



SRAM®

>

OPEN THE ROAD



OPEN THE
ROAD

> **WELCOME TO THE**
road renaissance.

SRAM



- › **SRAM** creates bicycle components for surviving epics on nameless gravel roads. We're a brand that thrives in the heat of battle in grand tours, closed circuit races and world class triathlons. We're found in garages, independent bicycle dealers, on the pages of industry mags and at the heart of local riding communities. We're a multifaceted brand that has a heritage of doing things its own way. To do so, SRAM uses an array of touchpoints to connect with riders of all ability levels.

This guide is designed to empower you with our key visual and verbal elements. Consistent use of these elements will keep our communications grounded in the essence of the SRAM brand. Rules and best practices come alive when you identify when to follow, and when to adapt them based on the unique needs and challenges of the communication at hand. Use of the principles will help you to create brilliant communication pieces and contribute to the success of our brand.

TABLE OF CONTENTS

Welcome	4
Brand Philosophy	6
Brand Values	7
Visual Elements	8
Sram Logotype	9
Drivetrain Lockup	11
RED Logotype	12
Force Logotype	14
Rival Logotype	16
Apex Logotype	18
Leap Symbol	20
Technology Lockup	22
Color Palette	23
Typographic System	24
Product Photography	28
Color Treatment	31
Infographic Style	32
Design Vocabulary	33
Layout Schematics	34
Web Banners	37
Social Media	38
Applied Assets	39
Branded Vehicles	40
Brand Extensions	41
Presentation Template	44
Video Graphics	45
Brand Messaging Themes	46
Verbal Principles	47
Technology & Group Messaging	48
Contact	57



SRAM ROAD
Philosophy

True advancement must do more than merely advance the machine. It must also advance the rider.

Telling this story is fundamental to our tone. It's our connection opportunity, and allows us to demonstrate our competitive advantage. Remember, these themes have connotations and carry great expectation. The secret is to select one emotion per communication, and stay focused.

MISSION

To make SRAM the most powerful, efficient, purpose-built, elegant component solution for all road cyclists.

SHORT DESCRIPTION

Advancement is for everyone who races, rides and explores. SRAM's approach to advancing the bicycle creates powerful, efficient, purpose-built, elegant solutions to propel people forward.

PHILOSOPHY

Our brand philosophy (opposite) is our declaration. It's what fuels our engineers to invent, contributes to the successes of our athletes and is what makes us unique.



> **TO TAKE AWAY WHAT'S IN THE WAY**
That's advancement.

At SRAM, we believe in advancement. But not merely for advancement's sake. We believe advancement can never trade performance gains for added complexity. And we believe it should enable and add to the experience, by taking away what's in the way. By lowering difficulty. Reducing weight and effort. Eliminating confusion. Becoming the antidote to complexity. Furthermore, we believe advancement is not advancement at all if it's only for the elite. Never just tech born out of the pro peloton, it must be available to all riders, no matter the level. And because what's right for one level may not be right for another, it must always be purpose-built. Perhaps most importantly, we believe that true advancement must do more than merely advance the machine. It must also advance the rider.

SRAM OPEN THE ROAD

**BRAND
VALUES**

Our brand values are core beliefs that we will not compromise as we create the ultimate products for all levels of drop-bar cyclists. Every product, communication, interaction, event or experience should embody these principles.

> **OUR NEW BRAND UNDERSTANDS WHERE WE’VE BEEN AND WORKS HARDER THAN EVER** to move us and every rider on our product forward.

SRAM is of and for the people. We’re approachable, quietly confident and never cold or mechanical.

We treat our work seriously, but not ourselves.

Innovation must be available to all riders, not just the sport’s elite, and can never trade performance gains for added complexity.



VISUAL ELEMENTS



SRAM
LOGOTYPE

The SRAM logotype consists of custom-drawn type executed with a 15 degree italic slant. Think of it as the period on the sentence of every communication. So it needs to be treated with due respect.

Resist the temptation to skew, stretch, flip, slant, colorize, or make nifty textures with the logotype. That’s just not our brand.



In some scenarios, the SRAM logotype isn’t appropriate for the medium at hand. In these rare situations, use the SRAM “S” symbol. Never lockup the logotype and symbol together.

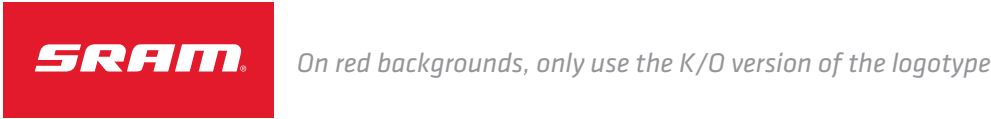
Light Backgrounds



Mid Backgrounds & Images



Dark Backgrounds & Images



SRAM FAMILY
LOCKUPS

The SRAM road category consists of 3 brands: SRAM, ZIPP and QUARQ. When all brands need to be shown, use the lockups below.

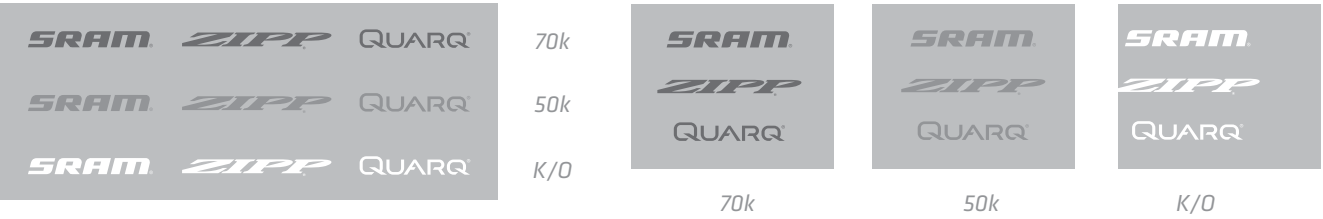
Never change the order, proportion spacing or full color logos when they're being used as a family.



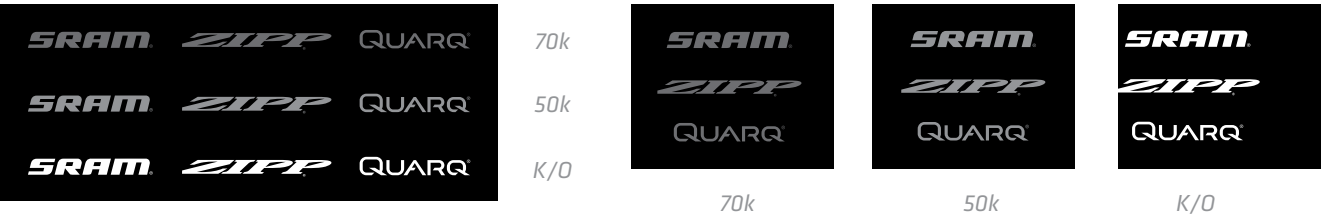
Light Backgrounds



Mid Backgrounds & Images



Dark Backgrounds & Images

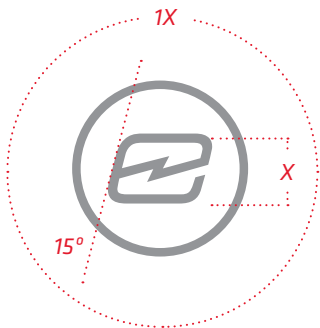


On Red backgrounds, only use the K/O version of the family lockups.

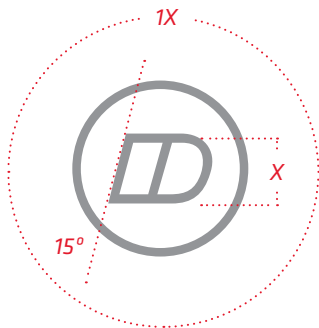
DRIVETRAIN
LOCKUPS

Our product line is vast, spanning the needs of passionate enthusiasts, grand tour racers and newcomers to the sport. To simplify the various configurations of each product group we have delineated them by drivetrains (1x and 2x) and shift logic (DoubleTap and eTap).

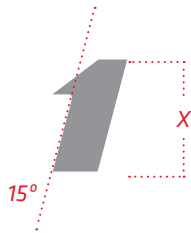
Since 2x drivetrains are the traditional configuration for road bikes, they don't have a specific lockup.



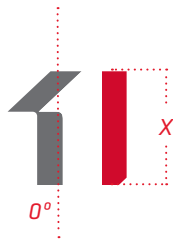
eTap



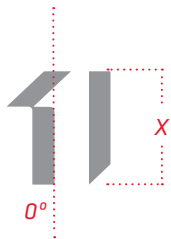
DoubleTap



1x Drivetrain



Hero 1x Lockup, Full Color



Hero 1x Lockup, 50k

Drivetrain Group Modifiers

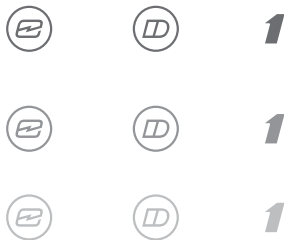


All other 1x lockups extend to the x-height

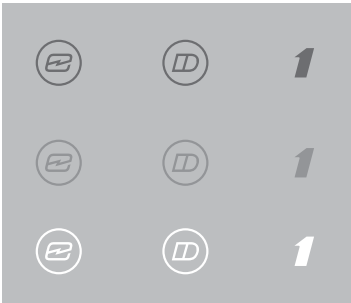


The RED eTap lockup extends to the ascender height

Light Backgrounds



Mid Backgrounds & Images



Dark Backgrounds & Images



On red backgrounds, only use the K/O version of the drivetrain logos.

Minimum size



0.25"



0.16"

RED
LOGOTYPE

The SRAM logotype consists of custom-drawn type executed with a 15 degree italic slant. It can be locked up with the SRAM logotype or 1x symbol to designate the configuration of the group.

