



# **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

CURT, a CURT Group brand, is the leading manufacturer of USA-made hitches and a complete line of towing products. We offer the broadest selection of custom-fit receiver hitches for nearly every vehicle on the road today. We also offer gooseneck, 5th wheel and weight distribution hitches, as well as electrical components, ball mounts, trailer balls, cargo carriers, bike racks and other towing accessories. For everything from passenger cars and vans to full-size pickups and SUVs, CURT is 'The First Name in Towing Products.'

### WHO WE ARE

#### Short version

CURT is the leading manufacturer of USA-made trailer hitches and a complete line of towing and electrical products. For everything from passenger cars to full-size trucks, our products are tested, proven and safe.

# 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 CURT. If there are questions related to exceptions, contact the Marketing Services Manager.

### **CURT**

#### Capitalization rules

"CURT" should always be written in all caps. "Curt" is never acceptable. We are no longer using "CURT Manufacturing". The brand is simply "CURT".

Acceptable uses: CURT, curtmfg.com

# OUR BRAND

CURT CONSUMER PERSONA



ADVENTUROUS | HARDWORKING | AMERICAN | FAMILY FUN



# 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



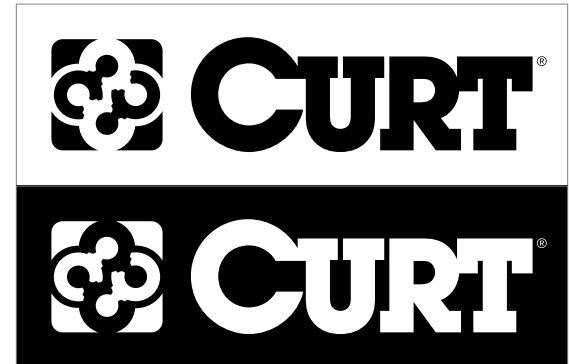
### SECONDARY A:

Use this if primary color cannot be used



### SECONDARY B:

Use these only if color is not an option



# VISUAL IDENTITY

## CORPORATE SIGNATURE AND COLOR VARIANTS

### CORPORATE SIGNATURE HORIZONTAL, ON WHITE:

Use this if primary color cannot be used



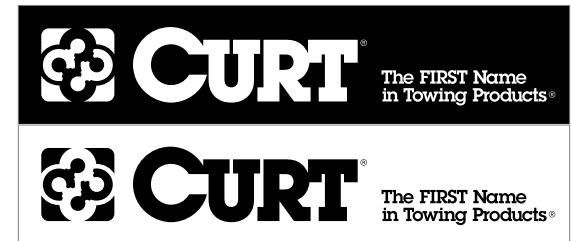
### CORPORATE SIGNATURE HORIZONTAL, ON BLACK:

Always use this version first



### CORPORATE SIGNATURE HORIZONTAL, BLACK AND WHITE:

Use these only if color is not an option



### CORPORATE SIGNATURE STANDARD, ON WHITE:

Use this if primary color cannot be used



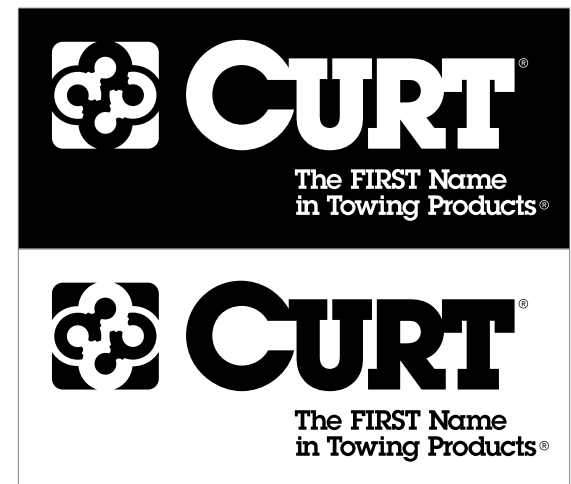
### CORPORATE SIGNATURE STANDARD, ON BLACK:

Always use this version first



### CORPORATE SIGNATURE STANDARD, BLACK AND WHITE:

Use these only if color is not an option



# VISUAL IDENTITY

## ALTERNATE LOGO AND COLOR VARIANTS

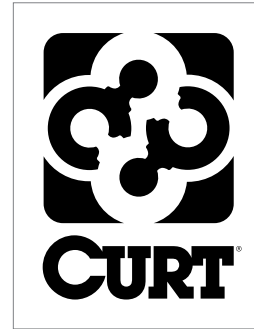
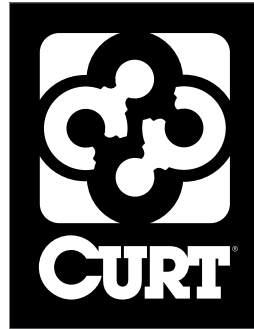
### PRIMARY VERTICAL:

