

TIME SPORT COMMUNICATION TOOLS
BRAND CORPORATE STANDARD GUIDELINES

TIME®

An aerial, black and white photograph of three cyclists riding on a winding asphalt road. The road curves through a rugged, rocky, and hilly landscape. The cyclists are positioned in a line, moving away from the viewer. The road has white dashed lines. The overall scene is dynamic and emphasizes the brand's focus on cycling.

OUR STANDARDS

These guidelines have been created for you, to make sure you understand key rules about the TIME Sport brand and that you respect it as if it was your own.

Use these guidelines as a framework for artwork with the TIME Sport brand, but do not forget that **all designs you create need to be approved. Nothing goes into production without our written approval.**

Your contact for questions and approval is Tom Zurawski, Creative Director at : tzurawski@sram.com

WORDMARK COLOR VARIATIONS



One color (Red)
logo over light
background



One color alternative
(35% Black) logo
over mid background



One color (White)
logo over red
background



One color alternative
(65% Black) logo
over dark background



One color (White)
logo over dark
background



One color (Black)
logo over light
background

COLOR PALETTE



RED

PMS : Pantone 186C
CMYK : 0 / 100 / 81 / 5
RGB : 229 / 25 / 55
HEX : #E51937



BLACK

CMYK : 0 / 0 / 0 / 100
RGB : 0 / 0 / 0
HEX : #000000



DARK GRAY

CMYK : 0 / 0 / 0 / 65
RGB : 89 / 89 / 89
HEX : #595959



LIGHT GRAY

CMYK : 0 / 0 / 0 / 35
RGB : 166 / 166 / 166
HEX : #A6A6A6



WHITE

CMYK : 0 / 0 / 0 / 0
RGB : 255 / 255 / 255
HEX : #FFFFFF

CLEAR SPACE



MINIMUM SIZE



Height : 3.175 mm | 0.125 in

IN-COPY USE

Lorem ipsum dolor sit amet, con sectetur elit, sed do TIME eiusmod tempor incididunt ut labore. Ut enim ad TIME Sport veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

NOTE : TIME is always all-caps.

ALL BRAND LOCK UP COLOR VARIATIONS



Full color
lock up over light
background



One color (White)
logo over red
background



One color (White)
logo over dark
background



One color (Black)
logo over light
background

LOCK UP USAGE

- The proportions of the locked up logos cannot be altered
- The order of the locked up logos cannot be changed
- When scaling up or down, pay attention to these rules

THANK YOU

V03 / 2021.03.19

TIME®