

SRAM®

This is our logo. It's our signature. It's a badge of honor. We believe our logo is sacred. We ask that you feel the same way. Protect it.

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





Height: 6.5mm | 0.25" in

LOGOS LOCK UP

The proportions of the locked up logos cannot be altered. The order of the logos cannot be changed. When scaling up or down pay attention to these rules.









Full color

One color logo over light background

One color logo over red background

One color logo over dark background

COLOR PALLETE

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



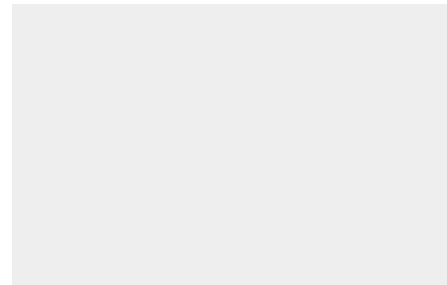
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

MID GRAY



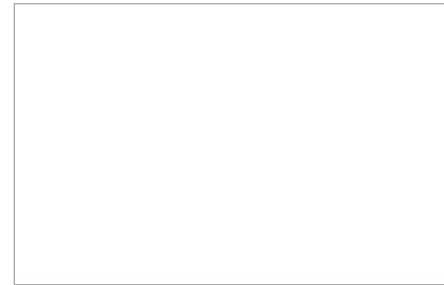
CMYK: 0 / 0 / 0 / 63
RGB: 123 / 124 / 127
HEX: #b82731

LIGHT GRAY



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

WHITE



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

TYPE FACE

The font family, Decima, is the default font for all SRAM 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 for MTB.

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 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

DECIMA PLUS BOLD

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.

