

LOGOTYPE

The primary logotype features the word 'REKUDO' in a bold, italicized, sans-serif font. The letters are dark blue with a white outline, giving it a three-dimensional appearance. The 'R' and 'K' have sharp, angular designs.

Primary Logotype

The Rekudo Logotype should be used where possible.

The logotype is displayed on a solid red rectangular background. The letters are dark blue with a white outline, maintaining the three-dimensional look.The logotype is displayed on a solid black rectangular background. The letters are white with a dark blue outline, creating a high-contrast, three-dimensional effect.

Contrast Logotype

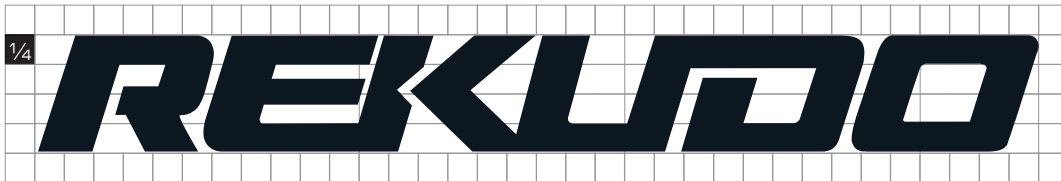
When using a dark background, use a white Logotype.

The logotype is shown in a solid black, italicized, sans-serif font. The letters are thick and blocky, with sharp angles on the 'R' and 'K'.

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 Rekudo 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 color for Rekudo is Black (Pantone Black 6 C).
This color is used to identify Rekudo on core items such as vehicle layout,
signage and official correspondences.
All Rekudo 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

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

Instagram

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

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

BRAND MISSION



Rekudo 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 Rekudo image, which projects these values.

TYPEFACE

Typeface Options

Eurostile is used to represent Rekudo in digital and print media. This typeface gives our words an accent that reflects the company's personality. It is available in a wide Rekudo 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**