



**AZ**

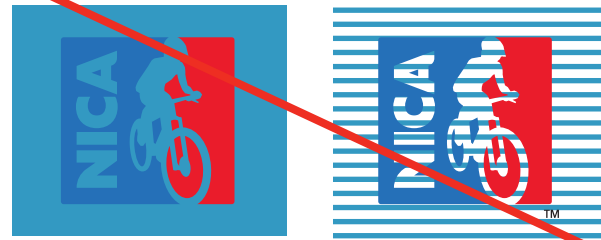


# LOGO MISUSE

1. Don't place brandmark on a dark or texture background without a white border on it.



Do



Don't

2. Don't change the colors of the brandmark to match your team colors.



Do



Don't

## LOGO MISUSE CONT.

3. Don't attach other graphic elements to the NICA logo. We encourage creativity with league logos for any promotional items. Anything beyond promotional items must be approved by NICA.

**GET APPROVAL  
FROM NICA**

Do



Don't



Don't

4. The league logo should be prominent, in its own line or row on top.



**TREK SHIMANO**

**CLIF GIRO**

Do

**TREK EASTON SRAM**  
FOUNDATIONS

**PRIMAL GU UTAH MAXXIS**  
CYCLING LEAGUE

Don't

# LOGO MISUSE CONT.

5. Don't place the NICA logo so that it reads before the league logo or NICA wordmark.



**NICA**

Do

~~**NICA**~~



Don't



Do



Don't

## LOGO MISUSE CONT.

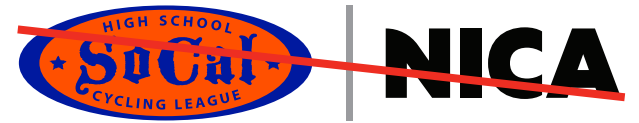
6. Don't combine different color schemes when combining the logos. Use either the standard logo colors or use single color combinations if no other options are available.



Do



Don't



Don't



Do



Don't



Don't

# LOGO MISUSE CONT.

7. Don't alter or distort the shape of the brandmarks to fit into your layout.



Do



Don't

## LOGO MISUSE CONT.

8. Don't allow other graphic elements to encroach into the clearspace surrounding any of the NICA or league logos referenced in this brand book. This also includes, but is not limited to program logos like Teen Trail Corps, GRiT and Adventure.



Do



Don't



Don't