

A BRAND IN ACTION.

CAMPAIGN STYLE MANUAL

DATE: **MAR / 2017**



**ACTION IS
EVERYTHING**

**ROCK
SHOX**



ATTEMPT MATTERS MORE THAN OUTCOME.

Every fiber of our existence revolves around action. We are doers. And this guide was created to help you realize our mission. The rules on these pages are meant to create a solid foundation for understanding how we look, talk, and behave the way we do. They are rules, not laws. So we entrust you to identify when to follow and when to adapt them to meet the demands of the creative at hand.

Feeling the pressure? Good. Pressure is a privilege.

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NOTHING CHANGES WITHOUT ACTION.

CORE PRINCIPLES

BRAND PHILOSOPHY

Action is the core of our brand. It's how we are measured and it demonstrates the RockShox competitive advantage.

BRAND PHILOSOPHY

LET YOUR ACTIONS SPEAK. AND DON'T INTERRUPT.

SHORT DESCRIPTION

ROCKSHOX CREATES THE BEST EXPERIENCES FOR RIDERS OF ALL DISCIPLINES AND ABILITIES BY PRODUCING THE WORLD'S BEST MOUNTAIN BIKE SUSPENSION.

BRAND OVERVIEW

ROCKSHOX PIONEERED SUSPENSION IN 1989, AND HAS HELPED SHAPE THE TRAJECTORY OF MOUNTAIN BIKING EVER SINCE. IN 2002, ROCKSHOX BECAME A PART OF THE SRAM FAMILY, COMBINING ROCKSHOX'S PROVEN PRODUCT DEVELOPMENT WITH SRAM'S VISIONARY LEADERSHIP, AND STATE-OF-THE-ART PRODUCTION FACILITIES.

CORE BELIEFS

We never compromise on our core beliefs as we create world-class suspension for all disciplines of mountain bikers. Every brand touch point should embody these principles. And everything that has our name on it counts.

CORE PRINCIPALS

WE BELIEVE RIDERS COME FIRST.

**WE EMBRACE THE FACT THAT ALL
RIDERS DEFINE VALUE DIFFERENTLY.**

**WE WELCOME JUDGMENT BASED ON OUR
ACTIONS, THE EXPERIENCES WE CREATE
AND THE PEOPLE WE INSPIRE.**

**WE HAVEN'T LOST SIGHT OF WHAT MATTERS MOST:
TO HAVE AS MUCH FUN AS HUMANLY POSSIBLE.**

**HERE'S TO VERBS.
AND THOSE WHO
BRING THEM TO LIFE.**

MESSAGING THEMES

THERE'S A DIFFERENCE BETWEEN "I COULD"
AND "I DID." A DIFFERENCE SO BIG, IT DEFINES
WHO WE ARE. ARE WE TALKERS, OR DOERS?
ADD UP ALL THE SHOULDs, WOULDs, MIGHTs
AND MAYBES IN THE WORLD AND GUESS
WHAT? THEY DON'T AMOUNT TO MUCH.
IT'S ABOUT ACTION. ONLY ACTION SPEAKS
LOUD AND CLEAR. ACTION IS MEASURABLE,
QUANTIFIABLE. ACTION IS FACT. ACTION IS
THE ONLY THING THAT COUNTS. BECAUSE
ONLY ACTION MOVES EVERYTHING FORWARD.



HOW WE TALK

Our manifesto (PG 08) is our declaration to the world. It's what fuels RockShox to continue to shape the face of mountain biking, contributes to the successes of our athletes and is what makes us unique. Telling this story is fundamental to our tone. These themes have connotations and carry great expectation. Talk without follow-through can not be tolerated on any level – it undermines our entire brand premise.

Start by asking yourself why should any rider care to read, watch, experience, or engage with the work? The answer most often leads to the RockShox tone.

BE DECLARATIVE.

BE PROVOCATIVE.

TAKE AN ACTIVE TONE.

KEEP YOUR BULLSHIT DETECTOR ON HIGH ALERT.

**DON'T ASSUME PEOPLE KNOW
WHAT YOU'RE TALKING ABOUT.**

BE SUCCINCT.

VERBAL PRINCIPLES

Our verbal principles describe how we engage with riders. We are insightful, provocative and light-hearted. We say a lot by using few words. We use themes that are born out of real rider insights.

TREAT PEOPLE INTELLIGENTLY AND RESPECTFULLY.

**EXPRESS OUR VIBRANCY AND RELEVANCE
BY GOING BEYOND THE OBVIOUS.**

SAY A LOT WITH A LITTLE.

WRITE FOR YOUR AUDIENCE. NOT YOURSELF.

MAKE THE READ/WATCH/LIKE/WORTH IT.

**WE ARE JUDGED BY OUR
ACTIONS. BUT DON'T LET
THAT STOP YOU.**

DESIGN VOCABULARY

ROCKSHOX LOGO

The logo includes our PILL symbol and logotype, designed to work together in a horizontal lockup.

THE ROCKSHOX PILL is one of the true icons in mountain biking. It's was disruptive when it burst onto the scene in the late 80's and remains relevant because it still represents action in everything we do.

THE LOGOTYPE helps increase the visibility of the brand on product and marketing materials in a refined, progressive way. It's always viewed as one word and never stacked like the PILL.

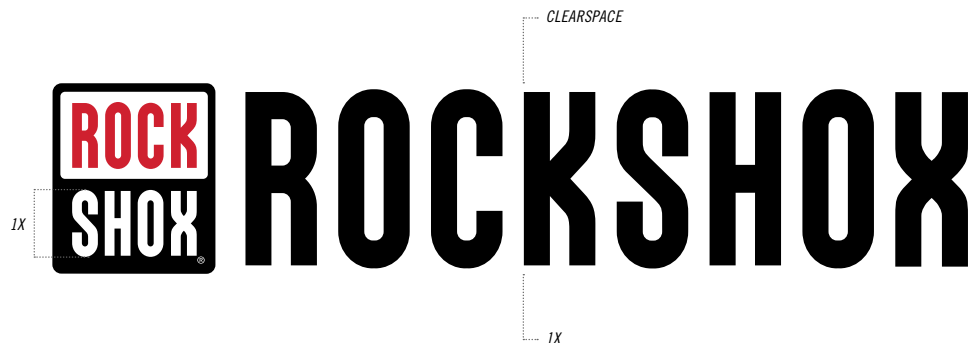


RS PILL

The RockShox logotype, the brand name in a large, bold, black, sans-serif font.

