

STYLE GUIDE

SPECTRE[®]
Performance[™]

**ALL APPROVED SPECTRE[®] LOGOS CAN BE FOUND IN BOTH
.JPG AND .EPS ON THE K&N MEDIA SITE LOCATED AT
WWW.KNFILTERS.COM/MEDIA**

JULY, 2017

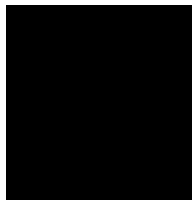
COLOR PALETTE



PANTONE 485

C:0 M:100 Y:100 K: 10

R: 215 G: 25 B: 32 #D71920



RICH BLACK

C: 70 M: 60 Y: 60 K:100

R: 0 G: 0 B: 0 # 000000

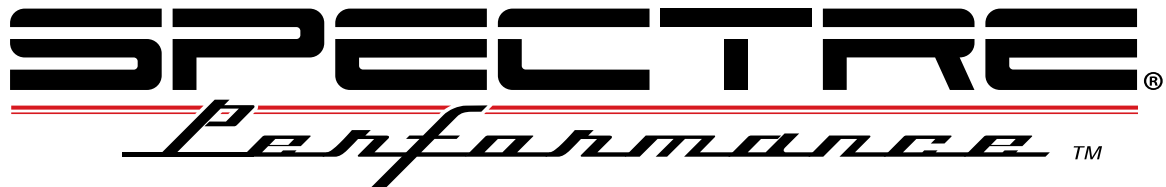
MASTER LOGO

The Spectre logo consists of two primary elements:

- 1: Spectre® name
- 2: Performance text line

The Spectre® letters may not be changed or modified in any way.

For use on
light backgrounds



For use on
dark backgrounds



INCORRECT
USE



PLAIN LOGO

The logo without the Performance line is used where the logo will be small or difficult to see and the Performance text is not clearly readable.

For use on
light backgrounds

SPECTRE®

For use on
dark backgrounds

SPECTRE®

INCORRECT
USE

SPECTRE®

SPECTRE®

LOGO DIMENSIONS

The proportions and scaling of the Spectre® logo should be presented as below in all situations. The logo can be scaled up or down as needed but proportions must be maintained.



ONE-COLOR LOGO

The one-color logo is used in situations where printing is one color only or where the logo is used on a red or yellow background, thereby making the logo hard to see.

For use on
light backgrounds



For use on
dark or red
backgrounds



INCORRECT
USE



LOGOS ON VEHICLES

When using the Spectre® logo on vehicles, always follow the guidelines on the previous pages and never place a box behind the logo. It is acceptable to place a black outline around the entire logo in order to separate the logo from vehicle color as seen below.

For dark vehicles



For light vehicles



For complex backgrounds



Stroke must be 20% of the height of the logo to ensure visibility

Examples in use



INCORRECT USE



APPAREL USAGE

When using the Spectre® logo on apparel, always follow the rules listed on the previous pages.

For light apparel



For dark apparel



For red apparel



INCORRECT
USE



REQUIRED SPACING

Standard Logo:

A minimum of 1/2 the height of the Spectre® logo should be given on all sides for breathing room.



Plain Logo:

A minimum of equal height of the Spectre® logo should be given on all sides for breathing room.



INCORRECT
USE



COLOR USAGE

Always use the black logo text on a light background and the white logo text on a dark background. Use the one-color version of the logo on a red background.

For light backgrounds



For dark backgrounds



For red backgrounds



INCORRECT USE



OTHER SPECTRE® LOGOS

Spectre® uses a variety of logo variations from time to time. The logos below are only allowed to be used with permission and may not be modified in any way.

Double S Logo:



Speed By Spectre® Logo:



HPR Logo:



AccuCharge Logo:

