



Corporate Identity Guideline

This document can be sent to approved third party vendors and customers using Speedmaster trademarked intellectual property within the following parameters.

Background Check

Speedmaster has become a leader in its field, built on a long term consistency of being a specialist in aftermarket automotive components. The team has shared all the finest moments in the numerous accolades for its people, its products, and its approach. Speedmaster is also one of the rare companies to produce its own products, where majority items are entirely developed and manufactured in its workshops. The ultimate token of precision, Speedmaster is the world's only major parts manufacturer to equip cars from Standard replacement to Top Fuel Dragsters.

In 1979, the company was founded with Pete's Performance, which was a small speed workshop. It began by building engines for customers as a hobby, and it has now grown to include selling, assembling, manufacturing and racing high performance engine parts. Over the years, the company has grown into a worldwide high performance powerhouse. Growing from a one-man bricks-and-mortar business; to now a supply chain in which entails more than 400+ people all across the world. Today, Pete's Performance has evolved into the internationally known Speedmaster: which has distribution centres and offices in Sydney, Los Angeles and Shanghai.

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Company Overview

Our Vision

Speedmaster, trusted and respected for its people and its products. Globally.

Our Mission

Speedmaster creates unique & distinctive DNA items inspired by the blend of old and new technology. Its empowered work force drives innovation not only in the products it sells but with the way it goes about doing it.

Speedmaster has become a leader in its field, built on a long term consistency of being a specialist in aftermarket automotive components. The team has shared all the finest moments in the numerous accolades for its people, its products, and its approach. Speedmaster is also one of the rare companies to produce its own products, where majority items are entirely developed and manufactured in its workshops. The ultimate token of precision, Speedmaster is the world's only major parts manufacturer to equip cars from Standard replacement to Top Fuel Dragsters.

Personality

Tone of Voice

Our tone of voice is based on several core and supporting qualities, borrowing attributes from one brand archetype (Outlaw). It is an expression of the brand that help shape and support our message across all touchpoints, as well as supporting elements to convey the best of our personality to our audience. We also take inspiration from the three pillars; *Our People, Our Products and Our Approach*. We apply this to all content we deliver.

Core

Simple & Direct

The tone of our message is clear, precise and straight to the point. It is not necessarily simplistic but it is how we say and deliver to the audience, using minimalist clean visuals and language choice that are simple, direct and open.

Consistent

We want a voice that our customers can easily identify through relevant information. Consistency in writing is key. We are passionate about our service and products and we speak to our audience in a tone that is always familiar.

Supporting

Optimistic

We do not focus on the negatives as we believe all problems can be solved. The positives are always highlighted and we voice this to our audience in a friendly/inviting tone. We believe the best ideas are yet to come - that is how we progress and move forward.

