

2018

BRAND IDENTITY
STANDARDS MANUAL



WTB®

WTB.COM

HOW TO USE THIS GUIDE

This standards manual is to be used as a guide to distinguish the intended identity standards that best represents WTB as a brand. A strong visual identity and brand message can enhance WTB's ability to attract a wide range of riders; and to help maintain WTB's position at the top of it's competition.

Our brand reflects and defines who we are and how we are viewed by our customers. By tying all our actions and communications back to the WTB brand, we strengthen and enhance its value.

To take better advantage of this potential, WTB has developed a new visual identity system that effectively links our reputation as one of the best mountain bike brands in the world with a refreshed aesthetic that is prominent in the recreational sports industry.

The versions of the WTB brand marks and word marks outlined within this manual are current and should be used for ongoing communications. Previous versions of the WTB brand marks and word marks from production of this manual shall sieze from being used on any visual conditions. Every brand mark and word mark in this standards manual is presented with its EPS digital file name. Great care should be given to ensure that only the correct brand marks, word marks, colors, fonts, photos, illustrations, and graphic elements are used. In this way we can strengthen the legibility and visual equity of the WTB brand.

Every member of the WTB family plays an important role in bringing this cohesive identity to life and in maintaining its integrity by applying it consistently throughout all brand communications including print, apparel, web, social media, display, video, and



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1.1 | WHO IS WTB?

Founded in 1982, WTB was formed in the birthplace of mountain biking to design better bicycle products. Renowned for saddles, tires, rims, and grips, our rider-driven company continues to push the boundaries of what's possible through an unrelenting spirit of innovation and passion for two-wheeled adventure.

1.2 | MISSION STATEMENT

WTB is committed to providing our customers with progressive, durable, and safe parts and accessories. We are committed to providing our owners and employees with enjoyable and fulfilling work, fair compensation and an opportunity to reach their personal and collective potentials. We are a strong advocate for the bicycle as a contributor to personal, societal, and environmental well being, and continually strive to be a socially conscious company providing inspiration to our community and a service to the planet.

OUR PURPOSE:

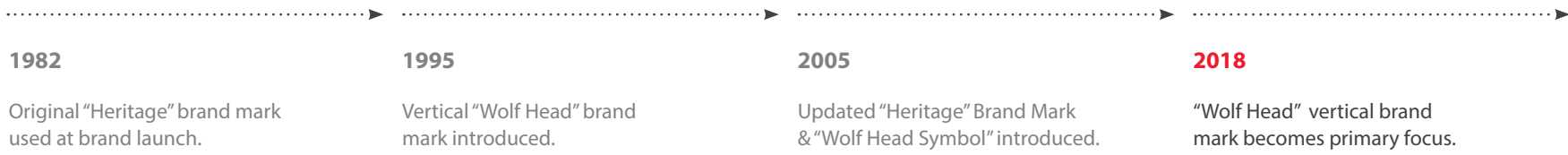
Deliver adaptive cycling contact points to enhance people's riding experiences, enabling them to grow and thrive.



1.3 | COMPANY HISTORY

WTB was born in 1982 at the base of Mount Tamalpais (Mt. Tam,) the mountain that is most often credited with giving rise to the sport of mountain biking. Located just north of San Francisco and overlooking the Pacific Ocean lies a huge swath of majestic and serene protected land punctuated by 2,500 foot Mt. Tam. This mountainous region, that is largely open space, gave birth to mountain biking.

The late 1970's marked a transition for the early days of mountain biking. 1940's era Schwinn cruiser style bikes originally designed for children were not standing up to the abuse that mountain biking demanded of them. Lightweight, hand-welded, and purpose-specific frames designed for mountain biking became popular. Original mountain bike frames still used parts from old cruiser bikes that fell apart and were not designed for use off road. WTB filled this void by creating the first mountain bike specific parts in 1982. They were light, reliable, well made, unique, and truly different. Never before had parts been designed specifically for mountain biking. WTB is famous for original thinking. Grease Guard parts redefined durability in the 1980's while the 1999 WTB Nano Raptor 2.1 29" tire created the 29" wheel size for frame builders, a size that is now unquestioned in the bicycle industry. A wholehearted approach to standardizing tubeless tires and rims along with quality, comfortable, and high performance saddles marks WTB's progression during the 2000's. WTB is still headquartered and owned in Marin County, California at the base of Mt. Tam, the mountain that gave rise to mountain biking. WTB still stays true to its original purpose: to make bicycling better, which WTB continues to do with original thought. Through questioning the norm and thinking beyond conventionality, WTB continues to make the world better for bikes one new groundbreaking concept at a time, one revolutionary product at a time, and one bike lane at a time.



1.4 | BRAND POSITIONING

To help maintain brand consistency, all of our ongoing communications require a clarification on purpose. To ensure this consistency we use our brand ladder & brand platform to navigate our message to the consumer.

BRAND LADDER

In our efforts to clearly define ourselves and effectively position WTB, we've outlined our primary customer benefits and unique offerings in a brand ladder. This brand ladder goes beyond a single positioning statement. It is a permanent compass that guides all messaging so we communicate consistently and successfully across all interactions with our customers and partners.

BRAND PLATFORM

While our brand ladder establishes a clear direction for all our communications, we need a succinct structure to quickly and clearly communicate our product levels and benefits. In everything that we do, we're focused on delivering solutions to enable effective outcomes – so our customers can overcome obstacles, grow and thrive. With that purpose in mind, the *Grid* option model of product level and differentiation has been adopted. This gives the customer the ability to make a confident selection with a narrowed range of options and information. Creating a simple understanding of benefits provided by a complexly manufactured product.

INTRODUCTION | BRAND POSITIONING

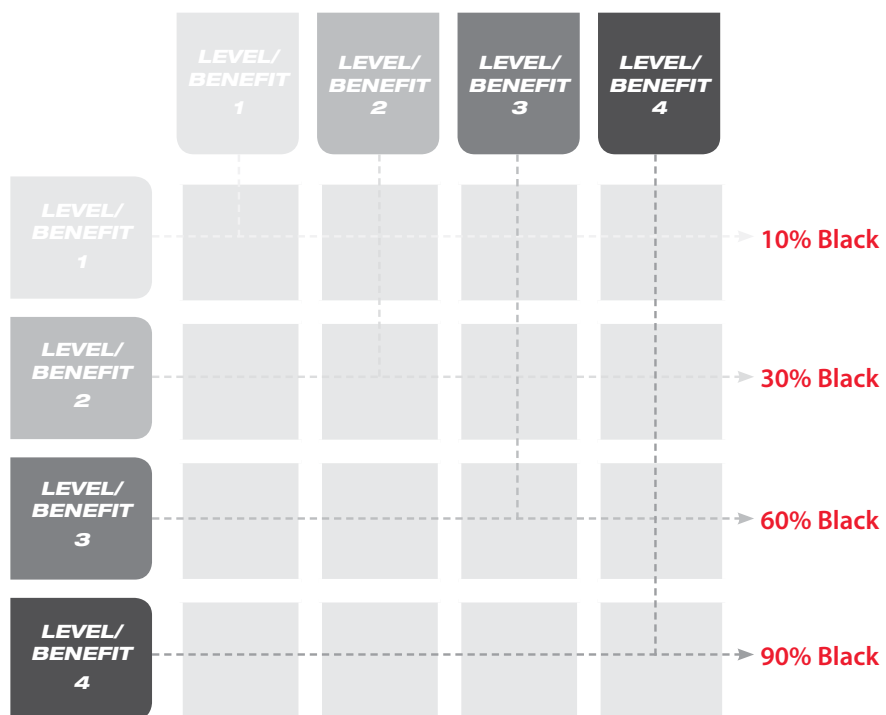
BRAND LADDER

A definition & positioning of WTB as a brand

OUR BENEFIT TO THE CUSTOMER	Emotional benefit	We enhance people's riding experiences enabling them to grow and thrive.		
	Functional benefit	By making cycling contact points work adaptively in service of our customers experience.		
HOW WE UNIQUELY DELIVER OUR CUSTOMER BENEFIT	Reasons to believe	We make progressive, durable & safe products	We make our products easy to use	We offer products for all skill levels
		We deliver & stand by our superior products		
WHO WE ARE	Foundation	We listen, because it's about you, not us		
		Reliable & Secure	Made for riders by riders	
	Personality	Progressive - Fun - Open - Collaborative - Optimistic		

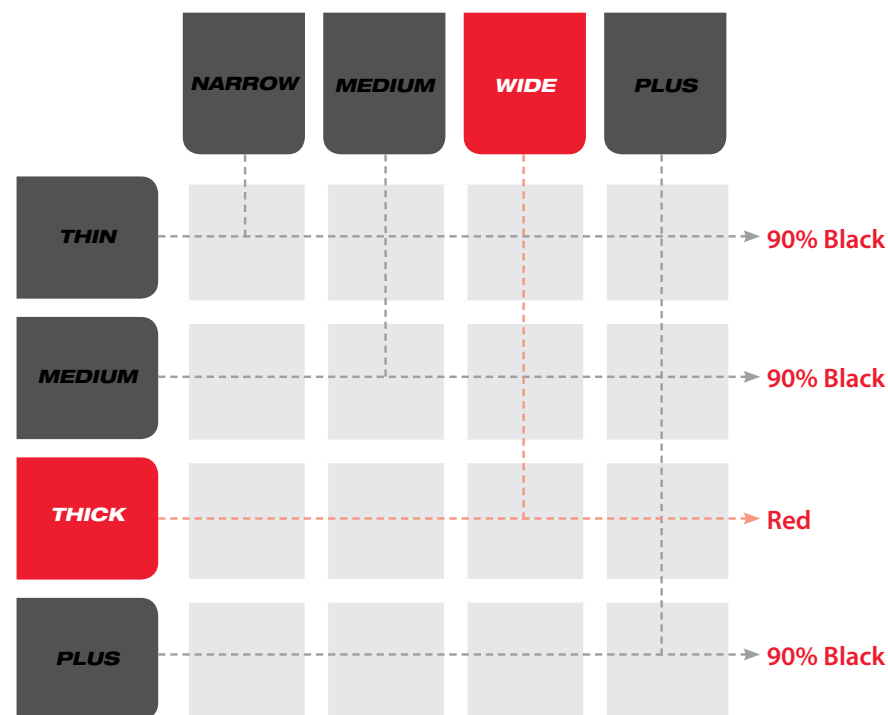
BRAND PLATFORM - GRID EXAMPLE

The variant level/benefit information is represented by our supporting color palette of gray tones. Level 1 being the lightest shade of gray (10% Black) and Level 4 being the darkest shade of gray (90% Black) within the the tonal spectrum of our principle color palette containing black and white.



