

THE

DISTINGUISHED GENTLEMAN'S

Ride

RIDE DAPPER ★

★ LIVE TWEED

MEDIA GUIDELINES



THE
**DISTINGUISHED
GENTLEMAN'S**
Ride HIDE DAPPER
LIVE TWEED

WHAT IS THIS DOCUMENT?

The outward expression of The Distinguished Gentleman's Ride brand is everything, it must be accurate and consistent, including the use of its name, logo, communications, and visual appearance.

This is where you can find, and check on, how to use them correctly.

The purpose of this document is to clearly communicate our guidelines for all DGR asset usage across all channels (online and/or print).

If you plan to use these assets or refer to DGR in any way or form that does not comply with these guidelines, then you must first contact the DGR Global Brand Team via media@gentlemansride.com. The DGR Global Brand Team understands that you might have some specific needs for DGR branding, please do not hesitate to get in contact - they are there to help.

CMYK: For printed material usage only, such as press advertising, flyers, and direct mail.

RGB: For online and screen usage only, such as websites, blogs, and social media.

FONT USAGE: We do not supply the official DGR font due to licensing limitations. Our recommended font for any complementing messaging is 'Oswald' (this is free to use and download via 'Google Fonts')



LOGO

The Distinguished Gentleman's Ride logo is the most important asset of the brand.

Care should always be taken to ensure that our logo is presented consistently and correctly on all communications.

There is only one variation of our logo - regardless of the usage or platform. This logo is available for usage in various file formats depending on your needs (i.e. print, web, etc).

Our logo is a globally registered trademark. No alterations should ever be made to any part of the logo.



POSTER

The Official DGR poster has been designed for global usage, and should be used to promote the event in any way that will be beneficial to the 2018 DGR event.

This poster may be used to complement any additional local information which may need to be communicated, for example, any local ride information may be presented separately alongside this official poster.

The official DGR poster must not be changed or altered in any way or form.



MOVEMBER
FOUNDATION



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MEDIA WALL

Standard 2200mm x 4400mm w/ Major Local Sponsor - This version is the only DGR asset than can be amended, allowing local ride hosts to include the addition of one Major Local Sponsorship logo.

Ensure that any additional logo added carry across the exact same ratio, look and feel as the surrounding logos.

The existing logos of official global partners Triumph Motorcycles, Zenith Watches, REV'IT! and Hedon must not be removed or altered in any way or form.



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CONTACT

For further brand information and support, please get in touch with the DGR Global Brand Team by email: media@gentlemansride.com

The DGR Global Brand Team is here to support you whatever your needs may be, please do not hesitate to get in contact if you have any questions.