GOODYEAR

SightLine

Brand Toolkit

Content

BRAND STRATEGY

Positioning statement

Our unique positioning in the category,
how we stand out among competitors

GOOD/YEAR.
SightLine

Goodyear SightLine is
A suite of technologies applied to tires that work with the systems already in place, to enable seamless, safe and reliable movement for drivers, vehicles, operators, municipalities, OEs, and suppliers in order to make life's connections easier.

GOOD<YEAR
SightLine

What we are

A suite of technologies applied to tires that work with the systems already in place, to enable seamless, safe and reliable movement for drivers, vehicles, operators, municipalities, OEs, and suppliers in order to make life's connections easier.

- Positions as a category, not single offering

- Presents technology as modular and integrated

- Solidifies transition from rubber to technology

GOOD YEAR
SightLine

BRAND TOOLKIT

How we do it

A suite of technologies applied to tires that **work with the systems already in place, to enable seamless, safe and reliable movement** for drivers, vehicles, operators, municipalities, OEs, and suppliers in order to make life's connections easier.

○ Concept of integration and plug and play elevated

○ Focus on the core functional benefits of the technology and the role that Goodyear plays in this ecosystem (the enabler)

GOOD/YEAR
SightLine

BRAND TOOLKIT

Who we serve

A suite of technologies applied to tires that work with the systems already in place, to enable seamless, safe and reliable movement for **drivers, vehicles, operators, municipalities, OEs, and suppliers** in order to make life's connections easier.

- ○ Captures both current and future customers

GOODYEAR
SightLine

BRAND TOOLKIT

Why we do it

A suite of technologies applied to tires that work with the systems already in place, to enable seamless, safe and reliable movement for drivers, vehicles, operators, municipalities, OEs, and suppliers in order **to make life's connections easier.**

- ○ Articulates the ultimate benefit: making your life easier
- ○ Added bonus of connecting to company purpose

GOOD𝑌𝐸𝐴𝑅
SightLine

BRAND TOOLKIT

Experience principles

Guiding principles for who we are and
how we articulate that externally

GOODYEAR
SightLine

Experience principles

Anticipatory

We plug into systems' elements so we can predict which issues will arise before they happen, and then proactively alert you so you can stay ahead.

Actionable

We cut through the noise by translating data into insights, and then turning those insights into actions.

Aware

We understand our context at both the micro and macro level — whether that's sensing the air pressure in the tire, or playing a role in the greater vehicle and mobility story.

GOOD/YEAR
SightLine

BRAND TOOLKIT

Brand architecture

GOOD YEAR.
SightLine

Rules

Goodyear SightLine is a product category
and as such the follow rules apply:

- Always referred to with "Goodyear"
- Endorsement line "powered by"
- "Goodyear SightLine" can be paired with
  technology to provide context

GOODYEAR.
SightLine

BRAND TOOLKIT

In action

Tire example

- Dunlop Grandtrek AT20 powered by Goodyear SightLine

- Goodyear Assurance All-Season Tire powered by Goodyear SightLine

B2B sales example

- Rodrigo's Fleet buys Goodyear SightLine and incorporates into his vehicles

- AndGo by Goodyear uses Goodyear SightLine technology as a value add in its premier service package – this is referenced as a bullet point: "includes Goodyear SightLine technology"

Billboard

- **Tagline**: See beyond tires
- **Headline**: Turn data into action
- **Brand**: Goodyear SightLine

GOOD/YEAR.
SightLine

BRAND IDENTITY

System elements

Logo

Technology icon

Color

Typography

SEE BEYOND TIRES

Turn intelligence into a new way of seeing the world
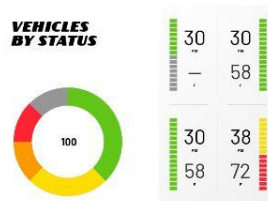
Iconography

Photography

Graphic device

Motion*

Infographics

VEHICLES BY STATUS

Composition

TURN DATA INTO ACTION

GOODYEAR SightLine

Logo

GOOD*YEAR*
SightLine

The story of the name

Goodyear SightLine is grounded in the concept of vision, perspective, and prediction. It's a single, real word that is easy to understand, highly approachable, and resonates globally. It means *an uninterrupted line of vision*. The word is most commonly used for vehicles or theater. It's all about vision and point-of-view — a smart technology that's watchful and aware of all the angles of the experiences.

GOODYEAR
SightLine

BRAND TOOLKIT

Logo

Our logo is an amalgamation of our Goodyear logo and our product name, SightLine. The product name should never be shown outside of the lockups shown, or written apart from Goodyear. Whilst Goodyear represents our origin and expertise derived from history, SightLine represents the intelligent future we're propelling towards.

The size ratio between Goodyear and SightLine has been carefully balanced between the two parts within the logo. The darker, smaller Goodyear balances perfectly against the lighter, larger SightLine.

Characteristics within the logo hint at the sensing capabilities of Goodyear SighLine via the concentric-style double-story *g*. The accompanying geometric circular *e* references the tire structure, whilst the angular nature of the *t* and *l* signify the road and future-facing nature of Goodyear SightLine.

Sensing   Road   Tire

Single/stacked

Presented in two formats — stacked or single line—both take equal precedence and should be selected according to the type of composition in production.

For consistency, ensure the SightLine and Goodyear logo attributes are the same size across comparable formats. The capital height of 'Goodyear' [0.5 X] and the capital height of 'SightLine' [X] should be the same in both lockups.

As a rule to ensure logos are the same size for compositions, the following calculation can be used:

Stacked width × 1.72 = single line width

or

Single line width ÷ 1.72 = stacked width

0.5 X

X

Stacked width

0.5 X

X

Single line width

Single/stacked

Both logos provide a clear hierarchy between product name, SightLine, and Goodyear. However, each has benefits for specific formats. For digital products, our recommendation is to use the single line logo as it allows a neater fit to headers and toolbars, giving it a similar footprint to our Goodyear logo if used alone. Our stacked logo works well in printed formats, where a left aligned placement is preferred and space is sufficient.

Digital

Print

GOODYEAR
SightLine
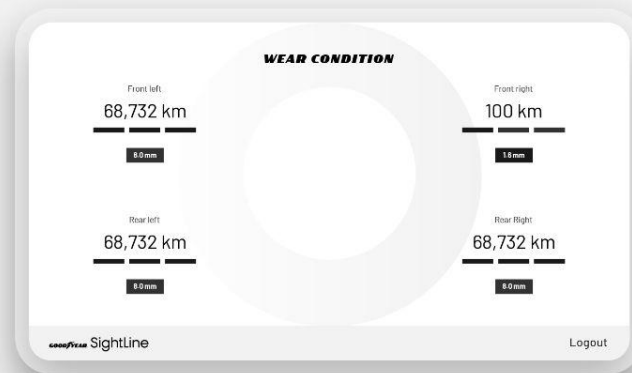
BRAND TOOLKIT

Colorways

Our logos are available in two colorways: black or white. Logos should be selected to ensure the highest contrast available between the logo and background.

When using over photography, select quieter backgrounds.

For color values, please see **Color breakdown** page.

White

5% K

20% K

80% K

Black

Clearspace & minimum size

Clearspace is the minimum distance between the logo and other visual and verbal elements. The capital height of SightLine [X] defines the clearspace.

The minimum recommended size of the single line logo is 120px (42.5mm/1.68"). The minimum recommended size of the stacked logo is 70px (25mm/0.98").

An additional recommended size for print use is shown. By using the sizes shown — 85mm/3.36" for single line, or 50mm/1.98" for stacked — we're able to ensure the Goodyear logo prints 33mm wide, as recommended in the Goodyear brand guidelines.

Minimum size

70px • 0.98" • 25mm

120px • 1.68" • 42.5mm

Recommended size for print

1.96" • 50mm

1.3" • 33mm

3.36" • 85mm

In copy

When referring to Goodyear SightLine within copy, never split the product name from Goodyear. Both words should be capitalised.

For additional information on how to refer to Goodyear SightLine in text, refer to our **Brand architecture** section.

Goodyear SightLine enables seamless, safe, and reliable movement. Its technology lets tires fade into the background.

The road has changed. **Goodyear SightLine** empowers us to evolve with it. Turning intelligence into a new way of seeing the world, it allows us to know more, so fleets can be serviced more efficiently. It adjusts a vehicle's performance for changes only tires can feel, and in the future, communicating road conditions to everyone, enhancing uptime and safety along the way.

Incorrect use

Do not separate 'SightLine' from 'Goodyear'

Do not alter size ratio between 'SightLine' and 'Goodyear'

Do not remove registered trademark symbol from logo

Do not apply colors to logo

Do not rotate logo

Do not add effects to logo

Do not present Goodyear SightLine logo without Goodyear

Do not place logo on complex photography

GOOD*YEAR.
SightLine

BRAND TOOLKIT

Endorsement line

Endorsement line

Adhering to our brand hierarchy approach, when referring to Goodyear SightLine out of ecosystem — or in use cases where additional context is required — an endorsement line can be used.

Special consideration has been given to the spacing, alignment, and correlation between the three elements to ensure legibility. It should not edited or broken apart or recreated using our single line logo.

All capital heights are the same

Capital heights are **not** the same
(The capital height of Goodyear is half the height of SightLine)

Colorways

Similarly to our primary logo, our endorsement line is available in two colorways: black or white. Color should be selected to ensure the highest contrast available between logo and background.

Ideally, our endorsement line should not be positioned on dark backgrounds or photographs. However, if these situations are unavoidable, look to keep it on lighter, quieter backgrounds.

White

Powered by **GOOD YEAR**. SightLine

5% K

Powered by **GOOD YEAR**. SightLine

20% K

Powered by **GOOD YEAR**. SightLine

80% K

Powered by **GOOD YEAR**. SightLine

Black

Powered by **GOOD YEAR**. SightLine

Powered by **GOOD YEAR**. SightLine

GOOD YEAR.
SightLine

Clearspace & minimum size

As with our logos, the clearspace around all sides is equal to the capital height of SightLine.

The minimum recommended size of the endorsement line is 120px (42.5mm/1.68″).

An additional recommended size for print use is shown. By using the sizes shown — 85mm/3.36″ — we're able to ensure the Goodyear logo prints 33mm wide, as recommended in the Goodyear brand guidelines.

Minimum size

120px • 1.68″ • 42.5mm

Recommended size for print

3.36″ • 85mm

Incorrect use

Powered by **GOOD YEAR** SightLine

Do not alter size of elements

Powered by
GOOD YEAR
SightLine

Do not break apart and rearrange
endorsement logo

Powered by **GOOD YEAR** SightLine

Do not recreate using single line logo

Powered by **GOOD YEAR** SightLine

Do not rewrite 'Powered by'

Powered by **GOOD YEAR** SightLine

Do not adjust space between logo elements

Powered by **GOOD YEAR** SightLine

Do not add effects or rotate logo

Powered by **GOOD YEAR** SightLine

Do not apply color to endorsement logo

Powered by **GOOD YEAR** SightLine

Do not place logo on complex photography

GOOD YEAR
SightLine

Technology icon

Concept

Because it's used as an identifier on the physical tire, our icon is purely functional. Primarily targeted at employees within inspection facilities, it uses established metaphors to allow instant and easy recognition. The icon relates to our existing Cloud Mobility transmitter sensor icon — using the same triangular crop — and our Goodyear SightLine logo in regards to stroke weight.

