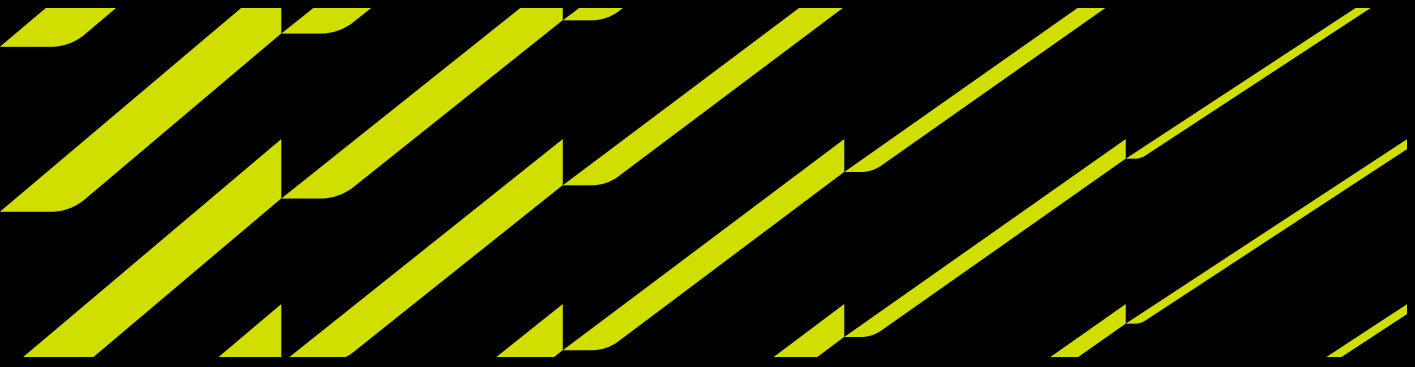


# **GOLFER<sup>®</sup>**

*Basic Brand  
Guidelines 2024*



# ***BRANDING 1***

**GOLFER**®

**GOLFER**®

*Brake like a PRO*



The image shows the word "GALFER" in a bold, italicized, sans-serif font. Each letter is white with a thick black outline. A registered trademark symbol (®) is located at the top right of the word.

Standard Branding

The image shows the word "GALFER" in the same bold, italicized, sans-serif font as the standard logo. However, the black outline is significantly thinner, making the logo more compact and suitable for smaller sizes. A registered trademark symbol (®) is located at the top right of the word.

Branding for extreme reduction.

From 32mm in length, the use of the second logo designed for extreme reductions is recommended.



**GALFER**<sup>®</sup>  
*Brake like a PRO*

**GALFER**<sup>®</sup>  
*BIKE*

**GALFER**<sup>®</sup>  
*MOTO*

**GALFER**<sup>®</sup>  
*RACING*

**GALFER**<sup>®</sup>  
*USA*

**GALFER**<sup>®</sup>  
*Brake like a **PRO***

**GALFER**<sup>®</sup>  
*Brake like a **PRO***

**GALFER**<sup>®</sup>  
*Brake like a **PRO***



**GALFER<sup>®</sup>**  
**BIKE**

**DISC WAVE<sup>®</sup>**  
**BRAKE ROTOR**  
MTB | E-BIKES | ROAD | TRIAL

Branding

Category

Uppercase - RBNo 3.1 / Style: Bold Italic\*

\*The inclination degree of the category is modified according to the inclination degree of the mark which is -24,36°.

