



Harley-Davidson Visual Identity
and Trademark Guidelines

TABLE OF CONTENTS

- 3 PROTECTING OUR BRANDS
- 4 HARLEY-DAVIDSON VISUAL IDENTITY
 - Bar & Shield Logo
 - “MotorClothes American Legend” Logo
 - Genuine Motor Parts and Accessories Logos
 - Screamin’ Eagle® Logo
 - Harley Owners Group® Logos
 - Color
 - Typography
- 10 PHOTOGRAPHY AND VIDEO GUIDELINES
- 11 TRADEMARK USAGE
 - How to Use Our Trademarks
 - Authorized Dealer Rights
- 13 GENERAL INTERNET GUIDELINES
 - Internet Guidelines
 - Internet Promotion

CONTACT INFORMATION

Should you have any questions about using Harley-Davidson logos and trademarks—or just need some clarification—please refer to h-dnet.com or contact the following offices:

H-D Michigan, Trademark Inquiries 734.665.9243

H-D Marketing Communications, General Brand or Visual Identity Guidelines Inquiries 414.343.7252

Information herein regarding the use of Federal Trademark Symbols relates to the U.S. and Canada only, and should not be applied to other markets.

PROTECTING OUR BRANDS

Harley-Davidson logos and trademarks symbolize more than just the quality and heritage of our products. They stand for something important enough that people tattoo them on their skin. It's something that can't easily be expressed with words, but is felt in the soul. For many, "Harley-Davidson" isn't a name or a brand. It's a way of life.

Although it may be more difficult to capture the Harley-Davidson experience on paper, all members of the H-D family—corporate employees, distributors, dealers, licensees, suppliers, and marketing partners alike—must use words and symbols to communicate with each other and our customers. Our "visual identity" encompasses all of the ways our brand is communicated graphically—from logos and trademarks to color and typeface. It gives us a direct line to people's emotions, instantly triggering all the thoughts and feelings people associate with Harley-Davidson. So all elements of our visual identity must reflect the strength and tradition that Harley-Davidson represents. All the time.

Our logos and trademarks are some of our most valuable assets, so authorization to use them can only be given by the Harley-Davidson Motor Company. To preserve and protect the power of those marks, it is essential that everyone with the right to use them does so correctly. The material that follows is designed to provide clear guidelines on how to do that. And it also sets standards that allow us to maintain a consistent and strong presence in the marketplace.

If you are about to use the Harley-Davidson name, trademarks, or logos you should confirm with your Harley-Davidson Motor Company contact that you are an authorized user. You are in the unique position to protect and build the Harley-Davidson brand, and to ensure its legacy lives on. So embrace this opportunity. Take pride in it. And uphold what Harley-Davidson is all about.



STAGING

To protect design integrity, Harley-Davidson has established standards for a clear space around logos. This area of isolation, based on the height of the “H” in “Harley-Davidson” allows the logo to command visual attention. No typography or design element may be placed within this area.

FEDERAL TRADEMARK SYMBOL DISPLAY (U.S. ONLY)



The primary placement of the ® is outside the Bar & Shield, and centered below the “N” so that it is legible and noticeable.



When the design is self-contained, as on metal pins, embroidered designs, or in small applications (width of 5mm or less), incorporate the ® within the logo.

AUTHORIZATION

As an authorized user, you have access to Harley-Davidson artwork provided on the Dealer Ad Planner CD-Rom and h-dnet. You can obtain these materials through your contact at the Harley-Davidson Motor Company.

COLORS



The two official versions of the Bar & Shield logo—one in color and the other in black and white—are shown above. The color version must use Pantone® 165 Orange and Black.

ON DARK BACKGROUNDS



Special artwork, consisting of the Bar & Shield framed in white, is used whenever the logo is placed on a dark background.

IMPROPER USAGE



Do not alter the dimensions or change the proportions of the Bar & Shield. This can be ensured by locking the dimensions when you are resizing artwork.



Do not make alterations to, or substitutions for the words and/or colors contained within the Bar & Shield logo. Use the artwork and colors as provided in these guidelines.

SMALL APPLICATIONS



In self-contained and small applications, or when the width of the Bar & Shield is 5 millimeters or less, this contained ® version is also used.



