



**NICA**

NATIONAL  
INTERSCHOLASTIC  
CYCLING ASSOCIATION

# Style Guide

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A background image of a topographic map with light blue contour lines on a white background, covering the upper half of the page.

# Mission, vision, & core values

## **MISSION**

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NICA builds strong minds, bodies, character, and communities through cycling.

## **VISION**

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

## CORE VALUES

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### FUN

NICA inspires friendship, joy, and adventure.

### INCLUSIVITY

NICA believes everyone should be able to participate in our programs and feel welcome, 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.



Utah Interscholastic Cycling League

# How to use this guide

**We all play a part in telling NICA's story.** When we create a document, share a template, craft a message, or post a photo, we shape our audience's relationship to our mission.

This style guide, in conjunction with our brand guidelines, exists to help you create content that does justice to the magic within the NICA community.

## **Here's what you'll find inside:**

- Examples of proper use (and misuse) of NICA branded assets
- Key messages and samples of the NICA brand voice and tone
- Access to NICA's brand fonts and graphic assets
- Color palettes and color guidance
- Resources for partners and leagues
- Social media guidance and templates
- Google workspace templates
- Canva templates

NICA's brand is centered on the core values of fun, inclusivity, equity, respect, and community. Together, we create a culture where these values thrive, a community where we build great experiences for kids on bikes, and we have fun along the way. Thanks for joining the ride!

If you have questions or need help sharing the NICA stoke, please reach out to us via the **NICA MARCOM Help Desk**.

# Logos & logo use

Use of the NICA logo and logo variations create immediate association with our brand. Using the logos and wordmarks in appropriate contexts, with the correct color and file type, is a non-negotiable part of our brand standards.



**NICA**

NATIONAL  
INTERSCHOLASTIC  
CYCLING ASSOCIATION

# NICA logo use

The NICA logo is the **most visible symbol** of our brand. NICA has three logo versions, each with a specific use; within each logo version are different color variations and file types. When selecting a logo to use, ensure that your version, color, and file type are appropriate for your specific context.

## APPROVED USE

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The NICA logo and wordmark, and their variants, are trademarked property of the National Interscholastic Cycling Association. Use of the logo or wordmark(s) to suggest endorsement, ownership, or association is prohibited except in the case of official NICA league use and limited team use. Partners may use the NICA logo in accordance with the terms of a signed partnership agreement.

To learn more about working with NICA, reach out to us at [partnerships@nationalmtb.org](mailto:partnerships@nationalmtb.org)

## FILE TYPES

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Our logos are available in a variety of file formats, each with an appropriate use. Please ensure you are selecting the best file type for your project needs in order to ensure quality results.

- **PDF/EPS** – supply this vector-type logo to your vendors for any large-scale print needs (i.e. race collateral, apparel, etc.) *Other vector logos available [upon request](#).*
- **PNG** – best for digital contexts; use this logo for instances where you need a transparent background. Do not scale beyond the original file size, as the logo will become pixelated.
- **JPG** – this relatively small file type is best for online contexts where file size can matter (i.e. email campaigns, websites, etc.).

[Learn more about image file types & appropriate use.](#)

# NICA logo use

## WHAT NOT TO DO

### Alterations

Do not alter or add to the logo or wordmark in any way.\*



### Proportions

Never stretch, pinch, or scale the logo or wordmark disproportionately.



### Orientation

Never intentionally alter the orientation of the logo.

*Exceptions apply when designing three-dimensional products (i.e. cycling kits) which may necessitate a change in orientation.*



### Color

Never change the color of the NICA logo or wordmarks; use only the provided color variations.



### Readability

Always use the logo in a legible manner. Do not use the logo on busy backgrounds. Do not overlap blue and red.



*\*League staff, please reach out to NICA with questions about alteration of the NICA logo/wordmark in co-branded materials or merchandise (i.e. stickers, apparel, etc.)*



## THE RIDER LOGO

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### *Where to use it*

The NICA rider logo is a simple but iconic square stamp. This logo can be used in a wide variety of contexts, from cycling kits/jerseys to race plates to websites.

### *Where to not use it*

The rider logo is too simple to use as your only brand mark in formal contexts. The rider logo should never be smaller than 1 inch/80 pixels wide.

### *Tips*

Allow ample white space around the logo (use the height of the "NICA" text as your guide). In its one-color format, the rider logo should be limited to uses such as embroidery or black and white printing.

## VARIANTS

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*All white*



*All black*



## THE ORIGIN LOGO

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### *Where to use it*

The NICA origin logo is our most comprehensive brand mark. Inclusive of imagery and text, it showcases all parts of NICA's visual identity. Use this logo in formal contexts, when introducing NICA to a new audience, or as part of letterhead.

### *Where to not use it*

The origin logo should never appear smaller than 1 inch (printed) or 80 pixels in height, as the gray *National Interscholastic Cycling* text will be unreadable.

### *Tips*

Use this logo in titles, introductory slide decks, or as part of formal documentation (i.e. contracts, partner agreements, etc.)

