



**TRIUMPH MOTORCYCLES  
MASTER BRAND GUIDELINES**

# MASTER BRAND GUIDELINES

The Triumph brand identity system has been created to present a truly differentiated, premium image that reflects our customers world and our focus on the complete riding experience.

As with all premium brands, quality and consistency are key to delivering a distinctive and unique personal experience that delights customers. It is essential that you fully understand the Triumph brand identity system and follow these guidelines for how it is to be implemented across every communication and touchpoint. Our overall ambition is for every customer to be presented with the same high standard of brand representation wherever they are in the world.

*Nick Bloor*

Nick Bloor  
C.E.O.



FOR THE RIDE



# SECTION 3 BRAND IDENTITY ELEMENTS

**BRAND IDENTITY  
ELEMENTS OVERVIEW**

These are the basic elements of the Triumph visual identity.

The way we combine these elements together forms Triumph's distinctive visual language and represents our ambition to always communicate and visually present the perfect ride in action.

Each element is described in detail on the following pages and section 5 – Brand Touchpoints demonstrates how these components come together on key Triumph applications.

**TRIUMPH** 



**FOR THE RIDE**

Triumph logo family

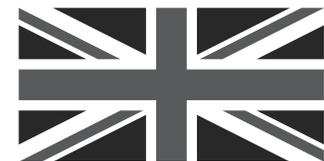


Photography

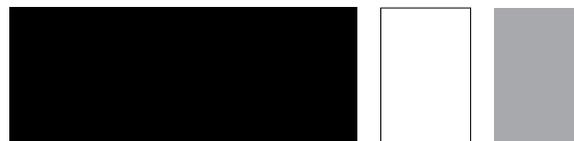


Triumph Brokman Regular  
**Triumph Brokman Bold**

Typography



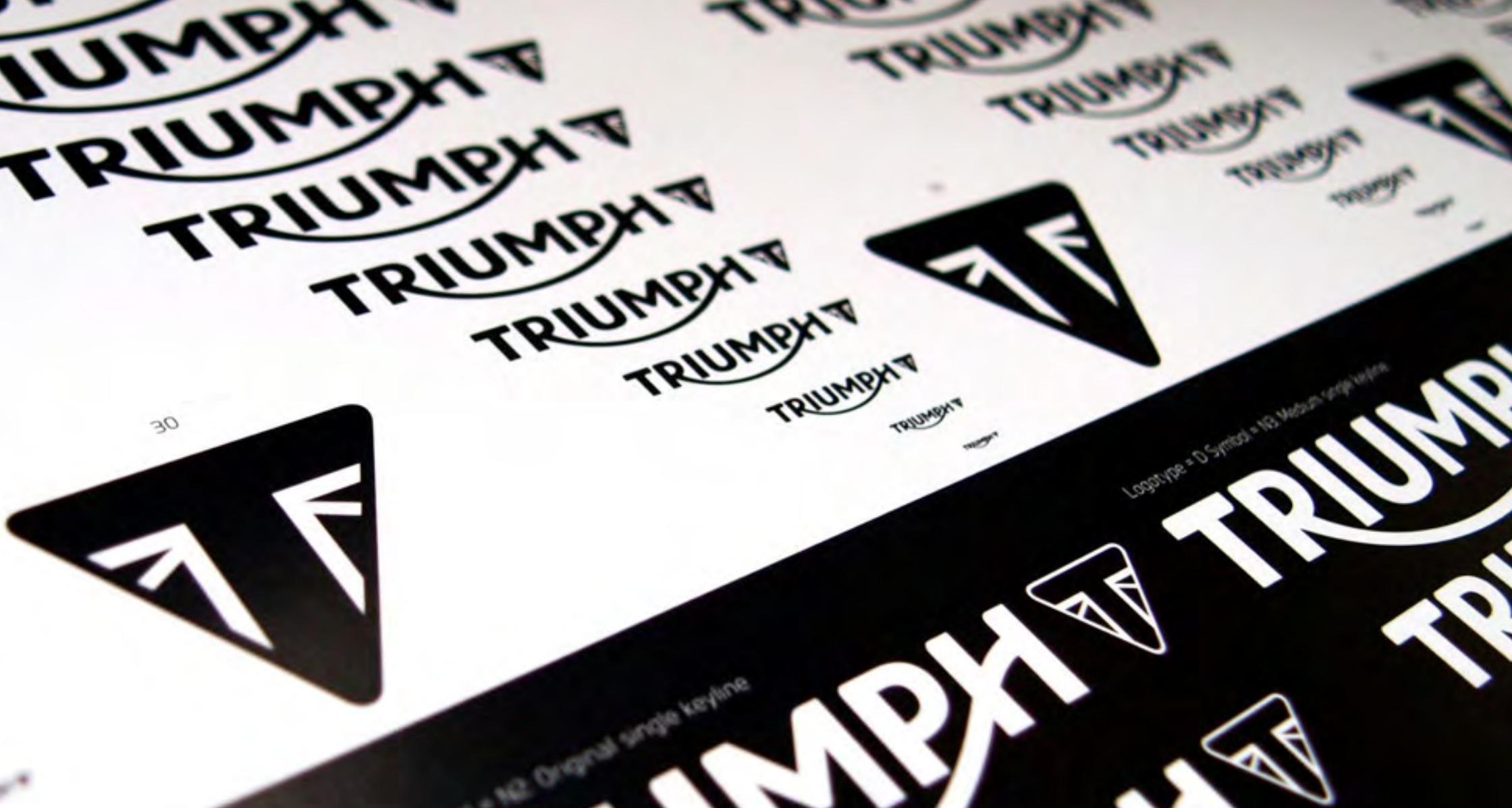
Union Flag



Colour palette

“Straight-talking. Passionate.  
Knowledgable. Friendly. Personal.”

Tone of voice



## SECTION 3: BRAND IDENTITY ELEMENTS

# LOGOS

## OUR LOGO FAMILY

The Triumph logo forms the one consistent element throughout our communication material.

We have three master logos which we use depending on the audience and circumstance.

### Master Lock-up Logo

This version is used for all formal business collateral and when the Master Badge Logo cannot be used due to available space. ie: we use this on our stationery and product transportation packaging. This logo is made up of two elements: the wordmark and the symbol.



Master Lock-up Logo - Corporate/Business use

### Master Badge Logo

This version is used for all consumer and product branding. The wordmark is incorporated into the badge.

### Master FTR Badge Logo

This version is used for all consumer and marketing communications.

Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

**Note:** Never invert the logo colours. The centre of the triangle badge (T shape) must always remain black.

Master artworks for all of the Triumph logos are available for use across all media.



Master Badge Logo - Consumer/Product use



Master FTR Badge Logo - Consumer/Marketing use

A Master Symbol Logo is also available for limited use. See pages 3.13-15.

## LOGO VERSIONS

The Triumph logo library consists of four main logos for use across all brand material.

1. Master Lock-up Logos
2. Master Badge Logo
3. Master FTR Badge Logo
4. Triumph Symbol **(restricted use)**

There are three available formats:

### Positive - standard format

Black logo elements for use on white or light backgrounds.

### Negative - standard format

White/black logo elements for use on black or darker backgrounds.

### Negative - small format (thicker keyline)

White/black logo elements for use on black or darker backgrounds.

The Triumph logo is our most precious brand commodity and should always be used with great respect. It is the symbol of our innovation, history and spirit. It should be used sparingly for maximum impact.

Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

**Note:** Never invert the logo colours.

The centre of the triangle badge (T shape) must always remain black.

Master artworks for all of the Triumph logos are available for use across all media.

	Positive standard format	Negative standard format	Negative small format (thicker keyline)
1. Master Lock-up Logo			
2. Master Badge Logo			
3. Master FTR Badge Logo			
4. Triumph Symbol <b>(restricted use)</b>			

## MASTER LOCK-UP LOGO

This version is used for all formal business collateral and when the Master Badge Logo cannot be used due to available space.

ie: we use this on our stationery and product transportation packaging.

This Master Lock-up Logo consists of two elements: the wordmark and the symbol.

There are two available formats:

### Positive - standard format

Size: above 28mm

Black logo elements for use on white or light backgrounds.

### Negative - standard format

Size: above 28mm

White/black logo elements for use on black or darker backgrounds.

### Minimum size

Always aim to keep the logo above 28mm and ensure it is legible.

Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

**Note:** Never invert the logo colours.

The centre of the triangle badge (T shape) must always remain black.

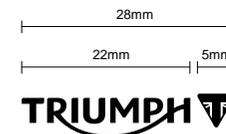
Master artworks for all of the Triumph logos are available for use across all media.



Master Lock-up Logo: positive - standard format



Master Lock-up Logo: negative - standard format



Minimum size (28mm)

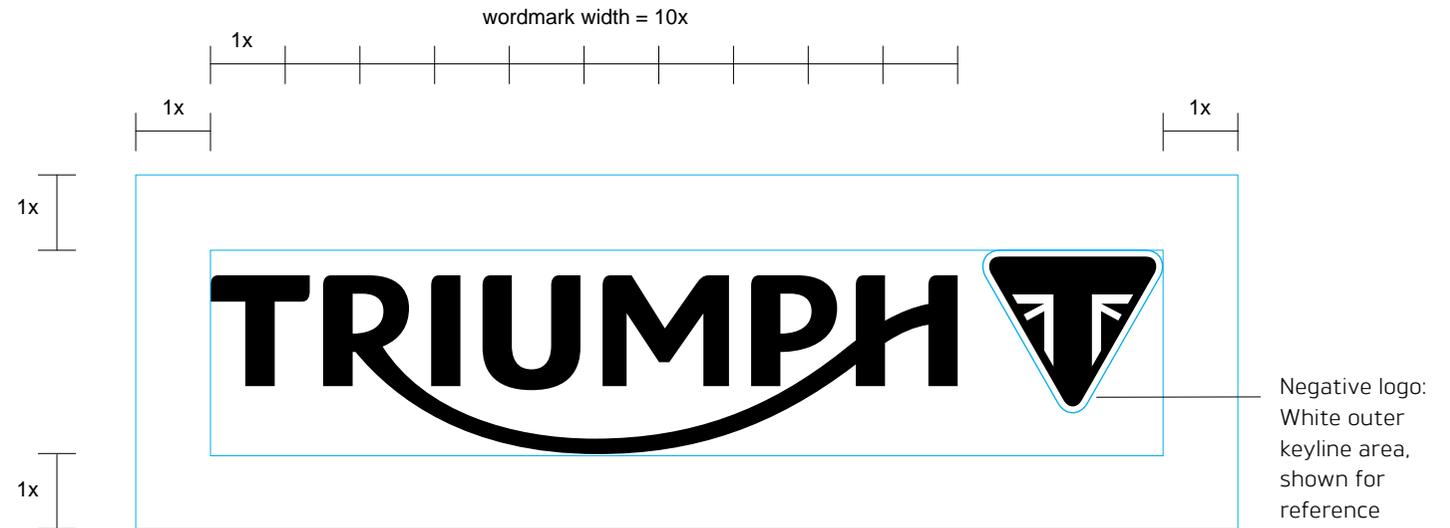
## MASTER LOCK-UP LOGO CLEAR SPACE

In order to display the Triumph Master Lock-up Logo to its best effect and maximum impact, always ensure there is a clear space surrounding the logo on all sides.

The clear space is defined as an area of 10% (1x) of the total width of the wordmark. The outer white keyline will need to be included on the negative version.

This space must be kept clear of all other type, graphic elements, rules and detailed areas within photography and illustration.

It is preferable to maintain a larger area of clear space around the logo whenever possible.



**INCORRECT USE OF THE  
MASTER LOCK-UP LOGO**

This page shows some of the more common examples of incorrect logo use to avoid.

Always follow these guidelines to ensure the Triumph logos are used consistently across all brand applications.

Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

Master artworks for all of the Triumph logos are available for use across all media.



Never change the negative logo for dark background use



Never change the positive logo for light or white background use



Never distort or redraw the logo



Never alter the colour of the logo



Never show the logo as a keyline



Never add graphic effects to the logo



Never place type within the clear space of the logo



Never obscure the logo with type or graphics



Never place the logo on a distracting background

**MASTER BADGE LOGO**

This version is used for all consumer and product branding.

The wordmark is incorporated into the Master Badge Logo and it's available in three formats:

**Positive - standard format**

Size: above 7mm

Black logo elements for use on white or light backgrounds.

**Negative - standard format**

Size: above 20mm

White/black logo elements for use on black or darker backgrounds.

**Negative - small format (thicker keyline)**

Size: 7mm to 20mm

White/black logo elements for use on black or darker backgrounds.

Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

**Note:** Never invert the logo colours.

The centre of the triangle badge (T shape) must always remain black.

Master artworks for all of the Triumph logos are available for use across all media.

Master Badge Logo  
positive - standard format



Master Badge Logo  
negative - standard format



Master Badge Logo  
positive - small format (thicker keyline)

Maximum size: 20mm



Minimum size: 20mm



Minimum size: 7mm



Minimum size: 7mm



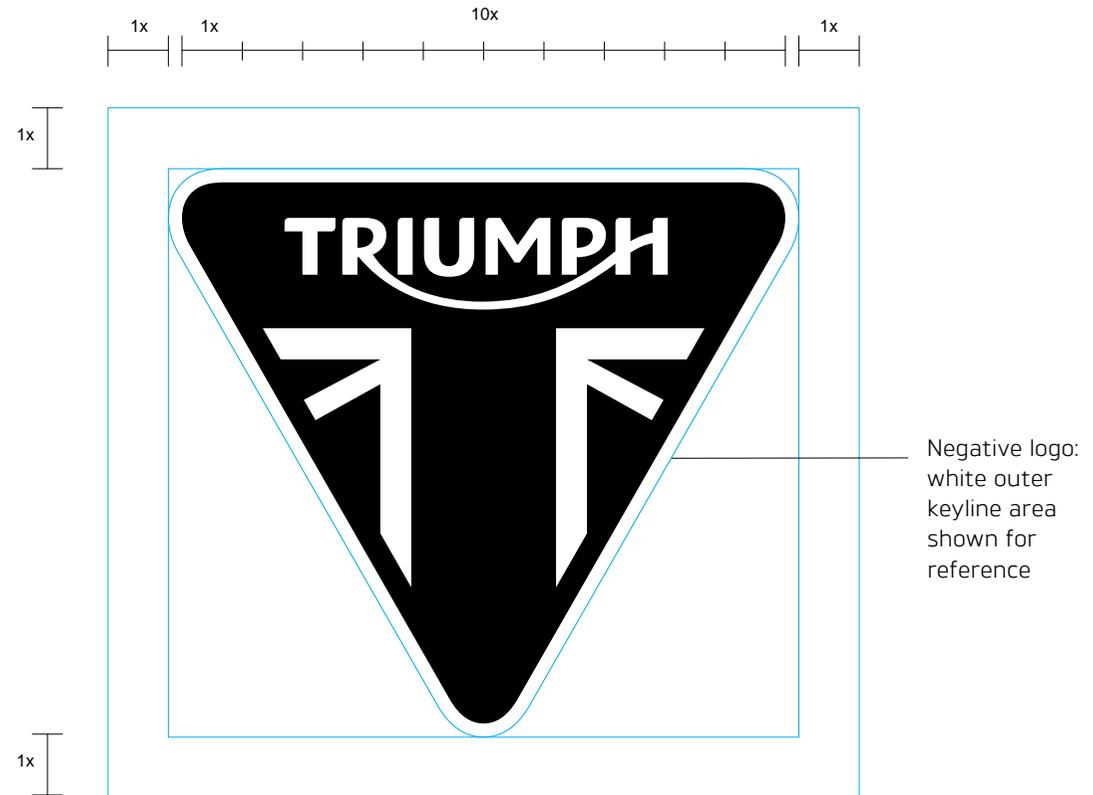
## MASTER BADGE LOGO CLEAR SPACE

In order to display the Triumph Master Badge Logo to its best effect and ensure maximum impact, always ensure there is a clear space surrounding the logo on all sides.

