



TIRE CONSUMER
BRAND
Guidelines





About Us

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More than 16 million people every month go shopping for tires. With so many stores offering so many different brands and categories of tires, the hunt for the right deal for you can be exhausting!

TireConsumer.com was created by Tim Shaffer, an industry veteran with more than 20 years in the business.

The goal: a fast one stop website to get the best deal with zero hassle.

We are an unbiased search engine. We're not here to sell you anything, and we don't charge consumers ever. Think of us as your online, one-stop, all knowing tire concierge. Our sole purpose is to help you get the best deal, fast.

We'll show you all the tires that fit your vehicle, their prices, and all the stores that carry them. In just seconds, you'll be locking in the price on the perfect deal for you.

Logo Usage

4 Horizontal Formats - Color

No Tagline/URL



With Tagline



Drop Shadow



With URL



Horizontal Formats

5

Horizontal Formats - Grayscale

No Tagline/URL



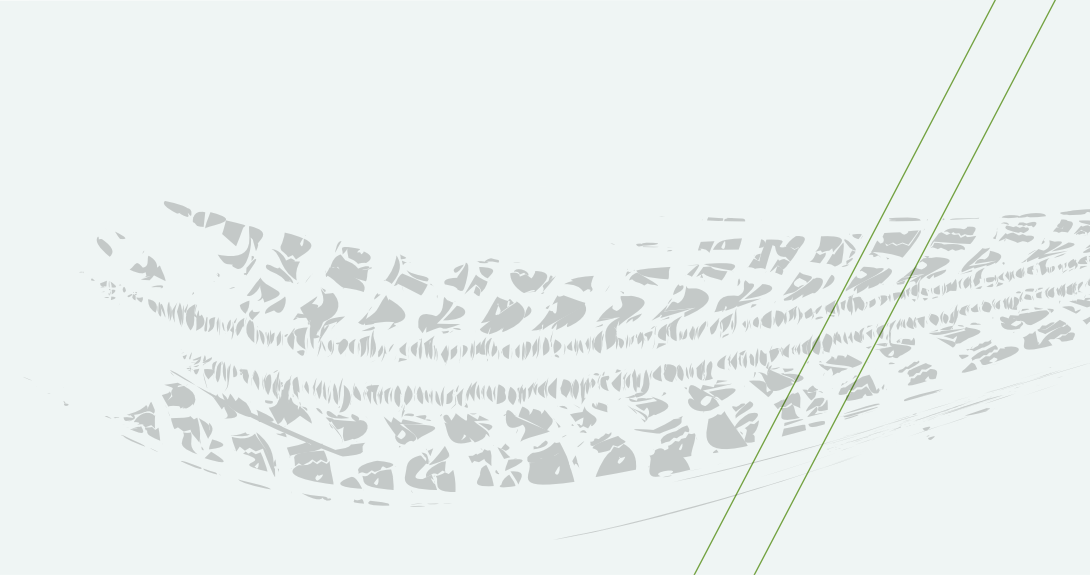
With Tagline



With URL



Horizontal Formats



6 Horizontal Format - B&W

No Tagline/URL

TIRE CONSUMER

With Tagline

TIRE CONSUMER
Compare Prices at Local Tire Shops

With URL

TIRE CONSUMER
TireConsumer.com

Horizontal Formats - Reversed

No Tagline/URL

TIRE CONSUMER

With Tagline

TIRE CONSUMER
Compare Prices at Local Tire Shops

With URL

TIRE CONSUMER
TireConsumer.com

Note: In B&W and reversed situations, do not use the character in the logo.

Square Formats

Square Formats - Color

No Tagline/URL



With Drop Shadow



With Tagline



With URL



Square Formats - Grayscale

7

No Tagline/URL



With Tagline



With URL



Square Formats

8 Square Formats - B&W

No Tagline/URL



With Tagline



With URL



Square Formats - Reversed

No Tagline/URL



With Tagline



With URL



Note: In B&W and reversed situations, do not use the character in the logo.

Colors



FOR WEB USE
R: 115 G: 161 Blue: 64

FOR PRINTING USE
C: 61 M: 18 Y: 100 K: 2



FOR WEB USE
R: 193 G: 211 Blue: 49

FOR PRINTING USE
C: 29 M: 2 Y: 99 K: 0



FOR WEB USE
R: 239 G: 242 Blue: 242

FOR PRINTING USE
C: 5 M: 2 Y: 3 K: 0



FOR WEB USE
R: 69 G: 69 Blue: 70

FOR PRINTING USE
C: 67 M: 60 Y: 58 K: 42

Typo graphy

PRIMARY FONT

Play Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SECONDARY FONT

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Email Signature

11

BYRON WALKER

Font: Tahoma Bold 12 pt

Co-Founder

Office: 636-388-TIRE (8473)