BRAND PLATFORM - ACTIVE GRID EXAMPLE

When the brand platform is in use and is indicating specific information the selected level/benefit is indicated in red with white text, while the non-selected level/benefits are in 90% black with Black text to distinguish the highlighted feature. *See chapter 8 Applications for more examples.*



1.5 | COMMON TERMS

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BRAND IDENTITY

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HORIZONTAL BRAND MARK

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PROCESS COLOR

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WTB WOLF HEAD SYMBOL

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HERITAGE BRAND MARK

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SOLID COLOR

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WTB WORD MARK

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® REGISTRATION SYMBOL

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PRE-FLIGHT

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VERTICAL BRAND MARK

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CLEAR SPACE

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BRAND IDENTITY

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WTB WOLF HEAD SYMBOL

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HERITAGE BRAND MARK

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VERTICAL BRAND MARK

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CLEAR SPACE

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JPEG

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LOGO

DOWNLOAD ASSETS

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Construction	2.3	Application usage	2.6	Discontinued treatments	2.9

2.1 | LOGO INTRODUCTION

The WTB Wolf Head Symbol and Word Mark appear to the left. These two elements make-up the primary visual element of WTB’s branding– *the Vertical Brand Mark*. The Vertical Brand Mark is the Primary visual representation of the brand. It must appear on all official WTB communications. It may not be modified in any way.

As a general rule of thumb it is always preferred to use the Vertical Brand Mark to adequately represent WTB’s brand identity on all communications.

NOTE | THE CARDINAL RULE

As long as the *1-W&T* and *3-Outline* are a lighter color value — in the same color pectrum — than the *2-Silhouette*, the logo is deemed acceptable.

1 | LETTERS “W&T”

W&T letter overlap that make up the wolfs face.

2 | SILHOUETTE

Silhouette of the wolf head.

3 | OUTLINE

Outline on the wolfs head.

The following logo marks will be provided in formats appropriate to your usage needs. Visit the brand identity web page for more information.

<https://www.wtb.com/brandassets>

VERTICAL BRAND MARK | PRIMARY LOGO FULL LOCK-UP

WOLF HEAD SYMBOL

100%



WORD MARK

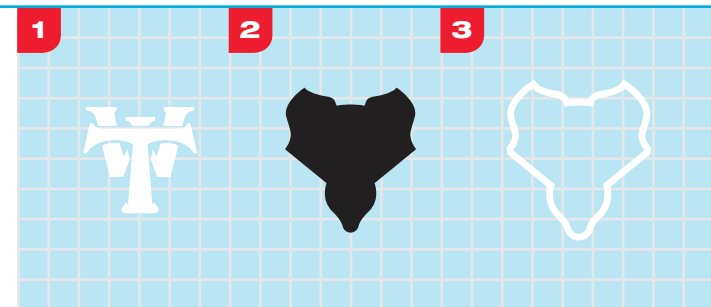
All WTB brand marks must have a ® Registration Symbol at all times.



LOGO ELEMENTS

The WTB Wolfhead Symbol has a specific rule that MUST be followed when it is used.

The WTB Logo is made up of three components:



2.2 | LOGO LOCK-UPS

The following WTB Brand Mark Lock-Ups represent the various markings in both standard and inverse applications deemed acceptable for application on all communications.

A | VERTICAL BRAND MARK - *Standard*

PRIMARY LOGO - Version A represents the standard representation on the vertical brand mark.

B | VERTICAL BRAND MARK - *Inverse*

PRIMARY LOGO - Version B represents the inverse representation on the vertical brand mark.

C | HORIZONTAL BRAND MARK - *Standard*

SECONDARY LOGO - Version C represents the standard representation on the horizontal brand mark.

D | HORIZONTAL BRAND MARK - *Inverse*

SECONDARY LOGO - Version D represents the inverse representation on the horizontal brand mark.

E | HERITAGE BRAND MARK - *Standard*

TERTIARY LOGO - Version E represents the standard representation on the heritage brand mark.

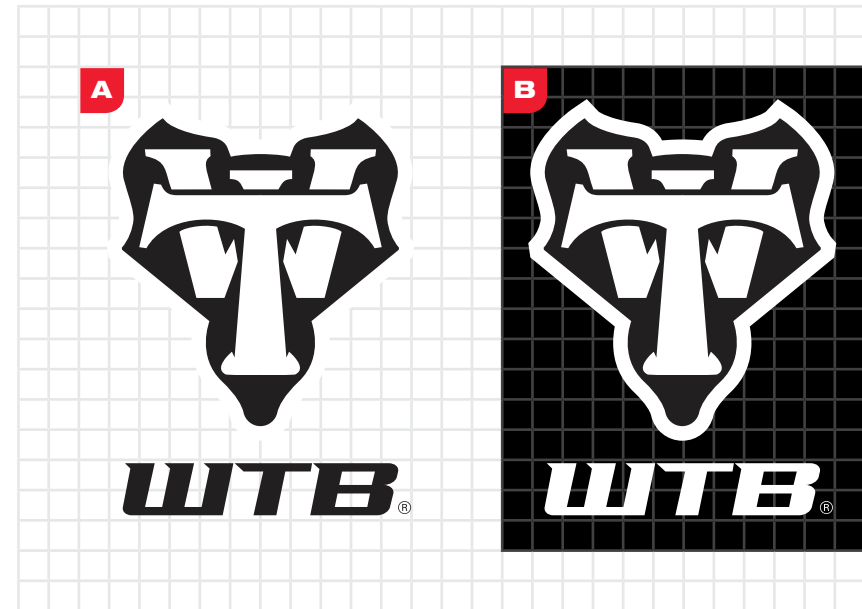
F | HERITAGE BRAND MARK - *Inverse*

TERTIARY LOGO - Version F represents the inverse representation on the heritage brand mark.

WTB BRAND MARKS | FULL LOCK-UPS

STANDARD & INVERSE

Acceptable Usage





2.3 | CONSTRUCTION

The WTB Brand Marks are constructed on a grid to ensure a balance of each element that represent a lock-up. With this method in mind, absolutely no alterations of any sort are permitted – including but not limited to:

scaling, skewing, resizing, re-coloring, adding strokes, removing elements, repositioning, textures, shadows, gradients, rotating, warping, distorting, bevel/emboss, layer, and/or mirroring.

