LOGO STANDARDS AND USAGE MANUAL

DUNLOPMOTORCYCLETIRES.COM

DUNLOP COLORS

	> CMYK	> PMS	> RGB	> HEX #
Yellow	100y	Process Yellow	R-255, G-242, B-0	Hex #FFF200
Black	100k 60c 40m 20y	Process Black	R-0, G-0, B-0	Hex #000000

DUNLOP PREFERRED LOGO

Preferred Logo is to be used universally for branding. Always include the “D Device” or “Flying D” element next to the Dunlop word mark.

STANDARD PREFERRED LOGO

> Use this logo whenever possible.

ALTERNATE PREFERRED LOGO WITH YELLOW RECTANGLE

> If logo is on a colorful or busy background, include the yellow rectangle.

PREFERRED LOGO ON BLACK BACKGROUND

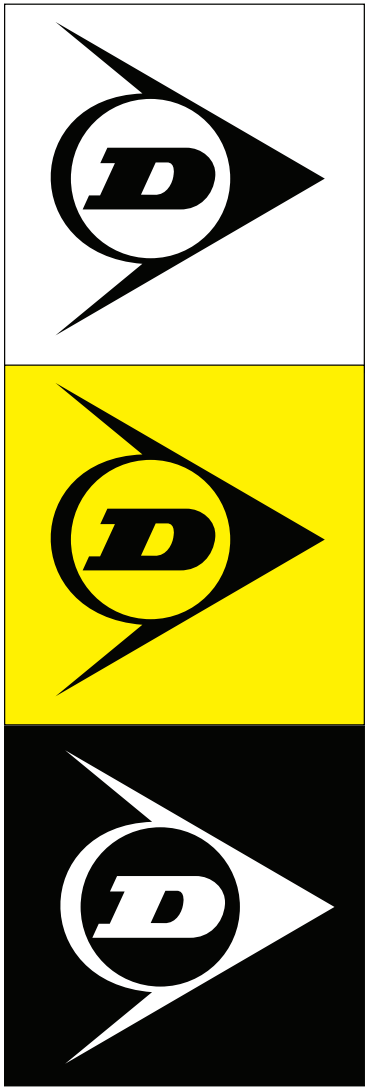
> White primary Dunlop word mark is white only on dark or black background.

FILE SETUP:

> Files are set up for CMYK separation. They can be converted for PMS or RGB by following the DUNLOP COLORS on page 2 of this guide.

LOGO USE

“D DEVICE” or “FLYING D” ELEMENT



NOTES:

> “Flying D” element can be used as a branding device when the environment is a motorcycle-releated event where no clarification is necessary. Some examples: tire advertising, small spaces ie: rider leathers, flags and banners at motorcycle-releated events.

> Can be used with or without yellow background providing there is enough contrast.

> White “Flying D” can be used on dark or black background.

> NOTE: Central circle background is always solid. Depending on which logo is used, it is white behind the black "D", yellow behind the black "D", or black behind the white "D". Background should not show through the circle.

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DUNLOP STANDARD LOGO GUIDELINES

NOTES:

> Dunlop Logo colors are not interchangeable. This holds true for “Flying D” element.

There are three approved logos for use: Black logo on white or yellow backgrounds and white logo on black backgrounds. Yellow and black logo is preferred.

APPROVED LOGOS TO USE

DO NOT USE THE LOGO IN ANY OTHER COLOR COMBINATION — EXAMPLES BELOW

> Kerning or letter spacing is standardized and cannot be adjusted.

> “Flying D” element can stand alone for branding purposes. See COLOR LOGO USE page.

> “Flying D” element cannot be used to “point” to anything. EXAMPLE: Bulleted copy list, headline or title, etc.

> “Flying D” element must always point to the right. It may never be rotated.

