



LOGO & BRAND GUIDELINES



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# MISSION STATEMENT



Built to protect. Since 1959 Simpson Performance has striven to provide the motorcycle industry an unparalleled level of performance, comfort and safety protection.

Adhering to these guidelines assures that you are aligned with Simpson Motorcycles\ image, which projects these values.





# LOGO MOTORCYCLE HELMETS



## PRIMARY LOGO AND USAGE FOR SIMPSON MOTORCYCLE HELMETS

The Simpson Motorcycle Helmets logo should always be presented clearly using the best available option for a given application. Please be as consistent as possible in the use of the logo on all products and branded materials.

### Simpson logo (preferred)



### Primary Logotype

The Simpson Logotype should be used where possible.

A "®" always appears on the baseline of the "N."

### Size Specification/Spatial Relationship

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



Badge-style logo should never be used smaller than 1/2 inch in height.

*\*For print advertising use.*

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### Simpson logo



**MOTORCYCLE HELMETS**

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## ONE-COLOR LOGO OPTIONS

The Simpson Motorcycle Helmets logo should always be presented clearly using the best available option for a given application.



### **B&W Logotype | Monochromatic 100% Black**

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



### **B&W Logotype | Monochromatic 100% White**

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



**MOTORCYCLE HELMETS**

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**MOTORCYCLE HELMETS**

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# COLOR PALETTE



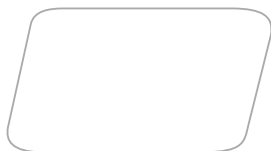
## PRIMARY BRAND COLORS

The dominant colors for Simpson Motorcycle Helmets is Red, Black, and White. These colors are used to identify Simpson on core items such as vehicle layout, advertising, signage, and official correspondences.

### PRIMARY



**PANTONE:** Process Black C  
**CMYK:** C: 0% M: 0%  
Y: 0% K: 100%  
**RGB:** R: 35 G: 31 B: 32  
**HEX:** #231f20



**White**  
**CMYK:** C: 0% M: 0%  
Y: 0% K: 0%  
**RGB:** R: 255 G: 255 B: 255  
**HEX:** #ffffff

### ELWOOD STRIPE



**PANTONE:** Orange  
**CMYK:** C: 13% M: 100%  
Y: 91% K: 3%  
**RGB:** R: 206 G: 14 B: 45  
**HEX:** #ce0e2d



**PANTONE:** Yellow  
**CMYK:** C: 0% M: 0%  
Y: 0% K: 100%  
**RGB:** R: 35 G: 31 B: 32  
**HEX:** #231f20



**Gray**  
**CMYK:** C: 0% M: 0%  
Y: 0% K: 0%  
**RGB:** R: 255 G: 255 B: 255  
**HEX:** #ffffff

# TYPOGRAPHY



Hoboken High Sans is used to represent Simpson Motorcycle Helmets 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.

## HOBOKEN HIGH SANS

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 | !@#\$%&\*()

## HEADLINE: HOBOKEN HIGH SANS

### SUBHEAD: HOBOKEN HIGH SANS

BODY COPY: GILL SANS REGULAR

## HEADLINE: HOBOKEN HIGH SANS

### SUBHEAD: HOBOKEN HIGH SANS

BODY COPY: GILL SANS REGULAR

Text/Body Copy should always contrast with the background. Text can be set in White, Black or Grey or 186 Red.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minim veniam, quis nostrud exercitation  
ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minim veniam, quis nostrud exercitation  
ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut labore et dolore magna  
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ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
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aliqua. Ut enim ad minim veniam, quis nostrud exercitation  
ullamco laboris nisi ut aliquip ex ea commodo consequat.



# COPYWRITING



The voice of Simpson Motorcycle should reflect our corporate vision and knowledge as the commanding, go-to leader in the motorcycle safety category, while capturing the brands purpose, points of difference and to inspire trust.

Copy must be fresh, edgy, slightly brash, yet informative, as well as engaging. It should appeal to motorcycle enthusiasts without alienating them. Copy should always be clean, not vulgar or with use of profanity, also to be mindful of the use slang and vernacular verbiage, as this can be easily overdone and mis-understood.

## EXAMPLE

The Simpson Ghost Bandit Helmet blends the classic tough-guy Bandit styling combined with features riders have come to expect from a proper lid. The Ghost Bandit is prepared to handle just about any type of riding while providing edgy styling and complete comfort. If you love the look of a Simpson Helmet but want the creature comforts of a touring helmet, the Ghost Bandit will be the perfect addition your safety arsenal.

## KEYWORDS

Attitude	Function	Speed
Bandit	Mod	Stealth
Composite	Outlaw	Styling
Carbon Fiber	Panzier	Quality
Edgy	Paktalk	Reliable
Extreme	Raw	Rugged
Ghost Bandit	Ruggedness	Vintage
Flashy	Smoke tinted	

# PHOTOGRAPHY LIFESTYLE



## SIMPSON MOTORCYCLE HELMETS

Simpson photography should represent the lifestyle, the energy and emotion of motorcycle industry; while integrating product and riders. Below are examples of Simpson Motorcycle photography.



# ADVERTISING IN ACTION



## SIMPSON MOTORCYCLE HELMETS

Simpson advertising should be slightly minimalist, with clear product positioning while utilizing brand style and voice, within the design and copy. Below are examples of Simpson Motorcycle advertisements.

## PRINT

**SIMPSON®**  
MOTORCYCLE HELMETS

**GHOST BANDIT**  
ECE 22-05 certified, DOT approved tri-composite or carbon fiber construction XS-2X sizes  
Black, Red Black, White  
Price \$499.95  
Graphics Price \$499.95  
Carbon Fiber Price \$899.95

*Limited Edition*

Painters/Photographer: Jace Hudson Model: Britta Hudson

## WEB

SIMPSON / CARD  
SEAMLESS INTEGRATION  
**THE NEW SIMPSON  
PACKTALK  
EDGE**  
SHOP ACCESSORIES

NEW PRODUCT  
**GHOST BANDIT  
LIMITED EDITION  
PANZER**  
SHOP NOW



# APPAREL & COLLECTABLES



## SIMPSON MOTORCYCLE HELMETS APPAREL

Apparel design is reserved for license vendors only. Below are examples of Simpson Motorcycle Apparel.

