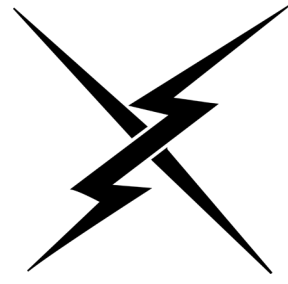




**SAWICKI SPEED  
BRAND GUIDELINES**

**2023**

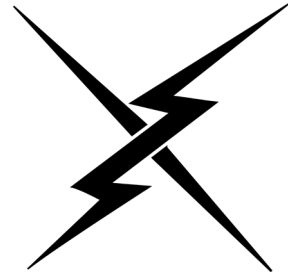
01



## OUR STATEMENT

“LOUDER TOGETHER”

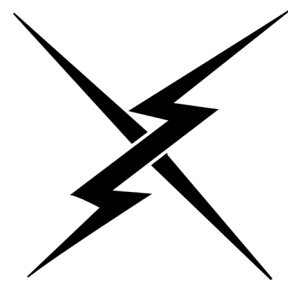
02



## OUR VALUES

COMMUNITY  
QUALITY  
SPEED  
SERIVICE

03



## OUR MARK

MAIN LOGO  
SPACING  
ALTERNATE LOGO

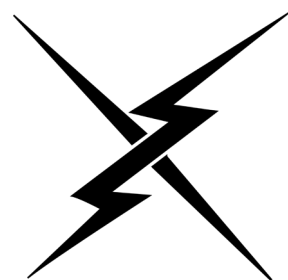
04



## OUR FONTS

PT SANS NARROW - BOLD  
LATO -REGULAR  
GUNSLINGER - UGLY

05



## OUR COLORS

PRIMARY PALETTE



**INDEX**

01

# OUR STATEMENT

# LOUDER TOGETHER

When you slap on a Sawicki Speed product you've committed to a life of loud. We celebrate the individuals living their lives at the highest volume.

The ones not only boiling the tires off their rides, but the ones brave enough to stand up and be counted based on merit more than marketing.

We dedicate what we do to the wild ones that see the hard way as an opportunity, the ones that use naysayers as motivation, the ones testing their own boundaries to see how far they can go. Because of you, we're louder together.



02

# OUR VALUES



OUR VALUES



# COMMUNITY

The people of Sawicki Speed recognize that we would be nothing without our passionate supporters who have followed the brand since day one 2011. We've grown from the garage to today where we supply American made stainless exhaust systems for Harley-Davidson and Indian Motorcycle models worldwide.

We dedicate ourselves to physically showing up in support of what is evolving within our community of performance vtwin motorcycles. We believe in that age old proverb, "Rising tide raises all ships", and stand together with the people and businesses that believe that there is room for comradery in competition. Together, our community can continue to do great things. #LouderTogether





# QUALITY

Sawicki Speed is dedicated to producing the highest quality handmade products on the market. Our engineers and r&d dept have put years of experience in the racing world into improving and innovating our process and product. We stand behind our product by offering a lifetime warranty on craftsmanship and materials for the life of the pipe.



# SPEED

When we say we produce “high performance” we mean it. Everything we do is meant to give riders a better performing, louder motorcycle experience. If a product doesn’t improve operation in some way, we don’t sell it. Our stainless exhaust, carbon fiber, and accessories maximize a day of speed ride right down to our superior exhaust gaskets. Even our apparel make a person more aesthetically pleasing. Stick with Sawicki Speed and you’ll be the one that’s chased often and hard to catch.



# SERVICE

At Sawicki Speed we believe that if you're going to preach supporting your community you better walk the walk. That's why we guarantee our American made exhaust for life.

Making it easy to speak to a person who knows the product is also a part of our service to our dealers and direct retail customers. Our staff is eager to find a solution that works for you. Call, email, or slide into our dm's so we can help make your motorcycle dreams a real thing.

**Hours:** Monday - Friday 9-5

**Phone:** 855-329-0882

**Sales:** [info@sawickispeedshop.com](mailto:info@sawickispeedshop.com)

**Tech/Warranty:** [support@sawickispeedshop.com](mailto:support@sawickispeedshop.com)

**Marketing:** [dt@sawickispeedshop.com](mailto:dt@sawickispeedshop.com)

**DM's**

[Instagram.com/sawickispeed](https://www.instagram.com/sawickispeed)

[Facebook.com/sawickispeed](https://www.facebook.com/sawickispeed)

