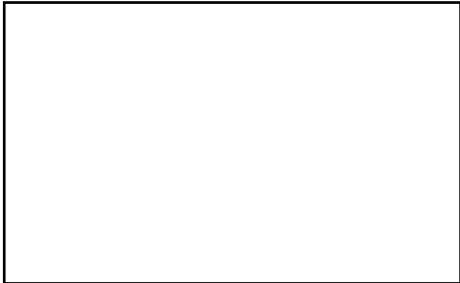
## Black

CMYK 030 030 030 100  
PMS Black  
RGB 000 000 000  
HEX #000000



## White

CMYK 000 000 000 000  
PMS White  
RGB 255 255 255  
HEX #FFFFFF



We let the photography tell our stories. Moreover, content is king. Colors shouldn't steal the show. That's why we use only black and white as font colors.



### **Mint Green**

CMYK 042 000 026 000  
PMS 565 C  
RGB 146 210 198  
HEX #92D2C6



### **Red**

CMYK 000 100 100 000  
PMS 485 C  
RGB 237 028 036  
HEX #ED1C24



This are the colors we use in our logo. They make it strong and stand out. Moreover, you can use this colors for transparent (80%) text boxes (see p. 26 & 27).

# HOW WE LOOK. our typeface

Our typeface is how the voice of Cycling Without Age looks. It creates a visual connection to our brand personality. And it reinforces and emphasizes the stories we tell.

## TacaPro bold

**print:** headlines or highlightings  
**online:** headlines

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
([0123456789.-;:!?])

## TacaPro regular

**print:** main body text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
([0123456789.-;:!?])

## Arial bold

online: highlightings

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
([0123456789.-,:;!])

## Arial regular

online: main body text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
([0123456789.-,:;!])

Headline (14pt, bold)

Sub-headline (12pt, bold)

Body text (10pt, regular)

The font size difference between the headline, sub-headline and the body text is always the same (e.g. 2pt). In general we use the above mentioned font sizes. They can be adjusted for different applications according to the needs. The line spacing (leading) between the text is always body text font size x1.2 and between paragraphs always body text font size x1.6 The body text is never justified as a block. This makes our written communication light and pleasant to read.

— **Mauris sed nulla**

— **Lorem ipsum dolor sit amet**

— Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis nec posuere tellus, ut rhoncus neque. Nunc sagittis quam sed tristique finibus. Proin sit amet dui malesuada, tincidunt est id, laoreet urna.

Donec porttitor, mauris blandit scelerisque mattis, lorem eros fringilla arc.

# HOW WE LOOK. our photography

Our photography captures a slice of everyday life. It's never fake or frivolous. It should make you feel like you are right there transported to that moment in time. It's about telling stories through personalities, interactions, and experiences. So it feels real, honest and straightforward.

Mainly we use color photography, but you can also use them in black and white.





# HOW WE TALK. our voice & tone

As humans we know that it is not only about what we say, but also how we say it and what words we choose. Our voice and tone express our personality. A strong voice helps us make every word count, establishes consistency across our communication, and most importantly helps us grab our readers' attention and build a relationship with them.

## Light-hearted

We are cheerful, positive, happy, playful and we spread and share our joy of life.

**Do:** Bubbles, cake, wind in our hair and lots of good pedal force on our maiden voyage.

**Don't:** Everyone was happy for the first trip.

## Fun

We always have a good time and bring people to laugh.

**Do:** 300 kilometers of delightful bonding between generations.

**Don't:** Many kilometers with elderly and younger.

## **Engaging**

With charm we spark our fellow riders' interest, connect with them in heart and mind and immerse them in what we have to say.

**Do:** 101-year old Thyra got tears in her eyes more than one time on our tour around her hometown. Because she got to revisit her home through 70 years and had a heart warm hug from her local grosser.

**Don't:** Thyra saw many beautiful things on the ride in her hometown.

## **Authentic**

We are genuine and real, down to earth and don't pose.

