



NW WHEEL & TIRE

NWW&T

LOGO | PRIMARY LOCKUPS

NW Wheel & Tire represents the brand in three key ways. First, the clean, sleek typography and minimalist icon indicate a shop where customers will experience a significantly higher level of quality and service than they might expect from other “typical” tire stores. This is a shop that lives and breathes cars and can be trusted with high-end vehicles and daily drivers alike. Second, the red directional element and the red NW indicates this is a local, northwest company to its core. Third, the emphasis on the ampersand represents the “all-under-one-roof” service that is provided at NWW&T.

Any of these primary lockups may be used as the sole logo mark on NW Wheel & Tire material, depending on which works best for a particular design or layout.



NWWHEEL&TIRE

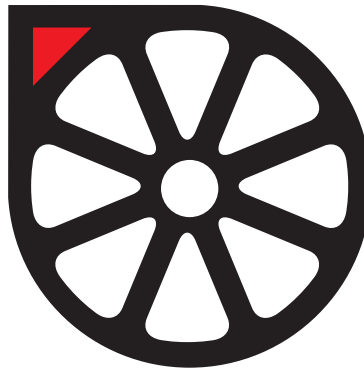


NWWHEEL&TIRE

NWW&T

LOGO | SECONDARY BRAND MARKS

Secondary brand marks are ideal for icons, promotional material (i.e. stickers, clothing, etc.), and for representing the brand in places with limited real estate. Usage should be limited to situations in which the audience is already likely to be familiar with the brand and recognize what business these marks represent.

**NWW&T**

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LOGO | COLOR USAGE

NW Wheel & Tire brand marks should only be displayed in the color options shown here.



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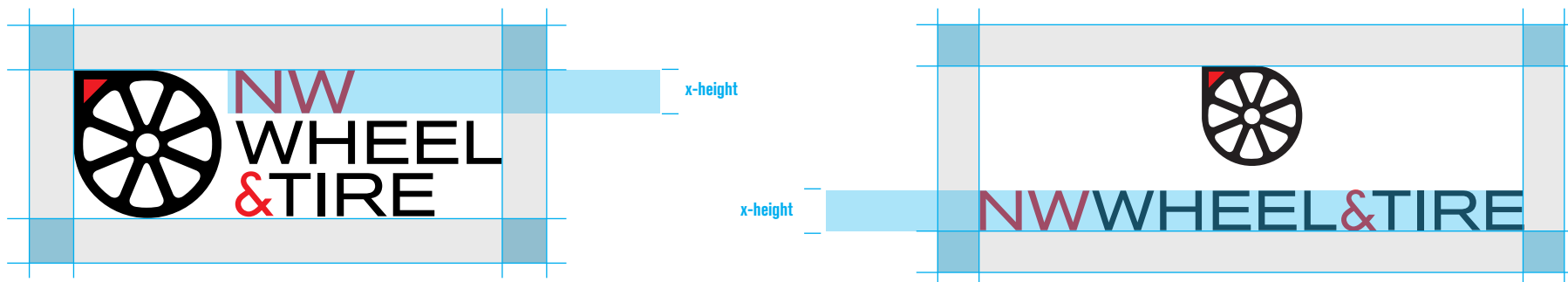
NWW&T



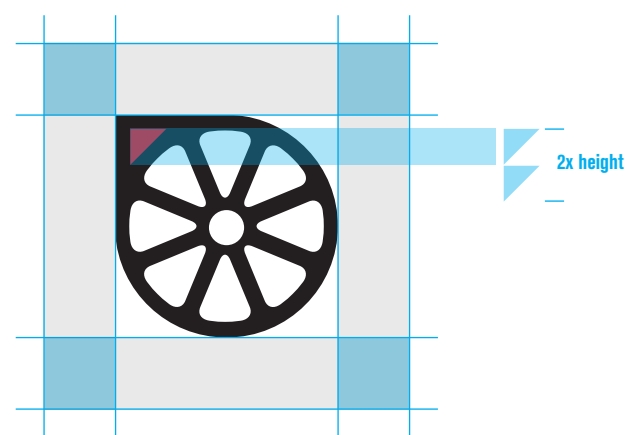
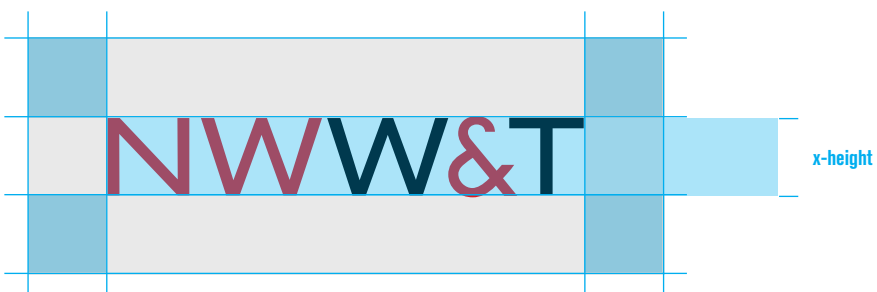
NWW&T

