

CORPORATE LOGO

RACING LOGO

The following guidelines MUST BE OBSERVED
for a correct use of the brand.

Last update: 23/04/2019 12PM
info at marketing@acerbis.it

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019

Brand Guidelines

MOTORSPORT

ACERBIS

LOGO USAGE

The brand **ACERBIS** is an additional benefit to the products and the activities that the company exports in the world. Its consolidated quality needs an unequivocal and homogeneous logo, which encompasses the simplicity and finesse distinguishing the brand **ACERBIS**. This guideline aims to reinforce the brand and its recognisability through a correct use of the logo. **ACERBIS** has two logos. The **Corporate Logo** and the **Racing Logo**. The choice between the former and the latter depends on the situation where the logo appears. These two logos are the only available logos.

CORPORATE LOGO



RACING LOGO



Logo Usage

INSTITUTIONAL CONTEXT

ADVERTISING

WEB AND SOCIAL

Logo Usage

BACKDROP

SPONSORSHIPS

Paddock AND BOX

BANNERS AND LEDWALLS

TRACK MARKER AND RACE TAPES

FLAGS, TENTS AND INFLATABLE ARCHES

Brand Guidelines

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CORPORATE LOGO

The **Corporate Logo** represents **ACERBIS** in every institutional context. The logotype must be black on light backgrounds or white on dark backgrounds. The logo proportions and colours must not be altered, as well as any deviation from the acceptable signature configurations. The ® of registered brand is no longer part of the logo, so it must disappear.





SAFE AREA

Always keep this area clean, without text, symbols or any graphic elements that could compromise the integrity of the logo.



COLOURS

The Logo must be either black or white, depending on the shade of the belonging background.
(See examples below)

	Black C=0 M=0 Y=0 K=100		White C=0 M=0 Y=0 K=0
-------------------------------------------------------------------------------------	-------------------------------------	-------------------------------------------------------------------------------------	-----------------------------------

Black logo on white background



Black logo on light shade backgrounds



White logo on black background



White logo on dark shade backgrounds



CHANGES FROM THE OLD LOGO

The ® of registered brand is no longer part of the logo.
The logo **MUST BE** exclusively black or white; other colours, yellow included, are no longer acceptable.
The logo proportions must not be altered.

Brand Guidelines

The following guidelines MUST BE OBSERVED for a correct use of the brand.

CORPORATE LOGO

STITUTIONAL CONTEXT

The **Corporate Logo** must be used in every situation where the company is represented as a corporate body. Every official document, every company presentation must include the **Corporate Logo**.

Questo E-Ticket è il tuo biglietto d'ingresso

This document is your entry ticket

EXHIBITOR PASS

EXHIBITOR PASS

ACERBIS

ACERBIS ITALIA



92630956 898235

THE ACERBIS GROUP

ACERBIS is a manufacturer committed to find innovative solutions for the use of its plastics and technical sport gear in fields such as automotive, sport and racing.

The group is divided into three business units: Motorsport, Sport and OEM. It has three distribution centres (Italy, USA and UK), two production units (Italy and Czech Republic) and many logistic warehouses.

ACERBIS exports its products in 90 countries and sells directly in Italy, Spain, Portugal, France, Germany, UK and Austria.

ACERBIS COMPANY PROFILE

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CORPORATE LOGO

ADVERTISING

The **Corporate Logo** must be used for commercials and traditional advertising.



WEB ADVERTISING

The logo can be placed in any part of the ADV provided that it remains visible and legible in relation to the support to which it is designed.



MAGAZINES/NEWSPAPER ADVERTISING

The logo should be at least 6/7cm wide for an A4 sized paper.
The logo should be to a certain extent at the centre of the horizontal axis of the page.



