



ABOUT THIS STANDARDS MANUAL

Most of the files enclosed in this Standards Manual are meant to be given to your printer and printed professionally. All files are clearly labeled on the CD at the rear of this manual. Please remember that you will not be able to open most of these files unless you have a Mac computer with Adobe Illustrator and InDesign applications — they are for your records and for your print vendor's use. However, we have provided your logo & fax cover in pdf format for use on your color printer. Any manipulations you wish to make to the non-pdf files can be made by your local printer or ToolStudios®. As always, please feel free to call ToolStudios® with any questions at 303.652.8353.

Best wishes on your venture,

The ToolStudios® Team

	TOOLSTUDIOS LLC	P 877 313.3099 • F 303 652.2593
	137 2nd Ave / PO Box 845 • Niwot, CO 80544	www.toolstudios.com



ABOUT COMMERCIAL PRINTING

We will be happy to provide you with specs so you can shop printing locally. If you do print locally, please make sure your printer can accept Adobe Illustrator CS and InDesign CS files on Mac OSX platform. Please note that ToolStudios® will not be responsible for mistakes caught after final files are sent to press, so please review your final proofs carefully.

ToolStudios® is always available to assist with your printing needs, and can shop printing locally with one of our Toolbox™ preferred vendors to deliver competitive pricing and quality materials. If you choose to use our vendor, shipping costs may apply.

COLOR AND COMMERCIAL PRINTING

Printing costs are determined by a number of things, one being the number of colors that are used. A separate "plate" must be used for each color up to three colors (spot colors), additional colors will be built in four-color process.

In four-color process printing, to reproduce full-color continuous-tone color, we use four specific colors. These process colors are cyan (C), yellow (Y), magenta (M) and black (K). The perception of millions of colors is achieved not by mixing these colors of ink but by printing thousands of tiny dots of each color in different sizes and patterns. The viewer's eye "mixes" the colors and sees more than the four colors of CMYK - or the complete color picture.

Now let's say you're printing business cards and you only want to use 2-colors. In this case your best choice is to use spot colors. The Pantone Matching System (PMS) is the dominant spot color printing system in the United States. Printers use a special mix of ink to achieve the color needed. Each spot color in the Pantone system is assigned a name or a number.

Many customers don't realize that black is actually a color, but it is. So if you have a graphic that just uses blue and black, for instance, it's considered a two-color job.

You can create the illusion of more colors in a job by using shades of your PMS colors: these are known as screens, shades, or tints. For instance, the same spot color green can look like two different greens by making one item 20% lighter and another 40% lighter. This allows us versatility and creativity with color in your design while keeping in mind the lower cost of printing with fewer colors.

COLOR QUALITY

Many factors influence color on a printed product. The opacity and brightness of paper you use, the density of the ink, the humidity of the pressroom, and the calibration of the printer all influence the hue, saturation and value of the color you are seeking. Therefore, different print orders can have different shades of what is supposed to be the "same" color. If you would like to try and ensure a match to a color, please bring a sample of the color to your printer.

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SOFTWARE

ToolStudios® uses the most advanced software on the market to develop these documents including Adobe Illustrator CS, Photoshop CS and InDesign CS. If you or your printer do not have this software please feel free to call us to save files to needed file type before printing.

...AND OUR MOST FREQUENTLY ASKED QUESTION...

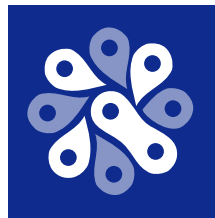
"My local paper/sign/t-shirt guy needs my logo in a "vector" format. How do I get it to him?"

Your Standards Manual CD contains all files you'll ever need 'til kingdom come. You may not be able to open most of them, but this doesn't mean you can't attach them in an email and send them to your vendor! Vector format simply means Illustrator .EPS or .pdf. You will find a 1-color (B&W), a 2-color and a 4-color logo on your Standards Manual CD. If your printer needed a black and white vector logo, you would:

- A) Go into the logo file
- B) Find the 1-color logo with the extension ".eps"
- C) Attach it to your email
- D) Send!

