












Visual Identity Regulations Manual

This is the REKLUSE Visual Identity Regulations Manual to be used to maintain a consistent corporate image worldwide. The following are the guidelines as to how these elements are to be used by our sponsored riders. This document outlines logo options for bike graphics, fliers, decals, apparel, transports, and any other possible REKLUSE logo location. Please do not modify the supplied logos. Please use .eps or .ai files for print applications, found in the supplied Dropbox link. If you have any questions, please reach out to the Rekluse Marketing Team at RMSMarketing@rekluse.com.

Color: The Rekluse logo should only be created with the following Pantone (PMS) colors, process colors and web safe colors listed below.

Pantone	CMYK	WEB
 K	 Cyan 40%, Magenta 40%, Yellow 40%, Black 100%	 000000
 Pantone 144	 Magenta 48%, Yellow 100%	 FF9933
 Pantone 109	 Magenta 10%, Yellow 100%	 FFCC00

Note: Full color logos are to be used on White, Black, or Blue backgrounds only

Logo R2A



Motorcycle Placement: Airbox, Shroud, Swing Arm, Rear Fender, Front Number Plate
 Other Placement: Transport, Jersey

Logo R2B



Motorcycle Placement: Airbox, Shroud, Swing Arm, Rear Fender, Front Number Plate
Other Placement: Transport, Jersey

Logo R4A



Motorcycle Placement: Airbox, Shroud, Swing Arm, Rear Fender, Front Fender
Other Placement: Transport, Jersey

Logo R4B



Motorcycle Placement: Airbox, Shroud, Swing Arm, Rear Fender, Front Fender
Other Placement: Transport, Jersey



Motorcycle Placement: Airbox, Shroud, Swing Arm, Rear Fender, Front Fender
Other Placement: Transport, Jersey

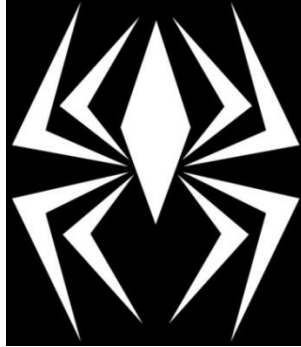


Motorcycle Placement: Airbox, Shroud, Swing Arm, Rear Fender, Front Fender
Other Placement: Transport, Jersey



Motorcycle Placement: Airbox, Shroud, Front Number Plate, Front Fender
Other Placement: Jersey, Helmet
Transport use NOT permitted

Logo R11B



Motorcycle Placement: Airbox, Shroud, Front Number Plate, Front Fender

Other Placement: Jersey, Helmet

Transport use NOT permitted

Logos to **NOT Use**

“Hanging Web” Logo (any color):



Logos with the Spider on top (any color):



Any Logo with an altered aspect ratio (squished):



Any outlined Logo:



Any vertically stacked Logo:

