



**BRAND
GUIDELINES**



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LOGOS

01.

Primary Logo

Secondary Logo

Simple Logo

Mark



The primary logo serves as the main representation of the brand and should be used in standard applications to maintain consistency and recognition. Make sure “Suspensions” remains legible when using logo at smaller sizes.



The secondary logo should mainly be used in applications where the logo is smaller such as email signatures and social media profile pictures. This logo is preferred in smaller applications opposed to the primary logo because “Suspensions” is larger and will remain more legible.



The simple wordmark is intended for applications where “Suspensions” is too delicate for production such as embroidery or engraving.



The mark is intended for use in applications such as a decorative background element, browser icon, or other small-scale placements. The primary logo should also be present along when the mark is in use.



The mark is intended for use in applications such as a decorative background element, browser icon, or other small-scale placements. The primary logo should also be present along when the mark is in use.



Do not stretch or distort the logo in any way.



Do not use the logo on an angle.



Do not remove the accent mark in the "C".



Do not apply any effect to the logo such as a drop shadow, emboss, etc.



Do not add an outline to the logo.



Do not place the logo on a background that does not provide sufficient contrast.

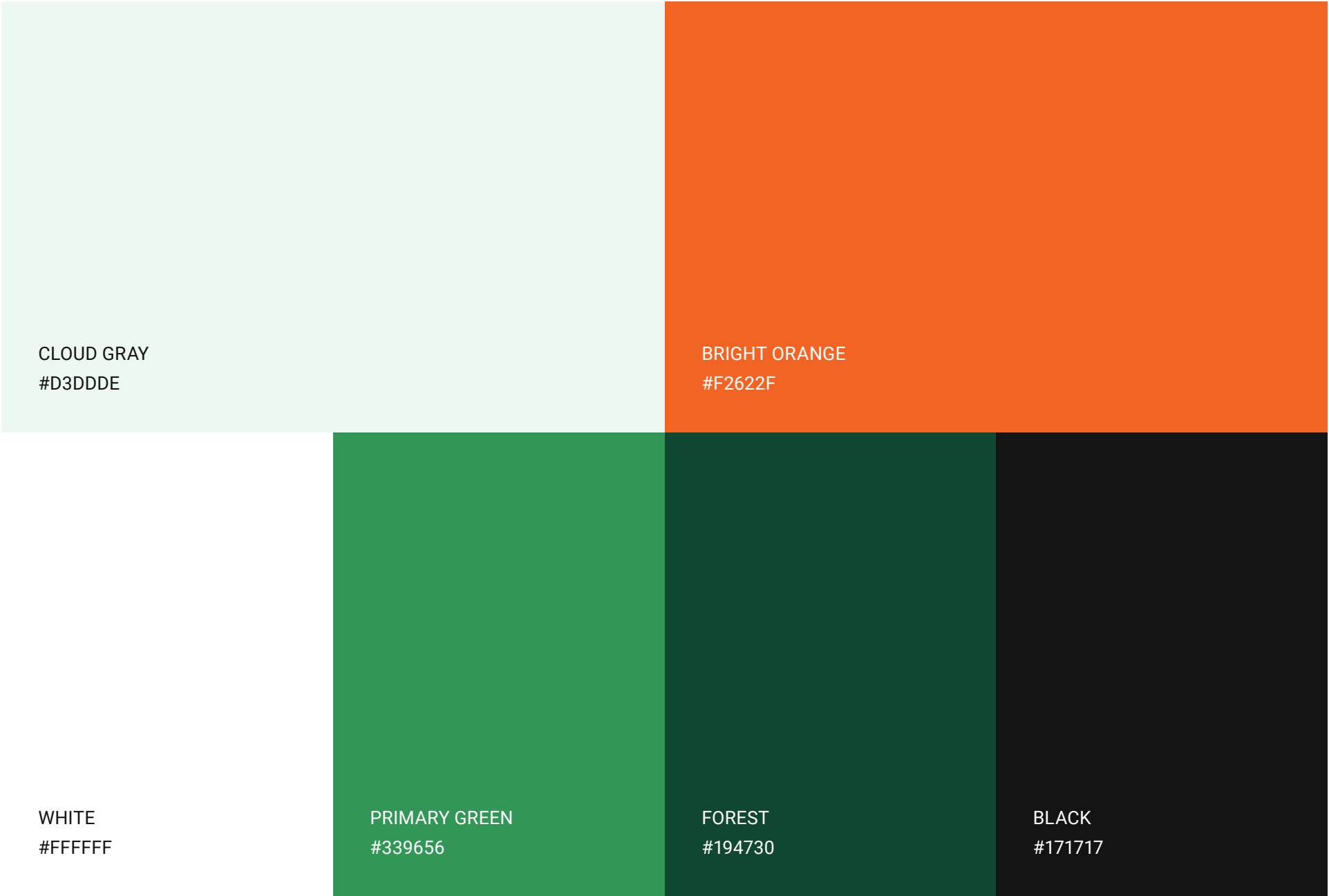
The logo must always be used according to the established guidelines. Do not alter colors, distort proportions, rotate, add effects, or place the logo on backgrounds that reduce legibility. Any deviation from these rules may compromise brand consistency and recognition.

COLORS

02.

