



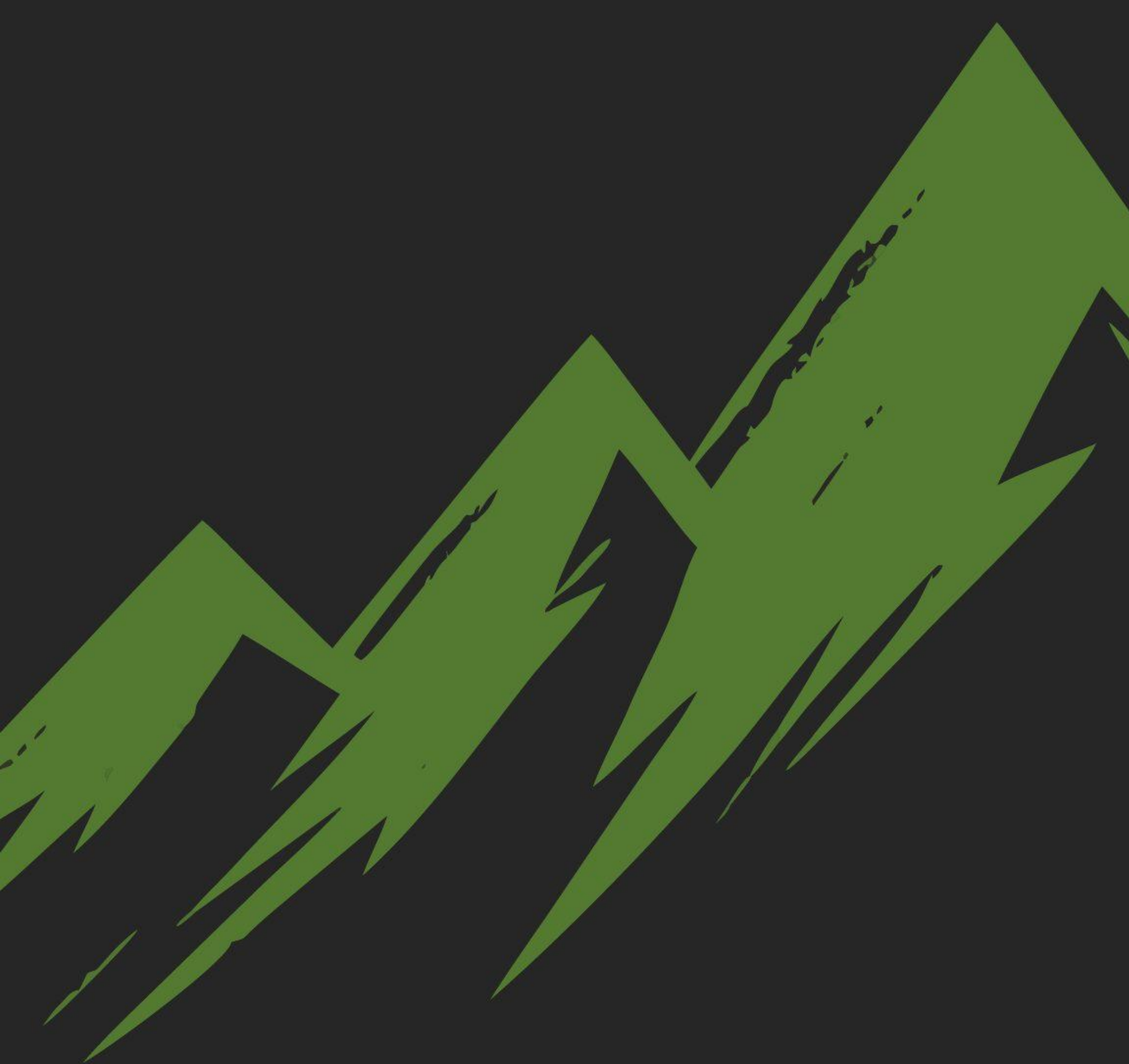
TOUR OF ARMENIA

BRAND STYLE GUIDE

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Tour of Armenia is an international cycling event shaped by speed, endurance and the dramatic character of Armenia's landscape. The identity brings together the energy of competition, the rhythm of the road and the determination required to overcome every climb.

This guide defines the visual principles that keep Tour of Armenia consistent across race environments, communications, merchandise and partner applications. Every element is designed to create a bold, recognizable and unified experience — from the smallest accreditation badge to the finish arch.

the logos

The Logos

main logo

A bold identity built
for motion

The main logo combines the Tour of Armenia wordmark with the bicycle championship descriptor to create the complete brand signature.

Its condensed, forward-leaning letterforms communicate speed, direction and competitive energy. The main logo should be used whenever sufficient space is available and should remain the dominant visual element across official communications and race applications.

Always reproduce the logo using the approved master artwork. Never recreate the wordmark using another typeface.