## VARIANTS

---

### *All white*



## THE NICA WORDMARK

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**NICA** NATIONAL  
INTERSCHOLASTIC  
CYCLING ASSOCIATION

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**NICA**

### *Where to use it*

The NICA wordmark is our most versatile brand mark. It works well alongside other logos and branding, and is legible at a wide variety of sizes.

### *Where to not use it*

Do not use the wordmark with the gray *National Interscholastic Cycling Association* text (top) in any context smaller than 1 inch (printed) or 80 pixels in height.

### *Tips*

The simple wordmark works well in the footer of a document, as a repeating brand "stamp" in slide decks, and as a photo watermark.

## VARIANTS

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*All white (with text)*



*All white (simple)*



UPDATED  
2025!

NEW!

## PROGRAM LOGOS

NICA began as a race organization. Our brand has since expanded to be inclusive of many stories: from trail stewardship, to girls riding together, to adventure by bike, our program logos showcase the depth of our community and initiatives.

Use these specific logos when communicating about any of our programs/initiatives.



*Where to use it:*

Use this logo for **NICA Adventure** programming and events. NICA Adventure embodies both how we coach—integrating experiential learning principles, and what we do—explore and play on bikes.



*Where to use it:*

Use for NICA's **GRIT** initiative, which creates a welcoming environment for girls and women in mountain biking, building communities that keep them involved and excited to be cyclists for life.



*Where to use it:*

For events and programming related to NICA's **Teen Trail Corps** (TTC). TTC cultivates community as we foster the next generation of trail stewards and advocates.



*Where to use it:*

To celebrate **NICA competition**: healthy and supportive interscholastic racing is a key part of the NICA experience, where there are no cuts, and no one sits on the bench on race day.

## LOCKUPS

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### RIDER LOCKUPS

A league-specific lockup using the NICA rider landmark as the main visual identity.



#### *Where to use lockups*

Wherever possible for any league brand context! These versatile lockups make a statement and unite NICA's leagues with consistent visual identity, no matter which part of the country you call home, no matter where you're riding.

#### *Where to not use lockups*

Do not use the rider lockup alongside other league logos (i.e. circle or oval logos - below). The full-text rider lockup should not be used in sizes smaller than 1 inch (printed) or 80 pixels.

#### *Tips*

Both black and white text versions are available for all leagues.

#### INCORRECT:



UPDATED  
2025!

NEW!

## LOCKUPS

### OVAL LOCKUPS

A league-specific lockup using the NICA simple wordmark and league oval.



#### Where to use oval lockups

Whenever possible for league brand contexts! These versatile lockups retain unique local identity alongside NICA's simple wordmark symbolizing a unified youth mountain bike movement.

#### Where to not use lockups

Do not use the oval lockup with other national logos outside of the simple black or white wordmark. Do NOT use the NICA red wordmark in the lockup context. Oval lockups should only be used in contexts where they are adequately-sized to be able to discern all oval elements.

#### Tips

Both black and white text versions are available for all leagues.

#### INCORRECT:



## PARTNER LOGO LOCKUPS

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**TREK**

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### *Where to use it*

When the NICA brand accompanies other branding, use the rider logo as a lockup version to compliment the other logo.

### *Where to not use it*

Do not use the origin logo as a lockup with partner logos as it is too complex and will dilute impact.

### *Tips*

Use a gray, 1 pt. line to separate the two brands. The line should extend just above and below the height of the rider logo square. Ensure that you are following all partner brand guidelines.

## PARTNER LOGO LOCKUPS

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**TREK**

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**NICA**



### *Where to use it*

When the NICA brand accompanies other branding, use the rider logo OR the NICA wordmark as a lockup version to compliment the other logo.

### *Where to not use it*

Do not use the origin logo as a lockup with partner logos as it is too complex and will dilute impact.

### *Tips*

Use a gray, 1 pt. line to separate the two brands. The line should extend just above and below the height of the rider logo square. Ensure that you are following all partner brand guidelines.

# Voice, tone, & key messages

**The way we communicate matters.** In a world of overwhelming content, NICA's stands out as a positive voice: NICA is the encouraging coach at the top of the climb, the new acquaintance who invites you on a group ride, the friendly rider who warmly engages a quiet teammate.

NICA's personality and messaging is upbeat, welcoming, and thoughtful. It is genuine and enthusiastic. It is STOKED!



Aaron Puttcamp, Pennsylvania Interscholastic Cycling League

## CHANGING THE WORLD

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### **NICA is changing the world by getting more kids on bikes.**

#### *Why we use this message*

For every student-athlete who joins NICA, an average of 2.5 more people become a part of the bike community. Our sport has a ripple effect; it's changing lives by building thoughtful, engaged, and resilient cyclists, and changing the world as a result.

## REINVENTING YOUTH SPORTS

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### **NICA is reinventing youth sports:**

- No bench
- No tryouts
- Everyone rides

#### *Why we use this message*

NICA's model addresses the key challenges in today's modern youth sports model. NICA is inclusive, and refuses to accept the model of "up or out" when it comes to kids in sports. Our messages reflect this paradigm shift.

