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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
UWS, a CURT Group brand, is a leading manufacturer and designer of USA-made truck tool boxes. Our products are built to the highest quality standards, offering tough and reliable storage solutions for professional tradesmen and truck enthusiasts alike. We offer a full range of truck bed toolboxes, liquid transfer cases, dog boxes, trailer boxes and other truck storage solutions.

WHO WE ARE
Short version
UWS is a leading manufacturer and designer of USA-made truck tool boxes. Our products are built to the highest quality standards, offering tough and reliable storage solutions for professional tradesmen and truck enthusiasts alike.
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 UWS. If there are questions related to exceptions, contact the Marketing Services Manager.

UWS
Capitalization rules

"UWS" should always be written in all caps. "Uws" is never acceptable. We are no longer using "UWS Truck Accessories". The brand is simply "UWS".

Acceptable uses: UWS, uwsta.com
OUR BRAND
UWS CONSUMER PERSONA

HARDWORKING | SELF-EMPLOYED | DEPENDABLE | CONFIDENT
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

[Image of UWS logo in blue]

**SECONDARY A:**
Use this if primary color cannot be used

[Image of UWS logo in blue]

**SECONDARY B:**
Use these only if color is not an option

[Image of UWS logo in black]
VISUAL IDENTITY
NEVER MISUSE THE LOGO

The proper use of the UWS 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 ALTER CURRENT COLORS**

**DO NOT USE UNAPPROVED COLORS**

**DO NOT rotate all or any part**

**DO NOT put on a pattern**

**DO NOT CHANGE SIZE RELATIONSHIPS**
VISUAL IDENTITY
OUR CORPORATE COLORS

Beyond just the logo, UWS has approved colors that should be used in all forms of communication. By keeping a consistent color palette, 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>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2935 C</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>0</td>
<td>0,0,0</td>
<td>000000</td>
</tr>
<tr>
<td>WHITE PAPER</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0,0,0</td>
<td>000000</td>
</tr>
</tbody>
</table>

WHEN USING PROCESS COLORS:

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK PRE-MIXED SPOT COLOR</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>0,0,0</td>
<td>000000</td>
</tr>
<tr>
<td>WHITE</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0,0,0</td>
<td>000000</td>
</tr>
</tbody>
</table>

ACCEPTABLE SHADES OF GREY:

<table>
<thead>
<tr>
<th>Shade</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREY 80%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>80</td>
<td>0,088 G:0089 B:091</td>
<td>58585B</td>
</tr>
<tr>
<td>GREY 70%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>70</td>
<td>0,109 G:110 B:113</td>
<td>6D6E70</td>
</tr>
<tr>
<td>GREY 60%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>60</td>
<td>0,128 G:130 B:133</td>
<td>808284</td>
</tr>
<tr>
<td>GREY 40%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>40</td>
<td>0,167 G:169 B:172</td>
<td>A7A9AB</td>
</tr>
<tr>
<td>GREY 20%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>0,209 G:211 B:212</td>
<td>D1D2D4</td>
</tr>
<tr>
<td>GREY 10%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>0,230 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.

EXAMPLES:

**TOPSIDE TRUCK TOOL BOXES**

**KEY FEATURES**
- Stabilizes on top of truck bed rail
- Interlocks bed rail and tool box
- Secures truck tool box and provides stability up to 1,000 lbs. in the open position

**Product Details**
- Gloss black
- Bright aluminum

**Product Features**
- MicroSeal ™ gasket helps seal
- Stainless steel T-handles for
- Doors open to nearly 90 degrees for easy
- Finishes & Materials
  - 0.058" one-piece aluminum tub holds
  - Stainless steel aircraft cable supports
  - for easy cargo and tool access
- Mounts on top of truck bed rail

See page 21 for part number listing

**PRODUCT LISTING**

<table>
<thead>
<tr>
<th>Part#</th>
<th>Finish</th>
<th>Cubic Feet</th>
<th>Door Size</th>
<th>Doors</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBTS-96-BLK</td>
<td>Gloss black</td>
<td>12.5 x 42.5&quot;</td>
<td>2</td>
<td>96</td>
</tr>
<tr>
<td>TBTS-96-BLA</td>
<td>Bright aluminum</td>
<td>12.5 x 42.5&quot;</td>
<td>2</td>
<td>96</td>
</tr>
<tr>
<td>TBTS-90-BLK</td>
<td>Gloss black</td>
<td>11.7 x 39.5&quot;</td>
<td>2</td>
<td>90</td>
</tr>
<tr>
<td>TBTS-90-BLA</td>
<td>Bright aluminum</td>
<td>11.7 x 39.5&quot;</td>
<td>2</td>
<td>90</td>
</tr>
<tr>
<td>TBTS-72-BLK</td>
<td>Gloss black</td>
<td>9.4 x 30.5&quot;</td>
<td>2</td>
<td>72</td>
</tr>
<tr>
<td>TBTS-72-BLA</td>
<td>Bright aluminum</td>
<td>9.4 x 30.5&quot;</td>
<td>2</td>
<td>72</td>
</tr>
<tr>
<td>TBTS-60-BLK</td>
<td>Gloss black</td>
<td>7.8 x 55.5&quot;</td>
<td>1</td>
<td>60</td>
</tr>
<tr>
<td>TBTS-60-BLA</td>
<td>Bright aluminum</td>
<td>7.8 x 55.5&quot;</td>
<td>1</td>
<td>60</td>
</tr>
<tr>
<td>TBTS-48-BLK</td>
<td>Gloss black</td>
<td>6.3 x 42.5&quot;</td>
<td>1</td>
<td>48</td>
</tr>
<tr>
<td>TBTS-48-BLA</td>
<td>Bright aluminum</td>
<td>6.3 x 42.5&quot;</td>
<td>1</td>
<td>48</td>
</tr>
</tbody>
</table>

**SECURE LOCK**
- Synchronized locks allow convenient key
- Lid rail provides a reliable anchor for
- Easy-to-operate, dual-locking twist handles

**PULL HANDLE**
- Stainless steel pull handles provide more clearance for easier opening
- Built lower on the bed rail for a better view out the rear window
- Pull handles add

See page 6 for additional product features
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 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>Secure Lock Crossover Tool Boxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part#</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Standard Low Profile</td>
</tr>
<tr>
<td>SL-69-LP</td>
</tr>
<tr>
<td>SL-69-LP-MB</td>
</tr>
</tbody>
</table>

Table 2, Product

<table>
<thead>
<tr>
<th>Part#</th>
<th>Finish</th>
<th>Gallons</th>
<th>Dimensions (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>A*</td>
</tr>
<tr>
<td>TT-50-L-T/P</td>
<td>Bright aluminum</td>
<td>50</td>
<td>36.25</td>
</tr>
<tr>
<td>TT-50-L-T/P-BLK</td>
<td>Gloss black</td>
<td>50</td>
<td>36.25</td>
</tr>
</tbody>
</table>

Table Headers

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