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

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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.

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).

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

**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
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

TacaPro regular
print: main body text
Mauris sed nulla

Lorem ipsum dolor sit amet


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.
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.

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

**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.

**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.
Correspondence

We all use the same email signature - be it in Copenhagen, Zurich, New York or Sydney.
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
**Hi’r du vind i håret? Nu kommer Cykling uden alder til plejehjem xxxxxxxx.**

Være med til at sætte gang i hjulene og giv dig selv og beboerne nogle skønne oplevelser. Meld dig i dag eller kig forbi til Klæ-Parat-Kar:

2. september 2014
Rådhuset
kl. 14-17

[jykslingudenalder.dk](http://www.jykslingudenalder.dk)

[facebook.com/jykslingudenalder](http://www.facebook.com/jykslingudenalder)

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

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

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**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.

INFORMATIONSMØDER OM CYKLING UDEN ALDER

We use a two-column body text to make it more pleasant to read
You can adapt the number of bars (80% transparency) according to your program.
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.
Programforslag

40-45 kilometer f.eks. via Vellerup og Kynd - byhuse på selve fjordstien

Overnatning:
Bautahøj Konferencecenter

Dag 1: Roskilde - Jægerspris
Via Hundested-Rørvig (ca. 50 kilometer) evt. også via Kulhuse-færgen. Eftermiddagskaffe i Rørvig havn.

Overnatning:
Højby Kro

Dag 2: Jægerspris - Højby
Via Ulkerup. (ca. 70 kilometer). Der køres langs kysten f.eks. Kongsøre Skov, Sandskredet mv.

Hjemkomst:
Ved ca. 18-tiden.

Dag 3: Højby - Roskilde

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 Kommune/plejecentrene selv har en bus, kan den måske bruges i stedet for.

Turaarrangerne

Søren Steffensen
Turarrangør
soren@cyklingudenalder.dk
+45 20 76 29 79

Dorthe Olander
Turarrangør
olander@cyklingudenalder.dk
+45 24 24 50 10

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

Aase Sørensen, Cykling uden alder passager

WWW.CYKLINGUDENALDER.DK I WWW.FACEBOOK.COM/CYKLINGUDENALDER I @CYCLEWITHOUTAGE
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.
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")

Body text

VI STÖTTER

Tusind tak fordi du og din butik har lyst til at starte Cykling uden Alder.
Cykling uden Alder er en hastigt 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 uafhængige el-rickshavs - der står på plejecentre landet over - og snopppe en tur i bunen 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. Fælles for dem alle er, at de er med til at skabe dejlige oplevelser og gode relationer i små og store byer.
Hvis I endnu ikke er på kortet, så skriv til os på støtter@cyklingudenalder.dk.

De glædelige hilsner
Cykling uden Alder

cyklingudenalder.dk
facebook.com/cyklingudenalder
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 (i)

Here we place our main logo

Space for our partner’s logo

This is the space for your body text

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

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
They 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@cyclingwithoutage.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
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 multimedia 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 relationships. 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 conversation 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 conversation-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 preference.
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: 180 x 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 local 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.
THE RIGHT TO WIND IN YOUR HAIR