

**BRAND GUIDELINE R1 - 08.31.2023** 

#### APEX SERIES



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#### 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.

Throung this branding story, we set out on a journey to create a sub-brand category that encapsulates 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.



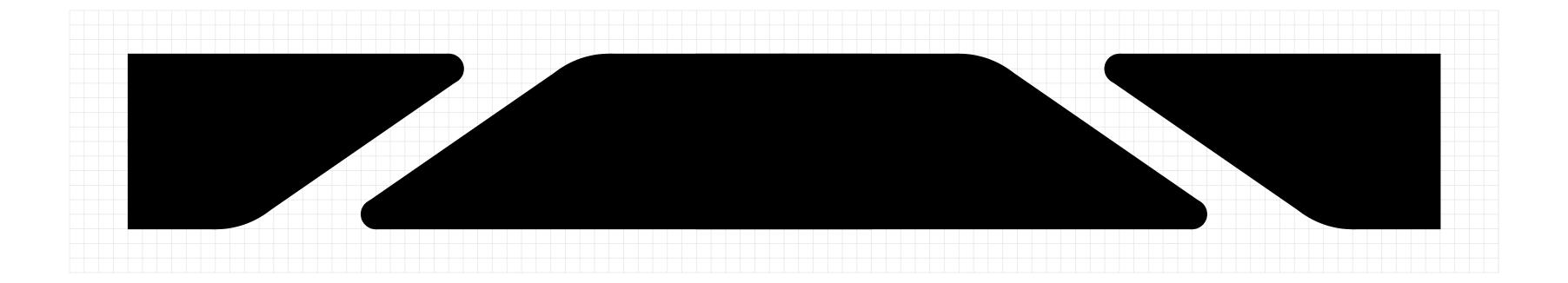
Modern style that can communicate with younger generation.

When we designed Scorpion Exo's Apex Series collection,

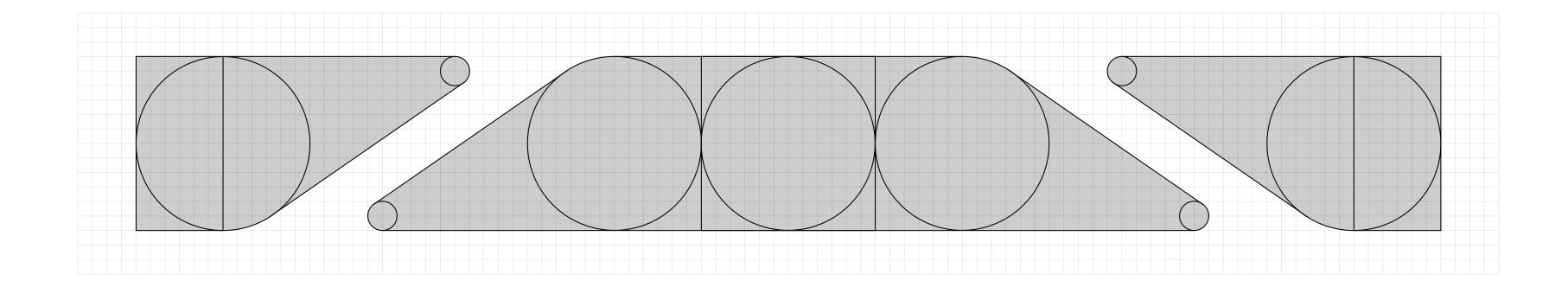
we were mainly inspired by the products from other industries such as Skis, Mountain, Racing, Urban Commute and Outdoor products. Throughout the research we've found about how those products solved similar problems/constraints in minimal, simple methods and constructions.

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.

The symbol of the 'Apex Series' is mainly inspired from the letter 'A' and geometric structure. It also visualized structure and boldness with simple graphic shape and negative space.



