



brand guidelines

visual identity

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an overview

The RIDE does not just happen in one place. It takes place in communities across Canada, where participants, volunteers, donors, and local charities come together to support people seeking hope, safety, and freedom. While every community has its own story, every RIDE should feel unmistakably connected. Consistent branding, from our logo and colours to our photography, typography, and voice, creates one recognizable experience across every location.

We've worked hard to earn people's trust. Every sign, social post, webpage, and printed piece is an opportunity to strengthen that trust by presenting the RIDE with the quality, consistency, and care people have come to expect.

brand description

what is Ride for Refuge?

Ride for Refuge is more than a fundraising event.

Since 2008, communities across Canada have come together each fall to walk, ride, and raise funds for local charities serving people seeking hope, safety, and freedom.

And yet... the RIDE is full of joy.

It’s conversations at rest stops. Kids decorating their bikes. Friends walking side by side. Volunteers ringing cowbells. Communities celebrating together while rallying around a cause that matters.

That’s what makes the RIDE unique.

At its heart, the RIDE is about people. It’s neighbours supporting neighbours, families riding together, volunteers cheering from the sidelines, and local organizations finding the resources they need to continue life-changing work in their communities.

The cause is serious. And yet, the RIDE is filled with joy. It’s conversations along the route, kids decorating their bikes, shared laughter, and the celebration of people coming together for something bigger than themselves.

Every participant has a reason for showing up. Every donor has a reason for giving. Every volunteer has a reason for serving.

Every location has its own story, but every RIDE shares the same purpose: bringing people together to create hope through action.

Over the years, the RIDE has become more than an event—it has become a trusted movement. That trust has been built through consistent experiences, meaningful storytelling, and a shared commitment to the communities we serve.

What moves you?

Summary

“The Ride for Refuge is a family-friendly, fundraising ride/walk where we gather for local charities that support people who are seeking hope, safety, and freedom all across Canada.”

Speak RIDE-ish

RIDE words are inviting – they spring from the heart and don’t get bogged down by academic rules. So, be direct and colloquial. End a sentence with a preposition, split infinitives, go for it! Choose well-understood words that speak to people where they are. Most importantly, don’t forget to share what moves you.

official slogans

primary lockup

what moves you?

What moves you? is the official Ride for Refuge slogan. More than a tagline, it’s an invitation to reflect on the people, causes, and experiences that inspire us to take action. It connects the physical act of riding or walking with the deeper purpose behind the event, reminding us that every participant has a story—and every journey begins with something that moves them.

Use “what moves you?” when:

- Anchoring key visuals and campaign moments
- Closing meaningful or emotional stories
- Appearing on signage, apparel, and event materials
- Reinforcing the spirit of the event in a simple, memorable way

Keep it simple. Let it stand on its own.
It doesn’t need explanation, just the right moment.

Tagline



logo + marks

the zoomiest logo around

vertical logo

square primary lockup

Best for white and light backgrounds.

The vertical logo is the primary expression of the Ride for Refuge brand. It is the preferred logo for most applications and should be used whenever space allows. Its compact, balanced composition makes it highly recognizable across digital and print materials.

The full-colour version should always be used on white or very light backgrounds whenever possible. When placing the logo on a coloured background, use the approved colour-background variation. The stripes have been adapted as tonal tints of the background colour to maintain contrast while preserving the integrity of the mark.

Because of the logo's multi-colour construction, it is best suited to light or neutral backgrounds. In situations where the logo needs to appear over photography, textures, or bold colours, choose the approved background variation or another approved logo lockup that provides the greatest clarity and legibility.

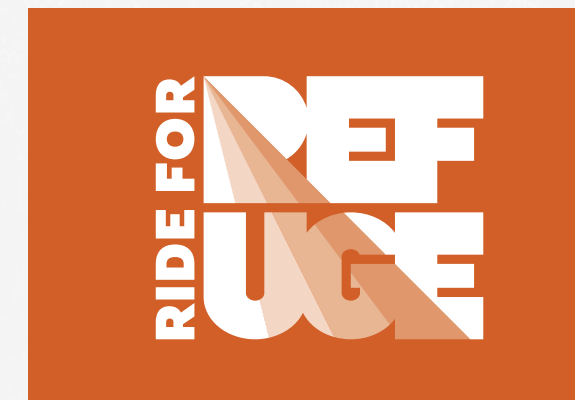
We provide several orientations of the logo in the RIDE logo pack – look in the Tools area of the website to find it at: rideforrefuge.org/tools/logo

Colour Variation



primary

The best option – use this!
This is the logo you should be using most of the time.



colour background

wanting to add the logo on a pop of colour?



horizontal logo

secondary lockup

Best for banners, headers, and coloured backgrounds.