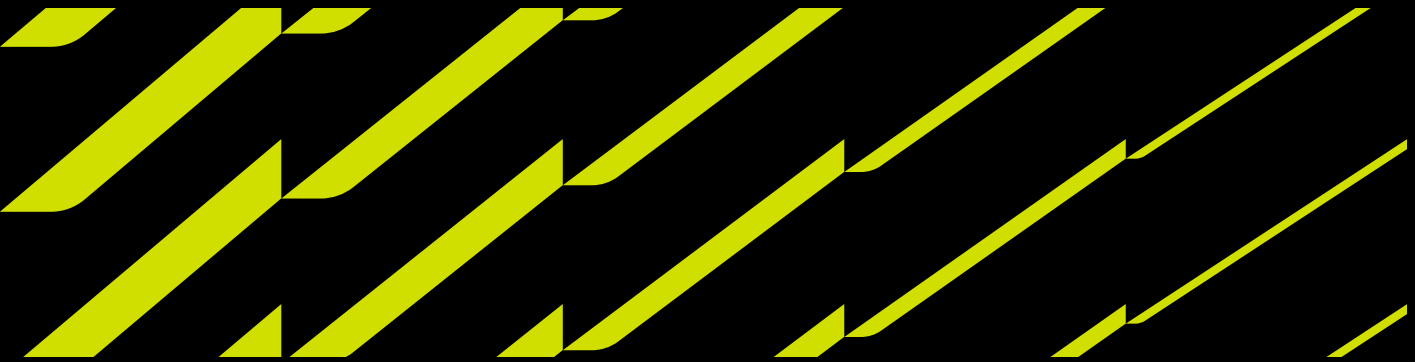
Product

Uppercase - RBNo 3.1 / Style: Bold  
Size Hierarchy: 75% of category size

Quality/Specification

Uppercase - RBNo 3.1 / Estilo: Bold  
Size Hierarchy: 50% of product size

Preferably justify headlines  
on the right.



**2**  
***GALFER***  
***TYPOGRAPHY***

Uppercase - RBNo 3.1

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

Lowercase - RBNo 3.1

**abcdefghijklmn  
opqrstuvwxyz**

Numbers - RBNo 3.1

**0123456789**

---

Header 1.0  
Header 2.0  
Header 3.0

Uppercase - Exo

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

Lowercase - Exo

**abcdefghijklmn  
opqrstuvwxyz**

Numbers - Exo

**0123456789**

---

Body 1.0  
Body 2.0

Header 1.0  
Style: Black Italic  
Size Hierarchy: 100%

# ***PRODUCTION***

Header 2.0  
Style: Bold Italic  
Size Hierarchy: 50%

## ***All GALFER products***

Header 3.0  
Style: Medium Italic  
Size Hierarchy: 12%

***All GALFER products (discs, pads and brake lines) are designed and manufactured in our 6000 sq. meters factory at Granollers (Barcelona), next to the Circuit de Catalunya.***

Body 1.0  
Style: Regular  
Size Hierarchy: 12%

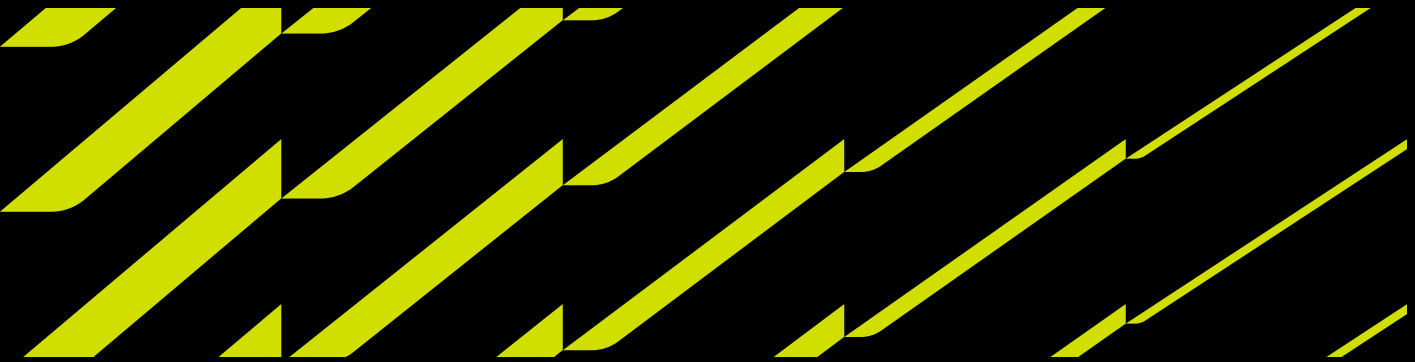
Industrias Galfer is a leading manufacturer of friction materials and components for braking systems for the motorcycling and bicycle sectors.

Since our company was founded in 1952, we have been known for being at the forefront of innovation, quality and organization. Today we link our experience and tradition to new technologies, cutting-edge materials and the most advanced management systems.

Body 2.0  
Style: Regular  
Size Hierarchy: 7%

In this extremely demanding market, we know that the only way of staying ahead our competitors and to continue being a world reference in the manufacturing of braking systems is to invest in continual improvement.

