

# BRAND STANDARD



HOOSIER

**08/2022**

© HOOSIER Racing Tire | Rev. 002

***TIRES DESIGNED FOR CHAMPIONS***



# CONTENT

---

HOOSIER Logo 2022

03

HOOSIER Branding colors

20

HOOSIER Typography

30

HOOSIER Logo on pictures

32

Specific applications and templates

35

HOOSIER Tagline

41

Get all the  
templates you  
need here:

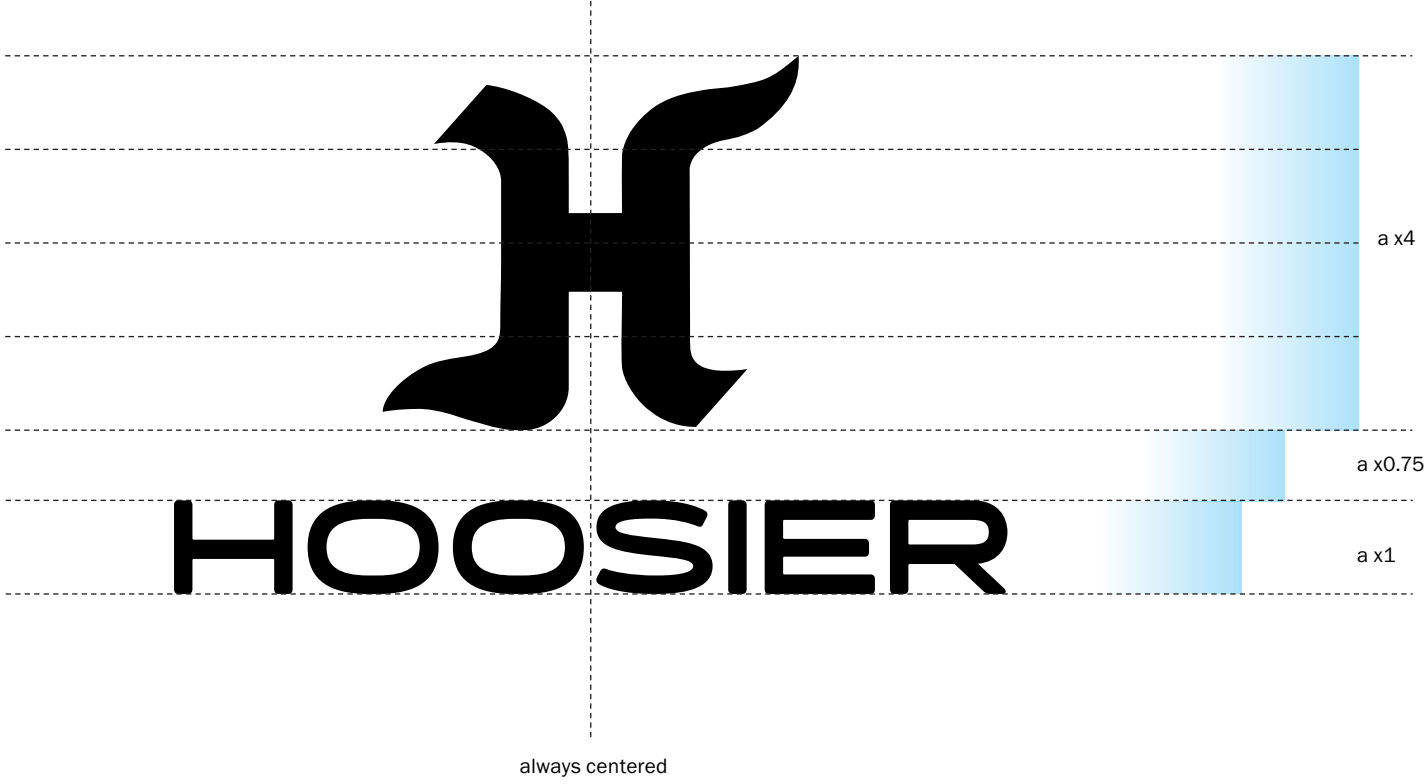
[hoosiertire.com](https://www.hoosiertire.com)

