



LOGOTYPE



Primary Logotype

The Accel Logotype should be used where possible.



Contrast Logotype

When using a dark background, use a white Logotype.



B&W Logotype

It is acceptable to use a black Logotype in black and white print.



LOGOTYPE



Spatial Relationship

The Logotype must always have a minimum area of negative space that equals $1/4$ of the total height. Nothing else should reside within that space.



Common Logotype Mistakes

- **DO NOT** incorporate the Accel Logotype into your own company identity.
- **DO NOT** alter the shape or color.
- **DO NOT** use artwork that has been rendered to look three-dimensional or have a reflective shine.
- **DO NOT** add shadows, reflections or glowing effects.
- **DO NOT** use on cluttered or overly patterned backgrounds.
- **DO NOT** add a stroke to the Logotype.
- **DO NOT** make additions to the Logotype.



COLORS

Palette

The colors for Accel are Yellow (Pantone Yellow C), Red (Pantone 185C) and Black. These colors are used to identify Accel on core items such as vehicle layout, signage and official correspondences. Accel colors are not to be paired with any other colors



- **PANTONE** - Yellow C
- **CMYK** - C - 3.64 / M - 9.28 / Y - 100 / K - 0
- **RGB** - R - 255 / G - 221 / B - 0
- **HEX** - ffdd00



- **PANTONE** - Black 6 C
- **CMYK** - C - 81.91 / M - 70.96 / Y - 59.18 / K - 75.22
- **RGB** - R - 16 / G - 24 / B - 32
- **HEX** - 101820



- **PANTONE** - 185 C
- **CMYK** - C - 1.63 / M - 100 / Y - 92.86 / K - 0.09
- **RGB** - R - 234 / G - 0 / B - 41
- **HEX** - ea0029



SOCIAL



Facebook

Accel branded Facebook pages containing Accel in the name must use the square Accel Logotype image as the profile image. No additional text or imagery may be added to the image unless approved by Accel. The background must be white.

Instagram

Accel branded Facebook pages containing Accel in the name must use the square Accel Logotype image as the profile image. No additional text or imagery may be added to the image unless approved by Accel. The background must be white.

Other Images

Any other images and text (banners, shared content and posts) on social media may not contain other brands, logos or products.

Tagging

Accel's main account should be tagged first in all posts made from Accel branded pages.



BRAND MISSION



Accel strives to lead the aftermarket automotive industry through excellence in customer experience, branding and product quality and performance. Adhering to these guidelines assures that you are aligned with Accel's image, which projects these values.



TYPEFACE

Typeface Options

Eurostile is used to represent Holley in digital and print media. This typeface gives our words an accent that reflects the company's personality. It is available in a wide range of weights that can be used to create emphasis and differentiation to our media. Italicized versions of this typeface are acceptable for headings and titles.

Eurostile Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Eurostile Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Eurostile Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Eurostile LT Extended #2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Eurostile Bold Extended 2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz