



# **BRAND GUIDELINES**

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# WHO LIPPERT IS

## WHAT WE STAND FOR

### BRAND PROMISE

*Whenever, wherever,  
we make your experience better.*

There's nothing like the freedom of the open road. A new town discovered. Another landmark checked off the bucket list. The ability to escape winter, chase sunsets and wake up to a different view today, tomorrow and the next... simply because you can.

At Lippert™, we get that. Because with more than 60 years of industry experience, it's safe to say we know a thing or two about RVing — and more importantly we know the people, like you, who rely on our products to trek thousands of miles across the country, take epic family vacations, or break away for the weekend at a favorite campground.

That's why our team is committed to delivering the quality, innovative products and unrivaled customer service that make every mile traveled, every adventure, better than the last. Our team is passionate, inventive and driven by an entrepreneurial spirit that's as alive today as it was at our beginning back in 1956.

Just like you, we're explorers at heart. We're not satisfied with complacency, status quo, or solutions that only work for today. At Lippert™, we're always thinking about the next journey and we'll continue to rethink the possibilities of our products, our customer support and the industries we love — all to enhance your outdoor experiences and give you the ultimate sense of freedom, whenever, wherever, for years to come.

That's our promise to you. That's Lippert™.

### 4 PILLARS OF OUR BRAND PROMISE



#### Innovative

Our team is inventive, we're not interested in waiting to see what can be done better; we want to discover that for ourselves.



#### Bold

Settling for status quo isn't how we've succeeded for over 60 years and as we continue to grow, we'll continue to push the possibilities of our products, customer service and the communities we serve.



#### Supportive

Our world-class Customer Service team truly differentiates us from the rest, no matter the time of day, we're committed to providing our customers with the support they need, the moment they need it.



#### Good

From the way we care for and treat our team members and our customers, to giving back to the communities we work, live and play in — we promise to always use business as a force for good.

# WHO LIPPERT IS

## WHAT WE STAND FOR

### REASONS TO BELIEVE



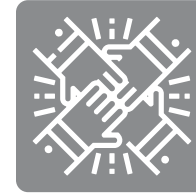
#### Why consumers want our products

- We enhance their travel, camping and outdoor experiences
- Our customer service and support are as important to us as the products we sell
- They trust us as the leading expert and innovator in RVing products and accessories because we are the most trusted OEM partner in the industry



#### Why businesses want our products

- We're timely, efficient and professional when meeting our customers' needs
- Our customer service and support are unparalleled within the industry
- We offer an unrivaled range of top-quality products and components on both the OEM and the aftermarket side of the business



#### Why our team members care

- We offer a multitude of professional and personal development opportunities
- We believe and practice giving back to the communities we live, play and work in
- Everyone Matters and that is the driving force behind our workplace culture, our leadership and the way we do business

# WHO LIPPERT IS

## UNDERSTANDING THE BRAND

### WHO WE ARE - ELEVATOR PITCH A

#### Customer version - long *Always moving forward.*

Lippert™ is a leading, global manufacturer and supplier of highly engineered products and customized solutions, dedicated to shaping, growing and bettering the RV, marine, automotive, commercial vehicle and building products industries. We combine our strategic manufacturing capabilities with the power of our winning team culture to deliver unrivaled Customer Service, award-winning Innovation and premium products to every customer we do business with.

For us, every decision we make rests on whether or not we're bettering the lives and experiences of the people inside and outside of our walls. It's the way we innovate and rethink the possibilities of our products and services, it's the way we foster and build relationships with our team members and our customers and it's the way we prioritize our social impact initiatives to serve the communities we live, work and play in.

With over 12,000 team members and a diverse portfolio of best-in-class brands — we've proven, time and again, by putting people first, our company's possibilities are truly endless.

Always moving forward. Always making your experience better.

### WHO WE ARE - ELEVATOR PITCH B

#### Customer version - short

Lippert™ is a leading, global manufacturer and supplier of highly engineered products and customized solutions dedicated to shaping, growing and bettering the RV, marine, automotive, commercial vehicle and building products industries.

### WHO WE ARE - ELEVATOR PITCH C

#### Consumer recreational brand version

Whether you're on the road or on the water, Lippert™ supplies a broad array of premium RV, automotive and marine products designed to enhance all of your recreational pursuits. Our team is committed to always thinking about your next journey — pushing the possibilities of our products and services, all to better your time spent outdoors, whenever, wherever, for years to come.

### BOILERPLATE

#### Introduction and closing

**Intro:** LCI Industries (NYSE: LCII), through its wholly-owned subsidiary, Lippert™ Components, Inc. (Lippert™), is a leading global manufacturer and supplier of highly engineered products and customized solutions dedicated to shaping, growing and bettering the RV, marine, automotive, commercial vehicle and building products industries.