Do not use unframed artwork when reproducing the Bar & Shield on a black background. Use the special logo that includes a white frame.



Never apply the Bar & Shield to visually competitive backgrounds and avoid confining it within a shape.



STAGING

An area of isolation, based on 2x the height of the “H” in “Harley-Davidson” allows the logo to command visual attention. No design element or typography may be placed within this area.

FEDERAL TRADEMARK SYMBOL DISPLAY (U.S. ONLY)



The primary placement of the ® is within the “MotorClothes American Legend” logo, and centered below the “O” in “Harley-Davidson,” so that it is legible and noticeable.

AUTHORIZATION

As an authorized user, you have access to Harley-Davidson artwork provided on the Dealer Ad Planner CD-Rom and h-dnet. You can obtain these materials through your contact at the Harley-Davidson Motor Company.

COLORS



Three versions of the MotorClothes™ logo are available: 4-color (cmyk), grayscale, and 1-color line art.

ON DARK BACKGROUNDS



All three versions of the “MotorClothes American Legend” logo were created for use on both light and dark backgrounds.

IMPROPER USAGE



Do not alter the dimensions or change the proportions of the MotorClothes™ logo. This can be ensured by locking the dimensions when you are resizing artwork.



Do not make alterations to, or substitutions for the words and/or colors contained within the logo. Use the artwork and colors as provided in these guidelines.



Never apply the logo to visually competitive backgrounds and avoid confining it within a shape.



STAGING

An area of isolation, based on 3x the height of the "H" in "Harley-Davidson" allows the logo to command visual attention. No typography or design element may be placed within this area. This staging also applies to the Screamin' Eagle® logo.

FEDERAL TRADEMARK SYMBOL DISPLAY (U.S. ONLY)



The primary placement of the ™ for the Genuine Motor Accessories logo is outside of the logo, and centered below the "R" in "Accessories," so that it is legible and noticeable.



The primary placement of the ™ for the Genuine Motor Parts logo is outside of the logo, and centered below the "T" in "Parts," so that it is legible and noticeable.

AUTHORIZATION

As an authorized user, you have access to Harley-Davidson artwork provided on the Dealer Ad Planner CD-Rom and h-dnet. You can obtain these materials through your contact at the Harley-Davidson Motor Company.

COLORS



The Genuine Motor Parts and Genuine Motor Accessories logo colors are Black, Pantone® 877 Silver, and Pantone® 159 (Motor Orange). When necessary, a tint of 50% Black (as shown above) may be used instead of Pantone® 877.



The color version of the Screamin' Eagle® logo uses Pantone® 165 Orange and Black.

ON DARK BACKGROUNDS



Special artwork, consisting of the logo framed in white, is used whenever the logo is placed on a dark background.



It is important that the correct artwork is used for light and dark backgrounds to ensure visibility.

IMPROPER USAGE



Do not make alterations to, or substitutions for the words and/or colors contained within the Genuine Motor Accessories or Genuine Motor Parts logos. Use the artwork and colors provided in these guidelines.



Never apply the Parts and Accessories logo to visually competitive backgrounds and avoid confining them within a shape.



When the size of the Screamin' Eagle® logo is reduced to the point where the type in the Bar & Shield is illegible, the version with the Bar & Shield outline should be used.



STAGING

An area of isolation, based on the height of the “H” in H.O.G., or Harley Owners Group, as indicated, allows the logo to command visual attention. No typography or design element may be placed within this area.

FEDERAL TRADEMARK SYMBOL DISPLAY (U.S. ONLY)



The primary placement of the ® is outside the logo, and centered below the right wing so that it is legible and noticeable.

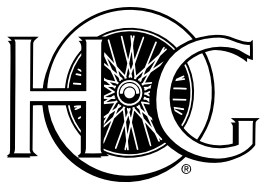


When the design is self-contained, as on metal pins and embroidered designs, or in small applications (width of 5mm or less), incorporate the ® within the logo.

AUTHORIZATION

As an authorized user, you have access to Harley-Davidson artwork provided on the Dealer Ad Planner CD-Rom and h-dnet or H.O.G. materials. You can obtain these materials through your contact at the Harley-Davidson Motor Company.

