



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

CURT is a CURT Group brand and subsidiary of Lippert Components, Inc., offers a complete line of towing products and is the leading manufacturer of USA-made custom-fit trailer hitches. 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 a supplier of a complete line of towing products and the leading manufacturer of USA-made custom-fit trailer hitches. 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.

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

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

OUR BRAND

CURT CONSUMER PERSONA



ADVENTUROUS | HARDWORKING | AMERICAN | FAMILY FUN



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



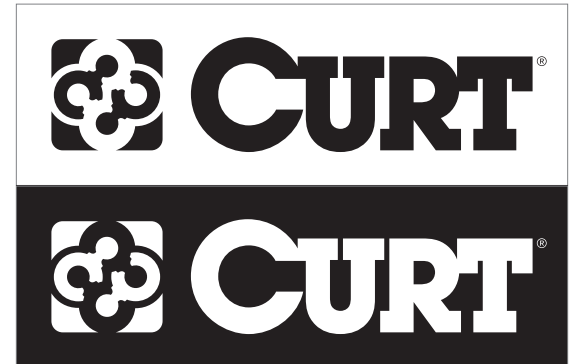
SECONDARY A:

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



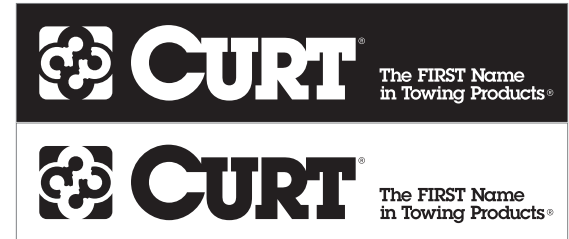
CORPORATE SIGNATURE HORIZONTAL, ON BLACK:

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



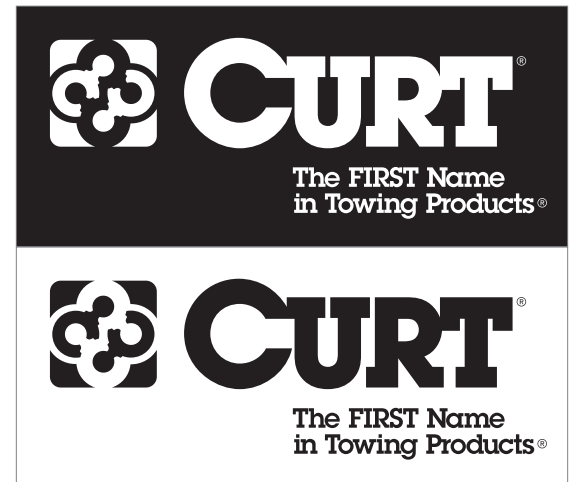
CORPORATE SIGNATURE STANDARD, ON BLACK:

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



VISUAL IDENTITY

NEVER MISUSE THE LOGO

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



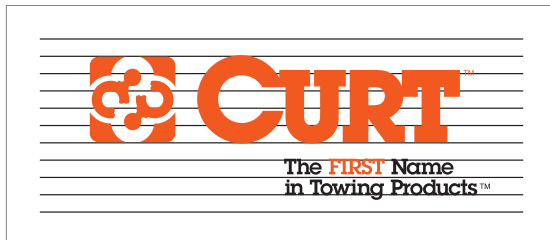
DO NOT CHANGE SIZE RELATIONSHIPS



DO NOT USE UNAPPROVED COLORS



DO NOT PUT ON A PATTERN



DO NOT ROTATE ALL OR ANY PART



DO NOT SWITCH THE COLORS



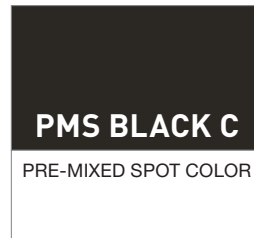
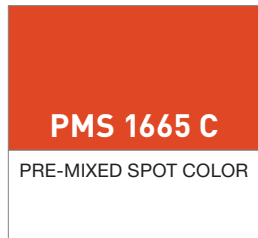
VISUAL IDENTITY

OUR CORPORATE COLORS

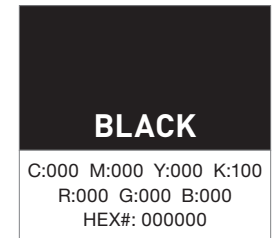
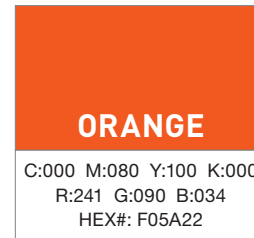
Beyond just the logo, CURT has approved colors that should be used in all forms of communication. By keeping a consistent color pallet, we can be quickly identified.

