



BOGOTÁ
en BICI

The logo is a circular emblem with a black background. It features the text "BOGOTÁ" in a large, bold, white sans-serif font. The letter "G" is uniquely styled with a grey shadow or double-exposure effect. Below "BOGOTÁ", the word "en" is written in a smaller, white, lowercase sans-serif font. To the right of "en" and below "BOGOTÁ", the word "BICI" is written in a large, bold, white sans-serif font. The letter "I" is replaced by a stylized white bicycle wheel with a grey center hub. The entire text is framed by grey, circuit-like lines that enter from the top and bottom edges and terminate in small grey circles.