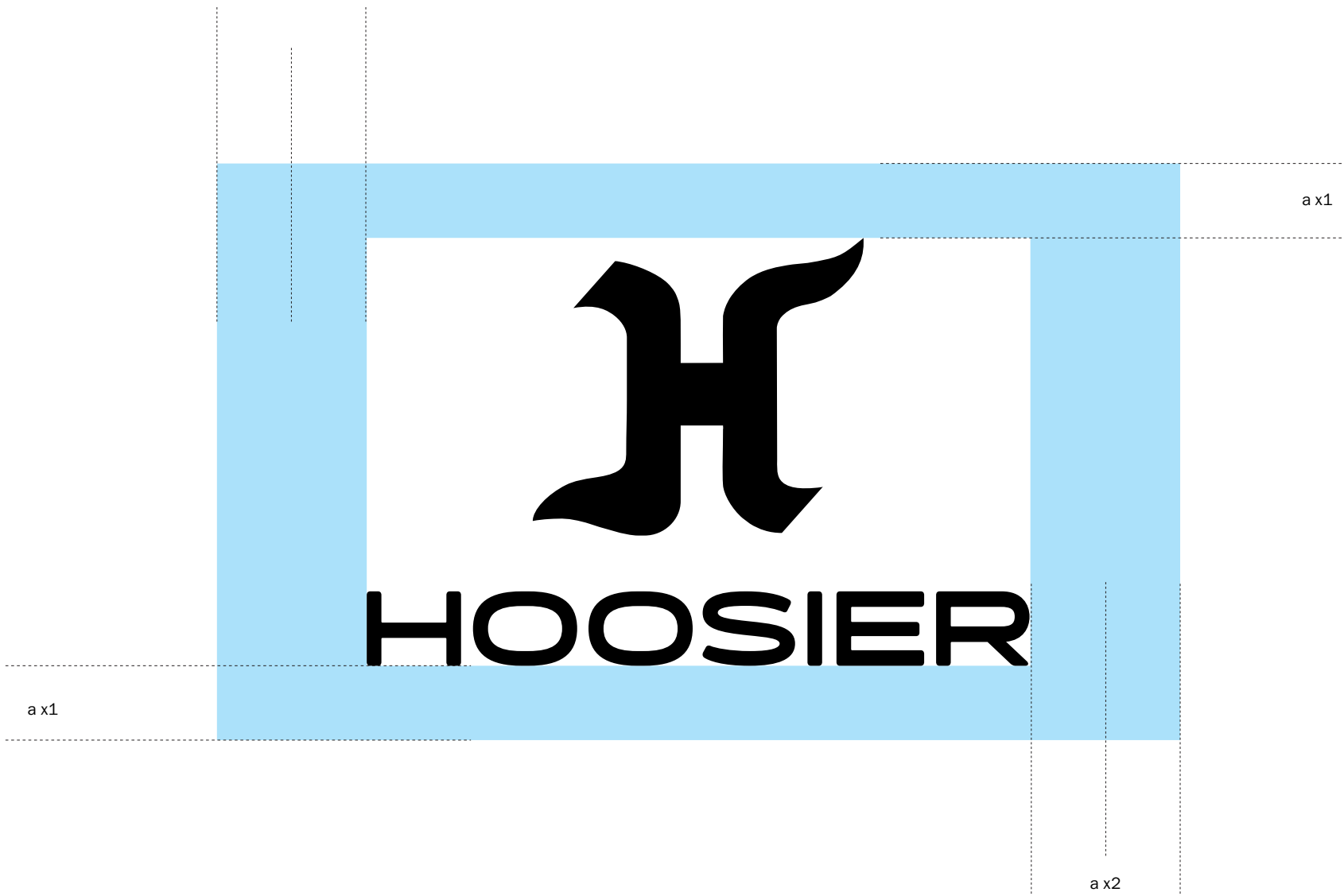




# LOGOS

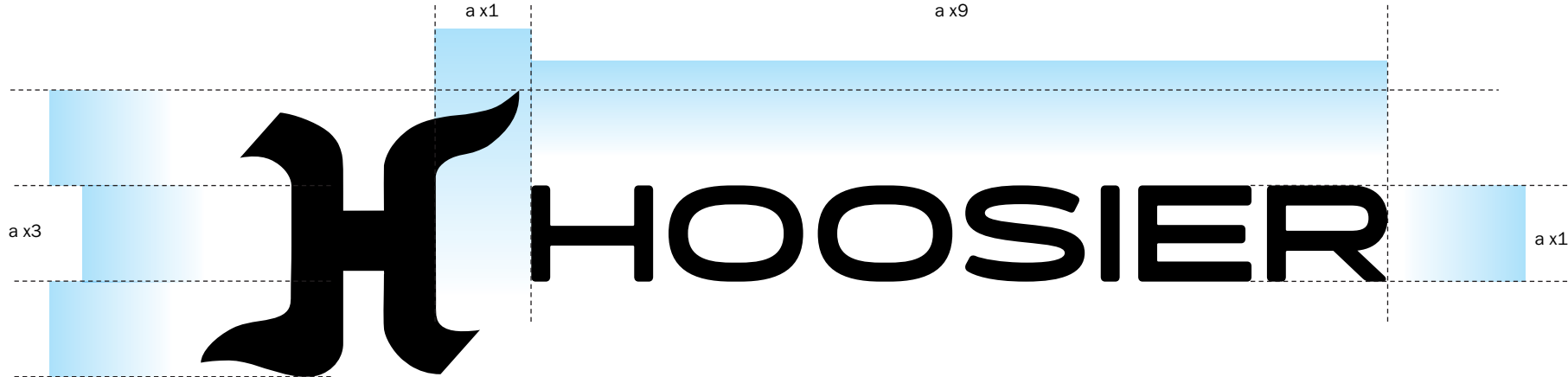








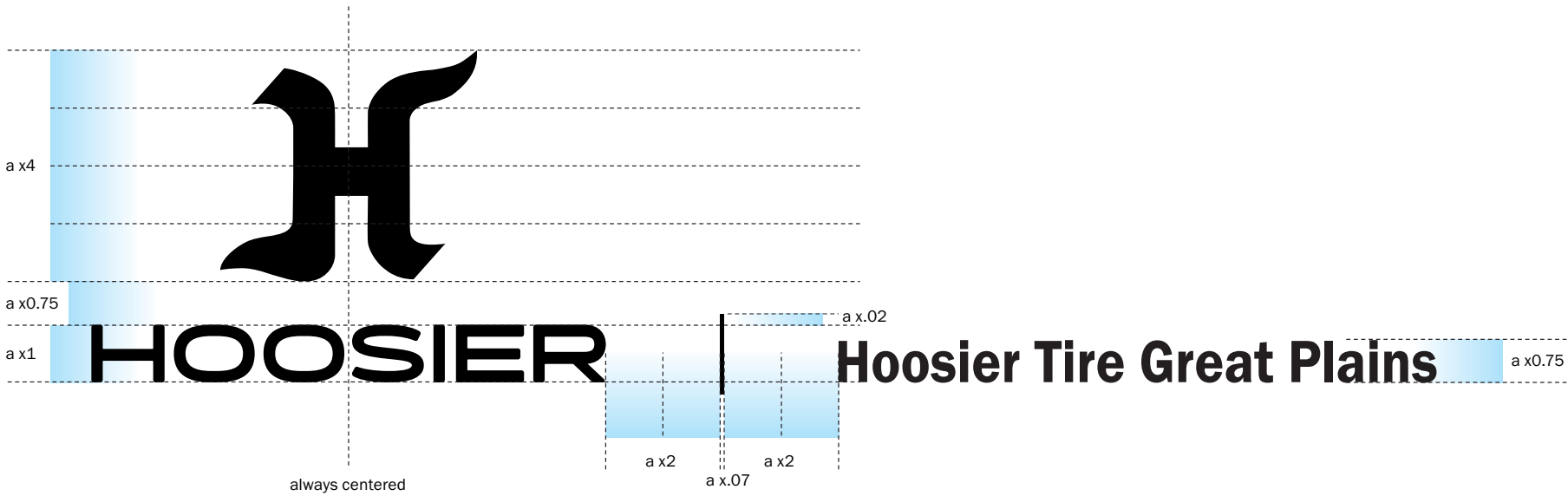
HOOSIER

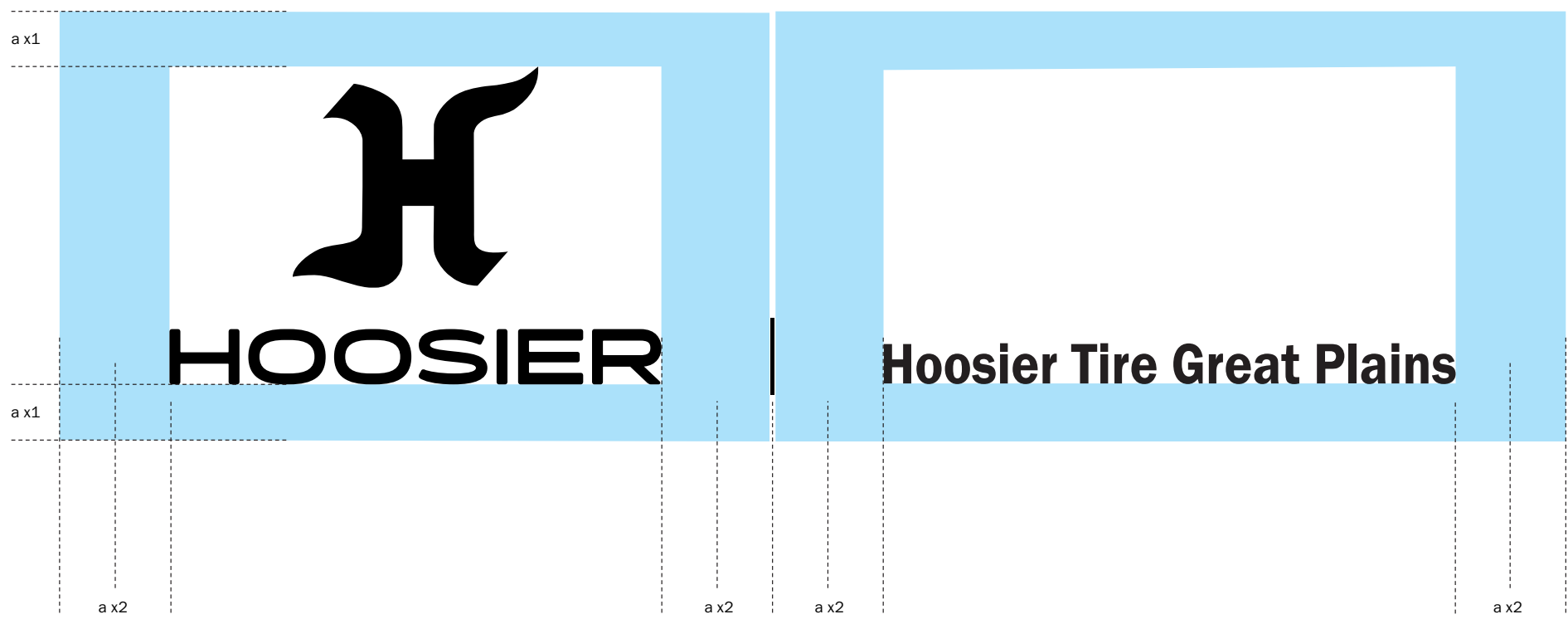












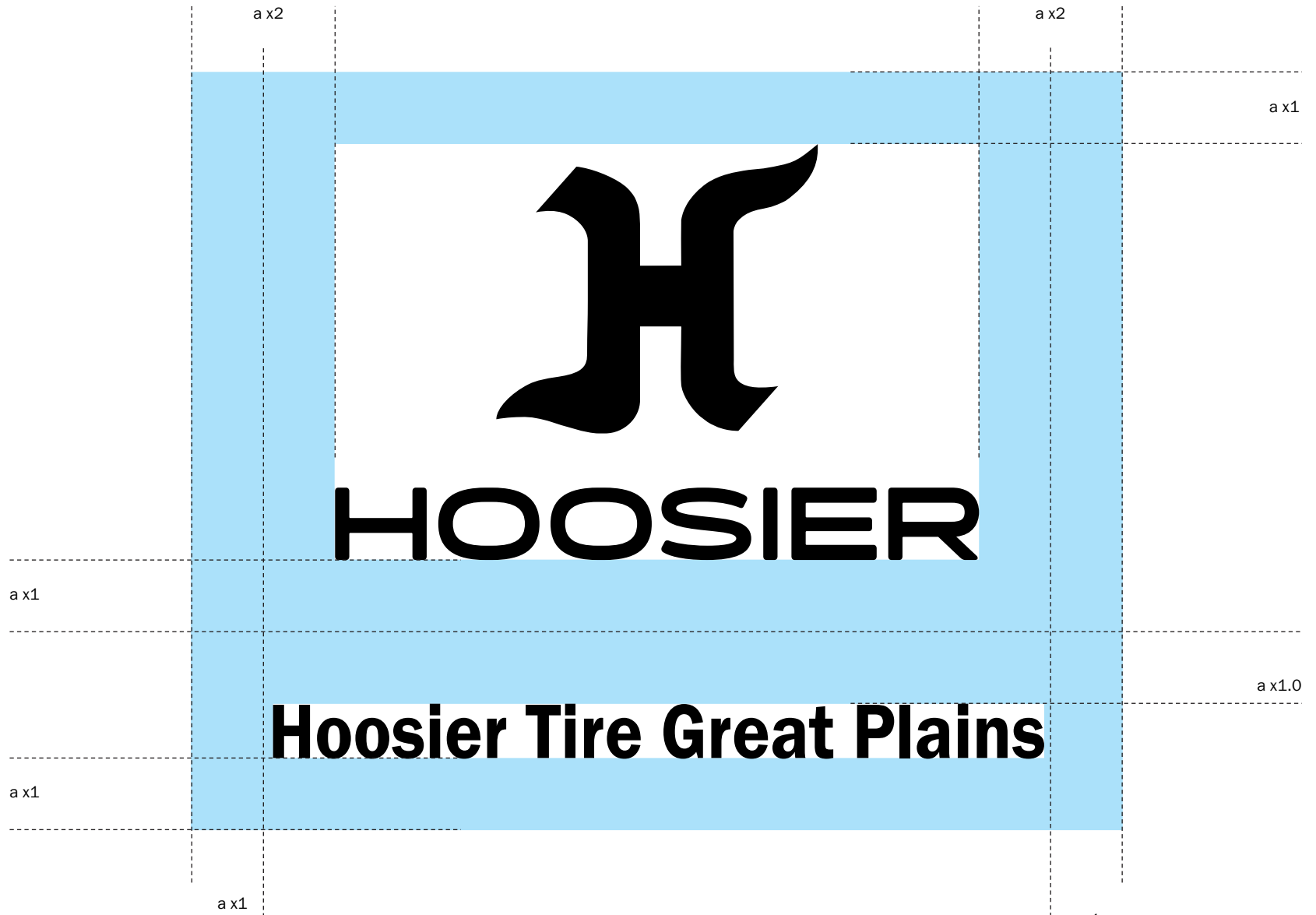


