

BRAND GUIDELINES



BORDER-TIRE.COM
INFO@BORDER-TIRE.COM
DESIGN LANDING PAGE



YOUR LOCAL TIRE EXPERTS

Border Tire is all things tire. We are a Michelin Commercial Service Network Dealer (MCSN) specializing in medium duty, heavy duty, agricultural and industrial size tires. We carry a wide variety of brands to meet your needs.



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Border Tire logo should never be smaller than 3/4 in. Keep it readable to the eye and audience.

The clear space has been established to ensure the logo's visibility and impact. Always maintain the clear space zone between the logo and other important graphic elements.

x is the height of **O**. Apply this rule for all logo and icon options.

LOGO APPLICATION

border-tire.com

BORDER TIRE logo should be used accordingly to different backgrounds of colors.



INCORRECT & CORRECT LOGO USE

The logo should always be respected and never manipulated. Below are some examples of what NOT to do:



Redesign, redraw, animate, modify, or alter the portions of the logo. Rotate or render the logo three-dimensionally.



Change the logo's color to a color not listed in the brand guidelines.



Do not stretch the logo.



Add additional copy to the logo



Replace the approved typeface with any other typeface.



Place the logo on busy backgrounds. This will make the logo illegible.

Primary Colors

Color opacity = 10% - 100%



#EA8039

PANTONE : 27-8 C
RGB : 234, 128, 57
CMYK : 0, 65, 99, 0



#333333

PANTONE : 179-15 C
RGB : 51, 51, 51
CMYK : 69, 63, 62, 58



#919191

PANTONE : 179-8 C
RGB : 145, 145, 145
CMYK : 46, 38, 38, 2

Secondary Colors

Suggested secondary colors from primary colors by colospace.com



#2F4858

PANTONE : 175-15 C
RGB : 47, 72, 88
CMYK : 87, 63, 47, 32



#4B4D52

PANTONE : 173-14 C
RGB : 75, 77, 82
CMYK : 68, 60, 53, 34



#D8D8D8

PANTONE : 169-14 C
RGB : 216, 216, 216
CMYK : 14, 11, 11, 0

Typeface .1

Please use TUNGSTEN font for web and print materials (recommended for tittles). For alternatives use condensed and tall typefaces.

LIGHT - BLACK font weights

TUNGSTEN

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 ! @ # \$ % ^ & * () _ - +

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 ! @ # \$ % ^ & * () _ - +

Typeface .2

Please use ANZEIGEN GROTESK D font for web and print materials (recommended for tittles). For alternatives use condensed and tall typefaces.

REGULAR

**ANZEIGEN
GROTESK D**

**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 ! @ # \$ % ^ & * () _ - +**

Typeface .3

Please use OPEN SANS font for web and print materials (recommended for paragraphs). For alternatives use san-serif and bulky typefaces.

LIGHT - BOLD font weights

**OPEN
SANS**

**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 ! @ # \$ % ^ & * () _ - +**

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 ! @ # \$ % ^ & * () _ - +

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 ! @ # \$ % ^ & * () _ - +

VOICE

Border Tire voice is:

AFFIRMING

RESPECTFUL

DYNAMIC

Customers trust a tire company that knows what it's doing and is confident in its products and services.

border-tire.com



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IMAGERY

The imagery should be bold and rugged to convey the durability of the tires. Think of close-up shots of tire treads, dirt-covered wheels, or vehicles driving through rough terrain.

10



THANK YOU!

AARON

border-tire.com