

BRAND BOOK

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CWA Brand Book Oct. 2019

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What Cycling Without Age stands for and the thinking behind 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.

Main 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

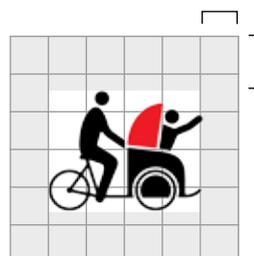


Our logo for thumbnails

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.

Bike Logo

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).



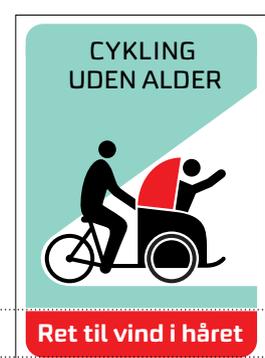
We always use 1 unite and 1.5 unites of blank space around this thumbnail logo

Postcard Layout

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. In this way it can also be used as a postcard.

Text: It can be either a slogan, a city name, or the name of the event

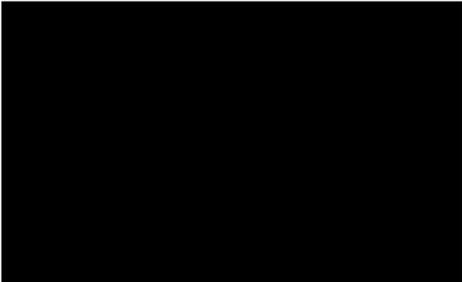


HOW WE LOOK. our colors

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.

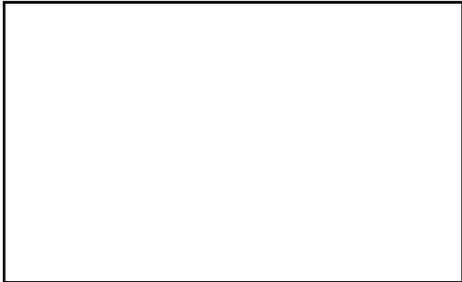
Black

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 highlights
online: headlines

Aa

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

TacaPro regular

print: main body text

Aa

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

Arial bold

online: highlights

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.

OUR NAMES & SLOGANS.

Our name and slogan can be used in any country and language, following the example below.

Our name:

Cycling Without Age

(in all languages)

Cykling uden alder

Radeln ohne Alter

En Bici Sin Edad

Chapter name:

Cycling Without Age +[city/country]

(in all languages)

Cykling uden alder Danmark

Cycling Without Age Canada

Radeln ohne Alter Bonn

En Bici Sin Edad España

Slogan:

The right to wind in your hair

(in all languages)

