



BRAND SYSTEM

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INTRODUCTION

A brand identity system creates a set of rules and guidelines that defines how a brand feels, behaves, and looks across all necessary touchpoints.

Everything needs to tie back to it. The same logo, colour palette, fonts and look and feel across every aspect of the brand. You hammer home the message when these elements are unified.

BRAND PERSONALITY

The brand personality defines the specific set of human characteristics and traits that your brand will exhibit and express throughout all communications.

This provides us with a guide on how to construct and measure the tone and feeling we convey in all aspects of the brand's communications.

CONFIDENT
TOUGH
INSPIRING
TRUSTWORTHY
PLAIN SPOKEN

BRAND PERSONALITY

CONFIDENT

This isn't our first rodeo. We've been in business for over 25 years and our gear has circumnavigated the globe multiple times. A powerful knowledge base, experience, and drive to create the best products in the marketplace allows us to inspire and encourage others to push the limits in an authentic way.



**BRAND
PERSONALITY**

TOUGH

Not just tough, Africa-tough. We've been tested, tried and proven in the harshest environments the world has to offer. Dependability isn't an accident, it's earned and we've earned it through smart design, premium materials and expert manufacturing.



BRAND PERSONALITY

INSPIRING

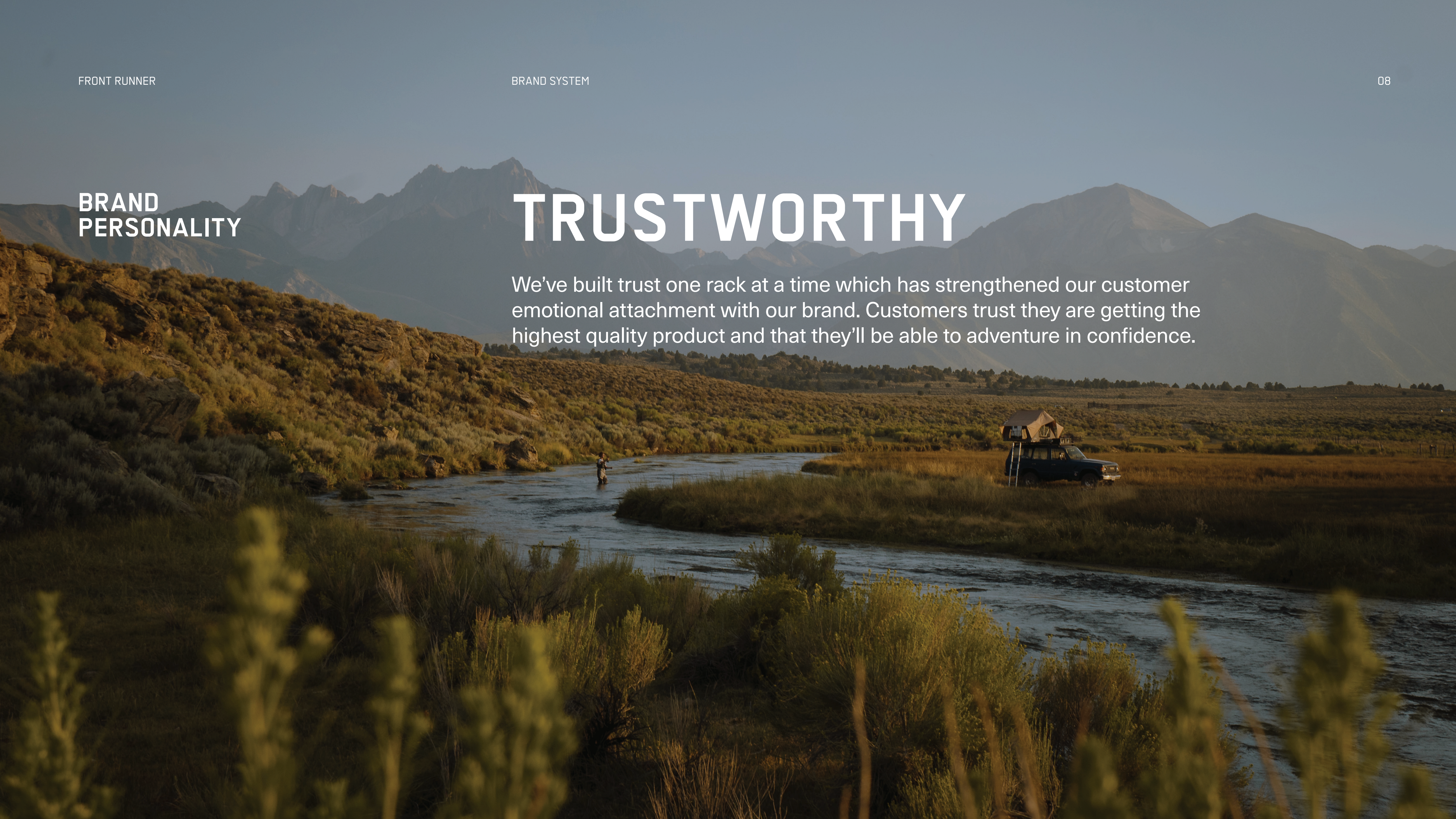
As market leaders we continue to connect with our customers as people first. We relate to their concerns, remove any doubts and set them free. The best gear is the gear we use and ours allows customers to go further and do more.



**BRAND
PERSONALITY**

TRUSTWORTHY

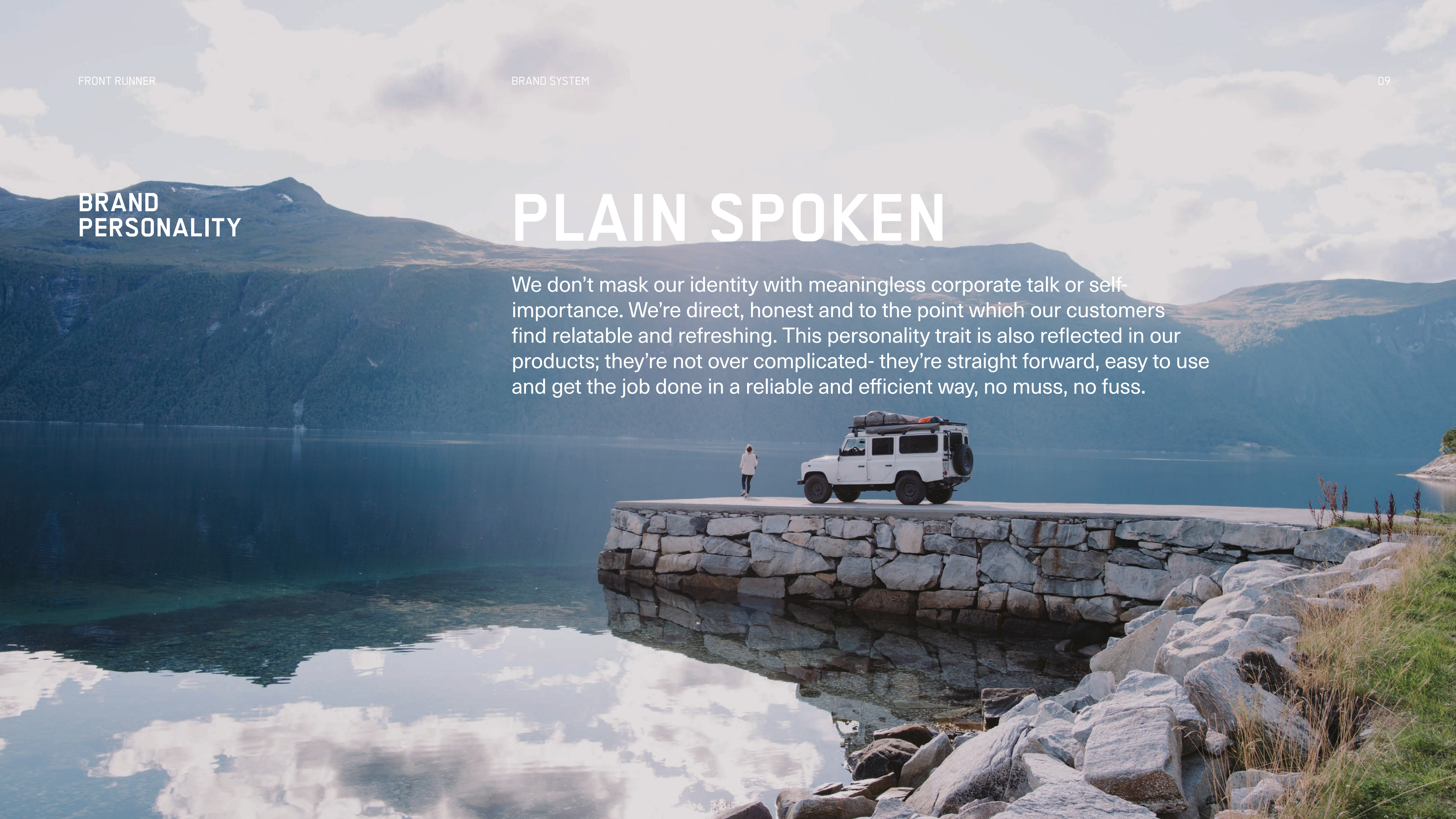
We've built trust one rack at a time which has strengthened our customer emotional attachment with our brand. Customers trust they are getting the highest quality product and that they'll be able to adventure in confidence.



BRAND PERSONALITY

PLAIN SPOKEN

We don't mask our identity with meaningless corporate talk or self-importance. We're direct, honest and to the point which our customers find relatable and refreshing. This personality trait is also reflected in our products; they're not over complicated- they're straight forward, easy to use and get the job done in a reliable and efficient way, no muss, no fuss.



PARTICIPANTS

Today's most valuable media channel is the consumer. Once you have their hearts and minds, they become powerful brand advocates and help drive awareness like never before.

We need to meet them in an authentic manner to show that we understand their passions, adventures and the activities they love.

PARTICIPANTS

THE OFFROADERS

With a life philosophy that's more interested in driving outside the lines than in them, they break free from the pack, pushed by an irresistible urge to explore more. Out there is where they find meaning, joy and community. They're a supportive and inclusive group- admiring each other's gear and rigs, while sharing seats around the fire. Nature's sounds, sights and smells keeps them going, so Nature is kept in reverence..



AM FM SAT NAV

R&B 47 Shaggy

SiriusXM FLY Boombastic (95)

DIRECT TUNE

SCAN REPLAY

PARTICIPANTS

THE BIKERS

Two wheels, powered only by grit and determination, get them deeper into adventure and establish a closer connection to Nature with every bump, rut and muddy back. They might have spent more money on their bike than the vehicle it's mounted on but they want to make sure their pride and joy gets to the trailhead safely and securely.



PARTICIPANTS

THE CLIMBERS

With an entire mission statement based around accessing the least What's better than challenging the status quo? Overcoming the challenge Gravity presents with every crack, crag, and boulder. Equipment can save lives and help conquer mountains so they know the value of function, design, and reliability. They persist so they need gear that keeps up.



PARTICIPANTS

THE BOARDERS

They pile into a vehicle, share a cabin, and lift tickets are bought as a group. Crisp air and soft fresh powder test them individually but at the end of the day they soak spent muscles in the same hot tub. Space inside their vehicle is at a premium so gear rides on top. Through the harsh elements, the gear needs to get there.



PARTICIPANTS

THE DOCUMENTERS

Professional observers who tread lightly to witness the majestic unfold in front of them. The prize is in the frame but they have a good time searching for, and finding it. Mega pixels mean nothing unless they can reach the location. Sacrificing everything for the shot means gear needs to be strong enough to treat carefree.



PARTICIPANTS

THE SURFERS

Patiently waiting for a set to roll in, they appreciate the quiet calmness to commune with the oceans of the world before the momentary payoff. It's simple, no complications, unburdened by deadlines- have you ever met a surfer who was on time? They subscribe to their own rules. As long as they can get their boards to the hard-to-reach breaks, not even sand in their roof top tent sleeping bag can phase them.



LOGO

Our logo is the key aspect of our brand identity system. It is a symbol of our unique offering and an element that helps identify our brand. The stacked logo version should be used for all materials and communications.



Logomark

FRONT RUNNER

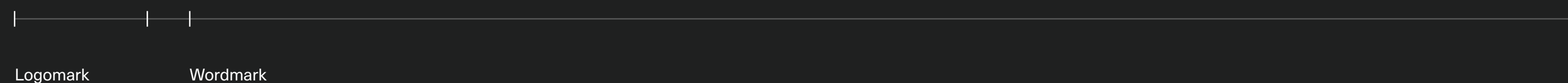
Wordmark



Minimum Size
15mm in Height

LOGO EXTENDED LOGO

This is the extended version of the logo and should only be used where it is impossible to use the stacked logo version. This logo application will be applied in horizontal spaces.

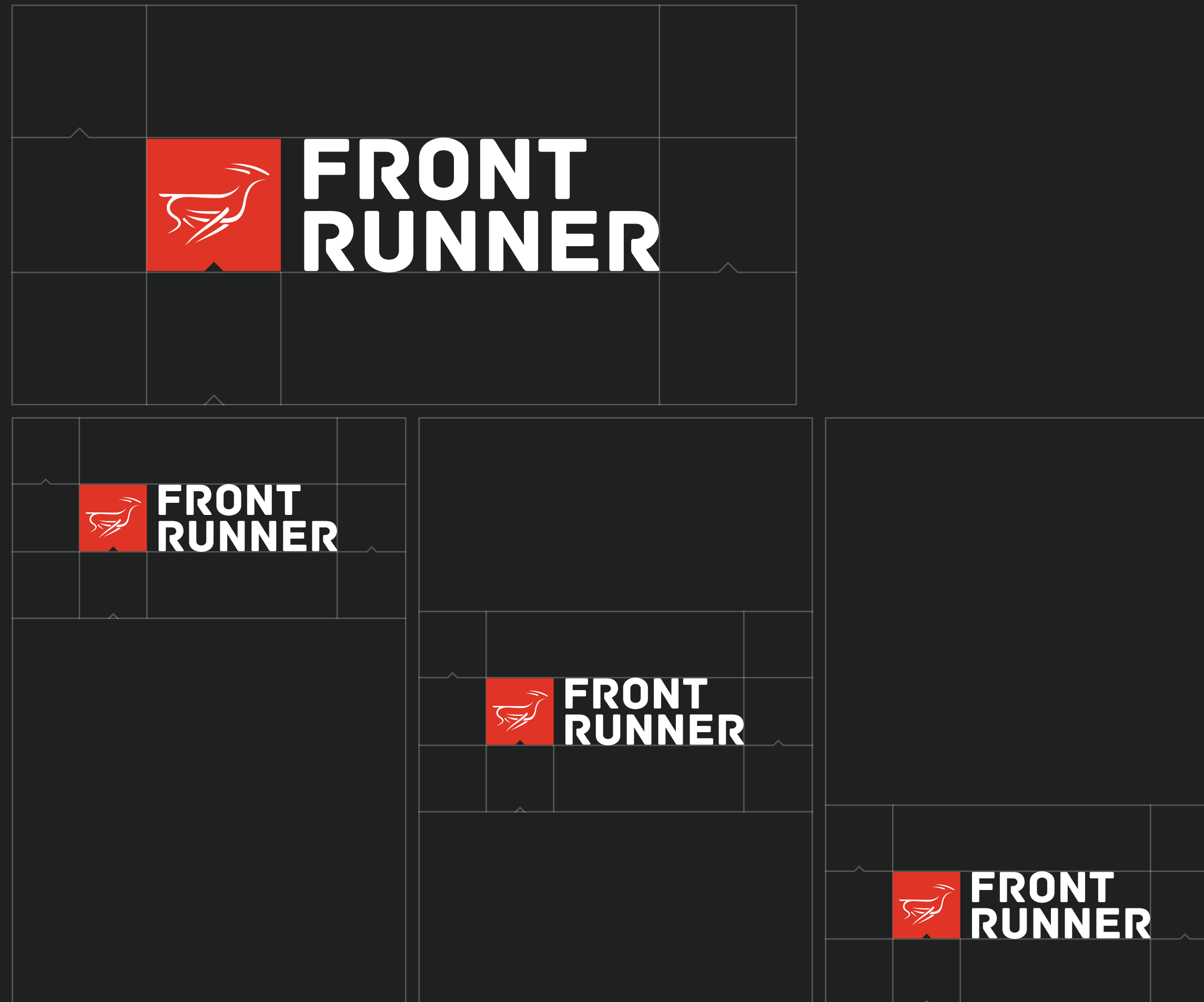


Minimum Size
15mm in Height

LOGO SAFE ZONE

The following is the safe zone rule for the Front Runner logo. In order to gain maximum visibility, the logo should always appear with a minimum area of clear space (1 x the logomark) around the logo.

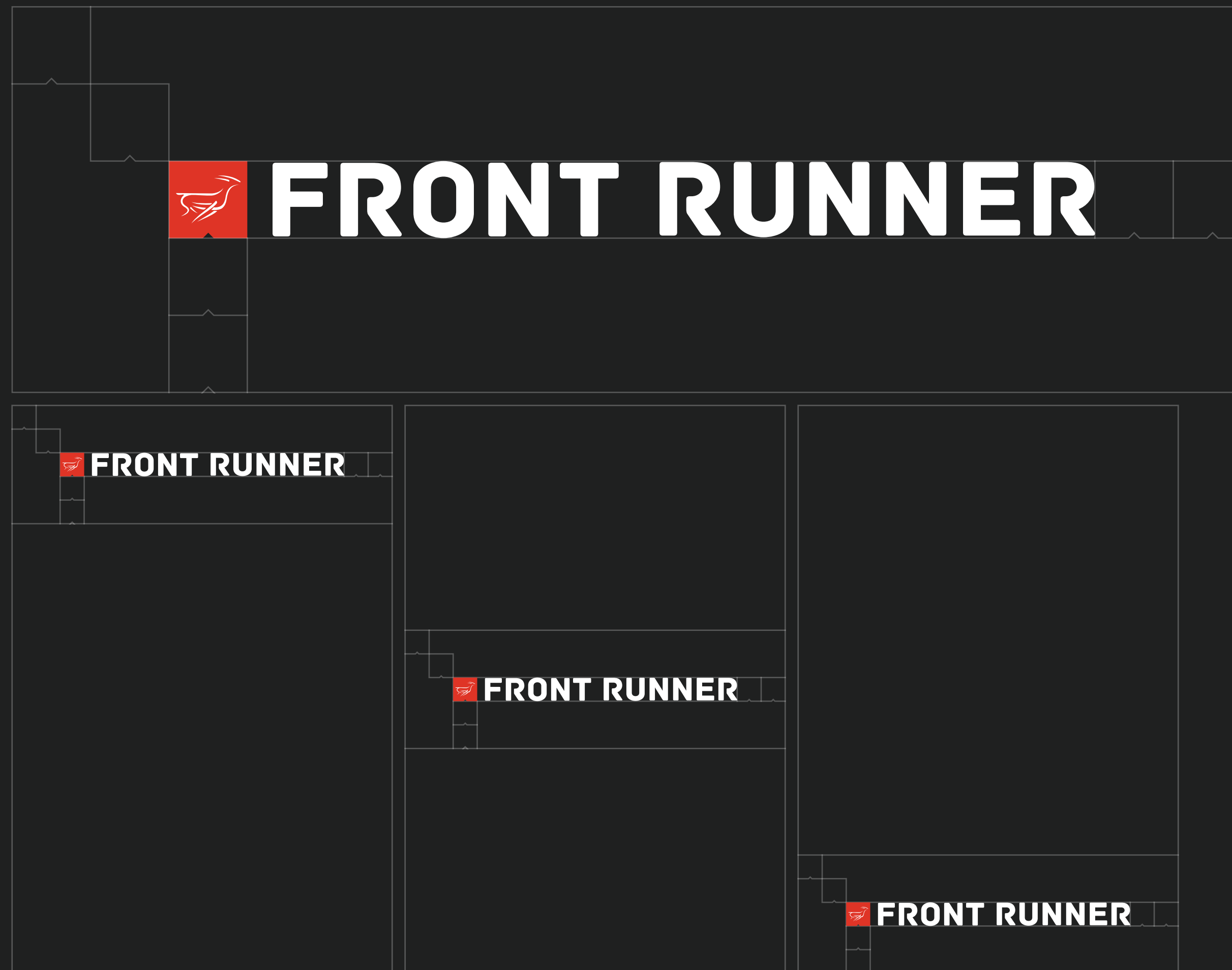
This area should be free of any type or graphic element. This rule applies to all versions of the Front Runner logo across all mediums.



LOGO SAFE ZONE

The following is the safe zone rule for the Front Runner logo. In order to gain maximum visibility, the logo should always appear with a minimum area of clear space (1 x the logomark) around the logo.

This area should be free of any type or graphic element. This rule applies to all versions of the Front Runner logo across all mediums.



