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BRAND STANDARDS  
JANUARY 2015

## A brand forged by riders since 1901.

As long as there have been American motorcycles, there have been Indian Motorcycle® riders. Riders who made the Indian Motorcycle® brand what it is. Riders who know you can't buy character. You build it. One ride at a time. Every time you throw a leg over an Indian motorcycle, you're helping to build the Indian Motorcycle® brand. You join legendary riders like the Jackpine Gypsies, Erwin "Cannonball" Baker and Ed "Iron man" Kretz. Riders who made Indian Motorcycle® the legendary brand it is today. A brand that never settles for less than the best. A brand that honors its past, but is firmly focused on that long, winding ribbon of asphalt that lies ahead.

## Riders are the Heart and Soul of Indian Motorcycle®.

Indian Motorcycle®, the Indian Motorcycle Riders Group®, local chapters and sponsoring dealers have all worked hard to build and maintain a positive image of Indian Motorcycle® riders. That's why we want to make sure the Indian Motorcycle Riders Group® logo, Indian Motorcycle® brand, logos and trademarks are treated with the respect they deserve.

**No Native American references, imagery or iconography can be used on any product or in any communications. This includes words, images of people and the use of symbols, e.g., arrows or headdresses.**

The use of trademarks across categories and territories is subject to full approval by Indian Motorcycle®.

## Rules of the Road.

### Trademarks

The trademarked Indian Motorcycle Riders Group® ("IMRG") is among the many trademarks of Indian Motorcycle International, LLC. Trademarks may not be altered in any way and cannot be used in combination with any other words or graphics.

Dealers and IMRG chapter presidents are authorized to use these trademarks only as set forth in their respective agreements.

### Important Details

Always use the ® symbol as prescribed below in all chapter communications and marketing materials.

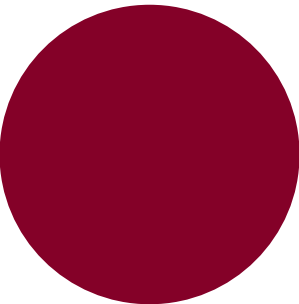
**Indian Motorcycle Riders Group®**

**Spirit Lake Indian Motorcycle Riders Group®**

**Indian Motorcycle Riders Group® of Spirit Lake**

# We Wear Our Colors Proudly

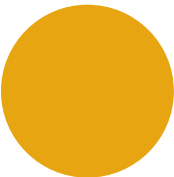
These are the core colors of our brand.



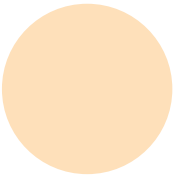
Primary Color: Crimson Steed Red  
PMS 202 C; C=9 M=100 Y=64 K=48 (PMS 202 CP)  
R=134 G=38 B=51  
Fashion & Home Cotton 19-1656 TPX



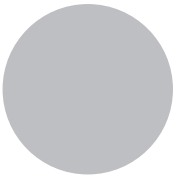
Secondary Color: Brown  
PMS 476 C; C=30 M=71 Y=75 K=81 (PMS 476 CP)  
R=78 G=54 B=41  
Fashion & Home Cotton 19-1218 TPX



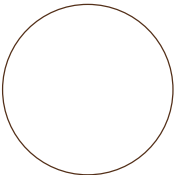
Secondary Color: Gold  
PMS 131 C; C=2 M=39 Y=100 K=10 (PMS 131 CP)  
R=204 G=138 B=0  
Fashion & Home Cotton 15-0953 TPX



Secondary Color: Cream  
PMS 155 C; C=0 M=12 Y=34 K=0 (PMS 155 CP)  
R=239 G=209 B=159  
Fashion & Home Cotton 12-0815 TPX



Secondary Color: Cool Gray  
PMS Cool Gray 5  
C=13 M=9 Y=10 K=27 (PMS Cool Gray 5 CP)  
R=169 G=171 B=172  
Fashion & Home Cotton 14-4203 TPX



Secondary Color: White



Secondary Color: Bone  
C=0 M=1 Y=10 K=0  
R=255 G=251 B=234

## Typography—Campaign

Each typeface has specific and approved uses to drive consistency and brand identity.

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 ( . , ! @ & ? # % )

**AMERICA'S FIRST  
MOTORCYCLE COMPANY**

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 ( . , ! @ & ? # % )

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 ( . , ! @ & ? # % )

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### HOBOKEN HIGH SANS

Headline Use  
[www.lineto.com](http://www.lineto.com)

- Used primarily in headlines
- Shows power, craftsmanship and refinement

#### Headline Style

Setting: ALL CAPS  
Tracking: 25–50 pt.