## MORE KIDS ON BIKES...FOR LIFE

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### **NICA is creating lifelong cyclists.**

#### *Why we use this message*

NICA's model eschews burnout: we meet riders where they're at, listen to their goals, and help them fall in love with biking, so that they want to keep riding bikes for the rest of their lives.

## ENGAGING ENTIRE FAMILIES

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**NICA is engaging entire families to build thriving communities.**

*Why we use this message*

From supportive parents to volunteer coaches, NICA welcomes the entire family to participate in ways that are unrivaled by other youth sports. The result: relationship building, positive culture, and a cycling community that can't be beat.

## EVERYONE IS INVITED

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**NICA is intentionally inclusive.**

*Why we use this message*

Where other sports fail to bring certain kids/communities into the fold, NICA is structured to welcome and engage all. It is a core value of the organization and is at the heart of everything that we do.



Deborah Hage, North Carolina Interscholastic Cycling League

UPDATED  
2025!

NEW!

## OFF SCREENS, INTO NATURE

**NICA is addressing the problem of a screen-based childhood.**

*Why we use this message*

These days, kids spend so much time connected via URL, but we know it's vital to give them opportunities to find community *IRL*. More and more studies point toward the dangers of a screen-based childhood. NICA's programs eschew virtual for reality: we get kids off screens, outside, active, and connected - to each other and to their own mind, body, and confidence.



New Mexico Interscholastic Cycling League

## GRiT

### More girls on bikes.

#### *Why we use this message*

NICA's GRiT initiative intentionally welcomes more girls and women into the sport of mountain biking. GRiT doesn't exist because women and girls are any less capable. Girls love sport and want to have fun, while also learning skills and being challenged. However, gender-related challenges are still one of the biggest reasons that girls drop out of sports or don't try them to begin with. By 2033, NICA aims to have **30% female participation** across our leagues.



Deborah Hage, North Carolina Interscholastic Cycling League

## YOUTH DEVELOPMENT

**NICA is a youth development organization that uses the bike as a tool to build character and community.**

*Why we use this message*

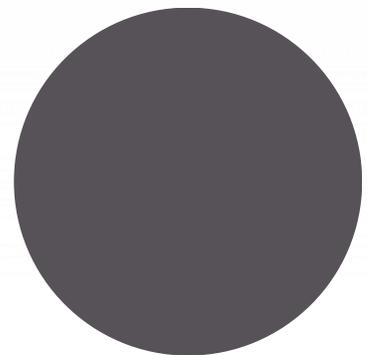
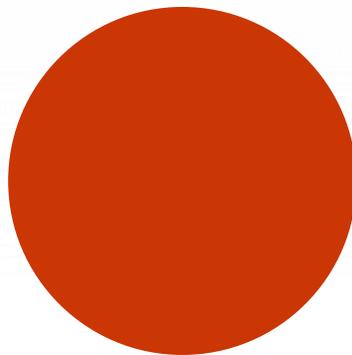
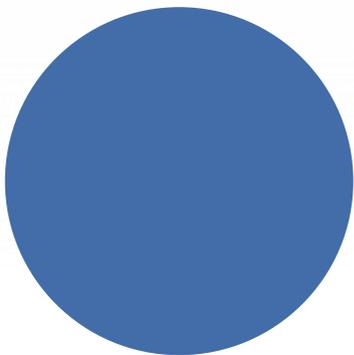
NICA's mission, vision, and core values extend beyond what most people think of when they hear the term "sports" – we do more than build fitness. Our programs develop student-athletes and coaches with great character, who positively influence their communities and those around them.



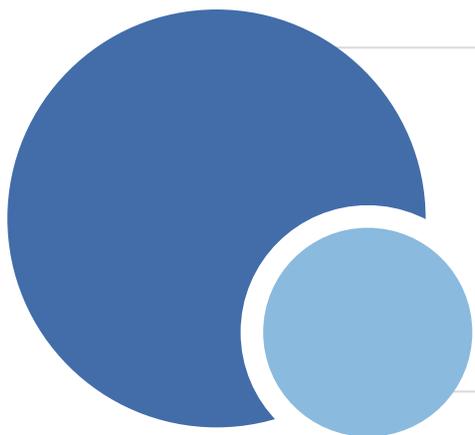
Aaron Puttcamp, Pennsylvania Interscholastic Cycling League

# Palette

NICA's primary **blue and red palette** is bold and clean. Its simplicity complements league branding, gives a nod toward major sporting organizations across the country, and has broad appeal across a wide range of contexts in the colorful world of cycling.



