



Good company.
A little more local.

A visual identity for gentle weekend rides, repair classes, and routes worth passing along.

Cobalt on white. Friendly by design.

All event and route examples in this guide are fictional.

A clear, friendly identity.

Two connected loops suggest wheels, shared routes, and belonging. Keep the mark simple; let everyday language bring the character.

01 / THE INGREDIENTS

Built for getting together.

Two connected loops become wheels, a shared route, and a little symbol of belonging. Simple enough to go anywhere.



Cobalt leads on white. Blue Mist adds a soft accent, while deep blue anchors the words. Tap a color to copy its hex.

Aa Bb

Meet you outside.

Nimbus Sans for clear, easygoing words. A little Palladio italic for the human touch.

Less hurry.
More *hello.*

Warm, curious, and never competitive. Talk like a friend with a favorite route.
“Come along. We’ll find the way.”

Color roles

Cobalt #2454DB on white #FFFFFF. Ink #142754 for readable text. Blue Mist #E7EDFF and Cloud #F0F3FA for supporting surfaces. Terracotta #E7AD91 marks rest stops.

Green #1A7545 is reserved for successful signup. Other confirmations stay blue. Errors use clay red #943E2B on blush #F9E8DF.

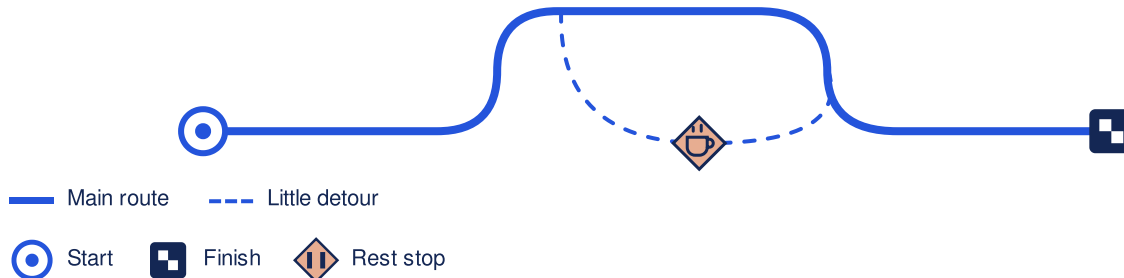
Type hierarchy

Nimbus Sans: titles 32/36 bold, body 14/21 regular, buttons 14/20 regular, labels 12/18. Palladio italic adds occasional short accents; never use it for essential form or route details.

A route, with room to wander.

Rounded lines and familiar little icons make the community feel easy to join, whether you're riding, learning, or sharing.

Routes that feel like an invitation



4 px main line · 2 px dashed detour · round caps and turns.
Markers differ by shape and symbol, so color is never the only cue.

Small signs of good company



Weekend rides



Repair classes



Shared routes

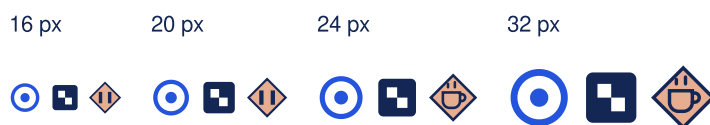


Coffee stops

One 32 px grid. A 1.8 px stroke. Rounded ends, open shapes, and no racing stripes.

Small-size check

16 px minimum for route markers. Use the simplified pause symbol for rest stops at 16–20 px; the coffee detail is for 24 px and above. Shapes stay distinct in monochrome.



Nimbus Sans — bold titles, regular body, 1.5× reading line-height.

Palladio italic — short, human moments. Never essential details.

Terracotta #E7AD91 — a warm accent for gatherings and stops.

Keep the markers readable

Start: circle with a dot. Finish: a checked square. Rest stop: a diamond with coffee detail at 24 px and above, pause bars at 16–20 px. Minimum size: 16 px. Shapes and symbols distinguish them without relying on color.

Use a light halo on busy maps. Always include a nearby legend. Main route 4 px; optional detour 2 px with a 5 px dash and 7 px gap. Round caps and turns keep the line friendly.

Small details. A warmer welcome.

A practical set of components, with clear actions, helpful feedback, and space to breathe.

01 / Buttons with a clear purpose

Count me in ↗

Explore a route ↗

Unavailable

Primary: cobalt fill, white text. Use for the main action.

Secondary: cobalt outline, transparent fill. Use for supporting actions.

48 px minimum height · 20 px horizontal padding · pill corners.
Hover darkens the primary and adds Blue Mist to the secondary. Keyboard focus gets a 2 px outline; disabled actions use muted Cloud.

02 / Fields that help you along

Email address *

you@example.com

Required. Used only to preview this field; nothing is sent.

Check this field ↗

48 px minimum height · 12 px padding · 8 px corners.

Keep labels visible. Put helper text below the field. Focus uses a cobalt ring; errors add a warm red border and a specific correction.

03 / Feedback, in plain language

✓ **Signup preview complete.**
You're in! This fictional demo sends no information.

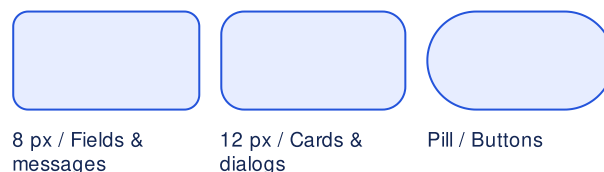
! **Check your email address.**
Use a format like you@example.com.

Successful signup: green + a check. Other confirmations: cobalt + a check. Error: clay red (#943E2B) + an exclamation. Always include words, a clear next step, and an icon; color alone is never the message. Inline feedback stays visible until corrected.

