



2026 BRAND GUIDELINES



TABLE OF CONTENTS

Logo System	1
Brand Graphics	11
Color Palette	14
Brand Typography	18
Brand Application	21
Resonance Identity	26
2026 Campaign Identity	37



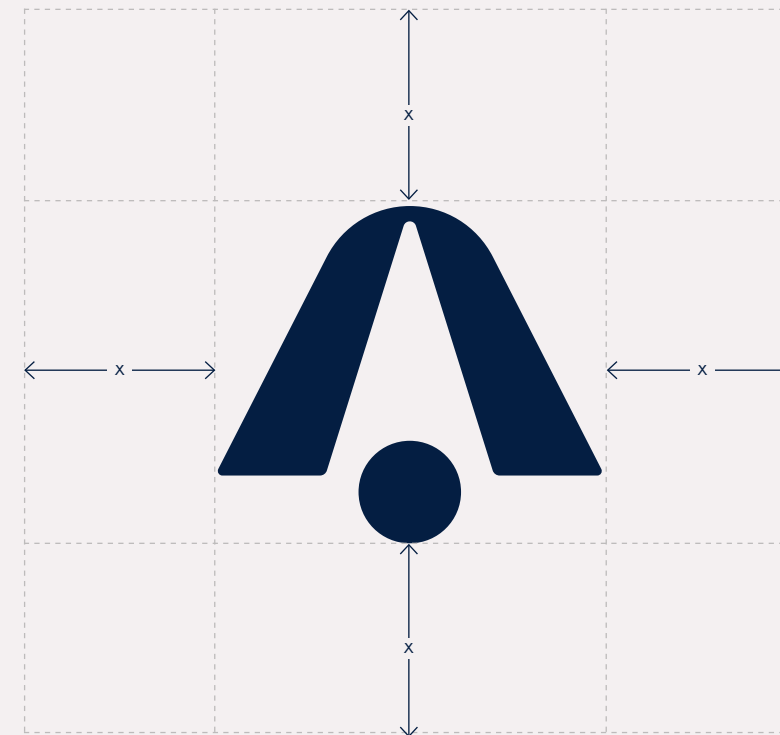
SECTION 1

LOGO SYSTEM

BELLRINGER ICON

The “Bell” icon is the primary symbol for the brand. Based on a geometric foundation, this icon is optimized for legibility at all sizes across any application.

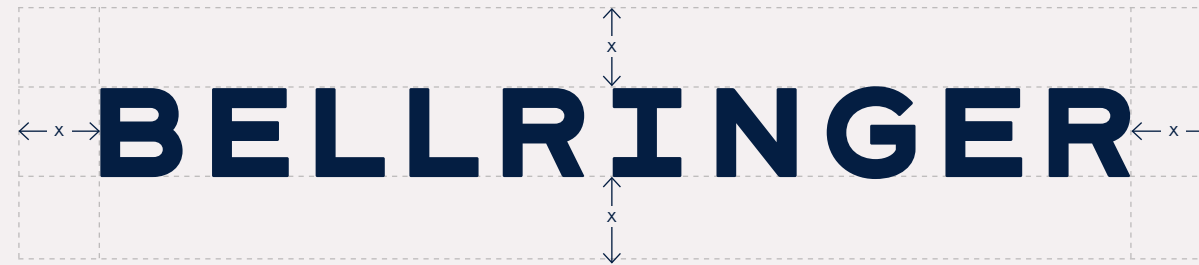
In order to preserve the integrity of the icon, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the icon is equivalent to 1/2 of the width of the “Bell” icon.



BELLRINGER LOGOTYPE

The BellRinger wordmark is a custom sans-serif wordmark. This wordmark is optimized for legibility at all sizes across any application.

In order to preserve the integrity of the wordmark, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the wordmark is equivalent to the height of the “B” in the wordmark.



BELLRINGER LOGO

The BellRinger logo combines the wordmark and icon. It can appear in one or two colors.

In order to preserve the integrity of the logo, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the logo is equivalent to the height of the “B” in the wordmark.



BELLRINGER LOGO GULCCC LOCKUP VERTICAL PRIMARY

The primary BellRinger logo GULCCC vertical lockup consists of the BellRinger wordmark, BellRinger icon, and GULCCC type.

All materials related to Georgetown will use this lockup.

In order to preserve the integrity of the lockup, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the lockup is equivalent to the height of the "B" in the wordmark.



BELLRINGER LOGO GULCCC LOCKUP VERTICAL ALTERNATE

The alternate BellRinger logo GULCCC vertical lockup consists of the BellRinger wordmark, BellRinger icon, and GULCCC type.

In order to preserve the integrity of the lockup, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the lockup is equivalent to the height of the “B” in the wordmark.

