

KEY MESSAGES

Oh Yes You Can!™ (Our Promise)
Oh Yes You Will!
Oh Yes I Will!
Live Bolder. Run Boulder.™
Be Bolder.
Runner's World's, "America's All-time Best 10K"
The Largest Memorial Day Celebration.
The Bolder GuarUNtee™
Walk, Jog or Run.

The BOLDERBoulder, named "America's All-Time Best 10K" by Runner's World, is the 4th largest running event in the United States and the 7th largest in the world. The event attracts over 50,000 runners, joggers, walkers and wheelchair racers, and over 100,000 participants. It also draws professional athletes from around the world to compete for one of the largest non-marathon prize purses. The 10K starts at 30th and Walnut, and winds through beautiful Boulder, CO with live music and entertainment around every corner. The roaring finish is at the University of Colorado's Folsom Field. The BOLDERBoulder is always on Memorial Day, and ends with the Memorial Day Tribute.

NAME & COLOR

The name is typeset BOLDERBoulder.
- Nickname, "BB10K"

RUN OVER TO
BB10K.BolderBoulder.com
Facebook.com/BB10K
Twitter: @BolderBoulder
Instagram: @BolderBoulder
Hashtags: #OhYesIWill #BolderBoulder, #BoldNation,
#TrainBolder, #BolderSelfie

The logo is typically white or black, but can appear in color where appropriate. Use the size of the big "B" to ensure a minimum amount of clear space around the logo.



Shown to illustrate white, the logo does not include a box.

TYPOGRAPHY

Barlow Semi Condensed Thin + Italic
Barlow Semi Condensed Extra Light + Italic
Barlow Semi Condensed Light + Italic
Barlow Semi Condensed Regular
Barlow Semi Condensed Italic
Barlow Semi Condensed Medium + Italic
Barlow Semi Condensed Semi Bold + Italic
Barlow Semi Condensed Bold + Italic
Barlow Semi Condensed Extra Bold + Italic
Barlow Semi Condensed Black + Italic
Barlow Condensed Black

MAJOR HEADLINES

Barlow
Condensed
Black

HEADERS

Barlow
Semi Condensed
Bold

Body copy...

Barlow
Semi Condensed Medium
Regular

COLOR

We use a bold range of colors in our communications.

White	RGB (1, 118, 152) CMYK (88, 44, 27, 4)	RGB (46, 62, 152) CMYK (96, 89, 2, 0)	RGB (235, 90, 7) CMYK (3, 79, 100, 0)	RGB (1, 118, 152) CMYK (22, 0, 89, 0)	RGB (247, 75, 79) CMYK (0, 85, 66, 0)	RGB (251, 253, 47) CMYK (0, 0, 90, 0)	Black