**HOOSIER**

**Hoosier Tire Great Plains**







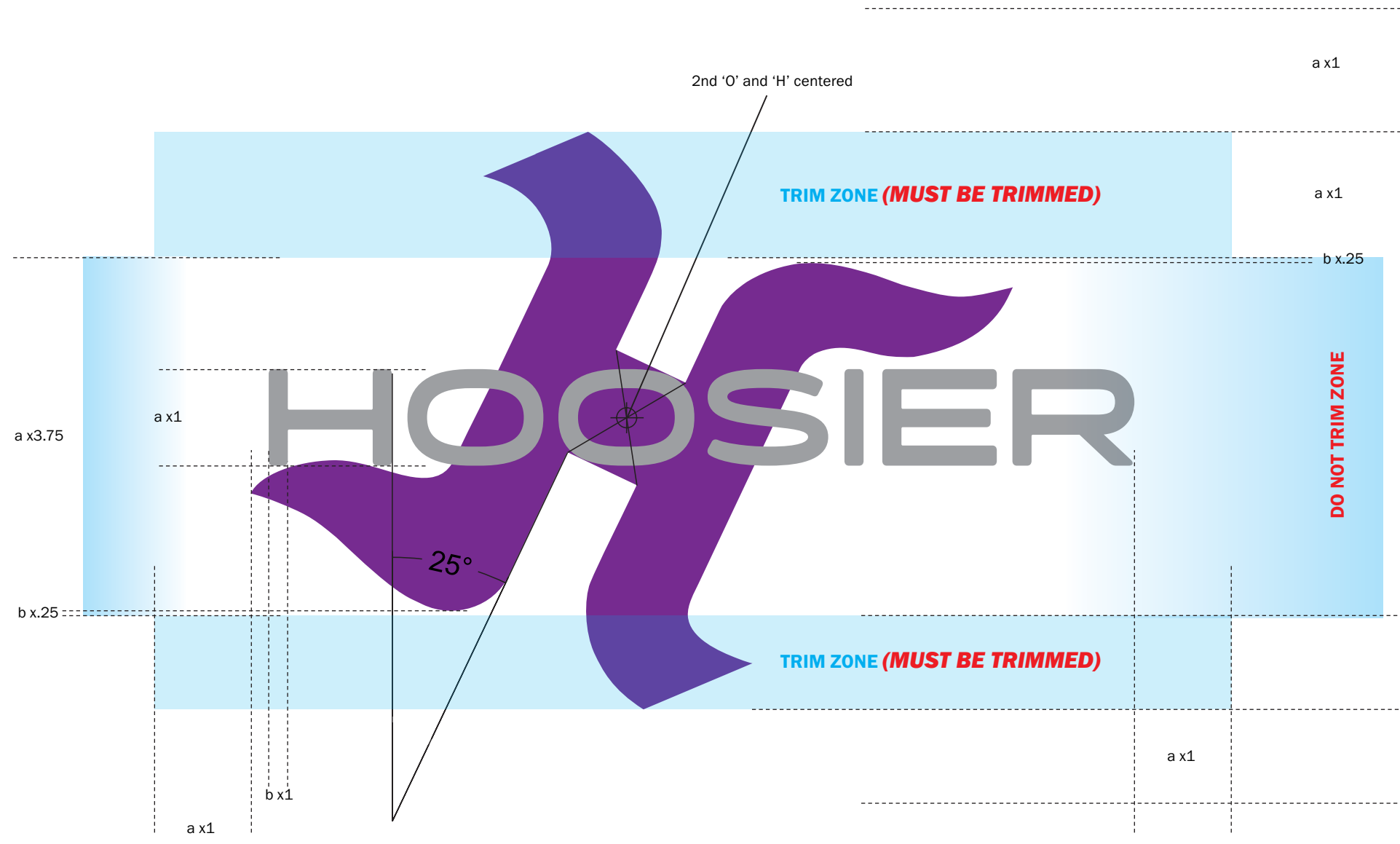
or: length of distributors name plus a x1

or: length of distributors name plus a x1



HOOSIER

**Hoosier Tire Great Plains**







**!DO NOT**

replace the HOOSIER H or the wordmark; always