The horizontal logo is designed for applications where a wider format is preferred or where the vertical logo may not provide the best fit. Its streamlined layout works particularly well in website headers, banners, signage, and other horizontal spaces.

Unlike the vertical logo, the coloured stripes are contained within the R only, allowing the remaining letterforms to remain a single solid colour. This creates stronger contrast on coloured backgrounds and improves legibility in more complex applications.

The full-colour version should be used on white or light backgrounds whenever possible. On coloured, textured, or photographic backgrounds, the horizontal logo can be used in the approved white, black, or navy variations without requiring the stripe colours to be adapted. This makes it the preferred choice when maximum clarity and contrast are needed.

As with all logo applications, choose the approved variation that provides the greatest legibility for the background and context.

We provide several orientations of the logo in the RIDE logo pack - look in the Tools area of the website to find it at:
rideforrefuge.org/tools/logo

Colour Variation



primary

The best option – use this!
This is the logo you should be using most of the time.



on colour

Unlike the vertical logo, the coloured stripes are contained within the R only, allowing the remaining letterforms to remain a single solid colour.



logo icon

icon lockup

Best for social avatars, coloured backgrounds, favicons, stickers etc.

The RIDE icon is a simplified expression of the brand, designed for applications where the full logo isn't practical. While it shouldn't totally replace the primary logo in branding applications, it provides a recognizable and flexible mark for smaller or space-limited uses.

The icon is ideal for social media profile images, favicons, stickers, app icons, merchandise, and other applications where simplicity and legibility are essential.

The white keyline preserves the integrity of the icon while maintaining strong contrast across a variety of digital and print applications. As with all RIDE logos, choose the approved variation that provides the greatest clarity and visibility for the background you're working with.

We provide several orientations of the logo in the RIDE logo pack - look in the Tools area of the website to find it at: rideforrefuge.org/tools/logo

Colour Variation



outlined

Recommended for coloured, textured, and photographic backgrounds.



partnership logo lockup

co-branding

When our logo shows up alongside others, like sponsors, local charities, or venues, it should still stand out as the main act. RIDE should be the most prominent mark in the mix.

If you're placing your logo on a dark background, give it a cozy spot inside one of our rounded boxes. It keeps things clear, friendly, and helps the logo pop!



incorrect usage

logo don'ts

Don't Recolour: Although it can be tempting, don't tint or adjust the logo's colours outside of the brand colours.

Use the Right Version: Don't use an old version of the logo, it served us well, but it's time to move on.

No Modifications: Do not accentuate, enhance, rotate, or tweak the logo. Leave it pristine and original.

Use the Right Version: Make sure the logo version you've chosen is well suited to its surroundings. Do not try to recreate or redraw the logo, this is a nightmare. Use the real logo only.

X**X****X****X**

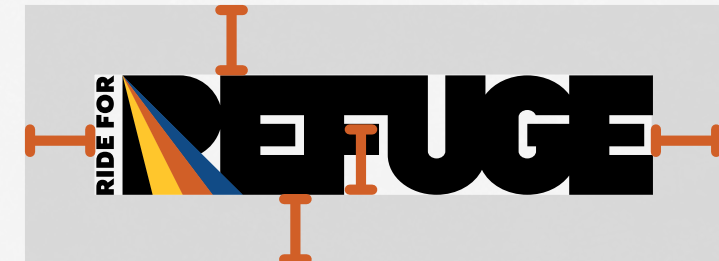
clearspace

make it roomy!

Leave Space! Don't crowd the logo with text or images – let it breathe on all sides, like there's a little invisible wall around it.



(Free space on all sides)



(Free space on all sides)

colour palette

our brand colours make miles of smiles

colour palette

brand colours

The Ride for Refuge colour palette is vibrant, optimistic, and instantly recognizable.

At its core is Journey Blue, the foundation of the brand. It anchors layouts across both digital and print applications while providing excellent contrast and overall readability.

Sunrise and Autumn Orange are used to draw attention, create visual hierarchy, and reinforce the energy and optimism of the event. These colours work best as accents, helping key messages stand out without overwhelming the design.

Trail Black, Pavement, and White provide balance and flexibility. Together they create breathing room, improve accessibility, and allow the brighter brand colours to shine.

- Together, the palette is designed to feel:**
- Welcoming and optimistic
 - Energetic, but approachable
 - Bold, clear, and easy to recognize
 - Consistent across every community and touchpoint

Like the event itself, the RIDE colour palette is built to inspire movement while remaining grounded in clarity, accessibility, and purpose.

