

**ROCKSHOX COMMUNICATION TOOLS**  
BRAND CORPORATE STANDARD GUIDELINES

**ROCKSHOX®**

## OUR LOGO



THE PILL IS A TRUE ICON IN MOUNTAIN BIKING AND REPRESENTS THE HEART OF THE OUR IDENTITY. THE WORDMARK HELPS INCREASE THE VISIBILITY OF THE BRAND PRIMARILY ON PRODUCT AND WHEN NOT USING THE PILL.



OUR STANDARDS

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

Use these guidelines as a framework for artwork with the RockShox 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](mailto:tzurawski@sram.com)

### PILL CORE COLOR VARIATIONS



Full color logo over light background



Full color logo over dark background, note the white stroke



One color alternative (Black) logo over light background



One color alternative (White) logo over dark background

### CLEAR SPACE



Equivalent to cap height of the logotype

### MINIMUM SIZE



Height : 6.35 mm | 0.25 in

### IN-COPY USE

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

NOTE : RockShox is always one word with capital R and S.

### CORE 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



WHITE

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

## WORDMARK CORE COLOR VARIATIONS



One color (Black)  
logo over light  
background



One color (White)  
logo over color  
background



One color (White)  
logo over dark  
background

## CLEAR SPACE



Equivalent to half the cap height

## MINIMUM SIZE



Height : 4.763 mm | 0.1875 in

## IN-COPY USE

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

NOTE : RockShox is always one word with  
capital R and S.

## CORE COLOR PALETTE



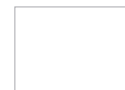
RED

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



WHITE

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

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 / 2020.09.23

**ROCKSHOX®**