Cloud Mobility icon

Goodyear SightLine 'sensing g'

Tire badge

Goodyear SightLine is available on a range of products, not just Goodyear tires. Because it's seen out of ecosystem where Goodyear may not be explicitly noted, the icon is used alongside our stacked Goodyear SightLine logo.

Similar to other Goodyear tire technology products, the badge is contained within a lozenge alongside the word *Technology* which is used to give additional context. To aid information hierarchy, the inverted icon is used (light on dark).

Construction

The badge dimensions are 1 : 3 (width to height). Two thirds of the width feature our stacked product logo, whilst the final third features our icon.

The leading (L) between Goodyear SightLine is used to define the spacing between the logo and *Technology*. *Technology* is written in Barlow Bold in order to match the weight of *SightLine* and is right aligned.

X   X   X

X

L

L

GOOD YEAR.
SightLine
Technology

GOOD YEAR.
SightLine

Color

Overview

A minimal monochrome palette separates us from our competitors, taking us away from the otherwise saturated market of brands that represent the tire through the color black. Instead we elevate the tire, building from the color white to align Goodyear SightLine closer to technology brands. By placing it into unexpected crisp environments, we modernize the visual identity of our product, creating a light and clean — yet inviting — visual tone.

*Please note CMYK colors are provisional only and have not been extensively tested.

White #FFFFFF 255, 255, 255	90% K #191919 25, 25, 25 0, 0, 0, 90	Critical Red #FF2534 0, 93, 82, 0 *
	Goodyear Grey 80% K #323232 50, 50, 50 0, 0, 0, 80	Warning Orange #FF9900 0, 39, 100, 0 *
	60% K #646464 100, 100, 100 0, 0, 0, 60	Maintenance Yellow #FFDD00 0, 10, 100, 0 / Dark Yellow #D5B900 0, 6, 100, 13 *
		Yellow 01 #D8D706 15, 1, 95, 2 *
		Yellow 02 #B1D10C 30, 0, 100, 0 *
Black #00000 0, 0, 0	No Data Grey / 40% K #969696 150, 150, 150 0, 0, 0, 40	Yellow 03 #8BCB13 43, 0, 100, 0 *
		Good Green #64C519 58, 0, 100, 0 *
	20% K #CDCDCD 205, 205, 205 0, 0, 0, 20	Green 01 #47B629 68, 0, 100, 0 *
		Green 02 #2AA838 73, 0, 100, 0 *
	5% K #F2F2F2 242, 242, 242 0, 0, 0, 5	Green 03 #0D9948 92, 0, 97, 0 *

GOODYEAR
SightLine

BRAND TOOLKIT

Primary

Accentuating the connection with Goodyear, our primary color palette is limited to a set of eight monochrome shades ranging from black to white. Though we primarily use black and white, the accompanying shades are designed to create texture and depth.
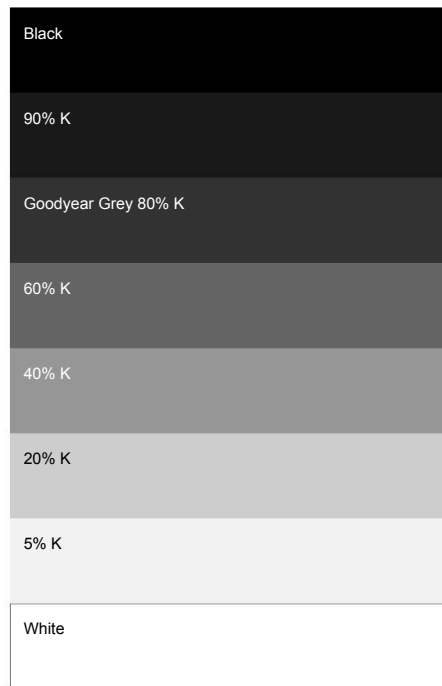
Black
90% K
Goodyear Grey 80% K
60% K
40% K
20% K
5% K
White

TURN DATA INTO ACTION

Goodyear SightLine:
Turning intelligence
into a new way of
seeing the world.

2021
Expansion projections

1,200

GOODYEAR
SightLine
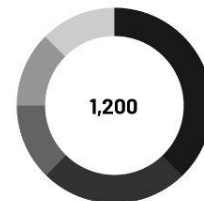
Secondary

An array of eleven colors, our functional palette can flex to offer a semiotic approach to data visualization as well as a supporting gradient.

Our secondary palette is only used for internal situations and for UI where function and communication is priority. They should not be used in external applications and should not replace, or be at the same level as, our primary brand colors.

As supporting gradient

Transitioning between yellow (Goodyear Yellow) and green (Cloud Mobility Green) our color range allows us to emulate the gradient effects of our primary monochrome palette. Referencing growth, renewal, and our future-facing purpose, the vibrant colors add functionality.

SEASONAL WEAR

| December — February | March — May | June — August | September — November |

VEHICLES BY STATUS

100

TIRES BY STATUS

600

GOOD/YEAR
SightLine
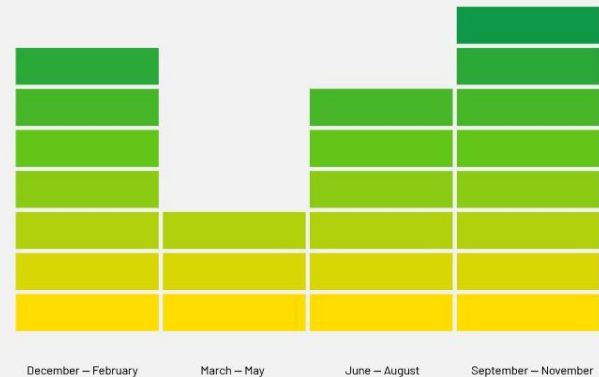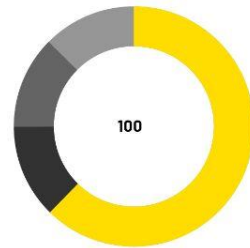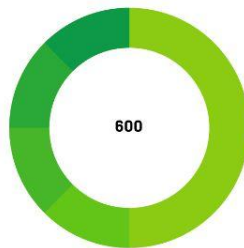
Secondary

As status indicators

Using some of the same colors as the supporting gradient, the functional semiotics allow us to provide instant clarity to comprehensive data visuals.

- ⬤ No Data Grey
- ⬤ Critical Red
- ⬤ Warning Orange
- ⬤ Maintenance Yellow / Dark Yellow*
- ⬤ Good green

Warning Red and Critical Orange should only be used for semiotics. Maintenance Yellow can also be used occasionally outside of this series to add emphasis to buttons and CTAs. No data grey is part of our primary palette, but should not be confused with other tones of grey, as this may create confusion about a loss of data versus overall gradient use.

*See following page for further details on the use of Maintenance Yellow.

No Data

Critical

Warning

Maintenance *

Good

PERCENTAGE OF VEHICLES BY STATUS PER DAY

Percentage of vehicles

100

75

50

25

0

8 / 15   8 / 16   8 / 17   8 / 18

⬤ Critical   ⬤ Warning   ⬤ Maintenance   ⬤ No Data   ⬤ Good

VEHICLES BY STATUS

100

TIRES BY STATUS

600

GOODYEAR
SightLine
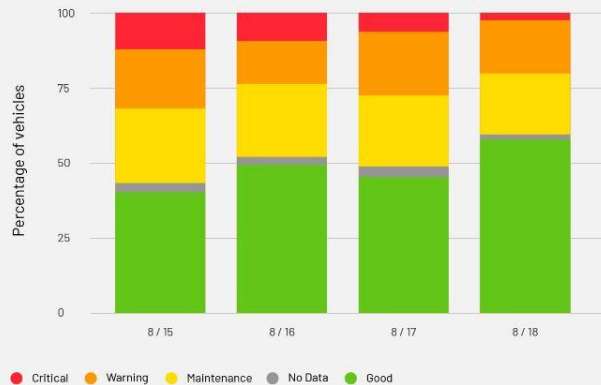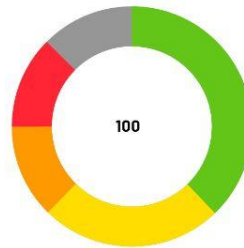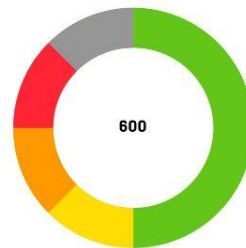
Secondary

As status indicators [in iconography]

Status indicators in UI or in infographics are the same. However, to aid legibility an alternative, dark Maintenance Yellow is also provided. This Dark Yellow is used exclusively for icons and where strokes are used to highlight information. When a fill-color is needed, Maintenance Yellow should be used.

No Data	
Critical	
Warning	
Maintenance	Dark
Good	

Critical Status   ❗   Critical Low Pressure

High Pressure

Fast Leak

High Temperature

Warning Status   ❗   Warning Low Pressure

Maintenance Status   ❗   Maintenance Low Pressure

Slow Leak

No Data Status   ❗   Non Transmitting Vehicle

Non Transmitting Sensor

Good Status   ✅

Proportions

To implement the new visual identity successfully, color needs to be used in the correct proportions.

Overall compositions should be clean and light. To achieve this, backgrounds are white or photographic, with occasional use of 5%K panels. Other grey tones can be used to create texture and depth. Text should be black where possible. See **ADA Compliance** for details.

Secondary colors should be minimal.
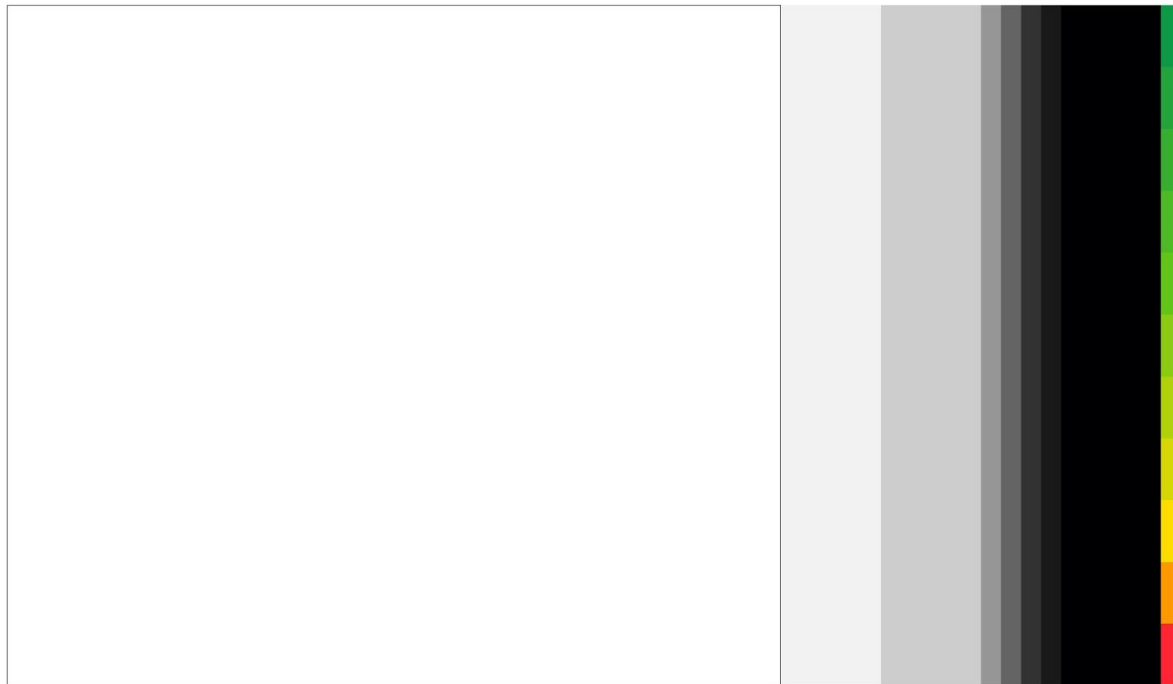
ADA compliance

Text should be black where possible, in order to achieve ADA compliance. However, on photographic backgrounds where black will not render copy visible, white text can be used.

