

AMGEN TOUR OF CALIFORNIA WOMEN'S RACE | LOGO GUIDE



VERTICAL PRIMARY



HORIZONTAL SECONDARY



SUPER STACK



VERTICAL ON DARK BACKGROUND – RED SRAM



HORIZONTAL ON DARK BACKGROUND – RED SRAM



SUPER STACK ON DARK BACKGROUND – RED SRAM



VERTICAL ON DARK BACKGROUND – WHITE SRAM



HORIZONTAL ON DARK BACKGROUND – WHITE SRAM



SUPER STACK ON DARK BACKGROUND – WHITE SRAM



VERTICAL BLACK & WHITE



HORIZONTAL BLACK & WHITE



SUPERSTACK BLACK & WHITE

AMGEN TOUR OF CALIFORNIA WOMEN'S RACE | FONT

ARS MAQUETTE — Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BIG NOODLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ARS MAQUETTE — Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AMGEN TOUR OF CALIFORNIA WOMEN'S RACE | COLOR



PMS 285
AMGEN BLUE



RGB 0,114,206



HEX 0072CE



CMYK 91,43,0,0

SRAM RED



CMYK 91,43,0,0



PMS 186