



WALKER PRODUCTS, INC.

OFFICIAL COMPANY BRAND GUIDELINES

QUALITY • COVERAGE • SUPPORT

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Vision & Values

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.



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Brand Colors

Primary

WALKER BLUE REFLEX BLUE C #001689	R: 0 G: 22 B: 137	C: 100 M: 94 Y: 14 K: 12
WALKER RED PANTONE 186C #B01B30	R: 176 G: 27 B: 48	C: 12 M: 100 Y: 91 K: 3
BLACK #000000	R: 0 G: 0 B: 0	C: 75 M: 68 Y: 67 K: 90

Secondary

WALKER YELLOW PANTONE 113C #FAE053	R: 250 G: 224 B: 83	C: 4 M: 7 Y: 80 K: 0
WALKER ORANGE PANTONE 715C #F68D2E	R: 246 G: 141 B: 46	C: 1 M: 53 Y: 92 K: 0



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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



Brand Colors

Primary

WALKER BLUE REFLEX BLUE C #001689	R: 0 G: 22 B: 137	C: 100 M: 94 Y: 14 K: 12
WALKER RED PANTONE 186C #B01B30	R: 176 G: 27 B: 48	C: 12 M: 100 Y: 91 K: 3
BLACK #000000	R: 0 G: 0 B: 0	C: 75 M: 68 Y: 67 K: 90

Secondary

WALKER YELLOW PANTONE 113C #FAE053	R: 250 G: 224 B: 83	C: 4 M: 7 Y: 80 K: 0
WALKER ORANGE PANTONE 715C #F68D2E	R: 246 G: 141 B: 46	C: 1 M: 53 Y: 92 K: 0



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Primary 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)

Examples



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Walker Products Logo System

The logo represents the core identity of the brand and serves as its primary visual anchor.

It is designed to be recognizable and adaptable across digital and print platforms.

Variations



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



No Globe Logo - Retired/Internal Use Only



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



Black Border Primary Logo

Should be used on white or light background colors as shown below



White Border Primary Logo

Should be used on dark background colors as shown below



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Secondary 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.
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Variations

Primary Clothing Logo to be used on Dark Colors



Secondary Clothing Logo to be used on Light Colors



Examples



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Kingsborne Brand



Logo must remain in the original proportions (2.73 x 1)

When to Use

- Use with the Kingsborne Wire Werks Brand

KINGSBORNE RED

#FB0F0C

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

BLACK

#000000

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



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NOx Brand



Logo must remain in the original proportions (3 x 1)

When to Use

- Use for the NOx Brand

NOx Logo Variations



NOx BLUE

#11A3D9

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

NOx BLUE

#848482

C: 12	
R: 132	M: 100
G: 132	Y: 91
B: 130	K: 3

BLACK

#000000

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



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ThunderSpark™ Brand



Logo must remain in the original proportions (4.78 x 1)

When to Use

- Use for the ThunderSpark™ Brand

ORANGE

#F7931E

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

BLUE

#848482

	C: 12
R: 132	M: 100
G: 132	Y: 91
B: 130	K: 3

BLACK

#000000

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



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Othermotive® Brand



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

When to Use

- Use for the Othermotive® Brand

ORANGE #F7931E	R: 17 G: 163 B: 217	C: 74 M: 18 Y: 4 K: 0
BLUE #5152A0	R: 81 G: 82 B: 160	C: 80 M: 77 Y: 2 K: 0
BLACK #000000	R: 0 G: 0 B: 0	C: 75 M: 68 Y: 67 K: 90



ThunderCore™ Pro Brand



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

When to Use

- Use for the ThunderCore™PRO Brand

Logo Variations



ORANGE #F7931E	R: 17 G: 163 B: 217	C: 74 M: 18 Y: 4 K: 0
BLUE #2E3192	R: 46 G: 49 B: 146	C: 98 M: 96 Y: 4 K: 0
BLACK #000000	R: 0 G: 0 B: 0	C: 75 M: 68 Y: 67 K: 90



TAGLINE

Only use the approved PNG files

White (Use on Dark Backgrounds)



Black (Use on White or Light Backgrounds)



Blue (Use on White or Light Backgrounds)



Taglines NOT to use

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



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DON'T Examples

Do Not: Change the Logo Proportions



Do Not: Use a Poor-Quality Logo



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Additional Support

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

info@walkerproducts.com



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Thank You

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