BRAND GUIDELINES



CNC-machined billet aluminium accessories for powersports.
UNBEHAVED is a brand of Lionparts LLP. unbehaved.co

LOGO

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



UNBEHAVED_Logo_Stacked_White



UNBEHAVED_Logo_Stacked_Ink



UNBEHAVED_Logo_Horizontal_White



UNBEHAVED_Logo_Horizontal_Ink



UNBEHAVED_Symbol_White



UNBEHAVED_Wordmark_White

CLEAR SPACE

The height of the U in UNBEHAVED on all four sides.

MINIMUM SIZE

Lockup 60 px / 18 mm high. Symbol alone 32 px / 10 mm high.

USE

- Default: logo and wordmark for dark backgrounds (bone/white on transparent).
- Don't recolour outside the palette, stretch, rotate, add shadows or glows, or rebuild the wordmark.
- No busy photo behind the logo without a darkening overlay. No tagline under the lockup.

COLOUR AND TYPE

INK
#1A1818
RGB 26 24 24
Primary background

SURFACE
#221F1F
RGB 34 31 31
Cards, secondary surfaces

BONE
#F0EDE8
RGB 240 237 232
Primary text

CRIMSON
#990C21
RGB 153 12 33
The only accent. Reads as an alert, never as decoration

CRIMSON BRIGHT
#C01028
RGB 192 16 40
Hover and active state; in print, the article-number stamp

METAL
#C0C0C0
RGB 192 192 192
Brushed-aluminium highlights

MUTED
#5A5555
RGB 90 85 85
Secondary text, captions

CITRUS GOTHIC

ABCDEFGH ABCDEFGH 0123456789

Display: Solid for large headlines, Rough for taglines, Regular for product names. Uppercase, tracking 0.02–0.12 em
Regular, Rough, Solid, Inline, Shadow · Adobe Fonts (Creative Cloud). Not redistributable, not included

Helvetica Neue

Not embedded in this document

Body and UI, weight 300; 500 for small uppercase labels
300, 500 · Commercial / system font. Not included

Archivo

ABCDEFGH abcdefgh 0123456789

Print substitute for body text (catalogue 2026-09)
variable 100–900 · SIL Open Font License · font files included

Archivo Narrow

ABCDEFGH abcdefgh 0123456789

Print substitute for tables, labels, stamps
variable 400–700 · SIL Open Font License · font files included

Display and body as published in the UNBEHAVED guidelines v1.0. Archivo is the open substitute used where Helvetica Neue cannot be embedded.

ICONS, VOICE, FACTS



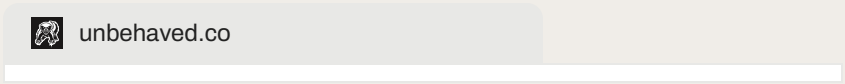
App icon, 512 and 192 px



Social avatar, circle crop



Apple touch



The badger symbol for dark backgrounds on Ink, as the guidelines prescribe for favicons and avatars. Favicon at actual size above: SVG plus ICO with 16, 32 and 48 px.

NO RULES. JUST METAL.

- Direct: no qualifiers, no apologies, no hedging.
- Mechanical: materials, sealing, threading, tolerances. Specifics over slogans.
- Confident, not loud: state the upgrade, don't sell it. Plain sentences, few words, no exclamation marks.

OWNER	Lionparts LLP, own brand.
WEBSITE	unbehaved.co, unbehaved.co/brand (published guidelines v1.0, May 2026)
WRITTEN AS	UNBEHAVED (™ on the website)
ARTICLE NUMBERS	UB-FAMILY-NNN-VARIANT: UB-GC-001-BK, UB-GC-002-BK, UB-AL-001-BK, UB-SH-001-BK, UB-BC-001-BK.
TRADEMARK	Used as UNBEHAVED™. The mark is owned by Lionparts LLP.
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