

SRAM MTB _ BRAND GUIDE





THERE ARE
THOSE WHO LIVE
TO GET AFTER
IT. LITERALLY.
THIS IS ALL THAT
MAKES THEM
FEEL ALIVE.



TO CHASE A FEELING,
OR A RESULT. TO GO WHERE
OTHERS HAVEN'T BEEN. ALWAYS
CURIOUS. ALWAYS AMBITIOUS.



WE ARE FORTUNATE TO KNOW MANY PEOPLE LIKE THIS. AND, IF PRESSED, YES WE THINK OF OURSELVES THIS WAY, TOO. BECAUSE WE HAVE MORE THAN JUST A THIRST TO INVENT, ENGINEER AND PROBLEM SOLVE.



WE CHOOSE
A DIRECT
APPROACH –
TO PROVIDE A
BETTER WAY
FORWARD. NOT
JUST AN
ALTERNATIVE.

SRAM MTB

BRAND TOOL KIT

SRAM

WHEN YOU
SEE THE WORLD
LIKE WE DO,
IT'S ABOUT
MORE THAN
GOING THROUGH
MOTIONS.



BRAND TOOL KIT
SRAM MTB

SRAM



IT'S ABOUT OPENING TRUE POTENTIAL.
TO REACH A PLACE FAR BEYOND
WHERE MOST STOP. AND FOR US,
THAT'S A PLACE LIKE HOME.

THE OTHER SIDE.



SRAM DRIVETRAIN POSITION

THIS IS THE RANGE OF EAGLE™.
THE RANGE TO REACH. TO REALIZE.
A RANGE BEYOND LIMITATION OR
COMPLEXITY. BEYOND WHAT'S BEEN
DONE BEFORE. A RANGE WHERE
FEARLESS DEDICATION MEETS
RELENTLESS ENGINEERING.
WHERE SILENT PRECISION MEETS
TROUBLE FREE RELIABILITY. WHERE
SIMPLICITY MATCHES STRENGTH.
A WHOLE NEW SYSTEM FOR WHOLE
NEW HORIZONS. THIS IS EAGLE™.

THE 
RANGE
TO
REALIZE

THE OTHER SIDE



SRAM MTB BRAKES POSITION

KNOW
YOU_
CAN.

THE OTHER SIDE

CHAMPIONSHIPS ARE WON,
GNARLIER LINES ARE TAMED,
RIDES ARE MORE REWARDING
WHEN YOU KNOW YOU
CAN. THERE'S A CERTAIN
CONFIDENCE TO BE HAD WHEN
YOU FEEL ARTISTRY AT YOUR
FINGERTIPS. THAT'S THE IDEA
THAT DRIVES SRAM MOUNTAIN
BIKE BRAKES. WE OBSESS
OVER EVERY DETAIL, AND
ENGINEER OUR BRAKES TO BE
TOTALLY INTEGRATED WITH
EVERY ASPECT AND YOUR
RIDE, SO THAT YOU KNOW YOU
CAN. CHARGE THAT CORNER
HARDER. FIND THE FASTER
LINE. SEND IT. KNOW YOU CAN.

SRAM MTB BRAND VISUAL ELEMENTS





THE
RANGE
TO
REAL
IZE

GX
EAGLE

The range to reach. To realize. A range beyond limitation or complexity. Beyond what's been done before. A range where fearless dedication meets relentless engineering. Where silent precision meets trouble free reliability. Where simplicity matches strength.

A whole new system for whole new horizons.

SRAM

THE OTHER SIDE
This is Eagle
The range to realize

The range to reach. To realize. A range beyond limitation or complexity. Beyond what's been done before. A range where fearless dedication meets relentless engineering. Where silent precision meets trouble free reliability. Where simplicity matches strength.

A whole new system for whole new horizons.

SRAM

mounted on the wall
looked down at the corridor
in the factory floor below.
bikes like the one above
luffed and muddy, leaning in
at the wall. They were REEBs.
distinctive factory machinery.
drive and Oskar Blues labeling
h. Penries dropped and the fog
is brewery was all about bikes.
anyone here who didn't ride?
I week, I returned to Oskar
just finished a ride, and had a few
are the next one with some of
om Sycamore Cycles. (They had
to take me up some hills and show

