

BIG BIKE PARTS®

BRAND STYLE AND USAGE GUIDE



BIG BIKE PARTS® BRAND

The Show Chrome Accessories®, UltraGard®, Hopnel™, prairie dog® symbols and Big Bike Parts® logotype have been representative of the Big Bike Parts brands for over 40 years. They have come to identify Big Bike Parts, Inc. as a global leader in the production of aftermarket motorcycle accessories and lighting. The Big Bike Parts brands have been modified and refined over the years to their present form as found in this Big Bike Parts Brand Style and Usage Guide.

The Big Bike Parts Brand Style and Usage Guide is designed to help Big Bike Parts employees, licensees, distributors, dealers, and the media at large to consistently represent the Big Bike Parts brands. These guidelines and their implementation are critical to the clear, consistent representation of the culture, products and designs of Big Bike Parts.

The full advantages and success of this Brand Style and Usage Guide depend on the cooperation and understanding of all involved in the use of the Big Bike Parts brand identity.

BIG BIKE PARTS® OVERVIEW

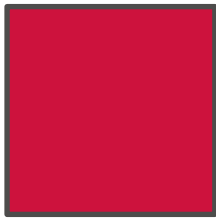
Big Bike Parts, Inc. is one of the nation's leading manufacturers of aftermarket motorcycle accessories for Honda, Can-Am, Yamaha, Indian, Harley Davidson, Victory, Kawasaki, and Suzuki motorcycles. As a full-line accessories manufacturer of chrome, lighting, covers, luggage and functional upgrades, Big Bike Parts offers consumers over 1,400 accessories across more than 15 product lines. Our award-winning products prove that Big Bike Parts has accessories to fit the modern rider and enhance their motorcycle and safety.

BIG BIKE PARTS TAGLINES

- Great Looking Accessories for Great Looking Bikes™
- Enjoy the Ride!™
- Setting the Standard in Motorcycle Accessories™
- A Reason to Ride™
- Life is no dress rehearsal. We only get one ride!™

BIG BIKE PARTS COLORS

PMS Color:



PMS 200

CMYK Colors:



C=3, M=100, Y=70, K=12



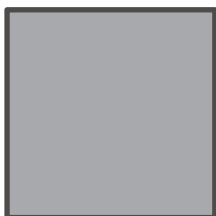
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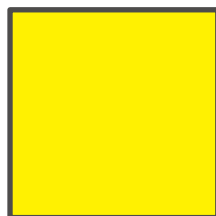
C=0, M=0, Y=0, K=0



C=0, M=0, Y=0, K=60



C=0, M=0, Y=0, K=40



C=0, M=0, Y=100, K=0



C=11, M=24, Y=43, K=0

Logos

BRAND STYLE AND USAGE GUIDE

BIG BIKE PARTS® PRIMARY LOGO

The Big Bike Parts primary logo appears only in a linear format and should not be stacked. The Big Bike parts logo consists of the words "Big Bike Parts" in all capital letters. A registration mark always appears at the upper right of the Big Bike Parts logotype. The position and size relationship is critical across all words and must be maintained.

Primary Traditional Logo:

BIG BIKE PARTS®
BIG BIKE PARTS®

Primary Traditional Logo, Reversed on Black:

BIG BIKE PARTS®

SHOW CHROME ACCESSORIES® PRIMARY LOGO

The Show Chrome Accessories primary logo appears only in a graphical format and should not be modified. The Show Chrome Accessories logo consists of the words "Show Chrome" in all capital letters, with the word "Accessories" stacked below. The cap consists of horizontal and vertical bars. A registration mark always appears at the upper right of the Show Chrome logotype. The position and size relationship is critical across the logo and must be maintained.

Primary Traditional Logo:



Primary Traditional Logo, Reversed on Black:



Monochrome Logo:



ULTRAGARD® PRIMARY LOGO

The UltraGard primary logo appears only in a graphical format and should not be modified. The UltraGard logo consists of the words "UltraGard" with both the "U" and "G" capitalized. The cap consists of horizontal and vertical bars. A registration mark always appears at the upper right of the UltraGard logotype. The position and size relationship is critical across the logo and must be maintained.

Primary Traditional Logo:



Primary Traditional Logo, Reversed on Black:



Monochrome Logo:



HOPNEL™ PRIMARY LOGO

The Hopnel primary logo appears only in a graphical format and should not be modified. The Hopnel logo consists of the word "Hopnel" all capitalized. Includes a yellow and red circle theme with gradient wings. A trademark always appears at the upper right of the outer circle. The position and size relationship is critical across the logo and must be maintained.

Primary Traditional Logo:



Primary Traditional Logo, Reversed on Black:



Monochrome Logo:



PRAIRIE DOG® PRIMARY LOGO

The prairie dog primary logo appears only in a graphical format and should not be modified. The prairie dog logo consists of the words "prairie dog" all lowercase. Includes an oval background with a red strike-through that wraps to an underline. A registration always appears at the upper right of the logotype. The position and size relationship is critical across the logo and must be maintained.