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.

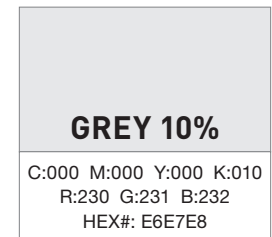
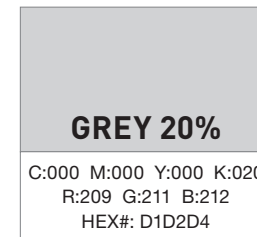
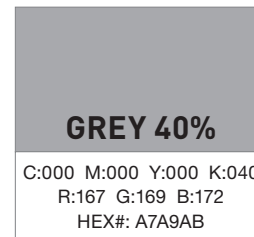
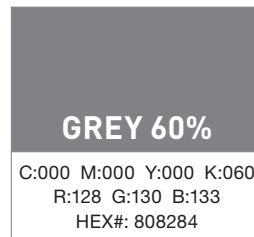
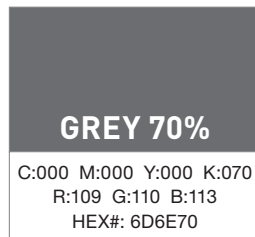
WHEN USING SPOT COLORS:



WHEN USING PROCESS COLORS:



ACCEPTABLE SHADES OF GREY:



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:



FEATURED PRODUCTS

Rear mount hitches
CURT is the industry leader in first-to-market hitch designs, and each one is engineered and tested to the highest safety standards.

Multi-fit hitches
Perfect for the retail setting, multi-fit hitches fit a wide range of applications and are available in several different weight capacities.

Front mount hitches
CURT front mount hitches are vehicle-specific and provide a useful receiver for a cargo carrier, snow plow or even for parking a trailer.

PRODUCT INDEX

<p>14 Class 1 & 2 Trailer Hitches <i>Made in USA</i></p>	<p>14 Class 3 & 4 Trailer Hitches <i>Made in USA</i></p>	<p>14 Class 5 Trailer Hitches <i>Made in USA</i></p>	<p>16 Multi-Fit Trailer Hitches <i>Made in USA</i></p>	<p>16 Bumper Hitches <i>Made in USA</i></p>
<p>22 Weld-On Trailer Hitches <i>Made in USA</i></p>	<p>22 Adjustable RV Hitches <i>Made in USA</i></p>	<p>23 RV Towing Products</p>	<p>24 Front Mount Hitches <i>Made in USA</i></p>	

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MEASURING A BALL MOUNT

A: Rise Distance the ball platform is set above the top of the shank.
B: Drop Distance the ball platform is set below the top of the shank.
C: Hole Size Size of ball or ball shank that is required to fit the ball mount.
D: Length Distance from the pin hole center to the ball hole center.

CLASS 1 & 2 BALL MOUNTS

- Fits any 1-1/4" x 1-1/4" receiver tube opening
- Multiple drop and rise options to accommodate various vehicle/trailer combinations
- Anti-rattle kits can be used with hollow shank mounts, see page 130

