

BRAND

GUIDELINES

ACERBIS

MOTORSPORT

Corporate logo

Racing logo

Use of the logo

INSTITUTIONAL CONTEXT**WEB & SOCIAL** **EVENTS****ADVERTISEMENT**

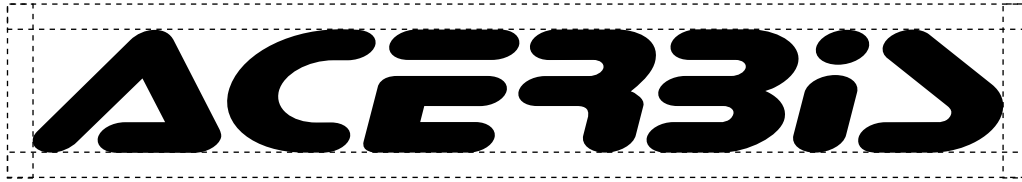
Use of the logo

RACING CONTEXT**BACKDROP** **SPONSORSHIPS****PADDOCK & BOX** **RACE VEHICLES****TEAM VEHICLES** **BANNER & LEDWALL**

USE OF THE LOGO

Download Logo <https://marketing.acerbis.it/>

This guideline aims to strengthen the brand and its recognition by using it correctly. Acerbis has two logos: the Corporate Logo and the Racing Logo. The choice of one or the other depends by the situation where the logo appears. These two logos are the only usable logos.



Security Area

Always keep this area clean, without text, symbols or other graphic elements that could distort the integrity of the Logo.



■ **Black:** C=0 / M=0 / Y=0 / K=100

□ **White:** C=0 / M=0 / Y=0 / K=0

Colors

The Logo must be black and white, based on the shade of the background it belongs to. (see examples)

CORPORATE LOGO

The Corporate Logo represents Acerbis in every institutional context. The logo must appear black on light backgrounds or white on dark backgrounds. No alterations to the logo, such as variations in color or proportions, are permitted.

⊗ The registered trademark symbol "®" is no longer an integral part of the logo and must therefore be absent.