COLORS



Harley Owners Group

The Harley Owners Group logo colors are Black, Pantone® 464 Brown, and Pantone® 130 Yellow.

ON DARK BACKGROUNDS



Harley Owners Group

These examples show the logos on dark backgrounds. Colors of script and wheel artwork must be reversed as shown to preserve legibility.

IMPROPER USAGE



Do not make alterations to, or substitutions for the words and/or colors contained within the Harley Owners Group logo. Use the artwork and colors provided in these guidelines.



Never apply the Harley Owners Group logo to visually competitive backgrounds and avoid confining them within a shape.

PROPER USAGE



Dealers may localize the logo for the chapters they sponsor by adding the official chapter name above it.

COLOR

Color is as much a part of the Harley-Davidson brand as the logos it graces. It's a powerful visual cue that instantly conveys mood and emotion. Color is not only how people see us, but how we choose to be seen. That's why we have to ensure that we're seen the right way. Every time. Reproducing the colors that speak for our Company requires precision and uniformity across the board. And the Pantone® color-matching system exists to make that process as accurate as possible.

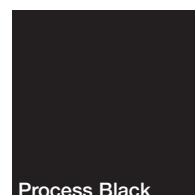
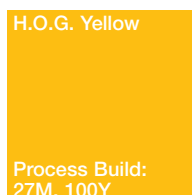
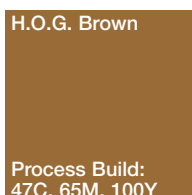
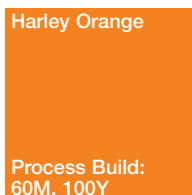
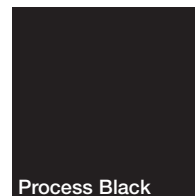
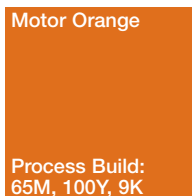
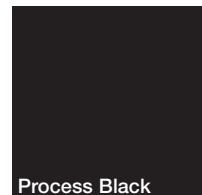
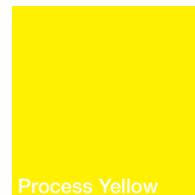
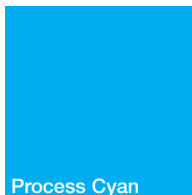
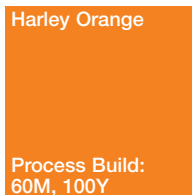
“Harley Orange” is used in the color versions of the Bar & Shield, the “MotorClothes American Legend,” and the Screamin’ Eagle® logos. “Motor Orange” is used in the color versions of the Genuine Motor Accessories and Genuine Motor Parts logos.

“HARLEY ORANGE”—Must be specified as Pantone® 165, or as 60% Magenta, 100% Yellow in 4-color process printing.

“MOTOR ORANGE”—Must be specified as Pantone® 159, or 65% Magenta, 100% Yellow, 9% Black in 4-color process printing.

“H.O.G. BROWN”—Must be specified as Pantone® 464, or as 47% Cyan, 65% Magenta, 100% Yellow in 4-color process printing.

“H.O.G. YELLOW”—Must be specified as Pantone® 130, or as 27% Magenta, 100% Yellow in 4-color process printing.



TYPOGRAPHY

The appearance and effectiveness of printed communications relies greatly on typeface. Harley-Davidson has five suggested options that provide versatility while maintaining visual consistency. It is recommended that you incorporate no more than two different typefaces per document or written execution to minimize visual or graphic clutter.

Americana Regular—The official Harley-Davidson corporate typeface and the typeface of the wordmark.
Bodoni—A highly legible typeface, with many useful variations, including bold, roman and italic. Works well for headlines and text.

Helvetica—An extremely versatile typeface that can be used in any variation, from light to bold, roman or italic.

Serifa—Has bold, light, roman and italic variations.

Optima—A typeface with an historic feel.

Americana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Serifa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PHOTOGRAPHY AND VIDEO GUIDELINES

The Harley-Davidson® motorcycle is one of the most recognizable products in the world. It conveys uncluttered simplicity, and an underlying sense of quality and attention to detail. Photography of the motorcycle should do no less.