**TOUR OF
ARMENIA**

The Logos

logo mark

A compact symbol of speed and movement

The Tour of Armenia logo mark is derived from the dynamic visual language of the main identity. Its angular construction and forward direction express acceleration, physical effort and continuous movement.

The compact mark is designed for applications where the complete logo cannot be displayed clearly. It can be used on small merchandise, social media profiles, cycling equipment, icons and selected environmental details.

The logo mark should never replace the complete signature in primary brand communications.



The Logos

secondary logo

Strong, clear and unmistakably competitive

The Tour of Armenia wordmark is the central element of the visual identity. Its condensed structure creates a strong silhouette that remains recognizable at both small and large scales.

The forward angle communicates movement and ambition, while the solid letterforms give the identity authority and visibility. The wordmark should always be used in its original proportions and only in approved brand colours.

Do not edit, redraw, retype or separate individual elements of the wordmark.



The Logos

lockups

Our identity is flexible and responsive

The Tour of Armenia identity includes multiple approved lockups to ensure clarity across different formats and environments. Select the version that provides the best visibility without compromising the proportions or legibility of the logo.

Horizontal Logo

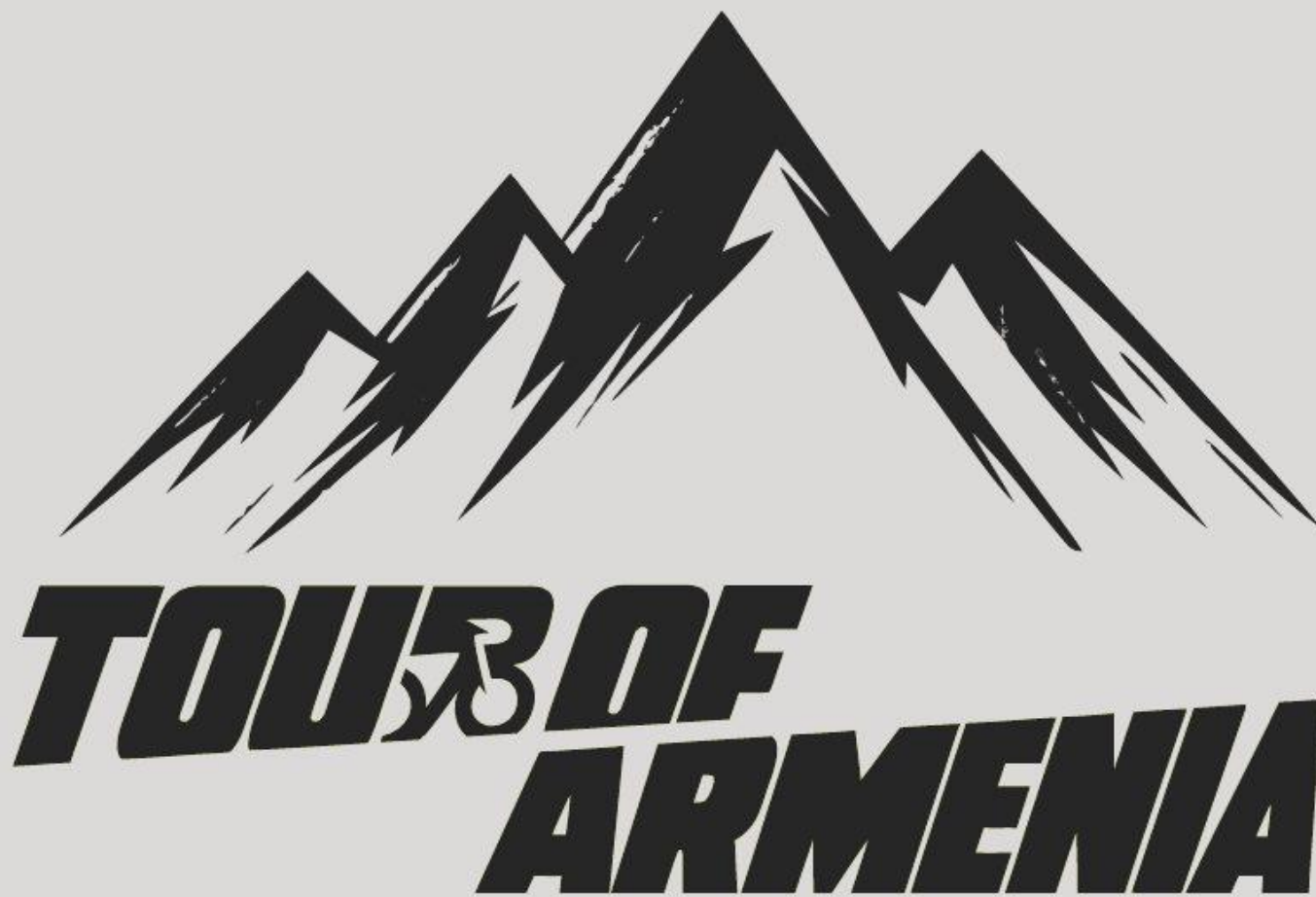
Optimal Uses:
Websites | Advertising banners | Finish arches | Letterheads | Presentations | Wide-format applications

