



BRAND GUIDELINES

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MISSION STATEMENT & MOTTO

WHO ARE WE AND WHAT WE STAND FOR

MISSION STATEMENT

We stand for EXCELLENCE in our products and our associates.

We aspire to be the industry LEADER by recognizing that the Customer is KING and our associates are our greatest ASSET.

MOTTO

The only constant is change

WHO WE ARE

Long version

ARIES, a CURT Group brand, is a fast-paced marketer and innovator of truck, Jeep, SUV and CUV accessories. From automotive enthusiasts to professional builders, our products are built for the champions of individualism, innovation and attitude. We offer the perfect combination of unique style and durable construction, specializing in custom-fit grille guards, bull bars, side bars and running boards, as well as Jeep Wrangler accessories. ARIES products are made vehicle-specific for a custom fit, and they are available for a wide variety of makes and models sold in North America.

WHO WE ARE

Short version

ARIES is a fast-paced marketer and innovator of truck, Jeep, SUV and CUV accessories. From automotive enthusiasts to professional builders, our products are built for the champions of individualism, innovation and attitude.

OUR BRAND

USING THE BRAND NAME

To maintain professionalism and consistency within our company, it is important to follow specific brand guidelines.

When writing our brand name, always use all caps.

All website URLs should always be written in lowercase.

Please refer to the following when writing out ARIES. If there are questions related to exceptions, contact the Marketing Services Manager.

ARIES

Capitalization rules

"ARIES" should always be written in all caps. "Aries" is never acceptable. We are no longer using "ARIES Automotive". The brand is simply "ARIES".

Acceptable uses: ARIES, ariesautomotive.com

OUR BRAND

ARIES CONSUMER PERSONA



INDIVIDUALISM | ATTITUDE | INNOVATIVE / LEADERS | STYLISH / MODERN



VISUAL IDENTITY

OUR LOGO AND COLOR VARIANTS

Shown below are the basic forms. These are the most accurate representations and should be used whenever possible.

A white background is preferred, though blue is also acceptable at the discretion of the designer.

PRIMARY:

Always use this version first



SECONDARY A:

Use this if primary color cannot be used



SECONDARY B:

Use these only if color is not an option



VISUAL IDENTITY

NEVER MISUSE THE LOGO

The proper use of the ARIES logo is essential in order to ensure consistent corporate identity. The logo must not be altered in any way, redrawn, embellished or recreated; variations are not permitted. Incorrect forms affect the continuity within the system and weaken the logo's overall impact. Detailed in this section are a number of situations to be avoided.

The examples on this page demonstrate many, but not all, of the incorrect variations to be avoided. Such misuses will undermine the value of the logo's status as a trademark and affect continuity of corporate identity.

DO NOT CONDENSE OR EXPAND



DO NOT EDIT CURRENT COLORS



DO NOT USE UNAPPROVED COLORS



DO NOT PUT ON A PATTERN



DO NOT ROTATE ALL OR ANY PART



DO NOT ADD AN OUTLINE




VISUAL IDENTITY

OUR CORPORATE COLORS


Beyond just the logo, ARIES has approved colors that should be used in all forms of communication. By keeping a consistent color pallet, we can be quickly identified.

Color is one of the single most crucial elements when creating a brand. Color produces a strong and cohesive identity. Color plays a major role in our visual perception and is critical in order to evoke the right customer reaction.


