



SCORPION EXO.

SCORPION EXO BRAND IDENTITY DESIGN GUIDE

INTRODUCTION

This guidebook is for the operation and management of the Scorpion Exo brand identity design. To enhance and maintain the value of the brand through brand design, you must adhere to each detail contained in this guidebook to manage the brand image.

It is organized with basic principles and examples for proper use for each element that constitutes brand design. Please familiarize yourself with the contents of the guide before utilizing the design and comply with the usage regulations for each item. It should be managed to prevent unauthorized leaks or duplication. For production purposes, please extract and use only the necessary parts.

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No part of the content of the design guide may be arbitrarily changed for use. If there are any questions, interpretations, or changes needed, please consult with the brand management department.

Basic System	04
Application Design	20

BASIC SYSTEM

00-01	BRAND NAME	05
00-02	BRAND ARCHITECTURE	06
00-03	DESIGN CRITERIA	07
00-04	SYMBOL MARK STINGER	08
00-05	WORD MARK 1 LINE TYPE	09
00-06	WORD MARK 2 LINES TYPE	10
00-07	PRIMARY SIGNATURE 1 LINE TYPE / HORIZONTAL	11
00-08	PRIMARY SIGNATURE 1 LINE TYPE / VERTICAL	12
00-09	SECONDARY SIGNATURE 2 LINES TYPE / HORIZONTAL	13
00-10	OPTIONAL SIGNATURE VERTICAL	14
00-11	SNR PROFILE	15
00-12	BRAND COLOR	16
00-13	BRAND MARK COLOR USAGE	17
00-14	BRAND TYPEFACE	18
00-15	IMCORRECT USAGE	19

The brand name of Scorpion EXO is composed of a combination of the words SCORPION and EXO, delivering a universal and yet impressive image. EXO is assigned the meaning of the brand's pursuit of extraordinariness (EXtra Ordinary) and the scorpion's characteristic feature of an external skeleton (EXOskeleton), reflecting the values sought by the SCORPION EXO helmet brand that protects passionate riders pursuing a unique lifestyle.

SCORPION EXO

Unique style /
Challenging image

EXtra Ordinary
Exceptional quality and
safety / Individual
personality

+

EXOskeleton

Helmet for safety Growth through
exo-skeleton shedding = Progress
through innovation

Scorpion EXO is a brand that designs bold, stylish, and innovative products that serve not only to ensure the safety of riders but also as a means for them to express their unique identity in everyday life, offering a simple, intuitive, and integrated customer experience. Like a scorpion surviving in harsh environments with a robust exoskeleton and sensitive, sharp senses, Scorpion EXO enables riders to move safely through numerous tests, providing not just simple commodities, but high-quality products to create a safe and stylish travel experience.

Brand Definition

**EXTRA ORDINARY EXOSKELETON
for WORLD BEST RIDERS**

Scorpion EXO is a unique style helmet brand for the world's top riders. Like the safety of a scorpion's exoskeleton and a distinctive design, it accompanies the lifestyle that the rider pursues.

Brand Essence

PASSION as A LIFESTYLE

The lifestyle defined by Scorpion EXO is passion itself.

Brand Mission

EVOLUTION by INNOVATION

It's a brand for riders who pursue novelty in everyday life, take on challenges, and passionately create their own lives.

Brand Vision

SAFETY in STYLES

Like the growth of Scorpions through molting, it's an evolving brand that does not hesitate to challenge innovation, achieving superior technology and quality. Scorpion EXO pursues a unique style perfected in safety.

Design Keyword

PROTECT / SAFTY

A brand that protects drivers safely like the sturdy exoskeleton of a scorpion and accompanies them on their journey.

SHARP / POWERFUL

A brand that creates professional and stylish products based on the sense of finding the core, like the sharpness that is a characteristic of the scorpion's form.

CHALLENGE / PROGRESSIVE

A brand that continues to develop and create new innovations, like a scorpion growing through molting.

Design Principle

BOLD / STRONG

Using a form that is not light but strong and impactful to convey the brand's strong personality and a stable image.

SIMPLE / INTUITIVE

Minimize unnecessary elements or exaggerated expressions, and express the brand value and image that we want to convey at the brand touchpoint with an intuitive image.

ADVANCED / UNIQUE

Developing a unique style of tone and manner to create a challenging and progressive Scorpion design style.

The symbol mark of Scorpion EXO is Stinger. It's a design that combines the appearance of Scorpion, the origin of the brand name, and the initial 'S', symbolizing the brand's core and slogan "PASSION AS A LIFESTYLE" in a challenging and bold form. The symbol mark is the most representative visual of the brand, so any arbitrary modification is prohibited under any circumstances, and it should be applied using the data provided with the design guideline when utilized.

Symbolmark | Stinger



Clear Space: No visual elements such as images or text are used within the Clear Space.



Minimum Size: Do not use it below a height of 6mm.