**About Lippert™:** With over 90 manufacturing and distribution facilities located throughout North America, Europe, Africa and Asia, Lippert™ is a leading, global manufacturer and supplier of highly engineered products and customized solutions dedicated to shaping, growing and bettering the RV, marine, automotive, commercial vehicle and building products industries and their adjacent markets. Lippert™ also serves a broad array of aftermarket segments, supplying best-in-class products designed to enhance recreational pursuits, both on the road and on the water. From powerful towing technology and automated RV leveling systems, to boating furniture and one-of-a-kind shade solutions — Lippert™ combines strategic manufacturing capabilities with the power of our winning team culture to deliver unrivaled Customer Service, award-winning Innovation and premium Products to every industry and person we serve.

# WHO LIPPERT IS

## BRAND STRUCTURE & HIERARCHY

The Lippert™ family of brands is structured in a way where Lippert™ is both a corporate entity and a consumer brand.

Our collection of leading brands falls into two principle categories: recreational brands and commercial brands. The image below illustrates the breakdown.



# WHO LIPPERT IS

## INDUSTRIES WE SERVE

Lippert™ is a leading, global manufacturer and supplier of highly engineered products and customized solutions, dedicated to shaping, growing and bettering the RV, marine, automotive, commercial vehicle and building products industries.

We have identified the following industries as our primary space. Below you will find each of our brands and its associated industry.



### RV

- Lippert™
- Solera
- OneControl
- Thomas Payne
- Happijack



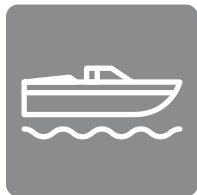
### Automotive

- CURT
- ARIES
- LUVERNE
- UWS
- RETRAC



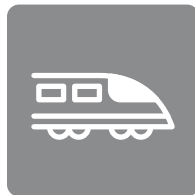
### Building products

- Kinro
- Better Bath
- Heritage



### Marine

- Taylor Made
- Lewmar
- SureShade



### Rail

- Ciesse
- Sessa Klein
- Lippert™



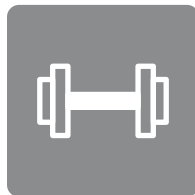
### Insurance

- Duncan
- Lippert™ Glass
- Lippert™ Insurance



### On & off highway

- Lippert™



### Fitness

- Aqua Training Bag



### Hospitality

- Somnum Mattresses

# WHO LIPPERT IS

## PRODUCT DESIGN CRITERIA

Before a product can be given the Lippert™ name, it must meet a rigid set of qualifications driven by our renewed brand promise, "Whenever, wherever, we make your experience better." From quality and craftsmanship to innovation and durability, every

product that carries the Lippert™ logo is not only expected to deliver on design and functionality, but to truly improve that consumer's experience whether on the road or in the great outdoors.

### PRODUCT EXAMPLES:





# WHO LIPPERT IS

## TONE OF VOICE

Our extensive manufacturing capabilities and product offerings allow us to reach customers in both the B2B and B2C segments. While our messaging for each of these segments will vary — no matter who we're speaking to — Lippert™ is always focused on bettering our customers' experiences. We are solutions-oriented, forward-

moving, confident, aspirational and committed to continually improving, innovating and reimagining the possibilities in all we do. By holding true to these core values, we're able to create a memorable brand that's cohesive and connected across the board.

### B2B

#### Dealers and OEMs

*For dealers and OEMs alike, we're an extension of their business.*

Be confident in showing how our products and services are the best options for their business and their customers

Be the product expert with technical information and in-depth knowledge they can't find elsewhere

Use business benefits to support how easy and rewarding it is to partner with Lippert™ (i.e. Gold Circle Dealer perks)

Be genuine and champions of authenticity, don't use overly dramatic "salesy" language and fluff to relay your message

### B2C

#### Consumers

*For consumers, we're the leading supplier of premium RV, towing and marine products.*

Be bold and inspire their next recreational pursuit with active language and an aspirational tone

Use product features and benefits to educate and inform consumers how our products can enhance their time spent on the road and outdoors

Always use clear, simple and concise language

Use real-life scenarios and storytelling whenever possible to naturally exude our industry and product expertise

# OUR BRANDS

## HOW WE TREAT OUR BRANDS

Maintaining consistency in relationships between Lippert™ and our other brands is important. Certain brands will always be shown in a locked-up endorsement with the Lippert™ logo, while other brands will be soft-endorsed by Lippert™.

A soft endorsement means the Lippert™ logo is present on the creative asset but not shown locked up with the brand logo.

Below is a list of our current brands and examples of how each should be treated. Consistency in this approach is very important as we continue to promote and grow the Lippert™ brand.

### LOCKED-UP BRANDS

#### Always shown with the Lippert™ logo

- EnviroSpring
- Happijack
- OneControl
- Solera
- Thomas Payne

### SOFT-ENDORSED BRANDS

#### Lippert™ logo present but not locked up

- Aqua Training Bag
- ARIES
- Better Bath
- Ciesse
- CURT
- Duncan
- Heritage
- Kinro
- Lewmar
- LUVERNE
- RETRAC
- Sessa Klein
- Somnum
- SureShade
- Taylor Made
- UWS

# OUR BRANDS

## HOW WE TREAT OUR BRANDS

Below are examples of each of our top-level hero brand logos and how they will be shown and represented in the marketplace.