Stacked Logo

Optimal Uses:
Accreditations | Social media profiles | Merchandise | Route signage | Flags | Narrow-format applications

Compact Logo

Optimal Uses:
Cycling accessories | Small labels | Icons | Bottles | Helmets | Digital avatars



The Logos

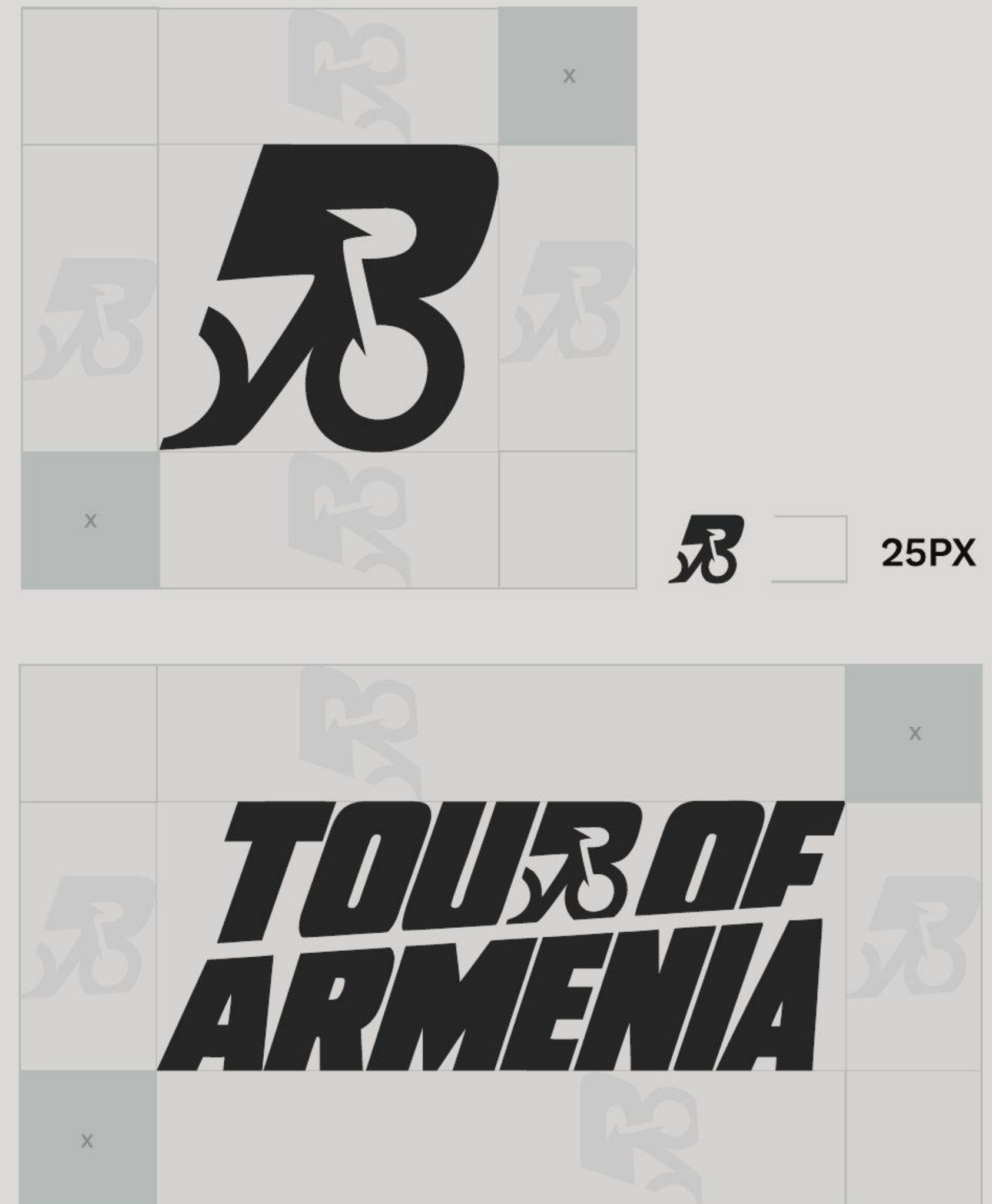
logo usage

Always leave space around our logo

Clear space protects the visibility and impact of the Tour of Armenia identity. No text, partner logo, image or graphic element should enter the designated protection area.

The minimum clear space is based on the defined “X” measurement taken from the logo construction. This distance should be maintained on every side of the logo and increased whenever the composition allows.

More space may be required for large-format, broadcast and sponsor-led applications.



