

SPL STYLEGUIDE OVERVIEW

SPL CORE, "KICKER", "JR KICKER", and "LIL' KICKER" STYLEGUIDE

CORE LOGO:



4/c Logo

LOGO VARIANTS:



1/c Black Logo



1/c White Reverse Logo

SECONDARY LOGO:



1/c Black Logo



1/c White Reverse Logo

COLOR USAGE:



C:40 M:2 Y:6 K:0
Web: 92d2e7



C:100 M:47 Y:0 K:0
Web: 0075bf



C:100 M:86 Y:0 K:18
Web: 143986



PMS 3005 C
C:100 M:34 Y:0 K:0
Web: 0084cb



C:64 M:27 Y:0 K:0
Web: 49c2c4



C:100 M:20 Y:35 K:44
Web: 005f6b



C:100 M:30 Y:30 K:75
Web: 003241

Older brand packaging styles may still be in circulation in stores and online.

Product Name
Veneer TwoRegular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
- = + , . ; ! ? @ # [] ' " ' "

Product Description
Bernina Sans Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 - = + , . ; ! ? @ # [] ' " ' "

Product Headline:
Bernina Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 - = + , . ; ! ? @ # [] ' " ' "

FONTS:

Body Copy:
Bernina Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 - = + , . ; ! ? @ # [] ' " ' "

Legal Type:
Neue Haas Unica W1G Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 - = + , . ; ! ? @ # [] ' " ' "

Packaging Style:

- All logos are 4/c where possible
- All images are 4/c
- Secondary logos are used for silkscreen on drumheads
- All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box

STYLE:



SPL STYLEGUIDE OVERVIEW

SPL STYLEGUIDE for "VELOCITY"

CORE LOGO:



1/c White Reverse Logo

LOGO VARIANTS:








Logo for Hardware Stamping & Packaging

SECONDARY LOGO:



1/c Black Logo

COLOR USAGE:

| | | |
|--|---|--|
|  C:30 M:20 Y:20 K:100 Web: 090a0f |  C:68 M:59 Y:53 K:20 Web: 595c61 |  C:16 M:32 Y:82 K:6 Web: cca249 |
|  C:0 M:0 Y:0 K:100 Web: 000000 |  PMS 108 C | |

Older brand packaging styles may still be in circulation in stores and online.

FONTS:

Product Model Name
 Dharma Gothic E Bold
 (Vertical scale: 72%,
 Tracking: 25)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890-+=,.;!?'@#[]'"

Product Description
 Dharma Gothic E Bold
 (Vertical scale: 72%,
 Tracking: 25)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890-+=,.;!?'@#[]'"

Body/Bullet Copy:
 Dharma Gothic E Regular
 (Vertical Scale: 90,
 Horizontal Scale: 105,
 Tracking: 25)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 -+=,.;!?'@#[]'"

Legal Type:
 Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 -+=,.;!?'@#[]'"

STYLE:

- Packaging Style:**
- All logos are 4/c where possible
 - All images are 4/c
 - Extended tail "S" outlined on packaging
 - All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box