Always use these versions first



### SECONDARY VERTICAL:

Use these only if color is not an option





# VISUAL IDENTITY

## NEVER MISUSE THE LOGO

The proper use of the CURT 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



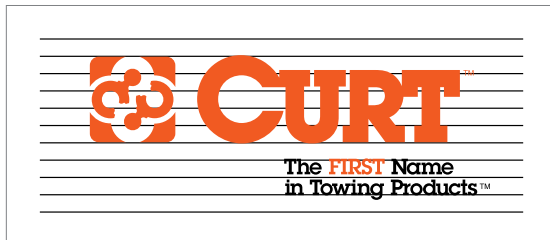
### DO NOT CHANGE SIZE RELATIONSHIPS



### DO NOT USE UNAPPROVED COLORS



### DO NOT PUT ON A PATTERN



### DO NOT ROTATE ALL OR ANY PART



### DO NOT SWITCH THE COLORS



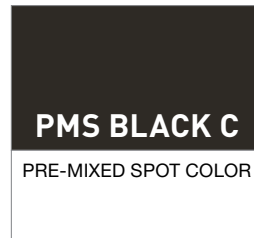
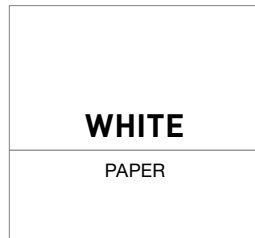
# VISUAL IDENTITY

## OUR CORPORATE COLORS

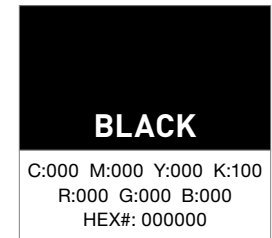
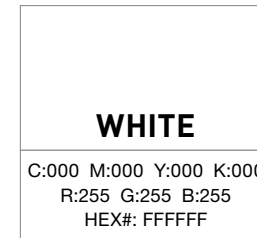
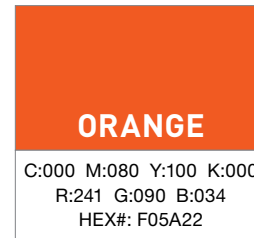
Beyond just the logo, CURT has approved colors that should be used in all forms of communication. By keeping a consistent color pallet, we can be quickly identified.

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.

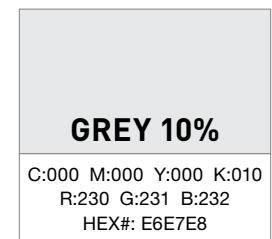
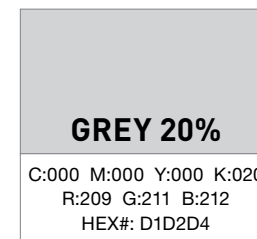
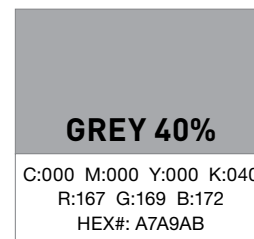
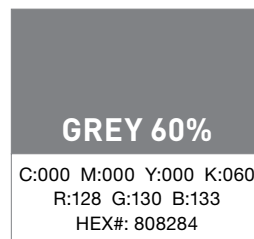
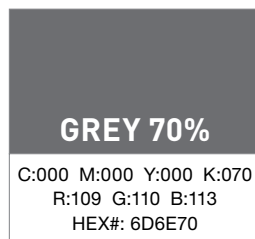
### WHEN USING SPOT COLORS:



### WHEN USING PROCESS COLORS:



### ACCEPTABLE SHADES OF GREY:



# 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:



## TRAILER HITCHES

TESTED. PROVEN. SAFE.

CURT manufactures over 1,000 unique hitch models to provide a custom fit for nearly every vehicle on the road today. We engineer and rigorously test each one to SAE J684 protocols for safety. We protect each hitch, inside and out, with an industry-leading, rust-resistant finish, and we do all of this in the USA. CURT hitches are available in five classes with a range of weight capacities and receiver tube sizes. We also offer front mount, RV and multi-fit hitches for a complete range of towing options.

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### FEATURED PRODUCTS

**Rear mount hitches**  
CURT is the industry leader in first-to-market hitch designs, and each one is engineered and tested to the highest safety standards.