Like the SRAM logotype, versions of the RED logotype beyond what is listed on this spread are not approved for use.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers

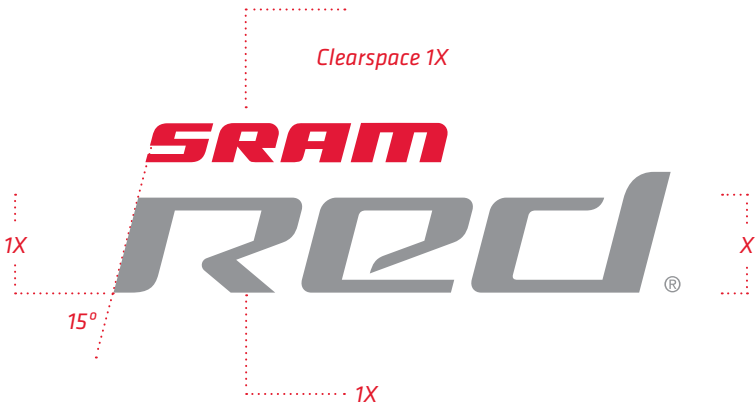


On red backgrounds, only use the K/O versions of the RED lockups and modifiers



SRAM RED
LOCKUP

The RED logotype can also be locked up with the SRAM logotype.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers



On red backgrounds, only use the K/O versions of the RED lockups and modifiers



Force
LOGOTYPE

The Force logotype consists of custom-drawn type executed with a 15 degree italic slant. It can be locked up with the SRAM logotype or 1x symbol to designate the configuration of the group.

Like the SRAM logotype, versions of the Force logotype beyond what is listed on this spread are not approved for use.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers



On red backgrounds, only use the K/O versions of the Force lockups and modifiers



SRAM Force
LOCKUP

The Force logotype can also be locked up with the SRAM logotype.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers



On red backgrounds, only use the K/O versions of the Force lockups and modifiers



Rival
LOGOTYPE

The Rival logotype consists of custom-drawn type executed with a 13 degree italic slant. It can be locked up with the SRAM logotype or 1x symbol to designate the configuration of the group.

Like the SRAM logotype, versions of the Rival logotype beyond what is listed on this spread are not approved for use.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers



On red backgrounds, only use the K/O versions of the Rival lockups and modifiers



SRAM Rival LOCKUP

The Rival logotype can also be locked up with the SRAM logotype.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers



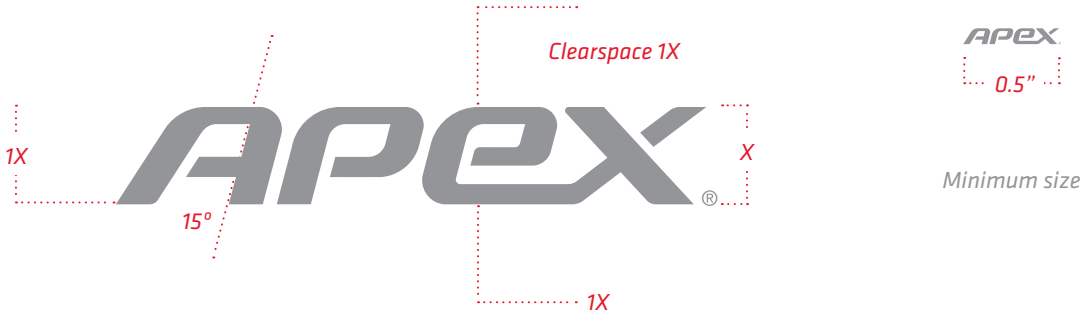
On red backgrounds, only use the K/O versions of the Rival lockups and modifiers



Apex
LOGOTYPE

The Apex logotype consists of custom-drawn type executed with a 15 degree italic slant. It can be locked up with the SRAM logotype or 1x symbol to designate the configuration of the group.

Like the SRAM logotype, versions of the Apex logotype beyond what is listed on this spread are not approved for use.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers



On red backgrounds, only use the K/O versions of the Apex lockups and modifiers

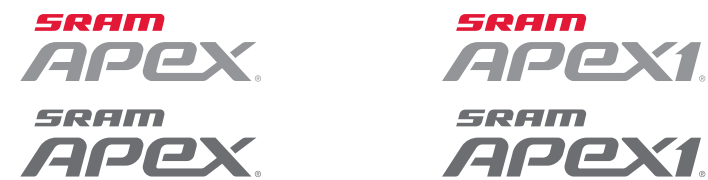


SRAM Apex LOCKUP

The Apex logotype can also be locked up with the SRAM logotype.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers



On red backgrounds, only use the K/O versions of the Apex lockups and modifiers

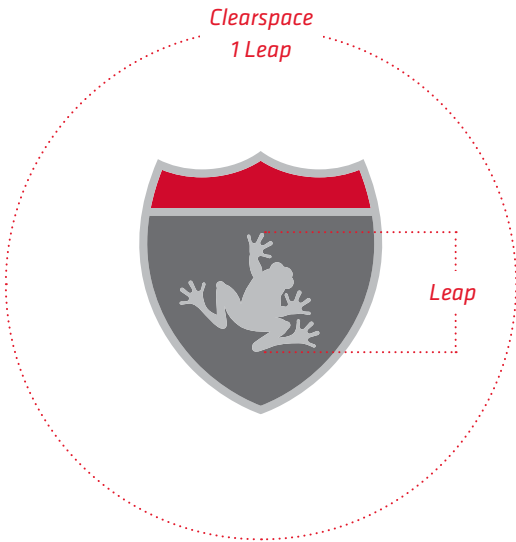


LEAP
SYMBOLS

In 2006 we asked riders to *make the leap* and created the leap frog symbol to represent us and one of our key technologies, DoubleTap.

Today, the leap frog is an icon that can be used as an accompanying element in communications. America’s iconic highway road sign shape has been added to pay homage to the roots of SRAM. Its intended use is as a tertiary brand endorsement.

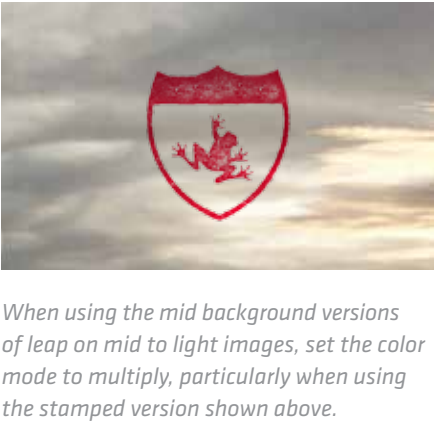
Never lockup the leap symbol with the SRAM logotype or any of the group logotypes.



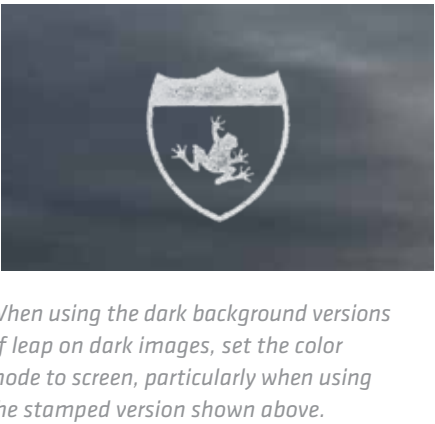
Light Backgrounds with modifiers



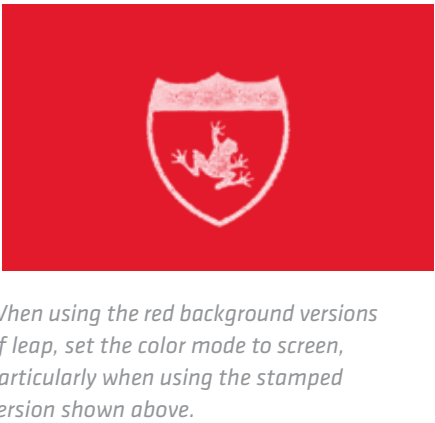
Mid Backgrounds & Images with modifiers



Dark Backgrounds & Images with modifiers



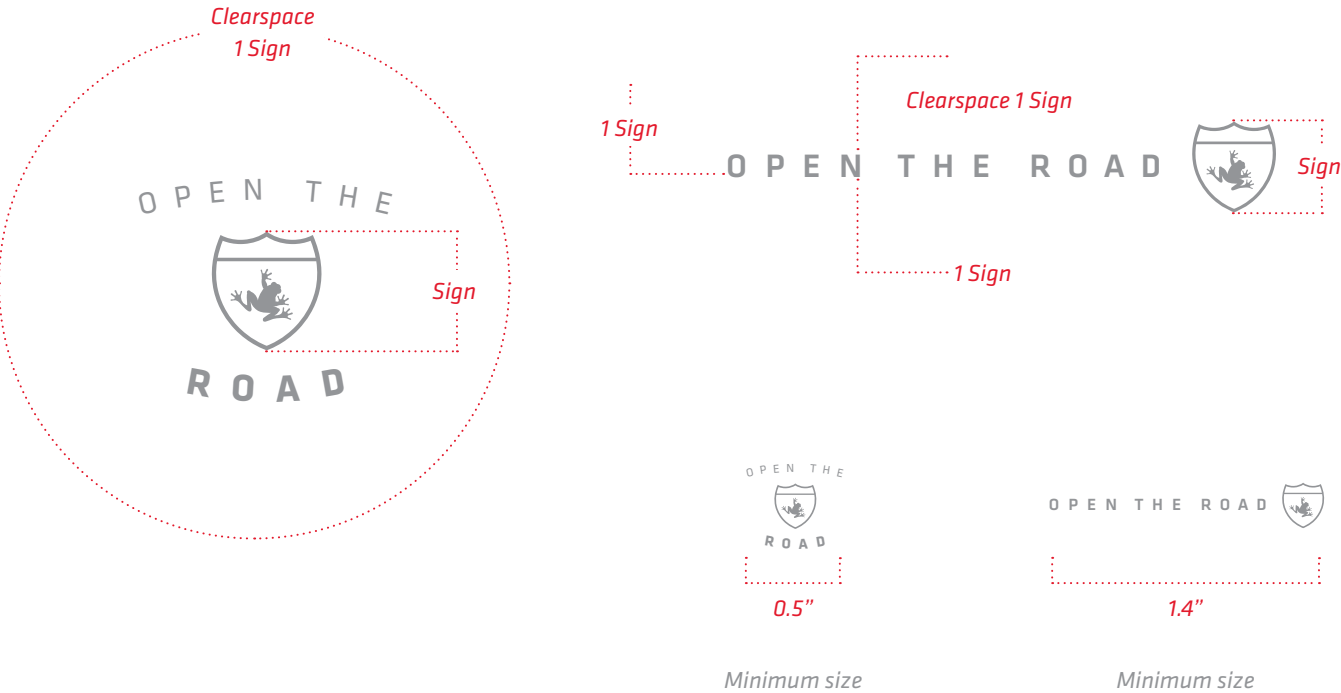
Red Backgrounds



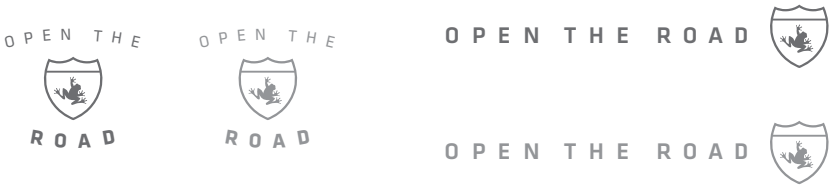
LEAP SYMBOL
WITH TAGLINE

On advertising communications, leap can be locked up with our themeline *open the road*.

