



IRONMAN

TIRES TO TRUST

Brand Guide Book

Introducing Ironman

INTRODUCING
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To our customers, Ironman is
the Savvy¹, Trusted² Everyman³—
 the **no second guessing**
 way to get back on the road.

We make it fast and easy for our customers—providing reliable, high-quality tires they can trust without breaking the bank. With our expertise, helpful attitude and no-nonsense approach, we keep our customers moving. While Ironman speaks to the common driver, there's nothing common about our quality or knowledge.

We're always happy to recommend what's best for you without pretense and make the process of choosing the right tires a no-brainer. We are always in stock and available everywhere—whenever you need us. As a service-minded ally, we ensure that you're always going home with the ease that you've made the right decision—for your vehicle and your wallet. It's that simple.

- 01 Sharp, perceptive, and intelligent.
- 02 Reliable, dependable, and accountable.
- 03 Approachable, familiar, and available.

Voice & Tone

We speak to the everyman, so our voice is clear, direct and real but never cold or disengaged. We put our customers at ease, always ensuring that we distill complex information into familiar language that they can understand and feel

confident. Since we provide a no-frills product, our language is just as straightforward. Our language helps customers feel good about getting back on the road without worry. Our voice is a mix of smarts, simplicity and sharpness.

WE ARE...

Direct

Knowledgeable

Approachable

Sharp

Confident

Simple

Reliable

BUT NEVER

Emotionless

Complex

Jolly

Intense

Pretentious

Dull

Pushy

Voice & Tone

If our voice is what we say, then our tone is how we say it. Our tone is approachable and genuine—our customers feel comfortable when they come to us. We are a reliable and trusted partner they can count on. We're never over-the-top or "car obsessed."

Ironman speaks to the common driver without using overly inaccessible technical language. Instead, our tone is honest, helpful and cool without being pretentious. We're purposeful and casual in the way we describe our services and products.

WE SAY...

"We deliver high-quality tires you can trust, so you can get back on the road without breaking the bank."

"Not sure where to start? We can help."

"Tires must be replaced when the tread is worn down to 2/32 of an inch in order to prevent skidding on dry, wet or icy roads."

WE REFRAIN FROM

Using cold language
&
Being impersonal

Talking down to customers
&
Being pushy

Over-complicating
&
Assuming customers know everything

BECAUSE

We're inviting
&
We're positive

They trust us
&
We're helpful

We're simple
&
We're informative

Brand Identity

Our identity is rooted in the craftsmanship of our products, as well as the expertise that we hold in our category. Our identity is self-assured, yet approachable, which accurately reflects our tone and our offering. Our brand icon—a personification of Ironman and

our unwavering commitment to forging quality products—is unique and ownable. With it, we establish ourselves as a diligent, knowledgeable partner that our customers trust and pursue to get back on the road without breaking the bank.

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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 "I" in the wordmark; horizontal clear space is established from the outermost corners of the italicized "I" and "N," and vertically from the top of the Ironman figure's hammer and the baseline of the brand tagline.

The primary identity should never appear smaller than 1.25" W in order to maintain the legibility of the tagline and to preserve the details of the brand icon figure.

COLOR APPLICATIONS

- 01 The IRON version of the primary 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 primary identity is to be used on an IRON field or over dark imagery where contrast is sufficient.
- 03 Knockout versions of our primary identity are available for use in applications where production limits or restricts colors.

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IRON

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Wordmark Lockups

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:



1.2" W MINIMUM

SECONDARY WORDMARK LOCKUP:



1.35" W MINIMUM



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 "I" from the outermost bounding edges of the brand name and tagline.

The primary wordmark lockup should never appear smaller than 1.2" W, and 1.35" W for the secondary wordmark lockup, in order to maintain the legibility of the tagline.

COLOR APPLICATIONS

The IRON versions of the wordmarks are to be used on a POWDER COAT field or over light imagery where contrast is sufficient.

The POWDER COAT versions of the wordmarks are to be used on an IRON 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.

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Secondary Lockup

Our secondary identity highlights the Ironman figure, separating it from the wordmark and increasing its hierarchy within the lockup. This lockup has been established as secondary as we'd always prefer that the brand's name is the most prominent element.



1.2" W MINIMUM



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 a vertical, taller identity best showcases the brand.

CLEAR SPACE & MINIMUM SIZE

Horizontal clear space is established from the outermost corners of the italicized "I" and "N," and vertically from the top of the Ironman figure's hammer and the baseline of the brand tagline.

