

VISUAL IDENTITY

Brand Guide

WHY GUIDELINES?

A great tire experience is seamless. When tires just work, drivers don't worry about stopping distance or premature wear. A tire that safely gets you from Point A to Point B is non-negotiable. But when something goes wrong, drivers remember a quick response or a dependable warranty. And they remember a brand that consistently delivers premium quality, durable tires at a great value.

The same commitment we have to creating exceptional products, we put into our branding and marketing communications. Customers want to see the same consistent, premium quality of our tires mirrored in our advertising. By following the rules and parameters explained in this guide, we can make sure the next time our customers hit the road, they know Nexen Tire USA has their back.

TABLE OF CONTENTS

01 THE NEXEN TIRE BRAND

Our Story, Vision & Promise	5
Brand Experience Standards	7

02 NEXEN LOGO GUIDELINES

Logo Colors	10
Logo Variations	11
Logo Dimensions & Spacing	12
Logo Background Usage	15
Tagline	17
Tagline Color	18
Tagline Variations	19
Tagline Dimensions & Spacing	20
Tagline Background Usage	23
Logo Printing Options	24
Prohibited Usage	25
Motorsports	26
Sponsorship Programs	27
Special Program Logos	28
Tire Product Logos	32

03 VISUAL ELEMENTS

Brand Colors	36
Typography	37
Tire Image Guidelines	41

04 IMAGERY & LAYOUT

Co-Op Advertising	45
Online Resources	46
Tire Product Imagery	47
Co-Brandable Media Assets	49

THE
NEXEN TIRE
BRAND

01

OUR STORY, VISION & PROMISE

OUR STORY

Established in 1942, Nexen Tire is proud to have served the tire industry for the past 78 years. Our company has evolved and grown over the years, but we remained constant in our unwavering quest for quality and customer satisfaction.

The name Nexen is a combination of two future-oriented words: next and century. It reflects Nexen's will and determination to prepare for the future and to drive a better tomorrow.

VISION

Though we have departments and offices all around the world, at Nexen, we are united in our goal to make and support the best tires on the market. Staying connected and working together globally means providing each department with the support and resources they need to perform and grow. Together, we lead the industry in dynamic offerings, and we're able to overcome adversity at every stage of the journey by putting creative ideas into practice and achieving beyond expectations.

PROMISE

We are dedicated to fulfilling our brand promise to explore innovative technologies, to develop safe and eco-friendly products, and to ensure active families and individuals reach their destination safely while enjoying a smooth and comfortable ride.

WE GOT YOU

WE GOT YOU means prioritizing safety as one of the nationwide leaders in no recalls. It means tirelessly pursuing a better driving experience with a passion for innovative designs and complexity in materials. And it means offering a range of tires for every lifestyle, vehicle, and climate. From family sedans to Formula Drift, WE GOT YOU.

At Nexen Tire, WE GOT YOU extends to our clients. By forecasting vehicle trends, designing outstanding products that meet market demand, and fostering partnerships and incentives that bring our brand directly to customers, our clients know they can count on Nexen Tire.

WE GOT YOU is the soul of our company. Simply put, it means we have your back. That's why over 30 million drivers worldwide rely on Nexen tires. Ride with us, from the test labs to the sales floor, to the highway and beyond.

BRAND EXPERIENCE ATTRIBUTES

Sales rely on relationships, and great relationships are founded on trust – trust that your word is good. The following attributes should be integrated into all marketing communication pieces to clearly showcase the Nexen brand:



BRAND EXPERIENCE ATTRIBUTES

PRIORITIZE QUALITY & SAFETY

When you have full confidence in your product, it shows. That's why at every level we make sure the sales department is proud to stand behind our tires. From rigorous quality control to innovative products that improve safety in all driving conditions, Nexen Tire delivers.

PASSION FOR INNOVATION & DESIGN

We know it's essential to lead the field in smart, safe, higher-performing tires. We meet market demand with our ever-expanding line-up that offers a solution for every vehicle, market, and season. Committed to the pursuit of a better driving experience, Nexen Tire is constantly seeking ways to innovate and achieve beyond expectations.

CONFIDENCE

Nexen Tire is proud to stand behind our products, and we know you are, too. That's why we offer one of the best warranties and roadside assistance plans in the industry. And thanks to our exceptional tire fulfillment rates, your clients can purchase with confidence, knowing that the products they expect will be the products they get.

VALUE

A premium tire, that's what Nexen Tire offers our clients and consumers. Through your efforts and the backing of incentive and education programs, we'll be able to capture a larger market share with our distributors and wholesalers.

PURPOSE-BUILT SUPPORT

Nexen Tire has your back with a variety of programs that support the company's visibility and reputation. By raising consumer awareness with targeted activations that benefit local retailers, and offering unique incentives that build relationships with exciting clients, we support your growing relationships.

TRAINING

With every tire that comes to market, we know training is an invaluable tool. Nexen Tire has the resources you need to represent your products, while helping educate clients and consumers about our newest innovations.

CARE FOR COMMUNITY

We will contribute to community by activating programs that support our consumer base.

NEXEN
LOGO
GUIDELINES

02

LOGO COLORS

The Nexen Tire logo is made up of two primary colors. The logo wordmark is the Nexen Purple. And the words underneath the mark are the Nexen Black. Please be sure to use the color callouts below when using the logo in any printed or digital marketing communication pieces.



NEXEN PURPLE

PMS 2602 C

C 60	R 129	H 291.26	X 14.88
M 100	G 41	S 71.53	Y 8.27
Y 0	B 144	V 56.47	Z 27.2
K 0			
	H 291.26	L 34.53	
#812990	S 55.68	A 51.67	
	L 36.27	B -38.83	

NEXEN BLACK

PMS BLACK C

C 0	R 0	H 0	X 0
M 0	G 0	S 0	Y 0
Y 0	B 0	V 0	Z 0
K 100			
	H 0	L 0	
#000000	S 0	A 0	
	L 0	B 0	

LOGO VARIATIONS

The four logo variations below are the only logos approved for use. No variations or rearrangement of the variations should be used unless you are using a one-color approved version of the logo.



PYRAMID STACKED LOGO (PREFERRED)



HORIZONTAL FLAT LOGO

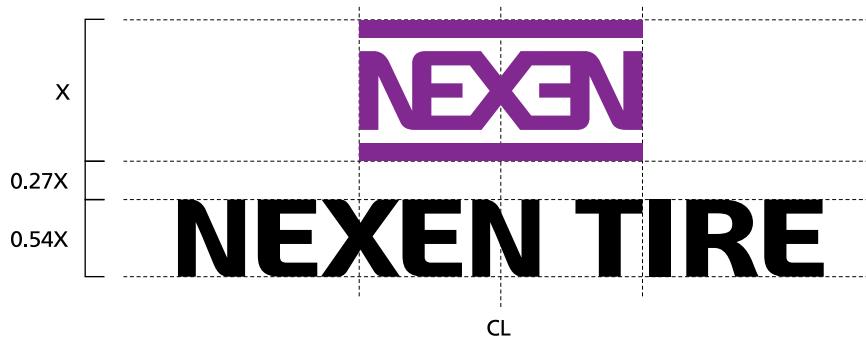


SQUARE STACKED LOGO

LOGO DIMENSIONS & SPACING

PYRAMID STACKED LOGO

Please follow the guidelines below for the clear space around the logo. The space around the logo needs to be equal to or more than the height of the “N” in the purple logo mark. The minimum printed size of the logo should be no smaller than .3125” in height.



PYRAMID STACKED LOGO

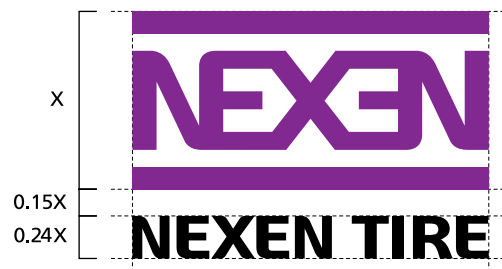


MINIMUM SIZE

LOGO DIMENSIONS & SPACING

SQUARE STACKED LOGO

Please follow the guidelines below for the clear space around the logo. The space around the logo needs to be equal to or more than the height of the “N” in the purple logo mark. The minimum printed size of the logo should be no smaller than .3125” in height.



SQUARE STACKED LOGO



MINIMUM SIZE

LOGO DIMENSIONS & SPACING

HORIZONTAL FLAT LOGO

Please follow the guidelines below for the clear space around the logo. The space around the logo needs to be equal to or more than the height of the “N” in the purple logo mark. The minimum printed size of the logo should be no smaller than .125” in height.



