

SCORPION EXO®

BRAND GUIDELINE R1 - 08.31.2023

APEX SERIES



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APEX

Apex means:
the top or highest part of something, especially one forming a point.

This word, 'apex,' serves as the cornerstone of our brand's philosophy—a philosophy that embodies the relentless pursuit of excellence and the determination to reach new heights. It represents the zenith, the highest point of achievement, and the momentum when all elements come together in perfect harmony.

Throuhg this branding story, we set out on a journey to create a sub-brand category that encapsu-
lates these values and empowers individuals to reach their maximum potentials.

MINIMAL

Simple but powerful branding that can attract consumers at a glance.

UTILITARIAN

Technicality and Funtionality is the key of the Apex products.

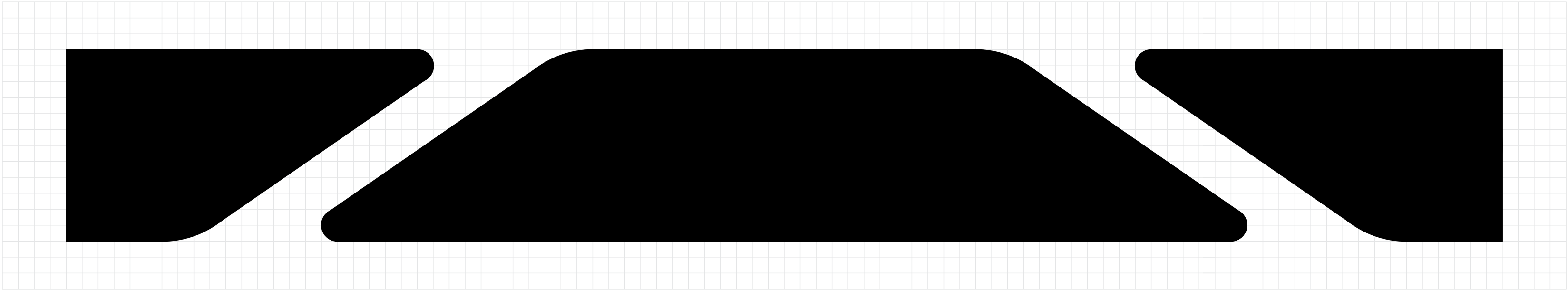
MODERN

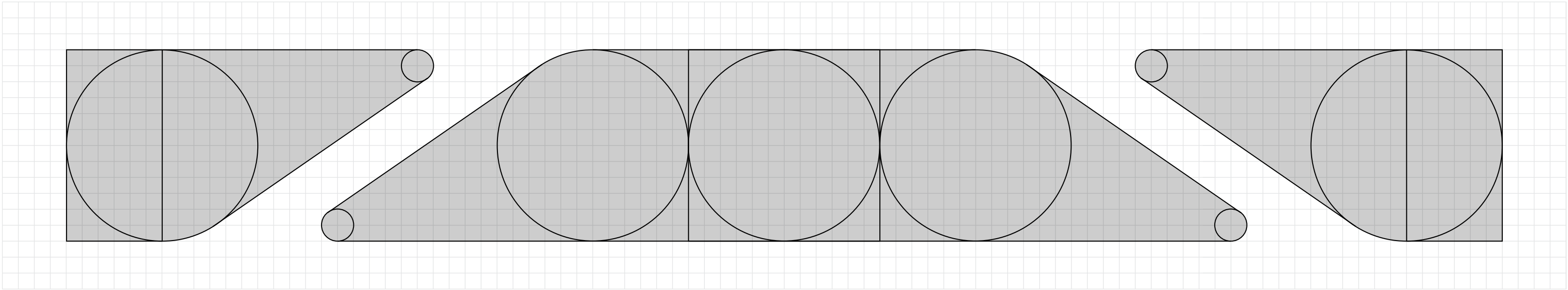
Modern style that can communicate with younger generation.

When we designed Scorpion Exo's Apex Series collection,

we were mainly inspired by the products from other industries such as Skis, Mountain, Racing, Urban Commute and Outdoor products. Throughout the research we've found about how those products solved similar problems/constraints in minimal,simple methods and constructions.

We wanted to apply the same ideology when we were designing the logo and branding for Apex Series. Overall design lanuage is bold and geometrical, to emphasize the technical, unitilitarians, and modern theme of the brand: Apex.



