

## 2024 | BRAND STYLE GUIDE



  
**SPEKTRUM®**

# OUR LOGO OUR COLORS

Our primary logos serve as the foundation for the Spektrum brand. The marks accurately reflect the spirit of Spektrum and position us confidently for the future.

All Spektrum logos are registered trademarks and require ® notices.

## SPEKTRUM PRIMARY COLOR PALETTE

The Spektrum color palette is a foundational element of our brand identity and one of the first elements that our customers look for when seeking our products. Strictly adhering to the specific values set forth here is vital to preserving our brand identity.

### SPEKTRUM ORANGE



C=0 M=63 Y=91 K=0  
PANTONE=1655  
R=244 G=125 B=48  
HEX= #f47d30

### SPEKTRUM GRAY



C=11 M=1 Y=0 K=64  
PANTONE=431  
R=106 G=115 B=123  
HEX= #61737b

Color is one of the essential elements of the Spektrum Brand Identity System. The colors are the official colors. If these colors are not available, the logos should be printed in all black, all white, or gray (40% black).

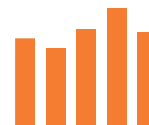
Main Logo



Secondary Logo



Spektrum Glyph



## LOGO USAGE & FORMATS

The logo should always be used as downloaded and never recreated. There are no approved modifications to the logo. The logo should always bear the registration mark.

The appropriate artwork format should be used on the requirements of the situation. Where possible, file formats should preferably be used as follows:

- AI/PDF: All professionally printed applications
- PNG: Microsoft programs, web usage
- SVG: Web usage

Logo files are available for download and can be requested from [mktq@horizonhobby.com](mailto:mktq@horizonhobby.com).

## MINIMUM LOGO SIGNATURE SIZE

The minimum logo signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.

Recommended .75 Inch wide minimum



## CLEAR SPACE

There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.

Do not allow photos, typography, or other graphic elements to enter the minimum .25 inch clear space area.



## OUR LOGO INCORRECT DISPLAY

The Spektrum logo artwork should never be altered or recreated. Only use the approved files when producing and applying the E-Spektrum brand.



Never resize any part of the logo individually.



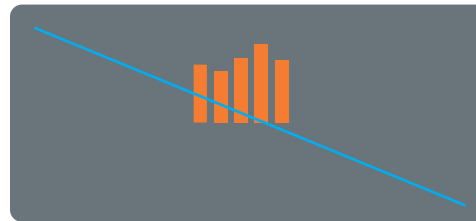
Never distort the logo.



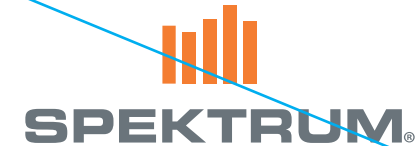
Never use an outlined version of the logo.



Never use colors not specified in the acceptable color sections.



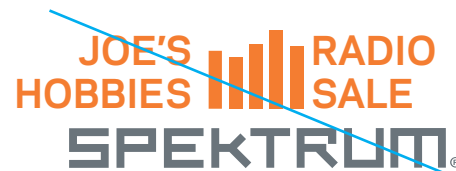
Never apply to a background that does not provide sufficient contrast.



Never recreate the logo in a different font.



Never alter the logo with a gradient.



Never place third-party elements with the logo.



Never apply "3D" filters to the logo.



## GALAXIE POLARIS

### THE OFFICIAL SPEKTRUM FONT FAMILY

We have chosen Galaxie Polaris because of its timeless style and modern appearance. This font family provides flexibility across the many channels where our branding is used.

Whenever possible, the Galaxie Polaris font family should be used.

## HELVETICA NEUE LT STD 57 CONDENSED

### OUR SECONDARY FONT

We have chosen Helvetica Neue as our secondary font.

The Helvetica Neue font family is used for fine print and licensing statements. Like Gotham Narrow, Helvetica Neue provides both legibility and flexibility across the many channels where our branding and licensing statements appear.

### LICENSING STATEMENTS FINE PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GALAXIE POLARIS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GALAXIE POLARIS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GALAXIE POLARIS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GALAXIE POLARIS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 2024 | SMART SUB-BRAND STYLE GUIDE



### **Safety. Simplicity. Convenience.**

With more built-in protections, more “plug and play” functions, plus the ability to provide real-time telemetry without the clutter and cost of additional cords and components, Spektrum products using innovative Smart Technology are the smartest choice for every RC modeler.



# OUR LOGO OUR COLORS

Our primary logos serve as the foundation for the Spektrum Smart brand. The marks accurately reflect the spirit of Smart and position us confidently for the future.

The Smart Logo Glyph is a registered trademark and requires ® notice.

**The Smart word mark in text is upper and lower case and cannot be trademarked. [ Smart ]**

## Smart Primary Color Palette

The Smart color palette is a foundational element of our brand identity and one of the first elements that our customers look for when seeking our products. Strictly adhering to the specific values set forth here is vital to preserving our brand identity.

### Smart Orange



C=0 M=63 Y=91 K=0

PANTONE 1655

R=244 G=125 B=48

HEX #f47d30

### Smart Gray



C=11 M=1 Y=0 K=64

PANTONE 431

R=106 G=115 B=123

HEX #61737b

Color is one of the essential elements of the Smart Brand Identity System. The colors are the official colors. If these colors are not available, the logos should be printed in all black, all white, or gray (40% black).

## Smart Vertical Logo



## Smart Horizontal Logo



## Smart Glyph



## Smart G2 Logo





## Open Sans

### The official Smart font family

We have chosen Open Sans because of its timeless style and modern appearance. This font family provides flexibility across the many channels where our branding is used.

Whenever possible, the Open Sans font family should be used.

## Helvetica Neue LT STD

### Our Secondary Font

We have chosen Helvetica Neue LT STD as our secondary font.

The Helvetica Neue LT STD font family is used for fine print and licensing statements. Like Open Sans, Helvetica Neue provides both legibility and flexibility across the many channels where our branding and licensing statements appear.

### Licensing Statements and Fine Print Helvetica Neue LT STD 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890





  
**SPEKTRUM®**