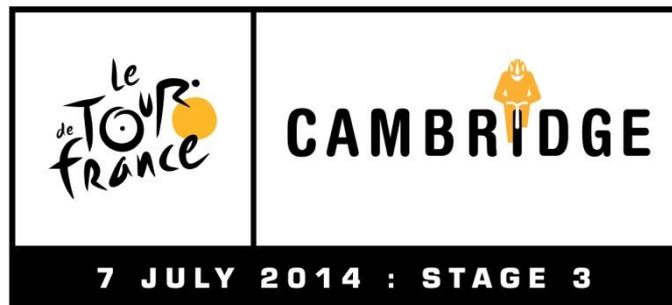


Tour de France  
Cambridge Stage 3 - Brand Guidelines

**Stage 3 Lock up logo**

In cooperation and in agreement with the Amaury Sport Organisation (ASO) who organise the Tour de France, a composite logo has been specially designed to accommodate and support the UK partners' stakeholders' involvement with the Grand Départ in the UK.

For Cambridge's part of Stage 3 the lock up logo is as shown below here:



The use of this logo shown above is only permitted with the prior written approval of the ASO or Welcome to Yorkshire (who hold the contract for the event in the UK).

This logo is only permitted to be used by official partners, sponsors, suppliers of ASO and the event. This means the logos cannot be used, for example, on goods, business names, literature and advertising. Businesses, either through unlawful use of the logos or otherwise, cannot falsely represent any official association or affiliation to the Tour de France or the Grand Départ.

Logos can be used in an editorial context when writing about the race but not in advertorial pieces. Requests for the logos in an editorial context should be submitted to Welcome to Yorkshire.

Published information cannot create the impression of an official relationship with the event.

You can send a detailed request to [vharris@yorkshire.com](mailto:vharris@yorkshire.com) which must include the following information:

1 Who is making the request?

*Name, full address, telephone number, e-mail address. Institution, organisation, company, museum or individual.*

2 What format would you need?

*Are you using the logo for digital or print?*

3 Which content is concerned?

*Text, images or films.*

3 How will the content be used?

*Private use (no broadcasting), school work, group activities, exhibition, production/broadcasting.*

## **Cambridge logo**

The Cambridge part of the lock-up logo as shown below is for use on a wider regional basis and its purpose is to endorse cycling related activity in the community (ie non-commercial) activity.



This logo is designed specifically for use in two areas:

1. On local events or activities that are a part of Cambridgeshire's [Velo Festival](#)
2. On local cycling related literature that is endorsed by Cambridge City Council and Cambridgeshire County Council.

The logo cannot be used on goods, business names, literature and advertising, business or any commercial activity and cannot falsely represent any official association affiliation to Stage 3 of the Tour de France in Cambridge.

You can send a request to [neil.jones@cambridge.gov.uk](mailto:neil.jones@cambridge.gov.uk) which must include the following information:

1 Who is making the request?

*Name, full address, telephone number, e-mail address. Institution, organisation, company, museum or individual.*

2 What format would you need?

*Are you using the logo for digital or print?*

3 Which content is concerned?

*Text, images or films.*

3 How will the content be used?

*Private use (no broadcasting), school work, group activities, exhibition, production/broadcasting.*

For further information on these guidelines please contact Neil Jones on 01223 457564 | [neil.jones@cambridge.gov.uk](mailto:neil.jones@cambridge.gov.uk)