Never lockup the leap symbol and tagline with the SRAM logotype or group logotypes.



Light Backgrounds with modifiers



Mid Backgrounds & Images with modifiers



When using the mid background versions of leap on mid to light images, set the color mode to multiply, particularly when using the stamped version shown bottom right.

Dark Backgrounds & Images with modifiers



When using the mid background versions of leap on dark images, set the color mode to screen, particularly when using the stamped version shown bottom right.

Red Backgrounds



TECHNOLOGY
LOCKUPS

SRAM has a number of proprietary and licensed technologies used throughout the line. We prioritize our brand and group logos ahead of all technologies, so even though many of these technologies have their own specific logos, we use typographic lockups from our corporate typeface, Klavika, for a more refined and unified look.

DOUBLETAP

Klavika Bold Italic Caps

Klavika Regular Italic Caps

ZeroLoss

Klavika Light Italic Title Case

DOUBLETAP

ZeroLoss

CAP
Left Justify

30% Smaller

On Red backgrounds, only use the K/O version of the technology lockups.

When two technologies are present, use the feature technology in caps, and the supporting technology in title case, 30% smaller.

Primary Technology lockups

(For use when two technologies are present)

AEROGlide PULLEYS

AEROLINK

BB30

CAGELOCK

CONNECTAMAJIG

DOUBLETAP

ERGODYNAMICS

eTAP

EXACT ACTUATION

EXOGRAM

GXP

HOLLOWPIN

OCT

OPENGLIDE

POWERCHAIN II

POWERDOME X

POWERGLIDE CHAINRING

POWERLOCK

PRESSFIT

PRESSFIT30

R2C

REACHADJUST

ROLLER BEARING CLUTCH

STEALTHRING

WiFLi

X-GLIDE

X-HORIZON

X-SYNC

YAW

ZEROLOSS

Secondary Technology lockups

(For use when one technology is present)

AeroGlide Pulleys

AeroLink

BB30

CageLock

Connectamajig

DoubleTap

ErgoDynamics

eTap

Exact Actuation

Exogram

GXP

HollowPin

OCT

OpenGlide

PowerChain II

PowerdomeX

Powerglide Chainring

PowerLock

PressFit

PressFit30

R2C

Reach Adjust

Roller Bearing Clutch

StealthRing

WiFLi

X-Glide

X-Horizon

X-Sync

Yaw

ZeroLoss

eTap always begins with a lower case letter in both the primary and secondary versions of the tech lockups.



COLOR
PALETTE

Our palette is narrow. And that’s a great thing. Ample white space is key to creating the SRAM look and feel. It makes the selective hits of Red pop, and is supported by the neutral grey tones.

When it comes to the SRAM brand, white space is your friend.



PMS Cool Grey 4c - SECONDARY HEADLINE COLOR

cmYk 0 / 0 / 0 / 30
RGB 187 / 188 / 191
HEX bbbcbf

When red is multiplied on various background colors, the results can vary. Use your judgment to determine how far the color migrates. Too dark and the color goes maroon. Too light and the color appears pink. Only you can determine what feels right with the images at your disposal. Choose wisely.



PMS Cool Grey 6c - BODY COPY

cmYk 0 / 0 / 0 / 50
RGB 146 / 148 / 150
HEX 929496



PMS Cool Grey 10c - PRIMARY HEADLINE COLOR

cmYk 0 / 0 / 0 / 70
RGB 109 / 110 / 112
HEX 6d6e70



PMS 186c - SRAM LOGOTYPE COLOR

cmYk 0 / 100 / 81 / 4
RGB 227 / 25 / 55
HEX e31937

We love the color red. So we use the right amount, to make it pop. Red is limited to the SRAM logotype, athlete kit and accent colors. Sometimes less is more. This is one of those times.

TYPOGRAPHIC
SYSTEM

Klavika is an unadorned, modern and infinitely flexible font family. It's a cross of humanist and geometric influences with allegiances to neither. Crisp and open shapes keep the font legible in small sizes while the straight-sided characters anchor headlines and display work solidly in place.

Numbers, Symbols & Punctuation

1234567890

!@#\$%^&*()_+:"',.

?/\\;™£¢∞•ªº´®~…

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

WHEEL

TYPOGRAPHIC
STYLES

Our typographic styles bring a modern yet reserved look to our communication pieces. Applying them consistently across all mediums is key to maintaining a cohesive brand look. Some lines 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.

Headline Style 1

Lead **KEEP CRANKING**
when the pavement ends.
Klavika Bold sentence case, 50k

Style 2

Lead YOUR NEEDS AREN'T
LESS DEMANDING.
THEY'RE DIFFERENT.
Klavika Bold Caps, 70k

Most headlines will typeset in style 1, with the contrasting case between the first and second lines. If the line is long, break it onto more lines, to keep them short and reading smoothly. When headlines require the emphasis to be on the last line, use headline style 2 (below).

Body Copy

Chevron **Rival®** gives you brake calipers that accept 28c tires. Because dirt roads are roads too. And there's no reason why you shouldn't be able to run a bigger tire and see how far those roads go.
Hero product or tech: Klavika Bold Italic, 70k with ® or ™ (first mention in copy only). Tracking, Set to 20 Klavika Regular Sentence Case, 45k

All body copy is set in Klavika regular, sentence case, with 20pt of tracking. It begins with a chevron, placed two baselines' distance from the first character of the paragraph, size is equal to the body copy cap height.

To calculate headline leading values, determine your desired pt size, then multiply by 110%.

LEAD
110%
of pt size

ex. 24pt type / 26.4pt lead

To calculate body copy leading values, determine your desired pt size, then multiply by 150%.

LEAD
150%
of pt size

ex. 9pt type / 13.5pt lead

TYPOGRAPHIC
STYLES

In situations where you’d like to draw extra attention to a selection of copy or a quote, the callout type style provides contrast and gives our look more range.

Callout Style 1

*Klavika Bold Caps, 70k,
or SRAM process Red*

Lead **THERE IS A
LEVEL WHERE
YOUR EQUIPMENT
MATCHES YOUR
DEDICATION.**

*Klavika Light caps, 50k
or SRAM process Red*

To calculate callout leading values, determine your desired pt size, then multiply by 110%.

LEAD

110%
of pt size

ex. 72pt type / 79.2pt lead

Callout Style 2

*Klavika Light Italic, 70k,
SRAM process Red or K/O*

Hanging quote marks “I’m impressed with improvements made to SRAM components.
Lead The shifting is extremely accurate, dependable and smooth.
I also noticed the braking power.”

Christophe Riblon, AG2R LA MONDIALE

*Klavika Bold Italic, 70k,
SRAM process Red or K/O*

To calculate callout leading values, determine your desired pt size, then multiply by 110%.

LEAD

110%
of pt size

ex. 72pt type / 79.2pt lead

CHARACTER
STYLES

These typographic nuances enhance readability, organize information and give our communications consistency.

RED eTap

Upper case

When referring to RED eTap in body copy, a lower case “e” and a capital “T” is used.

RED eTAP

Lower case

When referring to RED eTap in headlines, a lower case “e” and an upper case “TAP” is used.

new 1x tec

Lower case

When referring to 1x in body copy, a lower case “x” is used.

new Force 1 is

Space

When listing 1x groups in body copy, a space is required between the group name and the 1.

n SRAM p

Upper case

%, TH, ST, and other modifiers in headlines are typeset superscript.

the 15% of

Superscript

%, TH, ST, and other modifiers in headlines are typeset superscript.

the ***Apex*** of

1st mention of hero product or technology

The first mention of hero product/technology in body copy is set bold italic, 70k. All other mentions of products/technologies in body copy are treated with the regular body copy type style.

Chevrons

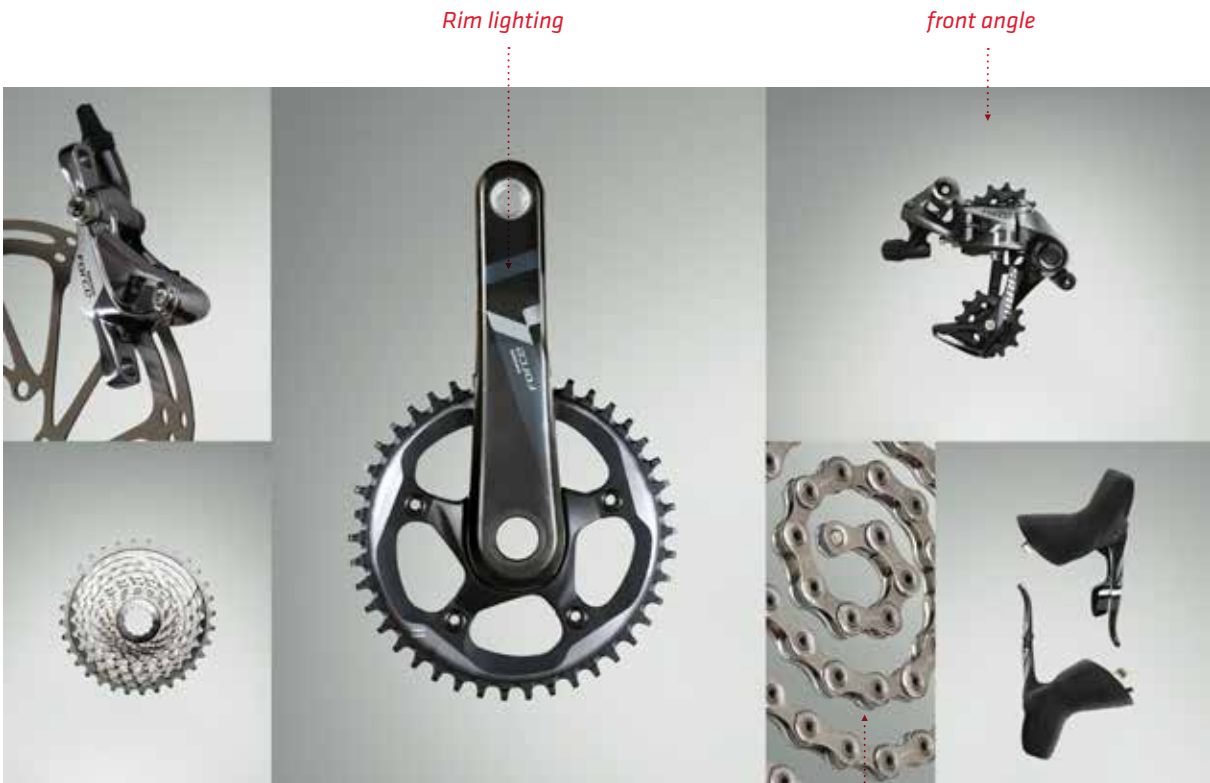


An eye catching, directional design element, chevrons can also be used to help draw attention to your layout, or be used to create more purposeful whitespace.

