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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.

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

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

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1665 C</td>
<td>C:00  M:00 Y:100 K:080</td>
<td>R:241 G:090 B:034</td>
<td>F05A22</td>
</tr>
<tr>
<td>WHITE</td>
<td>C:00  M:00 Y:000 K:000</td>
<td>R:255 G:255 B:255</td>
<td>FFFFFF</td>
</tr>
<tr>
<td>BLACK</td>
<td>C:00  M:00 Y:000 K:100</td>
<td>R:000 G:000 B:000</td>
<td>000000</td>
</tr>
</tbody>
</table>

**WHEN USING PROCESS COLORS:**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREY 80%</td>
<td>C:00  M:00 Y:000 K:080</td>
<td>R:088 G:0089 B:091</td>
<td>58585B</td>
</tr>
<tr>
<td>GREY 70%</td>
<td>C:00  M:00 Y:000 K:070</td>
<td>R:109 G:110 B:113</td>
<td>6D6E70</td>
</tr>
<tr>
<td>GREY 60%</td>
<td>C:00  M:00 Y:000 K:060</td>
<td>R:128 G:130 B:133</td>
<td>808284</td>
</tr>
<tr>
<td>GREY 40%</td>
<td>C:00  M:00 Y:000 K:040</td>
<td>R:167 G:169 B:172</td>
<td>A7A9AB</td>
</tr>
<tr>
<td>GREY 20%</td>
<td>C:00  M:00 Y:000 K:020</td>
<td>R:209 G:211 B:212</td>
<td>D1D2D4</td>
</tr>
<tr>
<td>GREY 10%</td>
<td>C:00  M:00 Y:000 K:010</td>
<td>R:230 G:231 B:232</td>
<td>E6E7E8</td>
</tr>
</tbody>
</table>
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.

VISUAL IDENTITY
OUR CORPORATE STYLEGUIDE

EXAMPLES:

TRAILER HITCHES
TESTED. PROVEN. SAFE.

CURT manufactures over 1,000 unique bolt-on models to provide a solution for nearly every vehicle on the road today. We design products for confident towing in demanding conditions. The pin and ball assembly is tough and designed to work with CURT hitch products. CURT hitches are available in five distinct styles with a range of weight capacities and receiver tube sizes. We also offer front hitches, RV and multi-fit hitches for a complete range of towing options.
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.

**VISUAL IDENTITY**
OUR CORPORATE STYLEGUIDE

**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
TABLE STYLES AND FONTS

Table 1, Application Guide

<table>
<thead>
<tr>
<th>Make / Model</th>
<th>Style</th>
<th>Years</th>
<th>Part#</th>
<th>Foot Notes</th>
<th>GTW / TW (lbs.)</th>
<th>Price Code</th>
<th>Install Time</th>
<th>Main Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buick</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enclave</td>
<td>--</td>
<td>08 - 12</td>
<td>31045</td>
<td>D. ●</td>
<td>3500 / 350</td>
<td>35</td>
<td>30</td>
<td>Exposed</td>
</tr>
<tr>
<td>Ranier</td>
<td>--</td>
<td>04 - 07</td>
<td>31055</td>
<td>D. ●</td>
<td>3500 / 350</td>
<td>71</td>
<td>45</td>
<td>Exposed</td>
</tr>
</tbody>
</table>

Footnote

Table 2, Product

<table>
<thead>
<tr>
<th>Part#</th>
<th>Make / Model</th>
<th>Style</th>
<th>Years</th>
<th>Ball Size</th>
<th>Finish</th>
<th>GTW / Vertical Load</th>
</tr>
</thead>
<tbody>
<tr>
<td>60607*</td>
<td>See page 284 for full list of applications</td>
<td>--</td>
<td>--</td>
<td>2 5/16&quot;</td>
<td>Carbide</td>
<td>30,000 / 7,500 lbs.</td>
</tr>
<tr>
<td>60615</td>
<td>Chevrolet Silverado / Sierra 1500 / 2500LD</td>
<td>New body</td>
<td>07 - 17</td>
<td>2 5/16&quot;</td>
<td>Carbide</td>
<td>30,000 / 7,500 lbs.</td>
</tr>
</tbody>
</table>

Footnotes
**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:**
Neither the ‘®’ of the Logo nor Tagline are not considered when planning for Isolation Space