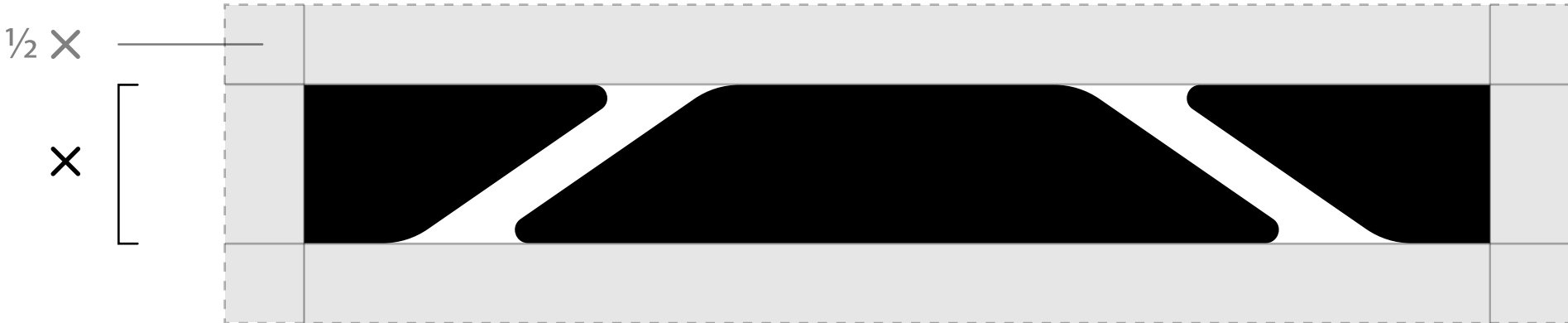


Symbolmark | Apex



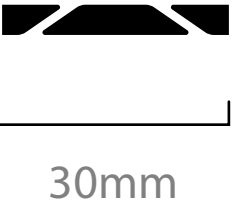
Clear Space

There should be 'NO' visual elements such as imaged or text within the clear space when the symbol is used by itself.



Minimum Size

Do not use the logo below the width of:
25mm

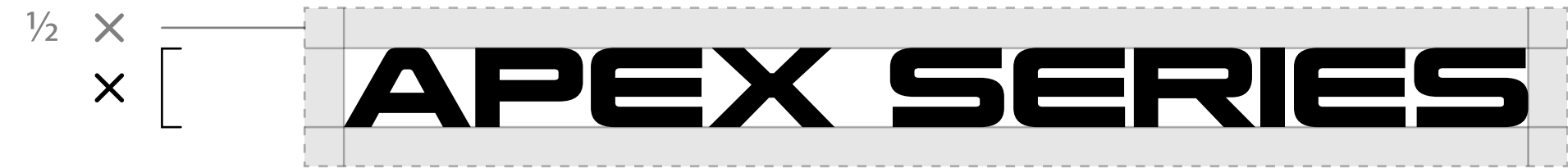


Wordmark | Apex Series

APEX SERIES

Clear Space

There should be 'NO' visual elements such as imaged or text within the clear space.



Minimum Size

Do not use the logo below the width of:
25mm



Wordmark I Apex Series



Clear Space and Structure

There should be 'NO' visual elements such as imaged or text within the clear space.



Minimum Size

Do not use the logo below the width of:
25mm





Clear Space and Structure

There should be 'NO' visual elements such as imaged or text within the clear space.