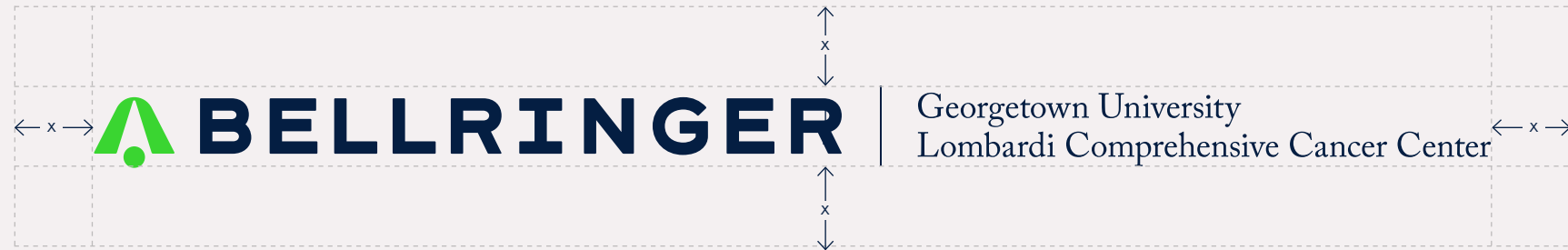


BELLRINGER LOGO GULCCC LOCKUP HORIZONTAL

The BellRinger logo GULCCC horizontal lockup consists of the BellRinger wordmark, BellRinger icon, and GULCCC type.

This lockup is used only if vertical clearance does not allow for the stacked lockup.

In order to preserve the integrity of the lockup, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the lockup is equivalent to the height of the "B" in the wordmark.



BELLRINGER PARTNERSHIP LOCKUP

Partner logos are to be used in this lockup with respect to the clear space of the respective brand.

When possible, one-color variations of the partner logos are to be used when set with the BellRinger GULCCC lockup.



← x →

BELLRINGER LOGO INCORRECT USES

The logo is designed as a solid form, to be shown free-standing against a background. It must not be altered or distorted in any way. The effectiveness of the mark depends on consistently correct usage as outlined in this manual.



Don't recreate the logo with different typefaces.



The logo should not use non-brand colors.



The logo must never be scaled disproportionately.



The logo must never be placed within another outline shape, such as a box.



The logo lockup must not be rearranged.



The logo must never be placed on colors with insufficient color contrast.

PARTNERSHIP LOCKUP

This partnership lockup is to be used when presenting multiple affiliate partners in one place.

Clearspace for the Partnership lockup is determined by the width of the bell used in the BellRinger logo used on the document.

Multicolor format:

The multi-color format will be used in web and where possible in print applications.

One-color format:

This will be used in smaller materials or touchpoints that require high quality printing.





SECTION 2

BRAND GRAPHICS

ILLUSTRATION

The BellRinger illustration library communicates aspects of the ride in a fun, pictorial manner.



PATTERNS

The BellRinger patterns repeat the “Bell” icon and wordmark in dynamic groupings. Color shifts between white and green are used to provide contrast.





SECTION 3

COLOR PALETTE

PRIMARY COLOR PALETTE

The color palette is derived from the Georgetown color guide with the addition of the energetic brand green.



PMS 282 *GU*
CMYK: 100, 68, 0, 54
RGB: 4, 30, 66
HEX: #041E42



PMS 293 *GU*
CMYK: 100, 69, 0, 4
RGB: 0, 61, 165
HEX: #003DA5



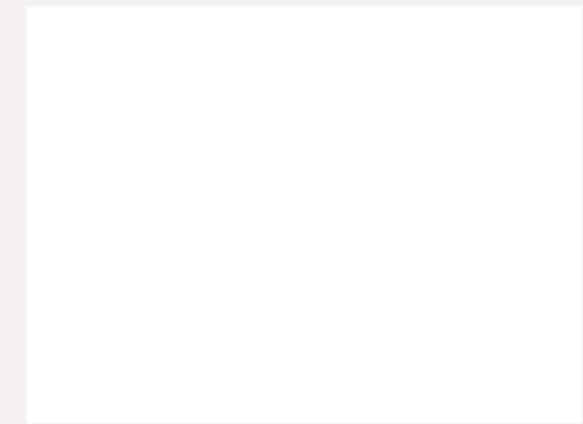
PMS 802
CMYK: 67, 0, 100, 0
RGB: 58, 213, 49
HEX: #3AD531