Ret til vind i håret

Recht auf Wind im Haar

El derecho a sentir el viento sobre el pelo

CYKLING
UDEN
ALDER



EN BICI
SIN
EDAD



CYCLING
WITHOUT
AGE



RADELN
OHNE
ALTER



IN BICI
SENZA
ETÀ



SYKLING
UTEN
ALDER



CYKLING
UTAN
ÅLDER



HJÓLAÐ
ÓHÁÐ
ALDRI



A VÉLO
SANS
ÂGE



FIETSEN
ALLE
JAREN



サイクリング
ウィザウト
エイジ



BIZIKLETAZ
ADINIK
EZ



CYCLING
WITHOUT AGE
AUSTRALIA



IN BICI
SENZA ETÀ
ITALIA



FIETSE
NALLE JAREN
NEDERLAND



CYKLING
UDEN ALDER
DANMARK



PEDALAR
SEM IDADE
LISBOA



A VÉLO
SANS ÂGE
FRANCE



RADELN
OHNE ALTER
BONN



EN BICI
SIN EDAD
MADRID



CYCLING
WITHOUT AGE
LITTLETON

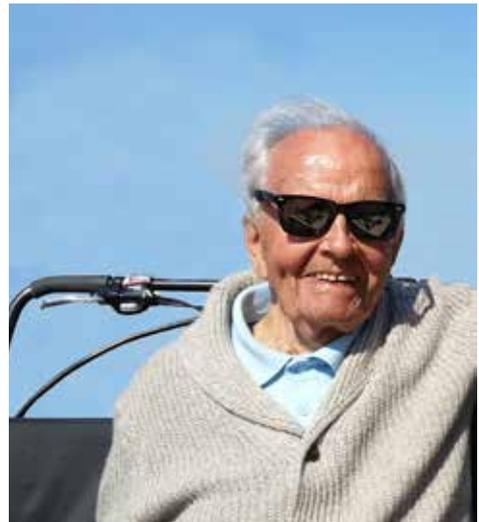


HOW WE LOOK. our photography

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.

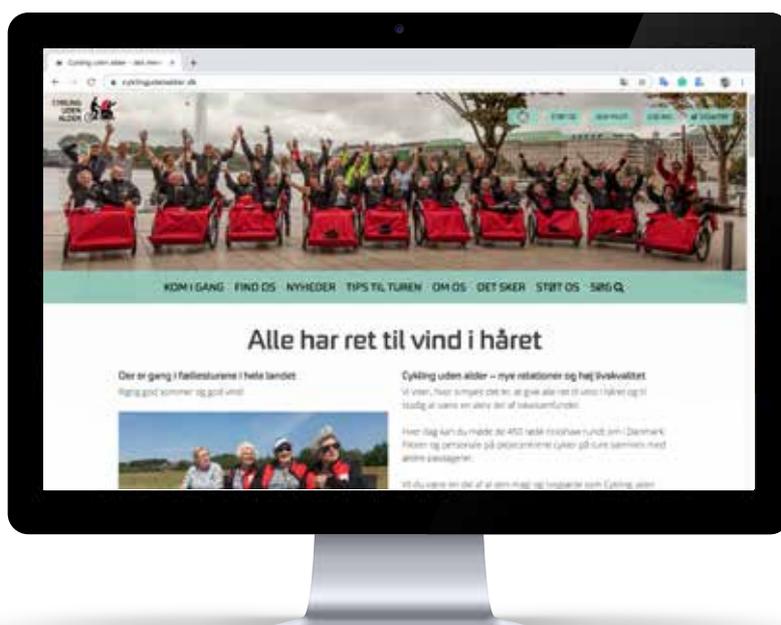
Don't: The pilot and passenger exchanged stories.

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.

City stickers will be provided from CWA Hub.



Location Name

You can put the name of the location on the back as shown on the photo.



The back of the rickshaw:
Text: only the name of the trike is allowed.

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 only on the back as shown on the photo. We also use this space for our contact detail sticker and other information we want to put on our bike.



Blanket and canopy: Only red. No branding nor text.

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.



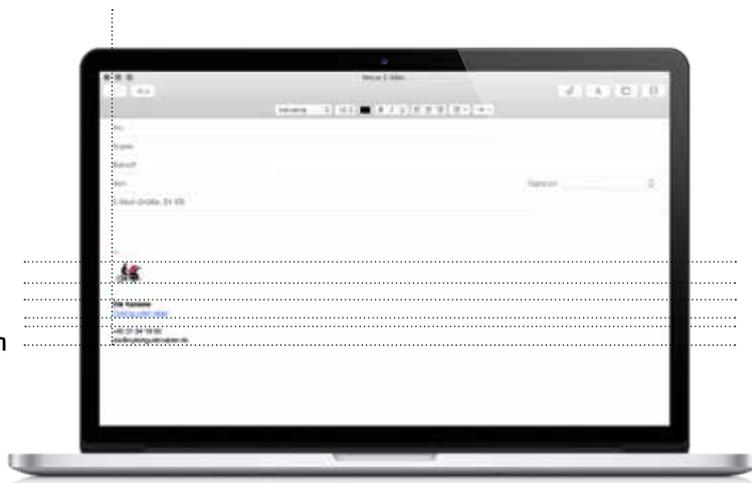
We normally print a 88mmx59mm business card on both sides. On one side the information about us and our chapter and on the other side a photo of CWA. We align our contact details to the right



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.