The wordmark is a key element of brand design that visually expresses the brand name of Scorpion EXO. It cannot be replaced with general text and should not be treated as regular characters when used in the middle of a sentence, etc. The wordmark is the most representative visual symbol of the brand, so any arbitrary modification is prohibited under any circumstances, and it should be applied using the data provided with the design guideline when utilized.

Wordmark

SCORPION EXO

With Registered Icon

SCORPION EXO.

Minimum Size: Do not use it below a height of 1.6mm.

Clear Space: No visual elements such as images or text are used within the Clear Space.

Icon SCORPION EXO



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Wordmark

Clear Space: No visual elements such as images or text are used within the Clear Space.

SCORPION
EXO



Reference Size

SCORPION
EXO

Minimum Size: Do not use it below a height of 9.6mm.

SCORPION
EXO  9.6mm

The signature combination is a brand mark that combines the symbol mark and the wordmark in a certain proportion. When applied, the primary combination should be used as a priority, and any arbitrary form and proportion modifications are prohibited under any circumstances. When utilized, it should be applied using the data provided with the design guidelines.

Primary Signature



Structure: The specified proportional combination must be maintained.



Clear Space: No visual elements such as images or text are used within the Clear Space.



The signature combination is a brand mark that combines the symbol mark and the wordmark in a certain proportion. When applied, the primary combination should be used as a priority, and any arbitrary form and proportion modifications are prohibited under any circumstances. When utilized, it should be applied using the data provided with the design guidelines.

Primary Signature



Structure: The specified proportional combination must be maintained.



Clear Space: No visual elements such as images or text are used within the Clear Space.



The signature combination is a brand mark that combines the symbol/mark and the wordmark in a certain proportion. When applied, the primary combination should be used as a priority, and any arbitrary form and proportion modifications are prohibited under any circumstances. When utilized, it should be applied using the data provided with the design guidelines.

Secondary Signature



Structure: The specified proportional combination must be maintained.



Clear Space: No visual elements such as images or text are used within the Clear Space.

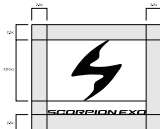


The signature combination is a brand mark that combines the symbol mark and the wordmark in a certain proportion. When applied, the primary combination should be used as a priority, and any arbitrary form and proportion modifications are prohibited under any circumstances. When utilized, it should be applied using the data provided with the design guidelines.

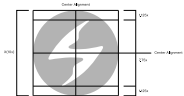
Optional signature

Structure: The specified proportions combination must be maintained.

Clear Space: No visual elements such as images or text are used within the Clear Space.



Microsoft. The simplified version listed corresponds to the actual file configurations.



Scorpion EXO's brand colors are Scorpion EXO Black / White / Yellow. The brand color is a design element that most directly conveys the brand's image, so the designated color must be maintained and used. Careful attention should be paid to apply based on the provided PANTONE colors so that accurate colors can be implemented depending on the characteristics of the media such as printing method and material.
Package Color is only used when applying to packages.

Brand Color



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

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

Package Color



Scorpion EXO Package Black | Package Background

PANTONE BLACK 6855
C 0% M 0% Y 0% K 85%
R 60 G 60 B 60



Scorpion EXO Yellow | Background

PANTONE 103 C
C 0% M 0% Y 100% K 0%
R 255 G 255 B 0



Scorpion EXO Deep Black | Package Brandmark

PANTONE 680 C
C 10% M 10% Y 100% K 10%
R 40 G 40 B 40

05 13 BRANDMARK COLOR USAGE

The color usage rules are the brand mark usage rules depending on the background color. To maintain the unique brand image, it should be used in the combination of designated colors.

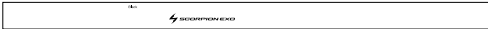
Black Background



Package/Box Background | Glossy CMYK



White Background



Yellow Background



Light Brown Background | Small Size | (Not to)



The brand designated font plays the role of visually representing the brand's unique voice. Scorpion EXO's brand font is the Slussen Family, which visually links the wideness and square like form characteristics of the wordmark, and can be versatile with its various widths and weights. Depending on the production environment, a similar image of San Serif typeface can be used, but the use of the Slussen typeface is recommended for packaging and main copy.

Slussen Family

PASSION as A LIFESTYLE

Slussen & Slussen Expanded

Slussen | Title / Main Copy / Body Text

Slussen Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Slussen Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Slussen Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Slussen Expanded | Title / Main Copy /

Slussen Expanded Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Slussen Expanded Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

Slussen Expanded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345679

The usage prohibition rules are centered around representative misuse cases that can occur frequently. In addition to the examples in this clause, it is necessary to manage to prevent misuse that deviates from the rules of the overall brand design guide, such as modifying the form of the brand mark, using colors that are not regulated, etc., to maintain the visual identity of the brand.



Using different colors for the symbol mark and the wordmark.



Using a color combination that has not been designated.



Using an arbitrary combination of wordmarks.



Arbitrarily enlarging the size of the symbol mark.



Arbitrarily enlarging the size of the wordmark.



Using a combination of signatures that have not been designated.



Arbitrarily changing the inclination of the wordmark.



Arbitrarily altering the shape of the symbol mark.