The clear space is defined as an area of 10% (1x) of the total width of the inner black triangle. The outer white keyline will need to be included on the negative version.

This space must be kept clear of all other type, graphic elements, rules and detailed areas within photography and illustration.

It is preferable to maintain a larger area of clear space around the logo whenever possible.



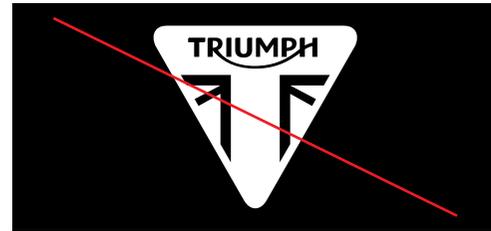
**INCORRECT USE OF THE  
MASTER BADGE LOGO**

This page shows some of the more common examples of incorrect logo use to avoid.

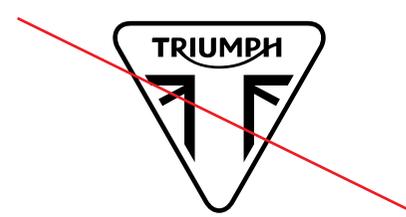
Always follow these guidelines to ensure the Triumph logos are used consistently across all brand applications.

Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

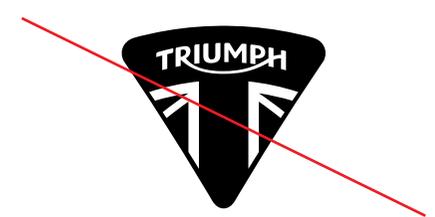
Master artworks for all of the Triumph logos are available for use across all media.



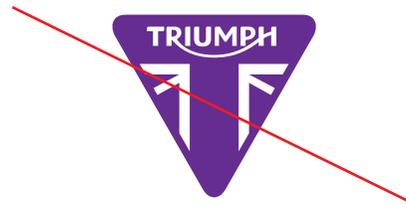
Never change the logo for dark background use



Never change the positive logo for light or white background use



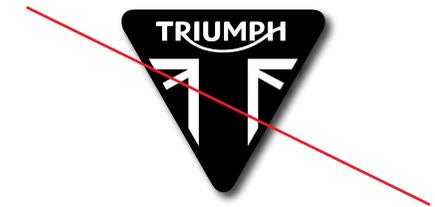
Never distort or redraw the logo



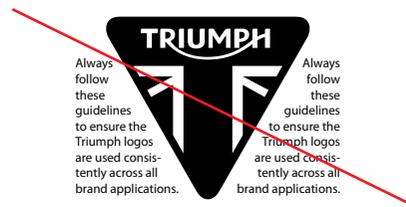
Never alter the colour of the logo



Never reduce the Triumph logotype within the Badge



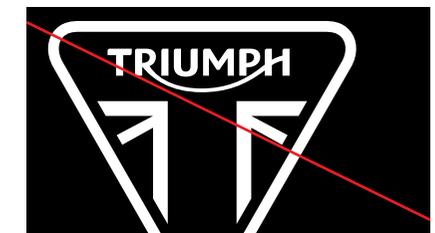
Never add graphic effects to the logo



Never place type within the clear space of the logo



Never obscure the logo with type or graphics



Never use the small format negative logo larger than 20mm

**MASTER FTR BADGE LOGO**

This version is used for all consumer and marketing communications.

It is made up of two elements: the badge and For The Ride type.

There are three available formats:

**Positive - standard format**

Size: above 7mm

Black logo elements for use on white or light backgrounds.

**Negative - standard format**

Size: above 20mm

White/black logo elements for use on black or darker backgrounds.

**Negative - small format (thicker keyline)**

Size: 7mm to 20mm

White/black logo elements for use on black or darker backgrounds.

Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

**Note:** Never invert the logo colours.

The centre of the triangle badge (T shape) must always remain black.

Master artworks for all of the Triumph logos are available for use across all media.

Master FTR Badge Logo  
positive - standard format



**FOR THE RIDE**

Master FTR Badge Logo  
negative - standard format



**FOR THE RIDE**

Master FTR Badge Logo  
positive - small format (thicker keyline)

Maximum size: 20mm



**FOR THE RIDE**

**FOR THE RIDE**

Minimum size: 20mm



**FOR THE RIDE**

Minimum size: 7mm



**FOR THE RIDE**

Minimum size: 7mm

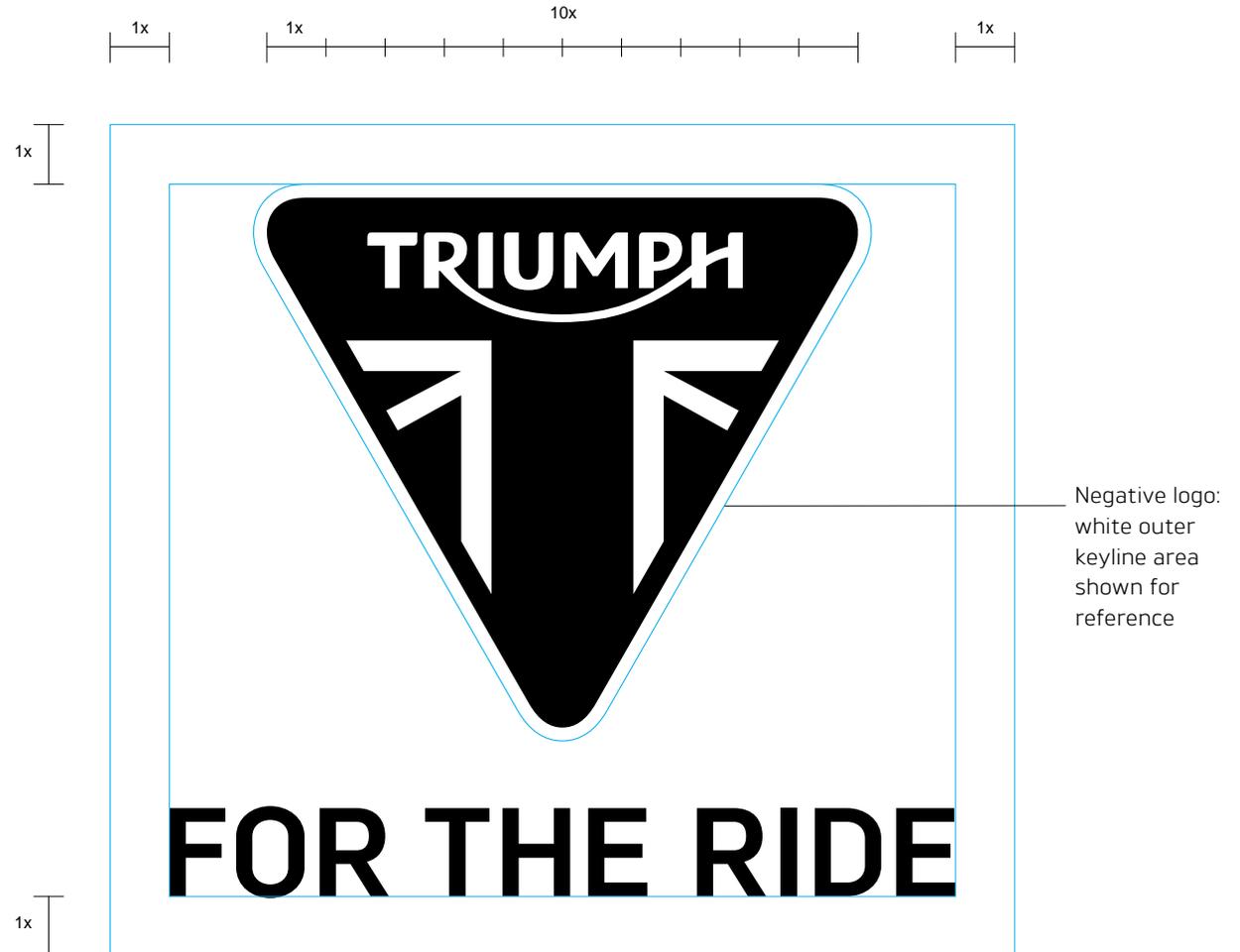
## MASTER FTR BADGE LOGO CLEAR SPACE

In order to display the Triumph FTR Badge Logo to its best effect and ensure maximum impact, always ensure there is a clear space surrounding the logo on all sides.