Minimum Size

Do not use the logo below the width of: 25mm





Clear Space and Structure



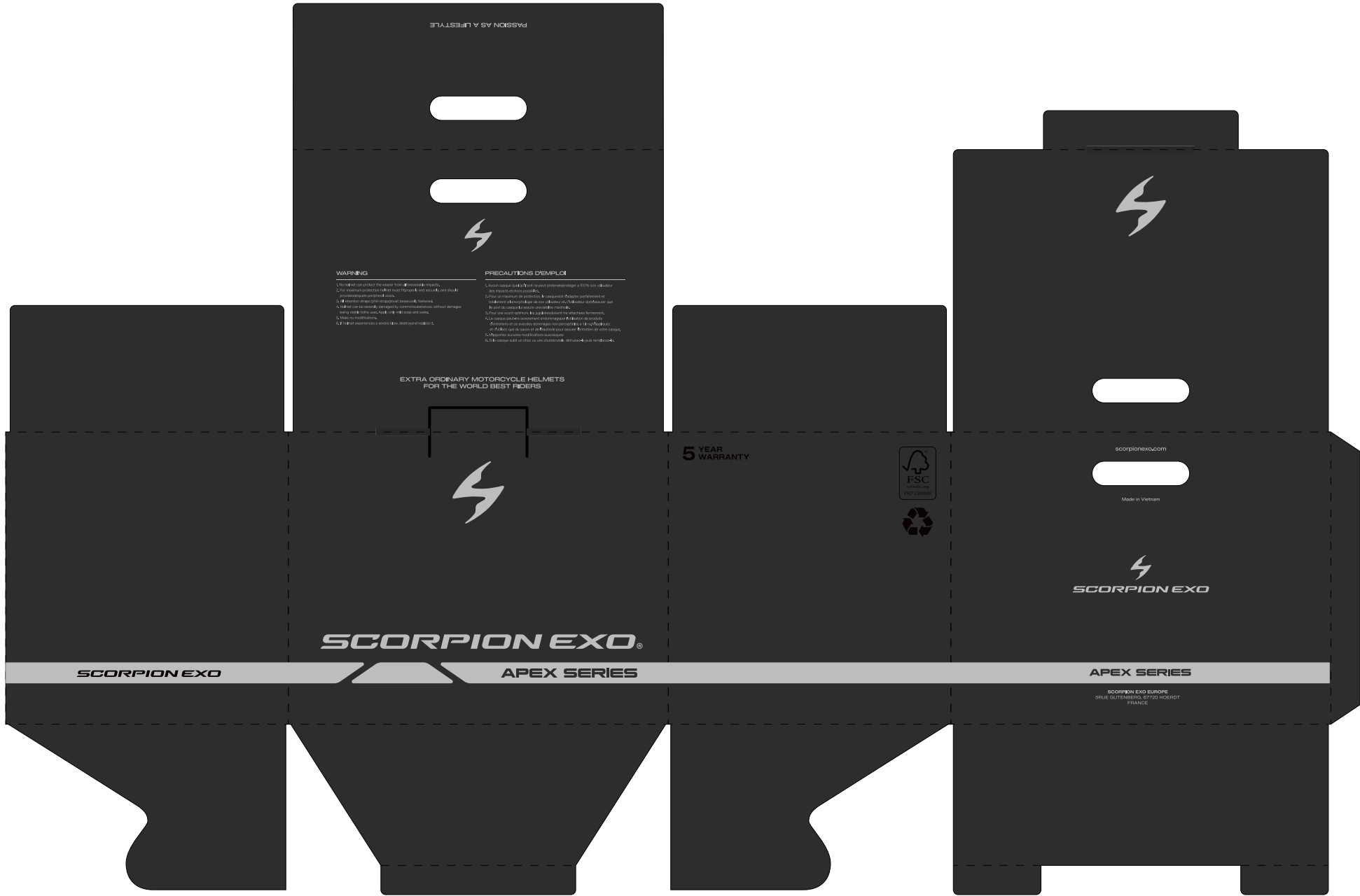
Graphic Example

SCORPION EXO®

APEX SERIES

Product Example

** These are for examples/reference only - The design will be updated on the final production



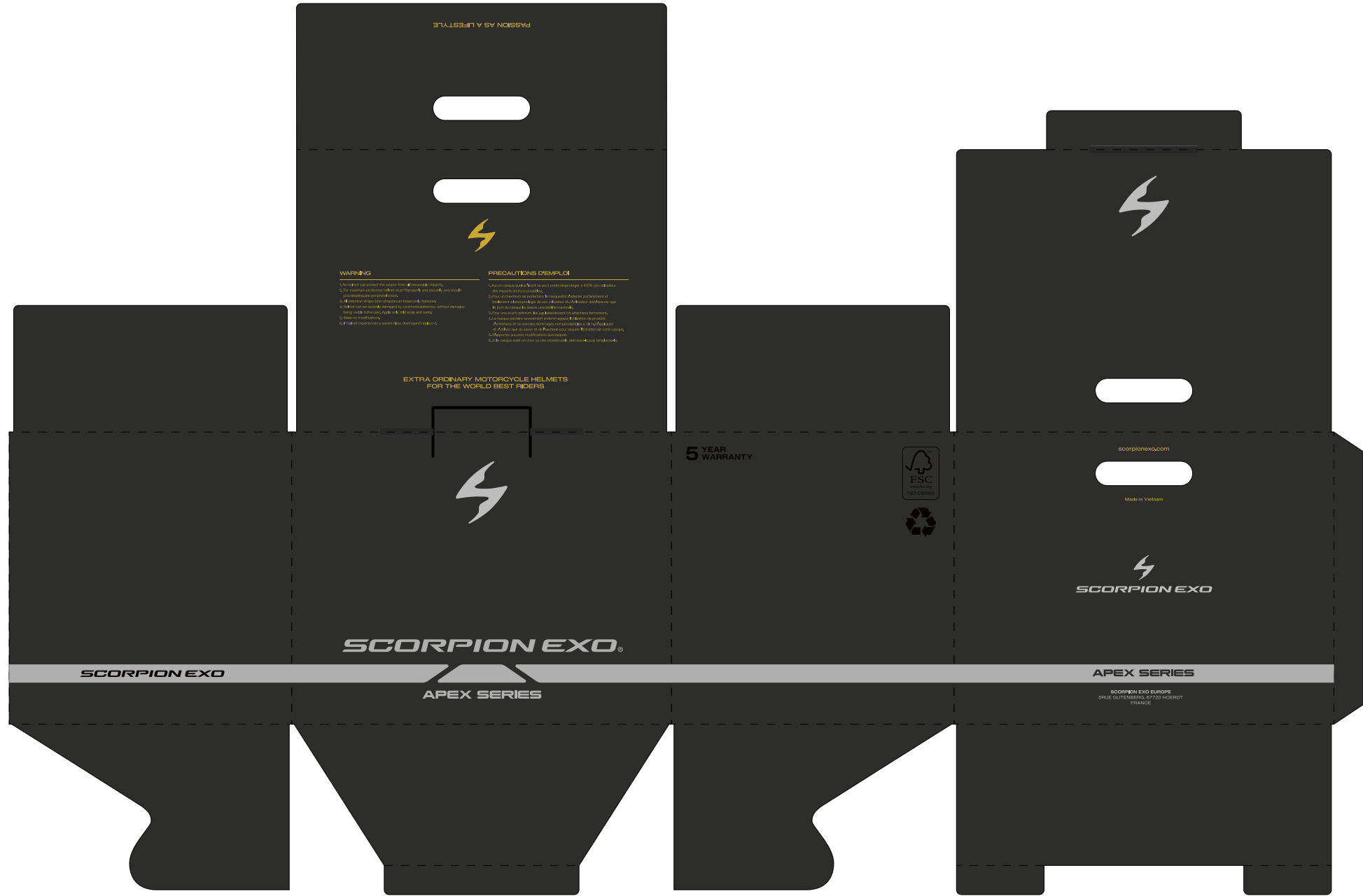


Graphic Example



Product Example

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Sluessen Family

