

## Philadelphia Cycling Classic Logo



Use this logo as the default mark in all press and media materials, except where application constraints require an alternate version. For 2026 our presenting sponsor is AmeriGas.

## Clear Space



## Guidance

- The first choice for use is expected to be the PCC primary logo in full color.
- When using the primary logo over image, make sure the contrast allows for legibility.
- The second choice would be the primary logo in reverse. We also have single color variations, but use sparingly.
- When the material is horizontal, the best way to display the logo is the secondary lockup.



## Do Not

- Manipulate the spacing of the logo.
- Use colors outside the brand palette.
- Stretch any portion of the logo.
- Place on top of distracting imagery.
- Crop the logo in any way.
- Place the logo on a light background.

