



BRAND STANDARDS 2020



SET EVERYDAY CYCLISTS FREE TO EXPLORE WITHOUT LIMITS. AND WE'RE GOING BY BIKE

Imagine how bikes can lead to a healthier, more connected world—so does Saris.

Bikes set us free to explore and move and experience our relationships with people and places like nothing else can.

At Saris we don't just imagine a more bike-able world. We're all in, making it happen.

As Cyclists, we ride side-by-side with other riders, racers, commuters and enthusiasts as part of one bike-loving family.

As advocates, we invest our time and resources into making the city streets, county roads and bike paths safer and more plentiful for all.

As a company we produce racks that allow people to bring a bike and explore their surroundings wherever they go.

We develop trainers that let cyclists build and maintain fitness in preparation for upcoming pursuits.

We create the infrastructure communities need for their citizenry to ride, park and service their bikes.

And we push the limits of what's possible to provide solutions and improve the experience of all types of cyclists.

We do it all from our home in Madison, Wisconsin, USA, where the vast majority of our products are built and backed by us.

Because we're on a mission: to set everyday cyclists free to explore without limits. And we're going by bike.



SARIS



COLOR

Brand colors to be used in Saris communication.

PRIMARY SARIS COLORS

Primary brand colors for color applications.



PMS: 431C
CMYK: 11/1/0/65
RGB: 104, 114, 121
Web: #687279



PMS: 116C
CMYK: 0/16/100/0
RGB: 255, 210, 0
Web: #ffcd00

SECONDARY SARIS COLORS



CMYK: 0/0/0/100



CMYK: 0/0/0/0



SARIS INFRASTRUCTURE
LOGO LOCKUPS

Horizontal

Vertical

Stacked



Color



Color



Color



Color Reverse (Rev)



Color Reverse (Rev)



Color Reverse (Rev)



Black (k)



Black (k)



Black (k)



Reverse (Rev)



Reverse (Rev)



Reverse (Rev)