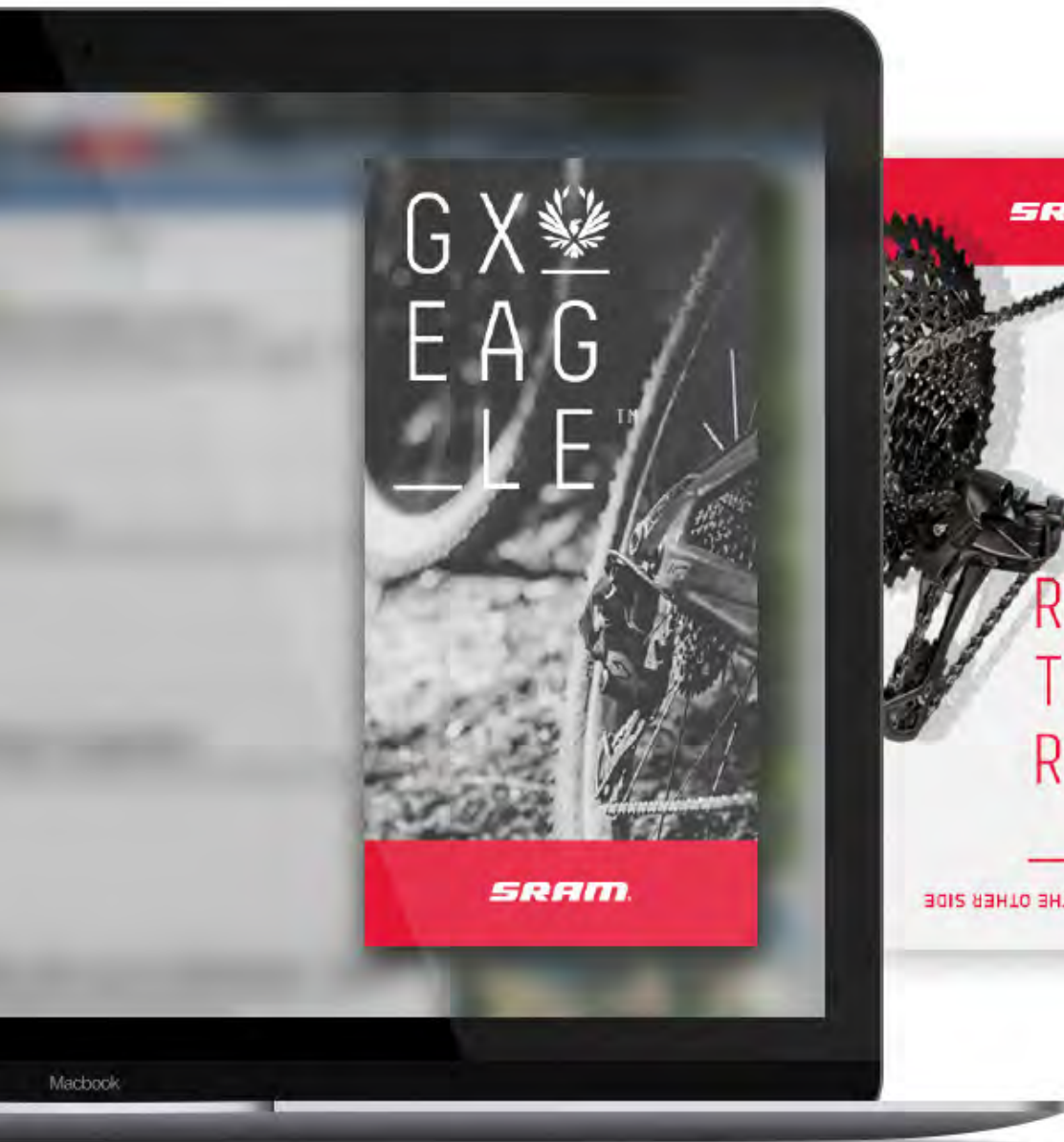
THE
RANGE
TO
REAL
IZE

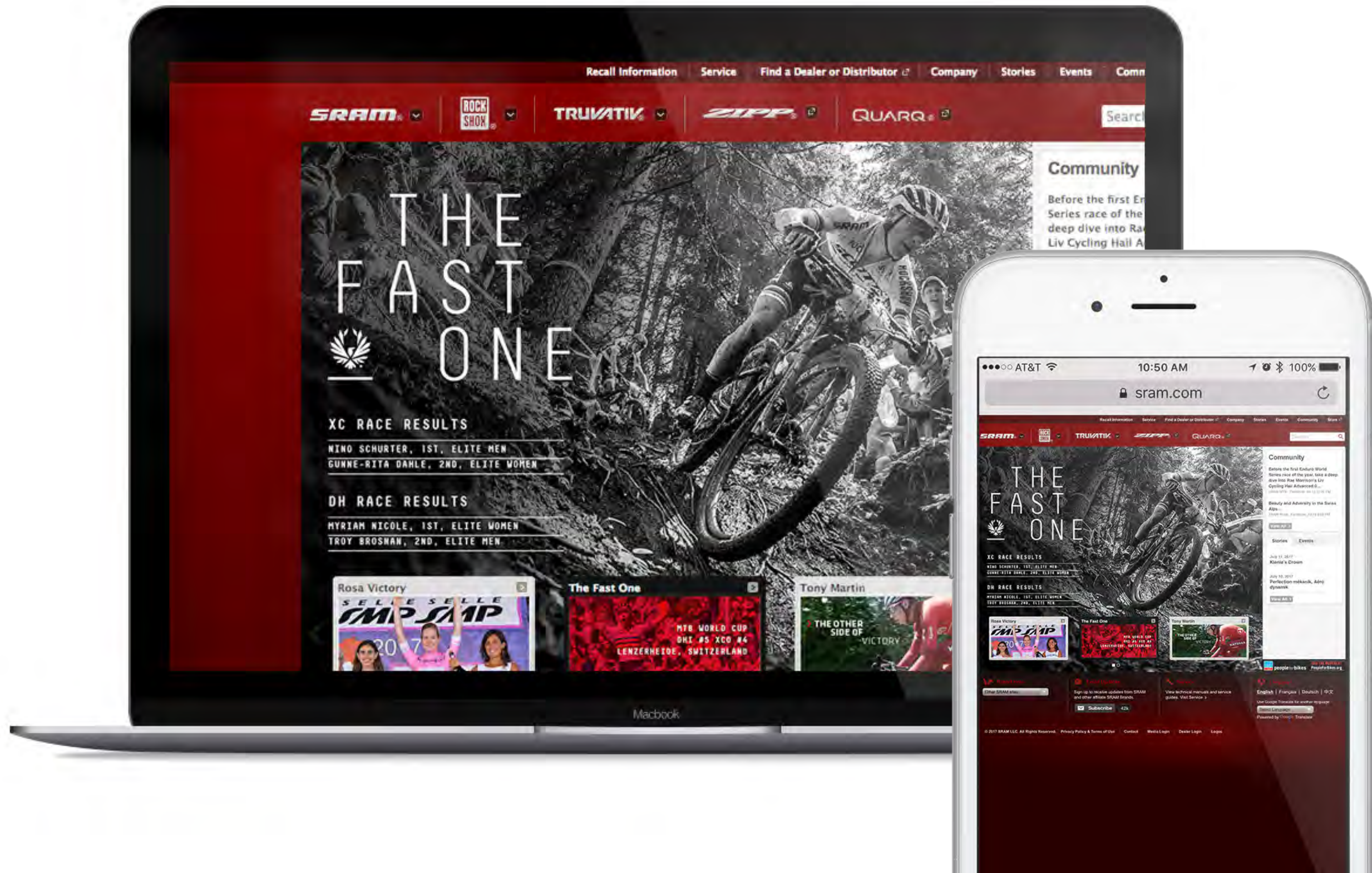
SRAM

THE OTHER SIDE
This is Eagle
The range to realize

The range to reach. To realize. A range beyond limitation or complexity. Beyond what's been done before. A range where fearless dedication meets relentless engineering. Where silent precision meets trouble free reliability. Where simplicity matches strength.

A whole new system for whole new horizons.





VISUAL HIERARCHY

There must be a clear visual hierarchy when communicating on any platform. Visual prominence comes from the headline, color and imagery.

1. Headline
2. Background color should be a solid red, black, or white depending on the headline choice
3. Imagery is black and white and placed in a 'torn' container
4. For visual movement, a product callout and campaign subhead is arranged in interesting ways with a bold stroke line
5. Through size and placement, body copy and logos should be the final message

1 THE 
RANGE
TO
REALIZE



4

THE OTHER SIDE

This is Eagle.
The range to realize

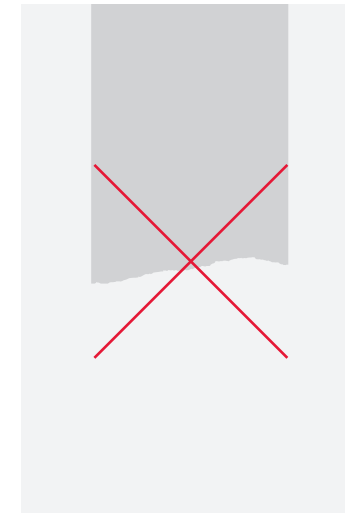
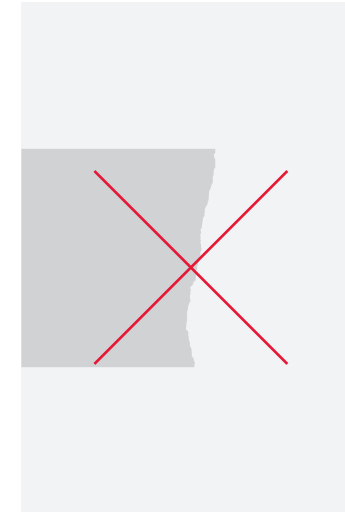


- 5
- The range to reach. To realize. A range beyond limitation or complexity. Beyond what's been done before. A range where fearless dedication meets relentless engineering. Where silent precision meets trouble free reliability. Where simplicity matches strength. A whole new system for whole new horizons.



COMPOSITION LAYOUT

The design system is based on an asymmetrical gridded layout. The asymmetry helps anchor an element or message and creates a dynamic and unique look. If the grid becomes too uniform, the creative will lose its ability to communicate clearly and effectively.



SRAM MTB BRAND BASICS

LOGO WORDMARK

The SRAM logo should never be used in any other colors, except for the following.

COLOR VARIATIONS



One color logo over
light background



One color logo over red
background



One color logo over
dark background



One color logo over
light background

CLEAR SPACE



LOGO MINIMUM SCALE

The image shows the SRAM logo in red, rendered at its minimum scale. The logo is bold and italicized, with a registered trademark symbol.

Height: 6.5mm | 0.25" in

The image shows the SRAM logo in red, bold, italicized font, with a registered trademark symbol.

COLOR PALLET

The SRAM logo should never be used in any other colors, except for the following.