A | VERTICAL BRAND MARK CONSTRUCTION

NOT TO BE MODIFEID IN ANY WAY

B | HORIZONTAL BRAND MARK CONSTRUCTION

NOT TO BE MODIFEID IN ANY WAY

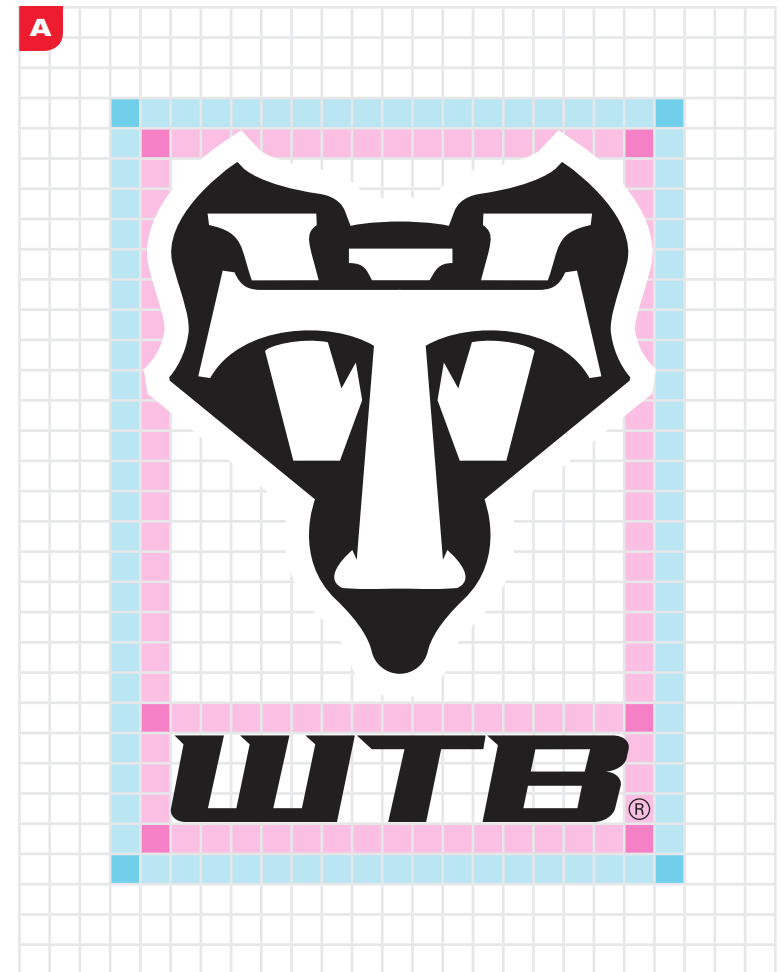
C | HERITAGE BRAND MARK CONSTRUCTION

NOT TO BE MODIFEID IN ANY WAY

WTB BRAND MARKS | CONSTRUCTION

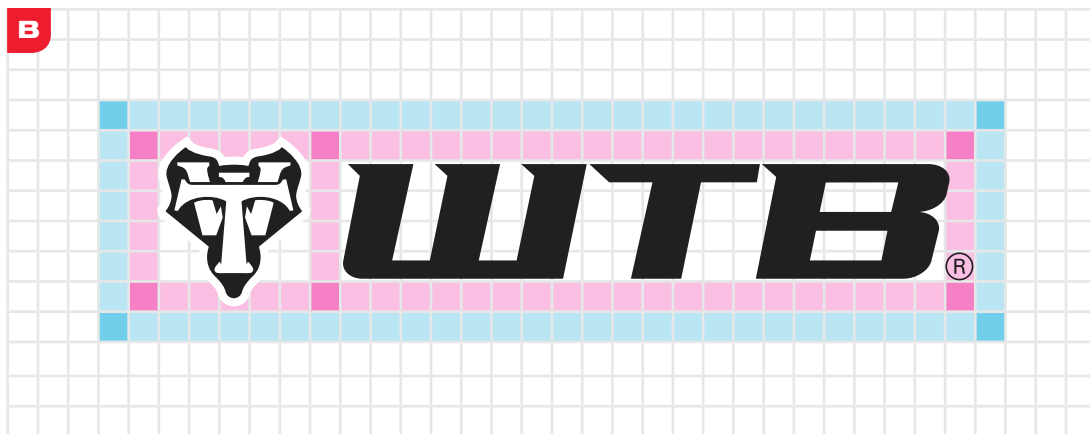
VERTICAL BRAND MARK

100%



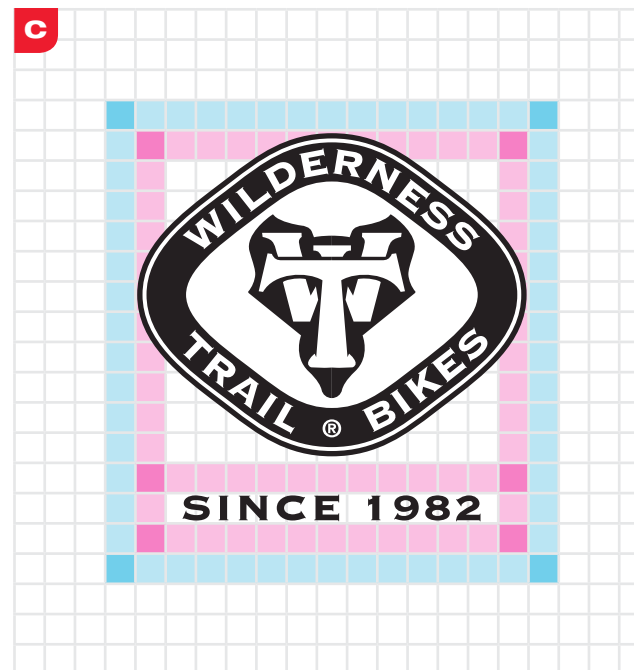
HORIZONTAL BRAND MARK

100%



HERITAGE BRAND MARK

100%



2.4 | CLEARSPACE

It is important to keep WTB Brand Marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around all WTB Brand Marks. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the chosen brand mark – they have a fixed relationship that should never be changed in anyway. The exclusion zone is measured by the vertical height on the WTB word mark used in the Vertical Brand Mark.

A | VERTICAL BRAND MARK CLEARSPACE

NOT TO BE MODIFEID IN ANY WAY

B | HORIZONTAL BRAND MARK CLEARSPACE

NOT TO BE MODIFEID IN ANY WAY

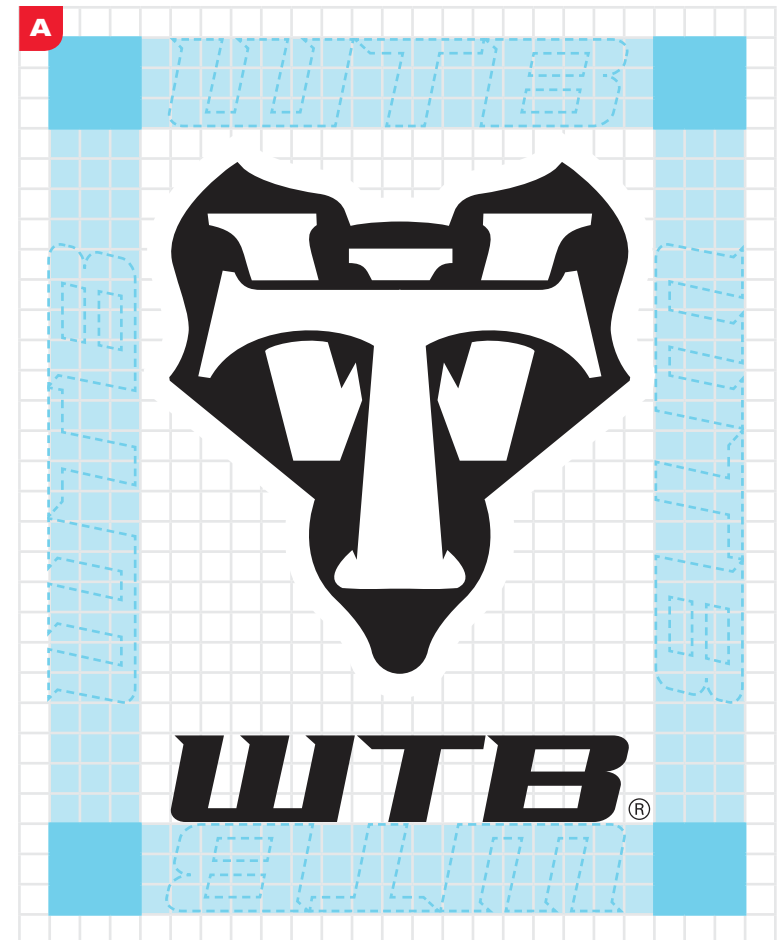
C | HERITAGE BRAND MARK CLEARSPACE

NOT TO BE MODIFEID IN ANY WAY

WTB BRAND MARKS | CLEARSPACE

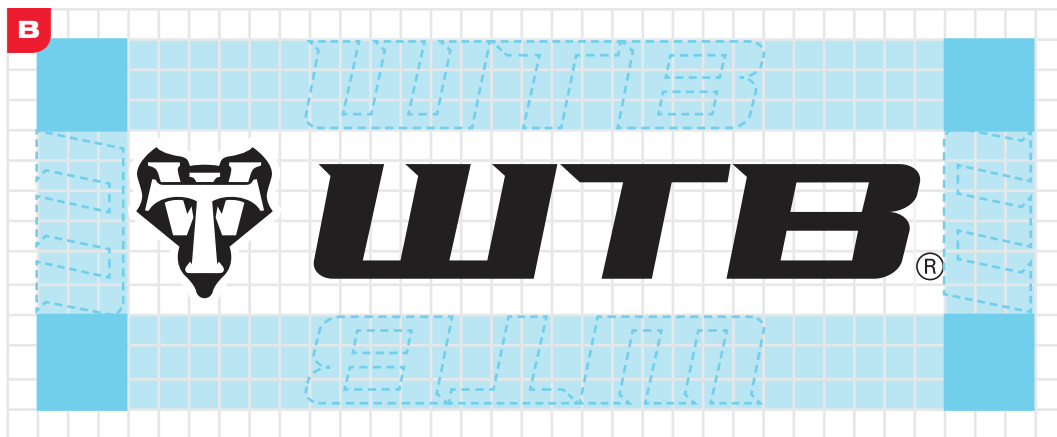
VERTICAL BRAND MARK

Clearspace = Height of WTB Word Mark used in Vertical Brand Mark



HORIZONTAL BRAND MARK

Clearspace = Height of WTB Word Mark used in Vertical Brand Mark



HERITAGE BRAND MARK

Clearspace = Height of WTB Word Mark used in Vertical Brand Mark



2.5 | MINIMUM SIZE

All WTB brand marks are restricted to a minimum size for print and digital applications. Violating this standard compromises the integrity and legibility of the logo.

A | VERTICAL BRAND MARK MINIMUM SIZE

PRINT - *.375" width (9.5mm) x .5" height (12.89mm)*

DIGITAL - *25px width x 34px height*

B | HORIZONTAL BRAND MARK MINIMUM SIZE

PRINT - *1.8" width (45.75mm) x .375" height (9mm)*

DIGITAL - *96px width x 20px height*

C | HERITAGE BRAND MARK MINIMUM SIZE

PRINT - *.5" width (12.89mm) x .5" height (12.89mm)*

DIGITAL - *35px width x 23px height*

WTB BRAND MARKS | MINIMUM SIZE

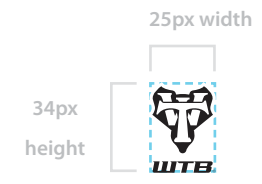
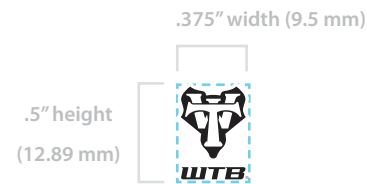
PRINT

Minimum Printing Size

DIGITAL

Minimum Digital Size

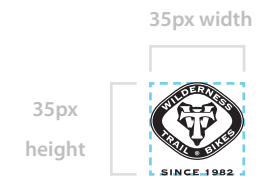
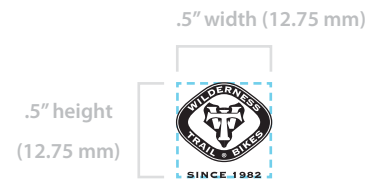
A



B



C



2.6 | APPLICATION USAGE

The application of our primary WTB Vertical Brand Marks - standard or inverse - should always serve as the first impression. Once that brand impression has been made, it is acceptable to use the WTB Horizontal Brand Mark or Heritage Brand Mark.