The following photography guidelines are based on one central theme: *to capture the essence of a Harley-Davidson motorcycle, photography must show the motorcycle the way a rider loves to see it.*

GENERAL GUIDELINES FOR ALL STILL AND VIDEO PHOTOGRAPHY

- Motorcycles should be stock. This means no aftermarket parts or accessories are permitted. Genuine Motor Accessories and Genuine Motor Parts can be used only with prior approval from Harley-Davidson.
- The preferred side of the motorcycle for profiles is the right side.
- When the motorcycle is parked on its kickstand, it should rest to the left as it would naturally. Do not break the wheel of the motorcycle to the right.
- When the motorcycle is shot directly from the side and propped up (not leaning on its kickstand), the handlebars should be adjusted to follow the line of the front forks. The mirrors should be adjusted so that they are vertical and directly in line with each other.
- Avoid drastic camera angles or camera angles below air cleaner level.
- The camera's point-of-view should stay centered, focusing on the styling and balance of the whole motorcycle, rather than on parts that would detract from it.
- Never photograph the bike from below, or show the underside of any part of the bike. The underside of the fenders, air cleaner cover, gas tank and chassis were not designed to be seen by riders.
- Motorcycles should have actual license plates in their plate holders when shown in operation.

SPECIFIC GUIDELINES FOR STILL OR VIDEO FOOTAGE USING RIDERS

- All riders must wear appropriate motorcycle riding attire—preferably MotorClothes™ apparel—when seated on or riding the motorcycle. This includes: jeans (preferably with chaps), motorcycle boots, gloves, leather jacket and full or half-face DOT-approved helmets.
- If the motorcycle is at rest but riders are leaning on or positioned near it, each rider must have a helmet, or a helmet for each rider must appear in the photo.
- Avoid using subjects whose size is disproportionate to the motorcycle featured.
- The headlamp of the motorcycle must be on if the vehicle is running or in motion.
- Riders seated on the motorcycle must face forward.

ALWAYS BE AWARE OF THE FOLLOWING:

- No illegal or unsafe parts can be shown on the motorcycle.
- No identifiable competitive clothing or accessories can be shown on riders.
- No motorcycle gang implications should be made.
- No gang-related “activities” should be made or implied.
- No stunts such as wheelies, burnouts or doughnuts are allowed.
- No alcoholic beverages may appear in photos.

COPYRIGHT IN PRINTED MATERIALS AND VISUAL IMAGES

The Motor Company has made images of motorcycle product to which it owns unlimited copyrights, available on the Dealer Ad Planner CD-ROM and h-dnet. Photographs and other illustrations from Company promotional materials (including motorcycle, Genuine MotorClothes™ Apparel and Collectibles, and Genuine Motor Parts & Accessories catalogs; service manuals; and the Harley-Davidson® Web site) may not be reproduced (either through downloading or scanning) without the prior written consent of the Motor Company.

Harley-Davidson reserves the right to withhold such consent with regard to any copyrighted imagery. It is sometimes the case that the Company does not own all of the copyrights, or owns only limited copyrights, for the images contained in its marketing materials. Please contact the H-D Marketing Communications department at 414.343.7252 to inquire about requesting copyrighted materials.

PROPER AND IMPROPER TRADEMARK USAGE

Harley-Davidson logos and wordmarks—FAT BOY and ROAD KING, for example—are perhaps our most valuable assets. Our brand is who we are. It's what we work for. And it's what has established Harley-Davidson as one of the most well-known brands in the world. If we properly use and display our assets, we strengthen them and increase their value. If we misuse our logos and trademarks, we run the danger of diluting and weakening them.

Earlier we gave you some rules for properly displaying our logos. But there are also important rules of trademark grammar that we should follow when using our wordmarks in any public manner, either written or electronic. We've put together a short list of trademark "do's" and "don'ts." These rules, combined with a healthy dose of common sense, will help ensure that we strengthen and protect the names that identify our products and our company.

The ® signifies that the mark is registered in the U.S. Patent and Trademark office. The ™ is used with trademarks of the Company that are not registered.

Only use the federal registration symbol ® when you are certain that a brand name or trademark has been registered with the federal government. If you are uncertain, you can use the common law designation ™ next to it.