The clear space is defined as an area of 10% (1x) of the total width of the inner black triangle. The outer white keyline will need to be included on the negative version.

This space must be kept clear of all other type, graphic elements, rules and detailed areas within photography and illustration.

It is preferable to maintain a larger area of clear space around the logo whenever possible.



**INCORRECT USE OF THE  
MASTER FTR BADGE LOGO**

This page shows some of the more common examples of incorrect logo use to avoid.

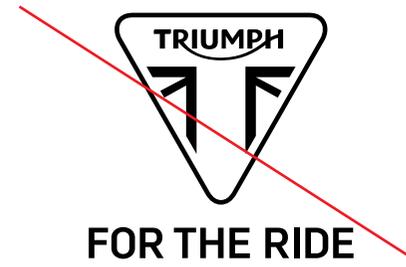
Always follow these guidelines to ensure the Triumph logos are used consistently across all brand applications.

Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

Master artworks for all of the Triumph logos are available for use across all media.



Never change the logo for dark background use



Never change the positive logo for light or white background use



Never distort or redraw the logo



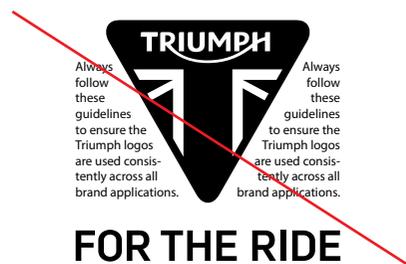
Never alter the colour of the logo



Never reduce the Triumph logotype within the Badge



Never add graphic effects to the logo



Never place type within the clear space of the logo



Never obscure the logo with type or graphics



Never use the small format negative logo larger than 20mm

**MASTER SYMBOL LOGO****RESTRICTED USE**

The Master Symbol Logo is for very limited use when added brand detail is required. eg: clothing and product branding.

**Never use this logo for marketing of any kind.**

The Master Symbol Logo is a simplified version of the Master Badge Logo.

There are three available formats:

**Positive - standard format**

Size: above 7mm

Black logo elements for use on white or light backgrounds.

**Negative - standard format**

Size: above 20mm

White/black logo elements for use on black or darker backgrounds.

**Negative - small format (thicker keyline)**

Size: 7mm to 20mm

White/black logo elements for use on black or darker backgrounds.

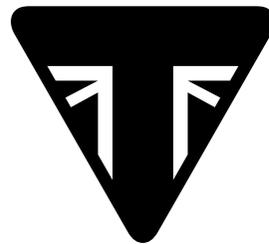
Each element has been carefully drawn and their relationship is fixed. Never redraw or change the logos in any way.

**Note:** Never invert the logo colours.

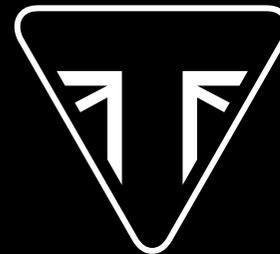
The centre of the triangle badge (T shape) must always remain black.

Master artworks for all of the Triumph logos are available for use across all media.

Master Symbol Logo  
positive - standard format



Master Symbol Logo  
negative - standard format



Master Symbol Logo  
positive - small format (thicker keyline)

Maximum size: 20mm



Minimum size: 20mm



Minimum size: 7mm



Minimum size: 7mm

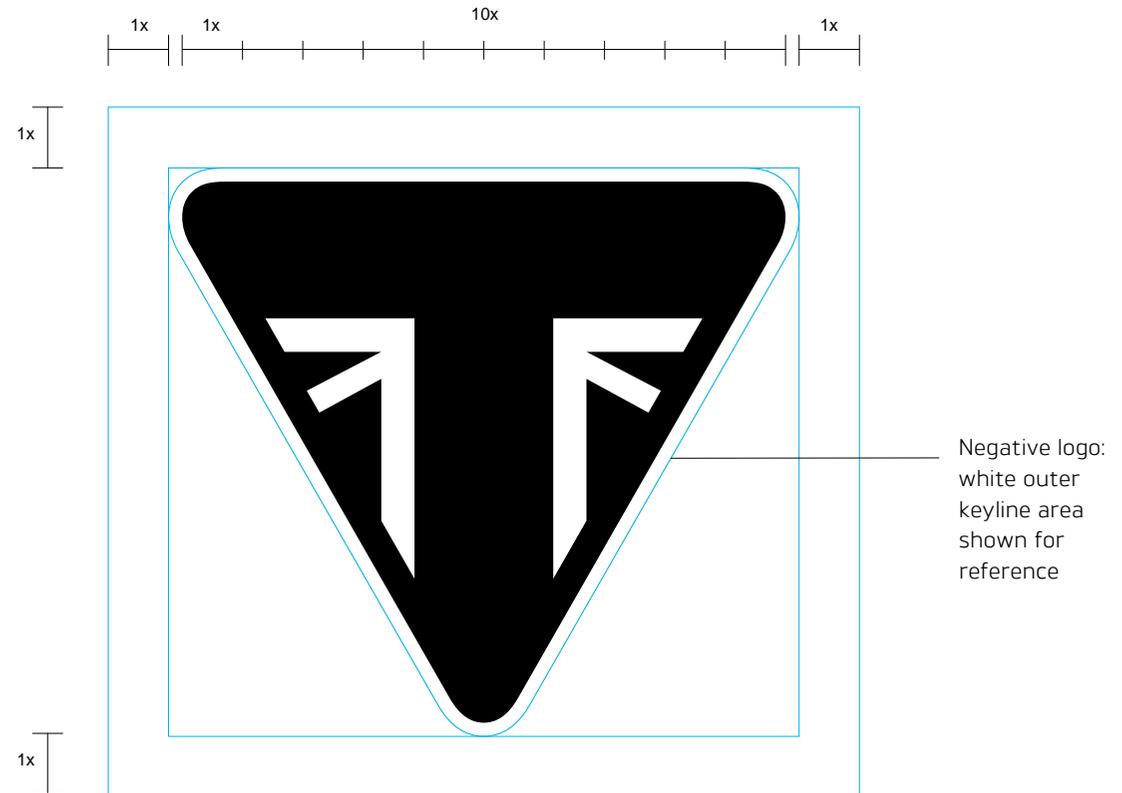
## MASTER SYMBOL LOGO CLEAR SPACE

In order to display the Master Symbol Logo to its best effect and ensure maximum impact, always ensure there is a clear space surrounding the logo on all sides.

The clear space is defined as an area of 10% (1x) of the total width of the inner black triangle. The outer white keyline will need to be included on the negative version.

This space must be kept clear of all other type, graphic elements, rules and detailed areas within photography and illustration.

It is preferable to maintain a larger area of clear space around the logo whenever possible.

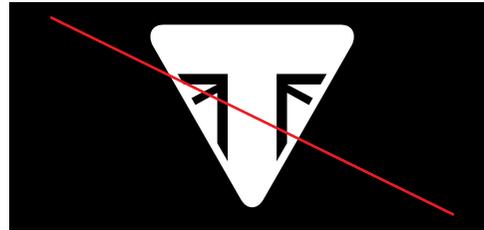


**INCORRECT USE OF THE  
MASTER SYMBOL LOGO**

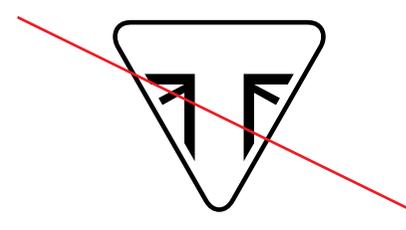
This page shows some of the more common examples of incorrect logo use to avoid.

