

01 **MASTER LOGO**

Primary Logo
(Crest)

02 **SECONDARY MARKS**

Wordmark
Manx Cat
Wordmark & Cat
Tow'd

03 **BRAND COLORS**

Primary Palette
Color Usage

04 **TYPOGRAPHY**

Primary Font
Secondary Font

05 **ARTIFACTS**

Official Plate Badges
Registration Badge
Labels
Manx Bar Usage

03.28.2022

BRAND GUIDELINES_FINAL DESIGN



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01 Master Logo

NOTES

1. The primary logo as a crest design.
2. This design is the hood badge artwork from the original Meyers Manx.
3. The line weight of the crest shall not be adjusted unless approved by Art Director.



NOTES

1. The Primary Logo used on both light and dark grounds.

01

APPROVED USE

**02**

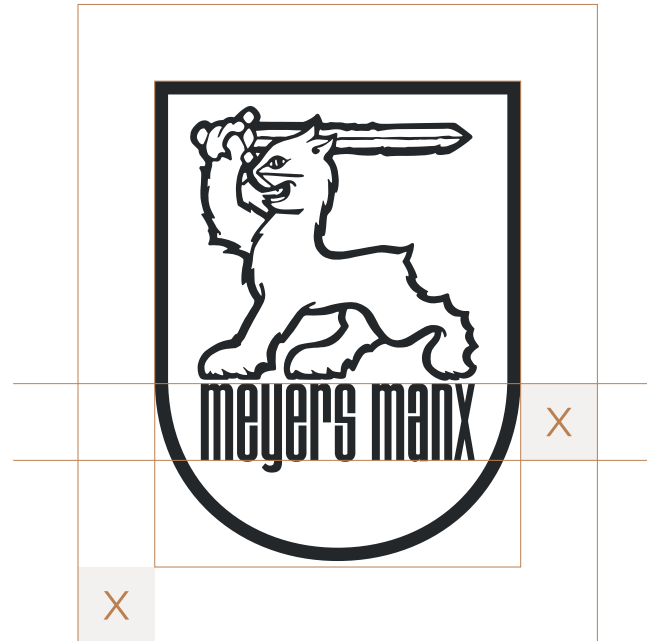
APPROVED USE



CLEAR SPACE

The master logo should have clear space on all sides the height of the “X” Height.

X Height = Height of the letters in “Meyers Manx”



SMALLEST SIZE

The master logo should not be any smaller than to distort the artwork on the face.

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02 Secondary Marks

NOTES

1. The wordmark used on both light and dark grounds.

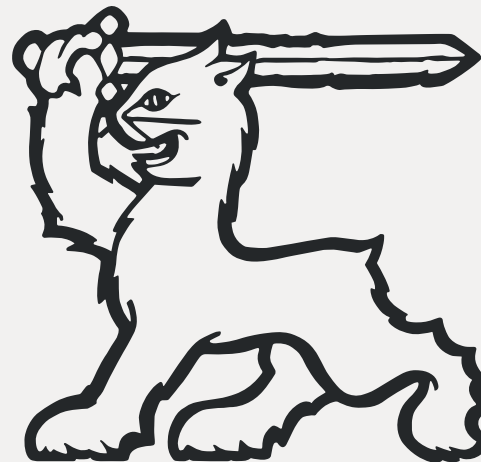
meyers manx

meyers manx

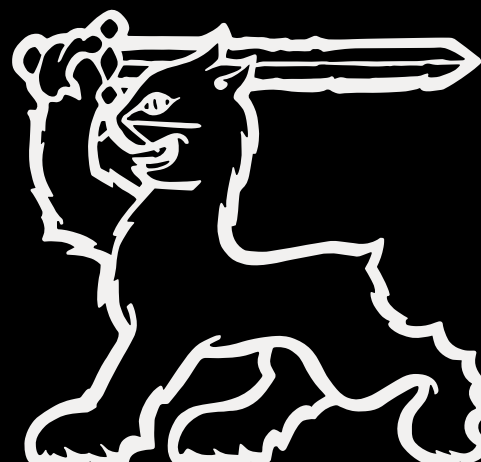
NOTES

1. The Manx Cat used on both light and dark grounds.

01 APPROVED USE



02 APPROVED USE



NOTES

1. The combination of the Meyer Manx Wordmark and the Max cat.
2. The spacing of the Meyer Manx Wordmark and the Max cat is cannot be adjusted.
3. The 2 elements CAN be used seperatly.



NOTES

1. The Manx Cat used on both light and dark grounds.

01

APPROVED USE



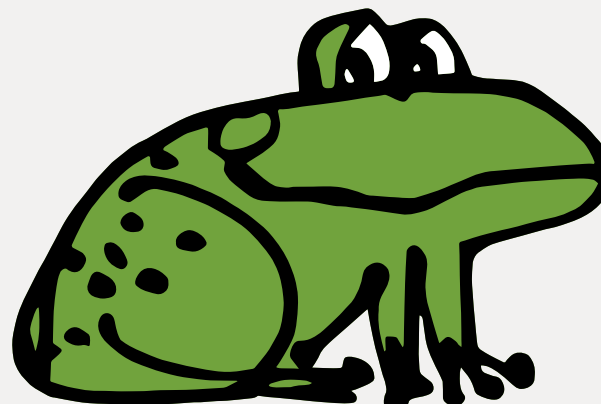
02

APPROVED USE



TOW'D

1. Official Tow'd Logo



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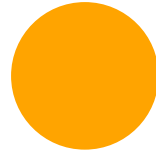
05 **ARTIFACTS**

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03 Colors

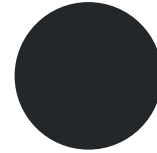
PRIMARY PALETTE

The primary Meyers Manx color palette consists of Bahama Yellow, Manx Black, Silt White.



BAHAMA YELLOW

PMS : 130 c
HEX : F1AB00
CMYK : 0 / 37 / 100 / 0
RGB : 241 / 171 / 0



MANX BLACK

PMS: 426 c
HEX: 25282A
CMYK: 81 / 67 / 55 / 83
RGB: 37 / 40 / 42



SILT WHITE

COOL WHITE 1C @ 30%
HEX: FFFFFFFF
CMYK: 3.69 / 2.95 / 3.17 / 0
RGB: 242 / 241 / 240



IMPROPPER USAGE: THE CAT CANNOT BE FILLED IN WITH COLOR



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04 Typography

PRIMARY FONTS

1.

TYPOGRAPHY

DIN CONDENSED BOLD
A B C D E F G H I J K L M N O
P Q R S T U V W X Z
0 1 2 3 4 5 6 7 8 9

DIN LIGHT

A B C D E F G H I J K L M N O
P Q R S T U V W X Z
0 1 2 3 4 5 6 7 8 9

DIN REGULAR

A B C D E F G H I J K L M N O
P Q R S T U V W X Z
0 1 2 3 4 5 6 7 8 9

DIN CONDENSED BOLD

A B C D E F G H I J K L M N O
P Q R S T U V W X Z
0 1 2 3 4 5 6 7 8 9

SECONDARY FONTS

1. Only to be used for
special occasions.

TYPOGRAPHY

AINSDALE MEDIUM

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

MEDIUM ITALIC

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BOLD

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BOLD ITALIC

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

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05 Artifacts

NOTES

1. ARTWORK AT 100%

BODY PLATE FINAL ARTWORK



REGISTRATION PLATE FINAL ARTWORK



NOTES

1. The Bar starts at either the top, side or bottom of the edge of the medium. The web-site is a good example of the bar going all the way to the edge.

2. The Bar is always Bahama Yellow 130c with the Crest 426c