LOGO USAGE

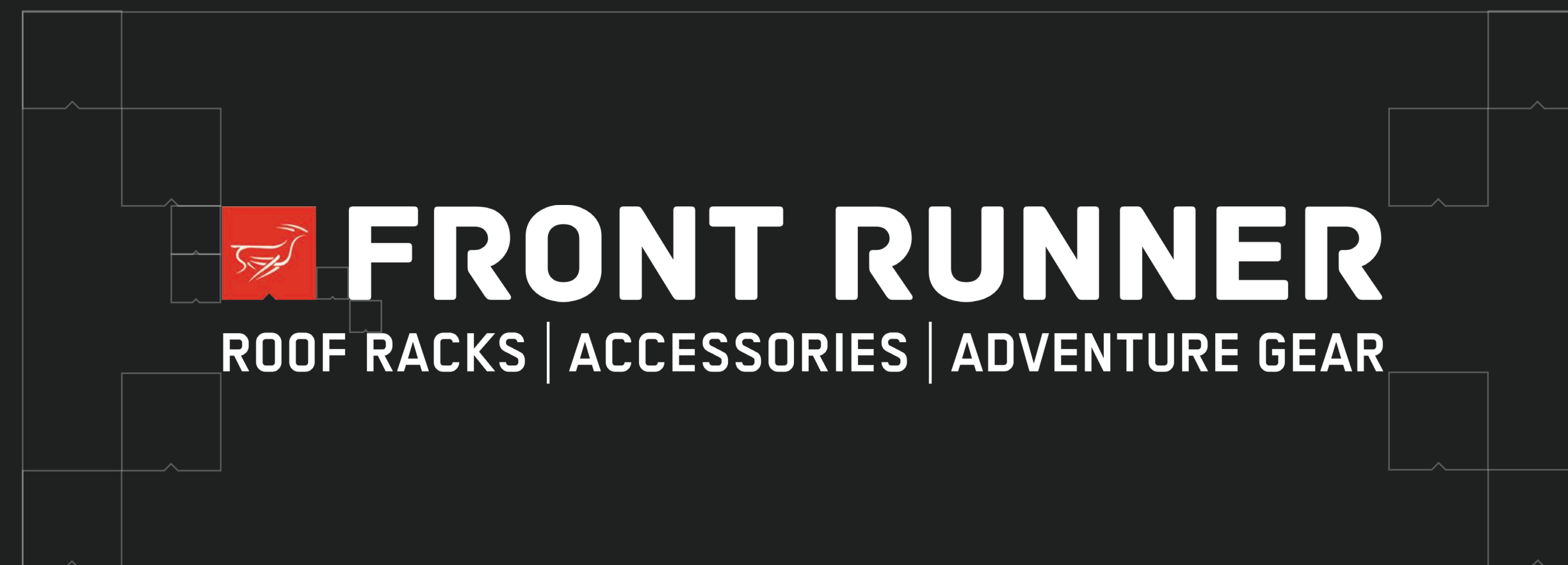
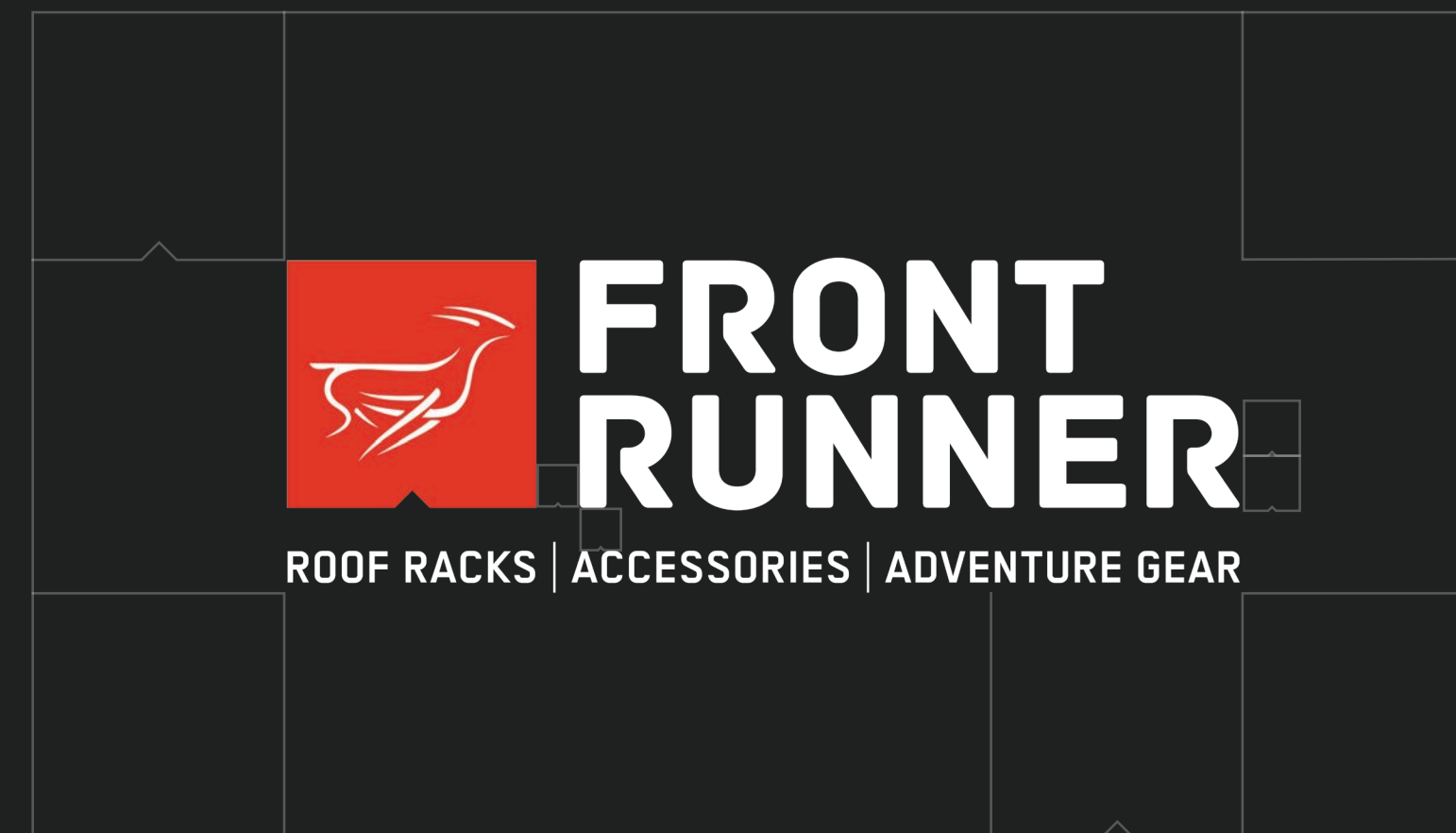
It is crucial that the Front Runner logo maintains visibility and discernability on a variety of background imagery. Black and white solid fills are used to achieve the necessary contrast required on photographic or solid backgrounds.



LOGO PRODUCT LINE

The logo product line option should be used when it is necessary to overtly explain exactly what Front Runner manufactures.

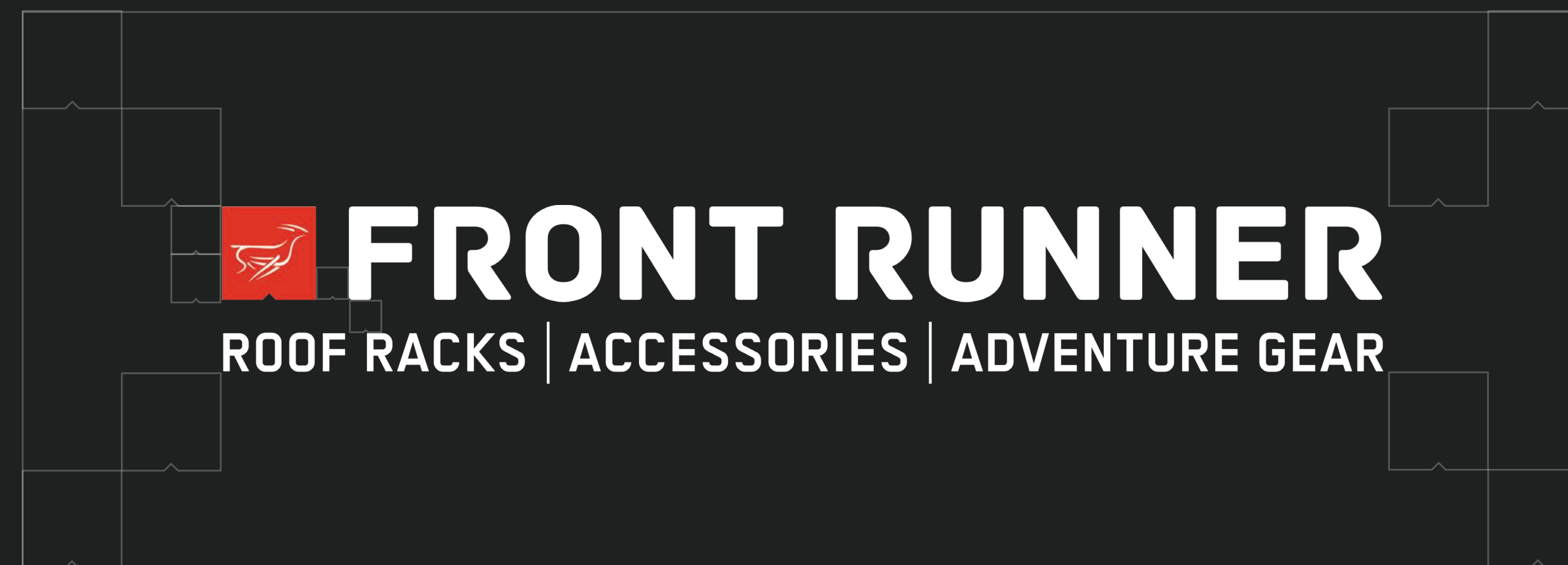
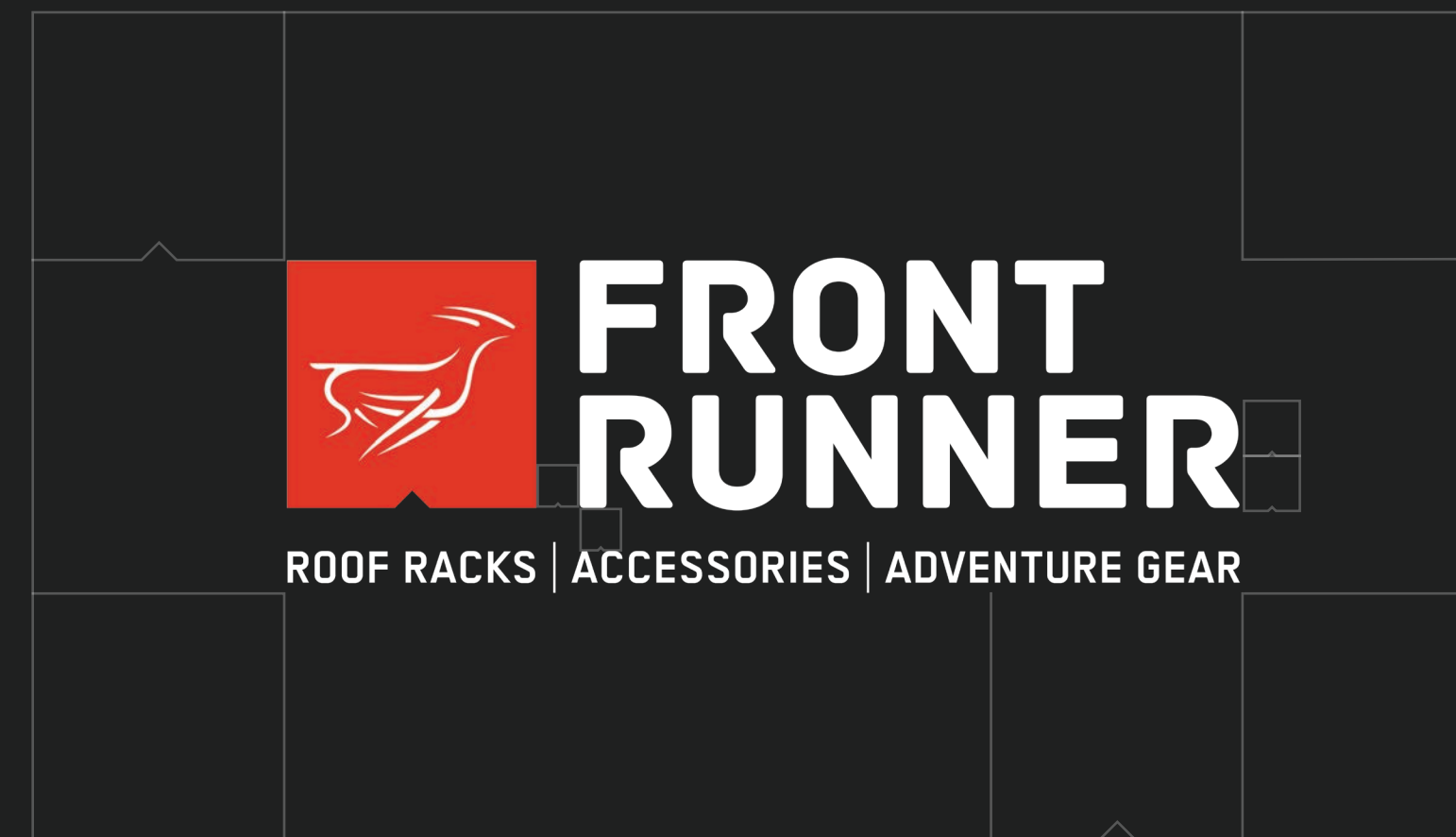
In certain situations, the product line may live separately from the logomark.



LOGO PRODUCT LINE

The logo product line option should be used when it is necessary to overtly explain exactly what Front Runner manufactures.

In certain situations, the product line may live separately from the logomark.



LOGO
PRODUCT LINE:
EUROPE

 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | CAMPING GEAR

 **FRONT RUNNER**
DAKDRAGERS | TOEBEHOREN | KAMPEERUITRUSTING

 **FRONT RUNNER**
GALERIE | ACCESSOIRES | ÉQUIPEMENT DE CAMPING

 **FRONT RUNNER**
DACHTRÄGER | ACCESSOIRES | CAMPINGAUSRÜSTUNG

LOGO INCORRECT USAGE

To ensure that the Front Runner logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter or modify any aspect of the logo.

Here are some examples of logo misuse.



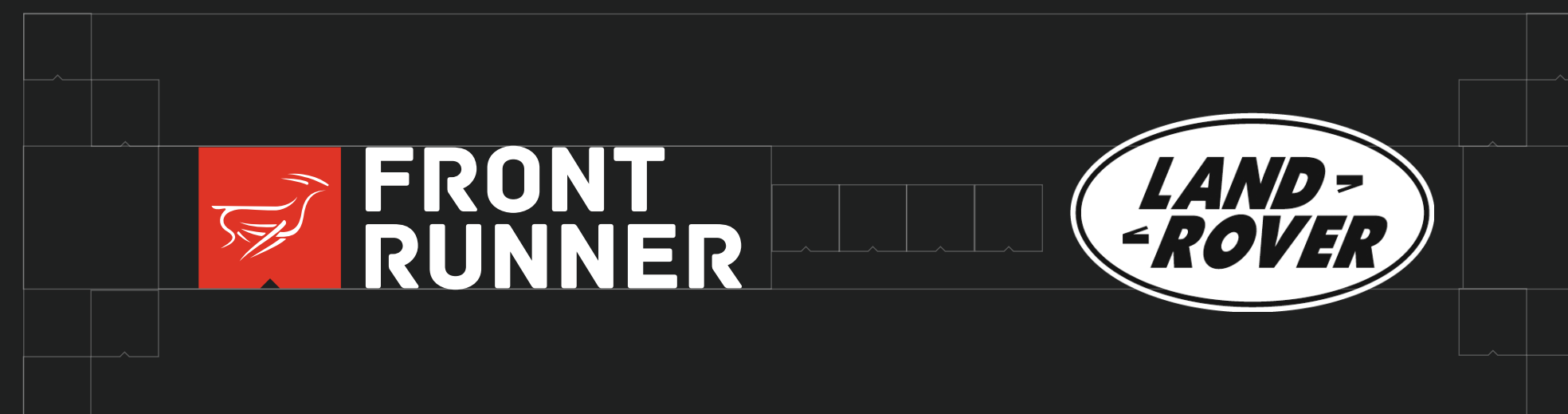
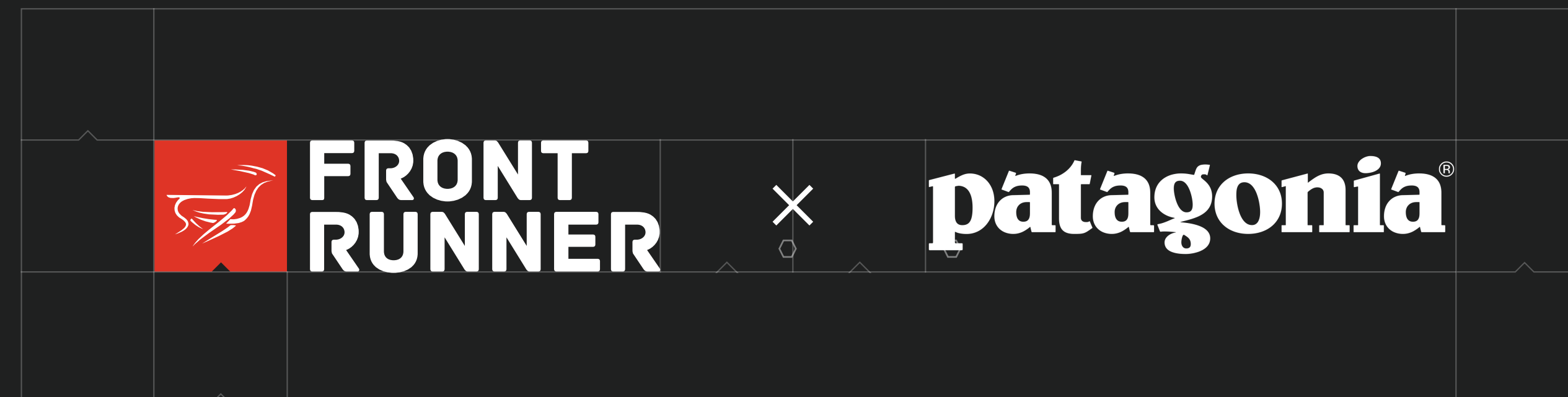
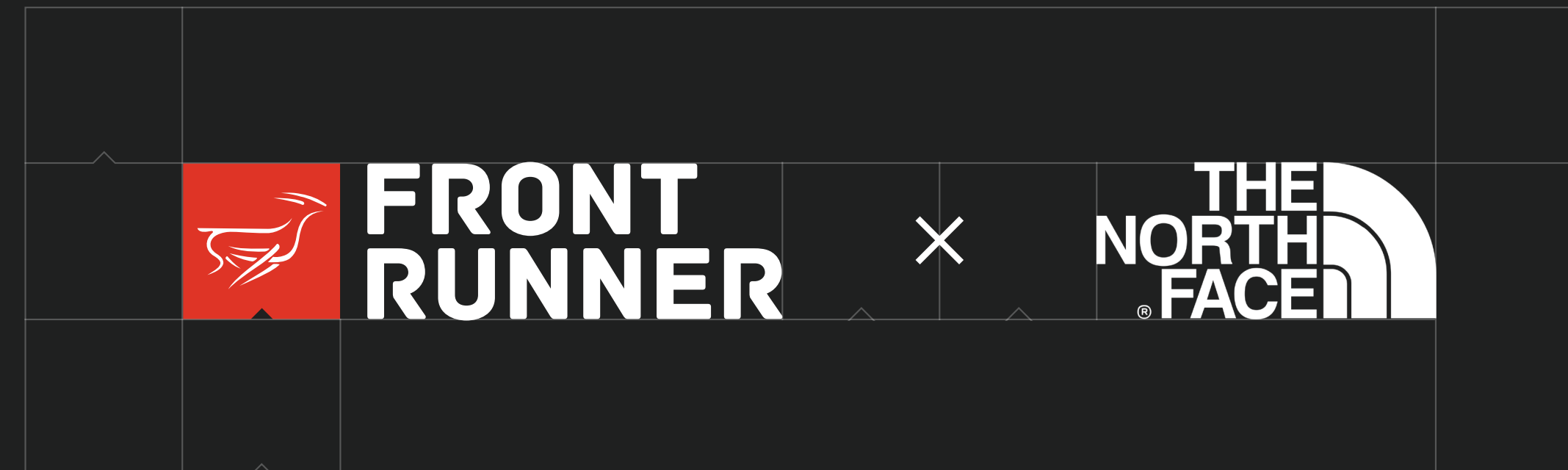
LOGO PARTNERSHIPS

When Front Runner is an equal partner, the logos should be situated side-by-side with a dividing x symbol in between them. The x symbol should sit at an equal distance between the two. The logos should be optically similar in weight and size.

The logos must each have enough clear space as per their respective brand guidelines.

The same rules apply when using any of the Front Runner logo formats.

When a partner logo is horizontal, the same rules apply. Please keep in mind that the logos should be optically similar in weight and size, as previously mentioned.



COLOUR BRAND COLOURS

Colour plays an important role in the Front Runner brand identity. The colour palette is broken down into six colours which should be used with the appropriate discretion to maintain visual consistency.



Pantone
179 C

C7 M94 Y100 K1
R221 G53 B38
Hex #dd3426

Pantone
426 C

C94 M77 Y53 K94
R37 G40 B42
Hex #25282a

Pantone:
Cool Gray 11 C

C44 M34 Y22 K77
R83 G86 B90
Hex #53565a

Pantone:
Cool Grey 7 C

C20 M14 Y12 K40
R151 G153 B155
Hex #97999b

Pantone
Warm Grey 1 C

C4 M2 Y4 K8
R217 G217 B214
Hex #d9d9d6

White

TYPOGRAPHY PRIMARY TYPEFACE

Our primary typeface is Intro. Clear and legible, Intro is uniquely suited for a wide range of visual communications within the Front Runner brand system, but should be used mostly for headline copy.

Note: When Intro is not available, Arial Black is the only allowed substitution.

INTRO

a a *0 1 2 3 4 5 6 7 8 9*

Regular

*ABCDEFGHIJKLMN-
OPQRSTUVWXYZ
0123456789*

TYPOGRAPHY

SECONDARY TYPEFACE

Our secondary typeface is Regular. Clear and legible, Regular is uniquely suited for a wide range of visual communications within the Front Runner brand system.

REGULAR

Aa

0123456789

BOOK

ABCDEFGHIJKLMN-
OPQRSTUVWXYZ
0123456789
!@#\$%^&*()_

MEDIUM

ABCDEFGHIJKLMN-
OPQRSTUVWXYZ
0123456789
!@#\$%^&*()_

BOLD

ABCDEFGHIJKLMN-
OPQRSTUVWXYZ
0123456789
!@#\$%^&*()_

TYPOGRAPHY

BODY COPY

TYPEFACE

Neue Haas Unica is functional, legible and is to be used for body copy.

Unica is a web font so it can be used across any operating system and computer as it is a prescribed font available universally.

Note: When Neue Haas Unica is not available, the only substitutions allowed are Helvetica or Arial.

