



EBBETT
TYRES





LOGO VERSIONS



Light version to be used on dark backgrounds.



Ebbett shape version to be used on photographic backgrounds



White versions to be used on dark greyscale backgrounds.



Black versions to be used on light greyscale backgrounds.

COLOURS

Ebbett Dark Grey

Pantone: 446
CMYK: 0|0|0|90
RGB: 65|65|65
Hex: #404040

Ebbett Light Yellow

Pantone: 1375c
CMYK: 0|28|80|0
RGB: 250|166|26
Hex: #FAA61A

Ebbett Orange

Pantone: 165c
CMYK: 0|75|100|0
RGB: 242|101|34
Hex: #F26522

Gradient Ebbett Light Yellow to Ebbett Orange

PRIMARY FONTS

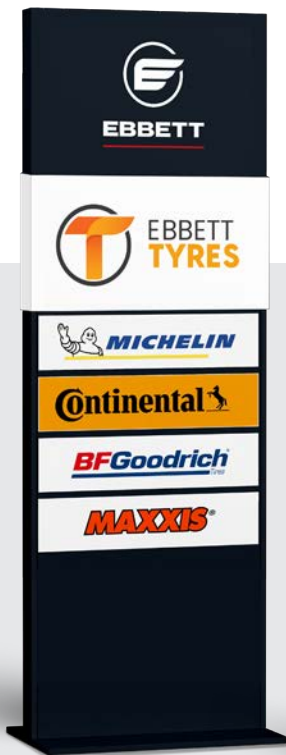
Poppins Regular

EBBETT
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Visby CF Heavy

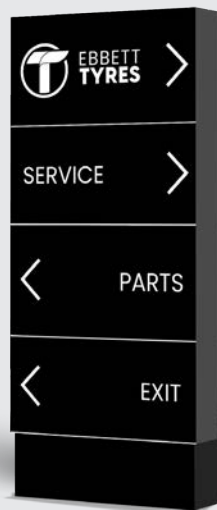
TYRES
ABCDEFGHIJKLMNOPQRSTUVWXYZ





Pylon & Direction Signage

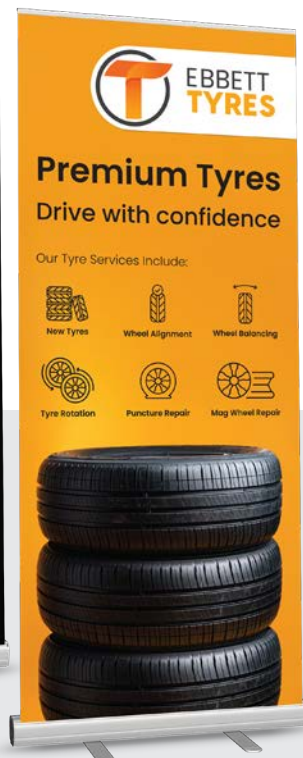
SIGNAGE & POINT OF SALE EXAMPLES



Counter Card



Pull up posters

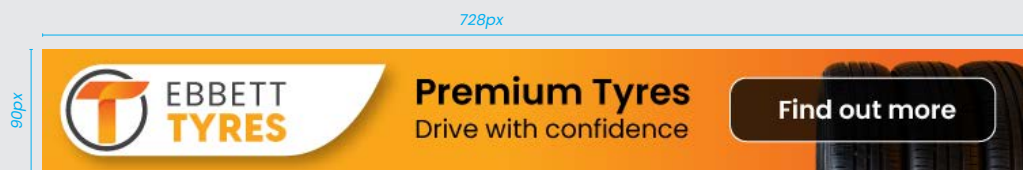
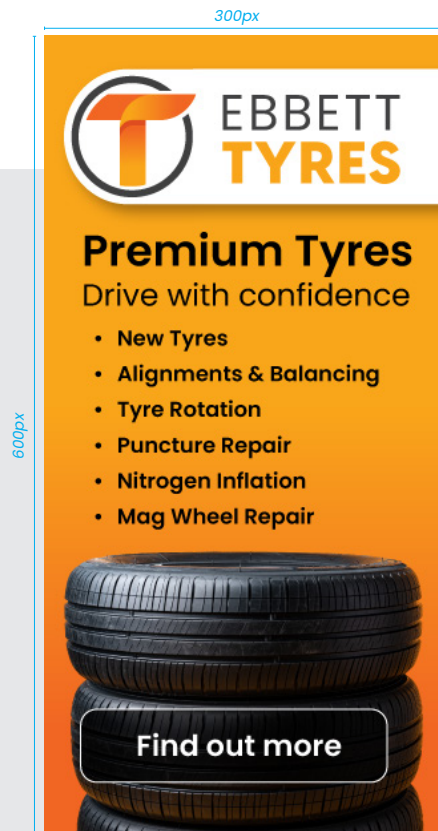


Swooper Flag

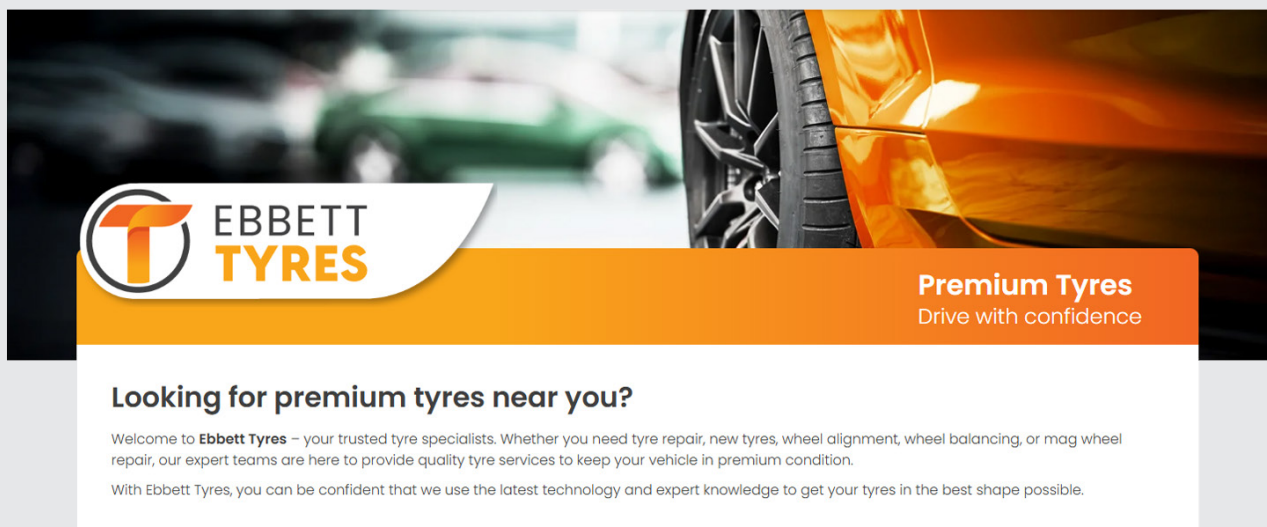


Wind-Blade Flag

DIGITAL - GOOGLE DISPLAY



DIGITAL - WEBSITE



DIGITAL - SOCIAL

Do not place brand logos in the top left corner as it competes with the dealership page logo.



Do not use a square images for reels or story posts.

Social Media Examples