## PRIMARY COLOR PALETTE

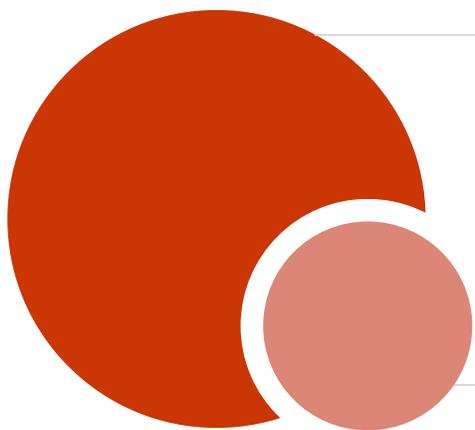


### NICA BLUE

HEX: #426DA9  
RGB: 66, 109, 169  
CMYK: 80, 57, 8, 0  
PANTONE 7683 C

### MUTED BLUE

HEX: #A8BADD  
RGB: 138, 186, 221  
CMYK: 44, 15, 3, 0  
PANTONE 3577 C

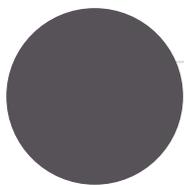


### NICA RED

HEX: #CA3604  
RGB: 202, 54, 4  
CMYK: 14, 92, 100, 5  
PANTONE 2349 C

### SUBTLE RED

HEX: #DA8879  
RGB: 218, 136, 121  
CMYK: 12, 56, 49, 0  
PANTONE 4052 C



### NICA GRAY

HEX: #575757  
RGB: 87, 87, 87  
CMYK: 63, 55, 55, 30

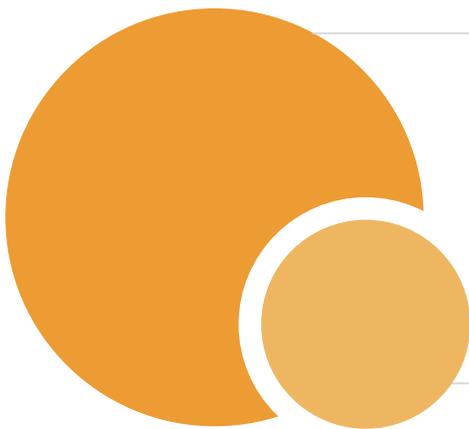


### NICA CLOUD

HEX: #D9D9D9  
RGB: 217, 217, 217  
CMYK: 14, 10, 11, 0

## SECONDARY PALETTE

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### NICA SUNRISE

HEX: #ED9B33

RGB: 237, 155, 51

CMYK: 5, 44, 92, 0

PANTONE 2011 C

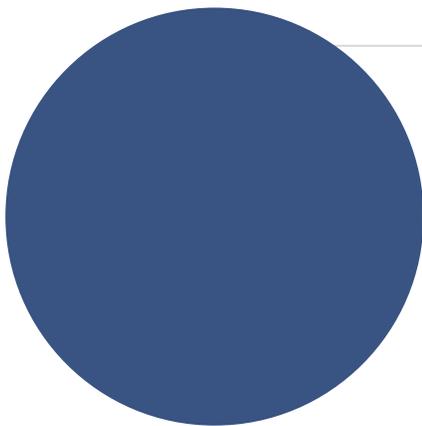
### PALE ORANGE

HEX: #EEB660

RGB: 238, 182, 96

CMYK: 5, 30, 72, 0

PANTONE 2009 C



### NICA NAVY

HEX: #395382

RGB: 57, 83, 130

CMYK: 87, 72, 25, 8

PANTONE 2140 C

## USING THE NICA PALETTE

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The blue and red palette is simple and versatile; however, consider the following parameters when designing any NICA-branded materials.

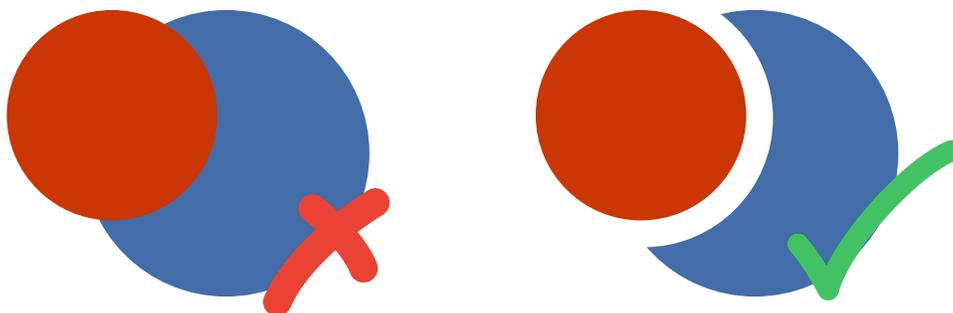
### RESTRAINT

Simple is better: use small pops of color to highlight or complement design elements. While it isn't listed as a brand color, white is a powerful part of your palette! Sometimes less is more, as too much color can be distracting when combined with cycling imagery, which tends to be colorful and bright.

