



# BRAND GUIDELINES

Version 3 - September 2024

# CONTENTS

## Brand Model .....3

Essence, Position, & Promise.....4

Tagline.....5

Personality .....6

## Logo & Usage .....7

Logo Wordmark.....8

Clear Space & Minimum Size.....9

Logo Color Variations.....10

Product-Brand Logo Lockups.....11

Logomark .....12

Logomark Color Variations .....13

Logomark Clear Space & Minimum Size .....14

Incorrect Logo Usage.....15

## Color Palette .....16

## Brand Typography .....18

## Brand Graphics .....20

Brand Imagery & Video .....23

## Websites & Social Media .....24

## Execution Examples .....26

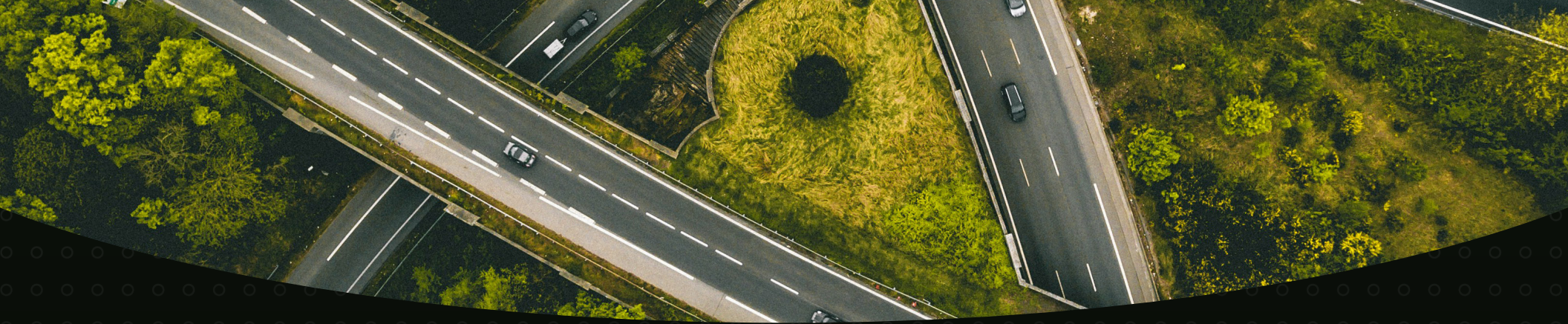
## Audience Personas .....30

B2C .....31

B2B .....34

An abstract graphic featuring a large, stylized green letter 'R' on a black background. The background is covered in a fine grid of small white dots. The 'R' is composed of a thick green stroke. Behind the 'R', there are large, curved white and black shapes that create a sense of depth and movement. The overall design is modern and minimalist.

| BRAND  
MODEL



## BRAND MODEL

### ELEMENTS

### DEFINITION

### ROVELO

ESSENCE	Why do you exist? Why should consumers care or connect?	We know what everyday drivers need to tread confidently, and we engineer solutions that are proven to perform.
POSITION	What position in the market do you want to own? Why you over them?	High-performance tires for the everyday driver.
PROMISE	The promise you make to consumers about the experience they will have with you. Language, style and key messaging that fits the brand identity and right to win.	Rigorously tested. Performance driven.





KNOWLEDGE  
IN MOTION.



PERSONALITY

FUNCTIONAL

Just like our tires, our brand is built with intention. We don't speak for the sake of it, but rather ground all messaging in purpose—whether it be feature, benefit, or product.

CONFIDENT

We are experts in our field, and we behave as such. Our messaging is pointed, assured, and credible. We don't over promise or add fluff.

ACCESSIBLE

We don't hide behind jargon or slang. Instead, we share our knowledge in straightforward terms that are clear to the everyday driver.

INNOVATIVE

We engineer with excellence and aren't afraid to say it. We speak boldly about our features and products, and back it up with rigorous testing and proven performance.





# | LOGO & USAGE

## LOGO WORDMARK

These logo guidelines will help ensure there is consistency across all visual platforms. Guidelines are intended to help with internal quality control as well as with external contacts such as printers and sponsorship partners. They are our insurance against misuse and should be delivered to every external supplier and monitored by a brand watchdog internally.





## CLEAR SPACE

A minimum amount of clear space should always surround the logo, separating it from headlines, text, imagery, or the outside edge of the document or application. A clear space equal to the height of the wordmark should be used. Wherever possible, use more space than the minimum required.

## MINIMUM SIZE

The minimum size for print reproduction of the logo is defined by the width of the logo icon at 1.5" and 225px for digital.



## LOGO COLOR VARIATIONS

The full-color logo on a white background and the reverse logo on a dark background are the primary applications and should be used whenever possible.



## PRODUCT-BRAND LOGO LOCKUPS

Do not use the product-brand logos without the official Rovelo logo.

The product-brand logos are to be used in place of any standalone text where the product is mentioned. The logos are not needed in body copy or as part of a paragraph.

When the product-brands are featured, it is understood that the Rovelo brand itself may take a back seat in order to highlight a certain product.

For balance, divide the width of the product-brand logo in half to generate the width the Rovelo logo. Spacing between the two logos should be a third of the height of the product-brand logo.

When the logos are left, right, or centre aligned, they should be aligned with each other.



