CURT™

The **FIRST** Name
in Towing Products™

TRAILER HITCHES
BALL MOUNTS
TRAILER BALLS
SECURITY
ACCESSORIES
ELECTRICAL
GOOSENECK HITCHES
5TH WHEEL HITCHES
SPECIALIZED TOWING
CARGO MANAGEMENT
MARKETING MATERIALS

LOGO STANDARDS

1.1 OVERVIEW

The keystone element of the CURT identity program is the CURT Signature – a graphic expression of the company's personality. It is the common denominator in all visual communications throughout the organization.

There are two components: the Logo and the Tagline. Wherever the term Signature is used in this manual, it refers to the Logo in tandem with the Tagline.

Color Standards

The Signature will be used according to the following color guidelines to establish color equity and differentiate CURT from competitors.

The effective use of the corporate colors requires a high degree of quality control and attentiveness. Always use the specified CMYK, RGB and HTML specifications, or PMS color, to insure consistent representation.

Proper Use

The proper use of the Corporate Signature is essential in order to ensure consistent corporate identity. The Signature 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 CURT Logo, Signature and Tagline are valuable corporate assets and care must be taken to ensure the highest level of brand integrity.

1.2 LOGO & CORPORATE SIGNATURE

The CURT Logo will be used most frequently in Orange. The values for the orange are detailed below:

CMYK: 000.080.100.000
RGB: 241.089.034
HTML: #F15922
PMS: 1665 Coated

Shown below are the three basic forms. These are the most accurate methods of reproduction and should be used whenever possible.

The use of a white or black background is up to the designer and should be based off of the existing layout.

The layout of the webpage or document will determine which Signature file to use. If space is available vertically, use Standard, if space is not available vertically, use Horizontal; CURT does not have a preference.

Corporate Logo, on White

Corporate Logo, on Black

Corporate Signature, Standard, on White

Corporate Signature, Standard, on Black

Corporate Signature, Horizontal, on White

Corporate Signature, Horizontal, on Black

Note:

The Logo should only be used instead of the Signature when the Tagline becomes too small to be read. Our preference is the CURT Signature always be used (Logo with Tagline)

1.3 LOGO USE WITH SINGLE COLOR

Shown below are the basic forms reproduced when single color is the only option. This should only ever occur on black, white or orange.

If a different background color is required, please contact the CURT Graphics Department to discuss your options.

The Tagline cannot be reproduced in one color as orange. If one color orange is the only print option, use Logo only, not Signature.

Corporate Logo, on White
Orange is preferred, but black is acceptable if color is not available

Corporate Logo, on Black
Orange is preferred, but white is acceptable if color is not available

Corporate Logo, on Orange
This reproduction should only occur when no other options are available. Promotional items such as pens, jackets and hats are examples of acceptable use in this color combination
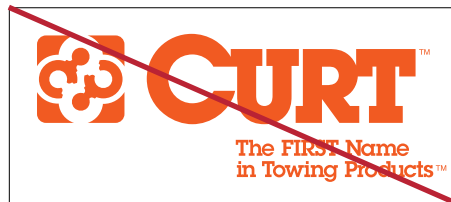White ink is acceptable, black ink is not acceptable

Corporate Signature, Standard, on Orange
This reproduction is acceptable, although not preferred

Corporate Signature, Standard, on White
This reproduction is not acceptable. Use black in this instance

Corporate Signature, Horizontal, on Orange
This reproduction is acceptable, although not preferred

Corporate Signature, Horizontal, on White
This reproduction is not acceptable. Use black in this instance

1.4 LOGO & SIGNATURE USE WITH BLACK & WHITE

Shown below are the basic forms reproduced when black & white are the only option. Use these when reproduction in color is not viable.

