

STROBES- R-US

SECTION 2.3.2

Construction

Strobes-R-Us Badge

Strobes-R-Us Logo

Reproduction

Usage Guidelines



STROBES-R-US BADGE

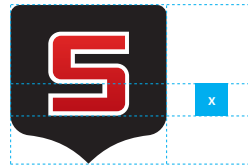
Strobes-R-Us Badge (Restricted Use)

The Strobes-R-Us badge will rarely be used separate from the “A Spartan Motors Brand” wordmark. Please contact the Spartan Motors Emergency Response segment marketing manager for approved uses.



Construction

“X” is equal to the baseline of “S” up to the inside lower section of the spine.



Clear Space

The preferred clear space is equal to “X,” as illustrated above. “X” is equal to the baseline of “S” up to the inside lower section of the spine.



Minimum Size

Minimum Size: 0.5" width of the logo symbol



STROBES-R-US STACKED LOGO

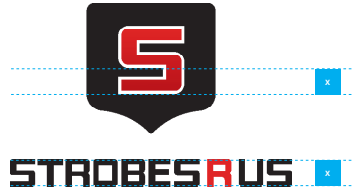
Strobes-R-Us Logo

The Strobes-R-Us logo is a representation of the Strobes-R-Us brand and by proxy represents everything the Spartan Motors brand stands for. It is immediately recognizable by all types of audiences and delivers incredible brand equity in seconds. The logo consists of (A) logo symbol, (B) logotype, and (C) brand identifier. These elements should never be separated unless approved by the Spartan Emergency Response segment marketing manager.



Construction

"X" is equal to the baseline of "S" up to the inside lower section of the spine badge.



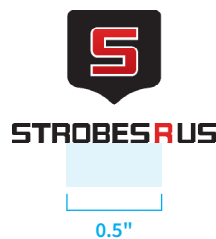
Clear Space

The preferred clear space is equal to "X" is equal to the baseline of "S" up to the inside lower section of the spine badge.



Minimum Size

Minimum Size: 0.5" width of the logo symbol



STROBES-R-US HORIZONTAL LOGO

Strobes-R-Us Logo

The Strobes-R-Us logo is a representation of the Strobes-R-Us brand and by proxy represents everything the Spartan Motors brand stands for. It is immediately recognizable by all types of audiences and delivers incredible brand equity in seconds. The logo consists of (A) logo symbol, (B) logotype, and (C) brand identifier. These elements should never be separated unless approved by the Spartan Emergency Response segment marketing manager.



Construction

"X" is equal to the baseline of "S" up to the inside lower section of the spine badge.



Clear Space

The preferred clear space is equal to "X" is equal to the baseline of "S" up to the inside lower section of the spine badge.



Minimum Size

Minimum Size: 1.25" width of the logo lockup



REPRODUCTION RULES STACKED LOGO

Full-Color Logo (Preferred)

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



Two Color (Embroidery)

The two-color, solid Stobes-R-Us logos are intended for use when reproduction methods prohibit the use of the full-color Stobes-R-Us logo. The two-color Stobes-R-Us logo is used for special cases such as embroidery.

TWO-COLOR, PMS 485, 100% BLACK



One Color (Restricted Use)

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

ONE-COLOR, BLACK LOGO



ONE-COLOR, KNOCKOUT LOGO



REPRODUCTION RULES HORIZONTAL LOGO

Full-Color Logo (Preferred)

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



Two Color (Embroidery)

The two-color, solid Strokes-R-Us logos are intended for use when reproduction methods prohibit the use of the full-color Strokes-R-Us logo. The two-color Strokes-R-Us logo is used for special cases such as embroidery.

TWO-COLOR, PMS 485, 100% BLACK



One Color (Restricted Use)

The one-color, solid Strokes-R-Us logos are intended for use when reproduction methods prohibit the use of the full-color Strokes-R-Us logo. The one-color, solid black Strokes-R-Us 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 Strobes-R-Us 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 Strobes-R-Us 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 Strobes-R-Us logo.