Aa

FIGTREE

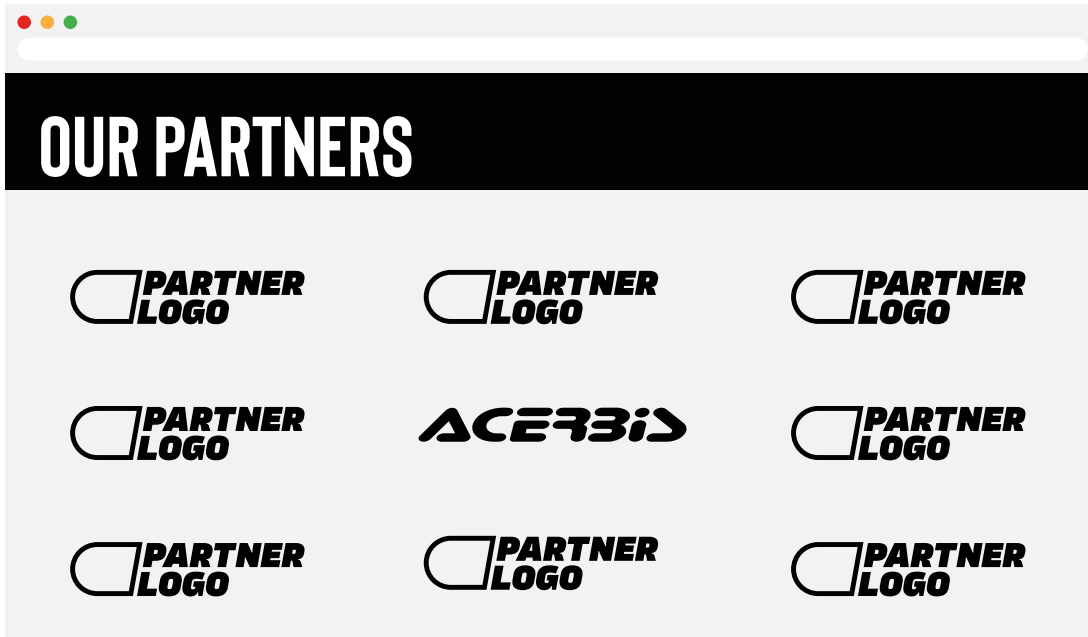
Official font from 2024

THE FONT

Download Family Font

<https://fonts.google.com/specimen/Figtree>

The Figtree Font is to be used for any elaboration, communication or context where the Acerbis subject promotes itself in the first person.



| Web page: "Partner"



| Digital Banner

WEB COMMUNICATION

The Corporate Logo must be used in the sponsor's section of the website of team or championship.



Security Area

Always keep this area clean, without text, symbols or other graphic elements that could distort the integrity of the Logo.



■ **Black:** C=0 / M=0 / Y=0 / K=100

■ **Yellow:** C=0 / M=0 / Y=100 / K=0

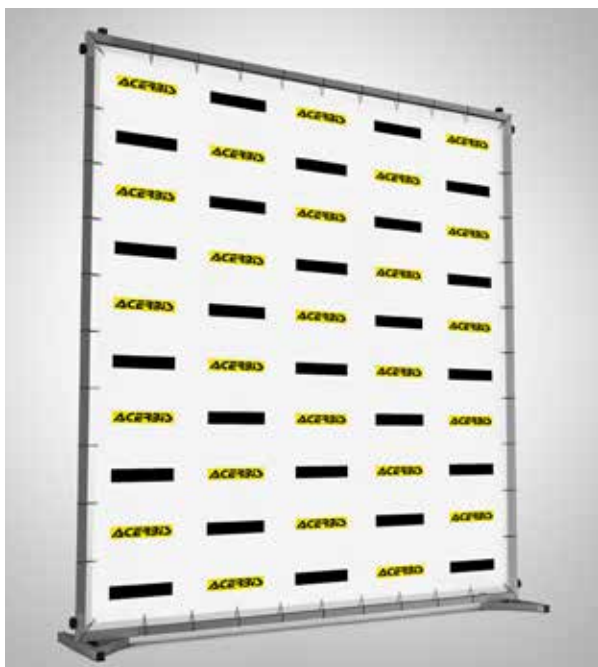
The Color

The Logo must be black and yellow, regardless of the shade of the background it belongs to. (see examples)

RACING LOGO

The Racing Logo represents Acerbis in every sporting context. The black logotype with yellow box (HEX #FFFF00). No alterations to the logo, such as changes in color or proportions, are possible.

⊗ The registered trademark symbol "®" is no longer an integral part of the logo and must therefore be absent.