SPONSORSHIP LOGO PLACEMENT GUIDELINES - ROAD RACE

BIKE PLACEMENTS

> Bike Placements: Tail / Fork / Belly Pan, Right and Left

Front Fender Logos: Left and Right Sides

Belly Pan and Tail Section Logos: Left and Right Sides

LOGO USAGE

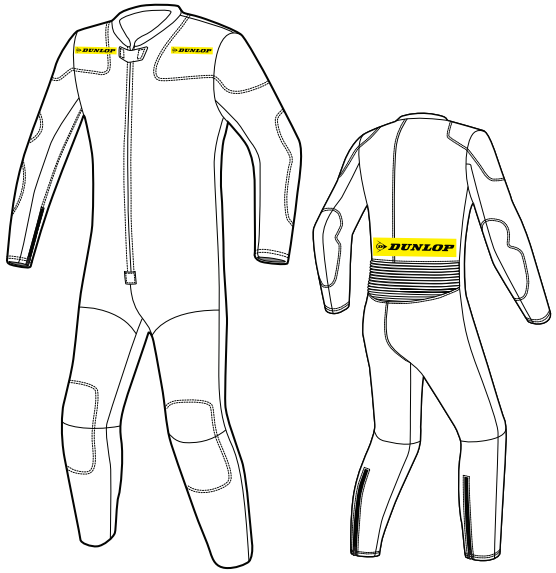
> Fork Placement: runs top-to-bottom

LEATHERS PLACEMENTS

> Front Shoulders, Right and Left

> Rear Lower Back

LEATHERS LOGO



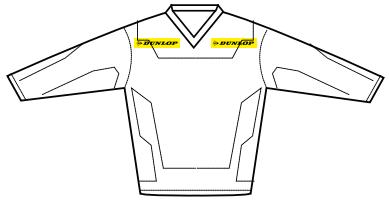
SPONSORSHIP LOGO PLACEMENT GUIDELINES - MXSX / OFF-ROAD

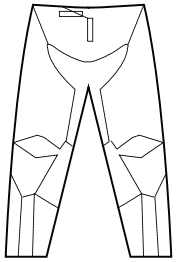
BIKE PLACEMENTS

> Bike Placements: Rear Fender / Forks, Right and Left

MX GEAR LOGOS

> Front Shoulders, Right or Left





Front Fork Logos: Left and Right Sides

Rear Fender Logos: Left and Right Sides

DUNLOP PREFERRED FONT

HELVETICA NEUE FAMILY

Helvetica Neue UltraLight
Helvetica Neue UltraLightItalic
Helvetica Neue UltraLightCond
Helvetica Neue UltraLightCondObl
Helvetica Neue UltraLightExt
Helvetica Neue UltraLightExtObl

Helvetica Neue
Helvetica Neue Italic
Helvetica Neue Cond
Helvetica Neue CondObl
Helvetica Neue Ext
Helvetica Neue ExtObl

Helvetica Neue Heavy
Helvetica Neue Heavy Italic
Helvetica Neue HeavyCond
Helvetica Neue HeavyCondObl
Helvetica Neue Heavy Ext
Helvetica Neue HeavyExtObl

Helvetica Neue Light
Helvetica Neue LightItalic
Helvetica Neue LightCond
Helvetica Neue LightCondObl
Helvetica Neue LightExt
Helvetica Neue LightExtObl

Helvetica Neue Medium
Helvetica Neue MediumItalic
Helvetica Neue MediumCond
Helvetica Neue MediumCondObl
Helvetica Neue MediumExt
Helvetica Neue MediumExtObl

Helvetica Neue Black
Helvetica Neue BlackItalic
Helvetica Neue BlackCond
Helvetica Neue BlackCondObl
Helvetica Neue BlackExt
Helvetica Neue BlackExtObl

Helvetica Neue Bold
Helvetica Neue BoldItalic
Helvetica Neue BoldCond
Helvetica Neue BoldCondObl
Helvetica Neue BoldExt
Helvetica Neue BoldExtObl

ADDITIONAL LOGOS:
TIRE LINE LOGOS

NOTES:

> Contact the Marketing Department at marketing@dunlopmotorcycletires.com for use of the following logos:

GEOMAX®

GEOMAX® MX14

GEOMAX® MX34

GEOMAX® MX53

GEOMAX® FACTORY SPEC

GEOMAX ENDURO EN91

GEOMAX® AT82™

GEOMAX® AT81™ EX

FILE SETUP:

> Use in either BLACK or WHITE — Files are set up for CMYK separation.

ADDITIONAL LOGOS:
TIRE LINE LOGOS

NOTES:

> Contact the Marketing Department at marketing@dunlopmotorcycletires.com for use of the following logos:

SPORTMAX

Q5 SPORTMAX

Q5S SPORTMAX

Q5A SPORTMAX

ROADSMART III

ROADSMART IV

AE2

E4 ELITE 4

SPORTMAX GPR-300

MUTANT™

TRAILMAX MISSION

TRAILMAX RAID

FILE SETUP:

> Use in either BLACK or WHITE — Files are set up for CMYK separation.

FILE SETUP:

> Mission Logo set up for CMYK separation.

ADDITIONAL LOGOS:

NOTES:

> Contact the Marketing Department at marketing@dunlopmotorcycletires.com for use of the following logos:

OFFICIAL PARTNER LOGOS:

NOTES:

> Use of these logos must be approved by the Marketing Department.

OTHER LOGOS:

NOTES:

> Use of these logos must be approved by the Marketing Department.

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