You do not have to place the ® or ™ on a trademark every time it appears in the same marketing piece. Place it on the most prominent mention of each mark, and in all titles, subtitles, captions and the first time it's used within a section. As a general rule, we recommend that you use the ® wherever possible.

HOW TO USE OUR TRADEMARKS

1. *Always include the generic name of the product that our brand or trademark identifies.*

CORRECT:

I am wearing a MotorClothes™ jacket.

INCORRECT:

I wear MotorClothes™ all the time.

2. *Always use our brands and trademarks in a manner that distinguishes them from the text in which they are situated by using all capital letters, initial capital letters, bold face italics or quotation marks. Never portray our wordmarks without at least initial caps, even for styling purposes. Using all caps eliminates the need for use of the ™ or ® symbol.*

CORRECT:

He rides a FAT BOY motorcycle. (capital letters).

What's the *Willie G* shirt for Daytona look like? (bold italics).

It's powered by our "Twin Cam 88B" engine. (quotation marks)

INCORRECT:

I added a chrome derby cover to my twin cam 88 engine.

3. *When we use our brands/trademarks as nouns, we risk making them generic, which means anyone can use them to describe their products. You should be able to remove our brands from a sentence and have it still make sense. If the sentence becomes meaningless, chances are good you're misusing our brands.*

CORRECT:

The TWIN CAM 88B engine is counterbalanced.

The engine is counterbalanced.

INCORRECT:

All our big twin bikes are now powered by the TWIN CAM 88.

All our big twin bikes are now powered by the...

4. *It is never appropriate to use a brand and/or trademark in the possessive form.*

CORRECT:

The saddlebags on my HARLEY motorcycle are leather.

INCORRECT:

My HARLEY's saddlebags are leather.

5. *Our trademarks/brands should not be used in a plural form.*

CORRECT:

They rode Harley-Davidson ROAD KING motorcycles to the game.

INCORRECT:

They rode Harley-Davidson ROAD KINGs to the game.

6. *Don't use the ® symbol when referring to our Company. Use it only when it's employed as a brand to identify motorcycles and other products or services.*

CORRECT:

The Harley-Davidson® Road Glide® model is my favorite bagger.

INCORRECT:

Harley-Davidson® will be one hundred years old in 2003.

At Harley®, we never forget our past.

H-D® is an informal way to say Harley-Davidson Motor Company.

7. *"Harley-Davidson" is the full proper name of our brand and "Harley-Davidson Motor Company" is the full proper name of our corporate company. Both may be shortened to "Harley" or "H-D" only after it's been used properly at the first mention in the copy.*

8. **ALWAYS** put a hyphen in "Harley-Davidson."

AUTHORIZED DEALER RIGHTS

Harley-Davidson trademarks are a potent weapon in the dealers' sales arsenal. But having the right to use them carries with it a certain responsibility. While you may be tempted to use them at every opportunity, there are very strict guidelines on how Harley-Davidson trademarks can be used by authorized dealers. So please familiarize yourself with these guidelines and adhere to them at all times.

- To the extent that a dealership name/logo includes "Harley-Davidson" and/or the Bar & Shield or other Harley-Davidson utilized trademarks, that dealership name and logo is the property of Harley-Davidson and may be used only as specified by Harley-Davidson. All uses thereof must conform to trademark law, the Dealer Contract and the General Terms and Conditions of Sale, and Harley-Davidson policy as communicated from time to time.
- Dealers do not have the authority to grant permission for the use of ANY Harley-Davidson trademarks or copyrighted materials to any third party for any purpose, and should not share the Dealer Ad Planner CD with anyone other than the dealer's advertising agency.
- Dealership names and logos may be used only in association with events of which they are actually a sponsor. Only if the dealership is the sole or main sponsor may the dealership name/logo be given greater prominence than any other sponsor. All sponsorships intended for co-op consideration must be pre-approved by the Marketing Communications Department.
- The Bar and Shield by itself should never be used in connection with dealer sponsored events. It is preferable that the dealer's logo be used in connection with such events. At minimum, however the dealer's name must appear immediately above or below the Bar & Shield in *all* applications (signs, banners, ads, merchandise and fliers).
- Dealers may not create or have produced any merchandise bearing dealership names and logos other than through authorized licensees and approved channels without Harley-Davidson's approval. If a dealer is participating in a multi-sponsor event in which someone other than the dealer (e.g. the promoter) is creating merchandise in connection with the event, dealership names / logos may not be applied to the non-licensed merchandise unless all sponsors are represented equally.
- Dealers must notify their District Manager (DM) of all planned sponsorship events. Harley-Davidson has certain national alliances which may preclude the dealer from linking our brand to those in competition with our national allies (i.e., beer and automotive).
- Dealers must contact and obtain approval from the Harley-Davidson Marketing Department before they begin any marketing effort that implies a relationship between Harley-Davidson and any other brand or entity.
- All new dealer logos and any revisions to existing dealer logos must be approved by the Dealer Development Group and Trademark Enforcement. Dealers' logos and/or graphics intended for use on licensed or imprinted merchandise must be reviewed and approved by General Merchandise.
- Dealers do not have the right to use the Motor Company version of the Bar & Shield logo. Use of this logo is for internal corporate communications only, never in conjunction with actual products or by dealers.