✔ **Standard Tiles**

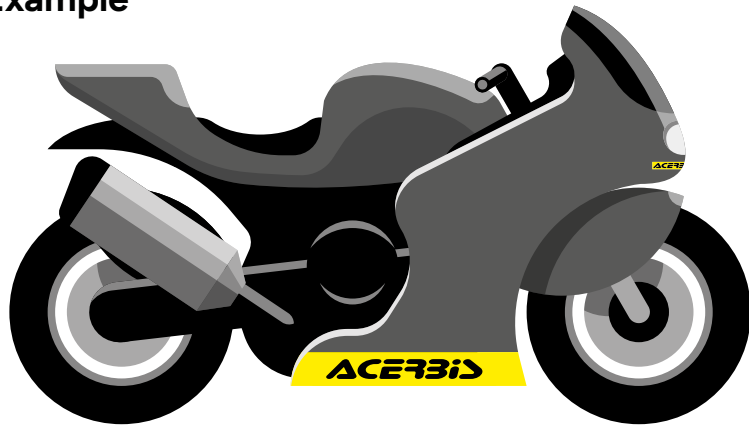


✔ **Preset Tiles**



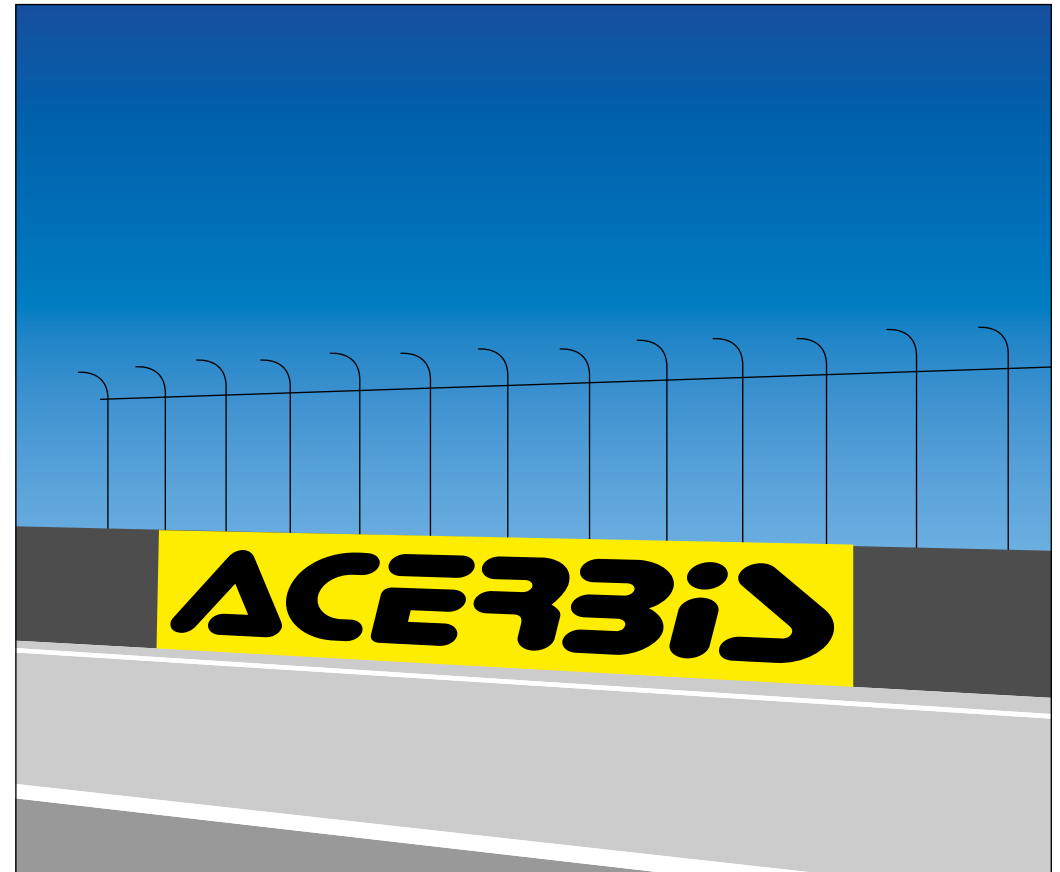
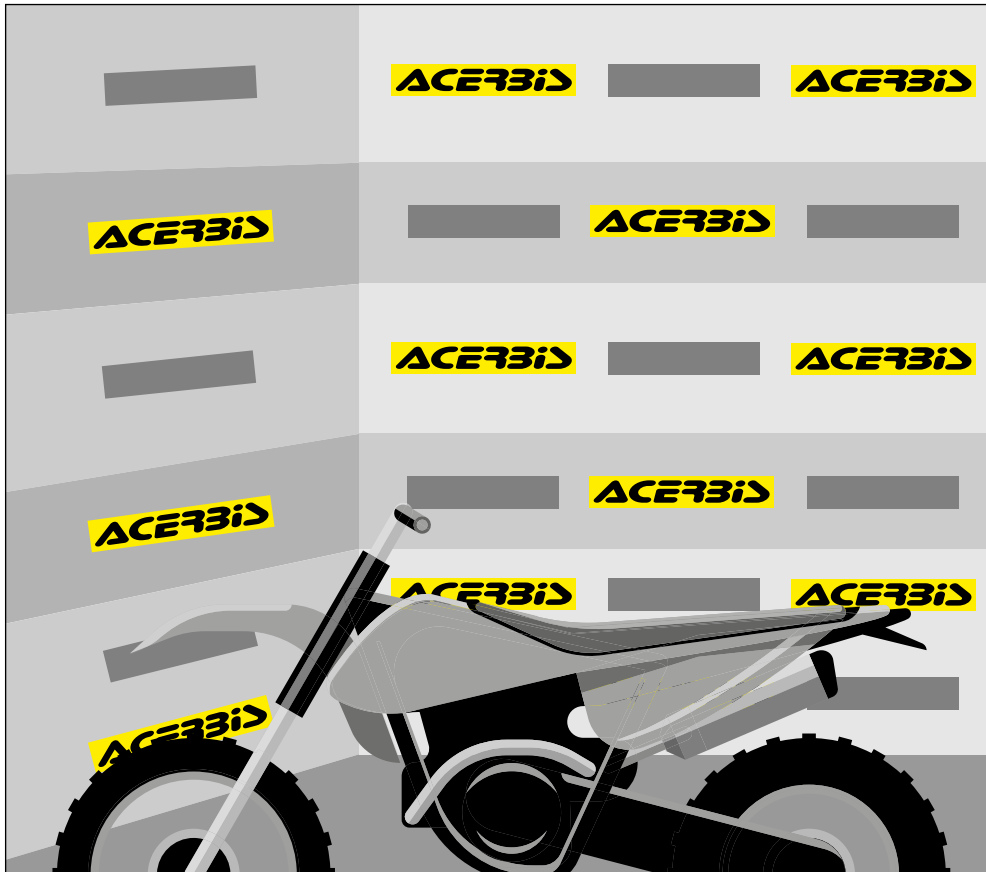
BACKDROP

