

# HP*tuners*

## BRAND GUIDELINES

Specific parameters for the implementation of the HPtuners brand elements.

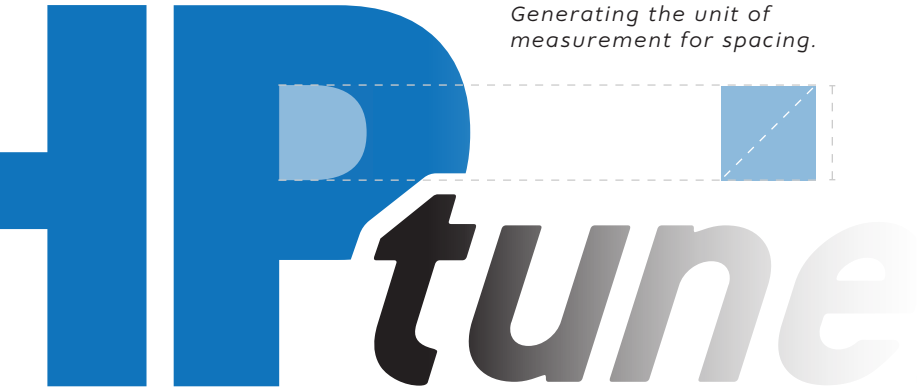


# LOGO

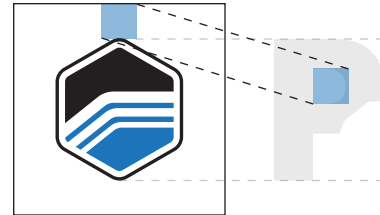
## SPACING

*Minimum spacing* around the HPtuners logo and other HPt brand elements must be at least the size of the hole in the "P" as demonstrated in figure 1a.

The HPt logo found in figure 1b requires equidistant top and bottom spacing from the "P" as created by the minimum spacing from the edge of the bottom of the "t."



1a



1b

# LOGO

## SCALING AND ALTERATIONS

Lots of focus has been given to the size, spacing, and placement of the logo components. As such, the HPtuners logo is not to be dimensionally altered or disassembled in any way.



# LOGO

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## COLOR PALETTE

The HPtuners brand palette is comprised of three primary colors: HPT Blue, Black, and White. These colors are complimented by two specific shades of gray.

**HP** *tuners*

**HP** *tuners*

## PRIMARY HUES



RGB:  
28/117/186

CMYK:  
85/50/0/0

Pantone  
(coated):  
2184C

(uncoated):  
285U



RGB:  
35/31/32

CMYK:  
0/0/0/100



RGB:  
255/255/255

CMYK:  
0/0/0/0

## COMPLEMENTARY GRAYS



RGB:  
149/148/148

CMYK:  
44/37/37/2



RGB:  
95/96/98

CMYK:  
0/0/0/77

# LOGO

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## COLOR COMBINATIONS

The HPtuners logo colors can accommodate any desired execution, but specific approved combinations must be closely followed.

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BLUE/BLACK LOGO

**HP***tuners*

BLUE/GRAY LOGO

**HP***tuners*

MONOCHROMATIC

**HP***tuners*

WHITE/LIGHT GRAY  
BACKGROUNDS

BLACK/DARK GRAY  
BACKGROUNDS

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**HP***tuners*

**HP***tuners*

# LOGO

## COLOR COMBINATIONS contd.

Some exceptions can be made using the monochromatic logo options to accommodate different brand colors.

Each color has a respective tint on the grayscale. When using monochromatic logos, ensure you are using the correct color within the approved grayscale range for optimal application.

*\*Black not above 85% tint*

*\*\*White not below 30% tint*

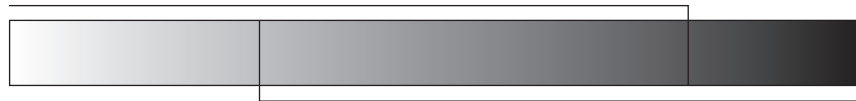
## WHITE/LIGHT GRAY BACKGROUNDS



## BLACK/DARK GRAY BACKGROUNDS



APPROVED GRAYSCALE RANGE FOR BLACK\*



APPROVED GRAYSCALE RANGE FOR WHITE\*\*

## PATTERNS and GRADIENTS

To retain a modern look and logo clarity and legibility, do not place the logo above a pattern, gradient, or high-contrast background image.



# FONT

## SUPRA

To distinguish HPTuners as a modern, technical company with a clean aesthetic and focus on clarity and simplification, the Supra font family has been approved for print and digital use.

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**SUPRA BOLD:** *abcdefghijklmnopqrstuvxyz*  
**HEADERS AND TITLES SHOULD BE CREATED USING UPPER CASE SUPRA BOLD WITH NO PUNCTUATION**

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*SUPRA LIGHT ITALIC: abcdefghijklmnopqrstuvxyz*  
Subheaders should follow using Supra Light Italic in blue sentence case with full punctuation.

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*SUPRA LIGHT: abcdefghijklmnopqrstuvxyz*  
Content paragraphs should follow using Supra Thin in sentence case with full punctuation.

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**NOTE:** If character spacing options are available, set to 100.

## EXAMPLE PARAGRAPH

*Followed by an Example Subheader*

Itatur, aut officiis eum fugitium eum quos mi, tem quam rerchil ignimporum et ea conem alis audandigenis et maio to escient dolorum quae reiciae nient officta comnim lanihit optatatur sequi doluptatae la cus ant estet iderunt aboreiur maios denis quam quas rehendi pitius repro beaque vit, comnist, si iliquat ecabo. Equi officient apiet aut volestrum

# SUPPLEMENTAL BRAND ELEMENTS

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## EMBLEM

Sometimes a full logo is not needed, but having branding is still important. We have created the HPTuners Emblem to satisfy those circumstances.

The emblem is a unique derivation of the space between the “P” and the “t” in the HPTuners logo. This shape has been multiplied and expanded to imitate tracer lines like found on an ECU board.



## CIRCUIT LINES

The lines of the same shape found in the emblem will be used independently as additional branding where applicable



**HPTUNERS.COM**



# ADDITIONAL BRANDS

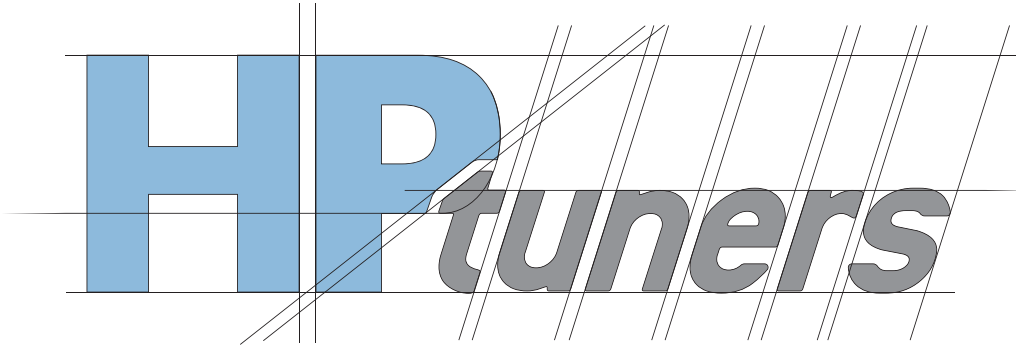
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**TRACK** BY HP *tuners*  
**ADDICT**

**RACE** BY HP *tuners*  
**RENDER**

## TRACK ADDICT & RACE RENDER

All logotype rules outlined in this document are applicable to Track Addict and Race Render logotypes including spacing, scaling, alterations, color palette, and color combinations.



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