HERCULES TIRES

Ride on our strength.

Brand Guide Book

RENEWED BRAND IDENTITY

HERCULES TIRES
Ride on our strength.

Brand Identity

Our identity is rooted in the strength and high-quality of our products, as well as the category expertise. Our identity is confident and empowering which accurately reflects our tone and our offering. Our brand icon—a personification of

Strongman—is unique and ownable. With it, we establish ourselves as a passionate, dependable partner that our customers trust for them to blaze a better trail forward.

HERCULES TIRES

Ride on our strength.

HERCULES TIRES
Ride on our strength.

Primary Lockup

Our primary identity is to be used over our secondary identity and wordmark lockups whenever space, size, and legibility permit. Maintaining this version for primary use ensures brand consistency, recognition, and maximum impact out in the world.

1.25" W MINIMUM

CLEAR SPACE & MINIMUM SIZE

The safe area surrounding the primary identity is determined by the height of the cap height of the "H" in the wordmark; horizontal clear space is established from the outermost corners of the italicized "H" and "S," and vertically from the top of the brand icon and the baseline of the brand tagline.

The primary identity should never appear smaller than 1.25" W in order to maintain

COLOR APPLICATIONS

01 The ASPHALT version of the secondary identity is to be used on a POWDER COAT field or over light imagery where contrast is sufficient.

02 The POWDER COAT version of the secondary identity is to be used on an ASPHALT field or over dark imagery where contrast is sufficient.

03 Knockout versions of our secondary identity are available for use in applications where production limits or restricts colors.

HERCULES TIRES
Ride on our strength.

Usage Rules

To best represent our brand, it is important to apply and adhere to the following usage guidelines for our primary, secondary, and wordmark lockups. These rules have been established to maintain our brand's integrity, ensuring that we represent ourselves consistently across a variety of creative applications.

01

02

03

04

05

06

07

08

09

DO NOT...

01 Apply drop shadows or any other stylistic effects to the logo.

02 Change the opacity of the logo.

03 Warp or distort the logo in any way.

04 Rotate the logo.

05 Remove elements from the logo.

06 Scale or change relationships between elements in the logo.

07 Recreate, manipulate, or replace any of the logo's typographic elements.

08 Outline any elements of the logo.

09 Change the logo's colors outside of previously specified treatments.

Secondary Lockup

Our secondary identity reconfigures the primary lockup by repositioning the icon next to the Hercules wordmark to accommodate height restrictions. This lockup has been established as secondary as we'd always prefer that the brand's icon and wordmark hold equal weighting.

1.35" W MINIMUM

01

01

02

02

03

03

WHEN TO USE THE SECONDARY ID

This lockup should be used very seldomly over what we've established as our primary identity. The secondary identity should only be employed in applications where there are vertical restrictions that requires a shorter height for the identity.

CLEAR SPACE & MINIMUM SIZE

Horizontal clear space is established from the outermost corners of the brand icon and italicized "H" and "S," and vertically from the top to baseline of the brand icon.

The secondary identity should never appear smaller than 1.35" W in order to maintain the legibility of the tagline.

COLOR APPLICATIONS

01 The ASPHALT version of the secondary identity is to be used on a POWDER COAT field or over light imagery where contrast is sufficient.

02 The POWDER COAT version of the secondary identity is to be used on an ASPHALT field or over dark imagery where contrast is sufficient.

03 Knockout versions of our secondary identity are available for use in applications where production limits or restricts colors.

HERCULES TIRES
Ride on our strength.

Brand Icon

Our brand Icon is a graphic personification of our brand's position as the hardworking, trusted, and knowledgeable craftsman of high-quality affordable products. Its elements complement our wordmark's architecture, inheriting the clear space and angles of the characters in our identity. The brand icon is permitted to appear in isolation or be used in support of our wordmark lockups. To maintain the legibility of its details, the brand icon should never appear smaller than 0.7" H.

0.7" H
MINIMUM

HERCULES TIRES
Ride on our strength.

Wordmark Lockup

Our highly legible wordmark can stand its own ground while still conveying the smart and effective tone of the brand. We've established two versions of the wordmark reflecting vertical (primary use) and horizontal (secondary) tagline placements.

PRIMARY WORDMARK LOCKUP:

HERCULES TIRES
Ride on our strength.

HERCULES TIRES
Ride on our strength.

1.25" W MINIMUM

SECONDARY WORDMARK LOCKUP:

HERCULES TIRES
Ride on our strength.

HERCULES TIRES
Ride on our strength.

1.35" W MINIMUM

HERCULES TIRES
Ride on our strength.

**PRIMARY VS SECONDARY
WORDMARK USE**

The primary wordmark lockup reflects the tagline lockup in both our primary and secondary brand identities and should be used whenever possible. The secondary wordmark lockup should only be employed in instances where height is restricted.

CLEAR SPACE & MINIMUM SIZE

For both of the lockups, clear space is established using the cap height of the "H" from the outermost bounding edges of the brand name and tagline.

The primary wordmark lockup should never appear smaller than 1.25" W, and 1.35" W for the secondary wordmark lockup, in order to maintain the legibility of the tagline.

COLOR APPLICATIONS

The ASPHALT version of the wordmarks are to be used on a POWDER COAT / OFF WHITE field or over light imagery where contrast is sufficient.

The POWDER COAT version of the wordmarks are to be used on an ASPHALT field or over dark imagery where contrast is sufficient.

Knockout versions of our wordmarks are available for use in applications where production limits or restricts colors.

Color Palette

Our brand palette is inspired by rich palette that includes a less saturated brand red, supported by natural tones. Think of our palette as our topcoat options—adhering to these reproduction values guarantees consistency across our brand expressions out in the world.