The Racing Logo must be used on the backdrops of sponsored championships and teams. In case of pre-set tiles other than the logo tile: the pre-set tile should be yellow. (HEX #FFFF00)

Example**Example****Example**

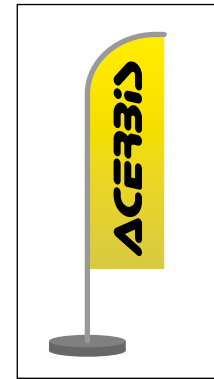
SPONSORSHIP

The **Racing Logo** must be used on vehicles (motorcycles, vans, scooters, etc...) of sponsored teams and riders. The logo must always appear black and yellow as in the example. The above are examples only, the right placement is defined in the contract.



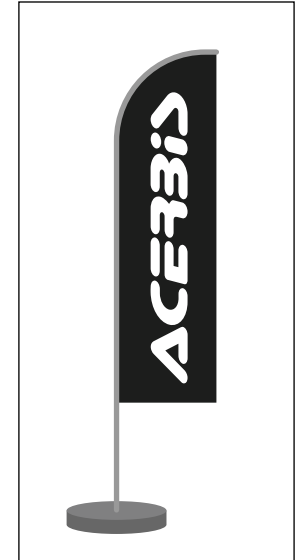
SPONSORSHIP

The Racing Logo must be used in the paddock area, in the pits of the sponsored teams, on banners and led walls both on and off the track.