### RED VS. BLUE

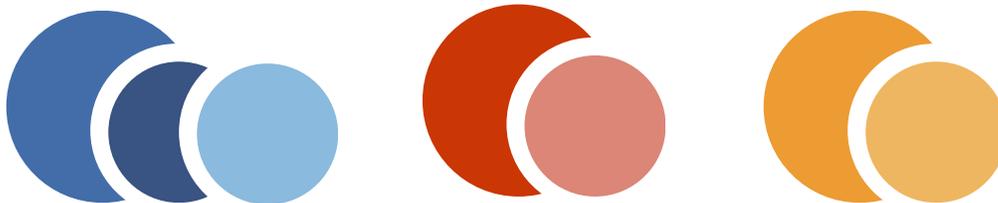
**Never** overlap NICA blue and red elements. If used together, there should always be white space between any blue and red in any design.

Generally, NICA blue is your best bet when it comes to choosing a dominant design color. It is a more relaxed hue that is easier to view in most contexts, whether digital or printed. In large amounts, red is perceived as aggressive or even angry. Used thoughtfully, it is perceived as powerful and bold. When in doubt, default to blue as your dominant color choice.



## USING ACCENT COLORS

NICA's palette includes five accent colors: navy, cloud, subtle red, NICA sunrise, and pale orange. NICA's accent colors are intended to be used sparingly, and never at the expense of the primary blue and red palette.



Accents should always be used alongside their corresponding primary colors (above). The darkest color should always be the dominant design color.

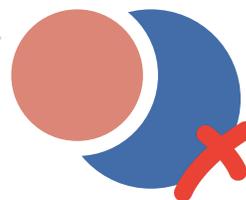
NICA sunrise is a minor highlight color used internally by the NICA team. It should not be a prominent design color, and instead should be used to provide visual interest as a non-distracting design element (i.e. the links throughout this document).

Never create any designs where the accent colors make up the primary palette. Instead, use them as an overlay for topo lines or in small design elements. Avoid using them as a solid color or gradient, and never use subtle red as a "stand alone" color in any design.

## ACCENT COLOR MISUSE

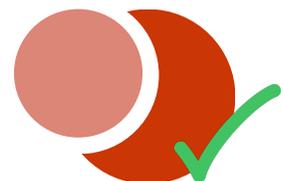
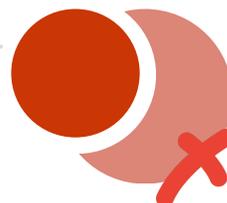
### Mixing hues

Do not mix a primary hue with a different accent color hue (i.e. blue with pale red).



### Accent as the dominant color

Never create a design where the most prominent color is an accent color.



# Typography

NICA uses two main brand fonts and an accent font family:

## **Metric**

Libre Franklin

**TC MILO**

**TC OCTOBER**

Metric should always be used for titles and headings when available. Libre Franklin should be used for all paragraph styling and body copy, in both print and digital contexts. Other fonts should be avoided or used *incredibly* sparingly for additional impact.

- Metric is available upon request from **NICA's branding team**.
- Libre Franklin is widely available via **Google Fonts**.
- TC Milo and TC October are available via Canva or upon request.

## METRIC

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**Metric** is a geometric sans-serif font used for titles, headings, and logos. It is crisp, contemporary, and straightforward. Metric is most impactful when used *sparingly*, and is limited to the contexts/styles described below.

# METRIC BLACK

*Use only in all-caps, with fewer than 10 words*

## Metric Thin

*Use for large headings and subtitles.*

## METRIC BOLD

*Use only in all-caps, for subtitles and section headings*

---

### *When to use Metric:*

- For any title, logo, or headline, use METRIC BLACK with the following modifications:
  - LEADING (line height): 90% / .9
  - KERNING (distance between characters): 0
  - TRACKING (spacing throughout entire word): 40
- For any heading, formal title, or to differentiate from a lockup/wordmark, use METRIC THIN with the following modifications:
  - LEADING (line height): 90% / .9
  - KERNING (distance between characters): 0
  - TRACKING (spacing throughout entire word): 40
- For subheadings or section headings, consider METRIC BOLD with the same modifications as METRIC BLACK, above.
- In all general instances where Metric is not accessible, use Libre Franklin **BOLD** for titles.

## LIBRE FRANKLIN

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Libre Franklin is a widely-used Google font that NICA employs for all paragraph copy. This sans-serif font is easy to read in both digital and print formats. Its universal accessibility means that we can stay on-brand, all the time.

Libre Franklin  
 ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmn  
 opqrstuvwxyz  
 0123456789!?

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### *When to use Libre Franklin:*

- For any body/paragraph copy
- For any subheadings smaller than 14 pt.
- In all Google Workspace documents
- In all general instances where Metric is not accessible as a title or heading font, use Libre Franklin **BOLD**; for main titles with *fewer than 10 words*, you may use ALL CAPS

[View & download Libre Franklin](#)

## MISUSE & WHAT TO AVOID

Consistency with typography helps us communicate clearly. Please avoid the following typography missteps:



### **LARGE BLOCKS & MULTIPLE LINES OF TITLE TEXT**

#### **Using Metric Black or Metric Bold in lowercase**

Not adjusting line height and creating awkward spacing

Avoid using Metric for any paragraph or body copy. It is less readable and presents as a dense block of text in small sizes. In general, it is less accessible for all of our brand users.



