

GOODRIDGE BRAND GUIDELINES



GOODRIDGE BRAND GUIDELINES

TAKE ADVANTAGE!



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INTRODUCING THE GOODRIDGE BRAND





GOODRIDGE IS THE
WORLD'S LEADING
MANUFACTURER OF
PERFORMANCE FLUID
TRANSFER SYSTEMS.
THIS DOCUMENT HAS BEEN
CREATED TO HELP MAINTAIN
THIS HIGH STANDARD.

The guidelines explain the use of the brand style and reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline.

WWW.GOODRIDGE.COM





WHAT WE ARE ...

BY DEFINING A SET OF VALUES AND BEHAVIOURS THAT HELP US MAKE DECISIONS ABOUT EVERYTHING WE DO, BEING REVOLUTIONARY, ICONIC AND PASSIONATE WE'VE CREATED A COMMERCIAL YET HIGHLY CREATIVE DNA DESIGNED TO BUILD TRUST AND CONFIDENCE IN OUR PEOPLE AND OUR SERVICE.

WHAT WE SAY ...

WE WANT A CONFIDENT REPUTATION OF BOLDNESS, EFFECTIVENESS AND EXPERIENCE. GOODRIDGE ARE ESTABLISHED AND WHAT WE SAY IS INNOVATIVE, RESPECTED AND EXPERIENCED.

WHAT WE DO ...

ALL THAT WE DO MUST BE BRAVE, PROMOTE HONESTY AND ADD PRESTIGE TO US, OUR PARTNERS AND OUR PRODUCTS. WE ACT PROFICIENTLY AND SKILFULLY IN TODAY'S MODERN WORLD. GOODRIDGE IS SIMPLY FIRST CLASS.

2

THE CORPORATE MARK





THE LOGO

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

GOODRIDGE





GOODRIDGE

GOODRIDGE

THE BRAND COLOURS

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black, white and grey are acceptable as accent colours and copy, in addition to the colour tints within the assigned scheme.