**ROVELO**  
**INSTINCT**

Left Aligned

**ROVELO**  
**INSTINCT**

Right Aligned

**ROVELO**  
**INSTINCT**

Centre Aligned

## LOGOMARK

The logomark should be used as a secondary design element in applications where the brand is known. For example, as an element on a social media post or SWAG.





## LOGOMARK COLOR VARIATIONS

The full-color logomark on a white background and the reverse logomark on a dark background are the primary applications and should be used whenever possible.

The logomark should never be used alongside the wordmark. It should only be used as a secondary design element in applications where the brand is known. For example, by itself as an element on a social media post or on SWAG.



**REMINDER:** The logomark should **never** be used alongside the wordmark.

### Example application:

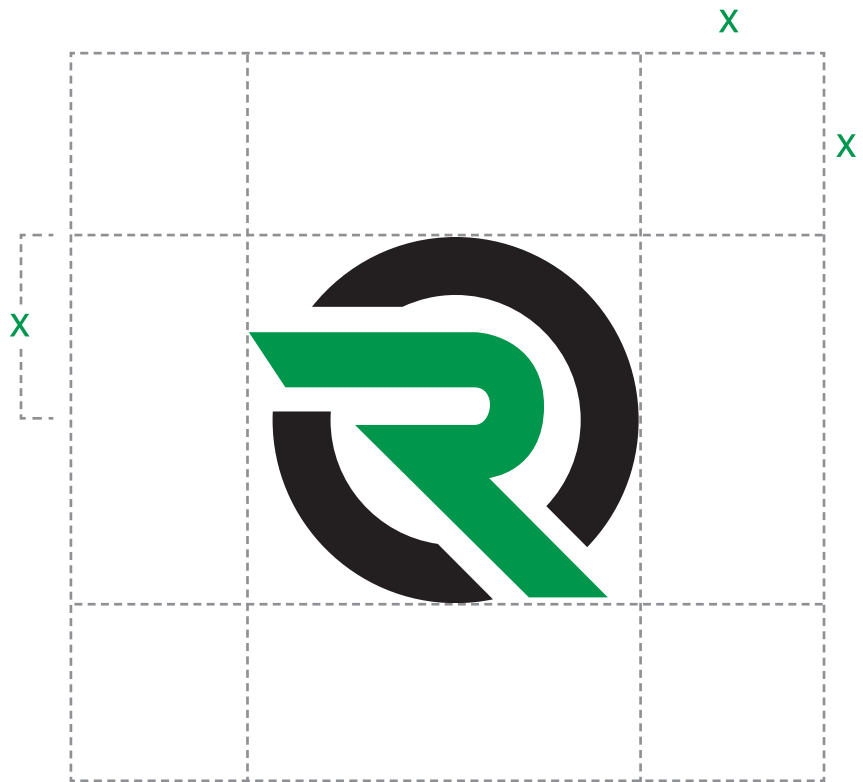


## CLEAR SPACE

A minimum amount of clear space should always surround the logomark, separating it from headlines, text, imagery, or the outside edge of the document or application. A clear space equal to half the height of the logomark should be used. Wherever possible, use more space than the minimum required.

## MINIMUM SIZE

The minimum size for print reproduction of the logo is defined by the width of the logo icon at .75" and 30px for digital.



# INCORRECT LOGO USAGE

The elements of the Roveló logo must not be altered in any way. The icon and the typography in Roveló should be used as one unit. Do not split, separate, or adjust the identity in any way.

- A. Do not stretch or distort the logo.
- B. Do not add effects to the logo.
- C. Do not outline the logo.
- D. Do not place the logo on complicated photos.
- E. Do not use a low-resolution version of the logo.
- F. Do not change the placement of logo elements.
- G. Do not retype the logo.
- H. Do not change any colors in the logo or icon.

A



B



C



D



E



F



G



H





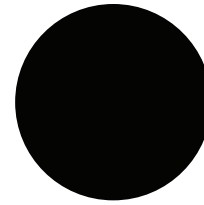
| COLOR  
PALETTE



## COLOR PALETTE

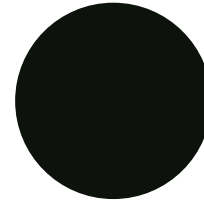
Consistent use of color is a major factor in recognition and memorability of the Rovelo brand. Care should be taken in the consistent use of these identified colors.

In terms of hierarchy, black should be the main color within any design and green, yellow, white, and gray should be used as a subtle accent color.