The Logos

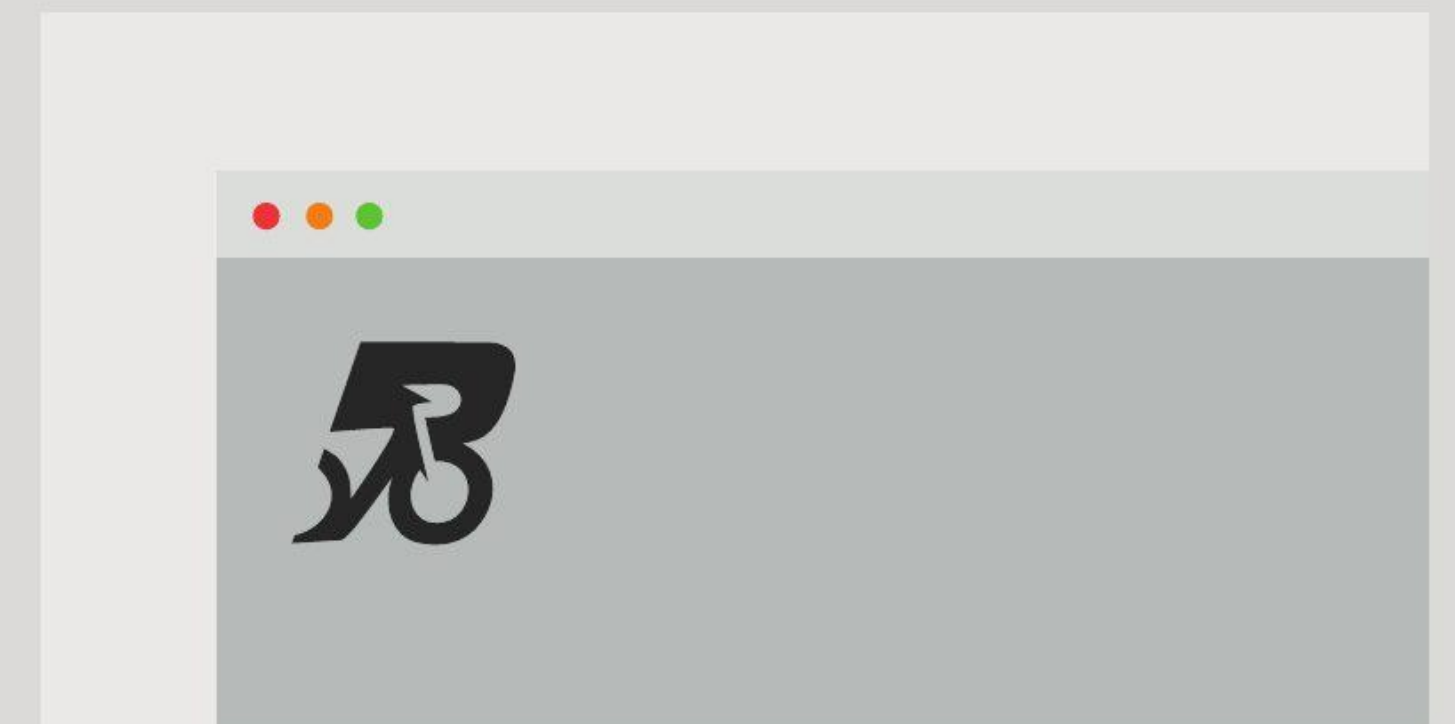
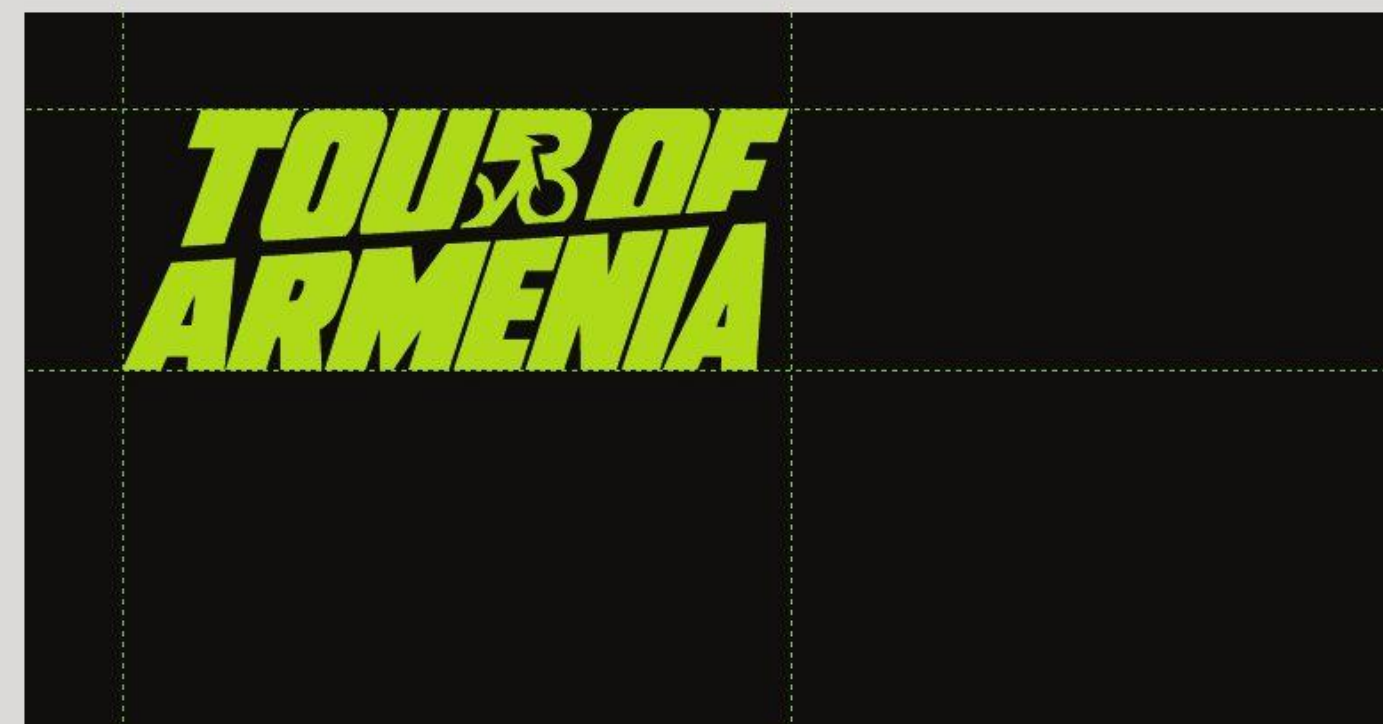
logo usage