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## **BRANDING SYSTEM**SYMBOL MARK I APEX SERIES

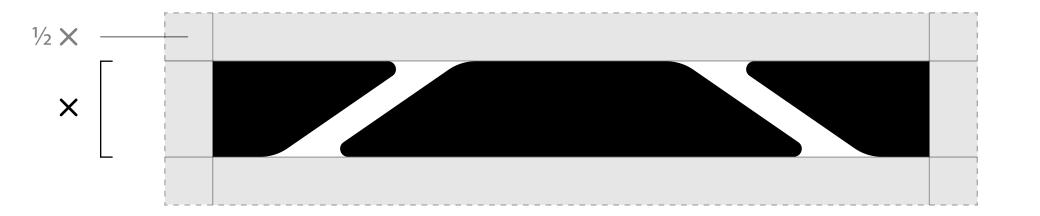
The symbol mark of Apex Series is the Apex. It represents the structure and boldness of Scorpion Exo's premium products by utilizing straight lines and negative space.

Symbolmark I 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



## **BRANDING SYSTEM**WORDMARK I APEX SERIES

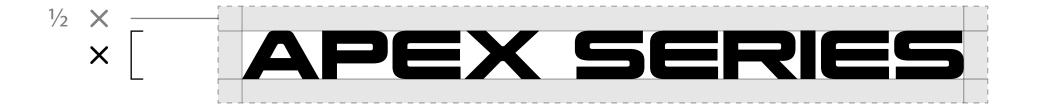
The wordmark is also inspired by the same concept of structure and boldness. We are using the font 'Kotakari' which is already purchased by Ernst Everything and is free to use as a logo/commercial element.

Wordmark I 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

APEX SERIES

30mm

## **BRANDING SYSTEM**PRIMARY SIGNATURE - VERTICAL

The signature combination(lock-up) is a brand mark that combines both symbol and wordmark in specific proportions and composition. When the logo is being used - it needs to follow the information in the guidelines to avoid wrong usage.

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



30mm

The signature combination(lock-up) is a brand mark that combines both symbol and wordmark in specific proportions and composition. When the logo is being used - it needs to follow the information in the guidelines to avoid wrong usage.

## FASIANE APEX SERIES





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





#### **Clear Space and Structure**



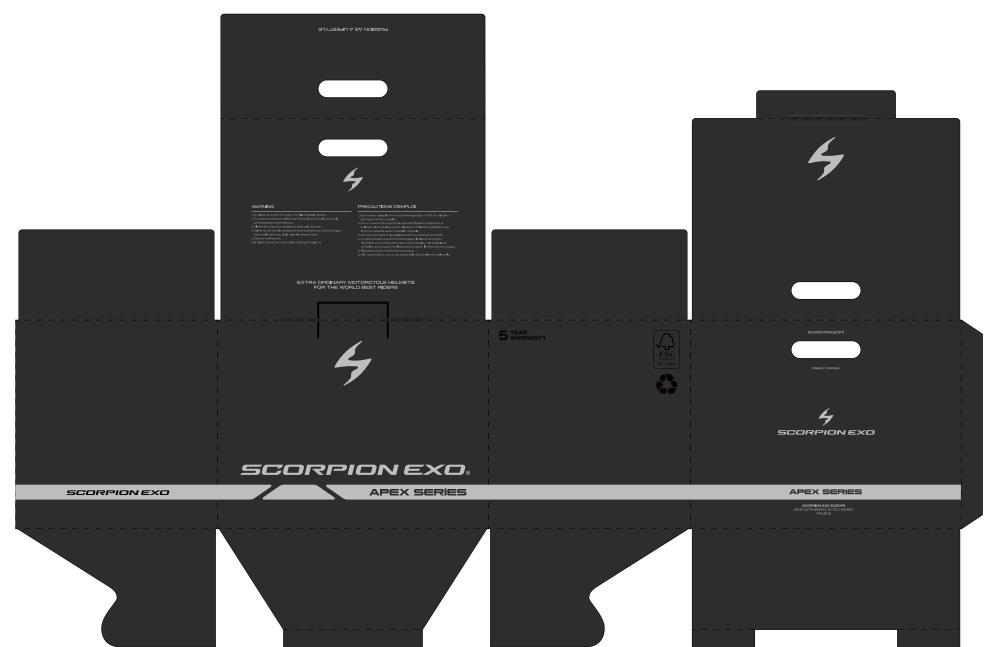
In certain instances such as packaging, product, website pages, and more, the black bars can go beyond a logo mark and perform as a flexible graphic element that can work within the design to create a bold emphasis.

**Graphic Example** 

## SCORPION EXO®

## APEX SERIES

**Product Example** 



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





The collaboration signature is a combination (lock-up) of brand primary signature with Scorpion Exo logo. There are two different alignment scenarios, when the logo is being used - it needs to follow the information in the guidelines to avoid wrong usage.