PASSION as A LIFESTYLE

Slussen & Slussen Expanded

Sluessen I Title - Main Copy, Body Text

Sluessen Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Sluessen Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Sluessen Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Sluessen Expanded I Title - Main Copy, Body Text

Sluessen Expanded Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Sluessen Expanded Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

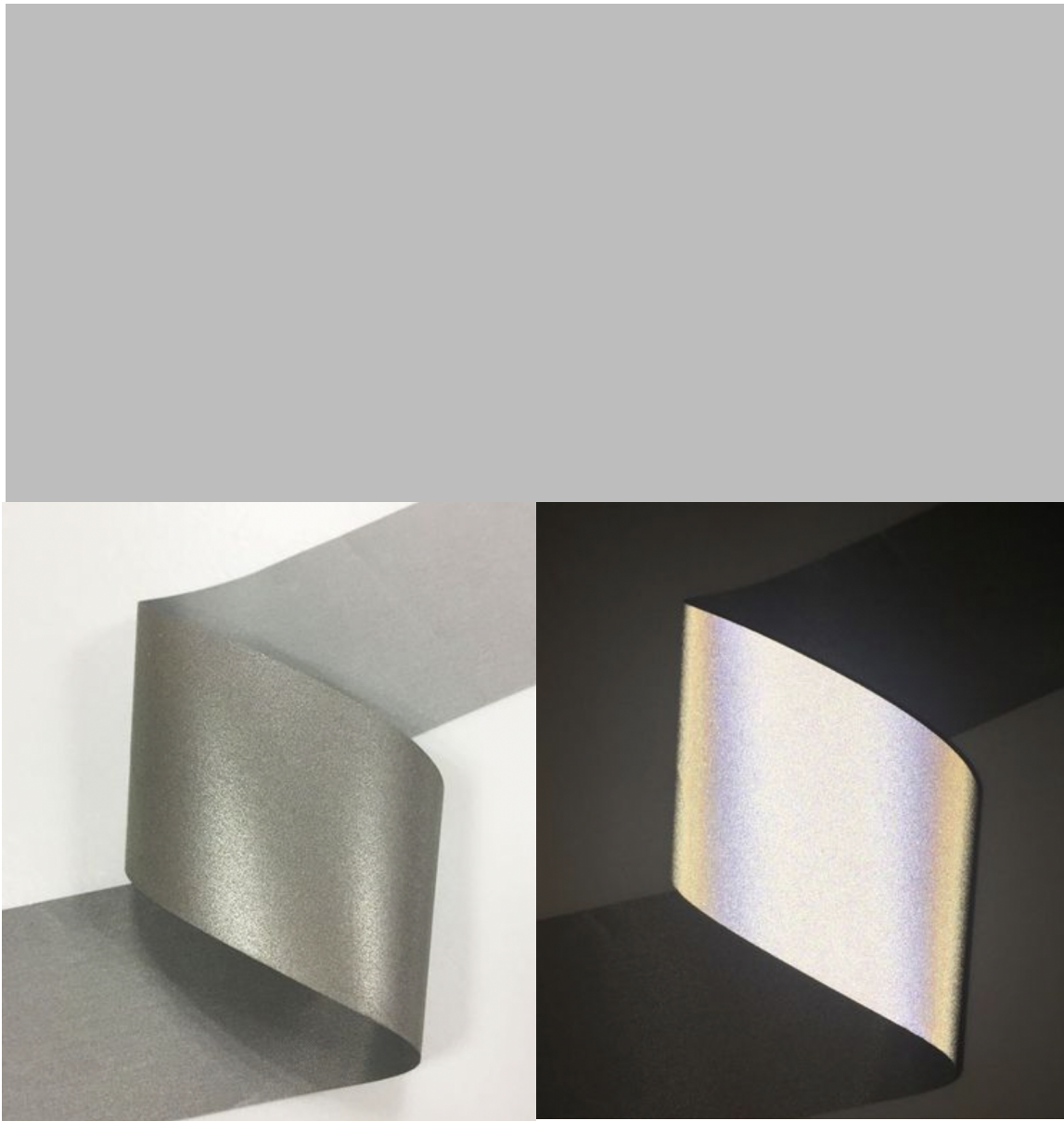
Sluessen Expanded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

BRANDING APPLICATION
BRAND COLOR

We do understand that Scorpion team would like to use ‘Gold’ as a Apex Series brand color. We wanted to suggest another color that can create a nice contrast from different tiers of products and amplify the premium design language in simple, modern way.

