



# **WALKER PRODUCTS, INC.**

## **OFFICIAL COMPANY BRAND GUIDELINES**

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# QUALITY

Quality is paramount with products you will find in the automotive aftermarket. At Walker Products we leave no room for compromise, ensuring every product we package and distribute meets the high standards of our customers.

To guarantee the highest quality parts possible, we have invested heavily in testing procedures and protocols that set us apart. Using proprietary equipment and on-vehicle data logging, we improve upon OE standards. We also monitor TSBs, recalls, and installer feedback to address any known issues. Our OE Library with tens of thousands of genuine samples, aids in engineering design, quality control, and testing, providing valuable insights into design and technology.

# COVERAGE

Finding the right sensor for your vehicle should never be a challenge. Our products fit and function just like the original parts, giving peace of mind to technicians, DIY enthusiasts, and vehicle owners alike.

To make finding our products even easier, we're committed to providing superior digital content and cataloging, with dedicated data and cataloging teams to streamline the experience from strategic partnerships worldwide. We offer tens of thousands of active part numbers and a full range of traditional catalogs with comprehensive support. Our cataloging is tailored to specific categories and countries, and we even offer custom cataloging along with co-branded marketing solutions.

# SUPPORT

Walker Products is a family owned and operated business that brings teamwork and a winning attitude to every product and customer. Our sales and customer service teams lead the way, backed by skilled product managers and engineers. With a worldwide network of facilities and team members, we're close to you wherever you are. Our company handles logistics, technical support, distribution, and manufacturing, ensuring we meet all your needs.

We are global supplier and can be found in every corner of the world. Walker Products is one of the largest privately owned manufacturers of Fuel System Components Emission Controls, Ignition Systems, and Engine Management Devices. We have served the needs of the worldwide Othermotive®, Heavy Duty, Fleet, and traditional automotive aftermarket since 1946.

# BRAND COLORS

## Primary Colors

HEX CODE:  
001689

R:0 G:22 B:137

C:100 M:94 Y:14 K:12

REFLEX BLUE C

HEX CODE:  
B01B30

R:176 G:27 B:48

C:12 M:100 Y:91 K:3

Pantone 186C

HEX CODE:  
000000

R:0 G:0 B:0

C:75 M:68 Y:67 K:90

## Secondary Colors

HEX CODE:  
FAE053

R:250 G:224 B:83

C:4 M:7 Y:80 K:0

Pantone 113C

HEX CODE:  
F68D2E

R:246 G:141 B:46

C:1 M:53 Y:92 K:0

Pantone 715C

# PRIMARY WALKER PRODUCTS LOGO



Logo must remain in the original proportions (5.52 x 1)

## When to use

- The Walker Products logo should always be the “go-to” logo for print, and digital media
- The logo should be printed in full color whenever possible
- Logo on boxes is printed with CMYK plus 2 spot colors for PMS 186C (Walker Red) and Reflex Blue C (Walker Blue)

## Example





# PRIMARY WALKER PRODUCTS LOGO VARIATIONS



Black Border Primary Logo

- Should be used on white or light background colors

Examples



White Border Primary Logo

- Should be used on dark background colors

Examples



# VARIATIONS CONTINUED...

Non-Website Logo –Not for use outside of Amazon or Company Website



No Globe Logo– Retired/Internal Use Only



Black & White Logo– Retired/Internal Use Only



# SECONDARY WALKER PRODUCTS LOGO



Logo must remain in the original proportions

(5.19 x 1)

## When to use

- This logo is the primary logo when making Walker Products shirts, giveaways and other marketing uses.
- Logo cannot have the website when embroidered for shirts
- Logo must be a minimum size of at least 4 in. x 0.67 in. on the left chest when embroidered on a shirt.
- All embroidery must first be approved

## Variations

Primary Clothing Logo to be used on Dark Colors



Secondary Clothing Logo to be used on Light Colors





# SECONDARY LOGO EXAMPLES



# KINGSBORNE LOGO



Logo must remain in the original proportions

## Colors

HEX CODE:  
FB0F0C

R:251 G:15 B:12  
C:0 M:99 Y:100 K:0

HEX CODE:  
000000

R:0 G:0 B:0  
C:75 M:68 Y:67 K:90

## When to Use

Use with the Kingsborne Wire Werks Brand

## Aspect Ratio

2.37 x 1

# NOx LOGO



Logo must remain in the original proportions

## Colors

HEX CODE:  
848482

R:132 G:132 B:130  
C:50 M:42 Y:43 K:6

HEX CODE:  
11A3D9

R:17 G:163 B: 217  
C:74 M:18 Y:4 K:0

HEX CODE:  
000000

R:0 G:0 B:0  
C:75 M:68 Y:67 K:90

## When to Use

Use for the NOx Brand

## Aspect Ratio

3 x 1

# NOx VARIATIONS

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White Logo – For Internal Use Only