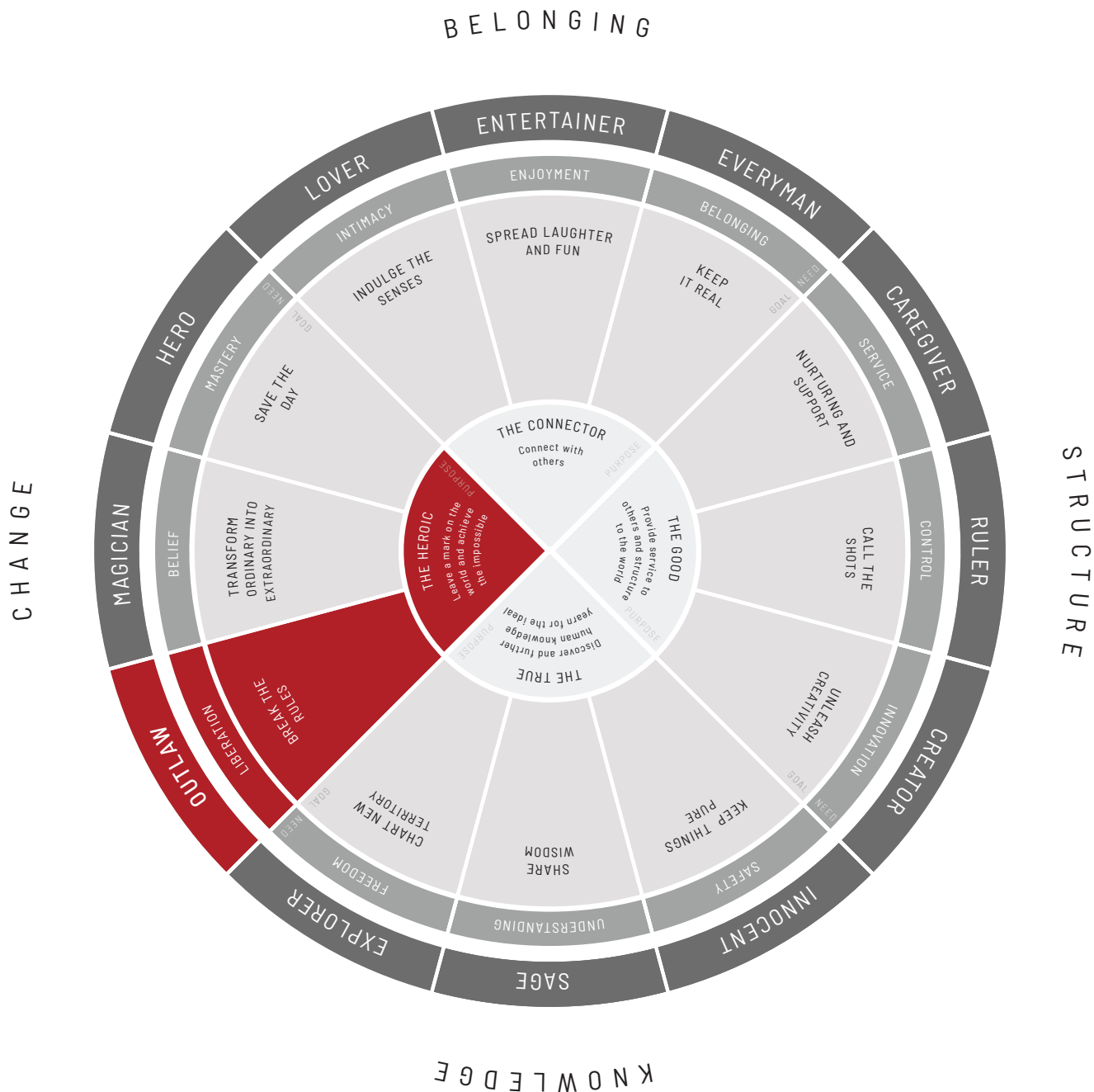
Bold

Experts in our field, we are driven and confident, always challenging conventional thinking. There is a desire to constantly evolve and make progression. We stand out from our competitors and dare to be different by taking a different approach. We do not follow current trends or jump the bandwagon.

Brand Archetype

Outlaw

Our goal is to make an impact with a desire to break free of rules and normal constraints of life. We look at things from a rebellious point of view and we are not afraid to take risks in order to achieve goals. Our message is loud and clear. We want to disrupt the status quo as they say and push the envelope even further, achieving the impossible.



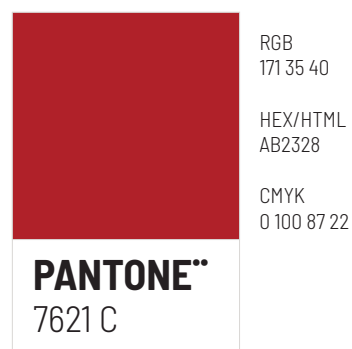
Corporate Identity

Logo

Speedmaster



Corporate Colors



Symbol & Logo Elements

We take pride in what the company represents and what the company is all about. It is even depicted as a symbol in the logo, known as the three pillars. The three pillars represent the following:



Our People

Our Product

Our Approach

Color Variations

Full Color



Monochrome



Logo Treatment

Logo Usage Don'ts

To ensure consistency and appropriate brand identity with the Speedmaster logo, the following must never be applied.