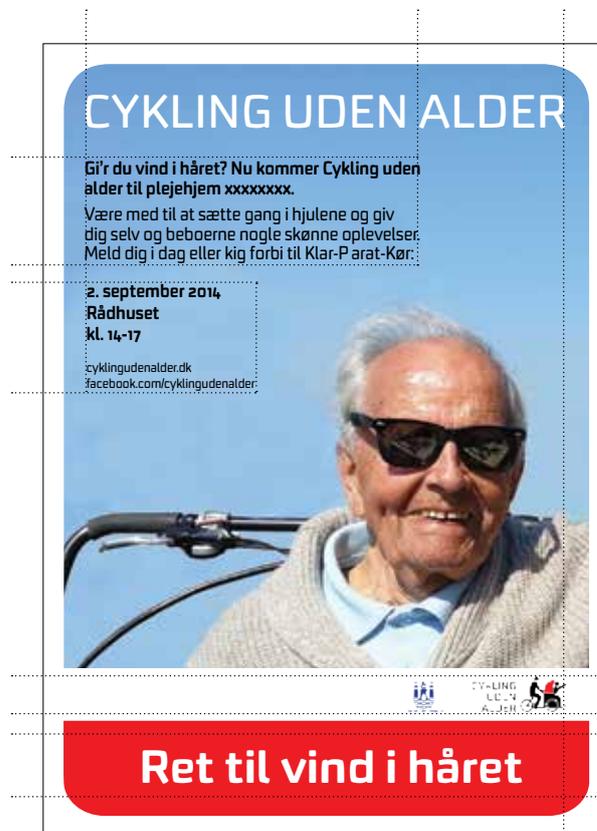
Poster (A0, A1, A2) & flyer (A5)

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.

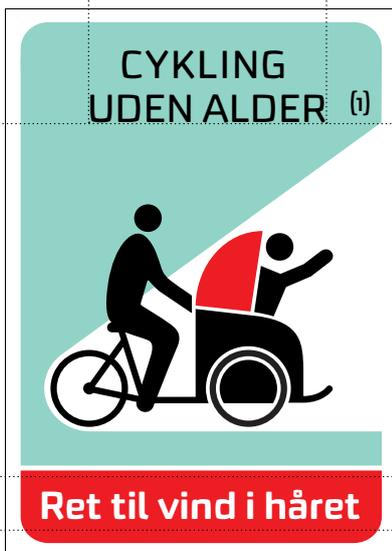


Our logo and the one of our partner(s)

Postcards

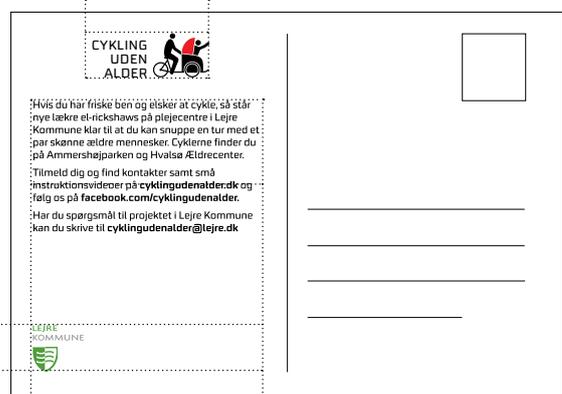
With the postcard we share our Cycling Without Age stories with family and friends. They are ideal for carrying on the bike for handing out to people you meet while cycling. They're a great way to create awareness and encourage people to become voluntary pilots.