LOGOTYPE

LOGO



MINIMUM SIZE 0.1875"  **ROCKSHOX**

LOGO CLEAR SPACE

The logo should be treated with respect and needs room to breathe. Use a minimum clear space surrounding the logo equivalent to the cap height of the PILL, aligned from the box height of the PILL.

All logo assets can be found at the path below.

MINIMUM SIZE

The minimum recommended size of the logo is .1875 (3/16) inches or 56px on screen, measured from the full height of the PILL.

FILE PATH: ASSETS/LOGOS/CMYK/ROCKSHOX LOGO

COLORWAYS

The logo can be any color within the RockShox palette. Contrast is important. Use a color logo on white backgrounds and a white logo on color backgrounds. The logo may also be used on an image background with sufficient contrast. Use a color logo on light image backgrounds and a white logo on dark image backgrounds.

On dark backgrounds, an additional stroke has been placed on the PILL so that the black/white relationship displays properly. Use this version whenever necessary.





PILL CLEARSPACE

The PILL should be treated with respect and needs room to breathe. Use a minimum clearspace surrounding the PILL equivalent to the cap height of the logotype, aligned from the height of the PILL.

MINIMUM SIZE

The minimum recommended size of the logo is .25 (1/4) inches or 75px on screen, measured from the full height of the PILL.



B&W / LIGHT BG



B&W / DARK BG



COLOR / COLOR BG



COLOR / IMAGE

COLORWAYS

The PILL can be in either its original color combo, or its black and white counterpart.

The PILL may be used on an image background with sufficient contrast. On dark backgrounds, an additional stroke has been placed on the PILL so that the black/white relationship displays properly. Use this version whenever necessary.

All PILL assets can be found at the path below.

FILE PATH: ASSETS/LOGOS/CMYK/ROCKSHOX PILL

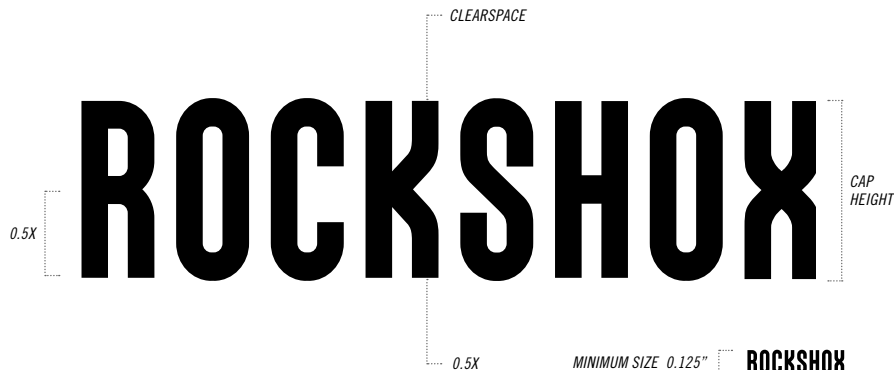
LOGOTYPE CLEAR SPACE

The logotype should be treated with respect and needs room to breathe. Use a minimum clear space surrounding the logo equivalent to half the cap height of the logotype.

All RockShox logotype assets can be found at the path below.

MINIMUM SIZE

The minimum recommended size of the logo is .125 (1/8) inches or 38px on screen, measured from the full cap height of the logotype.



ROCKSHOX

BLACK / LIGHT BG

ROCKSHOX

WHITE / DARK BG

ROCKSHOX

COLOR / COLOR BG

ROCKSHOX

WHITE / IMAGE

COLORWAYS

Our logotype can be any color within the RockShox color palette. Contrast is important — use a dark logotype on white backgrounds and a light logo on dark backgrounds.

The logotype may also be used on an image background with sufficient contrast. Use a dark logo on light image backgrounds and a white logo on dark image backgrounds.

FILE PATH: ASSETS/LOGOS/CMYK/ROCKSHOX LOGOTYPE



**ACTION IS
EVERYTHING**



AIE LOCKUP

There are lots of different color combinations to utilize for the AIE lockup. There is only one typeset however.

AIE LOCKUP CLEAR SPACE

The AIE lockup should be treated with respect and needs room to breathe. Use a minimum clear space surrounding the AIE lockup equivalent to the cap height of the tagline, aligned from the PILL height.

AIE lockups can be found at the file path to the right.

MINIMUM SIZE

The minimum recommended size of the tagline + logo is 1 inch or 72px on screen, measured from the full box height of the PILL.



FILE PATH: ASSETS/LOGOS/CMYK/AIE

COLORWAYS

The AIE lockup can be any of these color combos. Contrast is important — use a dark logo on white backgrounds and a light logo on dark backgrounds.

The logo may also be used on an image background with sufficient contrast. Use a dark logo on light image backgrounds and a white logo on dark image backgrounds.