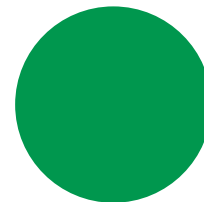
NOIR  
PATH

<b>Pantone</b>	Process Black C
<b>CMYK</b>	75 / 68 / 67 / 90
<b>RGB</b>	0 / 0 / 0
<b>HEX</b>	#000000



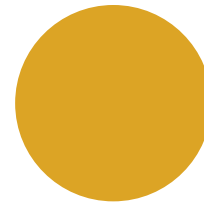
SHADOW  
SAGE

<b>Pantone</b>	Black 3 C
<b>CMYK</b>	73 / 61 / 72 / 83
<b>RGB</b>	16 / 23 / 14
<b>HEX</b>	#10170E



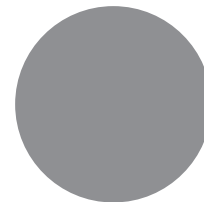
SAGE  
GREEN

<b>Pantone</b>	355 C
<b>CMYK</b>	100 / 12 / 100 / 0
<b>RGB</b>	0 / 152 / 78
<b>HEX</b>	#00984E



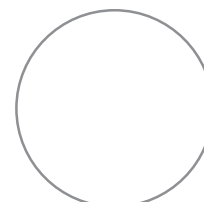
GOLDEN  
INSIGHT

<b>Pantone</b>	7563 C
<b>CMYK</b>	14 / 36 / 100 / 0
<b>RGB</b>	221 / 165 / 39
<b>HEX</b>	#DDA527



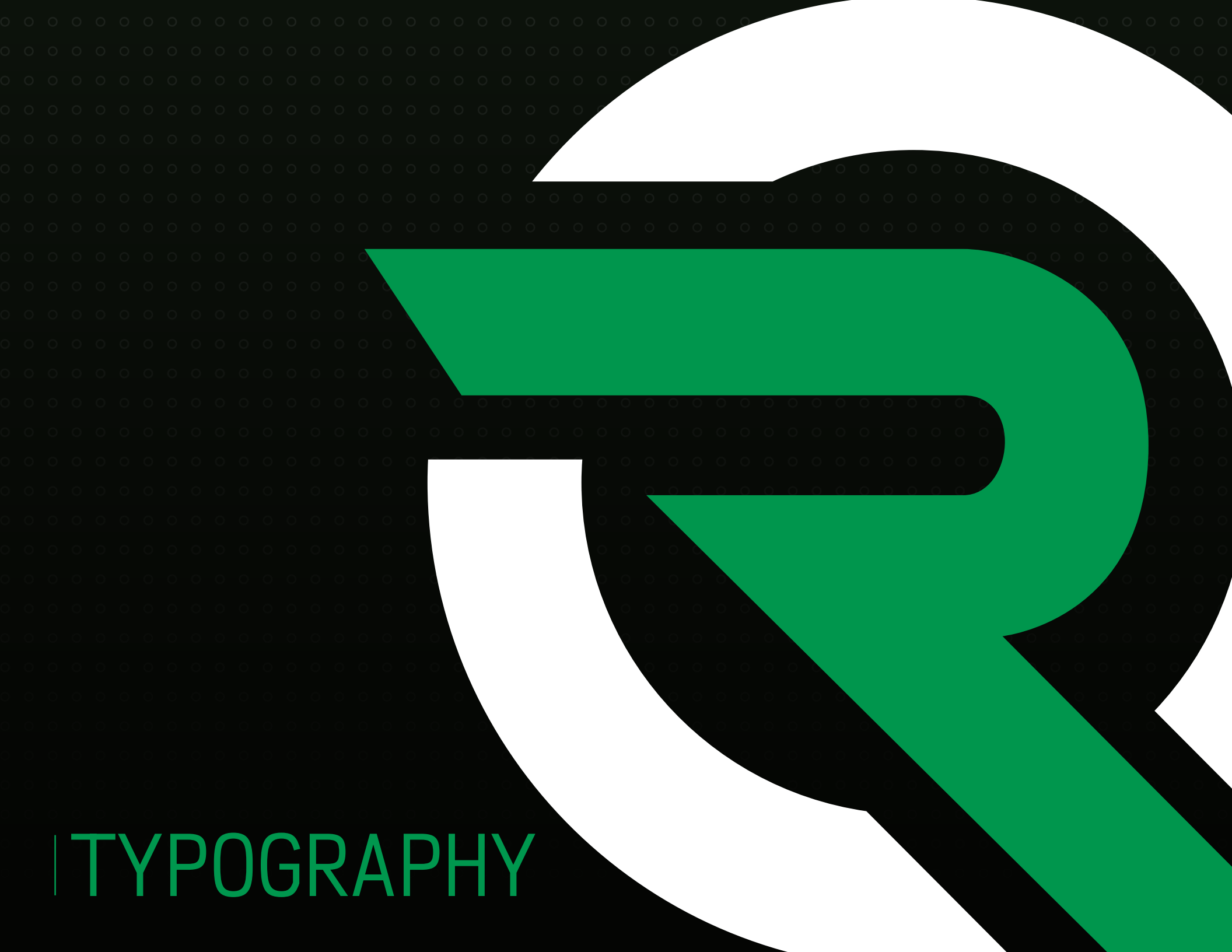
URBAN  
SLATE

<b>Pantone</b>	877 C
<b>CMYK</b>	47 / 38 / 37 / 2
<b>RGB</b>	142 / 144 / 146
<b>HEX</b>	#8E9092



ROADWAY  
PEARL

<b>Pantone</b>	P 179-1 C
<b>CMYK</b>	0 / 0 / 0 / 0
<b>RGB</b>	255 / 255 / 255
<b>HEX</b>	#FFFFFF



| TYPOGRAPHY

## BRAND TYPOGRAPHY

Typography helps convey brand personality. The following fonts have been selected for use in all communications, print, and online. There should be no substitutions other than those indicated.