Always follow these guidelines to ensure the Triumph logos are used consistently across all brand applications.

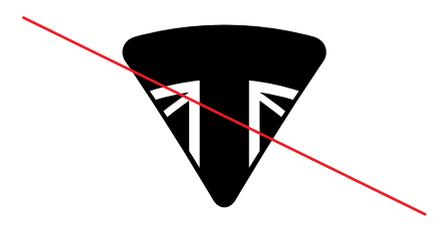
Master artworks for all of the Triumph logos are available for use across all media.



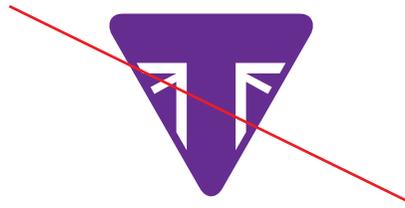
Never change the logo for dark background use



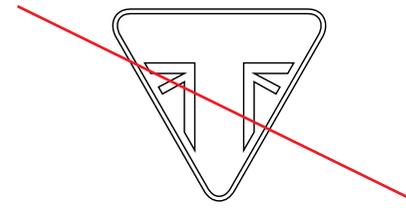
Never change the positive logo for light or white background use



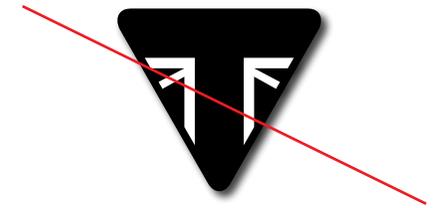
Never distort or redraw the logo



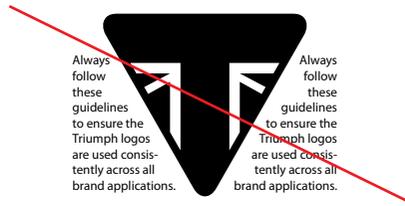
Never alter the colour of the logo



Never show the logo as a keyline



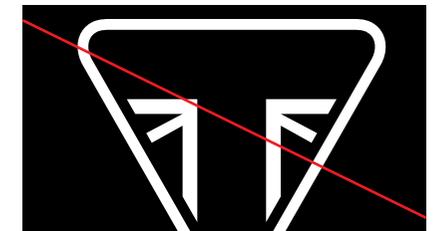
Never add graphic effects to the logo



Never place type within the clear space of the logo



Never obscure the logo with type or graphics



Never use the small format negative logo larger than 20mm

SECTION 3:  
BRAND IDENTITY ELEMENTS  
**ENDORSED LOGOS**

WELCOME TO THE  
**TRIUMPH**

FACTORY VISITOR

EXPERIENCE

**ENDORSED LOGOS OVERVIEW**

The Brand Endorsement Logos have been created to help strengthen the link between Triumph and our approved third party supplier products and services.

These logos fit into three distinct areas depending on the audience and circumstance.

**Brand Endorsed Logos**

Product or service offers

**Brand Led Logos**

Product or service offers

- consumer facing

**Brand Led Logos**

Product or service offers

- business & corporate facing

These logos are unique to each situation and will need to be set up for individual requirements. The size and relationship of the Triumph Master Logos, typography and spacing will need to be adapted to achieve the best layout.

The Brand Endorsed Logos will need to be approved internally.

Master templates are available for use as a starting point to create these logos.

**TITLE**   
**SUBTITLE**

Brand Endorsed Logos  
product or service offers

*See page 3.17 for usage guidance*



**TITLE**  
**SUBTITLE**

Brand Led Logos  
product or service offers  
- consumer facing

*See page 3.18 for usage guidance*

**TRIUMPH**   
**TWO LINE  
SUBTITLE**

Brand Led Logos  
product or service offers  
- business & corporate facing

*See page 3.19 for usage guidance*

**BRAND ENDORSED LOGOS  
PRODUCT OR SERVICE OFFER**

This format is used to identify or promote an official offer or service in Triumph owned/branded communications or environments. eg: advertising or dealership posters.

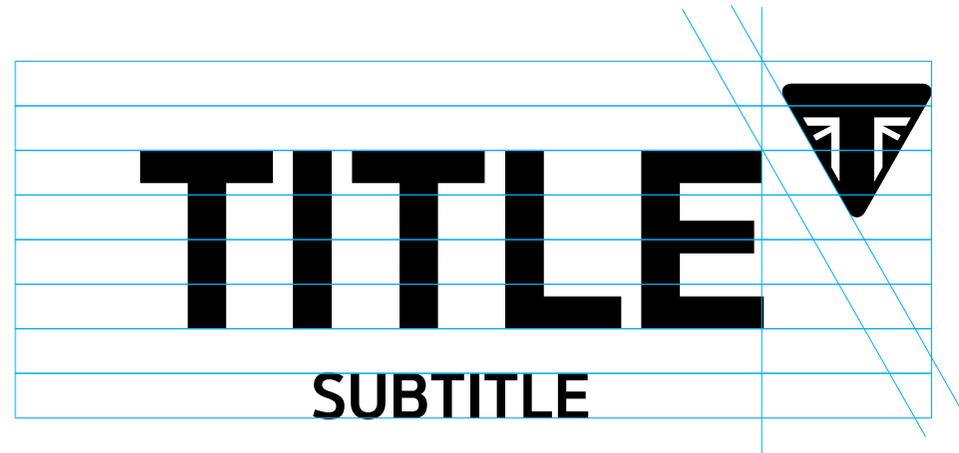
The Brand Endorsed Logos should consist of the Master Symbol Logo and a Title, typeset in our primary font Triumph Brokman. An additional subtitle can be added if required.

These logos are unique to each situation and will need to be set up for individual requirements. The size and relationship of the Master Symbol Logo, typography and spacing will need to be adapted to achieve the best layout.

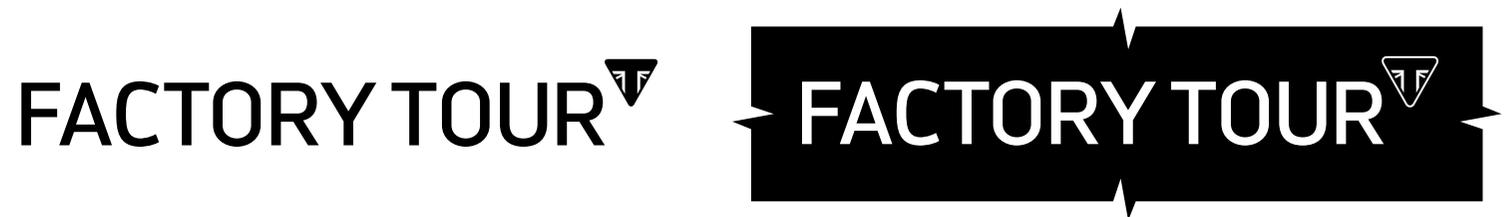
The Brand Endorsed Logo will need to be approved internally and must always be placed in view of the Master Lock-up Logo or Master Badge Logo on any Triumph branded items.

Never use the Brand Endorsed Logo on its own for any Triumph communication or collateral items.

Master templates are available for use as a starting point to create your logos.



Brand Endorsed Logo template



Working examples

### BRAND LED LOGOS PRODUCT OR SERVICE OFFER CONSUMER FACING

This format is used for consumer marketing. It should be used for retail signage, bags, and dedicated topic specific promotional materials.