Cool Gray 10 *GU*
CMYK: 62, 53, 47, 19
RGB: 99, 102, 106
HEX: #63666A



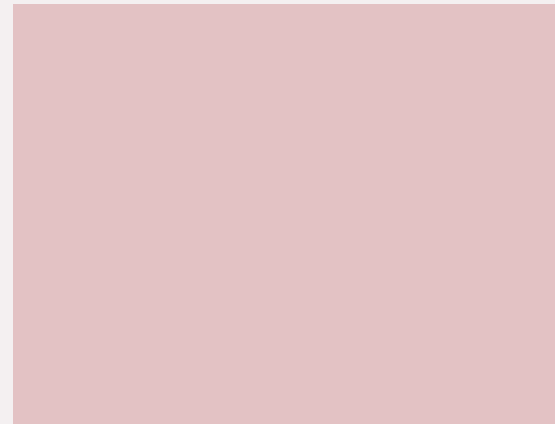
Cool Gray 4 *GU*
CMYK: 12, 8, 9, 23
RGB: 187, 188, 188
HEX: #BBBCBC



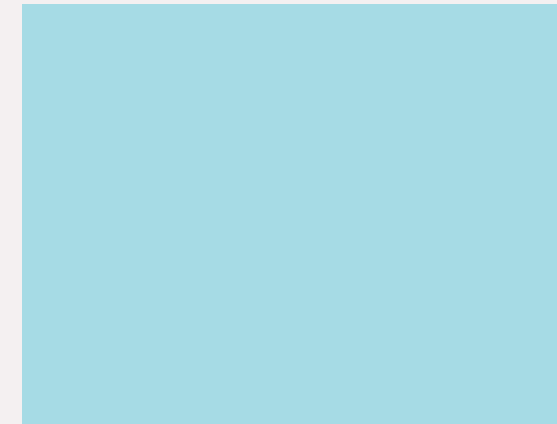
White *GU*
CMYK: 0,0,0,0
RGB: 255, 255, 255
HEX: #FFFFFF

SECONDARY COLOR PALETTE

The secondary palette offers more expression for use cases such as social media or merchandise. New colors can be added to this palette to allow for more seasonal updates.



RGB: 227, 195, 196
HEX: #E3C2C4



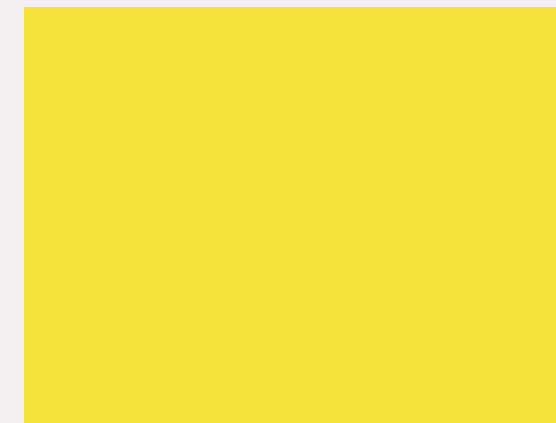
RGB: 165, 219, 230
HEX: #A6DBE5



RGB: 248, 180, 0
HEX: #F7B500



RGB: 97, 106, 201
HEX: #616AC9



RGB: 245, 227, 59
HEX: #F5E33B

USE OF COLOR

Example color pairings.

Accessibility should allow for 70% contrast always in alignment with ADA guidelines.

We do not use green text on a white background or white text on a green background.





SECTION 4

BRAND TYPOGRAPHY

PRIMARY TYPEFACE SOFIA PRO

Sofia Pro is a geometric sans-serif typeface with a warm and humanistic feel. This is the primary typeface and is used for headlines, body copy, and accent text.

To ensure contrast, our primary weights are Light and Bold.

Uppercase Tracking: 40pt

Sentence Case Tracking: 0pt

Kerning: Optical

Leading: 125% Type Size (Type Size x 1.25)

HEADLINES

INSPIRE – EMPOWER

BODY COPY

BellRinger is a community movement powered by the strength of our Riders. To ride in BellRinger is to make a commitment to our collective support of cancer research and community care. Choose from multiple ride distances, make a fundraising commitment, and join a team to ride alongside friends, family, and colleagues.

ACCENT TEXT

REGISTER TO RIDE TODAY!

SPECIMENS

Aa

Sofia Pro
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Aa

Sofia Pro
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()



SECONDARY TYPEFACE OWNERS XNARROW BOLD

Owners XNarrow Bold is an expressive sans-serif typeface that takes inspiration from signage. This is the secondary typeface and is used for headlines and accent text.

To ensure contrast, our primary weight is Bold.

Do not use Owner's for body copy.

Tracking: 10pt

Kerning: Optical

Leading: 90% Type Size (Type Size x 0.9)

HEADLINES

GEAR UP: END CANCER

ACCENT TEXT

A RIDE THAT RESONATES

SPECIMEN

Aa

Owners XNarrow
Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

1234567890!**@#%&*()**

Aa

Owners XNarrow
Bold Italic

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***

*abcdefghijklmn**opqrstuvwxyz***

*1234567890!**@#%&*()***





SECTION 5

BRAND APPLICATION




UNITE

Inspired by our goal.
Empowered by our community.
United to end cancer.







