



Brand Identity

For 2020 and beyond, we have introduced a new performance logo. This is not a direct replacement for our brand identity, but an addition to show our continuous push to drive the brand forward.

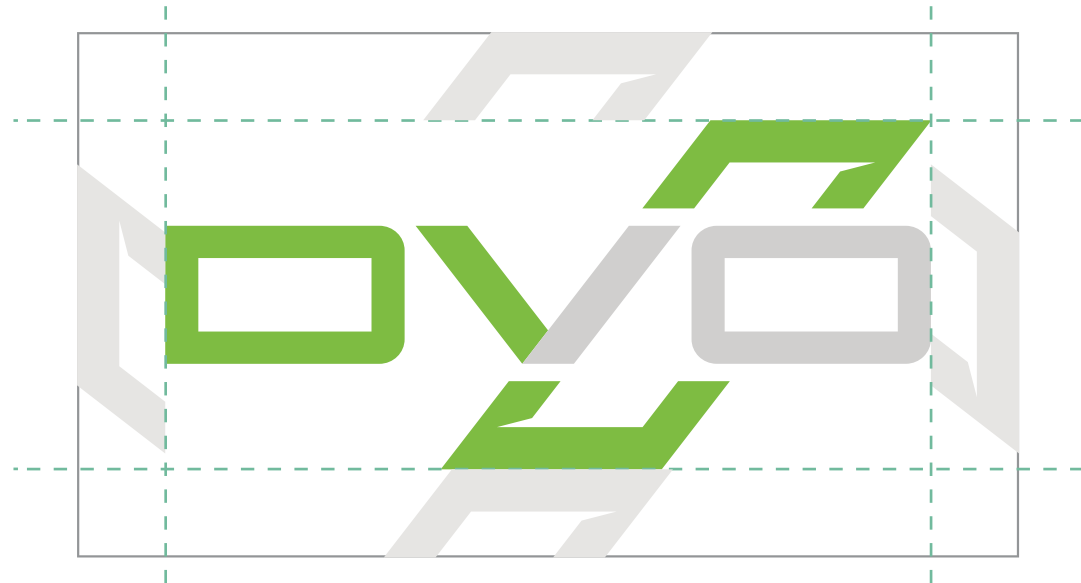


NEW PERFORMANCE LOGO

For use in all applications and
brand communications.

Logo Fitment

Leave ample space for legibility of the logo on varying backgrounds or layouts.



CLEAR SPACE

Place no graphic or type closer than the height of the race stripe in the logo.

Logo Options

Due to the unpredictability of layouts, design, and applications, we offer a varied amount of logo styles.



PRIMARY BRAND LOGO

Must use on web, brand communications, or any form of primary branding.



BOX BACKGROUND

Best used on top of photos or anywhere that has an over-cluttered background.



OUTLINED

Best used on for sponsored athletes as a jersey logo. Can also be used on a cluttered background.

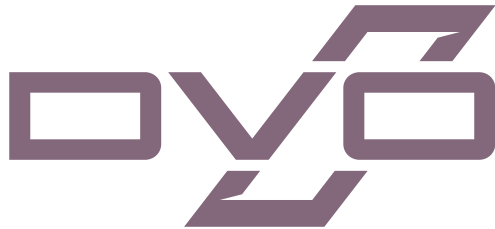


SOLID

Solid black or white are permitted but only in special circumstances. The green coloring of our logo is a staple in our identity.

Logo Use

As tempting as it may be, don't do it.



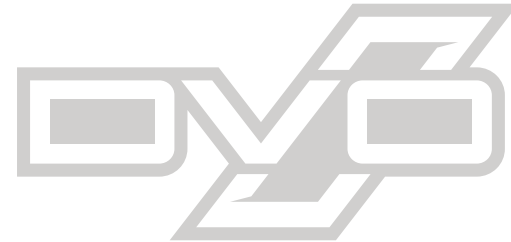
DON'T CHANGE THE COLOR

The color is a top priority of our branding.
Don't change the color!



DON'T FLIP THE STRIPES

Just don't.