For buttons, Goodyear yellow can be implemented to direct attention. In these situations, type should be black for optimal legibility.

For best practices, please refer to this chart.

6pt+	**Black on white**
6pt+	80%K on white
6pt+	60%K on white

6pt+	**Black on 5%K**
6pt+	80%K on 5%K

6pt+	**Black on 20%K**
6pt+	80%K on 20%K

6pt+	Black on No data grey
6pt+	**Black on Good green**
6pt+	**Black on Maintenance yellow**
6pt+	**Black on Warning orange**
6pt+	**Black on Critical red**

14pt+   White on dark photographs

14pt+   Black on light photographs

Incorrect use

Do not use secondary colors for external applications or in large quantities

Do not create gradients between colors
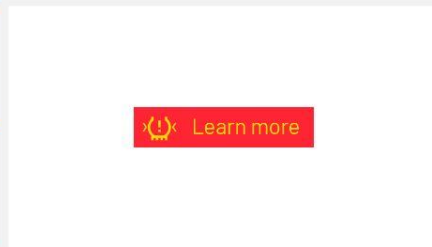
Do not use colors used as status indicators for none-data purposes. Do not use Maintenance Yellow for iconography

Do not use secondary colors for type

Do not apply type over secondary gradient

Do not use white type over light backgrounds (or black over dark backgrounds). Only use as specified on **ADA compliance** page

Do not use alternate greys, greens or yellows from primary or secondary gradient in place of semiotic Maintenance Yellow, Good Green or No Data Grey

Do not use black for composition backgrounds

GOODYEAR.
SightLine

BRAND TOOLKIT

Typography

Typefaces

Goodyear SightLine puts our proprietary font, Wingfoot Sans, front and center. It connects us visually and figuratively to Goodyear and should be present in every composition.

To accompany this expressive and instantly recognizable font, we use Barlow Regular. Selected for its legibility, it shares typographic elements with traditional grotesks (such as Trade Gothic—a typeface often used within the Goodyear ecosystem) and rounder geometrics, creating a clean and open appearance that works in harmony with our logo.

Barlow Regular is the primary text face for Goodyear, AndGo, and many other Goodyear products.

WINGFOOT SANS
ABCDEFGHIJKLMNOPQRS
TUVWXYZ 0123456789

Barlow Regular
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Barlow Regular Italic
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Barlow Bold
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Barlow Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

GOODYEAR
SightLine

Type hierarchy

Typography is used to differentiate information, create hierarchy and build visual cohesion.

This page outlines the basic relationships between typefaces. Wingfoot Sans and Barlow should be present in all compositions. Wingfoot Sans is used for headlines and Barlow is used for supporting text. In supporting text, active call-outs are set in Bold, while passive call-outs are set in Regular Italic. Type is left aligned.

For best practice, please refer to this chart for type hierarchy.

TURN DATA INTO ACTION

Transform intelligence into a new way of seeing the world

All-in-one sensor   Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero

LEARN MORE*

*Available through AndGo by Goodyear

Headings:
Wingfoot Sans
Case: upper
Tracking: -10
Leading: 1:0.9

Subhead:
Barlow Regular
Case: sentence
Tracking: -10
Leading: 1:1

Body:
Barlow Regular / Italic / Bold
Case: sentence
Tracking: 0
Leading: 1:1.3 (auto)

CTA:
Barlow Bold
Case: upper
Tracking: +20
Leading: 1:1.3 (auto)
Size: 1 x body

Caption:
Barlow Regular
Case: sentence
Tracking: 0
Leading: 1:1.3 (auto)
Size: 0.75 x body

GOODYEAR
SightLine

System typefaces

Franklin Gothic

For situations where the brand typefaces are unavailable, all text is set in Franklin Gothic Regular. In supporting text, active call-outs are set in Bold, and passive call-outs in Regular Italic. Type is left aligned.

Because Wingfoot is such an expressive typeface, we do not recommend using a system typeface alternative.

Turn data into action

Transform intelligence into a new way of seeing the world

All-in-one sensor   Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio

LEARN MORE*

*Available through
AndGo by Goodyear

Headings:
Franklin Gothic Book
Case: sentence
Tracking: 0
Leading: 1:1

Subhead:
Franklin Gothic Book
Case: sentence
Tracking: 0
Leading: 1:1

Body:
Franklin Gothic Book / Bold / Italic
Case: sentence
Tracking: 0
Leading: 1:1.3 (auto)

CTA:
Franklin Gothic Bold
Case: upper
Tracking: +20
Leading: 1:1.3 (auto)
Size: 1 x body

Caption:
Franklin Gothic Book
Case: sentence
Tracking: 0
Leading: 1:1.3 (auto)
Size: 0.75 x body

GOODYEAR
SightLine

System typefaces

Arial

In situations where both the brand typeface and fallback typefaces are unavailable, set both headlines and body copy in Arial Regular. Active call-outs should be highlighted in Bold and passive call-outs in Italic. Type is left aligned.

Because Wingfoot is such an expressive typeface, we do not recommend using a system typeface alternative other than Arial.

Turn data into action

Transform intelligence into a new way of seeing the world

All-in-one sensor   Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie con-

LEARN MORE*

*Available through
AndGo by Goodyear

Headings:
Arial Regular
Case: sentence
Tracking: 0
Leading: 1:1

Subhead:
Arial Regular
Case: sentence
Tracking: 0
Leading: 1:1

Body:
Arial Regular / Bold / Italic
Case: sentence
Tracking: 0
Leading: 1:1.3 (auto)

CTA:
Arial Bold
Case: upper
Tracking: +20
Leading: 1:1.3 (auto)
Size: 1 x body

Caption:
Arial Regular
Case: sentence
Tracking: 0
Leading: 1:1.3 (auto)
Size: 0.75 x body

GOODYEAR
SightLine

In headlines

Our distinctive typeface, Wingfoot Sans, is instantly recognisable and ubiquitous to our brand and thus should be used throughout our compositions as our headline typeface. For headlines over three lines, or 10 words, Wingfoot Sans can become overwhelming and difficult to read. In these situations, Barlow should be used. However, Wingfoot Sans should still be present to balance the openness of Barlow and draw attention to key text.

Text is primarily left aligned. For impactful moments, headlines written in Wingfoot Sans can be centered.

Turning intelligence into a new way of seeing the world

SEE BEYOND TIRES

GOOD/YEAR
SightLine

SEE BEYOND TIRES

Let life take the focus

GOOD/YEAR
SightLine

GOOD/YEAR
SightLine

In data

The data Goodyear SightLine collects is essential to our brand and our users. Data should be clearly displayed.

Type can be centered or left aligned depending on best fit.

Distance Remaining

5,800 km

3.2 mm

Tire Identification

SUMMER

Surface Temperature

17°F

SLICK

Pressure Status

28PSI

48 HRS
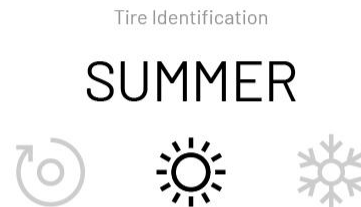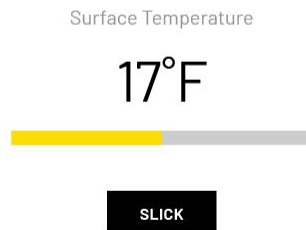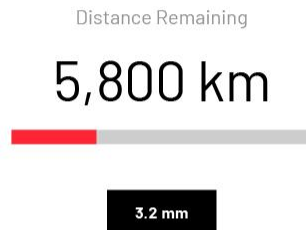
Data title:
Barlow Regular
Case: title
Tracking: -10
Leading: 1:1.3 [auto]

Data:
Barlow Regular
Case: capital
Tracking: -10
Leading: 1:1

CTA:
Barlow Regular
Case: capital
Tracking: +20
Leading: 1:1.3 [auto]

GOODYEAR.
SightLine

As pattern

For expressive moments, Wingfoot Sans can be used as a decorative, textural background element. Shown as a crop at large point sizes, a gradient can be applied to emulate the transparency and clarity Goodyear SightLine provides the user regarding tire health.

The gradient is created using 5%K at different levels of transparency. The angle of this gradient is flexible and can be adjusted as required.

5%K

10% transparency

5%K

100% transparency

100%

10%

GOODYEAR
SightLine

Intelligent Tires Overview:
Fleet Metrics & Positioning
March-May, 2022

GOODYEAR.
SightLine

BRAND TOOLKIT

Incorrect use

Turning intelligence into a new way of seeing the world.

Do not justify, or right align text. Only center Wingfoot Sans headlines for impactful moments

T U R N   D A T A
I N T O   A C T I O N

Do not increase or decrease leading or tracking. Do not capitalize headlines written in Barlow.

TURN DATA

Do not use alternate gradients for type as pattern

ACTI

TURNING INTELLIGENCE INTO A NEW WAY OF SEEING THE WORLD.

Do not use Wingfoot Sans for body copy

actio

Turning intelligence into a new way of seeing the world.

Do not use Barlow (or Wingfoot Sans) exclusively on a composition. Always use a combination of both.

Surface Temperature

17°F

SLICK

Do not use Wingfoot Sans to visualise data or in CTA/buttons

TURN DATA INTO ACTION

Do not use alternates to Wingfoot Sans when only system typefaces are available

Turning intelligence into a new way of seeing the world.

Do not rotate or apply effects to type

Photography

Categories

Our photography is selected in sets of three to express multiple physical viewpoints simultaneously. The functional textural photography and imagery of ground surfaces relates to the interaction between the environment and the tire, while the low angled views of urban terrains help place the driver within the car. The aerial photography looks to encapsulate the global reach of Goodyear SightLine, placing full fleets in frame or visualising vehicles along extensive routes.

