MOMENTUM
BIKE PARK

# BRAND GUIDELINES

Prepared by:
Spoke & Wheel

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# WELCOME MESSAGE



Welcome to the MOmentum Bike Park Branding Guidelines. This book is designed to be your go-to resource for understanding and applying our brand identity with consistency and clarity. Our brand is more than just a logo—it represents our values, our voice, and the way we connect with our audience. By following these guidelines, you help ensure that every touchpoint reflects who we are and strengthens the recognition and trust we've built. Whether you're designing marketing materials, creating digital content, or producing internal communications, this guide will equip you with the tools to represent our brand with confidence and consistency.

# BRAND OVERVIEW



A brand overview is a high-level summary that defines the essence of a brand, including its mission, vision, values, and personality.
It provides context and direction, serving as the foundation for all visual and verbal identity decisions.

## Brand Pillars

- Fueling Joplin's Economic MOmentum
- Celebrating Action Sports Culture
- Building Community Connections
- Inspiring Outdoor Adventure for All
- Putting Joplin on the Map

## Brand Personality

**Adventurous** - Bold, energetic, and fueled by adrenaline.
**Inclusive** - Welcoming riders of all ages and skill levels.
**Community Driven** - Rooted in pride and local collaboration.
**Progressive** - Always innovating, growing, and inspiring.

## Tone of Voice

**Energetic** - Exciting and action-packed.
**Authentic** - Real riders, real community, real passion.
**Inspirational** - Motivates people to ride, connect, and explore.

# MISSION & VISION



A mission statement defines a brand's purpose and what it seeks to achieve in the present, guiding daily actions and decisions.
A vision statement outlines the brand's long-term aspirations, serving as inspiration for future growth and direction.

## Our Mission

MOmentum Bike Park exists to fuel local economic growth, celebrate action sports culture, and strengthen community connections by providing world-class riding experiences for all ages and skill levels. Through inclusive design, engaging events, and a passion for outdoor adventure, we create a destination where residents and visitors alike can ride, connect, and thrive.

## Our Vision

To establish Joplin as Missouri's premier hub for biking and action sports—recognized nationally for its vibrant community, thriving tourism, and unforgettable trails—while inspiring future generations to embrace adventure, creativity, and the power of two wheels.

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# LOGO

# PRIMARY LOGO



The primary logo is the main representation of the brand and should be used whenever possible to ensure consistency and recognition. It serves as the cornerstone of the visual identity, appearing in the most prominent placements such as websites, signage, official documents, advertisements, and other core brand communications. The primary logo is the preferred version of the identity and should always be used unless size, format, or design limitations make it impractical, in which case approved secondary logo variations may be applied.



# SECONDARY LOGOS



Secondary logos are used as supportive design elements when the primary logo cannot be applied effectively due to size, layout, or medium restrictions. They provide flexibility while maintaining brand recognition, ensuring the identity remains consistent across different applications. Secondary logos are typically used in instances such as social media icons, merchandise, small-scale print materials, or alternative orientations where the primary logo would lose legibility or impact. They should never replace the primary logo in standard brand communications but serve as complementary options within the visual identity system.















# ICONS



Icons extend the brand visually, providing clear communication while matching the park's style. They should be simple, legible, and consistent in line weight, proportions, and use of brand colors. Icons are functional elements and are not intended to replace the logo.







# LOGO CLEARSPACE



Clearspace is essential to protecting the visibility and impact of the logo by ensuring it is not crowded or overshadowed by other elements. It defines the minimum amount of space that must surround the logo on all sides, free from text, images, or graphic elements, so the mark always appears distinct and legible. Maintaining proper clearspace helps preserve the integrity of the brand, reinforces recognition, and ensures the logo remains a strong focal point in any application. Ignoring clearspace guidelines can weaken the brand's presence and create a cluttered or unprofessional appearance.



# BLACK AND WHITE LOGOS



In situations where using color is absolutely impossible we can resort to using the logos in pure black and white.
























