
Visual Identity of VR Freestyle

Graphic language guidelines



Introduction

VR Freestyle is a BMX-focused Erasmus+ sport project, co-funded by the European Union. The name abbreviates Virtual Reality Freestyle – bridging physical BMX culture with digital and creative skill-building for riders around Europe and the World.

The wordmark is the primary visual expression of the project. It is a bold typographic mark: built from mixed of extended and condensed letterforms that carry the energy of BMX culture – tight, fast, and unapologetic.

The Icon represents BMX bicycle freehweel or freecoaster together with a chain icon. It is a playful pictogram that can also feel like a character.

The logotype is set in Typefaces DRUK Wide and DRUK Condensed. Gt Walsheim is the typeface for longer texts.

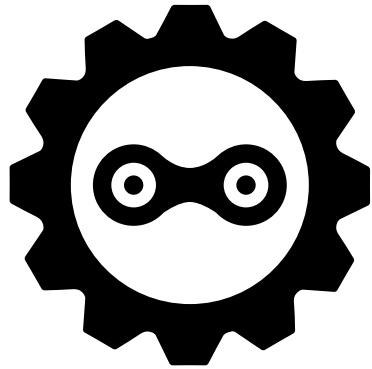
The logotype can be used with or without the pictogram.

The strength of the mark comes from typographic weight, proportion, and the yellow accent.

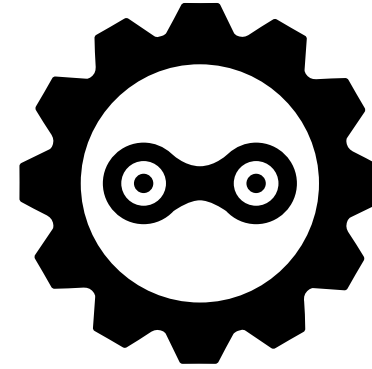
Lettering

VER
FREESTYLE

Vertical versions



VR
FREESTYLE



VR
FREESTYLE

With partner logos



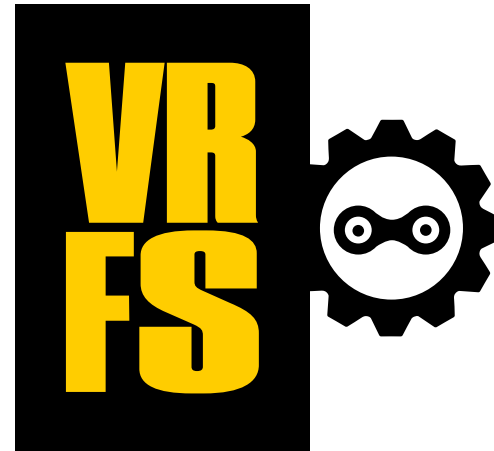
**Co-funded by
the European Union**



With background block



Short version



Extra version



Extra version



FREESTYLE



FREESTYLE

Negative versions on background



**VR
FREESTYLE**



Colour palette

The VR Freestyle colour palette is a high contrast combination built for impact across digital and large-format print.

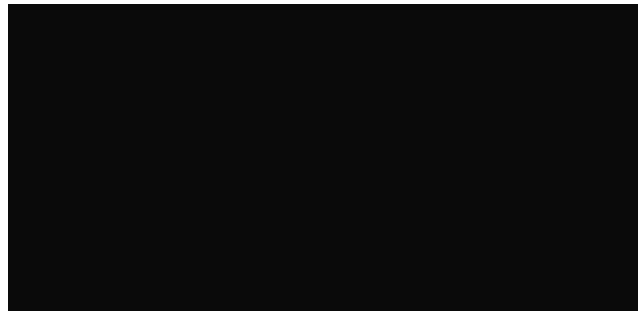
The primary colours form the backbone of the identity. Tints may be used for backgrounds and infographics but never in the logo itself.