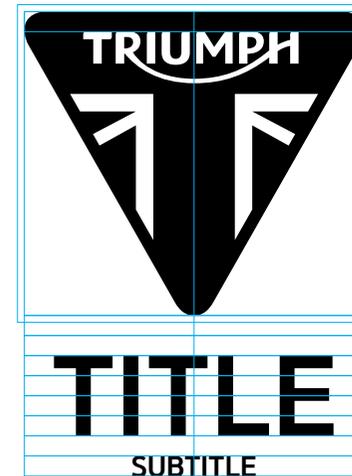
These Brand Led Logos consist of the Master Badge Logo and a Title typeset in our primary font Triumph Brokman. An additional subtitle can be added if required.

These logos are unique to each situation and will need to be set up for individual requirements. The size and relationship of the Master Badge Logo, typography and spacing will need to be adapted to achieve the best layout.

The Brand Led Logo will need to be approved internally and should be only be used when there are no other Triumph logos present.

Never use it on items already branded with the Master Lock-up Logo, Master Badge Logo or Master FTR Badge Logo.

Master templates are available for use as a starting point to create your logos.



Brand Led Logo template  
product or service offer - consumer facing



Working examples

**BRAND LED LOGOS:  
PRODUCT OR SERVICE OFFER  
BUSINESS & CORPORATE FACING**

This format is for business & corporate marketing. It should be used for packaging, cartons and formal communications, letters and documents, eg: dealer communications.

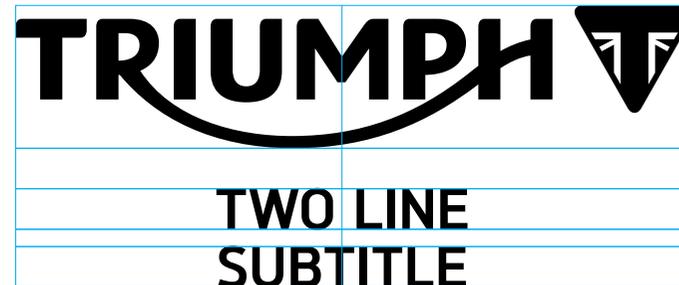
These Brand Led Logos consist of the Triumph Master Lock-up Logo and a Title typeset in our primary font Triumph Brokman. Additional subtitles can be added as required.

These logos are unique to each situation and will need to be set up for individual requirements. The size and relationship of the Master Lock-up Logo, typography and spacing will need to be adapted to achieve the best layout.

The Brand Led Logo will need to be approved internally and should only be used when there are no other Triumph logos present.

Never use it on items already branded with the Master Lock-up Logo, Master Badge Logo or Master FTR Badge Logo.

Master templates are available for use as a starting point to create your logos.



Brand Led Logo template  
product or service offers - business & corporate facing



Working examples

FACTORY  
TOUR  
RESTRICTED  
AREA

SECTION 3:  
BRAND IDENTITY ELEMENTS  
**TYPOGRAPHY**

## PRIMARY TYPEFACE

Our primary typeface for all non-Cyrillic type/language format (e.g. English, French etc) is Triumph Brokman.

It has been carefully developed to deliver a clean, plain speaking contemporary style to our communication.

Its simplicity of design makes it legible in all weights while its clean, modern, efficient characteristics fit well with the Triumph brand values.

Available weights of Triumph Brokman are shown on the following page.

For language formats that cannot use Brokman (e.g. Cyrillic – such as Mandarin) please identify a suitable alternative typeface which follows the principles explained above. All typeface alternatives must be approved by Triumph Motorcycles Central Marketing Team prior to adoption for market use.

# TRIUMPH BROKMAN

Primary Typeface

**PRIMARY TYPEFACE  
FAMILY OF FONTS**

Triumph Brokman is available in a range of weights to enable you to create clean and simple typography across all applications.

Triumph Brokman Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>“”

Triumph Brokman Thin

Triumph Brokman Light

Triumph Brokman Medium

Triumph Brokman Demi Bold

Triumph Brokman Bold

Triumph Brokman Extra Bold

Triumph Brokman Black

Triumph Brokman Heavy

## WORKING WITH TYPE

Triumph Brokman should be used for all printed communication.

Good typography allows our message to be clearly understood and it is an important part of our visual identity. For consistency always try and apply these general rules to your projects.

### Do:

- Main headlines should be in capital letters
- Use short statements for maximum impact
- Use mixed font weights to stand out against the body text
- Range text left

We use these principles to ensure text is distinctive with clear bold statements that stand out.

### Avoid:

- Centred text
- Justified text (this often creates unsightly gaps between words)
- Wide kerning (letter and word spacing)

Care should be given to kerning character pairs, and word spacing particularly with headlines. A comfortable relationship between words and spaces should be observed, avoid very open or tight spacing, distorting or condensing type.

# EXAMPLE OF HEADLINE LEADING

This is an example paragraph of text designed to demonstrate the leading which should be used on body copy. This is an example paragraph of text designed to demonstrate the leading which should be used on body copy. This is an example paragraph of text designed to demonstrate the leading which should be used on body copy. This is an example paragraph of text designed to demonstrate the leading which should be used on body copy.

**DIGITAL FONT USE**

Where the use of Triumph Brokman is restricted, Din and Arial have been chosen as our digital typefaces for all non-Cyrillic type/language format (e.g. English, French etc).

Presentations and templates should be saved as PDFs for viewing by third party suppliers working on computers that don't have Triumph Brokman installed.

Microsoft Office templates can use Triumph Brokman if the type is turned to outline and embedded in the template.

Din and Arial should never be used for printed brand applications.

For language formats that cannot use Brokman (e.g. Cyrillic – such as Mandarin) please identify a suitable alternative typeface which follows the principles explained above. All typeface alternatives must be approved by Triumph Motorcycles Central Marketing Team prior to adoption for market use.

Primary Typeface

Triumph Brokman  
 ABCDEFGHIJKLMNOP  
 QRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
 klmnopqrstuvwxyz123456  
 7890,./=+&\_£@!(%)\$|?>“”

Digital Typefaces

Arial  
 ABCDEFGHIJKLMNOP  
 QRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
 klmnopqrstuvwxyz123456  
 7890,./=+&\_£@!(%)\$|?>“”

Din  
 ABCDEFGHIJKLMNOP  
 QRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
 klmnopqrstuvwxyz123456  
 7890,./=+&\_£@!(%)\$|?>“”

	PowerPoint	Printed stationery	Office templates	Email	Web
<b>Primary</b>	Brokman	Brokman	Brokman	N/A	Din
<b>Digital</b>	Arial	Arial	Arial	Arial	Arial
	<p><b>Notes:</b>                      Presentations need to be saved as PDFs for viewing by third party suppliers working on computers that don't have Triumph Brokman installed.</p>	<p><b>Notes:</b>                      Triumph Brokman is used to typeset the professionally printed graphics in the header and footer. Arial should be used for the overprinted letter.</p>	<p><b>Notes:</b>                      Triumph Brokman can be used to typeset the graphics in the header and footer if the type is turned to outline and embedded in the template. Arial should be used for all editable text</p>	<p><b>Notes:</b>                      Arial should be used for all editable text.</p>	<p><b>Notes:</b>                      Din has been chosen as a replacement for Triumph Brokman on all web communications. Arial can be used when Din is not available</p>

