

BIKING FOR BABIES

The logo consists of a blue gear shape with a white circle in the center. Inside the white circle is a blue silhouette of a pregnant woman in profile, facing right. The gear has eight teeth.

Branding Guide
Recruiting Season 2025

Theme

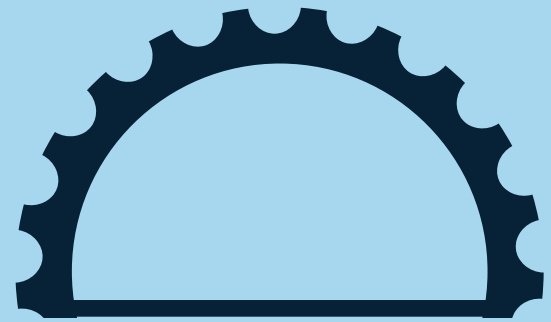
Made for Joy

The 2025 Recruiting Campaign theme is “Made for Joy,” based on this quote from Pope St. John Paul II: “God made us for joy. God is joy, & the joy of living reflects the original joy that God felt in creating us.”

Logo



Logo Analysis



The gears on the border are a subtle nod to both the original logo and the cycling aspect of our mission.



The sunset in the background represents the new beginning associated with both mission and discipleship to Jesus Christ, referencing the formative part of our mission.



The street sign is a representation of the purpose that mission gives you. It is more than just a season of your life, but a posture of heart that lasts far beyond a 6-month commitment

Colors

#072137

A solid dark blue rectangular color swatch.

#ffe103

A solid yellow rectangular color swatch.

Logo Use

The goal of this logo is to create a space for a recruiting atmosphere outside of the immediate Biking for Babies branding. The logo can be a platform where the heart behind our mission can be shared based on the components of the logo, as discussed in “Logo Analysis”. This logo is to be used for recruiting messaging, merchandise, and media, as well as the aesthetic for branding.