use the specified logo designs



**!DO NOT**

change any relation or sizing between HOOSIER H and wordmark



**!DO NOT**

distort or turn the logo in any way



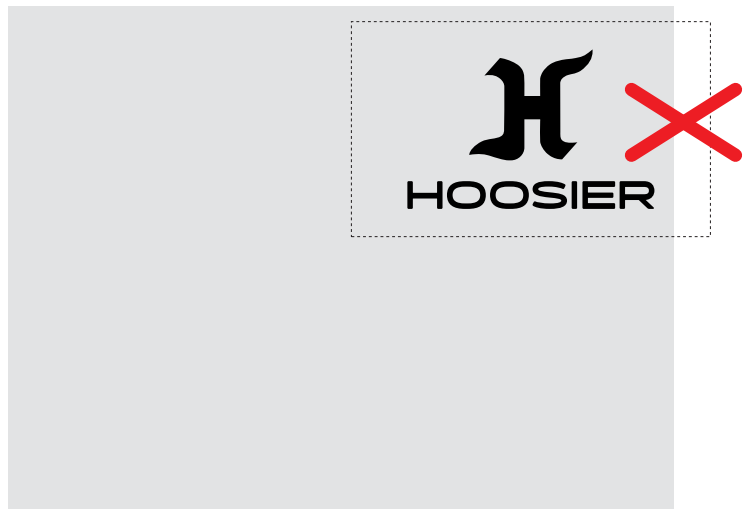
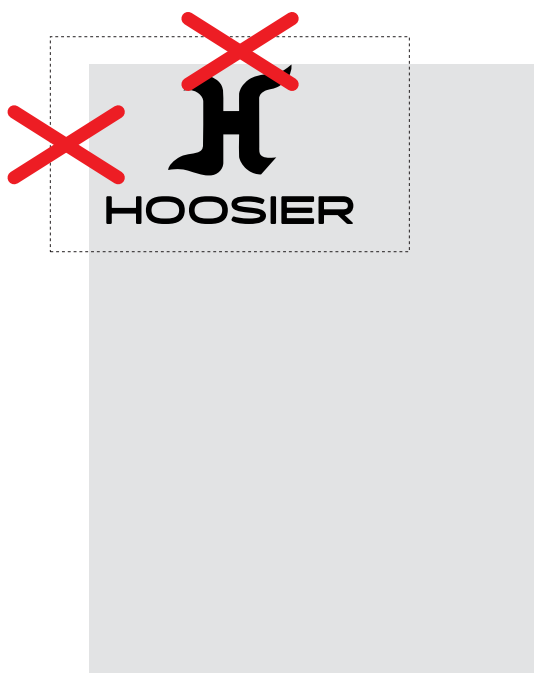
**!DO NOT**