RED



PMS 186C (coated)
CMYK: 0 / 100 / 81 / 4
PMS 186U (uncoated)
CMYK: 11 / 83 / 58 / 1
RGB: 229 / 25 / 55
HEX: #b82731

BLACK



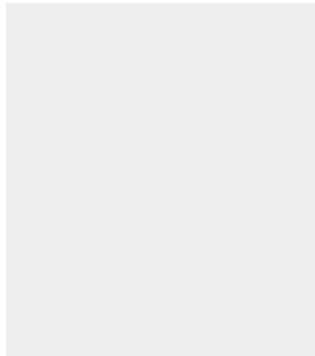
CMYK: 0 / 0 / 0 / 07
RGB: 237 / 237 / 238
HEX: #ededee

MID GRAY



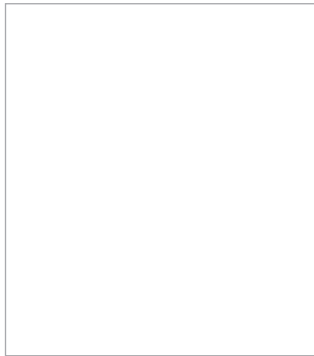
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #ffffff

LIGHT GRAY



CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

WHITE



CMYK: 0 / 0 / 0 / 63
RGB: 123 / 124 / 127
HEX: #b82731

TYPE FACE

The font family, Decima, is the default font for all SRAM MTB communication materials. All forms of Decima listed below can be used.

The italic variation can be used for certain spaces such as credits, subheads or captions.

The mono variation should be used only in headlines.

SRAM, when written out, is always styled in all caps (uppercase).

DECIMA MONO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

DECIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

DECIMA PLUS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

DECIMA MONO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

DECIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

DECIMA PLUS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

DECIMA MONO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890**

DECIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

DECIMA PLUS REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890**

DECIMA MONO ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890*

DECIMA NOVA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890*

BRAND DO'S AND DON'TS

Background: Use the carrier or tag when placing the brand on a busy background.

Color: The brand colors should always follow the color guide included in this document.

Clear Space: Keep the proper clear space around the brand.



TECHNOLOGY AND PRODUCT

EAGLE™ ICON

The Eagle icon is the main visual representation of Eagle, it is the Eagle icon. This graphic is used in any application where simplicity is required. It is also used in material with a strong technological focus. It can be used by itself, it doesn't need to be paired up with the word Eagle.



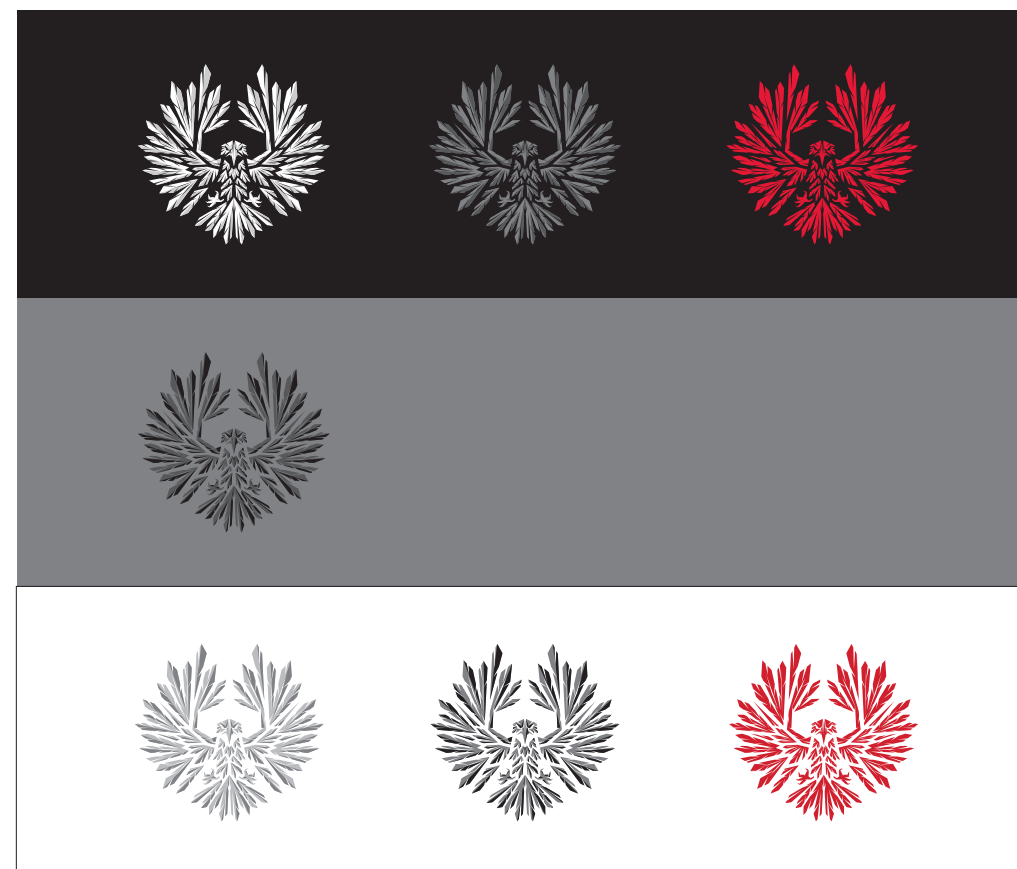
VARIATIONS



EAGLE™ ILLUSTRATION

The Eagle illustration is expressive and detailed. Because of its detailed design, it should only be used in large format. This graphic should never be used by itself, it should always be used in combination with the Eagle word or in material where the Eagle icon is also present.