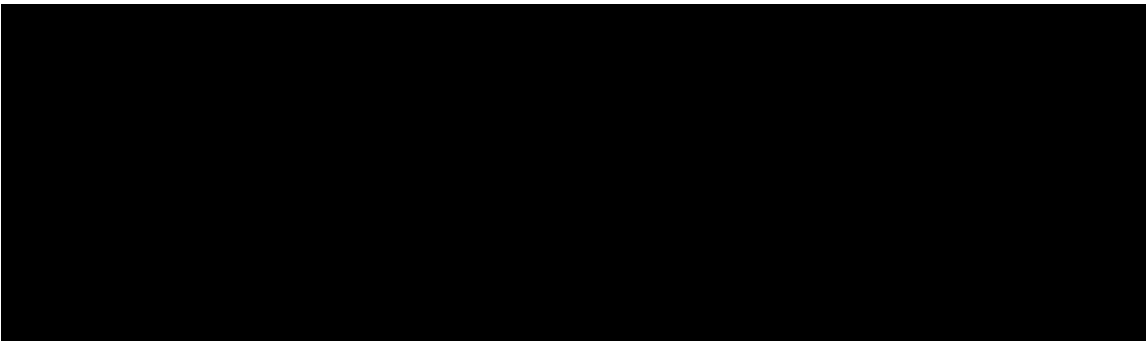
** Color Suggestion In Progress / Color not finalized yet.



Apex - Platinum Silver

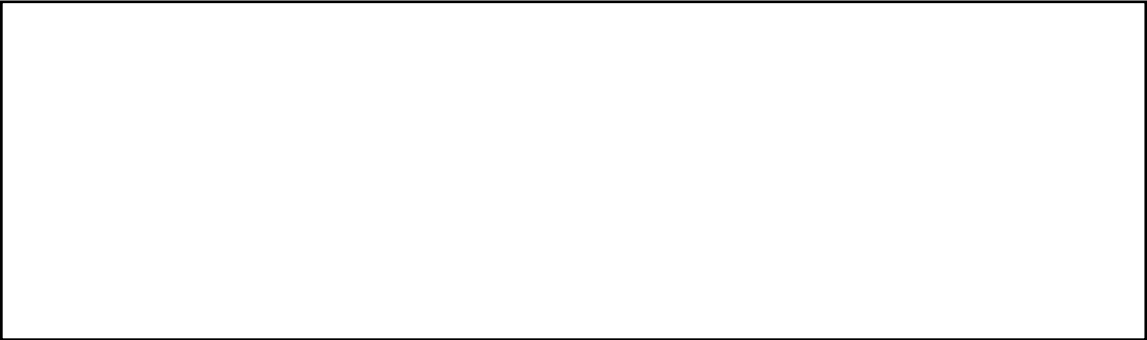
We suggest to use ‘Platinum Silver’ as a Apex Series color to create the visual contrast from the core and prime products.

Also in packagings and products, we suggest to make all logo elements in this grey-silver reflective tape to emphasize functionality. (Examples on the next pages)



Scorpion EXO Black | Brandmark / Background

PANTONE BLACK C
C 0 % M 0% Y 0% K 100%
R 0 G 0 B 0



Scorpion EXO White | Brandmark / Background

White
C 0 % M 0% Y 0% K 0%
R 255 G 255 B 255



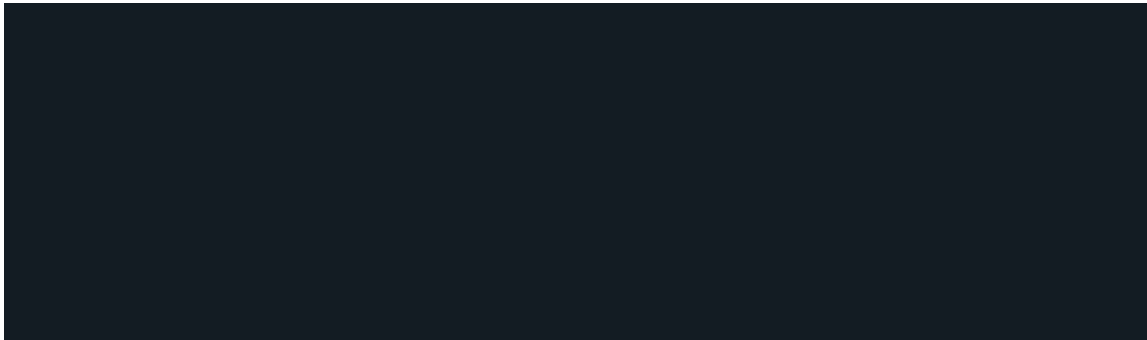
Scorpion EXO Package Black | Package Background

PANTONE BLACK C 95%
C 0 % M 0% Y 0% K 95%
R 45 G 45 B 45



Scorpion EXO Yellow | Background

PANTONE 123 C
C 0 % M 22% Y 83% K 0%
R 255 G 199 B 44



Scorpion EXO Deep Black | Package Brandmark

PANTONE BLACK 6 C
C 53 % M 22% Y 0% K 86%
R 17 G 28 B 36



[1] Using different colors for the symbol mark and the wordmark.