### **KEEP IT CONCISE**

#### **ALWAYS USE ALL-CAPS FOR METRIC BOLD OR BLACK**

Adjust your line height to 1.2 or 120% of font size to create unity among lines of text

Use Libre Franklin for body copy. This font is designed to balance content density with reading comfort. It is easy to find and available in nearly every online context (Wordpress, Google docs, etc.), so there's no reason not to use this great font!

## FONT USE & HIERARCHY

**Hierarchy** is how we intentionally direct a viewer’s eye across a page, actively showing what is most important. Hierarchy is critical in sending a clear and concise message. Hierarchy can be achieved through images, color and especially typography. The examples below provide suggested hierarchy when using NICA brand fonts.

**METRIC  
BLACK**

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Metric Thin

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**METRIC BOLD**

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Libre Franklin body copy. NICA uses the bike as a tool for building strong minds, bodies, character, and communities.

Metric Thin

---

**METRIC BOLD**

---

Libre Franklin  
subtitle

Libre Franklin body copy. NICA stands for National Interscholastic Cycling Association. We are using the bike as a tool for building strong minds, bodies, character, and communities.

Metric Thin

---

METRIC THIN

---

**METRIC BOLD**

*Libre Franklin Subheading*  
Libre Franklin body copy. You can also use color to create hierarchy between titles and headings.

Metric Thin

---

**METRIC BOLD**

---

METRIC THIN

Libre Franklin body copy. You can also use graphic elements, like this flagged blue heading, to divide text sections within large documents.

UPDATED  
2025!

NEW!

## ACCENT FONTS

A quirky, blocky handwritten font conveys a youthful message across digital and print communications. We use two fonts from the same family:

TC MILO  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 0123456789!?

TC OCTOBER  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 0123456789!?

*When to use TC Milo or TC October:*

- For titles and words where you'd like to emphasize impact
- In groups of 6-10 words only (longer blocks of this typeface become difficult to read)
- In design-oriented, highly-visual contexts (do not use in a text-heavy document)
- When it is large enough to read clearly (14 pt. or higher)

[View & download TC Milo/October](#)

UPDATED  
2025!

NEW!

## MISUSE & WHAT TO AVOID

Restraint with NICA’s accent fonts keeps messaging clear and simple. The font should be used to provide visual impact/emphasis for ideally 1-3 words in a design. Since it is a more abstract and “fun” typeface, it should not be used excessively as it is far less readable than our other brand fonts.



LARGE BLOCKS &  
MULTIPLE LINES  
OF ACCENT TEXT  
ARE DIFFICULT  
& CUMBERSOME  
TO READ



KEEP IT  
SIMPLE!

# Visual accents

**Graphic accents** can complement and enhance branded content. The following visuals are available for use, but should be used only according to the provided design parameters.

When blending NICA branding with league branding, do not overload your content with visual accents from both brands.

Limited visual accents are available in the NICA Media Library. A full toolkit is available for league staff.

## LEADING LINES

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Use high-contrast leading lines to invoke depth within photos and show a connection between written copy and imagery.

### *Design parameters for leading lines:*

- Be aware of where lines fall on a photo, and where they direct the viewer's eye.
- Some photos lend themselves well to the use of leading lines, such as those with clear subjects and backgrounds; do not use leading lines on photos without a clear subject.
- Use white lines to contrast with a dark or busy background; use red or blue lines on light colored backgrounds for better visibility.
- Use lines with rounded ends.



Example slide from NICA Brand Book

## GRADIENTS

Gradients can provide a softer visual experience than straight lines and shapes, however, they can be easily misused and distracting.

### *Design parameters for gradients:*

- Use a gradient fade to a white background in presentations/documents for visual interest.
- Use a blue, red, or black gradient fade to transparent overlay with NICA imagery/photos.
- Use a black gradient to create space to use text over a photo (see social media below).
- Use a gradient to fade the edge of a photo or other graphic accent; always fade to the color of the content background.
- Do not obscure important photo content with the gradient.
- Ensure there are not visible harsh lines within the gradient (i.e. the edge of a photo).
- Do not use multiple gradient orientations on the same design.



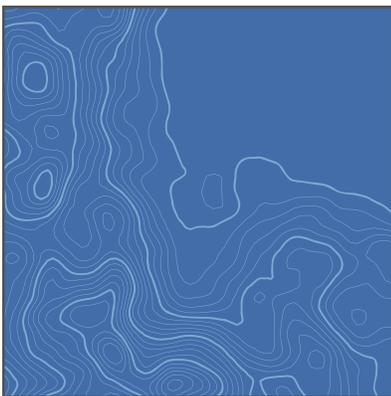
Top left: Deborah Hage, North Carolina Interscholastic Cycling League; right: Aaron Puttcamp,

## TOPO LINES

**Topo lines** are synonymous with adventure. Subtle use of topo lines as an overlay on solid colors or gradients can elevate any design (elevate...get it?!) Have fun with this playful element, but make sure it doesn't distract from the main content.

