

# **VANCE HINES**

## **STYLE GUIDE**

# INTRODUCTION

The Vance & Hines brand is designed around the timeless concept of performance. This message is carried through all mediums that Vance & Hines uses in a way to ensure that each and every customer knows that they have chosen the best in the industry. Some of the tirelessly designed brand elements include: the Vance & Hines Outline and Solid logo, as well as the Fuelpak logo.

Vance & Hines is an American motorcycle racing company that produces aftermarket exhaust, fuel management, and air intake systems both for racing and street applications. The company was founded in 1979 by racer Terry Vance and engine builder Byron Hines as their own attempt at the motorcycle industry. The company has since grown due to their success to over 400 employees between the Santa Fe Springs, California and Brownsburg, Indiana and has become one of the largest manufacturers of motorcycle exhausts in the world.

Vance & Hines has a presence in the Pro Stock motorcycle class in the NHRA (National Hot Rod Association), as well as the Harley-Davidson Factory Race Team in the American Flat Track. The company began with racing, however, it also produces some of the highest quality aftermarket products as well. While Harley-Davidson is a large part of its product line, there are also systems available for Metric and Sport applications. There are a wide variety of slip-on exhausts, headers, and full exhaust kits for a wider variety of different motorcycles. From its unparalleled exhaust systems, to its fuel management and air intake products, Vance & Hines continues to take quality and performance to new levels on and off the track.

Vance & Hines is dedicated to the industry and innovation, and proper use of the brand elements is important to reflect this.

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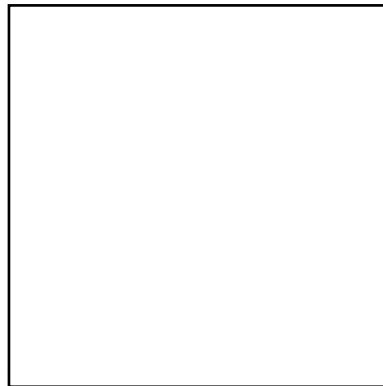
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# PRIMARY COLOR PALETTE

Please use the color palette exactly as instructed in this guide to achieve maximum effectiveness and consistency.  
Any alterations to the colors instructed for use is not allowed and is a violation of the guide.



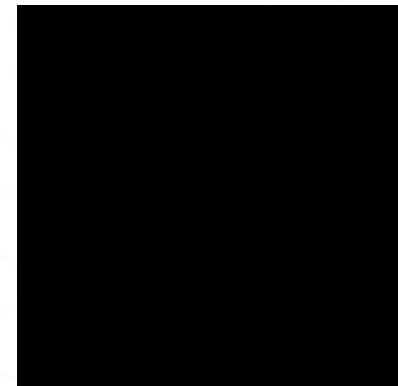
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**M** = 100  
**Y** = 90  
**K** = 10



**C** = 0  
**M** = 0  
**Y** = 0  
**K** = 0



**C** = 0  
**M** = 0  
**Y** = 0  
**K** = 50



**C** = 60  
**M** = 40  
**Y** = 40  
**K** = 100

# Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*().,:;/?><":

# Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*().,:;/?><":

# OUTLINE LOGO

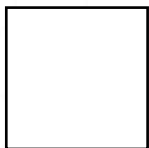
The Vance & Hines Outline black and white logo must be used in its entirety. Any incorrect use of the logo can compromise its effectiveness. This means there should be no change made at all to the Vance & Hines Outline logo without permission from Vance & Hines. The examples of misuse shown are only a small portion of what could be considered misuse of the logo.

To ensure that the logo is not misused and reproduction is consistent, always use approved digital artwork provided by Vance & Hines or a designated representative.

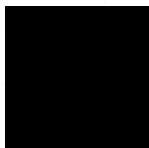
## CORRECT USAGE:



## INCORRECT USAGE:



C = 0  
M = 0  
Y = 0  
K = 0

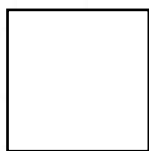


C = 60  
M = 40  
Y = 40  
K = 100

# SOLID LOGO

Vance & Hines' Solid logo uses a single color palette at one given time with the possibility of three different colors. It is important to limit color choice to the four designated in this guide. Care should be taken in choosing a color combination, as a dark logo color should not be used on a dark background and a light color should not be used on a light background. The examples of misuse shown are only a small portion of what could be considered misuse of the logo.

To ensure that the logo is not misused and reproduction is consistent, always use approved digital artwork provided by Vance & Hines or a designated representative.



