

## COLORS

BB Red = #cb2027

Wheels Black = #231f20

Tagline Gray = #6d6e71

Logo White = #ffffff

Web Body Text = #333333

Web Dark Gray = #555

Web Tagline Light Gray = #a09f9f



## FONTS

Logo Main BB = Behatrice

Logo Tagline = Deftone Stylus

Logo .COM = Enter the Grid 2

Web Content = Montserrat 300, 400, 700, 800



## GENERAL PHOTO GUIDELINES

Promoting Wheels = use images of Jeeps, trucks, or muscle / sports cars

Promoting Tires = use images of trucks, SUVs, or family cars