INTERNET GUIDELINES FOR DEALERS

We understand that the Internet is a powerful marketing tool, allowing you to communicate with current and potential customers quickly and easily. It is essential, however, that the information communicated comply with our dealer and distribution sales and services agreements. It must ensure customer satisfaction and safety, and must also be consistent with our rights and obligations, copyrights, trademarks, applicable law and other business agreements worldwide. To make sure this happens, Harley-Davidson has developed the Web Site Development and Maintenance Policy.

The complete guidelines for dealer Web sites, including the Web Site Development and Maintenance Policy, linking instructions, and the Web site review request form can be found in the Marketing section of h-dnet.com.

For more information on creating a Web site or having a Web site linked to Harley-Davidson.com, please contact the Interactive Communications Department at 414.343.8300.

At this time, Harley-Davidson Motor Company does not require Harley-Davidson dealers or distributors to operate dealer/distributor public Web sites. If a dealer or distributor chooses to develop and maintain an authorized public Web site, the site must follow the Web Site Development and Maintenance Policy, which contains important information on proper use of the following Web site components:

DEALER DOMAIN NAMES

Dealer domain names should conform as closely as possible to the dealer's store name. "Harley-Davidson," if it is included in the dealer domain name, may be used without hyphenation, or abbreviated as "HD", "H-D", or "Harley". Domain names that refer generally to the Company or any of its specific products (e.g., harley-davidson.com; harley-bikes.com; motorclothes.com) are reserved for use by Harley-Davidson and may not be reserved by any one dealership for its exclusive use. Domain names should be registered in the dealer's name.

PROPER DEALER USE OF HARLEY-DAVIDSON TRADEMARKS ON THE INTERNET

Dealers are responsible for all Web site content, including any advertising space sold to third parties. All provisions of the Dealer Agreement with respect to use of the Company's trademarks are in full force and effect on the Internet. The Company's guidelines (regulating proportions, spacing, colors, type styles, etc.) are in full force and effect on the Internet. All trademarks owned by the Company should be appropriately marked with ® or TM. A list of trademarks and their proper markings is available on h-dnet.com and should be passed on to the Web site administrator.

NON-COMPANY PRODUCTS AND SERVICES ON DEALER WEB SITES

Advertising or promotion of products and services on dealer/distributor Web sites displaying Harley-Davidson Motor Company trademarks is limited to products and services marketed by the Company and may not include competitive brands or references to competitive-brand Web sites.

INTERNET PROMOTIONS

Harley-Davidson dealers participating in a Web-based promotion (or any other promotion) should follow the guidelines as stated in the Authorized Dealer Rights and outlined below:

- Dealers participating with a regional or a national brand, company, or organization must clearly identify their dealership name and location.
- A Harley-Davidson Motor Company disclaimer must be included in related content on the promotional Web site. This disclaimer should read, "This promotion / campaign / sweepstakes / other is not sponsored by Harley-Davidson Motor Company."

For more information, please
refer to h-dnet.com or contact:
Harley-Davidson Marketing
Communications 414.343.7252



Harley-Davidson Motor Company
3700 W. Juneau Ave., P.O. Box 653
Milwaukee, Wisconsin, 53201
www.harley-davidson.com