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OUR BRAND

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WELCOME

Until you’ve felt the wind in your hair, you might not know what you’re missing!

The National Interscholastic Cycling Association (NICA) is a non profit organization that develops cycling programs for youths and communities across the United States.

Experiences had through mountain biking can help a young person develop a sense of self worth and teamwork that will impact their life.

A strong and consistent brand message will amplify every message we send. This Brand Book should inspire creativity, while explaining the core attributes that make NICA unique. If you have questions as you work with our brand, never hesitate to contact us: brand@nationalmtb.org

We are thankful for the generosity of our partners, sponsors and donors for their contributions to get #morekidsonbikes.

We wish NICA had been around when we were kids.
MISSION

We build strong minds, bodies, character, and communities through cycling.

VISION

Every youth is empowered to be part of a thriving and engaged cycling community.

TAGLINE

#morekidsonbikes.
VALUES

**Fun** NICA inspires friendship, joy, and adventure.

**Inclusivity** NICA believes everyone should be able to participate in our programs and feel welcomed, respected and supported.

**Equity** NICA is committed to fair treatment, equal access, opportunity, advancement and elimination of barriers to encourage participation for all.

**Respect** NICA expects consideration for all others, oneself, and the outdoors.

**Community** NICA unites diverse people, families and communities through cycling by creating fun and welcoming experiences.
LOGO

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NICA
OUR LOGO

The NICA logo portrays one of the first student-athletes to participate in a NICA league, as a symbol of youth mountain biking. The NICA wordmark is an alternative approach to creating awareness about the organization through the use of the organization’s initials and abbreviated name. To maintain brand consistency across the organization, it is important that logo integrity be followed as outlined in these guidelines. If you have questions, contact us.
ELEMENTS & VERSIONS

Our logo is made up of two main elements: a brandmark and a wordmark. The wordmark is a custom logo based on the metric font.
ELEMENTS & VERSIONS

Our logo and wordmark can be set together with a lockup, can appear independently with or without the text “National Interscholastic Cycling Association,” as appears best in the final design.

Lockup

NICA wordmark and logo without text

NICA logo and wordmark without text

NICA wordmark with text and logo

NICA logo and wordmark with text

NICA wordmark and logo with text

NICA logo and wordmark with text

NICA logo with text and wordmark
ELEMENTS & VERSIONS

The wordmark can only be red (PMS 185 C), white or black.

PMS 185 C

Wordmark

Without text

Black logo used when color option not available

White logo to be used on black or dark colors

NICA

With text

NATIONAL INTERSCHOLASTIC CYCLING ASSOCIATION

NATIONAL INTERSCHOLASTIC CYCLING ASSOCIATION

NATIONAL INTERSCHOLASTIC CYCLING ASSOCIATION
The brandmark version of the logo must appear in blue (PMS 285 C) and red (PMS 185 C), and the conditions when vendor limited to one color, black and white can be used.
LEAGUE LOGOS
LEAGUE LOGOS CONT.
LEAGUE LOCKUPS
OTHER LOGOS
LOGO MISUSE

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

   ![Do](image1)

   ![Don’t](image2)

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

   ![Do](image3)

   ![Don’t](image4)
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.

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

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

Do

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.
7. Don’t alter or distort the shape of the brandmarks to fit into your layout.
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.
LOGO MISUSE CONT.

9. Don’t rotate the NICA logo. Rider in logo should always have cyclist oriented in riding position.

Do

Don’t
SIZE & SPACE

When using our logo, it should be easy to read. The logo should be easy to recognize, and should have a buffer of white space approximately 20% the width or height of the logo. (See sides labeled “A” and “B” in the figures below for preferred spacing).
COLORS

27 Primary Colors

28 Secondary Colors
PRIMARY COLORS

CMYK 2, 100, 92, 0
RGB 234, 0, 41
HEX #ea0029
PANTONE 185 C

CMYK 91, 53, 0, 0
RGB 0, 113, 206
HEX #0071ce
PANTONE 285 C
### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Value</th>
<th>PANTONE Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECONDARY GRAY</td>
<td>CMYK 42, 34, 32, 1</td>
<td>RGB 155, 156, 160</td>
<td>#9b9ca0</td>
<td>PANTONE COOL GRAY 7 U</td>
</tr>
<tr>
<td>BLACK</td>
<td>CMYK 0, 0, 0, 0</td>
<td>RGB 255, 255, 255</td>
<td>#000000</td>
<td>BLACK</td>
</tr>
<tr>
<td>WHITE</td>
<td>CMYK 0, 0, 0, 0</td>
<td>RGB 255, 255, 255</td>
<td>#FFFFFF</td>
<td>WHITE</td>
</tr>
</tbody>
</table>
TYPOGRAPHY

30 Brand Font
BRAND FONT

Our primary font for all print collateral is Metric. The font can be purchased from the Klim Type Foundry. If metric isn’t available on your computer, use Sans Serif font Verdana or Helvetica.

