



**UCI
CONTINENTAL
TEAM**

UCI AMERICA TOUR

VISUAL GUIDELINES | TEAM LOGO

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UCI Continental Team logo - America Fixed Identity Elements

UCI Continental Team logo - America

The logo for the UCI Continental Team consists of a 3 dimensional ribbon which is suggestive of a globe. Each segment features a colour from the rainbow bands which represent a continent.

Clearspace

To ensure maximum stand out we should always position our logo in a clear area (clearspace). The clearspace of the Swirl is defined as half the height and half the width.

Full Mark

We also have a more formal mark. This features a simplified version of the UCI logo in which the rainbow bands are removed due to them being featured in the Swirl. A black box opposite holds the UCI Continental Team logotype.

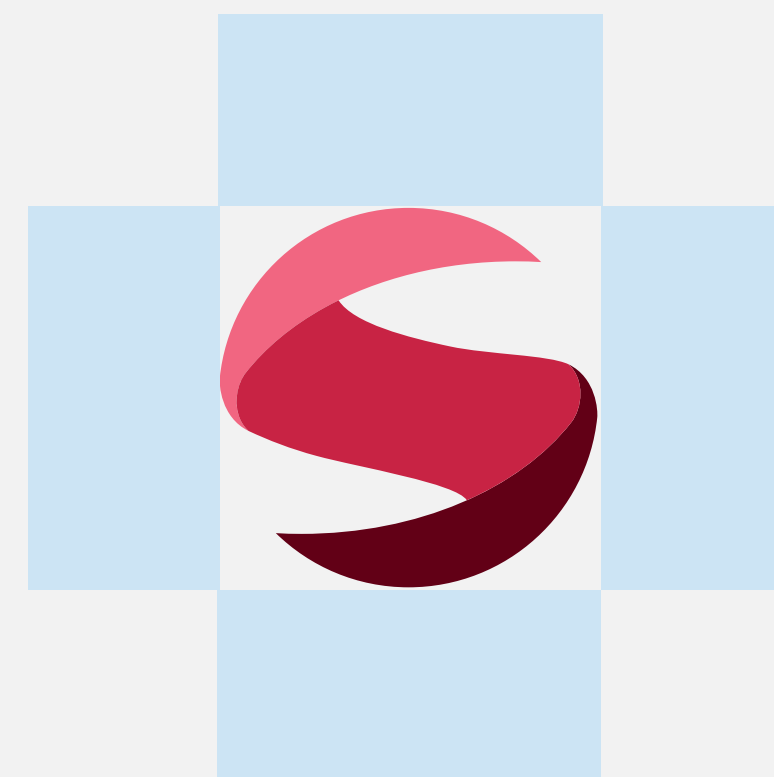
Clearspace

Again too ensure maximum stand out we should always position our logo in a clear area (clearspace).

UCI America Tour Swirl



Clearspace



UCI Continental Team logo - America



Clearspace



UCI Continental Team logo - America Fixed Identity Elements

Monochrome logo

In instances where colour is not available we have provided monochrome versions of our logos.

If printing in black and white these logos should be used instead of the full colour versions.

UCI Continental Team logo - America | Monochrome black



UCI Continental Team logo - America | Monochrome white



Clearspace



Clearspace



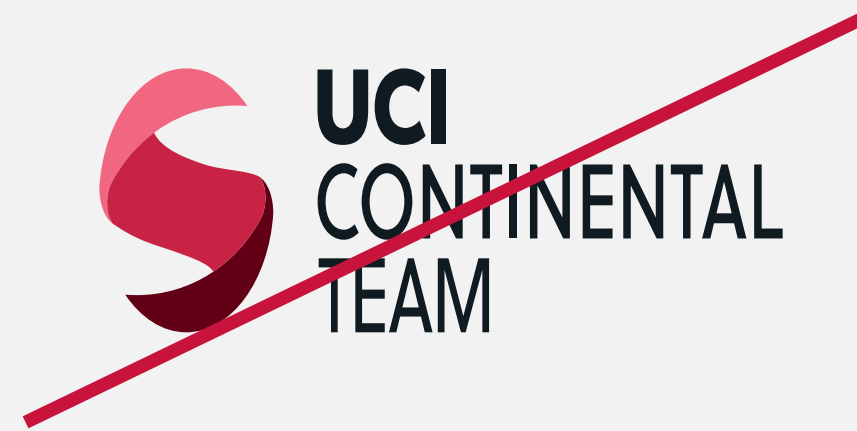
UCI Continental Team logo - America Fixed Identity Elements

Incorrect usage of logo

Here are examples of how not to use our logo. The rules should be followed at all times.