[2] Using the incorrect color combination.



[3] Using/Customizing the wordmarks in an incorrect way.



[4] Enlarging the size of the logo arbitrarily.



[5] Using the incorrect signature combination.



[6] Warping or transforming the logo.



[7] Tilting or not aligning the logo in correct way.



[8] Stretching or expanding logo in a wrong way.



[9] Using different typeface for the wordmark.



[10] Applying color to a part of the logo.



[11] Applying arbitrary visual effects without permission.

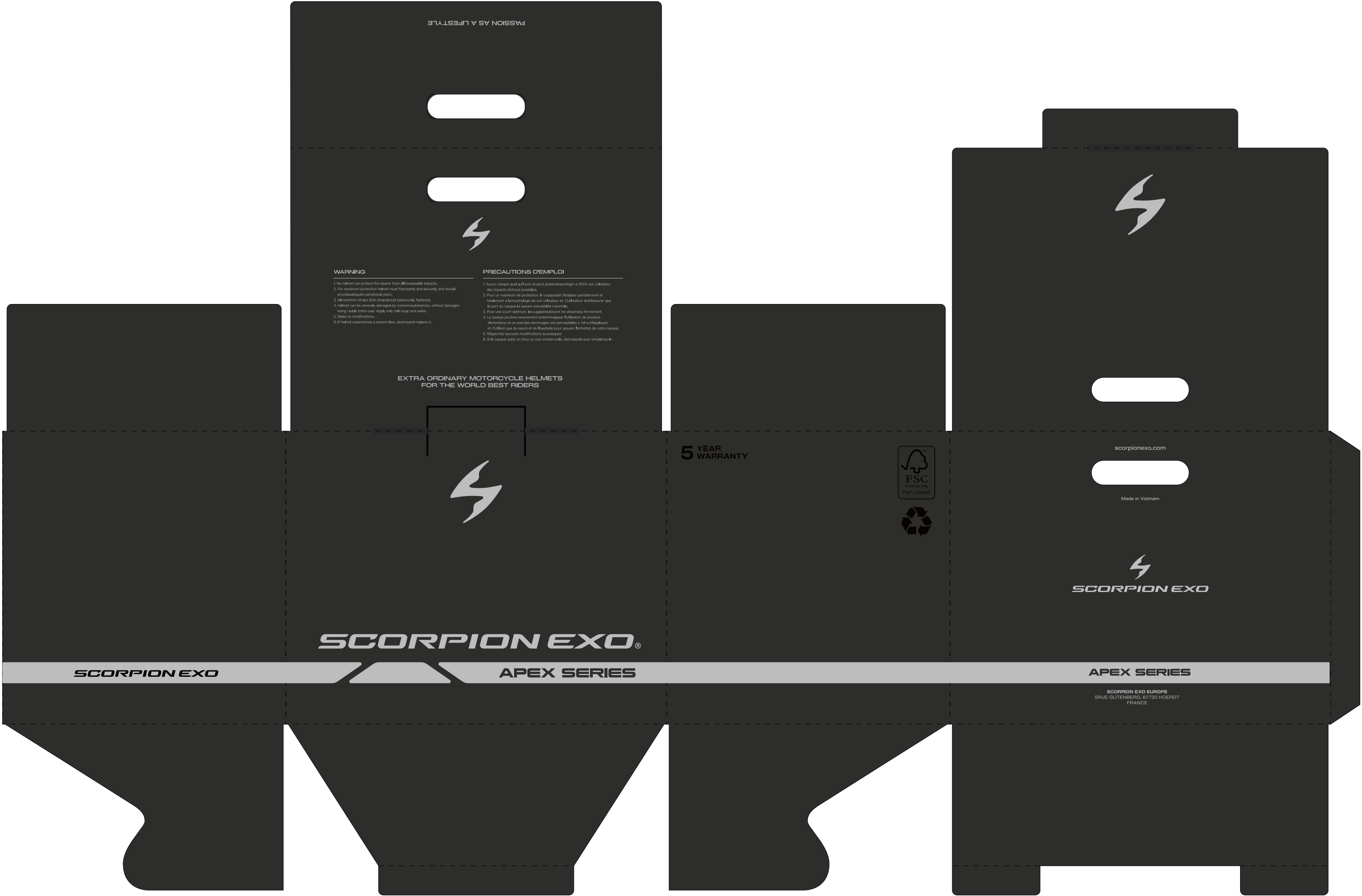
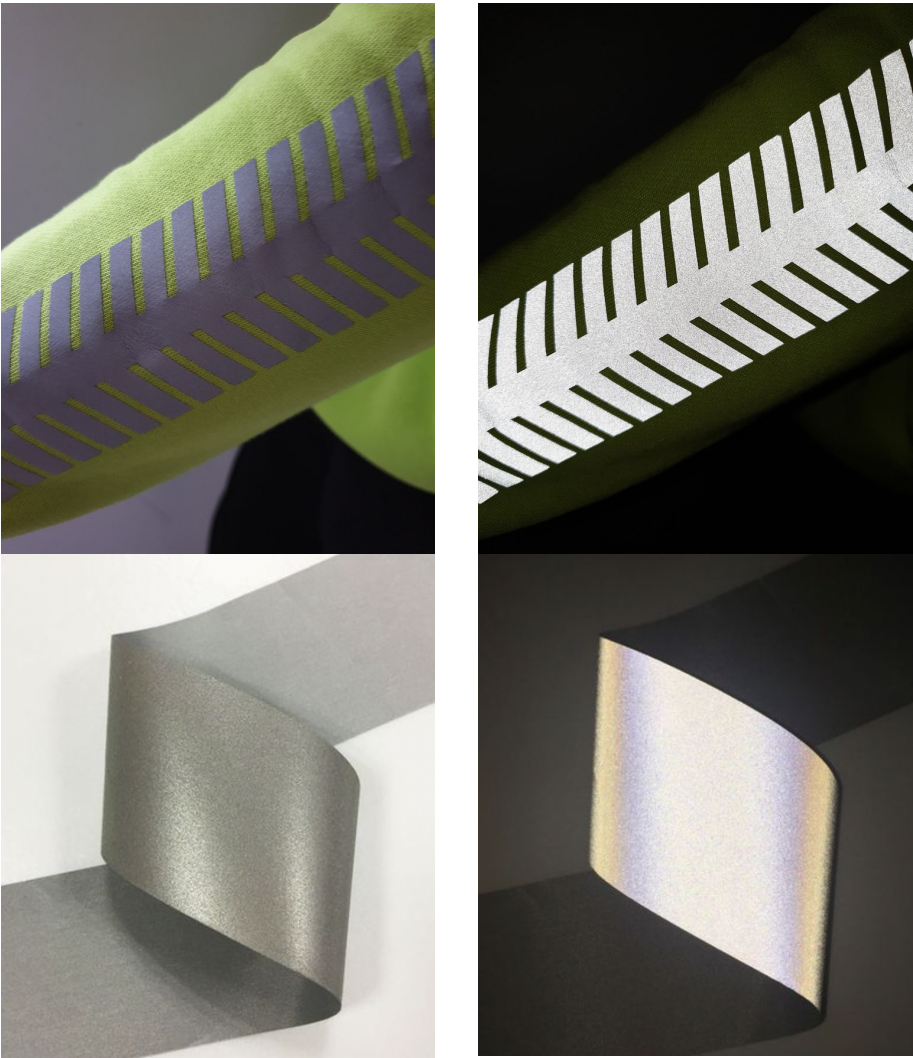


