



Brand Manual

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Mission

WE'RE LEADERS, NOT FOLLOWERS

The pioneering spirit that founded the Motorcycle company drives us to this day. Our commitment to American craftsmanship is fueled by a passion for enduring quality that produces motorcycles sought after around the world. Those bikes and our iconic heritage inspire a rapidly growing rider community.

Target audience

People who want to buy a motorcycle

Inspiration

The primary inspiration was the font used for Indian motorcycles wordmark and all the car badges that have wings.

Typography

Century Gothic Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Century Gothic Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Color

pantone 202 c

Black

#8A2432

White

R: 138 G: 36 B: 50

C: 30% M: 95% Y: 75% K: 30%

Logo System

Secondary



Primary



Tertiary



Wordmark

font : Brush Script MT Italic

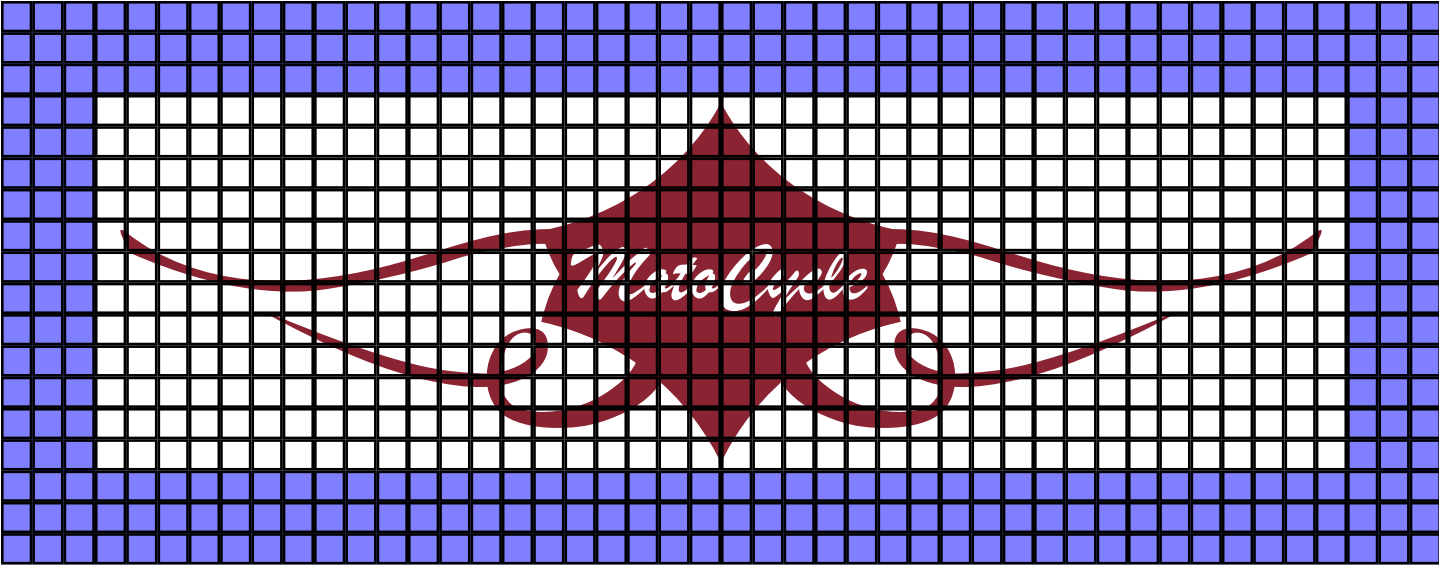
MotoCycle

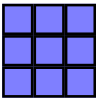
MotoCycle



MotoCycle

Proportional Ratio and Clear Zone



$x \square$ clear zone = $3x$  total width 40x
total height 12x
clear zone not included in total