**PRODUCT
PHOTOGRAPHY**

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

Groupset Lockup



Elements to Shooting SRAM Product

- Rim-lighting of each product accents its silhouette, showing its unique features
- The background studio environment is used for side, and feature angles
- Leave ample clear space to give each part individual attention
- Limit feature angle use to 1-3 per groupset



**PRODUCT
PHOTOGRAPHY**

Product groupings are a great way to heroicize our products, making them look like fine jewelry or high-end watches.

Sample Feature
Product Groupings



Feature angle

Front angle



**PRODUCT
PHOTOGRAPHY**

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



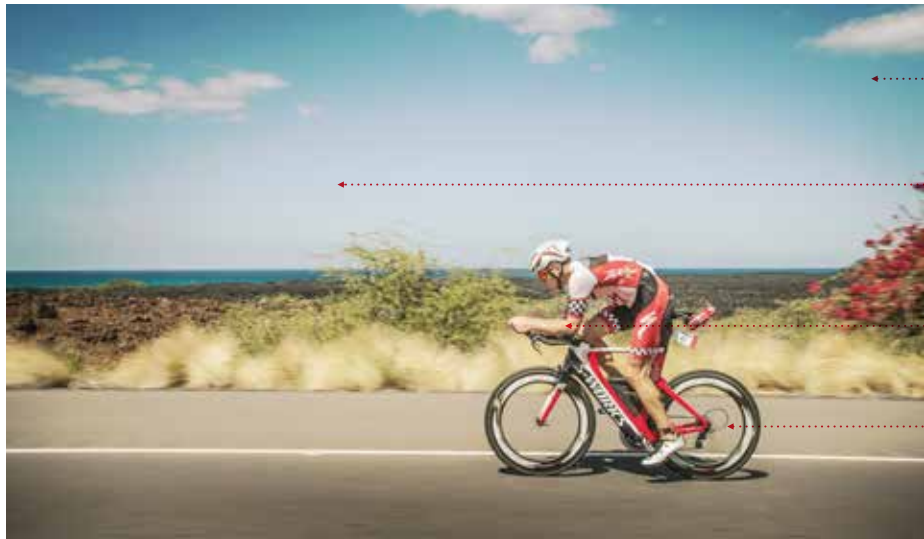
PHOTO COLOR
TREATMENT

Our action, athlete and lifestyle photography each have a specific color look. Below you'll find the aspects that bring it to life.

Warm Colors



Native shot



Subtle vignette

Slight desaturation, with warm color temperature

Skin tones are warm, and desaturated.

Red hits of color remain vibrant

Action Photography



Athlete Photography

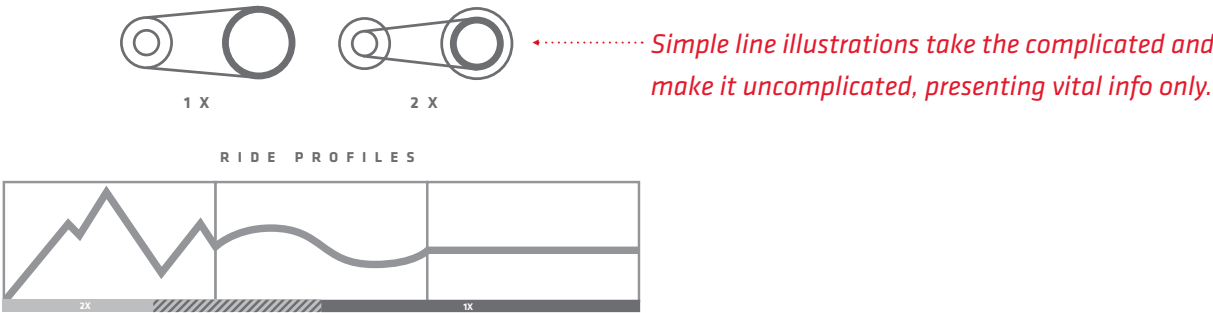


Lifestyle Photography



INFOGRAPHIC
STYLES

Due to the technical nature of our products, it's important to present technical information simply and clearly, so it feels approachable.



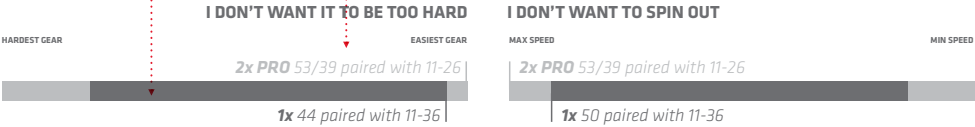
Charts

Titles: Klavika Bold,
Tracking set to 500

1X GEAR SELECTOR (BY GEARING SPEEDS)						
	GEARING FRONT / REAR	CADENCE (RPM)	SPEED (KM H / MPH)	GEARING FRONT / REAR	CADENCE (RPM)	SPEED (KM H / MPH)
HARDEST 2X GEARING	53F/11R	90	54.6/33.9	34F/26R	60	10/6.1
	52F/11R	90	53.6/33.3	36F/26R	60	10.5/6.5
	50F/11R	90	51.5/32	39F/26R	60	11.3/7
HARDEST 1X GEARING	48F/11R	90	49.5/30.7	38F/32R	60	9/5.6
	46F/11R	90	47.4/29.5	40F/32R	60	9.4/5.9
	44F/11R	90	45.3/28.2	42F/32R	60	9.9/6.2
	42F/11R	90	43.3/26.9	44F/32R	60	10.4/6.5
	40F/11R	90	41.2/25.6	46F/32R	60	10.9/6.7
	38F/11R	90	39.2/24.3	48F/32R	60	11.3/7
				50F/32R	60	11.8/7.3
			38F/36R	60	8/5	
			40F/36R	60	8.4/5.2	
			42F/36R	60	8.8/5.5	
			44F/36R	60	9.2/5.7	

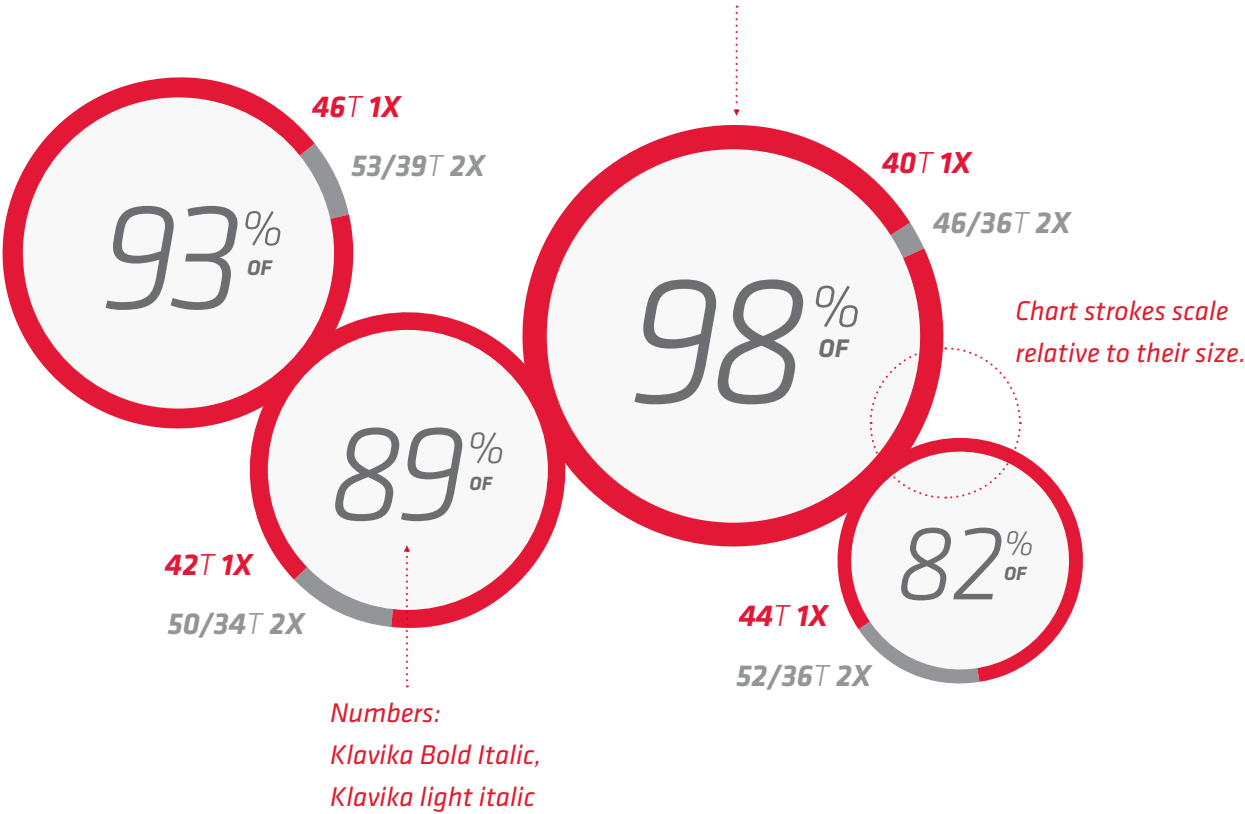
Fields defined by
70k, 50k or 30k

Numbers:
Klavika Bold Italic,
Klavika light italic

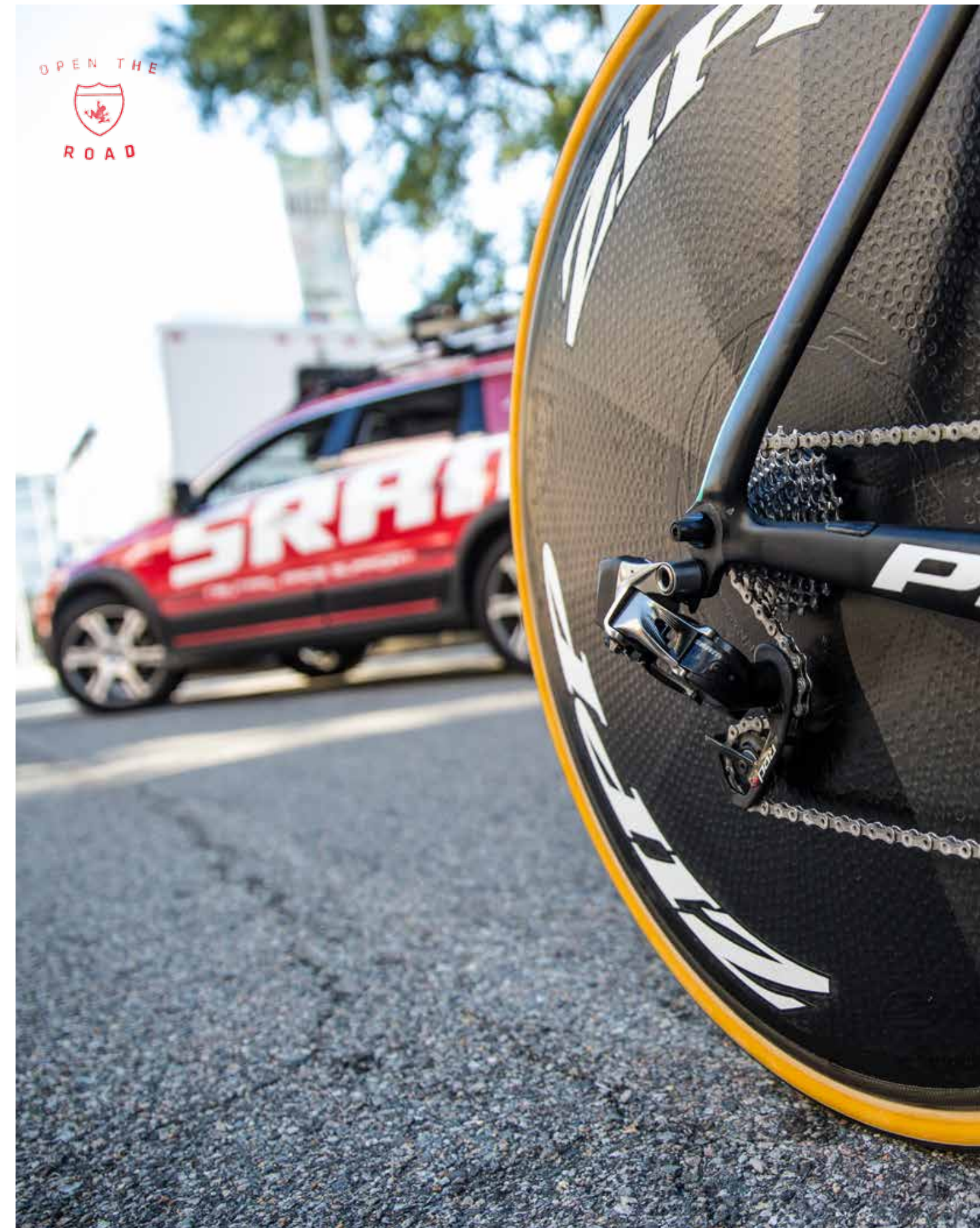


Percentage Charts

Charts are scaled based on
their relative percentages.



DESIGN VOCABULARY



LAYOUT SCHEMATICS

The following layout schematics are guides to creating our brand look for print spreads.

Print Spread

Open the Road stamp K/O lockup

Bleed

Headline Style 1

Body Copy Style 1

SRAM logo aligns with right edge of body copy

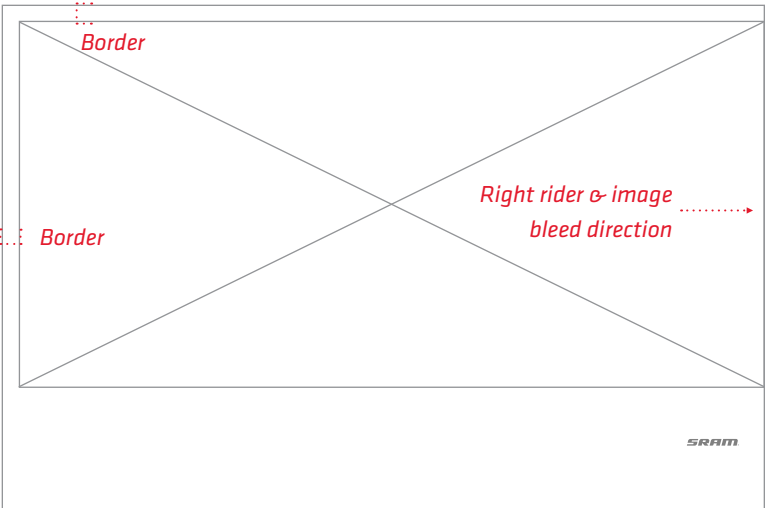
Last line in headline baseline aligns with SRAM logo

YOU'RE CLIMBING HIGHER.
Just nothing stops you.

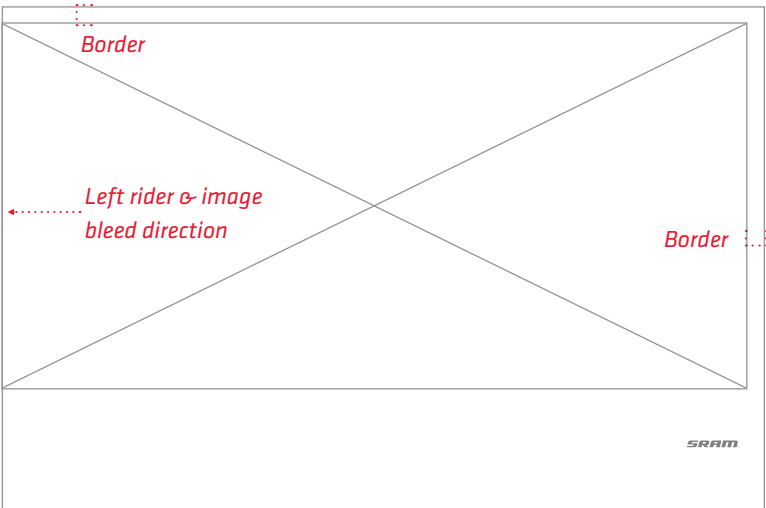
SRAM

SRAM

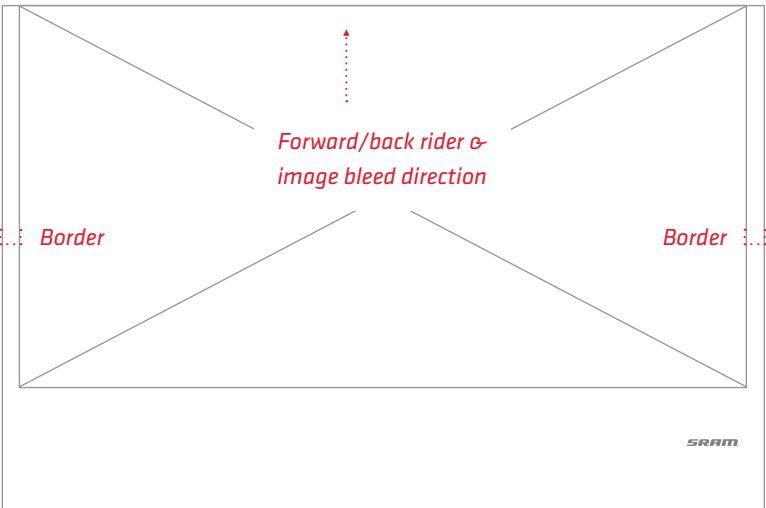
Rider direction RIGHT



Rider direction LEFT



Rider direction FORWARD & BACKWARD



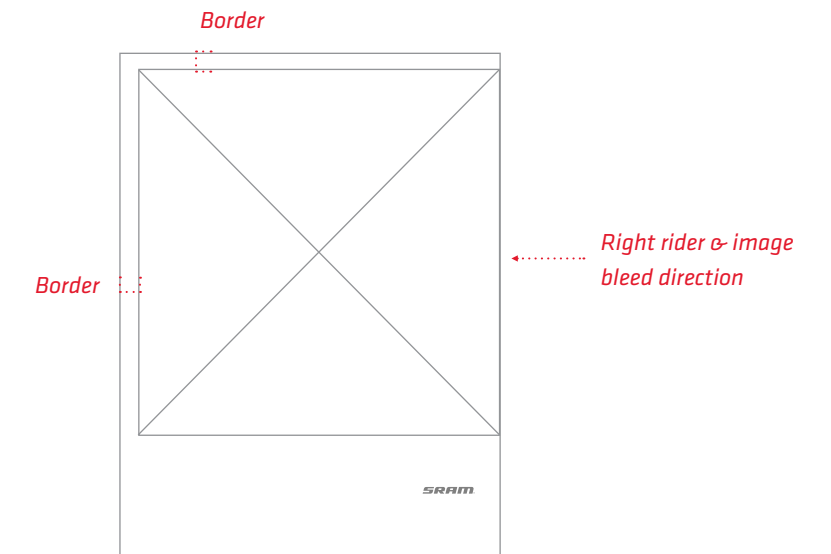
LAYOUT SCHEMATICS

The following layout schematics are guides to creating our brand look for single page print.