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CORPORATE LOGO

WEB AND SOCIAL

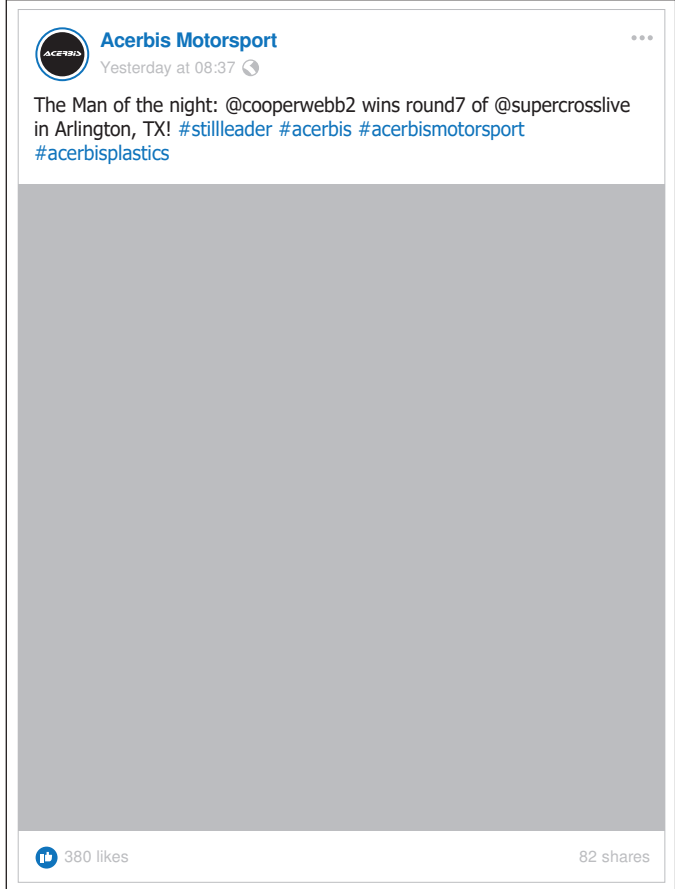
The **Corporate Logo** must be used on the new communication channels, such as websites and social media official pages, except for the **ACERBIS USA** which uses the **Racing Logo**. Social posts may contain either the former or the latter.




SOCIAL MEDIA PAGES
The Corporate Logo must respect the proportions hereby presented. Requests should be directed to the mail above.



WEBSITES
The Corporate Logo must respect the proportions hereby presented. Requests should be directed to the mail above.



 EVERY ACERBIS SOCIAL MEDIA PAGE MUST BE REQUESTED AND APPROVED BY THE MARKETING OFFICE BASED IN ALBINO (BG) ITALY. IN CASE OF APPROVAL THE PROFILE PICTURE WILL BE SUPPLIED IN THE CORRECT FORMAT.

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RACING LOGO

The **Racing Logo** represents **ACERBIS** in every sportive context. The logotype is black within a yellow box (HEX #FFFF00). The logo proportions and colours must not be altered, as well as any deviation from the acceptable signature configurations. The ® of registered brand and the black frame are no longer part of the logo, so they must disappear.





SAFE AREA

Always keep this area clean, without text, symbols or any graphic elements that could compromise the integrity of the logo.



COLOURS

The Logo must be black within a yellow box, regardless of the shade of the belonging background. (See examples below)

	Black C=0 M=0 Y=0 K=100		Yellow C=0 M=0 Y=100 K=0
-------------------------------------------------------------------------------------	-------------------------------------	-------------------------------------------------------------------------------------	--------------------------------------

Racing Logo on white background



Racing Logo on light or dark shade backgrounds



Racing Logo on black background



Racing Logo on yellow background



CHANGES FROM THE OLD LOGO

The ® of registered brand is no longer part of the logo. The logo MUST BE exclusively black and yellow; other colours are no longer acceptable. The logo proportions must not be altered.

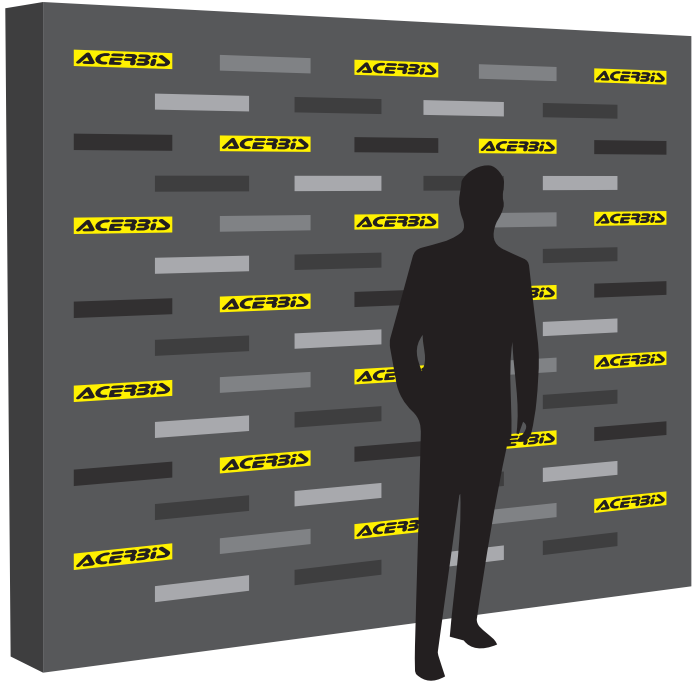
Brand Guidelines

The following guidelines MUST BE OBSERVED for a correct use of the brand.