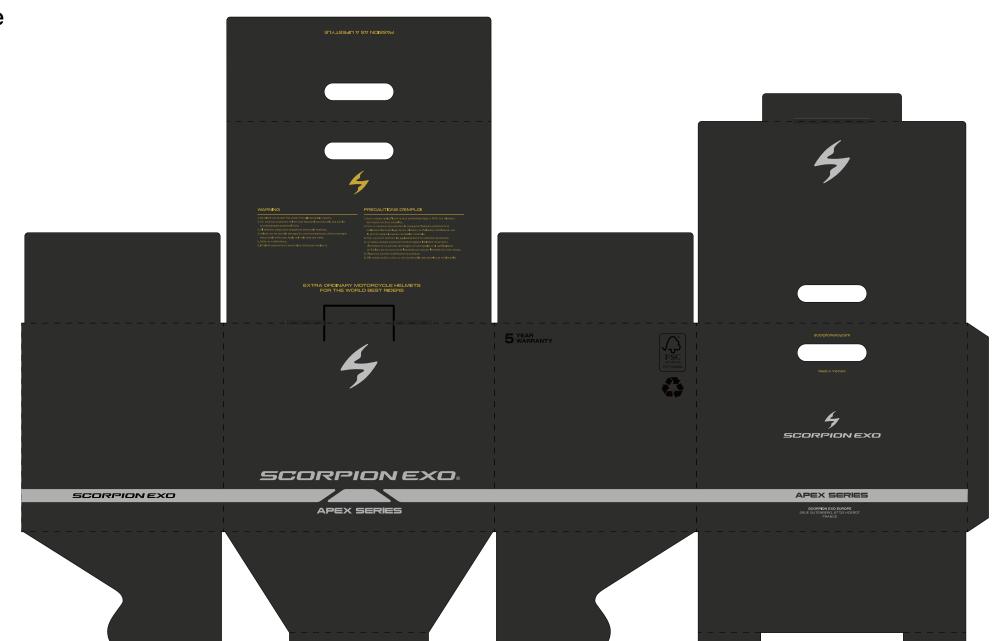
In certain instances such as packaging, product, website pages, and more, the black bars can go beyond a logo mark and perform as a flexible graphic element that can work within the design to create a bold emphasis.

**Graphic Example** 



## APEX SERIES

**Product Example** 



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For the brand typeface, we are not assigning a specific typeface for 'Apex Series' - using the 'Scorpion Exo' typeface provided in the brand guideline to keep the overall brand language cohesive and united.

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

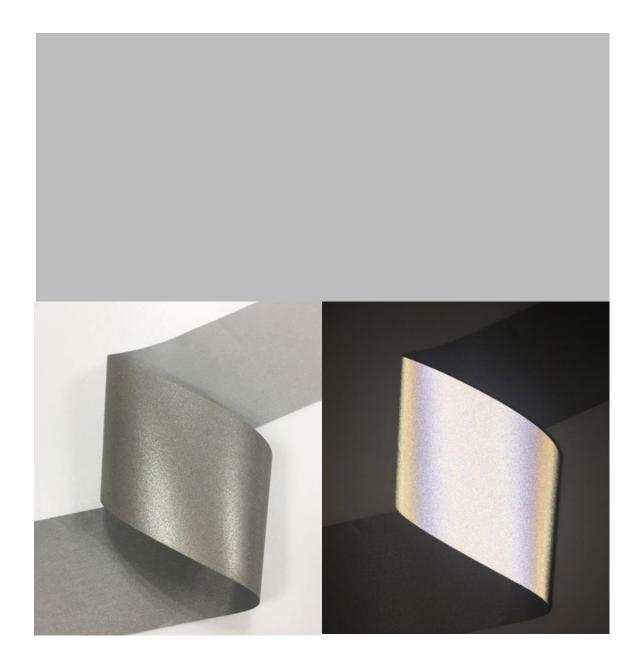
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz012345679

Sluessen Expanded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz012345679

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

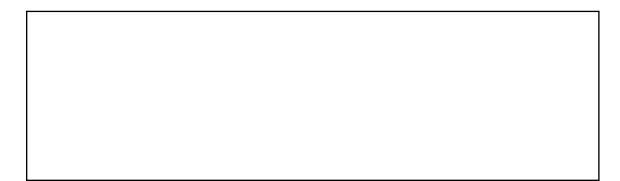
We suggest to use 'Platinum Silver' as a Apex Series color to create the visual contrast from the core and prime products.