MOSS OVER BLACK



WHITE OVER BLACK



WHITE OVER RED

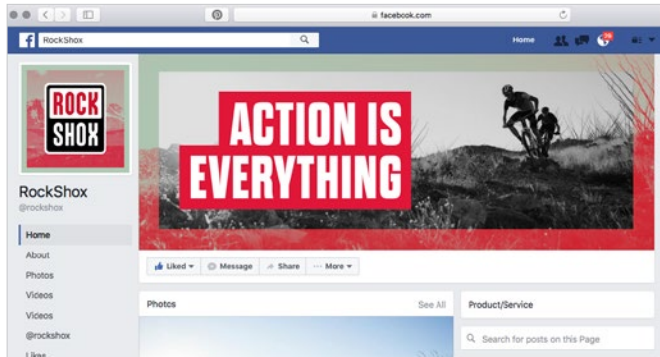


BLACK OVER MOSS



BLACK OVER WHITE

RED OVER WHITE



AIE USAGE

The AIE lockup is the only element that can impede on the clearspace around the logo, logotype and PILL. Here are some general examples of how it can be used. Like most scenarios when it comes to design, creative license will have to be applied to find the right look for each layout.

**ACTION IS
EVERYTHING**
**ACTION IS
EVERYTHING**
AIE COLOR MATRIX

The AIE lockup comes in many color options, but considering which option to use depends on the background to which it is applied.

Each lockup must be used on a background with sufficient contrast. Use this guide and your best judgment to choose the right one.

**ACTION IS
EVERYTHING**
**ACTION IS
EVERYTHING**
**ACTION IS
EVERYTHING**
**ACTION IS
EVERYTHING**
BLACK
WHITE
ROCKSHOX RED
BLACK AND WHITE IMAGE
LIGHT IMAGE
DARK IMAGE
DUO-TONE IMAGE

1

ROCKSHOX RED

PMS 186C (coated)
CMYK 0 / 100 / 81 / 4
RGB 229 / 25 / 55
HEX #E51937

2

BLACK

CMYK 60 / 40 / 40 / 100
RGB 0 / 0 / 0
HEX #000000

3

WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

4

MOSS GREEN

PMS 558C (coated)
CMYK 32 / 10 / 31 / 0
RGB 176 / 201 / 181
HEX #B0C9B5

COLOR PALLETTE

Color is a massive part of the design system – as it can be used in several combinations to create a broad range of looks. Stick with these colors, and the brand will always look great.



EVERYTHING BOXES

Some layouts can use the graphic EVERYTHING BOX element. They are highly functional design elements that can be used to house a variety of things. Here's a quick list of objects and assets to place in an everything box:

- Headlines and type
- Images
- Product shots
- Product lockups

Product photography and the PILL can break the frame of an EVERYTHING BOX. But never break or touch the frame with typography. EVERYTHING BOXES can use any of the RockShox colorways.



**DHARMA GOTHIC
EXPANDED EXTRA BOLD
IS OUR HEADLINE
TYPEFACE.**

TYPOGRAPHY

Dharma Gothic E Extra Bold is a confident condensed sans-serif font that gives our statements punch.

HEADLINES

DHARMA GOTHIC E EXTRA BOLD

A B C D E F G H I J K L
 N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0 ! ? . , - ' " " "
 T M ® ª º @ # \$ % & * " "

TYPOGRAPHIC SYSTEM

Dharma Gothic E Extra Bold is our primary typeface for headlines. Subheads and body copy use our secondary typeface, Trade Gothic Condensed 18 & 20 and are highly readable at small point sizes. The system communicates in a "no frilly BS" kind of way. Use them as such.

These fonts can be found at the file path on the right.

BODY COPY

TRADE GOTHIC CONDENSED 18

A a B b C c D d E e F f G g H h I i J j K k
 L l M m N n O o P p Q q R r S s T t U u
 V v W w X x Y y Z z

1234567890!?.-'"
 T M ® ª º @ # \$ % & * " "

TRADE GOTHIC CONDENSED 20

A a B b C c D d E e F f G g H h I i J j K k
 L l M m N n O o P p Q q R r S s T t U u
 V v W w X x Y y Z z

1234567890!?.-'"
 T M ® ª º @ # \$ % & * " "

ITALIC

TRADE GOTHIC CONDENSED 18 OBLIQUE

A a B b C c D d E e F f G g H h I i J j K k
 L l M m N n O o P p Q q R r S s T t U u
 V v W w X x Y y Z z

1234567890!?.-'"
 T M ® ª º @ # \$ % & * " "

TRADE GOTHIC CONDENSED 20 OBLIQUE

A a B b C c D d E e F f G g H h I i J j K k
 L l M m N n O o P p Q q R r S s T t U u
 V v W w X x Y y Z z

1234567890!?.-'"
 T M ® ª º @ # \$ % & * " "

FILE PATH: ASSETS/TYPEFACES

HEADLINE STYLE 1

LET'S DO THIS.

This is our primary headline style.

.....

SET HEADLINE STYLE 1 TRACKING VALUE
TO 10PT BEFORE KERNING.

HEADLINE STYLE 2

AND DO THIS.

This is our secondary headline style. Use this style whenever there is enough contrast between the background and the headline (like on a solid color, or an image where the stroke will not get lost). This style is also used when a headline is broken up into two sentences, in a call and response type of way.

.....

MINIMUM STROKE WEIGHT IS 0.5PT

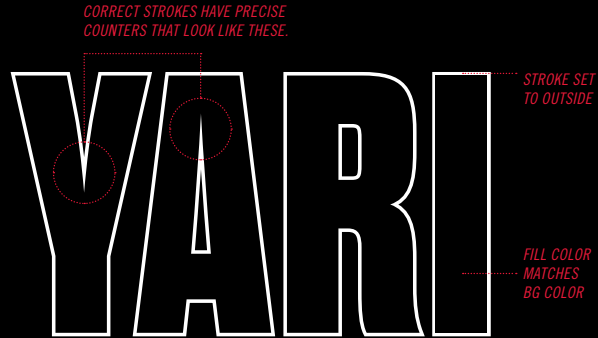
HEADLINE STYLE 3

AND USE ACTION.

When headlines contain the word ACTION and are being set on EVERYTHING BOXES (PG21), use a mix of the primary and secondary styles. Highlight ACTION by using the primary style. Set the rest of the headline in the secondary style.

HEADLINE STYLES

Headline styles can be confident and bold, artful or be used to draw attention when needed. These rules aren't the place to get creative.