change width or spacing of the wordmark including bold or italics



**! DO NOT**

Do not disregard the safety zones by placing the image too close to the edge







# BRANDING COLORS





**HOOSIER PURPLE**

**Pantone**  
2603 C

**C/M/Y/K**  
66/100/0/0

**R/G/B**  
120/33/130

**HEX**  
#782182

**RAL**  
4006

**Usage specified**  
- HOOSIER-H  
- Background color

**HOOSIER DARKGRAY**

**Pantone**  
Cool Gray 8 C

**C/M/Y/K**  
0/0/0/60

**R/G/B**  
135/135/135

**HEX**  
#878787

**RAL**  
9007

**Usage specified**  
- Wordmark  
(on HOOSIER **white** only;  
all logo versions)

**HOOSIER MEDGRAY**

**Pantone**  
Cool Gray 7 C

**C/M/Y/K**  
0/0/0/45

**R/G/B**  
160/160/160

**HEX**  
#a0a0a0

**RAL**  
9006

**Usage specified**  
- Wordmark  
(on HOOSIER **purple** only;  
all logo versions)

**HOOSIER LIGHTGRAY**

**Pantone**  
Cool Gray 3 C

**C/M/Y/K**  
0/0/0/30

**R/G/B**  
198/198/198

**HEX**  
#c6c6c6

**RAL**  
7035

**Usage specified**  
- Wordmark  
(on HOOSIER **black** only;  
all logo versions)

**HOOSIER WHITE**

**Pantone**  
-

**C/M/Y/K**  
0/0/0/0

**R/G/B**  
255/255/255

**HEX**  
#ffffff

**RAL**  
9003

**Usage specified**  
- HOOSIER-H (on HOOSIER  
purple only)  
- Background color

**HOOSIER BLACK**

**Pantone**  
Black 6 C

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

**R/G/B**  
0/0/0

**HEX**  
#000000

**RAL**  
9005

**Usage specified**  
- Background color

Primary Brand Colors



Pantone  
2603 C

---

C/M/Y/K  
66/100/0/0

A purple circular callout box containing color information. A horizontal line extends from the right side of the 'H' logo to the center of the circle.

HOOSIER

The word 'HOOSIER' is written in a bold, uppercase, sans-serif font. The letters are a light gray color.

Pantone  
Cool Gray 8

---

C/M/Y/K  
0/0/0/60

A gray circular callout box containing color information. A horizontal line extends from the right side of the 'HOOSIER' text to the center of the circle.

ON WHITE BACKGROUND

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 8

---

**C/M/Y/K**  
0/0/0/60



ON LIGHT MEDIUM BACKGROUND

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 8

---

**C/M/Y/K**  
0/0/0/60



ON BLACK BACKGROUND

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 3

---

**C/M/Y/K**  
0/0/0/30



ON DARK MEDIUM BACKGROUND

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
-

---

**C/M/Y/K**  
0/0/0/0



ON PURPLE BACKGROUND

**Pantone**  
-

---

**C/M/Y/K**  
0/0/0/0

**Pantone**  
Cool Gray 7

---

**C/M/Y/K**  
0/0/0/45



**!NOTE**  
For proper placement of logos on images refer to the section starting on PAGE 32 "Logos on images"

ON WHITE BACKGROUND

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 8

---

**C/M/Y/K**  
0/0/0/60



ON LIGHT MEDIUM BACKGROUND

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 8

---

**C/M/Y/K**  
0/0/0/60



ON BLACK BACKGROUND

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 3

---

**C/M/Y/K**  
0/0/0/30



ON DARK MEDIUM BACKGROUND

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
-

---

**C/M/Y/K**  
0/0/0/0



ON PURPLE BACKGROUND

**Pantone**  
-

---

**C/M/Y/K**  
0/0/0/0

**Pantone**  
Cool Gray 7

---

**C/M/Y/K**  
0/0/0/45



**!NOTE**  
For proper placement of logos on images refer to the section starting on PAGE 32“ Logos on images”

Partner information... | **Hoosier Tire Great Plains** is always displayed in either white or black.

**ON WHITE BACKGROUND**

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 8

---

**C/M/Y/K**  
0/0/0/60



**ON LIGHT MEDIUM BACKGROUND**

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 8

---

**C/M/Y/K**  
0/0/0/60



**ON BLACK BACKGROUND**

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 3

---

**C/M/Y/K**  
0/0/0/30



**ON DARK MEDIUM BACKGROUND**

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
-

---

**C/M/Y/K**  
0/0/0/0



**ON PURPLE BACKGROUND**

**Pantone**  
-

---

**C/M/Y/K**  
0/0/0/0

**Pantone**  
Cool Gray 7

---

**C/M/Y/K**  
0/0/0/45



**!NOTE**  
For proper placement of logos on images refer to the section starting on PAGE 32 "Logos on images"

Partner information... **Hoosier Tire Great Plains** is always displayed in either white or black.

