



BRAND IDENTITY CRAFTED FOR  
**PITCHED HALO CUSTOMS**



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PITCHED HALO  
CUSTOMS

## Basic Components

To create a brand identity that displays the specialty, detail-orientated nature of Pitched Halo Customs we employed a detailed “woven” monogram. The PHC monogram brandmark features a single piece construction making it ideal for both large and small applications. The text accompanying the brandmark is a vintage motoring inspired font. The all-caps nature gives a bold emphasis for both titles and body text.

ROAD<sup>WAY</sup>

REGULAR

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  
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

SPECIAL CHARACTERS

? ! @ # \$ % & \* ( ) { } ¨ , . : ; ‘ “ ” / \ | + =

NUMBERS

1 2 3 4 5 6 7 8 9 0

## Typography

The selected font *ROADway* is a simple nod to US highway lettering observed on New York street signs. A given pairing of two weights of highway lettering would often be used on the same sign, condensed for the main name (Roadway uppercase) and a half-size regular superscript (Roadway lowercase) for ‘road’ or ‘street.’ The implication of ROADway brings a legibility to all text used by the client, whether printed or digital.

## Colors

In choosing a selection of colors to work with the other brand assets, we took note of monochromatic images of early custom motorcycles. We also wanted to reference the gold that would characterize a halo when monochrome needed an extra push toward visibility. This simple palette gives more than enough dimension to create a high contrast look that will catch the attention of bikers near and far.







WHEN BUILDING A BRAND IDENTITY THERE IS AN UNDERSTANDING THAT EACH INDIVIDUAL ASSET OF THE BRAND MUST BE ABLE TO SERVE AN INDIVIDUAL PURPOSE, WHILE STILL REMAINING IN SYNC WITH THE OTHER ELEMENTS OF THE BRAND. THE VARIOUS MARKS OF THE BRAND CAN BE USED WHEN SPACE OR LEGIBILITY IS LIMITED OR WHEN OR WHEN A LARGER USAGE IS ALLOTTED. THE VARYING SIZES CATER TO THE VARIOUS PURPOSES. NEED TO PLACE A BRANDMARK ON A SIGN - THERE'S A MARK FOR THAT. WOULD LIKE TO PUT A BRAND MARK ON A SHIRT OR BUSINESS CARD - THERE'S A MARK FOR THAT. NO MATTER THE PATH TO BE TAKEN, YOU'LL HAVE THE SPECIFIC ICON YOU NEED TO KEEP YOUR BRAND LEGIBLE WHEREVER IT IS SEEN.





DON CHARETTE  
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