HORIZONTAL FLAT LOGO



MINIMUM SIZE

LOGO BACKGROUND USAGE

SOLID COLORS

When using the Nexen Tire logo on a colored background, please follow the guidelines below on when to use the knockout white logo versus the full-color logo.



WHITE LOGO ON PURPLE BACKGROUND



WHITE LOGO ON BLACK BACKGROUND



WHITE LOGO ON
90% BLACK



WHITE LOGO ON
80% BLACK



WHITE LOGO ON
70% BLACK



WHITE LOGO ON
60% BLACK



WHITE LOGO ON
50% BLACK



FULL-COLOR LOGO ON
40% BLACK



FULL-COLOR LOGO ON
30% BLACK



FULL-COLOR LOGO ON
20% BLACK

LOGO BACKGROUND USAGE

IMAGERY & VIDEO

Please note: When using the Nexen Tire logo on an image or video background, it is important to maintain ideal contrast situations between the logo and the background image. Below are examples of displaying the full color logo and reversed out white logo on image backgrounds.

When displaying the logo on a video/moving background, make sure the location of the logo on the screen has the proper contrast with the logo at all times.



TAGLINE

The WE GOT YOU tagline is used when we want to emphasize the promise offerings from Nexen Tire to its consumers. It can be used as a main graphic in signage and promo items, as part of a headline or with the Nexen Tire logo. Use of the tagline by itself is limited. If you plan to use the WE GOT YOU mark on its own, please contact a Nexen Tire representative at Marketing@NexenTireUSA.com.

we got you

TAGLINE

.125" [we got you

MINIMUM SIZE

TAGLINE COLOR

The WE GOT YOU Tagline is made up of only Nexen Dark Grey. Please be sure to use the color callouts below when using the logo in any printed or digital marketing communication pieces.

we got you

NEXEN DARK GREY
PMS COOL GREY 9 C

C 0	R 125	H 240	X 19.492
M 0	G 125	S 0	Y 20.508
Y 0	B 125	V 49.02	Z 22.330
K 60			
	H 0	L 52	
#7D7D7D	S 0	A 0	
	L 49	B 0	

TAGLINE VARIATIONS

The three tagline variations below are the only logos approved for use. No variations or rearrangement of the variations should be used unless you are using a one-color approved version of the logo.



PYRAMID STACKED LOGO (PREFERRED)



HORIZONTAL FLAT LOGO



SQUARE STACKED LOGO

TAGLINE DIMENSIONS & SPACING

PYRAMID STACKED LOGO

When the WE GOT YOU tagline is used with the Nexen Tire logo, please follow the guidelines below for placement and size of the tagline in relationship to the Nexen Tire logo. When using the tagline in any way that is not called out below, please contact a Nexen Tire representative at Marketing@NexenTireUSA.com.



PYRAMID STACKED LOGO



MINIMUM SIZE

TAGLINE DIMENSIONS & SPACING

SQUARE STACKED LOGO

When the WE GOT YOU tagline is used with the Nexen Tire logo, please follow the guidelines below for placement and size of the tagline in relationship to the Nexen Tire logo. When using the tagline in any way that is not called out below, please contact a Nexen Tire representative at Marketing@NexenTireUSA.com.



SQUARE STACKED LOGO



MINIMUM SIZE

TAGLINE DIMENSIONS & SPACING

HORIZONTAL FLAT LOGO

When the WE GOT YOU tagline is used with the Nexen Tire logo, please follow the guidelines below for placement and size of the tagline in relationship to the Nexen Tire logo. When using the tagline in any way that is not called out below, please contact a Nexen Tire representative at Marketing@NexenTireUSA.com.



HORIZONTAL FLAT LOGO



MINIMUM SIZE

TAGLINE BACKGROUND USAGE

SOLID COLORS

When using the Nexen Tire logo with tagline on a colored background, please follow the guidelines below on when to use the knockout white logo versus the full-color logo.



WHITE LOGO ON PURPLE BACKGROUND



WHITE LOGO ON BLACK BACKGROUND



WHITE LOGO ON
90% BLACK



WHITE LOGO ON
80% BLACK



WHITE LOGO ON
70% BLACK



WHITE LOGO ON
60% BLACK



WHITE LOGO ON
50% BLACK



FULL-COLOR LOGO ON
40% BLACK



FULL-COLOR LOGO ON
30% BLACK



FULL-COLOR LOGO ON
20% BLACK

LOGO PRINTING OPTIONS

PROMOTIONAL ITEMS

When printing a color promotional piece where multi-color printing may be cost-prohibitive, please specify the printing PMS colors. White can also be used for promotional items that are solid black or purple. Items that contain embroidery commonly use the white color logo since it provides the most amount of contrast. Be sure to follow the background usage guidelines on page 16.



NEXEN PURPLE
PMS 2602C

NEXEN BLACK
PMS BLACK C



PROHIBITED USAGE

RESPECT THE MARK. EMBRACE THE BRAND.

The Nexen Tire logo is only effective when it is used properly. Using the logo incorrectly, or distorting it in any way, can lead to confusion and present an unprofessional image. Below are only a few examples of ways in which the logo may not be used. If you have questions about how you may use the logo, please contact a Nexen Tire representative at Marketing@NexenTireUSA.com.



DO NOT CHANGE COLOR OF THE NEXEN LOGO



DO NOT ALTER THE LOGO



DO NOT DISTORT THE LOGO IN ANY WAY



DO NOT CHANGE THE FONTS USED IN THE LOGO



DO NOT CHANGE COLOR OF TEXT IN THE LOGO



DO NOT REARRANGE ELEMENTS IN THE LOGO



DO NOT CHANGE SIZE OF INDIVIDUAL ELEMENTS OF THE LOGO



DO NOT OUTLINE OR ADD A STROKE TO ANY ELEMENTS OF THE LOGO



DO NOT ADD ANY TYPE OF SHADOW TO THE LOGO



DO NOT PLACE AN IMAGE OR TEXTURE INSIDE ANY PART OF THE LOGO



DO NOT PLACE LOGO ON A BACKGROUND WITH LOW CONTRAST



DO NOT PLACE LOGO ON AN IMAGE AREA THAT IS TOO BUSY WITH TOO MANY ELEMENTS.

MOTORSPORTS

LOGO USAGE

The Nexen Tire motorsports logo should be used for all elements from car and event signage to promotional items and apparel, vehicle advertising, and more.



SPONSORSHIP PROGRAMS

MANCHESTER CITY

Please note: Using club IP has to be approved by the club prior to its use at all times.



Marketing Contact Information:
(909) 348-5212
Marketing@NexenTireUSA.com

SPECIAL PROGRAM LOGOS

NEXT LEVEL

The Nexen Tire Next Level Associate Dealer Program is the official rewards program, where dealers can earn rewards when buying Nexen branded tires. The Next Level Program pays out every dealer the same base cash-back. The Next Level logo is used in all marketing communication pieces created to maintain communication between dealers and Nexen.



ASSOCIATE DEALER PROGRAM



ASSOCIATE DEALER PROGRAM



ASSOCIATE DEALER PROGRAM



ASSOCIATE DEALER PROGRAM



ASSOCIATE DEALER PROGRAM

SPECIAL PROGRAM LOGOS

NEXEN ACE

Nexen ACE is Nexen Tire's education portal, NexenACE.com. Designed to elevate customer service, marketing efforts, and ultimately sales, the engaging portal is a valuable tool for tire industry professionals nationwide as they explore the rapidly expanding Nexen Tire brand.

NEXENACE

NEXENACE

ACCELERATED CERTIFICATION & EDUCATION

NEXENACE

NEXENACE

ACCELERATED CERTIFICATION & EDUCATION

NEXENACE

NEXENACE

NEXENACE

NEXENACE

ACCELERATED CERTIFICATION & EDUCATION

NEXENACE

ACCELERATED CERTIFICATION & EDUCATION

NEXENACE

ACCELERATED CERTIFICATION & EDUCATION

SPECIAL PROGRAM LOGOS

N'FERA CLUB

The Nexen Tire N'Fera Club logo is used with any marketing and communication pieces that feature the N'Fera Club including any PR announcements, advertising, signage, event merchandise, and social media.



SPECIAL PROGRAM LOGOS

TOTAL COVERAGE WARRANTY

The Nexen Tire Total Coverage Warranty logo should be used anywhere our warranty details are communicated or to highlight a particular tire or line of tires that hold the warranty. Please follow proper usage guidelines below on how to treat the logo depending on the color of the background.



TIRE PRODUCT LOGOS

ROADIAN AND N'FERA TIRE LOGOS

Please note: The Nexen Tire product logos should be used in any marketing material that is promoting a specific tire product. Please do not alter or change the logos in any way.