STROKES THAT ARE AWESOME**STROKES THAT ARE NOT AWESOME****CREATING PROPER STROKES**

Always set the stroke alignment to “outside” and fill the letters with the same color as the background. It's done correctly when the type counters and inkwells fill in with sharp edges.

SET HEADLINE STYLE 1 TRACKING
VALUE TO 10PT BEFORE KERNING.

ACTION

MATCH THIS
WHITE SPACE

SET HEADLINE STYLE 2 TRACKING
VALUE TO 15PT BEFORE KERNING.

IS FACT.

SUBHEAD LEADING VALUES MATCH
THE VISUAL SPACE BETWEEN THE
LINES OF COPY IN THE HEADLINE.

FACTS ARE UNDENIABLE.

RockShox pioneered suspension in 1989, and has helped shape the trajectory of mountain biking ever since. In 2002, RockShox became a part of the SRAM family, combining RockShox's proven product development with SRAM's visionary leadership, and state-of-the-art production facilities.

HEADLINE LEADING VALUES ARE 89% OF THE POINT SIZE OF THE TYPE. IF THE LEADING VALUE ISN'T A WHOLE NUMBER (HAS A DECIMAL), ROUND DOWN TO THE NEAREST WHOLE NUMBER. TO CALCULATE, MULTIPLY THE HEADLINE POINT SIZE BY 89. THEN DIVIDE BY 100.

SUBHEAD LINE POINT SIZE IS 25% OF THE HEADLINE POINT SIZE AND IS SET IN TRADE GOTHIC CONDENSED 18.

BODY COPY IS GENERALLY 50% OF THE SIZE OF THE SUBHEAD. USE YOUR DISCRETION FOR WHAT IS READABLE, AND ELEGANT. MINIMUM BODY COPY SIZE IS 9PT. BODY COPY LEADING VALUE IS 120% OF THE BODY COPY POINT SIZE.

USAGE

Our typographic styles bring a bold look to communication pieces. Some communications will require custom approaches to deliver the message appropriately. Use your judgment and the styles below to help determine the best typeset for your communication.

When setting product names in body copy use caps.

Introducing the all new **PIKE**

When referencing RockShox in body copy, be sure to set it as one word with a capital R and S.

RockShox

A vertical photograph of a lush green mountain meadow with a dirt trail winding through it. The image is partially obscured by a large black rectangle on the right side.

PHOTO GUIDES

We understand that greatness lies in the details. And that's why our photo style is intended to be rich with all of the textures the mountain bike canvas brings. When shooting try to maintain as much shadow and highlight detail as possible for a hyper realistic view of the sport.





PRIMARY FULL COLOR



SECONDARY GREYSCALE



TERTIARY DUOTONE

In Photoshop, set the foreground color to RockShox Red and the background color to Moss Green. Then select the photo layer and add a gradient map to apply the color. Much of the photo detail (reds) will likely fill in, so be sure to open up the mids and darks by adjusting the gradient mix with the slider. Every photo is different. Please pay careful attention.

PHOTO COLOR TREATMENTS

To set RockShox photos apart, a color treatment is applied giving the shot a stylized look that will become synonymous with the brand. This is an example of how to treat a shot with the RockShox look and feel.



1:1

THE BORDER IMAGE SIZE IS INCREASED,
AND OFFSET FROM THE PRIMARY IMAGE
TO CREATE VISUAL INTEREST.

OFFSETTING IMAGES & BORDERS

Borders and image offsets play a big role in the art direction of the campaign. Generally the background border image is cropped tighter, to create an offset.

Border size is discretionary, depending on the images in use and the media. Ensure the border size is equal 1:1 all the way around the perimeter of the execution.

TECH ILLUSTRATION STYLE

When showing the inner workings of our technology, cutaway 3D renderings and explanatory call outs keep things looking sophisticated and show RockShox product in the best possible light.

If a 3D rendering is needed to illustrate a technology, please contact tmorland@sram.com

TECHNOLOGY:
CHARGER DAMPER 2

PRIMARY CALLOUT

Descriptive text goes here. Text for placement purposes only.
Descriptive text goes here. Text for placement purposes only.

SECONDARY CALLOUT

PRIMARY CALLOUT

PRIMARY CALLOUT

Descriptive text goes here. Text for placement purposes only.
Descriptive text goes here. Text for placement purposes only.

AREA CALLOUT

SECONDARY CALLOUT

CHARTS

When displaying product spec and information, simple rules are used to divide the sections.

PRODUCT LYRIK					
CATAGORY FORK		INTENDED USE ENDOURO, GRAVITY			
MODEL	WHEEL SIZE	TRAVEL	WEIGHT	DAMPING ADJUSTMENTS	AXLE
LYRIK RCT3	27.5"	160MM, 170MM, 180MM	2005G	CHARGER RCT3 - EXTERNAL REBOUND 3 POSITION COMPRESSION (OPEN/PEDAL/LOCK), LOW SPEED COMPRESSION	15X100, 15X110
LYRIK RC	27.5"	160MM, 170MM, 180MM	2005G	CHARGER RCT3 - EXTERNAL REBOUND 3 POSITION COMPRESSION (OPEN/PEDAL/LOCK), LOW SPEED COMPRESSION	15X100, 15X110

DESCRIPTORS:
DHARMA GOTHIC EXTRA BOLD

SUBHEADS:
TRADE GOTHIC BOLD CONDENSED 20

CONTENT:
TRADE GOTHIC CONDENSED 18

CONTENT RULES: 0.25PT AND UP,
DEPENDING ON CHART SCALE.

MASTHEAD RULES: 1PT AND UP,
DEPENDING ON CHART SCALE.

