

# LUVERNE<sup>®</sup>

## 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

LUVERNE, a CURT Group brand, has been manufacturing quality automotive accessories in the United States since 1963. Our brand is nationally known and respected. We offer a broad base of quality, functional aftermarket accessories for pickup trucks, commercial vans and SUVs. We specialize in American-made grille guards, running boards and side steps, and our products are primarily made from high-quality stainless steel, aluminum and mild steel.

### WHO WE ARE

#### Short version

LUVERNE is a leading manufacturer of functional aftermarket accessories for pickup trucks, commercial vans and SUVs. We have been manufacturing in the USA since 1963. Our brand is nationally known and respected for quality craftsmanship and hardworking products that get the job done.

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

### **LUVERNE**

#### Capitalization rules

"LUVERNE" should always be written in all caps. "Luverne" is never acceptable. "LTE" is only acceptable for internal use. We are no longer using "LUVERNE Truck Equipment". The brand is simply "LUVERNE".

Acceptable Uses: LUVERNE, luvernetruck.com

# OUR BRAND

LUVERNE CONSUMER PERSONA

**LUVERNE**

**ESTABLISHED | HARDWORKING | AMERICAN | FAMILY-FIRST**



# 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 LUVERNE 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 USE BLUE ON BLACK



### DO NOT USE BLACK ON BLUE



### DO NOT USE UNAPPROVED COLORS



### DO NOT CONDENSE OR EXPAND



### DO NOT PUT ON A PATTERN



### DO NOT ROTATE ALL OR ANY PART




# VISUAL IDENTITY

## OUR CORPORATE COLORS


Beyond just the logo, LUVERNE 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 286 C**  
PRE-MIXED SPOT COLOR



**WHITE**  
PAPER




**PMS BLACK C**  
PRE-MIXED SPOT COLOR


### WHEN USING PROCESS COLORS:



**BLUE**  
C:100 M:085 Y:000 K:000  
R:023 G:071 B:158  
HEX#: 16469D



**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



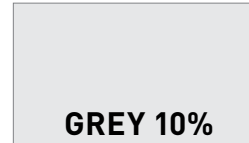
**GREY 60%**  
C:000 M:000 Y:000 K:060  
R:128 G:130 B:133  
HEX#: 808284



**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:



## RUNNING BOARDS & SIDE STEPS


### BUILT TO STAND FIRM

No matter the terrain or season, LUVIERNE running boards and side steps are made to keep up with your hardworking customers. From our professional Grip Step™ boards to our aggressive O-Mega II™ 6" oval steps, our side products are built on the cornerstones of American manufacturing, a custom fit for each vehicle and long-lasting corrosion resistance. The majority of our products are available in cab length and wheel-to-wheel options, and many are designed for a no-drill installation.

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### LUVIERNE


#### FEATURED PRODUCTS



**SlimGrip™** running boards  
With the same high-traction heads and lightweight aluminum build as Grip Steps™, SlimGrips™ feature an aggressive look and a 3" width.











**VersaTrac™** brackets  
VersaTrac™ uses a single set of custom brackets to mount different steps, including SlimGrip™ and Grip Steps™ boards from our sister brand, APRIS.



**O-Mega II™** 6" oval steps  
O-Mega II™ steps are built with powder-coated aluminum boards and step pads for long-lasting durability and corrosion resistance.

#### PRODUCT INDEX

 <b>08</b> Grip Step™ 7" Running Boards <small>Made in USA</small>	 <b>22</b> Mega 7" Oval Steps <small>Made in USA</small>	 <b>34</b> Stainless Steel Side Entry Steps <small>Made in USA</small>	 <b>42</b> MegaStep 6 1/2" Running Boards <small>Made in USA</small>	 <b>56</b> O-Mega II™ 6" Oval Steps <small>Made in USA</small>
 <b>72</b> 6" Oval Tubular Steps	 <b>76</b> SlimGrip™ 9" Running Boards <small>Made in USA</small>	 <b>80</b> 2" Round Rear Steps <small>Made in USA</small>	 <b>86</b> Rear Steps <small>Made in USA</small>	 <b>90</b> Receiver Hitch Steps <small>Made in USA</small>

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### 2" PROWLER MAX™ GRILLE GUARDS



#### KEY FEATURES

- Heavy-gauge, punched steel screen provides extra grille protection
- Built-in 4" diamond tread step for easy access under the hood

#### Product Details

- Contoured horizontal tubes for signature white logo reveal
- Black finish features a durable E-coat for a sleek, rust-resistant finish
- One-piece 2" tubular steel for extra strength on the front end
- Heavy-duty, wraparound ring design with 3/8" wires to guard the headlights
- Frame-mounted, high-strength steel uprights with protective rubber footings
- Easy, no-drill installation with vehicle-specific mounting brackets
- High-strength steel brackets feature a durable black powder coat finish
- Limited lifetime finish warranty on polished stainless, one-year finish warranty on black and five-year warranty against defects
- See page 98 for application information

#### Finishes & Materials

 <b>Finish:</b> High-polish stainless <b>Material:</b> 201 stainless steel	 <b>Finish:</b> Smooth and smooth black powder coat <b>Material:</b> Custom steel
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### PROWLER MAX™ WINCH MOUNTING PLATFORMS

NEW

- Tested and rated for 16,500 lbs. straight-line pull
- Standard mounting holes to accept most winch types
- Highly durable, rust-resistant zinc primer and black powder coat finish
- Compatible with Prowler Max™ grille guard only
- Designed for vehicle-specific application
- Mounting hardware included

Make / Model	Year	Part#
Chevrolet / GMC		
Silverado / Sierra 2500 / 3500	05 - 18	221916
Dodge		
Ram 1500	09 - 19	221926
Ford Super Duty		
F-250 / F-350 / F-450 / F-550	07 - 18	221726
Ram		
1500 / 2500 / 3500	01 - 18	221936

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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

Baja Guards™						
Make / Model	Years	Kit (Guard and Brackets) Black#	Guard Only Black#	Brackets Only Bracket#	Tow Hooks	Foot Notes
Chevrolet						
Silverado 1500	14 - 18	351413-321411	351413	321411	Compatible	2

Footnotes

Table 2, Product

Step Style	Step Finish	Drop	Kit#	Step#	Shank#	Shank Size
Grip Step™	Textured black powder coat	--	415026-570010	415026	570010	2" x 2"
Grip Step™	Textured black powder coat	6"	415026-570015	415026	570015	2" x 2"

Footnote

#### 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

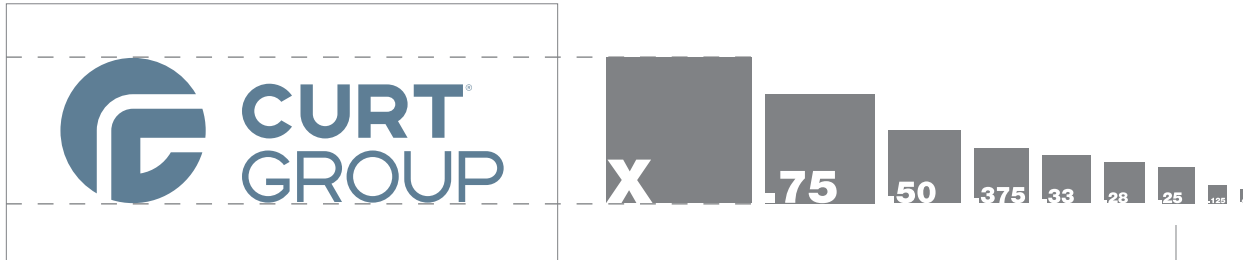
Helvetica Neue LT Std 57 Condensed - 8.5pt

# 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



### Note:

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

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