Neue Haas Unica

Thin

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#%&*()_

Regular

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#%&*()_

Bold

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#%&*()_

Thin Italic

*abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#%&*()_*

Regular Italic

*abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#%&*()_*

Bold Italic

***abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#%&*()_***

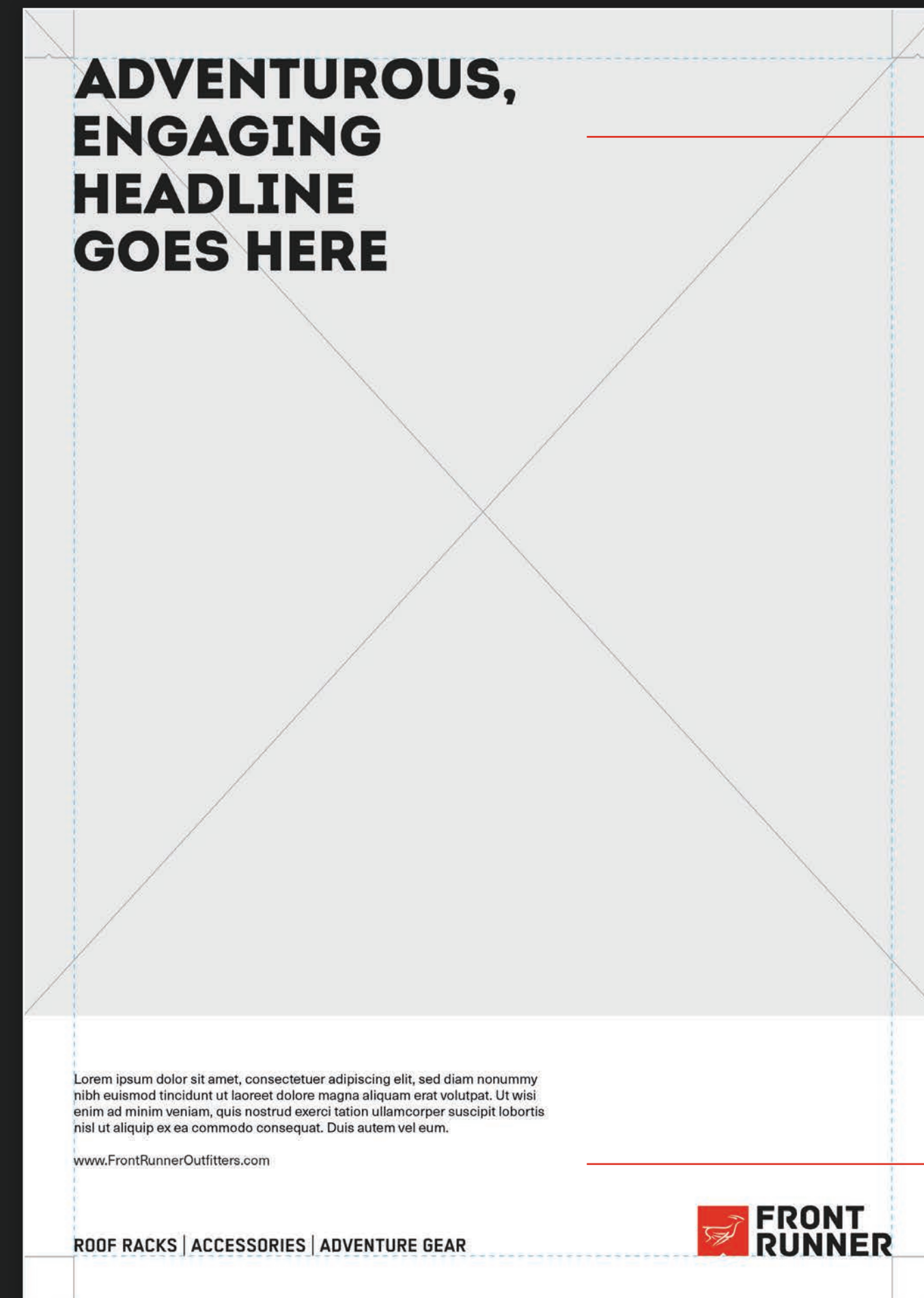
Neue Haas Unica is a neo-grotesque sans-serif typeface designed by Toshi Omagari and published through Monotype in 2015. It's an expanded, digital revival of the long-lost Haas Unica, a typeface that was designed in the late 1970s but later pulled from the market due to legal disputes. André Gürtler, one of the designers of the original Unica, describes it as “sharper than Helvetica, warmer than Univers, cleaner than Akzidenz.” Compared to Helvetica, Neue Haas Unica has slightly **looser spacing and letterforms that are a touch narrower. The family is available in nine weights—ultra light, thin, light, regular, medium, bold, heavy, black and extrablack—each with matching italic styles.**

TYPOGRAPHY TYPESETTING HIERARCHY

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all Front Runner communications.

Headlines are always in the font Regular Bold uppercase.

The headline should always be stacked on a minimum of 2 lines. In this treatment, there is interaction with the image. This is used when it does not obscure the headline to the point where it becomes illegible.



Headline:
Intro

Body Copy:
Neue Haas Unica Regular

WRITING TONE OF VOICE

Our company tone of voice is a powerful tool we use to leverage to communicate with our customers. We've established a strong personality that connects with our audience that is distinct and sets us apart from any competition. Our Brand Personality translates to our Voice which is:

We are confident, direct and without pretension.

We are lighthearted and playful with a sharp wit.

We have an inspiring point of view but clear, and without lyrical flourish.

We ditch corporate lingo and speak human- warm and casual.

We don't appreciate overcomplication, instead we're relatable, authentic and honest.

DIRECT
PLAYFUL
RELATABLE
AUTHENTIC
INSPIRING

IMAGE STYLE

Front Runner's photography style is delivered through authentic and inspiring stories that become a powerful brand differentiator that separates us from our more gear-focused competitors. These photographs each tell a unique story that elicit strong feelings of connection, adventure, wanderlust and the enduring journey. Nature is the hero, we just help get you there.

Our ability to deliver authentic, inspiring imagery and stories through photography is a powerful brand differentiator, separating us from our more gear-focused competitors.

This alternative narrative and unique point of view makes us real and relatable and provides customers a view into our world and what drives us.







IMAGE STYLE LIFESTYLE

Image Style Lifestyle: Our lifestyle imagery tells a unique story and features spontaneous or treasured moments of connection either between the people in the image or between the subject and the photographer.

Our brand focus is on the human journey, and the savouring of this journey, making the human element in our photography vital. Our gear is a facilitator to great adventures. Similarly, nature is our hero, not the vehicle, so making nature the primary focus of the photography.

A few things to avoid with lifestyle photography:

- Any images which are obviously posed for.
- Ensure the doors of the vehicle are always closed if possible, unless there is someone in the vehicle or interacting with it.
- If there is a roof top tent in the shot, always remove the cover.
- Also avoid harsh, mid-day lighting and low angle, cliché shots of the vehicle and ensure the Front Runner gear is always properly presented.





IMAGE STYLE PORTRAITURE

These unique adventurers are the propulsive force behind Front Runner. Each portrait needs to show their individual personas and the dramatic imagery associated with their journeys.

Portraiture is meant as support imagery and should never be the main focus of the story.



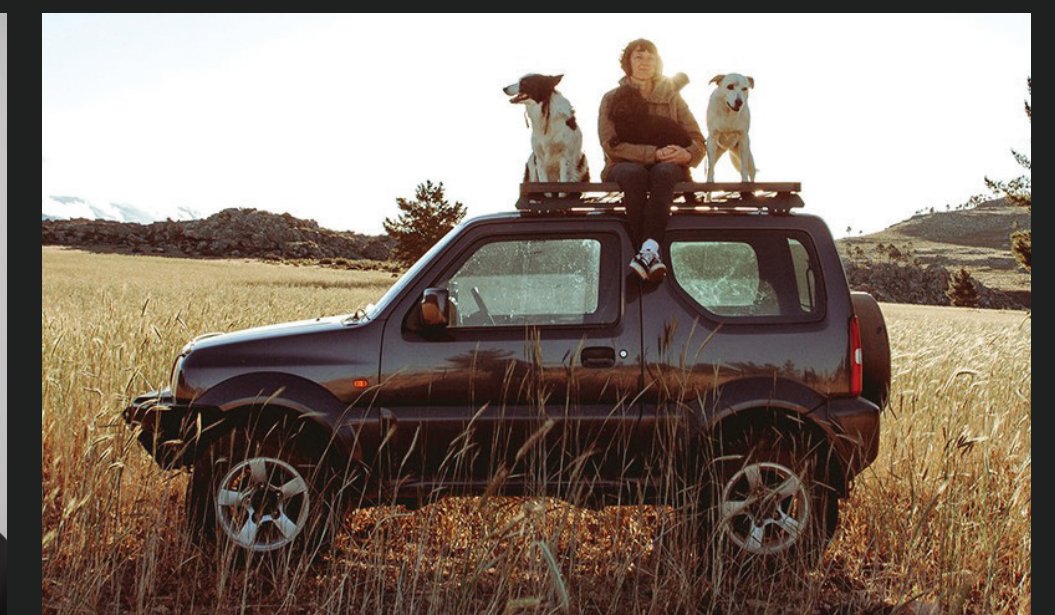
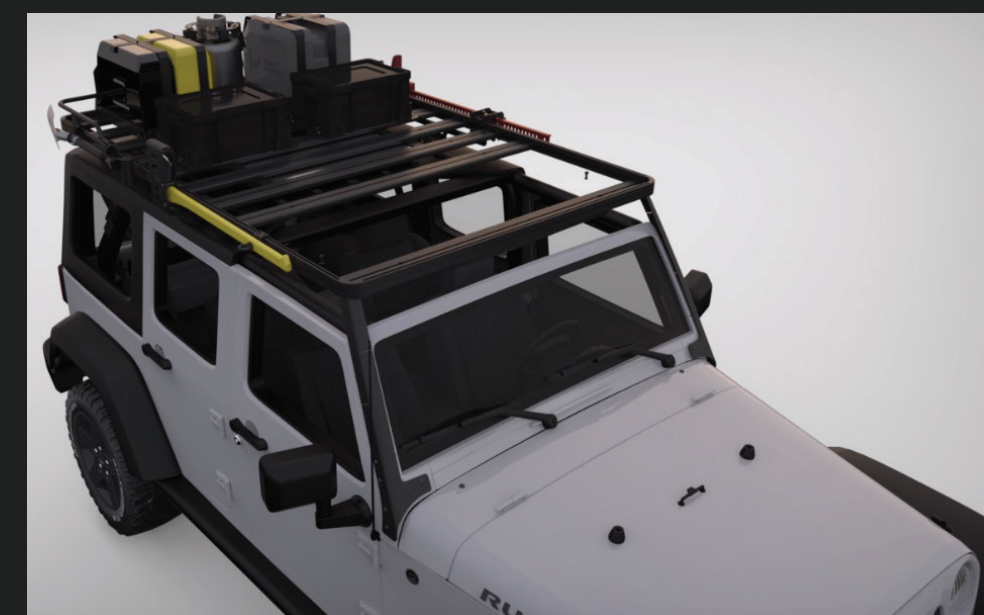


IMAGE STYLE PRODUCT

Wherever possible, product should always be displayed with the product installed on the vehicle in a lifestyle type shot, before going into the closer product shot.

The hero image of a product page should always show the product on the vehicle and not uninstalled.

Product shots (i.e. non-lifestyle) should only ever be represented on a white background.



PRINT APPLICATION POSTER: FULL-BLEED



Headline:
Intro

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Image Placed Here

Logo

Product Line

**ADVENTUROUS,
ENGAGING
HEADLINE
GOES HERE**



ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



**ADVENTUROUS,
ENGAGING
HEADLINE
GOES HERE**



ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



POSTER EXAMPLE

PRINT APPLICATION ADVERT: FULL-BLEED



Headline:
Intro

Body Copy:
Neue Haas Unica Regular

Image Placed Here

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Logo

Product Line

PRINT APPLICATION ADVERT: 3/4 BLEED


**ADVENTUROUS,
ENGAGING
HEADLINE
GOES HERE**

Image Placed Here

Body Copy:
Neue Haas Unica Regular

www.FrontRunnerOutfitters.com

ROOF RACKS | ACCESSORIES | ADVENTURE GEAR

 **FRONT
RUNNER**

Headline:
Intro

Image Placed Here

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Body Copy:
Neue Haas Unica Regular

Logo

Product Line

HEADLINE GOES HERE

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www.frontrunneroutfitters.com



ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



EXAMPLE ADVERT: FULL-BLEED

ADVENTUROUS, ENGAGING HEADLINE GOES HERE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.

www.FrontRunnerOutfitters.com

ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



EXAMPLE ADVERT: 3/4 BLEED

PRINT APPLICATION ADVERT: FULL-BLEED

**HEADLINE
GOES HERE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

www.FrontRunnerOutfitters.com

ROOF RACKS | ACCESSORIES | ADVENTURE GEAR

**FRONT
RUNNER**

Sub-Headline:
Regular Bold

Headline:
Intro

Body Copy:
Neue Haas Unica Regular

Image Placed Here

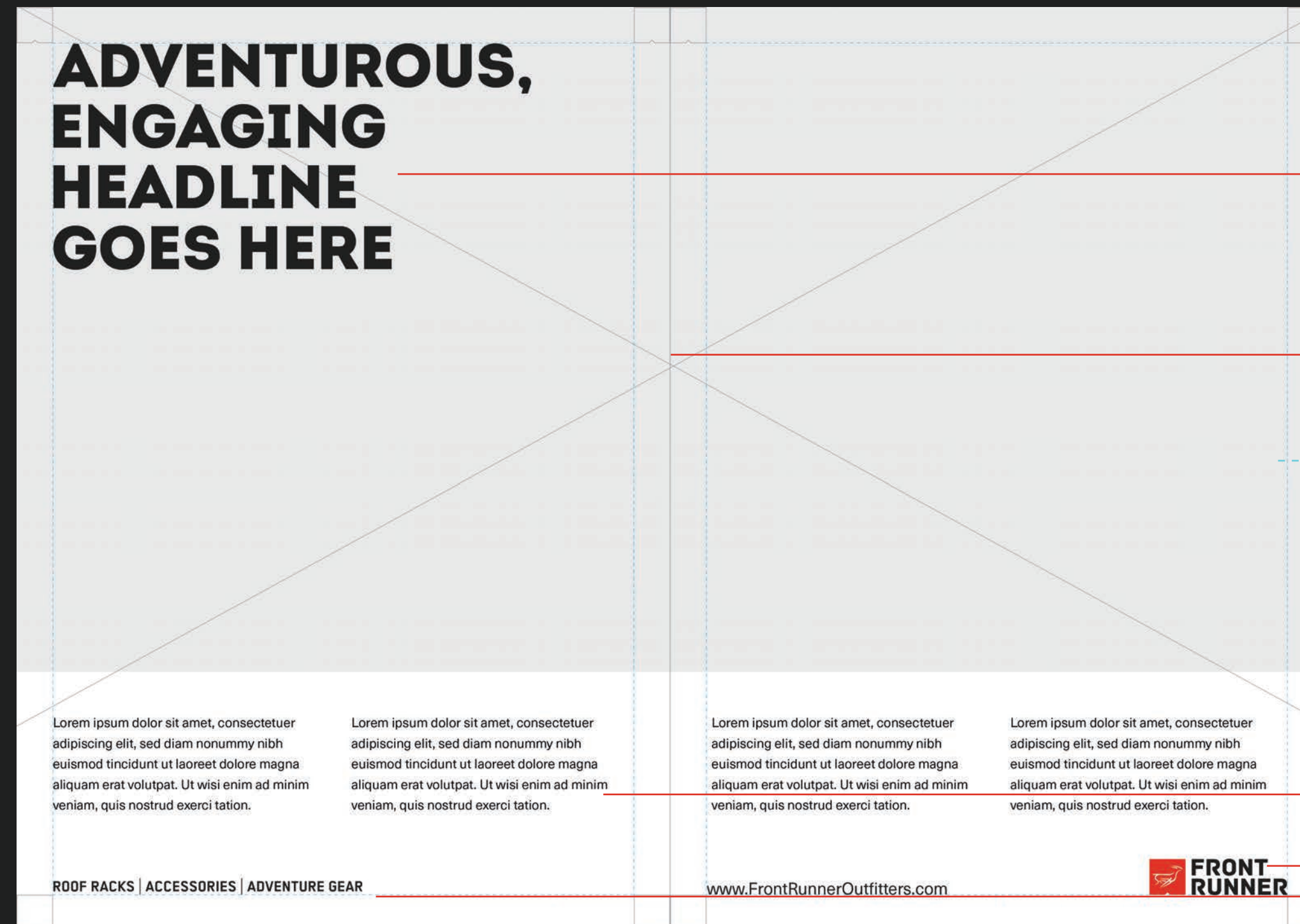
Type and Logo Safe Space

Logo

Product Line

PRINT APPLICATION ADVERT: 3/4 BLEED

Layout option 1



Headline:
Intro

Image Placed Here

Type and Logo Safe Space

Body Copy:
Neue Haas Unica Regular

Logo
Product Line

HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

www.FrontRunnerOutfitters.com



ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



EXAMPLE DPS ADVERT: FULL-BLEED

ADVENTUROUS, ENGAGING HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

ROOF RACKS | ACCESSORIES | ADVENTURE GEAR

www.FrontRunnerOutfitters.com



EXAMPLE DPS ADVERT: 3/4 BLEED

PRINT APPLICATION BUSINESS CARD

Layout option 1



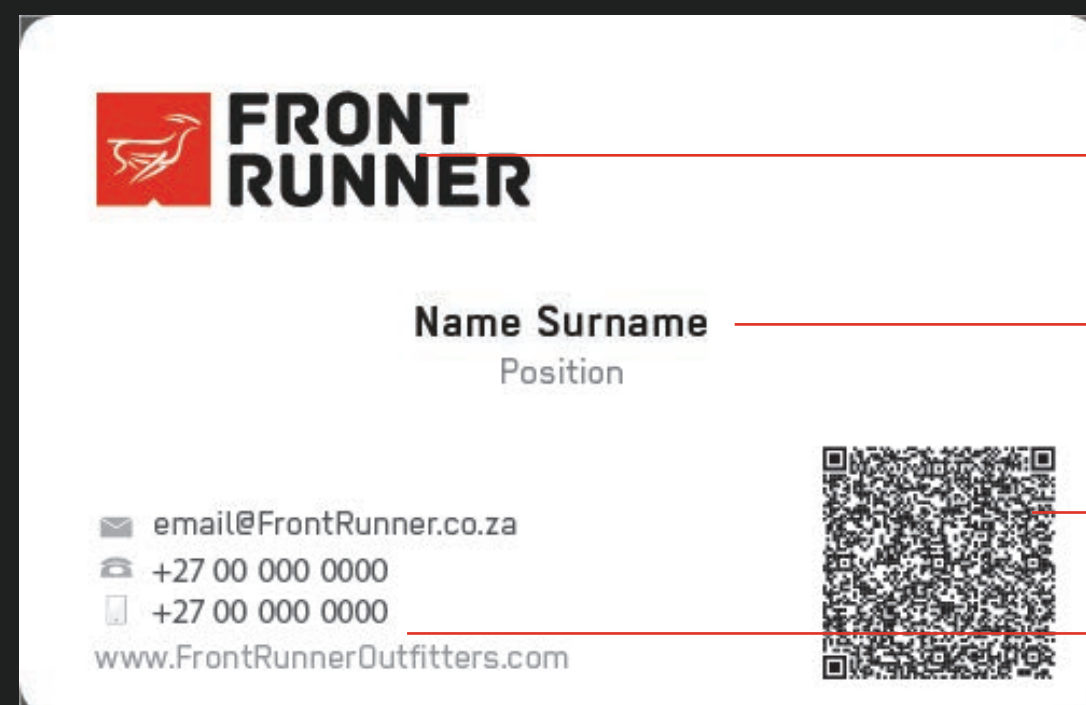
Solid Colour: Warm Grey 1 C



Logo

ROOF RACKS | ACCESSORIES | ADVENTURE GEAR

Product Line



Logo

Name Surname
Position

Sub-Headline:
Regular Bold

✉ email@FrontRunner.co.za
☎ +27 00 000 0000
🌐 +27 00 000 0000
www.FrontRunnerOutfitters.com