FORK PRODUCT LOCKUPS

RS-1

BOXER

PIKE

LYRIK

VARA

REVELATION

SID

BOUNCE

RECON

JUDY

SEKTOR

bluto

ARYLE

30

paragon

SHOCK & SEATPOST PRODUCT LOCKUPS

SUPER
DELUXESUPER
DELUXE
COIL

DELUXE

monarch

monarch plus+

VIVID

VIVID AIR

kage

reverb

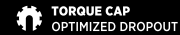
FILE PATH: ASSETS/LOGOS/CMYK/ROCKSHOX PRODUCTS

TECHNOLOGY LOCKUPS



DebonAir

MAXLE



RAPID RECOVERY

COUNTER MEASURE



PRODUCT LOCKUPS

Many of our products and technologies have unique lockups. They were designed primarily to go on the products themselves. Use them sparingly in layouts. And never put them in body copy or locked up with the AIE PILL. RockShox should always be the last word of any communication.

Product lockups can be found at the path on the left.

**THERE'S A DIFFERENCE
BETWEEN "I COULD"
AND "I DID."**

APPLIED ASSET GALLERY

WEB BANNERS



ACTION IMAGERY WITH HEADLINE (300X600PX)



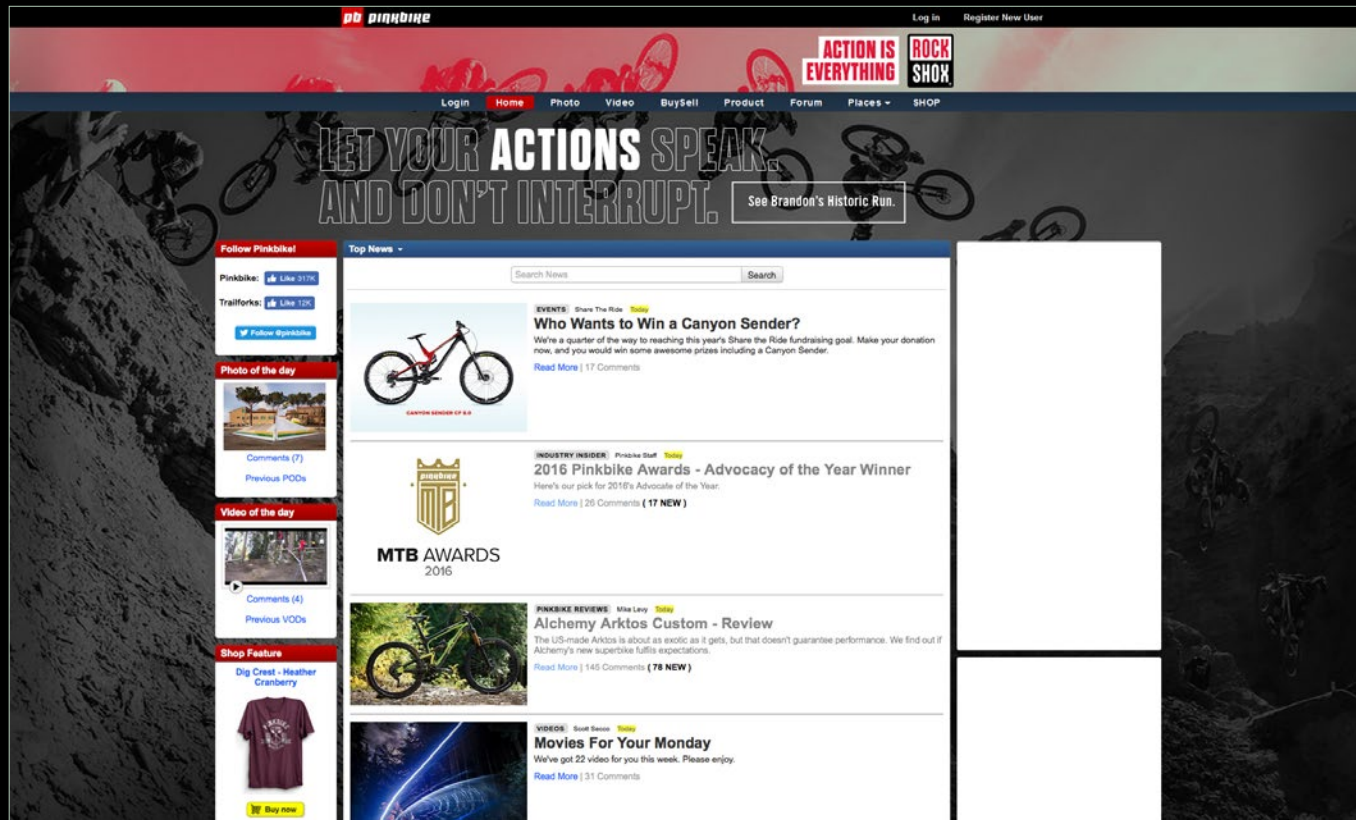
ACTION AND PRODUCT IMAGERY WITH HEADLINE (728X90PX)



ACTION IMAGERY WITH HEADLINE (468X60PX SMALL SPACE MOBILE)
DUE TO THE SMALL SIZE, THE AIE LOCKUP DOES NOT NEED TO BE USED.

