



BRAND GUIDE 2025

Brand | IDENTITY

Who we are

The journey of **RS PERFORMANCE PARTS** began in 2016, in a quiet corner of our production factory — with nothing more than a lifted Suzuki Jimny SJ410, a couple of makeshift tools, and two passionate engineers: Alan Leong and Wan Asnor.

Driven by the desire to create a suspension system that could outperform and outlast, they began experimenting with custom setups tailored for off-road conditions. That first Jimny wasn't just a project vehicle — it became a testbed, a proving ground, and ultimately the symbol of what RS would stand for:

**Performance through
purpose-built engineering.**

What started as a passion project quickly evolved. Word spread, and soon, 4x4 owners across the region were asking for the same ride feel, stability, and durability. With demand growing, **RS PERFORMANCE PARTS** was officially formed — built on a foundation of R&D, real-world testing, and field experience in Malaysia's most challenging terrains.

Today, **RS PERFORMANCE PARTS** is recognised for its uncompromising suspension kits and 4x4 components, trusted by adventurers, fleet operators, and off-road specialists alike. But no matter how far we go, we remain grounded in the same spirit that started it all — two engineers, one old Jimny, and a relentless drive to master every terrain.

Vision and Mission

Vision

To be Most trusted and innovative performance parts brand for 4x4 vehicles, empowering drivers to conquer every journey with confidence, control, and uncompromised ride quality.

Mission

1. To engineer and deliver high-performance suspension systems and components tailored for off-road and on-road mastery.
2. To uphold consistent product quality through rigorous R&D, durability testing, and continuous innovation.
3. To support drivers, workshops, and dealerships with accessible technical expertise and after-sales care.
4. To build a performance culture that unites off-roaders, adventurers, and professionals through shared passion and reliability.





Master Every Terrain.



Master Every Terrain.

Brand | IDENTITY

General Design Philosophy

RS Performance Parts is a subsidiary of **Redsprings 4x4**; its branding is influenced by the parent company, whilst also leaning more towards the upgrade/modification/drive comfort aspects of the brand.

Brand elements should encompass the ideas of upgrading, testing and experimentation, and putting the drive before the destination. Driving an **RS Performance Parts** vehicle is seen as equally desirable as travelling to a destination.

The **RS Performance Parts** brand also embodies the ability to master all terrain (barring water/air). Implemented aesthetics should imply adaptivity and breadth; once your vehicle is outfitted with **RS Performance Parts**, you should be able to drive just about anywhere.

Brand | Hierarchy



Parent Brand

RS PERFORMANCE PART should have some visual links.



Sub Brand

Internal use branding to categorize the product brand under the 4x4 banner.