RUSSET RED
PMS 484 C

8 92 100 33
CMYK

157 53 45
RGB

#9D352D
HTML / HEX

TERRAIN
PMS 465 C

0 18 51 27
CMYK

184, 156, 99
RGB

#B89C63
HTML / HEX

SUNLIGHT
PMS 135 C

0 21 76 0
CMYK

250 190 85
RGB

#FABE55
HTML / HEX

OFF WHITE
PURE

0 0 0 0
CMYK

245 247 245
RGB

#F5F7F5
HTML / HEX

SLATE
PMS 7527 C

3 4 14 8
CMYK

197 197 188
RGB

#C5C5BC
HTML / HEX

ASPHALT
419 C

86 70 69 95
CMYK

33 33 33
RGB

#212121
HTML / HEX

POWDER COAT
WHITE

0 0 0 0
CMYK

255 255 255
RGB

#FFFFFF
HTML / HEX

HERCULES TIRES
Ride on our strength.

Typography

Our typefaces help reinforce the tone of our brand. We've established a type kit comprised of a primary typeface that can be mixed to create dynamic layouts with a clear copy hierarchy. Using our typefaces will ensure communication consistency. Do not use any unapproved typefaces, nor weights or widths that have not been specified.

Kumbh Sans

Kumbh Sans Regular   KUMBH SANS REGULAR

Kumbh Sans Medium   KUMBH SANS MEDIUM

Kumbh Sans SemiBold   **KUMBH SANS SEMIBOLD**

Kumbh Sans Bold   **KUMBH SANS BOLD**

Kumbh Sans Extra Bold   **KUMBH SANS EXTRA BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % & * ( ) ?

PRIMARY TYPEFACE

Kumbh Sans is a versatile typeface that is slightly squared, contemporary, simplistic, and optimized for the screen making it easily adaptable to different contexts without losing any clarity in translation. We utilize five out of the eight weights (Regular, Medium, SemiBold, Bold, and ExtraBold).

USE OF ITALICS

Italics complement the forward motion in our logo and can be employed to create areas of emphasis within our copy hierarchy.

WHERE TO DOWNLOAD

Kumbh Sans is provided through Google fonts. For more information, please go to their site to review terms of usage and how to download the font.

https://fonts.google.com/specimen/Kumbh+Sans

HERCULES TIRES
Ride on our strength.

Photography

Our expertise should radiate from every angle, including our imagery. Our photography style is a curation of imagery that illustrates our brand's boldness and strength while maintaining an air of approachability and warmth. In addition to content, the color and tone of our imagery is highly considered and always a strong reflection of our brand palette. Please adhere to the following key aspects of our product, scene, and lifestyle photography aesthetic.

Images are unlicensed and required purchase for use.
Used for directional purposes only.
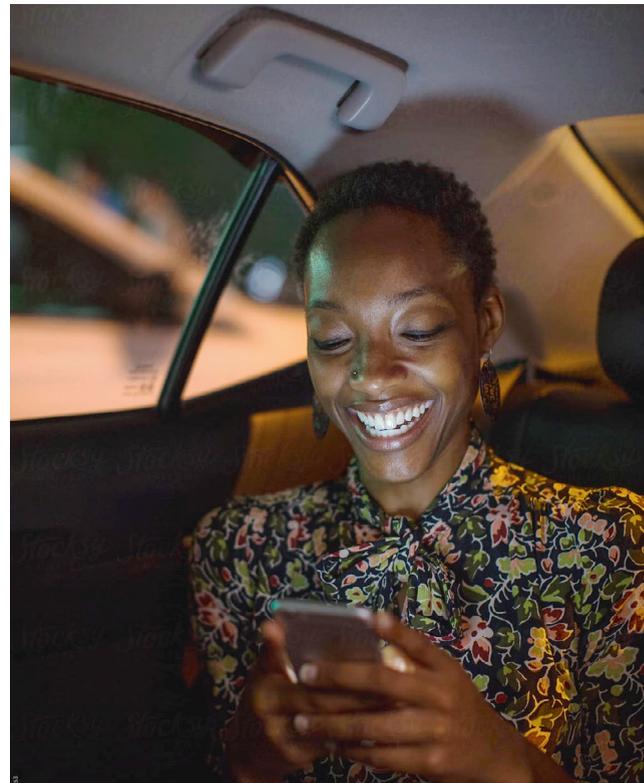
PRODUCT

Detail product shots should use a short depth of field, highlighting clear, sharp focal points. Light helps to call attention to details .

For use in sales materials, isolated product side- tread- and three-quarter views should maintain a high contrast and dramatic cast shadows for dynamic yet flexible placement on both light and dark backgrounds.

VEHICLES & ENVIRONMENTS

We like to bring our brand's TERRAIN and SLATE accent color into all of our vehicle shots—lit by the natural lighting and soft ambient rays, vehicles and their reflective details shines softly against vast terrains and warm atmospheric skies. Maintain a high contrast and deep shadows to emphasize depth of fields. A variety of mid-range vehicle makes and models should be featured in our scenic photography in order to best represent the needs of all everyday drivers.

LIFESTYLE IMAGERY

From the people to places, our photography captures a collection of moments and emotions using a wide depth of field, highlighting clear, sharp focal points. Scenes should depict candid, authentic moments of a culturally and gender-diverse group of people experiencing daily enjoyment in relatable situations and places. These hero shots illustrated strength through bright lighting and high contrast mixed with warm undertones and rich details. All compositions should reflect our brand color palette.

Applications

Concepts do not reflect final art. Used for directional purposes only.

Powered to perform.

HERCULES TIRES
Ride on our strength.

HERCULES TIRES

Ride on our strength.