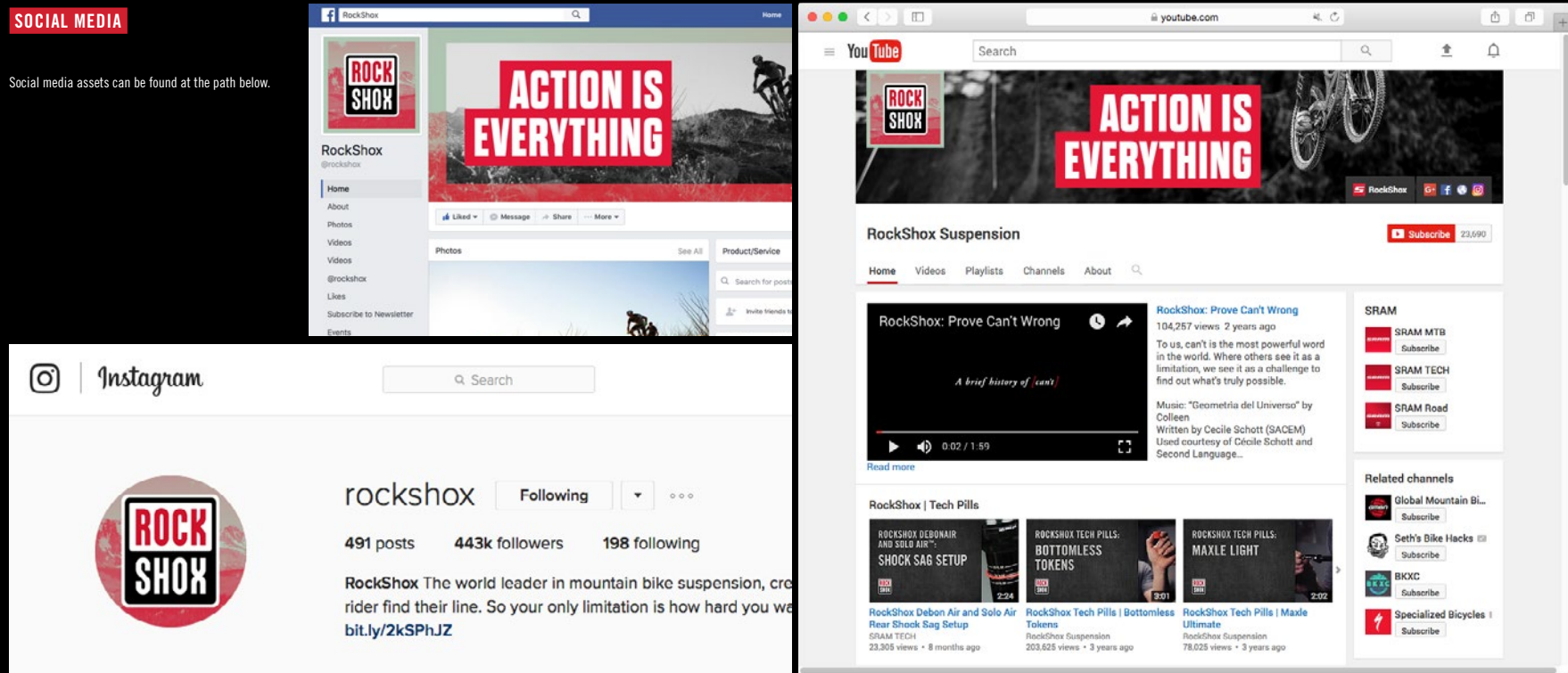


PRODUCT IMAGERY WITH HEADLINE (300X250PX)

ENDEMIC MEDIA PAGE SKINS


SOCIAL MEDIA

Social media assets can be found at the path below.

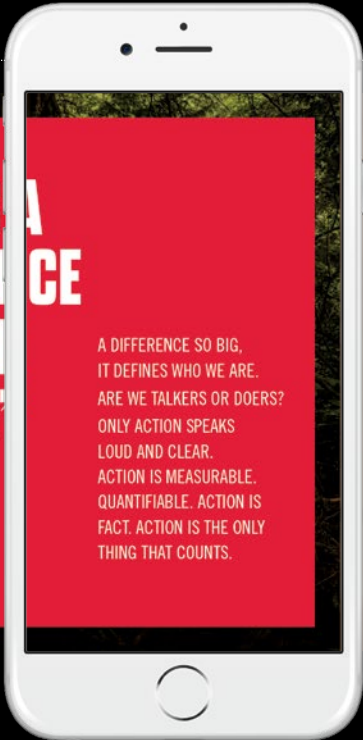


FILE PATH: ASSETS/SOCIAL MEDIA

FACEBOOK CANVAS NAVIGATION MOVES LEFT TO RIGHT.



THERE'S A
DIFFERENCE
BETWEEN
"I COULD"
AND
"I DID."

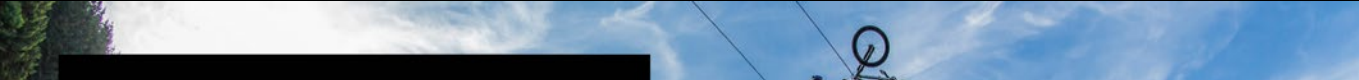


A DIFFERENCE SO BIG,
IT DEFINES WHO WE ARE.
ARE WE TALKERS OR DOERS?
ONLY ACTION SPEAKS
LOUD AND CLEAR.
ACTION IS MEASURABLE,
QUANTIFIABLE. ACTION IS
FACT. ACTION IS THE ONLY
THING THAT COUNTS.



FACEBOOK CANVAS

SWIPING DOWN MOVES TO NEXT PAGE.





FACEBOOK CANVAS NAVIGATION MOVES LEFT TO RIGHT.

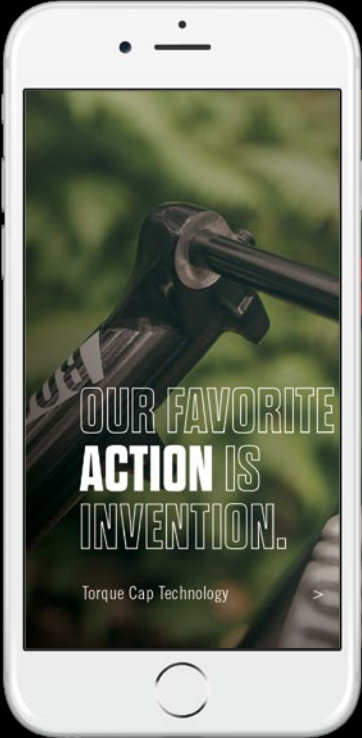


FACEBOOK CANVAS

SWIPING DOWN MOVES TO NEXT PAGE.

