



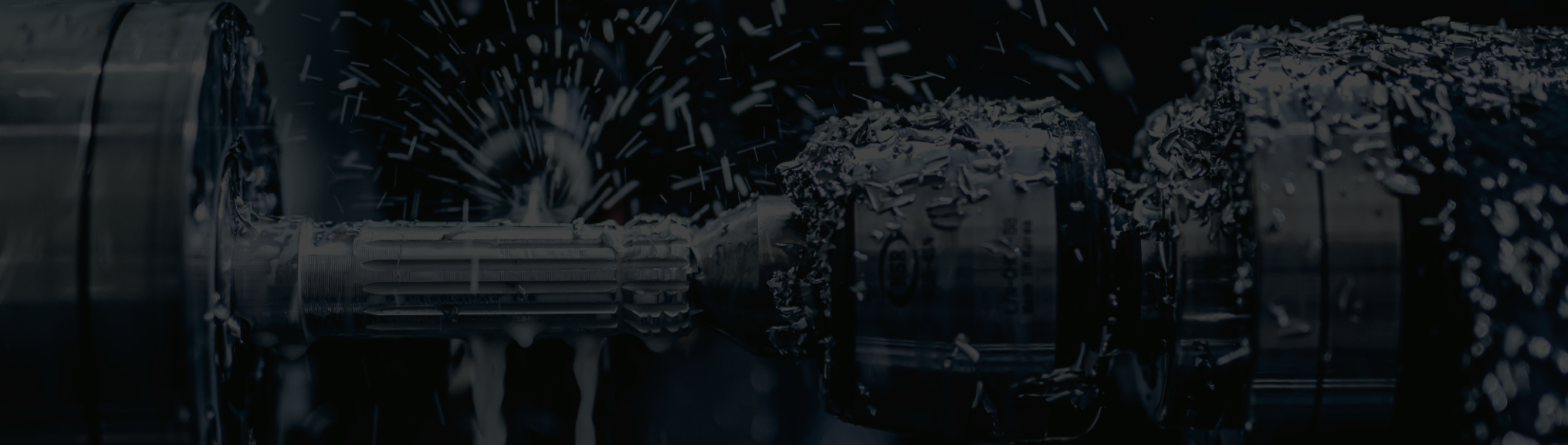
BRAND IDENTITY GUIDELINES

JAN 2022



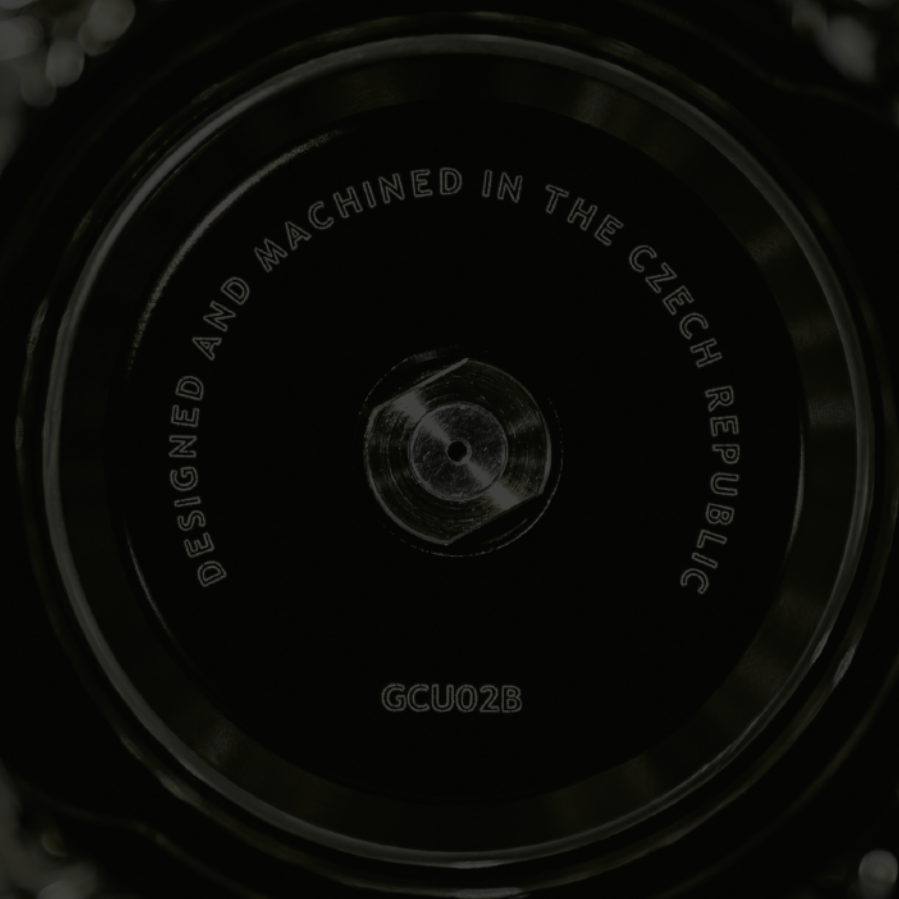
OVERVIEW

This document communicates
the Brand Identity of
ARP RACING PARTS
Clearly articulating the Brand
Logo Usage Guidelines
for the design of all subsequent
brand artefacts.