03

**OUR MARK**



# SAWICKI SPEED

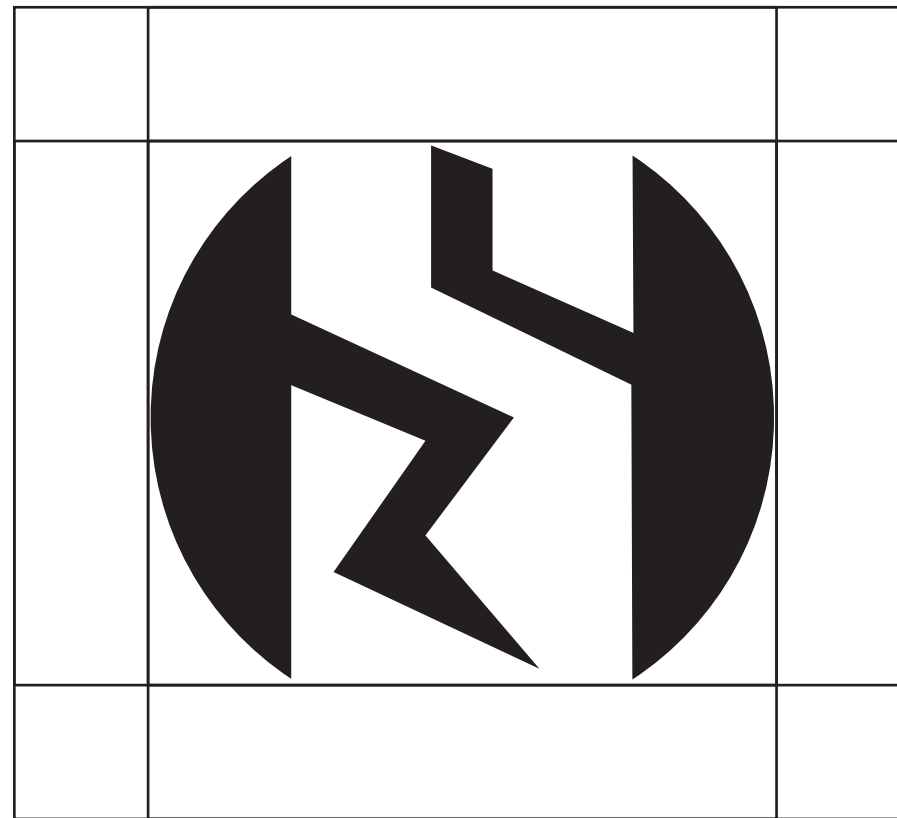
HIGH PERFORMANCE EXHAUST

# MAIN LOGOS

There will always be a freestyle riding aspect to what we support and our branding reflects where the rubber meets the road with our tire tread inspired design utilizing an independent “S” for Sawicki with Speed at the heart of the design in the form of a solo lightning bolt. This image empowers our tribe to make a name for themselves and to keep speed in their core as they eat the miles ahead.

**PRINT**  
18mm Spacing

**WEB**  
50px Spacing



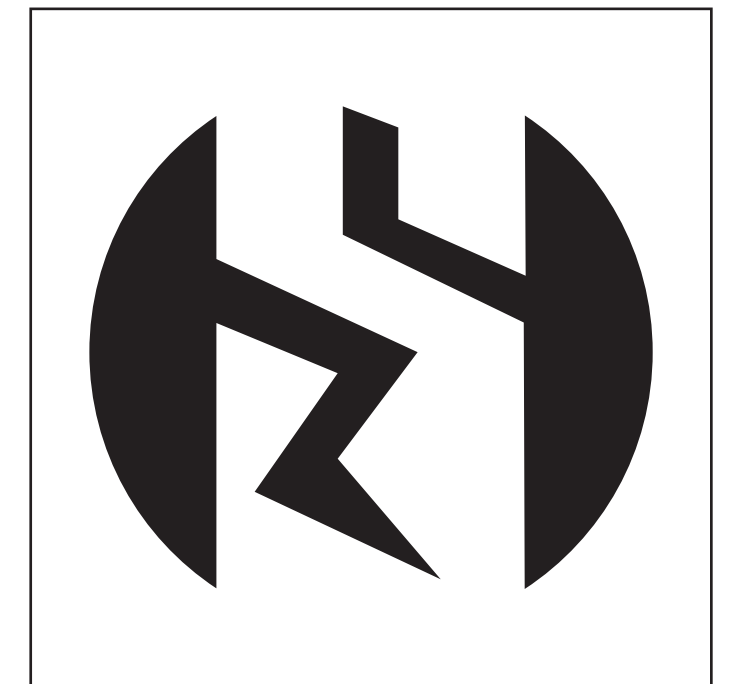
WHITE LOGO - BLACK BACKGROUND



BLACK LOGO - #E7A705 BACKGROUND



WHITE LOGO - #15626F BACKGROUND



BLACK LOGO - WHITE BACKGROUND

## ALTERNATE LOGOS

Of course we always want our full introduction echoing through the halls of the motorcycle dimension, but we can get down with the occasional subtleties from time to time as well.

When adding the Sawicki Speed alternative logo as a favicon or water mark, or even adding it to a splash page of sponsors these are the only approved options including color ways. Feel free to flex your opacity muscles as you see fit.