**Do:** Sofia was all ears, when 98-year old Thorkild told almost his entire life story, Sofia couldn't get a word in, but they were filled with laughter.

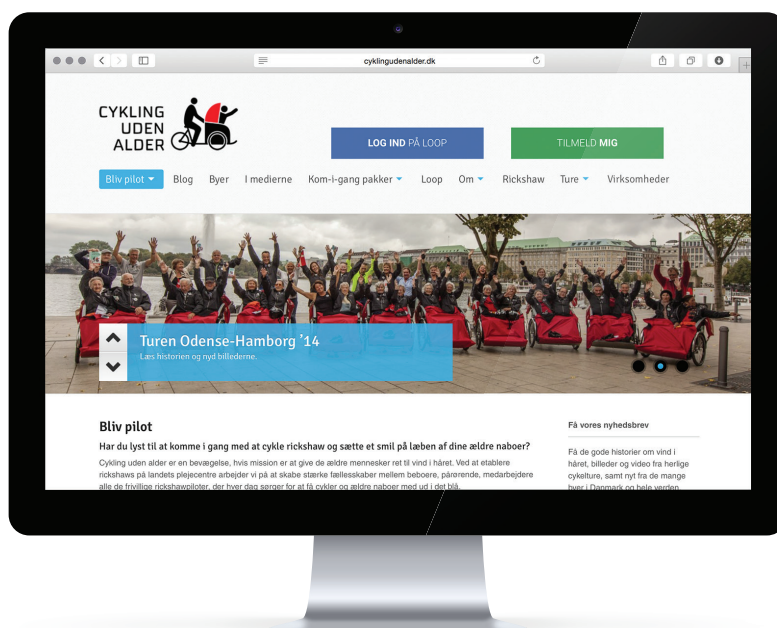
**Don't:** The pilot and passenger exchanged stories.

# BEST PRACTICE. our online media

Cycling Without Age is a universe of stories through which we connect and interact with people from all over the world. Our goal is to take our audience on a journey and get them to find the spark too. Therefore, we connect all our online channels and create a consistent online appearance.

## Website

Our website is the node of our online communication. It holds the threads together and it is the door to our Cycling Without Age universe.





## Social media

We use the power of social media (videos, images, etc.) to tell our stories worth spreading.



# BEST PRACTICE. our rickshaws

We like to be colorful and eye-catching, but we don't turn our rickshaws into canaries. Every logo has its own specific spot.

## Bike identifier

Our bike identifier contains the name of the city. All over the world it's the same. We don't make exceptions. The bike identifiers are placed on either side of the rickshaw.



### Co-branding & contact details

There is plenty of space at the back of the rickshaw. Municipalities and companies who bought or sponsored the rickshaw can put their logo right here. We also use this space for our contact detail sticker and other information we want to put on our bike.



# BEST PRACTICE. our correspondence

First impressions count - in person and through correspondence. We always give our best while staying true to ourselves. Authenticity is our first priority.

## Business cards

Believe it or not. We actually have our own business cards.

We centre the Cycling Without Age headline

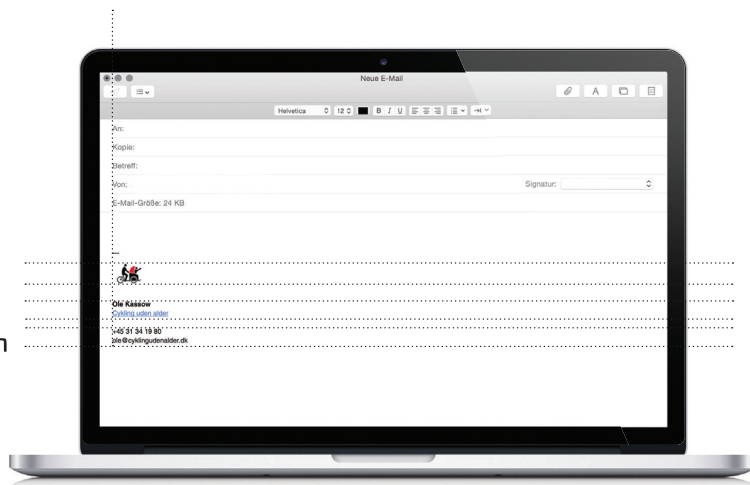


We align our contact details to the right

## Correspondence

We all use the same email signature - be it in Copenhagen, Zurich, New York or Sydney.