1. Do not stretch or compress the width or height of the logo.
2. Do not rotate the logo.
3. Do not move or change the relationship between any elements within the logo.
4. Do not recolour any element of the logo.
5. Do not replace the letters with another typeface.

1.



2.



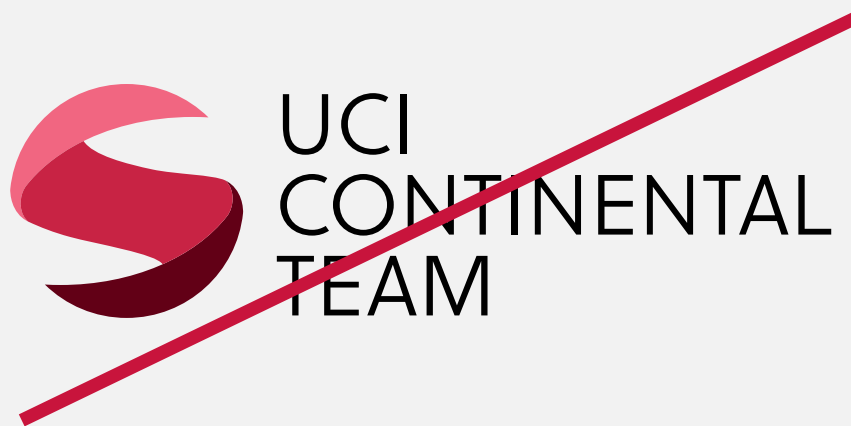
3.



4.



5.



UCI Continental Team logo - America Fixed Identity Elements

Our colours

We have slightly updated our colour palette. Full specifications are indicated opposite. Please ensure that for each application the correct colour profile is used e.g. RGB values for screen-based communications.

UCI Light Red America



RGB
251 84 16

CMYK
0 75 30 0

PANTONE®
184

UCI Red

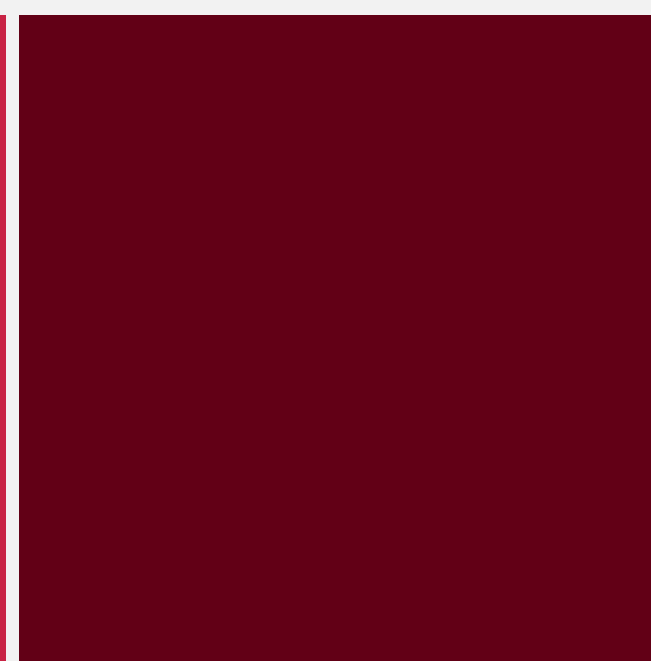


RGB
206 17 45

CMYK
20 100 75 0

PANTONE®
186

UCI Dark Red America



RGB
121 36 46

CMYK
15 100 65 65

PANTONE®
188

UCI Continental Team logo - America Fixed Identity Elements

Placement on jerseys

Placement of the UCI Continental Team logo should make it as visible as possible. In order to maintain consistency across teams we have specified areas on the jersey where the logo can be placed.

Minimum size and clearspace rules should be followed at all times.

Areas where the UCI Continental Team logo may be placed are shown here highlighted in red.



UCI Continental Team logo - America Fixed Identity Elements

Download Links

In this section we have added links to all the assets. This makes it easy to download only the assets you require and that they are always available.

Applications

Pantones are specially mixed inks and are only used in certain print projects.

CMYK is the most common form of printing and will be used for the majority of print applications.

Monochromes are used for serigraphy, embroidery, etc.

Links

Each link will take you to a folder containing .ai .eps .pdf & .jpg (or.png) versions of the logos.

[Click Here for Pantone](#)

[Click Here for CMYK](#)

[Click Here for Monochrome](#)

[Click Here for Web](#)