Use the font version that works best with your design, and be consistent throughout the creation of collateral.
PHOTOGRAPHY

32  Photo Style
33  Examples
34  Photo Misuse
PHOTO STYLE

Focus on fun and community.

We want to tell the story of NICA through powerful images. These images should promote our mission, vision and values, as well as recognize our student-athletes, coaches, volunteers and community. Our favorite images capture the essence of NICA and appeal to all our audiences nationwide. Photos should aspire to show the diversity across the organization. Above all, we want to be about fun, from donors to young participants. Our goal is to make every interaction exciting for every ability and to have fun.
PHOTO MISUSE
Photos to avoid

**Arms in the air**
A student-athlete’s excitement overtakes them and it is common to see photos of riders with both hands in the air. For Risk Management reasons, we recommend refraining from posting these types of photos.

**Full face helmets**
On some occasions, student-athlete’s are sometimes seen wearing full face helmets. As these types of helmets are only allowed with written-approval from the Rules and Appeals committees, we recommend not posting photos with full face helmets as they are only worn under extreme circumstances.

**Endo**
Any photos of people flying over handlebars or in a “superman” position convey risky and dangerous procedures on a mountain bike. Please refrain from posting or promoting these types of photos.
PHOTO MISUSE

Photos to avoid

Wheelies
Lifting the front wheel off the ground, usually in combination of pulling on the handlebars to maintain balance, is a risky maneuver that goes against NICA Risk Management policies. When taking, sharing or posting, please abstain from promoting these types of photos.

Bridges and features
Some leagues have created some excellent bridges and many other types of features that are frequently part of a league’s course. Unfortunately, some features are not always following the standard NICA protocol for proper Risk Management. If you are uncertain about a feature’s Risk Management viability, please refrain from promoting.

Overall
Use your best judgment when promoting photos and take into consideration any Risk Management that may be cause for concern.
LANGUAGE & COPY

37  Copy & Tone
38  Tips & Tricks
COPY & TONE

How do you write about getting #morekidsonbikes? We want our voice to be friendly, welcoming and personable. We write like we are writing to our community and our friends because we are! We try to keep our writing style professional, yet personable. Writing should sound like it comes from a person and not an organization.
TIPS & TRICKS

1. Be professional, yet approachable.

We want everyone to be able to connect to our posts, so we try to keep our language professional, yet we do like to use fun mountain biking lingo such as “rad” “stoke” or “shred.”

2. Check and double-check.

Kids are smart. They’re quick to find errors, so check and double check spelling, grammar and statistics. Then have your friend check. If you’re a league writing about NICA National and are including statistics, please check with us for accuracy!
TIPS & TRICKS

3. Keep it positive and friendly.

We are all one big community of mountain bikers and outdoor enthusiasts who are just trying to get #morekidsonbikes. There’s no reason to be negative or unfriendly, it doesn’t accomplish anything. You can’t go wrong when you stay positive.

4. Be clear and concise.

Keep your writing and language easy to understand and to the point. A good rule of thumb is to imagine that you are writing for a 5th grade class.
SOCIAL MEDIA

41 Social Media Mission
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45 Tagging
46 Social Media Examples
SOCIAL MEDIA MISSION

Social Media is a powerful tool that we use to bolster awareness of our organization and engage with our communities. Our social media is aimed at providing education, creating connections with our communities, stakeholders and like-minded organizations, recognizing our sponsors and humanizing our national organization. We want to connect!
SOCIAL PERSONALITY

As a youth development organization, we like to keep things fun and playful on social media to engage with our student-athletes, coaches, volunteers and all our community members. While we like to keep things fun, we also remain cognizant of our mission, vision, core values and risk management.

Our social voice is written in a positive, personal and encouraging tone. We are optimistic, thankful, excited, energized and proud of what our leagues, teams, student-athletes, coaches and volunteers are accomplishing. Above all, we want to connect daily and engage with our community.
SOCIAL MEDIA GUIDELINES

Be an Educator - Promote topics that inform and educate our community such as nutrition tips, trail etiquette, training tips and other related topics.

