



**Performance  
Machine.com**

BRAKES · WHEELS · ACCESSORIES



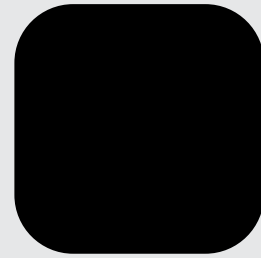
**BRAND GUIDELINES  
2022**

# LOGO - PRIMARY - 1 COLOR

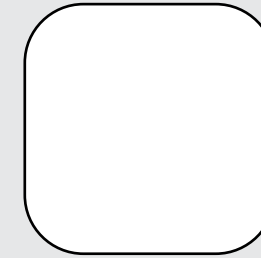
## COLOR PALETTE



**BLUE PMS 286**



**BLACK**



**WHITE**

## BLACK



## 70% BLACK



## 35% BLACK



## WHITE



## BLUE PMS 286



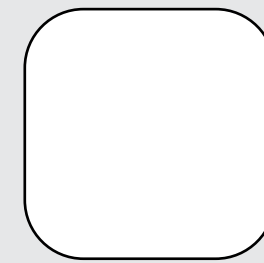
## COLOR PALETTE



**BLUE PMS 286**

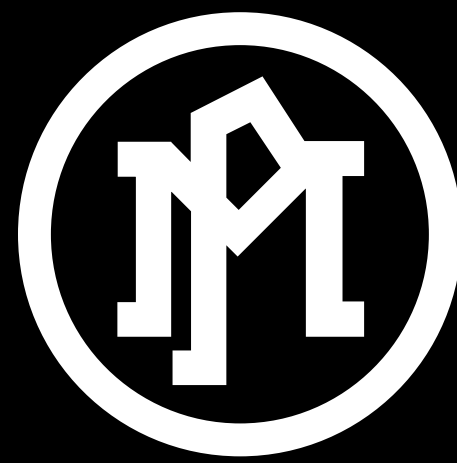


**BLACK**



**WHITE**

## BLACK



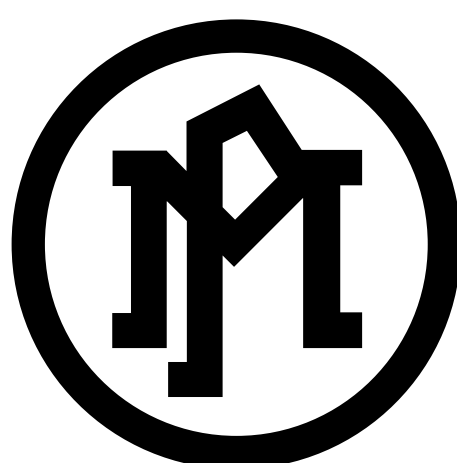
## 70% BLACK



## 35% BLACK



## WHITE



## BLUE PMS 286

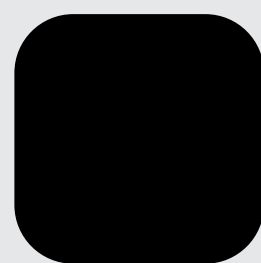


# LOGO - PRIMARY - FULL COLOR

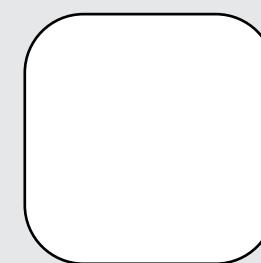
## COLOR PALETTE



**BLUE PMS 286**



**BLACK**



**WHITE**

## BLACK



## 70% BLACK



## 35% BLACK



## WHITE



## BLUE PMS 286

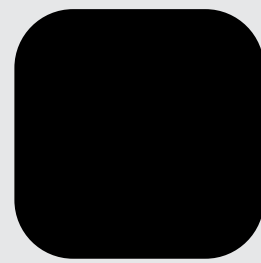


# LOGO - AUTHORIZED DEALER - FULL COLOR

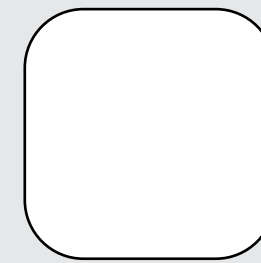
## COLOR PALETTE



BLUE PMS 286



BLACK



WHITE

## BLACK



## 70% BLACK



## 35% BLACK



## WHITE



## BLUE PMS 286

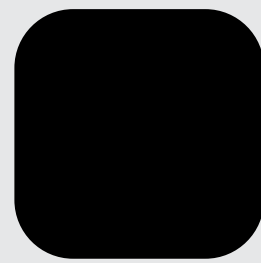


# LOGO - AUTHORIZED DEALER - 1 COLOR

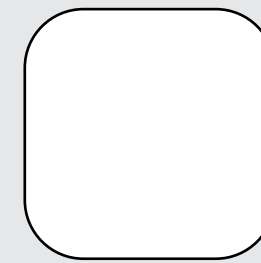
## COLOR PALETTE



**BLUE PMS 286**



**BLACK**



**WHITE**

## BLACK



## 70% BLACK



## 35% BLACK



## WHITE



## BLUE PMS 286



# LOGO - PRODUCT & PROMOTION

## COLLECTIONS



## DESIGN FAMILY

APEX

ARRAY

CLEAN

CROSSBAR

DRIVE

Grill

Merc

SCALLOP

Slash

tech

## PROGRAMS



## FINISHES



## PARTS



JET



Vintage

## MISC



*LEAGUE GOTHIC ITALIC - USE FOR PRODUCT HEADERS, ETC.*

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***WHEELS / AIR CLEANERS / ACCESSORIES***

*PORTER BOLD DEMO - USE FOR PREMIUM QUALITY ENGINEERED USAGE*

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**PREMIUM      QUALITY      ENGINEERED**

*BARLOW CONDENSED - USE FOR PRODUCT TITLES AND BODY COPY*

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**BARLOW CONDENSED REGULAR**

**Barlow Condensed Regular**

*BOLD*

BARLOW CONDENSED REGULAR

Barlow Condensed Regular

*REGULAR*

BARLOW CONDENSED REGULAR

Barlow Condensed Regular

*LIGHT*



***BLUE PMS 286 COLOR SPECS***



***PMS 286***



***100% CYAN / 66% MAGENTA / 0% YELLOW / 2% BLACK***



***0% - R / 93% - G / 170% - B***



***WEB CODE #005daa***