Using a different typeface for the wordmark.



Applying color to a part of the wordmark.



Applying arbitrary visual effects such as outlines / gradients.



Utilizing it on top of complex images / patterns.

APPLICATION DESIGN

AD 01	SCORPION EXO PACKAGE LINE UP	31
AD 02	SCORPION EXO PACKAGE CORE SERIES	32
AD 03	SCORPION EXO PACKAGE PRIME SERIES	33
AD 04	SCORPION EXO PACKAGE APOLLO SERIES	34
AD 05	PRODUCT INFO SHEET	35
AD 06	SAFETY MANUAL	36
AD 07	TECH MANUAL	37
AD 08	SHIELD CLING	39

AD-01

SCORPION EXO PACKAGE LINE UP

Scorpion EXO's packaging is divided into the general product line Core Series, the premium product line Prime Series, and the highest end line Apex Series. They share a common layout, and the colors of the brand mark and character line vary by line.

Core Series

Brandmark: White

Background: Pantone (Black) 950C

Character Line: Pantone 111C

Prime Series

Brandmark: White + Glossy UV Coating

Background: Pantone (Black) 950C

Character Line: Glossy Pant 111C

Apex Series

Brandmark: Pantone Black 950C + Glossy UV Coating

Background: Pantone (Black) 950C

Character Line: Pantone 111C



AD-02 SCORPION EXO PACKAGE CORE SERIES

For the Core Series package, you should adjust to suit your production environment using the design guidelines and provided production files.

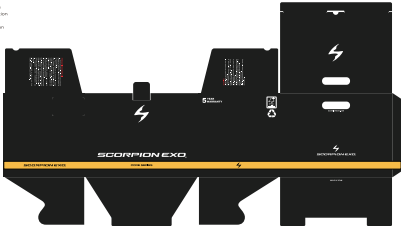
Size
Width: 320mm X 300mm

Printing
Offset Printing

Color
Spotcolor: 100%
Background: PANTONE BLACK C 100%
Overcolor: 100% PANTONE 123C

Paper
Cardboard

Typography
Minimum Expanded (bullet)
Minimum Expanded (dot)
Minimum Light
Minimum Regular
Minimum Bold



AD-03

SCORPION EXO PACKAGE PRIME SERIES

For the Prime Series package, you should adjust to suit your production environment using the design guidelines and provided production files.

Size

Dimensions 230mm x 230mm

Printing

- Offset Printing
- UV Coating
- Black Ink

Color

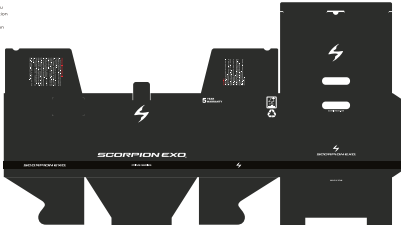
Spotcolor: None + CMYK Coating
Background: Pantone Black C 65%
Ink: PANTONE BLACK C 65%
Shade: 100% Black Ink (100%)

Paper

Cardboard

Features

- Expandable (Built)
- Expandable (B)
- Light
- Flap
- Expandable
- Flap



AD-04 SCORPION EXO PACKAGE APEX SERIES

For the Apex Series package, you should adjust to suit your production environment using the design guidelines and provided production files.

Size
285mm D 280mm X 285mm

Details
Offset Printing
Heavy UV Coating
Glossed

Color
Brickwork: PANTONE 196X-1C
+ Heavy UV Coating
Background: PANTONE BLACK C 685
Logo: PANTONE (BLACK) 685
Character Line: PANTONE 102B C

Paper
Cardboard

Typography
Main Extended Bold (H)
Main Extended Bold
Main Light
Main Regular
Main Regular
Main Bold



AD-05

PRODUCT INFO. STICKER

The Product Info. Sticker should be adjusted to suit your production environment using the design guidelines and provided production files.

Size

52mm X 58mm

Printing

Offset Printing

Typeface

■ sans/Expanded/Op

■ sans/medium



Product Name

■ sans/Expanded/Op

Product Size

■ sans/medium

AD-06 SAFETY MANUAL COVER

The Safety Manual Cover should be adjusted to suit your production environment using the design guidelines and provided production files.

Size
300mm X 225mm

Printing
Offset Printing

Typography
■ SCORPION EXO Light
■ SCORPION EXO Bold
■ SCORPION EXO BB

Front



Back



AD-07 TECH MANUAL COVER

The Tech Manual Cover should be adjusted to suit your production environment using the design guide files and provided production files.

Size
59mm X 75mm

Printing
Offset Printing

Typography
■ [Scorpion Expanded Regular](#)
■ [Scorpion Expanded Bold](#)

Front



Production
■ [Scorpion Expanded Bold](#)

Back



The Tech Manual Cover should be adjusted to suit your production environment using the design guidelines and provided production files.

Printing

Offset Printing

Typography

- Screen Expanded Regular
- Screen Expanded Medium
- Screen Expanded Bold
- Screen Regular
- Screen Bold





SCORPION EXO.