

ROCKSHOX COMMUNICATION TOOLS
BRAND CORPORATE STANDARD GUIDELINES

ROCKSHOX®

OUR LOGO



THE PILL IS A TRUE ICON IN MOUNTAIN BIKING AND REPRESENTS THE HEART OF THE OUR IDENTITY. THE WORDMARK HELPS INCREASE THE VISIBILITY OF THE BRAND PRIMARILY ON PRODUCT AND WHEN NOT USING THE PILL.

A black and white photograph of a mountain biker performing a backflip over a dirt jump in a mountainous landscape. The biker is in mid-air, with the bicycle inverted. The background shows rolling hills and a valley with sparse vegetation.

OUR STANDARDS

These guidelines have been created for you, to make sure you understand key rules about the RockShox brand and that you respect it as if it was your own.

Use these guidelines as a framework for artwork with the RockShox brand, but do not forget that **all designs you create need to be approved. Nothing goes into production without our written approval.**

Your contact for questions and approval is Tom Zurawski, Creative Director at : tzurawski@sram.com

PILL CORE COLOR VARIATIONS



Full color logo over light background



Full color logo over dark background, note the white stroke



One color alternative (Black) logo over light background



One color alternative (White) logo over dark background

CLEAR SPACE



Equivalent to cap height of the logotype

MINIMUM SIZE



Height : 6.35 mm | 0.25 in

IN-COPY USE

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

NOTE : RockShox is always one word with capital R and S.

CORE COLOR PALETTE



RED

PMS : Pantone 186C
CMYK : 0 / 100 / 81 / 5
RGB : 229 / 25 / 55
HEX : #E51937



BLACK

CMYK : 0 / 0 / 0 / 100
RGB : 0 / 0 / 0
HEX : #000000



WHITE

CMYK : 0 / 0 / 0 / 0
RGB : 255 / 255 / 255
HEX : #FFFFFF

WORDMARK CORE COLOR VARIATIONS



One color (Black)
logo over light
background



One color (White)
logo over color
background



One color (White)
logo over dark
background

CLEAR SPACE



Equivalent to half the cap height

MINIMUM SIZE



Height : 4.763 mm | 0.1875 in

IN-COPY USE

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NOTE : RockShox is always one word with
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CORE COLOR PALETTE



RED

PMS : Pantone 186C
CMYK : 0 / 100 / 81 / 5
RGB : 229 / 25 / 55
HEX : #E51937



BLACK

CMYK : 0 / 0 / 0 / 100
RGB : 0 / 0 / 0
HEX : #000000



WHITE

CMYK : 0 / 0 / 0 / 0
RGB : 255 / 255 / 255
HEX : #FFFFFF

ALL BRAND LOCK UP COLOR VARIATIONS



Full color
lock up over light
background



One color (White)
logo over red
background



One color (White)
logo over dark
background



One color (Black)
logo over light
background

LOCK UP USAGE

- The proportions of the locked up logos cannot be altered
- The order of the locked up logos cannot be changed
- When scaling up or down, pay attention to these rules

THANK YOU

V04 / 2021.08.27

ROCKSHOX®