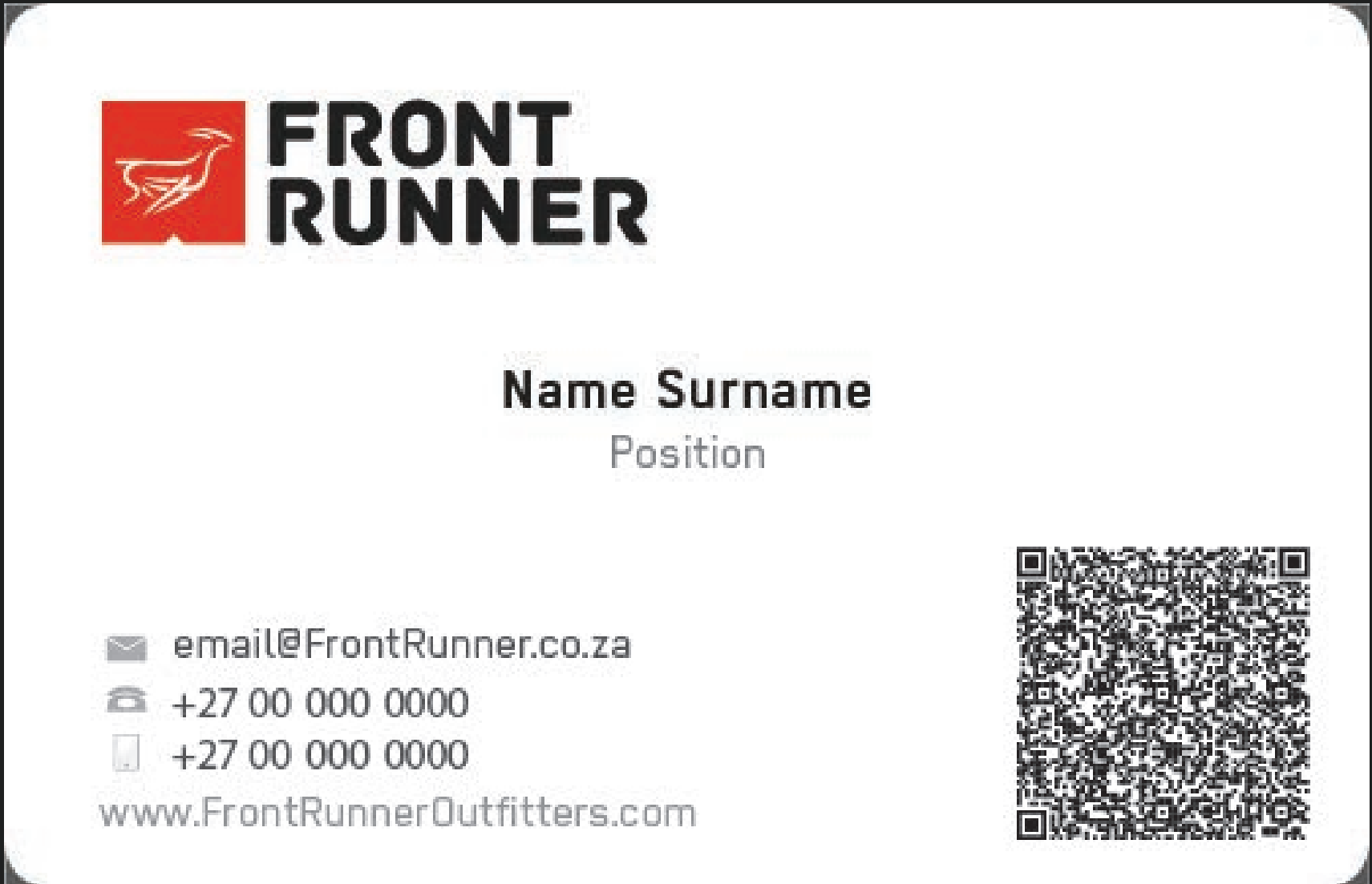
QR Code:
B&W with Buck Logo

Contact Info:
80% Black in Regular Bold



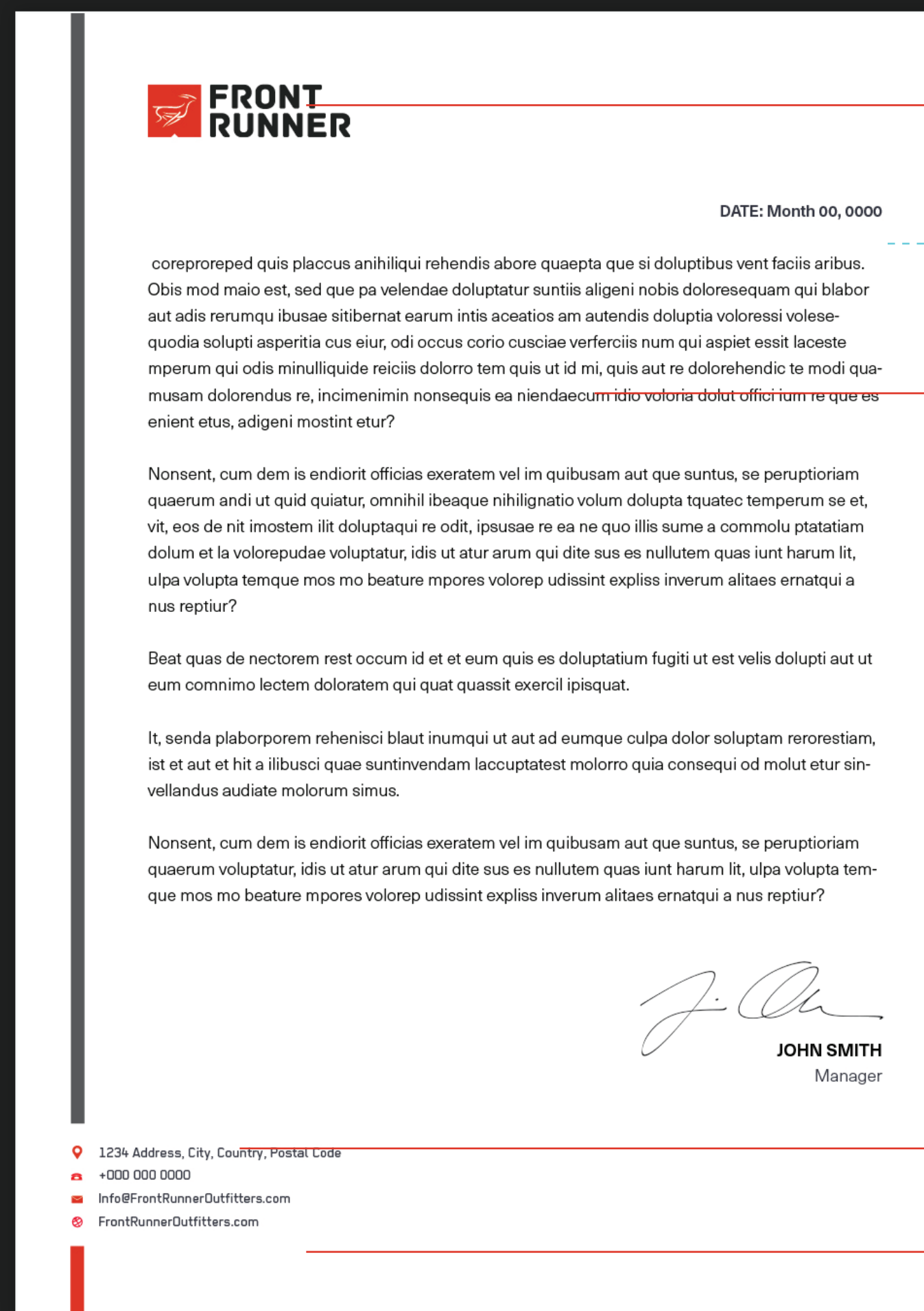


EXAMPLE BUSINESS CARD: FRONT



EXAMPLE BUSINESS CARD: BACK

PRINT APPLICATION LETTERHEAD



Logo

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Body Copy:
Neue Haas Unica Regular

Company Details

Product Line



DATE: Month 00, 0000

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Nonsent, cum dem is endiorit officias exeratem vel im quibusam aut que suntus, se peruptoriam quaerum voluptatur, idis ut atur arum qui dite sus es nullutem quas iunt harum lit, ulpa volupta temque mos mo beature mpores volorep udissint expliss inverum alitaes ernatqui a nus reptiur?

JOHN SMITH
Manager

- 📍 1234 Address, City, Country, Postal Code
- 📞 +000 000 0000
- ✉️ Info@FrontRunnerOutfitters.com
- 🌐 FrontRunnerOutfitters.com

PRINT APPLICATION CORPORATE FOLDER

Front Cover



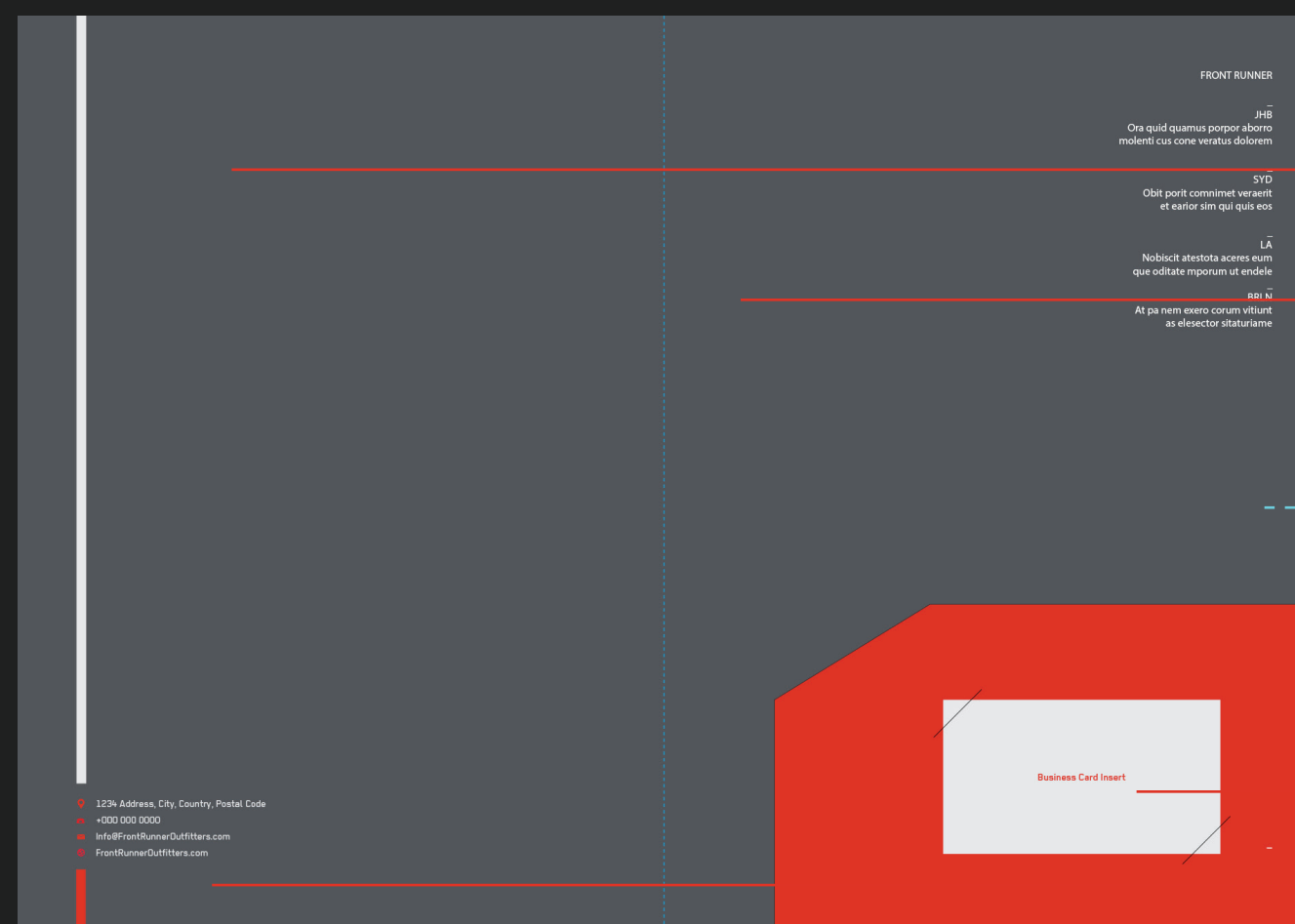
FR Black Full Colour

Headline:
Intro

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Logo
Product Line

Inside



Company Details: Neue
Haas Unica Regular

FR Red Full Colour

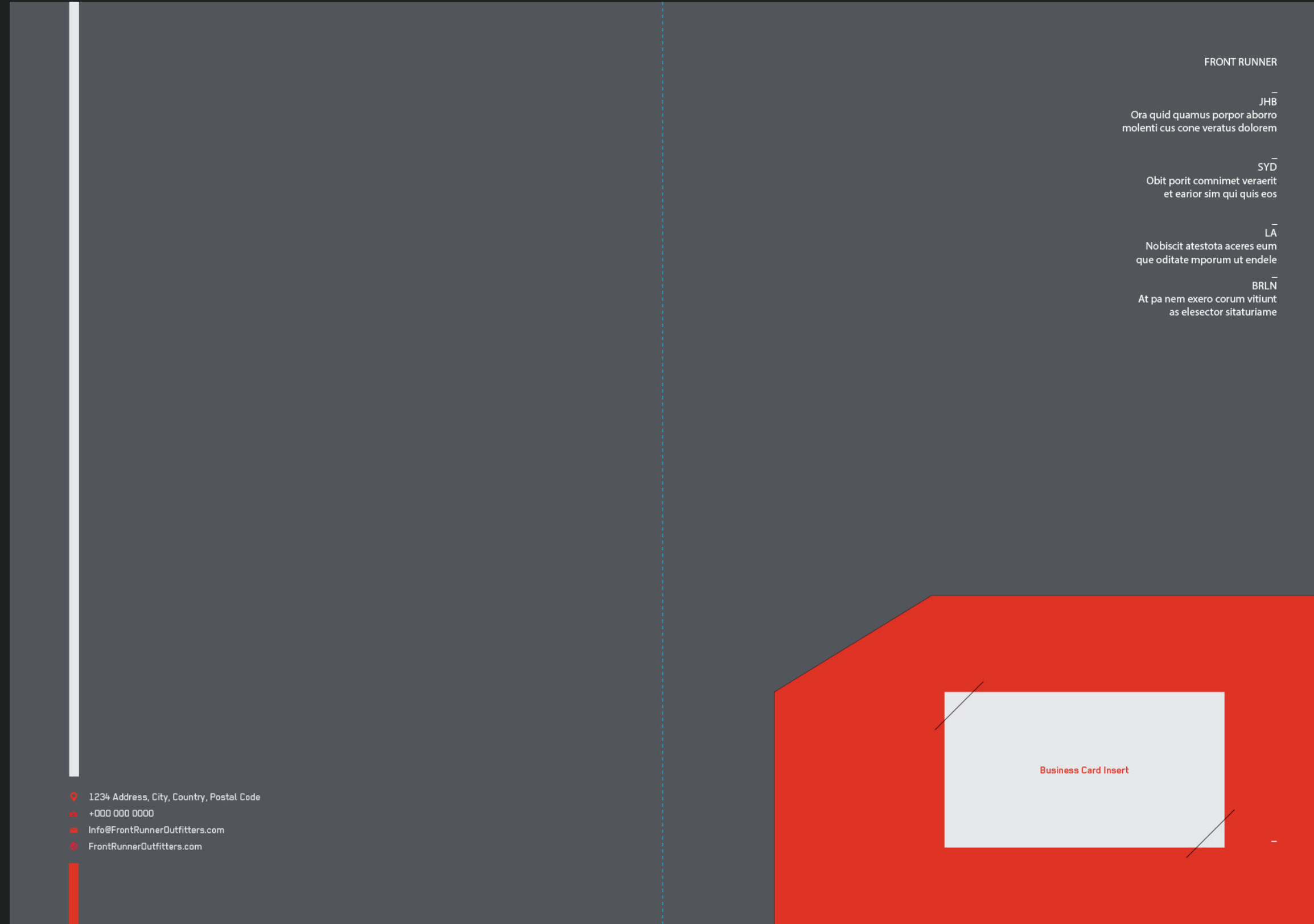
Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Business Card Insert

Url

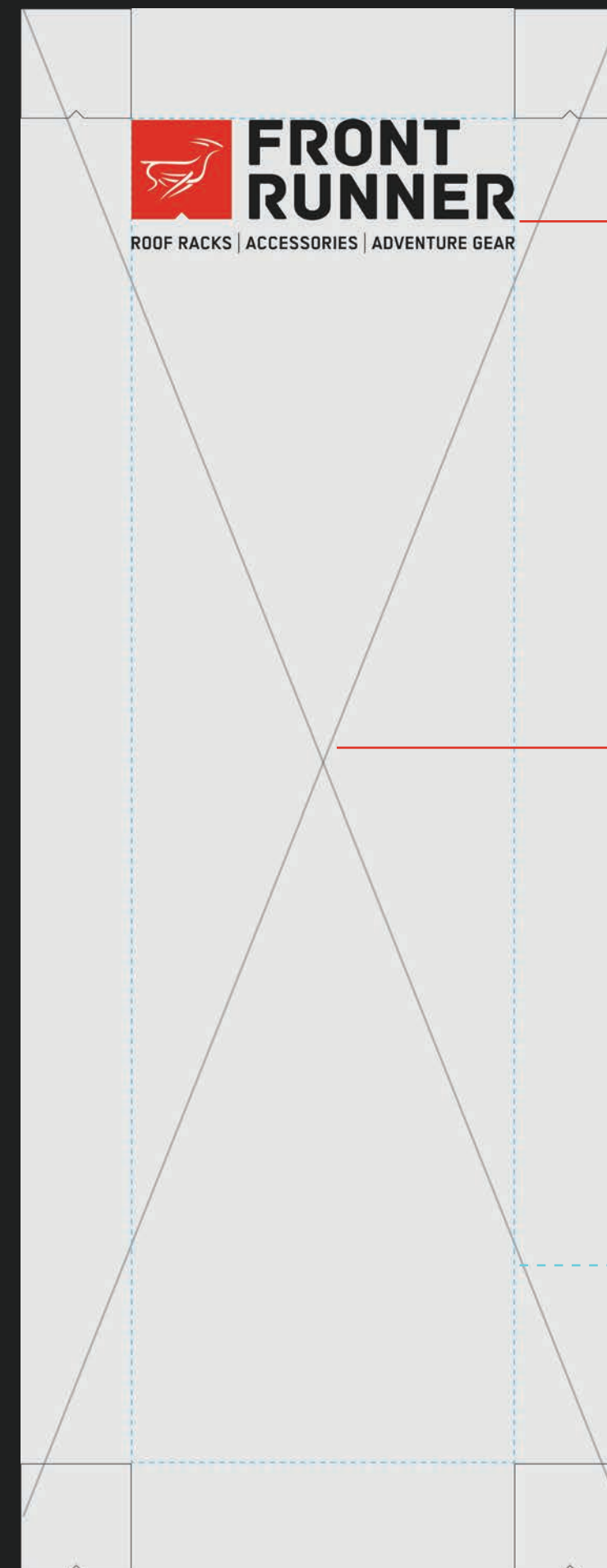


COVER



INSIDE

ENVIRONMENTAL PULL-UP BANNER INSTORE AND ACTIVATION



Logo and Product Line

Image Placed Here

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.



ENVIRONMENTAL HORIZONTAL BANNER



The Front Runner logo needs to maintain maximum visibility if an image is used for the background.

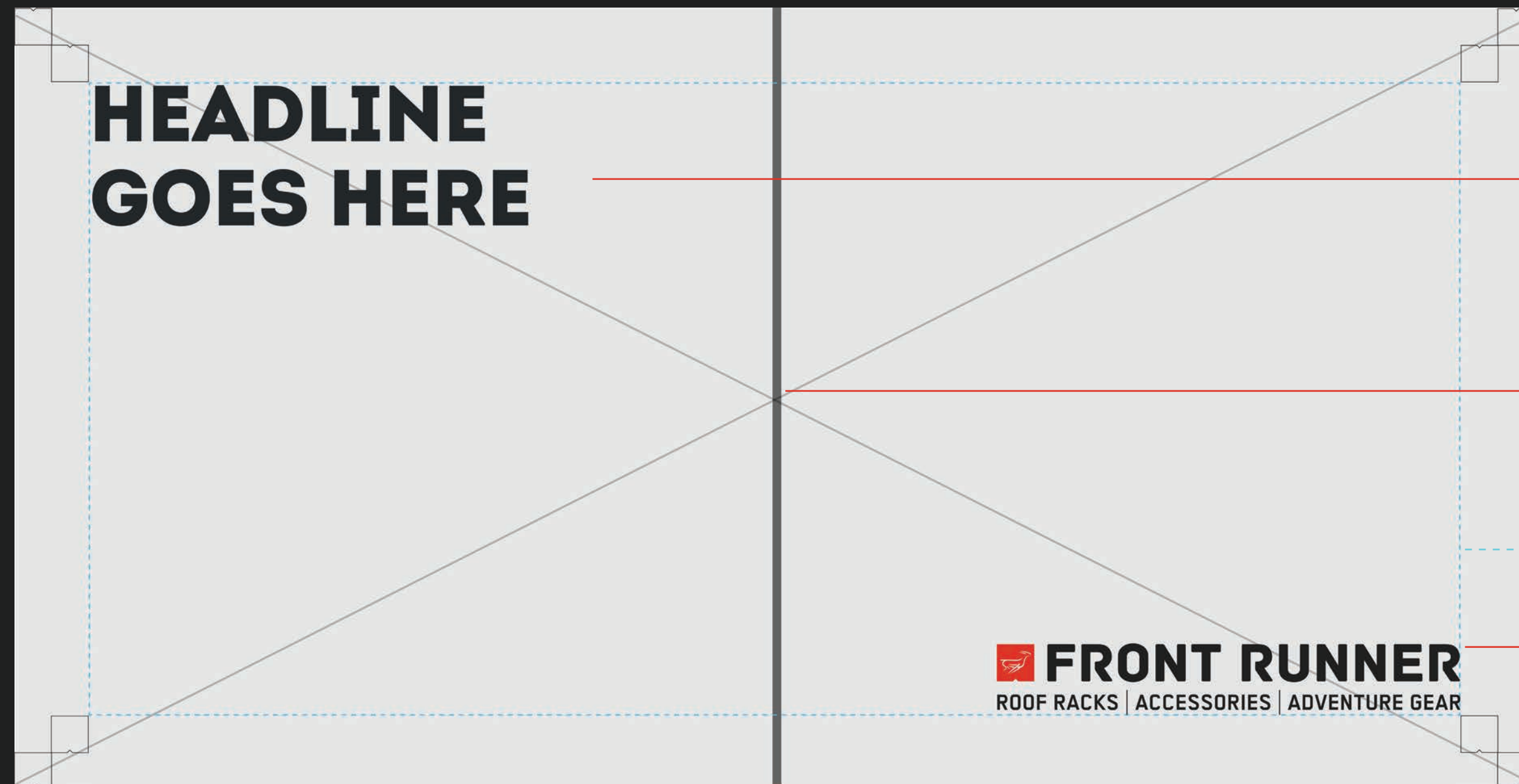
Image Placed Here

Type and Logo Safe Space:
The general rule is that type, logos and product lines are kept clear of this space.

NOTE: The logo can live within the layout and does not necessarily need to be sized to touch the edges of the safe space. The logo needs to be sized according to the layout.



