

BRAND

GUIDELINES

MOTORSPORT

! The indications in these guidelines are MANDATORY and must be respected for the purposes of correct use of the trademark.

ACERBIS

I CORPORATE LOGO**ACERBIS****II RACING LOGO****ACERBIS****I USE OF THE LOGO****WEB & SOCIAL ADV****INSTITUTIONAL CONTEXT****II USE OF THE LOGO****BANNERS & LEDWALLS SPONSORSHIPS****RACING VEHICLE TEAM VEHICLE****PADDOK & BOX**

USE OF THE LOGOS

This guideline aims to strengthen the brand and its recognition by using it correctly. Acerbis has two logos: the Corporate Logo and the Racing Logo. The choice of one or the other depends by the situation where the logo appears. These two logos are the only usable logos.



SECURITY AREA

Always keep this area clean, without text, symbols or other graphic elements that could distort the integrity of the Logo.



■ **Nero** C=0 / M=0 / Y=0 / K=100

□ **Bianco** C=0 / M=0 / Y=0 / K=0

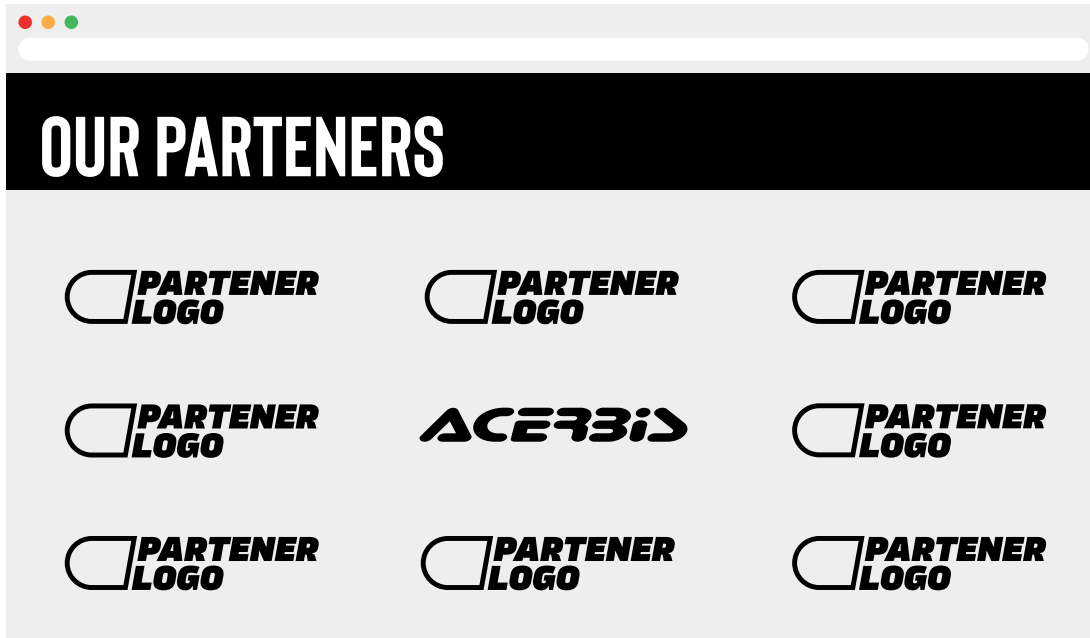
COLORS

The Logo must be black and white, based on the shade of the background it belongs to. (see examples)

CORPORATE LOGO

The Corporate Logo represents Acerbis in every institutional context. The logo must appear black on light backgrounds or white on dark backgrounds. No alterations to the logo, such as variations in color or proportions, are permitted.

✗ The registered trademark symbol "®" is no longer an integral part of the logo and must therefore be absent.



WEB PAGE: "PARTNER"

DIGITAL BANNER

WEB COMMUNICATION

The **Corporate Logo** must be used in the sponsor's section of the website of team or championship.



SECUREY AREA

Always keep this area clean, without text, symbols or other graphic elements that could distort the integrity of the Logo.