**ON WHITE BACKGROUND**

Pantone  
2603 C

---

C/M/Y/K  
66/100/0/0

Pantone  
Cool Gray 8

---

C/M/Y/K  
0/0/0/60



Hoosier Tire Great Plains

**ON LIGHT MEDIUM BACKGROUND**

Pantone  
2603 C

---

C/M/Y/K  
66/100/0/0

Pantone  
Cool Gray 8

---

C/M/Y/K  
0/0/0/60



Hoosier Tire Great Plains

**ON BLACK BACKGROUND**

Pantone  
2603 C

---

C/M/Y/K  
66/100/0/0

Pantone  
Cool Gray 3

---

C/M/Y/K  
0/0/0/30



Hoosier Tire Great Plains

**ON DARK MEDIUM BACKGROUND**

Pantone  
2603 C

---

C/M/Y/K  
66/100/0/0

Pantone  
-

---

C/M/Y/K  
0/0/0/0



Hoosier Tire Great Plains

**ON PURPLE BACKGROUND**

Pantone  
-

---

C/M/Y/K  
0/0/0/0

Pantone  
Cool Gray 7

---

C/M/Y/K  
0/0/0/45



Hoosier Tire Great Plains

**!NOTE**  
For proper placement of logos on images refer to the section starting on PAGE 32 "Logos on images"



**SLANTED H LOGO IS FOR SPECIFIC APPLICATIONS AND MUST BE TRIMMED AS SHOWN**

**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 7

---

**C/M/Y/K**  
0/0/0/45



**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
Cool Gray 3

---

**C/M/Y/K**  
0/0/0/30



**Pantone**  
2603 C

---

**C/M/Y/K**  
66/100/0/0

**Pantone**  
-

---

**C/M/Y/K**  
0/0/0/0



**! DO NOT**

use a color-logo-combination not shown on the previous page



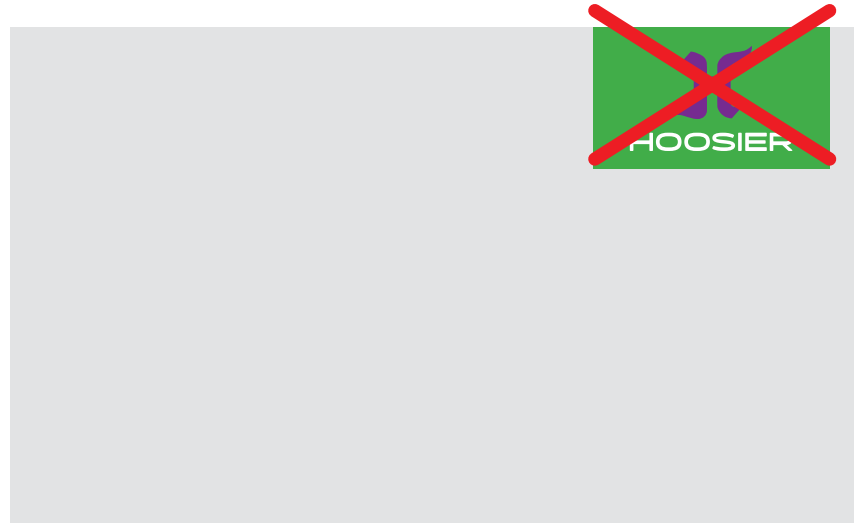
**! DO NOT**

use the logo on photos or backgrounds that do not offer proper contrast to the logo



**!DO NOT**

change HOOSIER colors in any way, neither within any HOOSIER logo nor templates for presentation purposes. Logos should not be placed in a box or "shield" area.



**!DO NOT**

use any filter effects or strokes in connection with any HOOSIER logo or add other graphic elements





# TYPOGRAPHY



# Franklin Gothic

# HOOSIER purposes

## Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789!“\$%&/()=?`«€@†Ω”/øπ • ±â,ðf©ªΔ@œæ‘≤  
¥≈ç~μ...-»,%∞,~~ÁÛø° Áí™ñíóí^fiœÆ’≥‡Ûç°~ .÷—

Headlines

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789!“\$%&/()=?`«€@†Ω”/øπ • ±â,ðf©ªΔ@œæ‘≤  
¥≈ç~μ...-»,%∞,~~ÁÛø° Áí™ñíóí^fiœÆ’≥‡Ûç°~ .÷—

Subtitles

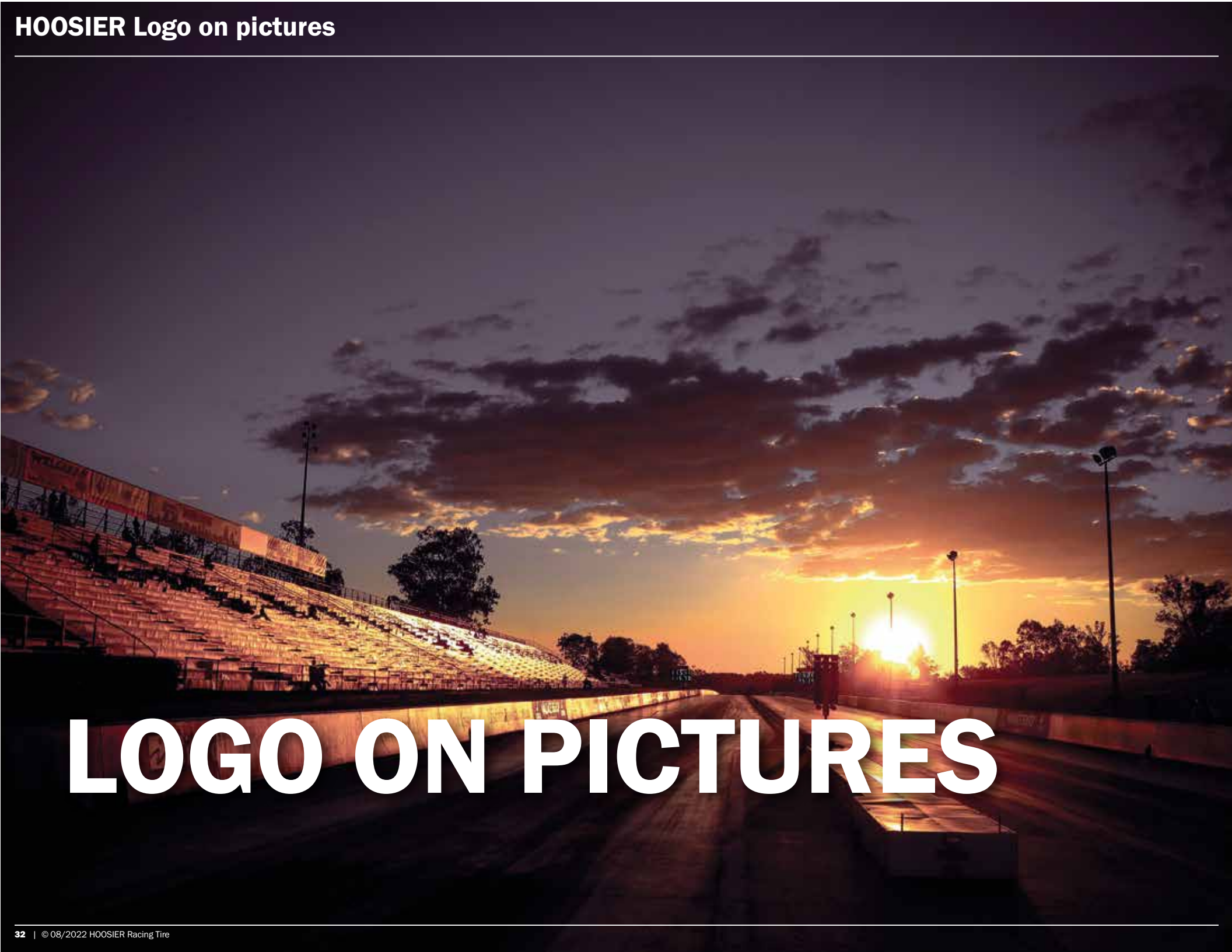
## Book

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789!“\$%&/()=?`«€@†Ω”/øπ • ±â,ðf©ªΔ@œæ‘≤  
¥≈ç~μ...-»,%∞,~~ÁÛø° Áí™ñíóí^fiœÆ’≥‡Ûç°~ .÷—