Surfaces

Terrain

Aerial

Initial library
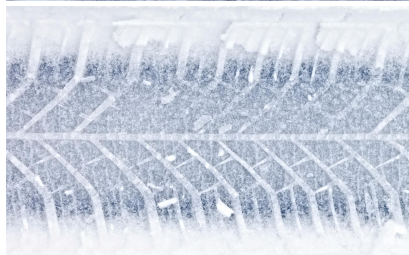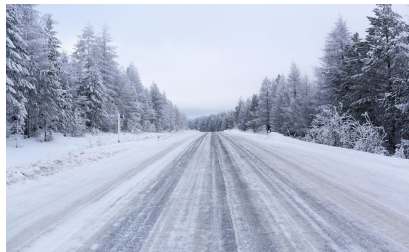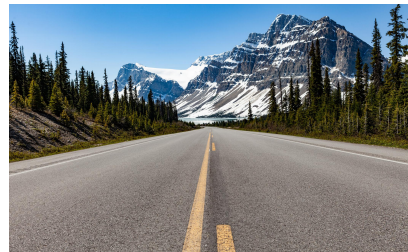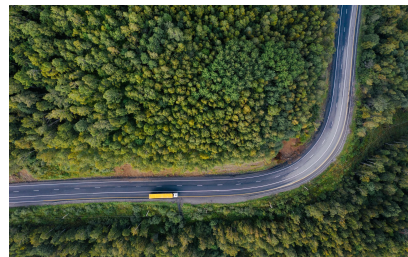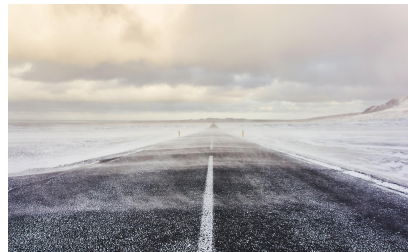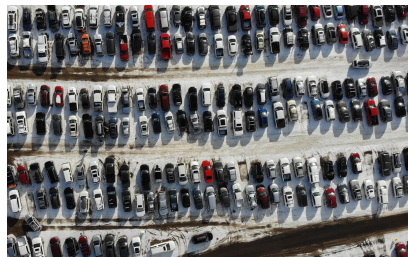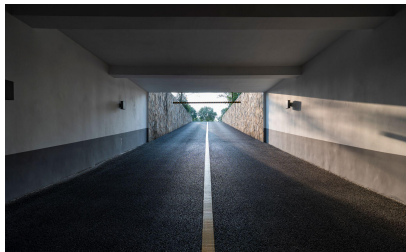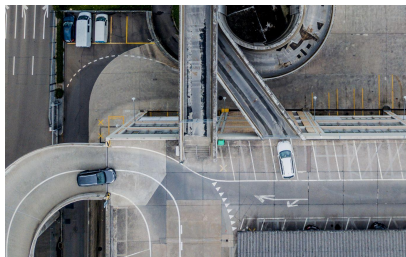
Art direction

When creating new photography sets, look to ensure similar environments are shown in each photograph. Look for unifying elements, such as seasons, weather, or geographic location. If necessary, photography can be toned to create additional cohesion.

When selecting individual images, keep the rules shown left in mind.

Aerial
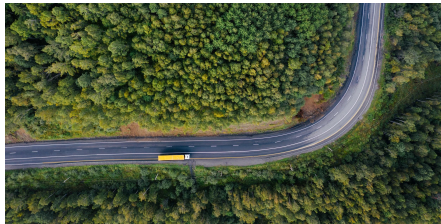
Terrain
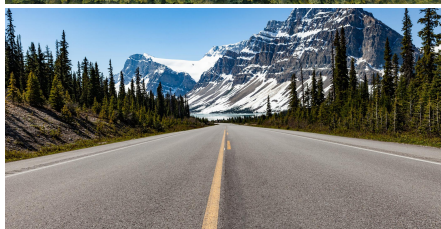
Surface

○ Aerial photography should feature at least one vehicle.

○ Terrain photography should be taken at road level to emulate the drivers view.

○ It should not feature other vehicles.

○ To demonstrate our international capabilities, photography should show varied terrain.

○ Road texture and condition should be clearly visible.

○ Example road conditions and elements which can affect tire health might include: dry/cracking asphalt, icy roads, snow-covered roads, potholes, street furniture and obstacles, utility covers, and speed bumps.

Incorrect use

Do not overlay images

Do not apply effects to images

Do not combine pairs images from different photographic sets
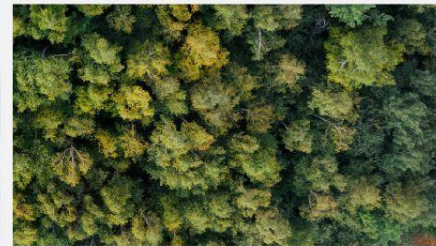
Do not crop so heavily into photography that it obscures the content

Do not add transparency to images

Do not convert photography to black and white

Do not crop photography into unusual shapes

Do not apply large quantities of text to photography

GOOD/YEAR
SightLine

Iconography

Concept

Our iconography is derived from the AndGo iconography. By keeping hardworking elements consistent across products, we're able to create a simple shorthand that users of both services will instantly recognize and understand.

Icons look to emulate the characteristics of our wordmark and primary icon.

Circular elements

Horizontal terminals

Right-angle elements

Stroke weight
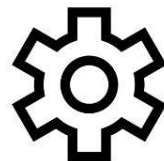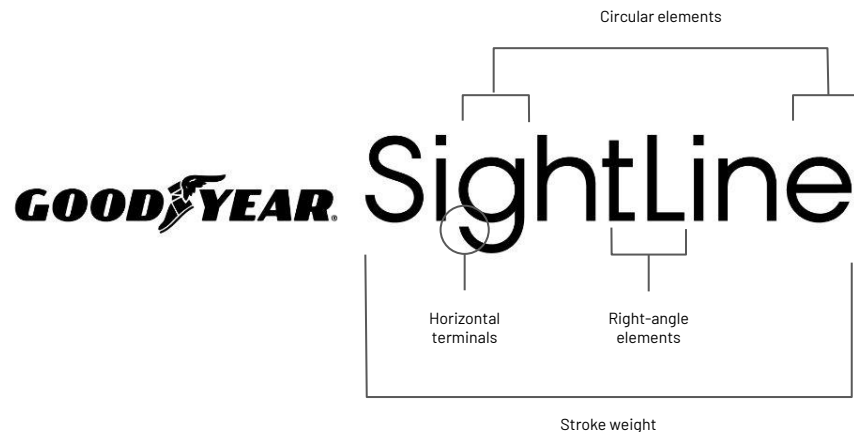
Initial library

Our icons are simple in construction, with a minimal number of thick strokes to ensure they are legible at all sizes.

They are hardworking elements which are not used as hero components of our brand expression. They should be used internally or for UI.

All-season tire

Summer tire

Snow tire
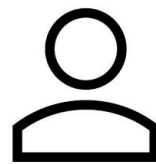
User

Turnaround services

Touchpoint services

Location

Data

Construction

Created on a 60px grid, icons should optically look the same size, and be either 60px wide, or 50px high.

Icons should include both circular and angular line elements with square stroke terminals, which end either horizontally or vertically. Where possible, circles should be the same size throughout icon sets to create visual harmony.

Stroke weight should equate to 15% of the icon height. To ensure stroke weight is correct, use the following calculation:

Icon height ÷ 15 = stroke weight

Our minimum recommended size is 15px as this allows a 1pt stroke.
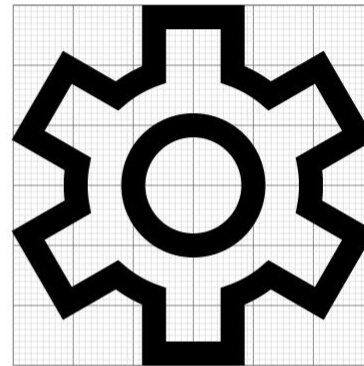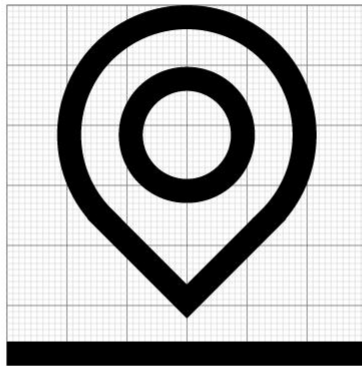
Incorrect use
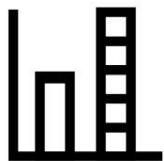
Do not alter icons by adding detail
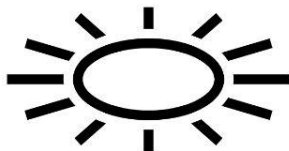
Do not stretch proportions or add effects

Do not add fill colors

Do not personify icons

Turn data
into action

Do not use icons as hero features

Do not use multiple stroke weights

Do not use icons with functional color palette

Do not add round corners or stroke terminals

Graphic device

GOODYEAR
SightLine

Concept

At the core of our brand identity is the idea that Goodyear SightLine allows users' tires to fade into the background. Taken literally, our device features a simplified tire that uses either a subtle gradient that fades into the background, or a refracted version of the background photograph. It allows us to place the tire both at the forefront of our visual identity in terms of scale, but also as a delicate and subtle accompaniment.

The dimensions of our tire device are defined by the proportions of our Goodyear Wrangler tire. The inner diameter is 56% the size of the outer diameter. To ensure inner diameter is correct use the following calculation:

Tire height × 0.56 = inner diameter

22% 22%

56%
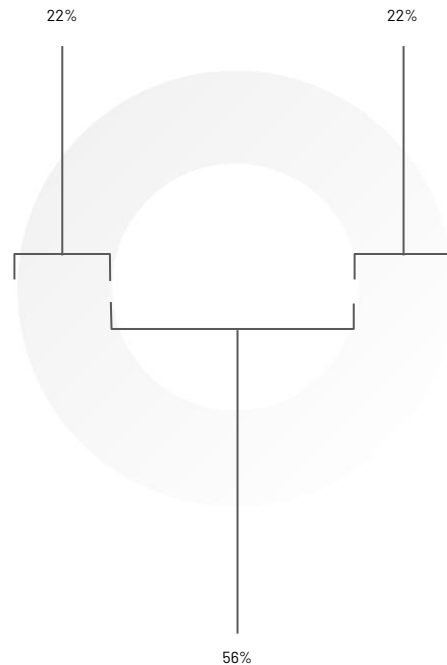
Construction

Gradient device

As with the **type as pattern**, the gradient is created using 5%K at different levels of transparency. The angle of this gradient is flexible and can be adjusted as required.

Photographic device

The photographic device is created by duplicating the background photograph into the tire mask. 40%K is applied to the image — set to a *multiply* blending mode — and the image is discretely misaligned to create a refracted effect.

5%K

10% transparency

5%K

100% transparency

Gradient device

40%K

Photographic device

GOODYEAR
SightLine

BRAND TOOLKIT
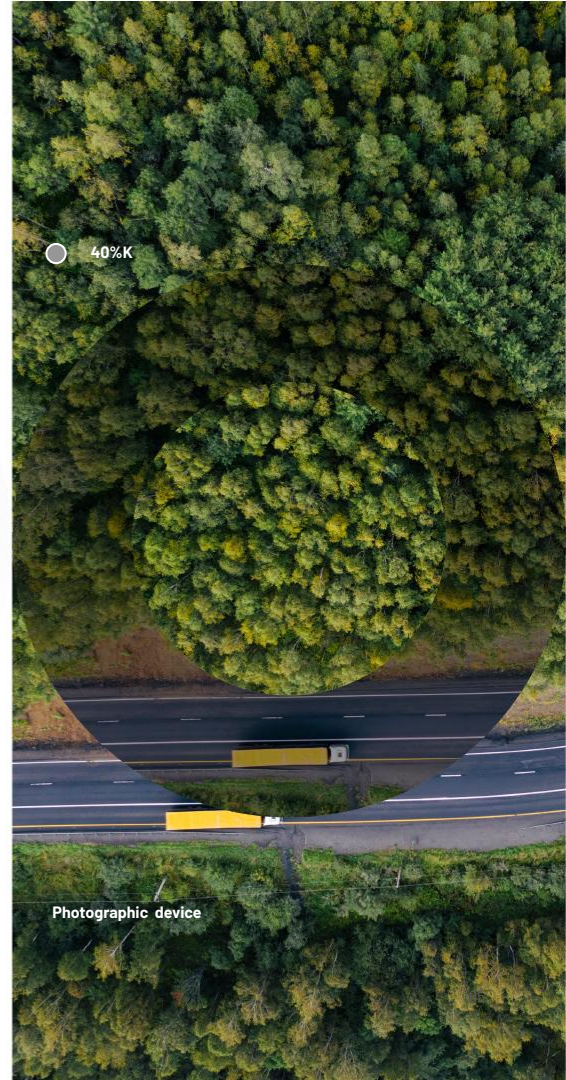
Placement

The size of the graphic device is dependent on the format dimensions.