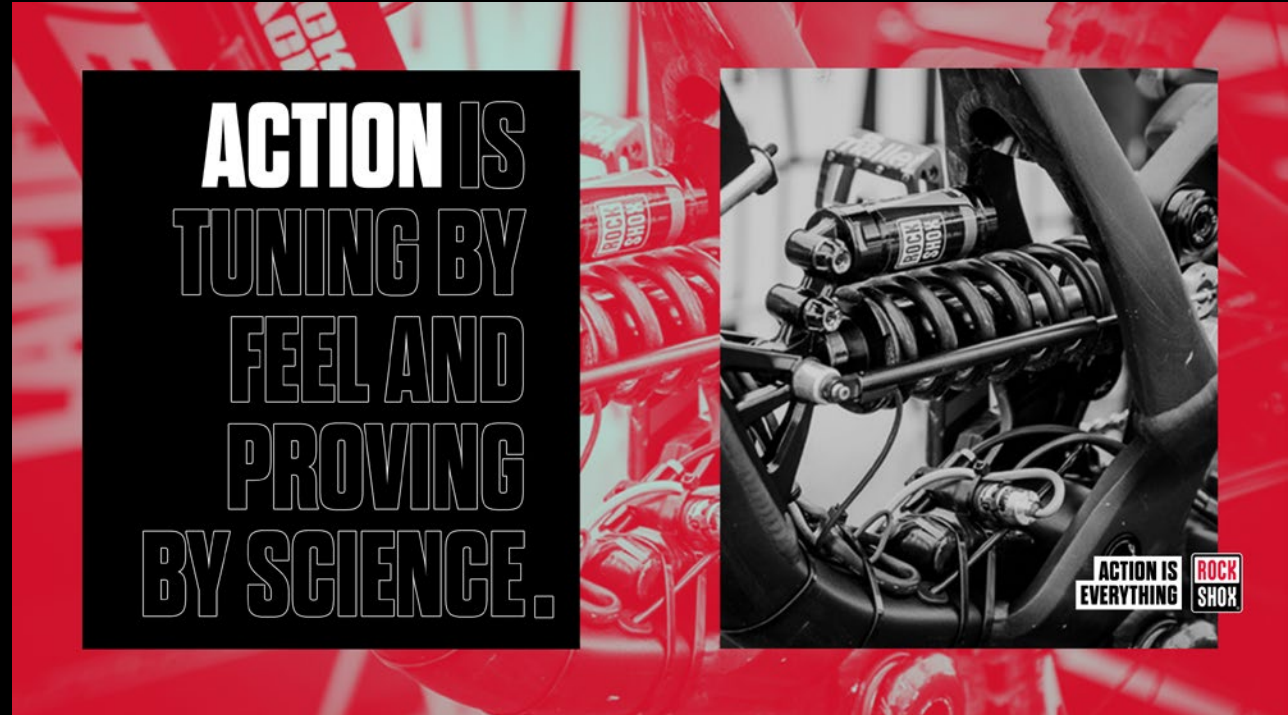


FACEBOOK CANVAS NAVIGATION MOVES LEFT TO RIGHT.



FACEBOOK CANVAS

PRINT / POSTER



PRINT / POSTER

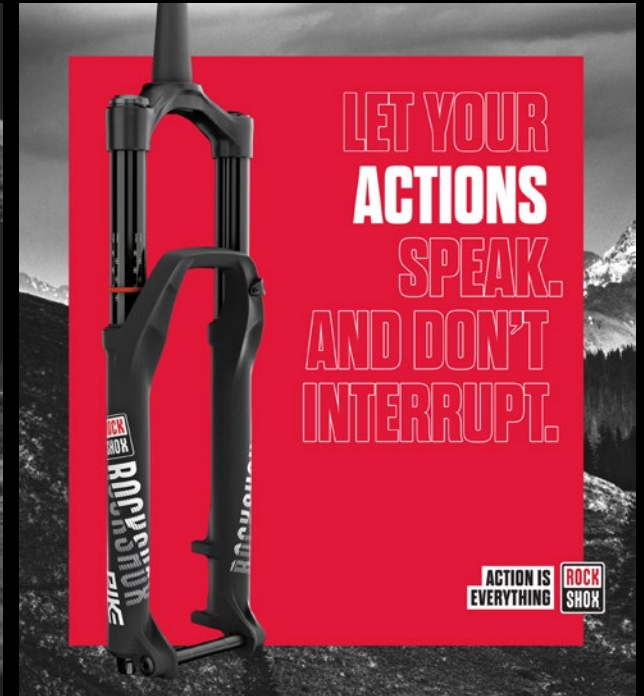


SPREAD TO SINGLE



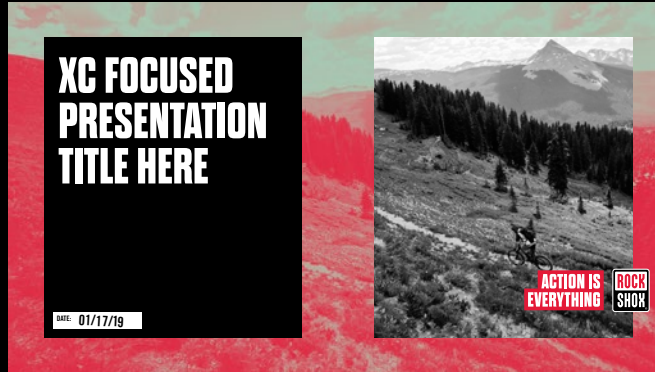
WHEN TRANSFORMING LAYOUTS FOR VARIOUS APPLICATIONS, ONLY USE THE ELEMENTS FROM THE ROCKSHOX TOOLKIT, NEEDED TO DELIVER THE MESSAGE IN THE MOST SUCCINCT AND VISUALLY STUNNING WAY POSSIBLE.

PRINT / POSTER



PRESENTATION TEMPLATES

These purpose-built presentation template pages are intended to deliver a range of info. Use the right one for the message you are trying to deliver. All presentation template files can be found at the path to the right.