The secondary identity should never appear smaller than 1.2" W in order to maintain the legibility of the tagline.

COLOR APPLICATIONS

- 01 The IRON 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 IRON 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.

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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.



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.

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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 italic 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



Color Palette

Our brand palette is inspired by naturally occurring and chemically founded metallic alloys. Think of our palette as our topcoat options—adhering to these reproduction values guarantees consistency across our brand expressions out in the world.

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IRON PMS 5395 C

100 44 10 91
CMYK

9 31 44
RGB

091F2C
HEX / HTML

STEEL PMS COOL GRAY 9 C

40 40 34 17
CMYK

117 120 123
RGB

75787B
HEX / HTML

POWDER COAT WHITE

0 0 0 0
CMYK

255 255 255
RGB

FFFFFF
HEX / HTML

BRONZE PMS 7566 C

4 58 82 25
CMYK

173 100 51
RGB

AD6433
HEX / HTML

PLATINUM PMS 649 C

11 3 0 0
CMYK

219 226 233
RGB

DBE2E9
HEX / HTML

TUNGSTEN PMS 419 C

76 65 66 90
CMYK

33 35 34
RGB

212322
HEX / HTML



Typography

What we say is just as important as how we say it. Our typefaces help reinforce the tone of our brand. We've established a type kit comprised of primary and secondary typefaces 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.

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Tofino Pro Std & Wide

Pro Std *Book* + Wide *Book*
 Pro Std *Regular* + Wide *Regular*
 Pro Std *Medium* + Wide *Medium*
 Pro Std *SemiBold* + Wide *SemiBold*
 Pro Std *Bold* + Wide *Bold*
 Pro Std *Black* + Wide *Black*

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

Tofino Pro is a versatile typeface that is slightly squared, professionally hinted, and optimized for the screen. We utilize six weights of two widths (Standard and Wide).

USE OF ITALICS

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

TERMINA BLACK

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 \$ % &

SECONDARY TYPEFACE

Termina Black serves as our supporting typeface and should be applied sparingly (ex. for section headings).

Photography

Our expertise should radiate from every angle, including our imagery. Our photography style illustrates our brand's confidence while maintaining an air of approachability. 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. 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 while warming up otherwise monochromatic shots.

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 BRONZE accent color into all of our vehicle shots—lit by the golden hours of the early evening, vehicles and their reflective details shine against blazing skies and atmospheric blue grays.

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

Scenes should depict everyday people experiencing daily enjoyment in relatable situations and places. As with our vehicle and environment photography, natural lighting is a key component of our lifestyle shots and all compositions should reflect our brand color palette.

