BRAND STANDARD

HOOSIER

08/2022

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TIRES DESIGNED FOR CHAMPIONS

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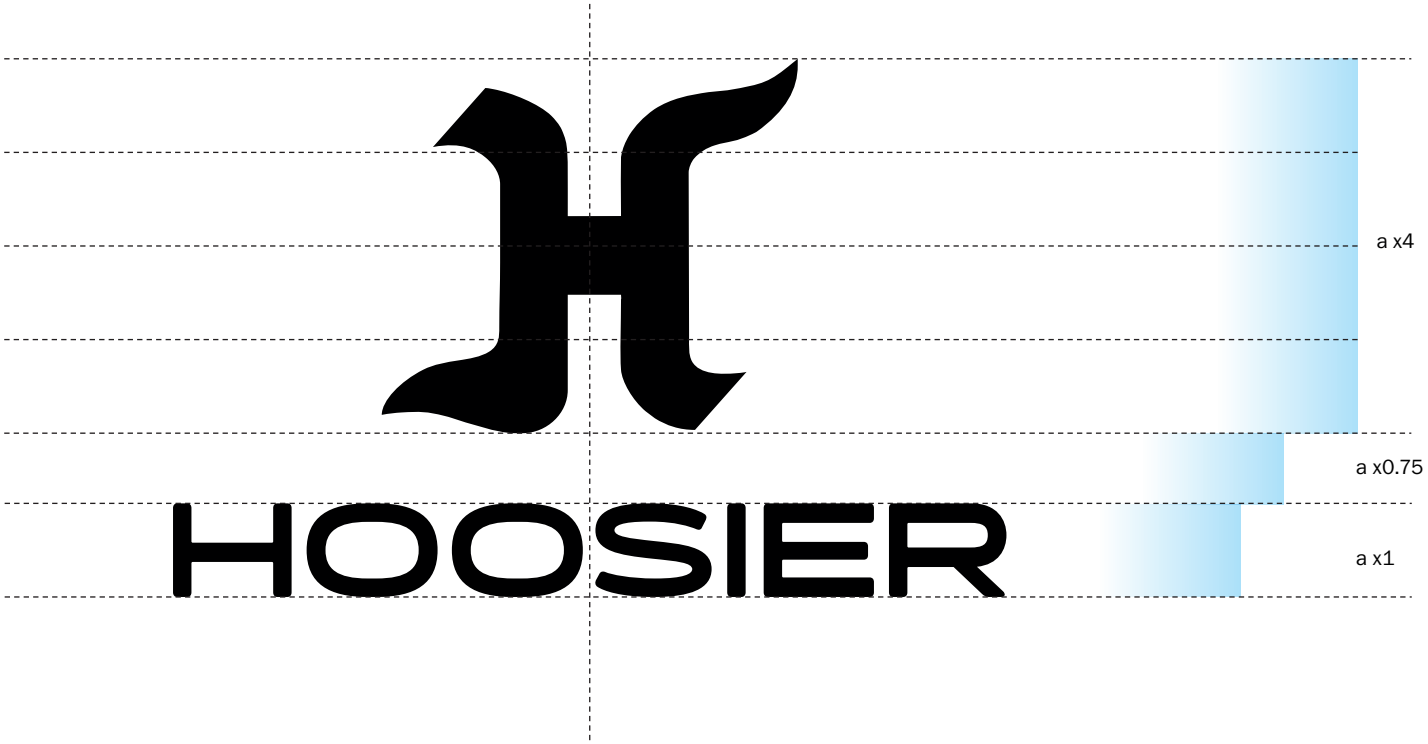
HOOSIER Tagline 41

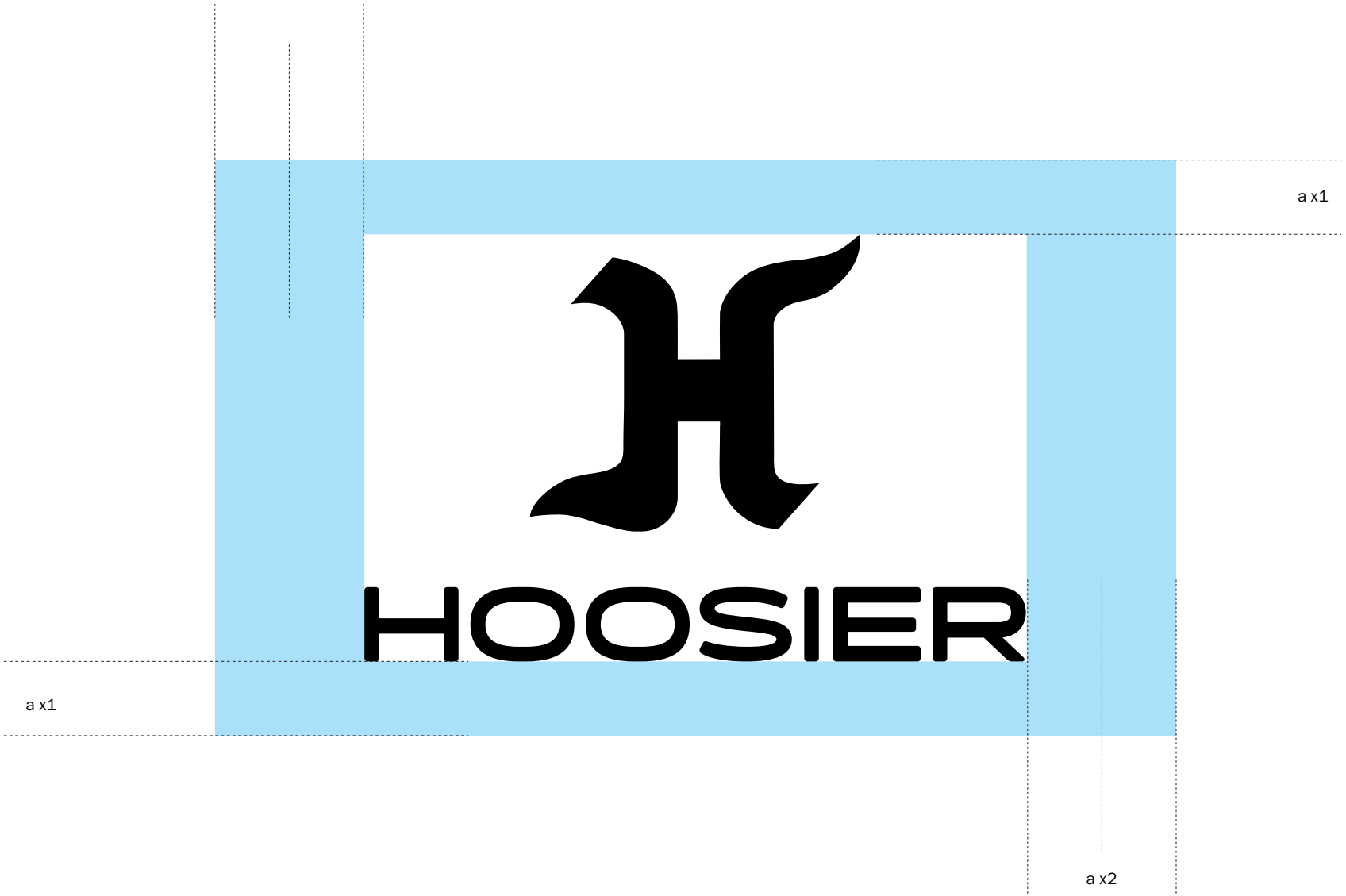
Get all the templates you need here:

hoosiertire.com

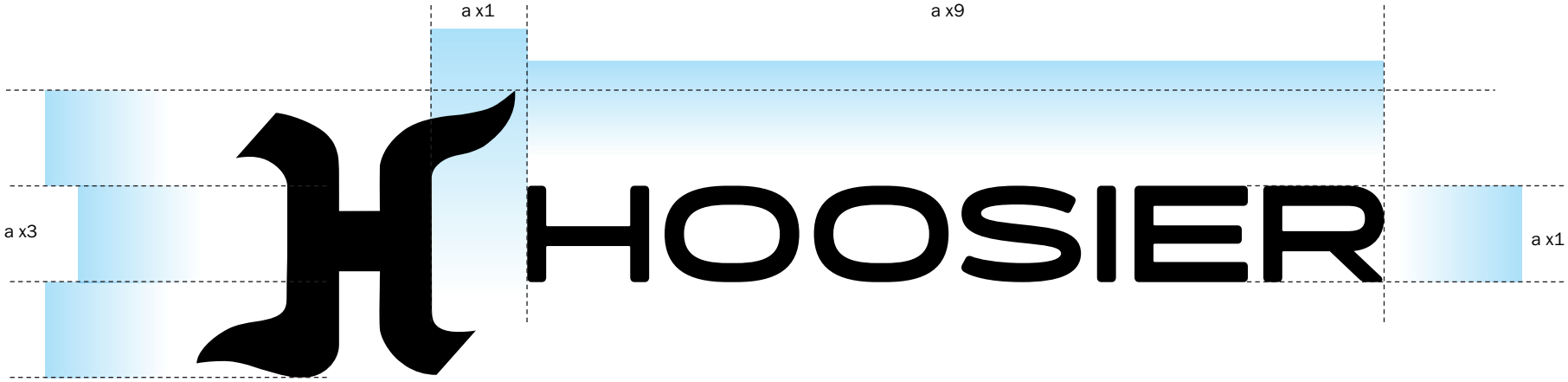


LOGOS


a x4
a x0.75
a x1
HOOSIER
always centered

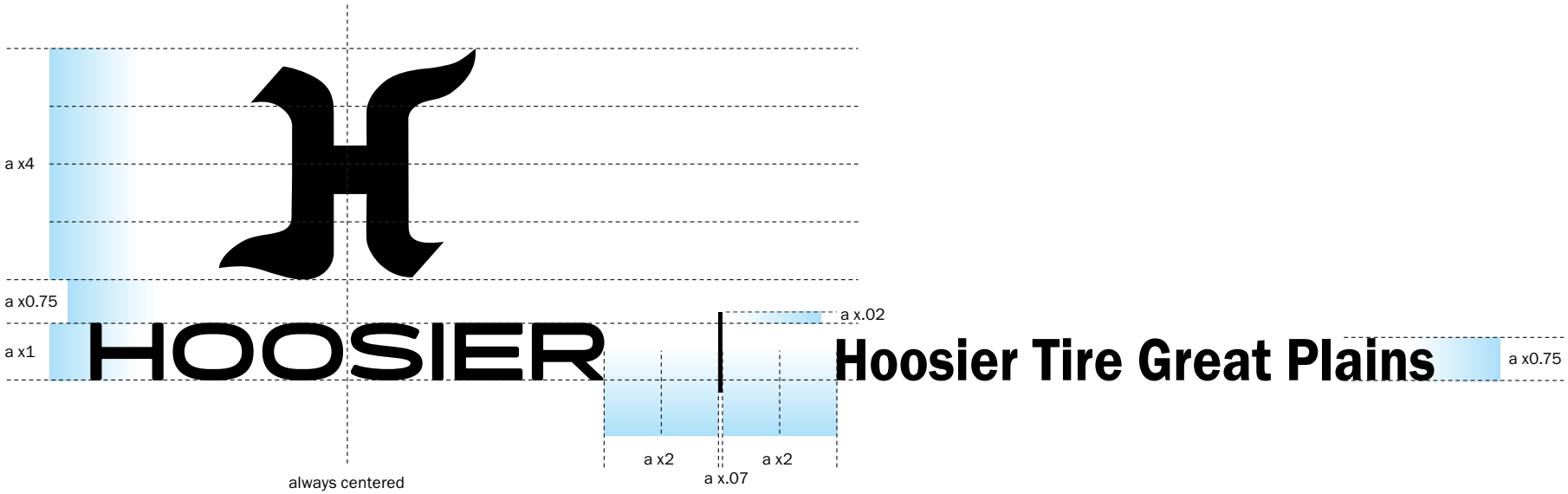

a x1
HOOSIER
a x1
a x2

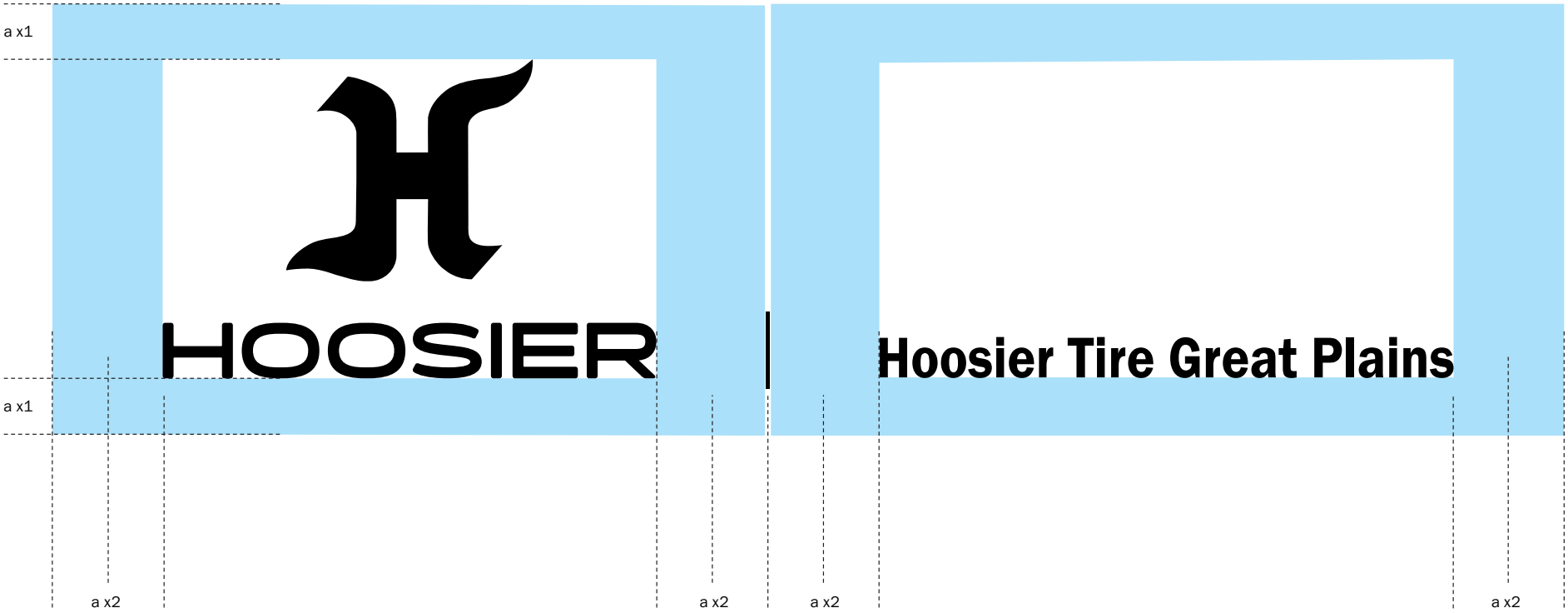

HOOSIER


a x1
a x9
a x3
HOOSIER
a x1


a x0.75
a x0.75
a x1
HOOSIER
a x1


HOOSIER


a x4
a x0.75
a x1
HOOSIER
a x.02
Hoosier Tire Great Plains
a x0.75
a x2
a x2
a x.07
always centered