PRIMARY COLOURS



Ride Yellow

HEX #FFDD100
RGB 255 • 205 • 0
CMYK 0 • 9 • 100 • 0
Pantone 109 CP



Void Black

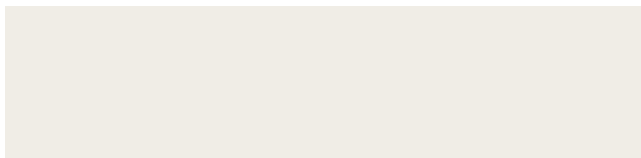
HEX #0A0A0A
RGB 0 • 0 • 0
CMYK 0 • 0 • 0 • 100
Pantone Black C (coated stock)
Pantone Black U (uncoated stock)



Pure White

HEX #FFFFFF
RGB 255 • 255 • 255
CMYK 0 • 0 • 0 • 0
Pantone White

SUPPORTING COLOURS



Concrete

#F0EDE6 / Background use



Chrome

#CCCCCC / Background use

Typefaces in the logo

Druk Wide

Designed for the 2013 retooling of the style and culture-focused Etc. section of *Bloomberg Businessweek*, Druk Wide is first and foremost an homage to the way Dutch graphic designers of the early- to mid-20th century commonly used wide, bold sans serifs to add a strong typographic hierarchy to their work, including Willem Sandberg's catalogs for the Stedelijk Museum in Amsterdam.

Like many typefaces, Druk has its roots in typefaces from the past: the sans serifs created in the 19th century onwards and popularised in the 20th century for expressive display typography. These were mainly used for posters and editorial design, and were often the loudest voices in the typographic spectrum. Unlike many new typefaces, Druk's forms are inspired by the ways in which type was used in the past, rather than the way the typefaces themselves were drawn or cut.

Druk Wide Super Uppercase

**A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z**

Lowercase

**a b c d e f g h i
j k l m n o p q r
s t u v w x y z**

Numbers

**0 1 2 3 4
5 6 7 8 9**

Typefaces in the logo

Druk Condensed

Of the families in the Druk collection, Druk Condensed is the most explicit homage to Willy Fleckhaus. Originally designed for the 2011 “Year in Review” issue of *Bloomberg Businessweek*, its flat sides make letters and words snap together in a clean and satisfying way.

PUBLISHED

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Druk Condensed features three widths in the same Super weight. The Condensed and X Condensed are very graphic, and the XX Condensed can appear almost abstract. Designer Berton Hasebe introduced a purposeful and subtle change to the texture of the typeface by preventing terminals and crossbars from lining up too often on the horizontal axis. This keeps an emphasis on the verticality of the letterforms and prevents words and headlines from becoming monotonous. The maximum point size for this family is limited only by the size of the page; however, minimum sizes should be respected. The Condensed does not work well below 40pt; X Condensed should be used only at 48pt and above; and XX Condensed is limited to 72pt and above.

Druk Condensed
Super Uppercase

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Lowercase

abcdefghijklmno
pqrstuvwxyz

Numbers

0123456789

Typefaces – for longer texts

GT Walsheim Regular / Medium / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PQRSŠŽŽTUVÕÄÖÜXY

abcdefghijklmno

pqrsšžžtuvõäöüxy

1234567890

Typefaces – for longer texts

GT Walsheim Regular / Medium / Bold

A B C D E F G H I J K L M N O

P Q R S Š Ž T U V Õ Ä Ö Ü X Y

a b c d e f g h i j k l m n o

p q r s š ž t u v ã ä ö ü x y

1 2 3 4 5 6 7 8 9 0

Typefaces – for longer texts

GT Walsheim Regular / Medium / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSŠŽŽTUVÕÄÖÜXY
abcdefghijklmno
pqrsšžžtuvõäöüxy
1234567890

Posters



Technology won't land the trick for you. But it could help you understand it faster.

We're launching a BMX survey to see how digital tools and VR could actually support riders and coaches in progressing faster and training better.



