



# **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

UWS is a CURT Group brand and subsidiary of Lippert Components, Inc., is a leading manufacturer and designer of USA-assembled truck tool boxes and accessories. 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 tool boxes, transfer tanks, chest boxes, dog boxes and other truck storage solutions.

### WHO WE ARE

#### Short version

UWS is a leading manufacturer and designer of USA-assembled truck tool boxes and accessories. 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



### SECONDARY A:

Use this if primary color cannot be used



### SECONDARY B:

Use these only if color is not an option



# 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



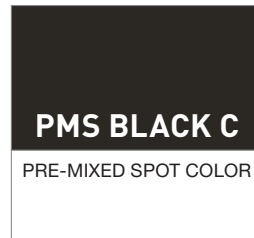
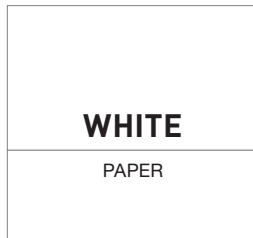
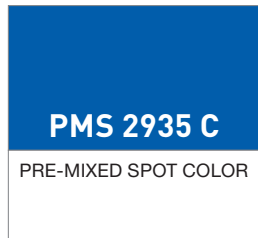
# VISUAL IDENTITY

## OUR CORPORATE COLORS

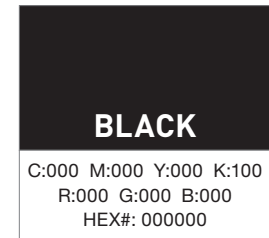
Beyond just the logo, UWS has approved colors that should be used in all forms of communication. By keeping a consistent color pallet, we can be quickly identified.

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.

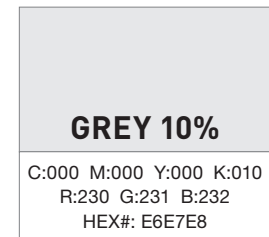
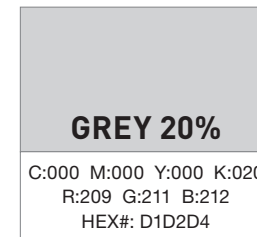
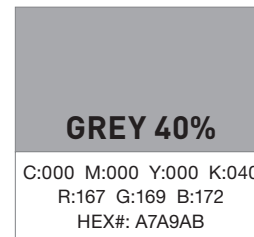
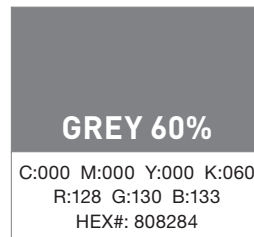
### WHEN USING SPOT COLORS:



### 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:

#### TOPSIDE TOOL BOXES

**KEY FEATURES**

- Mounts on top of truck bed rail for easy cargo and tool access
- Stainless steel aircraft cables for strong door support

**Product Details**

- 0.058" extra thick, one-piece aluminum tub holds heavy tools and cargo
- Door opens 90 degrees for easy loading and unloading of tools and equipment
- Stainless steel T handles for security and corrosion resistance
- MicroSeal™ gasket helps seal out moisture, dust and dirt
- Multiple box sizes available for a custom fit on each truck application
- Available with single door and double doors

**Finishes & Materials**

✓ Finish: Bright aluminum	✓ Finish: Gloss black
✓ Material: Aluminum alloy	✓ Material: Aluminum alloy

**Topside Tool Boxes**

Part#	Finish	Cubic Feet	# of Doors	Door Opening Dims (in.)		Box Dimensions (inches)		
			L	H	L	W	H	
TTS-48	Bright aluminum	6.3	1	49.5	12	48	13.885	17
TTS-48-BLK	Gloss black	6.3	1	42.5	12	48	13.885	17
TTS-60	Bright aluminum	7.8	1	56.5	12	60	13.885	17
TTS-60-BLK	Gloss black	7.8	1	55.5	12	60	13.885	17
TTS-72	Bright aluminum	9.4	2	59.5	12	72	13.885	17
TTS-72-BLK	Gloss black	9.4	2	59.5	12	72	13.885	17
TTS-90	Bright aluminum	11.7	2	59.5	12	90	13.885	17
TTS-90-BLK	Gloss black	11.7	2	59.5	12	90	13.885	17
TTS-96	Bright aluminum	12.5	2	42.5	12	96	13.885	17
TTS-96-BLK	Gloss black	12.5	2	42.5	12	96	13.885	17

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2017 Ford F-150

2017 Ford F-150

Ford F-150

#### SECURE LOCK CROSSOVER BOXES

**KEY FEATURES**

- Easy-to-operate, dual-locking twist handles offer strength and maximum security
- Removable BeEPlug™ liner protects tools, reduces noise and allows for easy cleaning

See page 8 for a full list of product details

See page 24 for application information

**Finishes & Materials**

✓ Finish: Bright aluminum	✓ Finish: Gloss black	✓ Finish: Matt black
✓ Material: Aluminum alloy	✓ Material: Aluminum alloy	✓ Material: Aluminum alloy

