

SYNTOL
LUBRICANTS

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SYNTOL

LUBRICANTS

Syntol Lubricants - Est: 2019

Syntol “The new modern motorcycle race/road/street/Off-Road Lubrication brand”.

Launched in 2019 - Developed over 20 Years of experience.
Our Ambition is simple. To provide you with the best formulated Lubricants to support your motorcycles mechanical demands. Supported with a wealth of expertise and racing history.

About

Syntol Branding Guidelines

The logo features the word "SYNTOL" in a large, bold, italicized sans-serif font. The top bar of the letters is white, while the bottom bar is blue. The word "LUBRICANTS" is positioned below "SYNTOL" in a smaller, italicized sans-serif font, all in white.

SYNTOL
LUBRICANTS

Syntol - Official Master logo

Our brand represents Modern/Stylish/Professional
Syntol want our brand to retain it's image across all of our branding exercises.
Retain its proportions. Retains it brand colours with exact accuracy.

Master Logo - Syntol

Syntol Branding Guidelines

Syntol's Master Logo placement is "Always" to be placed on a black background with a bleed marked below in blue.



Syntol - Master Logo Exclusion Zones

Syntol want to retain an exclusion area around the parameters of it's logo. This keeps our brand individual, limits the cross over between another brand logo and allows us to continue our specific branding across all of Syntol media.

Master Logo

Logo to be used on all Media. Advertising, Promotions, Products, Print Media, Social media Content



"Syntol" Logo

Strictly not to be used on any branding or media promotions. Unless authorised with written consent from Syntol.



Mono Logo

This logo is to only be used with written consent by Syntol. Logo to be used for engraving, etching, stamping, specific print.



Syntol Logo Sticker

This logo is to be used for Syntol Sticker creation only. Stickers will be supplied directly by Syntol



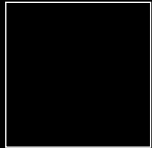
Syntol Logo Variations

Syntol Branding Guidelines

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

RGB Colour Profile



RGB: Black Primary

R: 0 G: 0 B: 0



RGB: Cyan Primary

R: 0 G: 170 B: 255



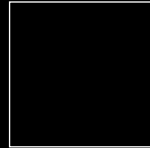
RGB: Cyan Primary

R: 255 G: 255 B: 255

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

CMYK Colour Profile



CMYK: Black Primary

C: 100% M: 100% Y: 100%K: 100%



CMYK: Cyan Primary

C: 100% M: 0% Y: 0%K: 0%



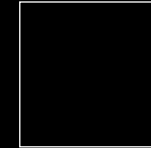
CMYK: Cyan Primary

C: 0% M: 0% Y: 0%K: 0%

PANTONE

The Pantone Colour Reference- magenta, yellow, and black. A majority of the world's printed material is produced using the CMYK/Pantone process. Various media printers require Pantone Code.

PANTONE Colour Profile



Pantone: Black Primary

Pantone Process Black C



Pantone: Cyan Primary

Pantone Process Cyan C



Pantone: White Primary

Pantone 000C

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads, Social Media. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI (Adobe Illustrator File)

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNG's as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNG's are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



SYNTOL

LUBRICANTS

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