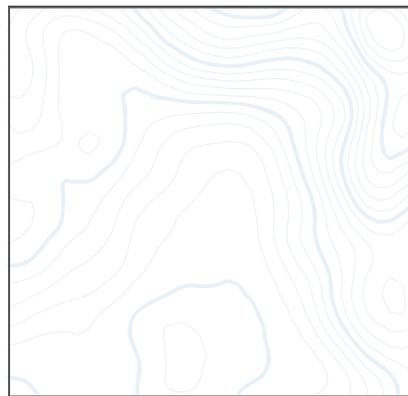
### *Design parameters for topo lines:*

- Never use topo lines over a photo.
- Use with restraint. Less is more.
- Use corresponding colors for overlay, with the darker shade as the base (i.e. light blue over darker NICA blue).
- If using behind text, ensure that the copy is legible; if not, adjust the font size or weight, or lessen the transparency of the lines to accommodate.
- When using with a gradient, always fade to white.
- Ensure that the design extends to the edge of a page/shape - no hard cutoff or edges of lines should be visible.



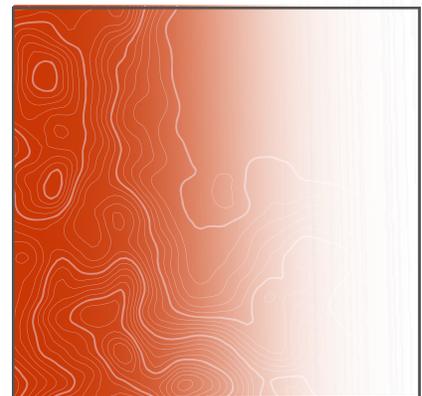
### *Overlay on solid color:*

- Simple and clean
- Great for use as a border (see top of this page)
- Not as friendly with text overlay



### *Subtle background:*

- Subtle design provides interest on a white background
- Brings depth to simple designs
- Be aware of text readability



### *Overlay with gradient:*

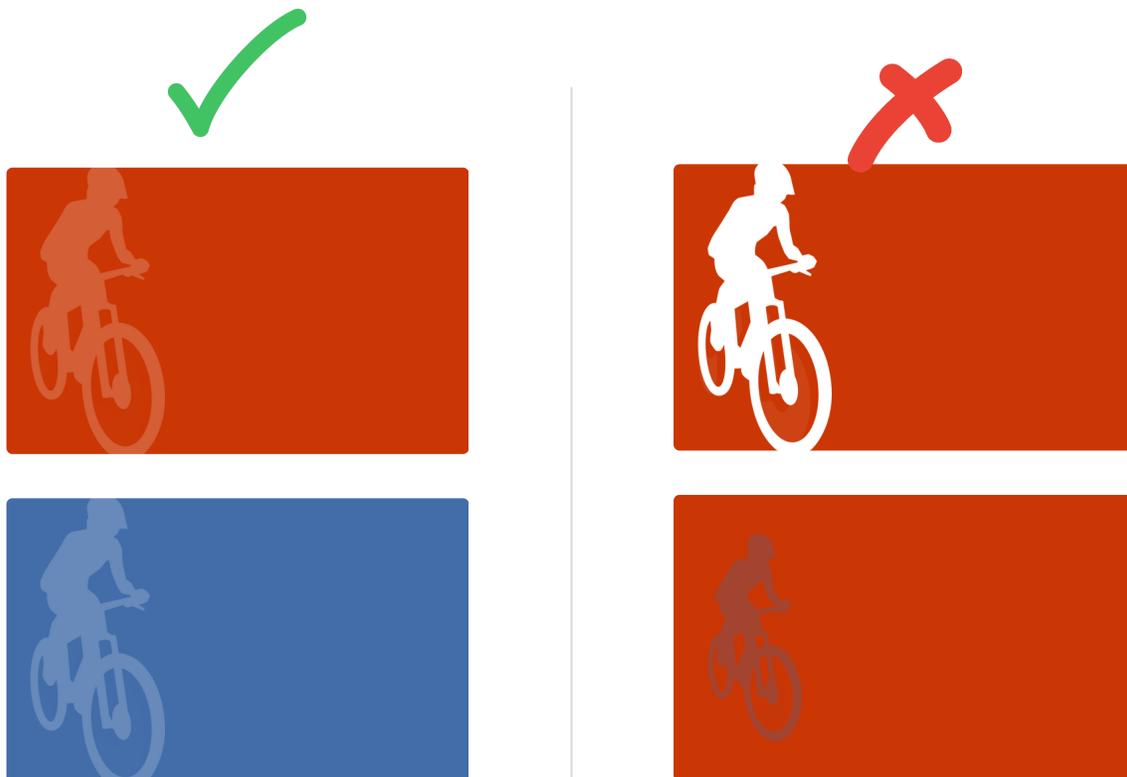
- Use in limited contexts with simple content
- A gradient + topo lines can be used sparingly over photos (fade to transparent)

## REPEATING WORDMARK

The rider silhouette, released from the NICA logo, captures the energy of athletes who blaze trails and pave the way in NICA. This icon can be used as a subtle overlay to highlight non-photo designs.