When one color reproduction is the only option, the Tagline can only be reproduced as white on black or black on white.
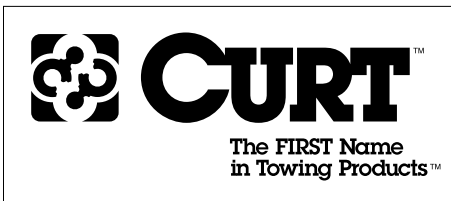
Corporate Logo, on White

Corporate Logo, Reverse

Corporate Signature, Standard, on White

Corporate Signature, Standard, Reverse

Corporate Signature, Horizontal, on White

### Corporate Signature, Horizontal, Reverse

1.5 INCORRECT USE

A well-established and consistently presented trademark is a valuable asset.

In order to protect and strengthen the trademark status of CURT's Signature, the original approved versions must not be altered, modified, added to or changed in any way.

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 Signature's status as a trademark and affect continuity of corporate identity.

DO NOT condense the Signature
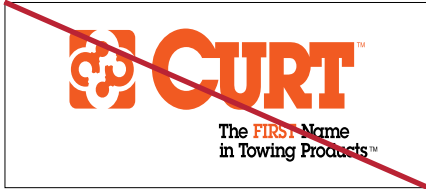
DO NOT expand the Signature
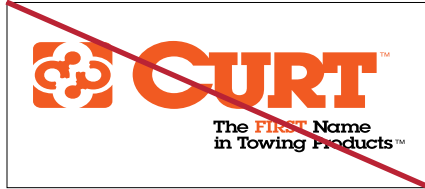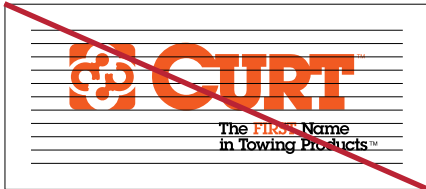

DO NOT rotate the Signature
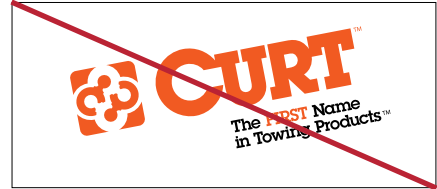
DO NOT put a pattern behind or in front of the Signature

DO NOT change size relationships between Signature elements
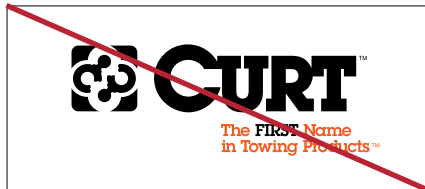

DO NOT use unapproved colors in the Signature

DO NOT type the Tagline, use only the supplied art versions

DO NOT switch the colors of the Signature

DO NOT rotate individual elements of the Signature

1.6 SCALE SYSTEM & ISOLATION SPACE

A Scale System, based on 'URT', has been created to aid in graphical layout. The scale should always be used.

Use the different sized blocks to aid in layout. Spacing objects on the page relative to the size of the logo ensures a consistent brand message.

The Logo is most effective when surrounded by as much open space as possible. In an effort to maximize impact, a minimum Isolation Space of .375X should be used in all situations.

If the designer uses the files provided, they should not have to consider the minimum Isolation Space since it has been built into the file.

'X-File'

This file should be used for all spacing of design elements on the page or document

'X-File' Relative to the Logo

The height of X is equal to the height of the 'URT', not the Symbol

Minimum Isolation Space Illustrated, Corporate Signature, Standard, on White

Minimum Isolation Space Illustrated, Corporate Signature, Horizontal, on White

Note:

Neither the 'TM' of the Logo nor Tagline are not considered when planning for Isolation Space

1.7 LOGO LOCATION & PLACEMENT

The Signature must be placed on the top, left corner of the document. The Signature should be the first element the viewer sees. This helps emphasize and reinforce the brand.

Reminder: The Isolation Space must be maintained around the edges of the Signature at all times. Refer to page 1.6 for clarification.

Proper Placement, Illustrated
The Signature is placed in the top, left corner while maintaining the minimum Isolation Space

1.8 GRAPHIC RELATIONSHIPS

The proportions, space and size relationships of the Signature have been carefully developed for optimum performance.

These relationships are diagrammed in the illustrations below and must not be changed, redrawn or recreated.

Graphic Relationships, Illustrated