04 / Spacing & corners

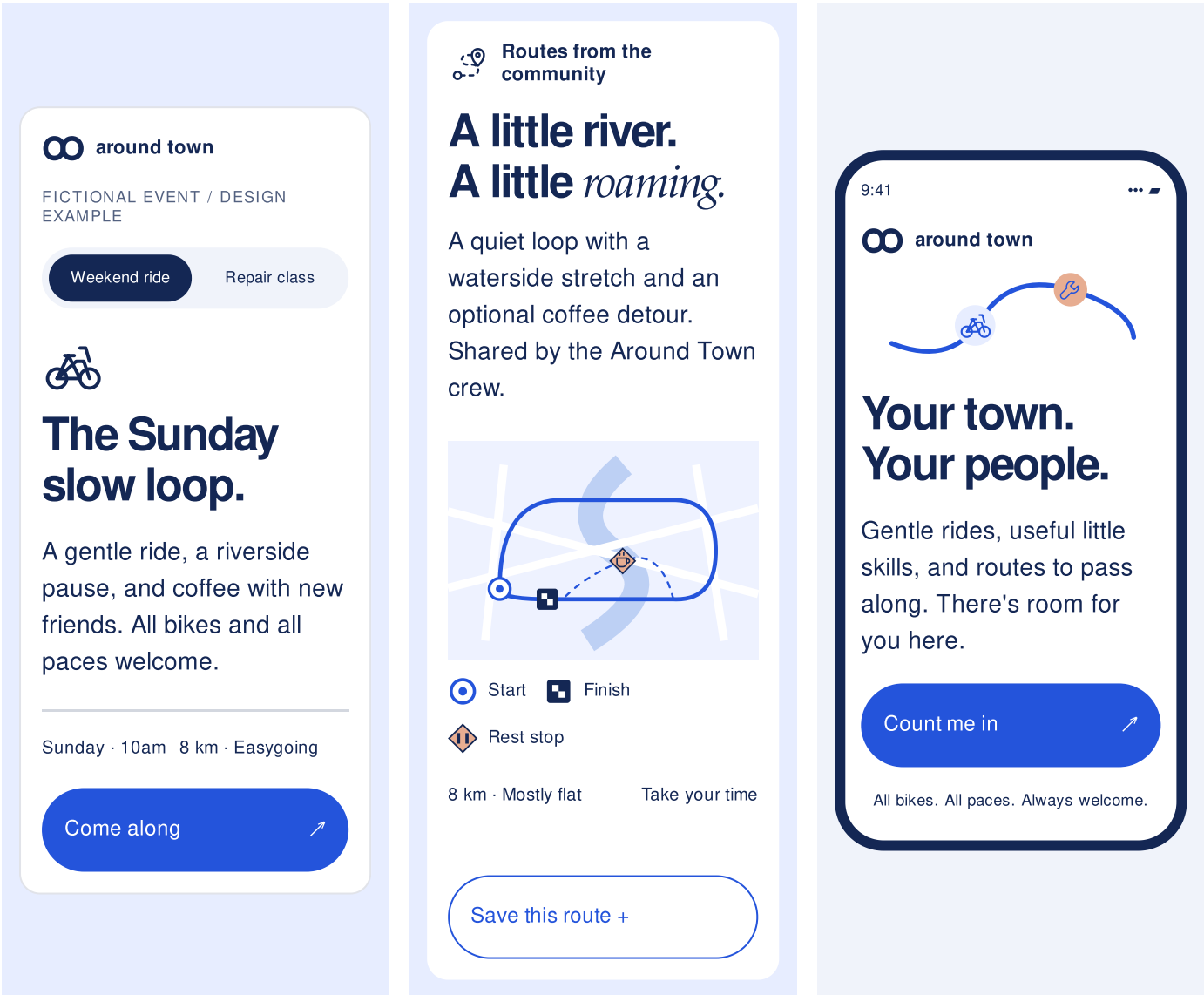


Use a 4 px rhythm: 8 px from label to field, 12 px within controls, 16 px between related items, 24 px card padding, 32 px between groups, and 64 px between desktop sections (48 px on mobile).



Come for a ride. Stay for the people.

The identity in everyday use: an event to join, a route to explore, and a friendly invitation on your phone.



01 — An event card Ride / repair 02 — A route introduction Shared, then saved 03 — A mobile signup button 48 px touch target

All events and routes shown are fictional design examples. Try the event tabs, save the route on this device, or preview signup. Signup is a local demo; no information is sent.

Make yourself at home.

The live component showcase is the reference for interaction. The downloadable asset kit provides SVGs, CSS, fonts, and usage notes.

Asset inventory

Outlined logo: cobalt and white. Standalone mark: cobalt and white.

Icons: ride, repair, route, coffee.

Markers: start, finish, rest, small-size rest.

CSS tokens and component classes. Usage README. Font licenses.

Use the logo

The lettering is outlined and needs no installed font. Leave at least half a loop-height of clear space. At widths below 120 px use the standalone mark; mark minimum width is 24 px. Keep the proportions. Use white assets on cobalt, cobalt assets on white.

Build with the components

Use `.at-button` with `.at-button--primary` or `.at-button--secondary`. Use `.at-field` for inputs, `.at-card` for cards, and `.at-message` for feedback. Only use `.at-message--signup-success` for a completed signup; use `.at-message--error` for errors.

Check before sharing

Keep controls at least 48 px high. Use visible labels, linked error text, and a clear keyboard focus state. Keep fictional event labels on all examples. Route markers must be at least 16 px, with the correct small rest-stop variant.

Preview behavior

Signup is a local simulation; no information is sent or stored. Route saving uses `localStorage` on the viewing device. All assets work offline through ordinary static serving.

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