Primary Traditional Logo:



Primary Traditional Logo, Reversed on Black:



Monochrome Logo:



OTHER SECONDARY BRAND LOGOS

Big Bike Parts, Inc., Has developed certain secondary brands under their primary logos that through the innovation and marketing efforts have developed into their own trademarks, these product specific brand logos are shown below. The position and size relationship is critical across the logo and must be maintained.

ESSENTIALS™

ESSENTIALS™

DELUXE
EXPANDER
RACK BAG

DELUXE
EXPANDER
RACK BAG

FOCUS™

FOCUS™

 **TRIDIUM™**

 **TRIDIUM™**

TireGard™

TireGard™

LAMPGARD™

LAMPGARD™

Product Branding

BRAND STYLE AND USAGE GUIDE

BIG BIKE PARTS® PRODUCT HIERARCHY:

Big Bike Parts products are separated into five different brand strategies. The primary brand, Show Chrome Accessories® brand, UltraGard® brand, Hopnel™ brand, and prairie dog® brand. Each brand follows a similar style when identifying products.

BIG BIKE PARTS PRIMARY BRAND PRODUCTS:

- Big Bike Parts®
- LampGard™
- TireGard™

BIG BIKE PARTS PRIMARY BRAND PRODUCT EXAMPLES:

- Big Bike Parts 13-250BK Waterproof Motorcycle Sound System
- LampGard 91-311 Round 7" Headlight Protector
- TireGard 13-318 Handlebar Mount Tire Pressure Monitoring System

BIG BIKE PARTS PRIMARY BRAND LOGO: (a product of)

The Big Bike Parts a product of logo can be found on nearly all packaging, including our primary brands. When labeling a product, or advertising a product, it is preferred to use the most specific brand name possible, and only utilize the primary brand where applicable, or in the below format, in conjunction with other branding.

a product of
BIG BIKE PARTS®

SHOW CHROME ACCESSORIES® BRAND PRODUCTS:

- Show Chrome Accessories®
- Smart Mount™
- Tridium™
- Focus™
- RideSoft™
- Cruis™
- GT Tour™
- Inferno™
- EuroSport™
- Celestar™
- Vantage™
- Beachcomber™
- E-Z Shield™
- Smoke™
- Martini™
- Solace™
- Starburst™
- TrueWhite™

SHOW CHROME ACCESSORIES BRAND PRODUCT EXAMPLES:

- Show Chrome Accessories 41-308 Smart Mount Quick Detach Backrest for Can-Am F3
- Show Chrome Accessories 41-302LBK Focus Driving Lights for Can-Am F3
- Show Chrome Accessories 52-916A Tridium LED Fog Lights for GL1800
- Show Chrome Accessories 52-908 Chrome Lower Cowl for GL1800

ULTRAGARD® BRAND PRODUCTS:

- UltraGard®
- Essentials™

ULTRAGARD BRAND PRODUCT EXAMPLES:

- UltraGard 4-603 Expandable Touring Rack Bag
- UltraGard 4-354 Essentials Touring Cover GT
- UltraGard 4-444BC Touring Cover LT Black/Charcoal

HOPNEL™ BRAND PRODUCTS:

- Hopnel™
- E-Z Mount™
- Pac-A-Derm™
- E-Z Carry™
- E-Z Lock™
- Expander™
- Tuxedo Tie™
- King Cooler™
- Cubby Systems™
- Tri-Pouch™

HOPNEL BRAND PRODUCT EXAMPLES:

- Hopnel H50-350BK Black Classic Pac-A-Derms
- Hopnel HD90-112BKL Black Classic Bottle Holder for FLH Saddlebag Guard Rail (Left)
- Hopnel HGPSP EZ Mount GPS Holder
- Hopnel HD90-114CCR EZ Carry Concealed Compact for FLH Saddlebag Guard Rail (Right)
- Hopnel H50-507BK Tuxedo Tie with EZ Lock Pouch for VTX1300

PRAIRIE DOG® BRAND PRODUCTS:

- prairie dog®
- Perfect Powder™

PRAIRIE DOG BRAND PRODUCT EXAMPLES:

- prairie dog 6-101 Perfect Powder Baffle fits Dillion
- prairie dog 59-105 Finger Visor Wipers
- prairie dog 59-202 Black Brush Guards

BIG BIKE PARTS® REGISTERED TRADEMARKS:

- Big Bike Parts®
- prairie dog®
- Show Chrome Accessories®
- UltraGard®

BIG BIKE PARTS TRADEMARKS:

- Beachcomber™
- Celestar™
- Cruis™
- Cubby Systems™
- Essentials™
- EuroSport™
- Expander™
- E-Z Carry™
- E-Z Lock™
- E-Z Mount™
- E-Z Shield™
- Focus™
- GT Tour™
- Hopnel™
- King Kooler™
- LampGard™
- Martini™
- Pac-A-Derm™
- Perfect Powder™
- Smoke™
- Solace™
- Starburst™
- TireGard™
- Tri-Pouch™
- TrueWhite™
- Tuxedo Tie™
- Vantage™