

# Bikes Service Gear (BSG) logo

The BSG logo lets customers know what they can expect to find at a Trek-branded retail location.

## Where to use it

---

The primary use for the BSG logo is exterior signage. It's also suitable for vehicle graphics, sponsorship logos, event materials, business cards/letterhead, and promotional swag or gift cards. The text must be clearly readable (see rule #3 below).

## Translation

---

The BSG logo is available in 20+ localized and/or translated versions. If we haven't yet produced the language you need, DO NOT create your own localized version. Contact [brand@trekbikes.com](mailto:brand@trekbikes.com) to request approved artwork.

## 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.trebikes.com](http://brand.trebikes.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** The BSG logo must be at least 2"/5cm wide (not including the clear space, shown below). At sizes smaller than that, readability suffers. The BSG logo is NOT suitable for embroidery.
- 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](mailto:brand@trekbikes.com).