PERFORMANCE PARTS

SUPERTECH
BRAND GUIDELINES

We've updated our brand to better reflect who we are today. Building on the success of our refreshed look, we refined our logo to improve versatility and consistency across digital platforms, print materials, and products. These new brand guidelines ensure clarity and cohesion wherever our brand appears.

LOGO
FULL COLOR

The Supertech full-color oval logo is our most recognizable asset and must be used consistently. Always place it on a clean background with clear space equal to the height of the "S" in Supertech. Avoid alterations, distortions, or unapproved colors. Use an approved alternative if contrast is insufficient. This guide ensures proper application across all uses.
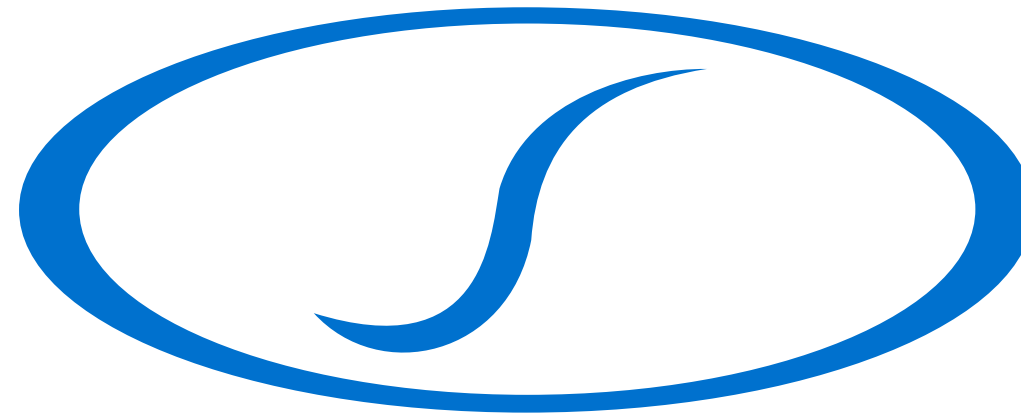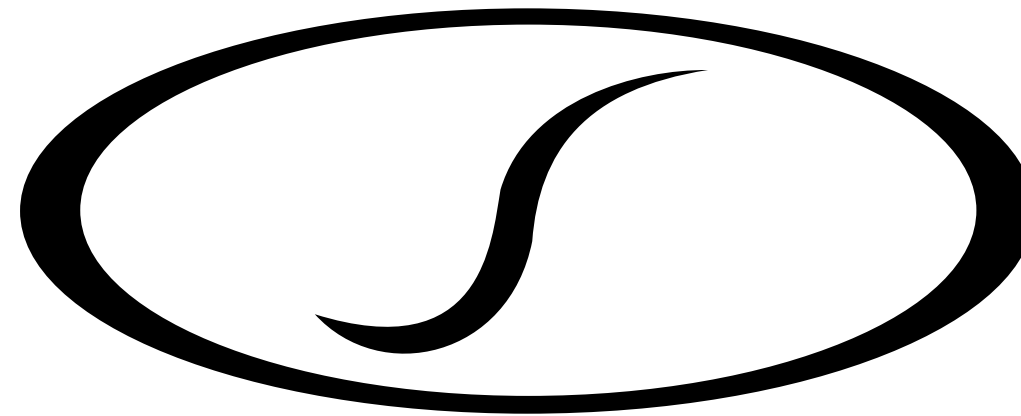
LOGO
SINGLE COLOR

The single-color Supertech logo is ideal for simplified printing and monochrome applications. When color usage is limited, use it to ensure clarity, consistency, and strong brand recognition across various media.

LOGO
«S» SYMBOL

The new Supertech "S" logo offers a simplified, versatile alternative to our full brand mark. Use it in applications requiring compact branding or subtle identity reinforcement, ensuring consistent and clear visibility across digital, print, and product placements.

USING LOGO

The single-color Supertech logo is ideal for simplified printing and monochrome applications. When color usage is limited, use it to ensure clarity, consistency, and strong brand recognition across various media.