SECTION 3:  
BRAND IDENTITY ELEMENTS  
**EDITORIAL CONTENT  
& TONE OF VOICE**

2,400 EMPLOYEES IN OUR UK & THAILAND FACILITIES

60,000 BIKES PER YEAR

6 FACTORIES IN TWO COUNTRIES

670,000 MAN HOURS PER YEAR IN DESIGN AND DEVELOPMENT

1000+ MOTORCYCLES PER YEAR

250,000 MOTORCYCLES PER YEAR

936,000 MILES OF RIDING ON BRITAIN'S ROADS PER YEAR

93 MILES OF SEAM WELDING PER YEAR

750,000 PARTS INSPECTED PER YEAR AT

33 BOLTS RETAIN THE BONNEVILLE ENGINE COVERS ALONE. HOW MANY IN A WHOLE MOTORCYCLE?

200 METRES OF HANDLEBARS PER BIKE

60 WHEEL SPEED SENSOR PULSES PER WHEEL REVOLUTION

12 MICROPROCESSORS ON EVERY TIGER EXPLORER 600

32 ASSEMBLED BEARINGS IN A SPEED TRIPLE

7,500 MILES OF WIRE PER YEAR ENOUGH TO REACH FROM WARDY TO BONNEVILLE SALT FLATS

2,880,000 ROAD MILES EQUIVALENCE GENERATED THROUGH ROUGH ROAD TESTING

10,500 MILES OF WELD WIRE CONSUMED EVERY YEAR

9 LITRES OF FUEL IN OUR UNCOMPROMISINGLY BEAUTIFUL BONNEVILLE

143,000 LITRES OF FUEL IN OUR UNCOMPROMISINGLY BEAUTIFUL BONNEVILLE

2 LOCAL ASSEMBLY FACILITIES ONE EACH IN BRAZIL AND INDIA

10 THOUSAND MILES SERVICE INTERVAL ON OUR LATEST BIKES

32 ASSEMBLED BEARINGS IN A SPEED TRIPLE

38,000 MILES OF CLOSED CIRCUIT AMERICAN MARKET APPROVAL TESTING

10 THOUSAND MILES SERVICE INTERVAL ON OUR LATEST BIKES

670,000 MAN HOURS PER YEAR IN DESIGN AND DEVELOPMENT

**MADE BY 9 TRIUMPH**

## BRAND PHILOSOPHY

We have a unique story to tell and there's no better way to reveal our passion for designing and building world-class bikes than through our words.

The full editorial content & tone of voice document can be downloaded from the Triumph Digital Asset Management system (DAM). Password access to the DAM is managed by the Triumph Motorcycles Central Marketing Team.

All Triumph Motorcycles' editorial promotes the overall brand philosophy. Everything we do, and therefore everything we write, is:

# FOR THE RIDE

These three words encapsulate the reason we operate.

This phrase represents our commitment to helping all our customers to achieve the 'perfect' ride – representing what we stand for and champion (everything that makes the perfect ride; the bike, the experience, the clothing).

It also makes a clear statement and commitment of what our products are built for from a product perspective; this being that they are built to deliver the 'perfect' ride, encompassing the perfect balance of style, heritage DNA, handling, technology, equipment.

### In summary:

*We are Triumph Motorcycles and we demonstrate our authority on all things motorcycling to focus our practical experience, knowledge and enthusiasm for the benefit of our customers to share our enthusiasm and expertise through what we write and how we write.*

## MISSION STATEMENTS

The full editorial content & tone of voice document can be downloaded from the Triumph Digital Asset Management system (DAM). Password access to the DAM is managed by the Triumph Motorcycles Central Marketing Team.

## OVERALL TRIUMPH MOTORCYCLES MISSION STATEMENT

We are obsessive about delivering the complete riding experience. We never stand still, and we're always pushing to get the best from ourselves; for our customers and for our brand. We build iconic motorcycles that celebrate our past while embracing the future – through bold design, original styling, purposeful engineering, and a genuine passion to deliver that complete riding experience.

## EDITORIAL MISSION STATEMENT

Whenever we write, we try to reflect and promote the world-class things that Triumph Motorcycles do. We're proud of our engineering achievements, design developments, and our heritage, and we communicate with a positive attitude by delivering engaging, relevant, and useful information about Triumph Motorcycles viewpoints, products, campaigns, and achievements.

## EDITORIAL CONTENT & TONE OF VOICE GUIDELINES

A separate full editorial content & tone of voice document is available for all copy implementation.

The guidelines include specifications on:-

- Brand philosophy
- Overall mission statement
- Editorial mission statement
- Customer profile
- What constitutes 'the Triumph brand'?
- Editorial architecture
  1. Brand philosophy
  2. 'Four pillars'
  3. Objectives
  4. Tone of voice guidelines
  5. Tone of voice parameters
  6. Applying the tone of voice
- Genre tones of voice
  1. Modern classics
  2. Adventure
  3. Roadster
- Features and benefits
- Good copy examples
- Copy examples to avoid
- Stylistics
- Specific vocabulary and grammar rules
- Summary

This guideline document can be downloaded from the Triumph Digital Asset Management system (DAM). Password access to the DAM is managed by the Triumph Motorcycles Central Marketing Team.





SECTION 3: BRAND IDENTITY ELEMENTS  
**COLOURS**

## COLOURS

Contemporary premium colours have been selected to support our timeless character and heritage.

Our accent colours should be used sparingly to complement the primary palette.

The colour breakdown values shown may differ from the standard colour conversions. It is important that you always use the approved colour breakdowns shown.

Always refer to the latest Pantone matching system swatches for colour matching.

Never match colours on screen or to digitally printed material.

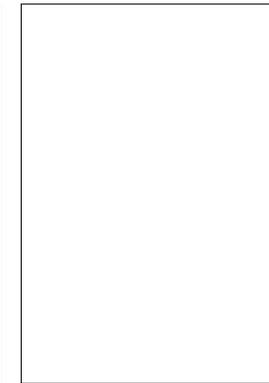
## PRIMARY COLOURS



### Triumph Black

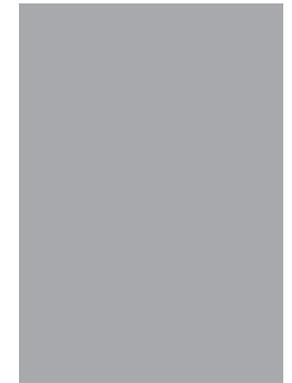
Pantone Black  
c0 m0 y0 k100  
r0 g0 b0  
hex #000000

## SECONDARY COLOURS



### Pure White

Pantone White  
c0 m0 y0 k100  
r255 g255 b255  
hex #FFFFFF



### Silver

Pantone 877  
c0 m0 y0 k40  
r170 g170 b170  
hex #AAAAAA

## ACCENT COLOURS



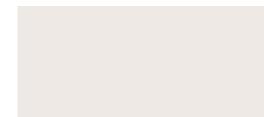
### Triumph Blue

Pantone 534 (Coated)  
Pantone 2965 (Uncoated)  
c100 m56 y0 k65  
r0 g98 b200  
hex #0062C8



### Triumph Red

Pantone 1807 (Coated)  
Pantone 187 (Uncoated)  
c22 m100 y90 k20  
r205 g25 b45  
hex #CD192D



### Classic Cream

Pantone Warm Grey 1  
c0 m2 y10 k3  
r246 g238 b222  
hex #F6EEDE

Pantone is a registered trademark of Pantone Inc.

COLOUR USE EXAMPLES

For communications we use full colour photography rather than flat colour backgrounds.

For advertising, signs and store graphics we use our primary colour Black as the main background colour. The accent colours should be used sparingly when two colour print is available.