ROADIAN TIRE LINEUP

ROADIAN HTX RH5

ROADIAN AT PRO RA8

ROADIAN CT8 HL

ROADIAN HP

ROADIAN MT

ROADIAN MTX

ROADIAN GTX

N'FERA TIRE LINEUP

N'FERA SUR4G

N'FERA AU7

N'FERA SU1

N'FERA RU5

ROADIAN TIRE LINEUP

ROADIAN HTX RH5

ROADIAN AT PRO RA8

ROADIAN CT8 HL

ROADIAN HP

ROADIAN MT

ROADIAN MTX

ROADIAN GTX

N'FERA TIRE LINEUP

N'FERA SUR4G

N'FERA AU7

N'FERA SU1

N'FERA RU5

TIRE PRODUCT LOGOS

N'PRIZ, WINGUARD, AND ADDITIONAL TIRE LOGOS

Please note: The Nexen Tire product logos should be used in any marketing material that is promoting a specific tire product. Please do not alter or change the logos in any way.

N'PRIZ TIRE LINEUP

N'Priz AH5

N'Priz AH8

WINGUARD TIRE LINEUP

WINGUARD ice Plus

WINGUARD winSpike

WINGUARD winSpike WS62

WINGUARD winSpike WH62

WINGUARD Sport 2

WINGUARD ice SUV

N'PRIZ TIRE LINEUP

N'Priz AH5

N'Priz AH8

WINGUARD TIRE LINEUP

WINGUARD ice Plus

WINGUARD winSpike

WINGUARD winSpike WS62

WINGUARD winSpike WH62

WINGUARD Sport 2

WINGUARD ice SUV

TIRE PRODUCT LOGOS

N'PRIZ, WINGUARD, AND ADDITIONAL TIRE LOGOS

Please note: The Nexen Tire product logos should be used in any marketing material that is promoting a specific tire product. Please do not alter or change the logos in any way.

ADDITIONAL TIRE LOGOS

N5000 Plus

N5000 platinum

EURO WIN

Aria AH7

***N blue* ECO**

ADDITIONAL TIRE LOGOS

N5000 Plus

N5000 platinum

EURO WIN

Aria AH7

***N blue* ECO**

VISUAL ELEMENTS

03

BRAND COLORS

PRIMARY & SECONDARY

PRIMARY NEXEN PURPLE

PMS 2602C

C 60	R 129	H 291.26	X 14.88
M 100	G 41	S 71.53	Y 8.27
Y 0	B 144	V 56.47	Z 27.2
K 0			
	H 291.26	L 34.53	
#812990	S 55.68	A 51.67	
	L 36.27	B -38.83	

PRIMARY NEXEN BLACK

PMS BLACK C

C 0	R 0	H 0	X 0
M 0	G 0	S 0	Y 0
Y 0	B 0	V 0	Z 0
K 100			
	H 0	L 0	
#000000	S 0	A 0	
	L 0	B 0	

NEXEN PURPLE GRADIENT

PRIMARY NEXEN PURPLE

DARK PURPLE

C 60	R 75	H 290.85	X 4.85
M 100	G 25	S 70.24	Y 2.83
Y 0	B 84	V 32.94	Z 8.68
K 50			
	H 290.85	L 19.35	
#4C0055	S 54.13	A 33.06	
	L 21.37	B -25.11	

PRIMARY WHITE (WHITE SPACE)

C 0	R 255	H 0	X 95.05
M 0	G 255	S 0	Y 100
Y 0	B 255	V 100	Z 108.9
K 0			
	H 0	L 100	
#FFFFFF	S 0	A 0.01	
	L 100	B -0.01	

NEXEN GOLD

PMS 873C

C 20	#B4975A		
M 30			
Y 70	H 40.67		
K 15	S 50		
	V 70.59		
R 180			
G 151	L 63.82		
B 90	A 2.84		
	B 35.98		
H 40.67			
S 37.5	X 31.73		
L 52.94	Y 32.57		
	Z 14.29		

NEXEN COOL GREY

PMS COOL GREY 1C

C 0	#DCDDDE		
M 0			
Y 0	H 210		
K 15	S 0.9		
	V 87.06		
R 220			
G 221	L 88.07		
B 222	A -0.15		
	B -0.62		
H 210			
S 2.94	X 68.56		
L 86.67	Y 72.2		
	Z 79.43		

NEXEN GREY

PMS COOL GREY 6C

C 0	#BCBEC0		
M 0			
Y 0	H 210		
K 30	S 2.08		
	V 75.29		
R 188			
G 190	L 76.87		
B 192	A -0.31		
	B -1.26		
H 210			
S 3.08	X 48.67		
L 74.51	Y 51.32		
	Z 57.21		

NEXEN SILVER

PMS 877C

C 0	#A7A9AC		
M 0			
Y 0	H 216		
K 40	S 2.91		
	V 67.45		
R 167			
G 169	L 69.16		
B 172	A -0.13		
	B -1.8		
H 216			
S 2.92	X 37.57		
L 66.47	Y 39.57		
	Z 44.69		

TYPOGRAPHY

Typography is one element that gives our marketing and communication pieces a distinctive and professional look and feel before someone even reads the text. Use the following font choices sensitively, using a keen eye to keep the overall layout organized, consistent, and compelling.

BRAND TYPOGRAPHY

GOTHAM FONT FAMILY

The Gotham font family is one of the main fonts used in Nexen Tire advertising. The font works well as a headline font and as a body copy font.

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND TYPOGRAPHY

FUTURA FONT FAMILY

The Futura font family is one of the main fonts used in Nexen Tire advertising. This font is ideal for headline and sub-headline copy. When extensive body copy is needed, the Gotham font family proves to provide better legibility.

FUTURA STD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA STD HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA STD BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA STD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND TYPOGRAPHY

WEBSITE & DIGITAL FONTS

For website, digital, and app development pieces, the following fonts should be used.

ROBOTO CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO CONDENSED LIGHT

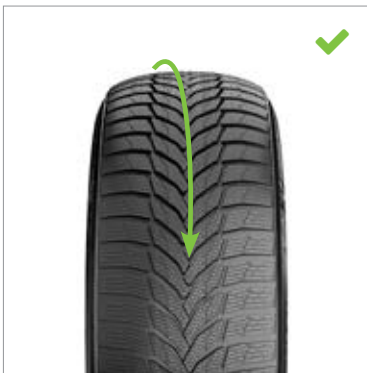
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIRE IMAGE GUIDELINES

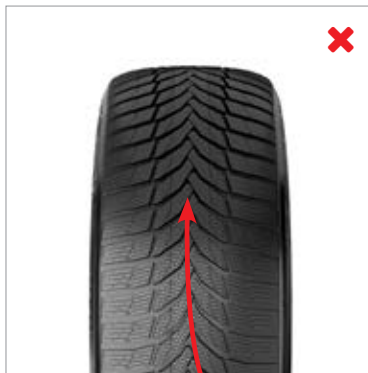
DIRECTIONAL TIRES | PROPER USE IN ADVERTISING

All directional tire patterns used in advertising and communication material should be placed with the directional pattern going in the direction of the viewer. Please see example and clarification below.

