

LA VUELTA 20 HOLANDA

BRAND IDENTITY GUIDELINES SUMMARY

LA SALIDA OFICIAL

The 75th edition of La Vuelta will start in the Netherlands. In August 2020 we will welcome all the riders of the peloton. Only three times before this event started outside Spain.

To make sure the look & feel is consistent throughout the event, we've developed a brand identity and manual.

LOGO

The La Vuelta logo is a globally recognised icon. For the Gran Salida in Utrecht a 'Holanda' logoversion was created. This logo must be used as such for all communications related to this start event.



For founding- and official partners a composit logo is available

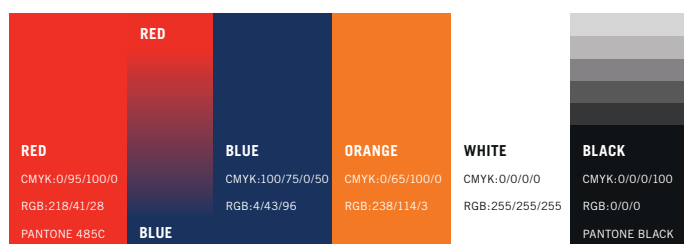


Official stage cities, sponsors or activation partners may use the vignet on communication regarding the La Vuelta event.



COLOUR

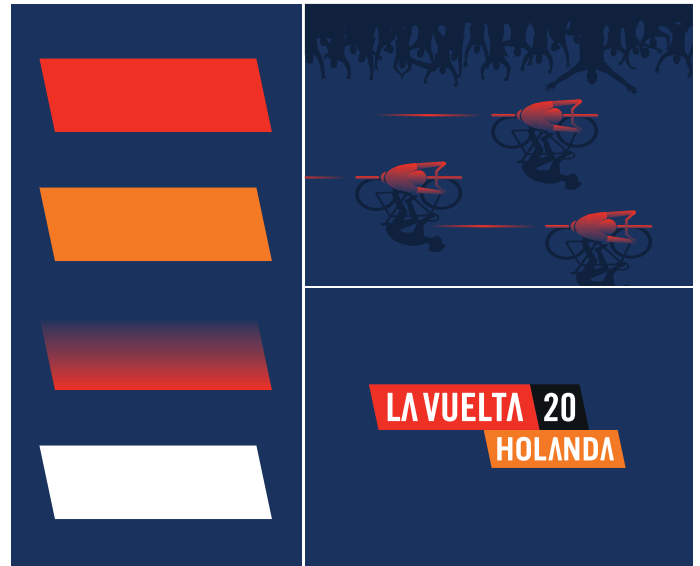
The main colour palette is formed with the red from the La Vuelta brand, combined with dark blue. These form the basis. Orange is to be used as an accent colour. Completed with white, black, and grey scales.



Please do not use gradients of the main colour palette.

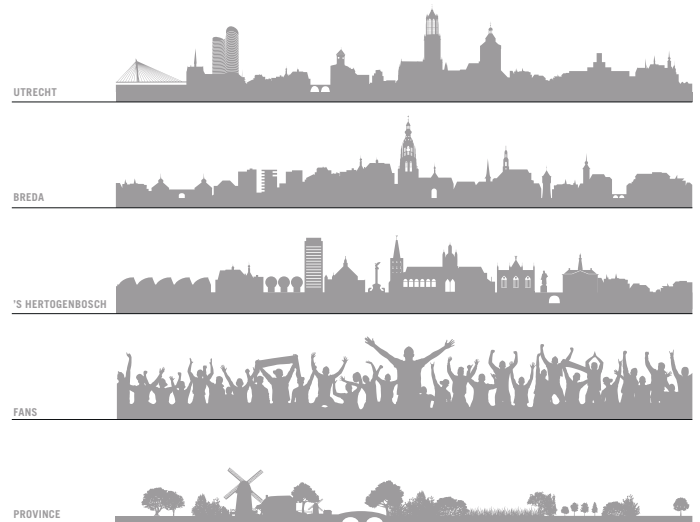
KEY ELEMENTS

These elements are used in designs and branding of the event.



Use the skylines instead of the fans to create extra dimension and exposure of the hosting cities highlights.

Make sure the direction is in line with the cyclists shades.



KEY VISUAL

