

LYNX MOTORS

BRAND GUIDELINES

MARCH 2025

PRIMARY LOGO MARK



PRIMARY LOGO OPTIONS



LYNX ICON



SECONDARY & TERTIARY LOGO



PRIMARY LOGO MINIMUM CLEAR SPACE



X = THE CAR HEIGHT
OF THE LYNX LETTERS

LYNX

SECONDARY LOGO MINIMUM CLEAR SPACE



X = THE CAP HEIGHT
OF THE LYNX LETTERS

LYNX

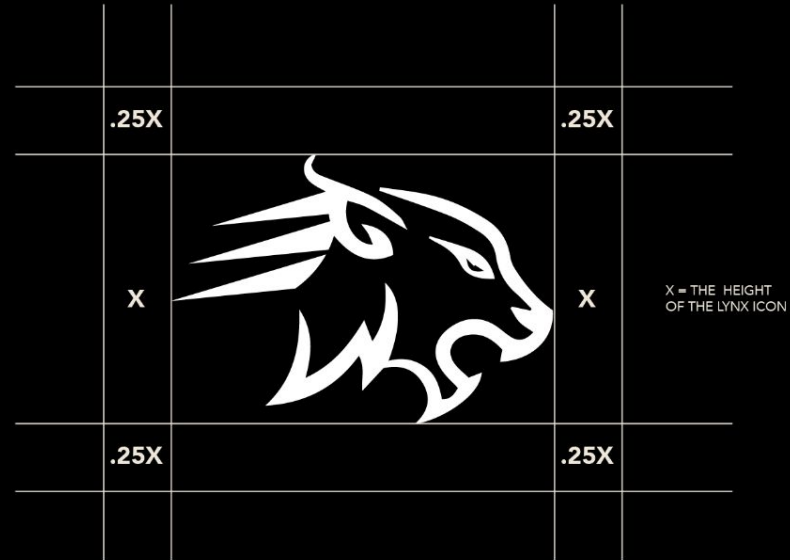
TERTIARY LOGO MINIMUM CLEAR SPACE



X = THE CAP HEIGHT
OF THE LYNX LETTERS

LYNX

LYNX ICON MINIMUM CLEAR SPACE



PRIMARY FONT AND WEIGHTS

AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()[]

AVENIR ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()[]

AVENIR LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&()[]*

AVENIR BLACK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()[]

LYNX PRIMARY COLORS



WHITE

PANTONE 11-0601 TPX **RGB** (255, 255, 255) **HEX** #FFFFFF



BLACK

PANTONE BLACK 6 C **RGB** (16, 24, 32) **HEX** #101820



GREY

PANTONE 422 C **RGB** (158, 162, 162) **HEX** #9EA2A2



RED

PANTONE 185 C **RGB** (000, 105, 001) **HEX** #DA291C

