O꒰R Open
Fell Biking

Brand guidelines & visual inspiration

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**Open
Fell Biking**

"**In Finland, we don't have real mountains.** But for mountain biking, we have something even better - our open fells."

This document aims to empower any entity, group or institution who will add OFB to their communicational material. It provides definitions, rules, preferences and directions towards the brand identity.

The brand attributes - ie. the logo - has a very bold, robust and strong appearance that it opens up abundant opportunities to be mixed into different co-branded material. By the solid shapes in the emblem and the line thickness of the logotype, the logo can survive on top of solid color, an image or a video (within reasonable contrast value). Also it can wear a mutually agreed co-brand color to accompany a paired external brand.

The logo

Open
Fell Biking.

Open
Fell Biking

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The logo

The emblem is a mix of the "**O**pen **F**ell **B**iking" initials and a highly stylized pictogram of a bike, alongside abstraction of fells. It is highly modular, and provides heavy, distinctive panels to mask colors, images and videos inside. Please see following pages to see inspiring examples of including the emblem to the design.

The logotype is visually setting a similar tone to the emblem and set a geometric, robust appearance in the style of Swiss simplicity.

Open
Fell Biking

Open Fell Biking
Certified Partner

Open Fell Biking
Saariselkä

Open Fell Biking
Certified Rental

Open Fell Biking
Ivalo

Open Fell Biking
Association

Open Fell Biking
Kiilopää

Open Fell Biking
Finland

Open Fell Biking
Loremipsum Dolorsit

The logo can be rearranged in the way that the co-operational partner's business or the location of the service is added to the second line while the "Open Fell Biking" is as one line on top.

*Please remember not to expand more than **20%** of the width of the one liner "Open Fell Biking" towards right when adding the second liner.

Open
Fell Biking
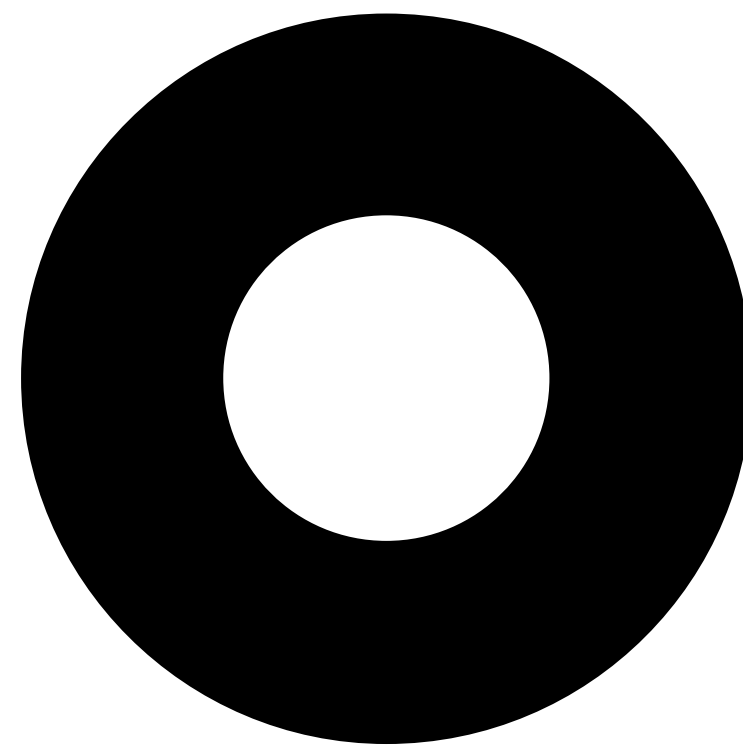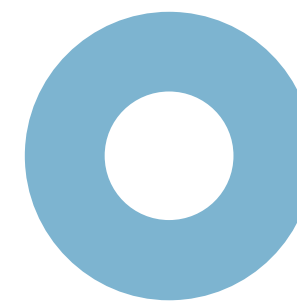
Primary colors

Earth black
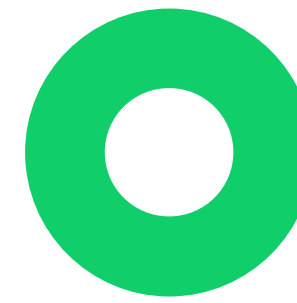#0000
100,0,0,100

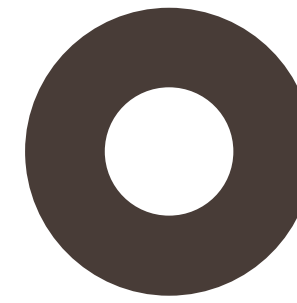**Snow White**
#FFFFFF
0,0,0,0

Secondary colors

Sky blue
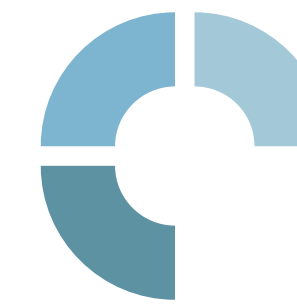#7DB4D0 / 52,12,4,0

Aural green
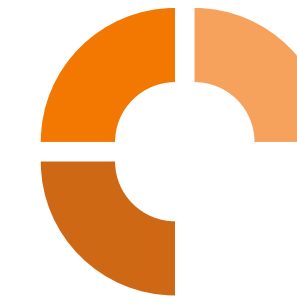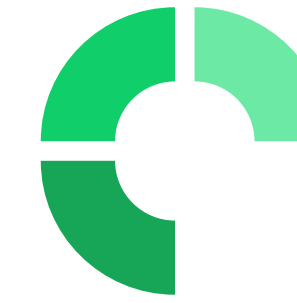#10CF6B /
89,0,76,0