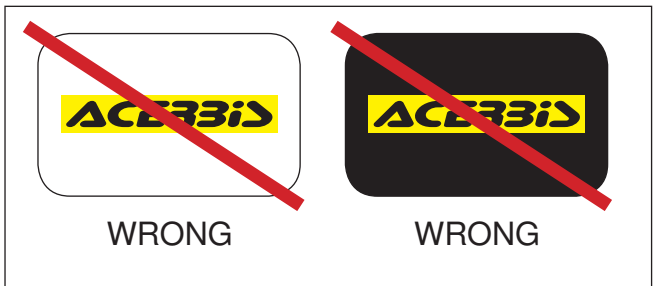
RACING LOGO

BACKDROP

The **Racing Logo** must be used on championships' and sponsored teams' backdrops. In the case of preset boxes, the box must be filled with the yellow colour (HEX #FFFF00).



PRESET BOXES
In the case of preset boxes reserved to the logos the background must necessarily be of the same yellow colour of the logo (*See examples*)



CORRECT

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RACING LOGO

SPONSORSHIPS

The Racing Logo must be used on the sponsored teams' vehicles (motorcycles, trucks, cars, mopeds, etc.).



BACKGROUND GRAPHICS

In every situation where the yellow colour is used as background graphics, the shade of yellow must be the same as the Racing Logo (HEX #FFFF00)

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RACING LOGO

PADDOCK AND BOX

The **Racing Logo** must be used in the paddock area and in the teams' and pilots' boxes.



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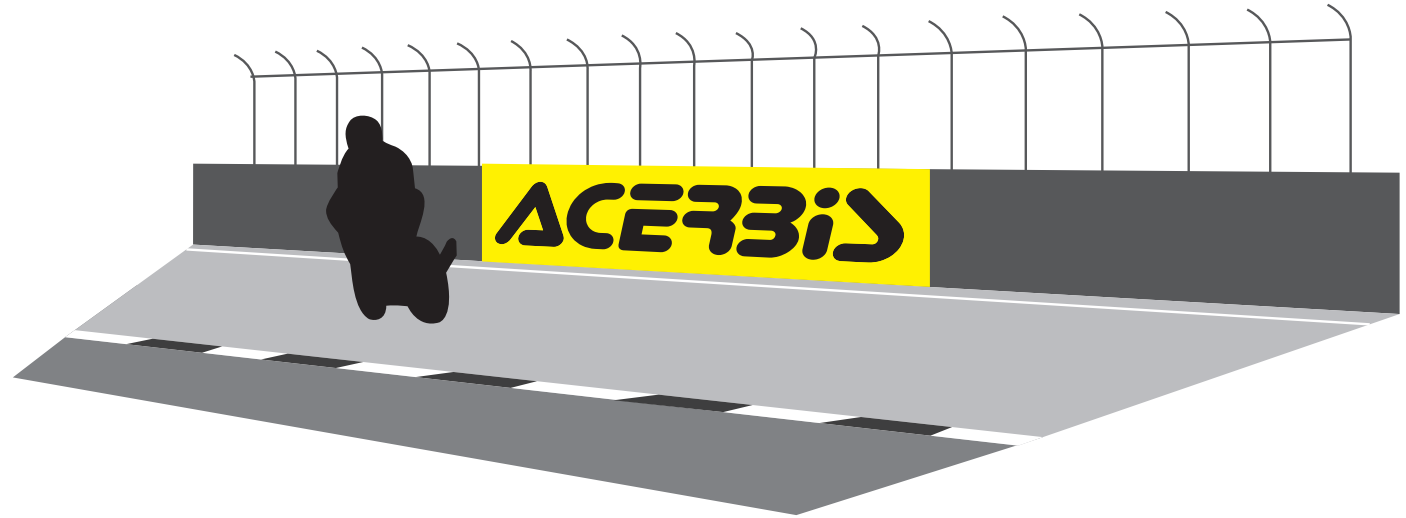
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RACING LOGO

BANNERS AND LEDWALLS

The **Racing Logo** must be used on banners and ledwalls, both on and off the circuit.



