



NATIONAL INTERSCHOLASTIC  
CYCLING ASSOCIATION



# BRAND GUIDE



WELCOME TO THE  
NICA COMMUNITY...

# Let's ride!

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**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



**NICA**



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

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*Click to view each section*



Korey  
Hopkins,  
Maryland  
Interscholastic  
Cycling  
League





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

Brian Kohagen, Idaho Interscholastic Cycling League





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.*

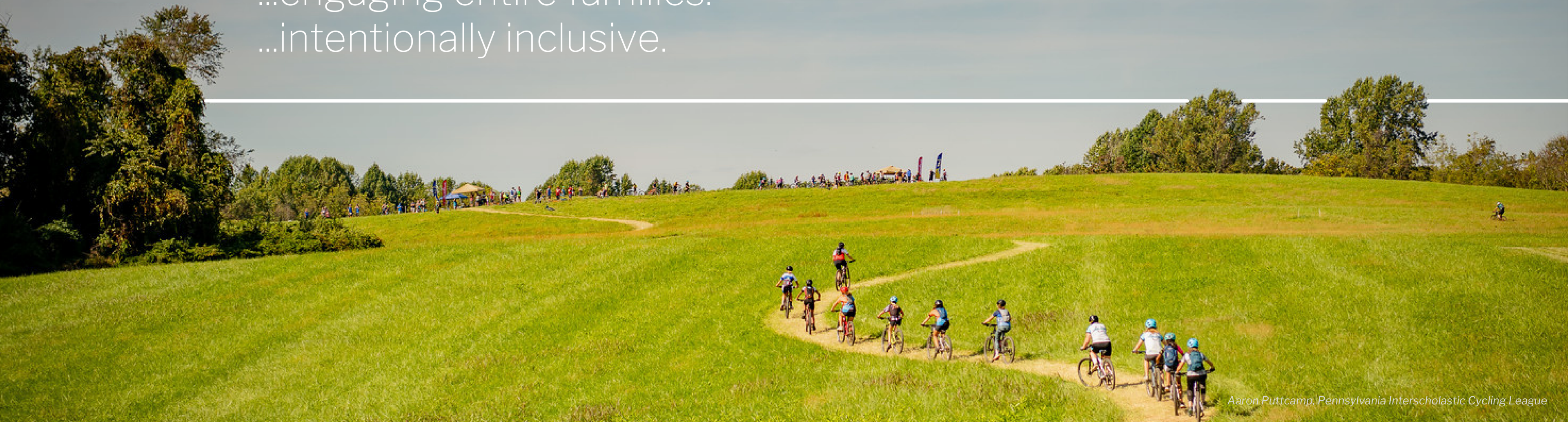


*Korey Hopkins, Maryland Interscholastic Cycling League*



# NICA IS...

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



Aaron Puttcamp, Pennsylvania Interscholastic Cycling League



GENERAL  
GUIDELINES

# BRAND USE





# 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.



Aaron Puttcamp, Pennsylvania Interscholastic Cycling League



# 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 origin logo

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.

1 **NICA**

---

2 **NICA** NATIONAL  
INTERSCHOLASTIC  
CYCLING ASSOCIATION



# 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.



**TREK**



**POSITIVE™  
COACHING  
ALLIANCE**



# 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.



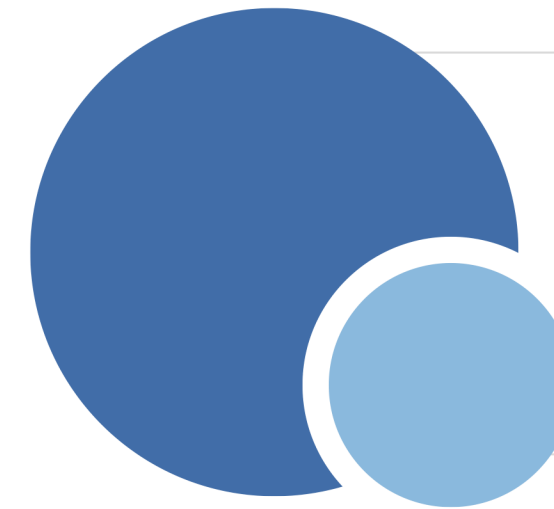


# NICA colors

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*

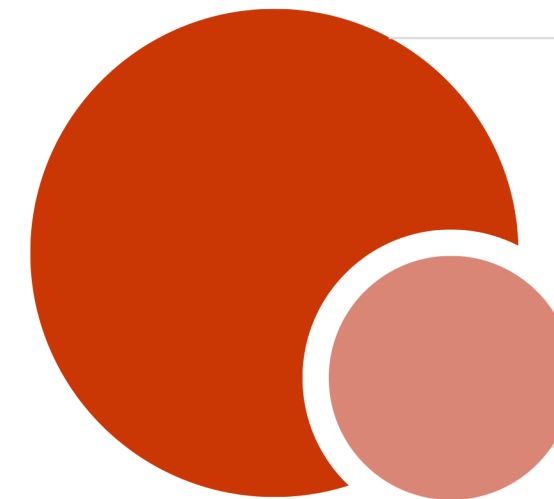


## NICA BLUE

HEX: #426DA9  
RGB: 66, 109, 169  
CMYK: 80, 57, 8, 0  
PANTONE 2349 C

## MUTED BLUE

HEX: #A8BADD  
RGB: 138, 186, 221  
CMYK: 44, 15, 3, 0  
PANTONE 3577 C

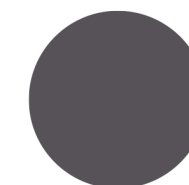


## NICA RED

HEX: #CA3604  
RGB: 202, 54, 4  
CMYK: 14, 92, 100, 5  
PANTONE 2349 C

## SUBTLE RED

HEX: #DA8879  
RGB: 218, 136, 121  
CMYK: 12, 56, 49, 0  
PANTONE 4052 C



## NICA GRAY

HEX: #575757  
RGB: 87, 87, 87  
CMYK: 63, 55, 55, 30



## NICA CLOUD

HEX: #D9D9D9  
RGB: 217, 217, 217  
CMYK: 14, 10, 11, 0



# 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

ABCDEFGHJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789!?

Libre Franklin

ABCDEFGHJKLMNO

PQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789!?



TELLING  
OUR STORY

# NICA MEDIA & PHOTO USE





# NICA media

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





# FUN



Katie Soxx, Oregon  
Interscholastic Cycling League





# INCLUSIVITY

Korey Hopkins, Maryland  
Interscholastic Cycling League





# EQUITY

Aaron Puttcamp,  
Pennsylvania Interscholastic Cycling League



# RESPECT



Aaron Puttcamp,  
Pennsylvania Interscholastic Cycling League





# COMMUNITY

Anthony James, Wisconsin  
Interscholastic Cycling League



# 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

Korey  
Hopkins, Maryland Interscholastic Cycling League