Do not reverse the color order



Do not rotate



Do not change the colors



Do not distort



Do not reproduce on a background with insufficient contrast



Do not add words



Do not add a background, which could interfere with clarity

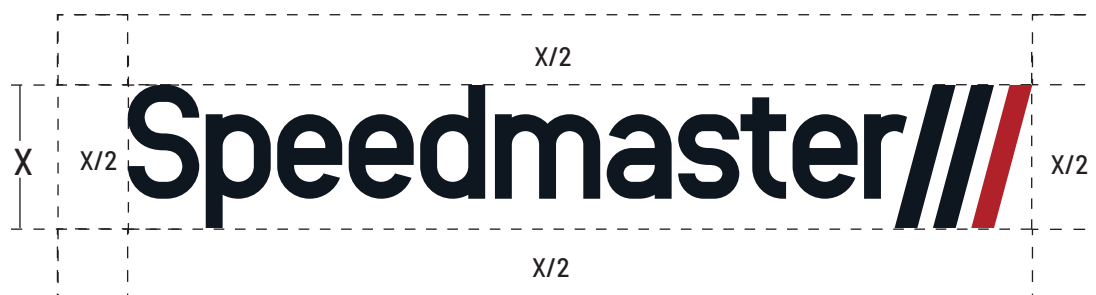


Do not alter the size relationships between the elements



Logo Clearspace

The Speedmaster logo is the most important component of the company. To enhance the logo's importance, it is necessary to leave space around the logo or a "clear zone" which takes the form of an invisible border around the logo.



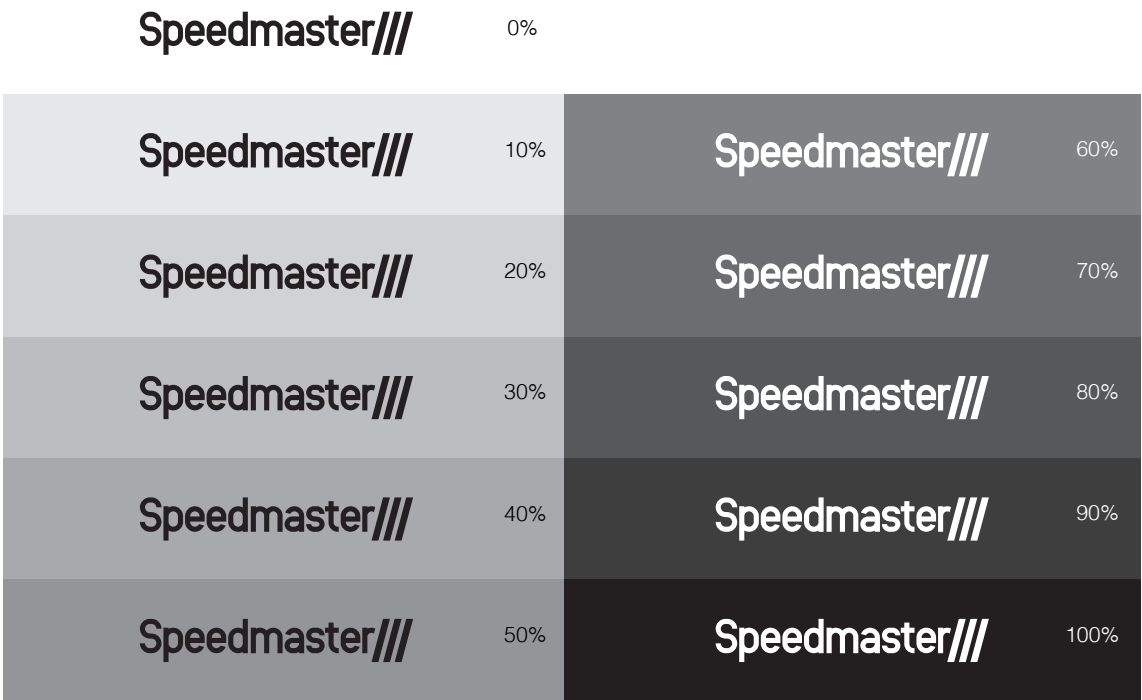
Minimum Size

The minimum size of the logo for print is determined by the width, which should not be reproduced in a size smaller than indicated below.



Reversals and Backgrounds

This chart may be used as a guide when choosing between a black or white logo.



Logo + Elements

The Speedmaster logo and supporting elements should be laid out accordingly. A minimum clearspace must be maintained on the perimeter surrounding the logo artwork as outlined on the Logo Clearspace page. You must use the artwork provided.

Speedmaster  Est. 1979

Speedmaster 
Est. 1979

Speedmaster   Since
1979

Speedmaster  Automotive Aftermarket
Parts & Car Manufacturer

Typography

Barlow Semi Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Panagram

The shift brown fox jumps over the lazy dog.

The Primary typeface for Speedmaster is Barlow Semi Condensed Light. It is a sans-serif typeface from Google Fonts. Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

Barlow Semi Condensed Light should be used for body and be set in upper and lower case.