ENVIRONMENTAL
STORE WINDOW
VINYL



Headline:
Intro

Image Placed Here

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Logo and Product Line

HEADLINE GOES HERE



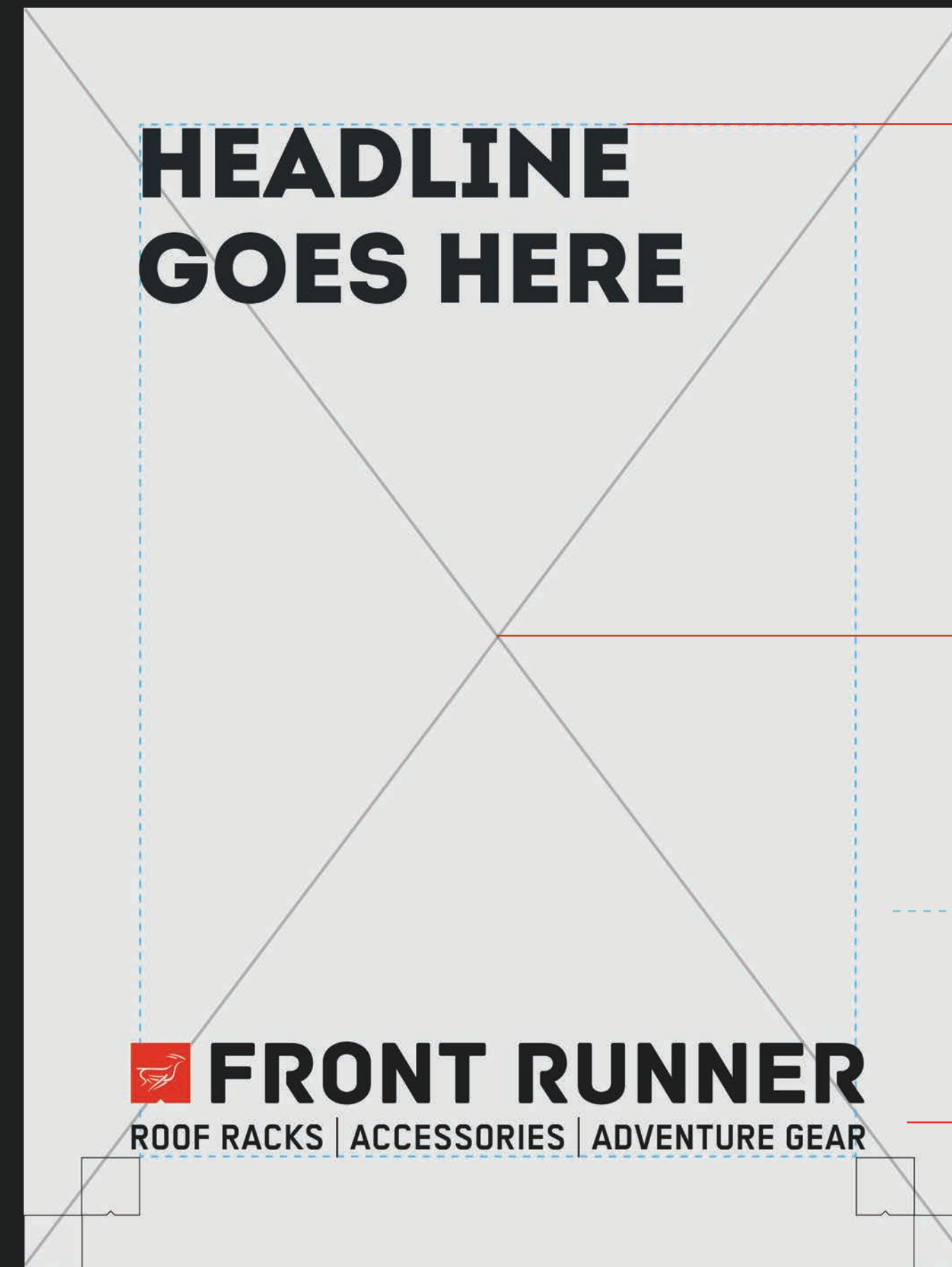
 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



**HEADLINE
GOES HERE**

 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | ADVENTURE GEAR

**ENVIRONMENTAL
VERTICAL STORE
WINDOW VINYL**



Headline:
Intro

Image Placed Here

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Logo and Product Line

**HEADLINE
GOES HERE**



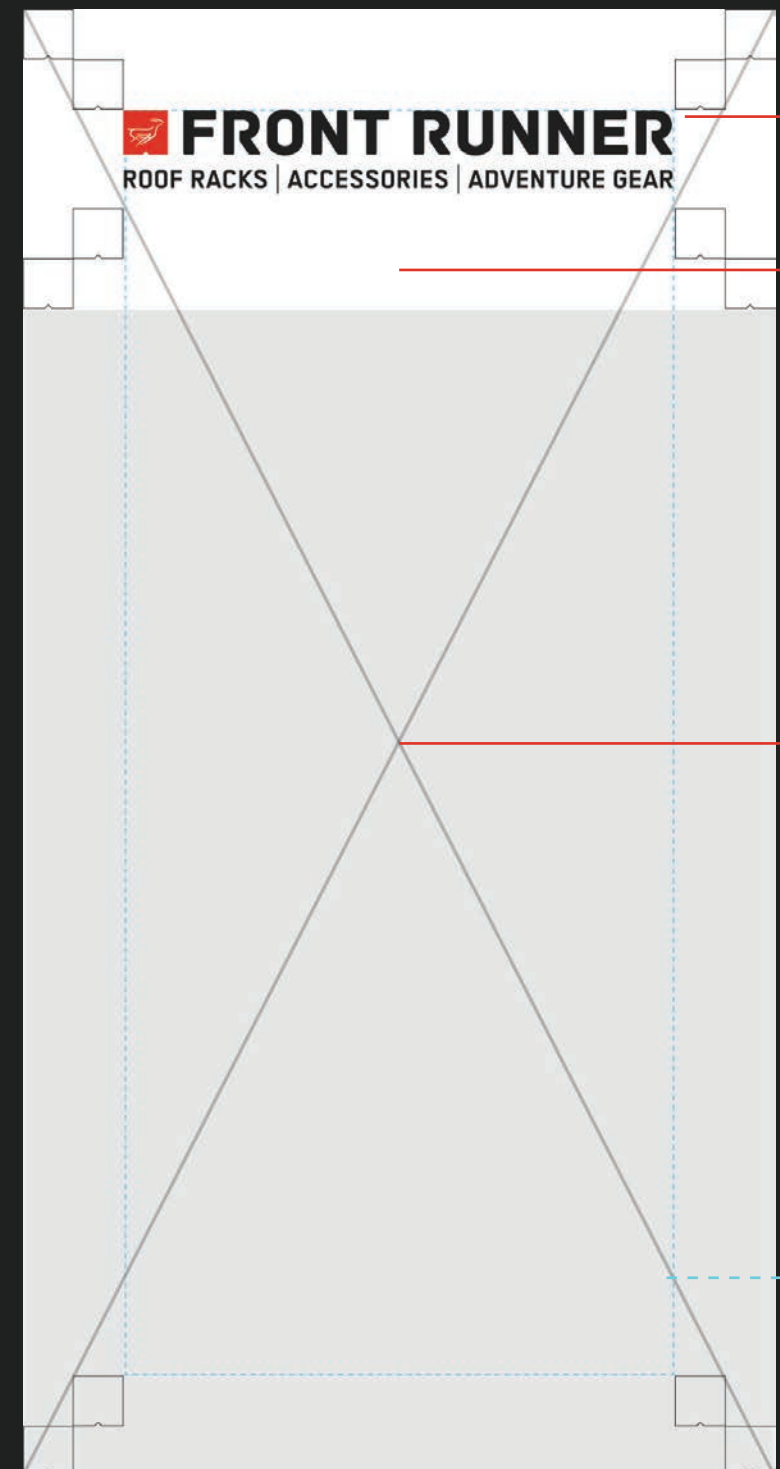
 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | ADVENTURE GEAR

**HEADLINE
GOES HERE**



 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | ADVENTURE GEAR

ENVIRONMENTAL POINT OF PURCHASE RACK DISPLAY



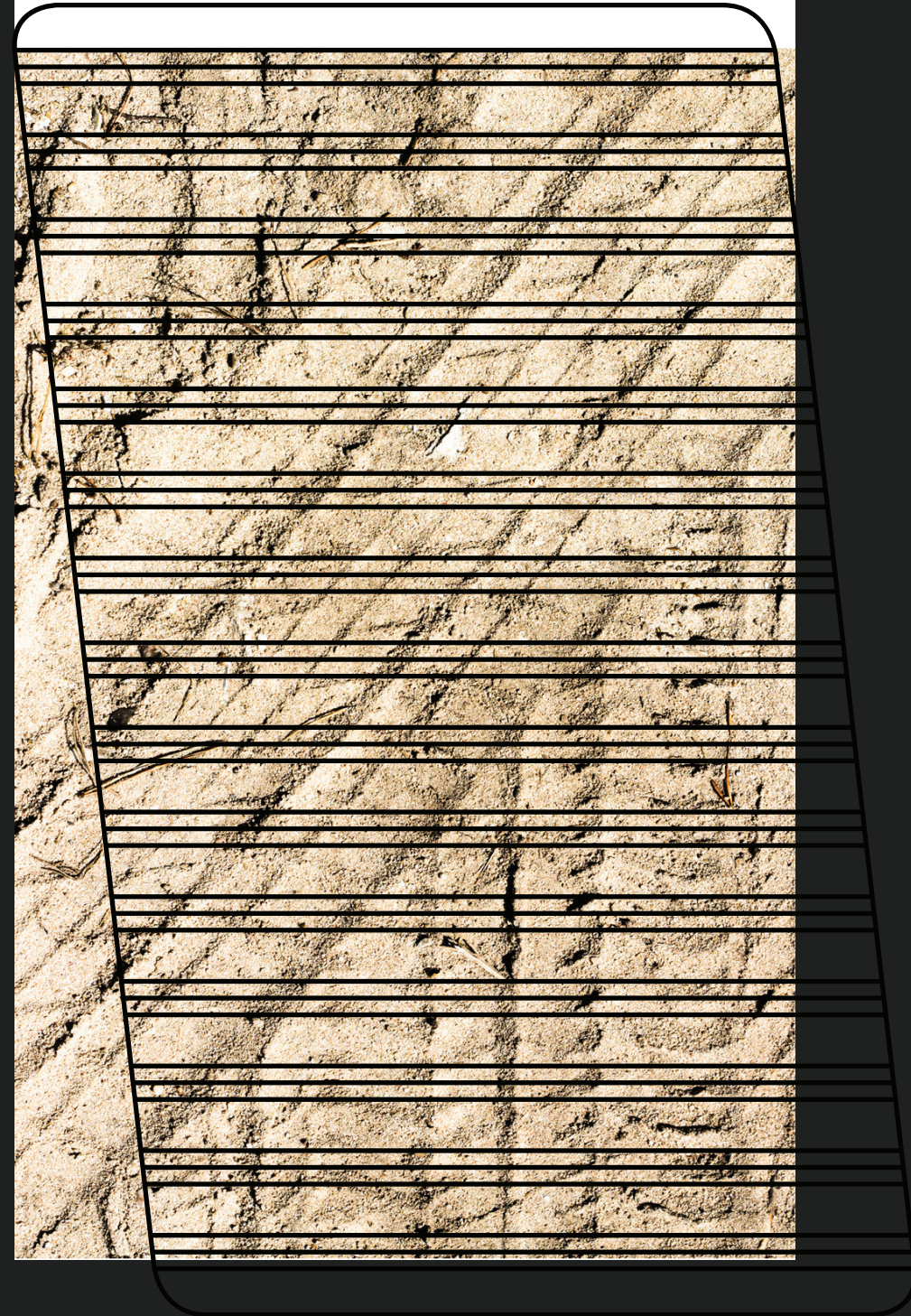
Logo and Product Line

Flat Background has to be applied to Front Runner logo for maximum visibility

Image Placed Here

Type and Logo Safe Space:
The general rule is that type, logos and product lines are kept clear of this space.

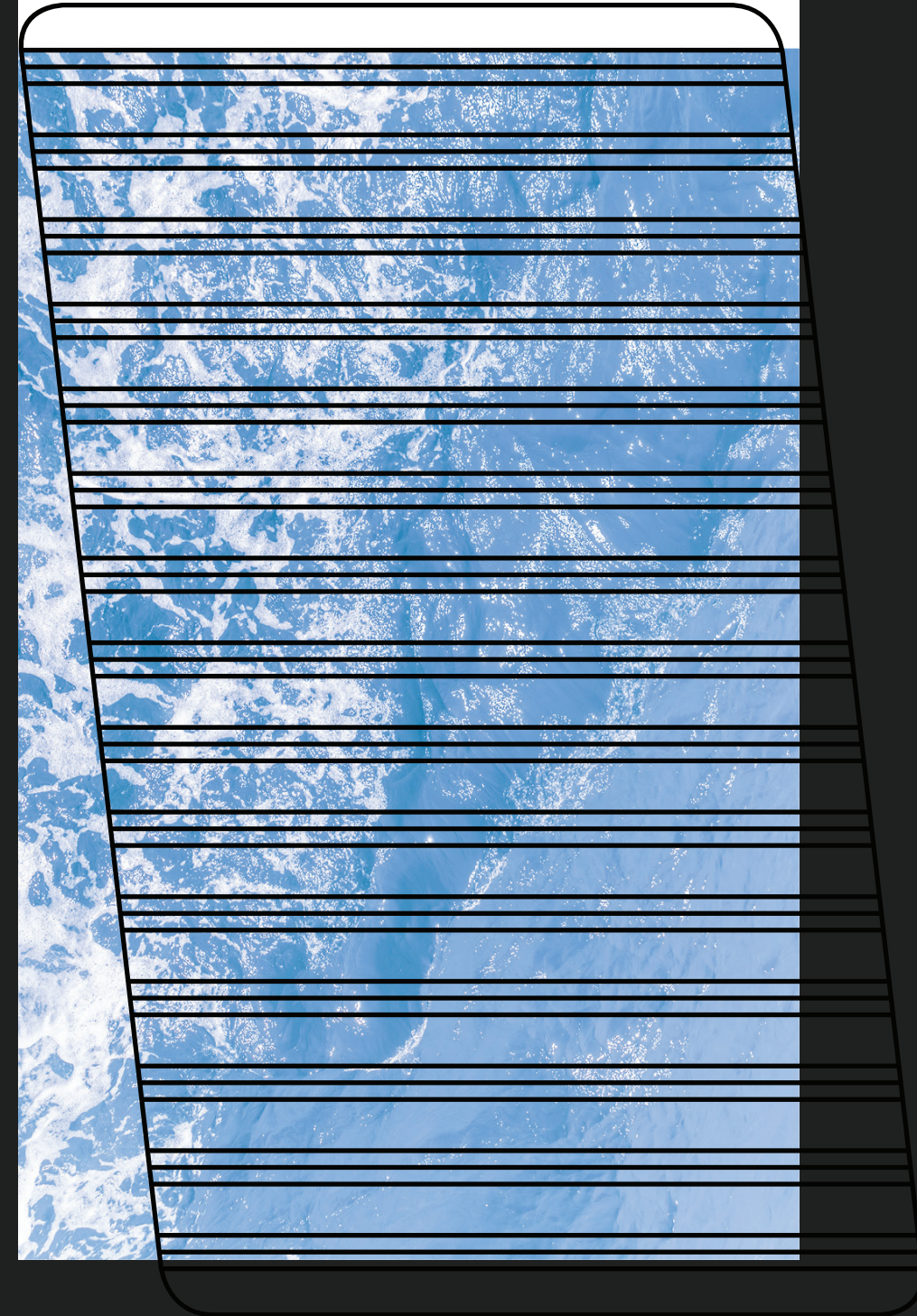
 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



ENVIRONMENTAL POINT OF PURCHASE NEW RACK DISPLAY



The Front Runner logo needs to maintain maximum visibility if an image is used for the background.

Type and Logo Safe Space:
The general rule is that type, logos and product lines are kept clear of this space.

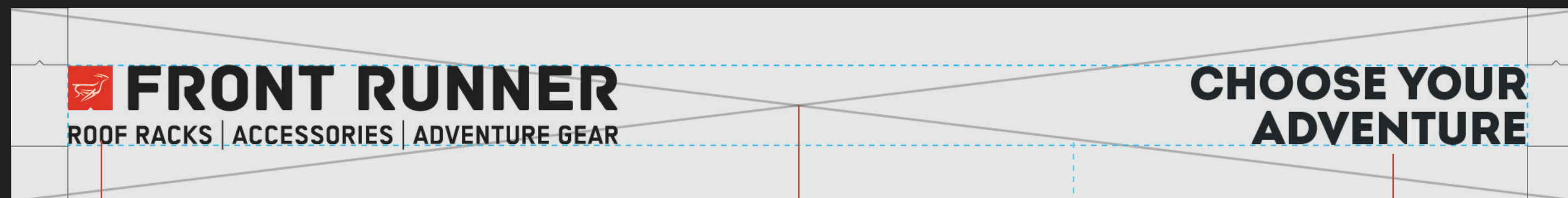
Image Placed Here



A large, vertical, rounded rectangular area with a dark background and horizontal white lines, resembling a notepad or a display area for text.

A large, vertical, rounded rectangular area with a dark background and horizontal white lines, resembling a notepad or a display area for text.

ENVIRONMENTAL POINT OF PURCHASE PEG WALL

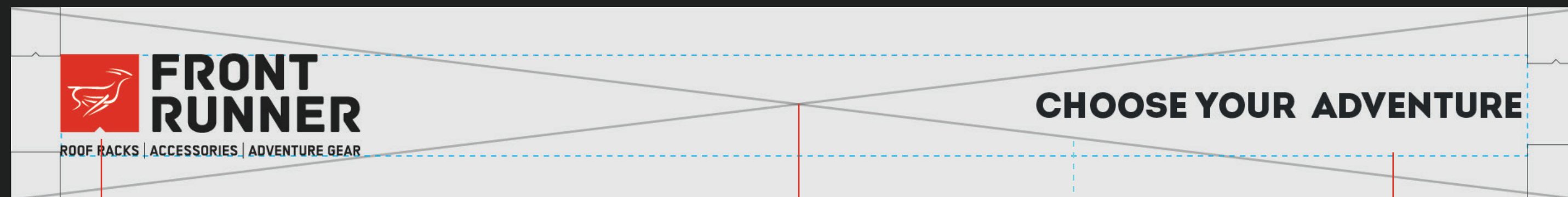


Logo and Product Line

Image Placed Here

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Headline: Intro

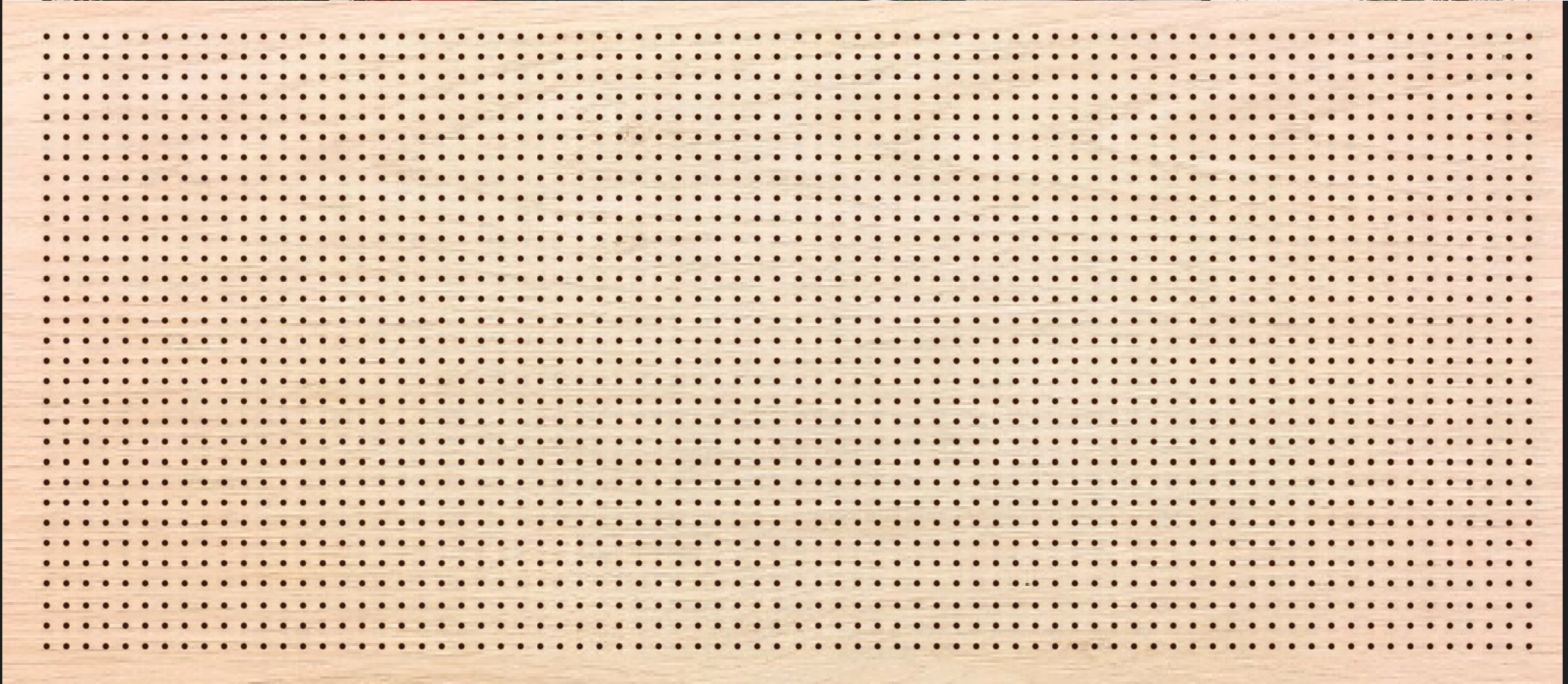
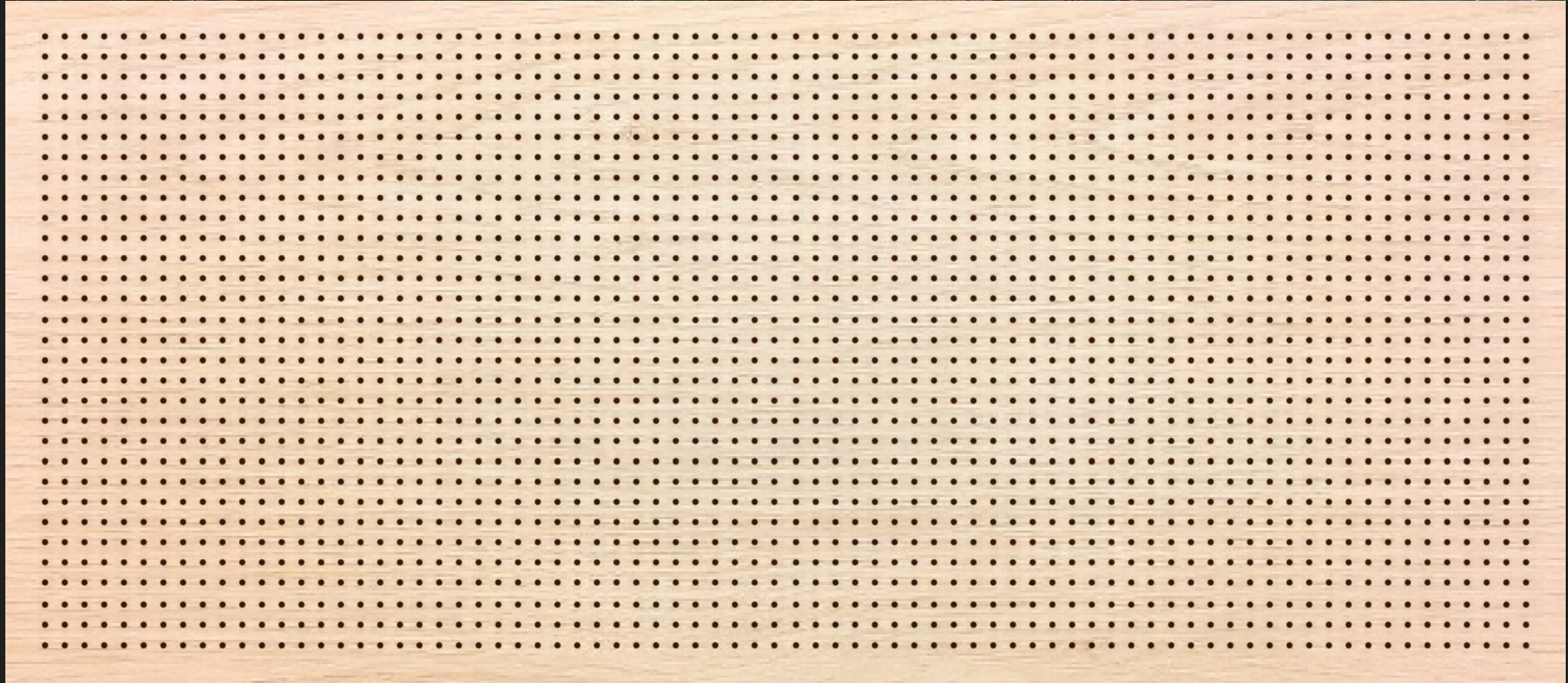