WHEN USING SPOT COLORS:



PMS 1795 C
PRE-MIXED SPOT COLOR



WHITE
PAPER




PMS BLACK C
PRE-MIXED SPOT COLOR


WHEN USING PROCESS COLORS:



RED
C:000 M:096 Y:090 K:002
R:233 G:041 B:047
HEX#: E8292E



WHITE
C:000 M:000 Y:000 K:000
R:255 G:255 B:255
HEX#: FFFFFFFF




BLACK
C:000 M:000 Y:000 K:100
R:000 G:000 B:000
HEX#: 000000


ACCEPTABLE SHADES OF GREY:




GREY 80%
C:000 M:000 Y:000 K:080
R:088 G:0089 B:091
HEX#: 58585B




GREY 70%
C:000 M:000 Y:000 K:070
R:109 G:110 B:113
HEX#: 6D6E70




GREY 60%
C:000 M:000 Y:000 K:060
R:128 G:130 B:133
HEX#: 808284



GREY 40%
C:000 M:000 Y:000 K:040
R:167 G:169 B:172
HEX#: A7A9AB



GREY 20%
C:000 M:000 Y:000 K:020
R:209 G:211 B:212
HEX#: D1D2D4



GREY 10%
C:000 M:000 Y:000 K:010
R:230 G:231 B:232
HEX#: E6E7E8

VISUAL IDENTITY

OUR CORPORATE STYLEGUIDE

CURT Group has a unified style guide that drives the creative of all marketing deliverables, from literature to display signage. We have united all brands under two fonts: DIN OT and Helvetica.

When creating marketing assets, please consult with the Marketing Services department for help and guidance to ensure our brand image remains strong and consistent.

See the following pages for additional details relating to fonts, sizes, weights and tables.

EXAMPLES:



TEAM ARIES


Learn more about this build at TeamARIES.com

JEEP WRANGLER PRODUCTS


GO OFF THE BEATEN PATH

ARIES Jeep Wrangler products reflect a passion for going off the beaten path. We offer durability, functionality and a wide range of customization options for the road or trail ahead. New for 2018, we have added a number of Jeep TJ applications for our Jeep light mounting brackets, aluminum tube doors and TrailCrusher™ bumpers. We have also added a new winch reinforcement bracket for our front aluminum TrailChaser™ bumpers, giving them a straight-line pull rating of 9,500 lbs.


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FEATURED PRODUCTS



TrailCrusher™ bumpers
This bumper features a 12.5K winch / tackle rating and powder-coated steel build. Install requires no drilling for the front or rear.















TrailChaser™ bumpers
Choose from 24 different options for the front and rear. New for 2018, we've also added an LED light option for the rear.



LED mounting brackets
Available for the hood and roof, these brackets hold 200" or 50" light bars. They are also built from powder-coated stainless steel.

PRODUCT INDEX

					
102 TrailCrusher™ Bumpers	104 TrailCrusher™ Accessories	106 TrailChaser™ Bumpers	114 TrailChaser™ Accessories	116 Light Mounting Brackets	118 Tube Doors
					
120 Rocker Steps	122 Fender Flares	124 Inner Fender Liners	126 Spare Tire Carriers	128 Security Cargo Lids	130 Roof Cargo Brackets

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PRO SERIES™ GRILLE GUARDS

See page 134 for our full line of LED lights

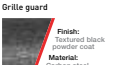

KEY FEATURES

- Patented crossbar housing with included single-row LED light bar (also available without light bar)
- Interchangeable cover plate protects light bar and offers easy customization (see page 31)



Product Details

- Black mesh cover plate #PC30MB included (PC30MB for Jeep)
- Chamfer-style bracket accepts one or multiple light bars
- Articulating bracket allows light to be mounted at a custom angle
- Textured black powder coat easily hides minor scratches and grime
- One-piece, 1 1/2" diameter, heavy-wall tubing in high-strength steel
- Vertical rubber stripping along the risers to help maintain a clean finish
- No-drill, vehicle-specific application for a custom fit
- Pro Series™ grille guard patent US9108581B2
- See page 30 for application information
- Three-year finish warranty and five-year warranty against defects

Finishes & Materials

	
Finish: Textured black powder coat Material: Carbon steel	Finish: Semi-gloss black powder coat Material: Carbon steel

2018-2019 4x4 models of the guard and light bar

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VISUAL IDENTITY

OUR CORPORATE STYLEGUIDE

Below are some samples of the paragraph styles we use to create our marketing assets. We have varying font sizes and weights that come together to create a consistent CURT Group brand look

and feel. Not all sizes and weights are shown. The Marketing Services department maintains the complete style guide and can help with any design-related decisions.