The Victor Mono typeface has wide spaces between words and because of this, adjust the kerning between words to -240px whenever possible.

Both typefaces can be found on Google Fonts and have been linked below:

Victor Mono

Work Sans

## VICTOR MONO MEDIUM

HEADLINES AND LABELING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()[ ]><?/;':~

## WORK SANS REGULAR

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()[ ]><?/;':~

**WEIGHTS:** Regular, *Italic*, **SemiBold**, ***SemiBold italic***

VICTOR MONO ————— WITHOUT -240PX KERNING BETWEEN WORDS

VICTOR MONO ————— WITH -240PX KERNING BETWEEN WORDS



| BRAND  
GRAPHICS

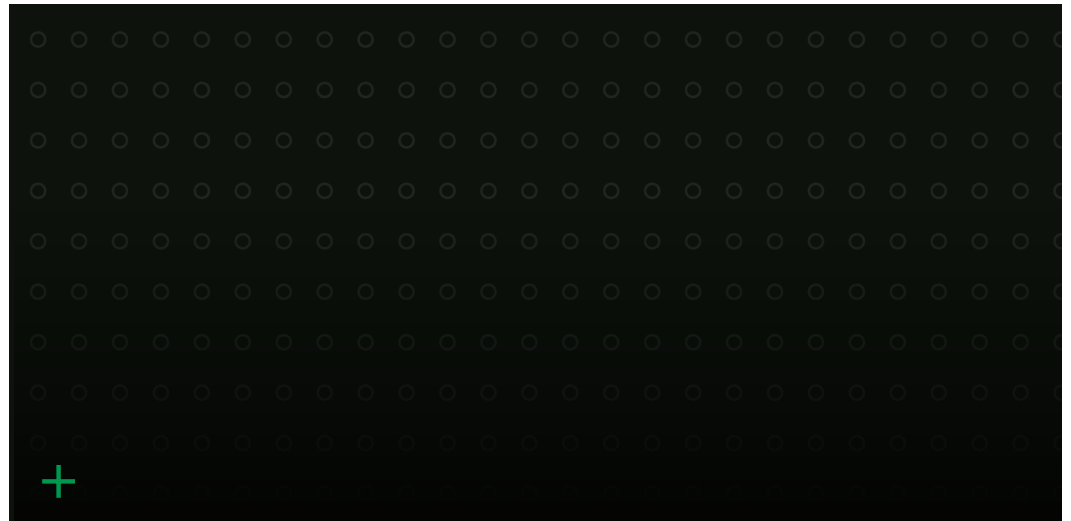
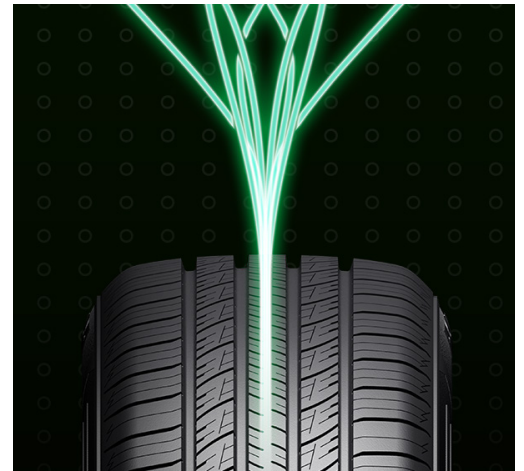


## BRAND GRAPHICS

Brand graphics need to be used frequently and consistently as the foundation of the Rovelo design system. They define our visual language and convey the feeling of a refined, technical company.

The following guidelines for brand graphics are recommended:

- A. The patterned background should be used frequently.
- B. Adding small hatch lines to a design makes it feel “techie” in a subtle way.
- C. Close-ups of tires should use light streaks to highlight specific features and benefits.
- D. The light streaks can also be used to highlight tires and make a connection to customer benefits in lifestyle images.



## BRAND GRAPHICS CONTINUED...

E. When highlighting the product features, utilize a green overlay with a subtle inner and outer glow to callout specific elements.

- Use HEX #04B95C with a “Vivid Light” blend mode to achieve the bright green highlight. The outcome may vary depending on the brightness and contrast in the photograph.