Color Palette

Color Usage





Designing effective color pairings can be challenging, as some combinations work better than others. The following suggested pairings are curated to ensure harmony, readability, and accessibility. These colors layer well together and provide adequate contrast for digital and print applications.

TYPOGRAPHY 03.

Brand Typefaces

Typography Hierarchy

AaBb

Archivo ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

()&?!.,:;””/

AaBb

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

()&?!.,:;””/

The typography used in the logo is a core element of the brand identity and must not be altered. Do not change the typeface, spacing, weight, or proportions. Always use the logo with its approved typography to ensure consistency and recognition.

Type: Archivo
Size: 62px
Line height: 60px
Weight: ExtraBold
Letter Spacing: 0px

Headline 1

Type: Archivo
Size: 50px
Line height: 48px
Weight: ExtraBold
Letter Spacing: 0px

Headline 2

Type: Archivo
Size: 40px
Line height: 38px
Weight: ExtraBold
Letter Spacing: 0px

Headline 3

Typography hierarchy should be applied consistently across all brand communications to guide the reader's attention and ensure clarity. Headings, subheadings, body text, and captions should follow the specified styles and weights to maintain a structured and cohesive visual flow. The sizes may vary based on application, but should follow this hierarchy.

Type: Roboto
Size: 18px
Line height: 18px
Weight: Regular
Letter Spacing: 0px

OVERLINE

Type: Roboto
Size: 12px
Line height: 16px
Weight: Regular
Letter Spacing: 0px

Cush Suspensions is a full solution provider that combines innovation with quality to give you a truly unique, engineered-to-order suspension to perfectly fit your needs.

Type: Roboto
Size: 10px
Line height: 14px
Weight: Regular
Letter Spacing: 0px

Unlike other air ride suspension companies, Cush is known for excellent customer service and being flexible enough to provide an air ride suspension solution unique to our customers' needs.

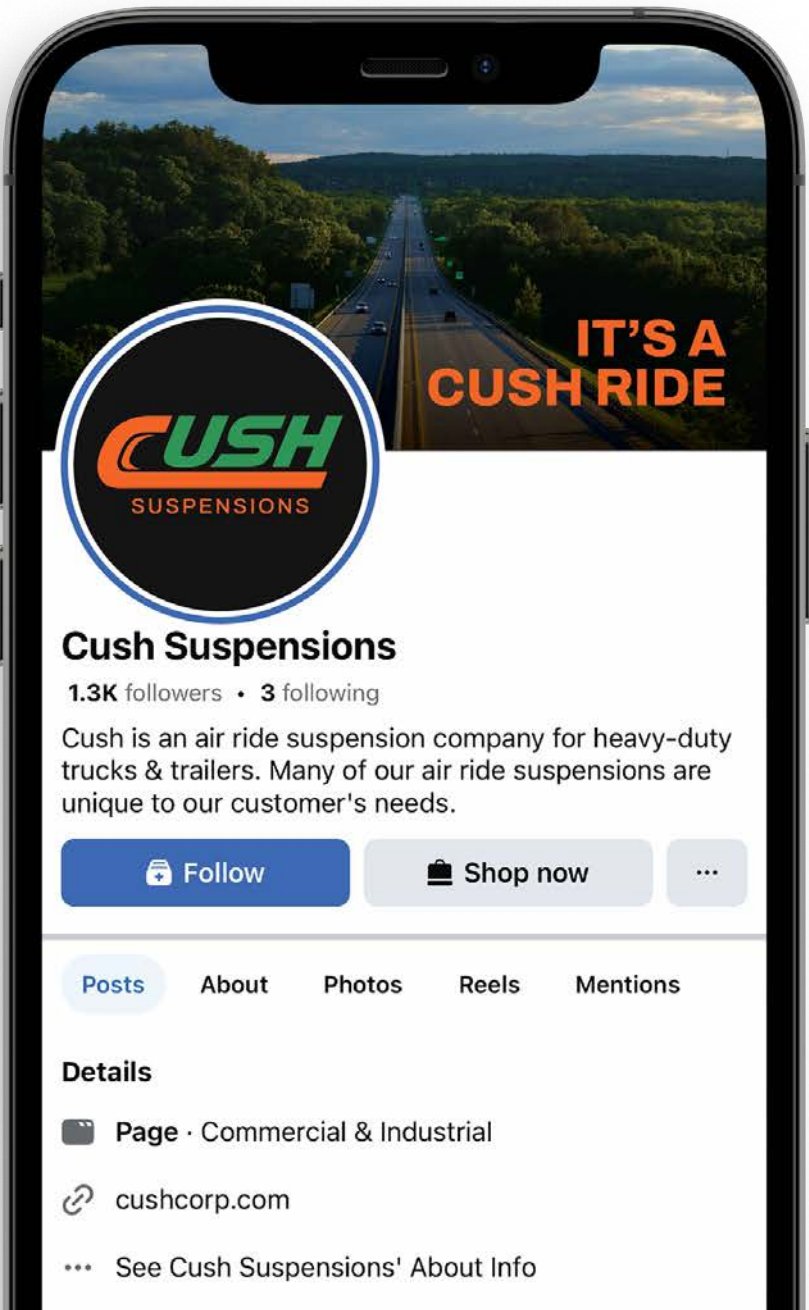
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APPLICATIONS 04.

Digital Applications

Print Applications













**THANK
YOU**