Barlow Semi Condensed Light can be used in the following weights:

- > Barlow Semi Condensed Thin
- > *Barlow Semi Condensed Italic*
- > Barlow Semi Condensed Extra Light
- > Barlow Semi Condensed Light
- > *Barlow Semi Condensed Light Italic*
- > Barlow Semi Condensed Light
- > *Barlow Semi Condensed Italic*
- > Barlow Semi Condensed Medium
- > Barlow Semi Condensed Semi Bold
- > Barlow Semi Condensed Bold
- > *Barlow Semi Condensed Bold Italic*
- > Barlow Semi Condensed Black
- > *Barlow Semi Condensed Black Italic*

Barlow Semi Condensed Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Panagram

The shift brown fox jumps over the lazy dog.

The complementary typeface for Speedmaster is Barlow Semi Condensed Thin. Digital type libraries available for Macintosh and IBM compatible computers.

*Note - if you must use Thin, make sure it is readable and do not use a point size smaller than 8pt.

Typography Rules

Formatting

As a general rule, headlines should have the tracking set at 100 or more, while the body copy should be set at no more less than 0 and no more than 25. Heavier weights and italics can also be used but should only be used sparingly.

Marketing Material

Alignment or layout will vary based on current campaigns and graphics. Make sure you only use the Barlow Semi Condensed typeface. Ideally, you want it to be clean, easy to read and should be no smaller than 8pt. See example below.

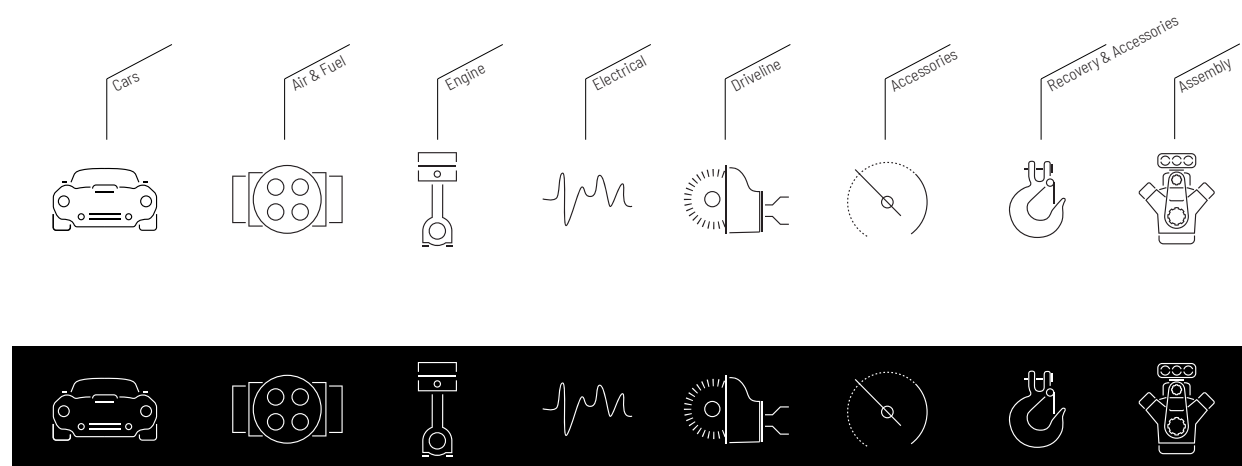
Aa Barlow Semi Condensed Light
SPEEDMASTER HEADLINE EXAMPLE.

Aa Barlow Semi Condensed Thin
Speedmaster Body Copy Example.

Iconography

Speedmaster Department Icons

Speedmaster's priority is in key with minimalism, keeping low use of colors, light and sharp fonts, so that certain elements should be used to give aggressiveness to the design.



Speedmaster has 8 main icons to highlight each product category. The icons must remain flat, clearly display sharp, thin strokes and cannot be distorted or be used with other colors. Black icons must be used on white background and inverted when used on a black background. The Speedmaster red is the only color that can be used sparingly to highlight certain elements.

Supporting Badges



/// Since
1979

In 1979, the company was founded with Pete's Performance, which was a small speed workshop. It began by building engines for customers as a hobby, and it has now grown to include selling, assembling, manufacturing and racing high performance engine parts. Over the years, the company has grown into a worldwide high performance powerhouse. Growing from a one-man bricks-and-mortar business; to now a supply chain in which entails more than 400+ people all across the world.



/// DNA
TM
Product

Speedmaster DNA is at the core of our brand and our mission. Pushing innovation boundaries to produce visually distinctive DNA, by blending old and new technology into functionality and aesthetics.