VARIATIONS



EAGLE™ LOGO

LOGO IN-COPY USE

Nam re nesequo mod qui sum quo voles nonserc hicieniam,
SRAM Eagle™ lacea prae officient maion rellup comni dolor
suntibus voluptatatem et que il. Mus edus et exernatus eos
sinus dolorer ionsenis et rem ribus s cons tru equosam
Eagle™ cus lorem peressuntur, volorum et viderfe ribus,
omnihil ibearcipis num

- Notes:
- Eagle™ should always be title case
 - Eagle™ should always have the Trademark symbol
 - For external, non-SRAM communication, Eagle™ should always read SRAM Eagle™

VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



EAGLE™ LOGO

LOGO IN-COPY USE

Nam re nesequo mod qui sum quo voles nonserc hicieniam, SRAM Eagle™ lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons tru equosam Eagle™ cus lorem peressuntur, volorum et viderfe ribus, omnihil ibearcispis num

Notes:
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Eagle™ should always have the Trademark symbol
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VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



Height: 4.5mm | 0.1 in

EAGLE™ TECHNOLOGY

LOGO IN-COPY USE

Nam re nesequo mod qui sum quo voles nonserc
hicieniamdus et exernatus eos, **SRAM Eagle™ Technology**
lacea prae officient maion rellup comni dolor suntibus vos s
cons tru equ lorem peressuntur osam **Eagle™ Technology**
cus, volorum et viderfe ribus, omnihil ibearcipis num

Notes:
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should always read SRAM Eagle™

VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



Height: 5.5mm | 0.2 in

EAGLE™ TECHNOLOGY

LOGO IN-COPY USE

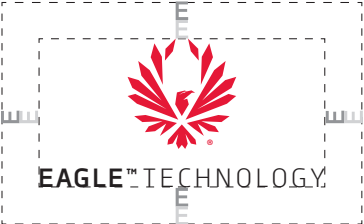
Nam re nesequo mod qui sum quo voles nonserc
hicieniamdus et exernatus eos, **SRAM Eagle™ Technology**
lacea prae officient maion rellup comni dolor suntibus vos s
cons tru equ lorem peressuntur osam **Eagle™ Technology**
cus, volorum et viderfe ribus, omnihil ibearcipis num

Notes:
Eagle™ should always be title case
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should always read SRAM Eagle™

VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



XX1 EAGLE™ LOGO

LOGO IN-COPY USE

Nam re nesequo mod qui sum quo voles nonserc, SRAM XX1 Eagle™ lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons XX1 Eagle™ cus lorem peressuntur, volorum et viderfe ribus, omnihil ibearcipis num

Notes:
Eagle™ should always be title case
Eagle™ should always have the Trademark symbol
For external, non-SRAM communication, Eagle™ should always read SRAM Eagle™

VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



XX1 EAGLE™ LOGO

LOGO IN-COPY USE

Nam re nesequo mod oles nonserc, SRAM XX1 Eagle™ lacea prae officient maion rellup comni dolor suntiqui sum quo vbus voluptatatem et que il. Mus edus et externatus eos sinus dolorer ionsenis et rem ribus s cons XX1 Eagle™ cus lorem peressuntur, volorum et viderfe ribus, omnihil ibearcipis num

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VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



X01 EAGLE™ LOGO

LOGO IN-COPY USE

Nam re nesequo mod qui sum quo voles nonserc, SRAM X01 Eagle™ lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons tosam X01 Eagle™ cus lorem peressuntur, volorum et viderfe ribus, omnihil ibearcispis num

Notes:

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- Eagle™ should always have the Trademark symbol
- For external, non-SRAM communication, Eagle™ should always read SRAM Eagle™

VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



Height: 6.5mm | 0.25”in

X01 EAGLE™ LOGO

LOGO IN-COPY USE

Nam re nesequo mod qui sum quo voles nonserc, SRAM XX1 Eagle™ lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons XX1 Eagle™ cus lorem peressuntur, volorum et viderfe ribus, omnihil ibearcispis num

- Notes:
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 - For external, non-SRAM communication, Eagle™ should always read SRAM Eagle™

VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



GX EAGLE™ LOGO

LOGO IN-COPY USE

Nam re nesequo mod qui sum qiam, SRAM GX Eagle™ lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons tru equosam GX Eagle™ cus lorem peressuntur, volorum et viderfe ribus, omnihil ibearcipis num

- Notes:
- Eagle™ should always be title case
 - Eagle™ should always have the Trademark symbol
 - For external, non-SRAM communication, Eagle™ should always read SRAM Eagle™

VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



Height: 6.5mm | 0.25”in

GX EAGLE™ LOGO

LOGO IN-COPY USE

Nam re nesequo mod qui sum qiam, SRAM GX Eagle™ lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons tru equosam GX Eagle™ cus lorem peressuntur, volorum et viderfe ribus, omnihil ibearcipis num

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VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



CODE LOGO

LOGO IN-COPY USE

Nam re nesequo mod qui sum qiam, SRAM Code lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons tru equosam Code cus lorem peressuntur, volorum et Code RSC, omnihil ibearcipis num