F. Utilize the angled rectangle to emphasize certain information within designs.



Aggressive sidewall lugs  
increase durability and grip



Lateral grooves with mud  
breakers aid with debris removal



Alternating scalloped shoulder  
lugs for increased traction

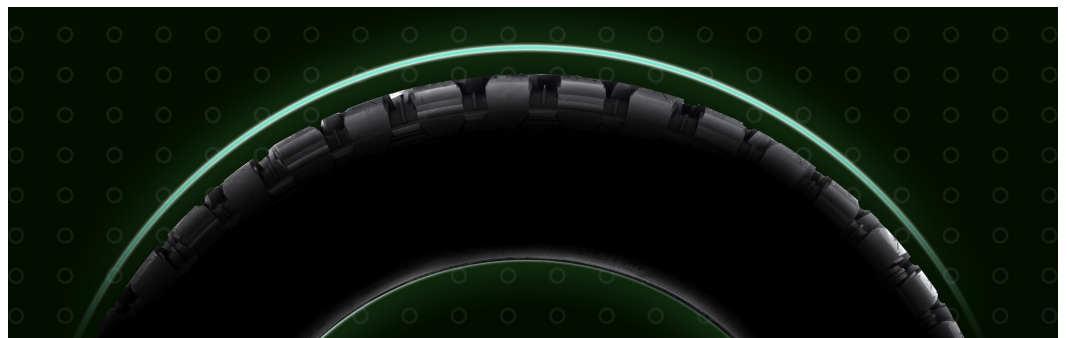
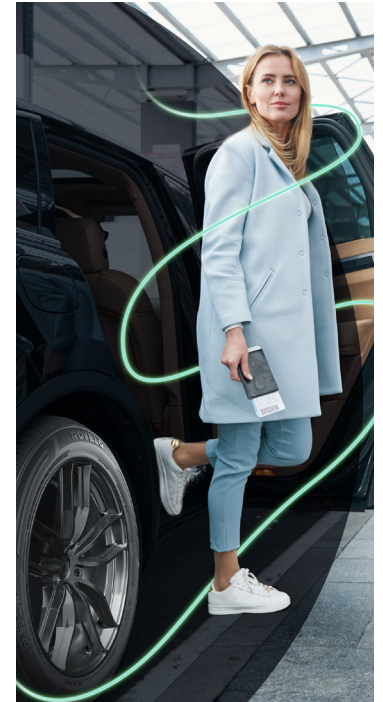


# BRAND IMAGERY & VIDEO

Photos should be modern and highly polished with simple backgrounds (either color or lifestyle) that draw attention to the tires' design and features. Close-up videos should depict functional attributes that are highlighted by dynamic and modern imagery techniques (like Dramatic lighting). Images should focus on profiling the product in action to showcase performance and safety benefits.

The following guidelines for photography are recommended:

- A. Use a mix of technology, product, and lifestyle imagery.
- B. Show a range of proximity, from zoomed out to close-ups.
- C. Sufficient resolution to permit usage on poster applications.
- D. Models should not be overly posed or looking directly at the camera.





| WEBSITE  
& SOCIAL

## WEBSITES & SOCIAL MEDIA

When looking for product information visit the websites and social media sites.