Note: Font colors may vary depending on the style level in the hierarchy or its context.

HEADLINES

CATEGORY 1

DIN OT Black - 56pt

SECTION 1

DIN OT Black - 35pt

PRODUCT NAME 1

DIN OT Black - 29.5pt

PRODUCT TITLE 1

DIN OT Black - 35pt

Subhead 1

DIN OT Bold - 15pt

BODY AND CAPTIONS

Intro 1

Helvetica Neue LT Std 55 Roman - 11pt

Body 1

Helvetica Neue LT Std 45 Light - 9.75pt

- Bullet Point 1

Helvetica Neue LT Std 45 Light - 10pt

Caption 1

Helvetica Neue LT Std 65 Medium - 10pt

Caption 2

Helvetica Neue LT Std 45 Light - 7.75pt

VISUAL IDENTITY

OUR CORPORATE STYLEGUIDE

Shown below are the two most common types of tables: application guides and product offering. Tables can be customized to fit certain needs, however the general look and feel should match

was is shown below. The Marketing Services department is the go-to source if there are questions when designing and creating tables.

Note: Cell fills and strokes may vary depending on the context in which it is used in the table. Variations exist of all styles.

TABLE STYLES AND FONTS

Table 1, Application Guide

Pro Series™ Grille Guards					
Make / Model	Style / Notes	Years	Kit (Guard and Light Bar)	Guard Only	Light Bar Only
			Part#	Black#	Light Bar#
Chevrolet					
Colorado	All	15 - 18	2170022	P4088	1501264
Silverado 1500	All	07 - 13	2170016	P4068	1501264

Footnotes

Table 2, Product

Part#	Fits	Includes	Finish
1110312	All headache racks	Two mounting brackets with 8mm stud	Aluminum with black powder coat
1110311	Switchback™ and AdvantEDGE™ headache racks	Two mounting brackets and hardware (light mounting hardware not included)	304 stainless steel with black powder coat

Footnotes

Table Header 1

Helvetica Neue LT Std 77 Bold Condensed - 9.5pt

Table Body 1

Helvetica Neue LT Std 57 Condensed - 9pt

Table Header 2

Helvetica Neue LT Std 57 Condensed - 9.5pt

Table Footnote 1

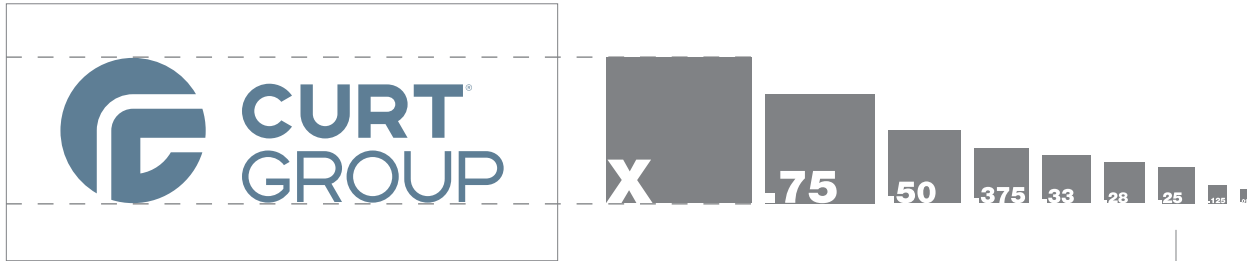
Helvetica Neue LT Std 57 Condensed - 8.5pt

VISUAL IDENTITY

SCALE FACTOR AND ISOLATION SPACE

SCALE FACTOR

X-height is based on the CURT Group symbol height



ISOLATION SPACE

Isolation space is 25% of the CURT Group X-height



Note:

The '®' of the Logo is not considered when planning for Isolation Space

ARIES[®]