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

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
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.
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

**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#: FFFFFF

**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.
**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>Baja Guards™</th>
<th>Make / Model</th>
<th>Years</th>
<th>Kit (Guard and Brackets) Black#</th>
<th>Guard Only Black#</th>
<th>Brackets Only Bracket#</th>
<th>Tow Hooks</th>
<th>Foot Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chevrolet</strong></td>
<td><strong>Silverado 1500</strong></td>
<td>14 - 18</td>
<td>351413-321411</td>
<td>351413</td>
<td>321411</td>
<td>Compatible</td>
<td>2</td>
</tr>
</tbody>
</table>

**Footnotes**

**Table 2, Product**

<table>
<thead>
<tr>
<th>Step Style</th>
<th>Step Finish</th>
<th>Drop</th>
<th>Kit#</th>
<th>Step#</th>
<th>Shank#</th>
<th>Shank Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grip Step™</td>
<td>Textured black powder coat</td>
<td>--</td>
<td>415026-570010</td>
<td>415026</td>
<td>570010</td>
<td>2” x 2”</td>
</tr>
<tr>
<td>Grip Step™</td>
<td>Textured black powder coat</td>
<td>6”</td>
<td>415026-570015</td>
<td>415026</td>
<td>570015</td>
<td>2” x 2”</td>
</tr>
</tbody>
</table>

**Footnote**

**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