**GEAR UP
CELEBRATION:**
BELLRINGER UNITED

THURSDAY, JANUARY 26
6-8PM AT THREE WHISTLES
2719 WILSON BOULEVARD ARLINGTON, VA 22201

[GET YOUR TICKETS TODAY!](#)







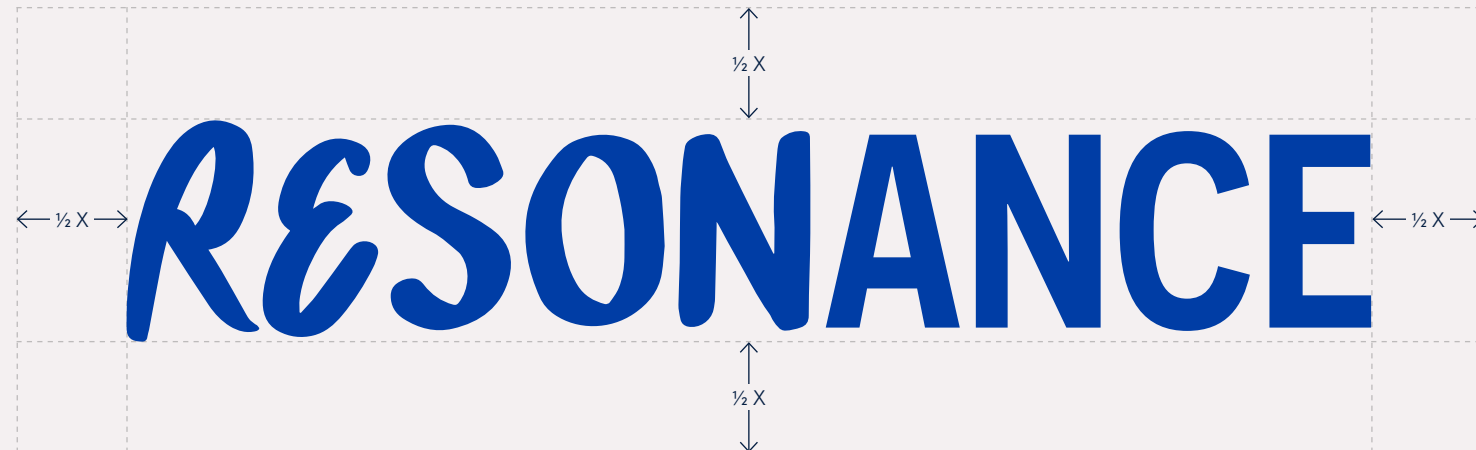
SECTION 6

RESONANCE IDENTITY

RESONANCE WORDMARK

Resonance is BellRinger's community blog. The Resonance wordmark mixes handwriting to speak to the individual stories shared on the platform.

In order to preserve the integrity of the icon, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the icon is equivalent to 1/2 of the height of the letter "R".



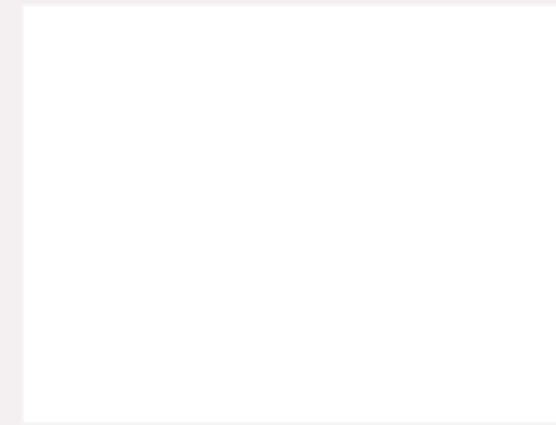
RESONANCE COLOR PALETTE

The Resonance color palette pulls from the main BellRinger palette with the inclusion of a softer blue.



PMS 282
CMYK: 100, 68, 0, 54
RGB: 4, 30, 66
HEX: #041E42

GU



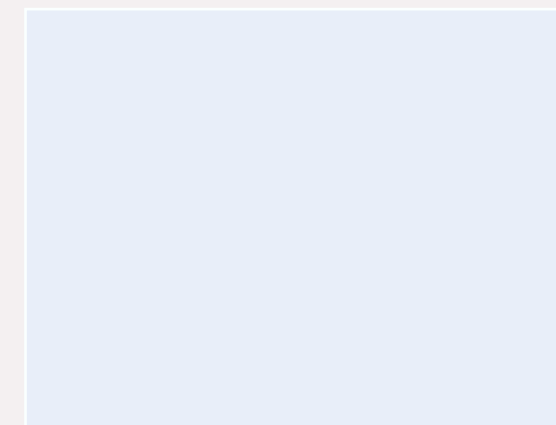
White
CMYK: 0,0,0,0
RGB: 255, 255, 255
HEX: #FFFFFF

GU



PMS 293
CMYK: 100, 69, 0, 4
RGB: 0, 61, 165
HEX: #003DA5

GU



RGB: 230, 238, 248
HEX: #E8EDF7

GU

PRIMARY TYPEFACE GRAD

Grad is a serif from Adobe Fonts used for editorial use in blog posts. This is the primary typeface and is used for headlines, body copy, and accent text.