Black Logo – For Internal Use Only



# THUNDERSPARK™ LOGO

The logo for ThunderSpark, featuring the word "ThunderSpark" in a stylized, italicized font. The letters are black with a blue outline and a yellow drop shadow, giving it a 3D effect. A registered trademark symbol (®) is located at the end of the word.

Logo must remain in the original proportions

## Colors

HEX CODE:  
F7931E

R:247 G:147 B:30  
C:1 M:50 Y:98 K:0

HEX CODE:  
263A93

R:38 G:58 B:147  
C:99 M:91 Y:6 K:1

HEX CODE:  
000000

R:0 G:0 B:0  
C:75 M:68 Y:67 K:90

## When to Use

Use for the ThunderSpark™ Brand

## Aspect Ratio

4.78 x 1



# OTHERMOTIVE® LOGO



Logo must remain in the original proportions

## Colors

HEX CODE:  
F7931E

R:247 G:147 B:30  
C:1 M:50 Y:98 K:0

HEX CODE:  
5152A0

R:81 G:82 B:160  
C:80 M:77 Y:2 K:0

HEX CODE:  
000000

R:0 G:0 B:0  
C:75 M:68 Y:67 K:90

## When to Use

Use for the Othermotive® Brand

## Aspect Ratio

4.84 x 1

# THUNDERCORE™ PRO LOGO

# ThunderCore™ PRO

Logo must remain in the original proportions (6.83 x 1)

## Colors

HEX CODE:  
F7931E

R:247 G:147 B:30  
C:1 M:50 Y:98 K:0

HEX CODE:  
2E3192

R:46 G:49 B:146  
C:98 M:96 Y:4 K:0

HEX CODE:  
000000

R:0 G:0 B:0  
C:75 M:68 Y:67 K:90

## When to Use

Use for the ThunderCore™ Pro Brand

## Variations

Use White Trademark on dark

ThunderCore™ PRO

Use Black Trademark on white or light

ThunderCore™ PRO

# TAGLINE

Only use the approved PNG files:

## Black

QUALITY • COVERAGE • SUPPORT

- Use on: White or Light Backgrounds

QUALITY • COVERAGE • SUPPORT

QUALITY • COVERAGE • SUPPORT

QUALITY • COVERAGE • SUPPORT

## White

QUALITY • COVERAGE • SUPPORT

- Use on: Dark Backgrounds

QUALITY • COVERAGE • SUPPORT

QUALITY • COVERAGE • SUPPORT

QUALITY • COVERAGE • SUPPORT

## Blue

QUALITY • COVERAGE • SUPPORT

- Use on: White or Light Backgrounds (**Not Blue**)

QUALITY • COVERAGE • SUPPORT

QUALITY • COVERAGE • SUPPORT

QUALITY • COVERAGE • SUPPORT

## Taglines NOT to use

Make sure to tail of the "Q" does not hang down.  
Tagline is **NOT A FONT**. It is a PNG file.



~~QUALITY • COVERAGE • SUPPORT~~  
~~QUALITY • COVERAGE • SUPPORT~~  
~~QUALITY • COVERAGE • SUPPORT~~

# TYPOGRAPHY

Myriad Pro Bold should be the first option of font to use with the logo

*Myriad Pro*- The quick brown fox jumps over the lazy dog. 1234567890

***Myriad Pro Bold***- The quick brown fox jumps over the lazy dog. 1234567890

*Myriad Pro Condensed*- The quick brown fox jumps over the lazy dog. 1234567890

*Impact* - The quick brown fox jumps over the lazy dog. 1234567890





# DON'T EXAMPLES

**Do Not: Change the Logo Proportions**



**Do Not: Use a Poor-Quality Logo**





# **ADDITIONAL SUPPORT**

**Please contact the Marketing Department if you need any further assistance or have any questions.**

**[info@walkerproducts.com](mailto:info@walkerproducts.com)**

# Thank You