Our team at the R&D department combines their passion and enthusiasm with the latest technology to offer the best final product, with improved brake power, reduced wear, and less noise, preferred by major original equipment manufacturers (OEM).



**3**  
***GALFER***  
***COLOR***

# *GREEN GALFER*

Pantone® 389 C  
RAL 110 80 70  
CMYK (30, 0, 100, 0)  
RGB (208, 223, 0)  
Hex #D0DF00

# *WHITE*

CMYK (0, 0, 0, 0)  
RGB (255, 255, 255)  
Hex #ffffff

# *IRON*

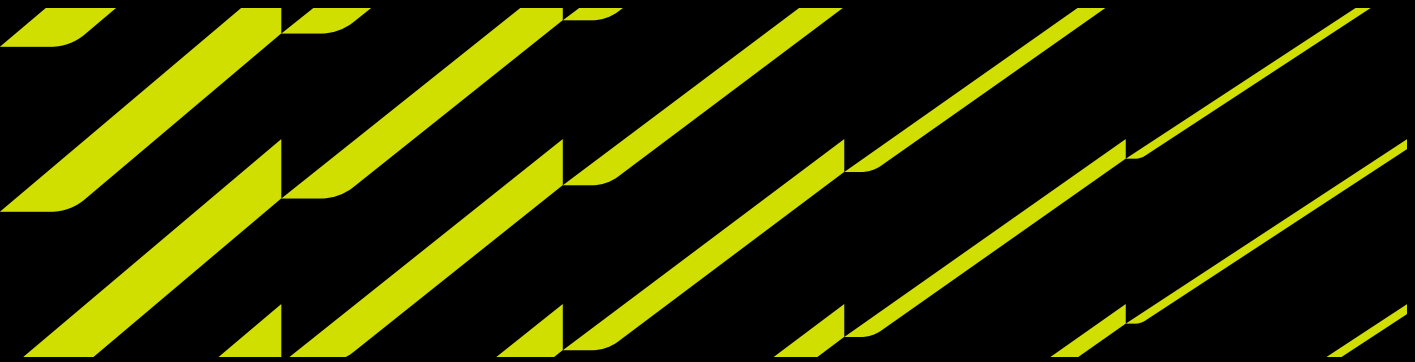
RAL 7024  
CMYK (67, 53, 47, 43)  
RGB (74, 78, 83)  
Hex #4A4E53