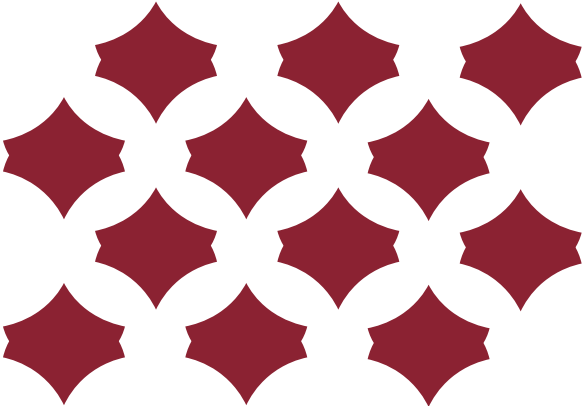
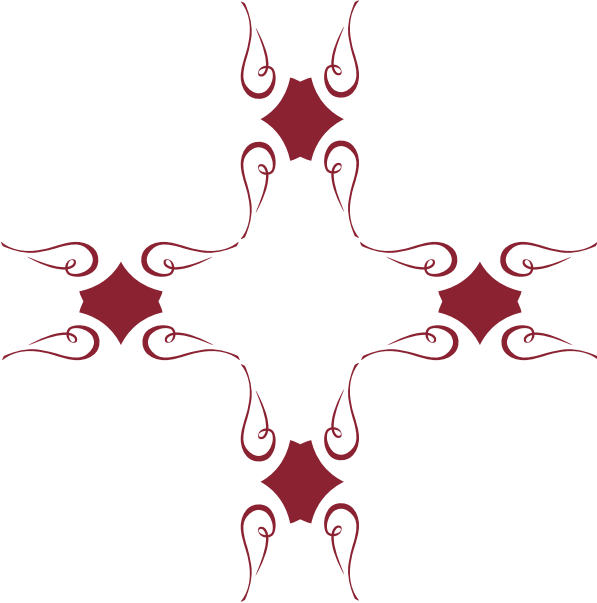
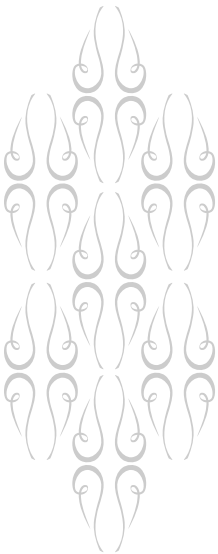
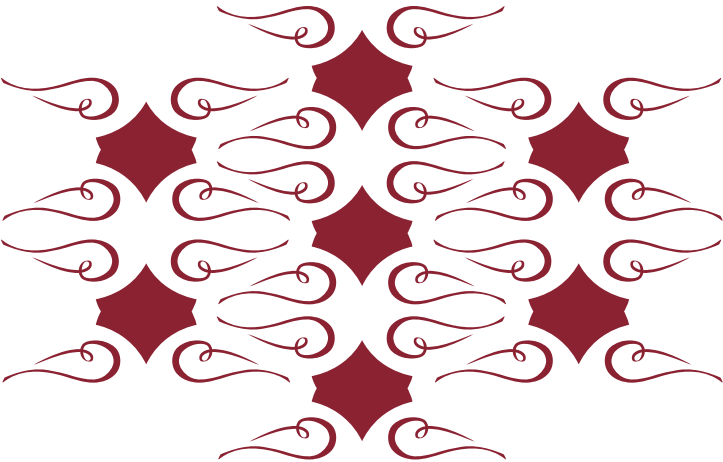
Brush Script M7 Italic x

Logo Misuse



Brand Patterns

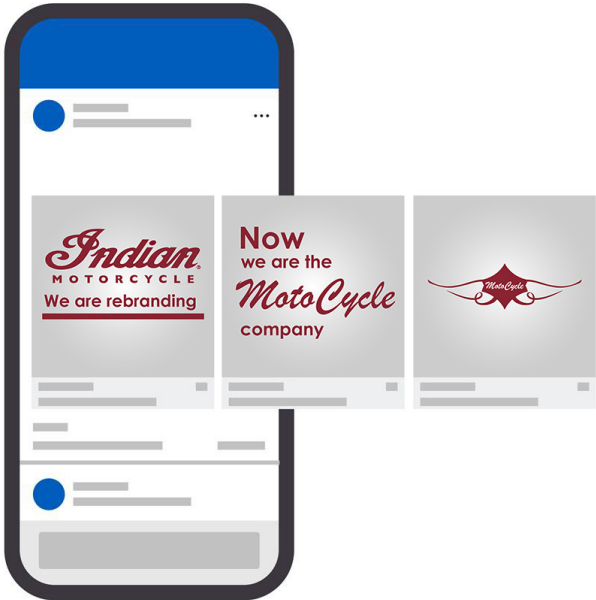
Use in any **reasonable** color is acceptable



Stationery



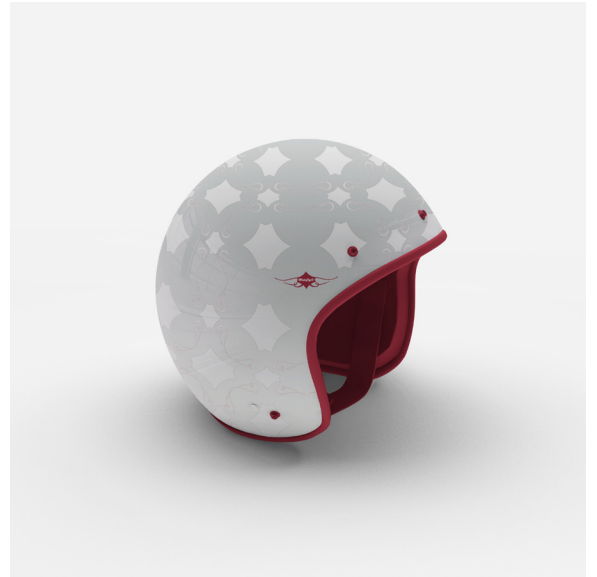
Carousel advert



Branded Motorcycle



Apparel



**For any reasonable reason
please contact me.**

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