



**FULLTHROTTL**

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BRAND GUIDELINES



# LOGO USAGE

## PRIMARY LOGO – 4 COLOR



The primary logo for FullThrottle should be used whenever possible for brand consistency.

- The logo should never be stretched, warped, or disproportionate, as it loses brand integrity.
- Print Application File Format – EPS/AI/SVG
- Digital Application File Format – PNG/JPEG

## SECONDARY LOGOS

The secondary logos should only be used when creative contrast is at risk or in a black & white or grayscale deliverable.



2-COLOR



1-COLOR

# LOGO USAGE

## PRODUCT LOGOS

The product logos should be used in their 4-color format wherever possible. The integrity of the logo should not be compromised by stretching, warping, or altering the logo in any way. The 1-color versions (black or white) may only be used in black & white applications or where contrast is in jeopardy.

### 4C EXAMPLES

FULLTHROTTLE



FULLTHROTTLE



### 1C EXAMPLES

FULLTHROTTLE



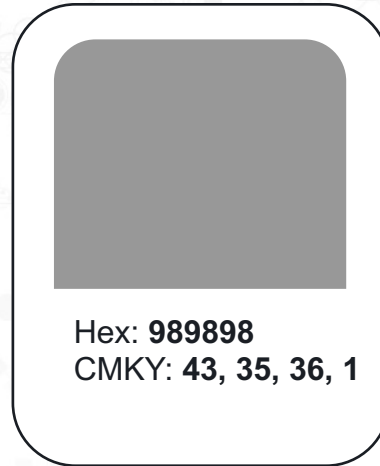
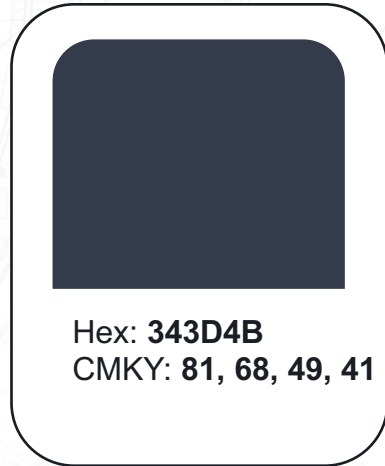
FULLTHROTTLE



# COLOR STORY

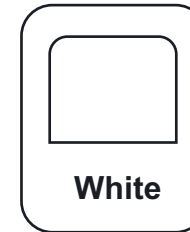
## PRIMARY COLOR PALETTE

Primary colors should be used for text emphasis, appliqués, and banners and be the predominant colors for the FullThrottle brand.



## SECONDARY COLOR PALETTE

Secondary colors should be used for icons, accents, and subheads.



# TYPEFACE USAGE

**Helvetica Neue** is the primary font family for the FullThrottle brand. This should be used in all text applications, like digital, product interfaces, and print.

Headlines should appear in the bold version of the typeface.

Body copy should appear in the light version of the typeface.

## PRIMARY FONT FAMILY

### HELVETICA NEUE - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!?

### HELVETICA NEUE - BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!?**