### WEBSITES

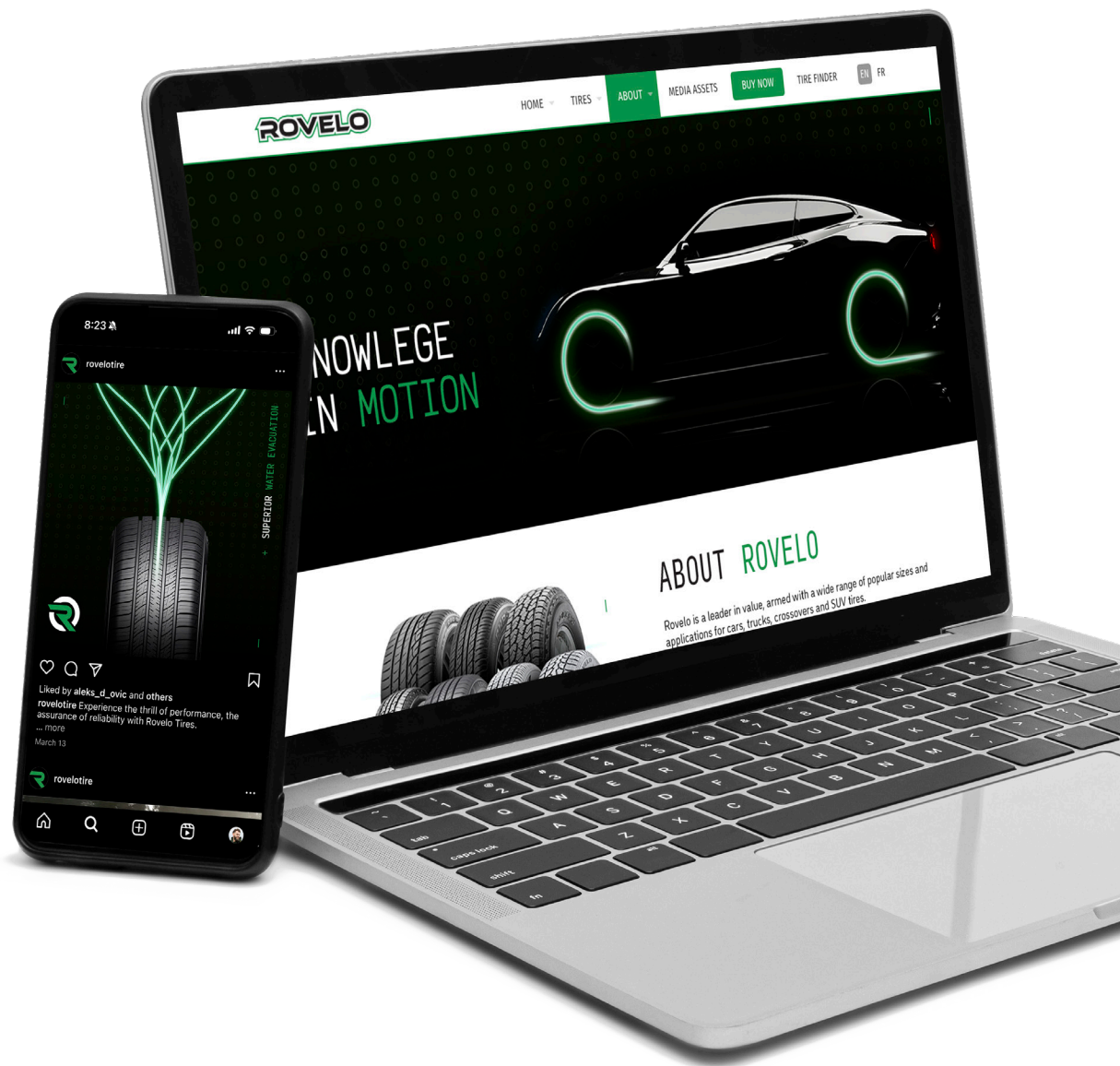
**USA:** rovelotireusa.com


**CANADA:** rovelotire.ca

### SOCIAL MEDIA

**Instagram:** @rovelotire

**Facebook:** @rovelotiresnorthamerica





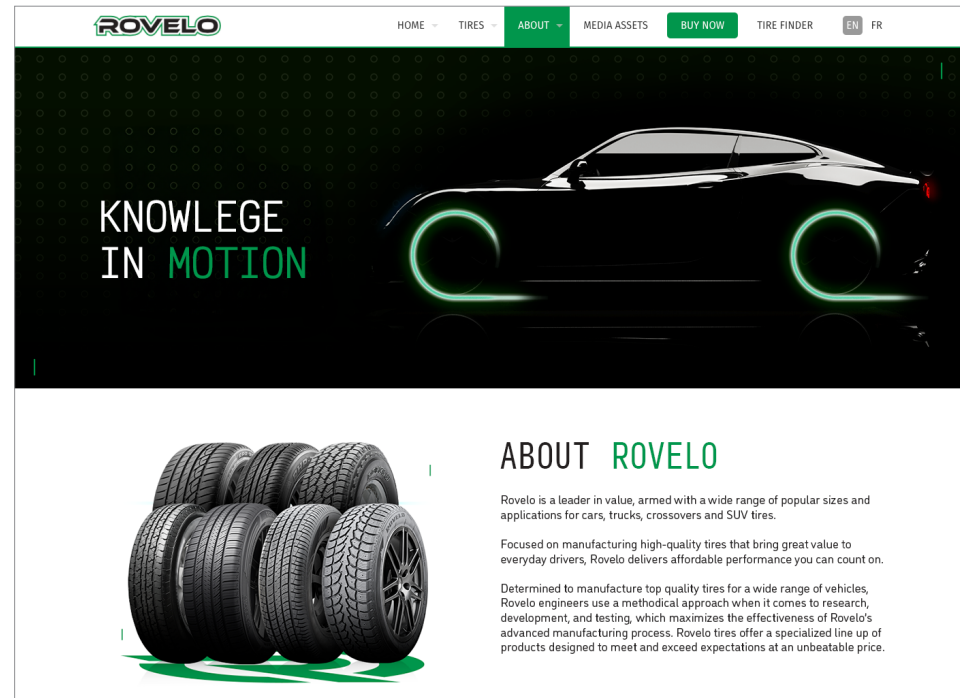
# | EXECUTION EXAMPLES



## EXECUTION EXAMPLES

When creating POS, images must be high resolution, and follow brand imagery. Logos should be adjusted to suit specific dimensions.

### WEBSITE



### POSTER



# EXECUTION EXAMPLES

When creating POS, images must be high resolution, and follow brand imagery. Logos should be adjusted to suit specific dimensions.

## PRODUCT SHEET

**ROVELO**

**RIDGETRACK R/T RT01**  
RUGGED TERRAIN 

Expertly engineered for trucks and SUVs, this striking tire is equipped with purpose-driven design features for performance on every terrain.

**RIDE COMFORT**  
Staggered lateral grooves reduce road noise for the daily commute, while interlocking tread blocks increase rigidity and eliminate road squirm on the deep RT treads.

**DESIGNED WITH PURPOSE**  
Step-down shoulder lugs look aggressive and provide extra protection to the shoulders and sidewalls.

**OFF-ROAD CAPABLE**  
Aggressive sidewall biters, scalloped alternating shoulders, and stone ejectors guarantee reliable traction.

Conçu avec expertise pour les camions et les VUS, ce pneu saisissant est équipé de caractéristiques de conception axées sur la performance sur tous les terrains.

**CONFORT DE CONDUITE**  
Les rainures latérales décalées réduisent le bruit de la route pour les trajets quotidiens. L'embollement des pavés de gomme augmente la rigidité et élimine les torsions de la route sur les bandes de roulement profondes du RT.

**CONÇU DANS UN BUT PRÉCIS**  
Les pattes d'épaulement en forme d'escalier ont une allure agressive et offrent une protection supplémentaire aux épaulements et aux flancs.

**PERFORMANCE TOUT-TERRAIN**  
Le flanc robuste favorisant une prise dynamique, les épaulements festonnés alternés et les éjecteurs de pierres garantissent une traction fiable.