LOGO | CLEAR SPACE

A minimum space should always be maintained around the logo that is clear of other logos, graphics, text.



For all marks which include text, the clear space should be equivalent to the x-height of the NW WHEEL & TIRE or the NWW&T.



For the wheel icon, clear space should be roughly equal to twice the height of the NW directional triangle

NWW&T LOGO | USAGE GUIDELINES

To ensure consistency, readability, and brand recognition, follow these basic guidelines for logo usage.



❌ Never rotate the logo



❌ Never squeeze, stretch, or distort the logo



❌ Never re-color, invert red & black, or use any hue not specified in this guide

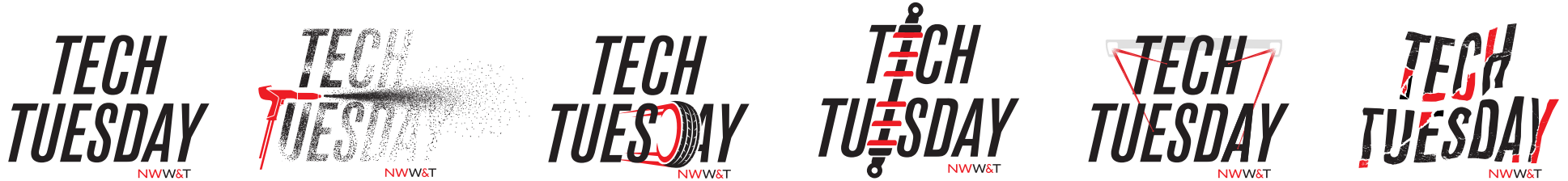


❌ Never place the logo directly over a complex or busy background

NWW&T

LOGO | SUPPLEMENTARY LOGOS

Logos shown here are examples of how the visual brand identity can be incorporated into subsidiary marks for specific services and marketing elements.



ROADREADY
SAFETY INSPECTION ONLY AT NWW&T

**ROAD
READY**
HAZARD COVERAGE
AT NWW&T



NWW&T

PRIMARY BRAND COLORS

NW RED

NW Red is the primary brand color for NW Wheel & Tire. It should be used as an accent and to create visual emphasis in text and graphics.

C0 M100 Y100 K0**R237 G28 B36**Pantone **2347c**Hex **#ed1c24**

BLACK

Black is the default color for text and graphics. The visual hierarchy is anchored by black to allow red to create emphasis.

C0 M0 Y0 K100**R0 G0 B0**Pantone **Black**Hex **#000000**

Note: For printed 4-color artwork, use a rich black with 10% cyan for any large areas of black ink coverage:

C10 M0 Y0 K100

WHITE

White space is an important element to presenting NW Wheel & Tire as a premium brand where customers can expect a higher level of quality and service compared to other competitors.

SECONDARY BRAND COLORS

NW MAROON

Maroon can be used sparingly as an additional background color with NW Red where less contrast between red/black or red/white is called for.

C16 M97 Y86 K54

Pantone 1815c

R132 G12 B17

Hex #840c11

SEASONAL COLORS

These colors may be used to indicate seasonal-focused services, primarily summer and winter tire changeovers. They should always be used as secondary colors to the primary brand colors.