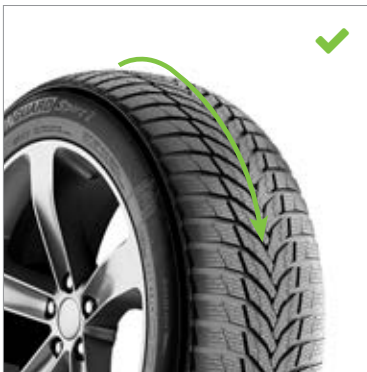
CORRECT USAGE



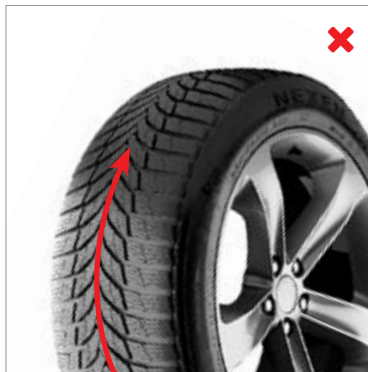
INCORRECT USAGE



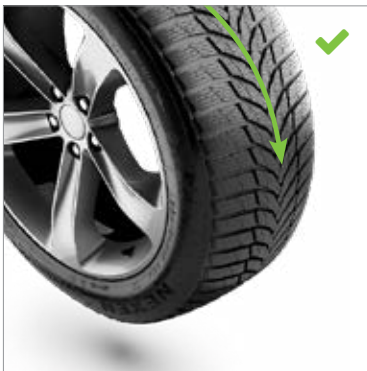
CORRECT USAGE



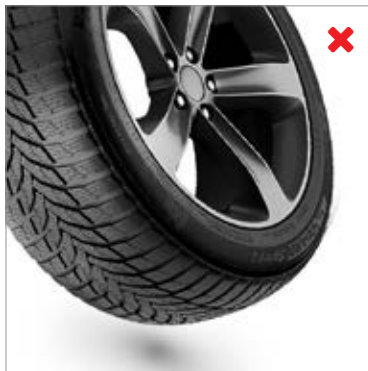
INCORRECT USAGE



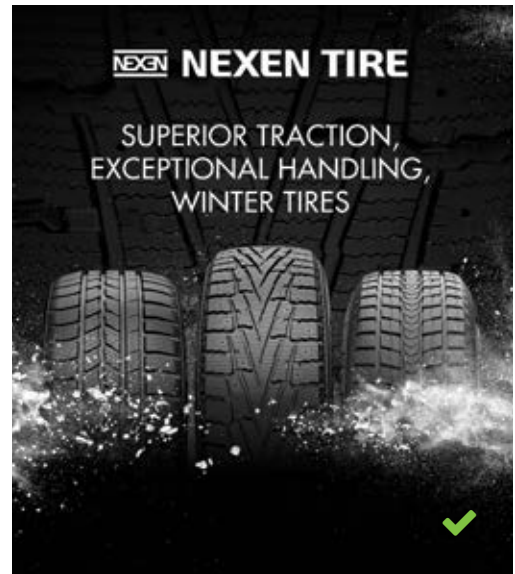
CORRECT USAGE



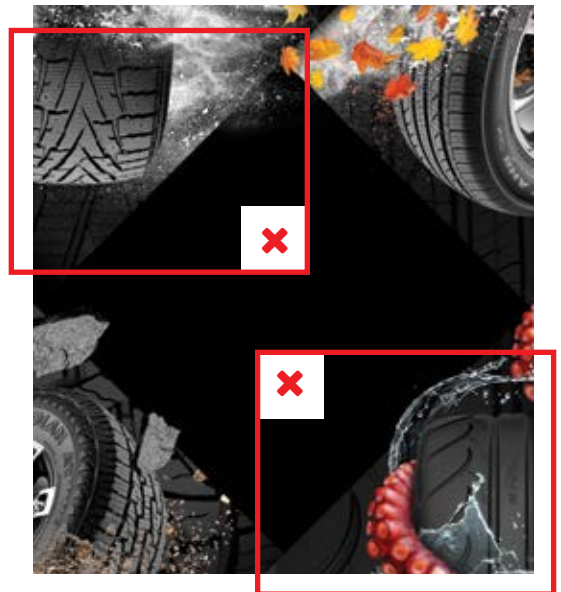
INCORRECT USAGE



CORRECT USAGE IN ADVERTISING



INCORRECT USAGE IN ADVERTISING

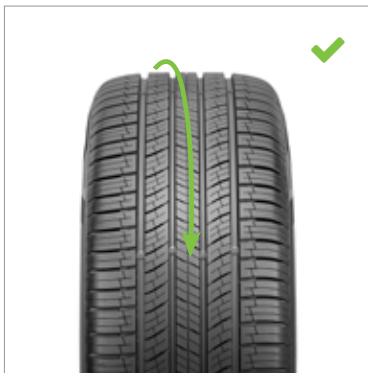


TIRE IMAGE GUIDELINES

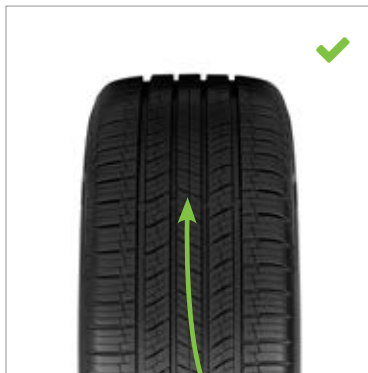
ASYMMETRICAL OR NON-DIRECTIONAL TIRES | PROPER USE IN ADVERTISING

When non-directional tire patterns are used in advertising and communication material, they can be placed with the pattern going in either direction in relation to the viewer. Please see example and clarification below.

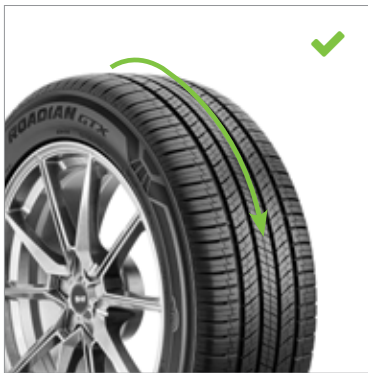
CORRECT USAGE



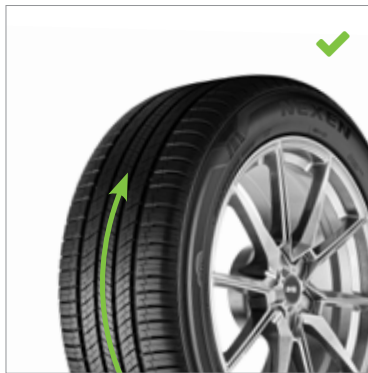
CORRECT USAGE



CORRECT USAGE



CORRECT USAGE



CORRECT USAGE IN ADVERTISING



IMAGERY & LAYOUT

04



NEXEN TIRE

we got you



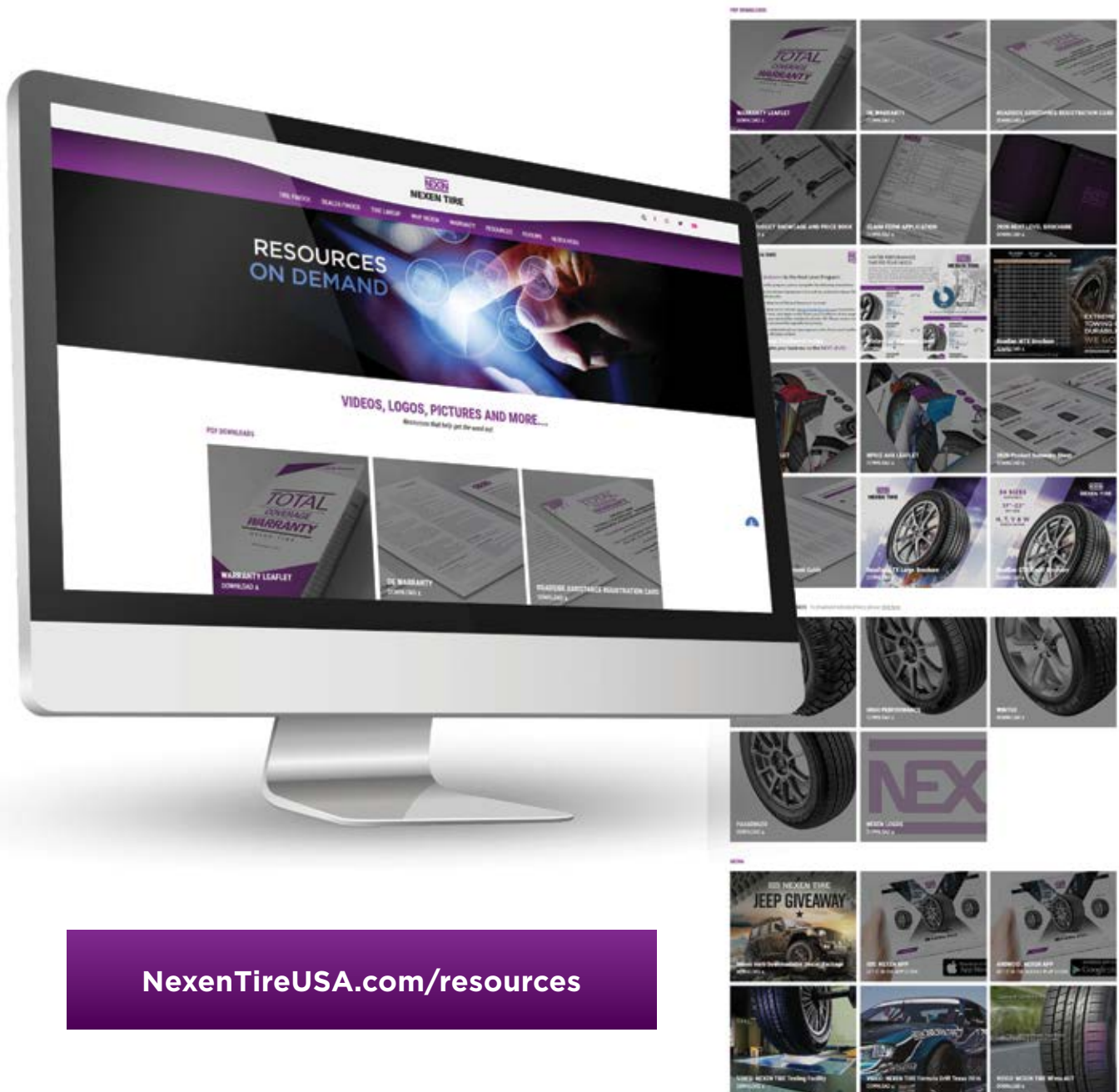
CO-OP ADVERTISING

In support of our dealers and distributors, Nexen Tire offers several resources to help with the branding and marketing of your services. The following pages detail tire product imagery available and co-brandable print and social media assets that are available for you to use as is and/or customize with your own company brand and information. Please follow the directions and guidelines for each asset when utilizing for your business and be sure to seek proper approval.