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

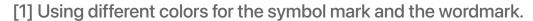
PANTONE 123 C C 0 % M 22% Y 83% K 0% B 255 G 199 B 44



#### Scorpion EXO Deep Black | Package Brandmark

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







[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.



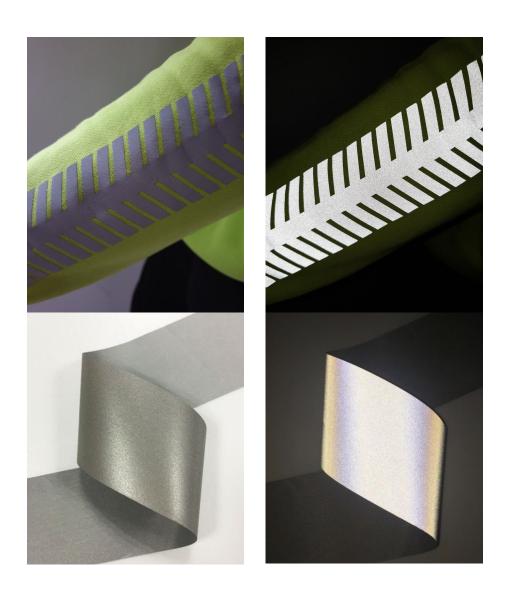
[12] Using the logo on top of complex imagery or graphics.

\*\* Example/Reference Only - Not a final design



APEX - Platinum Silver

- Metalic/Pearl Silver
- 3M Retro Reflective Texture

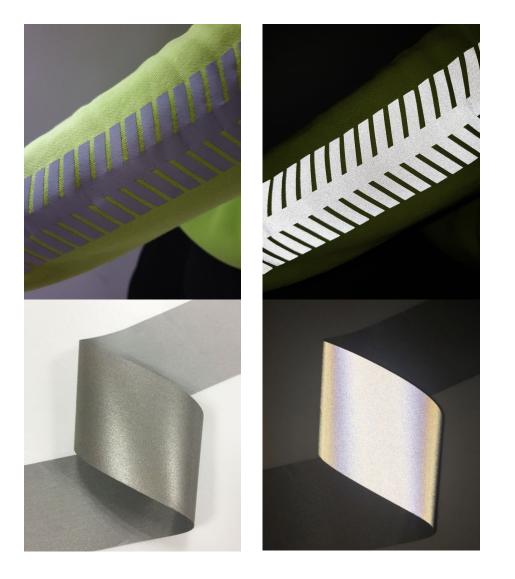




\*\* Example/Reference Only - Not a final design



- Metalic/Pearl Silver
- 3M Retro Reflective Texture





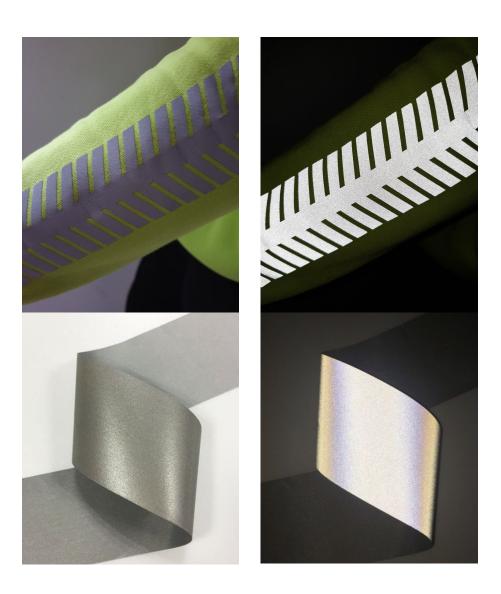
Here are the examples of the color and branding application. We've also included reference of the finishing that we would like to suggest for the packaging and product application.

\*\* Example/Reference Only - Not a final design



**APEX - Platinum Silver** 

- Metalic/Pearl Silver
- 3M Retro Reflective Texture







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