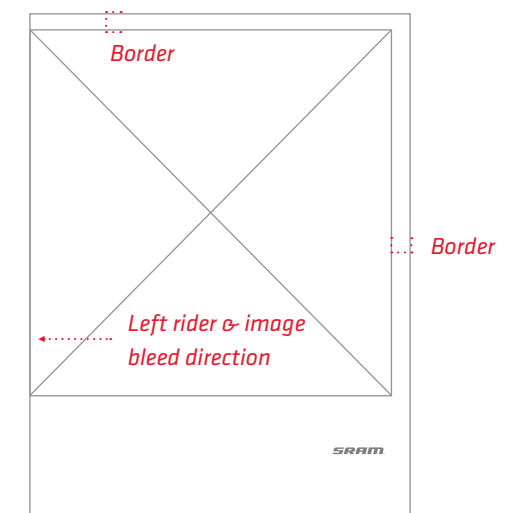
Single Page



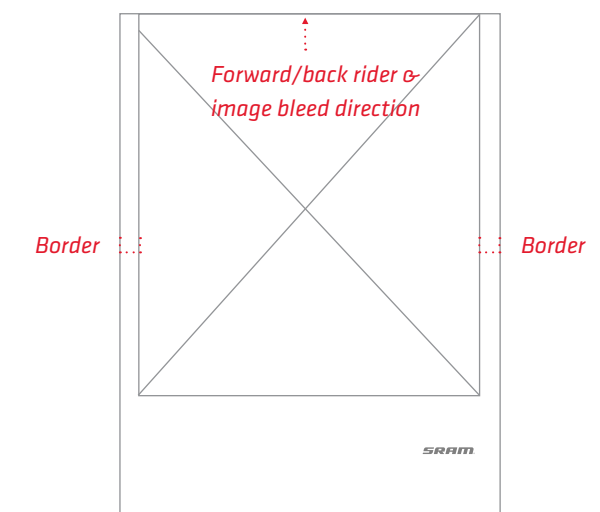
Rider direction
RIGHT



Rider direction
LEFT



Rider direction
FORWARD & BACKWARD



LAYOUT SCHEMATICS

Catalog layouts can vary to accommodate for the various communication needs. From showing product, to delivering key information in charts, to editorial style storytelling.

Catalog Spread

Bleed



Open the Road stamp lockup

Bleed

Callout Style 1

Body Copy Style 1

Bleed

Open the Road stamp lockup

Bleed



Bleed

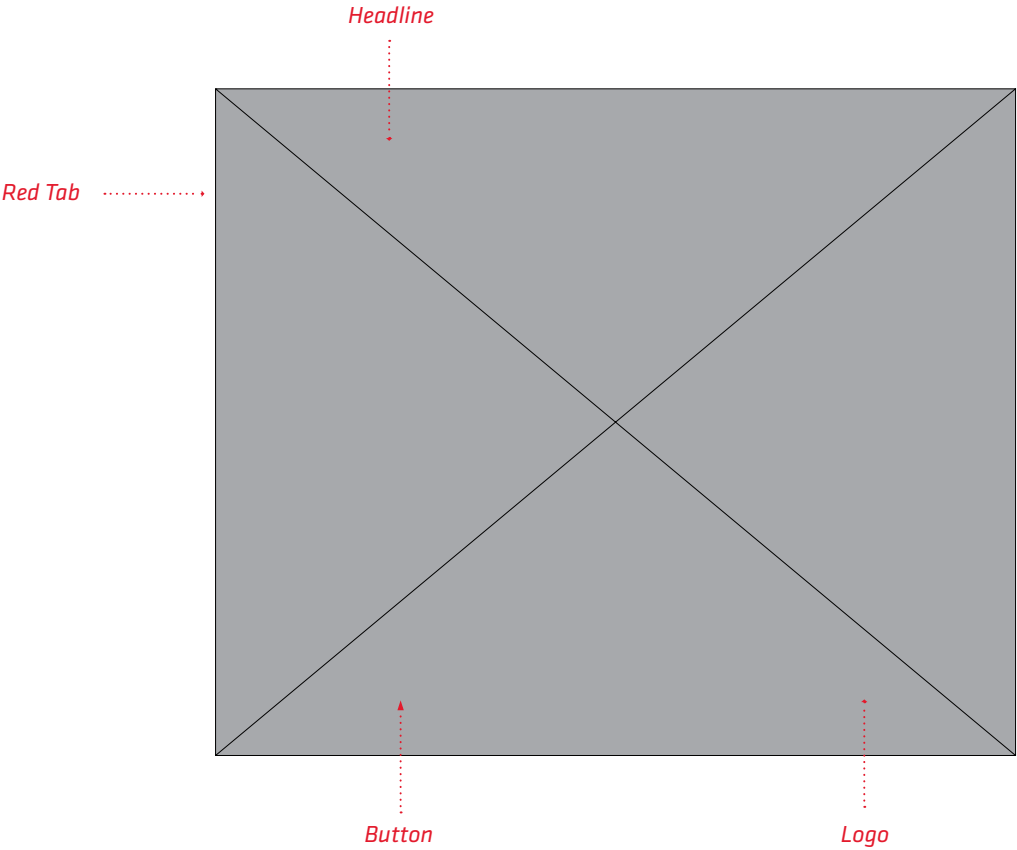
Callout Style 1

Body Copy Style 1

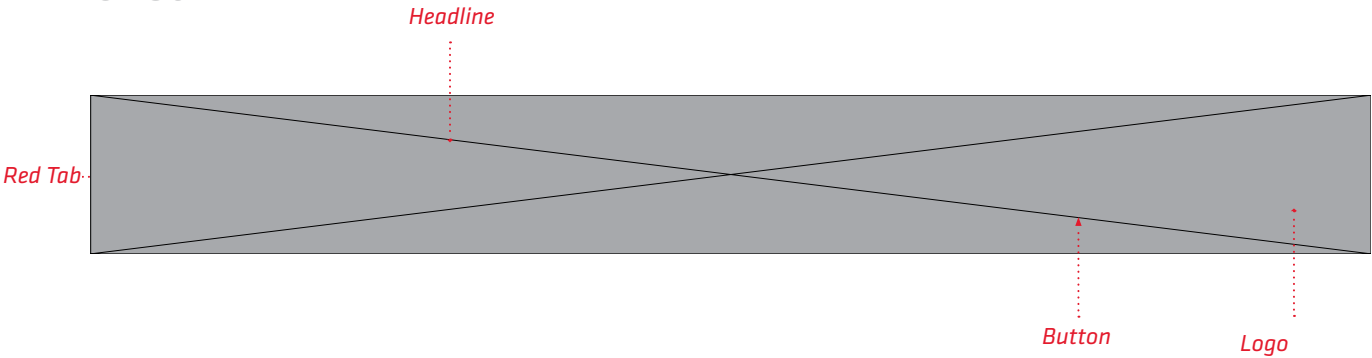
WEB
BANNERS

Our typographic styles and image treatments adapt to the web easily.