Our commitment knows no bounds designing, developing, testing and manufacturing products in our own facilities. Investment into state of the art technology and staff ensure we have the capability to push innovation further than we have before.



/// Patent
Design

Creating Patented products has always been an internal team goal at Speedmaster. We take pride amongst our peers by designing exclusive items for our customers. Symbolised with our Unique finger print marking.



/// Track
Proven

Surviving the longevity of road, race and recreation is mandatory for all "Track Proven" products, Bringing you closer to product perfection. All Speedmaster DNA items that have endured our strict entry and exit criteria denote the "Track Proven" badge.

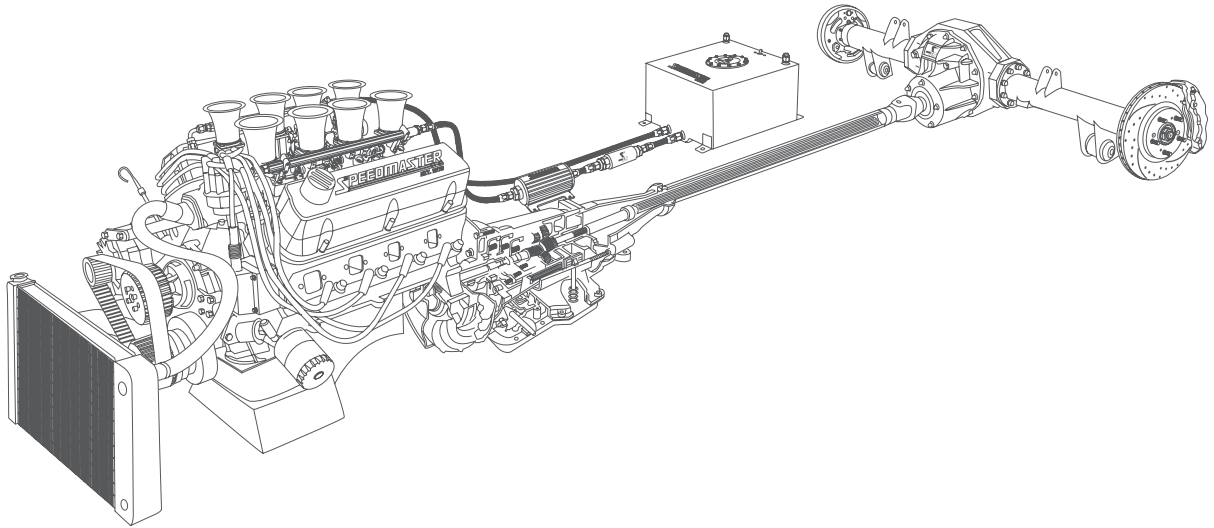


/// Peace
of Mind

Speedmaster DNA® products come already with a 5 year warranty. Non DNA® products come with a complimentary 12 month warranty. For your peace of mind, we also give the option to extend your coverage for another extra 3 years.

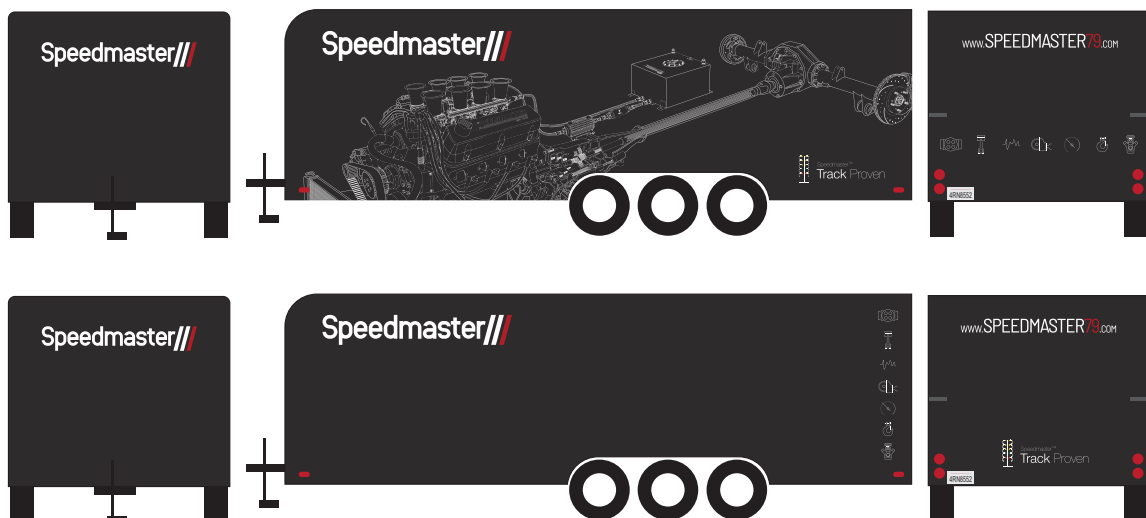
*Note - The supporting badge icons must not be altered in any way and must be displayed in the correct ratio and color. You must not change the titles give and you must use the artwork provided.

