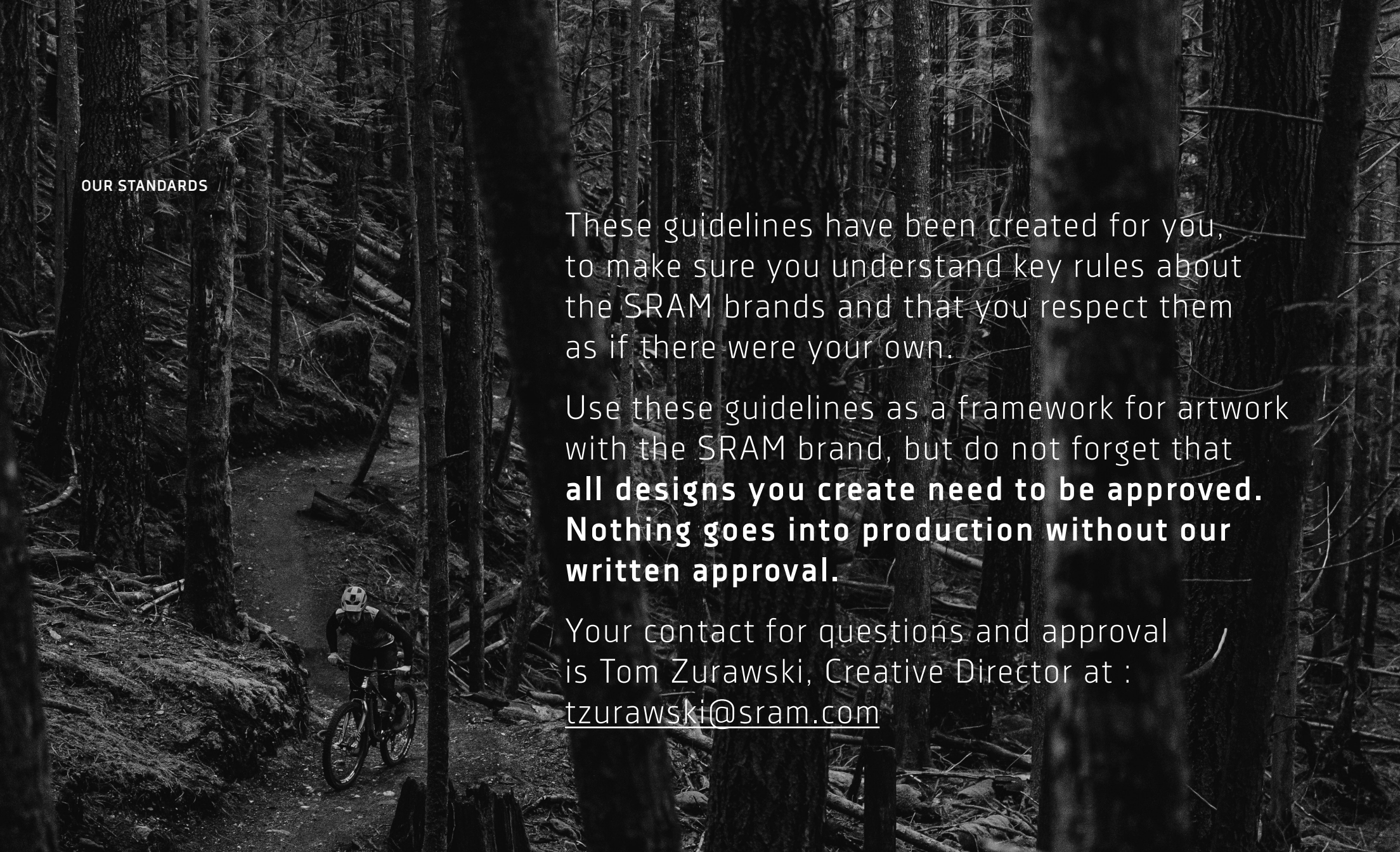
SRAM COMMUNICATION TOOLS

BRAND CORPORATE STANDARD GUIDELINES

OUR LOGO

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.



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

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.

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