Wood brown
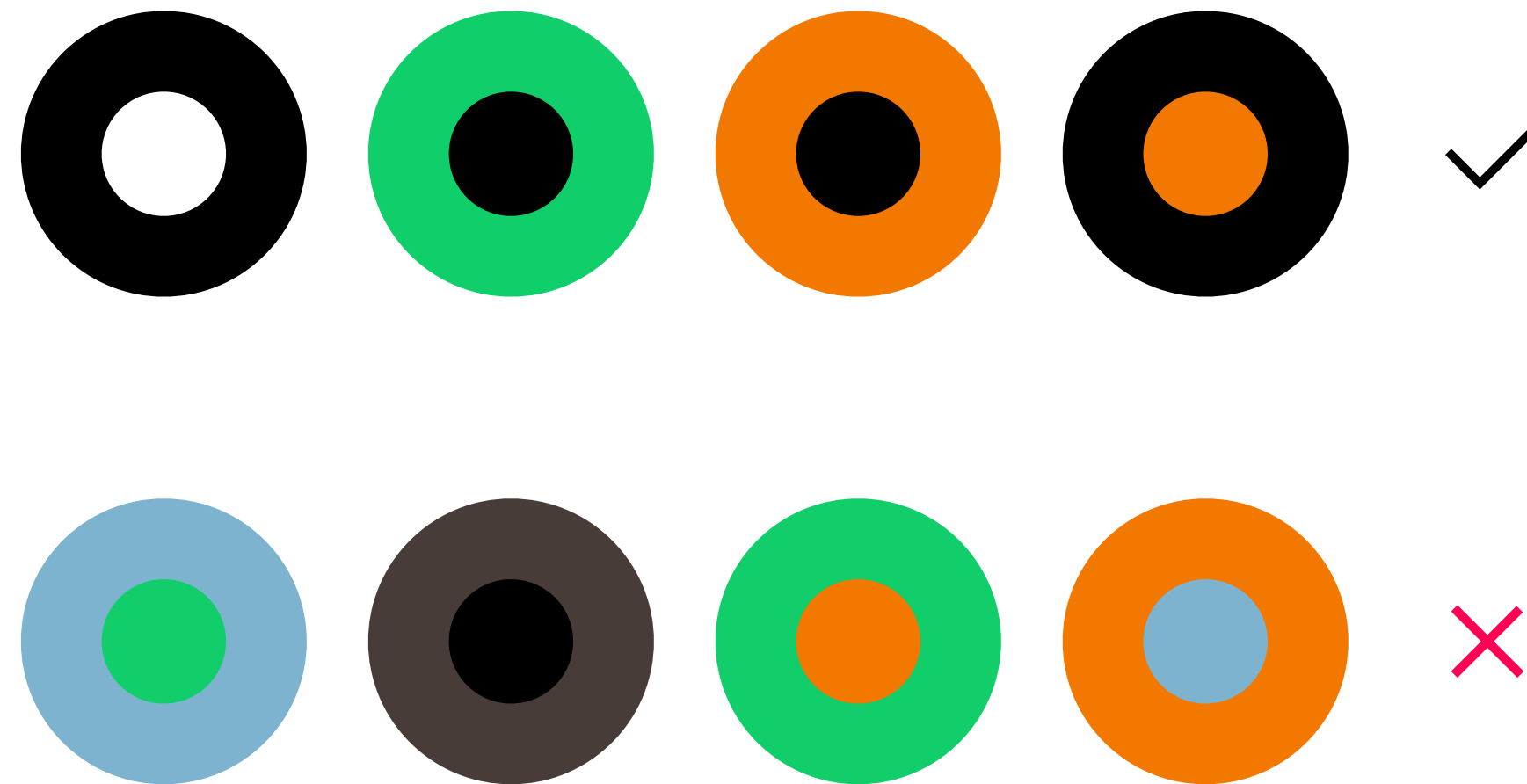#483C37 / 53,49,52,41

Horizon orange
#F37802 / 5,52,92,0

Tertiary colors

Lighter/Darker tints
+20% / - 30%

Open
Fell Biking
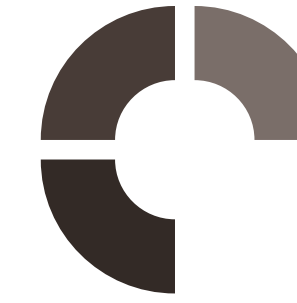
Color harmony map

Color/image proximity

Digital colors

Especially in the digital use, in order to stay within accessibility standards, the combined colors have to have a certain contrast levels. The chart above focuses on the most common combinations of the brand palette. Same logic applies to the text and colored shapes appearing on top of imagery; a certain contrast needs to be provided for readability.

Typography

Neue Haas Grotesk (Display Std) / Bold
75

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1234567890

Neue Haas Grotesk (Display Std) / Roman 55

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1234567890

The typeface used on the wordmark/logotype is Neue Haas Grotesk family and for the text on titles, short messages and other impactful text, the bold version of it (75) with relatively tight letterspacing is preferred. For the body text and longer paragraphs, please use the Roman (55) version.

The images to be used for marketing/communication purposes eventually would display thevisual richness of the particular landscape. Meanwhile, the images preferably have a homogeneous color spectrum inside that using overlaying text or pictograms should be possible (ref. Readability)

Merch/promo examples

Fall in
love
with our
open
fells.

Open
Fell Biking

Merch/promo examples

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Merch/promo examples

Merch/promo examples

OA Open Fell Biking

Merch/promo examples