To ensure contrast, our primary weights are Regular and Italic.

Sentence Case Tracking: 0pt

Kerning: Optical

Leading: 125% Type Size (Type Size x 1.25)

HEADLINES

Inspire – Empower

BODY COPY

BellRinger is a community movement powered by the strength of our Riders. To ride in BellRinger is to make a commitment to our collective support of cancer research and community care. Choose from multiple ride distances, make a fundraising commitment, and join a team to ride alongside friends, family, and colleagues.

ACCENT TEXT

Register To Ride Today!

SPECIMENS

Aa

Grad
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Aa

Grad
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&()*



SECONDARY TYPEFACE SOFIA PRO

Grad is a serif from Adobe Fonts used for editorial use in blog posts. This is the primary typeface and is used for headlines, body copy, and accent text.

To ensure contrast, our primary weights are Regular and Italic.

Sentence Case Tracking: 0pt

Kerning: Optical

Leading: 125% Type Size (Type Size x 1.25)

HEADLINES

INSPIRE – EMPOWER

BODY COPY

BellRinger is a community movement powered by the strength of our Riders. To ride in BellRinger is to make a commitment to our collective support of cancer research and community care. Choose from multiple ride distances, make a fundraising commitment, and join a team to ride alongside friends, family, and colleagues.

ACCENT TEXT

REGISTER TO RIDE TODAY!

SPECIMENS

Aa

Sofia Pro
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Aa

Sofia Pro
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()



TERTIARY TYPEFACE OWNER'S XNARROW REGULAR

Owners XNarrow Regular is an expressive sans-serif typeface that takes inspiration from signage. This is the secondary typeface and is used for headlines and accent text.

To ensure contrast, our primary weight is Regular.

Do not use Owner's for body copy.

Tracking: 100pt

Kerning: Optical

Leading: 90% Type Size (Type Size x 0.9)

HEADLINES

EVERY STORY IS
WORTH SHARING

ACCENT TEXT

100 MILES CONQUERED

SPECIMEN

Aa

Owners XNarrow
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()



QUARternary TYPEFACE

ATHLETIC HAND

Athletic Hand is a custom hand-drawn typeface used as an accent on the blog. We reserve the use of this for pull quotes, accents, and copy that speaks directly from riders.

Sentence Case Tracking: 0pt

Kerning: Optical

Leading: 125% Type Size (Type Size x 1.25)

PULL QUOTE

"I JUST FELT LIKE I WAS IN A PLACE WHERE PEOPLE WERE ACTING THE WAY THEY WERE SUPPOSED TO ACT AS HUMAN BEINGS – THAT WHEN OTHERS ARE SUFFERING, WE COME TOGETHER AND HELP."

ACCENT TEXT

STORIES FROM THE ROAD

SPECIMEN

AA

Athletic Hand

ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!@#%&*()

PHOTO FILTER

The Royal Blue and Powder Blue colors can be used to make a duotone filter for photography.



PHOTO MASKS

Circle and oval shapes can be used to mask photography.



RESONANCE

[SEARCH](#) [MENU](#)



VOLUNTEER STORIES

Volunteering Made Easy

Your comprehensive guide for all things related to volunteering for Ride Weekend

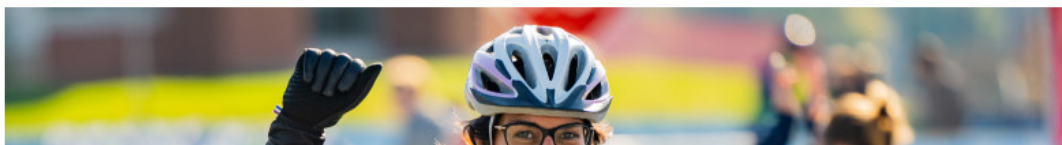
CHRIS TIMKO

22 FEB 2023 — 5 MIN READ

[READ THE ARTICLE](#)

[STORIES FROM THE ROAD](#) [DOLLARS IN USE](#) [TIPS AND TRICKS](#) [VOLUNTEERING](#) [LATEST NEWS](#) [PARTICIPANT STORIES](#) [STORIES FROM THE](#)

FEATURED ARTICLES





STORIES FROM THE ROAD



A Father's Memory Lives On

25-mile Rider Jim Baxter was a remarkable father, grandfather, and husband known for his selflessness and determined nature. Since passing away in February 2023, his son, Justen Baxter, has made the pledge to ride 25-miles and raise funds in honor of his father's impactful life and legacy.


