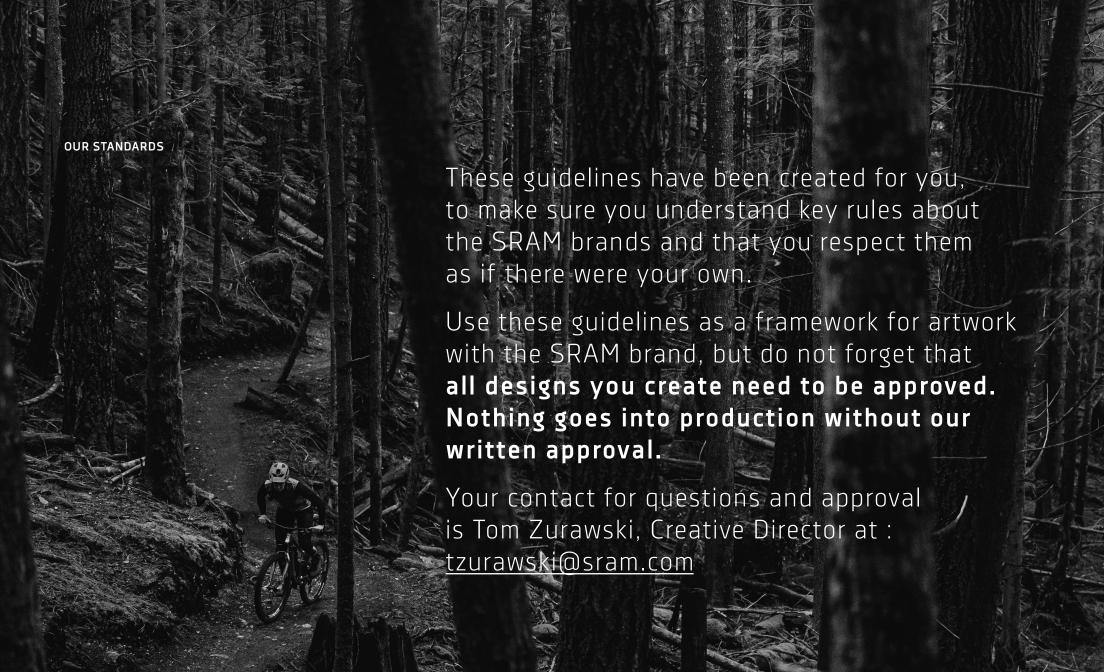
SRAM COMMUNICATION TOOLS

BRAND CORPORATE STANDARD GUIDELINES





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.



WORDMARK COLOR VARIATIONS



One color (Red) logo over light background

CLEAR SPACE



MINIMUM SIZE



Height: 3.175 mm | 0.125 in



One color (White) logo over red background

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.



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



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



SRAM.





Top tag over

light or dark

COLOR PALETTE

RED

WHITE



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



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



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





TRUVATIV ZIPP QUARQ TIME





Full color lock up over light background





TRUMTIV ZIPP QUARQ TIME





One color (White) logo over red background







TRUMTIV ZIPP QUARQ TIME



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

V04 / 2021.08.27