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 leaflet

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

Leaflet (A5)

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

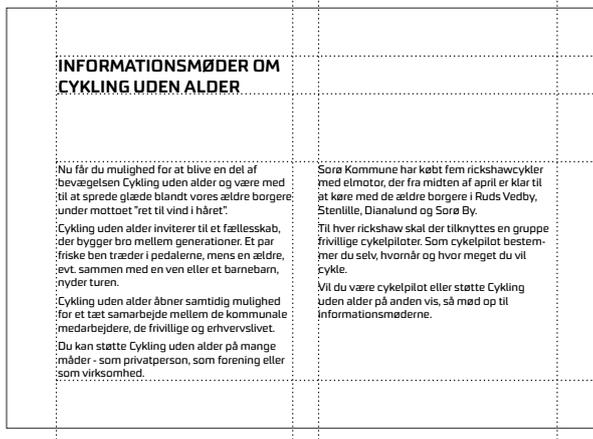
p. 1



Cycling Without Age

The city

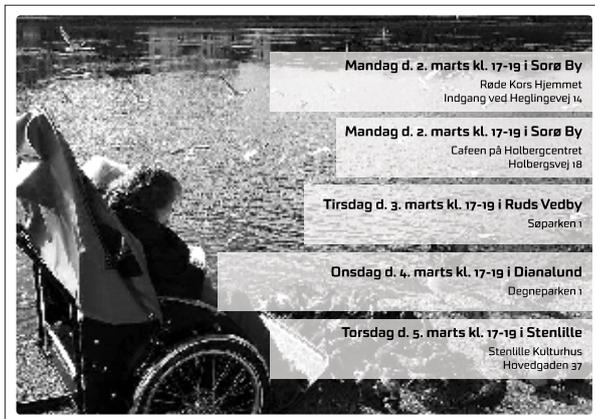
p. 2



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)

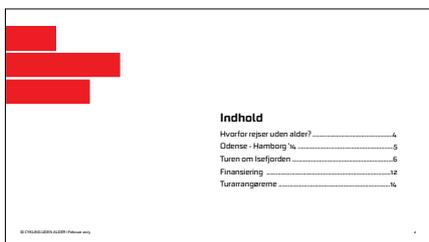
This are some slides out of our presentation resp. brochure template to give you an idea about its look and feel. Please contact us to get the template.



Title slide



Text slide



Content slide



Moodboard slide



Full picture slide



Chapter divider slide

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")

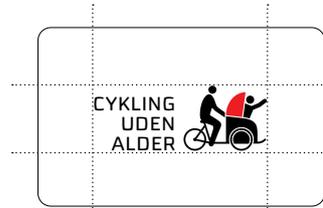
Website domain aligned to the right

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 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 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. Fælttes 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 og fortæl os, hvad I tilbyder frivillige piloter og deres passagerer, når de kommer forbi.

De glædeligste hilsner
Cykling uden Alder

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. No uniform needed. We allow the pilots to express their own character and individuality to the passenge as well as they do. To receive the original design file please go to The Hood, Marketing.

Hats

It is not mandatory to wear helmets. If you wish to wear a helmet only use neutral colors.



Hats: black, red.
Text: white and black
Logo: Main logo and slogan.
Max 2 cm height.

T-shirts. our merchandising

T-shirts

We have a t-shirt design for men and women.

Color: Black, red, white.

Text color: white, black.



Layout: 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 Cycling Without Age’s logo and partners logo as shown. The partner logo should be the same size as the CWA. Placement underneath the CWA logo or at the bottom to the right. Use both logos in (6x6). Please centre them.

Tour Jackets. our merchandising

Jackets

Color: Red/black, red, black

Tekst color: White, black

Logo on the back: Choose between the postcard logo, the bike logo or the main logo.

Layout: Only squared logo with round corners. Max A5.

Text: Bottom text should be the slogan, city or event (e.g. German Tour '19).

Text color: If any text should be added on the sleeves the color should be white or black.



Logo on the front: Our logo size A7 or our main logo.