Distort the logo

Rotate the logo

Use the logo in any other color

Use the Supertech wordmark alone

Use any special effects on the logo

Change the size between the woodmark and the symbol

BLACK

CMYK	RGB	HEX	PMS
0% 0% 0% 95%	13 13 13	#0C0C0C	STANDARD BLACK

BLUE

CMYK	RGB	HEX	PMS
91% 53% 0% 0%	0 113 206	#0071CE	285C

WHITE

CMYK	RGB	HEX	PMS
0% 0% 0% 0%	255 255 255	#0C0C0C	WHITE

EERIE BLACK

CMYK	RGB	HEX	PMS
0% 0% 0% 88%	0 0 12	#1E1E1E	419C

USING COLOR

Striking, bold, and clean, the Supertech color palette features Supertech Blue (PMS 285 C) as our primary color, complemented by black and white. When paired with black or white, Supertech Blue provides vibrant contrast and clear legibility, aligning our digital presence, print materials, and product packaging to create a unified brand experi-
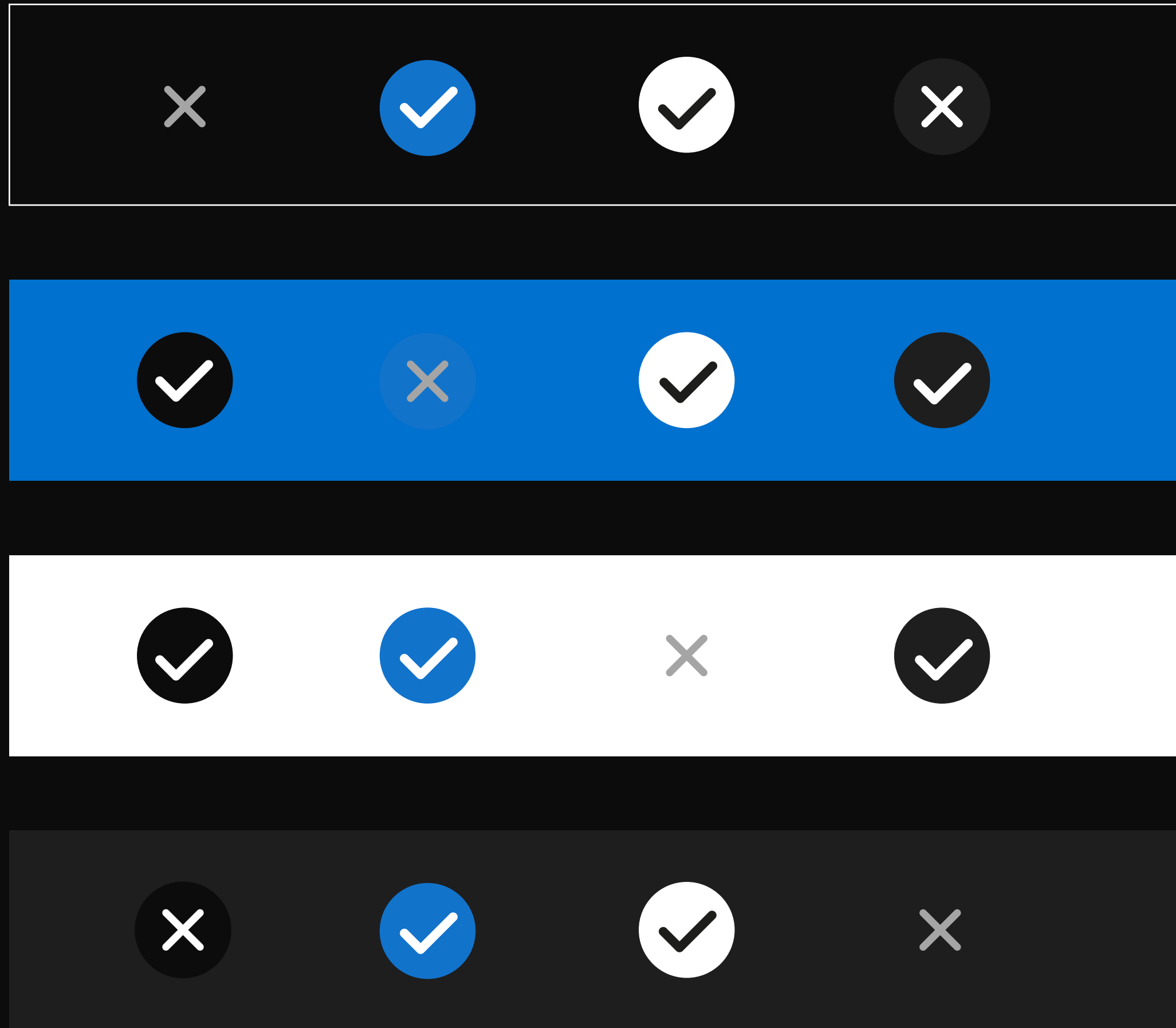
COLOR
PAIRING

We've created this simple chart to help you pair our colors together. The general rule is to pair blue with black or white.

