

SPARTAN RV CHASSIS

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SPARTAN RV CHASSIS

SECTION 2.3.1

Construction

Reproduction

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SPARTAN RV CHASSIS

Segment Logo

The Spartan RV Chassis logo comprises the logo symbol and the custom-crafted Spartan RV Chassis logotype, which are equally important. The relationship between the logo symbol and logotype has been established, and these proportions are fixed as illustrated.



Construction

“X” is equal to the height of “T” in the Spartan diamond.



Clear Space

The preferred clear space is equal to “X,” as illustrated above. “X” is equal to the height of “SPARTAN” in the Spartan diamond.



Minimum Size

Minimum Size: 0.5" width of the logo symbol



REPRODUCTION RULES

Full-Color Logo (Preferred)

Our full-color Spartan RV Chassis logo is the preferred reproduction version; it should be used whenever possible. Consistent use of the full-color Spartan RV Chassis logo is essential to strengthen brand recognition.



One Color (Restricted Use)

The one-color, solid Spartan RV Chassis logos are intended for use when reproduction methods prohibit the use of the full-color Spartan RV Chassis logo. The one-color, solid black Spartan RV Chassis logo is used for special finishes such as etching, embossing, or varnish applications.

ONE-COLOR, BLACK LOGO



ONE-COLOR, KNOCKOUT LOGO



USAGE GUIDELINES

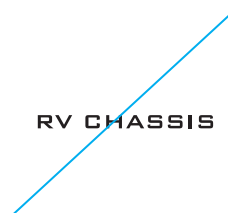
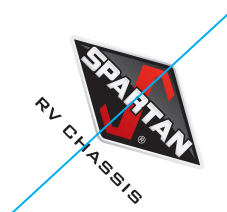
The examples on this page demonstrate some common mistakes when applying the Spartan RV Chassis logo.

- DO NOT stretch or alter our logo
- DO NOT change our logo color
- DO NOT place our logo on any image or graphic that will distract from it being clearly legible or compromise its composition
- DO NOT rotate our logo
- DO NOT rearrange the elements of our logo
- DO NOT remove elements in our logo

NEVER SEPARATE THE ELEMENTS

The Spartan RV Chassis logo enables us to achieve maximum visual impact across all of our communications. Do not separate its elements. The logotype never appears without the symbol.

IMPORTANT NOTE: Please contact your segment marketing manager for advice and guidance on any unique applications of the Spartan RV Chassis logo.