■ Nero C=0 / M=0 / Y=0 / K=100

■ Giallo C=0 / M=0 / Y=100 / K=0

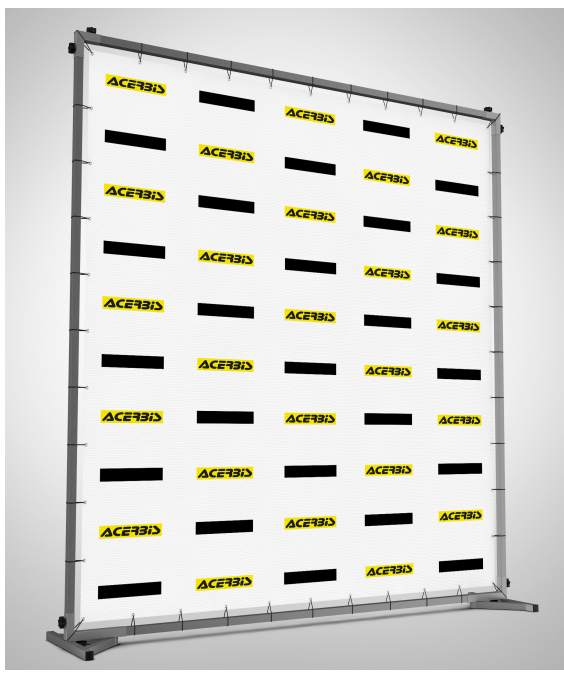
THE COLOR

The Logo must be black and yellow, regardless of the shade of the background it belongs to. (see examples)

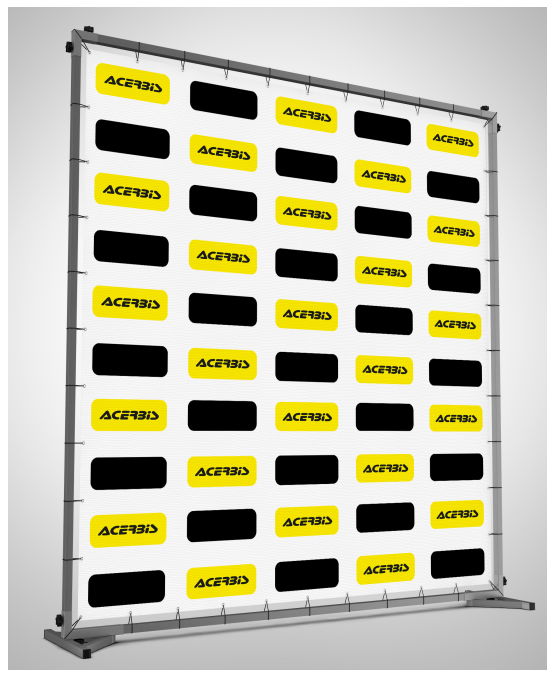
LOGO RACING

The Racing Logo represents Acerbis in every sporting context. The black logotype with yellow box (HEX #FFFF00). No alterations to the logo, such as changes in color or proportions, are possible.

✘ The registered trademark symbol "®" is no longer an integral part of the logo and must therefore be absent.



✓ **STANDARD TILES**



✓ **PRESET TILES**



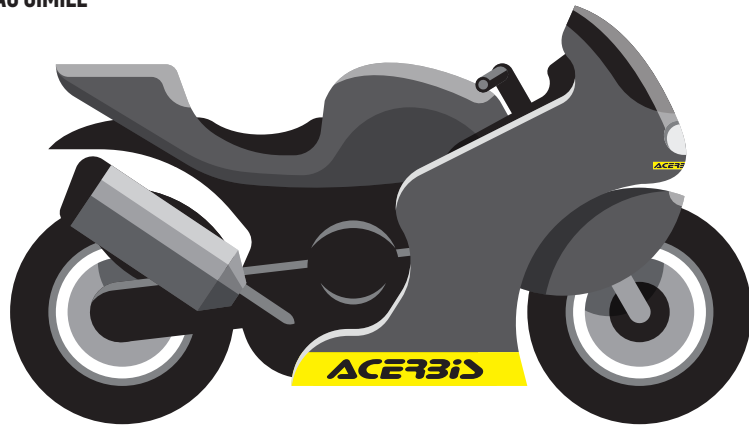
BACKDROP

The Racing Logo must be used on the backdrops of sponsored championships and teams. In case of pre-set tiles other than the logo tile: the pre-set tile should be yellow. (HEX #FFFF00)