[READ MORE](#)

SHARE YOUR STORY

Every story is worth sharing. Use this form to submit your story for us to share on Resonance and a member of our team will reach out to you to be a guest author. We want to hear about anything and everything — what you are looking forward to most for BellRinger 2023, how you plan to fundraise, pictures of you and your team as you train, and more! If you would like to email any photos or stories, please email Social@BellRinger.org.

[SUBMIT A STORY](#)

STORIES FROM THE ROAD



Behind the Camera: Pamela Watson's Story

DEC 8, 2023 [READ MORE](#) 4 MIN READ

With an unexpected last minute change from Riding to volunteering, Pamela Watson made her first trip up to Urbana, MD for BellRinger 2023 to join a community passionate to end cancer.

"I JUST FELT LIKE I WAS IN A PLACE WHERE PEOPLE WERE ACTING THE WAY THEY WERE SUPPOSED TO ACT AS HUMAN BEINGS — THAT WHEN OTHERS ARE SUFFERING, WE COME TOGETHER AND HELP."

SHARE YOUR STORY

Every story is worth sharing. Use this form to submit your story for us to share on Resonance and a member of our team will reach out to you to be a guest author. We want to hear about anything and everything — what you are looking forward to most for BellRinger 2023, how you plan to fundraise, pictures of you and your team as you train, and more! If you would like to email any photos or stories, please email Social@BellRinger.org.

[SUBMIT A STORY](#)

RESONANCE **RESONANCE** **RESONANCE**

Dr. Thomas Stringer: From Patient Care to Riding for Mom



RESONANCE

Dr. Thomas Stringer is a dedicated dermatologist with a passion for patient care and education. Driven by his mother's recent cancer diagnosis, he will be riding 100 miles in BellRinger 2023.

[READ MORE](#)

SHARE YOUR STORY

Every story is worth sharing. Use this form to submit your story for us to share on Resonance and a member of our team will reach out to you to be a guest author. We want to hear about anything and everything — what you are looking forward to most for BellRinger 2023, how you plan to fundraise, pictures of you and your team as you train, and more! If you would like to email any photos or stories, please email Social@BellRinger.org.

[SUBMIT A STORY](#)



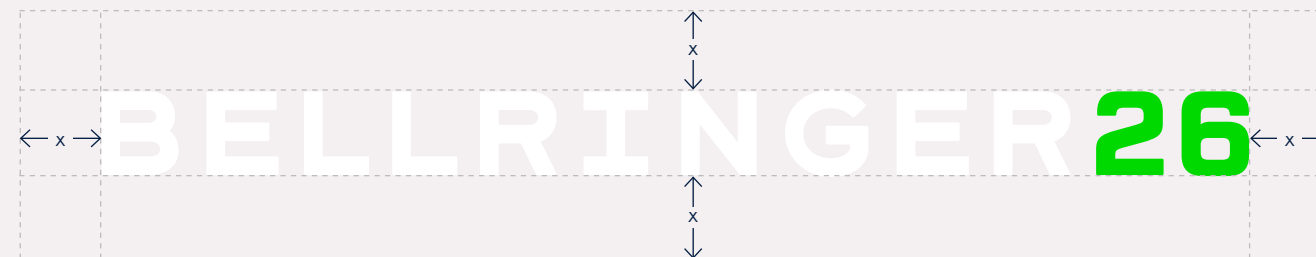
SECTION 7

2026 CAMPAIGN IDENTITY

BELLRINGER '26 WORDMARK

The BellRinger '26 wordmark is an annual adaptation of the existing BellRinger wordmark.

In order to preserve the integrity of the wordmark, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the wordmark is equivalent to the height of the “B” in the wordmark.



GO BEYOND LOGO

The campaign logo is a custom wordmark for the 2026 Go Beyond Campaign. It represents our determination and forward-thinking vision of what the ride will accomplish.

Go Beyond

GO BEYOND CAMPAIGN LOGO LOCKUP

The campaign logo may have the BellRinger wordmark and Hero Bell applied in different color combinations.



26' HERO BELL

The '26 Hero Bell is the main hero bell for the 2026 campaign.



DISPLAY TYPEFACE ROSLINDALE VARIABLE DISPLAY CONDENSED REGULAR

Roslindale Variable Display is an expressive typeface – great for attention grabbing headings and quotes. It can be used in conjunction with the evergreen brand fonts for use in headlines and accent text.

