

# BRAND GUIDELINES 2021



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## HORIZONTAL LOGOS

## STACKED LOGOS

## COLORS & FONTS

## WHAT NOT TO DO

## GUIDELINES



## HORIZONTAL LOGOS

These guidelines will help you display our logos correctly. Please utilize logos without alteration, modification, or misrepresentation in any way, shape, color or form.

### VECTOR LOGO – SOLID COLORS



### RASTER LOGO – FULL COLOR



### VECTOR LOGO – SINGLE COLOR



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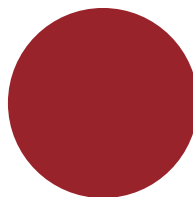
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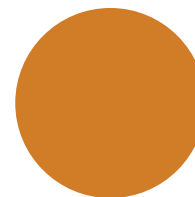
## COLORS

BulletProof Red, BulletProof Copper, BulletProof Silver can be used in addition with Black & White as used in this Brand Guideline.



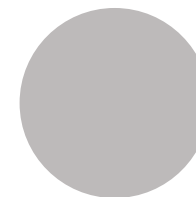
**BULLETPROOF RED**

Pantone: 7622  
C:26 M:95 Y:86 K:23  
R:154 G:40 B:44  
Hex: #9a282c



**BULLETPROOF COPPER**

Pantone: 7565  
C:15 M:58 Y:100 K:2  
R:210 G:125 B:40  
Hex: #d27d28



**BULLETPROOF SILVER**

Pantone: Cool Grey 4c  
C:26 M:95 Y:86 K:23  
R:154 G:40 B:44  
Hex: #9a282c

## FONTS

**SERPENTINE MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**SERPENTINE BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**EUROSTILE BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**EUROSTILE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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## WHAT NOT TO DO

DO NOT ALTER THE LOGO IN ANY WAY.



DO NOT SQUISH OR STRETCH THE LOGO. SCALE PROPORTIONATELY.



DO NOT CHANGE THE COLORS.



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### USING BULLET PROOF DIESEL TRADEMARKS IN TEXT

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### USE OF BULLET PROOF DIESEL'S CONTENT

We welcome you to link to certain content on our website. Bullet Proof Diesel allows you to establish a link from your website to content on the Bullet Proof Diesel website without obtaining our prior written consent, as long as you adhere to our Linking Policy.

### USING OR LINKING TO OUR CONTENT:

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### BULLETPROOF USE FOR PRODUCTS

In order to more uniformly use the terms Bullet, Proof and Diesel we have decided on the follow standardization:

*BulletProof is used when referring to one of our products or kits. Examples:*

- BulletProof™ Water Pump
- BulletProof™ EGR Cooler
- BulletProof™ FICM
- BulletProof™ Oil Cooler Kit

### BULLET PROOF DIESEL USE FOR REFFERING TO THE COMPANY

*Neal Technologies, Inc. does business as Bullet Proof Diesel ... and Bullet Proof Diesel is generally used to refer to our company. Examples:*

- I work at Bullet Proof Diesel.
- The guys at Bullet Proof Diesel worked on my truck.
- Bullet Proof Diesel is the manufacturer of genuine BulletProof aftermarket engine parts.
- Bullet Proof Diesel is the only source of genuine BulletProof parts.

### BULLETPROOFDIESEL / BulletProofDiesel USE FOR SERVICES PROVIDED

*BulletProofDiesel (without the .com) is to be used when referring to one of our services that we provide. Examples:*

- Please feel free to contact us for any BulletProofDiesel<sup>SM</sup> technical support that you may need.

[ ie technical services ]

- As a result of the BulletProofDiesel<sup>SM</sup> remanufacturing of the original Ford EGR Cooler, the resulting BulletProof EGR Cooler is a rugged and reliable engine component for your 6.0L Ford .

[ ie remanufacturing services ]

- Our BulletProofDiesel<sup>SM</sup> educational services include a wide array of videos that can be found on our web-site [www.bulletproofdiesel.com](http://www.bulletproofdiesel.com) and on our dedicated YouTube Channel.

[ ie educational services ]