Product Brand

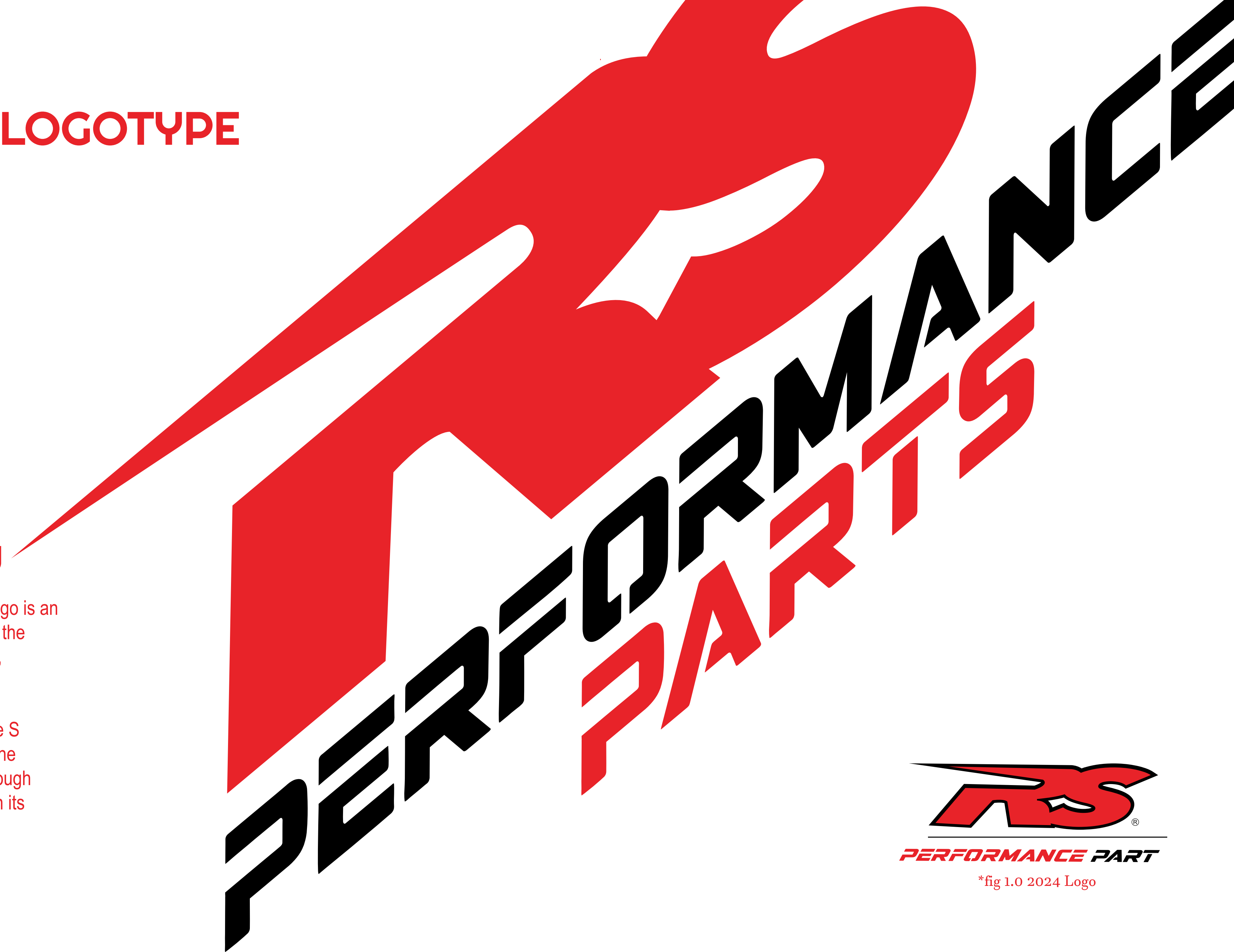
Core philosophy and branding for materials.

Brand | LOGOTYPE

Logo Philosophy

The current **RS Performance Parts** logo is an updated version of a heritage design*; the type in the logo is a custom made font, derived from other fonts.

The swoop of the R and the cant of the S brings a level of motion and action to the piece. This level of action is carried though into the “Performance Parts” copy, with its inherent italicization.



*fig 1.0 2024 Logo



Brand | LOGOTYPE

Icon

The Icon consists of the swept letters “R” and “S”. The letters are said to stand for “RedSprings”, being a nod to the parent company.



Colours

Black **00000** and Red **e82329** are the main colours of the logo. They are used to convey action and motion, whilst the black represents the reliability of the product.

Copy

“Performance Parts” sits under the logo; care should be taken to ensure that the full name is used in documents, and that “Parts” is complete with the “S” at the end.

Brand | LOGOTYPE



Full Logo

The full logo consists of the Icon and the Copy, with the Icon above the Copy. The Copy should always be under the Icon (See Long Variant for exceptions).

The full logo takes priority - consider it first and foremost before needing to use the other variants.



Icon

Standalone RS icon. The Icon is used in situations where more subtlety is needed, or when the details of the Copy are too fine to be produced (small print, physical objects, etc.).