**Multi-fit hitches**  
Perfect for the retail setting, multi-fit hitches fit a wide range of applications and are available in several different weight capacities.

**Front mount hitches**  
CURT front mount hitches are vehicle-specific and provide a useful receiver for a cargo carrier, snow plow or even for parking a trailer.

### PRODUCT INDEX

14  
Class 1 & 2  
Trailer Hitches  
Made in USA

15  
Class 3 & 4  
Trailer Hitches  
Made in USA

15  
Class 5  
Trailer Hitches  
Made in USA

17  
Multi-Fit  
Trailer Hitches  
Made in USA

20  
Weld-On  
Trailer Hitches  
Made in USA

21  
Bumper  
Hitches  
Made in USA

21  
Adjustable  
RV Hitches  
Made in USA

22  
RV Towing  
Products  
Made in USA

23  
Front Mount  
Hitches  
Made in USA

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### 2 CLASS 4 BALL MOUNTS

- Fits any 2" x 2" receiver tube opening
- Increased drop allows for level towing with third vehicles
- Hollow shanks can be used with an anti-rattle kit

Part#	GTW / TW	Drop	Rise	Length	Ball Size	Shank Type	Finish
45329	10,000 / 5,000 lbs.	2"	0	13.5"	1.5"	Hollow	Gloss Black
45331	10,000 / 5,000 lbs.	4"	2.5"	13.5"	1.5"	Hollow	Gloss Black
45333	10,000 / 5,000 lbs.	6"	4.5"	13.5"	1.5"	Hollow	Gloss Black
45335	10,000 / 5,000 lbs.	8"	6.5"	13.5"	1.5"	Hollow	Gloss Black
45332	12,000 / 7,200 lbs.	2"	0	13.5"	1.5"	Solid	Gloss Black
45334	12,000 / 7,200 lbs.	4"	2.5"	13.5"	1.5"	Solid	Gloss Black
45446	12,000 / 7,200 lbs.	6"	4.5"	13.5"	1.5"	Solid	Gloss Black
45448	12,000 / 7,200 lbs.	8"	6.5"	13.5"	1.5"	Solid	Gloss Black

### 2 1/2" COMMERCIAL DUTY BALL MOUNTS

- Fits any 2" 1/2" x 2" 1/2" receiver tube opening
- Ideal for CURT class 8 Commercial Duty trailer hitches (page 15)
- Shank constructed from solid steel for optimum strength

Part#	GTW / TW	Drop	Rise	Length	Ball Size	Finish
45450	15,000 / 7,500 lbs.	0"	1.12"	9.12"	1.125"	Carbide
45452	15,000 / 7,500 lbs.	3"	1.12"	10"	1.125"	Carbide
45457	15,000 / 7,500 lbs.	6"	1.12"	10.12"	1.125"	Carbide

### 2 & 2 1/2" & 3" FORGED BALL MOUNTS

- Fits 2", 2 1/2" or 3" receiver tube openings
- Ideal for CURT class 6 Xtra Duty and Commercial Duty Trailer Hitches (page 15)
- Constructed from solid, forged steel for superior strength

Part#	Shank Size	GTW / TW	Drop	Rise	Length	Ball Size	Finish
45454	2" x 2"	12,000 / 2,500 lbs.	2"	1"	8.12"	1.5"	Carbide
45455	2" x 2"	12,000 / 2,500 lbs.	4"	2"	8.12"	1.5"	Carbide
45456	2" x 2"	12,000 / 2,500 lbs.	6"	3"	8.12"	1.5"	Carbide
2 1/2" x 2 1/2" Commercial Duty Forged Ball Mounts							
45458	2 1/2" x 2 1/2"	20,000 / 2,700 lbs.	2"	1.12"	8.12"	1.5"	Carbide
45459	2 1/2" x 2 1/2"	20,000 / 2,700 lbs.	4"	2.12"	8.12"	1.5"	Carbide
3" Commercial Duty Forged Ball Mounts							
45450	3" x 3"	21,000 / 2,800 lbs.	4"	2"	9"	1.5"	Carbide
45451	3" x 3"	21,000 / 2,800 lbs.	6"	4"	10"	1.5"	Carbide
45452	3" x 3"	21,000 / 2,800 lbs.	8"	6"	10.12"	1.5"	Carbide

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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

Front Mount Hitches								
Make / Model	Style	Years	Part#	Foot Notes	GTW / TW (lbs.)	Price Code	Install Time	Main Body
Buick								
Enclave	--	08 - 12	31045	D, ●	3500 / 350	35	30	Exposed
Ranier	--	04 - 07	31055	D, ●	3500 / 350	71	45	Exposed
Footnote								