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### Rockwell

Body Copy Use  
[www.myfonts.com](http://www.myfonts.com)

- Used for body copy
- Not to be used in headlines

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### Knockout

Ornamental Copy Use  
[www.typography.com](http://www.typography.com)

- Ornamental
- Secondary font
- Not to be used as feature font (e.g. image descriptions, legalese)

Don't Blend. Stand Out.

Don't hide it. The Indian Motorcycle Riders Group® ("IMRG") must be surrounded by an exclusion zone or clear space, never use less than this specific minimum space.



Clear space is equal to the height of RIDERS GROUP



1.5" in height

Size Matters.

**Minimum Size Usage**  
This is the recommended size for the Indian Motorcycle Riders Group® logo. This minimum size ensures the elements of the logo are retained. If you want to use the logo in a smaller application, it would need to be approved by Indian Motorcycle® to ensure clarity and definition. When the corporate logo is used in a smaller format, each of the elements of the logo must be retained. This includes the Indian, Motorcycle and ® elements. Scale the ® to ensure it is legible. All logo applications are subject to full approval. As a guide, when the ® becomes illegible, it can be scaled up to a size of no more than 75% of the size of the MOTORCYCLE lettering.



## Chapter Identification and Naming

Each chapter will be provided its own name badge from Indian Motorcycle®. It may be used in conjunction with the IMRG logo as prescribed below.

Recommended Naming: Geographic Area (Twin Cities) or Dealership Name under 26 characters.

Naming Constraints: Larger Geographic Claim (Pacific Northwest), OEMs, Native American Refereneecs, more than 36 characters.

12 character max



24 character max



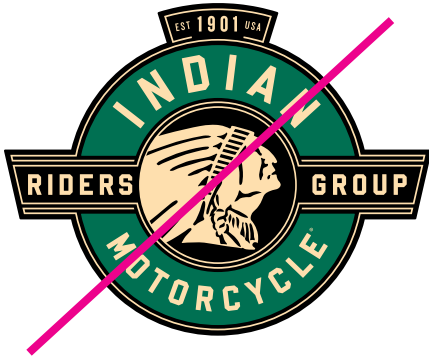
36 character max



## Do It Right Or Don't Do It At All.

Do not redesign, combine or alter the Indian Motorcycle Riders Group® logo in any way. Any use of Indian Motorcycle® logos or trademarks that do not comply with the guidelines in this document is not authorized. The use of trademarks across chapters is subject to full approval by Indian Motorcycle®.

Here are some examples of how the logos and fonts can be used incorrectly.



DO NOT change the logo colors



DO NOT change the size proportion



DO NOT create logo "lockups" by adding text or symbols in close proximity to the logo



DO NOT deconstruct the logo or type

## Additional Chapter Customization

**Local Chapter Name Patch**—any additional design elements can be added to the name patch above the IMRG icon logo.

**Additional Design Elements**—as long as clear space is maintained around the IMRG logo (equal to the height of RIDERS GROUP), you are able to add other design elements to customize when representing your chapter.

**Subject to Review**—All chapter customizations must use approved colors and typefaces, and is subject to approval by Indian Motorcycle®. For questions or to submit your logo for review, please contact [brand@indianmotorcycle.com](mailto:brand@indianmotorcycle.com).

### Granite State Chapter



Live Free or Die





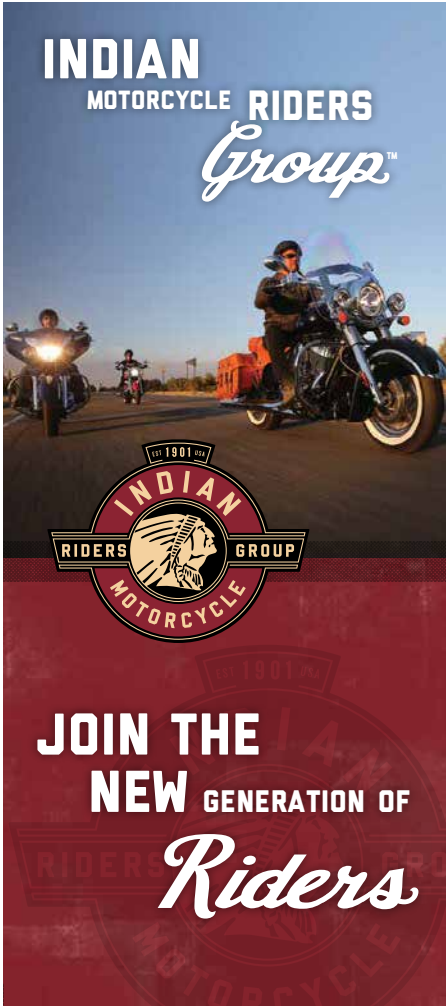
Usage Examples



[Home](#) [Cart](#) [Account](#) [Contact](#) [How to Buy](#)



Online



Print