FAC SIMILE



FAC SIMILE

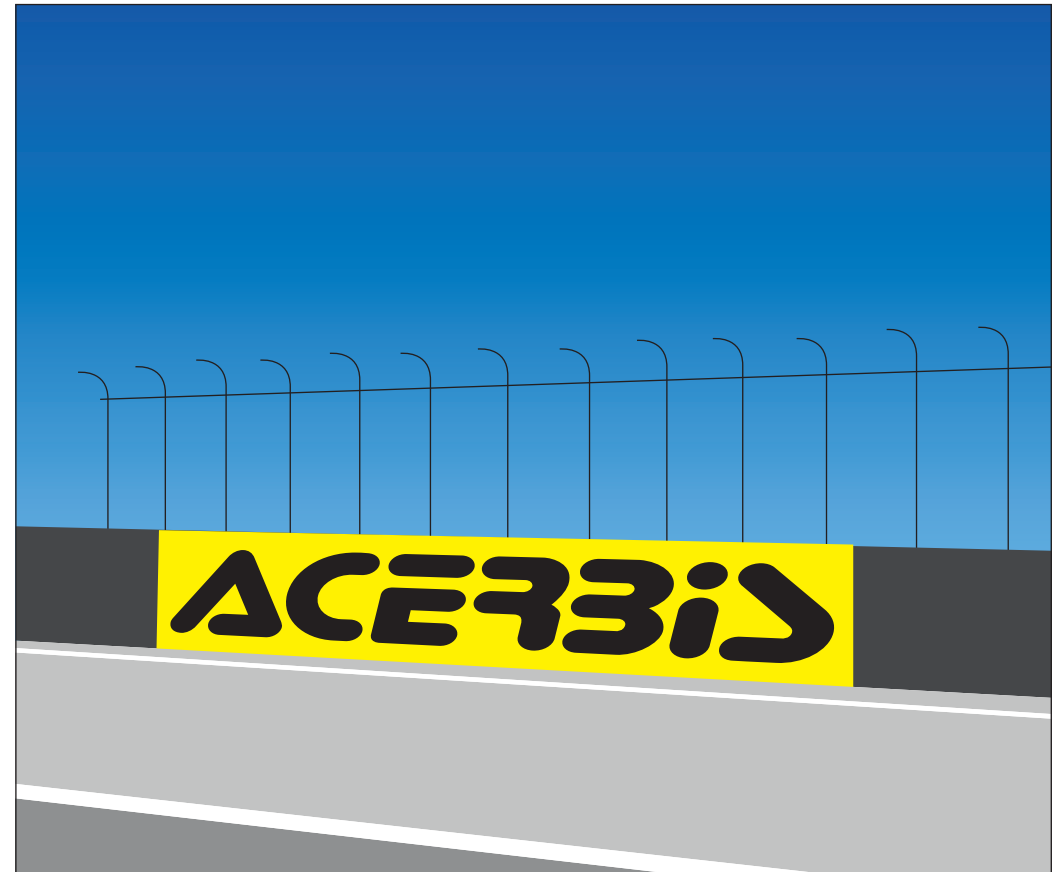
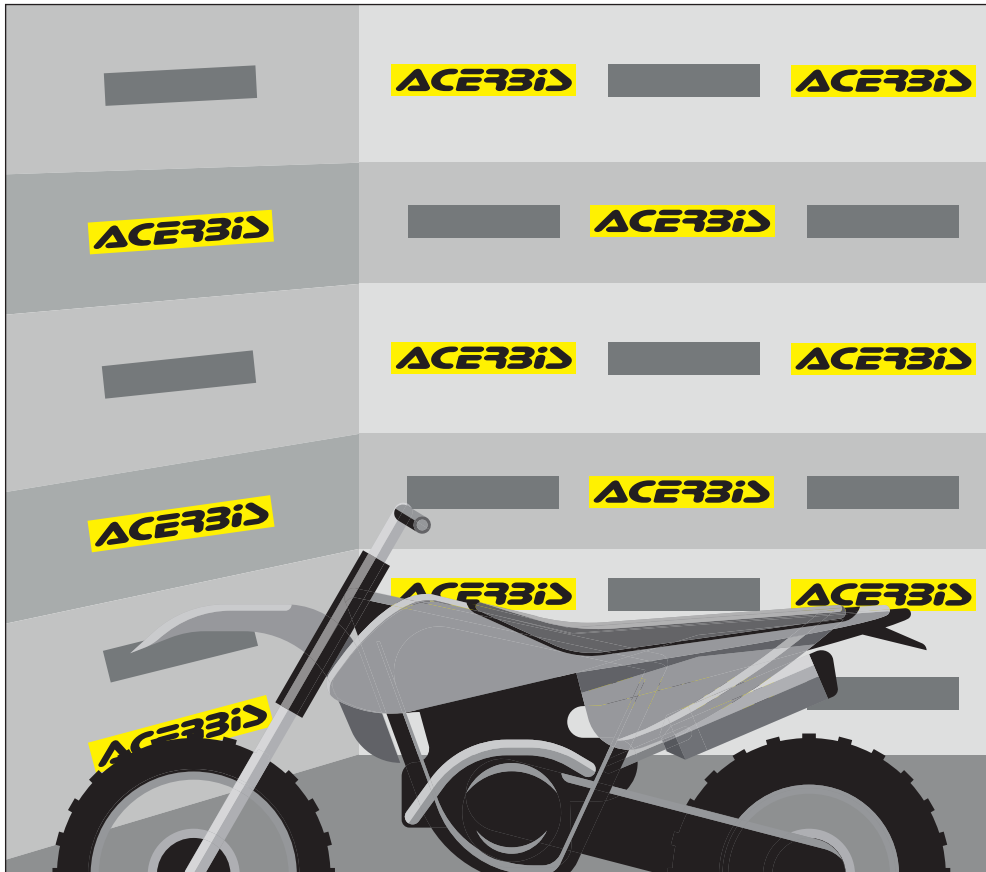