ONLINE RESOURCES

ACCESS VIDEOS, LOGOS, PICTURES, AND MORE

Nexen has provided many resources to help get the word out. Use the link below to access videos, logos, print ads, social media, and more. Resources can be found online at: NexenTireUSA.com/resources



TIRE PRODUCT IMAGERY

TIRE JPEGS | FOR USE ON WHITE BACKGROUND ONLY

Tire imagery is available for Nexen Tire's product lineup. There are three views provided for each tire: angle, sidewall and tread view shot. JPEG file options should always be used on a white background. Tire image resources can be found online at: [NexenTireUSA.com/resources](https://www.nexentireusa.com/resources)



ANGLE TIRE SHOT



SIDEWALL ANGLE



TREAD ANGLE

TIRE PRODUCT IMAGERY

TIRE PNGS | FOR USE ON COLOR OR IMAGE BACKGROUNDS

Tire imagery PNG file options allow you to showcase tire imagery on a color background or image background as long as the tire is legible and there is enough contrast between the tire and the background. Tire image resources can be found online at: [NexenTireUSA.com/resources](https://www.nexentireusa.com/resources)



CO-BRANDABLE MEDIA ASSETS

PRINT MEDIA

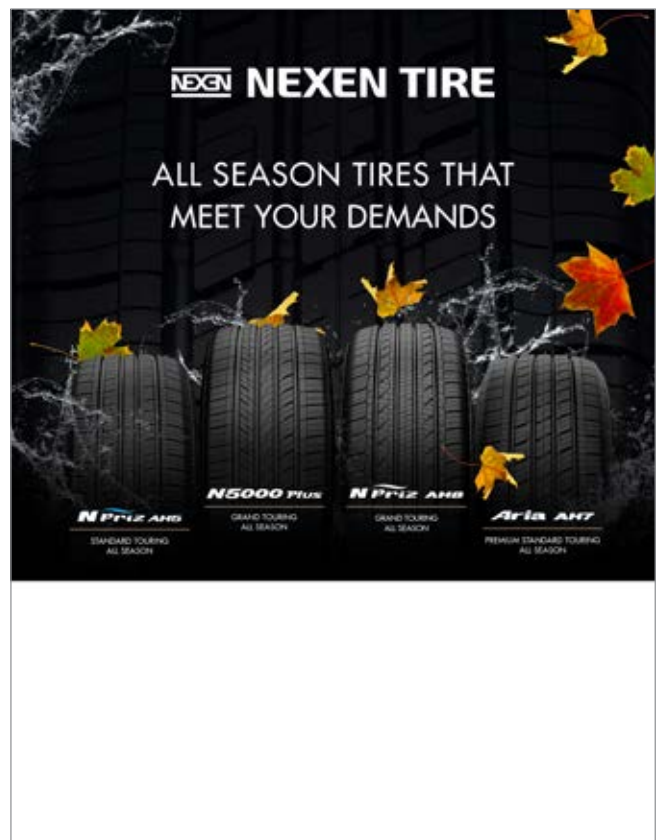
A co-brandable set of social media assets is available for dealers and distributors for general and product use, including the Roadian GTX and Roadian MTX.

Please note: All available assets are for a standard 8.5" x 11" print ad placement. Ads include a 1/8" bleed on each side as well. If special size requirements are required or for any questions, please contact Nexen Tire's Marketing Department at Marketing@NexenTireUSA.com.

THE PRINT ADS AVAILABLE CONTAIN 2 VARIATIONS OF CREATIVE



BLACK GRADIENT OR BOX AREA
(FOR WHITE OR LIGHT-COLOR LOGOS)



WHITE GRADIENT OR BOX AREA
(FOR BLACK OR DARK-COLOR LOGOS)

CO-BRANDABLE MEDIA ASSETS

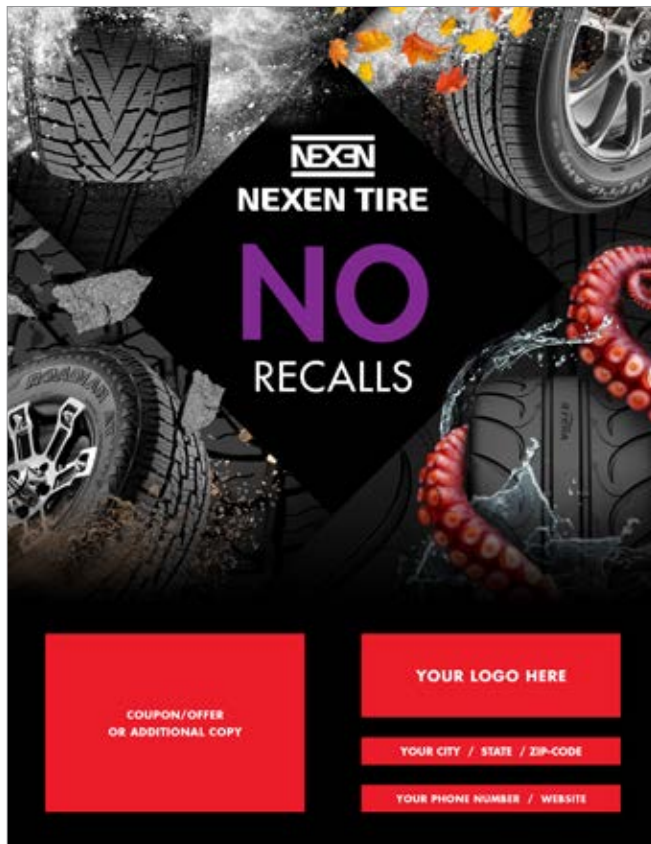
PRINT MEDIA | CUSTOMIZING AN AD

IF YOU HAVE ACCESS TO PHOTOSHOP OR SIMILAR DESIGN SOFTWARE, CHOOSE:

BLACK OR WHITE BOTTOM GRADIENT/BOX IMAGES

- Add your logo, location information, phone number, website, and social media icons to the creative.
- Option to add a location coupon for tires or services, or add additional copy pertaining to the shop/dealer location.
- Choose the logo/font color that best fits the ad – full color, reverse white, or black.

