HK WHEELS

Primary Logotype

The HK Wheels Logotype should be used where possible.

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Contrast Logotype

When using a dark background, use a white Logotype.

HK WHEELS

B&W Logotype

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

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 HK Wheels 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.

Palette

The color for HK Wheels is Black (Pantone Black C).
This color is used to identify HK Wheels on core items such as vehicle layout,
signage and official correspondences.
All HK Wheels colors are not to be paired with any other colors

- **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

Facebook

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

Instagram

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

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

BRAND MISSION

HK
WHEELS

HK Wheels 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 HK Wheels image, which projects these values.

Typeface Options

Eurostile is used to represent HK Wheels 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 differentation 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