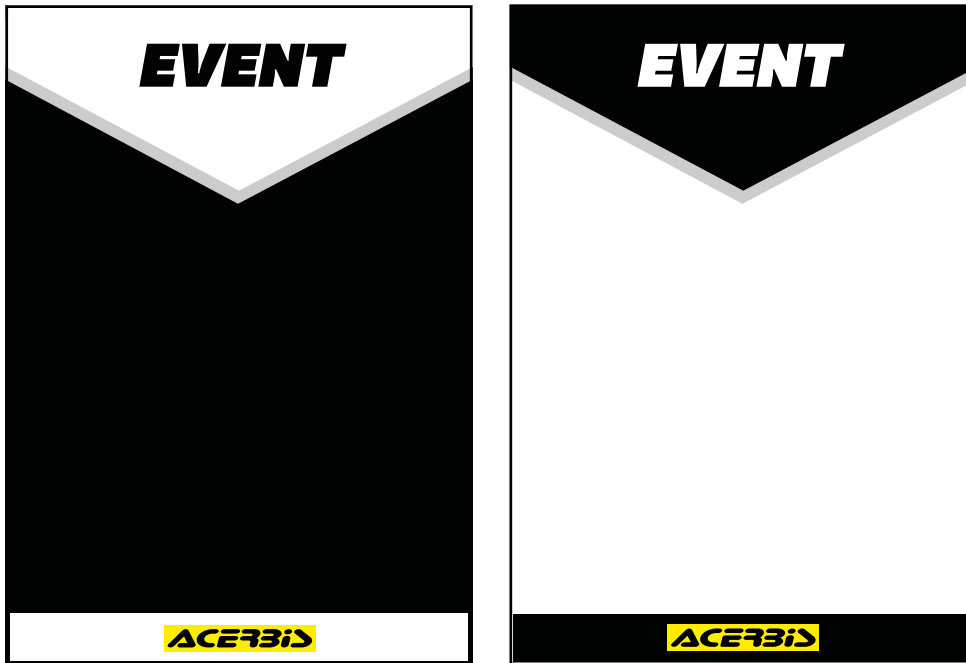
RACE MATERIAL

The Racing Logo must be used on support materials during races and racing events: gazebos, tents, flags, banners, webbing and course marker posts.



CORPORATE EVENT MATERIAL

The **Corporate Logo** is to be used on supporting materials during commercial events or institutional events, which are not the racing context.



POSTER: Racing Event & Races

Use the racing logo at the foot of the page or in the section dedicated to sponsors. Position the logo preferably in the center of the page with respect to the horizontal axis.

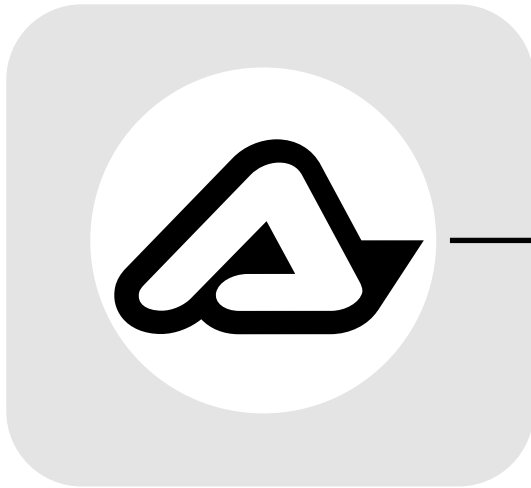
PRINTED COMMUNICATION

The Racing Logo must be used in advertising contexts concerning racing events and races.

DIGITAL

GUIDELINES

ACERBiD



Favicon

Black with white background



WEBSITE & DIGITAL ASSETS

The black Favicon with white background is used for all websites and digital platforms related to the Acerbis brand (Marketing platform, B2B and Acerbis branch sites).