ALL PRINT ADS MUST BE SUBMITTED TO NEXEN TIRE'S MARKETING DEPARTMENT BEFORE PLACEMENT AT MARKETING@NEXENTIREUSA.COM



CONTENT PLACEMENT SAMPLES ONLY

CO-BRANDABLE MEDIA ASSETS

PRINT MEDIA | ROADIAN GTX



ROADIAN GTX WHITE V1



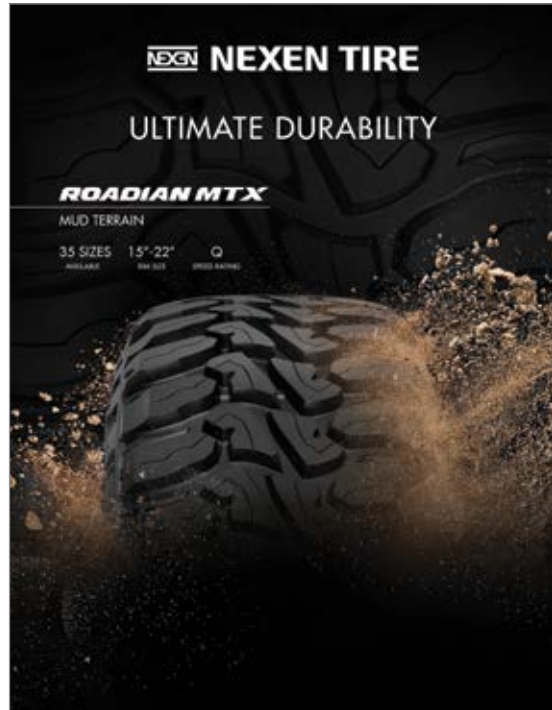
ROADIAN GTX WHITE V2

CO-BRANDABLE MEDIA ASSETS

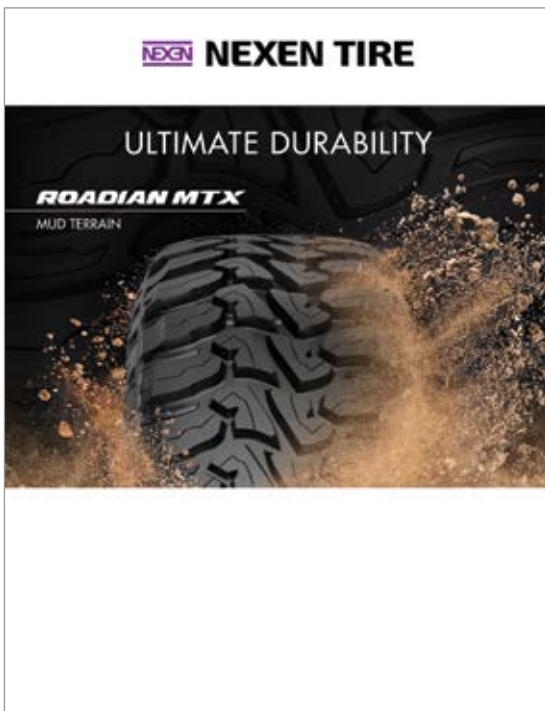
PRINT MEDIA | ROADIAN MTX



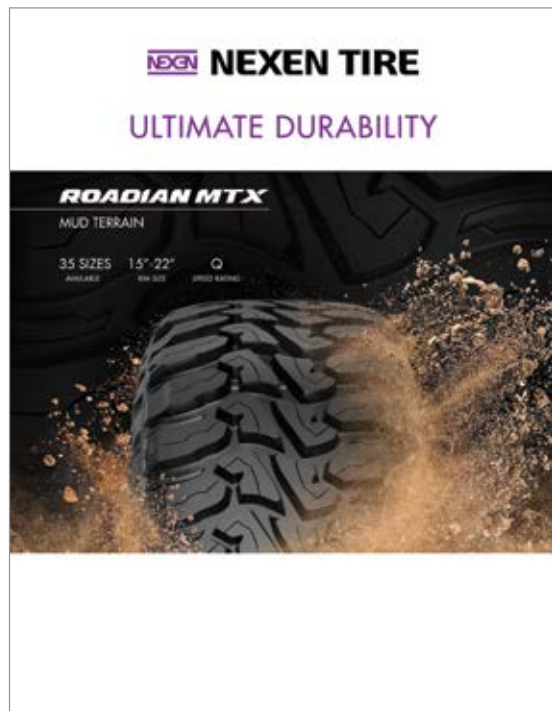
ROADIAN MTX BLACK V1



ROADIAN MTX BLACK V2



ROADIAN MTX WHITE V1



ROADIAN MTX WHITE V2

CO-BRANDABLE MEDIA ASSETS

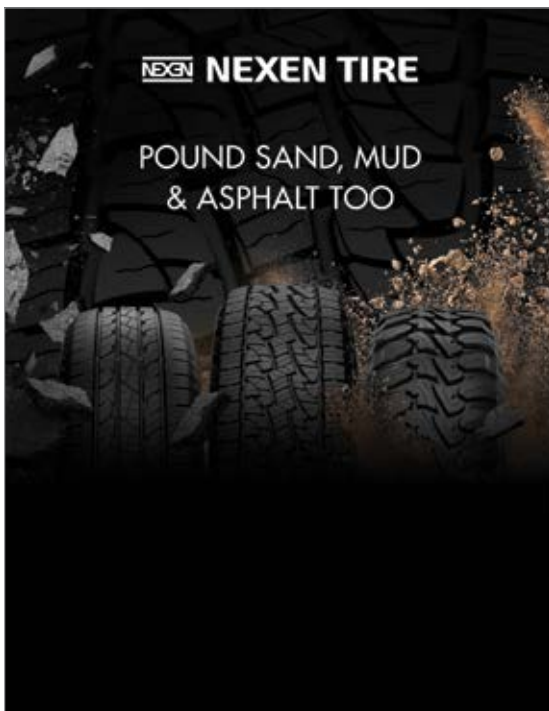
PRINT MEDIA | GENERAL



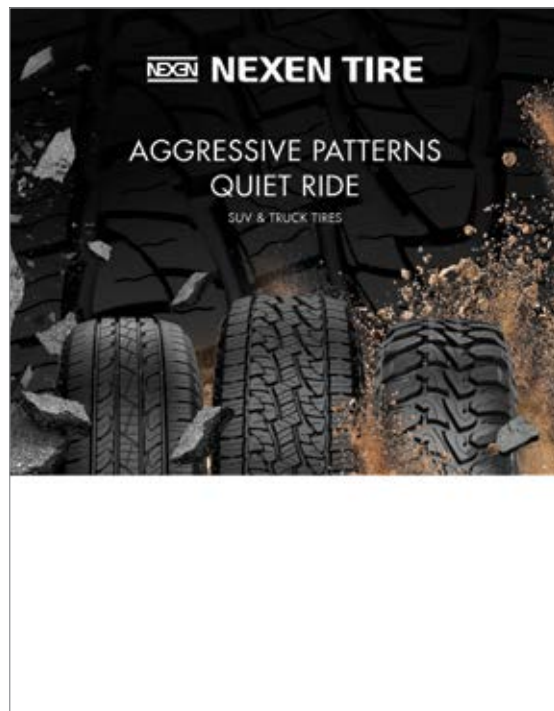
ALL SEASON BLACK FOOTER



ALL SEASON WHITE FOOTER



LIGHT TRUCK/SUV/CUV BLACK FOOTER



LIGHT TRUCK/SUV/CUV WHITE FOOTER

CO-BRANDABLE MEDIA ASSETS

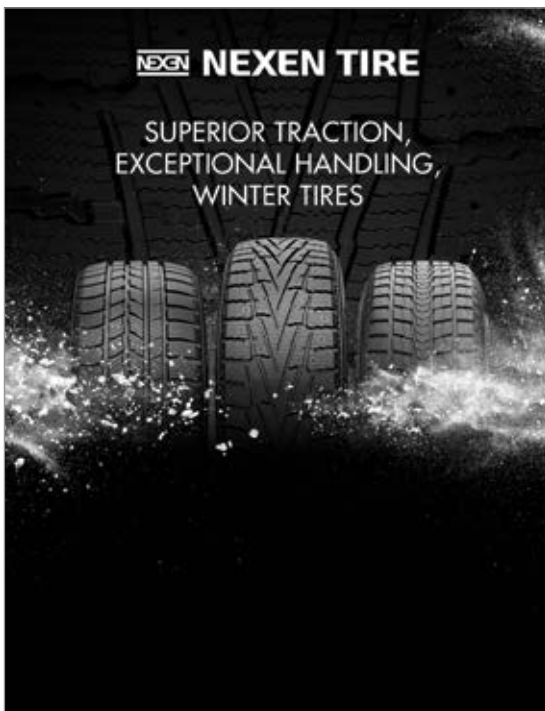
PRINT MEDIA | GENERAL



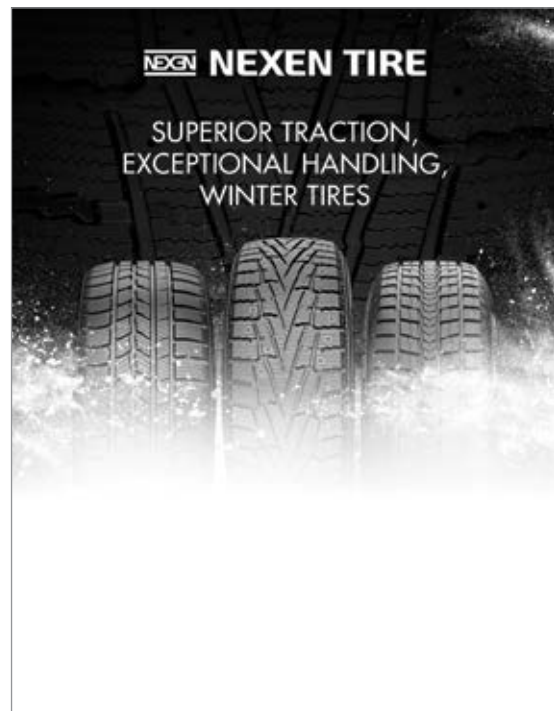
WINTER BLACK FOOTER V1



WINTER WHITE FOOTER V1



WINTER BLACK FOOTER V2



WINTER WHITE FOOTER V2

CO-BRANDABLE MEDIA ASSETS

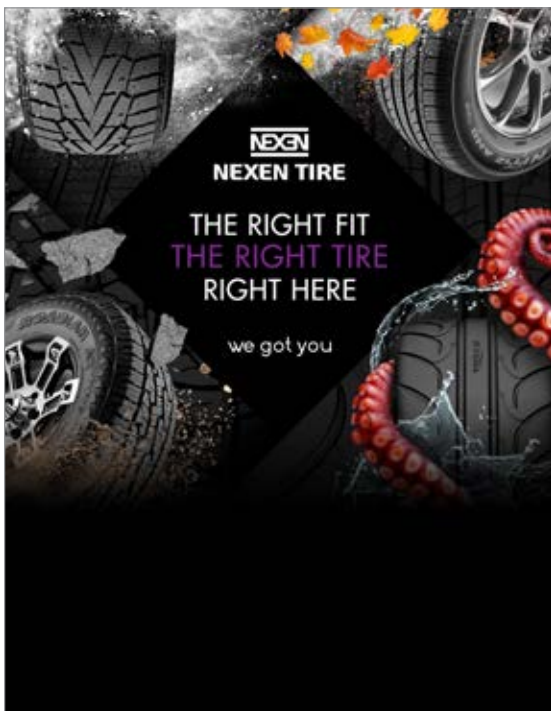
PRINT MEDIA | GENERAL



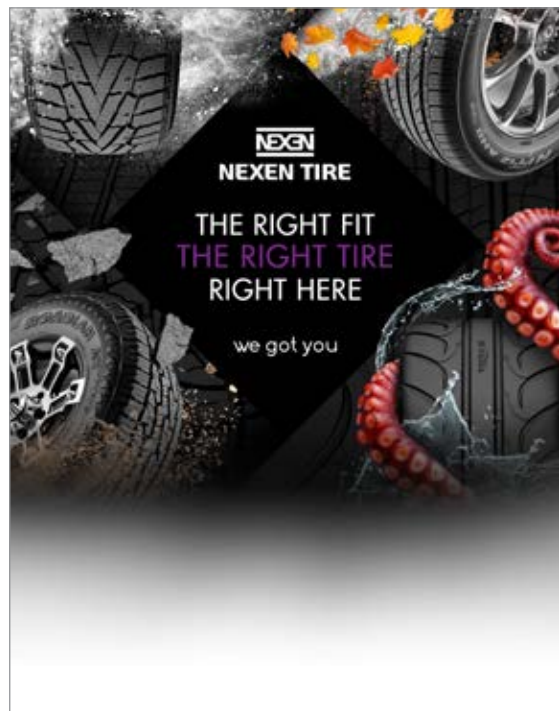
WE GOT YOU BLACK FOOTER



WE GOT YOU WHITE FOOTER



THE RIGHT FIT BLACK FOOTER



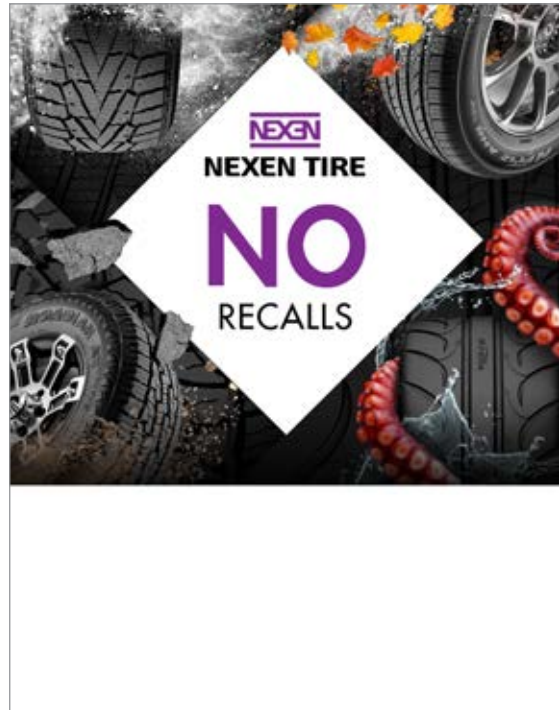
THE RIGHT FIT WHITE FOOTER

CO-BRANDABLE MEDIA ASSETS

PRINT MEDIA | GENERAL



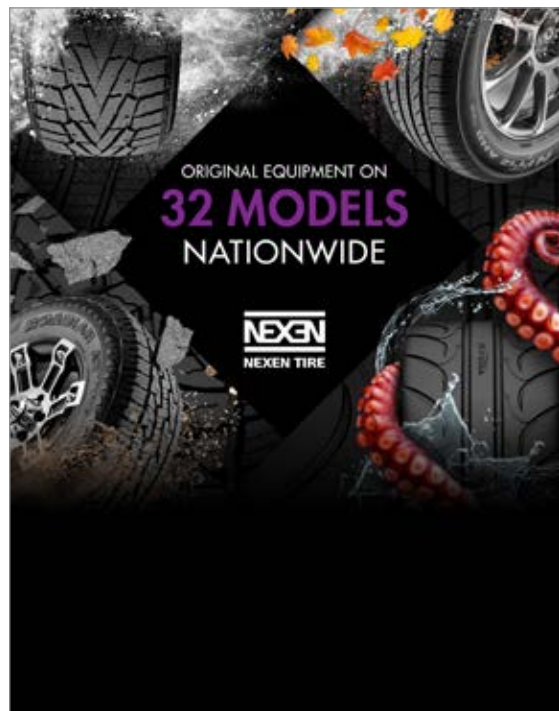
NO RECALLS BLACK FOOTER



NO RECALLS WHITE FOOTER