FAC SIMILE



SPONSORSHIP

The Racing Logo must be used on vehicles (motorcycles, vans, scooters, etc...) of sponsored teams and riders. The logo must always appear black and yellow as in the example. The above are examples only, the right placement is defined in the contract.

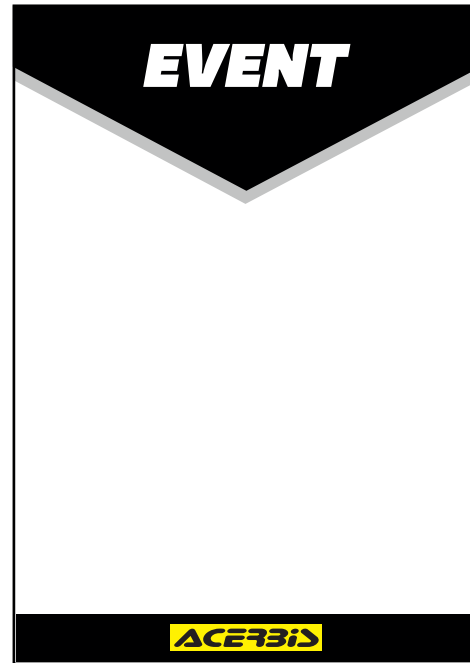
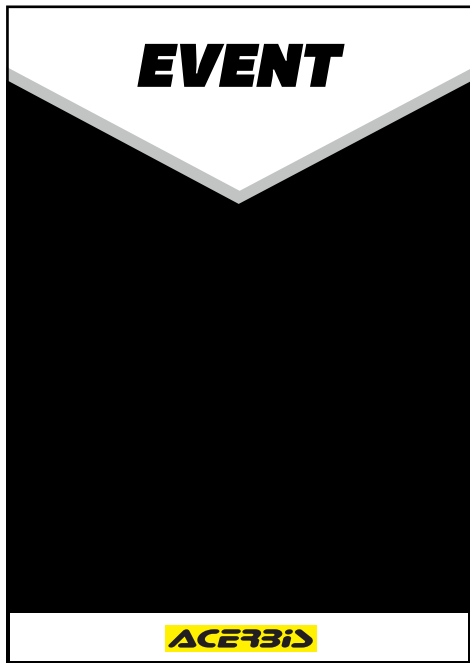


SPONSORSHIP

The Racing Logo must be used in the paddock area, in the pits of the sponsored teams, on banners and led walls both on and off the track.



RACE MATERIAL



POSTER: RACING EVENTS & RACES

Use the racing logo at the foot of the page or in the section dedicated to sponsors.
Position the logo preferably in the center of the page with respect to the horizontal axis.

PRINTED COMMUNICATION

The Racing Logo must be used in advertising contexts concerning racing events and races.

TAG**@ACERBISMOTORSPORT****ASHTAG****#ACERBIS****#ACERBISMOTORSPORT****#ACERBISPRODUCTS****#ACERBISATHLETE****#ACERBISGEAR****#ACERBISHELMETS****#ACERBISPROTECTION****#ACERBISPLASTICS****#ACERBISBIKE**

SOCIAL NETWORK

! Each Acerbis social page must be requested and approved by the marketing office in Albino (BG) ITALY. If approved, the profile picture will be provided in the correct format.