| TAG

@ACERBISMOTORSPORT

| HASHTAG

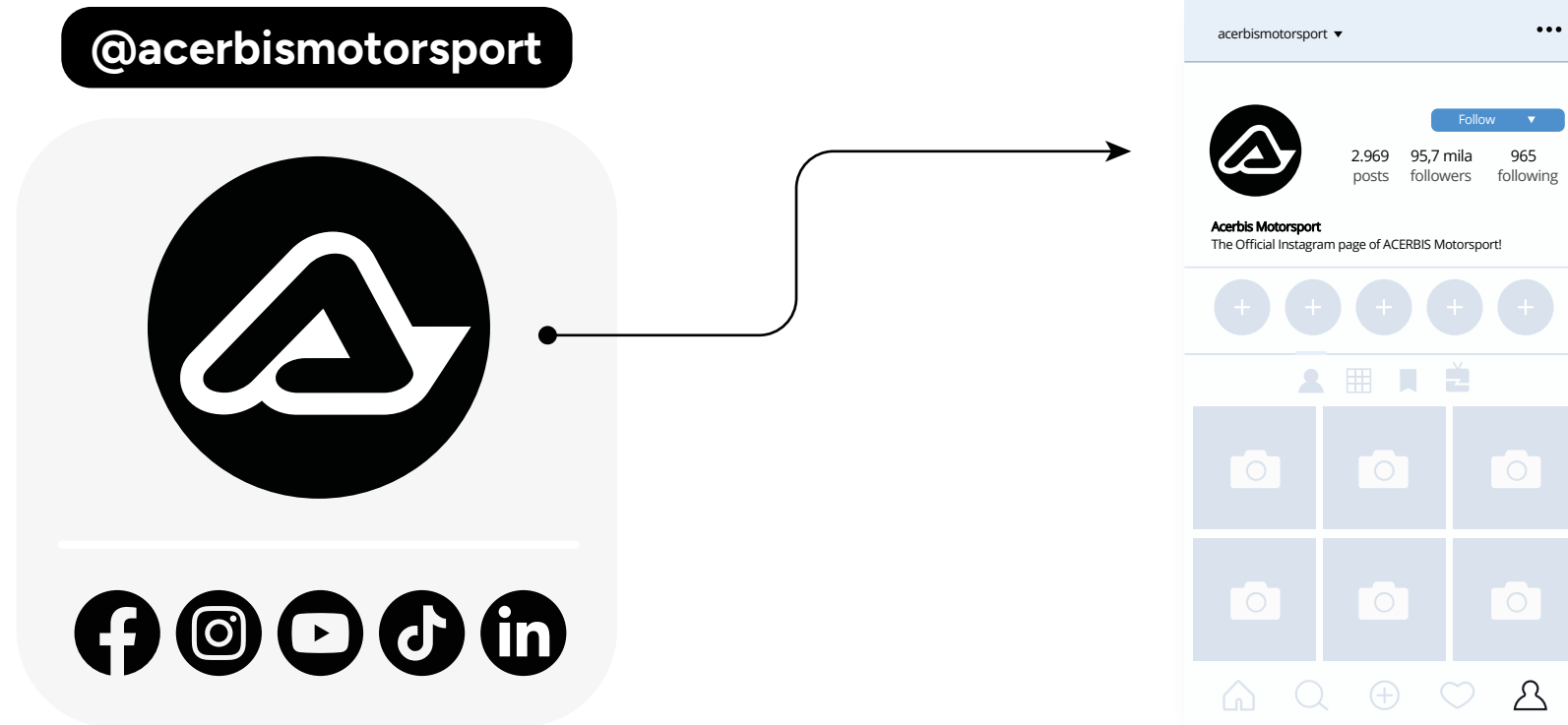
#ACERBIS #ACERBISMOTORSPORT

#ACERBISATHLETE

SOCIAL NETWORK

! Each Acerbis social page must be requested and approved by the marketing office in Albino (BG) ITALY. If approved, the profile picture will be provided in the correct format.

