



Brand Guidelines

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Before final production, please send a PDF proof to:
media@ridetech.com

For any special color requests, please contact Ridetech media.

PRIMARY LOGOS

The Ridetech logo should represent either of the four logos shown here.

The logo should be on a black or white background wherever possible.



PROPER SPACING

In order to maintain the integrity of the logo, please note the required minimum distance allowed around the word-mark is the height / width of icon, as seen in the example.



Alternate "decal" style

For use on vehicles, or complex backgrounds to maintain logo separation from background.



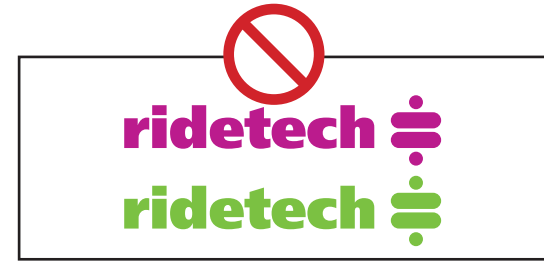
INAPPROPRIATE USAGE



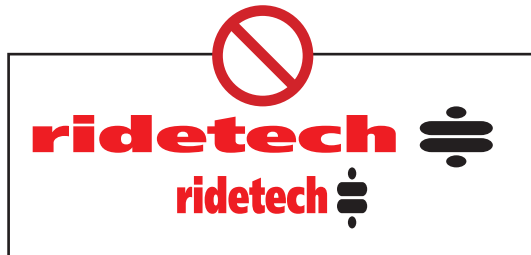
do not tilt / rotate



do not stroke / outline



do not change colors



do not stretch / distort



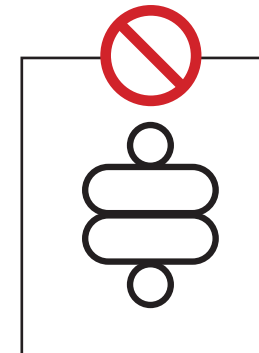
do not remove icon



do not move icon

ICON USAGE

Only use the Ridetech icon alone in cases where there is an established familiarity with the brand, and/or space is too limited to use the full logo.



do not stroke or change color of icon

Ridetech Name Usage:

When referencing Ridetech in any content it's important to properly represent the company name. You should always treat "Ridetech" as one word with a capital "R" and lower case "t".

Correct:

✓ Ridetech

Incorrect:

✗ RideTech

✗ Ride tech

✗ Ride Tech

✗ ridetech

Ridetech Links:

When referencing the website address in any content use all lower case.

Correct:

✓ ridetech.com

✓ media@ridetech.com

Incorrect:

✗ RideTech.com

✗ Ridetech.com

✗ media@RideTech.com

✗ media@Ridetech.com

Branded Product Logos & Correct Name Usage

Please note correct capitalization / hyphenation of brand names used in text form under the corresponding logo



Air-over-leaf



Airpod™



Airbar



Bigred



Bolt-on-4-link



Coolride



Instinct



Leveltow



Magnetuner



Musclebar



R-joint



Ridepro
RideproX



RQ, HQ, & TQ Shocks



Shockwave®



Streetgrip



Strongarms™



Tiger Cage



Track 1



Tru-Turn