Logo and Product Line

Image Placed Here

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Headline: Intro



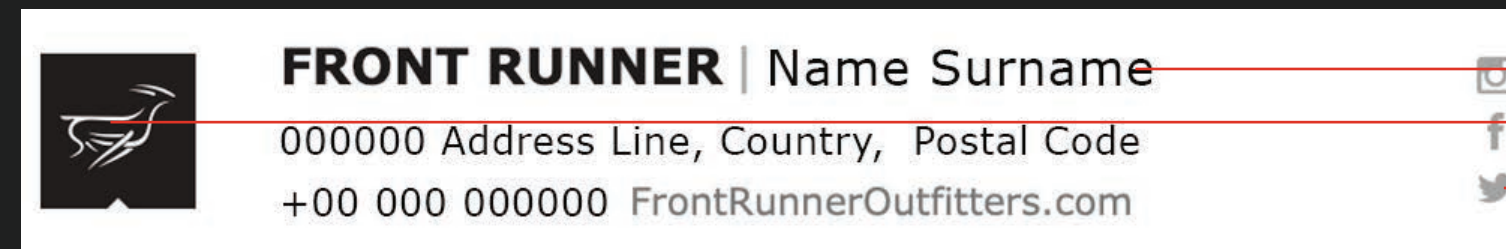
PEG WALL DISPLAY

SCREEN EMAIL SIGNATURE

Email signatures are coded with HTML, therefore they need to remain as simple as possible.

Our websafe font Neue Haas Unical is used.

There will be social media icons and a website link available that will direct you accordingly.



Personal and Company details and url with link

Logo

Social Media Icons with links



FRONT RUNNER | Mallorie Hendrix

29370 Roadside Dr, Agoura Hills, CA, 91301, United States

1 (818) 253-1322 FrontRunnerOutfitters.com



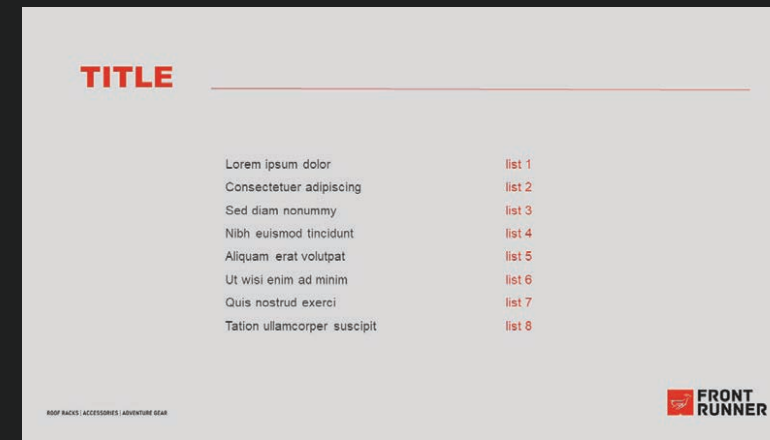
SCREEN PRESENTATION

Presentations also need to adhere to the design language that has been explained in this guide. Each slide must utilise the correct typography, specific colours, logo and graphic elements as outlined and demonstrated here.

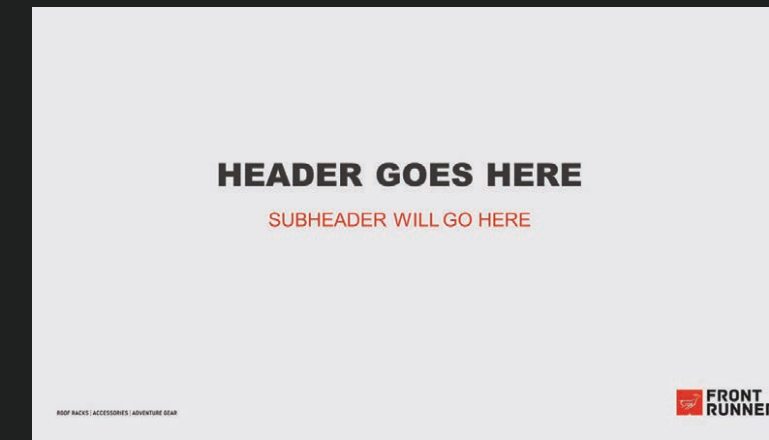
In the case of presentations, careful attention should be given to accompanying graphics (such as photography). They should be clean and high quality: characteristics that pair perfectly with our brand.



Cover Slide



Index Slide



Title Slide

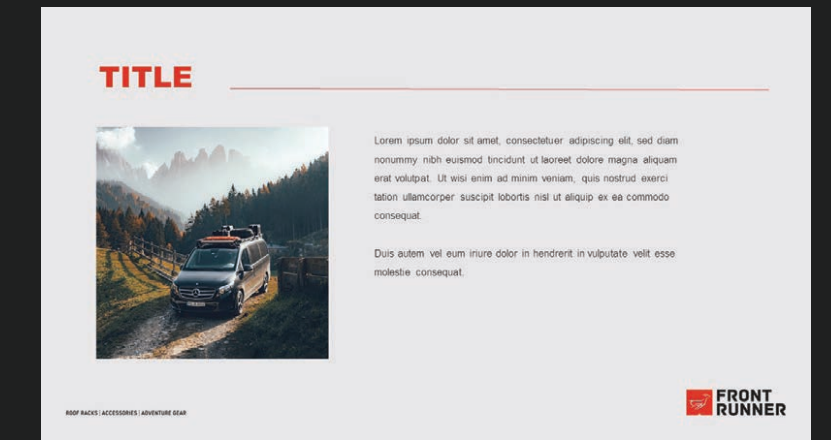
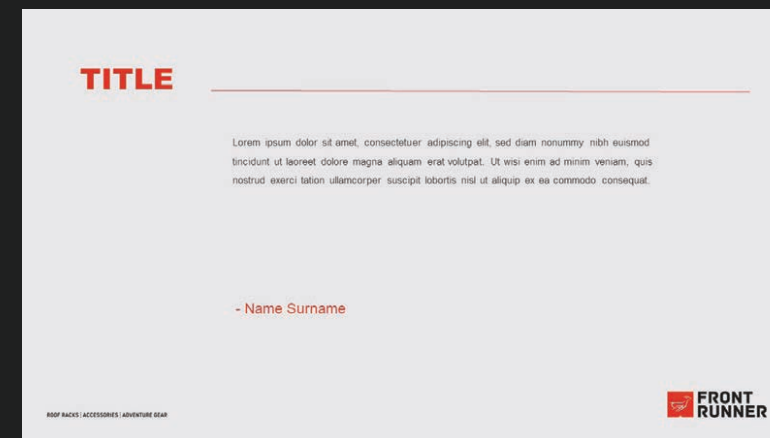


Image and Copy Slide



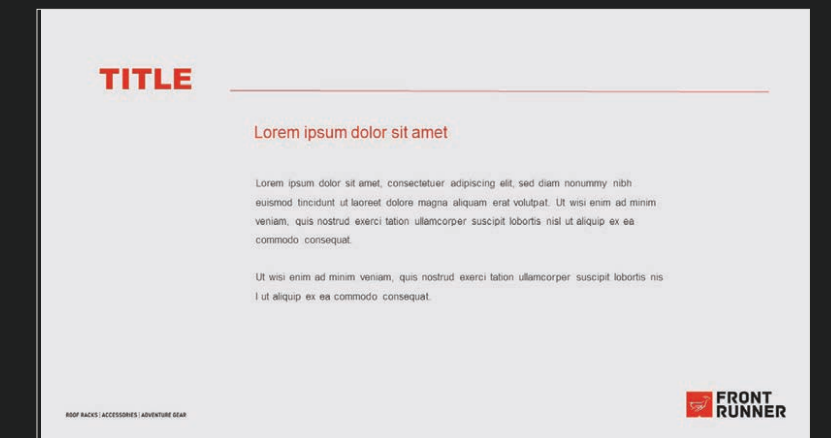
Full Bleed Image Slide



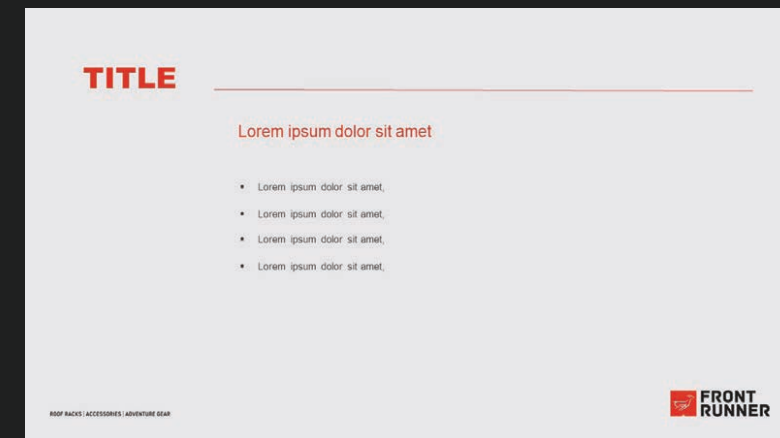
Quote Slide



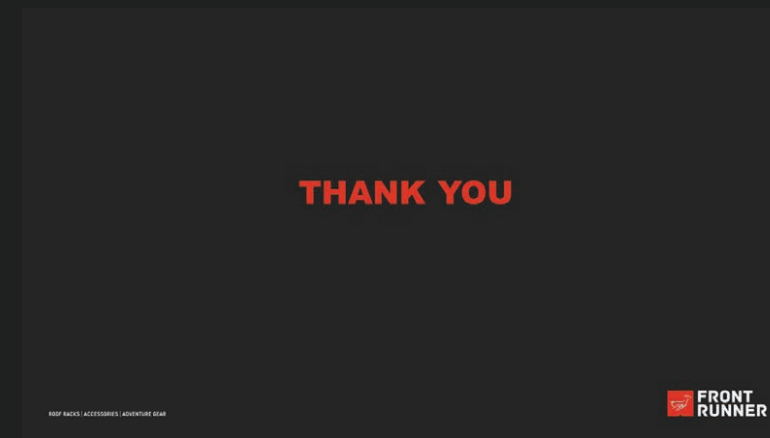
Image Grid Slide



Copy Slide



Company information Slide




End Slide



TITLE

Lorem ipsum dolor list 1
 Consectetur adipiscing list 2
 Sed diam nonummy list 3
 Nibh euismod tincidunt list 4
 Aliquam erat volutpat list 5
 Ut wisi enim ad minim list 6
 Quis nostrud exerci list 7
 Tation ullamcorper suscipit list 8


RAMP RACKS | ACCESSORIES | ADVENTURE GEAR




HEADER GOES HERE

SUBHEADER WILL GO HERE

RAMP RACKS | ACCESSORIES | ADVENTURE GEAR




TITLE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

 Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat.

RAMP RACKS | ACCESSORIES | ADVENTURE GEAR





TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- Name Surname

RAMP RACKS | ACCESSORIES | ADVENTURE GEAR





TITLE

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

 Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

RAMP RACKS | ACCESSORIES | ADVENTURE GEAR




TITLE

Lorem ipsum dolor sit amet


- Lorem ipsum dolor sit amet,
- Lorem ipsum dolor sit amet,
- Lorem ipsum dolor sit amet,
- Lorem ipsum dolor sit amet,

RAMP RACKS | ACCESSORIES | ADVENTURE GEAR



THANK YOU

RAMP RACKS | ACCESSORIES | ADVENTURE GEAR



SCREEN 300 X 250 BANNER ADS

Image selection is important when it comes to the images used for the banner ads. They need to allow space for the logo and call-to-action button.

The product line should be left off the logo if it is not legible.

The call-to-action button can be moved up or down within the safe space to accommodate the selected image.



Type and Logo Safe Space:
The general rule is that type, logos and product lines are kept clear of this space.

Logo and Product Line

Image Placed Here

Call-to-Action Button



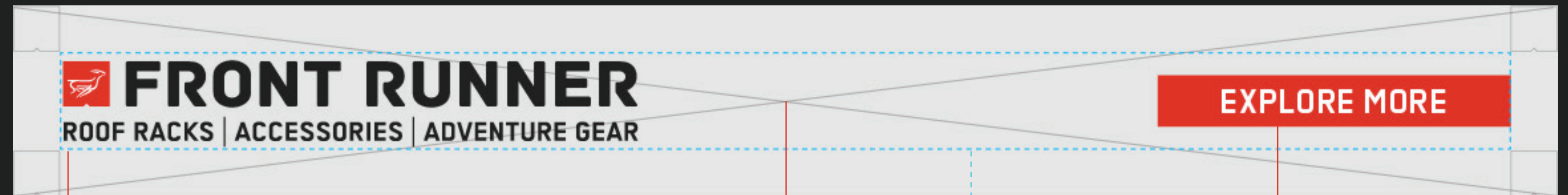
FRONT RUNNER

ROOF RACKS | ACCESSORIES | ADVENTURE GEAR



[EXPLORE MORE](#)

SCREEN
728 X 90
BANNER AD



Logo and Product Line

Image Placed Here

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Call-to-Action:
The call-to-action button can be moved
up or down within the safe space
depending on the image used.



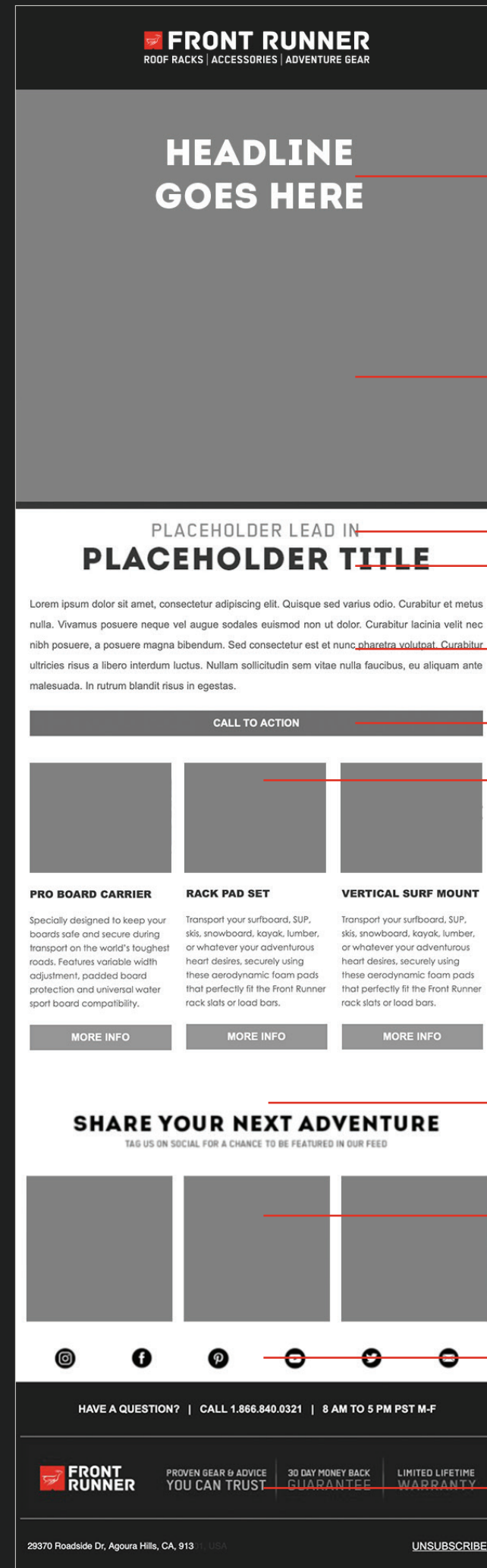
 **FRONT RUNNER**
ROOF RACKS | ACCESSORIES | ADVENTURE GEAR

[EXPLORE MORE](#)

SCREEN MAILER

Email as a channel should be a reflection of the website so it should encompass fonts, colors and matching footers. Each of these sections can be mixed and matched to create a multitude of different emailers that look visually different but are all still Front Runner Branded. There is room to play with color for campaign uses but overall the structure should remain the same. The few elements that must remain the same are:

1. The header
2. Hero image at the beginning of the mailer
3. Some sort of Call to Action within the emailer
4. The social share portion
5. The footer



Header - Logo & Product Line

Fun and Witty Headline

Engaging, lifestyle hero image

Placeholder Lead In
Placeholder Title

Body Copy

Nested Button, must align with copy, not full width

3 Column Feature: Can be pieced out so it is image only. Image & copy only. Image & Copy & C2A. Can be product features to support a blog, can be more detailed images of a featured product. Copy should reflect body copy. Live header copy should be bolded Open San Serif in a color that reflects current campaign.

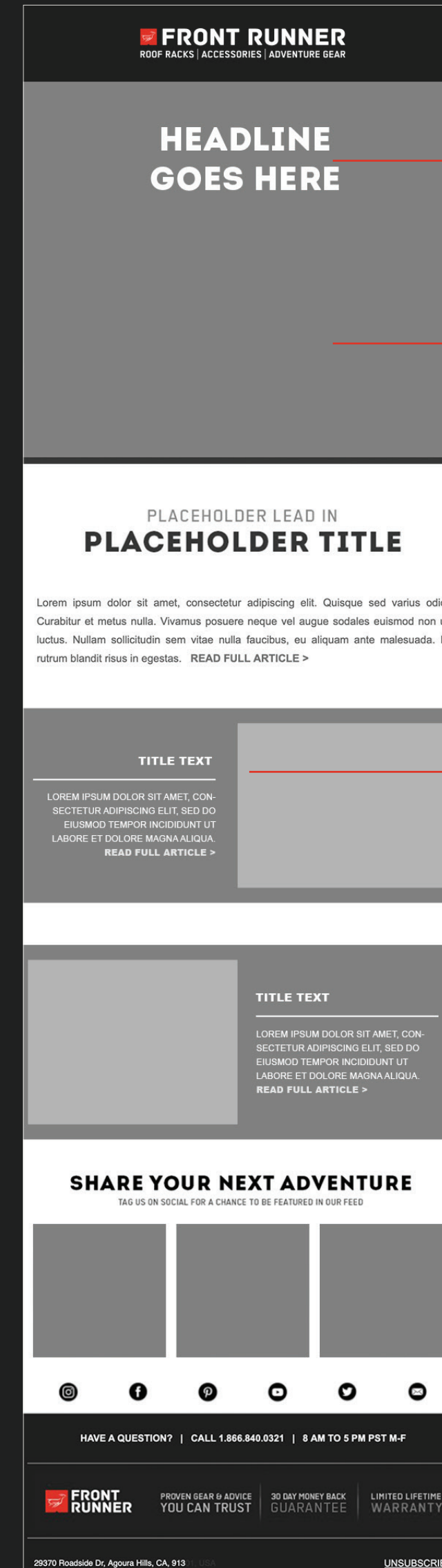
Images can be full width or nested within the the columns for visual sepearation.

Social Call Out: Intro & Regular

User Generated Content

Social Links

Footer



Header - Logo & Product Line

Fun and Witty Headline

Engaging, lifestyle hero image

Placeholder Lead In
Placeholder Title

2 Column Feature: Can be pieced out so it is image only. Image & copy only. Image & Copy & C2A. Can be product features to support a blog, can be more detailed images of a featured product. Copy should reflect body copy. Live header copy should be bolded Open San Serif in a color that reflects current campaign.

