



**ROCKINGHAM BICYCLE
& FABRICATION**
Corporate Identification

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ROCKINGHAM BICYCLE & FABRICATION

Colors

Primary colors should be used for most graphics and decorative elements, and for logos.

Secondary colors can be used for some accents. Do not use secondary colors in the logos.

Primary Colors



Rockingham Blue

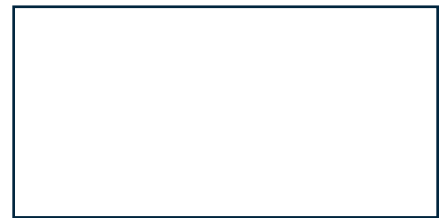
Pantone 2965 C

Hex #00263E
sRGB 0, 38, 62



100% Black

Hex #000000
sRGB 0, 0, 0



White

Hex #FFFFFF
sRGB 255, 255, 255

Secondary Colors



Pantone 3308 C

Hex #024638
sRGB 2, 70, 56



Pantone 7579 C

Hex #DC582A
sRGB 220, 88, 42

ROCKINGHAM BICYCLE & FABRICATION

Typography

All materials and communication should be typeset in Lexend and its family members.

Only use the wordmark style in the primary logo and when the Rockingham Bicycle & Fabrication name stands alone.

Title

Lexend Semibold, 24pt
Rockingham Blue

**The quick brown fox jumps
over the lazy dog.**

Subtitle

Lexend Semibold, 10pt
Rockingham Blue

The quick brown fox jumps over the lazy dog.

**Aa bb Cc Dd Ee Ff Gg hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*()-=+ , .**

Body Copy

Lexend Light, 10pt
Black

The quick brown fox jumps over the lazy dog.

Aa bb Cc Dd Ee Ff Gg hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1234567890 !@#\$%^&*()-=+ , .

WORDMARK

Lexend Semibold, Caps
Rockingham Blue

ROCKINGHAM BICYCLE & FABRICATION

ROCKINGHAM BICYCLE & FABRICATION

Primary Logos

Use the primary logos to clearly identify the Rockingham Bicycle & Fabrication brand.

Only use Rockingham Blue, black, or white for logos.
Do not use a secondary color or any other color.



ROCKINGHAM BICYCLE & FABRICATION

Primary Logos - Black and White

Prefer using the color logos when possible.

Only use the black and white logos only when color is unavailable.



ROCKINGHAM BICYCLE & FABRICATION

Secondary Logos

Secondary logos should be used when the brand is already known and there is not sufficient space for the primary logo.

Only use Rockingham Blue, black, or white for logos.
Do not use a secondary color or any other color.



ROCKINGHAM BICYCLE & FABRICATION

Business Card Template

Two Sided, 2x3.5in

Juan Carlos Hernandez Lopez

Bicycle Mechanic

540-123-4567

jchlopez@rockinghambike.com

rockinghambike.com

11034 John Wayland Highway
Harrisonburg, VA 22802



 **ROCKINGHAM BICYCLE
& FABRICATION**

Letterhead

US Letter, 8.5x11in



Recipient Name
Recipient Company (If Applicable)
1001 Street Ave
City, ST 00000

Recipient Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Your Name
Rockingham Bicycle & Fabrication

11034 John Wayland Highway
Harrisonburg, VA 22802 USA

888.434.2679
540.434.9871
rockinghambike.com

Envelope

No. 10 size - 4.125x9.5in

 ROCKINGHAM BICYCLE & FABRICATION 11034 John Wayland Highway Harrisonburg, VA 22802 USA	STAMP
Recipient Name 1001 Street Ave City, ST 00000	

Website Mockup

1920x1080

ROCKINGHAM BICYCLE & FABRICATION Bikes Shop About

Tagline Here

The Super Fancy New Bike

This is probably a lot of text about a new Rather than start with a squirrely road bike and relaxing things into borderline manageable, we started with a mountain bike with shred surging through its veins and created the Chamois Hagar. It brings speed, stability, and that irrefutable Evil mischief to the otherwise safe and sensible drop bar market. Is it a gravel destroyer? It's beyond that—whoever heard of a 66.67-degree headtube angle, 50mm stem, and a dropper post on a low-slung lightweight frame that can't be dropped by even the most cadence-minded hammerheads? The Following of Gravel? That's more like it—and just like that, shred came to gravel.

[LEARN MORE](#)

Website Mockup - Mobile

1920x1080

ROCKINGHAM BICYCLE & FABRICATION

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Rather than start with a squirrely road bike and relaxing things into borderline manageable, we started with a mountain bike with shred surging through its veins and created the Chamois Hagar. It brings speed, stability, and that irrefutable Evil mischief to the otherwise safe and sensible drop bar

[LEARN MORE](#)