

SRAM COMMUNICATION TOOLS

BRAND CORPORATE STANDARD GUIDELINES

SRAM®

OUR LOGO

The SRAM logo is displayed in a bold, italicized, white sans-serif font. The letters are closely spaced, with the 'S' and 'R' being particularly prominent. A registered trademark symbol (®) is located at the end of the word. The logo is centered within a solid red rectangular background.

THIS IS OUR LOGO. IT'S OUR SIGNATURE.
IT'S A BADGE OF HONOR. WE BELIEVE
OUR LOGO IS SACRED. WE ASK THAT YOU
FEEL THE SAME WAY. PROTECT IT.

A black and white photograph of a person riding a mountain bike on a narrow dirt trail through a dense forest. The rider is wearing a helmet and is positioned in the lower-left quadrant of the frame. The forest is filled with tall, thin trees and fallen branches, creating a complex, textured background.

OUR STANDARDS

These guidelines have been created for you, to make sure you understand key rules about the SRAM brands and that you respect them as if there were your own.

Use these guidelines as a framework for artwork with the SRAM 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 (White)
logo over red
background



One color (White)
logo over dark
background



One color (Black)
logo over light
background

CLEAR SPACE



MINIMUM SIZE



Height : 3.175 mm | 0.125 in

IN-COPY USE

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

NOTE : SRAM is always all-caps.

COLOR PALETTE



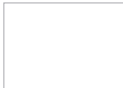
RED

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

CARRIER COLOR VARIATIONS



Carrier logo over
light or dark
backgrounds

CARRIER USAGE

- When the background is busy and the logo needs to stand out
- When the logo is displayed with other logos
- When the logo needs to have a stronger presence, but its size has to stay small

NOTE : In the Carrier, the box is always Red and the SRAM is always White.

TAG COLOR VARIATIONS



Top tag over
light or dark
backgrounds



Bottom tag over
light or dark
backgrounds

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

TAG USAGE

- The SRAM tag is used also when the background is busy and the logo needs to stand out
- It is used for publications, advertising, website material, and swag

NOTE : In the Tag, the box is always Red and the SRAM is always White.

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

SRAM®