Body text and sublines

# Arial

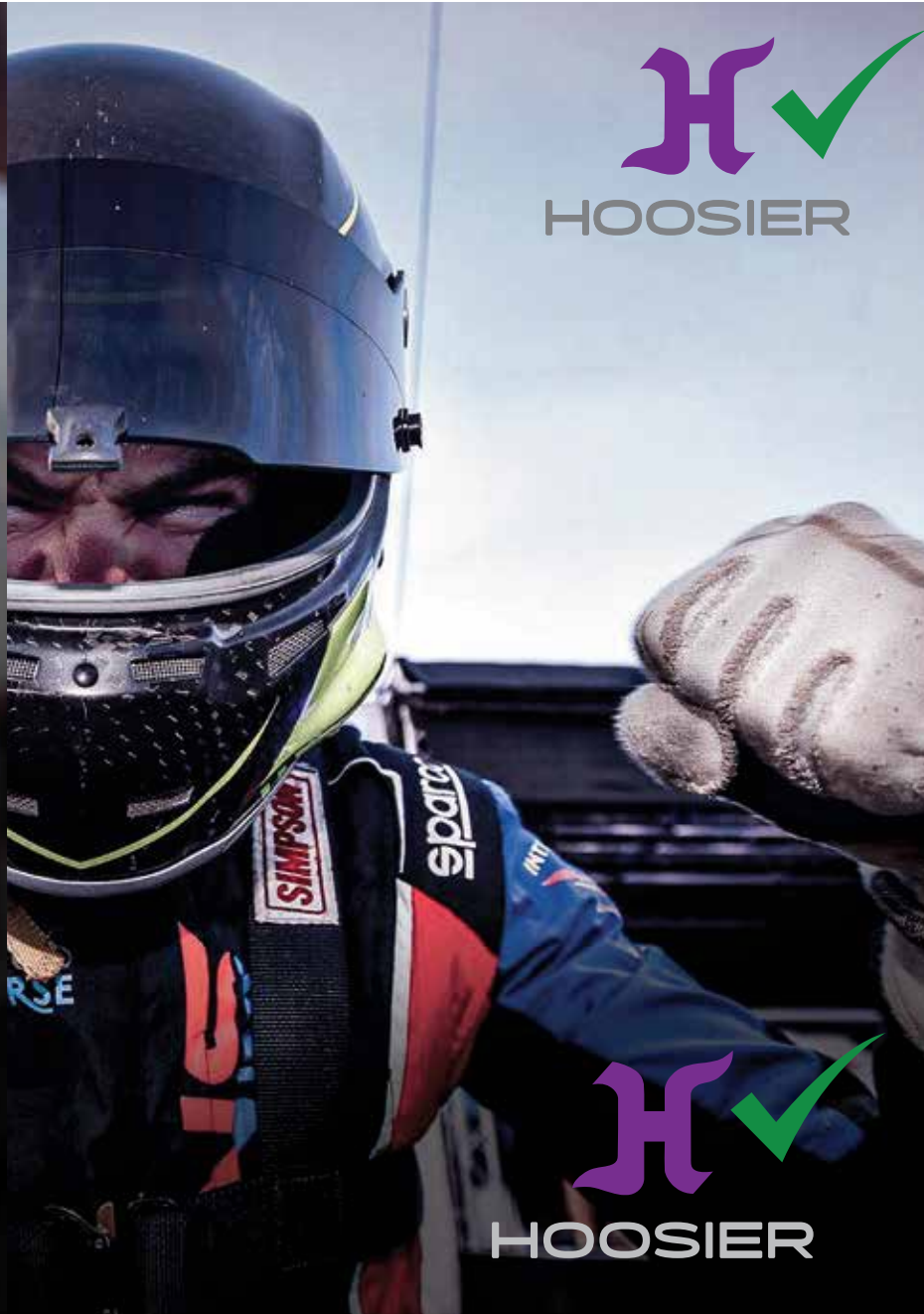
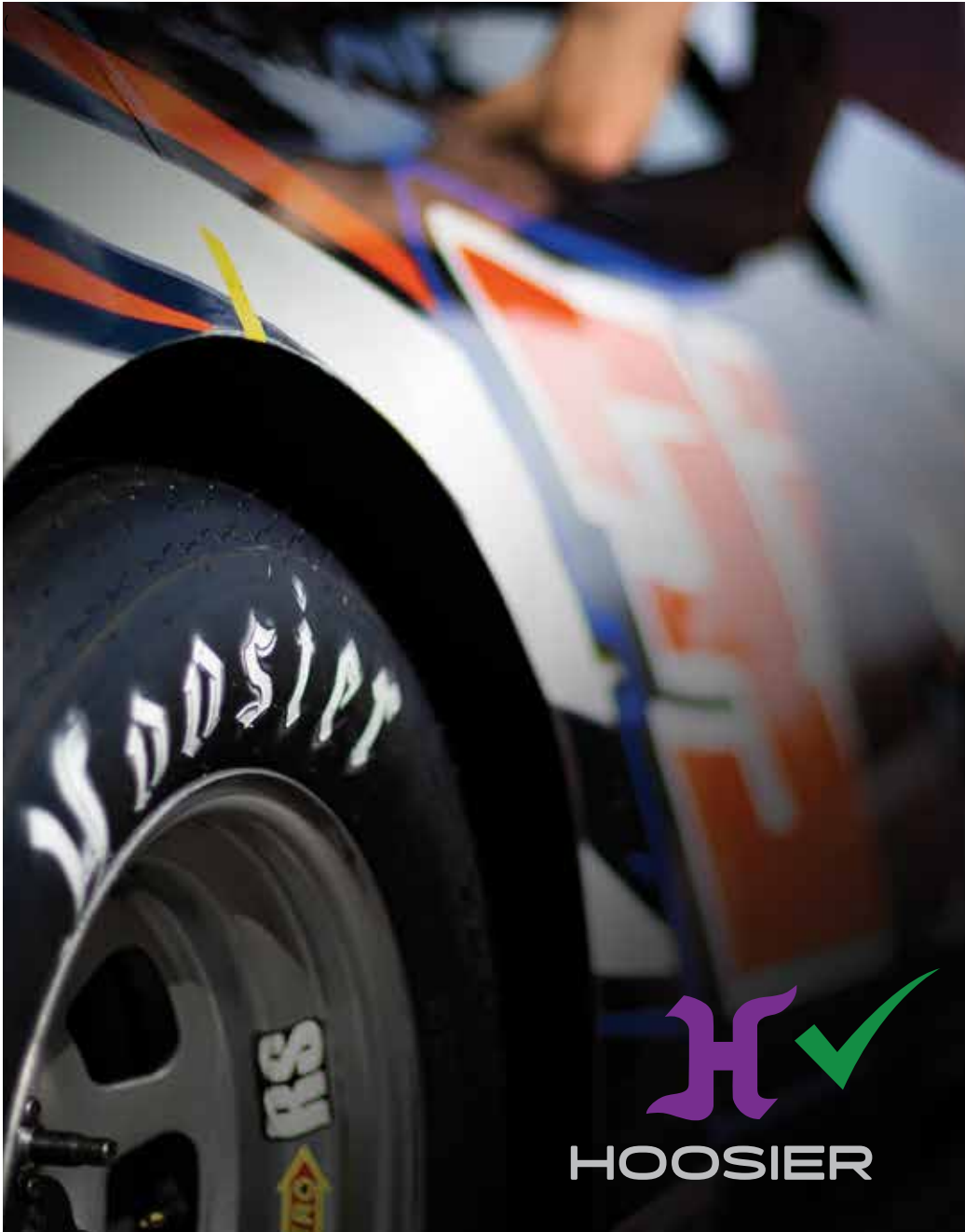
As an alternative for websites or in cases where Franklin Gothic is not an option