NOTE | USAGE ICONS »

Placement on each application is for illustrative purposes only.

ICONS

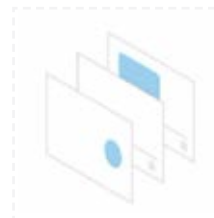
Product Markings

Apparel



Packaging

Apparel



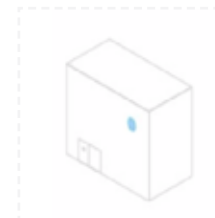
Advertising

Apparel



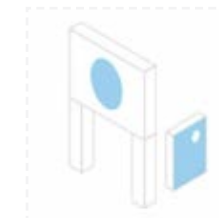
Websites

Apparel



Stationary

Apparel



Presentations

Apparel

Apparel

Apparel

Signage

Apparel

Tradeshows

Apparel

2.7 | ACCEPTABLE LOGO USAGE

Consistent usage of our primary WTB Vertical Brand Marks - standard or inverse - on our supporting color palette helps build recognition of our brand and ensure our logo is always rendered with proper impact and legibility. The WTB Vertical Brand Mark should be used only on approved brand colors and on imagery where the logo is clear and unobstructed.

A | BLACK BACKGROUND - *Inverse Logo*

According to the Cardinal Rule, this logo is deemed acceptable because the W&T and the Outline are a lighter color than the color they are placed against — which in this case is black.

B | WHITE BACKGROUND - *Standard Logo*

If the logo is placed on a white background, the Outline is no longer visible. However since neither the W&T or the Outline are darker than the color they are placed against, this usage is still deemed acceptable.

C | RED BACKGROUND - *Inverse Logo*

D | 30% BLACK BACKGROUND - *Standard Logo*

E | 60% BLACK BACKGROUND - *Inverse Logo*

This same version of the logo may be placed on any background color as long as the Silhouette is black.

F | PHOTOGRAPHIC BACKGROUND - *Inverse*

It may also be placed over photographs as long as the Silhouette is black.

WTB BRAND MARKS | USAGE WITH BACKGROUNDS

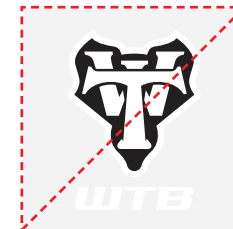
CORRECT WITH BACKGROUND

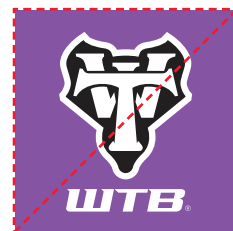
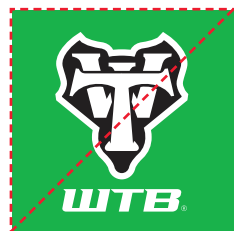
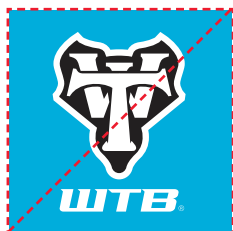
NOTE | Placing logos over photographs should be handled cautiously. If in doubt please have the logo usage approved by the WTB Art Department.



INCORRECT WITH BACKGROUND

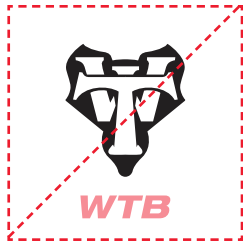
NOTE | The WTB Vertical Brand Mark and all other brand marks should never be used on complex imagery or on a colored background outside of our supporting color palette.



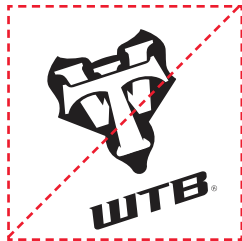


2.8 | INCORRECT LOGO USAGE

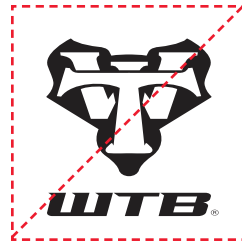
Any modification to our brand marks confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logos in anyway. The following list of incorrect usages must be avoided to maintain the integrity of our brand.



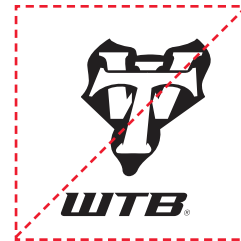
DO NOT create, retype or redraw our brand marks.



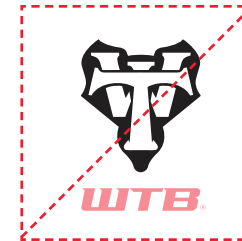
DO NOT rotate our brand marks, keep them upright



DO NOT stretch or alter our brand mark in anyway



DO NOT skew or distort our brand mark in anyway



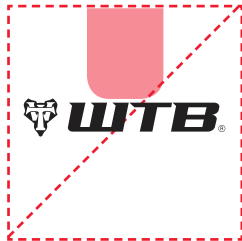
DO NOT change the color of our brand marks, always reference the *Cardinal Rule*.



DO NOT add graphics to our brand marks



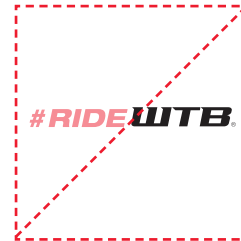
DO NOT modify our word mark in anyway



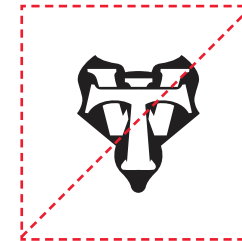
DO NOT place our brand marks near objects or margins without defined *Clearspace*.



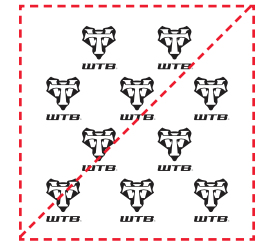
DO NOT use graphic effects on any of our brand marks (ie: shadows, glows, gradients, patterns, etc.)



DO NOT use our logo as a read-through in text.



DO NOT separate the Wolf Head Symbol from any of our logo lock-ups as a stand alone element.



DO NOT create a pattern with our brand marks in anyway.

2.9 | DISCONTINUED TREATMENTS

The illustration to the right shows the slight size modifications that were made to accommodate our Registered Trademark Symbol. Please refer to this guide to help identify our old v.s. new brand marks. Please discontinue all use of the old brand marks showcased on the following pages.

Our new brand mark, seen outlined in cyan to the right, accommodates our Registered Trademark Symbol and enlarges the WTB word mark to match the width of the *2-Silhouette* logo element. These revisions allow for a perfect aspect ratio of the Vertical Brand Mark giving it a better balance and hierarchy. These additions better define our identity while also make our WTB Vertical Brand Mark more functional.

NOTE | WTB WOLF HEAD SYMBOL»

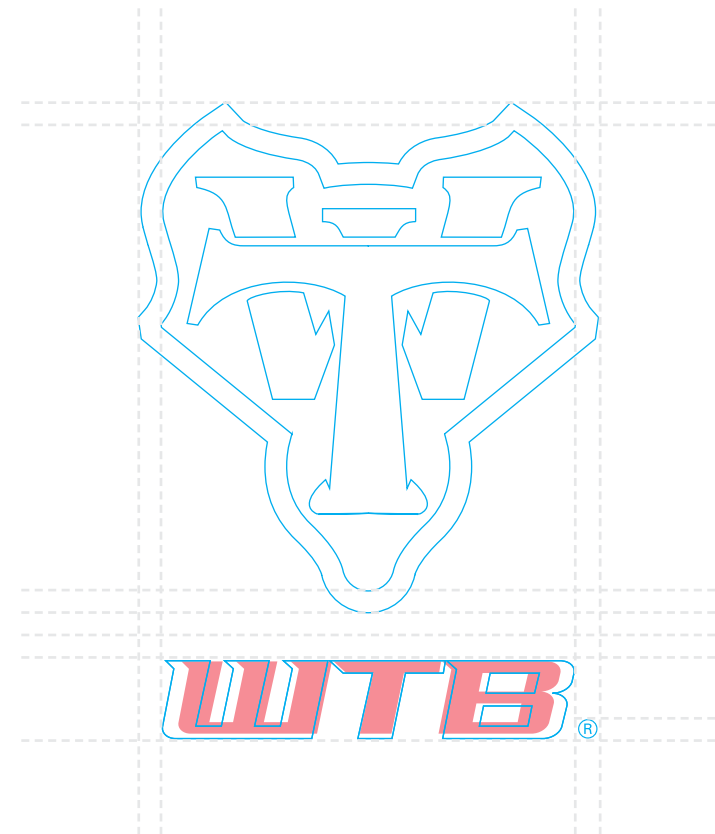
No changes were made to the WTB Wolf Head during the revisions and additions of new graphic elements.

VERTICAL BRAND MARK | IDENTIFYING THE CORRECT LOGO

CURRENT LOGO



OLD LOGO



2.9 | DISCONTINUED TREATMENTS CONT.

To ensure quality and consistency in our brand identity, please discontinue all use of the old brand marks showcased on this page.

NOTE | REGISTERED TRADEMARK SYMBOL »

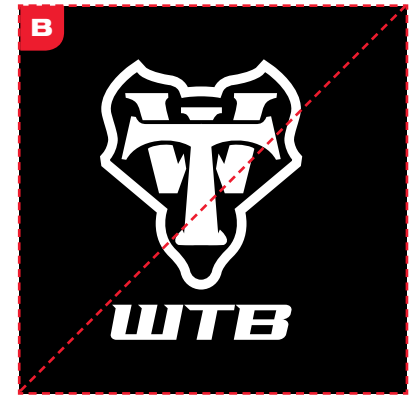
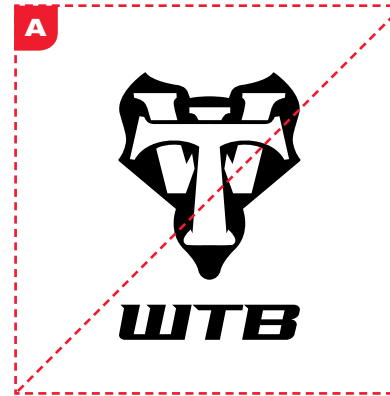
All wtb brand marks must have a registered trademark symbol on them for any type of application usage.