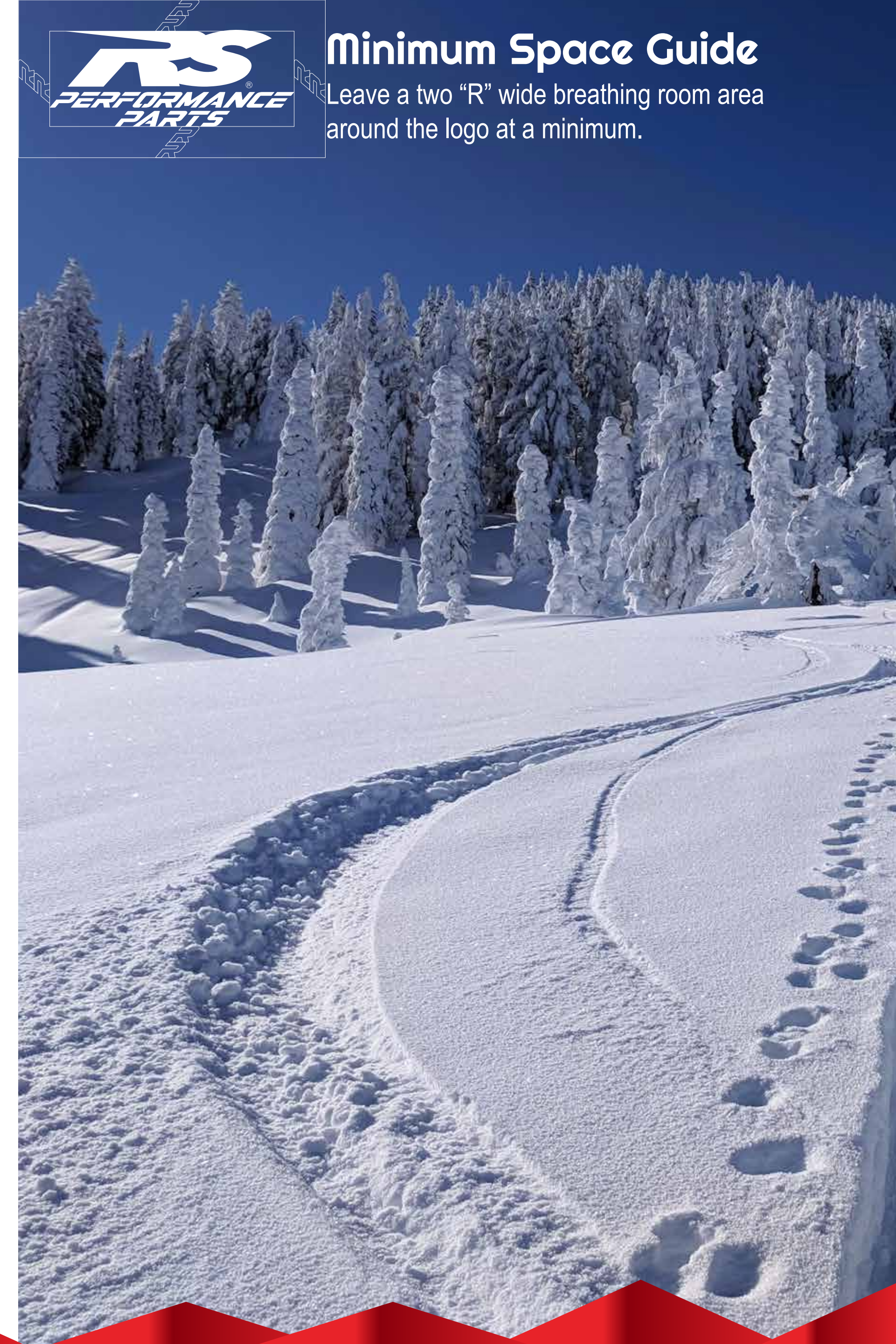
Long

The Long variant is for margins and other tight spaces. This variant allows the Copy to not be under the Icon.



Minimum Space Guide

Leave a two "R" wide breathing room area around the logo at a minimum.



Brand | LOGOTYPE

1



2



3



4



5



6



7



8



9



10



Colour Hierarchy

Logos in order of colour preference. Full colours are always preferred; go down the colour scale as more and more contrast is needed.





Brand | OTHER LOGOS

Brand Family Graphic

Refer to REDSPRINGS 4X4 brand guide for cobrand logo usage.
RS Performance Parts is an in-house brand, and so is listed as an original.



Brand | TYPOGRAPHY

Arial Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,?!

Body text. Used for large blocks and other reading text.

Righteous

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!?

Show text. Used for headers, subheaders, and decorative copy.

GONZALES SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Show text. Used for splash words and other decorative applications.



Brand | TYPOGRAPHY

Gonzales Sans

PERFORMANCE PART
PERFORMANCE PART
PERFORMANCE PART
PERFORMANCE PART

Arial Narrow

Feel free to experiment with copy placement and type alteration. The RS Performance Part brand should feel like a more liberated version of the Redsprings 4x4 brand, which is more corporate in nature.