Shown either full, half or quarter, the device is locked to the edges of the composition allowing text to flow around, and over, the graphic device as needed.

X [shortest side]

Y [longest side]
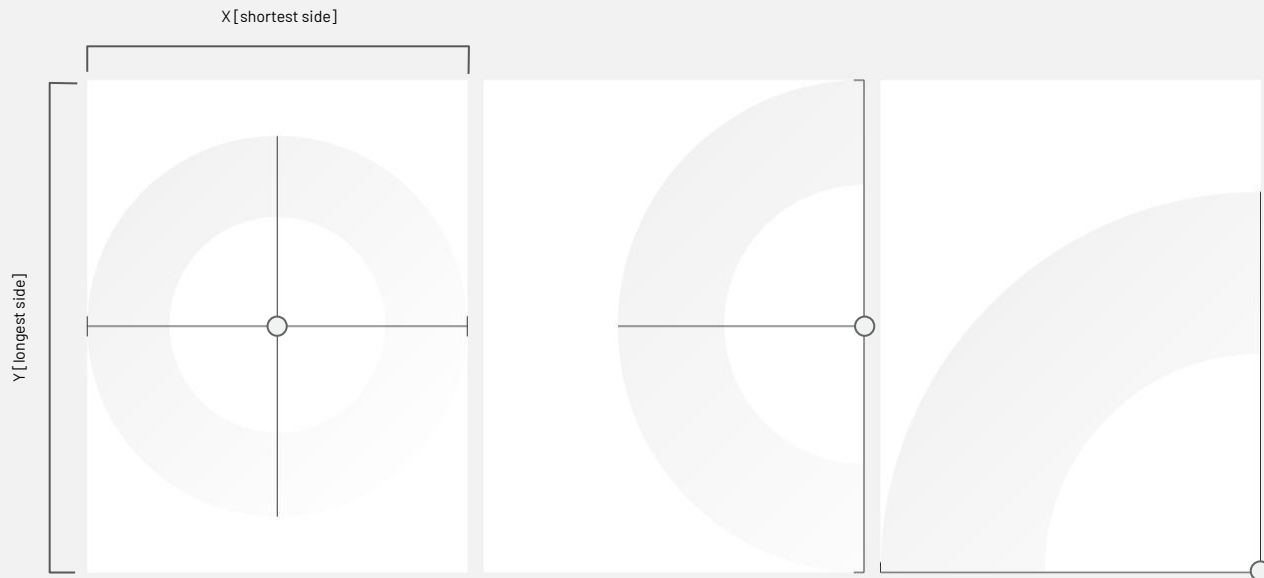
Full

The device dimensions should match the shortest side of the composition [X]. This ensures it spans from one edge to the opposite edge of the format.

Half

The center point of the device should align with the edge of the composition. The dimensions should match the length of the edge that it is aligned with, ensuring that the center point of the device aligns with the center point of that same edge.

Quarter

The device dimensions should be double the shortest side of the composition [X]. The center point of the device should align with the corner of the composition.

GOOD**/**YEAR.
SightLine

Motion

Our graphic device at its most expressive, is visualized in motion.

Used to create a similar effect as in static layouts, the simplified tire model can be used on white backgrounds allowing the tire to fade into the background. Alternatively, it can be used over footage causing the background to be refracted through the tire. It is used to visualize the intelligent tires as the translator of data, creating context between drivers and their environments.

Refracted light

Refracted footage

GOOD YEAR
SightLine

BRAND TOOLKIT
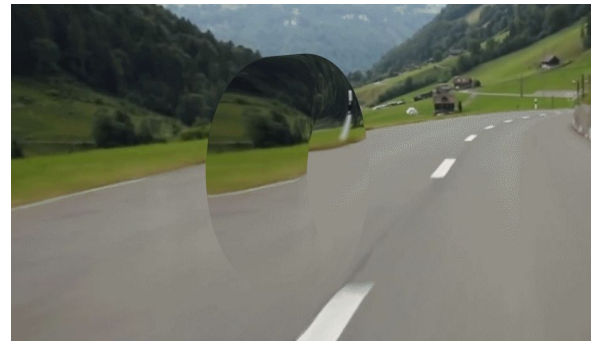
Incorrect use
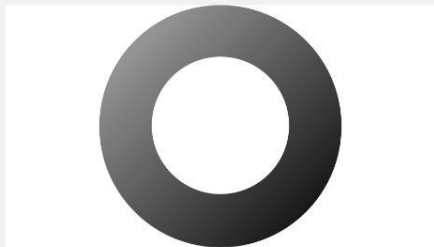
Do not apply alternative gradients to graphic device

Do not adjust proportions of graphic device
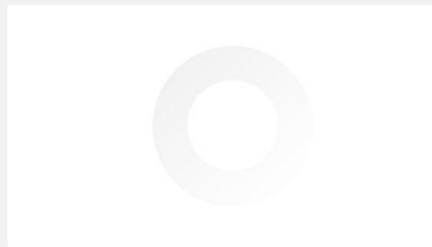
In static, do not float graphic device within composition

Do not crop device to the extent that it loses context. Crop device as suggested on **Graphic device placement** page

Do not use multiple devices within one composition
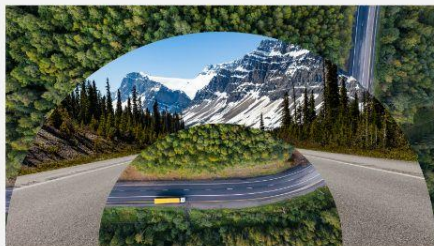
Do not mask different images within the graphic device compared to the background image

Do not mask images within the device and position on a white background
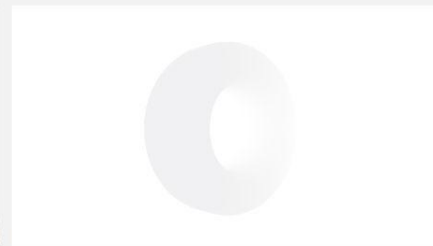
Do not use stills of graphic device in motion for static purposes

GOOD YEAR
SightLine

Compositions

Categories

Our toolkit allows us to flex from expressive to hardworking compositions for any purpose. Using photography, typography and our graphic device, compositions can be roughly categorized into four groups.

Typographic

Graphic device

Photographic device

Photography
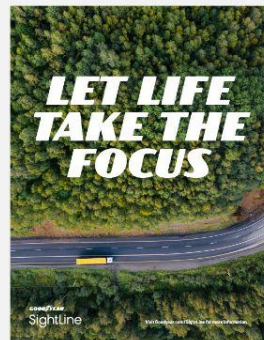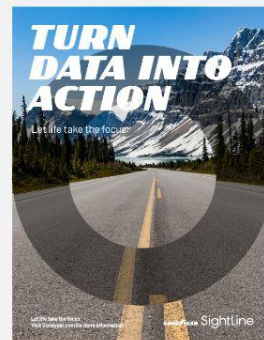
Grid construction

To create these compositions, a few key principles are applied to ensure consistency across touchpoints. To create a fully flexible format which can adjust for different needs, we suggest creating a 12-column, 6-column or 4-column grid.

For demonstration purposes, this page outlines the grid construction for a vertical, letter format.

The first step is to define the logo size by dividing the composition width by five. We then use the capital height of 'SightLine' [X], in either our single line or stacked logos, to define the margin [2X] and gutter [X], before implementing a 6-column grid.

For additional formats, please see **Grid systems**.
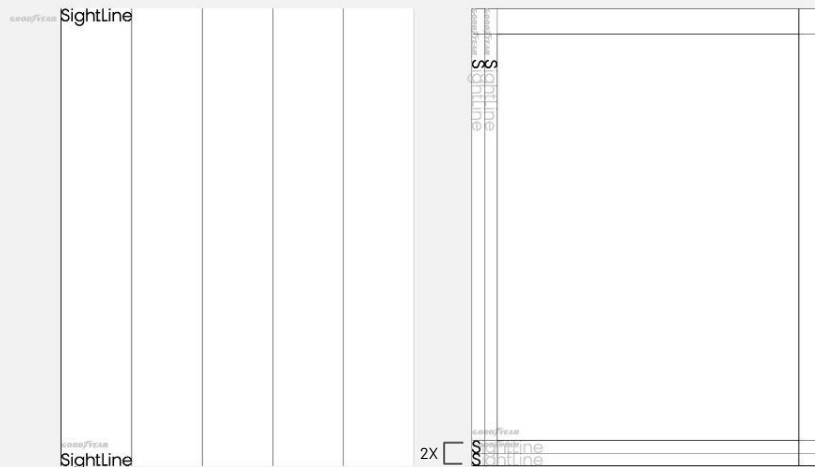
1. Divide the format width in five to define the width of SightLine within our Goodyear SightLine logo

2. Use the capital height of the S in SightLine [X], to define the margin [2X] and the gutter [X]

3. Distribute gutters [X] across the canvas to create six columns

GOOD/YEAR.
SightLine

Logo placement

Either the stacked or single line logo can be used in any composition. However, available space and quantity of written information should be considered.

Logos should be placed at the footer of the composition, where possible, with the baseline aligned with the margin. Logos should never be centered or floating within the composition, and always locked to a corner.

For secondary compositions, such as internal presentation or editorial spreads, the logo size can be reduced or increased by 50%. However, keep margins consistent to recommendations outlined on **Grid construction**.

See **Logo stacked / single line** for more information on logo choices.
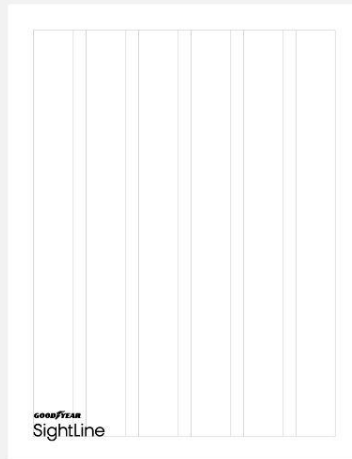
Stacked logo should always be placed left aligned. The baseline of the logo should align with the margin.
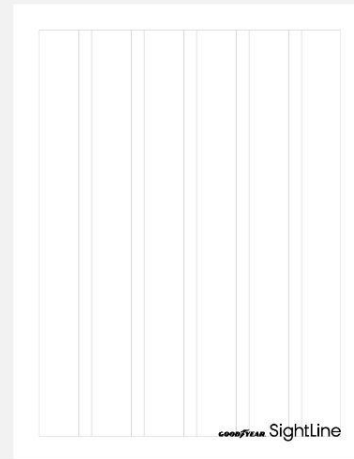
Single line logo should be placed at the bottom right corner with the baseline aligned with the margin. However, for digital applications, such as websites, the logo can be placed top left above the fold.

