

THE BLACK ROCK SUB-BRAND



BLACK ROCK



ALUMINIUM & STEEL WHEELS

The Black Rock Wheel Brand is a function-forward line of purpose-inspired aluminum and steel wheels and Toy Hauler sport trailer wheels. Offering steel and aluminum styles for the aftermarket truck, SUV and Jeep enthusiast market, Black Rock features rugged designs in matte black powder coat finish. Black Rock is a leading choice for outdoor aftermarket enthusiasts.

BLACK ROCK – CHOOSE A DIFFERENT PATH

PREFERRED LOGO USAGE: COLORS AND TRANSFORMATIONS



Preferred logo usage.



Inverse logo.



If design requires, white logo can be used on images, if contrast is appropriate and logo is easily recognisable.



White logo can be used even on busy images, if drop shadow separates it properly from the background.



You can use a white section under the color logo on busy images.



Single color materials only.



Grey logo is to be used in a group with all the sub-brands.



Do not rotate!



ATTENTION!

In all cases the sub-brand logo must be used with the parent-brand logo. (See on page 18.)



Do not distort!

CLEAR SPACE



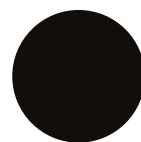
MINIMUM SIZE

**BLACK
ROCK**



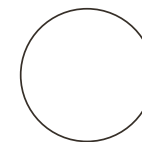
In case of printing: 12 mm / apx 0.5 in
In case of screen: 60 px

PREFERRED COLORS



PANTONE BLACK C

RGB 45, 41, 38
Hex #2d2926
Websafe #333333
CMYK 62, 63, 59, 94



WHITE

RGB 255, 255, 255
Hex #ffffff
Websafe #fff
CMYK 0, 0, 0, 0

ALTERNATE COLORS



PANTONE COATED 661 C

RGB 0, 53, 148
Hex #003594
Websafe #003399
CMYK 100, 75, 0, 6



PANTONE COOL GRAY 7 C

RGB 151, 153, 155
Hex #97999b
Websafe #999999
CMYK 20, 14, 12, 40