# LOGO BACKGROUNDS



Logos should always be placed on backgrounds that preserve their legibility and visual impact. Whenever possible, use solid, neutral, or brand-approved colors that provide sufficient contrast with the logo. Avoid busy, patterned, or low-contrast backgrounds that make the logo difficult to read or diminish its presence. When using photography, choose areas with clean, uncluttered space to ensure the logo remains clear and recognizable. Proper background usage ensures the logo maintains its integrity and communicates the brand consistently across all applications.



























# LOGO DON'TS



When using the Joplin Bike Park logo, consistency is key to protecting the brand's identity. The logo should never be stretched, distorted, rotated, recolored, or placed on backgrounds that make it hard to read. Avoid adding effects like drop shadows, gradients, or outlines that aren't part of the approved design. Always use the official color versions and approved clear space to ensure legibility and impact. By keeping the logo intact and consistent, we maintain the park's professional, recognizable, and trustworthy image across all applications.




Never skew, stretch, or warp the logo.




Never change the color of the logo.




Never place colored logo on busy backgrounds.




Never Apply a drop shadow to the logo.




Never apply a gradient to the logo.




Never outline parts of the logo that aren't approved.

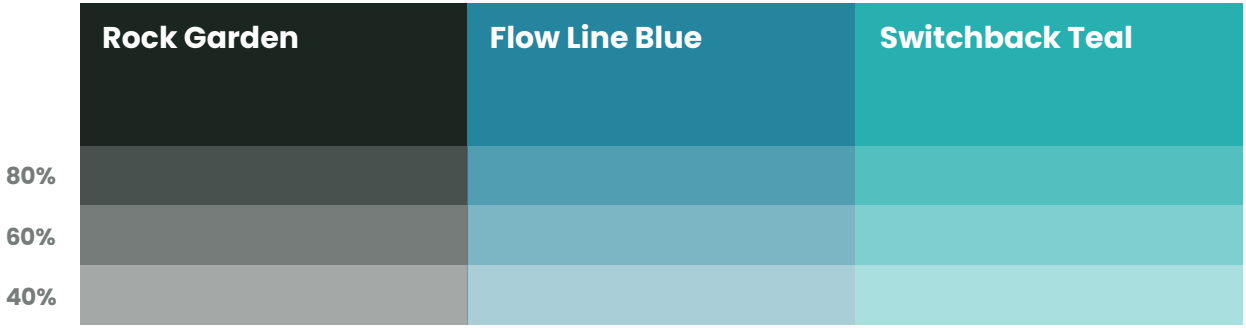
15. Primary Colors
16. Secondary Colors

# COLOR

# PRIMARY COLORS



Using the primary color palette consistently is essential for building a strong and recognizable brand identity. Each color has been carefully chosen to represent the spirit of the MOmentum Bike Park—rugged, adventurous, and community-driven—and when applied correctly, they create a cohesive look that reinforces trust and professionalism. Misusing or substituting colors can dilute the brand's impact, weaken recognition, and cause confusion across different applications. By sticking to the approved palette and following the usage guidelines, every touchpoint—from signage and merchandise to social media and promotional materials—works together to create a unified visual presence that riders, visitors, and the community can instantly connect with.