Typographic
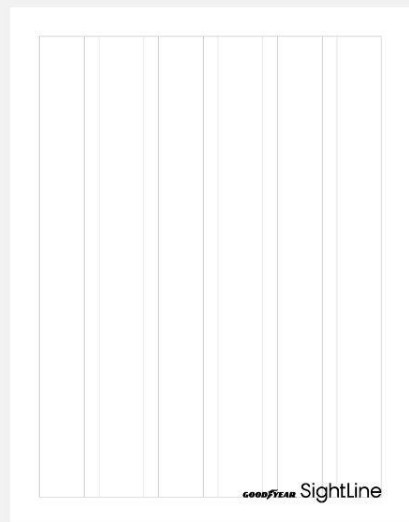
TURN
DATE
INTO
ACTIO

GOODYEAR SightLine

GOODYEAR SightLine

Annual
Report

April 2022   GOODYEAR SightLine
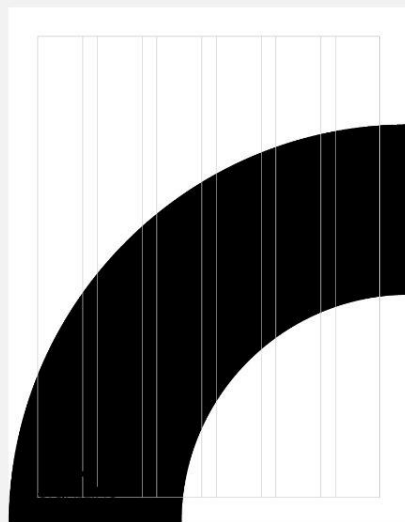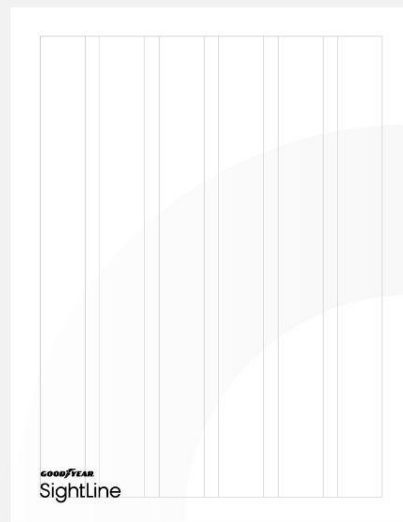
1. Select chosen Goodyear SightLine logo. For secondary compositions, such as internal presentation or editorial spreads, reduce size of logo as needed. However, keep margins consistent to recommendation on previous page. For minimum logo sizes, see **Clearspace & minimum size**.

2. Position key typography. If using Wingfoot Sans (as shown) look to align capital height and baseline to composition edges and split text to create even coverage.

3. Outline type, convert into a compound shape, and add gradient. See **Type as pattern** for details.

4. Add secondary information.

GOODYEAR
SightLine

BRAND TOOLKIT

Typographic examples

Graphic device
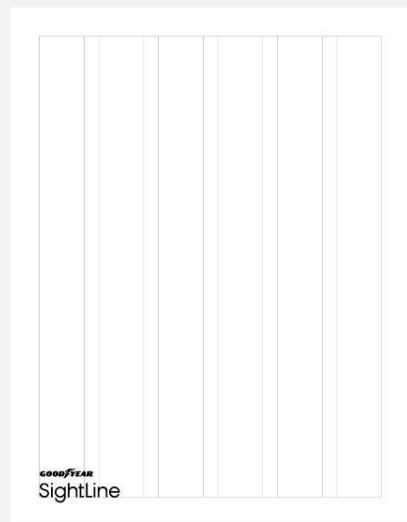
SEE BEYOND TIRES

Let life take the focus.

Turning intelligence into a new way of seeing the world, Goodyear SightLine allows us to know more, so fleets can be serviced more efficiently, it adjusts a vehicle's performance for changes only tires can feel, and in the future, communicating road conditions to everyone, enhancing uptime and safety along the way.
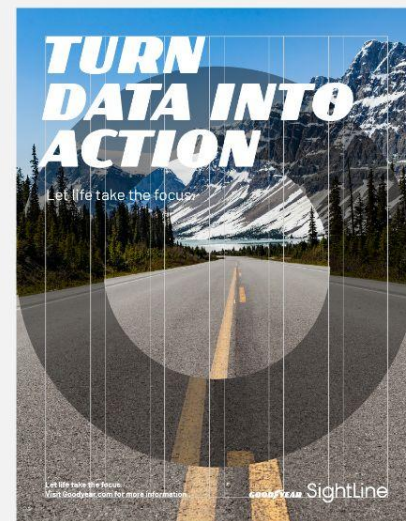
GOODYEAR
SightLine

1. Select chosen Goodyear SightLine logo. For secondary compositions—such as internal presentation or editorial spreads—the logo size can be reduced to 50%. However, keep margins consistent to recommendations. For minimum logo sizes, see **Clearspace & minimum size**.
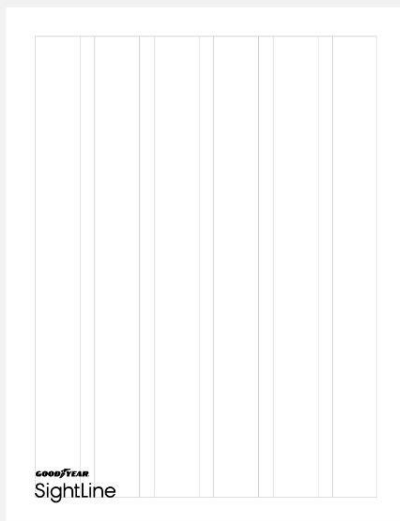
2. Position graphic device. Device size is defined by composition size and crop. The device is either shown in full (centered to the composition), half (centered to edge of composition) or quarter (centered to corner of composition). Refer to **Graphic device placement** for details.

3. Add gradient. See **Graphic device construction** for details.

4. Add secondary information.
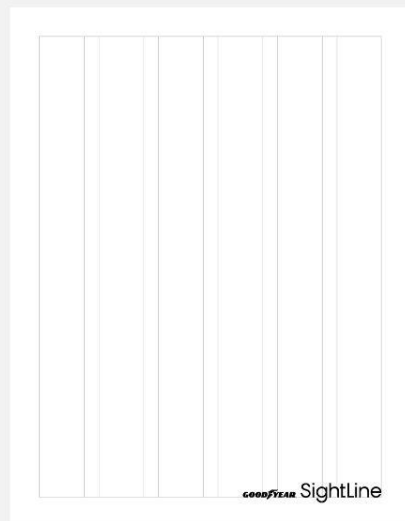
GOODYEAR
SightLine

Graphic device

WEAR CONDITION

Front left	Front right
68,732 km	100,279 km
8.0 mm	1.8 mm

| Rear left	Rear Right
68,732 km	68,732 km
8.0 mm	8.0 mm

Photographic device

1. Select chosen Goodyear SightLine logo. For secondary compositions—such as internal presentation or editorial spreads—the logo size can be reduced to 50%. However, keep margins consistent to recommendations. For minimum logo sizes, see **Clearspace & minimum size**.
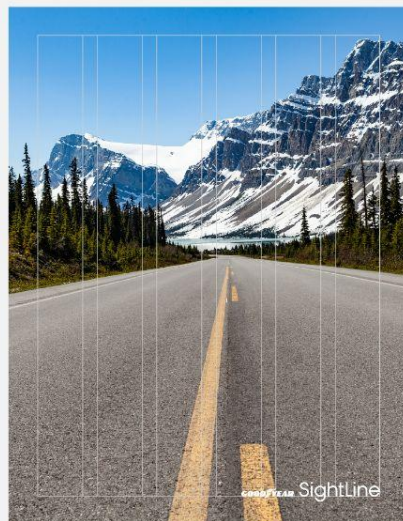
2. Select background photography and place full-bleed.

3. Position graphic device. Device size is defined by composition size and crop.The device is either shown in full (centered to the composition), half (centered to edge of composition) or quarter (centered to corner of composition). Refer to Graphic device placement for details. Add 20%K set to multiply.

4. Add secondary information.

GOOD*YEAR*
SightLine

BRAND TOOLKIT

Photographic device examples

TURN
DATA

GOOD/YEAR
SightLine

INTO
ACTION

Drive intelligently with our new all-in-one
sensor. Visit goodyear.com/sightline for
more information

GOOD/YEAR
SightLine

BRAND TOOLKIT

Photographic

1. Select chosen Goodyear SightLine logo. For secondary compositions, such as internal presentation or editorial spreads, reduce size of logo as needed. However, keep margins consistent to recommendation on previous page. For minimum logo sizes, see **Logo clearspace & minimum size**.

2. Select and position photograph, full bleed. Depending on imagery, invert logo to ensure legibility.
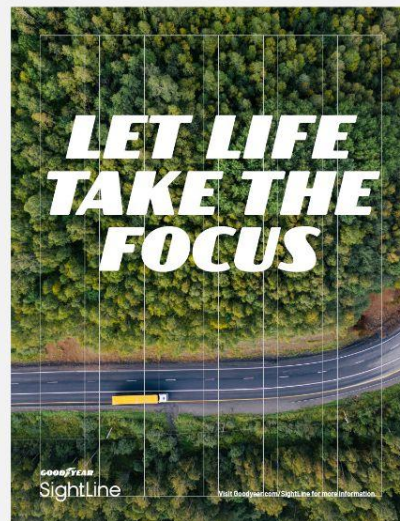
3. Add secondary information. See **ADA compliance** for colored type recommendations.

SEE
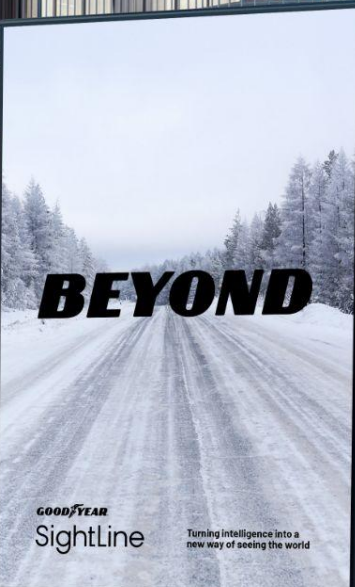
BEYOND

TIRES

GOOD YEAR
SightLine

Never stop moving the world

GOOD YEAR
SightLine

Turning intelligence into a
new way of seeing the world

GOOD YEAR
SightLine

Visit goodyear.com for
more information

Grid systems

Screen formats [16x9]

Our compositions begin with our logo. By using the capital height of SightLine [X] in either our single line or stacked logos, we can define the margin [2X] and gutter [X].

For horizontal formats, we recommend a 12-column grid.
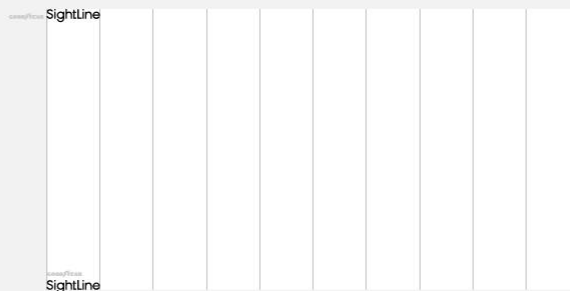
1. Divide the format width in ten to define the width of SightLine within our Goodyear SightLine logo.

