



THE DISTINGUISHED GENTLEMAN'S RIDE 2020

Brand Guidelines

TRIUMPH 


MOVEMBER®

PLEASE NOTE

THIS DOCUMENT WILL ONLY BE VALID FOR 2020 AS THE DISTINGUISHED GENTLEMAN'S RIDE UPDATES THE OFFICIAL BRAND GUIDELINES AND IMAGERY ANNUALLY.

THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

CONTENTS

POSTER.....	1
1.1 - 2020 OFFICIAL DGR POSTER	
1.2 - POSTER HISTORY	
LOGOS.....	2
2.1 - SILVERSTEED LOGO	
2.2 - SILVERSTEED CORRECT LOGO SPACING	
2.3 - INCORRECT LOGO USAGE	
2.4 - ANGLED + STRAIGHT LOGO	
2.5 - ANGLED + STRAIGHT LOGO SPACING	
2.6 - INCORRECT LOGO USAGE	
COLORS.....	3
FONTS.....	4
STYLE GUIDE.....	5
BRAND IDENTITY.....	6
SOCIALS.....	7
MEDIA ASSETS.....	8
CONTACT.....	9

THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

1.1 POSTER

OFFICIAL 2020 DGR POSTER

The official DGR poster cannot be altered in any way. The text and colors cannot change, and parts of it cannot be cut out and used elsewhere.

If there is a need for an alternative date or having a local poster please contact DGR HQ and it can be created.



Ride Solo Together

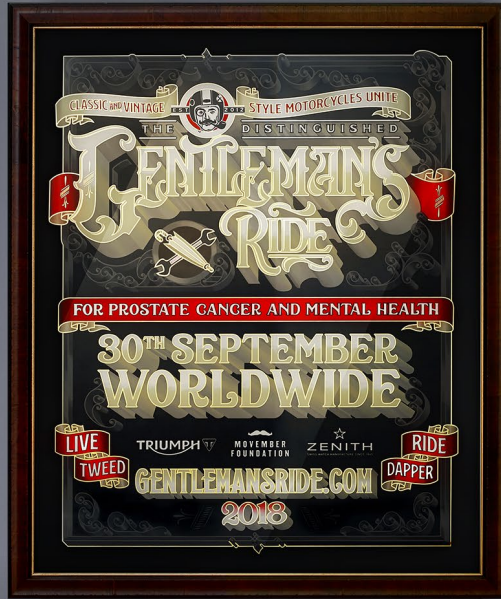
THE DISTINGUISHED GENTLEMAN'S RIDE

27 SEPT 2020 | WORLDWIDE | FOR PROSTATE CANCER RESEARCH
GENTLEMANSRIDE.COM & MEN'S MENTAL HEALTH

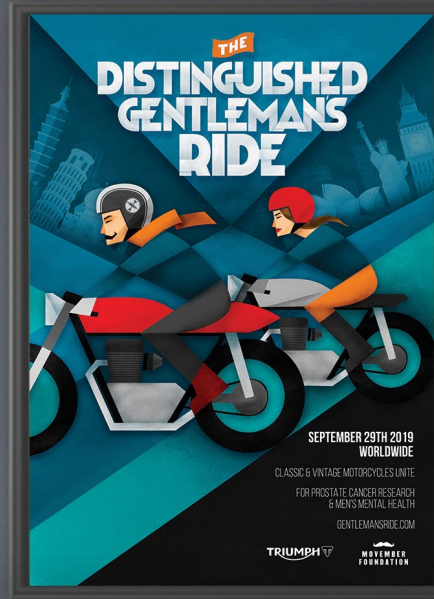
TRIUMPH

MOVEMBER

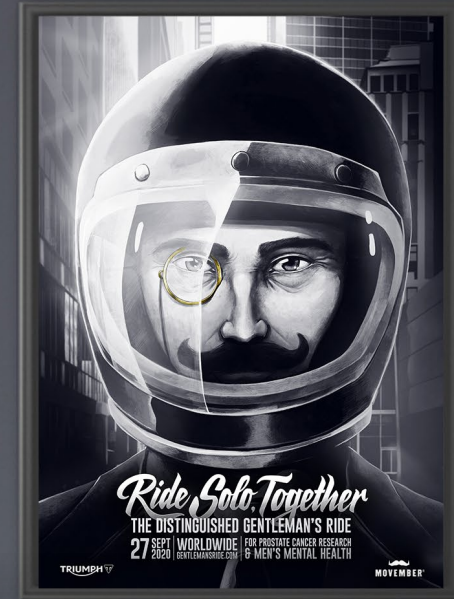
2018



2019



2020



POSTER HISTORY

Each year has its own unique style and marketing materials. Please refrain from using designs from previous years.

