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.
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
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**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

Height: 6.35 mm | 0.25 in

**MINIMUM SIZE**

(Black) logo over light background

**IN-COPY USE**

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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
COMMUNICATION TOOLS / ROCKSHOX LOGO

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

ROCKSHOX.

Equivalent to half the cap height

MINIMUM SIZE

ROCKSHOX.

Height: 4.763 mm | 0.1875 in

IN-COPY USE

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