Full Systems Drawing

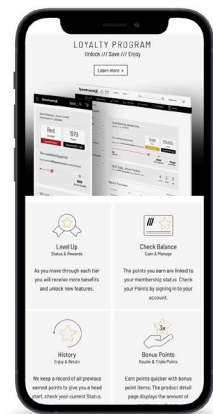
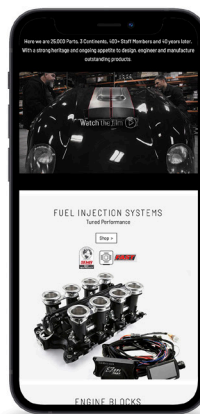
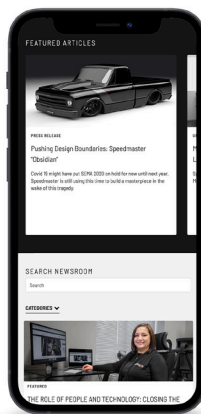
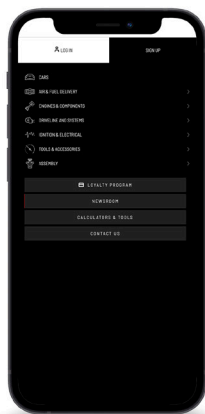
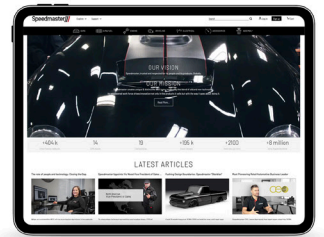
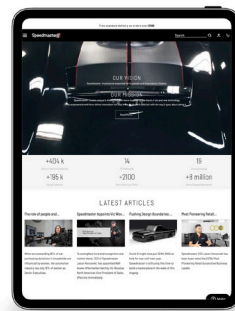
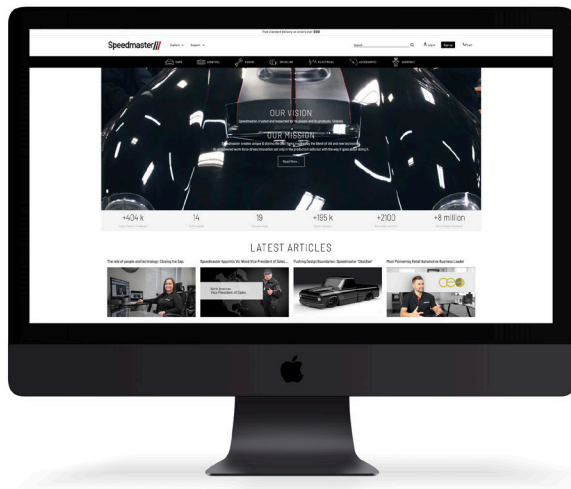


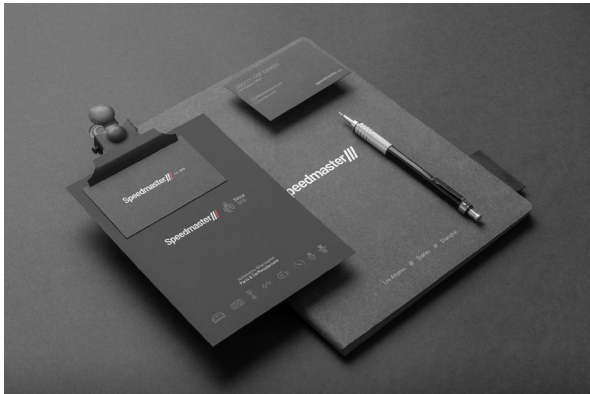
This Illustration shows all the categorical parts combined together in a single drawing. It must remain black on a white background and inverted on a dark background. Similarly like the use of icons, the Speedmaster red is the only color than can be used to highlight a certain part or category in the illustration.

