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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
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**

![Condensed Logo](image1)

**DO NOT EDIT CURRENT COLORS**

![Edited Logo](image2)

**DO NOT USE UNAPPROVED COLORS**

![Unapproved Logo](image3)

**DO NOT PUT ON A PATTERN**

![Patterned Logo](image4)

**DO NOT ROTATE ALL OR ANY PART**

![Rotated Logo](image5)

**DO NOT ADD AN OUTLINE**

![Outlined Logo](image6)
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

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

**WHEN USING PROCESS COLORS:**

- **WHITE**
  - C:000 M:000 Y:000 K:000
  - R:255 G:255 B:255
  - HEX#: FFFFFF

- **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
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.
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.

**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 what 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

<table>
<thead>
<tr>
<th>Make / Model</th>
<th>Style / Notes</th>
<th>Years</th>
<th>Kit (Guard and Light Bar)</th>
<th>Guard Only</th>
<th>Light Bar Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chevrolet</td>
<td>All</td>
<td>15 - 18</td>
<td>2170022</td>
<td>P4088</td>
<td>1501264</td>
</tr>
<tr>
<td>Silverado 1500</td>
<td>All</td>
<td>07 - 13</td>
<td>2170016</td>
<td>P4068</td>
<td>1501264</td>
</tr>
</tbody>
</table>

Footnotes

Table 2, Product

<table>
<thead>
<tr>
<th>Part#</th>
<th>Fits</th>
<th>Includes</th>
<th>Finish</th>
</tr>
</thead>
<tbody>
<tr>
<td>1110312</td>
<td>All headache racks</td>
<td>Two mounting brackets with 8mm stud</td>
<td>Aluminum with black powder coat</td>
</tr>
<tr>
<td>1110311</td>
<td>Switchback™ and AdvantEDGE™</td>
<td>Two mounting brackets and hardware</td>
<td>304 stainless steel with black powder coat</td>
</tr>
<tr>
<td></td>
<td>headache racks</td>
<td>(light mounting hardware not included)</td>
<td></td>
</tr>
</tbody>
</table>

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