BRAND BOOK

CYCLING
WITHOUT AGE
AUSTRALIA

July 3rd 2025

HOW WE LOOK

Logos, colours and typeface

HOW WE TALK

A guide to our voice and tone.

BEST PRACTICE

Trishaws, posters and flyers

SOCIAL MEDIA

A guide to how we create social content &
engagement.

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, UPPERCASE). We always use the logo horizontally, never vertically.

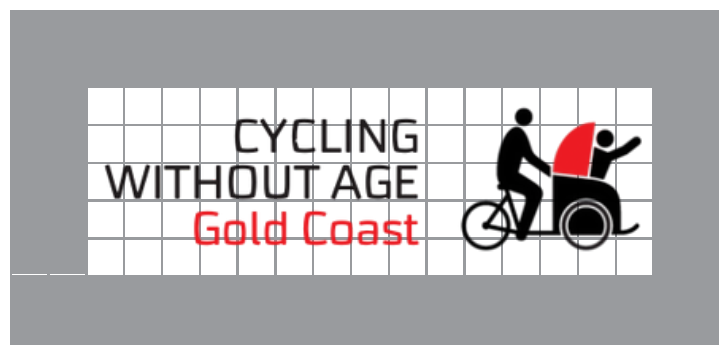We always use 2 units of blank space around our logo to give it room to unfold.

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

Our chapter logo

Our chapters logo consists of a graphic and text (Taca Pro, regular). The chapter name is in Capitalized Case - only first letter of each word is capitalized. We always use the logo horizontally, never vertically.

Our logo for thumbnails

We mainly use the thumbnaillogo for our social media channels. In anyother case we use it only when the spacefor 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).
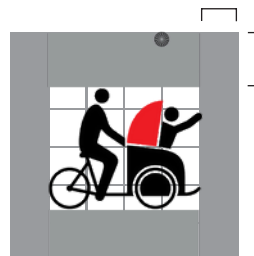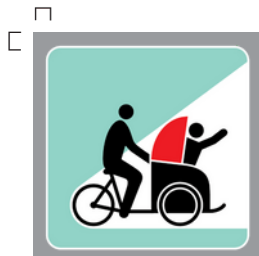
We always use 1 unite and 1.5 unites of blank space around this thumbnail logo

Interplay of logo and slogan

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

CYCLING WITHOUT AGE AUSTRALIA
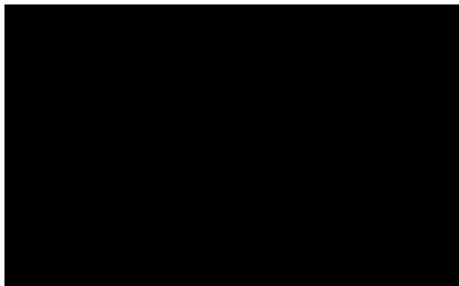
Right to wind in your hair

HOW WE LOOK. our colours

Colours 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

CMYK030 030 030 100
PMS Black
RGB 000 000 000
HEX #000000

White

CMYK000 000 000 000
PMS White
RGB 255 255 255
HEX #FFFFFF

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

Mint Green

CMYK042000026 000
PMS 565 C
RGB 146 210 198
HEX #92D2C6

Red

CMYK000 100 100 000
PMS 485 C
RGB 237028 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: highlghitings

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 ajusted 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 justifyed as a block. This makes our written communication light and pleasant to read.

Mauris sed nulla

Lorem ipsum dolorsit amet

Lorem ipsum dolor sitamet, consectetur adipiscing elit. Duis nec posuere tellus,utrhoncus 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 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 ex- changed 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.
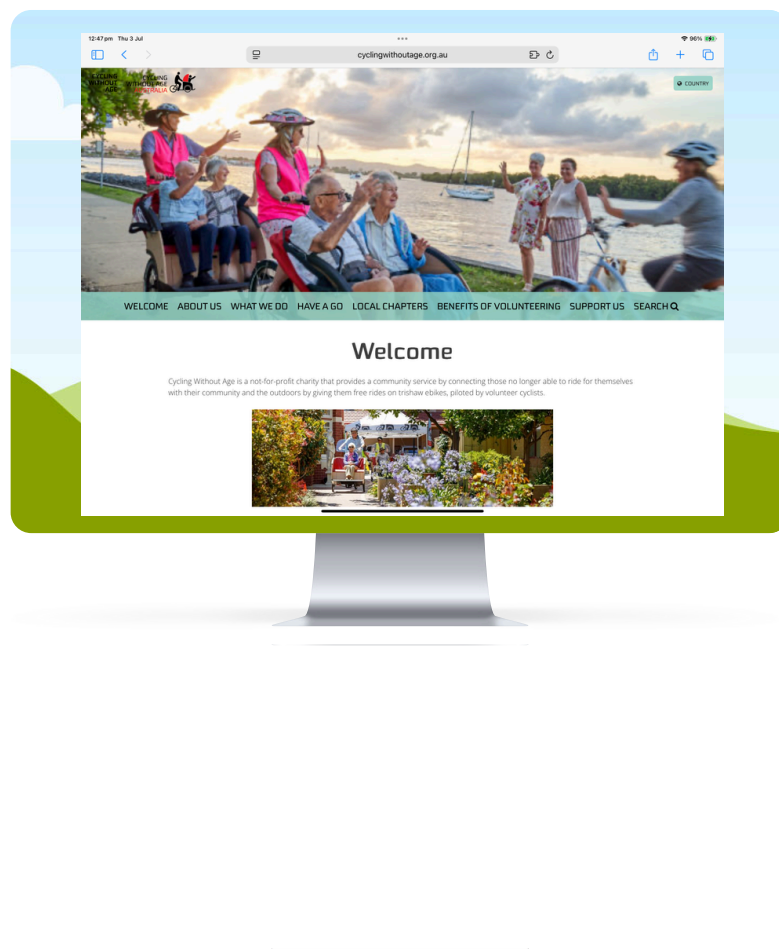
Social media

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

BEST PRACTICE. our trishaws

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 chapter. The bike identifiers are placed on either side of the trishaw.

