Brand guidelines



Air and oil filtration for ATV, UTV and SSV.
RINFLO is a brand of Lionparts LLP. rinflo.co

Logo

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



RINFLO_Logo_Horizontal_Black



RINFLO_Logo_Horizontal-Boxed_Black



RINFLO_Logo_Stacked_Black



RINFLO_Logo_Stacked_White



RINFLO_Logo_Symbol_Black



RINFLO_Wordmark_White

CLEAR SPACE

The height of the letter I in RINFLO on all sides.

MINIMUM SIZE

Wordmark 20 mm / 100 px wide. Logos with the tagline 30 mm / 160 px wide, so the tagline stays legible.

USE

- Monochrome only: black on light, white on dark, or the boxed version (white type knocked out of black).
- No accent colour. The black box does the work.
- Do not stretch, rotate, outline or add effects. Do not separate the tagline line from the logo and re-set it.

Colour and type

BLACK
#000000
RGB 0 0 0
Wordmark, table heads, the boxed logo

WHITE
#FFFFFF
RGB 255 255 255
Paper

GREY 100
#F5F5F5
RGB 245 245 245
Background panels

GREY 500
#666666
RGB 102 102 102
Secondary text

TASA Explorer

ABCDEFGHIJKLM abcdefghijklm 0123456789

Product names and headlines. Series lockup: code in 800, name in 400
400–800 (no 300 in the variable font) · SIL Open Font License · font files included

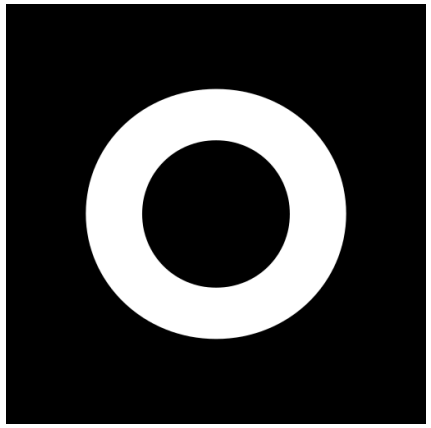
Space Mono

ABCDEFGHIJKLM abcdefghijklm 0123456789

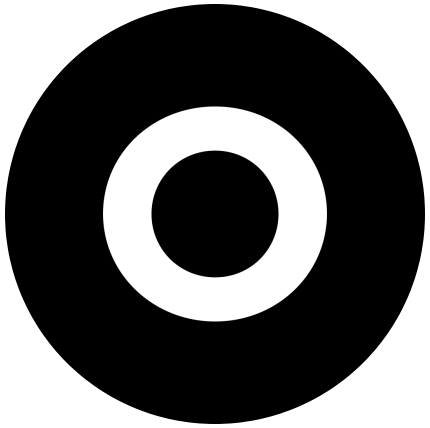
Technical text, numbers, labels (as specified in the brand profile)
400, 700 · SIL Open Font License · font files included

Both typefaces are the ones named in the RINFLO brand profile. The wordmark itself is drawn, not typeset.

Icons, voice, facts



App icon, 512 and 192 px



Social avatar, circle crop



Apple touch



The ring (the O of RINFLO) in white on black. Favicon at actual size above: SVG plus ICO with 16, 32 and 48 px.

High-performance filtration

- Filters are bought by being looked up: lead with the OE cross-reference, then the fit.
- Numbers carry the claim: airflow, restriction, test standard. If a figure is not published, write "not published".
- OE numbers are copied exactly as the manufacturer writes them. Never normalised.

OWNER	Lionparts LLP, own brand.
WEBSITE	rinflo.co
WRITTEN AS	RINFLO
ARTICLE NUMBERS	Eight digits. Prefix codes the filter type: 557 = air (e.g. 55716011), 447 = oil (44716011). The 301 series is transitional and never used outside the house.
TRADEMARK	Reported as a registered trademark; registration details are not on file.
CONTACT	David Rutström · david.rutstrom@lionparts.com · +46 70 615 95 74