Brand guidelines

EMBERON

UTV cab heaters and cab enclosures.
EMBERON is a brand of Lionparts LLP. emberonpower.com

Logo

9 versions, each as SVG, PNG and PDF. Six of them below, each on the ground it is made for.



EMBERON_Logo_Horizontal_Red-Black



EMBERON_Logo_Horizontal_Red-White



EMBERON_Logo_Horizontal_White



EMBERON_Logo_Horizontal_Black



EMBERON_Symbol_Red



EMBERON_Symbol_White

CLEAR SPACE

The width of the symbol's arrow shaft × 2 on all sides.

MINIMUM SIZE

Horizontal logo 25 mm / 140 px wide. Symbol alone 6 mm / 24 px.

USE

- Red symbol with black wordmark on light; red symbol with white wordmark on dark. Monochrome black or white where one colour is required.
- The wordmark alone is black or white and carries no brand colour, so in headers the symbol goes with it.
- Red #B01624 is the brand red. The brand pack text says #801624; the swatch and the drawing say #B01624, and the swatch applies.

Colour and type

RED
#B01624
RGB 176 22 36
CMYK 21 100 98 13

Symbol, the one accent; works as text on light paper (6.2:1)

BLACK
#000000
RGB 0 0 0
CMYK 75 68 67 90

Wordmark, text

DARK GREY
#2A2A2A
RGB 42 42 42
CMYK 71 64 64 66

Dark panels

GREY
#999999
RGB 153 153 153
CMYK 43 35 35 1

Secondary, captions only

PAPER
#F4F0EA
RGB 244 240 234

Warm off-white paper (catalogue)

Amplitude Wide

Not embedded in this document

Display, as specified in the brand file
— · Adobe Fonts. Not redistributable, not included

Eurostile

Not embedded in this document

Text, as specified in the brand file
— · Adobe Fonts. Not redistributable, not included

Encode Sans Expanded

ABCDEFGH abcdefgh 0123456789

Open substitute for Amplitude Wide: headlines, figures
400–900 · SIL Open Font License · font files included

Encode Sans

ABCDEFGH abcdefgh 0123456789

Open substitute for Eurostile: running text
variable · SIL Open Font License · font files included

The brand file names Amplitude Wide and Eurostile (Adobe Fonts, no server or redistribution rights). Encode Sans Expanded and Encode Sans are the open pair used in the catalogue.

Icons, voice, facts



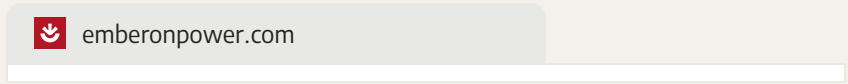
App icon, 512 and 192 px



Social avatar, circle crop



Apple touch



White symbol on red, as on artboard 6 of the brand file. Favicon at actual size above: SVG plus ICO with 16, 32 and 48 px.

- The figure is the headline: 18,000 BTU.
- Specs and fit are stated as facts. All copy is written for EMBERON.
- Where a model year range differs between title and fitment list, the fitment list is right.

OWNER	Lionparts LLP, own brand.
WEBSITE	emberonpower.com
WRITTEN AS	EMBERON
ARTICLE NUMBERS	EM-FAMILY-NNN-VARIANT: cab heaters EM-CH-001-KT … EM-CH-036-KT; cab enclosure EM-CE-001-BK.
TRADEMARK	Not documented in this folder.
CONTACT	David Rutström · david.rutstrom@lionparts.com · +46 70 615 95 74