Lorem ipsum

2.1

LOGO USAGE

SILVERSTEED LOGO

The Silversteed logo is the official registered DGR logo.

In 2019, the official DGR logo was updated. Please ensure the current logo is being used.

Changes are as follows:

1. Registered mark
2. White outline on helmet
3. No texture on the helmet

It can be used on light and dark backgrounds.

Any logos prior to the 2019 refresh are now redundant.



THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

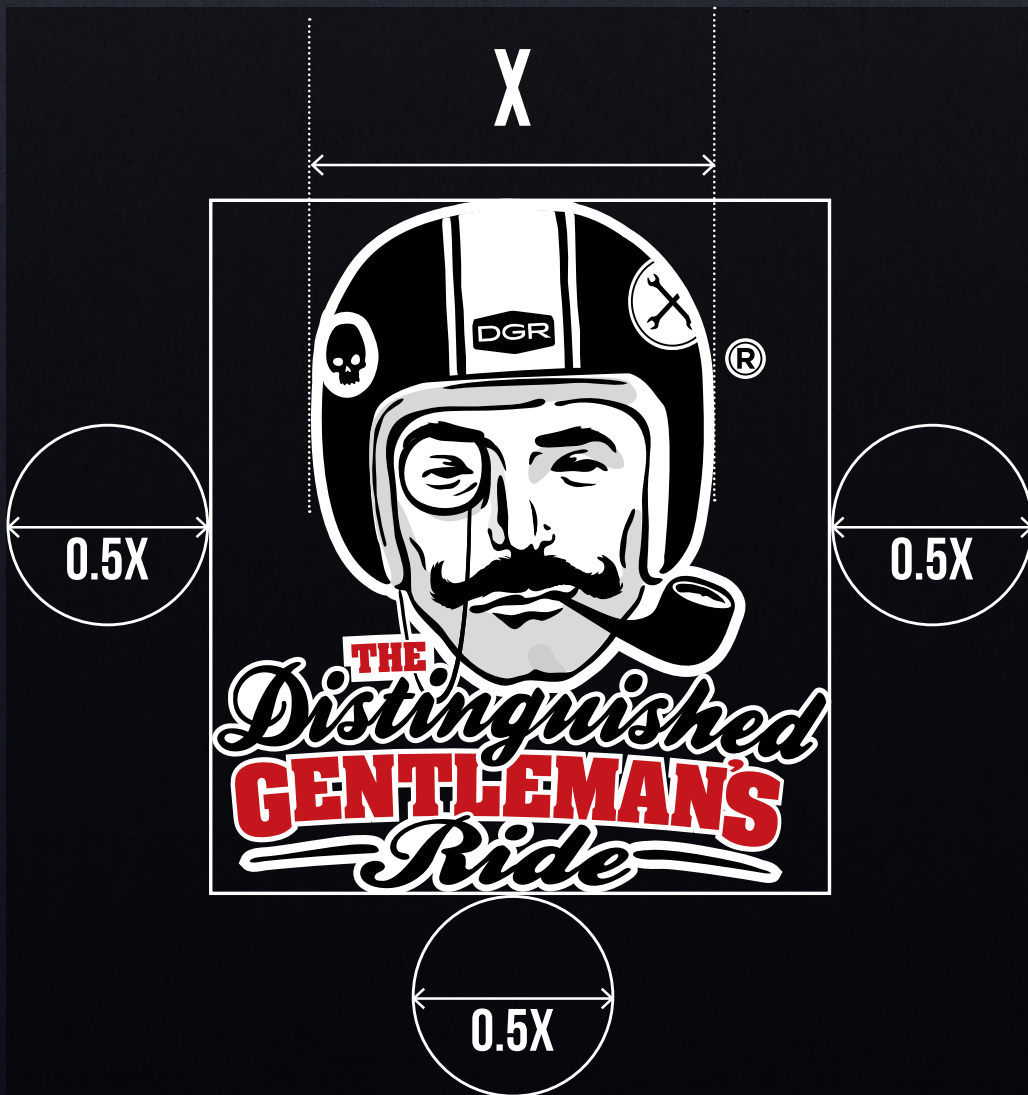
2.2

LOGO USAGE

SILVERSTEED LOGO SPACING

To maintain a safe space around the entire Silversteed logo, make sure that nothing encroaches within the marked area.