The four logos on the left are the only logos that will always be locked up with the Lippert™ logo.



# VISUAL IDENTITY

## OUR LOGO & COLOR VARIANTS

The logotype is our most important distinguishing visual characteristic. Our logo is a graphic expression of the company's personality. It is the common denominator in all visual communications throughout the organization.

The Lippert™ logo will be used according to the following color guidelines to establish color equity.

It should be handled carefully and treated as a single entity. Careful planning led to the size relationships of the symbol and the text. The size ratio between these two elements must always be maintained and these elements must never be separated. No individual elements may be altered, removed or added.

The logotype must always be reproduced from digital originals, which are available from the Lippert™ Marketing Team.

Please note: the logo should never be used in headlines or body copy.

### PRIMARY A:

Always use this version first



### PRIMARY B:

Use this version on black backgrounds



### SECONDARY A:

Use these only if color is not an option



### TERTIARY:

Use of these versions is rare and limited



# VISUAL IDENTITY

## NEVER MISUSE THE LOGO

The proper use of the Lippert™ 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 PUT INTO SHAPES



### DO NOT USE THE ICON ON ITS OWN







# VISUAL IDENTITY

## PRIMARY COLOR PALLET





Beyond just the logo, Lippert™ 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:

 <p><b>3516 C</b></p>	 <p><b>BLACK 7 C</b></p>	 <p><b>COOL GREY 7 C</b></p>	 <p><b>WHITE</b></p>
PRE-MIXED SPOT COLOR	PRE-MIXED SPOT COLOR	PRE-MIXED SPOT COLOR	PAPER

### WHEN USING PROCESS COLORS:

 <p><b>RED-ORANGE</b></p>	 <p><b>CHARCOAL</b></p>	 <p><b>GREY</b></p>	 <p><b>WHITE</b></p>
C:000 M:085 Y:100 K:000 R:220 G:053 B:019 HEX#: DC3513	C:000 M:000 Y:000 K:090 R:044 G:044 B:044 HEX#: 2C2C2C	C:000 M:000 Y:000 K:055 R:151 G:153 B:155 HEX#: 97999B	PAPER

# VISUAL IDENTITY

## SECONDARY COLOR PALLET

In addition to our primary brand colors, we have established a secondary, or supporting, color pallet. These colors are companions to the Lippert™ core colors and aid us in creating instantly recognizable and memorable Lippert™ creative assets across all mediums.


### SUPPORT OR ACCENT COLORS



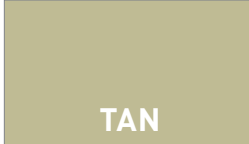
**AQUA**  
C:086 M:008 Y:000 K:000  
R:000 G:170 B:231  
HEX#: 00AAE7



**GOLD**  
C:000 M:033 Y:098 K:000  
R:252 G:179 B:028  
HEX#: FCB31C



**SAPPHIRE**  
C:100 M:019 Y:008 K:046  
R:000 G:094 B:130  
HEX#: 005E82



**TAN**  
C:000 M:000 Y:030 K:030  
R:191 G:187 B:147  
HEX#: BFBB93



**LIME GREEN**  
C:053 M:000 Y:096 K:000  
R:133 G:196 B:070  
HEX#: 85C446




**DARK GREEN**  
C:082 M:013 Y:064 K:045  
R:000 G:103 B:080  
HEX#: 006750


### ACCEPTABLE SHADES OF GREY:



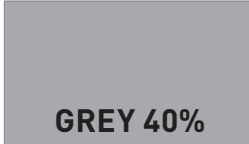
**GREY 80%**  
C:000 M:000 Y:000 K:080  
R:088 G:0089 B:091  
HEX#: 58585B



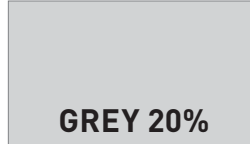
**GREY 70%**  
C:000 M:000 Y:000 K:070  
R:109 G:110 B:113  
HEX#: 6D6E70




**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

## 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

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 1, Product

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

Footnote

Table 2, Application Guide

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

## 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 Lippert™ 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 the context.

### HEADLINES

# HEADER 1

DIN OT Black - 56pt

# HEADER 3

DIN OT Black - 35pt

# HEADER 4

DIN OT Black - 29.5pt

# HEADER 5

DIN OT Bold - 26pt

# HEADER 6

DIN OT Black - 19pt

### BODY AND CAPTIONS

#### SUBHEAD 1

DIN OT Bold - 13pt

#### Subhead 2

DIN OT Medium - 12pt

#### 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 2

Helvetica Neue LT Std 45 Light - 7.75pt

# VISUAL IDENTITY

## SCALE FACTOR & ISOLATION SPACE

Understanding scale factor and minimum isolation space are critical to using the logo properly. The scale factor establishes relationships between the logo and other design elements. It also establishes isolation space. Proper isolation space must

always be used with the logo to ensure it is not crowded. The Lippert™ logo must be given the correct amount of clear space around it to help ensure it is given visual priority in layouts and on product.