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BRAND
LOGO

BRAND LOGO

The **ARP RACING PARTS** Logo comprises two elements the logo symbol and logotype. The logotype has been carefully chosen for its modern and yet refined highly legible style which has been further enhanced by the use of upper case letter.



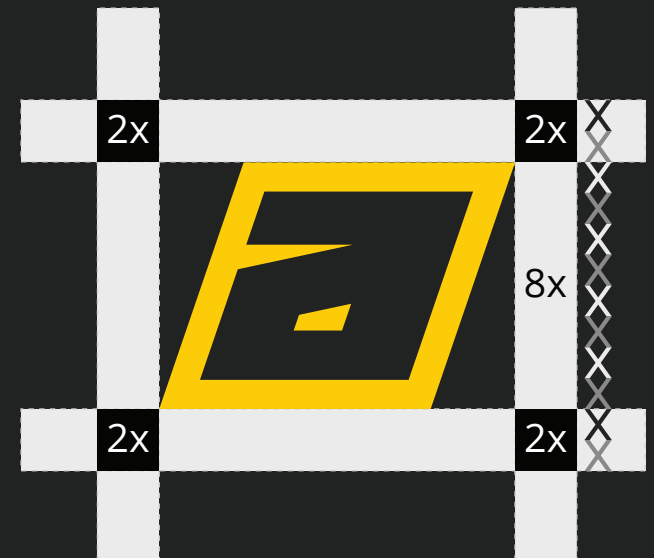
CLEAR SPACE GUIDE

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Landscape Logo



Symbolic Logo



MINIMUM SIZE

At minimum size, the logo is still legible and provides a strong level of identity. When using a lower quality printing the technique (i.e. screen printing), is recommended that the logo should be used in a larger size. The must never be used in a smaller size than the size is shown here.

NON-PRINTING



60 Pixel

PRIMARY LOGO

PRINTING



16 mm

PRIMARY LOGO



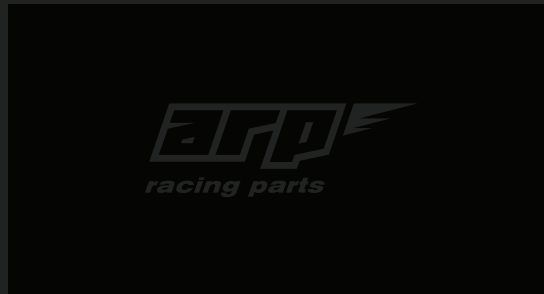
DO'S AND DON'TS

DO'S AND DON'TS

The following images are examples of wrong usages and alterations that aren't accepted and must be avoided. Proper usage of the logo ensures to maintain the integrity of the design and brand unity and may not be altered.



Do not apply effect on the logo



Do not use same background



Do not change color of logo



Do not rotate the logo design



Do not distort or skew logo



Do not use any shape near logo



LOGO COLOUR VARIATIONS

BRAND LOGO COLOUR VARIATION






BRAND
COLOUR

PRIMARY BRAND COLOUR

Colour plays an important role in the **ARP RACING PARTS** Brand Identity program. The colours are recommendations for various media. A palette of primary colours has been developed, which comprise the colour scheme.



CMYK : 0, 19, 100, 0
RGB : 255, 205, 5
WEB : #ffcc00

SECONDARY BRAND COLOUR

CMYK : 71, 65, 64, 71
RGB : 35, 35, 35
WEB : #232323



STORY OF OUR COMPANY

STORY OF OUR COMPANY

How it all started

The initial business idea was born sometime before 2007. Radek was a young mechanical engineering student and had his first after-semester holiday. To pass the time, he decided to produce something useful for his old motorbike by using a borrowed mill.

It took him weeks to refine his first rear set so that it fit right and felt comfortable. But the design was nowhere near as eye-catching as he'd hoped. Surprisingly, he shipped the second rear set he produced to the US, after a man from a motorbike forum expressed interest in buying it.

While Radek was machining his third rear set, the idea of running a motorcycle parts business popped into his mind. Wouldn't it be amazing to turn something he was so passionate about into a full-time job? Radek knew it wouldn't be easy. But now he had a dream, so he decided to make it a reality.

In 2007, he founded ARP Racing Parts. Of course, Radek hired himself as the CEO.

Who are we?

ARP Racing Parts is a global producer and seller of racing motorcycle components such as rear sets, clip-ons, brake lever guards, gas caps, and other accessories made especially for the racetrack. All our products are designed and machined in the Czech Republic.

We support the world-champion riders and collect valuable feedback from them. This feedback is reflected in every new ARP motorcycle component we produce. Our focus is always on delivering top quality and superb design.

With the help of technologies such as 3D scanning, 3D printing, and CNC machines, ARP Racing Parts supports the best motorcycle riders out there. Hit the track with us!



E