BRAND COLORS

SECTION 2.3.2

Primary

Secondary

PRIMARY COLORS

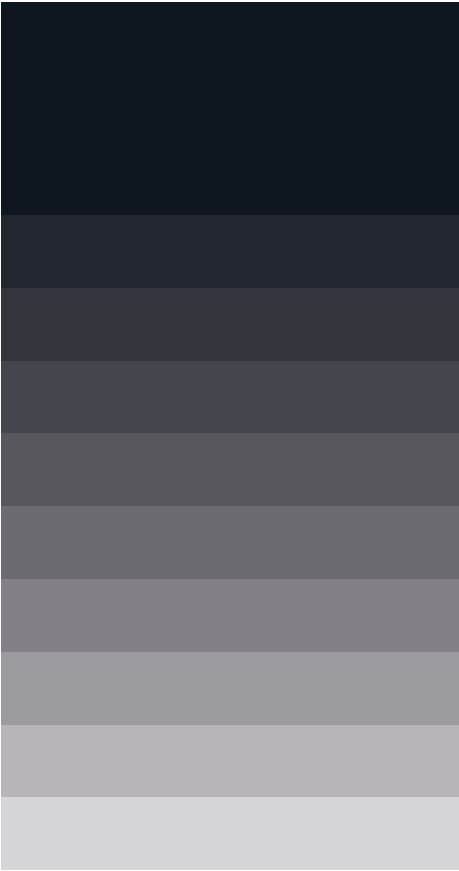
PMS 485C

CMYK: C6 M98 Y100 K1
RGB: R225 G38 B28
Web: #e1261c



PMS BLACK 6C

CMYK: C0 M0 Y0 K100
RGB: R35 G31 B32
Web: #231f20

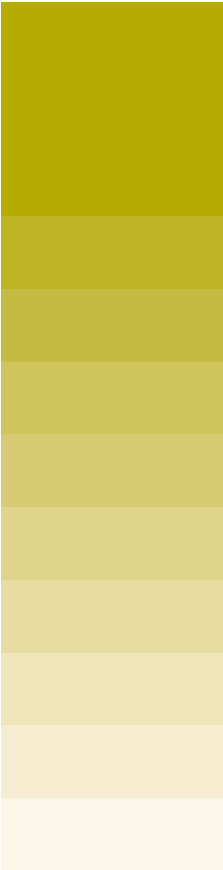
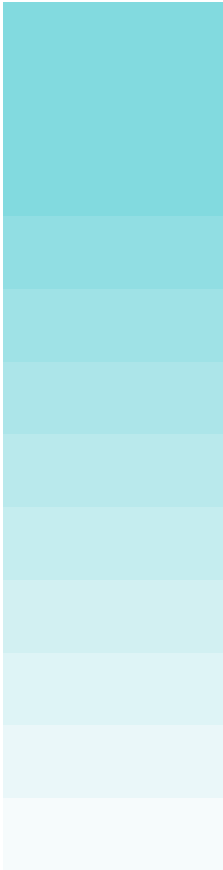
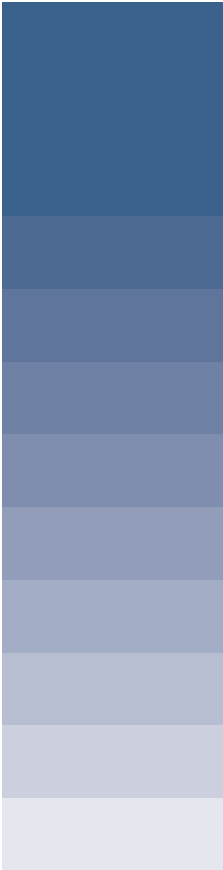
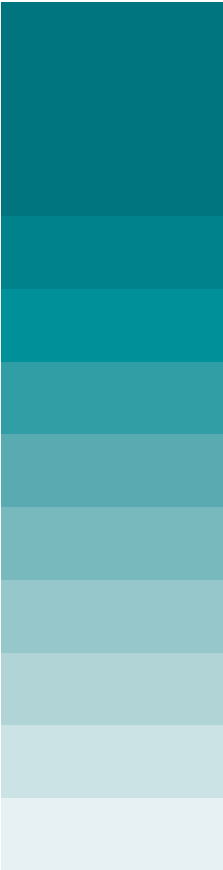
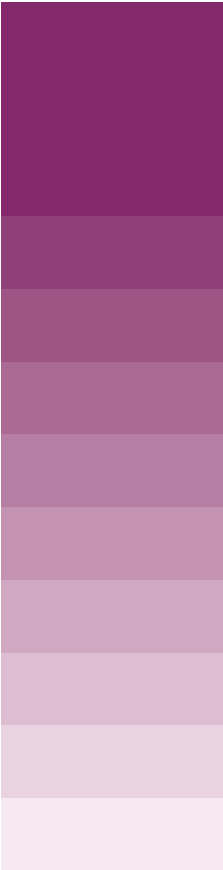


PMS COOL GRAY 8C

CMYK: C49 M40 Y38 K3
RGB: R138 G139 B142
Web: #88898d



SECONDARY COLORS

<p>PMS 383C</p> <p>CMYK: C39 M20 Y100 K1</p> <p>RGB: R168 G173 B0</p> <p>Web: #a8ac00</p>	<p>PMS 318C</p> <p>CMYK: C44 M0 Y16 K0</p> <p>RGB: R132 G218 B222</p> <p>Web: #84d9de</p>	<p>PMS 534C</p> <p>CMYK: C81 M58 Y20 K13</p> <p>RGB: R61 G97 B139</p> <p>Web: #3c608b</p>	<p>PMS 7714 C</p> <p>CMYK: C100 M35 Y46 K10</p> <p>RGB: R0 G117 B128</p> <p>Web: #007480</p>	<p>PMS 249C</p> <p>CMYK: C52 M98 Y28 K10</p> <p>RGB: R132 G40 B107</p> <p>Web: #83276a</p>	<p>PMS 124 C</p> <p>CMYK: C7 M35 Y100 K0</p> <p>RGB: R235 G169 B0</p> <p>Web: #eba900</p>
					

LITERATURE

SECTION 2.3.3

Grid System

BROCHURE GRID SYSTEM

This flexible 12-column grid system is an aid that permits a number of possible uses, and each designer can look for a solution appropriate to the project.



**ADVENTURE
BEGINS NOW.**

You've never been more ready for this—exploring new places and meeting new people. We're here to make sure your journey is safe, smooth and easy to navigate. We're Spartan Motors, the premier foundation for the adventure of your lifetime.



The Only Chassis Made Exclusively for Motorhomes

We don't take the easy route and modify a truck chassis for Class A motorhomes. We know you want a quality RV that is as smooth and quiet as it is exciting and well appointed. So, we built a unique chassis from the ground up, designed and engineered to connect the road to the driver with a ride that responds more like a luxury SUV than a truck. And with Spartan's industry-leading Advanced Protection System, you'll feel safer than ever.

"I didn't think much about the chassis of an RV until I drove one sitting on top of a Spartan. Feels more like a luxury car than a big motorhome."

Jack Brooks
Enterprise Anthem



The finest Class A coaches are built on a Spartan chassis. Designed, engineered and made in America with the best components to create a premier foundation for the world's most demanding RV makers and owners.

The highest quality materials provide reliability and dependability. Nationwide service and the best warranty in the business provide peace of mind. Together, they ensure that a motorhome riding on a Spartan chassis is built to take you confidently from one adventure to the next.

VISUALS

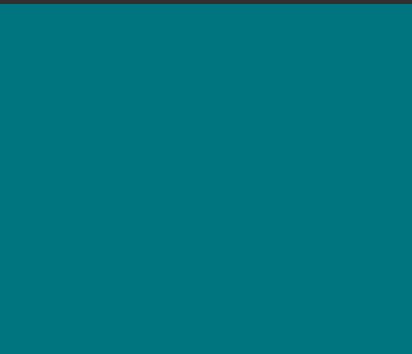
SECTION 2.3.4

Photography
Renderings

PHOTOGRAPHY

Photos are a vivid way to bring our brand promise to life. Photos communicate the exciting and unique characteristics of the Spartan RV Chassis products, which are innovative, safe, and battle tested.

Photos that represent the Spartan RV Chassis products should be editorial in style, allowing the viewer to experience each product from a customer's perspective. They take the audience along for the ride and should be anything but standard.



RENDERINGS

Renderings are the best way to highlight the Spartan products and innovations. Renderings are educational and allow us to illustrate a product feature that would otherwise go unseen.