ELEMENTS BLACK FOOTER



OE NATIONWIDE BLACK FOOTER

CO-BRANDABLE MEDIA ASSETS

SOCIAL MEDIA

A co-brandable set of social media assets is available to dealers and distributors for general and product use, including the Radian GTX and Radian MTX.

**IF YOU HAVE ACCESS TO PHOTOSHOP OR SIMILAR DESIGN SOFTWARE, CHOOSE:
BLACK OR WHITE BOTTOM GRADIENT/BOX IMAGES**

- You may add your logo to the creative, as seen below.
- Choose the logo that fits the image best – full color, reverse white, or black.

**IF YOU DON'T HAVE ACCESS TO PHOTOSHOP OR SIMILAR SOFTWARE, CHOOSE:
FULL IMAGE, NO GRADIENT**

- Logo should not be added to the full-image asset and must be posted as is.

THE SOCIAL MEDIA ASSETS CONTAIN 3 VARIATIONS OF CREATIVE



BLACK GRADIENT OR BOX AREA
(FOR WHITE OR LIGHT-COLOR LOGOS)



WHITE GRADIENT OR BOX AREA
(FOR BLACK OR DARK-COLOR LOGOS)



FULL IMAGE, NO GRADIENT
(TO USE AS IS WITH NO LOGOS)

CO-BRANDABLE MEDIA ASSETS

SOCIAL MEDIA | CUSTOMIZING AN AD

ALWAYS POST ORGANICALLY ON YOUR BUSINESS SOCIAL MEDIA PAGE

If you choose to support your post with copy, follow these guidelines:

- Recognize the product.
- Bring the focus back to Nexen Tire and your dealership.
- Add a “Call to Action” like “Stop by and See Us” or “Visit Us at (enter location information)” and a link to your website or another form of contact.
- Add following hashtags: [@nexentireusa](#), [#NexenTire](#), [#NexenTires](#).



EXAMPLE OF POSSIBLE POST COPY.