Righteous

/// △ ▬ /
Elevate Every Drive,
Master Every Terrain.

/// ▬ △ //



Brand | COLOURS

Colour Philosophy

The RS Performance Part palette is mostly confined to the red / white / black spectrum, with additional colours coming in courtesy of images and photographs.

Logotype White. Used as a core background colour, and for contrast on dark backgrounds (mostly images).

ffffff

Logotype Black. Used in the outline of the logo icon. Use black sparingly, as to not encroach on REDSPRINGS 4X4 design philosophy too much.

000000

Logotype Red. Contrast this against white primarily. This is the core red colour identity of RS Performance Part, and symbolises its link to Redsprings 4X4, as well as its outgoing nature.

e82329

Dark contrast Red. This is a supporting colour, and is used to provide a second level of shading against the primary red.

9b081d

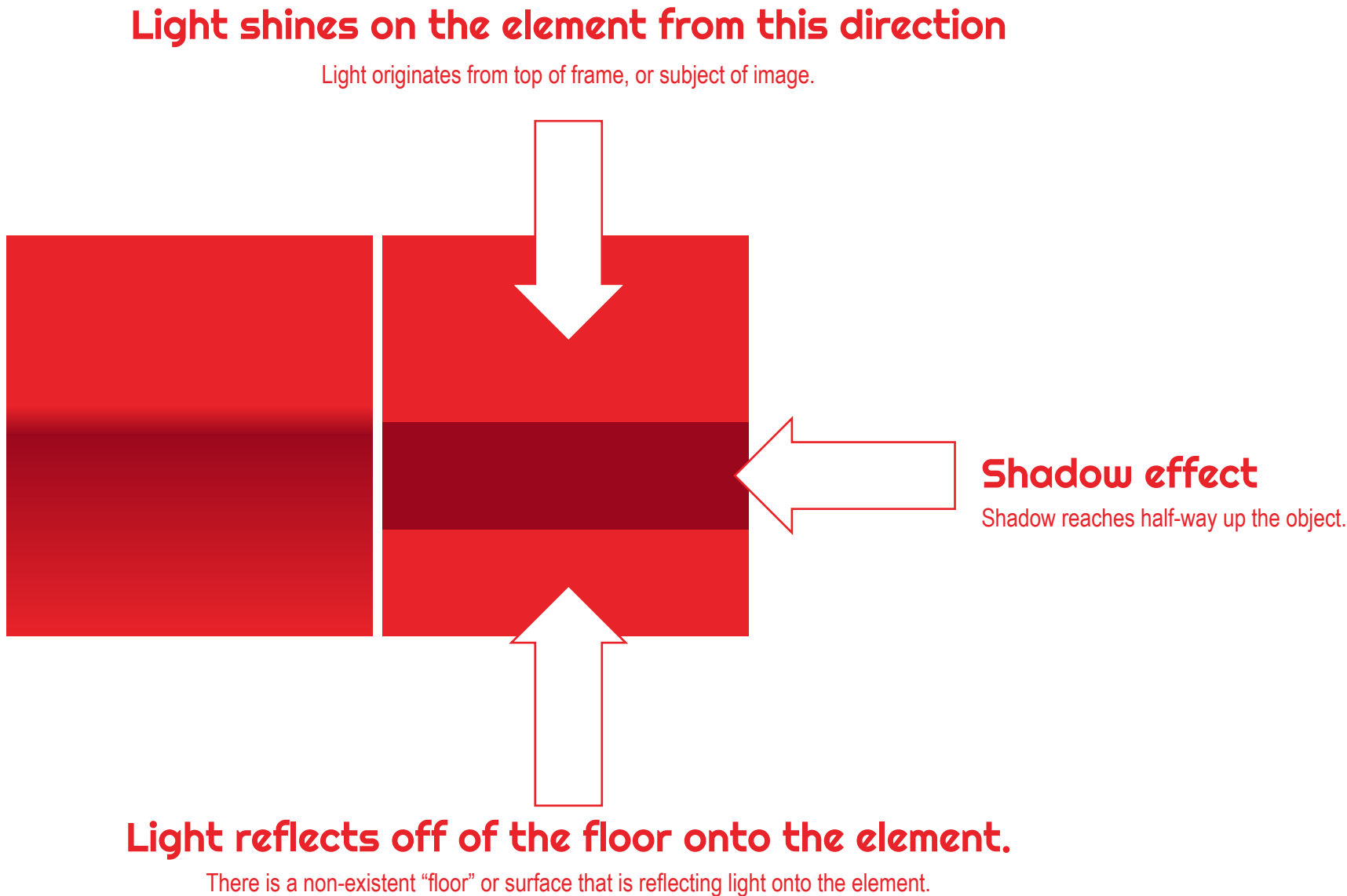
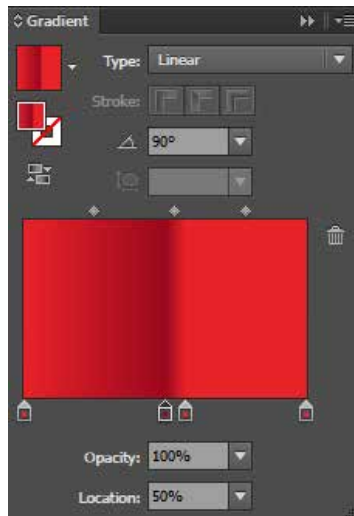