Co-branding & contact details

There is plenty of space at the back of the trishaw. Councils and companies who bought or sponsored the trishaw 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 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 photograph as background.

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

This poster & flyer are based on our logo.

Information about event, website, social media

CYCLING WITHOUT AGE AUSTRALIA

Right to wind in your hair

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).

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

Our logo and the one of our par tner(s)

SOCIAL MEDIA. our guidelines

How we create social content

From a tweet,to an Instagram picture to
a blog post, great content is at the heart
of Cycling Without Age. We think about
content in three distinct categories:
· creation of new content
· curation of existing content
· and conversations.

A compelling mix of these three content
categories creates a valuable experience
for our network on social media.

#1 Create compelling social content

Compelling content is the glue between the social platforms of Cycling Without Age. Different types
of content inspire different audience responses and social actions. Snackable, short content and multi-
media is often ideal for engagement and sharing, whereas longer, more in-depth content can strengthen
the profile and build trust.

#2 Curate valuable content from other channels and users

One-sided relationships rarely prosper. We source and share content from our broader community - fans,
experts, news sources, and partners. By shining a light on their perspectives we build strong relation- ships.
And by introducing our fans and followers to other interesting, relevant voices we build a loyal community.

#3 Converse and engage with your audience

We at Cycling Without Age converse with users in the same way we would in a face-to-face dialogue.
Thus, we don't only start conversations directly from our brand, but also through joining existing conver-
sation taking place amongst our broader social community. Therefore, we assess conversations we as
Cycling Without Age want to begin as well as which existing dialogues we can enter and add value to.

#4 Define and balance the social content mix

The framework for the Cycling Without Age's social content can vary. Thus, we define our objectives
and our audiences needs, based on which we determine the mix between created, curated and conver-
sation-based content to satisfy both priorities - ours and the ones of our audience.

How we create social engagement

Social media is rooted in the promise of connecting and engaging on a personal level. The opportunities for us as Cycling Without Age to connect with - not just broadcast to - our audiences are rich. This ability to interact on a one-to-one level with consumers and to inspire broader participation is opening new doors.

#5 Understand the interests and needs of your social community

Before we engage as Cycling Without Age, it is critical to understand our audience and their motivation for connecting with us on social channels. We shape our communication approach so that our message will resonate with our community.

#6 Enable real-time engagement

Responding, interacting and conversing in real-time are powerful opportunities to create awareness, enhance customer satisfaction, and build lasting relationships.

#7 Inspire lightweight interactions

Similar to in-person relationships, not every social communication needs to be overwrought. Blog posts, hearty content assets and big campaigns are compelling, but so are small interactions and experiences that build over time. Bite-size activity and posts (pictures, snackable multimedia and brief updates) are easier to share and more easily consumed - making it easier to stay top of mind. It also provides our network with ongoing, lightweight opportunities to connect and engage with Cycling Without Age.

#8 Create share-worthy experiences

A key benefit of social engagement is that it creates one-on-many interactions. Sharing content that appeals to the emotions of our audience (happy, serious, funny, thought-provoking, etc.) and evokes a response (such as a like, retweet, comment, or share) results in the proliferation of our message to that individual's own social network. Since people tend to connect with others like themselves, tapping into the social networks of our existing fans and followers is a great way to reach others that are likely to appreciate our content.

#9 Respond to hand-raisers

When people take time to mention Cycling Without Age, directly or indirectly, we take the time to reach out and respond. This provides proof that we are listening and are invested in their social experience. Offering small, unexpected moments of delight can go a long way towards building affinity and pre-ference.

SOCIAL MEDIA. our guidelines

How we appear visually on social media

The appearance is as important as the content. Here are our core principles when creating a new Facebook group, page or event.

Cover picture
dimensions:851 x 315 pixels

The cover picture is the first thing people see, when they visit our Facebook page, group or event. We choose a unique photo and change it as often as we like.

Profile picture
dimensions:180x 180 pixels

The profile picture represents our page on other parts of Facebook, like in the news feed. We always use the thumbnail logo as profile picture.

Organize your view and apps

We live in a world of sensory overload. Therefore, we highlight what's important and put the rest at the end or even delete it.

Star, Hide, or Pin

You can anchor a specific story/event information/etc. to the top of your timeline for up to 7 days. Pinning it to the top of your page will prevent it from getting buried by more recent updates.

About

This section gives us the opportunity to briefly explain Cycling Without Age and let new visitors quickly understand what the movement is about. We keep it brief so the description doesn't get cut off, and include a URL to the chapter's Cycling Without Age website.

Visual content

Facebook's timeline page design places an emphasis on visual content like images and videos. Moreover, posts including a photo album or picture generate twice as much engagement than other post types. Thus, we always think photos, charts, infographics, and other content visualizations.

Post timing

Also related to the ingredients of our content is when and how we post it. We track what time of day our fans are most active. Focusing our engagements during these times helps us grow our community.