The safe space is half the width of Silversteed's face (X) around the widest & tallest point of the logo.



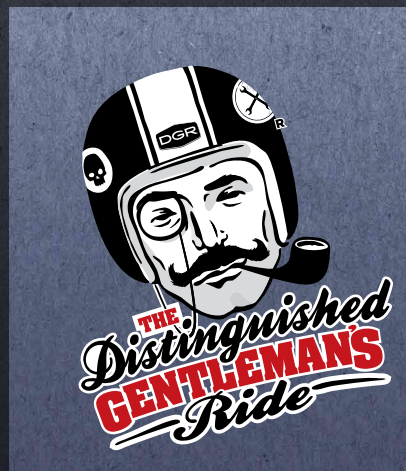
THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

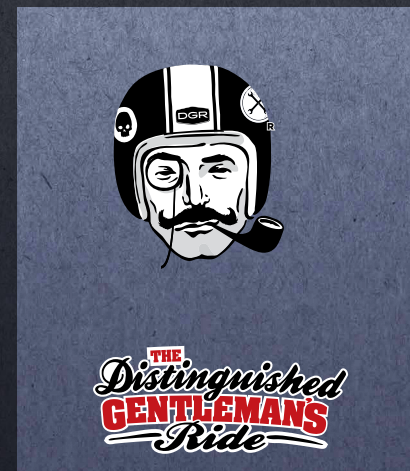
2.3

LOGO USAGE

INCORRECT LOGO USAGE



DO NOT PLACE ON AN ANGLE



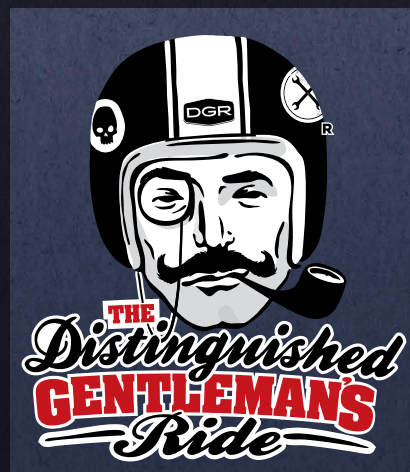
DO NOT ALTER THE LOGO LOCK UP



DO NOT ALTER THE COLOR OF THE LOGO



DO NOT USE ONLY OUTLINES



DO NOT IGNORE SPACE AROUND LOGO



DO NOT SQUASH OR DISTORT THE LOGO

THE DISTINGUISHED GENTLEMAN'S RIDE

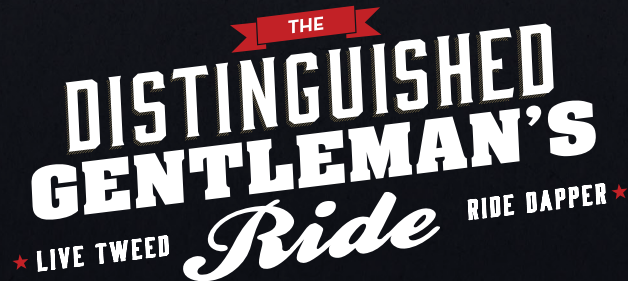
Brand Guidelines

2.4

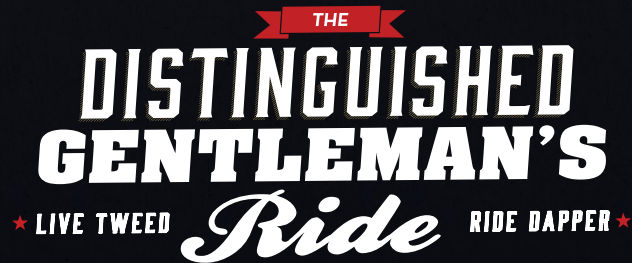
LOGO USAGE

LOGO

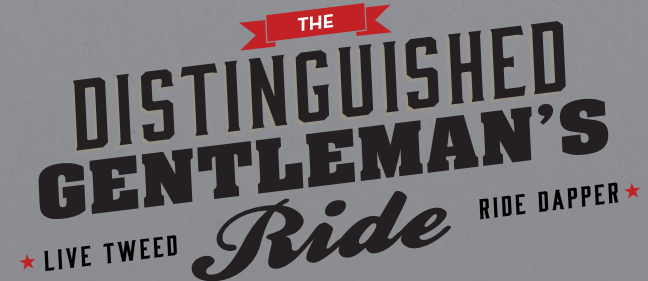
ANGLED + STRAIGHT TEXT




THE
DISTINGUISHED
GENTLEMAN'S
★ LIVE TWEED *Ride* RIDE DAPPER ★



THE
DISTINGUISHED
GENTLEMAN'S
★ LIVE TWEED *Ride* RIDE DAPPER ★



THE
DISTINGUISHED
GENTLEMAN'S
★ LIVE TWEED *Ride* RIDE DAPPER ★



THE
DISTINGUISHED
GENTLEMAN'S
★ LIVE TWEED *Ride* RIDE DAPPER ★

The angled DGR logo is another logo that remains the same year on year. It is available in both light and dark for varying background colors. This logo can also be straightened up so it sits horizontal.

The banner will always remain red, as do the stars, 'live tweed, ride dapper' text color can change to be either black or white, dependent on background.

THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

2.5

LOGO USAGE

LOGO SAFE AREA



To maintain a safe space around the angled DGR text logo, make sure that nothing encroaches within the marked area.

The safe space is half the width of the red banner (X), around the widest & tallest point of the logo.

This also applies if the logo has been straightened out.

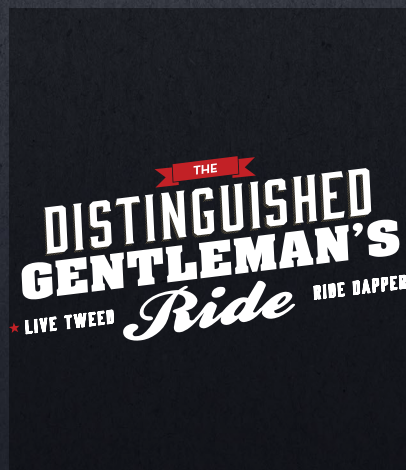
THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