### SCALE FACTOR

X-height is based on the Lippert™ letter height



### ISOLATION SPACE

Isolation space is 75% of the X-height



# LOGO USAGE GUIDELINES

## CHOOSING THE LOGO COLOR

The Lippert™ logo acts both as a primary point of recognition and as a supporting presence. On its own, the Lippert™ brand represents an aspirational, recreational company and with the brands adds strength and credibility.

Use the following set of rules to help make a determination of which color to produce the Lippert™ logo in. If you need assistance, contact the Marketing Services department for clarity.

If the deliverable is for Lippert™, the corporate entity or the consumer brand, the logo should appear in full color. If the logo is supporting one of the individual brands, the logo should be white or black, depending on the background color or image it will be placed on.

### LIPPERT™ DELIVERABLES:

Use full-color whenever possible



### BRAND DELIVERABLES:

Use black-on-white or white-on-black



### CORRECT BRAND EXAMPLES:

Use black or white with the brands



### INCORRECT BRAND EXAMPLES:

Do not use full-color with the brands\*



\* Exceptions to this rule apply, such as packaging. Contact Marketing Services for additional clarity.

# LOGO USAGE GUIDELINES

## LOGO COLOR SUMMARY

Lippert™ represents a company, products and a family of brands. Because of this corporate layer, it is important to establish rules regulating how the Lippert™ logo should appear on different deliverables.

Below are general guidelines to follow when creating assets. Each deliverable is

expanded on in the following pages. Any questions related to logo color should be directed to the Marketing Services department.

Since the Lippert™ logo will be both primary and secondary, based on application, it is important to understand the differences in how the logo should be used. Generally, in instances where the

deliverable is exclusively Lippert™-branded, the Lippert™ logo should be shown in full color. In most applications where the Lippert™ logo helps endorse one of the hero brands, the logo should remain in single-color so as not to compete with the hero brand logo.

### CORPORATE WEBSITE:

Lippert brand: Full-color



### CORPORATE STATIONERY & FORMS:

Lippert brand: Full-color



### CORPORATE PRESENTATIONS:

Lippert brand: Full-color



### CORPORATE BUILDING SIGNAGE:

Lippert brand: Full-color



### CORPORATE DELIVERY VEHICLES:

Lippert brand: Full-color



### CORPORATE TRADE SHOWS & ASSETS:

Corporate or Lippert brand: Full-color



### SWAG, PROMO & WEARABLES:

Lippert brand: Full-color



Lippert endorsement: Single-color



# LOGO USAGE GUIDELINES

## LOGO COLOR SUMMARY

### HERO BRAND WEBSITES:

Lippert endorsement: Full-color



### LITERATURE & CATALOGS:

Lippert brand: Full-color



Lippert endorsement: Single-color



### POINT OF PURCHASE:

Lippert brand: Full-color



Lippert endorsement: Single-color



### ADVERTISEMENTS:

Lippert brand: Full-color



Lippert endorsement: Single-color



### RETAIL PACKAGING:

Lippert brand: Full-color



Lippert endorsement: Single-color



### PRODUCT AND PRODUCT LABELS:

Full-color or single-color accepted



### SHIPPING BOXES:

Use black-on-kraft brown



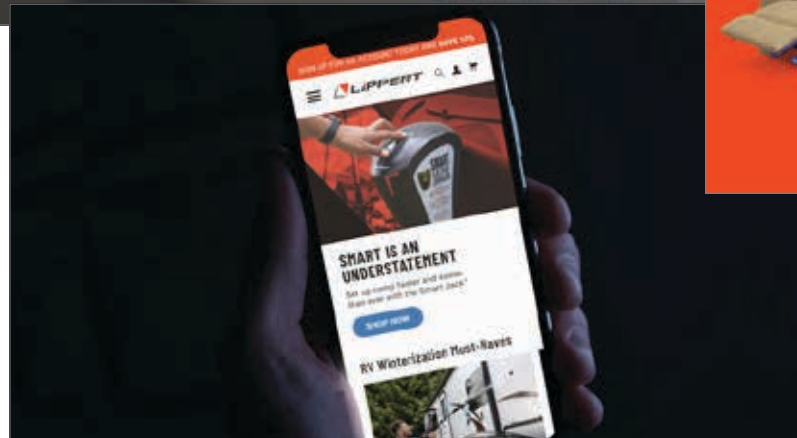
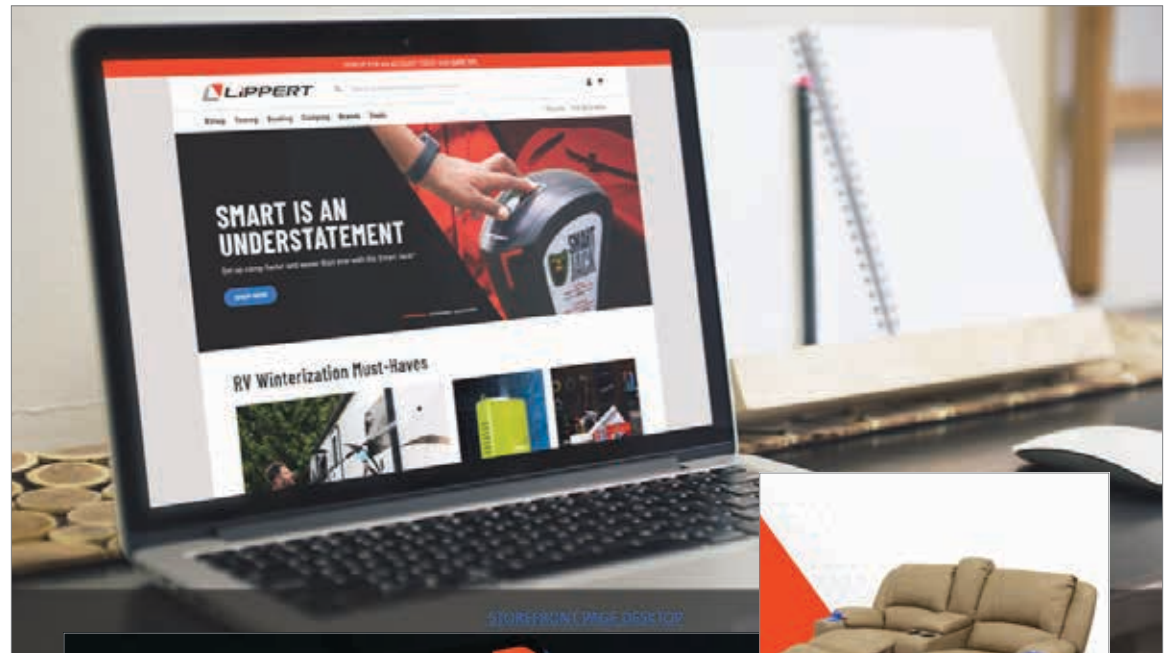
# LOGO USAGE GUIDELINES