If your vendor has any problems, we are always here to help. You can have them call us directly.

Logo



Icon on blue



Icon on white

Fonts & Color



Pantone Reflex Blue U

Support colors: Will be adjusted as we move into future projects.



Pantone 194 U



Pantone 242 U



Pantone 143 U



Pantone 1605 U



Pantone 2727 U

News Gothic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers?

ABCDEFGHIJKLMNOPQRSTUVWXYZ?
abcdefghijklmnopqrstuvwxyz

BC, Letterhead & Envelope



Tim Blumenthal
Executive Director

P.O. Box 2359
Boulder, CO 80306

p/ 303/449-4893 c/ 303/875-9222
f/ 303/442-2936 e/ tim@bikesbelong.org



P.O. Box 2359 / Boulder, CO 80306
1245 Pearl Street, Suite 212 / Boulder, CO 80302
t/ 303/449-4893 f/ 303/442-2936
e/ mail@bikesbelong.org w/ bikesbelong.org

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Fax Cover



Putting More People On Bicycles More Often

F A X

TO

CO

FAX#

FROM

OF PAGES

NOTES

Bikes Belong Coalition
P.O. Box 2359
Boulder, CO 80306

P 303/449-4893
F 303/442-2936
E mail@bikesbelong.org
W bikesbelong.org

Mailing Labels



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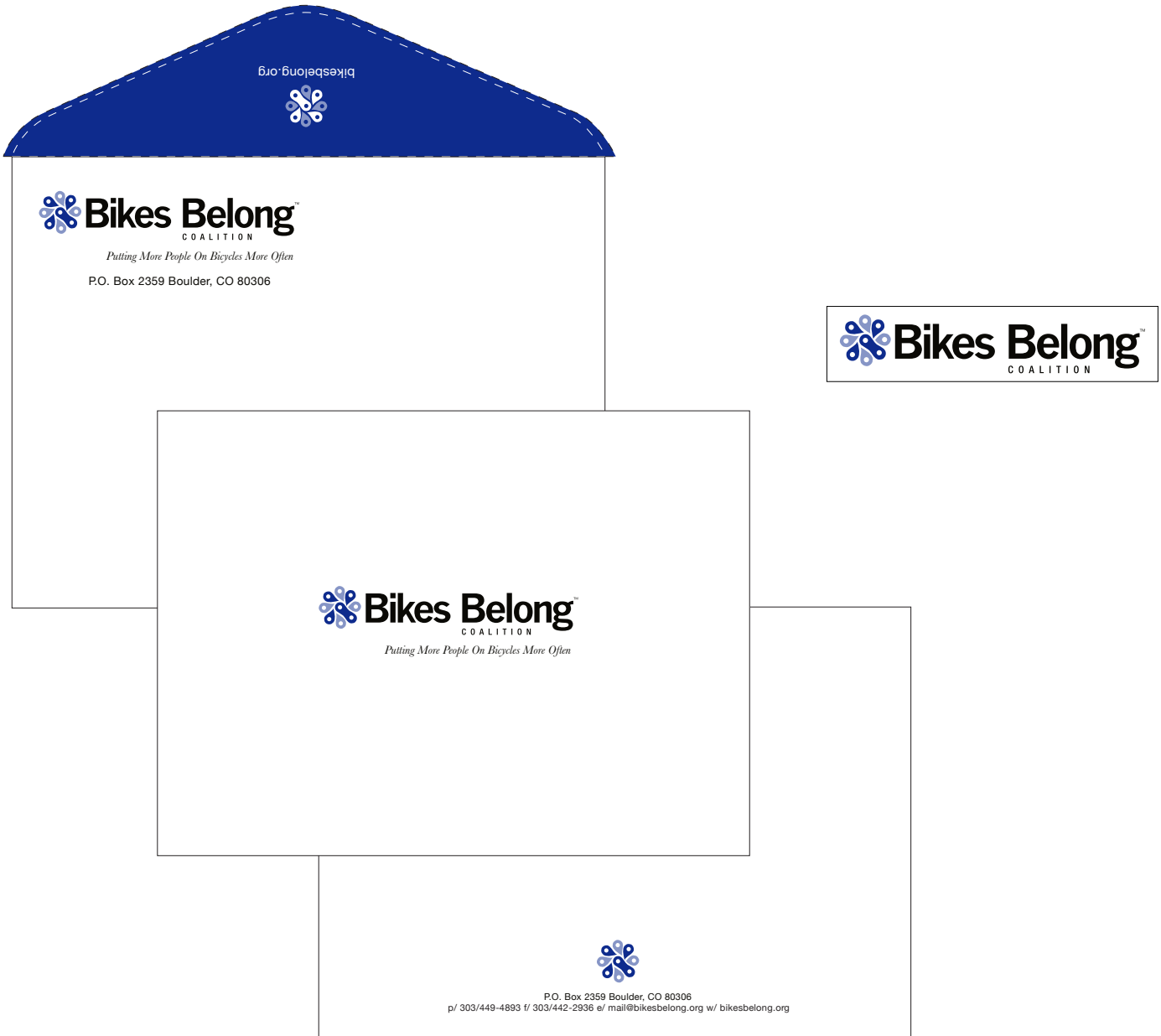
Folder/Envelope