We've got you covered with a full range of all-season tires ready to fit your ride! Stop by *[your dealership name]* today for a great deal on brand new Nexen tires. [#AllSeason](#) [#NexenTire](#) [#NexenTires](#)

CO-BRANDABLE MEDIA ASSETS

SOCIAL MEDIA | ROADIAN GTX WHITE CREATIVE



ROADIAN GTX FULL IMAGE V1



ROADIAN GTX BLACK FOOTER V1



ROADIAN GTX FULL IMAGE V2



ROADIAN GTX BLACK FOOTER V2

CO-BRANDABLE MEDIA ASSETS

SOCIAL MEDIA | ROADIAN GTX WHITE CREATIVE

FULL IMAGE



ROADIAN GTX WHITE FEATURE 1

WHITE FOOTER



ROADIAN GTX WHITE FEATURE 1



ROADIAN GTX WHITE FEATURE 2



ROADIAN GTX WHITE FEATURE 2



ROADIAN GTX WHITE FEATURE 3



ROADIAN GTX WHITE FEATURE 3

CO-BRANDABLE MEDIA ASSETS

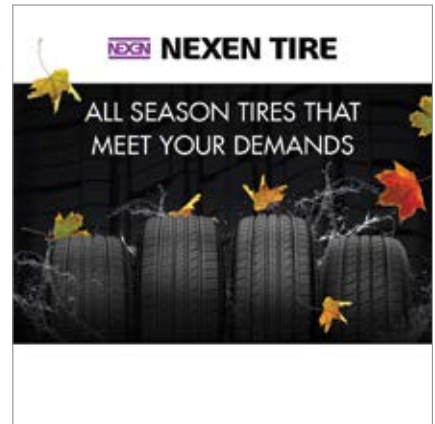
SOCIAL MEDIA | GENERAL



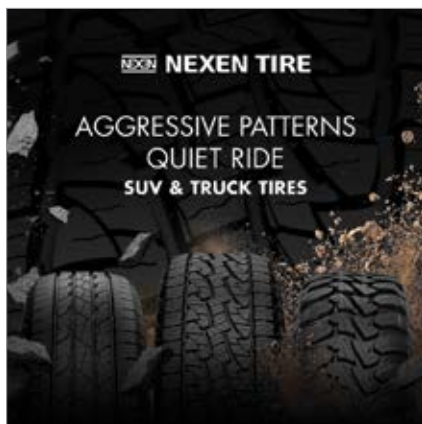
ALL SEASON FULL IMAGE



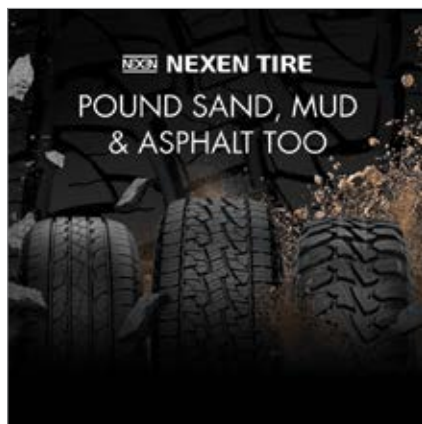
ALL SEASON BLACK FOOTER



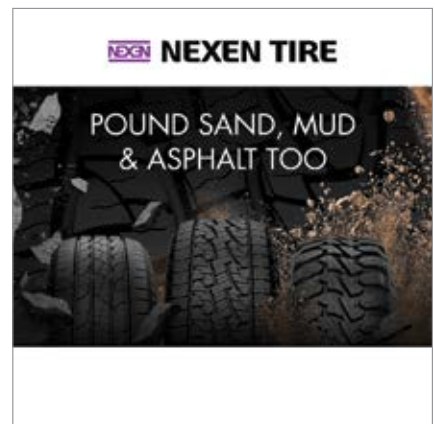
ALL SEASON WHITE FOOTER



TRUCK/SUV/CUV FULL IMAGE



TRUCK/SUV/CUV BLACK FOOTER



TRUCK/SUV/CUV WHITE FOOTER



WINTER TIRES FULL IMAGE



WINTER TIRES BLACK FOOTER



WINTER TIRES WHITE FOOTER

CO-BRANDABLE MEDIA ASSETS

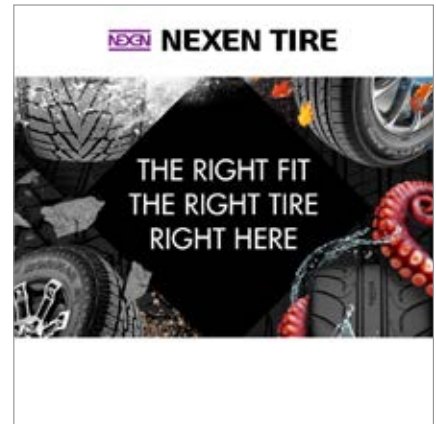
SOCIAL MEDIA | GENERAL



THE RIGHT FIT FULL IMAGE



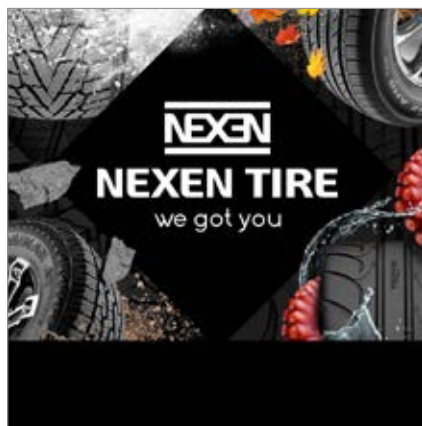
THE RIGHT FIT BLACK FOOTER



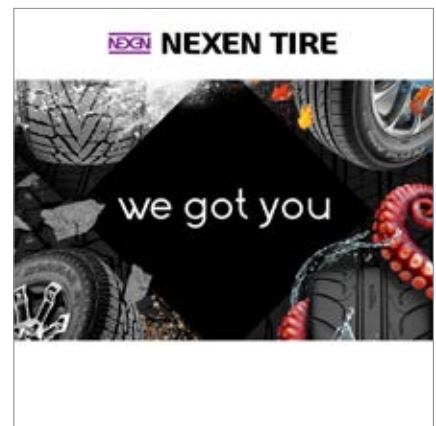
THE RIGHT FIT WHITE FOOTER



WE GOT YOU FULL IMAGE



WE GOT YOU BLACK FOOTER



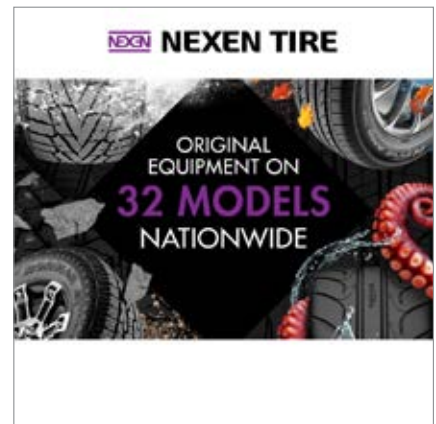
WE GOT YOU WHITE FOOTER



OE NATIONWIDE FULL IMAGE



OE NATIONWIDE BLACK FOOTER



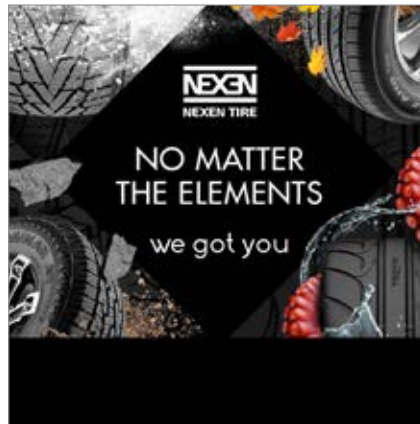
OE NATIONWIDE WHITE FOOTER

CO-BRANDABLE MEDIA ASSETS

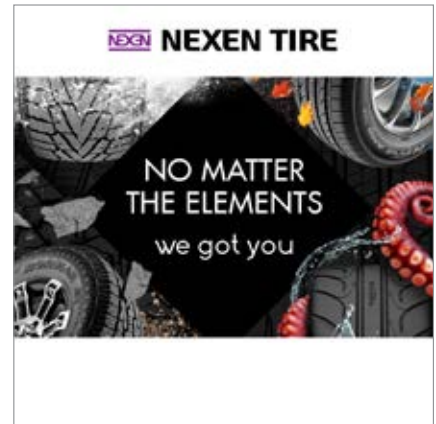
SOCIAL MEDIA | GENERAL



ELEMENTS FULL IMAGE



ELEMENTS BLACK FOOTER



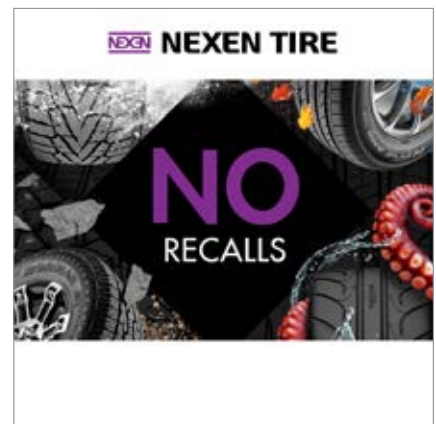
ELEMENTS WHITE FOOTER



NO RECALLS FULL IMAGE



NO RECALLS BLACK FOOTER



NO RECALLS WHITE FOOTER