Table 2, Product

Part#	Make / Model	Style	Years	Ball Size	Finish	GTW / Vertical Load
60607*	See page 284 for full list of applications	--	--	2 5/16"	Carbide	30,000 / 7,500 lbs.
60615	Chevrolet Silverado / Sierra 1500 / 2500LD	New body	07 - 17	2 5/16"	Carbide	30,000 / 7,500 lbs.
Footnotes						

#### Table Header 1

Helvetica Neue LT Std 77 Bold Condensed - 9.5pt

#### Table Header 2

Helvetica Neue LT Std 57 Condensed - 9.5pt

#### Table Body 1

Helvetica Neue LT Std 57 Condensed - 9pt

#### Table Footnote 1

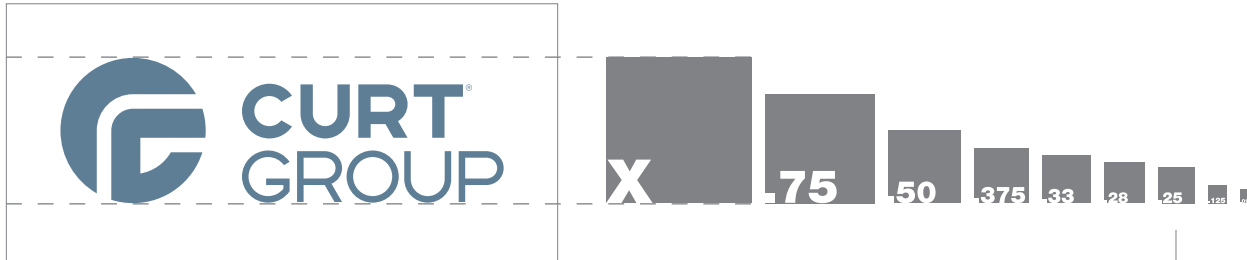
Helvetica Neue LT Std 57 Condensed - 8.5pt

# VISUAL IDENTITY

## SCALE FACTOR AND ISOLATION SPACE

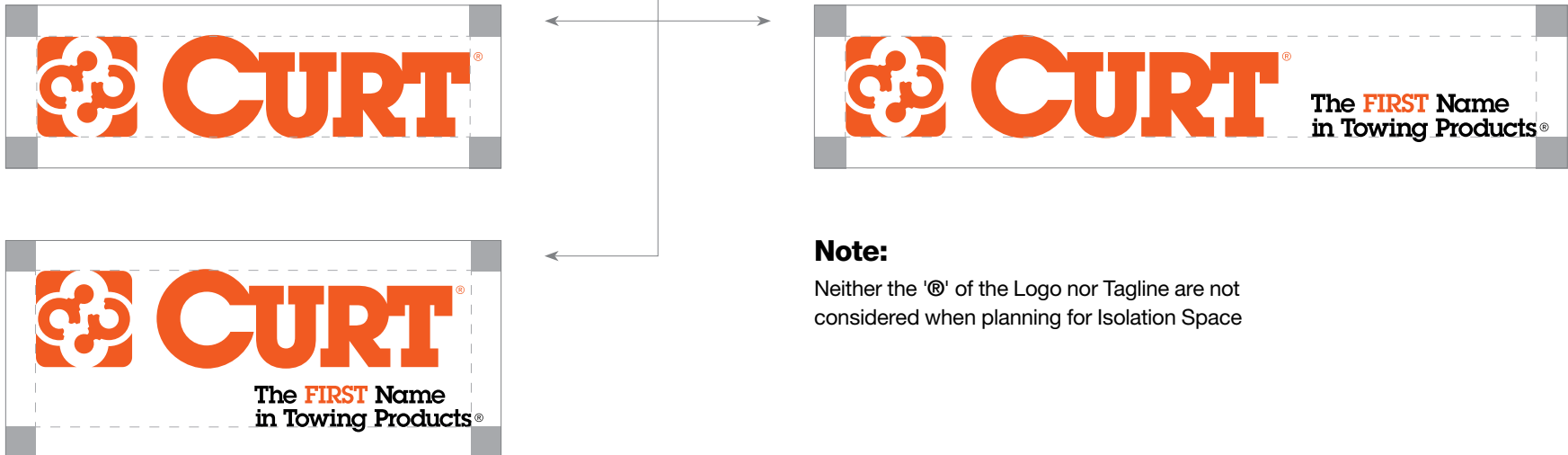
### SCALE FACTOR

X-height is based on the CURT Group symbol height



### ISOLATION SPACE

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





**CURT**<sup>®</sup>