a x1
HOOSIER
Hoosier Tire Great Plains
a x1
a x2
a x2
a x2
a x2

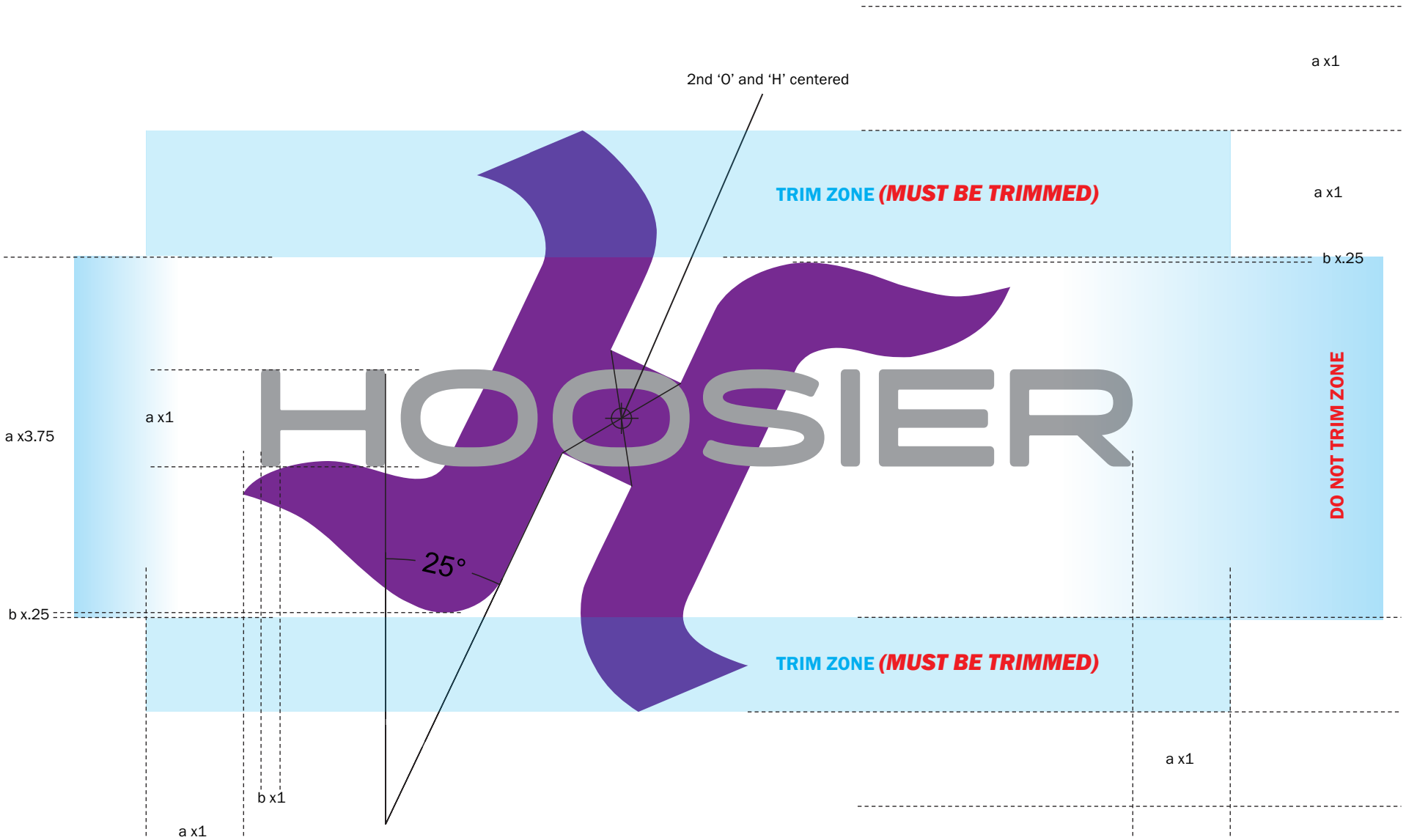

HOOSIER
Hoosier Tire Great Plains


a x4
a x0.75
HOOSIER
a x1
a x2.0
Hoosier Tire Great Plains
a x0.75
always centered


a x2
a x2
a x1
HOOSIER
a x1
a x1.0
Hoosier Tire Great Plains
a x1
a x1
or: length of distributors name plus a x1
a x1
or: length of distributors name plus a x1

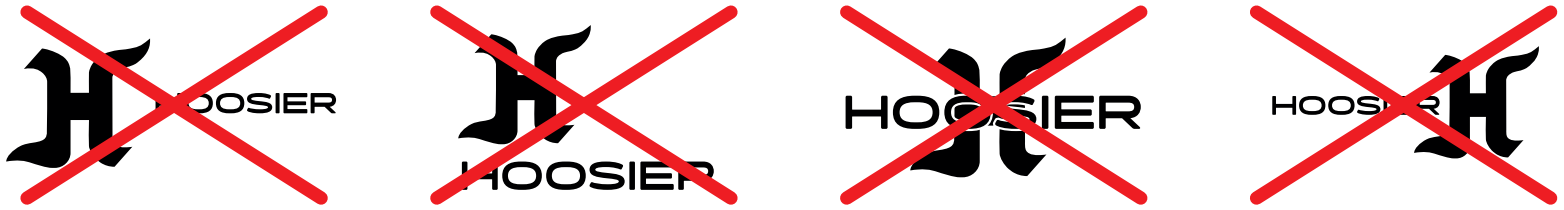
HOOSIER

Hoosier Tire Great Plains

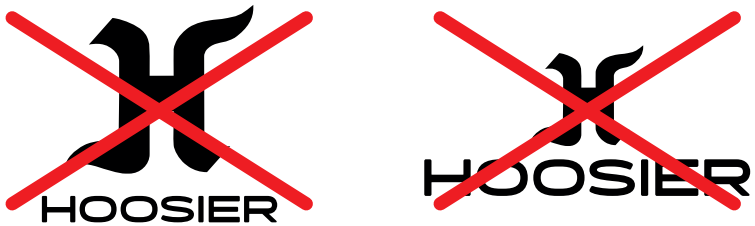

2nd 'O' and 'H' centered
a x1
TRIM ZONE (MUST BE TRIMMED)
a x1
b x.25
DO NOT TRIM ZONE
a x3.75
a x1
HOOSIER
25°
b x.25
TRIM ZONE (MUST BE TRIMMED)
a x1
b x1
a x1


TRIMMED VIEW
HOOSIER
TRIMMED VIEW

! DO NOT
replace the HOOSIER H or the wordmark; always use the specified logo designs



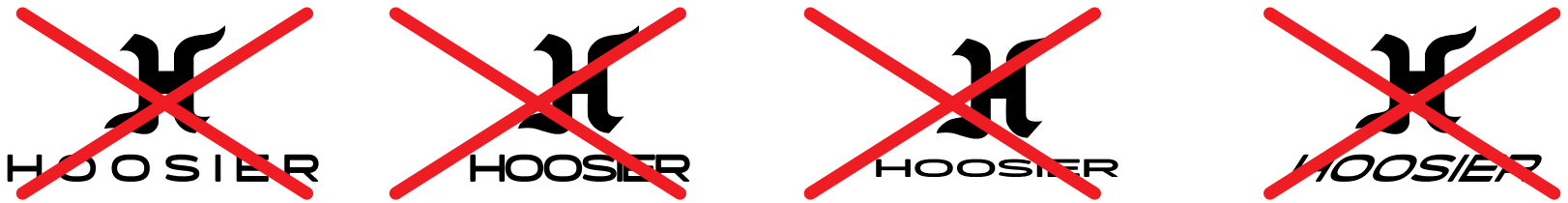
! DO NOT
change any relation or sizing between HOOSIER H and wordmark



