

COMPANY LOGO:



Any time the company is being reference, the company logo shown above should be used. Where possible, the blue version should be used. If the background is darker, the white version may be used.

THE S BADGE:



Blue border for light background



White border for dark background

The Badge is to be the most common representation of the SuperSprings brand and should usually be accompanied with the Journey Better tagline (below).

TAGLINE:



JOURNEY BETTER



JOURNEY BETTER

The Journey Better tagline is the mission of the company, and an extension of the brand and the Badge. This badge, unless written in copy, should never be disconnected from the Badge.

PRODUCT LOGOS:

Whereas page shows our company brand, below are our product line logos.

These logos should be used only when referring to a specific product line(s) and are not be confused with or to replace our company logos/brand.

SuperSprings®

Our namesake, SuperSprings is often confused as our company brand and name. However, this SuperSprings logo is for our steel helper spring and should not replace our SuperSprings International logo or name.

SumoSprings®

The SumoSprings logo is to be used in reference to every SumoSprings product with the exception of Trailer SumoSprings and Coil SumoSprings. This is our micro-cellular polyurethane product.

Trailer SumoSprings®

Made from the same material as SumoSprings, the Trailer SumoSprings logo should only be used in reference to the products made for trailers.

Coil SumoSprings®

Made from the same material as SumoSprings, the Coil SumoSprings logo should only be used in reference to the product designed to fit original factory coil springs.

SuperCoils®

Different to Coil SumoSprings, the SuperCoils logo should be used in reference to our steel coil replacement product.

For all questions concerning our brand, or marketing in general, please email marketing@supersprings.com.