**Secure Lock Crossover Boxes**

Part#	Profile	Finish	Angled Rail	Cubic Feet	Dimensions (inches)									
				Feet	L	L2	W	W1	H	H2				
SL-69-LP	Low	Bright alumn.	No	8.4	69.875	59	20	17	14.5	11.75	---	---	---	---
SL-69-P-MB	Low	Matte black	No	8.4	69.875	59	20	17	14.5	11.75	---	---	---	---
SL-69-LP-B	Low	Bright alumn.	Yes	8.4	69.875	59	20	17	16.5	11.75	---	---	---	---
SL-69-LP-MB	Low	Matte black	Yes	8.4	69.875	59	20	17	16.5	11.75	---	---	---	---
SL-72-LP	Low	Bright alumn.	No	8.8	72.875	62	20	17	14.5	11.75	---	---	---	---
SL-72-LP-MB	Low	Matte black	No	8.8	72.875	62	20	17	14.5	11.75	---	---	---	---
SL-72-LP-B	Low	Bright alumn.	Yes	8.8	72.875	62	20	17	16.5	11.75	---	---	---	---
SL-72-LP-MB	Low	Matte black	Yes	8.8	72.875	62	20	17	16.5	11.75	---	---	---	---

**Notes:**  
 SL-69-A-LP™ Low Bright alumn. Yes No 30 69.875 59 48 20 17 18.75 15.875 4.375  
 SL-69-A-LP-MB™ Low Matte black Yes No 30 69.875 59 48 20 17 18.75 15.875 4.375  
 SL-69-A-LP-MB-B™ Low Matte black Yes Yes 30 69.875 59 48 20 17 20.75 15.875 4.375  
 \* Built in accessories handles not included.

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2017 Ford F-150

#### PULL HANDLE CROSSOVER BOXES

**KEY FEATURES**

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

See page 8 for a full list of product details

See page 24 for application information

**Finishes & Materials**

✓ Finish: Bright aluminum	✓ Finish: Gloss black	✓ Finish: Matt black
✓ Material: Aluminum alloy	✓ Material: Aluminum alloy	✓ Material: Aluminum alloy

**Pull Handle Crossover Boxes**

Part#	Profile	Finish	Angled Rail	Cubic Feet	Dimensions (inches)									
				Feet	L	L2	W	W1	H	H2				
TTS-60-LP-PH	Low	Bright aluminum	No	8.4	69.875	59	20	17	14.5	11.75	---	---	---	---
TTS-60-LP-PH-B	Low	Gloss black	No	8.4	69.875	59	20	17	14.5	11.75	---	---	---	---
TTS-60-LP-PH-MB	Low	Matte black	No	8.4	69.875	59	20	17	14.5	11.75	---	---	---	---
TTS-72-LP-PH	Low	Bright aluminum	No	8.8	72.875	62	20	17	14.5	11.75	---	---	---	---
TTS-72-LP-PH-B	Low	Gloss black	No	8.8	72.875	62	20	17	14.5	11.75	---	---	---	---
TTS-72-LP-PH-MB	Low	Matte black	No	8.8	72.875	62	20	17	14.5	11.75	---	---	---	---

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2017 Ford F-150

# 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

Secure Lock Crossover Tool Boxes											
Part#	Finish	Angled	Rail	Cubic Feet	Dimensions (inches)						
					A	B	C	D	E	F	G
<b>Standard Low Profile</b>											
SL-69-LP	Bright aluminum	No	No	8.4	69.875	20	14.5	11.75	59	17	--
SL-69-LP-MB	Matte black	No	No	8.4	69.875	20	14.5	11.75	59	17	--

Footnotes

Table 2, Product

Part#	Finish	Gallons	Dimensions (inches)						
			A*	B	C	D	E	F	G
TT-50-L-T/P	Bright aluminum	50	36.25	32	22	24	8	14	8
TT-50-L-T/P-BLK	Gloss black	50	36.25	32	22	24	8	14	8

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

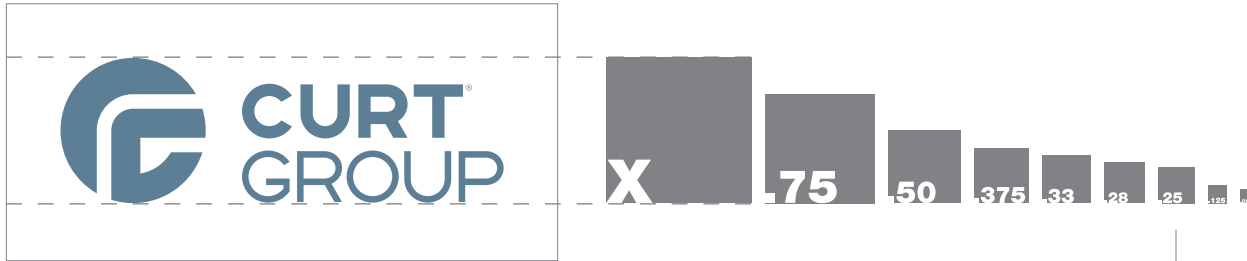
Helvetica Neue LT Std 57 Condensed - 8.5pt

# 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:

The '@' of the Logo is not considered when planning for Isolation Space

