

Word mark logo

This is the word mark that appears on the down tube of modern Trek bicycles. Use it **ONLY** when the origin or Ride Bikes logos would be too small to be readable or too busy for the context.

Where to use it

The word mark logo is ideal for use at small sizes and for digital applications. Use it when you need quick, clear brand recognition with no distraction: email headers, web ads, event tents and flags, cycling kit, product, swag.

The logo set

The file set includes all three approved color variations (black, Trek red, white), in vector (.pdf) and raster (.png) formats, all with transparent backgrounds.

Rules for use

Visit brand.trekbikes.com for current logo standards. The basics:

- 1** Get permission from the Trek marketing team for each use of the logo.
- 2** Use the logo exactly as provided. Do not alter it in any way.
- 3** Minimum size of the word mark logo is 0.5"/1.25cm wide (print) or 120 pixels wide (digital).
- 4** Respect the logo clear space (a buffer equal to the height of the T in Trek). The clear space is built into the logo file, so the image bounds can serve as a guide.



If you have questions, contact brand@trekbikes.com.