This can be used as a supporting design elements for promotional purposes on trailers, events, trade shows and conventions.



Showcase





PCE

Sub-Branding

Performance Components Engineering - Founded in Sydney Australia with one CNC Machine increasing to sixty 5-Axis CNC machines before being acquired in 2013. The Company's main focus has always been "Speed to Market", launching 1,200+ new products each year. Needing just one month to develop a new product and get it on to the shelf, compared to the six-month industry average. PCE has a policy of zero advertising, preferring to invest a percentage of revenues in new product development. These products being white-labeled to most of the biggest brands in the business.

- When referring to the sub-brand in body copy, the sub-brand must always be shortened as an acronym, e.g. 'PCE' and not 'Performance Components Engineering'.
- For regularity, PCE uses the same type font as Speedmaster - Barlow Semi Condensed Thin and Light.
- Must use approved brand templates, including fonts, graphics and color palette, for all internal and external communication.



Corporate Colors



RGB
44 86 151

HEX/HTML
2C5697

CMYK
90 66 0 0

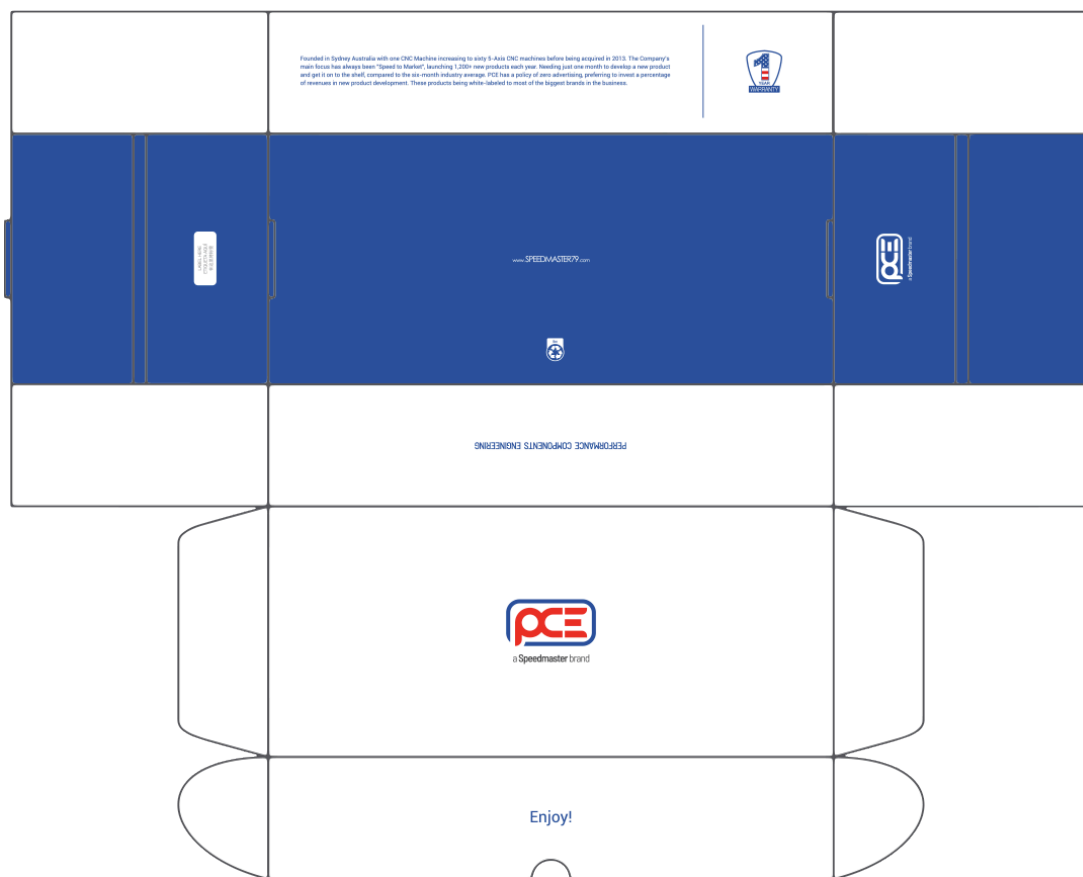


RGB
218 41 28

HEX/HTML
DA291C

CMYK
0 95 100 0

Packaging



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