Do not use Roslindale Variable Display for body copy.

HEADLINES

Go Beyond

Gear Up

End Cancer

Bellringer

ACCENT TEXT

More than a cycling movement—it's a lifestyle.

A

Roslindale Variable
Display Condensed
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()



GRAIN PATTERN

The grain pattern can be used in brand colors as a background element or overlay texture, alluding to the grit and determination of BellRingers.



GRAIN AND MOTION BLUR PHOTOGRAPHY

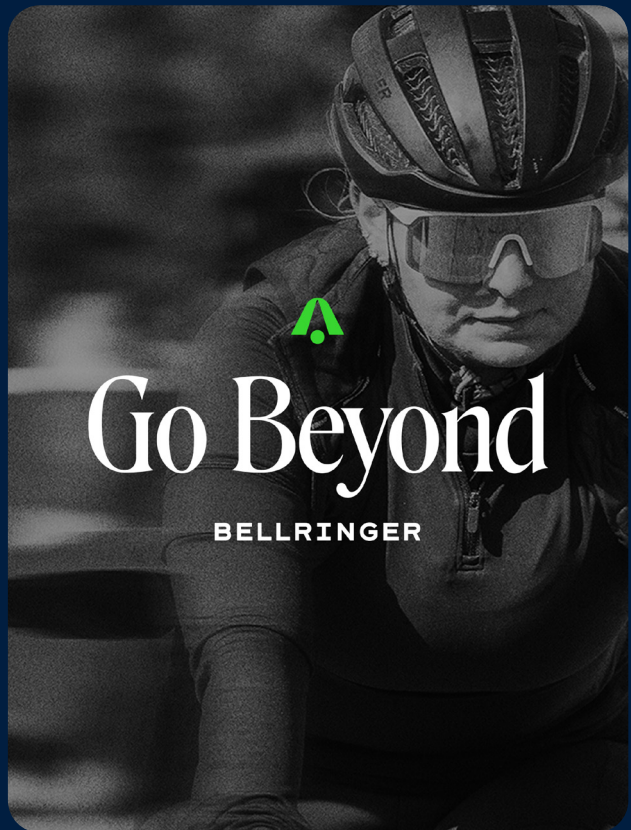
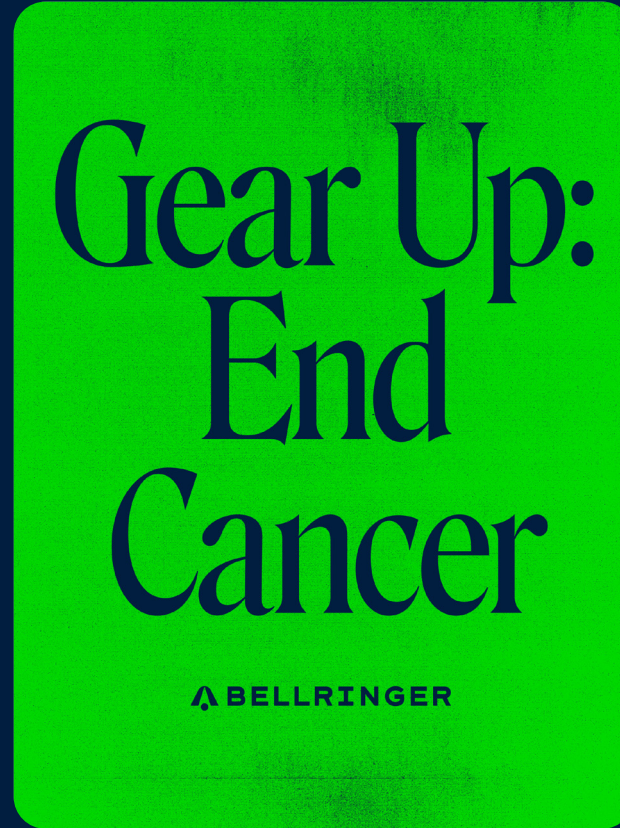
Grain and motion blur effects can be applied to photography.

