



Guidelines for the use of the
Davis Bike Club Logo

1. Purpose

With the designation of an official logo, the DBC Board of Directors (Board) hopes to create a consistent look across all media. The purpose of these guidelines is to set forth regulation on the use, depiction, and publication of the Davis Bike Club logo (Logo).

2. Official Club Logo

- As of February 6, 2012, the Board designates the Logo, attached as Appendix A1, as the official logo for the club. The Logo supercedes all previous Club logos.

3. Logo Variations

- The Logo may be resized as necessary to fit appropriately in any artwork in which it is used. The aspect ratio (relationship of width and height) may not be altered.
- The Logo may be customized to use only the words ("Davis Bike Club" or "Davis Race Team") as shown in the example attached as Appendix B. No other variation of the Logo is allowed except as provided below.

4 Logo colors

- The Logo uses the colors specified in Appendix C. Use of the Logo, and of the name "Davis Bike Club" and any of its derivatives (e.g., "DBC") in any official capacity must use the designated colors, except as provided in Paragraphs 6 and 7 below.
- The background color (inside the wheel) must be white or one of the designated colors, except as provided in Paragraphs 6 and 7 below.

5. Logo usage

- Except as provided in Paragraphs 6 and 7 below, the Logo must appear on every item of clothing authorized by DBC. The Logo may appear in addition to other designs on the clothing, and does not need to be incorporated into the design. In cases where the Logo colors do not fit with the clothing design, the Logo may appear in black and white ("grayscale") as shown in Appendix A2. When the grayscale Logo is used, it may be printed using black ink on

any background color in lieu of white.

- The Logo shall be used in the stationery of official DBC correspondence. The Logo may also be used in any cases the Board deems appropriate.
- The Logo shall appear on the Race Team clothing kit in recognition of DBC as a Race team sponsor. The Logo does not need to form part of the Race Team kit design.

6. Exceptions with Board approval

- Any exceptions to these guidelines must be approved by the Board.

7. Exceptions for special event clothing

- DBC has a long tradition of allowing event Chairs (Foxy's, March Madness, Double Century, and Gold Rush Randonnee) wide latitude in designing their event t-shirts and jerseys. The Board recognizes that event Chairs count on more autonomy as part of the perquisites of taking up such large responsibilities. Accordingly, while the Board encourages event Chairs to consider incorporating the Logo, and to consider how their clothing might best compliment existing DBC gear, event Chairs are not required to adhere to the requirement that the Logo appear on all clothing they design for their events.

8. Samples only

- The Logos and colors in this document are samples only. They are low resolution and will not print properly. Before using the DBC Logo in any application, please obtain the proper high resolution file by contacting the DBC Web Administrator at webadmin@davisbikeclub.org

Appendix A1

Official DBC Logo as of February 2012– color



Appendix A2

Official DBC Logo as of February 2012– black and white



Appendix A3

Official DBC Logo as of February 2012– one color for sleeves and small sizes; also used for DBC paver at Davis High School



Appendix B

Text variants of DBC Logo

DAVIS
BIKE CLUB

DAVIS
RACE TEAM

DAVIS
BIKE CLUB RACE TEAM

DAVIS
BIKE RACE
CLUB TEAM

Appendix C

Colors used in the DBC Logo

Dark Blue: Pantone 289M



Orange: Pantone 151M



Light Blue: Pantone 292M



Logo Colors and Club Kit Colors:

Logo colors for the DBC Logo are set forth above in Pantone values. Voler uses its own swatch system for garment colors, given below. The orange swatch values are different for the club and the race team jerseys. (Note: Even though the orange differs on the race team and club kits, the same orange PMS (Pantone Matching System) value, as set forth above, is used in the the race team logo and the DBC Logo.):

Club Kit:

Dark Blue: Voler swatch - 194 Navy Lycra Top

Orange: Voler swatch - Pantone 151C

Light Blue: Voler swatch - 125 Sky Blue

Race Team Kit:

Dark Blue: Voler swatch - 194 Navy Lycra Top

Orange: Voler swatch - 119 Poppy

Light Blue: Voler swatch - 125 Sky Blue

Note also that the DBC wool jersey made by Soigneur (new in January 2012) uses custom dyed colors specified by Soigneur in collaboration with its dyers. These colors (dark blue and orange) were based on a sampling of the club jersey sent to Soigneur for that purpose. We do not have these values.