Brand | COLOURS

Metallics

Mettalic shading is used for highlights and other areas where a little pop of detail is needed. The metallic sheen represents the “new” nature of an overhauled vehicle.



Creating a Metallic Element

123



Base Colour
Core colour selected (usually red).

123



Shadow Stage
Darker tint of the core colour applied to lower half of the element.

123

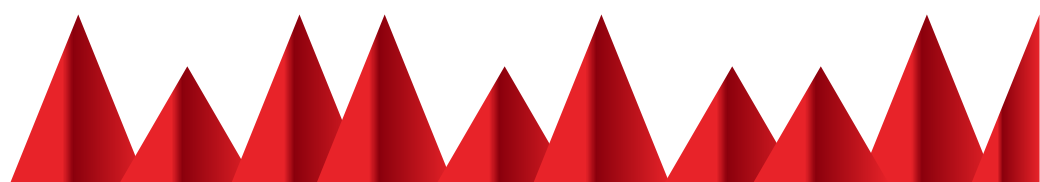


Reflection Stage
Base colour introduced from the bottom of the element to act as reflection.



Iconography

Icons and visual elements are based on the origin story and nature of the product brand.



Mountain / Forest / Desert

Embodiment ; Master Every Terrain.



Rain / Sand / Road / Mud

Embodiment ; Master Every Terrain.



Jimny / Spring

Embodiment ; Innovation , Origins.



Brand | IMAGERY

Images and Nature

Images of natural landscapes are encouraged. These images serve to bring more colour into the created material.

The images should invoke the idea of reaching a destination, or sticking your head out of a car window and enjoying the scenery.

Brand | IMAGERY

Photographs

RS Performance Parts is about the journey as it is about the destination. Images of both nature and urban landscapes are encouraged, with pictures of vehicles pushed to the realm of product images and modified RS Performance Parts projects.

Create the feeling of wide open spaces and long road trips.

Use photographs to push some extra colour into the material. RS Performance Parts colours are predominantly Red, White, and Black (in order of importance), so scenery that pulls contrasting colours are welcome.



Brand | IMAGERY



Brand | PRODUCTS



Core Products

RS is defined by its springs and absorbers. There are two main lines, with distinct niches for each.

HDT4

The **HDT4** is the workhorse of the RS Performance Parts line. It is in the lower price bracket, whilst remaining a premium product.

Visually, blacks and silvers are encouraged to match the tone of the product itself. Big, blocky shapes and 90 degree angles play a part in conveying the tough nature of the **HDT4**. The use of background textures and repeating patterns are also encouraged.



PRO60X

Acting as the flagship product line of the RS Performance Parts family, the **PRO60X** is sleek, expensive, and highly capable.

The **PRO60X** is about high-end performance. The people who buy this set are choosing the best for their vehicle; branding should reflect the premium nature of the product. Sleek designwork, playing with lights and shadows, and use of blacks and reds.



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