

Authorized retailer logo

The Trek authorized retailer logo lets independent Trek retailers announce their association with the Trek brand.

Format

The logo consists of a black box containing the Trek word mark, a horizontal dividing line, and the words **authorized retailer**, all in white. You may not change or embellish the logo in any way. The black box is part of the logo. You may not use the logo without it.

Hierarchy

You may never use the authorized retailer logo as your primary logo. It must clearly be secondary to your store logo.

Maximum size

The logo is designed for use as a window decal, blade sign, or plaque with a maximum width of 24"/61cm. If you want to use the logo at a larger size, you must obtain permission from brand@trekbikes.com.

Localization

You may submit a request to Trek to have the logo text translated. Please DO NOT localize the logo yourself. Instead, send translation requests to brand@trekbikes.com.

The logo set

The file set includes the approved color format (black box with white logo and text) in vector (.pdf) and raster (.png) formats.

Rules for use

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

- 1** This logo is for use only by Trek authorized retailers.
- 2** Use the logo exactly as provided. Do not alter it in any way. (Remember: the black box is part of the logo. You may not use the logo without it.)
- 3** Respect the logo clear space (a buffer equal to the height of the T in Trek).



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