## CORPORATE WEBSITE

### LOGO COLORS

On the Lippert™ corporate website, the Lippert™ logo should always appear in full-color.

If the logo must be placed on a different color, contact the Marketing Services department for help in determining the appropriate color.



### LOGO VERSIONS:

Full-color




# LOGO USAGE GUIDELINES

## CORPORATE STATIONERY & FORMS

### LOGO COLORS

Forms, business cards, letterhead and envelopes are pieces where the Lippert™ logo is the primary element, not the individual brand logos. When in this role, the Lippert™ logo should always be full-color, no exceptions.

 4100 Edison Lakes Pkwy  
Suite 210  
Mishawaka, IN 46545  
574.538.1125 Phone  
574.538.4369 Fax  
lippert.com

01.01.2021

Valued Customer,


Idessimnis doluptaero vitius, omniht qui aspider eptatem pelluptat. Pa doluptat quid qui odignis qui aci nulpia esenhi iestu risquunt, volecep ellicum inum cus ra volor neces siem quat liquidi gendisq uaeptatur solo esnd ut aliqui doluptae. Uldio. Nam re et dolo experfe rovides aut explis alibus dolut labo. Bea dolor si aliquam que omniat que modit. qui conse eum aut plab icerchi liquibusam cuptasin repeliqum, ullaces tiosio cusasera tibusamet, quam quamus aut lab int evenis sin nonsequam ide liciatendae ommolor emolorum quamus, ipienit mintiur, sequiatu?

Olupta pelecaaque nes dit aut auditaque sa iust veribus quate nisitatem il mi, sequia derovit harchic te delite nes eatisim agnit, conecab iliscid maximagnis ut ad qui berepe niscilibus, sequam nusa velendemit harumquo min nit eost proratureic to totaspis enducip sandel im quatur as sundit, et everem conseque con rendus utem hicim fugias dolupta lquosint optatem quibus.

Thank you



Joseph Riplenski  
Marketing Services Manager  
CURT Group

 **JASON LIPPERT**  
President and CEO  
jasonl@lippert.com

574.238.1017 Mobile  
555.524.7654 Direct  
574.535.1125 Office

lippert.com


3501 County Road 6  
Elkhart, IN 46514


Whenever, wherever, we make your experience better.

**OUR CORE VALUES**

- Passionate about winning
- Team play with trust
- Honesty - Integrity - Candor
- Caring about people
- Positive attitude

**OUR INDUSTRIES**



 4100 Edison Lakes Pkwy  
Suite 210  
Mishawaka, IN 46545  
574.538.1125 Phone  
574.538.4369 Fax  
lippert.com

**FORM TITLE FORM TITLE**

CUSTOMER NAME	DATE
CUSTOMER ACCOUNT NUMBER	CHANGE REQUESTED BY

**CHANGES THAT APPLY**  
This quote with special pricing is attached

NEW PRICE CODE	
NEW SALESPERSON CODE	
NEW PHONE NUMBER	NEW FAX NUMBER

 4100 Edison Lakes Pkwy  
Suite 210  
Mishawaka, IN 46545

CURT Manufacturing  
6208 Industrial Drive  
Eau Claire, WI 54701

**Office Use ONLY**

APPROVED BY	DATE
ENTERED BY	

PLEASE FAX THIS FORM WHEN COMPLETED TO 574.538.4369

Document Number: XXX-XXX-XXX  
Revision: 01/20/2020  
Owner Approval: XXX-XXX  
Rev Date: 01/20/2020  
Page 1