XC TITLE PAGE

FILE PATH: ASSETS/PRESENTATION TEMPLATE

THIS IS WHERE A TITLE CAN GO.

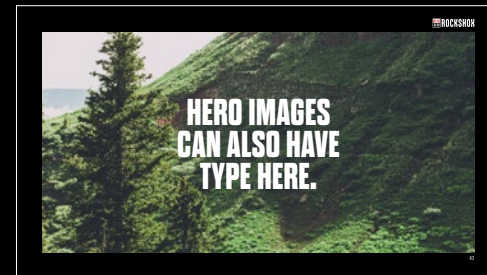

PRODUCT NAME: **BOTTOMLESS TOKENS**EMBARGO: **03/17/21**RETAIL: **06/17/05**

43

SECTION TITLE PAGE



HERO IMAGE PAGES



PRESENTATION TEMPLATES

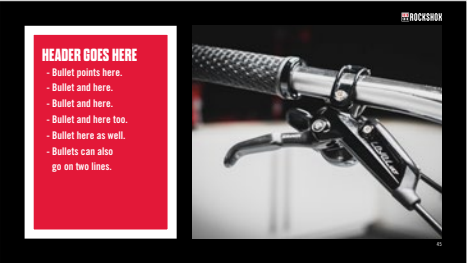


ACTION & REACTION PAGE 1

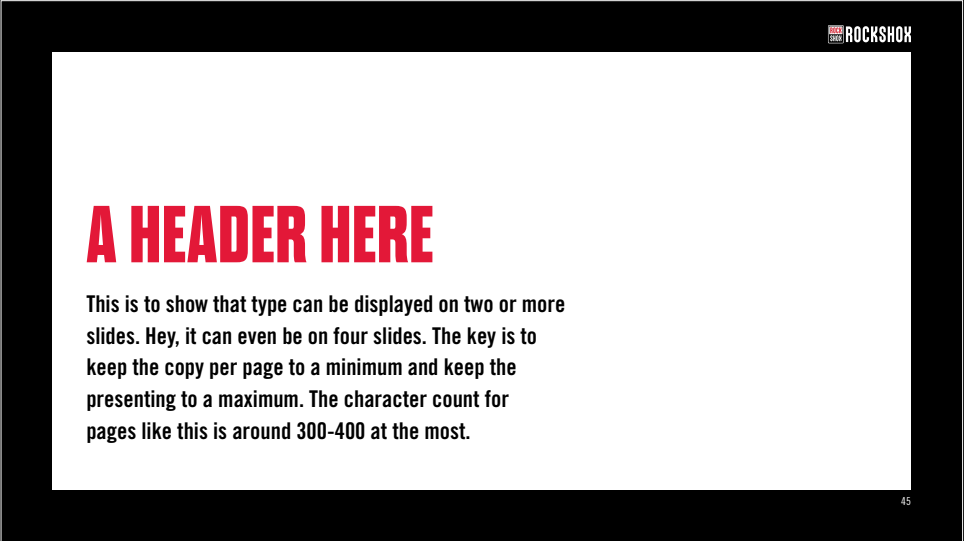
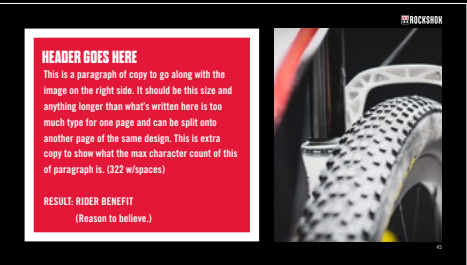


ACTION & REACTION PAGE 2

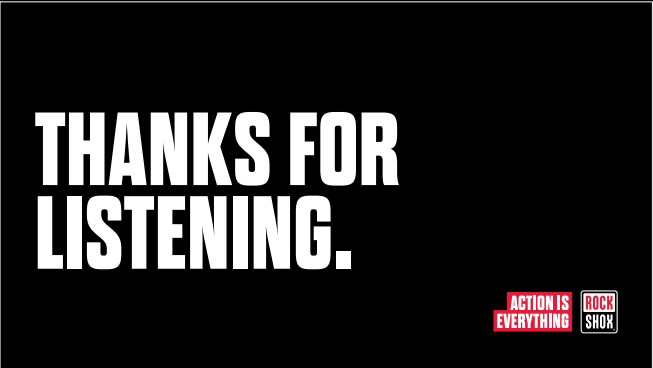
PRESENTATION TEMPLATES



TEXT PAGES WITH IMAGES



PRODUCT TECHNOLOGY PAGE



THANK YOU PAGE

PRODUCT / TECH EXPLANATION PAGE

LARGE SUPER



SMALL SUPER



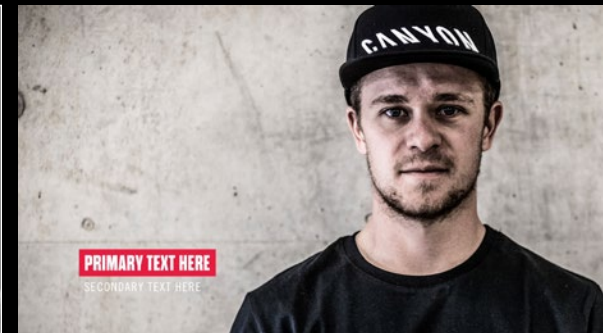
VIDEO GRAPHICS

Large supers are used for messaging intended to deliver with impact and should be used sparingly. Small supers are intended for most titles. Lower thirds are intended for delivering athlete names, locations or tertiary info. Animated After Effects templates can be found in the RockShox Asset gallery at the path below. Note - each title has been set up with multiple versions, so the animations can be swapped for a more unique look.

FILE PATH: ASSETS/MOTION



LOWER THIRD / DARK BACKGROUND



LOWER THIRD / LIGHT BACKGROUND



NOW WE RIDE.

PLEASE DIRECT ALL BRAND
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