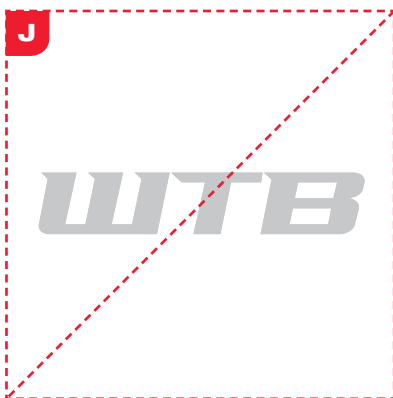
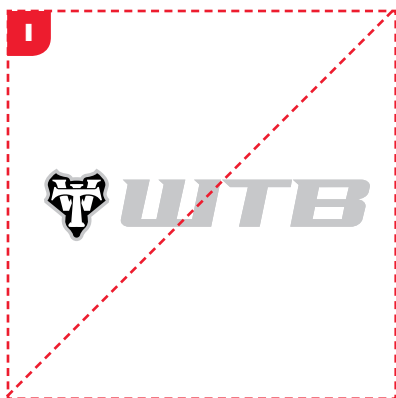
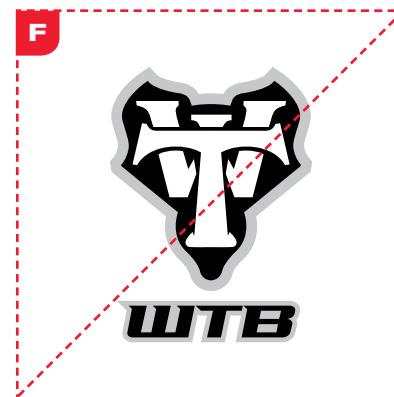
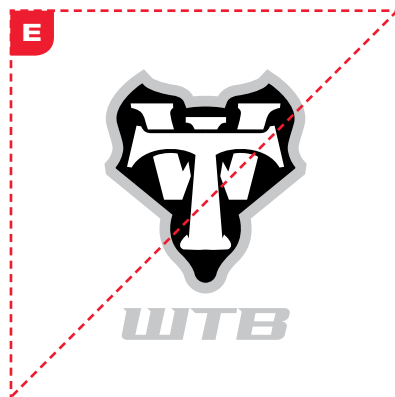
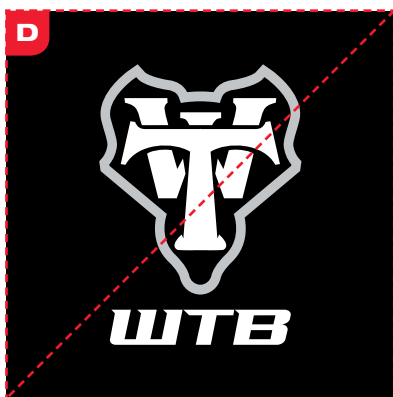
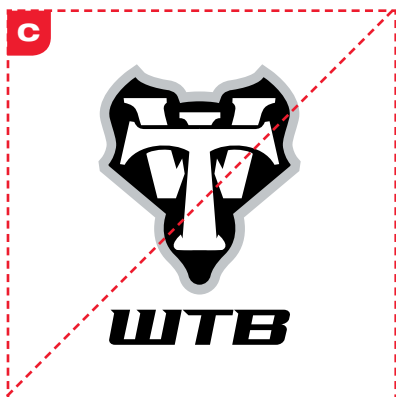
- A | VERTICAL BRAND MARK – *Standard Logo*
- B | VERTICAL BRAND MARK – *Inverse Logo*
- C | VERTICAL BRAND MARK – *Standard Silver Outline*
- D | VERTICAL BRAND MARK – *Inverse Silver Outline*
- E | VERTICAL BRAND MARK – *Silver Outline & Word Mark*
- F | VERTICAL BRAND MARK – *Silver Outline on Word Mark*
- G | HORIZONTAL BRAND MARK – *Standard Logo*
- H | HORIZONTAL BRAND MARK – *Inverse Logo*
- I | HORIZONTAL BRAND MARK – *Silver Word Mark*
- J | WORDMARK – *Silver Characters*
- K | WORDMARK – *Silver Stroke on Black Word Mark*
- L | WORDMARK – *Black Stroke on Red Word Mark*

WTB BRAND MARKS | DISCONTINUED TREATMENTS

OUTDATED BRAND MARKS

The showcased treatments below are no longer acceptable for usage on any WTB communications.





COLOR

DOWNLOAD ASSETS

Principle color palette	3.1	Logo color treatments	3.4
Supporting color palette	3.2	Color application examples	3.5
Warning label colors	3.3		

3.1 | PRINCIPLE COLOR PALETTE

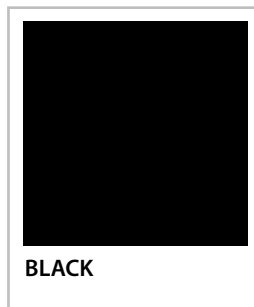
It is essential that our use of color be consistent across all applications. By referring to these guidelines, we will achieve the desired results for our brand, and we'll work more efficiently by eliminating guesswork. These colors help reinforce our brand over repeated exposure:

- 1 | Black should be used as the *base color* for most applications. Black serves as a dark background or text for contrast and legibility against the complimenting red and white brand colors.
- 2 | Red PMS 485 c is the *call to attention* color for the information we want consumers to become most familiar with. Red PMS 485 c should be used as the color of indication, importance, and information.
- 3 | White is the color of *general purpose* serving as an option for text, backgrounds, and illustrations. White is the counter contrast to Rich Black, and completes the *tonal spectrum* — see *secondary colors on next page*.

NOTE | COLOR USAGE »

Never use tints or gradients of any color in the primary or supporting color palette.

****Do not sample the colors from this document — use only the exact values specified.****



1 | BLACK - *Primary (Base Color)*

PRINT COLOR VALUES

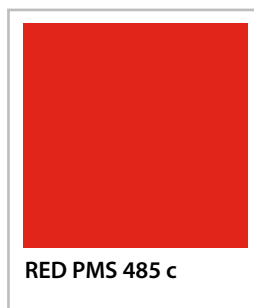
PANTONE: N/A

CMYK: 50 | 50 | 0 | 100

DIGITAL COLOR VALUES

RGB: 0 | 0 | 0

HEX: 000000



2 | RED - *Secondary (Call to Attention)*

PRINT COLOR VALUES

PANTONE: PMS 485 c

CMYK: CMYK: 6 | 98 | 100 | 0

DIGITAL COLOR VALUES

RGB: 225 | 37 | 27

HEX: E0251B



3 | WHITE - *Tertiary (General Purpose)*

PRINT COLOR VALUES

PANTONE: N/A

CMYK: 0 | 0 | 0 | 0

DIGITAL COLOR VALUES

RGB: 255 | 255 | 255

HEX: FFFFFFFF

3.2 | SUPPORTING COLOR PALETTE

Our supporting colors have been selected with the same precision as our principle colors. The supporting palette consists of shades of black in increments of 10% — creating a tonal spectrum. This tonal spectrum allows WTB to distinguish product levels and benefits with the assistance of variable levels of tone.

Our colors have been chosen to work well in combination with each other, and to enable a full range of visually engaging communications.

The accompanying chart provides the values that should always be used when working with our principle palette across all applications.

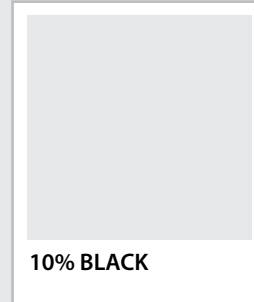
NOTE 1 | BRAND PLATFORM COLORS »

- 1 | 10% Black - Level/Benefit 1
- 3 | 30% Black - Level/Benefit 2
- 6 | 60% Black - Level/Benefit 3
- 9 | 90% Black - Level/Benefit 4

NOTE 2 | COLOR USAGE »

Avoid using more than four supporting colors when creating collateral with the principle palette.