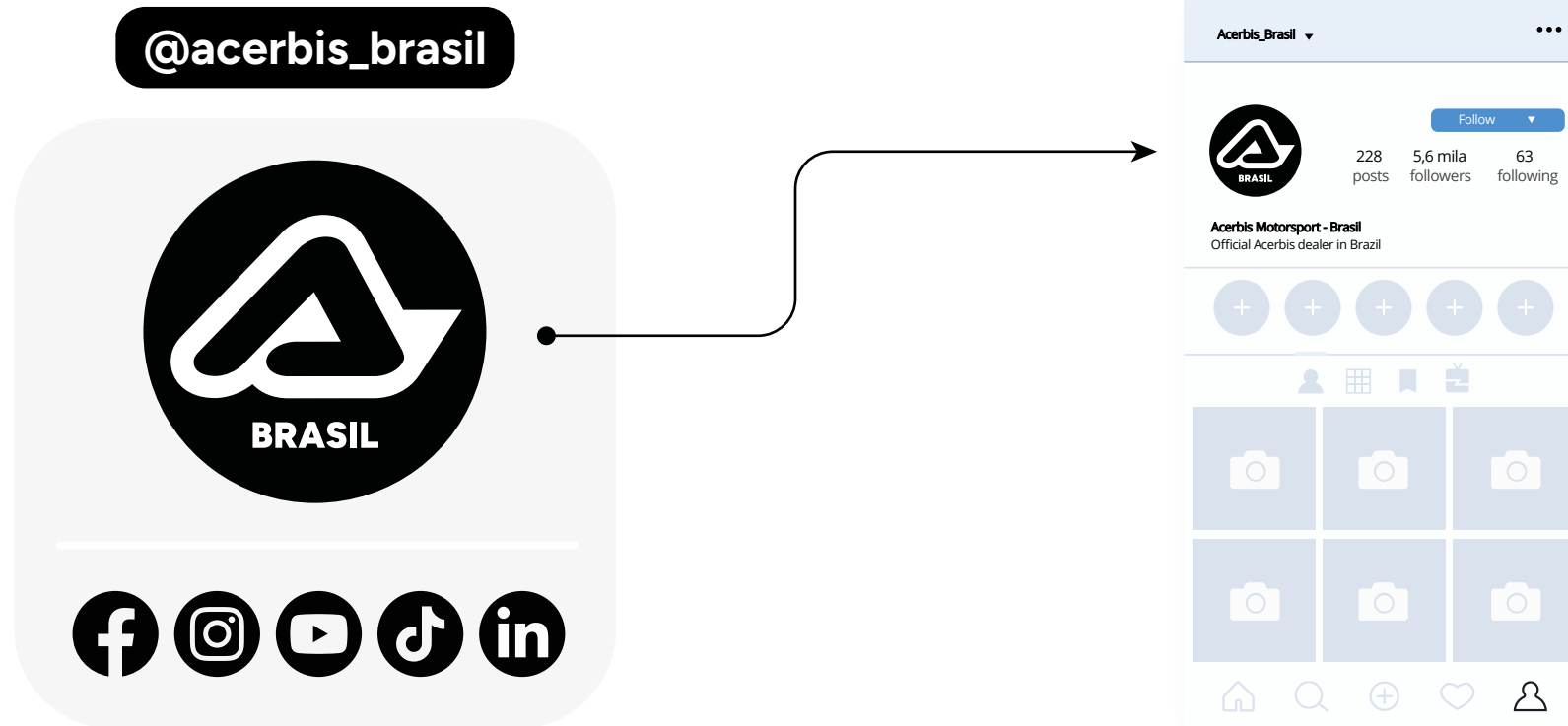
OFFICIAL PROFILE PICTURE



OFFICIAL SOCIAL CHANNELS

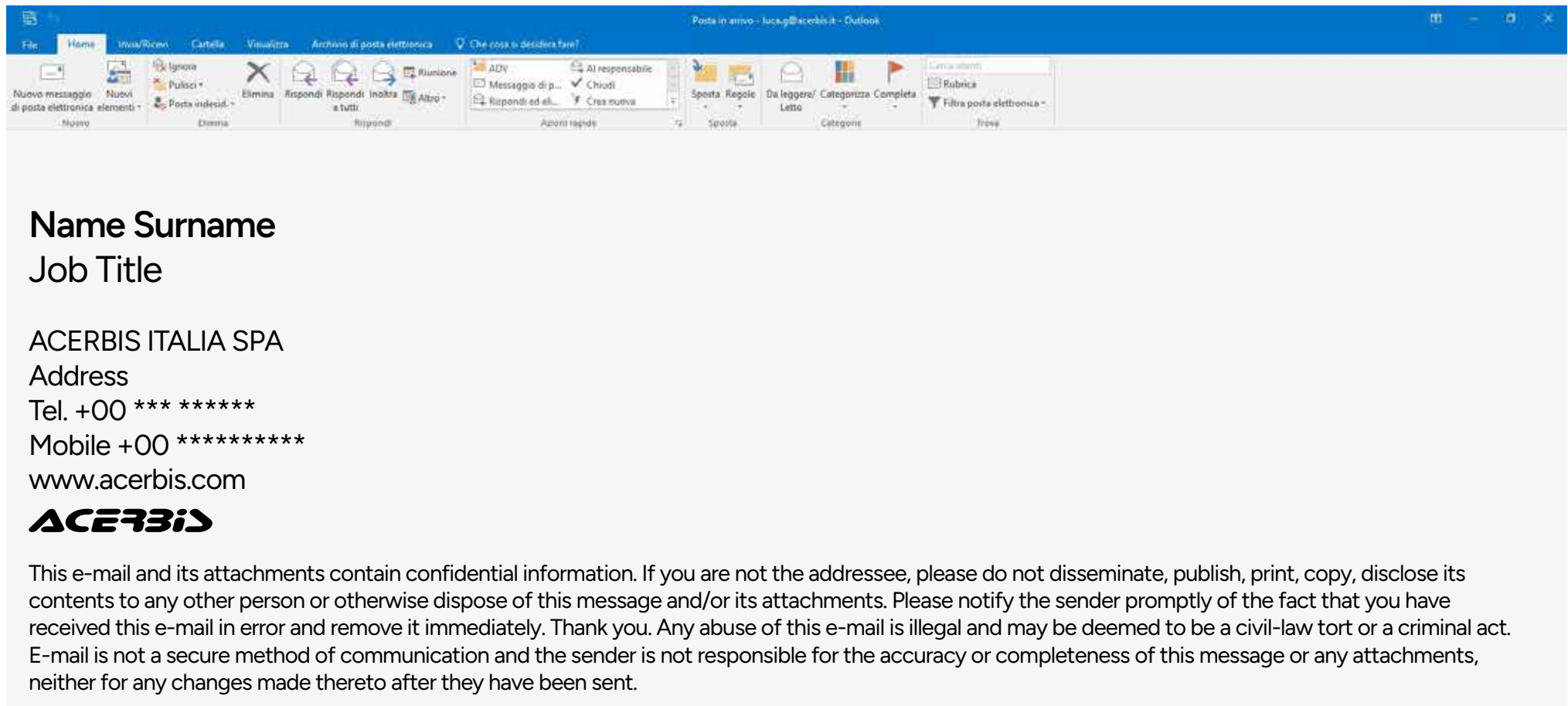
All of the brand's social channels (Instagram, Facebook, Tik Tok, Youtube and LinkedIn) require the use of the white icon with a black background as profile image.

OFFICIAL PROFILE PICTURE



DEALERS SOCIAL CHANNELS

All official dealer social channels use the white icon with black background with the addition of the Country name in English, as the profile picture. The social profile name must be: **Acerbis_Country**. In the bio (when required) it is mandatory to specify that it is a profile of an authorised Acerbis dealer in a specific Country. Acerbis will provide all correct logos to official Acerbis dealers.



E-MAIL SIGNATURE

The signature of all Acerbis employees must be uniform and follow the guidelines provided. Everyone must customise their their job title, the telephone number with the addition of the specific extension and adding their company mobile phone if present.