Journey Blue

#104b86

Pantone 301 C

CMYK: 100/79/20/5

RGB: 16/75/134

Sunrise

#ffc62c

Pantone 123 C

CMYK: 0/23/92/0

RGB: 255/198/44

Autumn Orange

#d15f27

Pantone 159 C

CMYK: 13/75/100/3

RGB: 209/95/39

White

#ffffff

CMYK: 0/0/0/0

RGB: 255/255/255

Pavement Grey

#cfcfcf

CMYK: 18/14/14/0

RGB: 207/207/207

Trail Black

#000000

CMYK: 0/0/0/100

RGB: 0/0/0

usage guide

colour hierarchy

Colour should always support communication first. The RIDE palette is designed to create clear visual hierarchy, strengthen recognition, and guide the viewer’s attention through a layout.

Journey Blue should be the foundation of most designs. As the brand’s primary colour, it provides the strongest visual anchor.

Sunrise and Autumn Orange should be used with intention. These vibrant accents are ideal for highlighting calls to action, key messages, and buttons. Used sparingly, they create energy without competing for attention.Pavement Grey, Trail Black, and White provide balance and breathing room. These neutral tones improve readability, support accessibility, and allow the brighter brand colours to remain impactful.

When building layouts:

- Begin with Journey Blue as the foundation.
- Introduce Sunrise and Autumn Orange to create emphasis and visual hierarchy.
- Use White, Trail Black, and Pavement Grey to maintain clarity, contrast, and balance.

Accessibility Tip

Use Trail Black or White for body copy whenever possible. Avoid placing small text in Sunrise or Autumn Orange, or on mid-tone backgrounds, as this can reduce contrast and readability.

Journey Blue
#104b86
Pantone 301 C
CMYK: 100/79/20/5
RGB: 16/75/134

Sunrise
#ffc62c
Pantone 123 C
CMYK: 0/23/92/0
RGB: 255/198/44

Autumn Orange
#d15f27
Pantone 159 C
CMYK: 13/75/100/3
RGB: 209/95/39

Pavement Grey
#cfcfcf
CMYK: 18/14/14/0
RGB: 207/207/207

White
#ffffff
CMYK: 0/0/0/0
RGB: 255/255/255

Trail Black
#000000
CMYK: 0/0/0/100
RGB: 0/0/0

typography

we're very font of this typeface.

typeface

brand font

Type isn't just letters on a page – it's our voice, dressed up and ready to talk. The way our words look helps people recognize us before they even start reading. When we keep our typography consistent, our messages feel clear, confident, and unmistakably us.

Muller, our font, is not installed by default on most computers. We can't give it away for free, but it can be purchased for a small fee online at myfonts.com/collections/muller-font-fontfabric. (If you plan on designing custom RIDE material in-house, we highly recommend you purchase this font.)

Primary Typeface – Muller

Our primary font for all branded materials. Use whenever available to maintain consistency and recognition.

Alternative – Nunito Sans Black

A free, accessible alternative with a similar feel. Suitable for materials where Muller is not available. Available instantly via Google Fonts.

System Fonts – Arial / Helvetica

Use only when necessary, such as in email or basic documents where brand fonts cannot be applied.

Primary font

muller heavy

muller black

muller medium

type hierarchy

application

A good type hierarchy is like a walk with purpose — clear path, steady steps, and everyone moving together. It guides the eye, highlights what matters most, and keeps our message flowing naturally. When done well, our communications feel welcoming, organized, and easy to take in.

These guidelines are your starting point, solid enough to keep our voice clear and confident, but flexible enough to adapt as projects shift and grow. The sizes and leading here are examples, not just hard rules.

Main Heading

Muller Heavy

Size: 47pt, Leading: 46pt, Tracking: 0

Intro Paragraph

Muller Bold

Size: 16pt, Leading: 18pt, Tracking: 0

Subtitle

Muller Heavy

Size: 25pt, Leading: 23pt, Tracking: 0

Subheading

Muller Bold

Size: 16pt, Leading: 20pt, Tracking: 0

Paragraph

Muller Medium

Size: 10pt, Leading: 13.5pt, Tracking: 0

Bullets

Muller Medium

Size: 10pt, Leading: 13.5pt, Tracking: 0

main headings

This is an introparagraph! This is information that is important to highlight before a reader jumps into the whole rest of the text.

this is a subtitle.

this is a subheading.

This is a paragraph! This is usually written in a regular weight, to allow for contrast. To highlight certain facts, fun findings, or important information, you can **bold that section of the paragraph** when you need to.