Every logo lockup needs room to breathe

The approved logo lockups must always remain visually separate from surrounding information. Sufficient space helps the identity retain its clarity in complex race environments and sponsor-heavy applications.

Avoid placing the logo too close to edges, folds, seams, fasteners or structural joints. When used on cycling apparel or fabric, check the final placement on the physical product before production.

Clear space rules apply equally to printed, digital and environmental applications.



The Logos

logo usage

Clear and powerful at every scale

The Tour of Armenia identity is designed to adapt to different formats without losing recognition. Always select the lockup according to the available space and final viewing distance.

Example 1

Use the horizontal or primary lockup for banners, websites, letterheads, advertising layouts and large environmental surfaces.

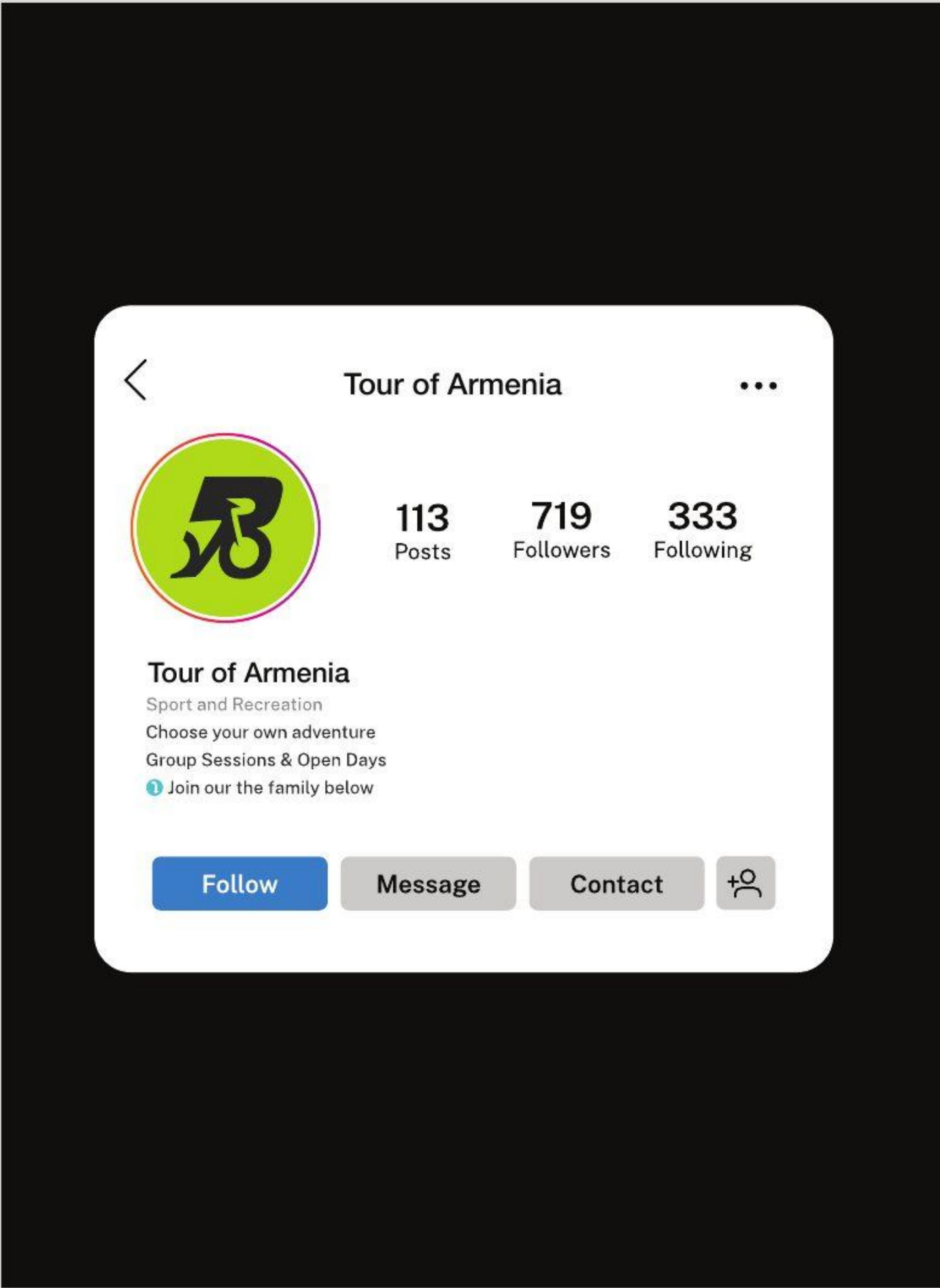
Example 2

Use the stacked or compact logo for accreditations, social media profiles, cycling accessories and narrow applications.

Example 1



Example 2



Our logo means a lot to us. Please treat it with respect.

How not to use the logo

✗ Do not rotate logo



✗ Do not add a gradient



✗ Do not add a shadow



✗ Do not stretch/skew



✗ Do not separate



✗ Do not add colour to elements



✗ Do not use two colours



✗ Do not add a stroke



typography



overview

Eurostyle Extended Bold

Bold

A B C D E F G H I J K L M -

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

styles & weights

Performance-led headlines.
Clear supporting information.

Eurostile Extended Bold

Use for: Display | Headlines | Subheadings | Race messages | Key numbers

Eurostile Extended Bold gives the identity strength, structure and a distinctive sense of motion. Use uppercase typography for major race communications and short, high-impact messages.