Co-funded by the European Union



Technology won't land the trick for you. But it could help you understand it faster.

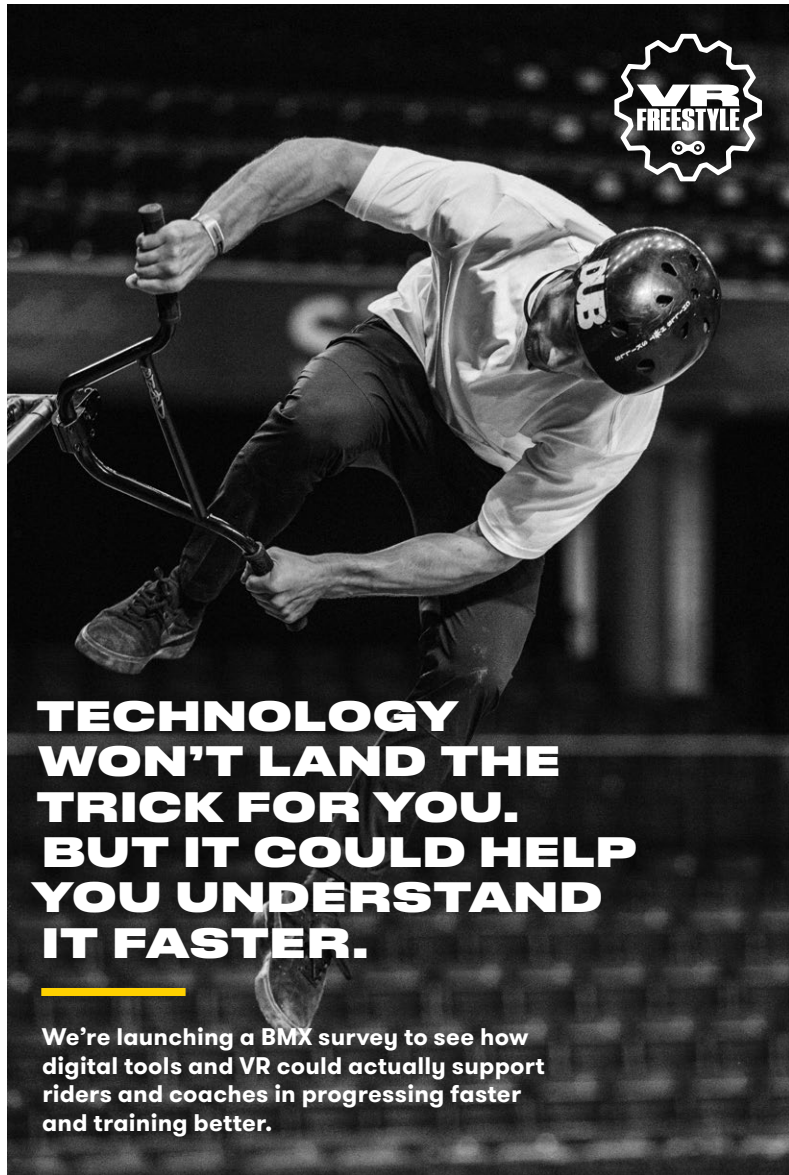


Co-funded by the European Union

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Posters



**VR
FREESTYLE**

**TECHNOLOGY
WON'T LAND THE
TRICK FOR YOU.
BUT IT COULD HELP
YOU UNDERSTAND
IT FASTER.**

We're launching a BMX survey to see how digital tools and VR could actually support riders and coaches in progressing faster and training better.



**VR
FREESTYLE**

**VR FREESTYLE IS A
BMX-FOCUSED
ERASMUS YOUTH
PROJECT, CO-FUNDED
BY THE EUROPEAN
UNION.**

We're launching a BMX survey to see how digital tools and VR could actually support riders and coaches in progressing faster and training better.

Document templates



20 / March / 2026

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Beach flags



VER
FREESTYLE