WELCOME TO THE NICA COMMUNITY...

Let's ride!

Four simple letters stand for so much more than just mountain biking: NICA is transforming entire communities, building a new generation of lifelong cyclists, and empowering kids to do things they never thought were possible. And, we’re having fun along the way.

What started as a humble team of high school riders in California has now grown into the country’s largest network of youth mountain bike leagues. With a presence in 30 states across the country, and over 24,000 athletes, we’re on a roll.

COVER PHOTO: Briana Marie, NorCal Interscholastic Cycling League
RIGHT: Aaron Puttcamp, Pennsylvania Interscholastic Cycling League
TABLE OF CONTENTS

This guide will help you share the NICA brand story, to show how we’re reinventing youth sports, one rider at a time.

MISSION, VISION, & VALUES

GENERAL GUIDELINES

MEDIA & PHOTOS

CONTACT & RESOURCES

Click to view each section
OUR MISSION

NICA builds strong minds, bodies, character, and communities through cycling.
OUR VISION

Every youth is empowered to be part of a thriving and engaged cycling community.

Aaron Puttcamp, Pennsylvania Interscholastic Cycling League
CORE VALUES

FUN
NICA inspires friendship, joy, and adventure.

INCLUSIVITY
NICA believes everyone should be able to participate in our programs and feel welcome, respected, and supported.

EQUITY
NICA is committed to fair treatment, equal access, opportunity, advancement, and elimination of barriers to encourage participation for all.

RESPECT
NICA expects consideration for others, self, and the outdoors.

COMMUNITY
NICA unites diverse people, families, and communities through cycling by creating fun and welcoming experiences.

Karey Hopkins, Maryland Interscholastic Cycling League
NICA IS...

...changing the world by getting more kids on bikes.
...reinventing youth sports.
...creating lifelong cyclists.
...engaging entire families.
...intentionally inclusive.
OUR BRAND

Our brand is the visual embodiment of NICA’s core values. It is the excitement, the laughs, the kindness of our community, the joy of riding a bike...and the magic that happens when you bring all of these things together.
The NICA logo

NICA’s iconic **rider logo** marks everything from jerseys to race plates to websites. A simple, square shape lends itself to accompanying league branding and is adaptable to many formats.

The NICA logo should not be altered or distorted in any way. Proportions of the logo should remain square, and ample space should always surround the logo. Changing colors, cropping, adding elements, or otherwise modifying the logo is prohibited.
NICA's origin logo is our comprehensive brand mark. Inclusive of imagery and text, it showcases all parts of our visual identity.

Use the origin logo in formal contexts, such as when introducing NICA to a new audience, a title slide for a presentation, or as part of letterhead. The NICA origin logo should always be at least 1 inch in height, or larger.
NICA wordmark

In instances where the square rider logo is not appropriate, use the **NICA wordmark**.

Use **wordmark 1** in **any** case that you need a NICA logo that is smaller than 1 inch (printed) or 80 pixels in height.

Use **wordmark 2** with the full "National Interscholastic Cycling Association" text only when it is large enough to be clearly readable: at minimum, 1 inch (printed) or 80 pixels in height.
NICA lockups

In instances where the NICA logo accompanies league branding, use a lockup version of the logo.

Use of the simple typeface lockups (shown here) is preferred, as the league oval logo + NICA logo can dilute each others’ impact when paired.
Partner lockups

In instances where the NICA logo accompanies partner branding, use the rider logo as a lockup version to compliment partner logos.

Horizontally align the NICA logo with the partner logo, using a 1 pt. gray line to separate the two brands. Ensure that you are also aligned with any partner brand guidelines.
Supplemental logos

NICA is bigger than bikes...

NICA began as a race organization. Our brand has since expanded to be inclusive of many stories: from trail stewardship, to girls riding together, to adventure by bike, our program logos showcase the depth of our community and initiatives.

**GRIT** creates a welcoming environment for girls and women in mountain biking, building communities that keep them involved and excited to be cyclists for life.

**ADVENTURE** embodies both how we coach—integrating experiential learning principles, and what we do—explore and play on bikes.

**TEEN TRAIL CORPS** (TTC) cultivates community as we foster the next generation of trail stewards and advocates.
NICA colors

NICA’s primary **blue and red palette** is bold and clean. Its simplicity complements league branding and has broad appeal across a wide range of contexts in the colorful world of cycling.

Use of the primary colors is preferred and NICA red or blue should always be the dominant colors in any branded materials. Whenever possible, choose blue as the dominant color, and never directly overlap both red and blue within the same design. Use accent colors in moderation. Dark gray is preferred over 100% black.

*For our entire palette, please review the full NICA Style Guide*
Typography

NICA uses two brand fonts: **Metric** and Libre Franklin.

**Metric** should always be used for titles and headings when available. Libre Franklin should be used for all paragraph styling and body copy, in both print and digital contexts. Other fonts should be avoided.

Metric is available upon request from NICA’s branding team. Libre Franklin is widely available via Google Fonts, and is also accessible across other design platforms.

**METRIC BLACK**

Use only in all-caps, with fewer than 10 words

**Metric Thin**

Use for large headings and subtitles

**Metric Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
OPQRSTUVWXYZ
0123456789!?  

Libre Franklin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefhijklmn
opqrstuvwxyz
0123456789!?
Photos and videos are the most powerful way we can communicate and share our core values.

In all of NICA’s media choices, we put fun at center stage. We have a responsibility to be inclusive and equitable in our images and actions. Our visuals epitomize respect: for the sport, for each other, and for the environment. Our media is a catalyst for joy within our community.

RIGHT: Utah Interscholastic Cycling League
COMMUNITY
Photo use

NICA relies on a broad and talented network of photographers across the country.

Use of NICA imagery should always include the photographer name and league affiliation. If photographer name is unknown, include the league name – at minimum.

RIGHT: Aaron Puttcamp, Pennsylvania Interscholastic Cycling League
Contact & resources

The strength of NICA's brand has far-reaching impact: it builds our community, reaches new partners, and changes the world by getting more kids on bikes.

Please refer to our comprehensive style guide for further details on how to best represent the NICA brand.

Our marketing team is here to support you as we tell the NICA story together. Please reach out to our brand team with your questions or requests.
NICA
THANK YOU FOR YOUR COMMITMENT TO NICA