Thumbnail logo  
Name, Cycling  
Without Age with  
hyperlink to the  
website



Phone number,  
email address

# BEST PRACTICE. our posters & flyers

We love space. It doesn't take away, it adds. Less is definitely more. One clear message makes more impact than many, all clamouring for attention.

We use two different kinds of posters & flyers: one based on our logo and one with a photography as background.

## Poster (A0, A1, A2) & flyer (A5)

This poster & flyer are based on our logo.

Information about event, website, social media

The font size of our slogan is never bigger than the Cycling Without Age headline



## Poster (A0, A1, A2) & flyer (A5)

Our full picture poster & flyer have always 60% of uniform background space (e.g. sky).

Information about event

Date, location, time, social media, website

The font size of our slogan is never bigger than the Cycling Without Age headline



Our logo and the one of our partner(s)

# BEST PRACTICE. our leaflet

Sometimes we have more information to communicate than it fits on our regular A5 flyer. For this occasion we designed a A6 multi-page leaflet.

## Leaflet (A6)

This is our 4-page leaflet. You can easily add more pages if you need.

p. 1



Cycling  
Without Age

The city

p. 2

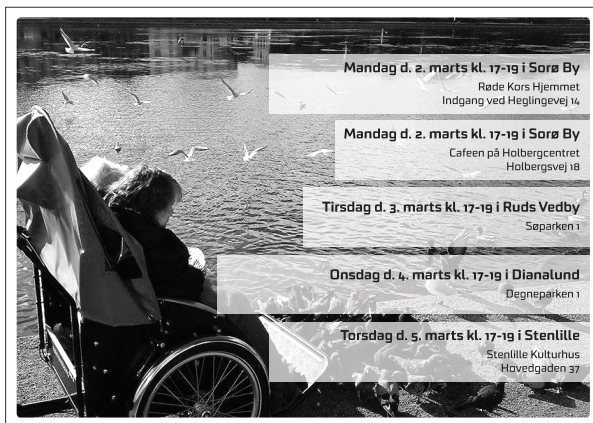


Title

We use a two-column body text to make it more pleasant to read

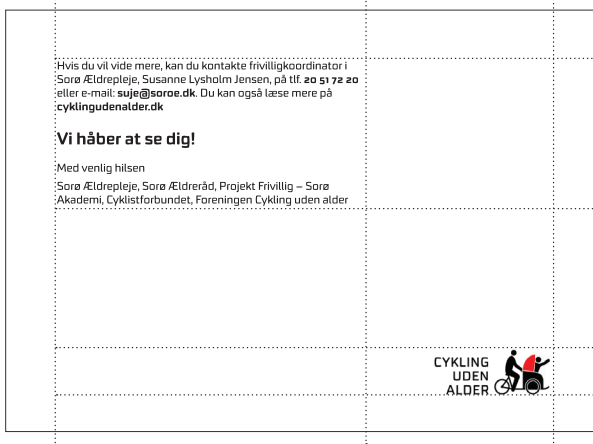


p. 3



You can adapt the number of bars (80% transparency) according to your program

p. 4



Contact information

Our and our partner's logo

# BEST PRACTICE. our presentation

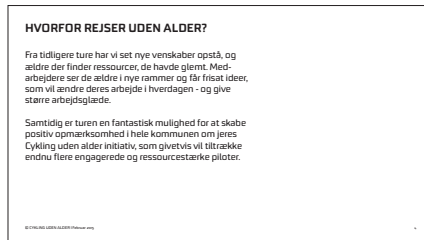
We love to speak about Cycling Without Age in public, inspire people through our stories and get them on board - be it new passengers, pilots, investors or nursing homes.