Part#	GTW / TW	Drop	Rise	Length	Ball Hole Size	Shank Type	Finish
Class 1 Ball Mounts							
45018	2,000 / 200 lbs.	1-3/4"	1-5/8"	8-3/4"	3/4"	Hollow	Class black
45019	2,000 / 200 lbs.	1-3/4"	1-5/8"	9-3/4"	3/4"	Hollow	Class black
45027	2,000 / 200 lbs.	2-3/4"	1-5/8"	8-3/4"	3/4"	Hollow	Class black
45022	2,000 / 200 lbs.	3-1/4"	1-5/8"	7-1/4"	3/4"	Hollow	Class black
45026	2,000 / 200 lbs.	3-1/4"	1-5/8"	8-3/8"	3/4"	Hollow	Class black
45028	2,000 / 200 lbs.	4"	1-5/8"	5-3/8"	3/4"	Solid	Class black
45021	2,000 / 200 lbs.	---	3-3/4"	8-1/2"	3/4"	Solid	Class black
45023	2,000 / 200 lbs.	---	3-3/4"	11-1/2"	3/4"	Solid	Class black
45024	2,000 / 200 lbs.	---	5"	9-3/8"	3/4"	Solid	Class black
45025	2,000 / 200 lbs.	---	5"	11-3/8"	3/4"	Solid	Class black
Class 2 Ball Mounts							
45005	3,500 / 350 lbs.	1"	1-3/8"	7-13/16"	3/4"	Solid	Class black
45014	3,500 / 350 lbs.	1-1/4"	1-3/8"	8-3/4"	3/4"	Solid	Class black
45019	3,500 / 350 lbs.	1-1/4"	1-3/8"	9-3/4"	3/4"	Solid	Class black
45017	3,500 / 350 lbs.	1-1/4"	1-5/8"	8-1/4"	3/4"	Solid	Class black
45021	3,500 / 350 lbs.	3-1/4"	2-3/8"	7-1/4"	3/4"	Solid	Class black
45016	3,500 / 350 lbs.	3-1/4"	1-5/8"	10-3/8"	3/4"	Solid	Class black
45020	3,500 / 350 lbs.	---	3-1/8"	8-3/4"	3/4"	Solid	Class black
45018	3,500 / 350 lbs.	---	3-1/8"	10-3/8"	3/4"	Solid	Class black
45022	3,500 / 350 lbs.	---	3-7/8"	11-1/2"	3/4"	Solid	Class black
45000	3,500 / 350 lbs.	---	3-7/8"	13-1/2"	3/4"	Solid	Class black
45014	3,500 / 350 lbs.	---	5"	9-3/8"	3/4"	Solid	Class black
45015	3,500 / 350 lbs.	---	5"	11-3/8"	3/4"	Solid	Class black

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CLASS 3 BALL MOUNTS

- Fits any 2" x 2" receiver tube opening
- Multiple drop and rise options to accommodate various vehicle/trailer combinations
- Increased drop on select models allows for level towing with lifted vehicles
- Anti-rattle kits can be used with hollow shank mounts, see page 130
- White box kits include a pin & clip

Ball Shank	Chrome Shank	White Pin & Clip	With Pin & Clip	GTW / TW	Drop	Rise	Length	Ball Hole Size	Shank Type
45030	45026	45032	45033	2,500 / 250 lbs.	2"	3/4"	7-1/2"	1"	Hollow
45010	---	45032	---	2,500 / 250 lbs.	2"	3/4"	8-1/4"	1"	Hollow
45040	---	---	---	2,500 / 250 lbs.	2"	3/4"	10-1/4"	1"	Hollow
45030	---	---	---	2,500 / 250 lbs.	2"	3/4"	10-1/4"	1"	Hollow
45040	---	---	---	2,500 / 250 lbs.	2"	3/4"	12-1/4"	1"	Hollow
45050	---	---	---	2,500 / 250 lbs.	2"	3/4"	10-1/4"	1"	Hollow
45050	---	---	---	2,500 / 250 lbs.	4"	2"	8-1/4"	1"	Hollow
45050	45026	45052	---	2,500 / 250 lbs.	4"	2"	10-1/4"	1"	Hollow
45050	---	---	---	2,500 / 250 lbs.	4"	2"	10-1/4"	1"	Hollow
45070	---	---	---	2,500 / 250 lbs.	4"	2"	10"	1"	Hollow
45070	45029	---	---	2,500 / 250 lbs. drop	4"	4"	9-1/4"	1"	Hollow
---	---	---	---	6,000 / 600 lbs. rise	---	---	---	---	---
45080	---	---	---	2,500 / 250 lbs. drop	6"	4"	12-1/4"	1"	Hollow
---	---	---	---	6,000 / 600 lbs. rise	---	---	---	---	---
45200	---	---	---	2,500 / 250 lbs. rise	6"	4"	14-1/4"	1"	Hollow
45090	---	---	---	6,000 / 600 lbs. rise	---	---	---	---	---
45090	---	---	---	3,000 / 300 lbs. drop	6"	6"	11-1/2"	1"	Hollow
45150	---	---	---	5,000 / 500 lbs. rise	6"	6"	12"	1"	Hollow
45150	---	---	---	3,000 / 300 lbs. rise	---	---	---	---	---
45150	---	---	---	5,000 / 500 lbs. drop	10"	8"	12"	1"	Hollow
45150	---	---	---	3,000 / 300 lbs. rise	---	---	---	---	---
45150	---	---	---	5,000 / 500 lbs. drop	10"	8"	14"	1"	Hollow
45150	---	---	---	3,000 / 300 lbs. rise	---	---	---	---	---

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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

