

THE CRAGAR SUB-BRAND



## CUSTOM WHEELS

Cragar Wheels have been a staple in the custom wheel industry symbolizing iconic style, performance and speed. As one of the most respected brands in the street rod, street machine and performance racing circles, Cragar holds an ever-expanding product portfolio of aluminum and steel wheels that continue to set the standard for quality.

CRAGAR – BUILT FOR REAL AMERICAN MUSCLE

## PREFERRED LOGO USAGE: COLORS AND TRANSFORMATIONS



Preferred logo usage



Preferred logo variant with white



Use black logo in B&W materials only.



Inverse logo.



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



Single color materials and cases where the color gradient of the main logo cannot be displayed properly.



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



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### ATTENTION!

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



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



Do not rotate!



Do not distort!

### CLEAR SPACE



### MINIMUM SIZE

The original logo with the metallic 3D letters is suggested to be used for representative purposes in large sizes, like on exhibition materials, walls, roll-ups, posters.



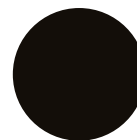
In case of printing: 35 mm / apx 1.5 in  
 In case of screen: 250 px

The logo with the simplified letters is suggested to be used on smaller sized printed materials (A4 and down) and on the web when the logo width is smaller than 250 px, because the white letters provide cleaner look, therefore much more recognizable.



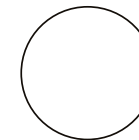
In case of printing: 12 mm / apx 0.5 in  
 In case of screen: 70 px

### PREFERRED COLORS



#### PANTONE BLACK C

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



#### WHITE

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



#### 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