# *BLACK*

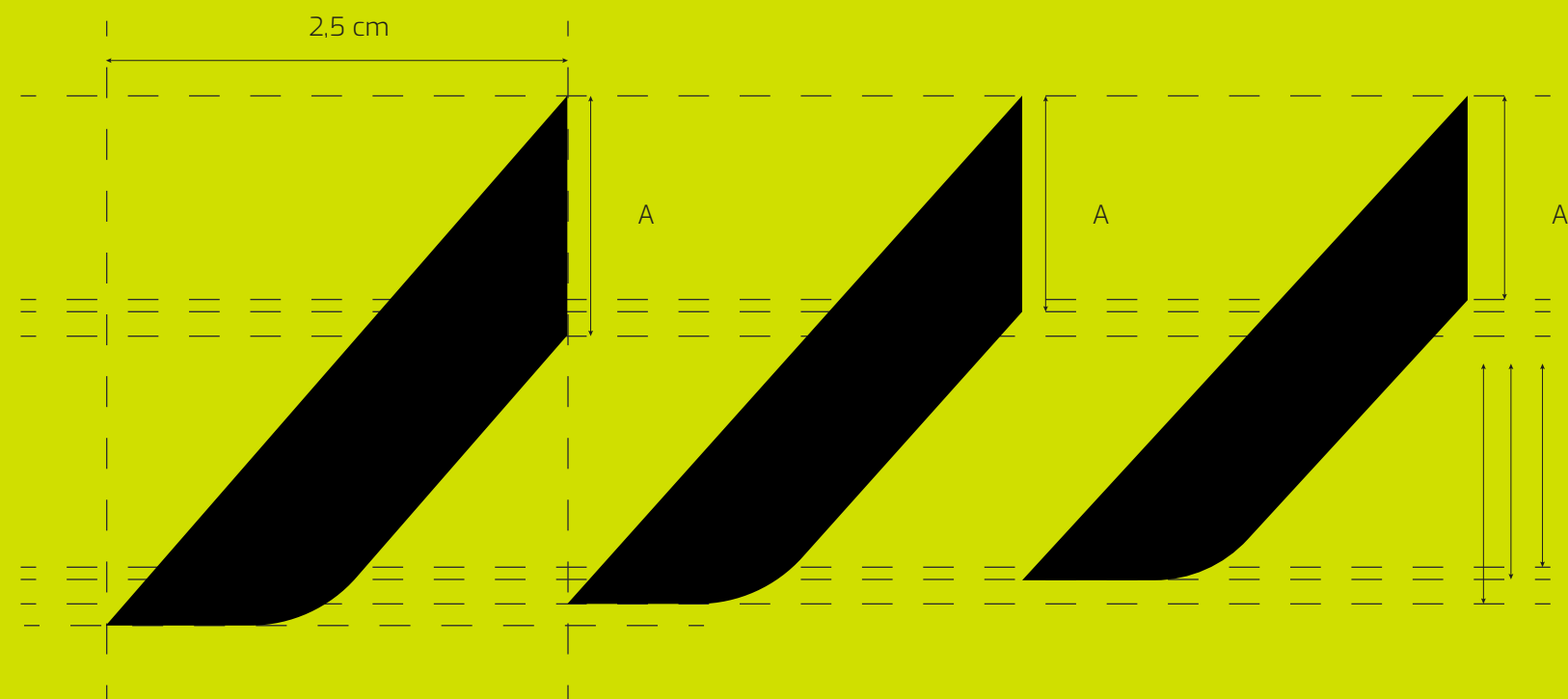
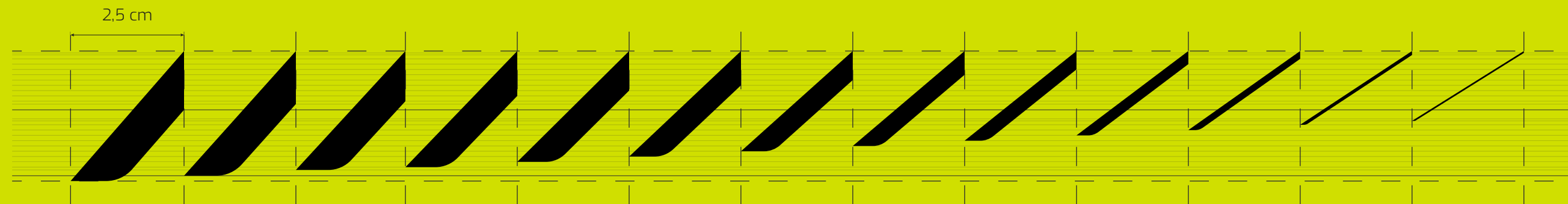
CMYK (0, 0, 0, 100)  
RGB (0, 0, 0)  
Hex #000000