### *Design parameters for the rider:*

- Never use the rider logo over a photo.
- Adjust transparency to 20 percent.
- Reserve the use of the rider for designs that feature mostly graphic elements and solid colors. If using photography in your design, opt for the topo lines as an accent instead.
- The rider logo should always appear *lighter* than the background color, within the same color family (see below).
- The rider logo should always anchor to the edge of the design in some way: at least one edge of the graphic should bleed off the page. The rider should not float in the middle of a block of color (see below).



# NICA photos & imagery

Photos and videos are the **most powerful** way we can communicate and share our core values. Every time we choose a photo, we're creating an opportunity to showcase the ways in which we're transforming youth sports for the better.



Aaron Puttcamp, Pennsylvania Interscholastic Cycling League

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## PHOTO USE & PERMISSIONS

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NICA relies on a broad and talented network of photographers across the country. Use of NICA imagery should *always* include the photographer name and league affiliation. If photographer name is unknown, include the league name – at minimum.

EXAMPLE: Aaron Puttcamp, Pennsylvania Interscholastic Cycling League

## PHOTO GUIDELINES

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Be selective in your choice of imagery: think about *who*, *what*, and *why*. Can the audience see themselves as part of the NICA community? Is the message positive and uplifting? Is there a powerful story to tell?

NICA-associated media has a responsibility to represent riders, teams, and the sport of mountain biking in a way that is positive, inclusive, uplifting, and safe. NICA imagery should always reflect this.

Never use photos that show disrespect of trails, of others, of the sport or the NICA mission. Never use photos that showcase riding or behaving in a way that violates NICA's adult and student-athlete codes of conduct. ALWAYS show riders exhibiting safe, respectful behavior.

### AIM FOR...

- A diversity of rider imagery (age, gender, ability, race) that showcases our unique community and is welcoming to all
- Imagery that makes you smile: powerful moments, joy, and discovery on the bike
- Moments that share the impact of our programs: fun at practice, GRiT, Adventure, Teen Trail Corps, and the thrill of racing

### AVOID...

- Poorly fitted helmets, unsafe equipment
- Riding outside of NICA's "ride with respect" ethos: i.e. wheelies, showboating, hands off of handlebars, or jumps or drops over 18"
- Photos that could be interpreted as inappropriate touch/contact
- Images/videos of illegal trail use
- Profanity or disrespectful behaviors
- Media that does not exemplify Leave No Trace
- Photos of trail work *without* proper safety equipment (closed toed shoes, safety glasses)

# Social media guidelines

Social media is our path to **daily connection** with our audience.



Aaron Puttcamp, Pennsylvania Interscholastic Cycling League

## SOCIAL MEDIA GUIDELINES

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First and foremost, any NICA-related social media must show content that meets NICA's safety standards and reflects values appropriate for a youth development organization. Refer to NICA's full [social media guidelines](#) for more detail.

Social media is a powerful tool that you can use to increase awareness of your team or league, engage with your community, provide information and education, and thank and highlight sponsors. There are MANY approaches to social media, but one rules them all: be authentic and be consistent so NICA's culture can shine.

### *Best practices for social media:*

- Use NICA's core values as a guide for your content
- Create content that makes people smile: powerful moments, joy, and discovery on the bike
- Use a diversity of rider imagery (age, gender, ability, race) that showcases our unique community and is welcoming to all
- Share moments that showcase the power of NICA programs: GRiT, Adventure, Teen Trail Corps, racing, and coaching

### *Things to avoid:*

- Never post or share content that shows or implies any violation of the rules outlined in the NICA Handbook or Codes of Conduct
- Never use photos that show disrespect of trails, of others, of our sport and our mission
- Never share images that show or imply poor risk management practices
- Avoid posting photos that may fall outside of NICA's "ride with respect" ethos, or photos that are not within NICA's scope of programming (i.e. wheelies, large jumps or downhill features over 18 inches in height, showboating, violation of Leave No Trace, etc.)
- Avoid sarcasm in any captions/accompanying text
- It should go without saying, but NEVER share any of the following:
  - Images/videos of illegal trail use
  - Profanity or disrespectful behaviors
  - Alcohol or drug use
  - Sexual content
  - Hate speech or discriminatory content
  - Imagery of injured riders or crashes

[Full social media guidelines for leagues](#)

# Ride on!

**Thank you** for taking the time to review NICA's style guide and brand parameters. We are grateful for your attention to detail and welcome questions at feedback! Together, we're building a **unified youth mountain bike movement**...one rider, coach, family, and correct-logo-use at a time!



Katie Sox, Oregon Interscholastic Cycling League