## Presentation & brochure (16:9)

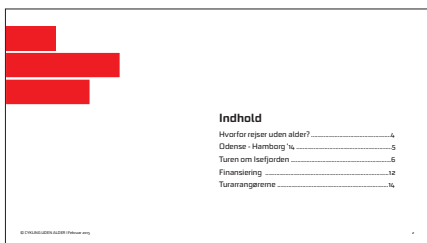
This are some slides out of our presentation resp. brochure template to give you an idea about its look and feel. Please contact us to get the template.



Title slide



Text slide



Content slide



Moodboard slide




Full picture slide



Chapter divider slide

### PROGRAMFORSLAG



**Dag 1: Roskilde - Jægerspris**

En 4-dages tur, via Vordingborg og Nykøbinghavn på søen Stordalsø.

Overnatning: Scandihøj Konferencenter

**Dag 2: Jægerspris - Højby**

Ved Høvedsøen møder jeg de to ældremænd, og også via Kultur- og Kungärd, Elverstedt og Sønderhøje.

Overnatning: Højby Kro

**Dag 3: Højby - Roskilde**


Ved Elverstedt, på en skovvej, den hvide langkystvej Søen, Kongers Søen, Sønderhøje.

Hjemkomst: Ved ca. 18 tiden.


© CYCLEWITHOUTAGE 2017

Program slide

### TURARRANGØRERNE



**Søren Steffensen**  
Turarranger  
[soren@cyclewithoutage.dk](mailto:soren@cyclewithoutage.dk)  
tlf: 49 49 49 49



**Dorthe Olander**  
Turarranger  
[dorthe@cyclewithoutage.dk](mailto:dorthe@cyclewithoutage.dk)  
tlf: 49 49 49 49

© CYCLEWITHOUTAGE 2017

Team slide

### DET PRAKTISKE



Turen planlægges i detaljer, når vi er blevet enige om de store linjer.

Med på turen er også en bus, som kører bagage, forplejning mm. til pitstop.

De ældre, der måtte have lyst til og brug for det, kan også tage et hvil i bussen. I budgettet er der indlagt udgifter til bus & trailer. Hvis Roskilde de Kommune/plejecentre selv har en bus, kan den måske bruges i stedet for.

© CYCLEWITHOUTAGE 2017

Picture & text slide

VI ER JO NØDT TIL  
AT KOMME UD OG  
SE VERDEN.

Aase Sørensen, Cykling uden ældre passager

Quote slide (also in red)

### BUDGET

	ANTAL	STYKPRIS	I ALT
<b>UDGIFTER</b>			
Transport (bus, cykel, motorcykel)	1	12000	12000
Overnatning (2 personer, 4 personer)	4	2250	9000
Mad og drikkevarer (2 personer, 4 personer)	4	1500	6000
Indtægter (4 personer)	4	1500	6000
<b>INDTÆGTER</b>			<b>6000</b>
Budgettets samlede udgift			<b>27000</b>
Budgettets samlede indtægt			<b>6000</b>
<b>Totalt budget</b>			<b>33000</b>
			<b>7.320</b>

Budget slide

RET  
TIL VIND I  
HÅRET

WWW.CYCLINGUDENALDER.DK | WWW.FACEBOOK.COM/CYCLINGUDENALDER | @CYCLEWITHOUTAGE

Closing slide

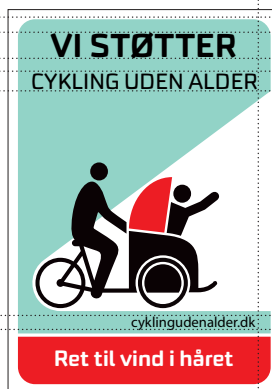
# BEST PRACTICE. our support kit

Cycling Without Age is like a glue to our society. Everybody contributes with his/her own means and resources: The rickshaw pilot with his/her spare-time, the nursing homes with the purchase of the rickshaws and cafés, ice cream shops and restaurants in the city with a cup of coffee, tea or ice cream for the pilot and the passengers. For the latter we created a support kit containing a window sticker, a gift card and a flyer with information about Cycling Without Age.