VARIATIONS



CLEAR SPACE



LOGO MINIMUM SCALE



Height: 4.5mm | 0.1" in

LOGO WITH MODEL DESIGNATIONS



GUIDE LOGO

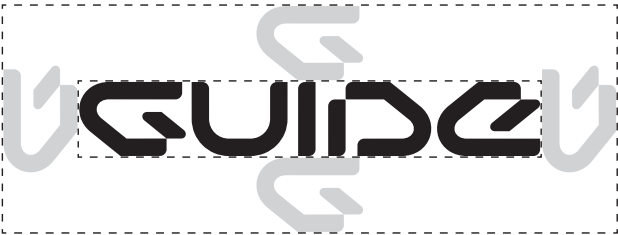
LOGO IN-COPY USE

Nam re nesequo mod qui sum qiam, SRAM Guide lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons tru equosam Guide cus lorem peressuntur, volorum et Guide RS, omnihil ibearcipis num Guide Ultimate.

LOGO



CLEAR SPACE



LOGO MINIMUM SCALE



Height: 6.5mm | 0.25”in

LOGO WITH MODEL DESIGNATIONS



LEVEL LOGO

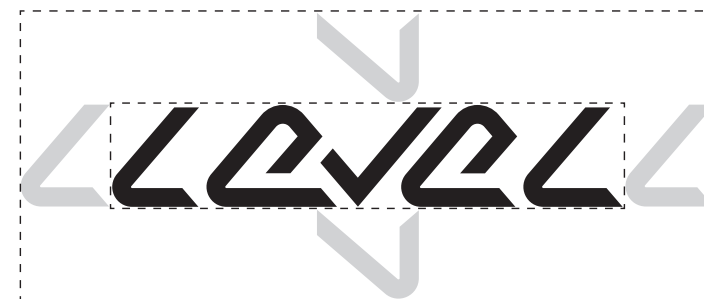
LOGO IN-COPY USE

Nam re nesequo mod qui sum qiam, SRAM Level lacea prae officient maion rellup comni dolor suntibus voluptatatem et que il. Mus edus et exernatus eos sinus dolorer ionsenis et rem ribus s cons tru equosam Level cus lorem peressuntur, volorum et Level TLM, omnihil ibearcipis num Level Ultimate.

VARIATIONS

LEVEL

CLEAR SPACE



LOGO MINIMUM SCALE

LEVEL

Height: 6.5mm | 0.25" in

LOGO WITH MODEL DESIGNATIONS

LEVEL_T

LEVEL_{TLM}

LEVEL_{TLM}

LEVEL_{ULT}



TYPOGRAPHY

HEADLINE VARIATIONS

To help create visual consistency, use Decima Mono for headline type. Be sure to include a hyphenated word paired with the Eagle icon.

THE 
RANGE
TO
REALIZE

THE  RANGE
TO REALIZE

THE
RANGE
TO
REAL 
IZE

THE
~~RANGE~~
TO 
REALIZE

Avoid center alignment

~~THE RANGE~~
~~TO REALIZE~~

Eagle icon and hyphen must be present in headline

THE
RAN  GE
TO
REALIZE

Avoid a dash on the wrong syllable



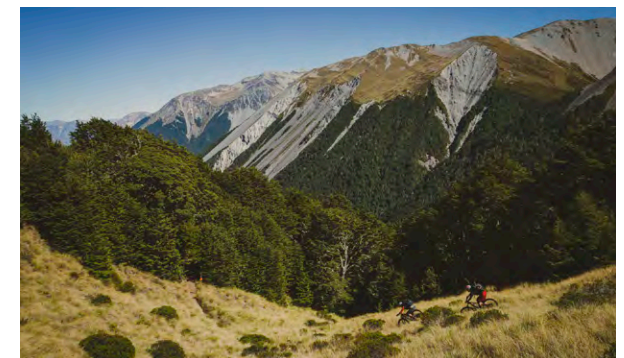
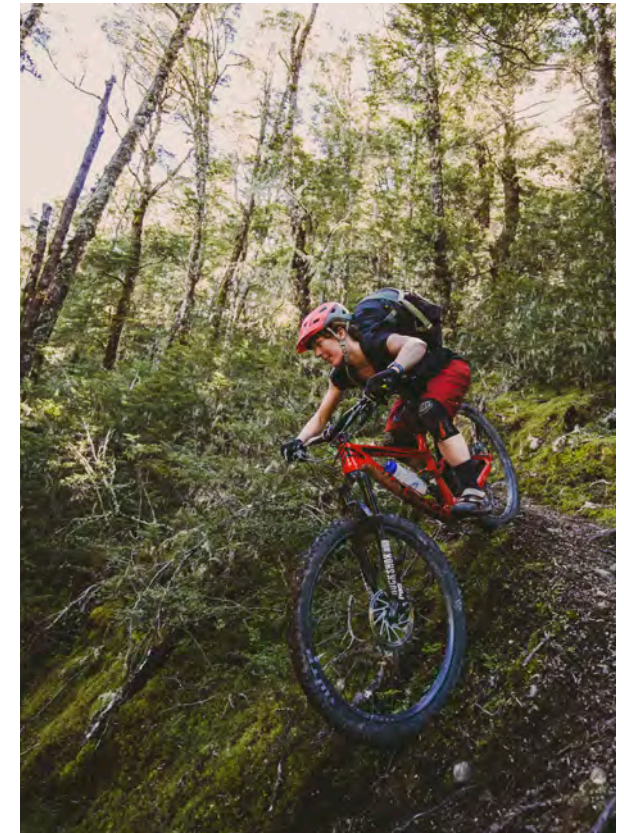
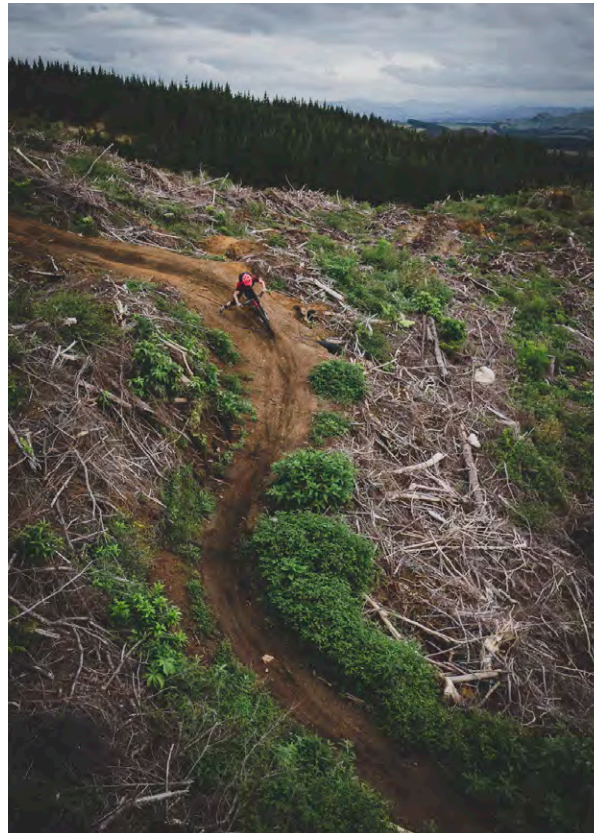
PHOTOGRAPHY