WINTER BLUE

C68 M34 Y0 K0

Pantone 279c

R69 G132 B243

Hex #4584f3



SUMMER ORANGE

C0 M56 Y90 K0

Pantone 1505c

R255 G102 B0

Hex #ff6600

TYPOGRAPHY | BODY COPY

Akzidenz-Grotesk BQ is the preferred type family for all NW Wheel & Tire brand material. The Akzidenz-Grotesk family has a large system of weights and styles—some of which are suited to body copy, while others should be used for headlines only. Akzidenz-Grotesk is a classic typeface and several foundries have created versions of the font, each with subtle differences. For the purpose of this brand, the original BQ/Berthold version is preferred (available from Monotype). Alternative fonts are indicated for use when Akzidenz-Grotesk BQ is unavailable.

BODY COPY

Akzidenz-Grotesk BQ Light

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				
1	2	3	4	5	6
7	8	9	0	\$	%
&	@	#	.	;	“ ”
?	,				

ALTERNATIVE BODY COPY

Aktiv Grotesk Light

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				
1	2	3	4	5	6
7	8	9	0	\$	%
&	@	#	.	;	“ ”
?	,				

Akzidenz-Grotesk Next is functionally identical for body copy. Currently available on Adobe Fonts, it should be considered the first alternative.

TYPOGRAPHY | HEADLINES EXTENDED

Headlines have the option to be set with in an extended style or a condensed style version of the typeface. **Extended is the more widely used option for typical headlines followed by body copy.** Condensed headlines can work well for stand alone headlines in advertisements or for adding extra contrast between a headline and sub-headline.

HEADLINES | EXTENDED

AKZIDENZ-GROTESK BQ EXTENDED CAPS

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z				
1	2	3	4	5	6
7	8	9	0	\$	%
&	@	#	.	;	“ ”
?	,				

ALTERNATIVE HEADLINES | EXTENDED

AKTIV GROTESK EXTENDED CAPS

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z				
1	2	3	4	5	6
7	8	9	0	\$	%
&	@	#	.	;	“ ”
?	,				

Font weights for headlines is flexible—often a light or regular weight headline with a bold or extra bold word for emphasis works well.

TYPOGRAPHY | HEADLINES CONDENSED

Headlines have the option to be set with in an extended style or a condensed style version of the typeface. Extended is the more widely used option for typical headlines followed by body copy. **Condensed headlines can work well for stand alone headlines in advertisements or for adding extra contrast between a headline and sub-headline.**

HEADLINES | CONDENSED

Akzidenz-Grotesk BQ Med Condensed

A a	B b	C c	D d	E e	F f
G g	H h	I i	J j	K k	L l
M m	N n	O o	P p	Q q	R r
S s	T t	U u	V v	W w	X x
Y y	Z z				
1	2	3	4	5	6
7	8	9	0	\$	%
&	@	#	.	;	“ ”
?	,				

ALTERNATIVE HEADLINES | CONDENSED

Acumin Pro ExtraCondensed Semibold

A a	B b	C c	D d	E e	F f
G g	H h	I i	J j	K k	L l
M m	N n	O o	P p	Q q	R r
S s	T t	U u	V v	W w	X x
Y y	Z z				
1	2	3	4	5	6
7	8	9	0	\$	%
&	@	#	.	;	“ ”
?	,				

The condensed versions of Akzidenz-Grotesk BQ and Akzidenz-Grotesk Next are significantly different. Akzidenz-Grotesk Next should NOT be used as an alternative for this implementation.

 **O U**
Akzidenz-Grotesk Next Condensed

 **O U**
Akzidenz-Grotesk BQ Condensed

 **O U**
Acumin Pro ExtraCondensed Semibold



NWW&T BRAND COLLATERAL



TIRE SALES & SERVICE
ALIGNMENT | BRAKES | SUSPENSION
WHEEL REPAIR | POWDER COATING | CERAKOTE®

NWWHEELANDTIRE.COM

PHONE
541.749.0235

EMAIL
service@nwwheelandtire.com

LOCATION
61579 American Loop
Bend, OR 97702



DAVE KELLEY | FOUNDER

ROADREADY HAZARD COVERAGE COVERAGE DETAILS

What makes it the right road hazard coverage.