Text: Bottom text should be the slogan, city or event (e.g. German Tour '19).



Partner logo: When using the postcard logo and the main logo partner logos should be on the sleeves.

When using the bike logo (6x6) the partner logo should be the same size and placed below the bike logo.

Vests. our merchandising

Vests and Reflector Vests

Color: Red, white, black with reflektor.

Text: Main logo, bike logo or slogan

What can you do to be seen in traffic?

At daytime: The red canopy makes the bikes very easy to see. Wear a red tour jacket or a red t-shirt. No vest or reflectors needed.

At night: Make sure your bike is equipped with white lights in the front and red light in the back. Reflector stickers on the back and side of the seating box.

Reflector flag on the back of the bike.
Reflector hands on the ankles.



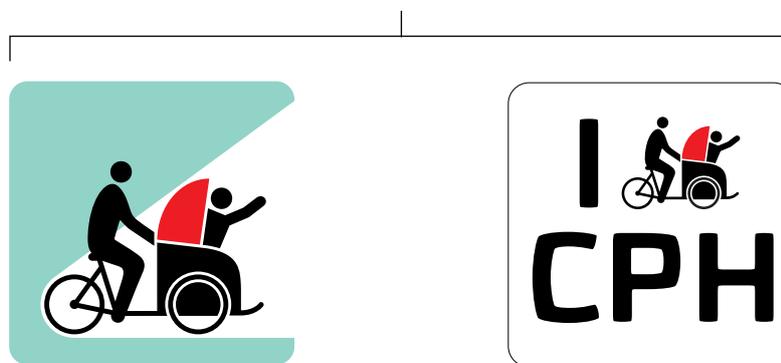
BEST PRACTICE. our merchandising

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

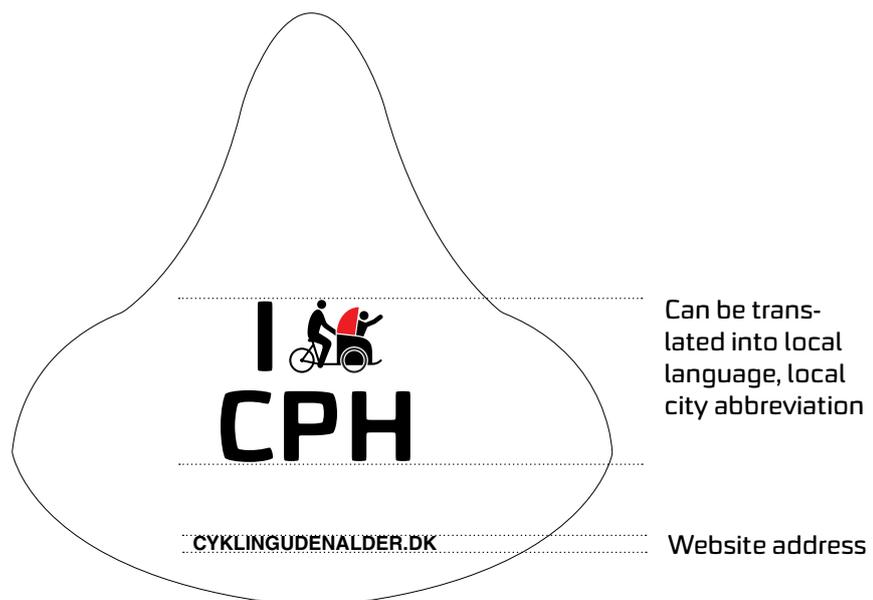


Any description (e.g. ambassador, pilot, captain etc.) or name of a person possible

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.

This text can be changed for the local name of the chapter or country, so it can be in a different language.



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 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.

SOCIAL MEDIA. our guidelines

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.

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.

A handwritten signature in black ink that reads "Ole Kassow". The signature is written in a cursive, slightly slanted style.

Ole Kassow

Founder

**THE RIGHT
TO WIND
IN YOUR HAIR**

