

Jersey & Logo Principles

General Principles

- We like clean, straightforward, clear.
- We like good contrast / pop, no need to resort to thin outlines/borders.
- Consistency is important - don't mix fuzzy with clean, jagged with smooth, etc.
- Don't like too drab, too blank, too plain, too dark, too light, too bling
- Don't like the shorts or jersey to get too busy
- Try not to be mistaken for Drake

Our logo

- Strong lean towards the more straightforward / simple / clear
- Prefer symbolic logos over literal
 - Albany is a great example of what we like
 - El Cerrito's logo (front) is very clever, but is a great example of what we don't like
- Potentially combination of mountain, bike.
 - Don't want a mascot
 - Prefer just a mountain
 - Some bike hint / part / connotation would be fine

Colors

- Still stuck on black, bright green, white.
- Dislike grey, pink, purple
- Dislike really bright/fluorescent as a major color, bright minor colors are fine.
- Dislike fades, textures, carbon patterns etc
 - Fresno has a little side panel fade that works fine

Practical Considerations

- Want a jersey design that can be worn reasonably with plain black shorts
- Really want very dark or black in the lower mud zone (low back near spine)
- Strongly prefer no white or medium/light color in the upper mud zone (mid/upper back almost full width of shoulders)
- Prefer not to have white armpits or collar, will show staining
- Watch out for zippers that show up, and designs that look bad when they do

Overall Layout

- team name
 - large name on front – horizontal, not diagonal.
 - Name on shorts
 - Possibly name on side panel
 - No name on back – larger logo instead.
- Team Logo
 - Possibly small team logo on front to balance jersey vendor logo (primal/voler etc)
 - Medium/large team logo on back. No team name.
- Strong preference to tapering designs over blocky/rectangular/squarish designs.
 - Blocky/square is generally only flattering for particularly strong young men, doesn't do anything for anyone else esp the girls
 - Cannondale, Albany are nice for this
 - Roseville is a good blocky example. well done in general, but blocky
- Usually don't like arm/leg bands
- Balanced asymmetry
 - Would like to have some, but not a distracting amount.
 - Prefer balanced asymmetry, but this is harder to do than it looks.
- Shorts
 - Mostly black, not too busy.
 - Stripe of highlight color is good. tend not to like large amounts of color.
 - No leg band
- Fun Spot
 - Something small that says we're not all serious here
 - Drake has "arrgh" and "howdy" on the collar
 - Oakland has "let's go Oakland" on the back

Team Name

- Major: Black Mountain, Minor: Composite
 - San Francisco has a nice example of this
- Like fonts with a little style.
- Fonts with a little italic can be nice
- Don't like too blocky or outline
 - outline ok for "composite" to downplay it
- Don't like comic or script fonts
- Don't include "MTB Race Team" or similar.
- Don't curve the name like berkeley

Sponsor Logos

- Convert logos to monochrome – color logos are generally too distracting
- Like putting logos on back pocket and shoulders
- Shoulders are prime space
- Would consider sides for logo placement, although we may want a team name there
- Generally don't like logos on front.
- Plan to include NICA and NorCal logos on back as well
- Try not to have mystery logos/symbols (we still don't know what the Oakland badges mean...)
- Don't have any sponsor logos that compete with our team name / logo. We're not a pro team.

Other notes

- We'd like to have a spot of fun on there like Drake has their "aargh" and "howdy" on the collar. A collar is a great place for a little something fun.
- Would be nice to find a helmet that went well with the kit for those who were interested
- Albany makes good use of minor pin stripes.