- Need to make a list? It's our paragraph styling!
- **Highlight** key topics using the bolded weight.

graphic elements
the stuff that makes us, us.

graphic styling

visual language

Containers + Layout

The RIDE primarily uses rectangular containers and graphic elements to create a strong sense of structure and consistency across print and digital applications. Their simple geometry reflects the straightforward, welcoming nature of the brand while helping guide the viewer through the page.

To add subtle movement and visual interest, containers may occasionally feature a 45-degree corner cut. This detail references the angle found throughout the RIDE identity and echoes the dynamic movement of the brand. Use this treatment sparingly—as an accent rather than a defining feature—to maintain a clean and consistent visual system.

Use them to:

- Group related information
- Highlight key messages or calls-to-action
- Support readability in busy layouts

Keep layouts structured and uncluttered. Each element should have a clear purpose.

Dividers + Lines

Dividers help separate content and guide the reader through a page. Use simple lines or dotted treatments to break up sections and improve flow, especially when content becomes dense or varied.



iconography

styling

Whether used on websites, brochures, or slideshows, these icons play a crucial role in visually guiding and engaging our audience. Each one adds a little spark of personality to our materials without stealing the show.

Purpose

Icons in the RIDE world aren’t just decoration – they’re storytellers. They point the way, celebrate milestones, and make complex ideas simple. Think of them as our little visual sidekicks, cheering people on with every click, step, and donation.

Style & Feel

RIDE icons are clean just like the rest of our brand. The thick outlines and smooth curves make them feel approachable, while still staying crisp and professional.



stripes

RIDE stripes

The RIDE stripes are one of the most recognizable elements of the Ride for Refuge brand. Inspired by the roads and pathways that bring people together, they symbolize movement, momentum, and the shared journey toward hope, safety, and freedom.

Simple in form yet highly versatile, the stripes create a visual thread that connects every RIDE touchpoint—from social media and websites to signage, apparel, and print materials.

How to Use it:

- Graphic accents
- Section dividers
- Background elements
- Cropped or oversized design features

The gradient should feel clean, bold, and intentional.

Orientation

Whenever possible, maintain the established stripe order:

- Sunrise
- Autumn Orange
- Journey Blue

The stripes may appear horizontally, vertically, or at the signature 45° angle to create energy and movement throughout a composition.



gradient

signature gradient

The RIDE gradient is inspired by the Journey Stripes, blending Sunrise, Autumn Orange, and Journey Blue into one continuous flow. It introduces warmth, movement, and energy while creating a softer, more contemporary expression of the brand.

Rather than acting as a focal point, the gradient is designed to support layouts by adding depth and atmosphere. It works particularly well as a background treatment for digital applications, presentations, social media, and promotional materials.

How to Use it:

- Use as a background for hero graphics
- Ensure sufficient contrast when placing text or logos on top
- Do not overlay competing patterns

The gradient should feel clean, bold, and intentional.

Best Practices

- Maintain the colour order: Sunrise › Autumn Orange › Journey Blue.
- Use a soft, blended transition between colours.
- Avoid additional colours or altering the gradient sequence.

The overall effect should feel optimistic, dynamic, and welcoming capturing the movement and momentum that define RIDE.



texture

background texture

The Ride for Refuge texture adds depth, energy, and personality to the brand. Inspired by the subtle acid-wash aesthetic of the '90s, it introduces a sense of movement and nostalgia while keeping the overall visual style modern and approachable.

Rather than becoming a focal point, the texture is intended to support layouts by softening large areas of solid colour and adding richness without distracting from the content.

Why It Works

The texture helps create a more tactile and expressive brand by:

- Adding depth to large areas of colour
- Reducing visual flatness
- Introducing warmth and personality
- Reinforcing the energetic, community-driven spirit of the RIDE

Usage Guidelines

- Apply the texture subtly over solid colour backgrounds.
- Keep opacity low so the effect is felt more than seen.
- Avoid scaling, stretching, or exaggerating the texture.
- Ensure sufficient contrast is maintained for readability.



photography
say "cheese!"

photography

styling

Photography is at the heart of the Ride for Refuge story. Every image should reflect the energy, connection, and sense of purpose that define the event. Rather than documenting the day, photography should invite people into the experience—showing what it feels like to ride, walk, volunteer, and celebrate together.

Authentic moments will always be more powerful than perfectly posed ones.

- Focus on:**
- Genuine interactions and expressions
 - Moments of connection between participants
 - A mix of individuals, pairs, and groups
 - A range of ages that reflects the full community

Images should feel bright and clear, with an emphasis on natural light whenever possible. Avoid overly stylized, heavily filtered, or staged compositions.

Ride for Refuge photography celebrates participation. Every image should reflect people taking action, whether they're riding, walking, volunteering, cheering others on, or sharing a meaningful moment with their community.