**ROVELO**

Part #	Size	Ply	LT/RR	TD	OD	SM	Rw	UTQG	MAX LOAD (1x)	MAX LOAD (2x)	Stud Size
				32/in.	in.	in.	in.		lbs/kgpsi	lbs/kgpsi	
1600404K	265/70R17	8L	118T	16	31.65	10.71	8	600A/B	2679@44		
1600420K	255/70R18	XL	116T	16	32.08	10.24	7	600A/B	2756@50		
1600403K	265/60R18	XL	114S	16	30.51	10.71	8	600A/B	2600@60		
1600416K	265/60R18	XL	116T	16	31.64	10.71	8	600A/B	2756@50		
1600417K	265/70R18	8L	116S	16	32.84	10.71	8	600A/B	2756@44		
1600407K	275/60R18	XL	116T	16	32.08	10.98	8	600A/B	2756@50		
1600433K	265/60R20	XL	111T	16	30.47	10.91	8	600A/B	2403@60		
1604203K	275/65R20	XL	117T	16	31.89	11.18	8	600A/B	2833@60		
1600421K	275/60R20	XL	116T	16	32.99	10.98	8	600A/B	2756@50		
1600423K	265/60R22	XL	114Q	16	32.09	11.22	9	600A/B	2600@60		
1600435K	LT245/70R17	10PR	120/118Q	16	30.55	9.76	7		3000@80	2755@80	15
1600430K	LT245/75R17	10PR	121/118Q	16	31.5	9.76	7		3195@80	2910@80	15
1600405K	LT265/70R17	10PR	123/120Q	16	31.65	10.71	8		3415@80	3085@80	15
1600412K	LT285/70R17	10PR	126/123Q	16	32.76	11.5	8		3703@80	3415@80	15
1600410K	LT265/65R18	10PR	123/118Q	16	31.64	10.71	8		3355@80	3000@80	15
1600429K	LT265/70R18	10PR	124/121Q	16	32.84	10.71	8		3525@80	3195@80	15
1600408K	LT275/65R18	10PR	123/120Q	16	32.08	10.98	8		3415@80	3085@80	15
1600432K	LT275/70R18	10PR	126/123Q	16	32.18	10.98	8		3640@80	3305@80	15
1600436K	LT275/65R20	10PR	126/117Q	16	31.89	11.18	8		3085@80	2835@80	15
1600434K	LT275/60R20	10PR	123/120Q	16	32.99	10.98	8		3415@80	3085@80	15
1600431K	LT275/65R20	10PR	126/123Q	16	34.09	10.98	8		3703@80	3415@80	15
1600428K	LT305/65R20	13PR	125/123Q	16	33.23	12.44	9		3640@80	3305@80	15
1600418K	33X12.50R17LT	10PR	120Q	16	32.52	12.52	10	3085@65			15
1600427K	35X12.50R17LT	10PR	125Q	16	34.53	12.52	10	3640@65			15
1600409K	37X12.50R17LT	8PR	124Q	16	36.54	12.52	10	3525@60			15
1600425K	33X12.50R18LT	12PR	122Q	16	32.52	12.52	10	3355@80			15
1600423K	35X12.50R18LT	12PR	125Q	16	34.53	12.52	10	3970@80			15
1600410K	37X12.50R18LT	10PR	128Q	16	36.54	12.52	10	3970@65			15
1600428K	33X12.50R20LT	13PR	119Q	16	32.52	12.52	10	3000@80			15
1600408K	35X12.50R20LT	13PR	123Q	16	34.53	12.52	10	3640@80			15
1600424K	35X13.50R20LT	13PR	124Q	16	36.53	13.58	10	3700@80			15
1600402K	37X13.50R20LT	10PR	126Q	16	38.54	12.52	10	3700@65			15
1600426K	33X13.50R22LT	13PR	114Q	16	32.52	12.52	10	2600@80			15
1600413K	35X13.50R22LT	13PR	121Q	16	34.53	12.52	10	3195@80			15
1600416K	37X13.50R22LT	13PR	127Q	16	36.54	12.52	10	3960@80			15
1600414K	37X13.50R22LT	13PR	129Q	16	38.54	13.58	10	3970@80			15

+ ROVELOTIRE.CA

## POWERPOINT SLIDES

**RIDE & DRIVE**



**ROVELO**  
**RIDGETRACK R/T**

**AGENDA**

01

STU Overview

02


Our Core Values

03

Introducing Ridgetrack R/T

04

Let's Ride!



**PEOPLE ARE OUR STRENGTH**

STU is made up of passionate lifelong North American tire experts who have worked in all facets of the tire industry, bringing a wealth of knowledge and expertise to the STU family of brands.

300+

North American Sales, Marketing, Supply Chain, Finance, and Support Staff

100+

Our Team has a combined 100+ Years of North American Tire Industry Experience



**STU | OUR COMMITMENT TO QUALITY**

**Mesnac Partnership**  
The Leader in Tire Technology

**Track Testing**  
Independent On-track Testing

**Uniformity Testing**  
Factor Onsite Uniformity Testing

**Market Intelligence**  
Dedicated to advanced market insights, allowing us to have the right products at the right time

**Engineering Excellence**  
Multinational approach, a global network for regional applications





## SOCIAL ASSETS

When creating images for social content ensure that various orientations can be accommodated such as Square and Story. Images should be adjusted to suit these specific dimensions.





| AUDIENCE  
PERSONAS

## B2C PERSONA #1

### TECH-CENTRIC FAMILY

**LOCATION** Montréal, QC

**AGE** 30-40

**CHILDREN** 1-3

The Beaulieu family live in the Dollard-Des Ormeaux suburb of Montréal with their two children. The dad works as an outbound sales agent and the mom works as a receptionist in a doctor's office. Technology is a regular part of the lives, from smart TVs and speakers, to app-controlled light bulbs and garage doors. They're also an active family and are always on the go looking for new adventures.