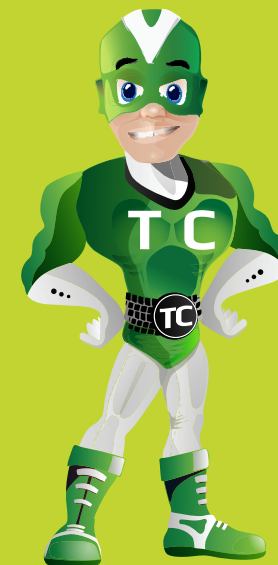
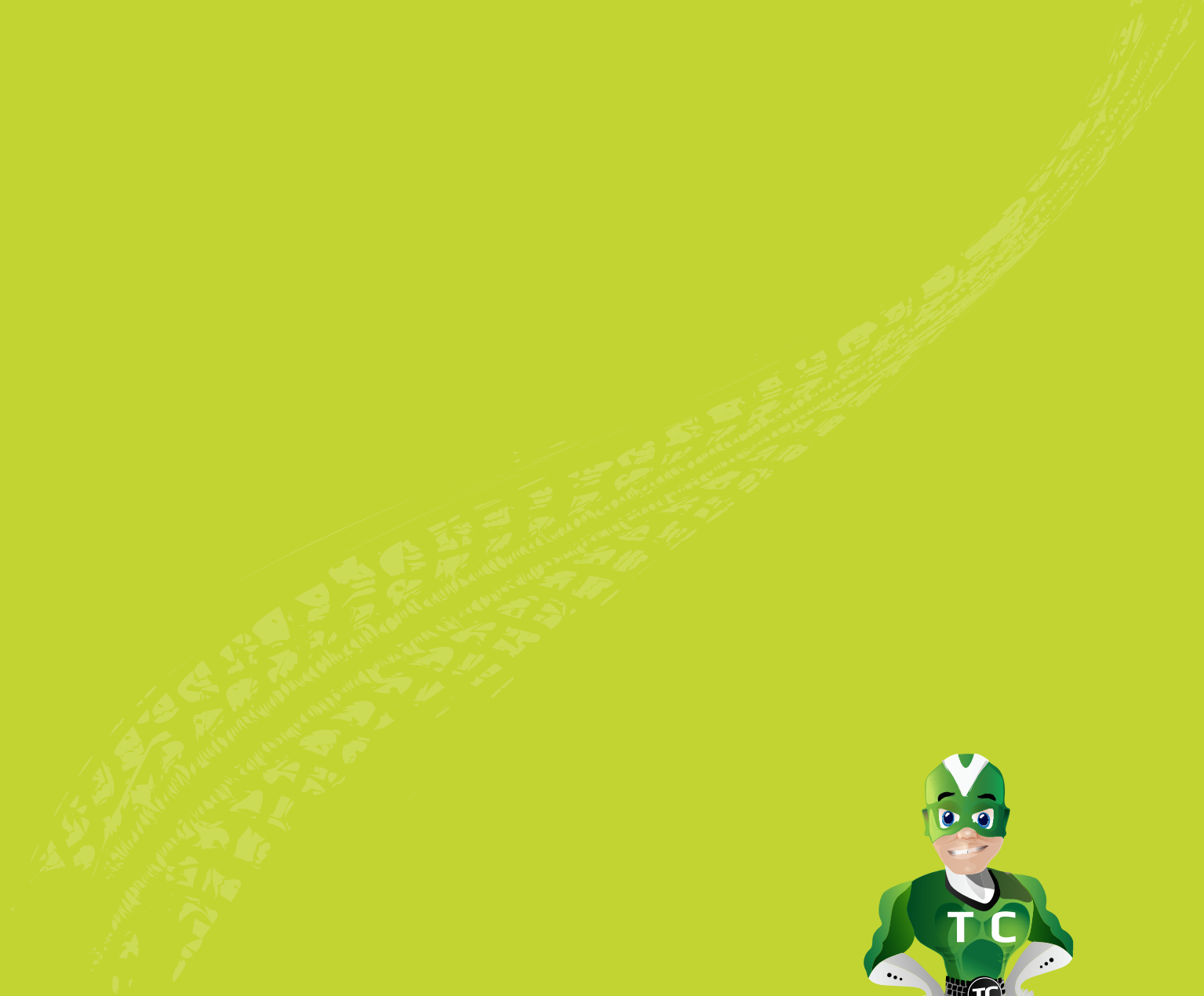
Skype: byronwalkerskype

Email: Byron@TireConsumer.com

TireConsumer.com

Font: Tahoma Regular 12 pt





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