### LOGO VERSION:

Full-color or white



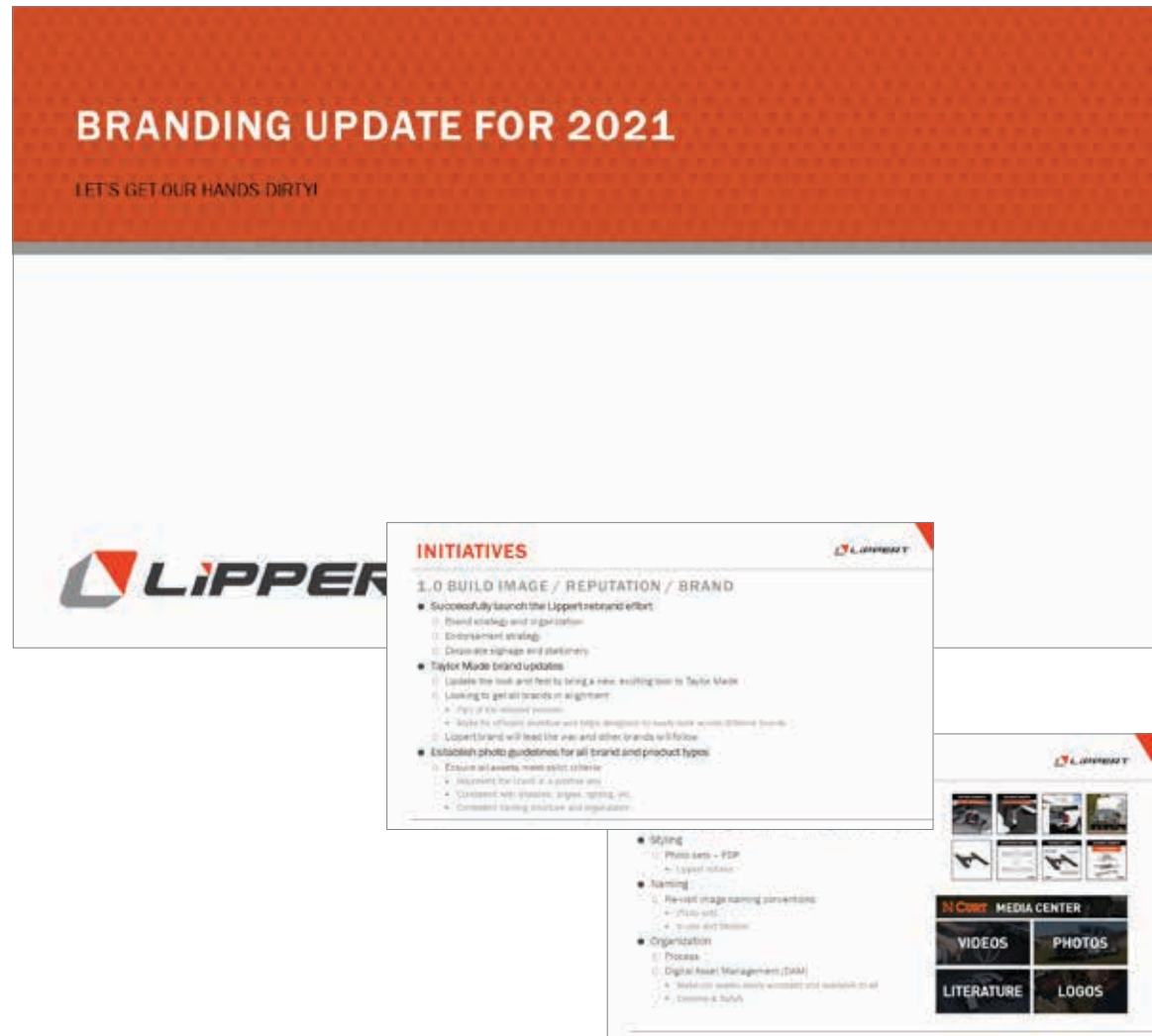
# LOGO USAGE GUIDELINES

## CORPORATE PRESENTATIONS

### LOGO COLORS

The Lippert™ logo is the primary element on presentations, not the individual brands. When in this role, the Lippert™ logo should always be shown in full-color.

If the correct presentation template is used, all logo color guidelines will be correct. If there are exceptions where the current template cannot be used, contact the Marketing Services department for help in determining a solution.



### LOGO VERSION:

Use the current template





# LOGO USAGE GUIDELINES

## CORPORATE BUILDING SIGNAGE

### LOGO COLORS

#### Exterior signage

On exterior signage, the Lippert™ logo should appear primarily in full-color on black to help improve asset longevity due to weather.

If necessary, full-color on white is acceptable as a secondary color scheme.

#### Interior signage

On interior signage, the Lippert™ logo should appear in full-color, on either white or black depending on circumstance. The decision on which color to use should be based on multiple factors, such as wall color, adjacent signage color, logo size, lighting, etc.