- **100% of original purchase price:** For three (3) years, the plan provides full reimbursement of the original tire purchase price, with no prorating applied.
- **Transferable:** Coverage transferable to new ownership for the full three (3) years.
- **Covered Damage:** The plan covers unreparable damage, including non-puncturable punctures and damage resulting from driving on a flat or low-air tire.
- **Coverage Term and Expiration:** Coverage expires three (3) years from the purchase date or when the damaged tire's tread depth reaches 4/32".
- **Scope of Coverage:** Coverage is limited to the damaged tire only. If the original tire is unavailable at the time of claim, the closest available model will be sourced as a replacement.
- **Claim Limit:** Up to 4 claims per set. Tire coverage does NOT follow the tire (e.g., the same tire can be replaced twice).

Limitations to be aware of to maximize value.

- **Tire Maintenance/Wear:** Tire damage caused by lack of maintenance and/or vehicle issues may void coverage.
- **All-Wheel Drive (AWD) Limitation:** Outside of our store, all all-wheel-drive vehicles may be required to purchase replacement tires without plan coverage. Locally, we offer complimentary tire services to ensure your AWD system functions correctly.
- **Replacement Labor:** Labor charges for repairing or replacing a damaged tire are not covered.

Claim Procedures

- **Local Claims (Within 50 Miles):** Claims originating within a 50-mile radius of our store require the damaged tire to be returned to our store for coverage processing.
- **Worldwide Claims (Outside 50 Miles):** Worldwide coverage is available and requires the following documentation:
 - A picture of the unreparable damage.
 - The replacement receipt, including a note that clearly explains why replacement was the responsible choice (e.g., beyond this report).
- **No Pre-approval:** With the required documentation, no pre-approval from NW Wheel & Tire is required for the claim outside 50 miles.
- **Final Determination:** NW Wheel & Tire reserves the right to make a final determination for all claims and will be conducted in a reasonable, fair, and good faith manner consistent with the rest of the United States. Since 2007 our goal is to build and maintain great relationships with the customers we serve and claims decisions will be guided by that principle.

Please keep a copy of the receipt with the vehicle to ensure proper replacement tires are sourced.



61579 American Loop
Bend, OR 97702
541.749.0235



CRACKED? CURBED?

COVERED.

Cracked or curb-damaged wheels don't always mean a full replacement. Our repair process restores strength and looks, at a fraction of the cost of buying new.

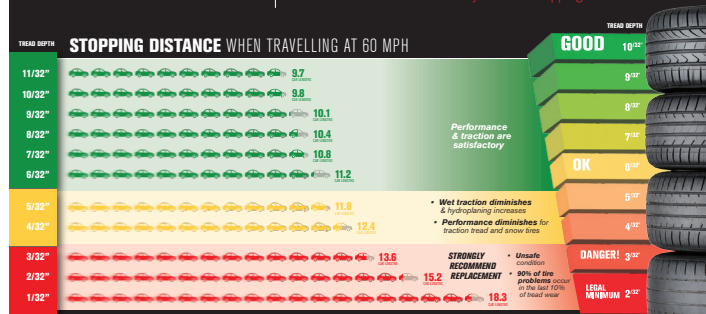
NWWHEELANDTIRE.COM

61579 American Loop | Bend, OR 97702 | 541.749.0235



HOW DOES TREAD AFFECT STOPPING DISTANCE?

Worn tread can **DOUBLE** your car's stopping distance.



WiFi | Network: NW Wheel & Tire | Password: thanksyou

THANK YOU FOR CHOOSING OUR LOCAL BUSINESS

NWWHEELANDTIRE.COM

61579 American Loop | Bend, OR 97702 | 541.749.0235

NWW&T

BRAND COLLATERAL


**NW
WHEEL
&TIRE**

- WHEEL REPAIR
- POWDER COATING
- TIRE SALES & SERVICE

Focused on **You**



When it comes to Wheels & Tires, we see the little things and it makes a big difference

LOCATION	PHONE	EMAIL
61579 American Loop	541.749.0235	service@nwwheelandtire.com

Please call, email or swing by our showroom and experience our service for yourself. **We match online tire prices.**


**NW
WHEEL
&TIRE**



GIFT CERTIFICATES AVAILABLE NOW!

WIFI

Network: **NW Wheel & Tire** Password: **thankyou**

THANK YOU FOR CHOOSING OUR LOCAL BUSINESS

NWWHEELANDTIRE.COM
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NEW-UNKNOWN

NW Wheel & Tire brand identity created & managed by NEW-UNKNOWN.COM