



2022
BRAND
GUIDELINES

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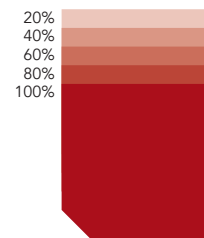
Action Clutch was founded in 1962 in Los Angeles, CA. Throughout these years Action Clutch has been supplying the local LA Natives with high quality rebuilds. In the early 90's Action Clutch stepped into the Racing Industry and began providing the local racers with its unique hand assembled clutch kits. Fast forward to present day, Action Clutch has outperformed the competition with their innovative strategies on improving the quality and becoming the most cost effective high end product in the market.



COLORS

The primary color palette consists of 1 color, Pantone 49-16 C, which can be used with any neutral color such as black, grey or white. The primary color should be used in conjunction with our secondary colors. Our 3 secondary colors can be used as accent colors to further grab attention.

PRIMARY



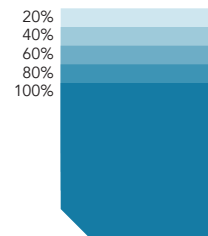
PANTONE: P 49-16 C

RGB: 156 / 35 / 31

CMYK: 0 / 99 / 91 / 33

HEX: #9C231F

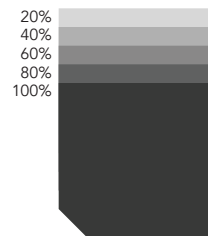
SECONDARY



RGB: 16 / 122 / 163

CMYK: 86 / 44 / 21 / 1

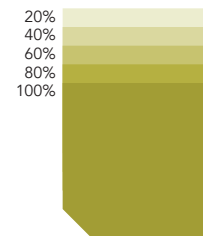
HEX: #107AA3



RGB: 57 / 57 / 57

CMYK: 69 / 62 / 61 / 53

HEX: #393939



RGB: 163 / 156 / 16

CMYK: 39 / 29 / 100 / 4

HEX: #A39C10

TYPOGRAPHY

Avenir is the primary typeface family utilized on the Action Clutch brand. It is preferred to be used exclusively, but in instances where you need a heading or call to action to be more prominent, Balboa is an acceptable secondary.

PRIMARY

Aa Avenir Black
HEADLINE EXAMPLE

Aa Avenir Roman
 This is a body example.

Light
 Book
 Roman
 Medium
Black
 Heavy

Light Oblique
Book Oblique
Oblique
Medium Oblique
Black Oblique
Heavy Oblique

SECONDARY

Aa Balboa Medium
HEADLINE EXAMPLE

Aa Balboa Ultra Light
 This is a body example.

Medium
Light
Bold
Black

Ultra Light
Extra Bold
Extra Black

TYPOGRAPHY

Avenir is the primary typeface family utilized on the Action Clutch brand. It is preferred to be used exclusively, but in instances where you need a heading or call to action to be more prominent, Balboa is an acceptable secondary.

■ HEADLINE.

- Rovitatur? Quidi re pratenda vendae vel molo di sequis rehenis doloribus.

■ CALL TO ACTION

■ HEADLINE.

- Rovitatur? Quidi re pratenda vendae vel molo di sequis rehenis doloribus.

■ CALL TO ACTION

■ HEADLINE.

- Rovitatur? Quidi re pratenda vendae vel molo di sequis rehenis doloribus.

■ CALL TO ACTION

KEY

- Avenir Black
- Avenir Medium
- Avenir Roman
- Balboa Medium
- Balboa Ultra Light

LOGO

Outlined below are acceptable and unacceptable logo uses. This will ensure our brand is consistent across all medias and can build a recognizable brand appearance.

LIGHT BACKGROUND



DARK BACKGROUND



LOGO SPACING



Safe spacing can be set by using the height of the N in "Action". This would be the minimum clearance of anything surrounding the logo.

COLOR OPTIONS



Any color options excluding Black and Action Clutch Red, need to be approved by Action Clutch before use. Color options are reviewed on a case by case basis. Multi-color use is unacceptable. Approval can be recieved from matt@actionclutch.com

LOGO DON'TS



DON'T: Multi-Color



DON'T: Distort



DON'T: Modify Typeface



DON'T: Use Unofficial Colors (without approval)



DON'T: Rotate the logo



DON'T: Apply Gradient

IMAGERY

All imagery should depict our product in acceptable uses (LEGAL driving), Action Clutch equipped vehicles, product shown on vehicles. Imagery should be high quality. If user generated, it must meet quality standards and be cleared by the owner for reuse.

ACCEPTABLE



UNACCEPTABLE