! DO NOT
distort or turn the logo in any way

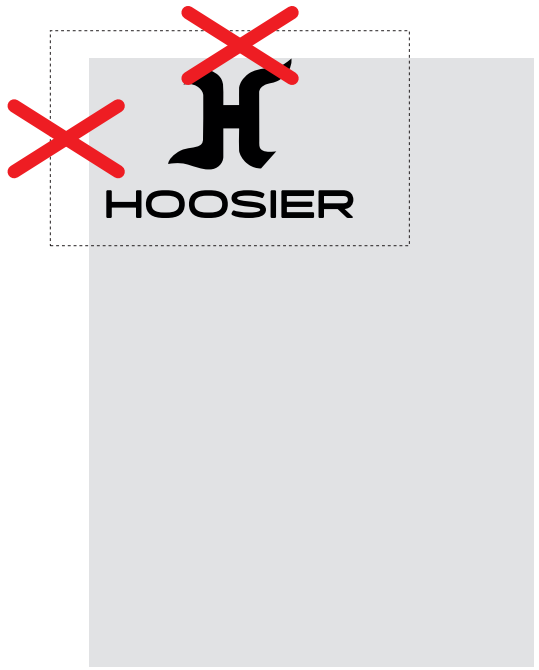


! DO NOT
change width or spacing of the wordmark including bold or italics



! DO NOT

Do not disregard the safety zones by placing the image too close to the edge









BRANDING COLORS

Branding colors





HOOSIER PURPLE

Pantone
2603 C

C/M/Y/K
66/100/0/0

R/G/B
120/33/130

HEX
#782182

RAL
4006

Usage specified
- HOOSIER-H
- Background color

HOOSIER DARKGRAY

Pantone
Cool Gray 8 C

C/M/Y/K
0/0/0/60

R/G/B
135/135/135

HEX
#878787

RAL
9007

Usage specified
- Wordmark (on HOOSIER **white** only; all logo versions)

HOOSIER MEDGRAY

Pantone
Cool Gray 7 C

C/M/Y/K
0/0/0/45

R/G/B
160/160/160

HEX
#a0a0a0

RAL
9006

Usage specified
- Wordmark (on HOOSIER **purple** only; all logo versions)

HOOSIER LIGHTGRAY

Pantone
Cool Gray 3 C

C/M/Y/K
0/0/0/30

R/G/B
198/198/198

HEX
#c6c6c6

RAL
7035

Usage specified
- Wordmark (on HOOSIER **black** only; all logo versions)

HOOSIER WHITE

Pantone
–

C/M/Y/K
0/0/0/0

R/G/B
255/255/255

HEX
#ffffff

RAL
9003

Usage specified
- HOOSIER-H (on HOOSIER purple only)
- Background color

HOOSIER BLACK

Pantone
Black 6 C

C/M/Y/K
60/40/40/100

R/G/B
0/0/0

HEX
#000000

RAL
9005

Usage specified
- Background color

Primary Brand Colors



ON WHITE BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 8
C/M/Y/K 0/0/0/60



ON LIGHT MEDIUM BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 8
C/M/Y/K 0/0/0/60



ON BLACK BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 3
C/M/Y/K 0/0/0/30



ON DARK MEDIUM BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone -
C/M/Y/K 0/0/0/0



ON PURPLE BACKGROUND

Pantone -
C/M/Y/K 0/0/0/0

Pantone Cool Gray 7
C/M/Y/K 0/0/0/45



!NOTE
For proper placement of logos on images refer to the section starting on PAGE 32 “Logos on images”

ON WHITE BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 8
C/M/Y/K 0/0/0/60



ON LIGHT MEDIUM BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 8
C/M/Y/K 0/0/0/60



ON BLACK BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 3
C/M/Y/K 0/0/0/30



ON DARK MEDIUM BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone -
C/M/Y/K 0/0/0/0



ON PURPLE BACKGROUND

Pantone -
C/M/Y/K 0/0/0/0

Pantone Cool Gray 7
C/M/Y/K 0/0/0/45



!NOTE
For proper placement of logos on images refer to the section starting on PAGE 32“ Logos on images”

Partner information... | **Hoosier Tire Great Plains** is always displayed in either white ot black.

ON WHITE BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 8
C/M/Y/K 0/0/0/60

HOOSIER | Hoosier Tire Great Plains

ON LIGHT MEDIUM BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 8
C/M/Y/K 0/0/0/60

HOOSIER | Hoosier Tire Great Plains

ON BLACK BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 3
C/M/Y/K 0/0/0/30

HOOSIER | Hoosier Tire Great Plains

ON DARK MEDIUM BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone -
C/M/Y/K 0/0/0/0

HOOSIER | Hoosier Tire Great Plains

ON PURPLE BACKGROUND

Pantone -
C/M/Y/K 0/0/0/0

Pantone Cool Gray 7
C/M/Y/K 0/0/0/45

HOOSIER | Hoosier Tire Great Plains

!NOTE
For proper placement of logos on images refer to the section starting on PAGE 32 “Logos on images”

Partner information... **Hoosier Tire Great Plains** is always displayed in either white ot black.

ON WHITE BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 8
C/M/Y/K 0/0/0/60

HOOSIER

Hoosier Tire Great Plains

ON LIGHT MEDIUM BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 8
C/M/Y/K 0/0/0/60

HOOSIER

Hoosier Tire Great Plains

ON BLACK BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone Cool Gray 3
C/M/Y/K 0/0/0/30

HOOSIER

Hoosier Tire Great Plains

ON DARK MEDIUM BACKGROUND

Pantone 2603 C
C/M/Y/K 66/100/0/0

Pantone -
C/M/Y/K 0/0/0/0

HOOSIER

Hoosier Tire Great Plains

ON PURPLE BACKGROUND

Pantone -
C/M/Y/K 0/0/0/0

Pantone Cool Gray 7
C/M/Y/K 0/0/0/45

HOOSIER

Hoosier Tire Great Plains

!NOTE

For proper placement of logos on images refer to the section starting on PAGE 32 “Logos on images”

