

# STYLE GUIDE | BAJA DESIGNS

## LOGOS

Two logos approved for use. Do not modify or edit our logos.



Red Hexagon Logo  
(White Background)



Red Hexagon Logo  
(Dark Background)



Red Hexagon Logo  
(White Background)



Red Hexagon Logo  
(Dark Background)



Horizontal Logo w/ tagline  
(White Background)



Horizontal Logo w/ tagline  
(White Background)



Horizontal Logo w/ tagline  
(Dark Background)



Horizontal Logo w/ tagline  
(Dark Background)

What not to do with our Baja Designs Logo:



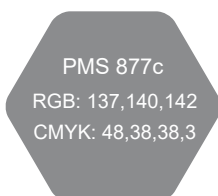
DO NOT Squish or stretch Hexagon Logo



Tagline MUST Accompany Horizontal Logo.

## COLORS

Primary colors for Baja Designs Main logos



## FONTS

Primary fonts used by Baja Designs

**UNITED ITALIC**

**UNITED SANS EXT**

Arial Regular

***baja designs***

## **HISTORY**



Founded in 1992, Baja Designs was born from a passion and thirst for off-road. Performance driven and race proven, designed and engineered in the USA using only the best components available right here in San Diego, California. Since the beginning, we have engineered revolutionary ways to stay at the forefront of motorcycle and automotive lighting.