BRAND GUIDELINES



Powersports LED lighting: ATV, UTV and snowmobile.
KINTORQUE is a brand of Lionparts LLP. kintorque.com

LOGO

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



KINTORQUE_Logo_Horizontal_Yellow



KINTORQUE_Logo_Horizontal_White



KINTORQUE_Logo_Horizontal_Black



KINTORQUE_Logo_Stacked_Yellow



KINTORQUE_Symbol_Yellow



KINTORQUE_Wordmark_Black

CLEAR SPACE

The height of the symbol's square stroke × 3 on all sides (about the width of the i).

MINIMUM SIZE

Horizontal logo 30 mm wide in print, 160 px on screen. Symbol alone 6 mm / 24 px.

USE

- Yellow or white on dark; black on light. The yellow logo is never placed on white or pale grey.
- Yellow is reserved for the mark, the ring graphic and article numbers. Never as lines, borders or panels.
- Do not recolour, stretch, rotate or rebuild the wordmark. The lowercase i is part of the drawing.

COLOUR AND TYPE

LOGO YELLOW
#FFD700
RGB 255 215 0
The logo files as supplied: wordmark, symbol, profile icon

WEB YELLOW
#FACC14
RGB 250 204 20
Website and catalogue accent: the ring graphic and article numbers only

BLACK
#0A0A0A
RGB 10 10 10
Website background

PRINT BLACK
#2B2B2B
RGB 43 43 43
Dark pages in print (83 % toner coverage)

WHITE
#FFFFFF
RGB 255 255 255
Text and logo on dark

Barlow Condensed

ABCDEFGHIJKLM abcdefghijklm 0123456789

Headlines and figures
600 (also 400, 500, 700) · SIL Open Font License · font files included

Barlow

ABCDEFGHIJKLM abcdefghijklm 0123456789

Running text
400, 500, 600, 700 · SIL Open Font License · font files included

Barlow is drawn after California licence plates and highway signs: letters made to be read in headlight glare.

ICONS, VOICE, FACTS



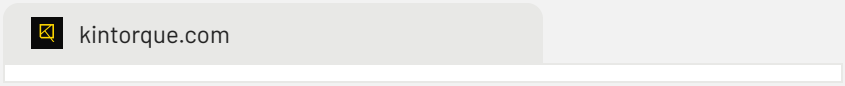
App icon, 512 and 192 px



Social avatar, circle crop



Apple touch



Yellow symbol on black, as in the supplied icon file. Favicon at actual size above: SVG plus ICO with 16, 32 and 48 px.

ILLUMINATE THE UNKNOWN.

- State the verified figure, not the adjective: 30 W low beam, 40 W high beam, IP67, E-Mark.
- No claims that cannot be shown: no "military-grade", no hours of testing, no years of R&D.
- Products in development are built and certified to the standards required in the markets they are intended for: E-Mark, SAE and DOT as applicable.

OWNER	Lionparts LLP, own brand.
WEBSITE	kintorque.com
WRITTEN AS	KINTORQUE in running text; the wordmark is drawn KiNTORQUE with a lowercase i
ARTICLE NUMBERS	Eight digits. Front lamps 23400000 and 23400010, halo rings 23400100–23400600, rear kit 23164000.
TRADEMARK	Not documented in this folder.
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