SLANTED H LOGO IS FOR SPECIFIC APPLICATIONS AND MUST BE TRIMMED AS SHOWN

Pantone
2603 C

C/M/Y/K
66/100/0/0

Pantone
Cool Gray 7

C/M/Y/K
0/0/0/45



Pantone
2603 C

C/M/Y/K
66/100/0/0

Pantone
Cool Gray 3

C/M/Y/K
0/0/0/30



Pantone
2603 C

C/M/Y/K
66/100/0/0

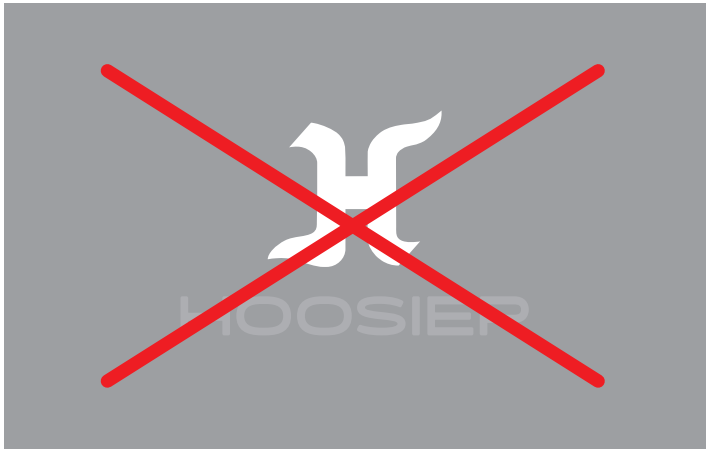
Pantone
-

C/M/Y/K
0/0/0/0



! DO NOT
use a color-logo-combination not shown on the previous page





! DO NOT
use the logo on photos or backgrounds that do not offer proper contrast to the logo





! DO NOT
change HOOSIER colors in any way, neither within any HOOSIER logo nor templates for presentation purposes. Logos should not be placed in a box or "shield" area.





! DO NOT
use any filter effects or strokes in connection with any HOOSIER logo or add other graphic elements









TYPOGRAPHY

Franklin Gothic

HOOSIER purposes

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqr
stuvwxyz0123456789!“§$%&/()=?`«€®†Ω¨⁄øπ•±å,ßƒ©ª∆@œæ‘≤
¥≈ç~µ…–»„‰¸˝ˇÁÛØ° ÅÍ™ÎÌÓıˆfiŒÆ’≥‡ÙÇ◊˘ ¸÷—

Headlines

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrs
tuvwxyz0123456789!“§$%&/()=?`«€®†Ω¨⁄øπ•±å,ßƒ©ª∆@œæ‘≤
¥≈ç~µ…–»„‰¸˝ˇÁÛØ° ÅÍ™ÎÌÓıˆfiŒÆ’≥‡ÙÇ◊˘ ¸÷—

Subtitles

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrs
tuvwxyz0123456789!“§$%&/()=?`«€®†Ω¨⁄øπ•±å,ßƒ©ª∆@œæ‘≤
¥≈ç~µ…–»„‰¸˝ˇÁÛØ° ÅÍ™ÎÌÓıˆfiŒÆ’≥‡ÙÇ◊˘ ¸÷—

Body text and sublines

Arial

As an alternative for websites or in cases where Franklin Gothic is not an option