Develop connections with youth, families, coaches, like-minded organizations and sponsors.

Reinforce the NICA mission, vision and core values. Strong mind, strong body, strong character, inclusivity, equity, community, respect and FUN!

Be humanistic - Have fun, be goofy in the field or at a race. Be accessible and show that you’re at the same level as our community.

Trust your Gut! If you think the post might be offensive, don’t write it. Always keep posts positive and uplifting. Don’t engage with internet wars of words.

#morekidsonbikes - Remember the message! Simple and to the point.
OUR FAVORITE PLATFORMS

Which one to use?

**Instagram** - We like Instagram as it allows us to show you what we’re doing and what our leagues are doing!

Instagram provides a platform for visual storytelling in the form of still images and video. We can connect directly with our communities and link image via tags and hashtags.

**Facebook** - Facebook is one of our favorites for getting the news out! Have a story or a link to an article about NICA you want to share? Facebook is a great place for long posts and links to articles that include multiple photos.

Facebook LIVE provides us the ability to show what we’re doing in real-time and share after.

**Twitter** - When we want to keep it short and sweet or direct you to an article, this is when we like to use Twitter.

Twitter is our favorite for town-hall style announcements. We connect with hashtags.

**LinkedIn** - We like to use LinkedIn to connect with the industry, our partners, share job announcements, and keep up with the latest publications impacting cycling and youth development.
TAGGING

Hashtags
Hashtags connect similarly themed posts and can give your post more reach. We recommend the following hashtags to connect NICA posts

#morekidsonbikes #moregirlsonbikes

Tagging
When promoting photos, you can tag people or organizations by their user name or profile name, by using the “@” symbol.
SOCIAL MEDIA EXAMPLES

Instagram

We like this post as it uses a humanistic image to highlight the excitement of NICA. It also connects with a sponsor without looking completely like an advertisement. *Idaho girl at finish post*

We like this post as it highlights one of our values and shows a non-racing side, it highlights sportsmanship in one of our leagues. *Girls hugging*
SOCIAL MEDIA EXAMPLES

Facebook

We like this post as it provided an opportunity to share a link to an article relating to NICA student-athletes and a NICA alumnae. Gear Junkie Article

We like this post because it allowed us to highlight a lot of information and share a graphic. Race day map
SOCIAL MEDIA EXAMPLES

Twitter

We like this post because it allowed us to announce a trail advocacy success story. *EBMUD repost*

We like this post because it let us share a great article with our community.
SOCIAL MEDIA EXAMPLES

LinkedIn

We like this post because it allows us to promote job opportunities to professionals.

We like this post because it enables us to share a professional certification with our professional network.
VIDEO

51 Video Personality

52 Videos
VIDEO PERSONALITY

Inclusive, adventurous, gritty, friendly, fun.
VIDEOS

YouTube

For video promotion, we primarily use the NICA YouTube channel to promote webinars, training videos and league features. If your league would like to share any videos, please feel free to email them to jorge@nationalmtb.org to upload. Please share YouTube approved video formats for quickest upload.
BRAND PARTNERSHIPS

54  Brand Partnerships
55  Graphic Approval Process
BRAND PARTNERSHIPS

We welcome our brand partners to follow all of the same rules as our leagues and teams. We are happy to work with you as a sponsor with something outside of this document. Please reach out to us at NICA National as we are happy to clarify between national, the leagues and corresponding partners.
GRAPHIC APPROVAL PROCESS

As you develop collateral for your leagues, we encourage creativity, and to follow the graphics guidelines outlined in the

NICA Brand Book.

If what you are intending to create is outside the scope of the Brand Book, please follow these steps to ensure your designs are reviewed and approved by the NICA National Office.

Graphic approval steps:

1. Review the NICA Brand Book and use its guidelines to develop your designs

www.nationalmtb.org --> Media Center --> Media Center --> Brand Book

2. If you are planning to develop something new, and outside of the scope of the brand book, please:

   a. Reach out to the Marketing Team (Jorge Montoya, Emily McDonald, Kristine Urrutia) and share your graphics request

   b. Explain what you would like to create with the NICA team before engaging with a designer

3. The Marketing Team will review your request, and provide approval if the design falls under the parameters of the brand book (or perhaps it might be an amazing suggestion we might add to NICA Brand Book as it is a living document)

4. Once approved, the Marketing Team will work with you to develop a launch plan
If you ever have questions, please contact us at: brand@nationalmtb.org