BRAND PLATFORM COLORS



1 | 10% BLACK - Level/Benefit 1

PRINT COLOR VALUES

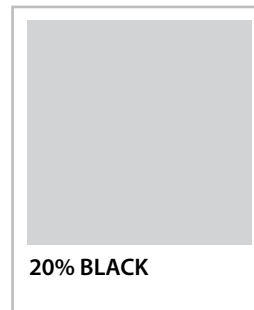
PANTONE: N/A

CMYK: 0 | 0 | 0 | 10

DIGITAL COLOR VALUES

RGB: 231 | 231 | 231

HEX: E7E7E7



2 | 20% BLACK - Illustrative Color

PRINT COLOR VALUES

PANTONE: N/A

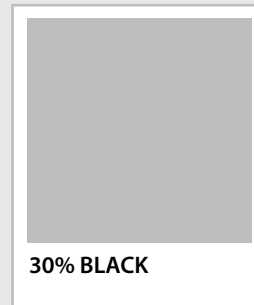
CMYK: 0 | 0 | 0 | 20

DIGITAL COLOR VALUES

RGB: 210 | 211 | 212

HEX: D2D3D4

BRAND PLATFORM COLORS



3 | 30% BLACK - Level/Benefit 2

PRINT COLOR VALUES

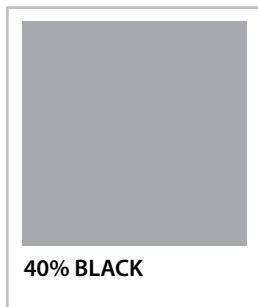
PANTONE: N/A

CMYK: 0 | 0 | 0 | 30

DIGITAL COLOR VALUES

RGB: 188 | 190 | 192

HEX: BCBECO



4 | 40% BLACK - Illustrative Color

PRINT COLOR VALUES

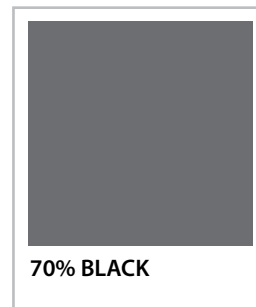
PANTONE: N/A

CMYK: 0|0|0|40

DIGITAL COLOR VALUES

RGB: 168|170|172

HEX: A8AAAC



7 | 70% BLACK - Illustrative Color

PRINT COLOR VALUES

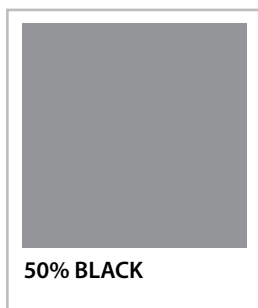
PANTONE: N/A

CMYK: 0|0|0|70

DIGITAL COLOR VALUES

RGB: 109|111|113

HEX: 6E6F71



5 | 50% BLACK - Illustrative Color

PRINT COLOR VALUES

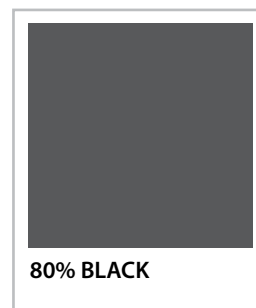
PANTONE: N/A

CMYK: 0|0|0|50

DIGITAL COLOR VALUES

RGB: 147|149|152

HEX: 939598



8 | 80% BLACK - Illustrative Color

PRINT COLOR VALUES

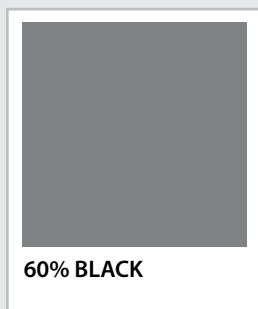
PANTONE: N/A

CMYK: 0|0|0|80

DIGITAL COLOR VALUES

RGB: 89|89|91

HEX: 59595B



6 | 60% BLACK - Level/Benefit 3

PRINT COLOR VALUES

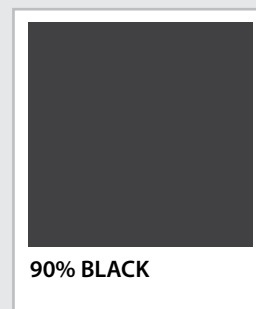
PANTONE: N/A

CMYK: 0|0|0|60

DIGITAL COLOR VALUES

RGB: 129|130|133

HEX: 808285



9 | 90% BLACK - Level/Benefit 4

PRINT COLOR VALUES

PANTONE: N/A

CMYK: 0|0|0|90

DIGITAL COLOR VALUES

RGB: 65|65|66

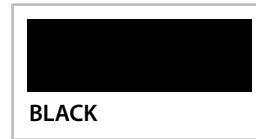
HEX: 414142

3.3 | WARNING LABEL COLORS

Our product warning labels handle delicate and legal information holding WTB liable. With the importance of these labels declared, it is just as critical to have consistent colors when producing warning labels. Warning labels aren't to be customized or altered in anyway. Warning labels are only produced for printed application; therefore, the following chart of colors only showcases color values for printing.

NOTE | WARNING LABEL ORANGE & YELLOW »

By law and to remain compliant with ANSI and ISO standards, we must use Orange PMS 152 c and Yellow PMS 116 c for Warning Label graphics.



1 | BLACK
PANTONE: N/A
CMYK: 50 | 50 | 0 | 100



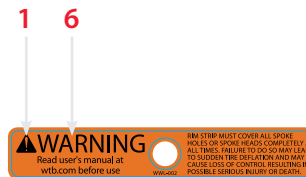
2 | WHITE
PANTONE: N/A
CMYK: 0 | 0 | 0 | 0

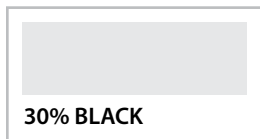


3 | RED
PANTONE: PMS 485 c
CMYK: 6 | 98 | 100 | 0

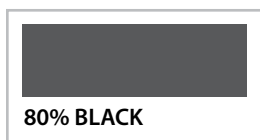
WARNING LABEL EXAMPLES

INTERNAL | WWL-002





4 | **30% BLACK**
 PANTONE: N/A
 CMYK: 0|0|0|30



5 | **80% BLACK**
 PANTONE: N/A
 CMYK: 0|0|0|80



6 | **ORANGE**
 PANTONE: PMS 152 c
 CMYK: 5|67|100|0



7 | **YELLOW**
 PANTONE: PMS 116 c
 CMYK: 0|18|100|0

EXTERNAL RIM BRAKE | WWL-007 & WWL-713



EXTERNAL DISC BRAKE | WWL-006 & WWL-712



3.4 | LOGO COLOR TREATMENTS

The preferred color treatment for the WTB Wolfhead symbol is a white *3-Outline* and *1-W&T* with the *2-Silhouette* black fill. The WTB wordmark should be white or black depending on the accompanying background and what provides the greatest contrast and legibility (as shown in example A or B). The Wolfhead symbol paired with the wordmark are not to appear in any other color combinations.

NOTE 1 | OEM CUSTOMER CUSTOMIZATION

For our OEM customers we offer customizable brand marks and graphics for rim decals and saddles to enhance the appearance of their existing color stories. In order to maintain a consistent presentation of our brand marks we limit the customization to the guidelines defined by the Cardinal Rule listed below:

NOTE 2 | THE CARDINAL RULE

As long as the *1-W&T* and *3-Outline* are a lighter color value — in the same color spectrum — than the *2-Silhouette*, the logo is deemed acceptable.

1 | LETTERS “W&T”

W&T letter overlap that make up the wolfs face.

2 | SILHOUETTE

Silhouette of the wolf head.

3 | OUTLINE

Outline on the wolfs head.

WTB BRAND MARKS | COLOR TREATMENT EXAMPLES

PREFERRED COLOR TREATMENT

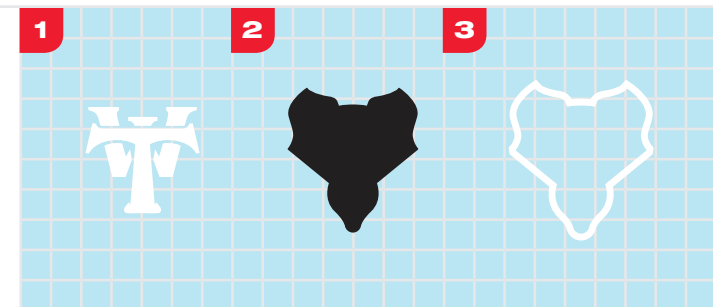
NOTE | Color variances are allowed when just the *WTB wordmark* is used depending on useage and application. All instances are to be approved via WTB’s marketing department.



LOGO ELEMENTS

The WTB Wolfhead Symbol has a specific rule that **MUST** be followed when it is used.

The WTB Logo is made up of three components:



OEM CUSTOMER CUSTOMIZATION

NOTE | Color variances are allowed when just the WTB wordmark is used depending on usage and application. All instances are to be approved via WTB's marketing department.



3.5 | COLOR APPLICATION EXAMPLES

We use color to make a distinctive impression in a crowded marketplace. Our grayscale color palette paired with red highlights proves appealing to our customers. The neutral range of shades and color make for an adaptive and functional color palette.

Color helps us create brand recognition and visual interest across our communications. It's one of our primary methods that allow us to signal WTB at every customer touch point. From packaging to business cards to collateral, the consistent use of color reminds customers that we are committed to staying engaged with them. Please reference the examples shown to the right for appropriate use of color for communications.

A | PRODUCT INFORMATION CHART

B | EMAIL FOOTER IMAGE

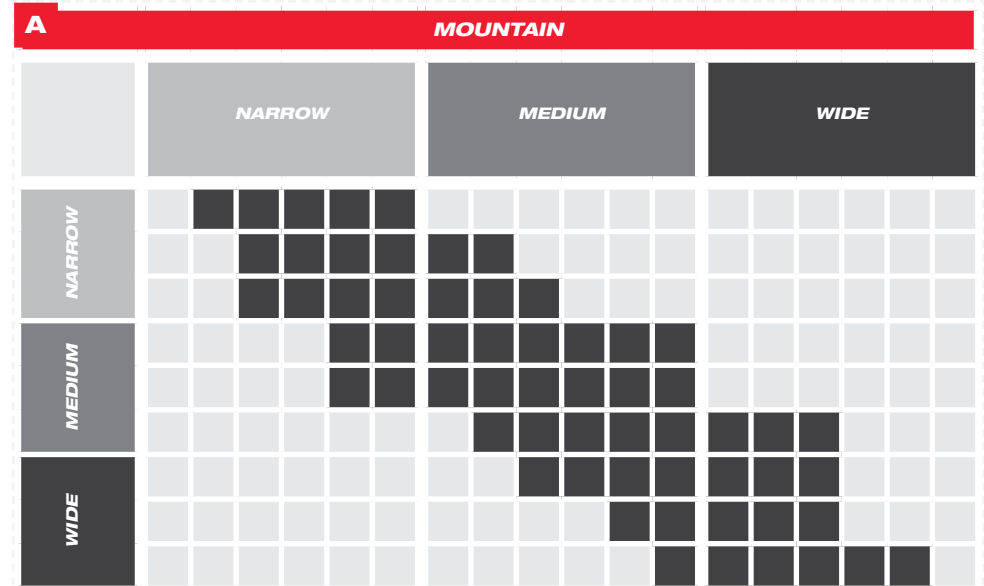
C | INSTAGRAM PRODUCT FEATURE

D | EMAIL HEADER IMAGE

E | FULL PAGE PRINT AD

F | PROMOTIONAL AFFILIATE BANNER IMAGE

G | PROMOTIONAL POSTCARD STATIONARY



E

RANGER 3.0

| VOTED #1 PLUS SIZE TIRE

Lorem ipsum dolor sit amet, consectetur is se turpis cosectetur. Quisque posuere lectus eget iaculis faucibus.Suspendisse in luctus nisi, sit wtb.com



F



SECTION 3.5

G

KEEP YOUR RUBBER SIDE DOWN
#RIDEWTB

[WTB.COM](http://wtb.com)



TYPOGRAPHY

DOWNLOAD ASSETS

Corporate font	4.1	Regional typefaces	4.4
Primary font	4.2	Typographic style	4.5
Secondary font	4.3	Typographic application examples	4.6

4.1 | CORPORATE FONTS

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all WTB communications. WTB uses combinations of Helvetica Neue LT Std and Myriad Pro. These typefaces inject energy and enthusiasm into all WTB communications.