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Presentation folder & envelope

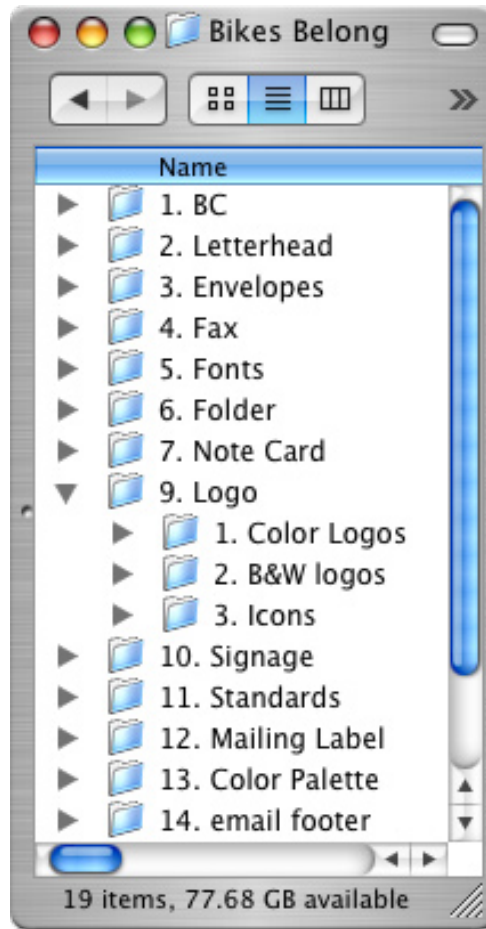
Note Card & Signage, footer



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Note card & A2 envelope | 18" x 4" signage

CD Materials/Comments



Bikes Belong ID Kit Contains:

- Business Card – 3.5x2”, 2-color/2-color
- #10 Envelope – 2-color/0
- Letterhead – 8.5x11”, 2-color/0
- A2 Envelope – 2-color/0
- Note Card – 5.5x8.5”, 2-color/0
- Presentation Folder – 9x12”, 2-color/0, two pocket, BC slits
- Presentation Envelope – 9.5x12.625”, 2-color/0
- Fax Cover – 8.5x11”, B&W
- Mailing Labels – Avery label #8163, 2x4”
- Office Sign – 18x4”, 2-color
- Email Footer

Paper and ink

We like classic crest paper but with heavy coverage on back of business card we think an aqueous coating is necessary.