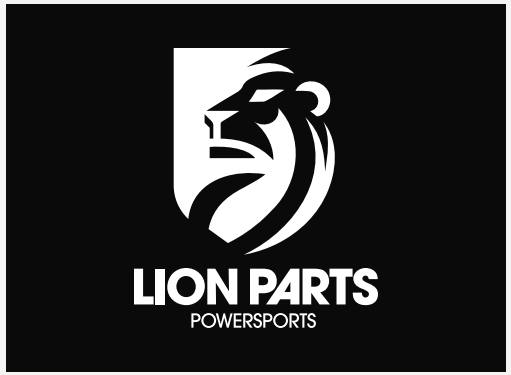
# BRAND GUIDELINES

LION PARTS
POWERSPORTS

Powersports parts and accessories: distribution and own brands.
LION PARTS is a brand of Lionparts LLP. lionparts.com

# LOGO

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




LIONPARTS_Logo_Stacked_White




LIONPARTS_Logo_Stacked_Black




LIONPARTS_Logo_Horizontal_White




LIONPARTS_Logo_Horizontal_Black



LIONPARTS_Symbol_Yellow



LIONPARTS_Symbol_Black

### CLEAR SPACE

Keep at least the height of the letter L in LION PARTS free on all sides.

### MINIMUM SIZE

Stacked logo 20 mm wide in print, 120 px on screen. Shield symbol alone 6 mm / 24 px.

### USE

- Use the primary (stacked) logo on large areas; the shield symbol alone on small placements such as sleeves, caps and profile pictures (from the original logo guide).
- Black on light, white on dark. Profile picture: black shield on the yellow tile.
- Do not recolour, stretch, rotate or add effects.

# COLOUR AND TYPE

**YELLOW**
#FFD52E
RGB 255 213 46
Primary colour

**BLACK**
#0A0A0A
RGB 10 10 10
Primary colour

**WHITE**
#FFFFFF
RGB 255 255 255
Secondary colour: logo and text on black

## PP Formula

Not embedded in this document

**Headlines, all caps (Expanded and Condensed), as specified in the Lion Parts brand guidelines**
Expanded, Condensed · Commercial (Pangram Pangram Foundry). Not included

## Neue Haas Grotesk

Not embedded in this document

**Running text, as specified in the Lion Parts brand guidelines**
— · Commercial (Linotype). Not included

## Saira Condensed

ABCDEFGH abcdefgh 0123456789

**Open substitute for PP Formula Condensed in documents**
800, 900 · SIL Open Font License · font files included

## Golos Text

ABCDEFGH abcdefgh 0123456789

**Open substitute for Neue Haas Grotesk in documents**
400–700 · SIL Open Font License · font files included

The Lion Parts brand guidelines (rebranding, November 2025) specify PP Formula Expanded/Condensed for all-caps headlines and Neue Haas Grotesk for text. Both are commercial. Saira Condensed and Golos Text are the open pair used in Lionparts documents where the licensed fonts cannot be embedded.

# ICONS, VOICE, FACTS



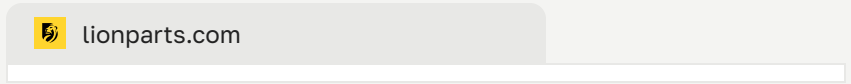
App icon, 512 and 192 px



Social avatar, circle crop



Apple touch




Black shield on the Lion Parts yellow, as in the original logo guide. Favicon at actual size above: SVG plus ICO with 16, 32 and 48 px.

- Factual and plain. The brands carry the personality; the house stays quiet.
- In documents to distributors: company facts, structure and contact. Terms and prices are issued separately.

| | |
|---|---|
| **OWNER** | Lionparts LLP |
| **WEBSITE** | lionparts.com (USA), lionparts-europe.com (EU) |
| **WRITTEN AS** | Lionparts (company: Lionparts LLP) |
| **ARTICLE NUMBERS** | Each brand has its own prefix: BRAND-FAMILY-NNN-VARIANT (UB-, HP-, NL-, EM-). KINTORQUE and RINFLO run eight-digit numbers. Numbers already issued to a customer never change. |
| **TRADEMARK** | Not documented in this folder. |
| **CONTACT** | David Rutström · david.rutstrom@lionparts.com · +46 70 615 95 74 |