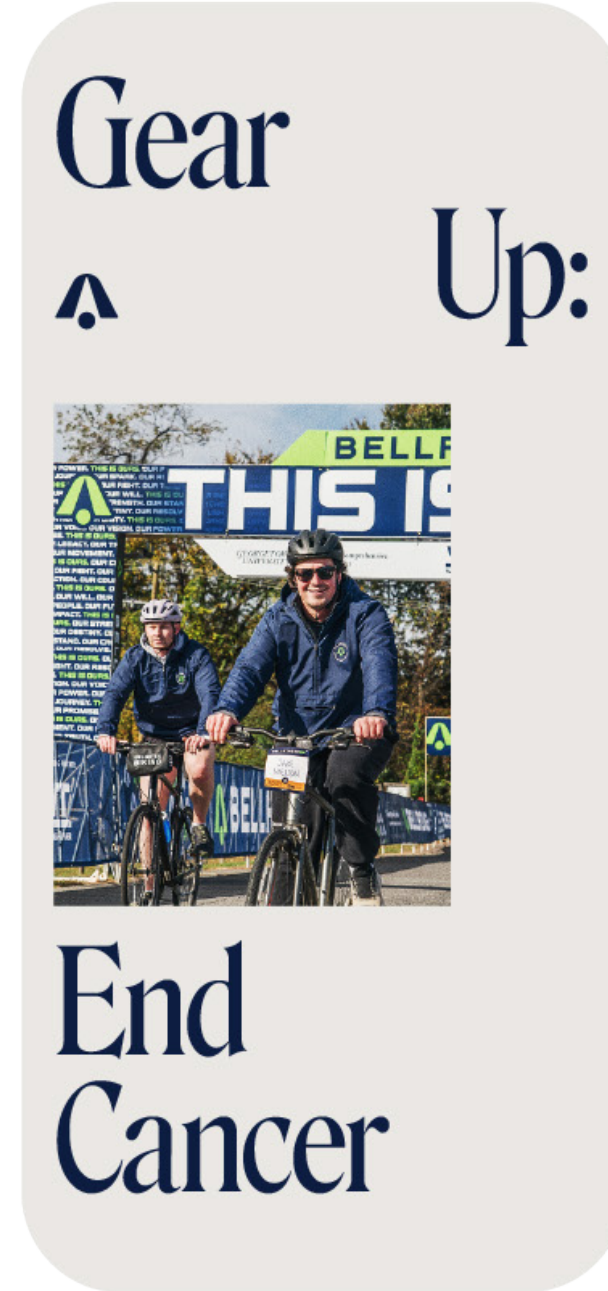
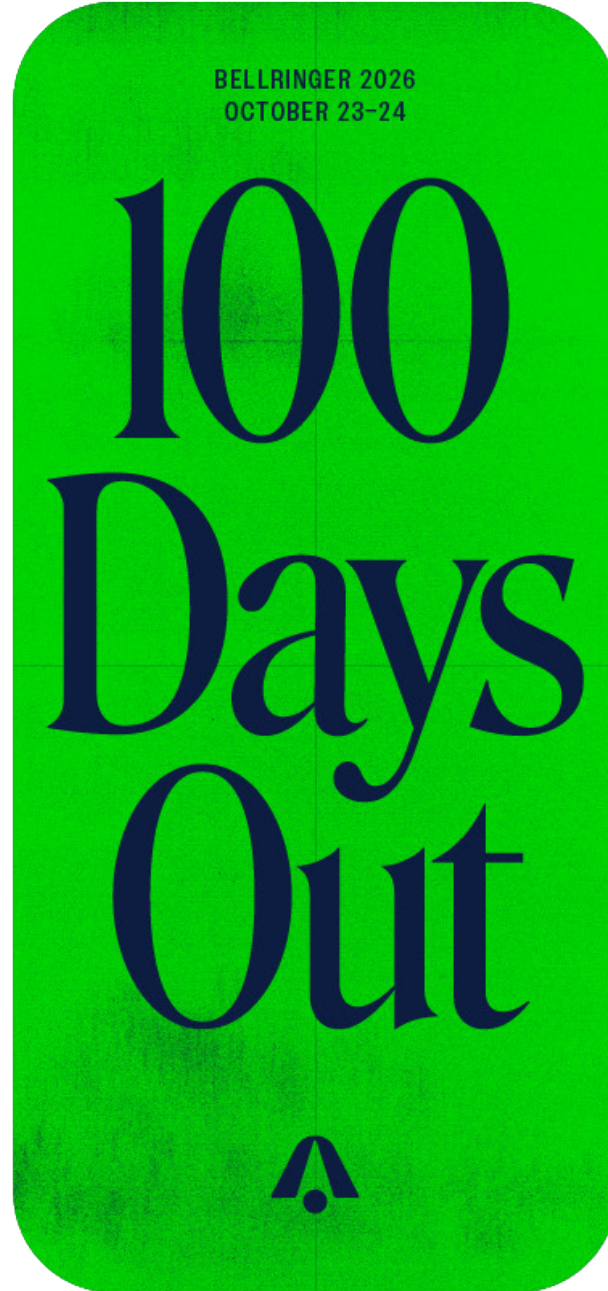


BLACK & WHITE PHOTOGRAPHY

The campaign also makes use of black & white photography to provide variety while maintaining consistency. Grain and motion blur effects can also be applied to black & white photography.









Between State

3264 N. High St.
Columbus, OH