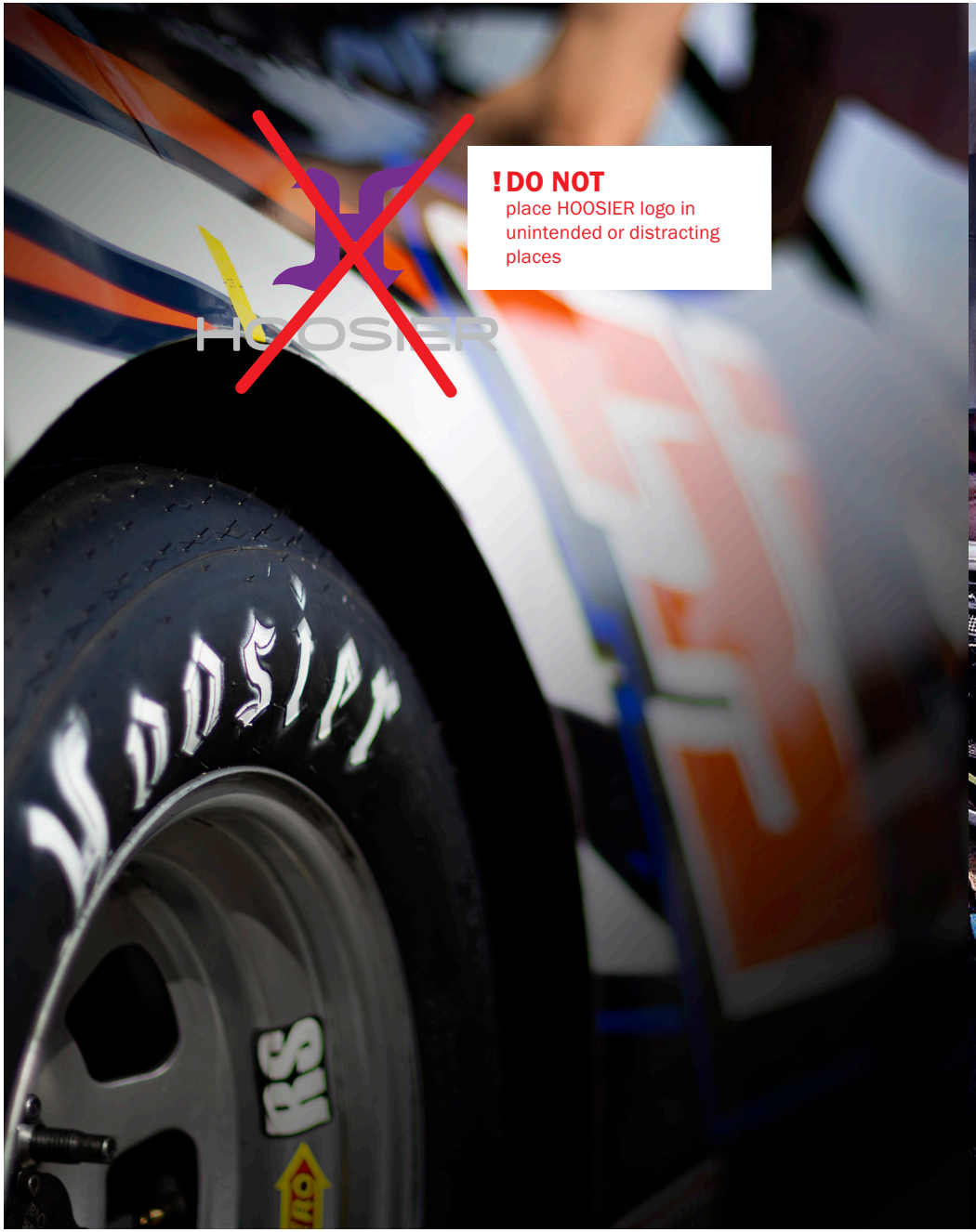
LOGO ON PICTURES

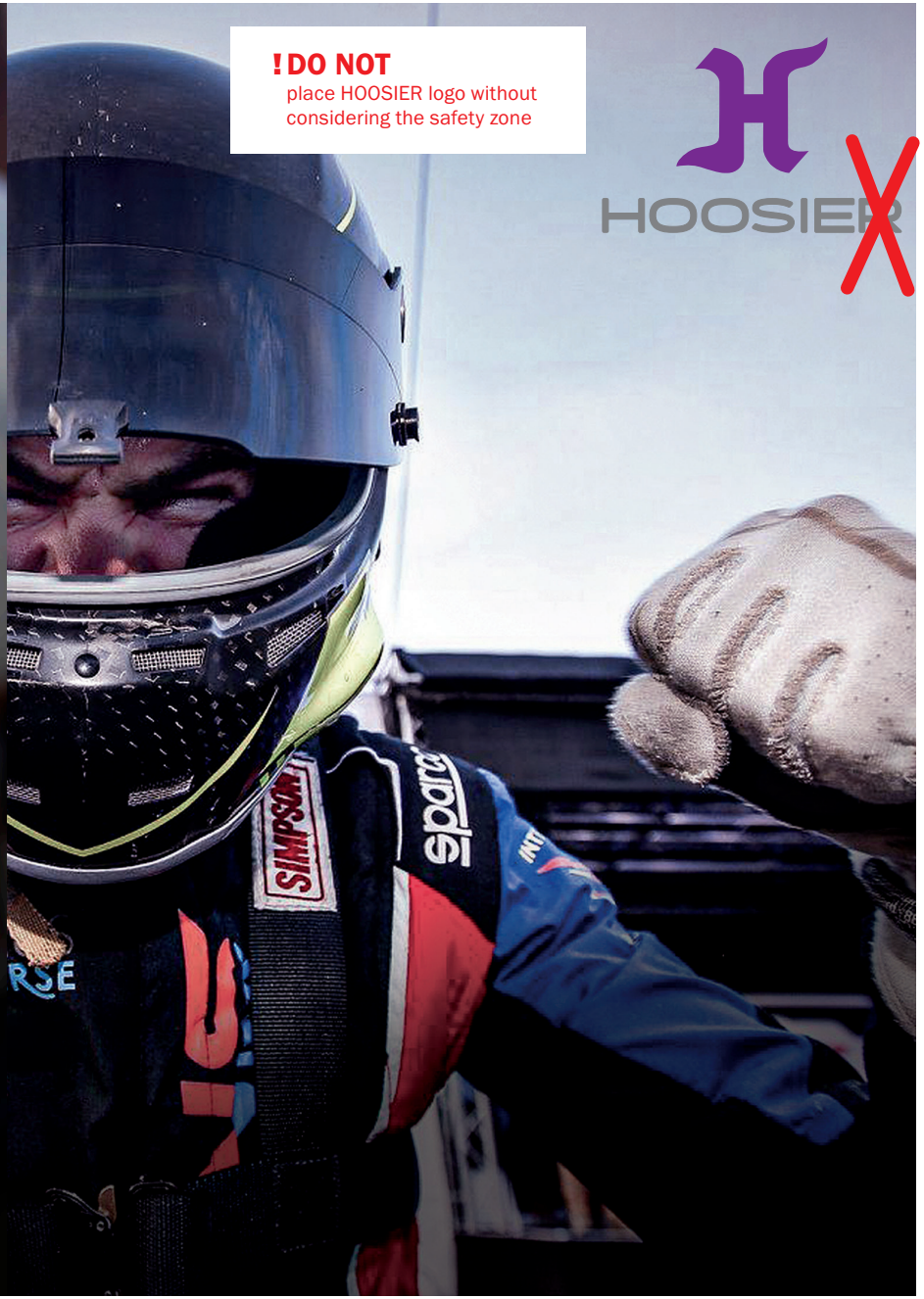
Logo on pictures

The HOOSIER logo can be placed on the right or left, taking into account the safety zones. It also does not matter whether at the top or bottom edge of the image. Only place the logo in places without distracting picture elements. Only place the logo intended for light or dark picture backgrounds.



Logo on pictures DO NOT'S [This applies to all logo designs]







SPECIFIC APPLICATIONS

Get all the templates you need here:

hoosiertire.com

Banner Examples (Trackside branding)

The appropriate logo should be used based on all signage to maximize space.

Slanted H logo is used for signage with a ratio of ~2 to 1. A 4’ x 2’ for example.



Horizontal logo is used for signage with a ratio of ~4 to 1. A 8’ x 2’ for example.





Branding logo is used for signage with a ratio of ~1 to 1. A 3’ x 3’ for example.

