

SHOC

SPORTS HELMETS OPTICAL CONVERSIONS

BRAND GUIDELINES

Logo Usage

The Shock logo should always be surrounded by a minimum area of space.

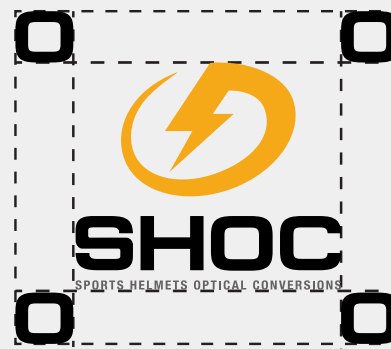
A margin of clear space equivalent to the "O" is drawn around the logo to create an area of isolation.

The logo mark has a clear space equal to half the width. These areas of separation are minimum and should be increased wherever possible.

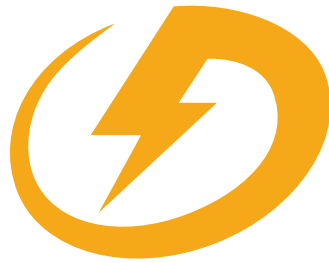
PRIMARY LOGO



PADDING AND MINIMUM SIZES

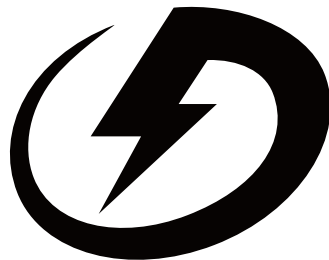


Colors



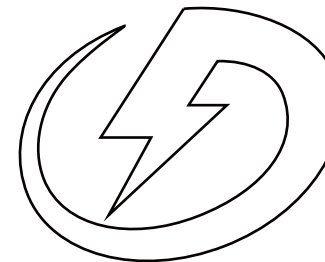
ORANGE

CMYK 0, 28, 89, 1
RGB 253, 183, 28
HEX #fdb71c



BLACK

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #060302

Typography

Aa

PLUTONIAN
(LOGO)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Montserrat
(Heads and Sub-head)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%*()_+="':?><

Aa

Roboto Condensed
(Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%*()_+="':?><