Helvetica Neue Regular

Use for: Body copy | Captions | Specifications | Schedules | Operational information

Helvetica Neue provides clarity across printed and digital applications. It should be used for longer text, detailed information and any content that needs to be read quickly.

Eurostyle Extended

Bold

Display | Headlines | Sub-headers

Weight: 500
Width: 100
Tracking: -40

Helvetica Neue

Regular Body Copy



hierarchy

A consistent hierarchy helps every message perform

Typography should guide the reader from the most important message to supporting information. Scale, weight and spacing must remain consistent across all Tour of Armenia communications.

Headline - Eurostile Extended Bold
Used for the main message, event title or stage name.

Subheading - Eurostile Extended Bold
Used to introduce sections and supporting race information.

Body Copy - Helvetica Neue Regular
Used for descriptions, schedules, specifications and operational information.

Headline
Eurostile Extended
Bold

Sub-header
Eurostile Extended
Bold

Body Copy
Helvetica Neue

Headline

Sub-header

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

CTA
Font Name Here

CALL TO ACTION



Typography

colour usage

Colour helps focus attention
on the race message

Typography should remain clear, high-contrast and
easy to read across every application.

Use Lime Green for headlines, key dates, stage
information and short calls to action. Use white or
Timberwolf for supporting text on dark backgrounds.

Night Rider should be used for text on light
backgrounds. Dingley may be used selectively for
secondary information, but it should never replace
Lime Green as the primary brand accent.

Avoid setting long paragraphs in Lime Green. Never
use colour combinations that reduce legibility.

RIDE. COMPETE. INSPIRE.

RIDE. COMPETE. INSPIRE.

RIDE. COMPETE. INSPIRE.

