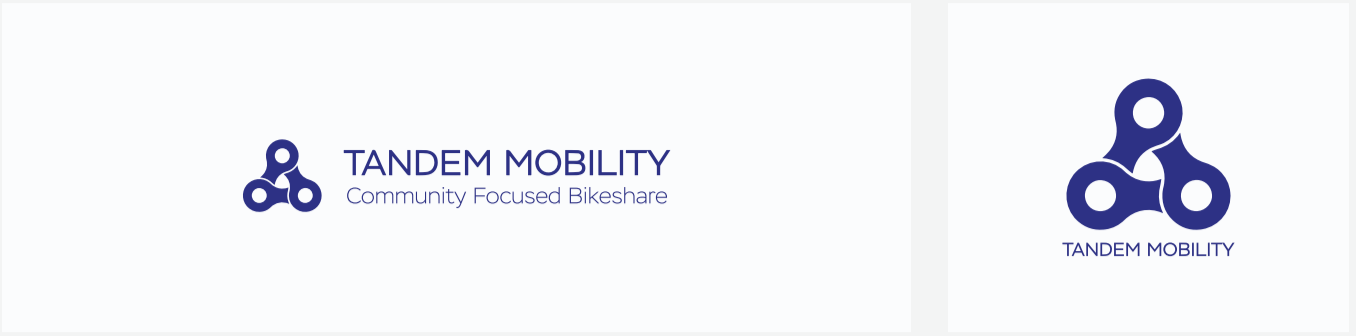


Primary Logo



Alternative Logos



Spacing



Sizing

**TANDEM MOBILITY**  
Community Focused Bikeshare

Minimum size print: 5cm wide  
Minimum size digital: 140px wide

**TANDEM MOBILITY**

Minimum size print: 5cm wide  
Minimum size digital: 50px wide

Color Palette



CMYK 100 | 98 | 10 | 3  
RGB 2D3285



CMYK 55 | 0 | 37 | 0  
RGB 6FC7B3

Illustrations



Typography

Stem  
Extra Light

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  
1 2 3 4 5 6 7 8 9 0

Stem  
Extra Light Italic

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  
1 2 3 4 5 6 7 8 9 0

Stem  
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  
1 2 3 4 5 6 7 8 9 0

Stem  
Italic

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  
1 2 3 4 5 6 7 8 9 0

Stem  
Bold

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  
1 2 3 4 5 6 7 8 9 0

Stem  
Bold Italic

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  
1 2 3 4 5 6 7 8 9 0