[12] Using the logo on top of complex imagery or graphics.

** Example/Reference Only - Not a final design



APEX - Platinum Silver
- Metallic/Pearl Silver
- 3M Retro Reflective Texture

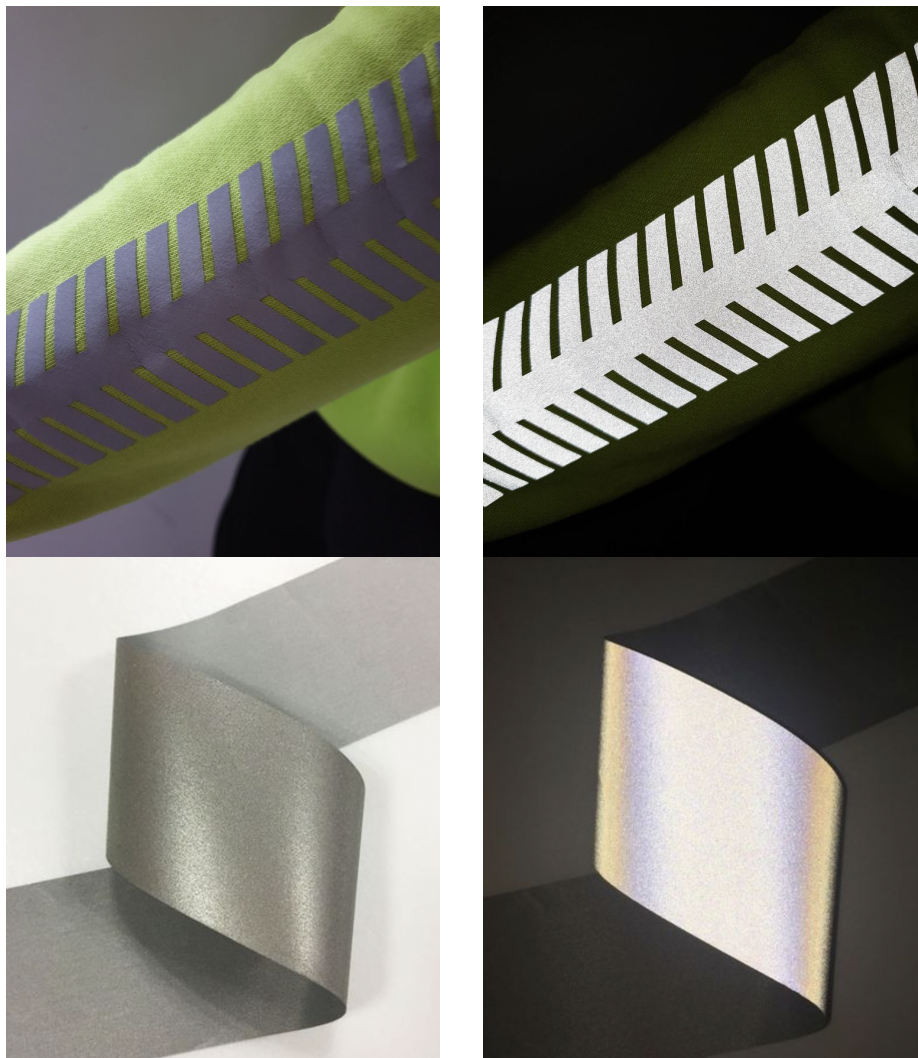


** Example/Reference Only - Not a final design



APEX - Platinum Silver

- Metallic/Pearl Silver
- 3M Retro Reflective Texture



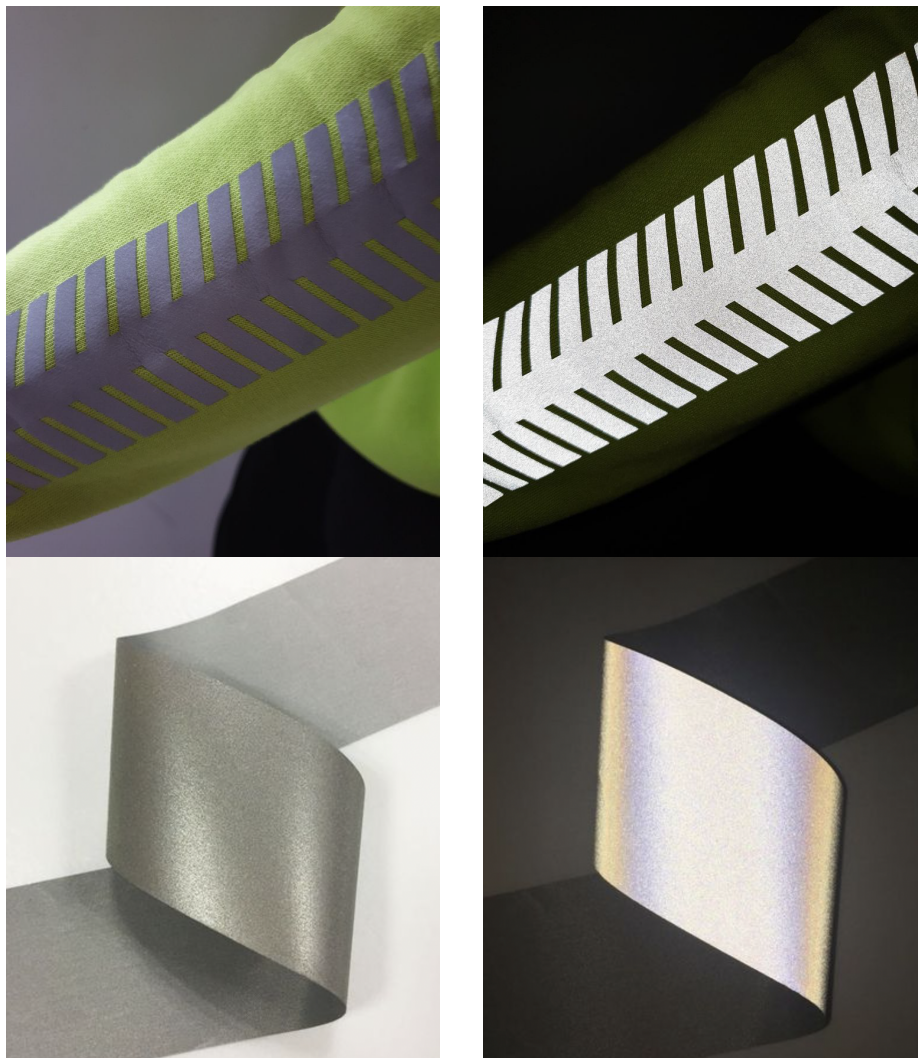
APPLICATION SYSTEM
JACKET LABEL EXAMPLE

** Example/Reference Only - Not a final design



APEX - Platinum Silver

- Metallic/Pearl Silver
- 3M Retro Reflective Texture



Here are the examples of the color and branding application. We’ve also included reference of the finishing that we would like to suggest for the packaging and product application.



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