Flags



Pennants

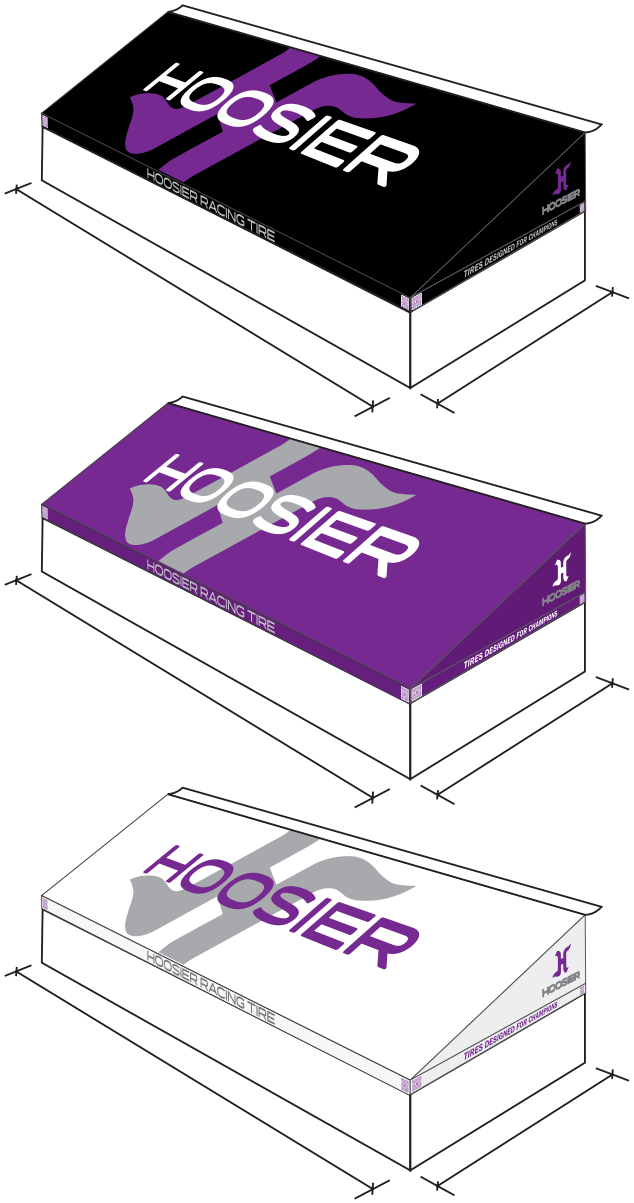
Tents







Awnings



Trailer wrap



Truck wraps



Large Banner (wrap alternative)



Apparel

All officially licensed Hoosier Racing Tire apparel is available through the Hoosiertire.com website. Reproduction for sale of Hoosier apparel is strictly prohibited without the written permission of the Hoosier marketing department. Any requests for apparel logo file, screen, or embroidery files may be submitted to the Hoosier marketing department for approval.




MOLINARO
BE LOUD. BE WILD. BE REAL.
25
PAPYRUS
CONVERSE
Hoosier
TITANIC
Hoosier
Hoosier

TAGLINE

TIRES DESIGNED FOR CHAMPIONS

Typography

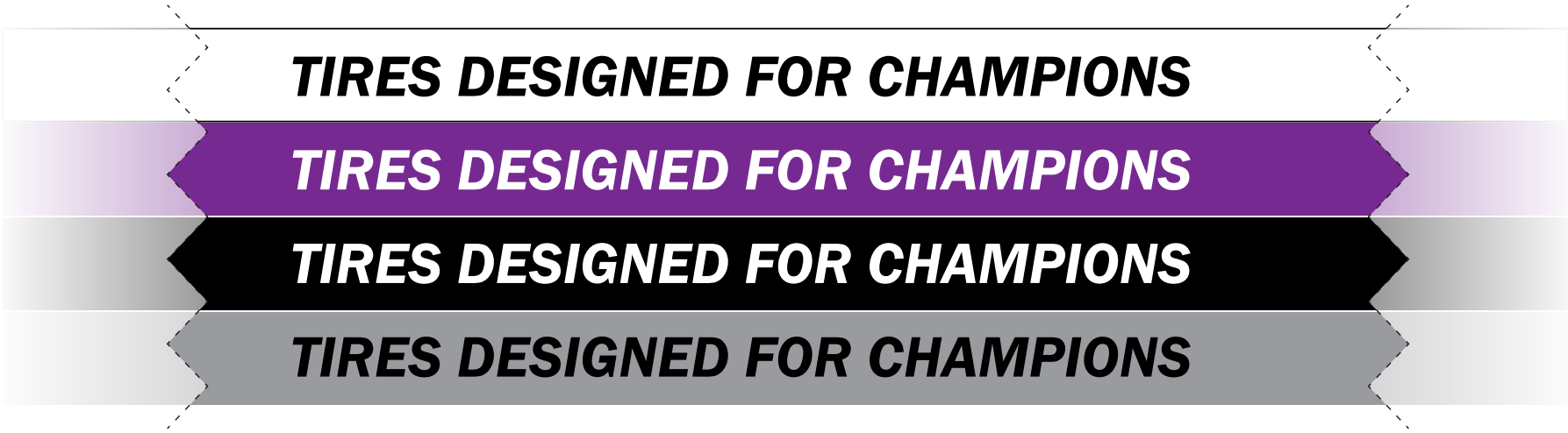
Franklin Gothic

Demi Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqr stuvwxyz0123456789!

Color Usage

Tagline should only be used in white or black text color depending on best contrast with background color



No lockup exists between logo and tagline. Tagline should be used independently of logo and placed outside of the logo safety area. Tagline should be used on a contrasting background

Please note...

Use only templates provided by Hoosier and adhere to the specifications and guidelines in this guide.

If you have any questions or are missing the template for your purposes, please do not hesitate to contact us.

Please also note that you will need our approval for any template that deviates from our specifications. In this case, please send your template to:

marketing@hoosiertire.com

Hoosier Racing Tire Corp.
65465 S.R. 931
Lakeville, IN 46536
P (574) 784-3152
F (574) 784-2385
marketing@hoosiertire.com