# *STEEL*

RAL 9003  
CMYK (17, 10, 9, 0)  
RGB (219, 222, 226)  
Hex #DBDEE2

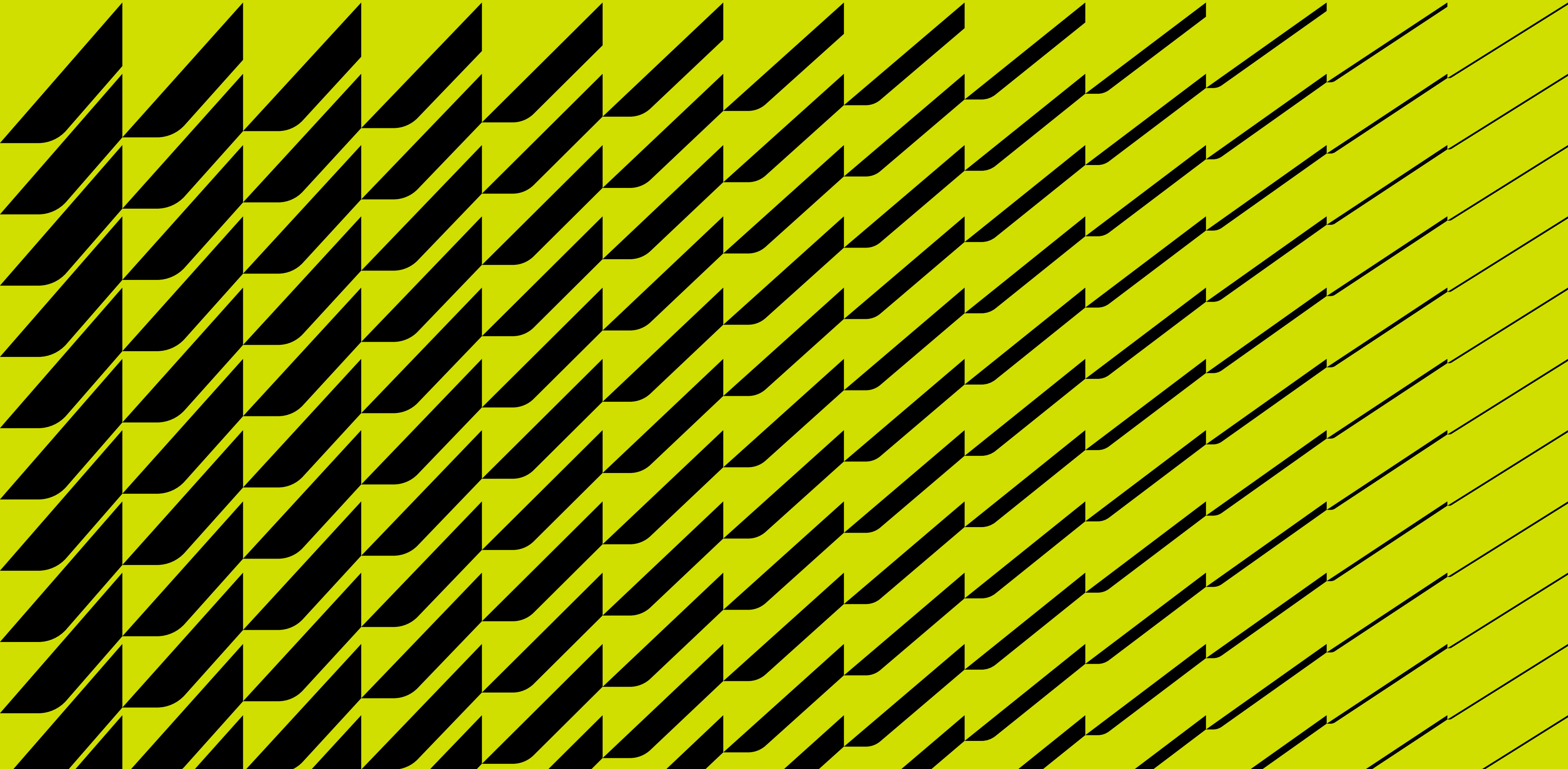


# ***GALFER GRID 4***

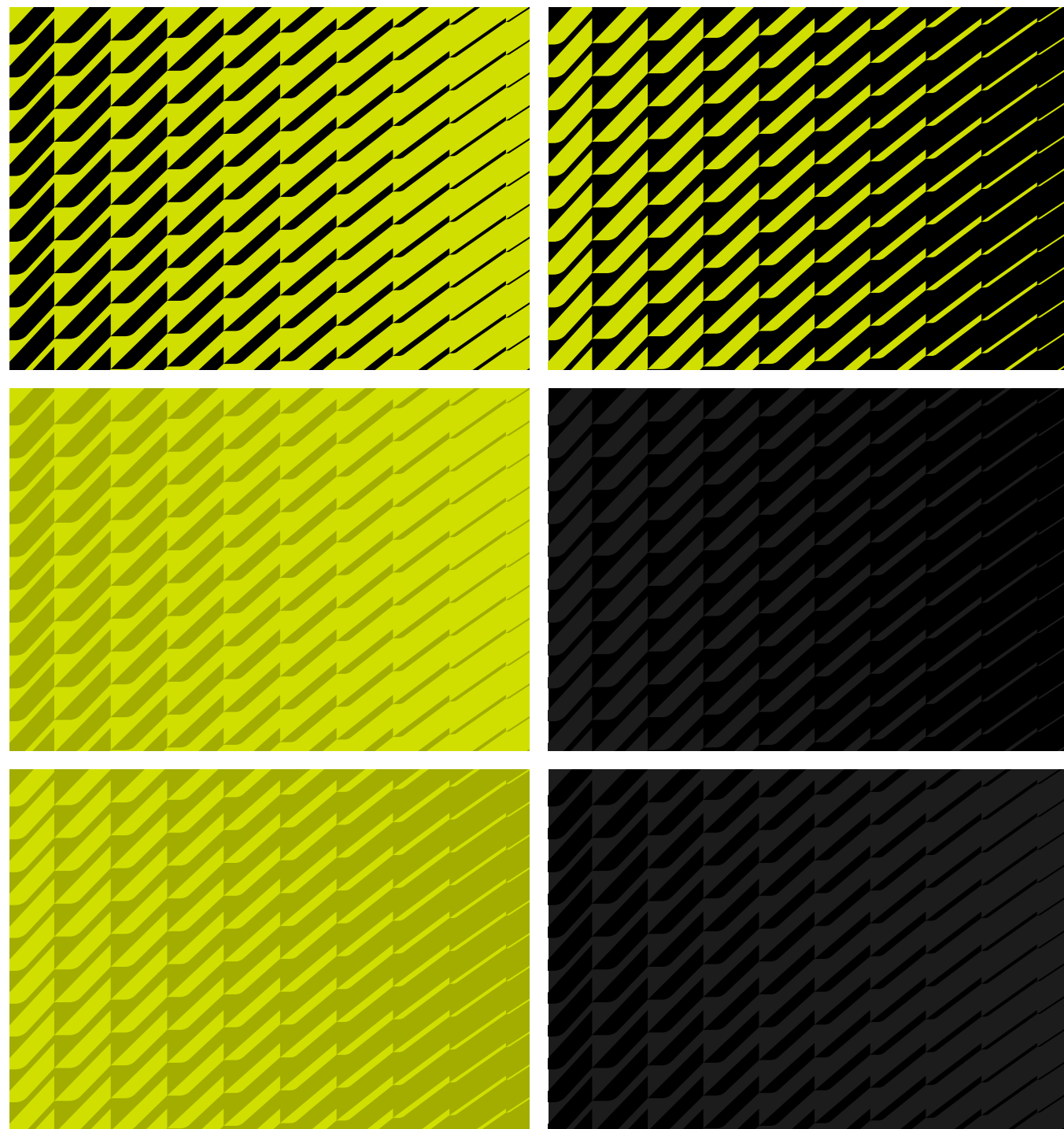


The graphic resource has a creation system in which we start from a base width (2.5cm). The height and the staggering of lines varies depending on their thickness.