For questions related to interior signage, contact the Marketing Services department for help in determining the appropriate color choice.

### LOGO VERSIONS:

#### Full-color on-black preferred



# LOGO USAGE GUIDELINES

## CORPORATE DELIVERY VEHICLES

### LOGO COLORS

The Lippert™ delivery vehicles are multi-purpose, carrying products from multiple brands. The Lippert™ logo represents and unites all brands and therefore should be primary on these vehicles.

If the brand logos are present, they are in a supportive role and should be shown in a reduced capacity so as not to detract or compete with the Lippert™ logo.



### LOGO VERSIONS:

Full-color on-white preferred



# LOGO USAGE GUIDELINES

## CORPORATE TRADE SHOWS & ASSETS

### LOGO COLORS

The Lippert™ logo is the primary element represented at a trade show and should primarily be shown in full-color on white, however there are instances where full-color on black is acceptable.

The Lippert™ logo should be shown prominently on the main backdrop. Individual brand logos should be shown on separate pop-up banners or displays, where appropriate.

If there is an event that is primarily for a brand, such as Moab, UT is for ARIES, the Lippert™ logo should appear as a pop-up, helping to enforce the relationship between Lippert™ and ARIES.



### LOGO VERSIONS:

Corporate or Lippert brand:  
Full-color on white preferred



Lippert endorsement: Single-color



# LOGO USAGE GUIDELINES

## CORPORATE SWAG, PROMO & WEARABLES

### LOGO COLORS

On swag, promo and wearable items, the Lippert™ logo should be printed in full-color whenever possible. Promotional companies typically offer color match to ensure color consistency.

In situations where color matches are not available and there are no stock ink colors similar enough to the red-orange, printing the Lippert™ logo in either white or black is acceptable, as long as the background color is in line with brand standards.

For clarification on acceptable background colors, contact the Marketing Services department.



### LOGO VERSIONS:

Full-color preferred



# LOGO USAGE GUIDELINES

## HERO BRAND WEBSITES

### LOGO COLORS

On the Lippert™ brand website, the Lippert™ logo should appear in full-color. On the hero brand websites, the Lippert™ logo version used should be based on whether or not the full-color version of the Lippert™ logo interferes or competes with the hero brand logo.

If the Lippert™ logo will be on black, use the white version. If on white, use the black version. If the logo must be placed on a different color, contact the Marketing Services department for help in determining the appropriate color.

Also, because all brands are children of the Lippert™ family of brands, all website footers should be consistent in size, shape, layout, etc.

### LOGO VERSIONS:

#### Lippert brand: Full-color



#### Lippert endorsement: Full-color



# LOGO USAGE GUIDELINES

## LITERATURE & CATALOGS

### LOGO COLORS

On the Lippert™ brand catalogs and literature, the Lippert™ logo should appear in full-color. On the hero brand items, the Lippert™ logo version used should be single-color so it does not compete with the hero brand logo.

If the Lippert™ logo will be on black, use the white version. If on white, use the black version. If the logo must be placed on a different color, contact the Marketing Services department for help in determining the appropriate color.

Also, because all brands are children of the Lippert™ family of brands, all layouts should be treated as such, being consistent within reason.

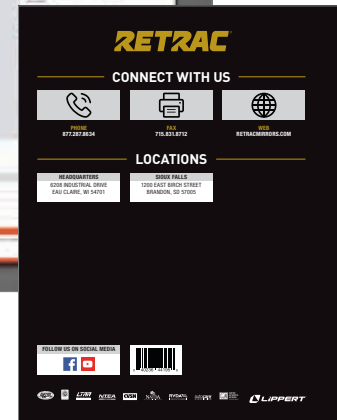
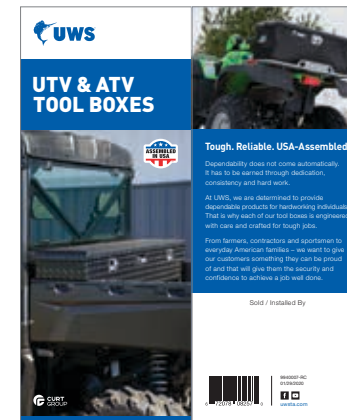


### LOGO VERSIONS:

Lippert brand: Full-color



Lippert endorsement: Single-color



# LOGO USAGE GUIDELINES

## POINT OF PURCHASE

### LOGO COLORS

On the Lippert™ brand point-of-purchase items, the Lippert™ logo should appear in full-color. On the hero brand items, the Lippert™ logo version used should be single-color so it does not compete with the hero brand logo.

If the Lippert™ logo will be on black, use the white version. If on white, use the black version. If the logo must be placed on a different color, contact the Marketing Services department for help in determining the appropriate color.

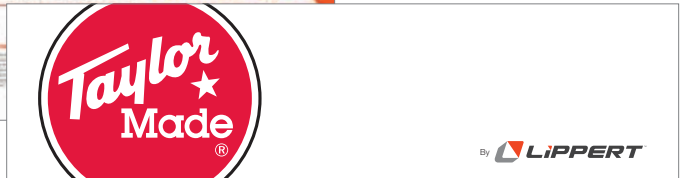
Each of the brands has different point-of-purchase assets available to them. On all like assets, header cards for example, the Lippert™ logo should be presented consistently. Each brand may be handled differently so long as there is consistency within their respective offerings.