FONTS

BalboaPlus Fill

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

HK Grotesk Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Small head
HK Grotesk Semibold (All caps)

Main title
BalboaPlus Fill (All caps)

Secondary title
BalboaPlus Fill (All caps)

Section title
HK Grotesk Semibold

Main body copy
HK Grotesk Semibold

TYPE HIERARCHY

PERFORMANCE PARTS
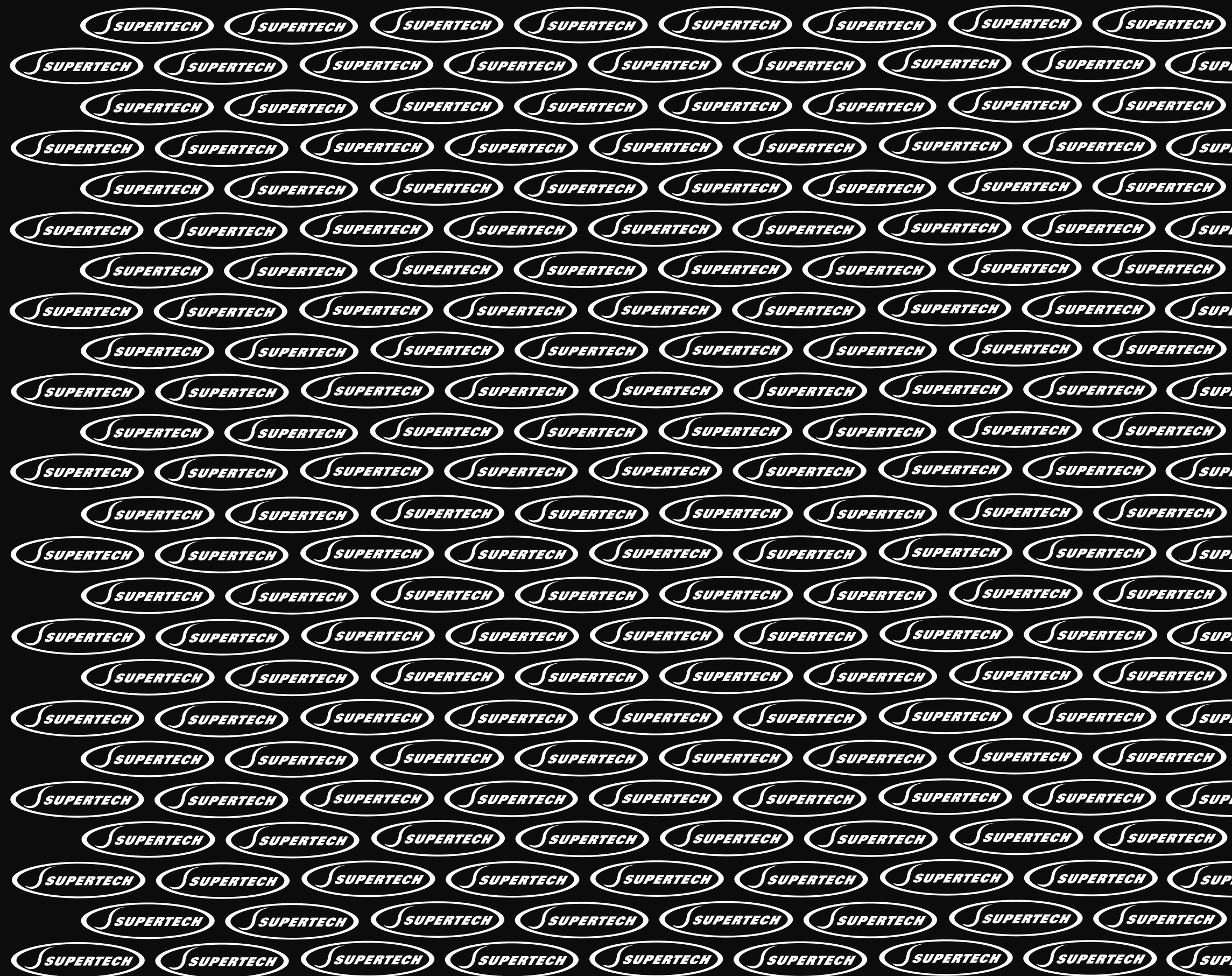
QUALITY PERFORMANCE RELIABILITY

POWERSPORTS

Quality first !

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait

PATTERNS

The oval pattern can only be used in a single-color format. Patterns are not included with the general logo pack and must be requested separately and approved on a use-case basis.

THANKS