# LOGO ON PICTURES



The HOOSIER logo can be placed on the right or left, taking into account the safety zones. It also does not matter whether at the top or bottom edge of the image. Only place the logo in places without distracting picture elements. Only place the logo intended for light or dark picture backgrounds.





**! DO NOT**  
place HOOSIER logo in unintended or distracting places



**! DO NOT**  
place HOOSIER logo without considering the safety zone

  
HOOSIER 





# SPECIFIC APPLICATIONS

Get all the templates you need here:

[hoosiertire.com](https://www.hoosiertire.com)



**Banner Examples** (Trackside branding)

The appropriate logo should be used based on all signage to maximize space.

Slanted H logo is used for signage with a ratio of ~2 to 1. A 4' x 2' for example.



Horizontal logo is used for signage with a ratio of ~4 to 1. A 8' x 2' for example.



Branding logo is used for signage with a ratio of ~1 to 1. A 3' x 3' for example.

Flags

Pennants

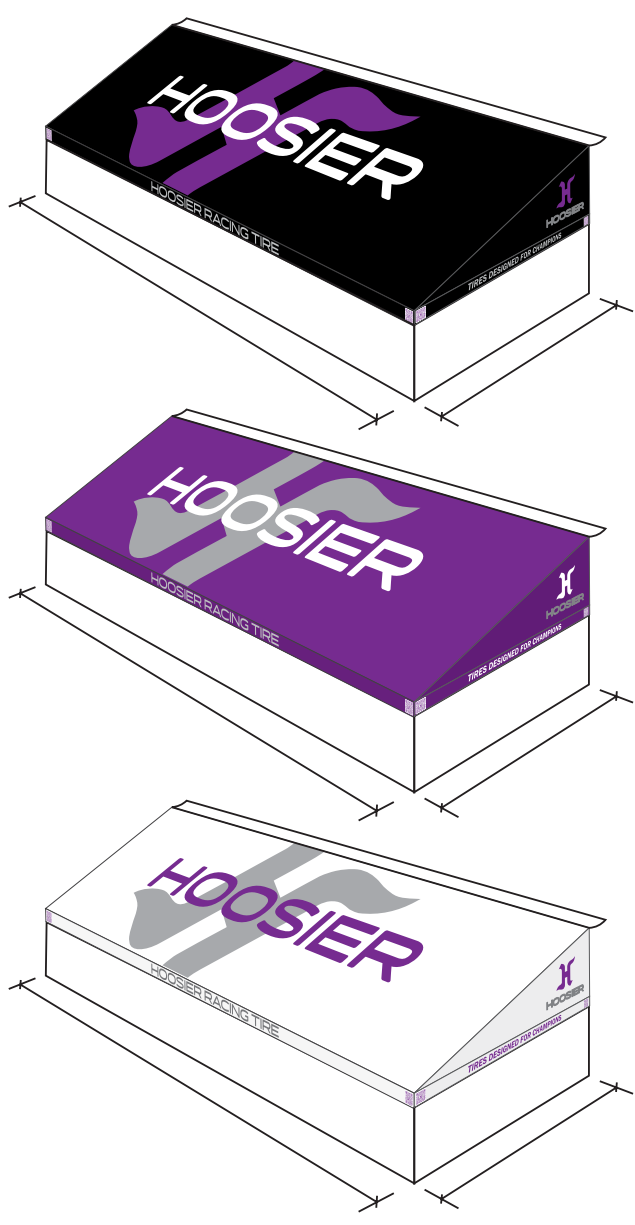




Tents



Awnings





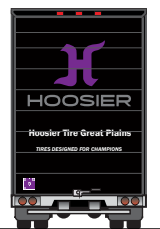
### Trailer wrap



Curbside



Roadside



### Truck wraps



### Large Banner (wrap alternative)



Apparel

All officially licensed Hoosier Racing Tire apparel is available through the [Hoosiertire.com](http://Hoosiertire.com) website. Reproduction for sale of Hoosier apparel is strictly prohibited without the written permission of the Hoosier marketing department. Any requests for apparel logo file, screen, or embroidery files may be submitted to the Hoosier marketing department for approval.







# TAGLINE

# TIRES DESIGNED FOR CHAMPIONS

## Typography

Franklin Gothic

***Demi Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789!

## Color Usage

Tagline should only be used in white or black text color depending on best contrast with background color



No lockup exists between logo and tagline. Tagline should be used independently of logo and placed outside of the logo safety area. Tagline should be used on a contrasting background



## **Please note...**

Use only templates provided by Hoosier and adhere to the specifications and guidelines in this guide.

If you have any questions or are missing the template for your purposes, please do not hesitate to contact us.

Please also note that you will need our approval for any template that deviates from our specifications. In this case, please send your template to:

**[marketing@hoosiertire.com](mailto:marketing@hoosiertire.com)**