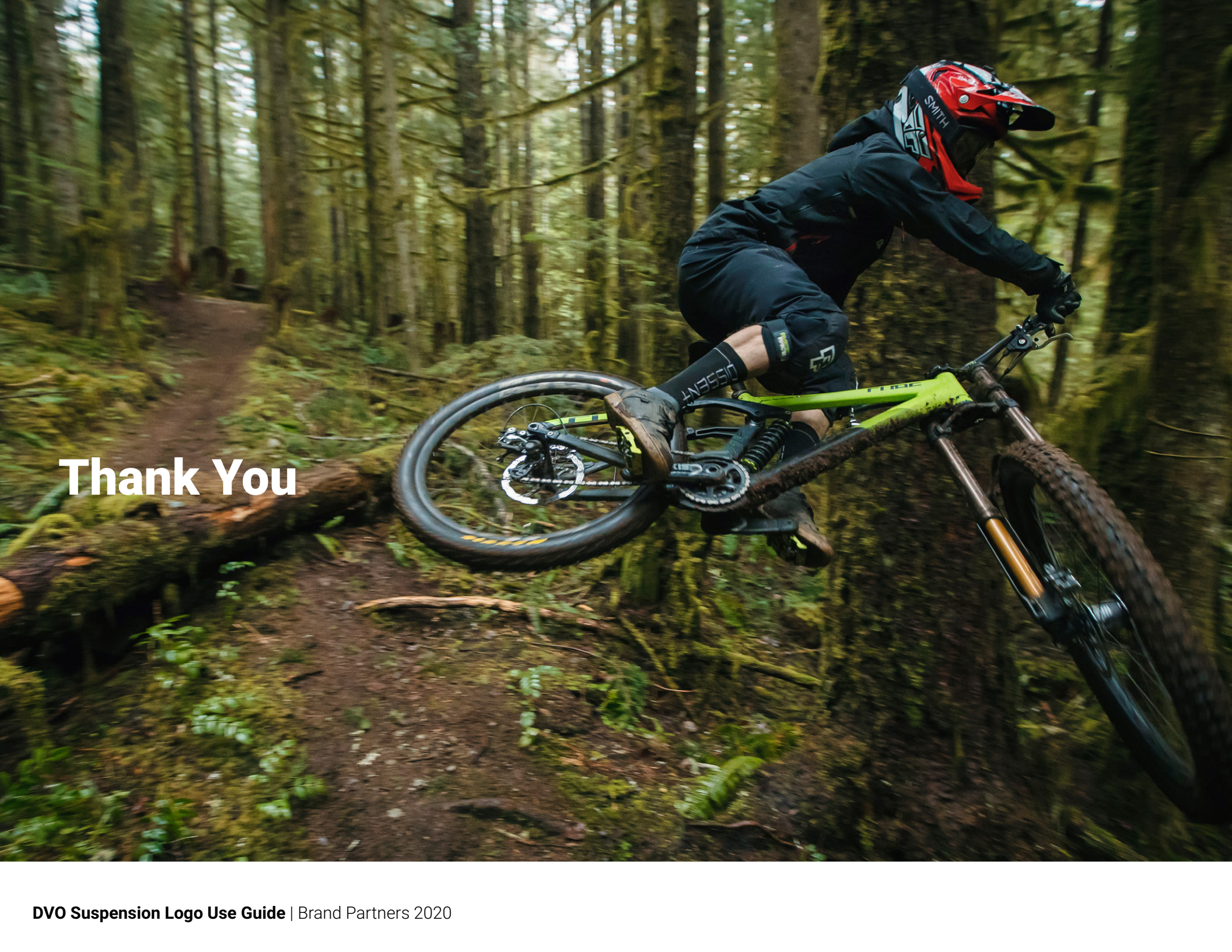
DON'T EXTRUDE OR STROKE

Don't extrude or stroke the logo so the
inside is transparent.



DON'T CHANGE THE PALETTE

Again, don't mess with the colors please!

A full-page background image of a mountain biker in a forest. The rider is wearing a black long-sleeved jersey, black pants, a red and white helmet, and black socks with 'DVO' branding. They are riding a full-suspension mountain bike with a bright green frame and black components. The bike is in motion, with the front wheel slightly off the ground. The background is a dense forest with many thin trees and a dirt trail.

Thank You