BRAND GUIDELINES



Snowmobile accessories: rail-mounted scratchers.
TRAILSTRIKE is a brand of Lionparts LLP. trailstrike.com

LOGO

12 versions, each as SVG, PNG and PDF. Six of them below, each on the ground it is made for.



TRAILSTRIKE_Logo_Stacked_Graphite-Amber



TRAILSTRIKE_Logo_Stacked_White-Amber



TRAILSTRIKE_Wordmark_Graphite-Amber



TRAILSTRIKE_Wordmark_White-Amber



TRAILSTRIKE_Symbol_Amber



TRAILSTRIKE_Logo_Stacked_Black

CLEAR SPACE

The height of the letters in TRAILSTRIKE on all sides.

MINIMUM SIZE

Full logo 25 mm / 140 px wide. Wordmark alone 20 mm / 110 px. Mountain symbol 6 mm / 24 px.

USE

- Full colour on light: Graphite mountains and TRAIL, Amber STRIKE. On dark: white mountains and TRAIL, Amber STRIKE.
- One-colour black or white where print requires it.
- Do not separate TRAIL and STRIKE into two colours other than the ones given, stretch, or remove the slant.

COLOUR AND TYPE



GRAPHITE
#59595C
RGB 89 89 92
Mountain symbol and TRAIL in the logo



AMBER
#FDB948
RGB 253 185 72
STRIKE in the logo; the accent



BLACK
#1C1C1E
RGB 28 28 30
Proposed: dark backgrounds

SNOW
#F6F6F4
RGB 246 246 244
Proposed: light backgrounds

Chakra Petch

ABCDEFGHIJKLM abcdefghijklm 0123456789

Proposed: headlines (SemiBold and Bold Italic echo the logo's slanted, squared letters)
600, 700, italics · SIL Open Font License · font files included

Sarabun

ABCDEFGHIJKLM abcdefghijklm 0123456789

Proposed: running text (same foundry as Chakra Petch, drawn to pair with it)
400, 500, 600 · SIL Open Font License · font files included

No typefaces are on file for TrailStrike. The pair is a proposal. The logo letters are drawn and do not come from either face.

ICONS, VOICE, FACTS



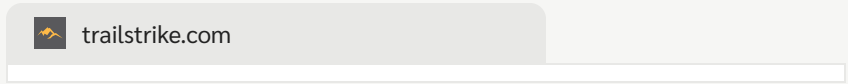
App icon, 512 and 192 px



Social avatar, circle crop



Apple touch



Proposed: Amber mountain symbol on Graphite. Favicon at actual size above: SVG plus ICO with 16, 32 and 48 px.

- Say what the part prevents: damaged track, worn hyfax, overheated heat exchangers.
- Plain and practical. No tools, no fuss is a fact, not a slogan.
- OE numbers replaced are listed exactly.

OWNER	Lionparts LLP, own brand.
WEBSITE	trailstrike.com
WRITTEN AS	TrailStrike in running text; TRAILSTRIKE in the logo
ARTICLE NUMBERS	Not on file.
TRADEMARK	Not documented in this folder.
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