

DRIVEN STUDIO, INC.

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**VMBA IDENTITY**

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ROUND 4 • JAN 2018



WHITE VERSION

VMBA

VERMONT MOUNTAIN BIKE ASSOC.  
SINCE  2001

ADDITIONAL COLORWAYS



VERMONT MOUNTAIN BIKE ASSOC.  
SINCE  2001



VERMONT MOUNTAIN BIKE ASSOC.  
SINCE  2001

LOGO USAGE



COLOR PALETTE



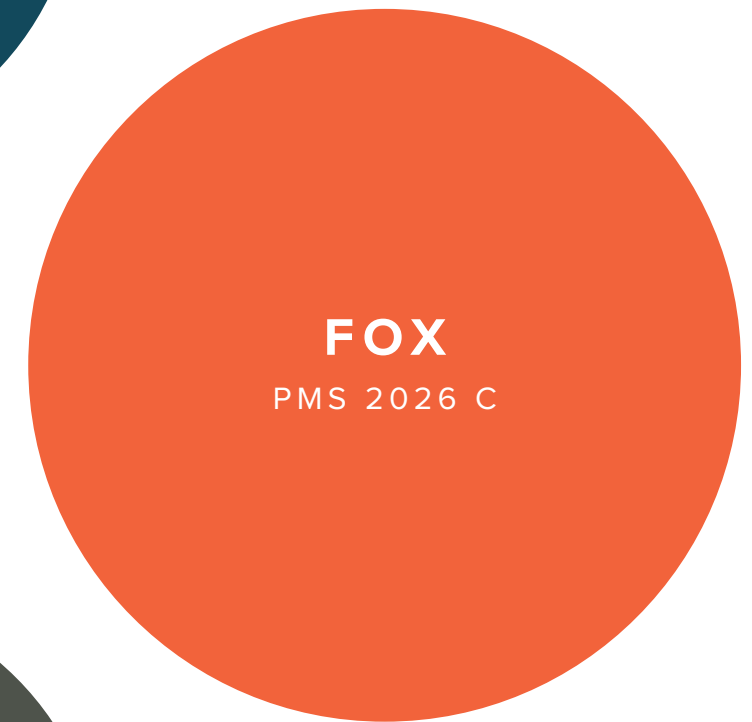
**FOREST**  
PMS 553 C



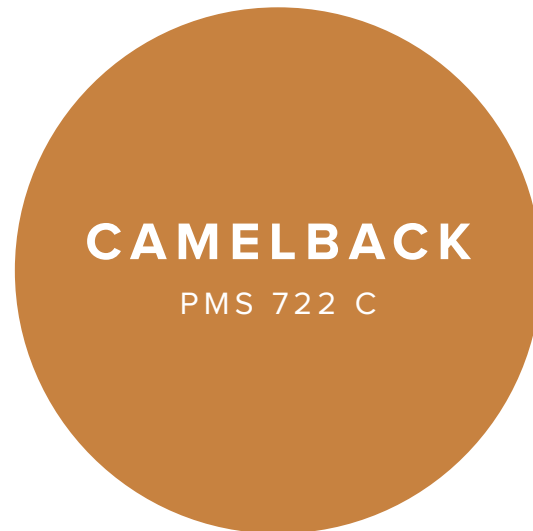
**AQUARIUM**  
PMS 2399 C



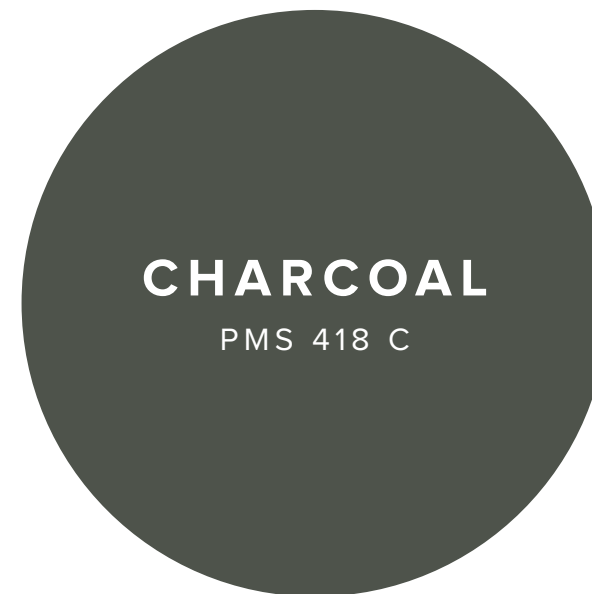
**LAGOON**  
PMS 2182 C



**FOX**  
PMS 2026 C



**CAMELBACK**  
PMS 722 C



**CHARCOAL**  
PMS 418 C

## TYPOGRAPHY

Headlines »  
RUBIK BOLD

# Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit.

Body Copy »  
MONTSERRAT REGULAR

Proin maximus accumsan nibh in pharetra. Donec quam leo, tristique ac ornare ac, ornare eget augue. Pellentesque auctor neque velit, maximus rhoncus tortor ultrices non. Pellentesque orci mi, volutpat a dapibus eget, porttitor quis erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

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Callouts & Captions »  
WALTER TURNCOAT REGULAR

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT.

**Rubik**

**ABCDEFGHIJ  
KLNOPQRSTU  
VWXYZ**

**abcdefghijkl  
mnopqrstuv  
wxyz**

**0123456789**

Montserrat

ABCDEFGHIJ  
KLNOPQRST  
UVWXYZ

abcdefghijkl  
mnopqrstuv  
wxyz

0123456789

WALTER TURNCOAT

ABCDEFGHIJ  
KLNOPQRST  
UVWXYZ

ABCDEFGHIJKL  
MNOPQRSTU  
VWXYZ

0123456789

PHOTOGRAPHY

FAMILY-FRIENDLY





PHOTOGRAPHY

ACTION / MOTION



PHOTOGRAPHY

VERMONT-CENTRIC