Helvetica Neue LT Std and Myriad Pro font families come in a range of weights to suit a multitude of purposes. Each weight has a specific purpose. These purposes are defined in the following typography section pages.

1 | HELVETICA NEUE LT STD - Usage

Helvetica Neue LT Std should be used only as headline fonts - Heading 1, Heading 2, Subheading, and occasionally Titles. Helvetica Neue LT Std is used on most product markings and for product names printed on packaging. As well as, digital collateral.

2 | MYRIAD PRO - Usage

Myriad Pro should be used only as title and body copy fonts - Title, Paragraph text, Quotes, Links, and Italics. Myriad Pro is used for print and digital collateral.

NOTE | WTB WORDMARK TYPEFACE »

The WTB wordmark is a custom typeface and only exists in its given state. It is never to be manipulated in any way.

CORPORATE TYPEFACES | TYPE EXAMPLES

HELVETICA NEUE LT STD

1 helvetica neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

83 Heavy Extended

Figures

1 2 3 4 5 6 7 8 9 0

Special Characters

! " \$ % & / () = ? ; :

| [] • — ≠ ≥ ÷ ® © ™

MYRIAD PRO

2 myriad pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular

Figures

1 2 3 4 5 6 7 8 9 0

Special Characters

! " \$ % & / () = ? ; :

| [] • — ≠ ≥ ÷ ® © ™

WORD MARK

All WTB brand marks must have a ® Registration Symbol at all times.

WTB®

4.2 | PRIMARY FONT

Helvetica Neue LT Std has been selected as our primary font because of its bold, legible, and stylistic qualities. The structure of the weights and sizes to the right are the only acceptable uses when setting type on or for WTB communications or marketing promotions. The following font families have been purchased by WTB or are openly licensed.

1 | HEADER 1 - Filled

Heading 1 is for calling out product names. Heading 1 should be filled, all caps, and the *largest primary font on any application*.

2 | HEADER 2 - Outlined

Heading 2 is for calling out ancillary information to Heading 1. Heading 2 should be outlined (stroke), all caps, and *match the primary font size as Heading 1*. The stroke thickness must be adjusted if scaling the Headings larger or smaller.

3 | SUBHEADER - Filled

The Subheader is for secondary information to Heading 1 & 2. The Subheader should be all caps and the *second largest primary font on any application*.

4 | TITLE - Filled

The Title is for tertiary information to Headings 1 & 2. The Title should be all caps and the *third largest primary font on any application*. If there is a Subheader in an application then the title should be formatted using Myriad Pro Semibold - *see next page for more Title formatting instruction*.

HELVETICA NEUE LT STD | PRIMARY USAGE EXAMPLES

83 Heavy Extended
Oblique FILLED
- 20pt size
- 24pt leading
- 0pt tracking

1

HEADER 1

HEADER 1

HEADER 1

83 Heavy Extended
Oblique OUTLINED
- 20pt size
- 24pt leading
- 0pt tracking
-.75pt outline stroke

2

HEADER 2

HEADER 2

HEADER 2

83 Heavy Extended
FILLED
- 14pt size
- 18pt leading
- 0pt tracking

3

SUBHEADER

SUBHEADER

SUBHEADER

83 Heavy Extended
FILLED
- 12pt size
- 16pt leading
- 0pt tracking

4

TITLE

TITLE

TITLE

4.3 | SECONDARY FONT

Myriad Pro has been selected as our secondary font because of its clean, legible, and universal qualities. The structure of the weights and sizes to the right are the only acceptable uses when setting type on or for WTB communications or marketing promotions.

1 | TITLE - Filled

Titles are for calling out bullet point information derived from the paragraph text. Titles can be black, red or white, depending on the background color, all caps and the *largest secondary font on any application*. When there is a Subheader in use, you must format using this secondary title option.

2 | PARAGRAPH TEXT - Filled

Paragraph Text is for large bodys of informative text. Paragraph text should only be white, black or 60% black, depending on the background color. Paragraph text must be in sentence case should *be the second largest secondary font*.

3 | QUOTES - Filled

Quotes can be black, red or white and can *vary in size as long as it's not larger than Heading 1 or 2*.

4 | LINKS - Filled

Links can only be red and should *be the same size as the paragraph text*.

5 | ITALICS - Filled

When using Italics be sure that they are for emphasized information within copy. Italics should *be the same size as the text style it is paired with*.

MYRIAD PRO | SECONDARY USAGE EXAMPLES

Semibold FILLED
- 12pt size
- 16pt leading
- 0pt tracking

1

TITLE

TITLE

TITLE

Regular FILLED
- 10pt size
- 14pt leading
- 0pt tracking

2

Paragraph text - lorem ipsum dolor sit amet, con
sectetur adipiscing elit.

Paragraph text - lorem ipsum dolor sit amet, con
sectetur adipiscing elit.

Semibold Italic FILLED
- 14pt and under
- 24pt leading
- 0pt tracking

3

"Quotes"

"Quotes"

"Quotes"

Semibold FILLED
- 10pt size
- 14pt leading
- 0pt tracking

4

www.links.com

www.links.com

Italic FILLED
- Size, leading and tracking
is the same as the paragraph
text it's formatted within

5

Italics

Italics

Italics

4.4 | TYPOGRAPHIC STYLE

The following illustrate the DO's associated with using our typefaces.

DO | HEADER 1 - Filled

Heading 1 is for calling out product names. Heading 1 should be filled, all caps, and the *largest primary font on any*

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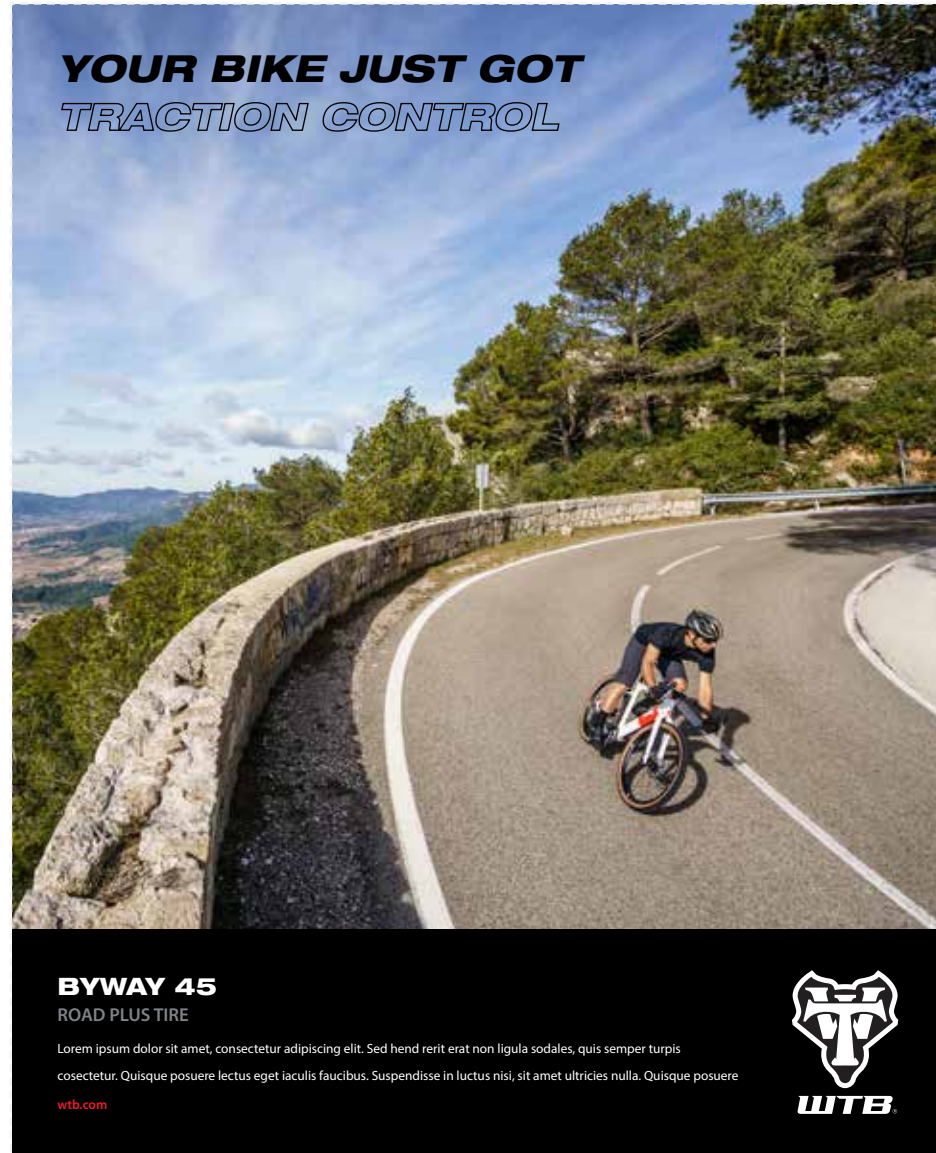
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4.4 | TYPOGRAPHIC STYLE CONT.