04

# OUR FONTS



PT SANS NARROW - BOLD

ABCDEFGH  
1234567890

SAWICKI SPEED

FOR USE:

Headline and Highlights

LATO - REGULAR

ABCDEFGH  
1234567890

SAWICKI SPEED

FOR USE:

General Copy and Small Headlines

GUNSLINGER - UGLY

ABCDEFGH  
1234567890

SAWICKI SPEED

FOR USE:

Headlines and Highlights

Minimal use

05

**OUR COLORS**

**BLACK**



**#000000**

**RGB : 0, 0, 0**  
**CMYK : 0%, 0%, 0%, 100%**

**BLUE  
SAPPHIRE**



**#15626F**

**RGB : 21, 98, 111**  
**CMYK : 81%, 12%, 0%, 56%**

**MUSTARD  
YELLOW**



**#E7A705**

**RGB : 231, 167, 5**  
**CMYK : 0%, 28%, 98%, 9%**

**NICKEL**



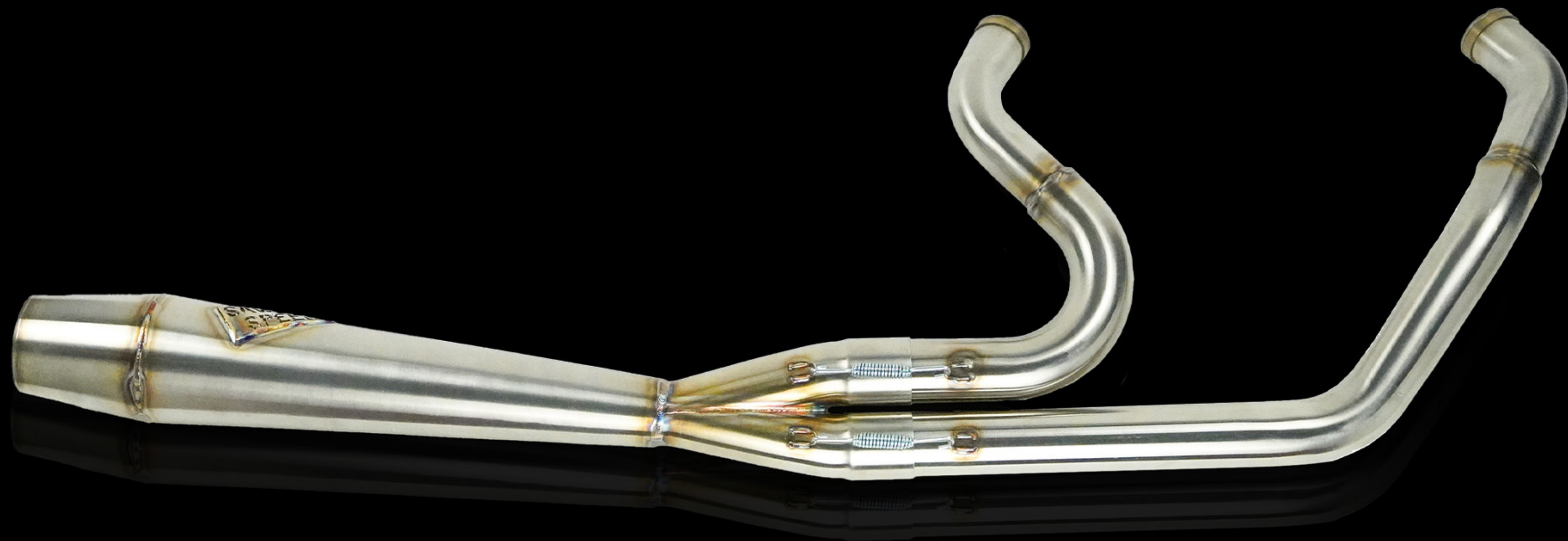
**#727171**

**RGB : 114, 113, 113**  
**CMYK : 0%, 1%, 1%, 55%**

**OUR COLORS**



**SAWICKI SPEED BRAND GUIDELINES**



**Sawicki Speed is dedicated to producing the highest quality handmade products on the market. Our engineers and r&d dept have put years of experience in the racing world into improving and innovating our process and product. We stand behind our product by offering a lifetime warranty on craftsmanship and materials for the life of the pipe.**



SAWICKI SPEED BRAND GUIDELINES



**To have the top product you have to partner with top vendors. We proudly have our hand crafted stainless exhaust ceramic coated by Jet-Hot, [www.jet-hot.com](http://www.jet-hot.com), in Burlington, NC just 2 hours from our own manufacturing facility in Denver, NC. Offering unbeatable protection and service since 1982. They too back their product with a lifetime guarantee.**



**SAWICKI SPEED BRAND GUIDELINES | [SAWICKISPEED.COM](http://SAWICKISPEED.COM) | DENVER, NORTH CAROLINA**