LIFESTYLE IMAGES

Lifestyle photography is a vital part of portraying the personality of SRAM MTB. Images should represent vibrancy, grit, and excitement.

Printed images should give accolades to the photographer using a format similar to this:

Photo: Adrian Marcoux © 2017 SRAM LLC

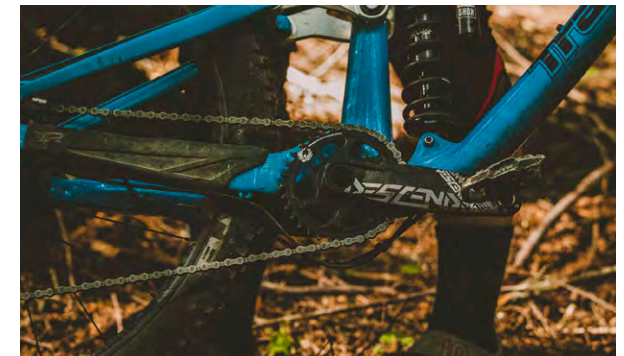
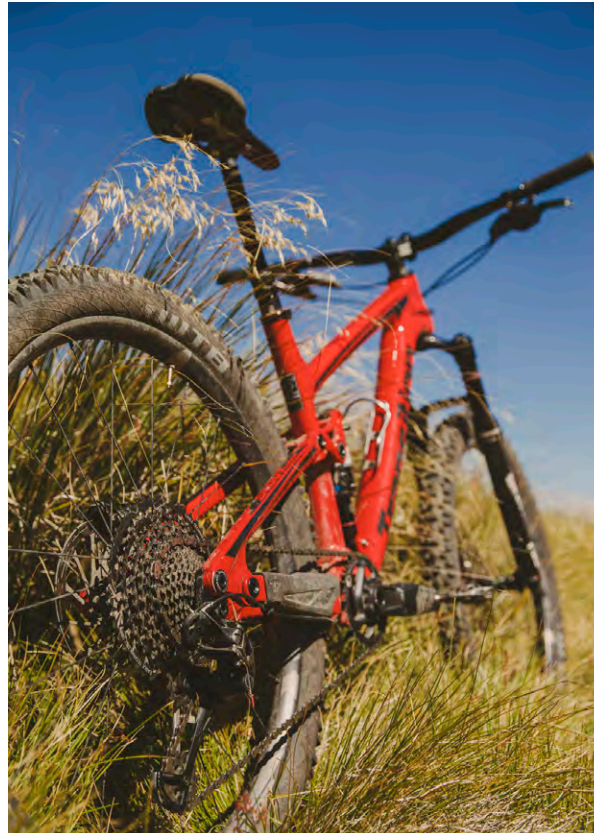


PRODUCT IN THE WILD

Images of product in the wild is a vital part of portraying the personality of SRAM MTB. Images should represent vibrance, grit, and excitement.

Printed images should give accolades to the photographer using a format similar to this:

Photo: Adrian Marcoux © 2017 SRAM LLC



PRODUCT IMAGES

Our products are shot with consistent angles and backgrounds to give the entire lineup a cohesive look.

