

# Threshold Sports

BRAND GUIDELINES – RIDE ACROSS BRITAIN



# We believe more is in you.

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These guidelines are here to introduce you to our brand and its identity elements, specifically for the Threshold Sports **Ride Across Britain** events. This document breaks down our colour palette and typography for all design work and communications carried out around these events.

1. Introduction
2. Our colours
3. Typography
4. Typography: In-situ

GOLD  
#D4AF37

WILLOW DYE  
#84A171

SOLITUDE  
#DEE9F7

MOSS GREEN  
#4B602F

VOID  
#072033

# Compacta BT is used for headlines and titles at 65pt.

Source Sans Pro is used for body text at 15pt. Source Sans Pro is a sans-serif font and is to be used across all online and offline platforms for Threshold Sports **Ride Across Britain** events. Ride Across Britain covers 980 miles of the most beautiful and scenic landscapes accessible on two wheels. Participants cycle from Land's End to John O'Groats, passing iconic locations such as St Michaels Mount, Cheddar Gorge, The Severn Bridge, The Lecht and Forth Bridge.

**AKZIDENZ GROTESK IS USED FOR BUTTONS AT 17PT IN SMALL CAPS WITH 80 TRACKING.**

Compacta BT  
Regular

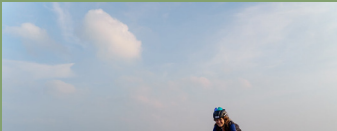
A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q  
r s t u v w x y z

Source Sans Pro  
Regular

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r  
s t u v w x y z

**Akzidenz Grotesk  
Medium**

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z



# Compacta BT is used for headlines

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**AKZIDENZ GROTESK**



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**THANKS!**