2. Use the capital height of the S in SightLine [X], to define the margin [2X] and the gutter [X].

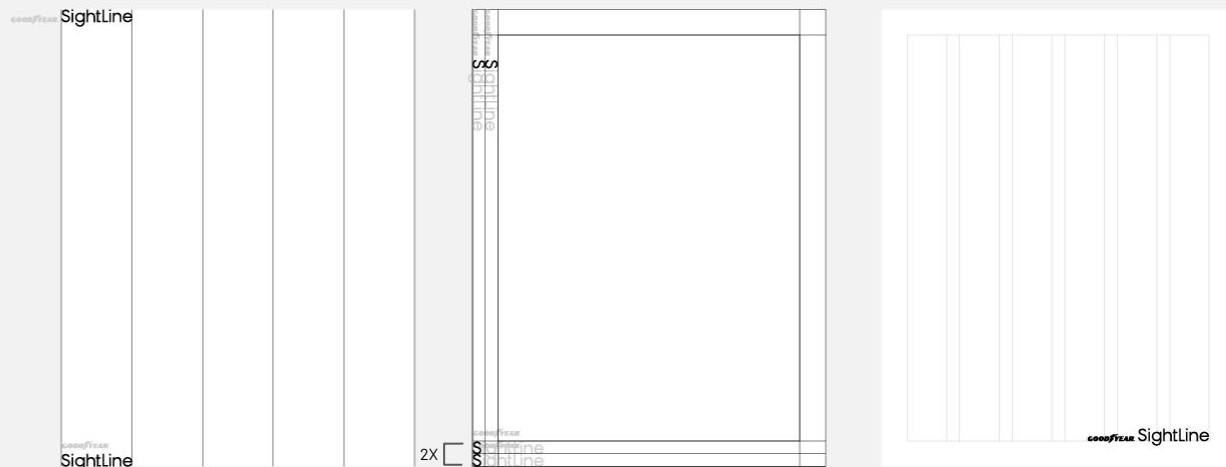3. Distribute gutters [X] across the canvas to create 12 columns.

4. Align the baseline of either single line or stacked logo to a corner of the composition.

GOOD YEAR.
SightLine

BRAND TOOLKIT

Grid systems

Social format: 1x1

For square formats, we recommend a
4-column grid.

As with vertical compositions, layouts begin
with our logo. By using the capital height of
SightLine [X] in either our single line or
stacked logos, we can define the margin [2X]
and gutter [X].

2X
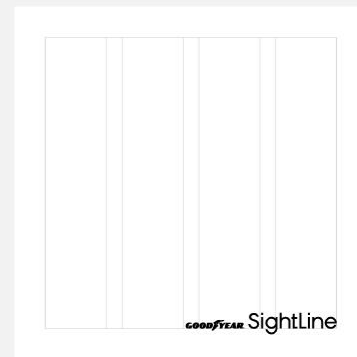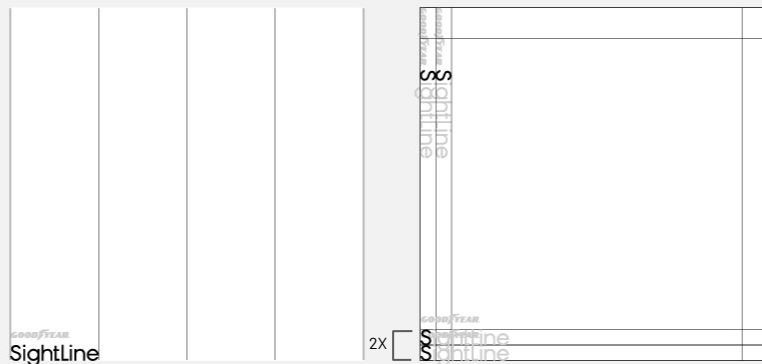
1. Divide the format width in four to define the
   width of SightLine within our Goodyear
   SightLine logo.

2. Use the capital height of the S in SightLine [X],
   to define the margin [2X] and the gutter [X].

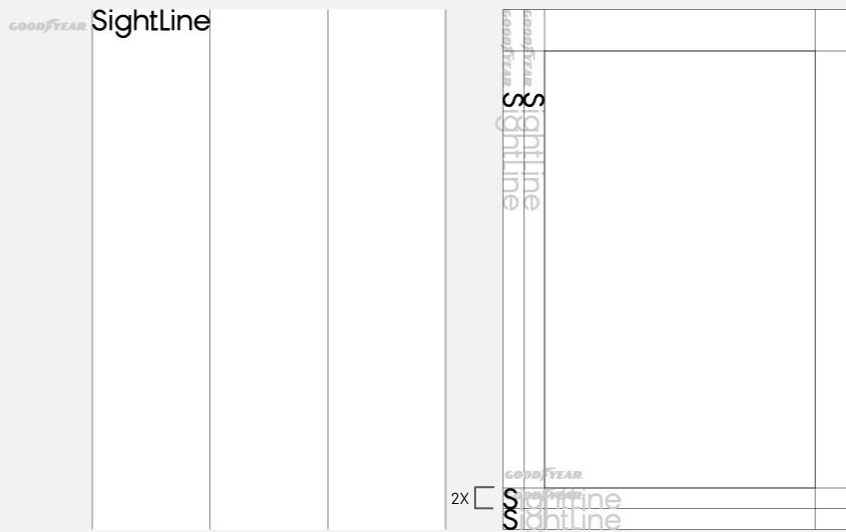3. Distribute gutters [X] across the canvas to
   create four columns.
4. Place either logo with the baseline of SightLine
   aligned with the margin.

GOOD**YEAR**
SightLine

Grid systems

Similarly to our digital formats, compositions begin with our logo. We define the logo size by dividing the composition width by five. We can then use the capital height of SightLine [X], in either our single line or stacked logos, to define the margin [2X] and gutter [X].

For vertical print formats, we recommend a 6-column grid.

1. Divide the format width in five to define the width of SightLine within our Goodyear SightLine logo.

2. Use the capital height of the S in SightLine [X], to define the margin [2X] and the gutter [X].

3. Distribute gutters [X] across the canvas to create six columns.
4. Place either logo with the baseline of SightLine aligned with the margin.

Grid systems

Large formats

For large formats, we recommend a 4-column grid.

As with our other compositions, layouts begin with our logo. By using the capital height of SightLine [X] in either our single line or stacked logos, we can define the margin [2X] and gutter [X].

1. Divide the format width in three to define the width of SightLine within our Goodyear SightLine logo.

2. Use the capital height of the S in SightLine [X], to define the margin [2X] and the gutter [X].

3. Distribute gutters [X] across the canvas to create 4 columns.
4. Place either logo with the baseline of SightLine aligned with the margin.

Panels

For interior pages and interfaces only

For occasions where quantities of complex information need structuring, we recommend using panels aligned within the margins. It allows us to create clear space for type whilst still emphasising our core value that Goodyear SightLine creates a new way of seeing—either using our graphic devices, or panels.

Semi-transparent panels use the same gradient overlay as our **Graphic device** and **Type as pattern**, but with the addition of a gaussian blur on the image to create an even tone. Opaque panels are either white 5%K or 20%K and have a subtle drop shadow added.

BRAND IN ACTION

Website

GOODYEAR SightLine
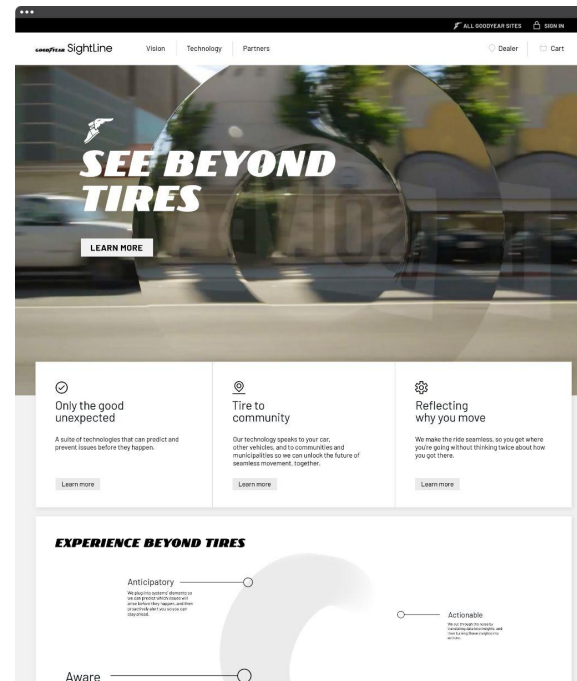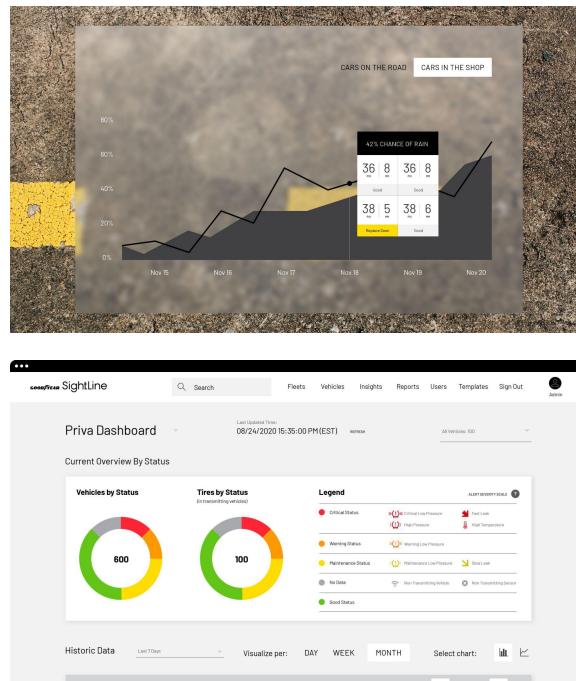
Vision   Technology   Partners

ALL GOODYEAR SITES   SIGN IN

Dealer   Cart

SEE BEYOND TIRES

LEARN MORE

Only the good
unexpected

A suite of technologies that can predict and
prevent issues before they happen.

Learn more

Tire to
community

Our technology speaks to your car,
other vehicles, and to communities and
municipalities so we can unlock the future of
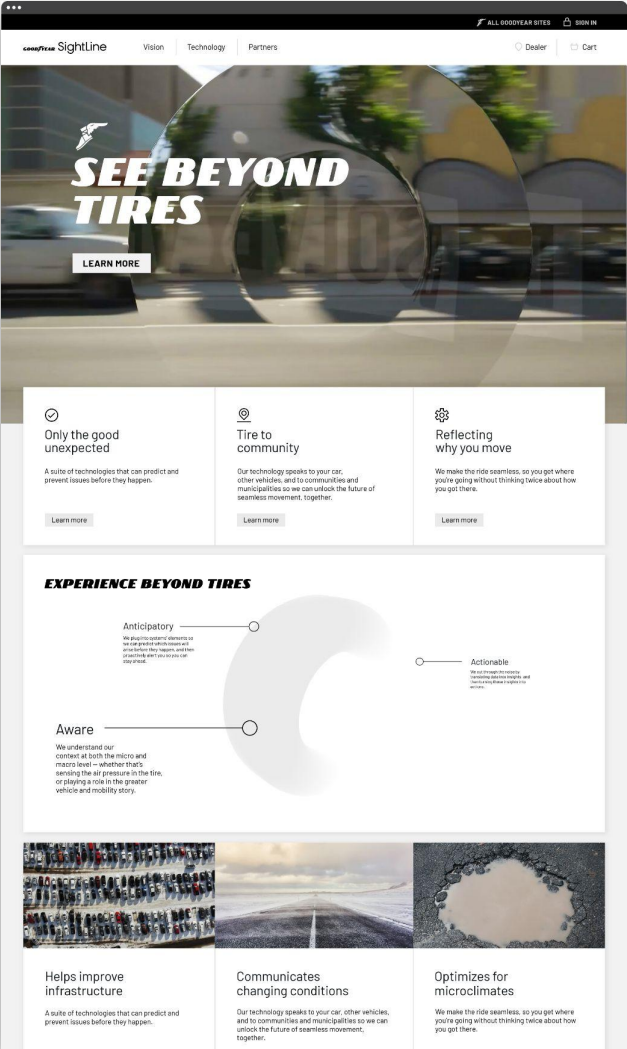seamless movement, together.