colour



Colour

overview

lime green

dingley

night rider

timberwolf

Colour

print colours

lime green

night rider

Colour

A dark foundation with a high-energy accent

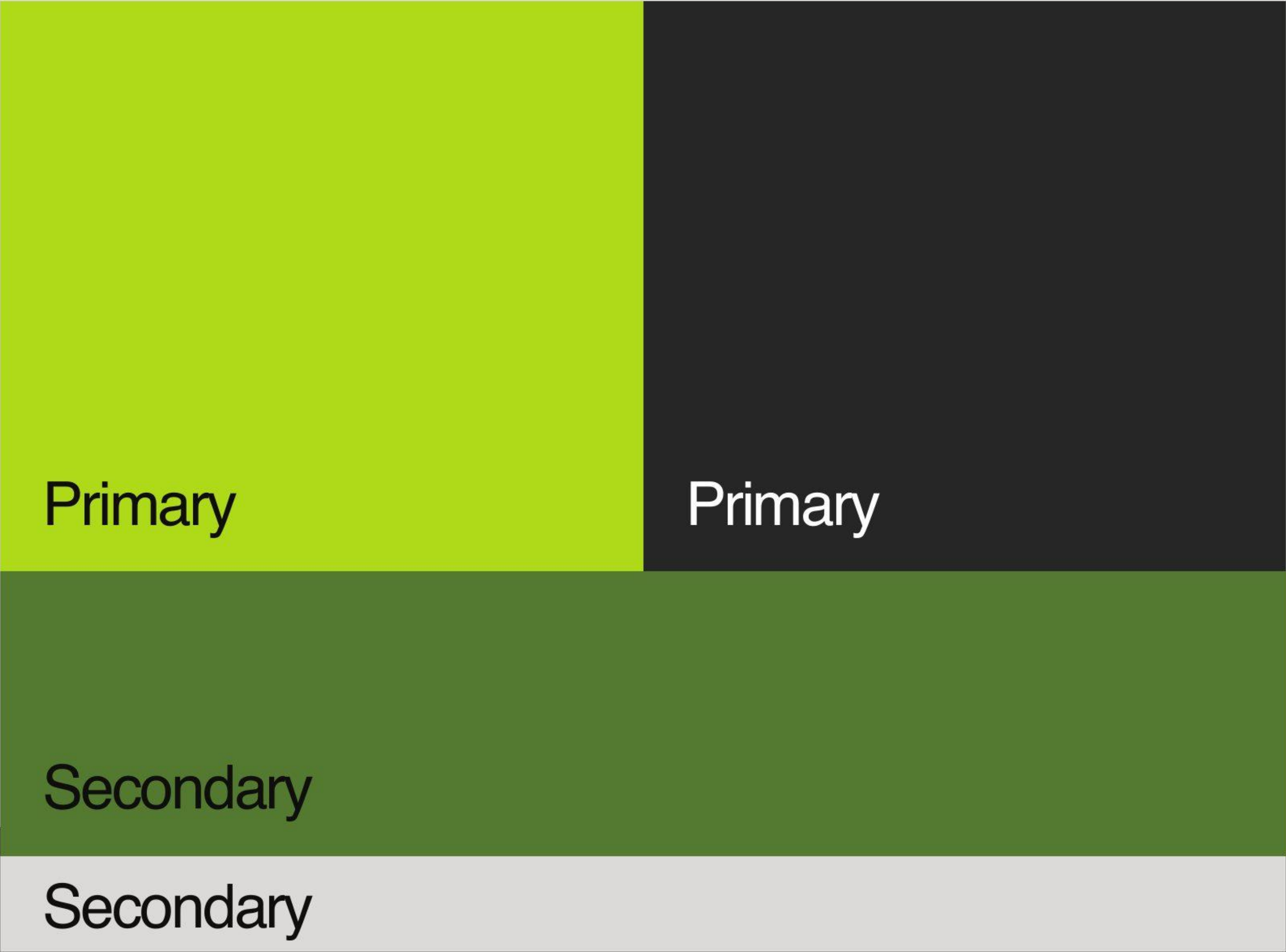
Night Rider and Lime Green form the core of the Tour of Armenia identity. Together, they should dominate all primary brand communications.

Night Rider creates the base, while Lime Green highlights the logo, key messages, numbers and directional elements.

Dingley and Timberwolf are supporting colours. They may be used for secondary information, subtle graphic details and editorial layouts.

Recommended balance

- 50-60% Night Rider.
- 20-25% Lime Green.
- 10-15% Dingley.
- 10-15% Timberwolf or white space.



Colour

details

Night Rider

A deep charcoal foundation that communicates focus, strength and premium performance.

Strong | Focused | Technical | Premium

Dingley

A muted natural green inspired by mountain landscapes, terrain and elevation.

Natural | Grounded | Enduring | Authentic

Timberwolf

A neutral supporting tone that creates breathing space and improves informational clarity.

Balanced | Neutral | Clear | Functional

Lime Green

A high-energy accent colour designed for maximum visibility and immediate brand recognition.

Energetic | Fast | Bold | Progressive

Night Rider #2b2b2b C:00R:43 M:00G:43 Y:00B:43 K:83	Dingley #657a44 C:17R:101 M:00G:122 Y:44B:68 K:52	Timberwolf #d9d9d9 C:00R:217 M:00G:217 Y:00B:217 K:15
Lime Green #c9fa38 C:20R:201 M:00G:250 Y:78B:56 K:2		



Colour

usage

Our palette must remain bold, balanced and legible

Night Rider should be used as the dominant background across race environments, apparel and major communications. Lime Green should highlight the event logo, important messages and directional graphics.

White and Timberwolf provide contrast for body text and detailed information. Dingley can support terrain-inspired graphics and secondary visual elements.

Always check contrast before production. Avoid placing Lime Green text over detailed photography and do not introduce additional bright colours unless they are required for official race classifications.