### LOGO VERSIONS:

Lippert brand: Full-color



Lippert endorsement: Single-color



# LOGO USAGE GUIDELINES

## ADVERTISEMENTS

### LOGO COLORS

On the Lippert™ advertisements, the Lippert™ logo should appear in full-color. On the hero brand ads, the Lippert™ logo version used should be single-color so it does not compete with the hero brand logo.

If the Lippert™ logo will be on black, use the white version. If on white, use the black version. If the logo must be placed on a different color, contact the Marketing Services department for help in determining the appropriate color.

Also, because all brands are children of the Lippert™ family of brands, all advertisement footers should be consistent in size, shape, layout, etc.

### LOGO VERSIONS:

Lippert brand: Full-color



Lippert endorsement: Single-color



CURT tow bars are tested on the road and off the beaten path to give you peace of mind wherever you're escaping to.

TRUST THE TOWING EXPERTS. [curtmfg.com](http://curtmfg.com)





# LOGO USAGE GUIDELINES

## RETAIL PACKAGING

### LOGO COLORS

On Lippert™ brand packaging, the Lippert™ logo should appear in full-color. On the hero brand items, the Lippert™ logo version used should be single-color so it does not to compete with the hero brand logo.

Each brand has different retail packaging designs and layouts. Each brand should present the Lippert™ logo in a consistent location so that the consumer can easily identify where it is located on each product package.

Boxes and insert cards have different layouts. For each package type, the logo should be in a similar location, such as lower left, upper right, etc. Each brand may be handled differently so long as there is consistency within their respective offerings.



### LOGO VERSIONS:

Lippert brand: Full-color



Lippert endorsement: Single-color



# LOGO USAGE GUIDELINES

## PRODUCT LABELS & DECALS

### LOGO COLORS

On Lippert™ branded products, the Lippert™ logo should appear in full-color. On the hero brand items, the Lippert™ logo version used should be single-color so it does not compete with the hero brand logo.

Each brand has different label and decal designs and layouts should present the Lippert™ logo in a consistent location so that the consumer can easily identify where it is located on each product.

Not all product labels and decals for the hero brands will contain the Lippert logo. Generally, the smaller the label or decal, the less likely the Lippert logo will be present. We want to maintain clear divisions between the hero brands and Lippert and space in a major component of that.



### LOGO VERSIONS:

Lippert brand: Full-color



Lippert endorsement: Single-color



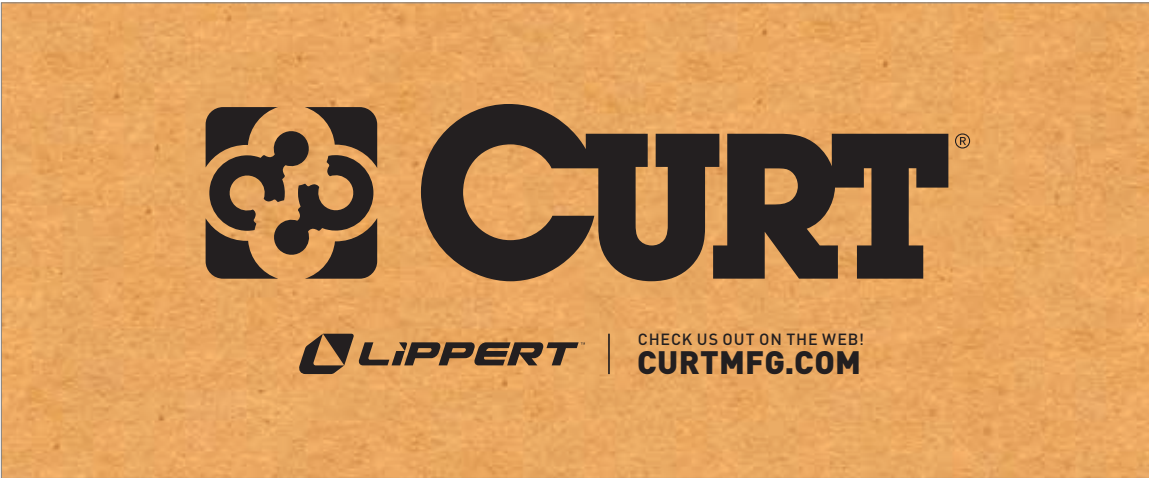
# LOGO USAGE GUIDELINES

## SHIPPING BOXES

### LOGO COLORS

On kraft-brown boxes, the Lippert™ logo and all hero brand logos should appear in black. Black is the boldest and is most cost effective color, making it the best choice.

As a brand, Lippert™ stands alone as the largest logo on the box. As an endorsement it will be templated with all hero brands and the scalable template is to be used in every application unless a specific design is designated. Contact Marketing Services with any questions.



### LOGO VERSION:

Black on kraft-brown