## Support sticker (A7) & gift card

This is our window sticker for cafés supporting Cycling Without Age with a free cup of coffee, tea, ice-cream etc. for the pilot and the passengers. We also have a design ready for gift cards.

Headline (Engl. "we support")



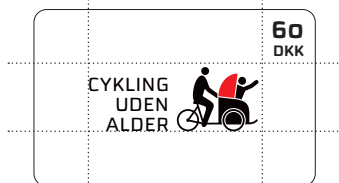
Sub-headline (Engl. "Cycling Without Age")

Website domain aligned to the right

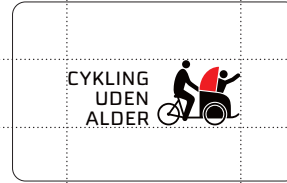
The font size of our slogan is never bigger than the Cycling Without Age sub-headline

Amount

Logo is centered



Logo is centered



Headline, logo of café

Contact details of café



Headline, logo of café

Short body text  
Contact details of café



## Support flyer

This is our support flyer for cafés, ice-cream shops, restaurants etc. It explains to shop staff what Cycling Without Age is all about.

Headline (Engl.  
"we support")

### VI STØTTER

Tusind tak fordi du og din butik har lyst til at støtte Cykling uden Alder.

Cykling uden Alder er en hurtigt voksende og glædespredende bevægelse, der snart dækker hele landet under mottoet "ret til vind i håret".

Cykling uden Alder åbner mulighed for, at alle der har friske cykelben kan kaste sig i sadlen på de nye lækre el-rickshaws - der står på plejecentre landet over - og snuppe en tur i byen eller ud i landskabet med et par skønne ældre mennesker.

En del af en god tur kan være en blomst fra blomsterhandleren eller et æble fra købmanden. Fæltes for dem alle er, at de er med til at skabe dejlige oplevelser og gode relationer i små og store byer.

Alle deltagende butikker, caféer, ishuse, restauranter vil blive vist på denne side, hvor der også er et Google-kort med alle placeringerne: <http://cyklimgudenalder.dk/ture/de-stoetter/>

Hvis I endnu ikke er på kortet, så skriv til os på [statter@cyklimgudenalder.dk](mailto:statter@cyklimgudenalder.dk) og fortæl os, hvad I tilbyder frivillige piloter og deres passagerer, når de kommer forbi.

De glædeligste hilsner  
Cykling uden Alder

[cyklimgudenalder.dk](http://cyklimgudenalder.dk)  
[facebook.com/cyklimgudenalder](https://www.facebook.com/cyklimgudenalder)



Body text

Logo(s)

# BEST PRACTICE. our merchandising

We are proud of being part of Cycling Without Age. Our merchandising products create a strong sense of belonging.

## T-shirt

We have a round neck t-shirt design for man and a v-neck t-shirt design for women. We also have a design for a weatherproof, multifunctional jacket. Please contact us for any further information.



On the front side of the t-shirt you put a description such as "ambassador", "pilot", etc. and Cycling Without Age in the same style as in the main logo (aligned to the right) underneath it

On the back side of the t-shirt you can put our and your partner's logo. Please centre them and don't make them too big.



## Postcards

With the postcard we share our Cycling Without Age stories with family and friends. They are ideal for carrying on the bike for handing out to people you meet while cycling. They're a great way to create awareness and encourage people to become voluntary pilots.