The official classification jerseys are an exception and retain their required sporting colours: red, blue, orange and white.



assets

Assets

pattern 1 - Topographic Lines

Assets

pattern 2 - Speed Lines

Assets

pattern 3 - Impact Texture



usage

Visibility through hierarchy, not visual effects

Pattern 1 — Topographic Lines

Inspired by Armenia's mountainous terrain, the topographic pattern represents elevation, endurance and the constant challenge of the route. Its organic lines add depth while connecting the identity to the landscape.

Pattern 2 — Speed Lines

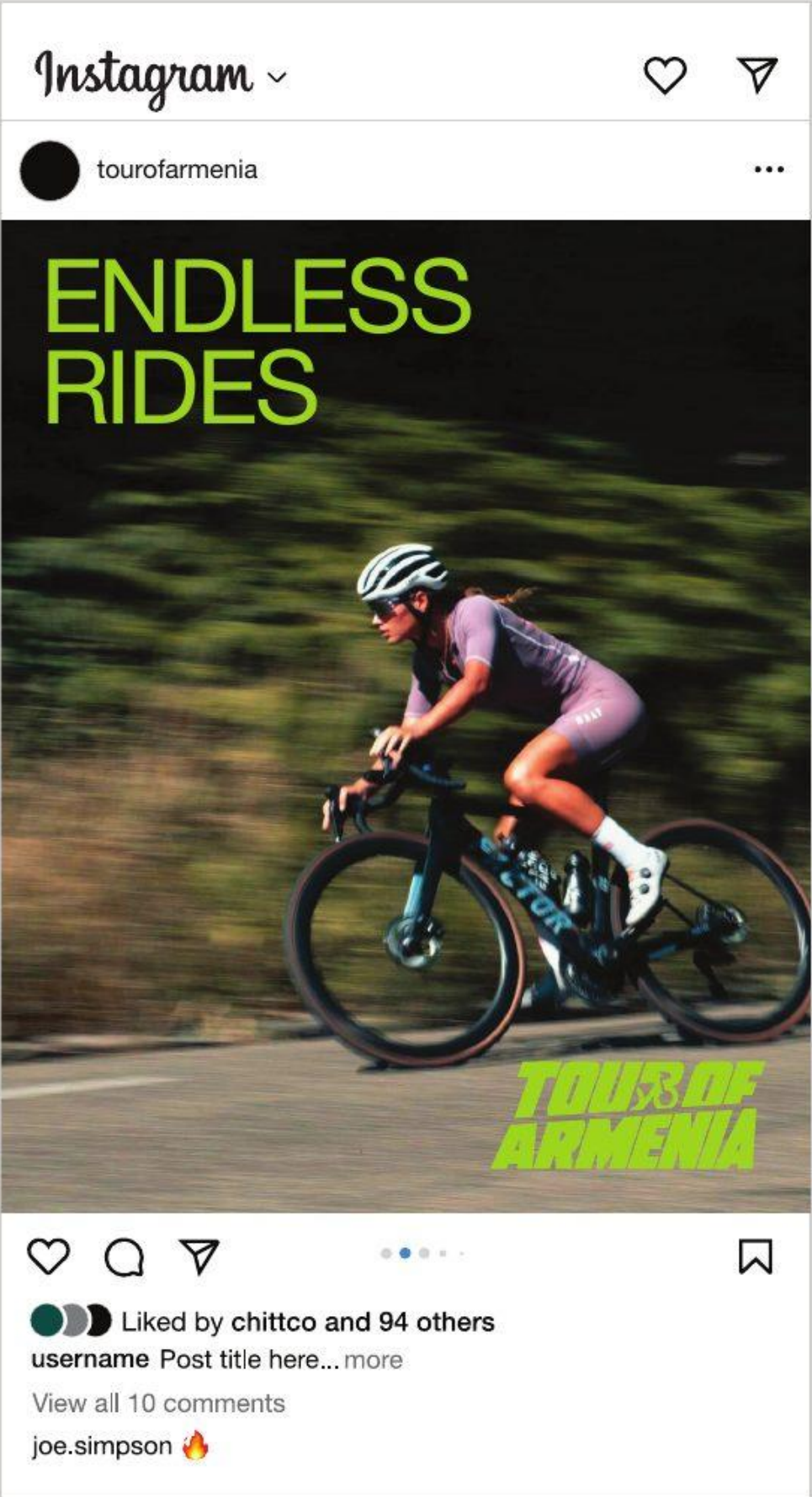
Dynamic diagonal lines communicate speed, acceleration and forward movement. The pattern should follow the direction of the composition and can be cropped boldly to create energy and momentum.

Pattern 3 — Impact Texture

A bold, expressive texture inspired by movement, road surfaces and the intensity of competition. It adds raw energy to the identity and is best used as a strong accent rather than a background for detailed information.



social media examples



more examples





BACKGROUND
Production