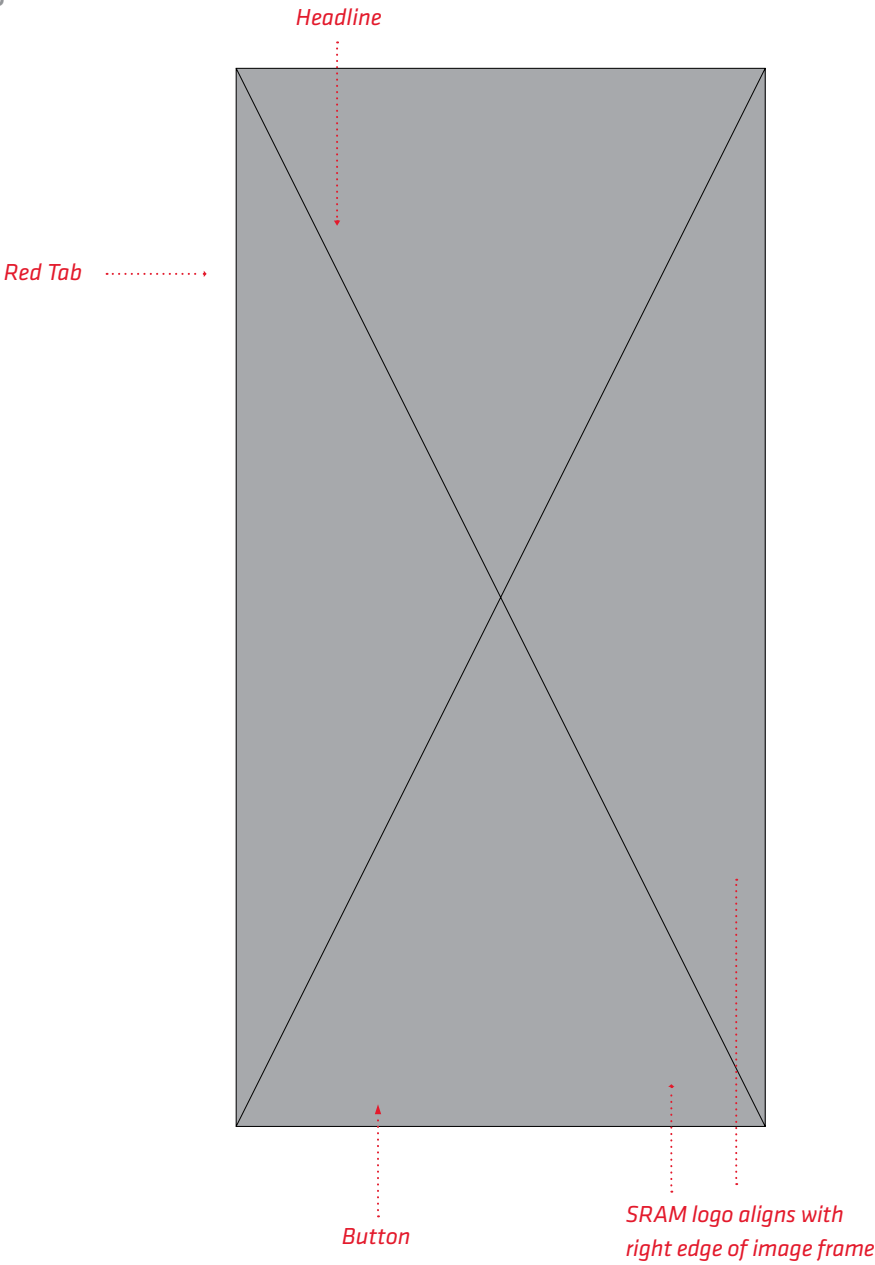
300 x 250



728 x 90

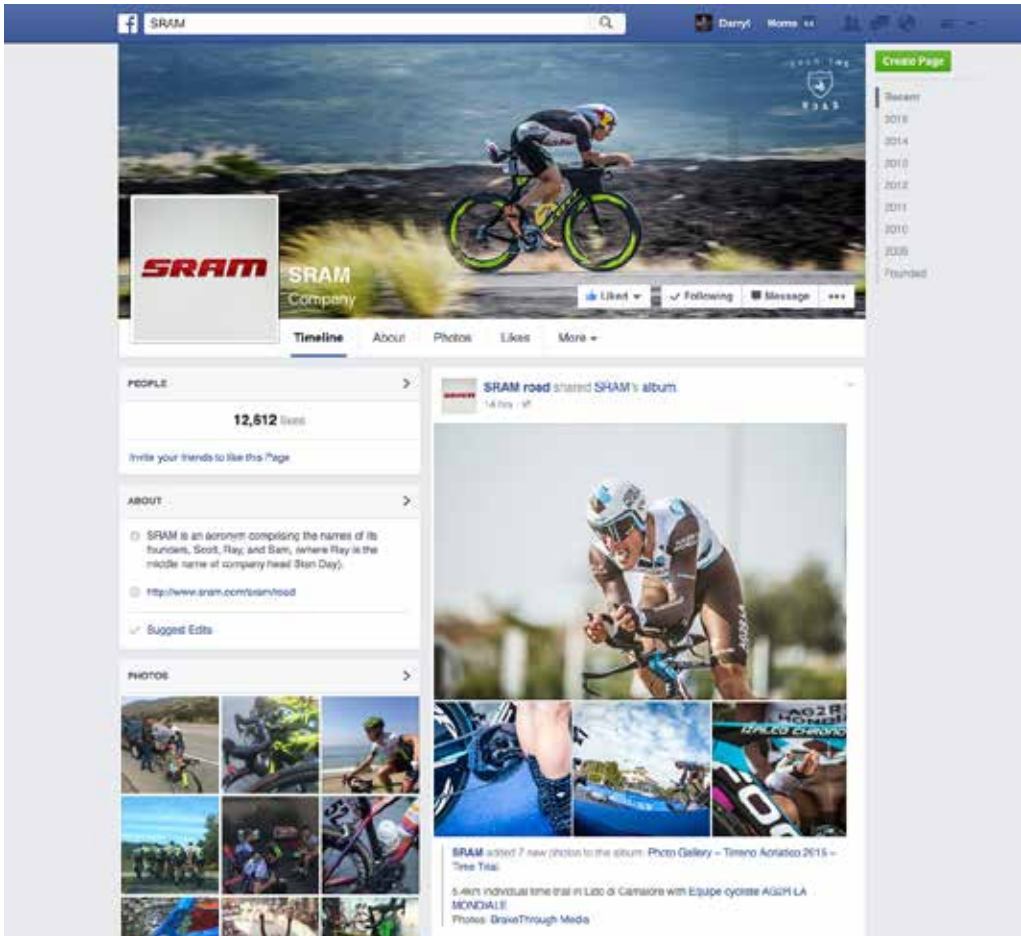


300 x 600



SOCIAL MEDIA
OUTLETS

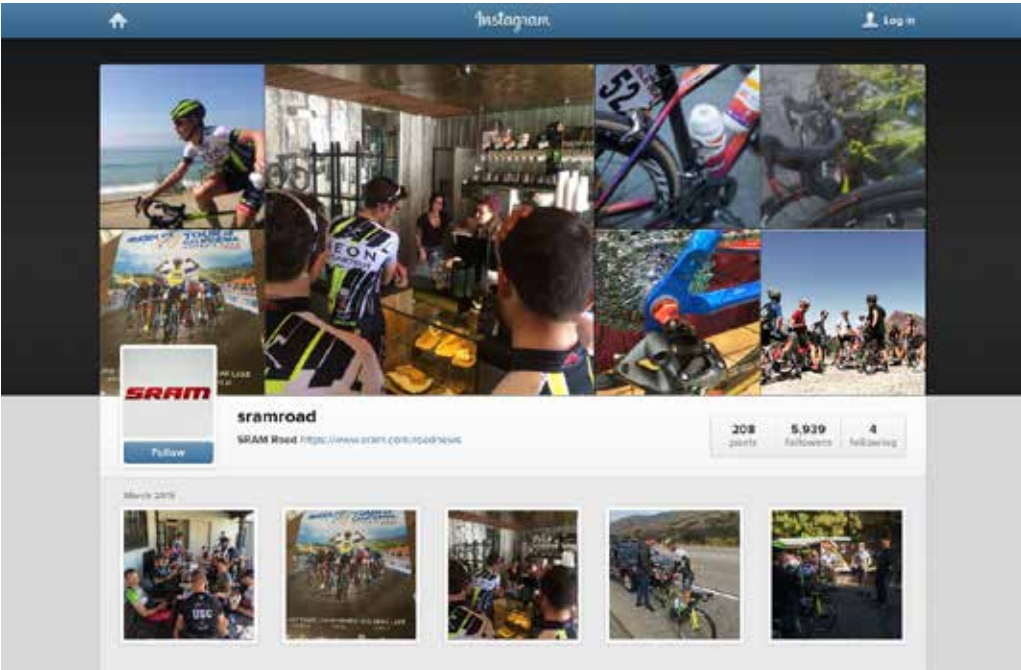
Facebook



Twitter



Instagram



APPLIED ASSETS



BRANDED VEHICLES

Our refined and modern look transfers over to our vehicle graphics, with a dash of speed thrown in.



**BRANDED
EXTENSIONS**

Race pits, water bottles, musette bags and other riding materials all capture the new look and feel.

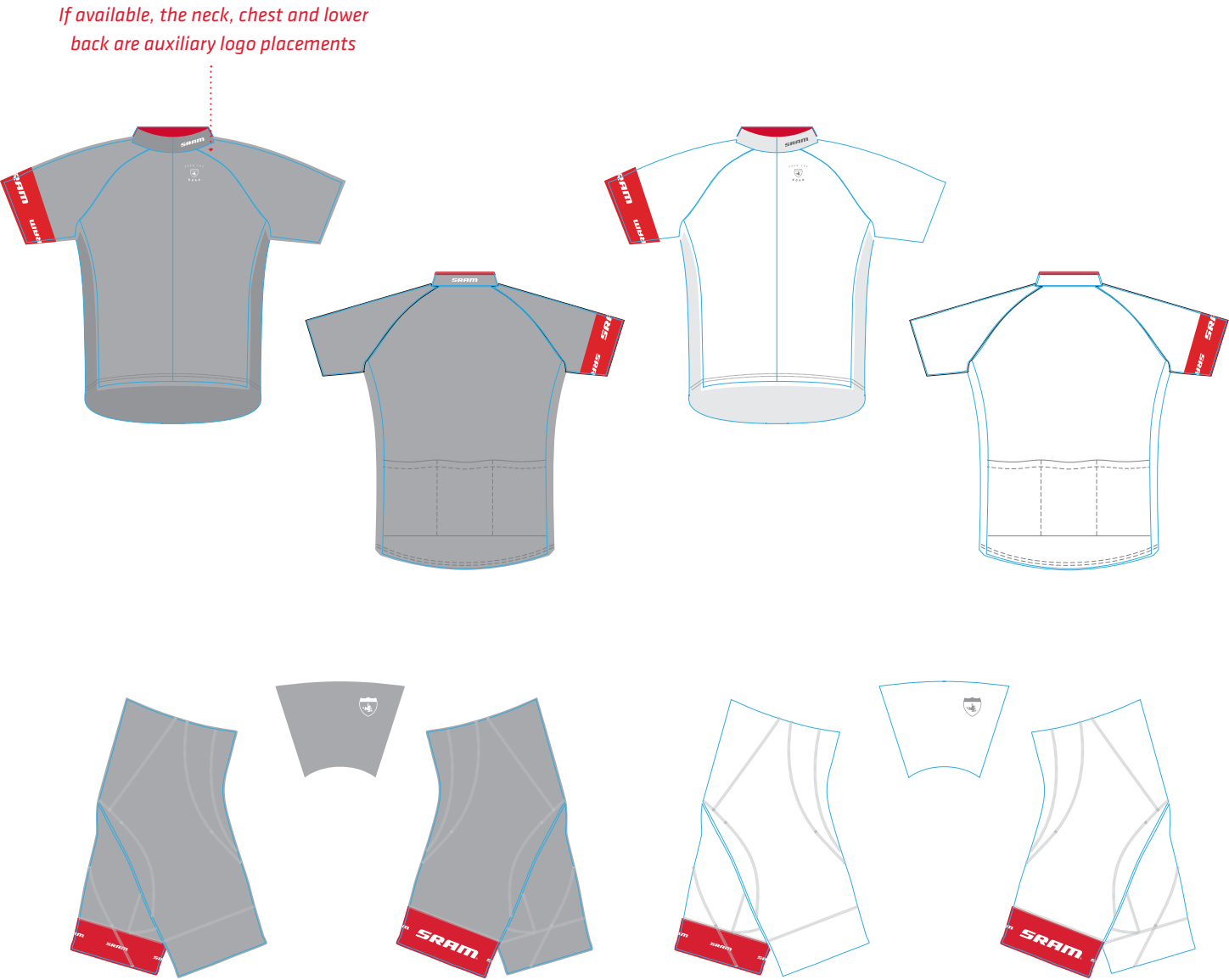


ATHLETE
KITS

Team and individual athlete kits have the SRAM branding applied in areas that support the brand, but don't interfere with the team design aesthetic. Final designs should be reviewed and approved by regional SRAM sponsorship directors.



The right sleeve is where the SRAM logo should always be.



If available, the neck, chest and lower back are auxiliary logo placements

If the left leg is available it's the secondary placement for the SRAM logo.

**BRANDED
EXTENSIONS**

Branded business materials and wearables bring the brand to life inside the boardroom and out in the world.



Wearable Patch



Lapel Pin



PRESENTATION
TEMPLATE

These templates cover the common scenarios that are encountered in product presentations.