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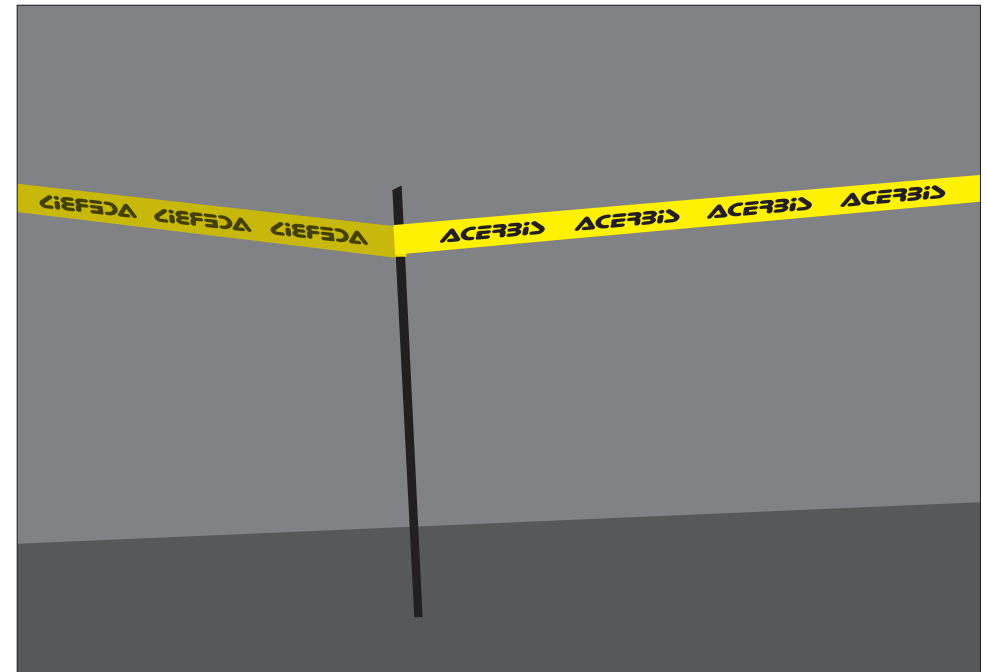
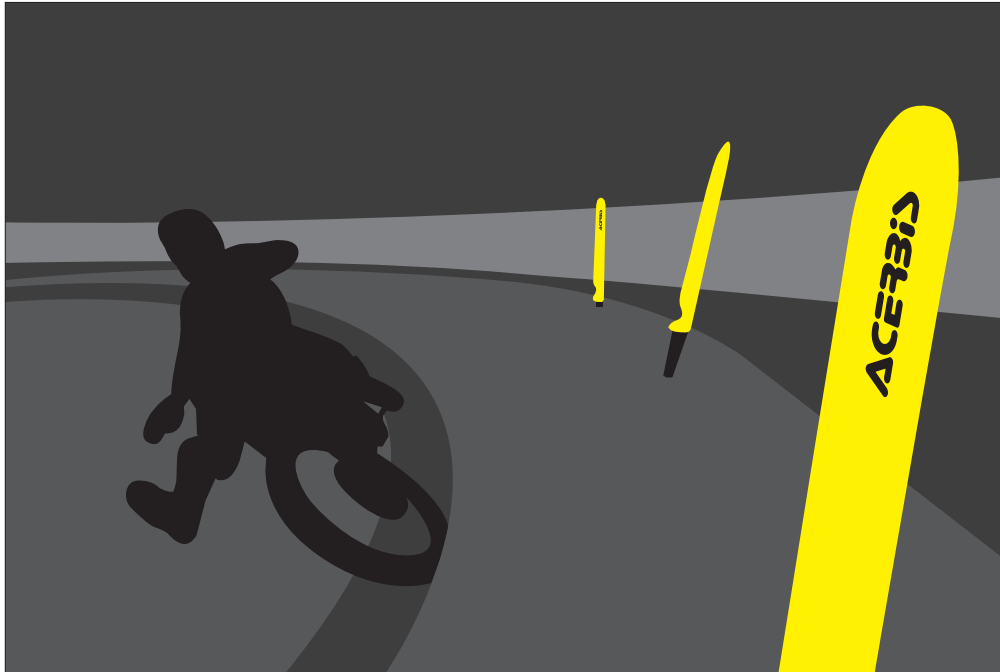
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RACING LOGO

TRACK MARKER AND RACE TAPES

The **Racing Logo** must be used on the track markers and on the race tapes.



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The following guidelines MUST BE OBSERVED
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RACING LOGO

FLAGS, TENTS AND INFLATABLE ARCHES

The **Racing Logo** must be used on every structure present at a sportive event, from inflatable arches to tents and flags.