PRIMARY BRAND COLOUR

& GOODRIDGE MOTORSPORT

PANTONE RED 032 C

CMYK

C 0

M 90

Y 86

K 0

RGB

R 230

G 51

B 41

BLUE

PANTONE
BLUE 072 C

25% TINT

BLACK

CMYK

C 0

M 0

Y 0

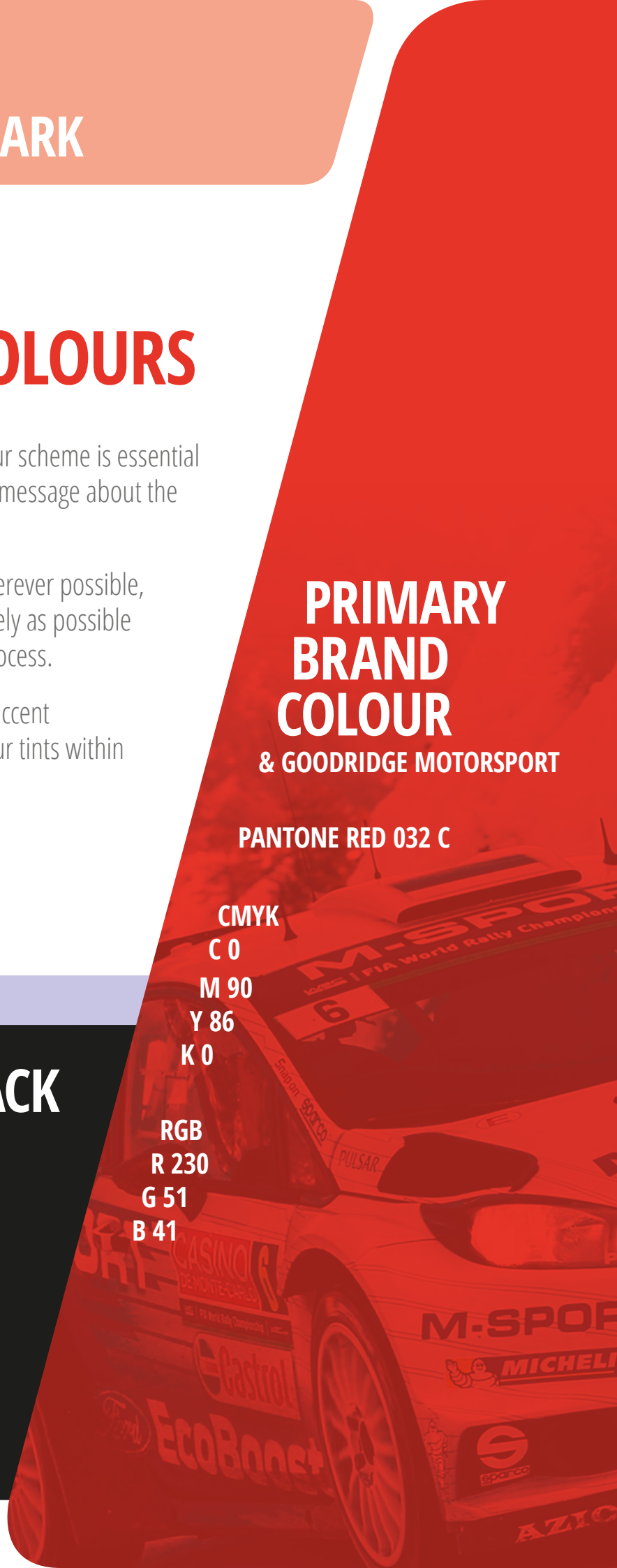
K 100

RGB

R 35

G 31

B 32



SECONDARY BRAND COLOUR

& GOODRIDGE PERFORMANCE

PANTONE BLUE 072 C

CMYK

C 100

M 88

Y 0

K 5

RGB

R 36

G 53

B 136



BRAND APPLICATION





GOODRIDGE

GB

RIGHT FROM WRONG

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo 'breathe', free from distraction.

MAIN LOGO



FLYING G LOGO



MINIMUM SIZE

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

GOODRIDGE > 5MM HEIGHT

EXAMPLES

Some basic examples of how the brand should & shouldn't be shown.

CORRECT ✓

GOODRIDGE



WRONG X

GOODRIDGE



GOODRIDGE

LOCK-UPS

Campaigns may run that require an alternate version of the logo. The lock-ups must not be altered. They may only be used in conjunction with the campaign collaterals and require direct approval from Goodridge.

GOODRIDGE

TRUST GOODRIDGE



fig(iv)
OIL CIRCULATES TO COOLER
(0.2 SECS /4 lbs.sq /81°F)

fig(iii)
FUEL TRANSFERRED TO INJECTORS
(0.2 SECS /4 lbs)



When reflexes are not
quick enough ...

TRUST GOODRIDGE

  goodridge.com

TYPOGRAPHY

The primary typeface is OPEN SANS with a preference to OPEN SANS CONDENSED. This has been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the printed collateral.

Replacing fonts with alternatives should not be done under any circumstances.

OPEN SANS CONDENSED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

OPEN SANS

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

4

THE SUB BRANDS





GOODRIDGE HAS 2 SUB
BRANDS WHICH TARGET
SPECIFIC AUDIENCES
THE FOLLOWING PAGES
ILLUSTRATE THE BRANDS AND
THE WAY THEY INTERACT WITH
THE CORPORATE MARK

4A THE SUB BRANDS



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IMAGE TINTS

To create a recognisable relationship between the images and the sub brand a tint or multiple effect should be applied using the brand colour (See opposite page for example)

SUB BRAND COLOUR

PANTONE RED 032 C

CMYK	RGB
C 0	R 230
M 90	G 51
Y 86	B 41
K 0	



4B THE SUB BRANDS



EXCLUSION ZONE

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IMAGE TINTS

To create a recognisable relationship between the images and the sub brand a tint or multiple effect should be applied using the brand colour (See opposite page for example)

SUB BRAND COLOUR

PANTONE BLUE 072 C

CMYK	RGB
C 100	R 36
M 88	G 53
Y 0	B 136
K 5	



4B THE SUB BRANDS



EXCLUSION ZONE

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MINIMUM SIZE

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In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



IMAGE TINTS

To create a recognisable relationship between the images and the sub brand a tint or multiple effect should be applied using the brand colour (See opposite page for example)

SUB BRAND COLOUR

PANTONE 7540 C

CMYK

C 71

M 58

Y 47

K 44

RGB

R 67

G 72

B 81