The headline is centered and aligned to the right mint green sharp edge (1)



The font size of our slogan is never bigger than the Cycling Without Age headline

Here we place our main logo



Space for our partner's logo

This is the space for your body text

# BEST PRACTICE. our merchandising

We are proud of being a part of Cycling Without Age. Our merchandising products create a strong sense of belonging.

## Stickers (6x6) & badge

The value of a sticker is not to be underestimated. People love to get stickers. That's a general fact. Moreover, we have also a design for a badge, great for events or for handing out to pilots once they have been certified.

Stickers (6x6)



Badge



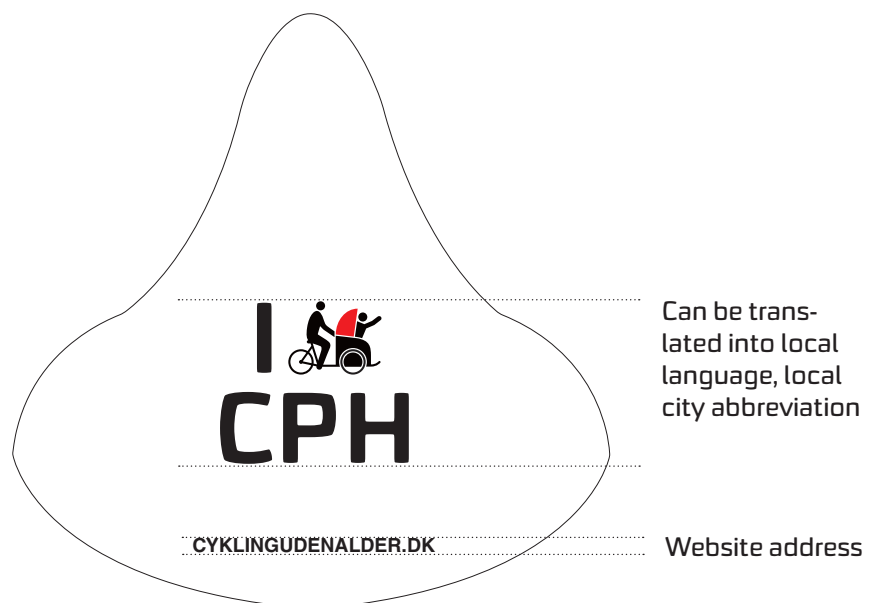
Any description (e.g. ambassador, pilot, captain etc.) or name of a person possible



## Bicycle seat rain cover

Bicycle seat rain covers are truly useful and have at the same time a high visibility on the street. There is no better match of functionalities for a merchandising product.

You can use the “I ride CPH” icon also on other merchandising products. But we never use the icon as a logo.



# BEST PRACTICE. our beach flag

Cycling Without Age is all about bringing people together. Events, long rides (e.g. Odense-Hamburg '14), launch events, ambassador reunions, volunteering days at companies etc. occur all over the place all the time. For these purposes we created the beach flag as a highly visible and easy to transport landmark of Cycling Without Age.

## Beach flag

The beach flag is easy to transport since it can be disassembled in many small parts. Please stick to the design standards given in the Adobe InDesign template.



### **Customized designs & questions about design implementation**

There are lots of design applications we can share with you and which you can offer to the nursing homes you're in contact with. If there are nursing homes with specific wishes and needs for a tailor-made application that doesn't exist already, we at the Cycling Without Age hub in Copenhagen offer customized design services, tailor-made for a specific city or nursing home.

Don't hesitate to contact us at [start@cyclingswithoutage.org](mailto:start@cyclingswithoutage.org). We are happy to help you.

Make sure to arrange enough time for the design and the production of the tailor-made application.

At this point I want to thank you for sharing our belief, for helping to bring Cycling Without Age to life, and for making the movement flourish and thereby contributing to a more joyful world.



**Ole Kassow**  
Founder

**THE RIGHT  
TO WIND  
IN YOUR HAIR**