Front Mount Hitches								
Make / Model	Style	Years	Part#	Foot Notes	GTW / TW (lbs.)	Price Code	Install Time	Main Body
Buick								
Enclave	--	08 - 12	31045	D, ●	3500 / 350	35	30	Exposed
Ranier	--	04 - 07	31055	D, ●	3500 / 350	71	45	Exposed
Footnote								

Table 2, Product

Part#	Make / Model	Style	Years	Ball Size	Finish	GTW / Vertical Load
60607*	See page 284 for full list of applications	--	--	2 5/16"	Carbide	30,000 / 7,500 lbs.
60615	Chevrolet Silverado / Sierra 1500 / 2500LD	New body	07 - 17	2 5/16"	Carbide	30,000 / 7,500 lbs.
Footnotes						

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

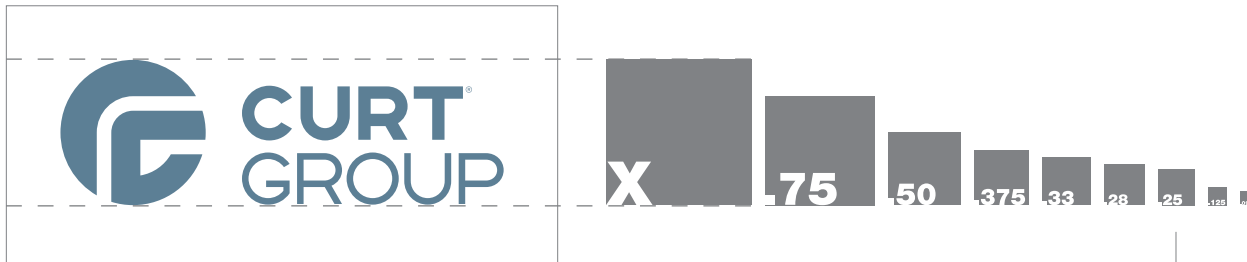
Helvetica Neue LT Std 57 Condensed - 8.5pt

VISUAL IDENTITY

SCALE FACTOR AND ISOLATION SPACE

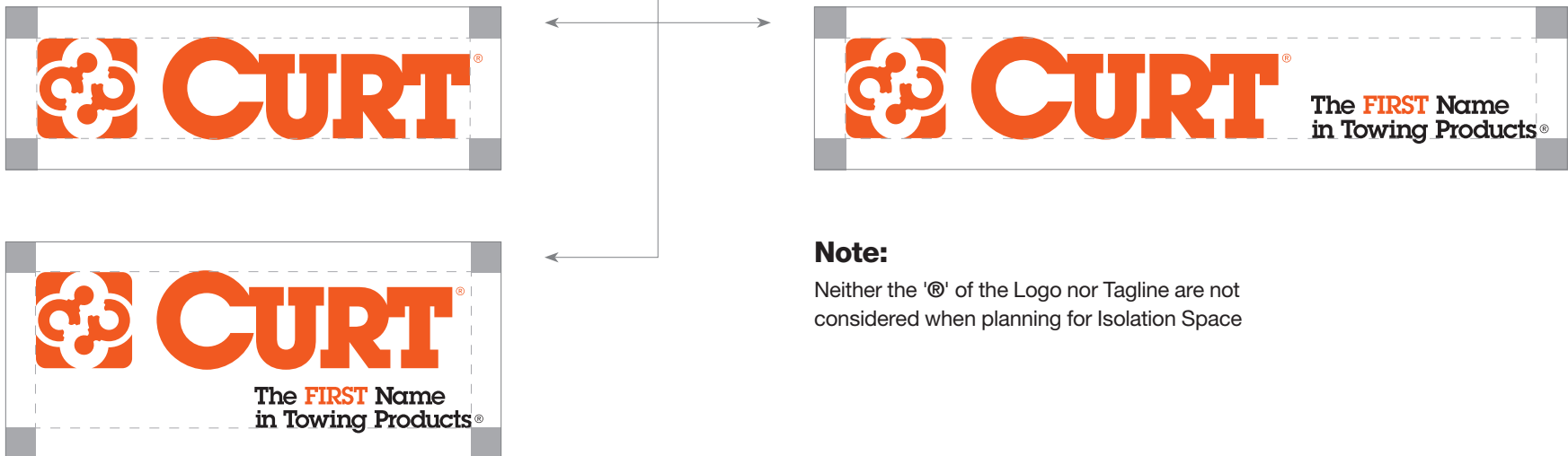
SCALE FACTOR

X-height is based on the CURT Group symbol height



ISOLATION SPACE

Isolation space is 25% of the CURT Group X-height



Note:

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



CURT[®]