Their primary vehicle is the mom's car, an SUV, as it's spacious enough to drive the family around. When purchasing the family car, they did a significant amount of research online to compare safety and technology features to ensure they picked the right vehicle for their family. Research channels include Reddit, Instagram, brand websites and third party auto performance review sites.

During a routine seasonal tire change, the mechanic mentioned that tread depth was low on their all season tires; as a result, they have begun to conduct research to find tires that rate high on performance and safety ratings, can perform against various weather conditions in their region, and fit within their budget.

**Engagement channels:** Meta, YouTube, Connected TV, Google, DOOH

**Most Important Deciding Factor:** Performance and Safety

**Sample Message:** Built with performance in mind, so you can tread confidently wherever the road takes you.





## B2C PERSONA #2

# PERFORMANCE SEEKER

**LOCATION** Austin, TX

**AGE** 25-35

**CHILDREN** 0-1

Sean lives in Austin, Texas with two roommates. He's had a love of cars for as long as he can remember; as a recent college graduate, he works as an apprentice mechanic with a goal of owning his own shop one day.

One of his hobbies is fixing up old cars. He's been working on his car for a couple of years now and has a modest budget to get it road ready. Sean's knowledge of cars, combined with online research, allows him to find the right parts that will optimize performance. He is not brand loyal and instead prioritizes durability, quality and comfort.

When making decisions, Sean uses a variety of channels including forums and third party comparison sites to get other knowledgeable consumers' opinions and make informed decisions. He seeks detailed product information and specs to ensure it meets his criteria.

He's been keeping an eye on his tires' tread depth and has done research into the right type of tires he needs to maximize performance. Now that the treads are worn, he's ready to buy the best performing tires that fit his budget, to install himself.

**Engagement channels:** Google, Meta, YouTube, Trade Publications

**Most Important Deciding Factor:** Performance

**Sample Message:** Uncompromising performance to elevate your drive.





## B2C PERSONA #3 LOOKING FOR A DEAL

**LOCATION** Atlanta, GA  
**AGE** 20-30  
**CHILDREN** 0

Alonso lives in Atlanta and works as a developer at a marketing agency. He recently moved out into his own place after living with roommates post-college; he's excited to settle in his newfound independence.

In his spare time, Alonso plays in a band and needs a car to help get him around. His vehicle simply helps him get from A to B and therefore he purchased a used car that fits his functional needs and is still an economical choice for his budget. The tires had not been replaced at the time of purchase and the tread has now worn down. The auto body shop where he takes his car gave recommendations on tires to fit his budget.

Alonso's knowledge of cars and tires is pretty limited, so he values the opinions of professionals. He still does some research to be an informed consumer and prioritizes brands that help simplify the features and benefits of their products, as well as clearly communicating the value for money.

After researching, he ultimately listens to the mechanic's advice and buys a set of tires from their shop, as well as gets them installed on-site.

**Engagement channels:** Salesperson, Google, YouTube

**Most Important Deciding Factor:** Price

**Sample Message:** The only thing our team compromised on was price. Yes, you really can have it all.



## B2B PERSONA #1 GLEN, 52

**CAREER** Corporate Fleet Manager  
**SEGMENT GENDERS** Skewed Male  
**AGE** 44-56

Glen is an experienced fleet manager. He is a thorough researcher, which makes his decision-making process decisive and efficient. At home, Glen is an empty-nester who enjoys a quiet life with his partner. He enjoys the simple pleasures, like family time.

Glen is dedicated to his job and looks for products with the best quality and price but he's particular about warranties. Often, the best warranty coverage will influence his choice.

**Most Important Deciding Factor:** Budget and Product Longevity





## B2B PERSONA #2

### CHRIS, 32

**CAREER** Business Development/Sales

**SEGMENT GENDERS** Skewed Male

**AGE** 30-40

Chris lives with his long-term partner and they share an apartment, dog, and car. He loves being outside – mountain biking, trail running, anything fast and fun. He loves being active and adventurous.

Chris likes to sell products that he believes in. Whenever a new product comes across his radar, he fact checks all of their claims to make sure he is informed.

**Most Important Deciding Factor:** Affordable Performance



## B2B PERSONA #3

### KYLE, 30

**CAREER** Customer Service Rep  
**SEGMENT GENDERS** Skewed Male  
**AGE** 24-35

Kyle is a customer service rep. He knows a lot about cars and keeps up with industry trends. Kyle is well-liked by customers; they trust his advice because he is friendly and confident. Outside of work, he enjoys fishing, hunting, and the great outdoors.

Kyle is passionate about finding great deals for his customers. He wants to get them the best performance at the best price. He tends to favor products that are developed/ engineered in North America.

**Most Important Deciding Factor:** Best Value - Performance & Price

