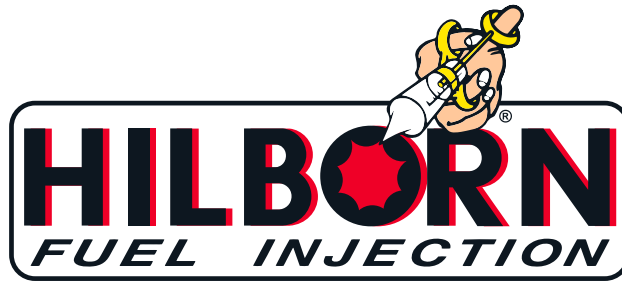


# LOGOTYPE



## Primary Logotype

The Hilborn Logotype should be used where possible.



## Contrast Logotype

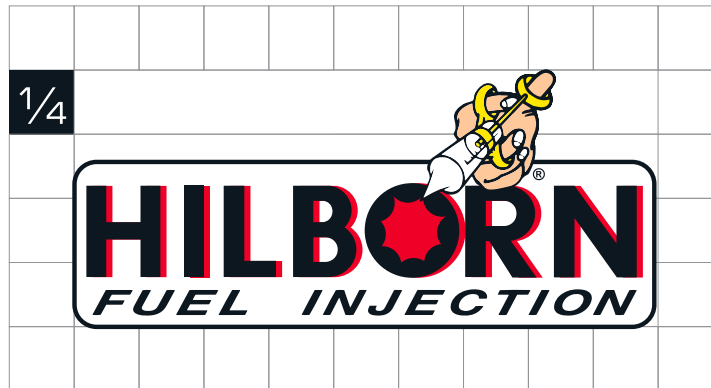
When using a dark background, use a white Logotype.



## B&W Logotype

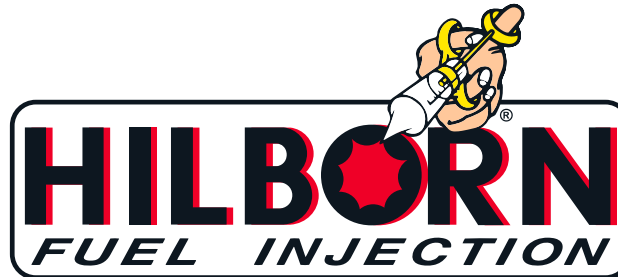
It is acceptable to use a black Logotype in black and white print.

# 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 Hilborn 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 Hilborn are Yellow (Pantone 803 C), Red (Pantone 185 C),  
Flesh tone (Pantone 712 C) & Black (Pantone Black 6 C).  
These colors are used to identify Hilborn on core items such as vehicle layout,  
signage and official correspondences.  
All Hilborn colors are not to be paired with any other colors



- **PANTONE** - 803 C
- **CMYK** - C - 0 / M - 5.47 / Y - 97.71 / K - 0
- **RGB** - R - 255 / G - 232 / B - 0
- **HEX** - ffe800



- **PANTONE** - 185 C
- **CMYK** - C - 1.55 / M - 100 / Y - 97.08 / K - 0.05
- **RGB** - R - 233 / G - 29 / B - 45
- **HEX** - 231f20



- **PANTONE** - 712 C
- **CMYK** - C - 0 / M - 23.73 / Y - 40.97 / K - 0
- **RGB** - R - 253 / G - 201 / B - 154
- **HEX** - fdc99a



- **PANTONE** - Black 6 C
- **CMYK** - C - 82.21 / M - 70.93 / Y - 59.16 / K - 75.06
- **RGB** - R - 16 / G - 24 / B - 32
- **HEX** - 101820

# SOCIAL



## Facebook

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

## Instagram

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

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## Other Images

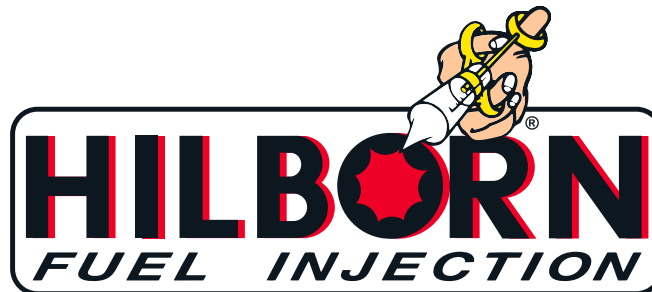
Any other images and text (banners, shared content and posts) on social media may not contain other brands, logos or products.

## Tagging

Hilborn main account should be tagged first in all posts made from Hilborn branded pages.



# BRAND MISSION



Hilborn 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 Hilborn image, which projects these values.



# TYPEFACE

## Typeface Options

Eurostile is used to represent Hilborn 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**