BRAND & DESIGN MANUAL

A guide on how to use the brand of Team Rynkeby

TEAM RYNKEBY

Supporting children with critical illnesses

WELCOME

Welcome to Team Rynkeby's brand manual, where you can learn about the design guide and the different graphic elements we use at Team Rynkeby.

If you have any questions on how you should use the guide, feel free to contact your local Country Manager or Team Rynkeby Fonden's office.

TEAM RYNKEBY

CONTENT

ABOUT TEAM RYNKEBY

Team Rynkeby is a European charity bike team that bikes to Paris every year to raise money for children with critical illnesses and their families.

Team Rynkeby was founded in 2002 when 11 cyclists affiliated with the Danish juice producer Rynkeby Foods decided to ride to Paris to see the end of the Tour de France.

Rynkeby Foods was the trip's main sponsor, but other companies also supported the event. Team Rynkeby's very first team was so good at obtaining sponsorships that it secured a 5,100 euro profit when it returned to Denmark a week later. Team Rynkeby donated the money to the Department of Paediatric Cancer at Odense University Hospital, and a tradition was born.

Today, Team Rynkeby consists of more than 2.000 riders and 550 service crew on more than 60 local teams in eight countries – and one international team.

All participants in Team Rynkeby cover their own costs, while the project's main costs are shared between Eckes-Granini, through its brands Rynkeby, God Morgon, Hohes C, Granini, and the charity organizations Team Rynkeby support. There will never be spend more than 12 % of the collected funds for administration.

THE LOGO

The logo is an important part of the brand and comprises:

- A symbol and a logotype
- Graphic elements

The guidelines for the brand apply to all the units. within and outside the organisation.

- The logo consists of a yellow bicycle with a heart-shaped wheel and a logotype.
- The logo is never changed or corrupted. This means that its proportions should not be cropped or altered.
- It must also not be included as a part of another symbol.
- It is used when the Team Rynkeby brand is the sender.
- It is recommended to use the logo in black/ yellow on a white or yellow background when possible.
- "Team Rynkeby" should appear clearly in any communication where Team Rynkeby is the sender.

The name

The cause

Supporting children with critical illnesses

The symbol

Tema Rynkeby main logos without payoff:

Alternativ logo for use in special places with limited height, for exampel on the frame of the Team Rynkeby Bike

There are negative versions of all the logos, they are used when the background is dark og black.

FLAGS & LOCALISED LOGOS

The main logo is TEAM RYNKEBY and it is designed in a way that makes it possible to include different levels in the logo hierarchy: foundation level, country level and local team level

For country and team levels, the flag of the country is connected and for the country the juice brand is connected as well.

The flags is an important part of Team Rynkebys visual identity. They show the size and success of the Team Rynkeby project.

The flags can be shown nearby the logo as shown on page 5, or detached from the logo. It has to be clear that the flags are connected to Team Rynkeby.

## Country level logo

Primary Logo

Secondary Logo

Logo with supporting juice version 1
Primary version

Logo with supporting juice version 2
Secondary version

Secondary logo for use in special places with limited height, for exampel on the frame of the Team Rynkeby Bike

Logo with supporting juice brand is used when we need to show support from the juice brand in the local country
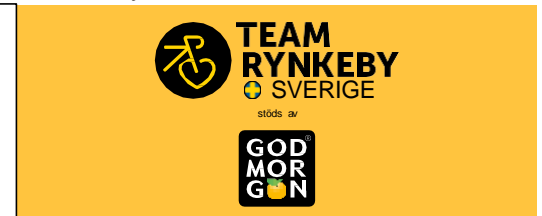
Secondary logo for showing support from the juice brand.

Local level

Primary Logo

Secondary Logo

Alternativ logo for use in special places with limited height, for exampel on the frame of the Team Rynkeby Bike

COLOURS

The primary colours of the brand are Black, White and Prime Yellow.

The secondary colours are for backgrounds and watermark.

Primary Coulours

1. BLACK

Pantone
BLACK C

CMYK
0 0 0 100

HEX
#000000

1. WHITE

Pantone
WHITE C

CMYK
0 0 0 0

HEX
#FFFFFF

1. PRIME YELLOW

Pantone
1235 C

CMYK
0 27 100 0

HEX
#FFB81C

Secondary Colours

2. YELLOW

Pantone
123 C
CMYK
0 22 100 0
HEX
#FFC72C

3. YELLOW

Pantone
122 C
CMYK
0 18 98 0
HEX
#FED141

4. YELLOW

Pantone
115 C
CMYK
0 14 96 0
HEX
#FDDA24

5. YELLOW

Pantone
107 C
CMYK
0 10 94 0
HEX
#FBE122

TYPOGRAPHY

Team Rynkeby's font is Museo Sans.

Museo Sans comes in five weights: **900**, **700**, 500, 300, 100 - each with matching italic cuts.

However, Team Rynkeby primarily uses the weights **900**, 500 and 300.

Museo Sans can be found at fonts.adobe.com

Museo Sans 900

ABCDefghijk01234,.&@%?!

Museo Sans 500

ABCDefghijk01234,.&@%?!

Museo Sans 300

ABCDefghijk01234,.&@%?!

In digital communication such as Power-Points and newsletters Verdana Regular can be used as an alternative.

Verdana is a humanist sans-serif typeface designed by Matthew Carter for Microsoft Corporation.

Verdana 400 is used as copy font on Team Rynkeby websites.

Verdana Bold

ABCDefghijk01234,.&@%?!

Verdana Normal / Regular / 400

ABCDefghijk01234,.&@%?!

BACKGROUND AND PHOTOS

Photos used for Team Rynkeby are recommended, to be real-life photos and you can find press photos on your local Team Rynkeby Website.

When using real-life photos, always remember to secure the rights to use them, especially when it is photos with children. Furthermore, you need to make sure that you have the rights to use the photos you share, meaning you cannot save a photo online and use it as your own without asking permission from the photographer.

Taking the photos yourself or using Team Rynkeby's official press photos will make sure the rights. You will find those here: www.team-rynkeby.com/gallery

Photos on yellow background:

Transparency opacity: 7-10%
Blending mode: Luminosity

Beware with photos of children. Unless there is a written permission, you can never use a photo of children, where their faces are visible!

Bike from logo

Pantone 109 C

CMYK 0 15 100 0

sRGB 248 208 0

HEX #f8d000

ICONS

Team Rynkeby's icons are used in materials (website, presentations etc.) to visually support the information that we send out.