Tertiary information,
Klavika Bold Italic Caps

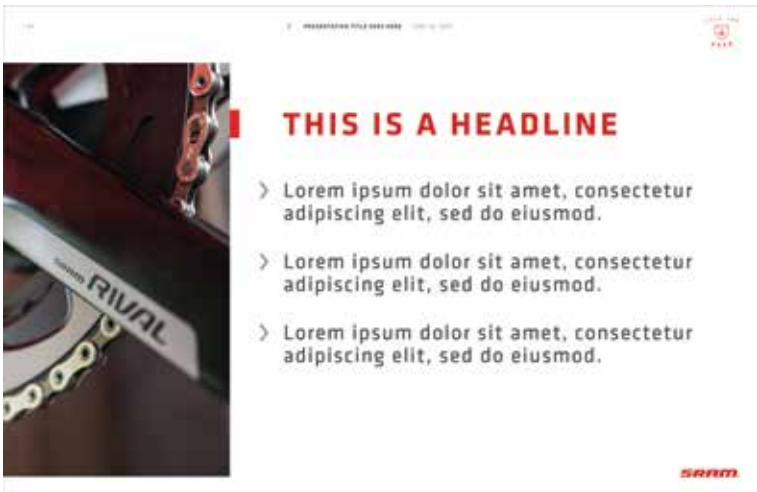
Primary information,
Klavika Bold Caps

Secondary information,
Klavika Regular Sentence case

Other presentation pages



Setup Page



Content Slides



Hero Image Page

VIDEO GRAPHICS
& END TAG

Our videos have consistent type styles for lower thirds and end tag logo sequences.



Tertiary information,
Klavika Bold Italic Caps

Primary information,
Klavika Bold Caps

Secondary information,
Klavika Regular Sentence case

End Sequence



Action from the video



SUPER: OPEN THE ROAD
stamp lockup



LOGO: SRAM
(in hero environment)

BRAND MESSAGING THEMES

SRAM's brand of advancement means taking away what's in the way of the experience. By lowering difficulty. Reducing weight and effort. Eliminating confusion. Becoming the antidote to complexity.

Telling this story is fundamental to our tone. It's our connection opportunity, and allows us to talk about our competitive advantage. One that only we can own, when done right.



**VERBAL
PRINCIPALS**

Our verbal principles describe how we engage with riders. We take an active tone. We avoid straight tech talk. We are approachable, inclusive, and insightful.

HEADLINES

Headlines are where we say a lot by using few words. Our headlines are provocative, and are born out of real rider insights.

PRODUCT & AD BODY COPY

Perhaps the biggest challenge of all is writing body copy that delivers the product and tech benefits, without sounding like ad jargon. The key to writing great copy is to find the insight that connects the product benefit to riders’ needs.

SOCIAL MEDIA

People love fresh information. But not brand propaganda. Find the balance by asking yourself, “is this post engaging enough for people to share?” If so, then post away!

➤ **WE UNDERSTAND THE EMOTION BEHIND WHY PEOPLE RIDE.**
The truth is, the same thing motivates us to create.

Communications must treat people intelligently and respectfully.

Express our vibrancy and relevance by going beyond the obvious.

Limit one message per communication.

Capture riders’ attention by speaking to the emotion that motivates them to ride, race, train, explore, etc.





eTAP MESSAGING

Every so often, a technology comes along that changes the way riders interact with their bicycle. A riding experience so intuitive and responsive, it can become difficult to image riding without it. SRAM RED eTap is a beacon for SRAM road. And it's giving discerning riders and racers a truly unique experience shifting their bicycles - one that actually lives up to the hype.

➤ **WHEN IT COMES TO SHIFTING A BICYCLE,**
This truly changes everything.



At SRAM, we believe the only way to truly drive athletes and their machines forward is through real advancement. And that's the standard we held ourselves to while developing our first electronic shifting system. eTap delivers modern-electronics standards to the unique and demanding act of shifting the two-wheeled, human-powered machine - flawlessly, consistently and under the most demanding and crucial circumstances. Available first on our flagship SRAM RED, not only is eTap 100% wireless, it also incorporates race-car inspired, paddle-style shifting logic. This logic renders it nearly impossible to mistake an upshift for a downshift, and it's a logic never-before possible with wired or mechanical systems. eTap has been rigorously and successfully tested for years on the Pro Tour level. And now, it's ready for the rest of the world. The rest of the world that has been waiting for true advancement.



**1x DRIVETRAIN
MESSAGING**

Advancement means engineering for rider needs as they change, even if it walks all over traditional engineering doctrine along the way. The 1x technologies developed for our mountain division changed the shape of what a drivetrain looks like in the dirt. And, the same drivetrain renaissance is about to happen on the road, exclusively by us. But we understand that not every road application is right for 1x. So here's how we're talking about it, to ensure 2x drivetrains are still a relevant part of our story.

➤ **1x FOR ON ROAD. 1x FOR OFF ROAD.**
Yep. It's 2017. And it's amazing what's possible with 1x.



There really couldn't be a better time to be a road cyclist. Or a backroads gravel adventurer. Or a cyclocross racer. Or a time-trial specialist. Because the definition of "road" is changing. And, thanks largely to our dedicated 1x drivetrain philosophy, what's possible with a single front chainring is changing too. With the advent of ultra-wide-range WiFLi 11-speed cassettes and matching drivetrain componentry, 1x systems (one front chainring with a wide-range rear cogset) for drop-bar cyclists can provide a simpler, lighter and more durable solution. Not to mention an incredible range of gears to tackle an incredible range of terrain – on the bike of your choice.



**HYDRO DISC
MESSAGING**

We believe hydraulic disc brakes on the road are the best way to control speed. No matter what level of rider you are, there simply isn't a better system. While the traditionalists within the cyclosphere can be slow to adopt tech this radical, Hydro disc is the future for us, and the sport.

> UNCONDITIONAL BRAKING.
It's about time.

Every ride is different. Riding conditions are as reliable as the weatherman. And controlling speed is just as important as maximizing it. So, we created hydro disc solutions for riders who don't let circumstance compromise their ride. It's for the commuter who pedals to work rain or shine. It's for the CX athlete competing in the nastiest conditions imaginable. It's for the purist descending thousands of meters of mountain road, reaching absurd speeds. Hydro disc is braking for unconditional riders.



**DOUBLETAP
MESSAGING**

Reducing four shift controls down to two was our first major advancement on the road. And continuing to simplify the shift has been our mission ever since. When it comes to mechanical drivetrains, the tactile feel and instantaneous engagement of DoubleTap shifting logic simply can't be beat.

> **SHIFTING REDEFINED.**
The elegance of DoubleTap.



Shifting should complement the ride experience, not compromise it. Every change of cadence must be natural and easy, with an intuitive feel. DoubleTap completely separates the shift mechanism from the brake lever. So the control that helps drive you forward doesn't have the potential to hold you back. DoubleTap levers are the only shifters that can be pulled closer to the drops, enabling aggressive shifting. Because races, sanctioned or not, are usually decided in the final sprint. Two controls instead of four. Ergonomic shifting in all positions. DoubleTap is shifting refined.



APEX
MESSAGING

When you choose to ride, advancement means having a group that’s always ready. Apex is that group.

While Apex might be the most affordable SRAM group available, it’s purpose-built to meet the needs of riders who’s primary emotive vibe is pleasure.

➤ **WHEN YOU’RE READY TO RIDE,**
you need momentum on your side.

For you, riding is pure joy. It may not be a daily thing, you may not race or see yourself riding a century just yet, but when you want to go for a ride, you need your bike to be ready. Just find it, get on it, and go. So for you, the notion of advancement when it comes to your bike is all about having a group that’s always reliable and ready when you are. A group that holds a tune without finicky maintenance. A group with wide gear ranges so it’s easy to turn the pedals at your pace. A group that makes cycling easier - so you can tune into the experience and build on it. So you can do it again. For the joy of it.

SRAM
APEX



RIVAL
MESSAGING

People who choose Rival may never start a grand tour. But they certainly aren't less than pros. They're finely tuned riders. And Rival is a group that fits 100% of their needs.

➤ **YOUR NEEDS AREN'T LESS DEMANDING,**
they're different.

Why settle for a group that's 75 percent of what the pros ride when there's a new group that gives 100 percent of what you demand? Demands that are different, not less than, the pros'. Demands that change and evolve with your riding and performance, whether you're race ready or adventure ready. The all-new SRAM Rival groupset delivers immense performance across a broad variety of bikes and disciplines. Paved or not. Cyclocross or triathlon. Road racing or uncharted journeys. Rival provides the tools and technology to meet each challenge. You're not a less-than pro. You're a finely tuned rider. Choose the group that fits your needs. 100 percent.

SRAM
RIVAL



FORCE
MESSAGING

Force riders understand they compete against other riders, not their bikes. For them, Force provides everything they need. And nothing they don't.

➤ **HAVING NOTHING BUT WHAT YOU**
need is your biggest need of all.

Riding is not a hobby. For you, it's so much more than that. You shape your life around it. And you make life choices to enable it. You compete with conviction. But you also understand and live by the bigger picture: Riders win races, not bikes. So while you love and admire the machine itself, you understand that it's a vehicle for your pursuit, and not the pursuit itself. For you, advancement means having everything you need. And nothing you don't. This is SRAM Force in a nimble nutshell. Innovative, responsive, race ready. The group designed with a clear and unyielding understanding of what you need to compete, with its priorities set solidly in exactly the right places. Just like you.

SRAM
FORCE



RED MESSAGING

It takes a degree of passion for the sport that can't be faked to fully appreciate SRAM RED. It was created to blur the boundaries between machine and athlete. And its evolution adds to its legacy as the purest groupset for the pursuit of cycling excellence.

> THERE IS A LEVEL WHERE YOUR EQUIPMENT matches your dedication.

“Pro” is a three-letter word used a lot in the cycling world. But some don’t just talk the talk, they walk the walk and know what it means: Operating at the highest level of everything required – Discipline, Dedication, Consistency, Sacrifice. When you’re pro level, riding is more than your life pursuit, it’s your livelihood. So your group has to keep pace. It must extend and enable your own talent and investment. It must be powerful and it must be pure. But it also must be intuitive and simple, because the issues that go hand in hand with complexity can neither be tolerated nor afforded. This is SRAM RED. A group that knows what real advancement means: Leveraging design and innovation without restraint on performance. Building upon a pedigree of success that builds trust you can rely on during your pursuit of excellence. Helping to blur the boundaries between bicycle and athlete.

SRAM
RED



OPEN THE
ROAD

SRAM.



› **QUESTIONS, COMMENTS OR SUGGESTIONS**
can be fielded by kpowlison@sram.com