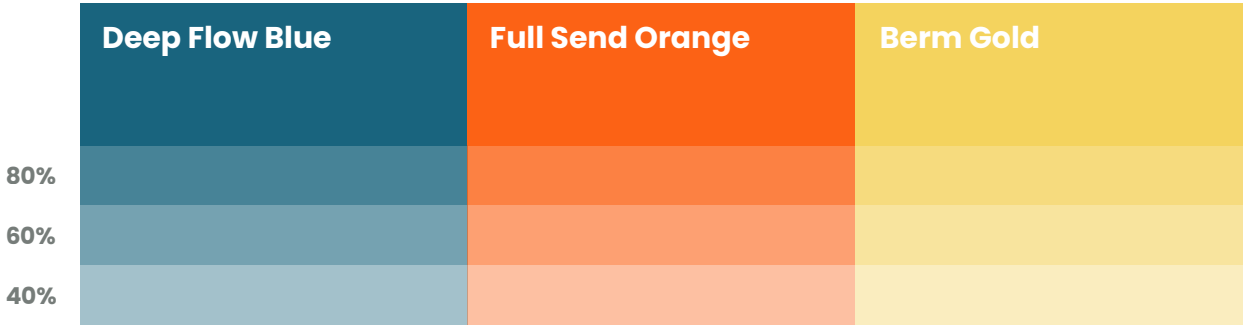



| Rock Garden | Flow Line Blue | Switchback Teal |
|---|---|---|
| HEX #1b2621 | HEX #26859e | HEX #28afb0 |
| RGB 27 38 33 | RGB 38 133 158 | RGB 40 175 176 |
| CMYK 79 60 69 72 | CMYK 82 35 29 2 | CMYK 73 8 35 0 |
| PMS Black 3 C | PMS 3145 C | PMS 326 C |

# SECONDARY COLORS



Secondary colors play a supportive role in the MOmentum Bike Park brand identity. While our primary colors should remain the foundation for logos, signage, and core materials, the secondary palette is meant to bring flexibility, vibrancy, and emphasis when needed. These colors are ideal for highlighting call-to-action elements, energizing promotional materials, or adding variety to event branding and merchandise. They should never replace the primary palette but instead work alongside it to keep the brand fresh and dynamic. By using secondary colors thoughtfully and sparingly, we maintain consistency while giving the MOmentum Bike Park brand the versatility it needs to engage riders and the community across different platforms.




HEX #19647e
RGB 25 100 126
CMYK 89 53 36 12
PMS 7700 C

HEX #fc6215
RGB 252 98 21
CMYK 0 76 100 0
PMS 165 C

HEX #f4d35e
RGB 244 211 94
CMYK 5 14 75 0
PMS 121 C

18. Primary Font
19. Secondary Font

# TYPE

# PRIMARY FONT

The primary font for MOmentum Bike Park should be used whenever the brand needs to make a strong, clear, and immediate impression. This includes titles, headlines, signage, promotional graphics, and other display applications where visibility and impact are key. The primary typeface reflects the park's bold and adventurous personality, so it should be the first choice for communicating core messages and setting the overall tone of materials. By reserving the primary font for these high-visibility uses, we ensure consistency, reinforce brand recognition, and create a unified look across all touchpoints—from trailhead signage to digital campaigns.

## CFB1 AMERICAN PATRIOT

Aa

The primary font for MOmentum Bike Park should be used for titles, headlines, signage, and other display applications where bold visibility and strong brand impact are needed to maintain consistency and recognition across all touchpoints.

### NORMAL

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

123456789~@#$%^&*()_+

# SECONDARY FONT



The secondary font for MOmentum Bike Park should be used for body copy, paragraphs, and supporting text where readability and clarity are the priority. It provides a clean, approachable style that balances the bold energy of the primary font, ensuring that longer passages of information—such as brochures, website content, trail descriptions, or program details—are easy to read and consistent across all materials. By using the secondary font for these purposes, the brand maintains a professional, cohesive look while keeping communication clear and accessible.

## Poppins

The secondary font for MOmentum Bike Park should be used for body copy, paragraphs, and supporting text to ensure readability and clarity while balancing the bold energy of the primary font and maintaining a professional, cohesive look across all materials.

Light Regular **Bold**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

123456789~@#$%^&*()_+

# PRINT

# YOUR BRAND IN PRINT

MOmentum Bike Park's branding for print should always use the approved logos, color palette, and typography to maintain consistency and recognition across all materials. From posters and brochures to merchandise and signage, designs should prioritize clarity, contrast, and durability to ensure the brand's adventurous spirit and professional identity come through in every printed piece.






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# THANK YOU

Thank you for supporting and representing MOmentum Bike Park. We kindly ask that you follow our brand guidelines closely, as they are essential to protecting the integrity and consistency of our identity. By adhering to these standards, you help us ensure that every touchpoint reflects the energy, community, and spirit that make MOmentum Bike Park so important to us all.