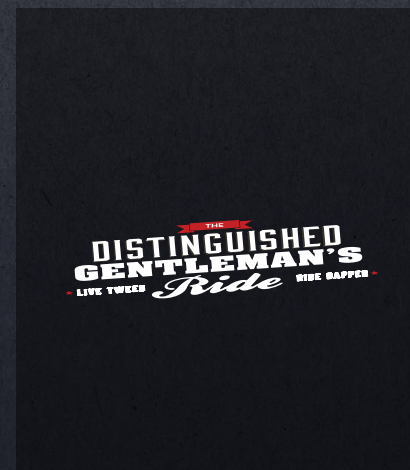
2.6

LOGO
USAGE

INCORRECT LOGO USAGE



IGNORE SPACE AROUND
LOGO



SQUASH OR DISTORT THE
LOGO IN ANY WAY



DO NOT ALTER THE COLOR
OF THE LOGO



DO NOT MAKE THE LOGO
OUTLINED



DO NOT ALTER ANGLE, EITHER
ORIGINAL OR STRAIGHT ONLY



DO NOT ALTER THE LOGO
LOCK UP

THE DISTINGUISHED
GENTLEMAN'S RIDE

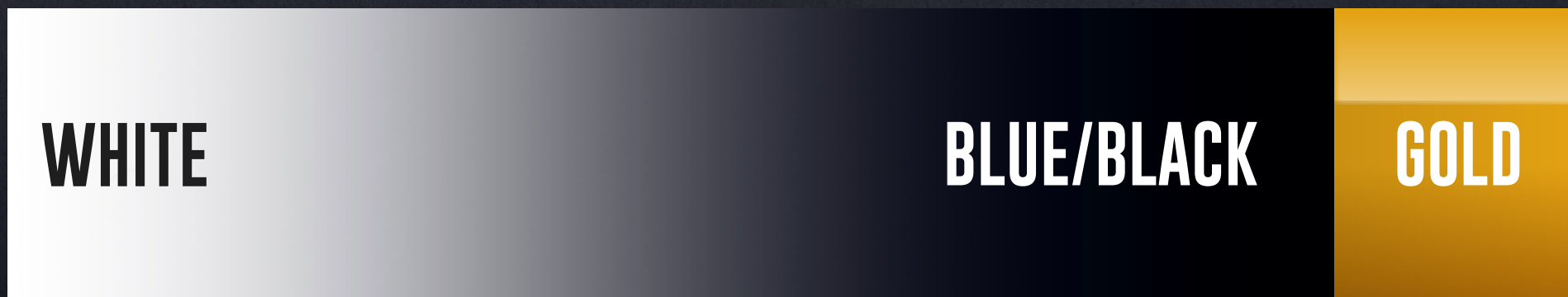
Brand Guidelines

3.0

COLOR PALETTE

PRIMARY GRADIENT

SECONDARY



In 2020 DGR is utilizing a gradient palette instead of select colors. The gradient is very similar to greyscale, however instead of a solid black it is a blue/black. Try to avoid 100% black as often as possible.

Gold is used as a pop color, and should be used in very small amounts. It contrasts highly and should be used in one focal point on each image. See poster for correct color usage examples.

These colors are a guide only, you can approximately match them as needed. White and black can be added to any color to create necessary shades.

THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

4.0 FONTS

PRIMARY - GOBOLD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

This font is used for using for headings. To be used only in upper case.

SECONDARY - CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The regular weight of this font is used for body copy, using sentence case.

THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

5.0

STYLE GUIDE



The Distinguished Gentleman's Ride is an event for classic and vintage styled motorcycles. It is important that only DGR appropriate bikes are featured when marketing this event.

See the complete style guide on our website or see our social posts for appropriately styled motorcycles.

The Distinguished Gentleman's Ride maintains a conversational, informative, and playful character voice throughout its communications. It does, however, vary slightly based on the context it is used in.

CHARACTER VOICE

The DGR character is Sir Remington Silversteed, a fictional character who represents the cause area's core demographic - middle-aged men who are at-risk of prostate cancer and mental health issues.

He also represents the classic dress code and behavior of the event.

While Remington represents the men in our lives that we want to live happier and healthier lives, and he encourages all genders and cultures to get involved to support all men.