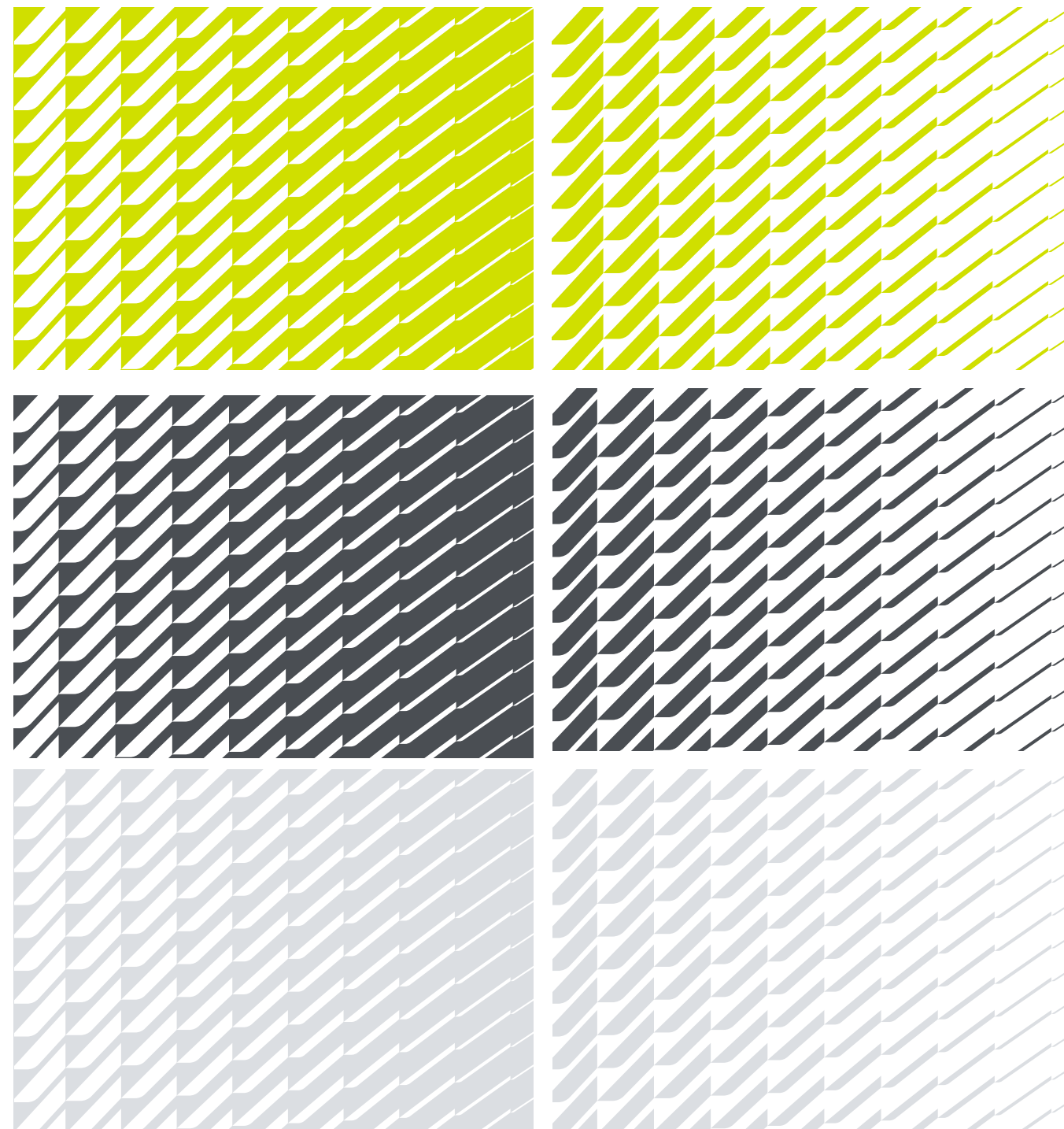




Primary Grid combination



Secondary Grid combination





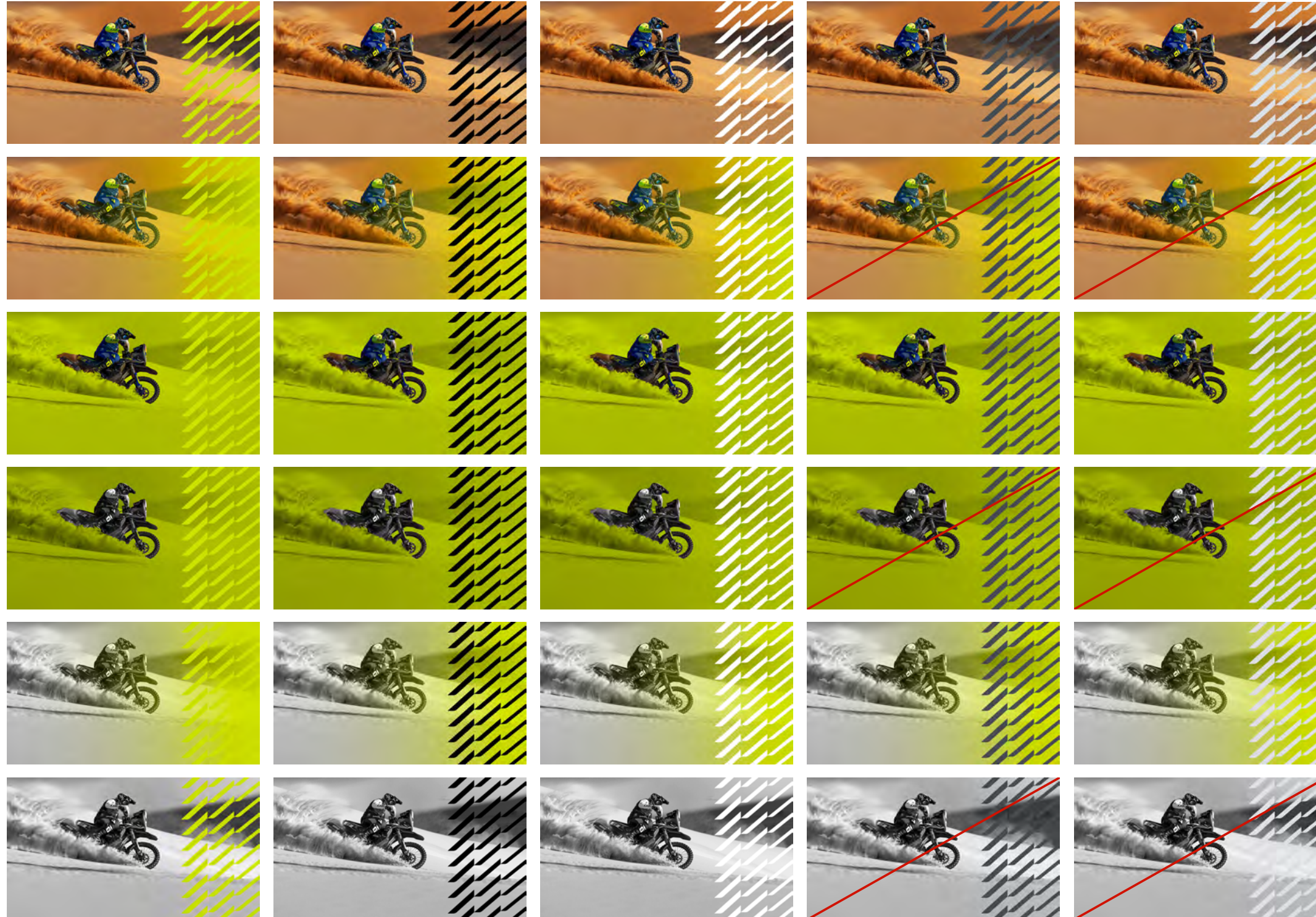
Green Galfer Grid

Black Grid

White Grid

Iron Grid

Steel Grid



Color photo  
+ Grid

Color photo  
+ Gradient  
+ Grid

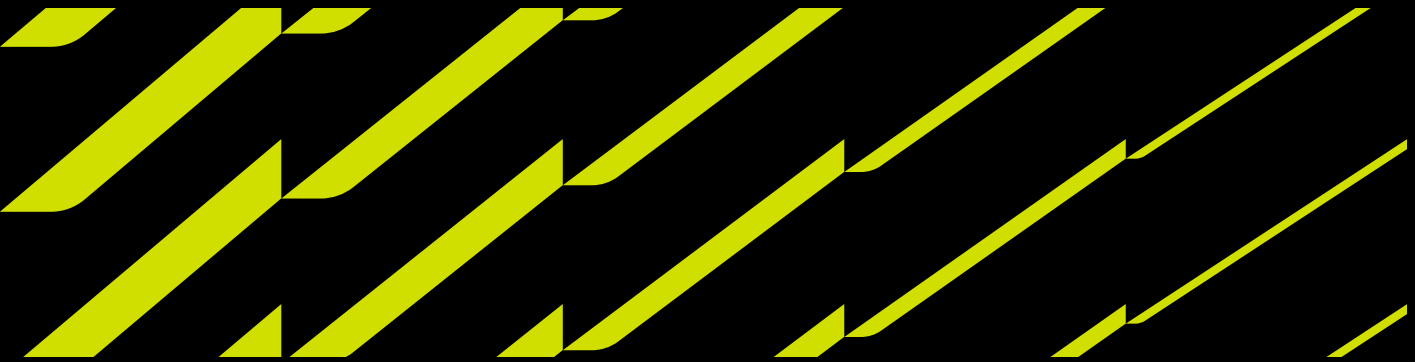
Color photo  
corridor/object  
+ Dyed background  
+ Grid

B&W photo  
corridor/object  
+ Dyed background  
+ Grid

B&W photo  
+ Gradient  
+ Grid

B&W photo  
+ Grid

/Not recommended option



# ***5 APPLICATIONS***





# **GALFER**<sup>®</sup>

## *Basic Brand Guidelines* *2024*

Galfer Marketing Department  
dortiz@galfer.es