Learn more

Reflecting
why you move

We make the ride seamless, so you get where
you're going without thinking twice about how
you got there.

Learn more

EXPERIENCE BEYOND TIRES

Anticipatory
We plug into systems' elements so
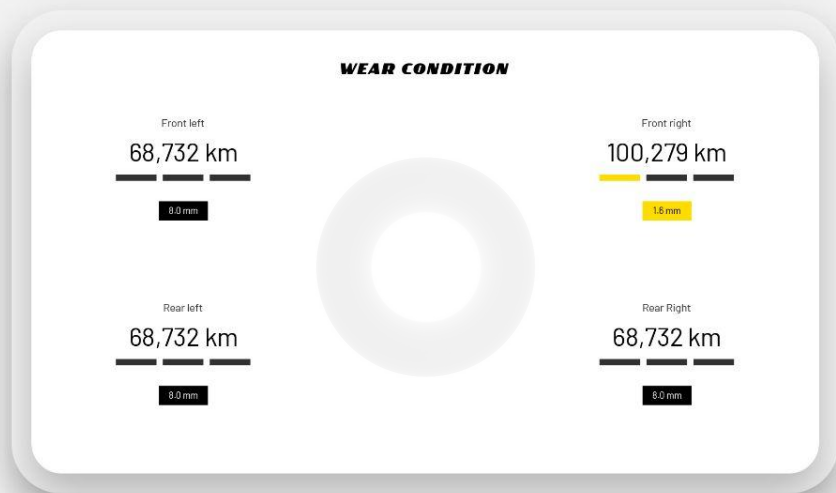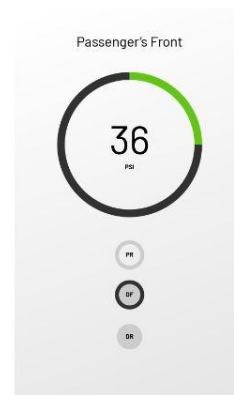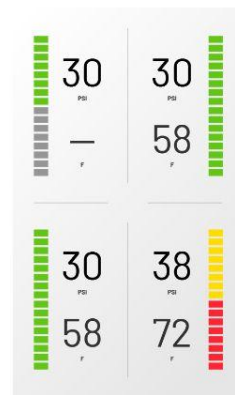we can predict which issues will
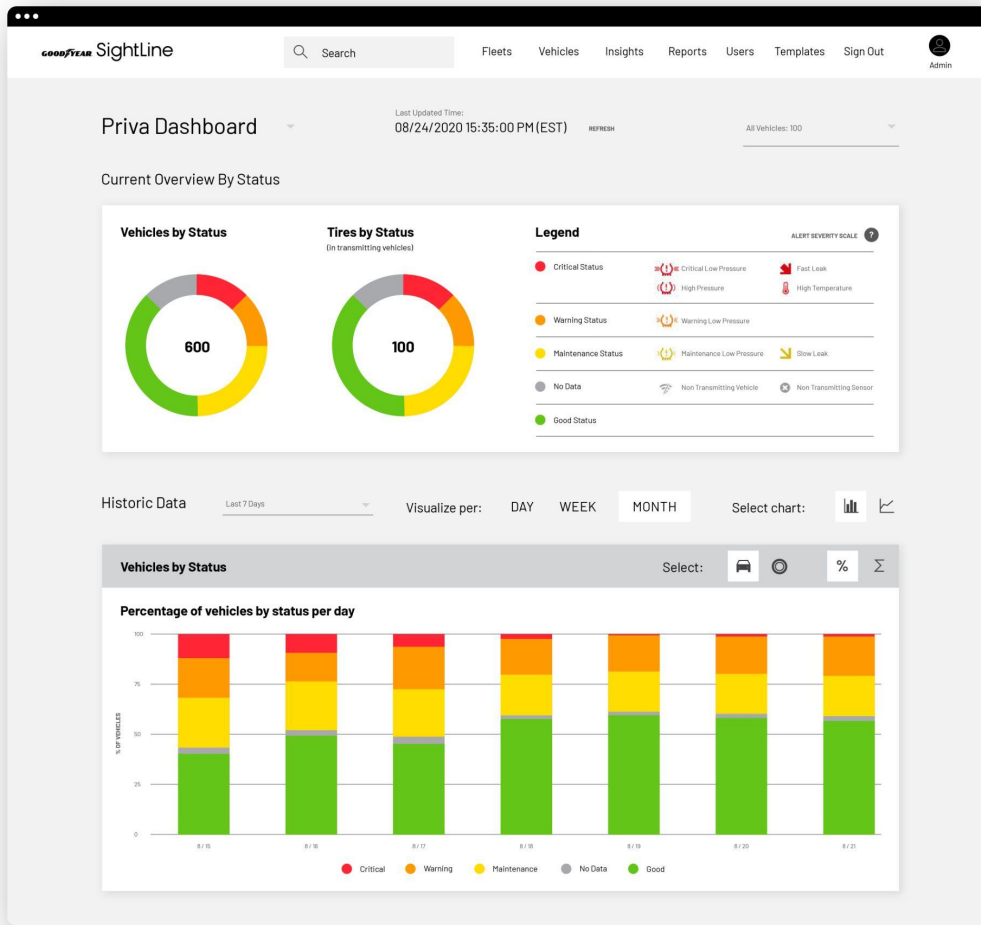
GOODYEAR
SightLine

87

Website

Packaging

Cover

Intelligent Tires Overview:
Fleet Metrics & Positioning
March-May, 2022

GOODYEAR
SightLine

Cover

SEE
BEYOND
TIRES

Let life take the focus

Annual Report 2022

GOODYEAR SightLine

Tire

Mobility Cloud

Notional UI

WEAR CONDITION

Front left
68,732 km

8.0 mm

Front right
100,279 km

1.6 mm

Rear left
68,732 km

8.0 mm

Rear Right
68,732 km

8.0 mm

CARS ON THE ROAD   CARS IN THE SHOP

42% CHANCE OF RAIN

36	8	36	8
Good		Good	
38 PSI	5	38 PSI	6
Replace Soon		Good	

80%
60%
40%
20%
0%

Nov 15   Nov 16   Nov 17   Nov 18   Nov 19   Nov 20

30 PSI F
30 PSI F
—
58 F
30 PSI F
38 PSI F
58 F
72 F

Passenger's Front

36 PSI

PF
DF
DR

GOODYEAR
SightLine

BRAND TOOLKIT

GOOD YEAR
SightLine

DATA

Never stop moving the world

GOOD YEAR
SightLine

INTO

Turning intelligence into a
new way of seeing the world

GOOD YEAR
SightLine

ACTION

Visit goodyear.com for
more information

GOODYEAR
SightLine

BRAND TOOLKIT
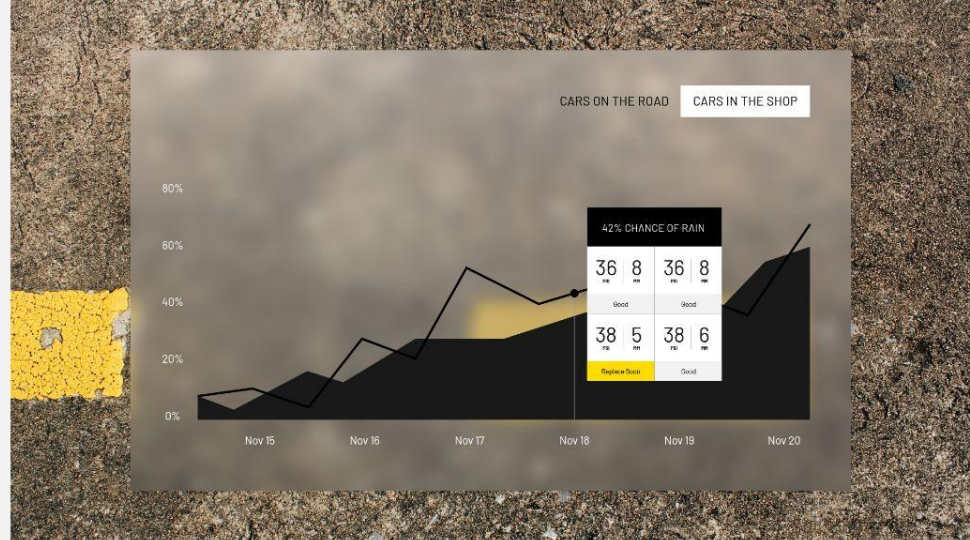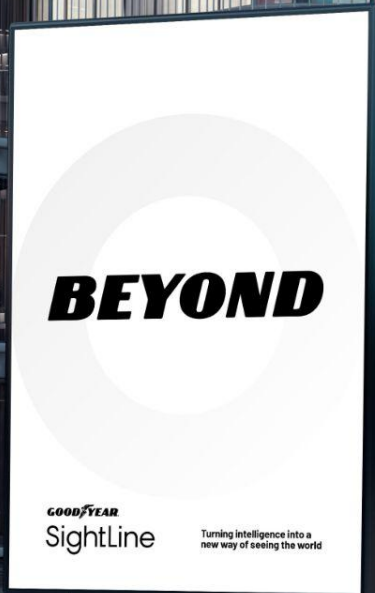
TURN
DATA
INTO
ACTION

Turning intelligence
into a new way of
seeing the world.

SEE
BEYOND
TIRES

Technology that
lets tires fade into
the background.

GOODYEAR
SightLine

Photography library

Images need to be purchased before use. All are selected from Getty and can be found and licensed using the the file name listed below each image.
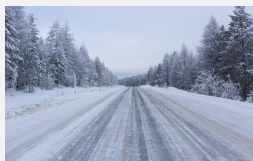

GettyImages-1125583474

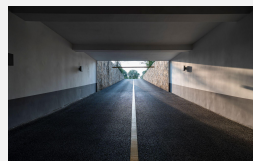GettyImages-912681126
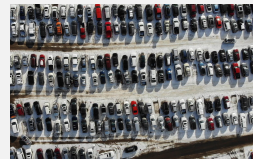
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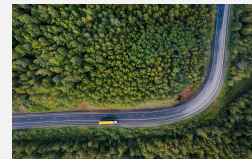
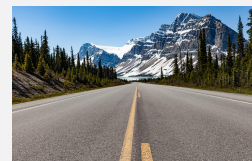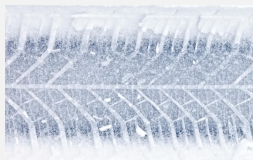GettyImages-1181008278

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GettyImages-1248981317

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GettyImages-1067523552

GOOD YEAR
SightLine