Images can be full width or nested within the the columns for visual sepearation.

SHARE YOUR NEXT ADVENTURE

HAVE A QUESTION? | CALL 1.866.840.0321 | 8 AM TO 5 PM PST M-F

FRONT RUNNER PROVEN GEAR & ADVICE YOU CAN TRUST 30 DAY MONEY BACK GUARANTEE LIMITED LIFETIME WARRANTY

29370 Roadside Dr, Agoura Hills, CA, 913 UNSUBSCRIBE

HEADLINE GOES HERE



JUST HOW EASY IS IT TO INSTALL A SLIMLINE II?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed varius odio. Curabitur et metus nulla. Vivamus posuere neque vel augue sodales euismod non ut dolor. Curabitur lacinia velit nec nibh posuere, a posuere magna bibendum. Sed consectetur est et nunc pharetra volutpat. Curabitur ultricies risus a libero interdum luctus. Nullam sollicitudin sem vitae nulla faucibus, eu aliquam ante malesuada. In rutrum blandit risus in egestas.

CALL TO ACTION



PRO BOARD CARRIER

Specially designed to keep your boards safe and secure during transport on the world's toughest roads. Features variable width adjustment, padded board protection and universal water sport board compatibility.

[MORE INFO](#)



RACK PAD SET

Transport your surfboard, SUP, skis, snowboard, kayak, lumber, or whatever your adventurous heart desires, securely using these aerodynamic foam pads that perfectly fit the Front Runner rack slots or load bars.

[MORE INFO](#)



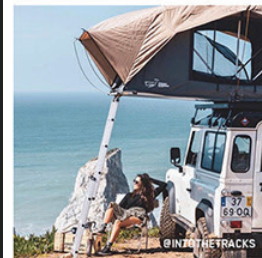
VERTICAL SURF MOUNT

Transport your surfboard, SUP, skis, snowboard, kayak, lumber, or whatever your adventurous heart desires, securely using these aerodynamic foam pads that perfectly fit the Front Runner rack slots or load bars.

[MORE INFO](#)

SHARE YOUR NEXT ADVENTURE

AND TAG US ON SOCIAL FOR A CHANCE TO BE FEATURED IN OUR FEED



HAVE A QUESTION? | CALL 1.866.840.0321 | 8 AM TO 5 PM PST M-F



PROVEN GEAR & ADVICE
YOU CAN TRUST

30 DAY MONEY BACK
GUARANTEE

LIMITED LIFETIME
WARRANTY

29370 Roadside Dr, Agoura Hills, CA, 913 USA

[UNSUBSCRIBE](#)

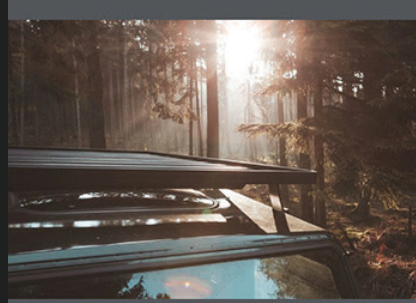
HEADLINE GOES HERE



JUST HOW EASY IS IT TO INSTALL A SLIMLINE II?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed varius odio. Curabitur et metus nulla. Vivamus posuere neque vel augue sodales euismod non ut dolor. Curabitur lacinia velit nec nibh posuere, a posuere magna bibendum. Sed consectetur est et nunc pharetra volutpat. Curabitur ultricies risus a libero interdum luctus. Nullam sollicitudin sem vitae nulla faucibus, eu aliquam ante malesuada. In rutrum blandit risus in egestas.

CALL TO ACTION



TITLE TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed varius odio. Curabitur et metus nulla. Vivamus posuere neque vel augue sodales euismod non ut dolor. Vivamus posuere neque vel augue sodales euismod non ut dolor.

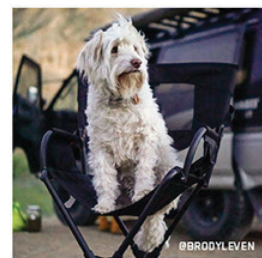
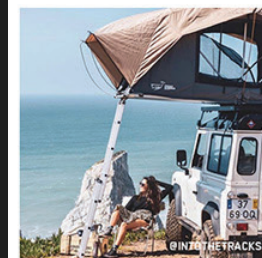
TITLE TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed varius odio. Curabitur et metus nulla. Vivamus posuere neque vel augue sodales euismod non ut dolor. Vivamus posuere neque vel augue sodales euismod non ut dolor.



SHARE YOUR NEXT ADVENTURE

AND TAG US ON SOCIAL FOR A CHANCE TO BE FEATURED IN OUR FEED



HAVE A QUESTION? | CALL 1.866.840.0321 | 8 AM TO 5 PM PST M-F



PROVEN GEAR & ADVICE
YOU CAN TRUST

30 DAY MONEY BACK
GUARANTEE

LIMITED LIFETIME
WARRANTY

29370 Roadside Dr, Agoura Hills, CA, 913 USA

[UNSUBSCRIBE](#)

HEADLINE GOES HERE



JUST HOW EASY IS IT TO INSTALL A SLIMLINE II?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed varius odio. Curabitur et metus nulla. Vivamus posuere neque vel augue sodales euismod non ut dolor. Curabitur lacinia velit nec nibh posuere, a posuere magna bibendum. Sed consectetur est et nunc pharetra volutpat. Curabitur ultricies risus a libero interdum luctus. Nullam sollicitudin sem vitae nulla faucibus, eu aliquam ante malesuada. In rutrum blandit risus in egestas.

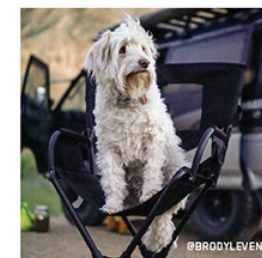
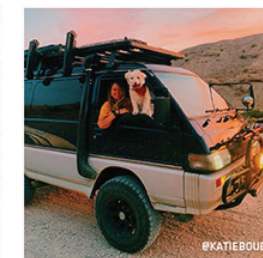
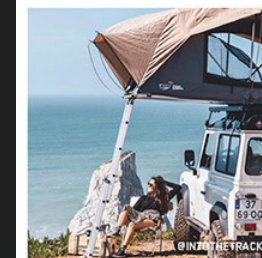
CALL TO ACTION



CALL TO ACTION

SHARE YOUR NEXT ADVENTURE

AND TAG US ON SOCIAL FOR A CHANCE TO BE FEATURED IN OUR FEED



HAVE A QUESTION? | CALL 1.866.840.0321 | 8 AM TO 5 PM PST M-F



PROVEN GEAR & ADVICE
YOU CAN TRUST

30 DAY MONEY BACK
GUARANTEE

LIMITED LIFETIME
WARRANTY

29370 Roadside Dr, Agoura Hills, CA, 913 USA

[UNSUBSCRIBE](#)

SCREEN SOCIAL MEDIA INSTAGRAM POST

Because Instagram is a visual social platform, please refer closely to the photography section in this document when working on Front Runner's Instagram content.

The only posts that feature copy in their tile should be event posts. These posts will be taken down after the event to maintain a consistent visual identity on the platform.

Image Only

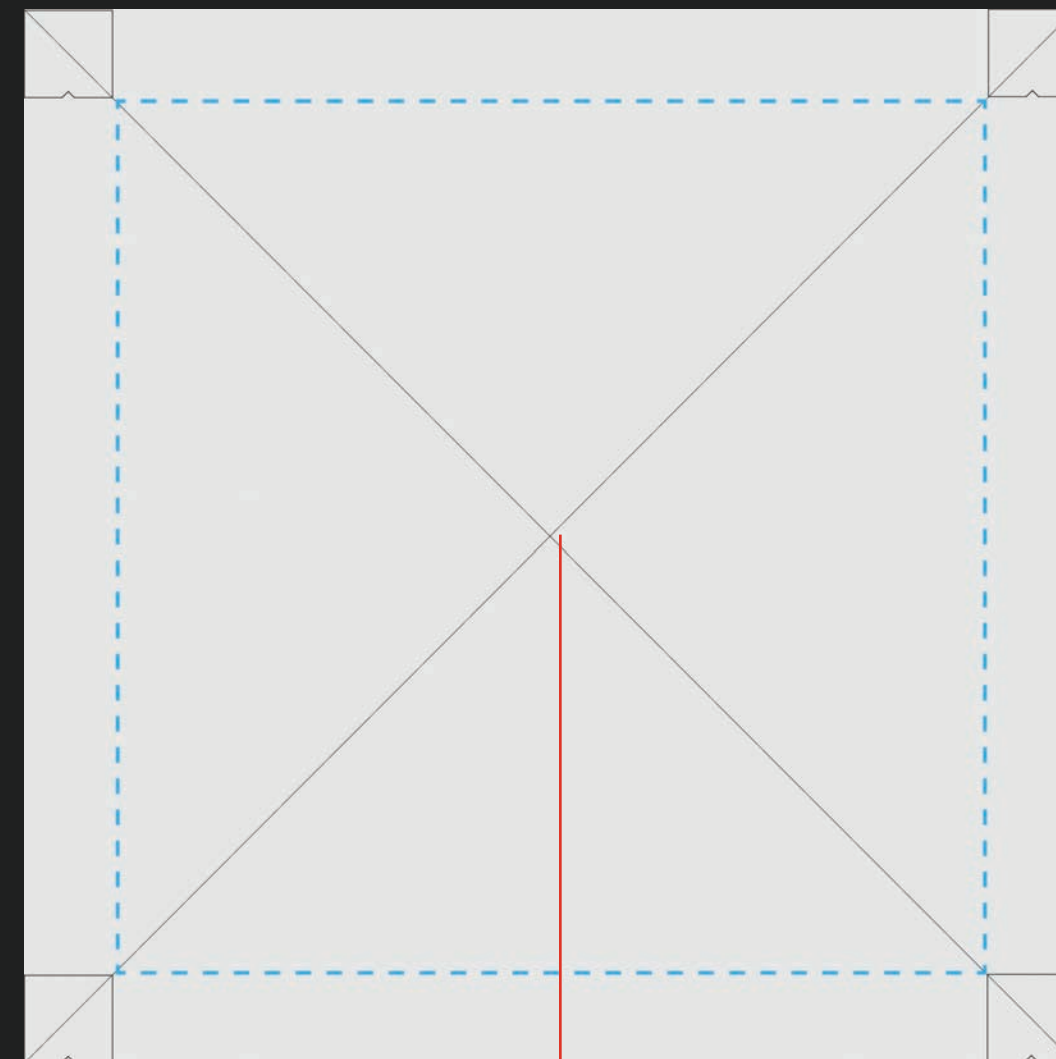


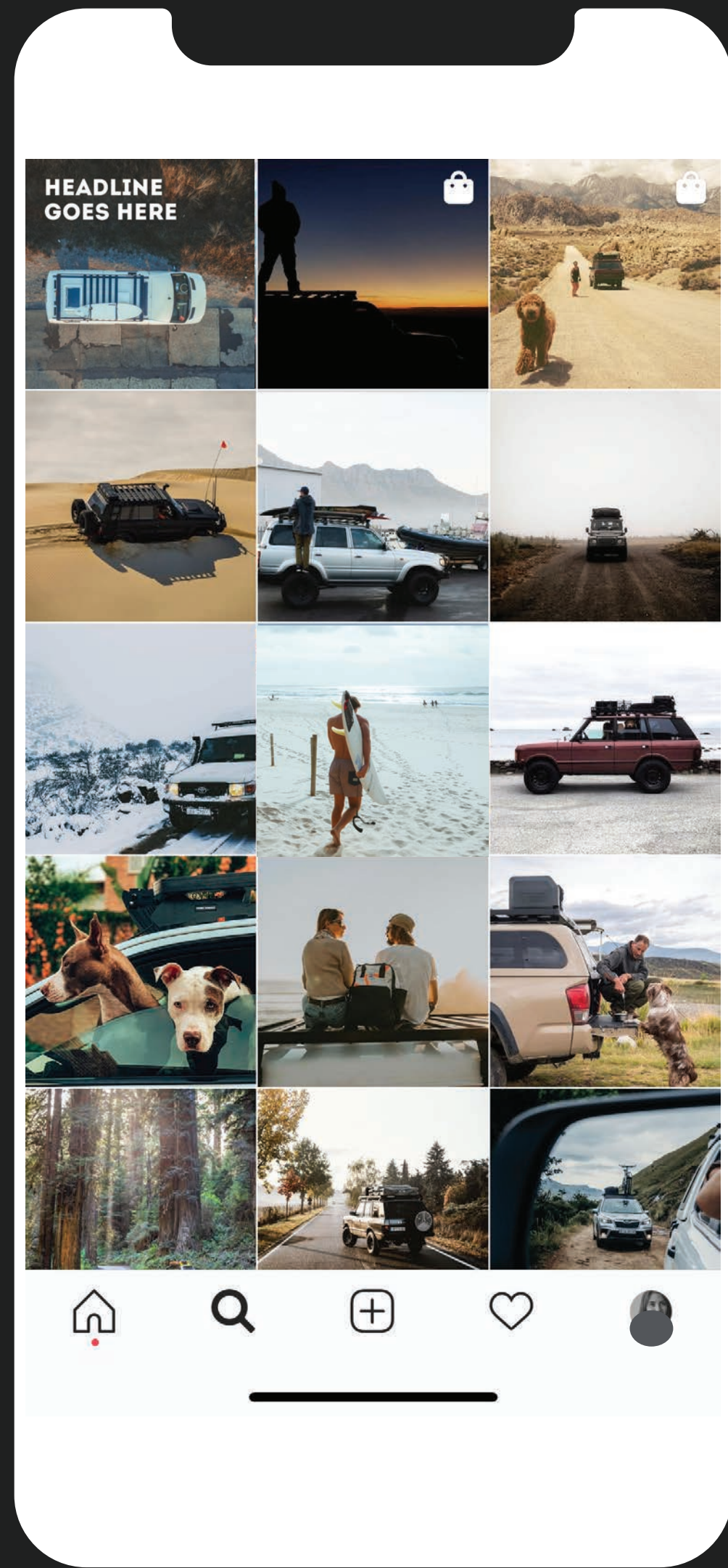
Image Placed Here

Image and Copy



Headline: Intro

Image Placed Here

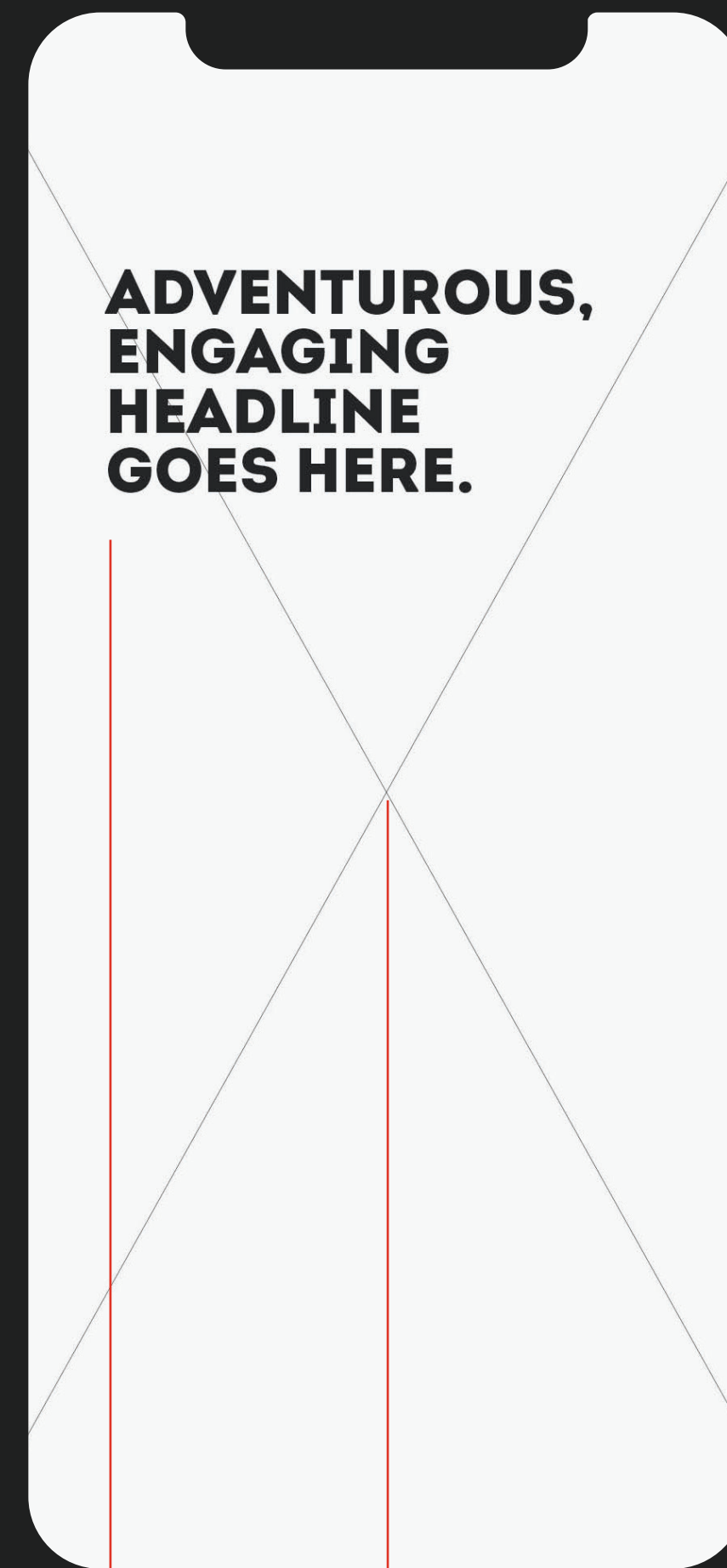


SCREEN SOCIAL MEDIA INSTAGRAM STORY

When telling a story through Instagram stories, the narrative should be presented in the following order:

1. The journey
2. The activity at the destination
3. The interaction with the Front Runner gear on the vehicle

See the next page for an example of this order of narrative.