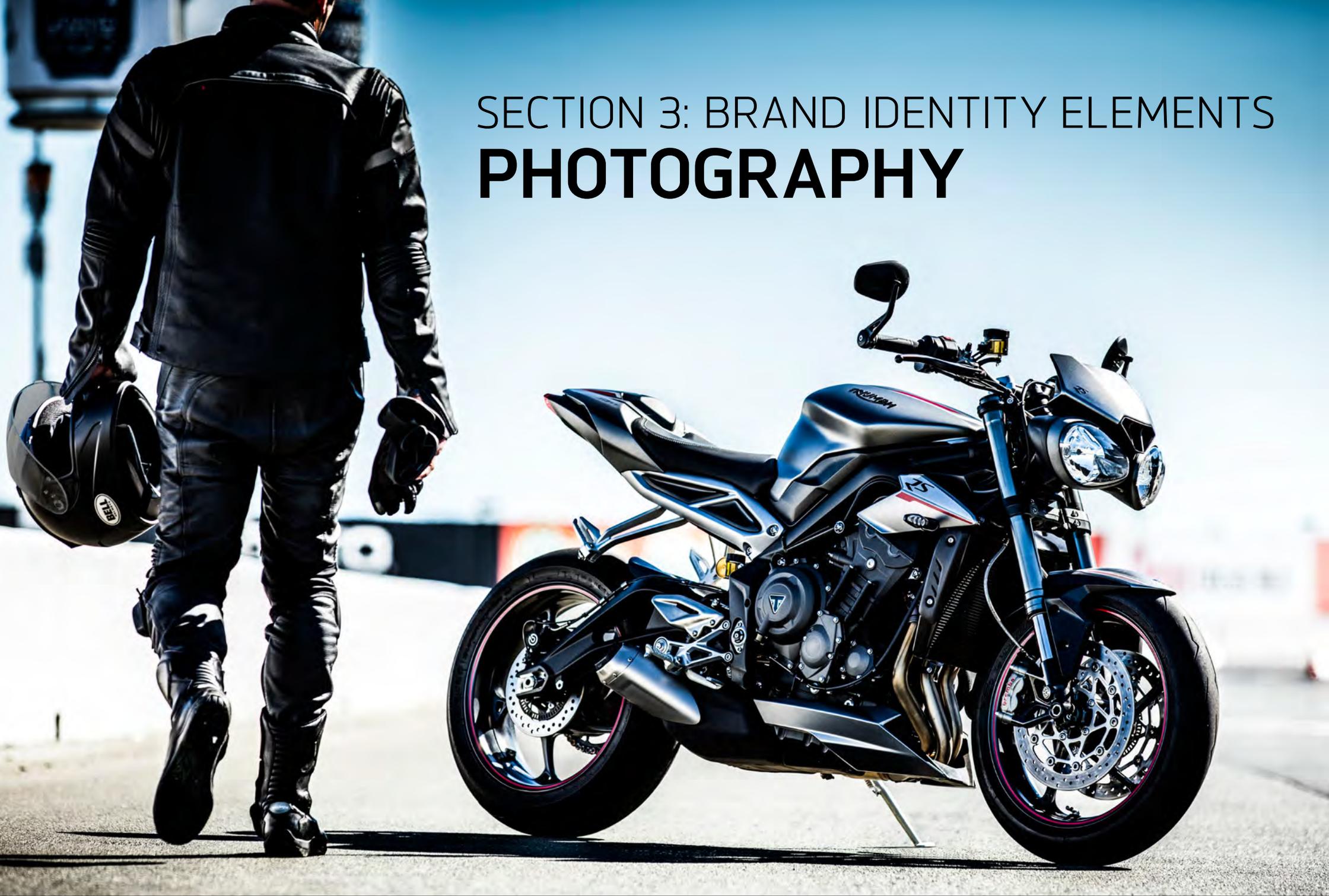
Full colour photography



Accent colour

# SECTION 3: BRAND IDENTITY ELEMENTS

## PHOTOGRAPHY



## PHOTOGRAPHIC STYLE

We use a range of photographic styles across all communications to represent our products and show them in a dynamic way.

Always use full colour photography. Avoid black and white, monotone, tinted or sepia tone images, unless this theme is central to the campaign and specifically approved by the Triumph Motorcycles Central Marketing Team in Hinckley.

Riding images are always photographed and cropped to show The Perfect Ride against the most inspiring and emotionally pleasing scenery.



Hero rider photography - location based



Hero static photography - location/set based



Studio static photography - set based



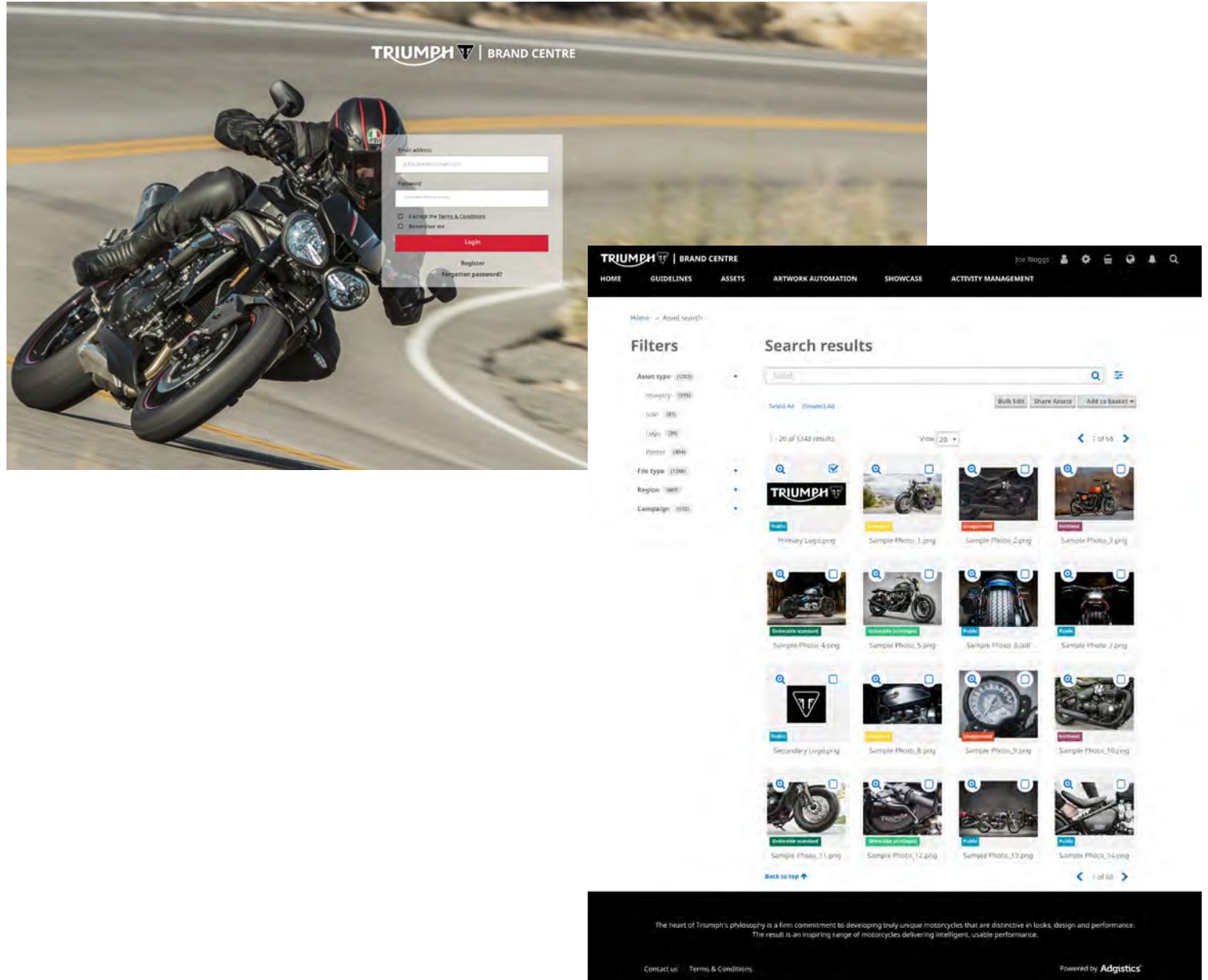
Detail photography

### PHOTOGRAPHIC LIBRARY

The full range of Triumph marketing and heritage photography are available on the Digital Asset Management system (DAM).

Password access to the DAM is managed by the Triumph Motorcycles Central Marketing Team.

www.triumphbrandcentre.com





SECTION 3:  
BRAND IDENTITY ELEMENTS  
**UNION FLAG**

## UNION FLAG GRAPHIC

This graphic element should be subtle and understated and used sparingly. It has been developed for merchandising such as embroidered or enamel badges. It can also be used in the retail environment.

When using the Union Flag to introduce British tonality to your project always reproduce the flag as black monotone using the values shown here. Please avoid the use of full colour wherever possible.

Dark Grey:  
c0 m0 y0 k95

Light Grey:  
c0 m0 y0 k80

Never use it as the main feature of a design or product.

Master artwork is available for use.



Union Flag graphic



**FOR THE RIDE**