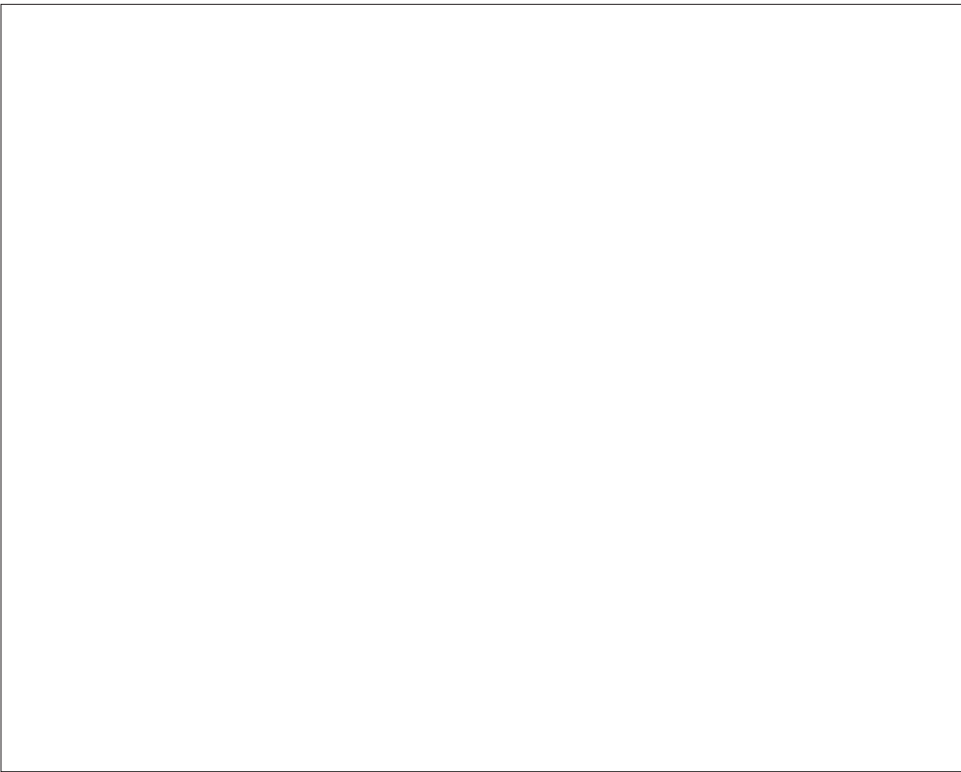


**KINK**BMX  
**LOGO/COLOR GUIDE**

2016

WHITE



C 0 R 255  
M 0 G 255  
Y 0 B 255  
K 0

HEX #FFFFFF

BLACK



C 75 R 0  
M 68 G 0  
Y 67 B 0  
K 90

HEX #000000  
PANTONE BLACK

GOLD



C 2 R 218  
M 22 G 170  
Y 100 B 0  
K 8

HEX #DAAA00  
PANTONE 110 C

COLORS

# KINK BMX LOGO



# LOGO DO'S

The KINK BMX logo represents the Kink BMX brand. Any assets created that will be seen by our consumers and dealers should include the KINK BMX logo.

Black and white are the primary colors of Kink BMX. Gold KINK BMX logos should be used sparingly. Every execution of new assets should contain at least one black or white KINK BMX logo. Any further use of KINK BMX assets may use a secondary execution in gold.

When used over photography, the KINK BMX logo should be either black or white depending on the brightness of the photo. Gold KINK BMX logo should never be used directly over any photo.

In cases where the KINK BMX logo is used over gold (Pantone 110 C), white should be used first as it is easier on the eyes than the contrast of black on gold.

# KINK BMX K-BRICK LOGO



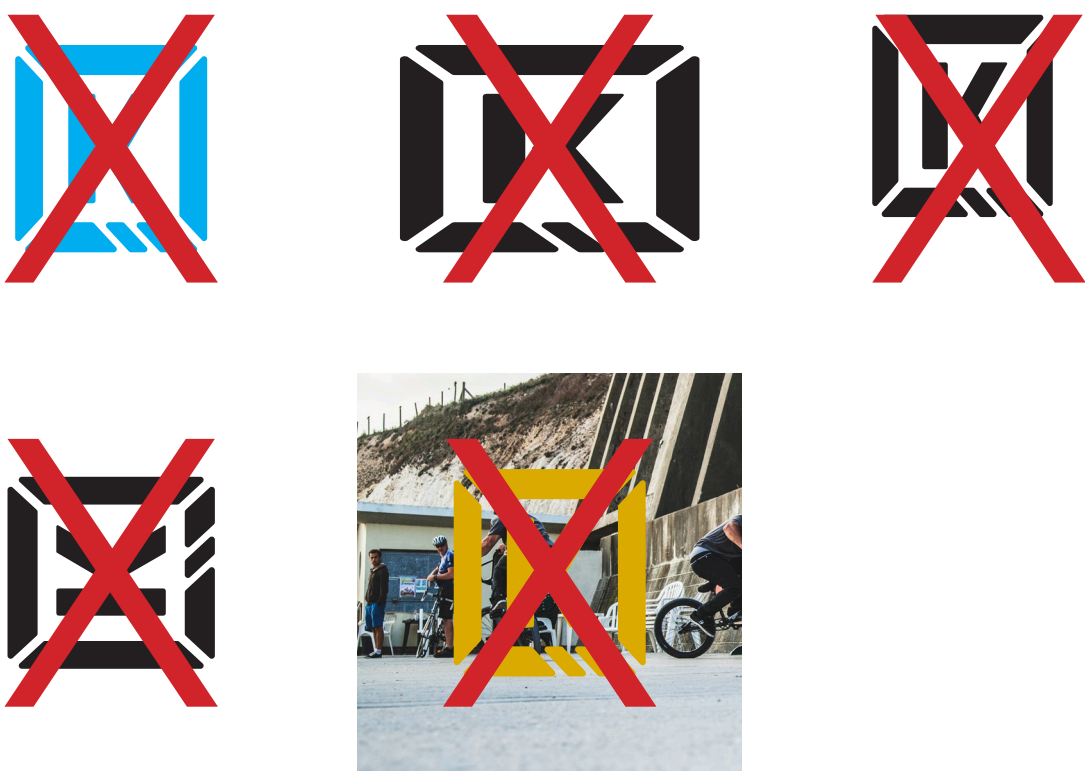
The K-Brick logo is the stand alone icon that represents the Kink BMX brand. The K-Brick follows the same guidelines as the KINK BMX logo. This logo should be used in association with the KINK BMX logo during the roll out of the new branding.

# KINK BMX LOGO



# LOGO DONT'S

# KINK BMX K-BRICK LOGO



Under no circumstance should the KINK BMX logos be skewed, distorted, or sized disproportionately without the consent of the KINK BMX brand.

The KINK BMX logos should also never be any color other than Black, White, or Gold. If Gold is used, it must never be used over photos or any color background other than White or Black.

The KINK BMX logos should also never be rotated, placed upside down, or on their side.