C = 0  
M = 0  
Y = 0  
K = 0



C = 15  
M = 100  
Y = 90  
K = 10



C = 60  
M = 40  
Y = 40  
K = 100

## CORRECT USAGE:



## INCORRECT USAGE:



Do Not Light Logo on Light Background



Do Not Stretch Horizontally



Do Not Dark Logo on Dark Background



Do Not Stretch Vertically



Do Not Change Colors



Do Not Crowd Logo

# FUELPAK LOGO

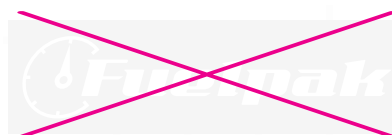
The Vance & Hines Fuelpak logo must be used in its entirety. Any incorrect use of the logo can compromise its effectiveness. This means there should be no change made at all to the Fuelpak logo without permission from Vance & Hines. The examples of misuse shown are only a small portion of what could be considered misuse of the logo.

To ensure that the logo is not misused and reproduction is consistent, always use approved digital artwork provided by Vance & Hines or a designated representative.

## CORRECT USAGE:



## INCORRECT USAGE:



Do Not Light Logo on Light Background



Do Not Stretch Horizontally



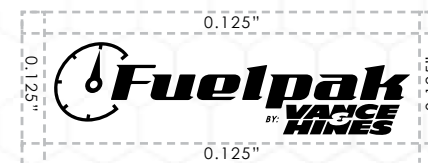
Do Not Dark Logo on Dark Background



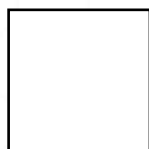
Do Not Stretch Vertically



Do Not Change Colors



Do Not Crowd Logo



C = 0  
M = 0  
Y = 0  
K = 0



C = 60  
M = 40  
Y = 40  
K = 100

# FUELPAK LOGO

The Vance & Hines Fuelpak logo must be used in its entirety. Any incorrect use of the logo can compromise its effectiveness. This means there should be no change made at all to the Fuelpak logo without permission from Vance & Hines. The examples of misuse shown are only a small portion of what could be considered misuse of the logo.

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## CORRECT USAGE:



## INCORRECT USAGE:



Do Not Light Logo on Light Background



Do Not Stretch Horizontally



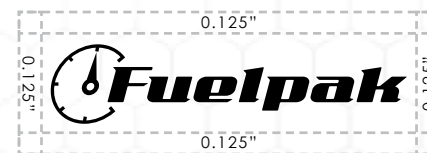
Do Not Dark Logo on Dark Background



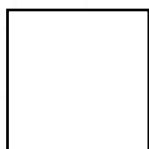
Do Not Stretch Vertically



Do Not Change Colors



Do Not Crowd Logo



C = 0  
M = 0  
Y = 0  
K = 0



C = 60  
M = 40  
Y = 40  
K = 100



# VO2 AIR INTAKE LOGO

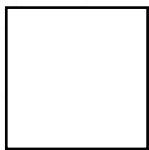
The Vance & Hines VO2 Air Intake logo must be used in its entirety. Any incorrect use of the logo can compromise its effectiveness. This means there should be no change made at all to the Vance & Hines VO2 Air Intake logo without permission from Vance & Hines. The examples of misuse shown are only a small portion of what could be considered misuse of the logo.

To ensure that the logo is not misused and reproduction is consistent, always use approved digital artwork provided by Vance & Hines or a designated representative.

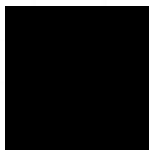
## CORRECT USAGE:



## INCORRECT USAGE:



C = 0  
M = 0  
Y = 0  
K = 0



C = 60  
M = 40  
Y = 40  
K = 100

# VANCE & HINES LOGO USE

The use of the Vance & Hines, VO2 Air Intake and Fuelpak logos in any form are limited to the constraints laid out in this guide. If you are uncertain if you are permitted to use any of the Vance & Hines brand elements please contact a Vance & Hines representative before proceeding with the use of any brand element associated with Vance & Hines.

As an officially licensed user of all Vance & Hines brand elements, you are required to comply with the Vance & Hines branding guidelines in its entirety. It is very important that any personnel you have appointed to produce any promotional material with the Vance & Hines name be familiar with these guidelines and follow them in a proper and consistent fashion.

If you have any questions about the guidelines for the use of the brand elements or need any additional information, please contact Vance & Hines by sending an email to: **[marketing@vanceandhines.com](mailto:marketing@vanceandhines.com)**

or by mail:

**Vance and Hines  
13861 Rosecrans Ave.  
Santa Fe Springs, CA 90670**

**PH: (562) 921-7461**

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