The following illustrate the DO's associated with using our typefaces.

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DON'T | **HEADER 1 - Filled**

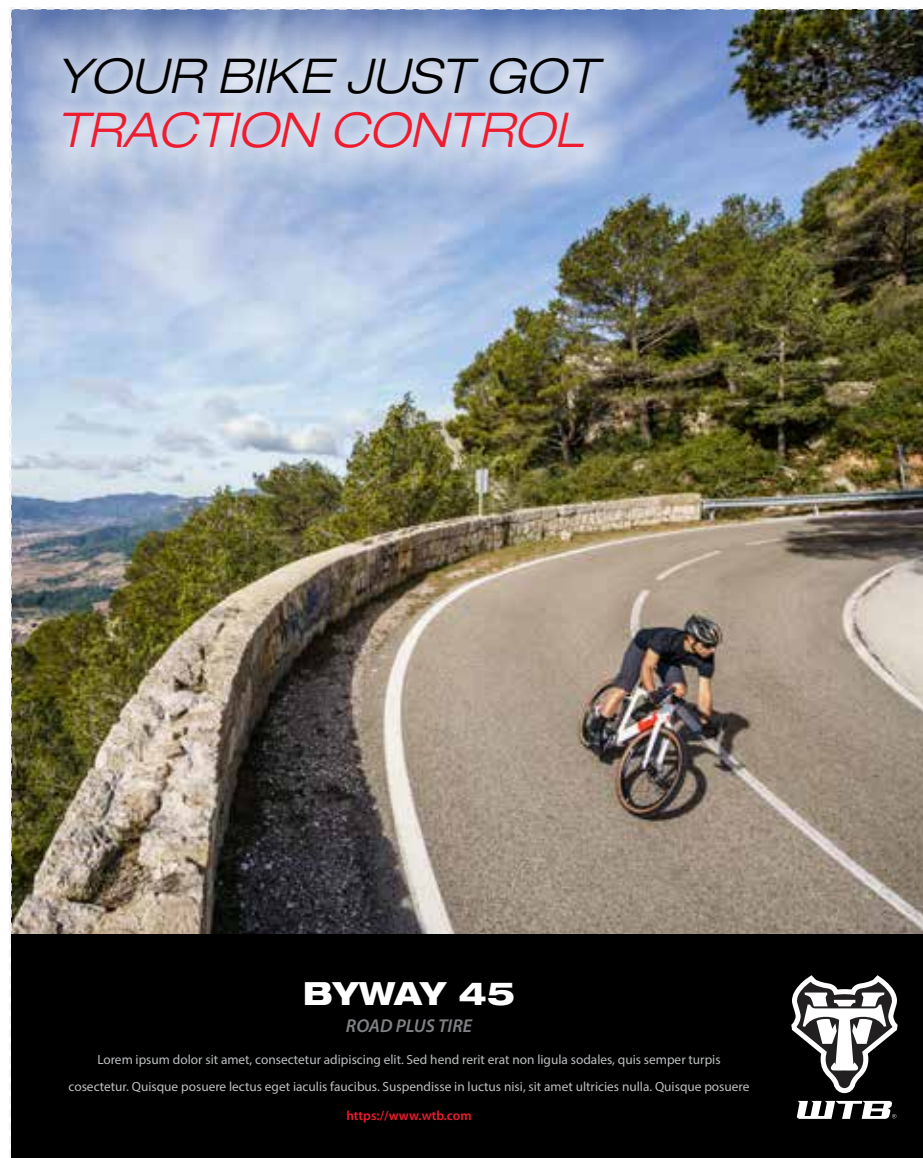
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4.6 | TYPOGRAPHIC APPLICATION EXAMPLES

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PHOTOGRAPHY

DOWNLOAD ASSETS

On-brand photography	5.1	Product: Stand-alone	5.4
Lifestyle: Without product	5.2	How to obtain imagery for WTB	5.5
Lifestyle: With product	5.3	Photography application examples	5.6

5.1 | ON-BRAND PHOTOGRAPHY

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5.2 | LIFESTYLE: WITHOUT PRODUCT

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5.3 | LIFESTYLE: WITH PRODUCT

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5.4 | PRODUCT: STAND-ALONE

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5.5 | HOW TO OBTAIN IMAGERY FOR WTB

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5.6 | PHOTOGRAPHY APPLICATION EXAMPLES

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ILLUSTRATION

DOWNLOAD ASSETS

On-brand illustration	6.1	Illustration application examples	6.4
Iconography	6.2		
Incorrect illustration usage	6.3		

6.1 | ON-BRAND ILLUSTRATION

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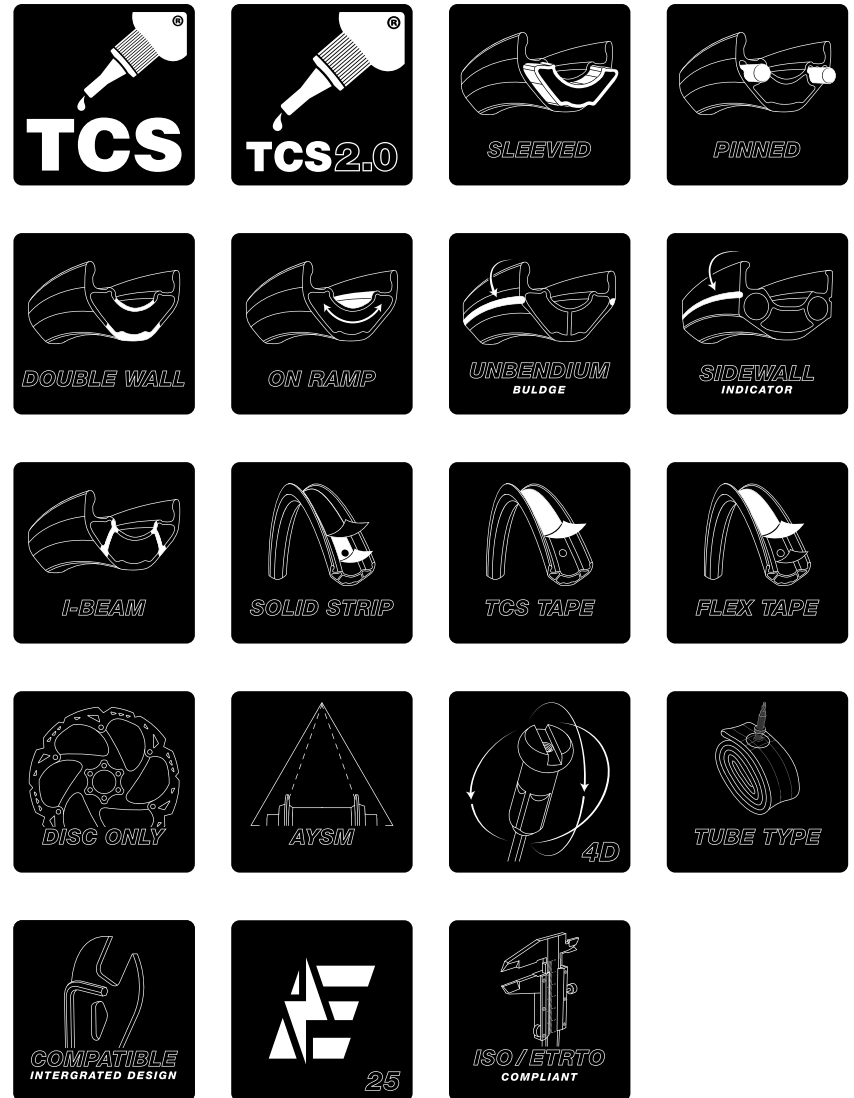
6.2 | ICONOGRAPHY

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6.3 | INCORRECT ILLUSTRATION USAGE

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6.4 | ILLUSTRATION APPLICATION EXAMPLES

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GRAPHIC ELEMENT

DOWNLOAD ASSETS

Rounded corner graphic element [7.1](#)
Graphic element usage [7.2](#)
Incorrect graphic element usage [7.3](#)

Graphic element application examples [7.4](#)

7.1 | ROUNDED CORNER GRAPHIC

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7.2 | GRAPHIC ELEMENT USAGE

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7.3 | INCORRECT GRAPHIC ELEMENT USAGE

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7.4 | GRAPHIC ELEMENT APPLICATION EXAMPLES

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APPLICATIONS

[DOWNLOAD ASSETS](#)

Stationary
Packaging
Markings

8.1
8.2
8.3

Advertising
Online
Retail

8.4
8.5
8.6

8.1 | STATIONARY

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APPLICATIONS

SECTION
8.1

8.2 | MARKINGS

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8.3 | ONLINE

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8.4 | ADVERTISING

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8.5 | ONLINE

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8.5 | RETAIL

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8.7 | EVENTS & TRADESHOWS

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EDITORIAL VOICE

[DOWNLOAD ASSETS](#)

Overview

9.1

Voice Examples

9.2

9.1 | OVERVIEW

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9.2 | VOICE EXAMPLES

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RESOURCES

DOWNLOAD ASSETS

Legal guidelines 10.1
Edits 10.2
Contact 10.3

10.1 | LEGAL GUIDELINES

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10.2 | EDITS

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10.3 | CONTACT

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United States

PHONE: +1 415 389 5040
FAX: +1 415 555 5555

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