Applications

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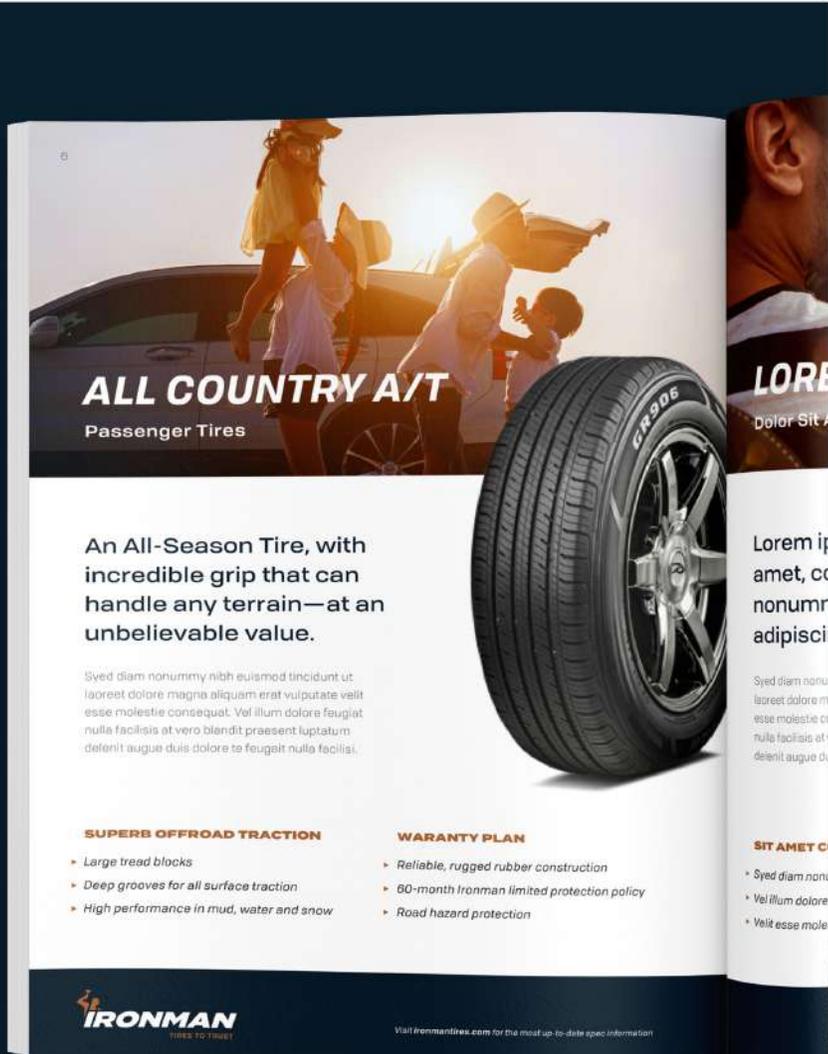
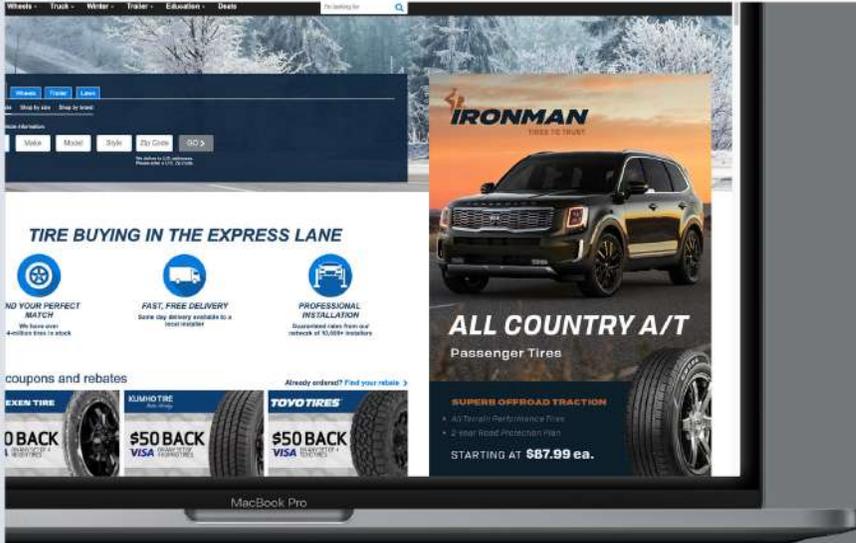
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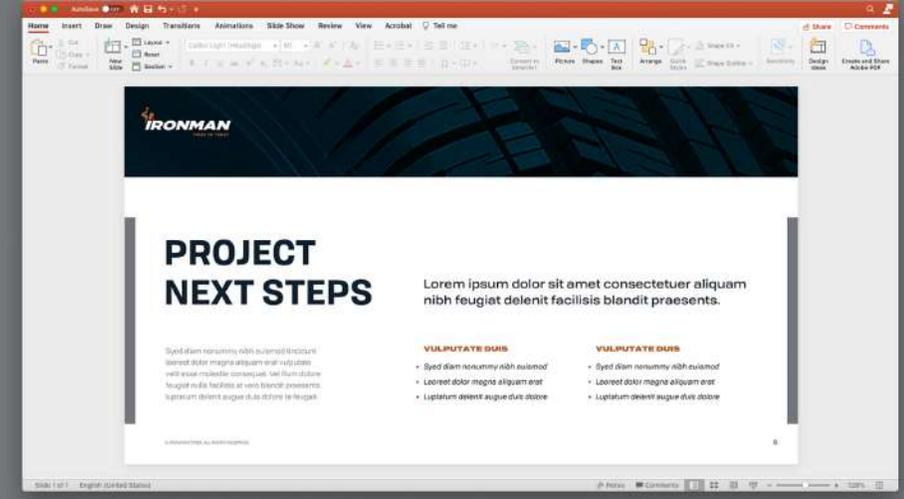
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Corporate Expressions

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Your input is confidential and is not associated with your name in any way. We value your input and thank you in advance for your contribution.

If you have any questions please do not hesitate to reach out.

Thanks,



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 JOB TITLE, DEPARTMENT NAME

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For general inquiries or more information please contact your Ironman brand representative.