GENERAL WEBSITE & SOCIAL MEDIA

Simple, playful & entertaining, using non-colloquial language to make translating easy.

We use globally recognized jargon to boost engagement. When using literary techniques including similes and metaphors, they often contain this jargon.

Responding to comments on social media directly to followers, we are always conversational, empathetic, and respectful to keep in-line with the expected behavior of the event.

PROGRAMS AND MEN'S HEALTH

Formal and education tone to provide a clear and concise message.

We follow the lead of Movember, who are the professionals when it comes to men's health.

We do adapt our unique tone to general copy, however, we refer to them for messages relating to immediate mental health support, programs, and funding-related enquiries.

OUR COMMUNITY

DGR is a heavily community-orientated event, comprising of vastly different cultures and all genders.

When referencing our collective audience, we use the term "Gentlefolk" rather than Gentlemen/Gentlewomen.

The event name remains as The Distinguished Gentleman's Ride as it refers to fundraising for prostate cancer and men's mental health.

THE DISTINGUISHED
GENTLEMAN'S RIDE

Brand Guidelines

7.0 SOCIALS

SOCIAL MEDIA USAGE

FOLLOW & TAG OUR OFFICIAL ACCOUNTS
ON INSTAGRAM, FACEBOOK & TWITTER
@GENTLEMANSRIDE

WHEN SHARING IMAGES ON SOCIAL MEDIA
CHANNELS, MAKE SURE TO USE OUR
OFFICIAL HASH TAGS LISTED BELOW

#GENTLEMANSRIDE
#DGR2020
#RIDEDAPPER
#RIDESOLO



8.0

MEDIA ASSETS

We have a number of assets available for download via the DGR Media Assets micro-site.

Please refer to the DGR Media Site to access the poster, marketing and social media assets, official logos, press release, and more

This year, there will be no mass-participation events for The Distinguished Gentleman's Ride. Instead, we will all be riding solo together, to raised funds and awareness of men's health. There will be no physical assets such as the media wall or donation cards, however, we will be introducing a number of digital assets to engage fundraisers and sponsors. These can be found at www.gentlemansride.com/downloads

If you have any specific requirements to customize your assets, please contact us directly.



9.0

CONTACT

Any questions referring to usage of the brand guidelines please email

DESIGN@GENTLEMANSRIDE.COM