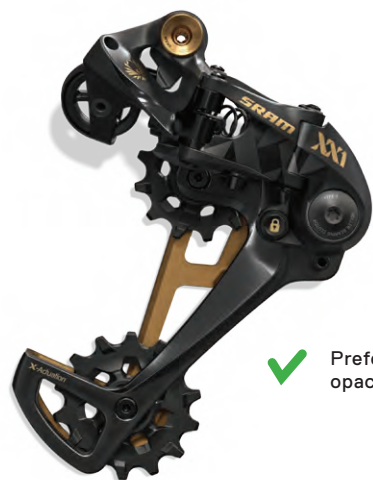
Groupsets should be shown as complete.

For e-commerce purposes, our product shots can be clipped to be used on white backgrounds.



PRODUCT IMAGE SHADOWS

Lighting must be consistent. When multiple products are displayed, light should appear as a single source. Here are some do's and don'ts with lighting direction.



✓ Preferred shadow angle, opacity is around 20%



✗ Shadow is too long



✗ Shadow is too soft



✗ Shadow is too light



✗ Shadow is too dark



✗ Shadow angle is incorrect

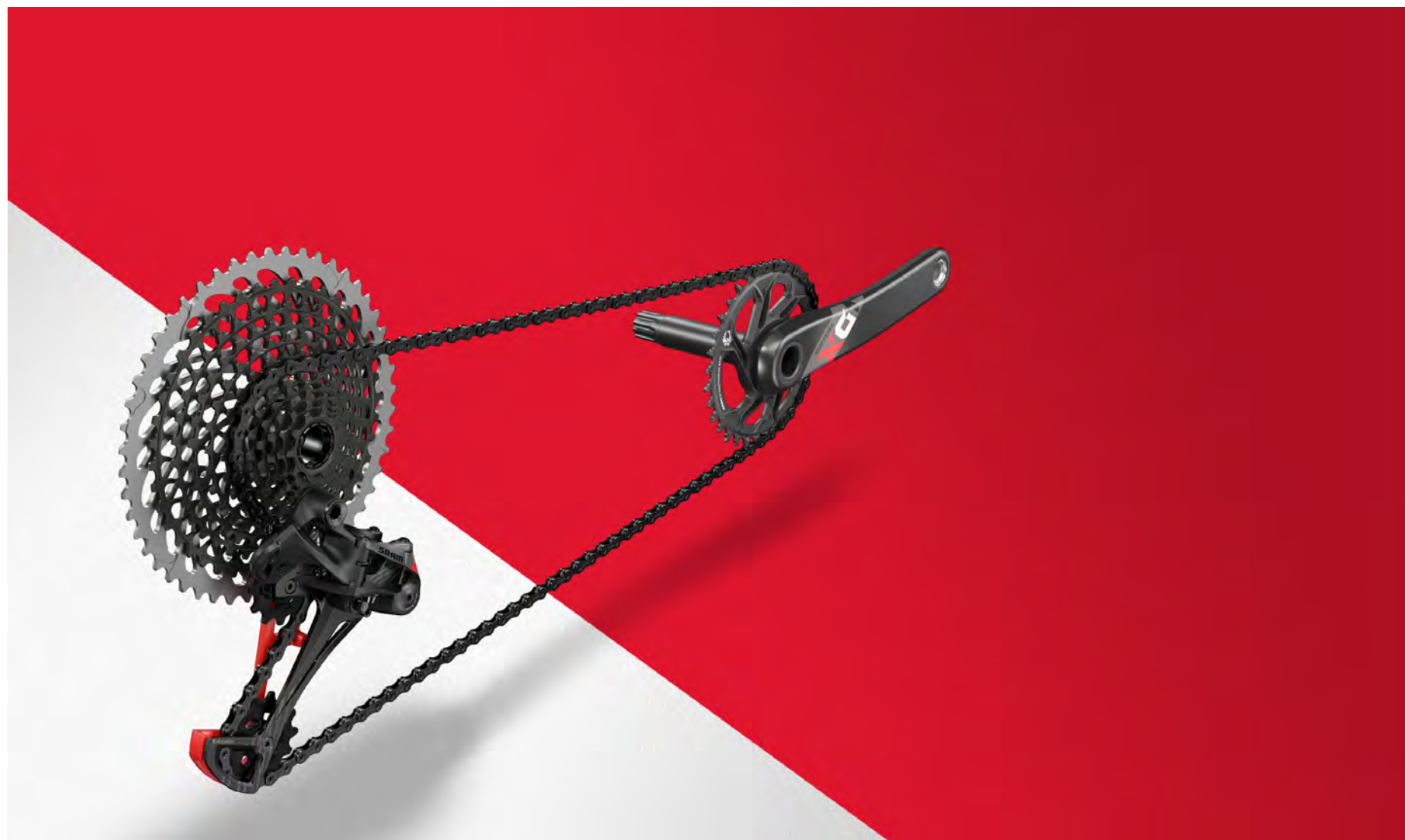
DYNAMIC PRODUCT IMAGES

To add visual interest for product communications, a dynamic view can be utilized on a dark background. Aggressive camera angles create a high-quality feeling.



OTHER SIDE PRODUCT IMAGES

Use this isometric view in communication pieces when using product to represent 'the other side',





THANK_—
YOU FOR
CRUSHING



SRAM MTB

BRAND TOOL KIT

SRAM[®]