

NEW VISUAL IDENTITY GUIDELINES

We are delighted to share with you a summary of the new, revised Sailun Tyre logo, strapline and visual identity.

As we expand globally, it is important that we create and generate a consistent brand awareness in all representations throughout the world.

Logo:

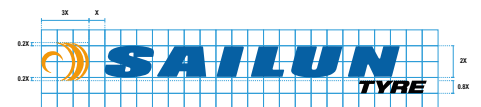


The Sailun brand signature has been developed as a balanced whole and at no time may the shape, configuration, or proportions be altered. Consistent use of the Brand Signature helps maintain the integrity of the brand and ensures greater brand recognition. The grid shown here demonstrates the correct proportions of the Sailun brand signature.

Horizontal Brand Signature

The second example below shows how the proportions of the Brand Signature fit into a rectangular format.

Never attempt to create the Brand Signature yourself.



Colour palette:



Logo Yellow

Pantone 130 U
CMYK 50M 100Y
RGB 243/152/0

Logo Blue

Pantone 2935 U
CMYK 90C 60M 10Y
RGB 0/95/163

Logo Black

Pantone 426 C/U
CMYK 100K
RGB 0/0/0



Please use this revised, but classical, approach in all uses and visual formats of the Sailun logo.

We ask that every local application that is developed, designed and implemented, uses the new format. We are keen to create global consistency and global conformity – it assists in our pursuit of enhanced brand awareness for Sailun.

Slogan:
WITH YOU THROUGH EVERY TURN

Font: Couture