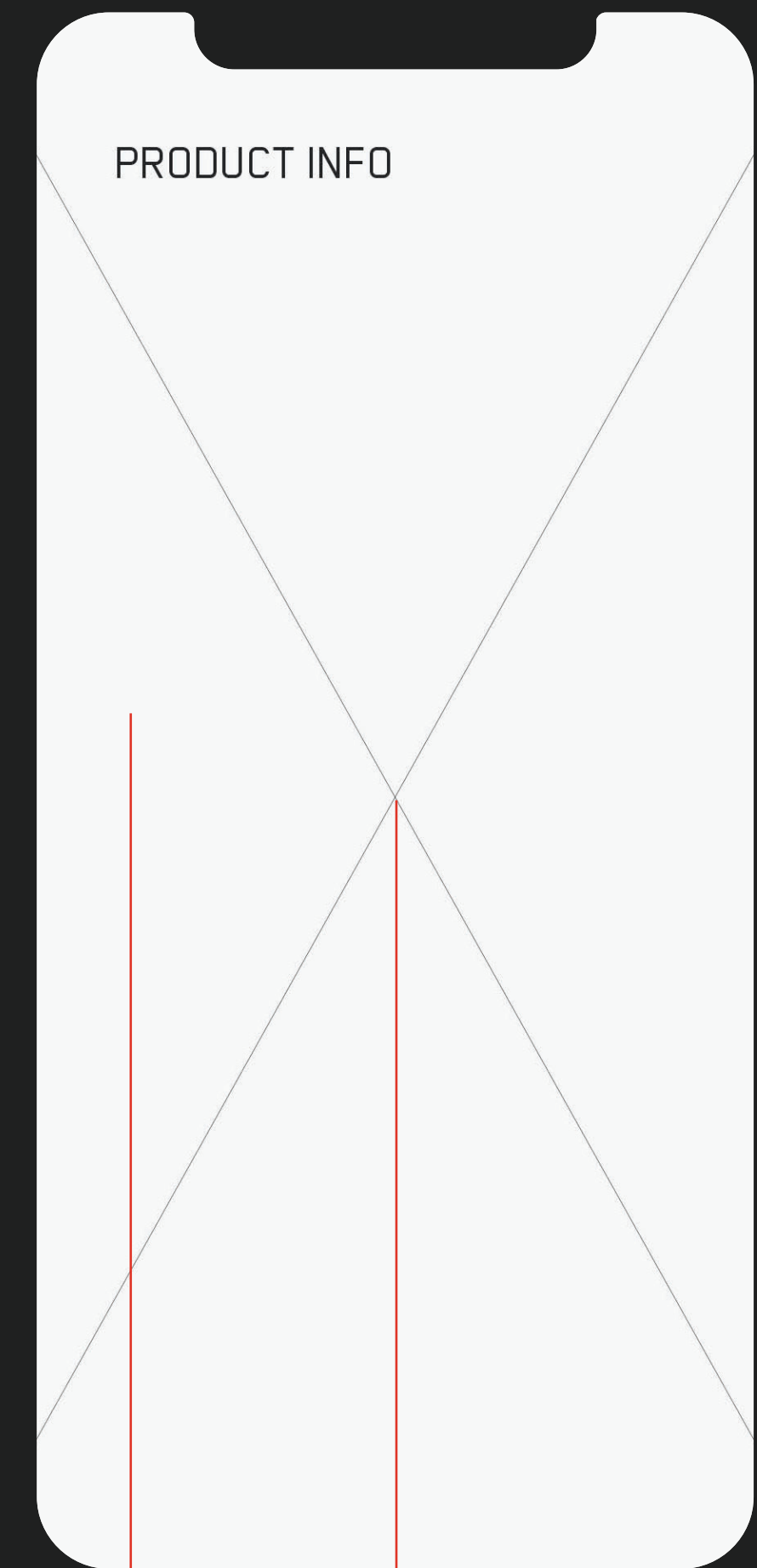
Headline:
Regular Bold

Image Placed Here



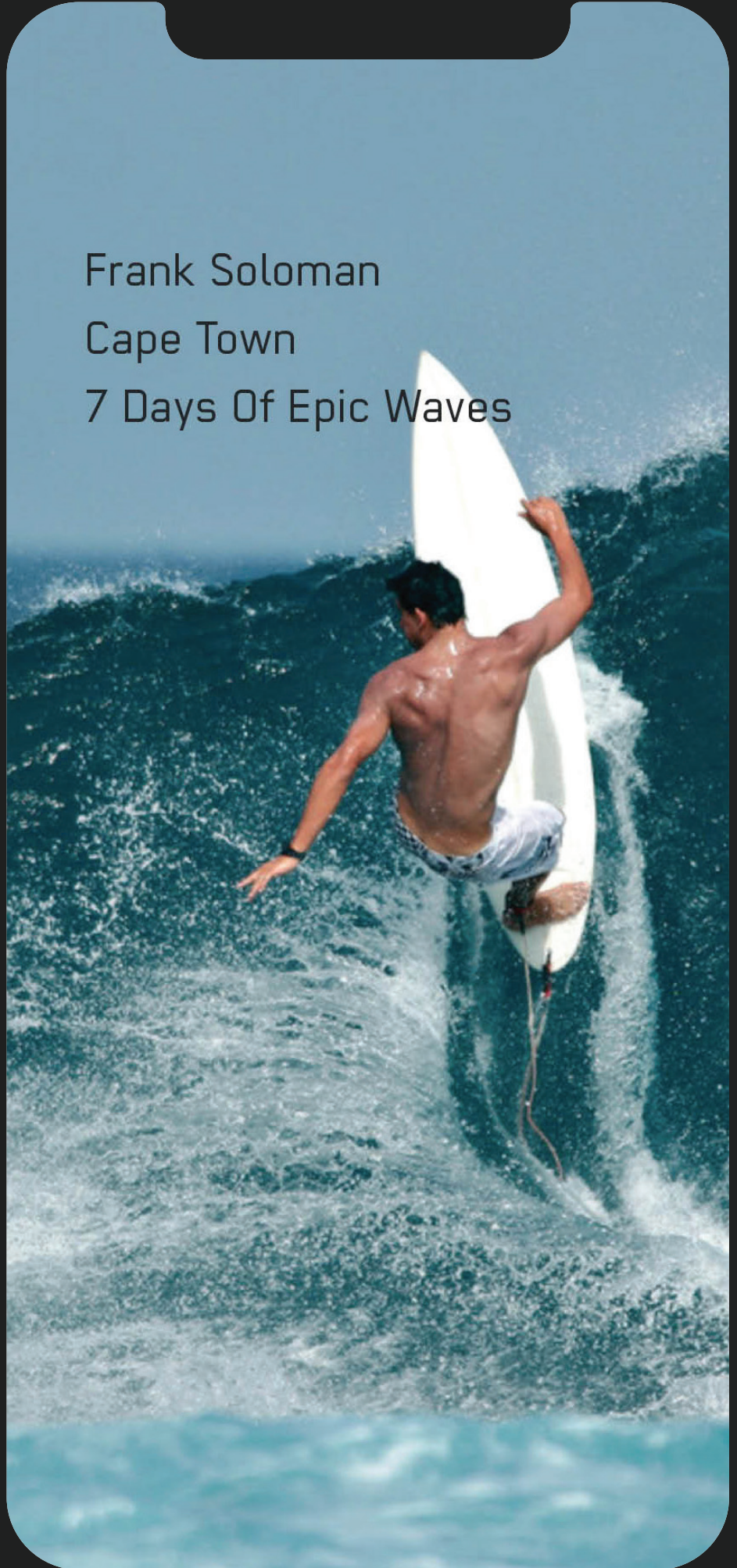
Body Copy:
Regular Book

Image Placed Here

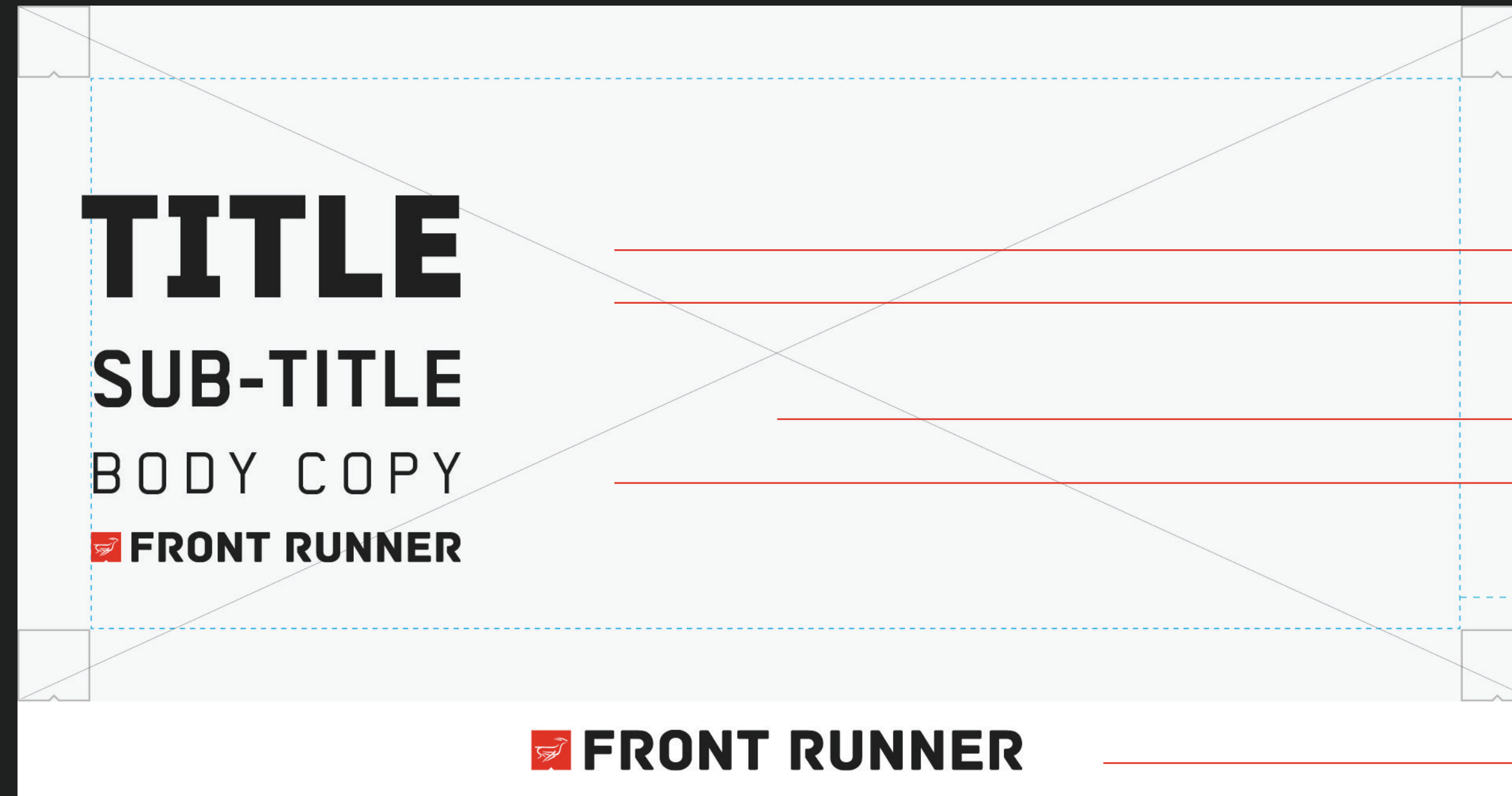


Body Copy:
Regular Book

Image Placed Here



SCREEN
SOCIAL MEDIA
FACEBOOK EVENT
POST - FRONT RUNNER
SPONSORED EVENT



Headline: Intro

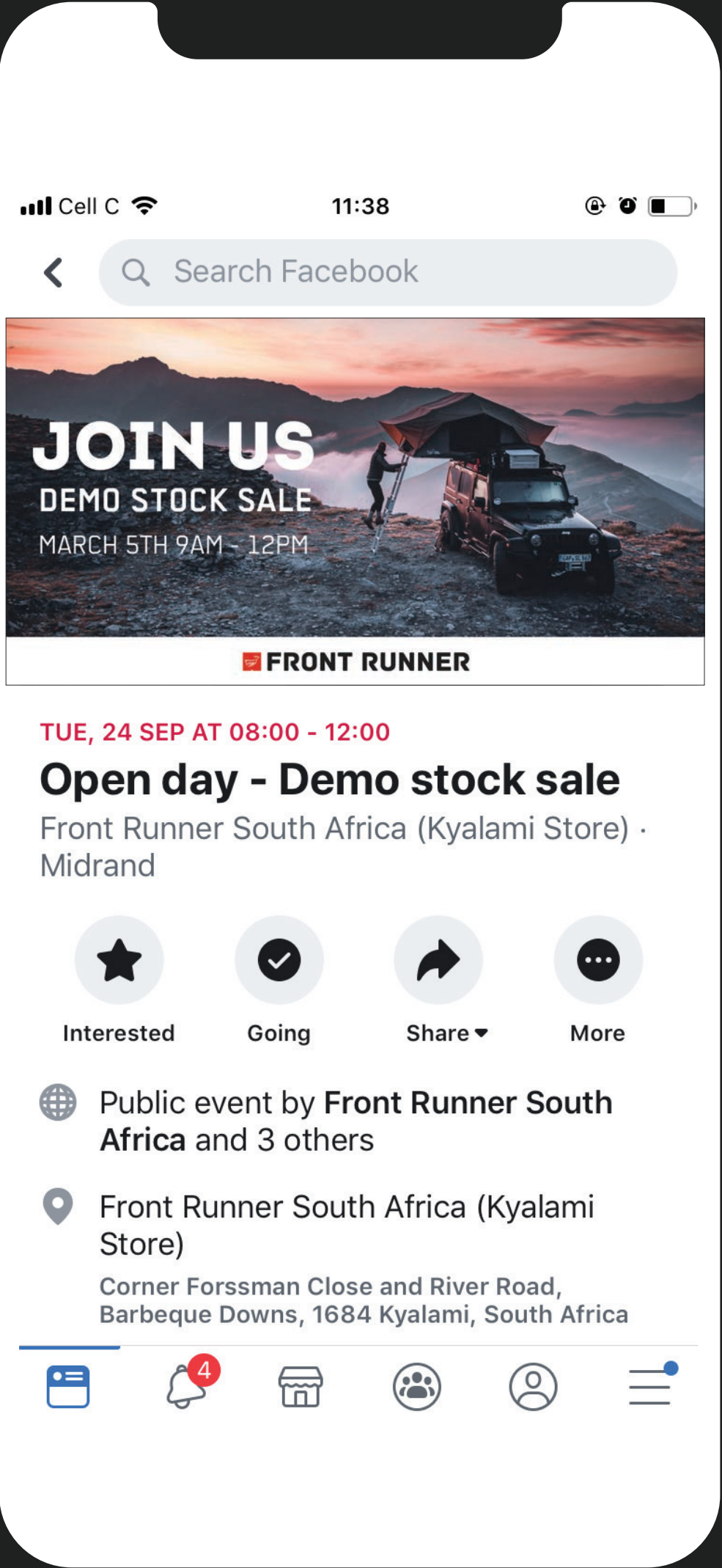
Sub-Header: Regular Bold

Image Placed Here

Copy: Date/Location/Supporting Info

Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Logo



FACEBOOK POST EXAMPLE

SCREEN
SOCIAL MEDIA
FACEBOOK EVENT
POST - DEALER
CO-SPONSORED EVENT



Type and Logo Safe Space:
The general rule is that type,
logos and product lines are kept
clear of this space.

Headline: Intro

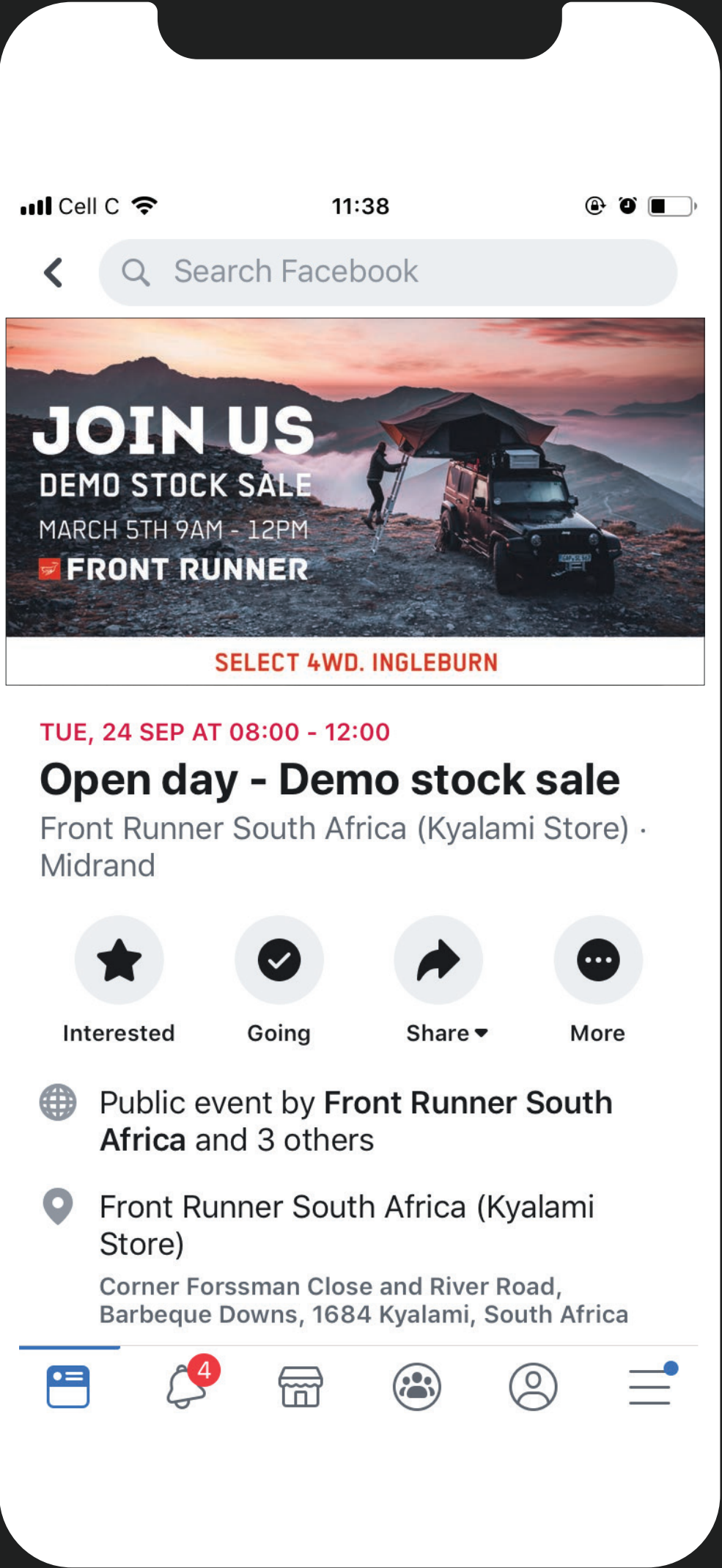
Sub-Header: Regular Bold

Image Placed Here

Copy: Date/Location/Supporting Info

Logo

Name of dealer co-sponsored event



FACEBOOK POST EXAMPLE

SCREEN SOCIAL MEDIA CAROUSEL AD

This is a guide for creating Instagram or Facebook carousel ads.

They are used to promote a variety of different products that you want to show off versus honing in on a single promotion.

These can tell a story to the consumer/target audience through the selection of images and product.

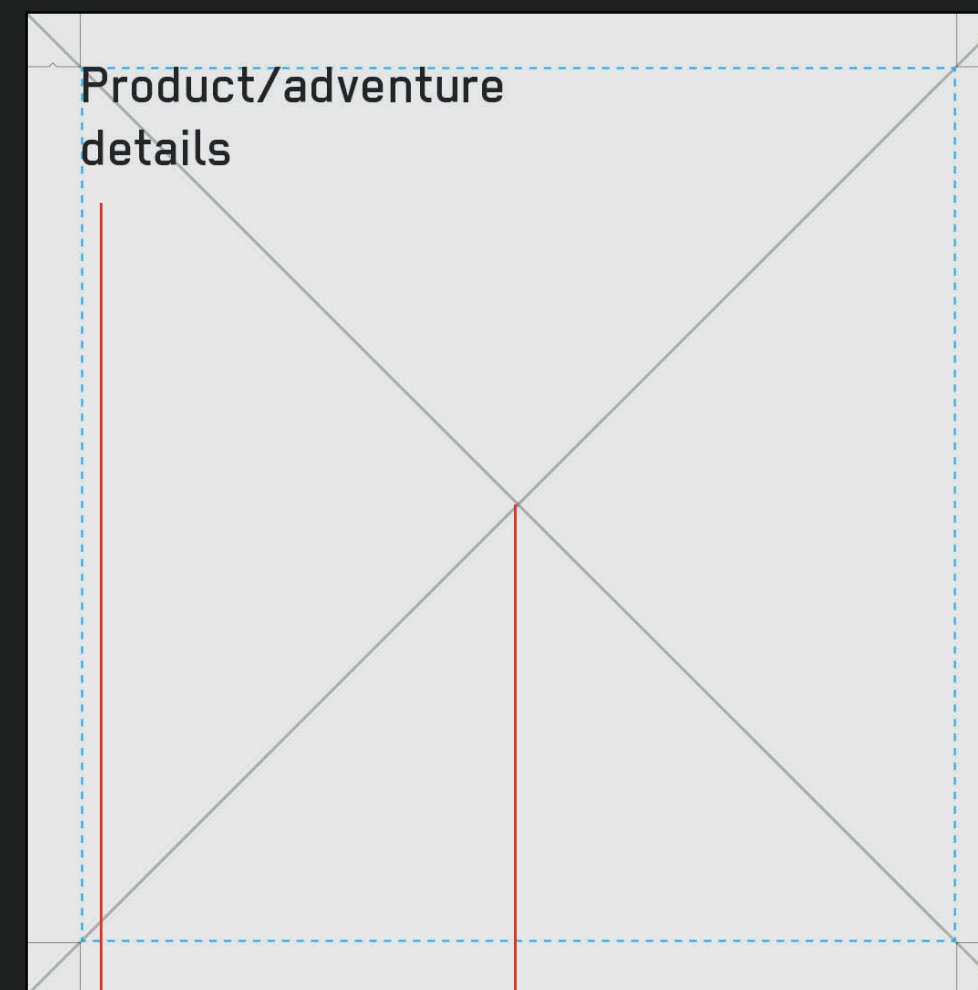
Image Only and Headline



Headline: Intro

Image Placed Here

Image and product details



Plave for
Product Details

Image Placed Here

Image

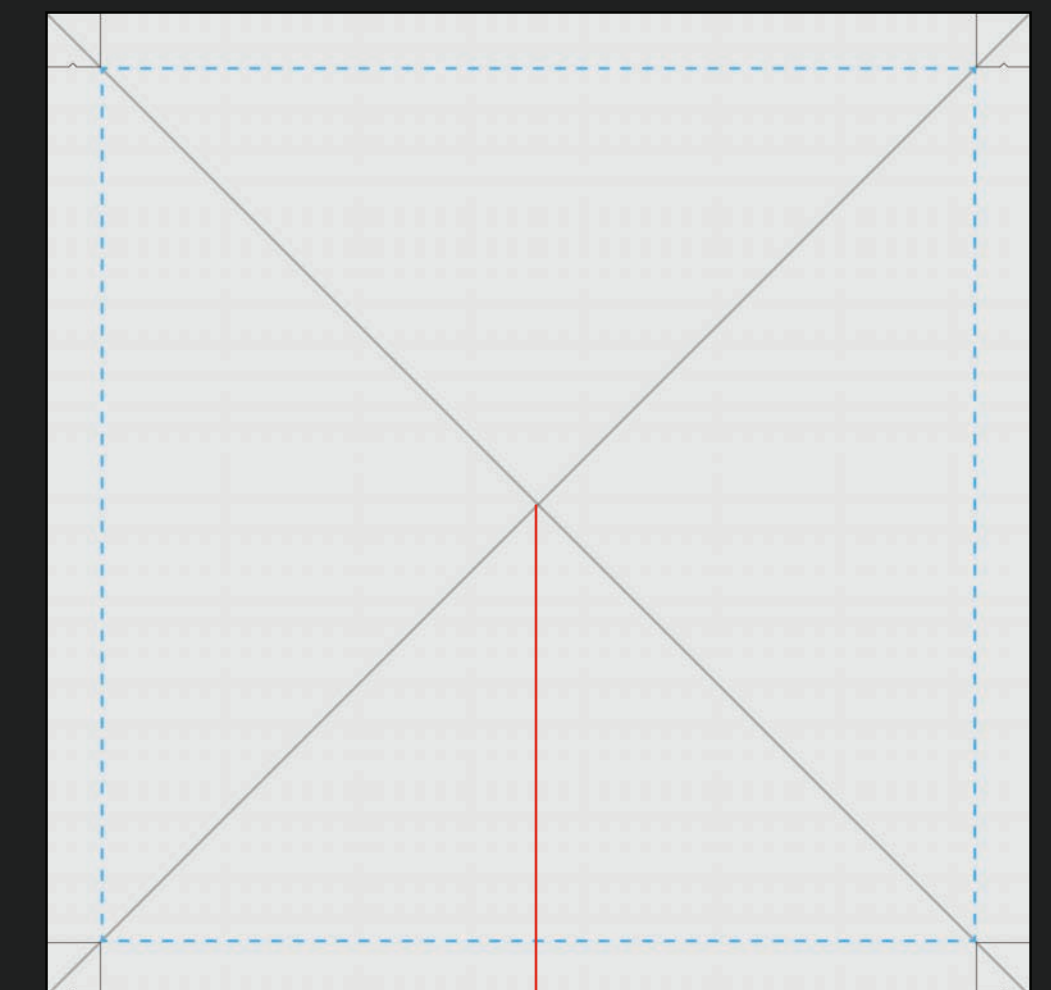



Image Placed Here

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