

# UTILIMASTER

SECTION 2.4

---

Logo

Construction

Reproduction

Usage Guidelines

Colors

Primary

Secondary

Literature

Visuals



# MASTER BRAND

**SECTION 2.4.1**

---

Construction  
Reproduction  
Usage Guidelines

# UTILIMASTER LOGO

## Logo

The Utilimaster logo comprises the logo symbol and the custom-crafted Spartan Motors 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 from the bottom of the Utilimaster badge to the bottom of the “Utilimaster” wordmark.



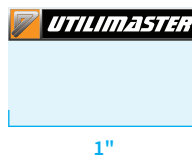
## Clear Space

The preferred clear space is equal to “X,” as illustrated above. “X” is equal to the height from the bottom of the Utilimaster badge to the bottom of the “Utilimaster” wordmark.



## Minimum Size

Minimum Size: 1" width of the logo symbol



## REPRODUCTION RULES

### Full-Color Logo (Preferred)

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



### Three Color (Embroidery)

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

THREE-COLOR, PMS 1375C, 100% BLACK



### One Color (Restricted Use)

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

ONE-COLOR, BLACK LOGO



ONE-COLOR, KNOCKOUT LOGO



## USAGE GUIDELINES

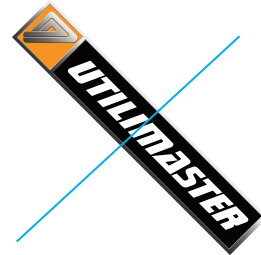
The examples on this page demonstrate some common mistakes when applying the Utilimaster logo.

- 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 remove elements in our logo

### NEVER SEPARATE THE ELEMENTS

The Spartan Motors 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 Utilimaster logo.



# BRAND COLORS

## SECTION 2.4.2

---

Primary

Secondary

## PRIMARY COLORS

### PMS 1375C

CMYK: C0 M50 Y98 K0

RGB: R248 G148 B32

Web: #ff9f19

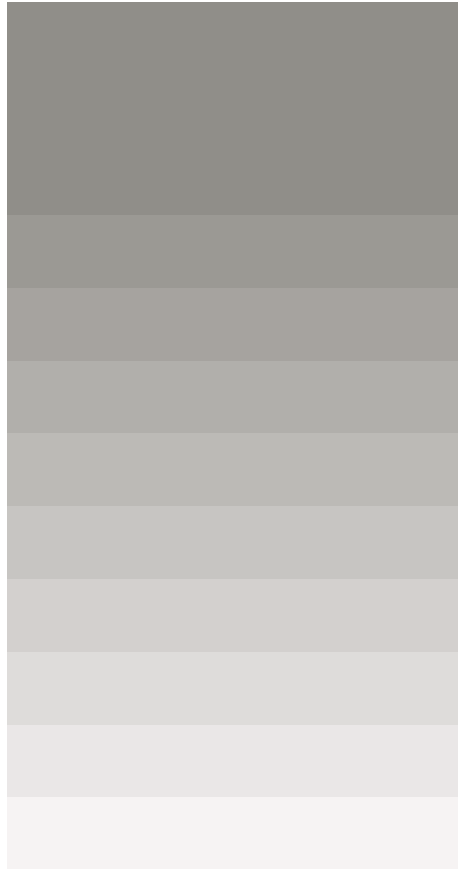


### PMS 7539C

CMYK: C46 M38 Y42 K3

RGB: R142 G143 B137

Web: #8e8f89

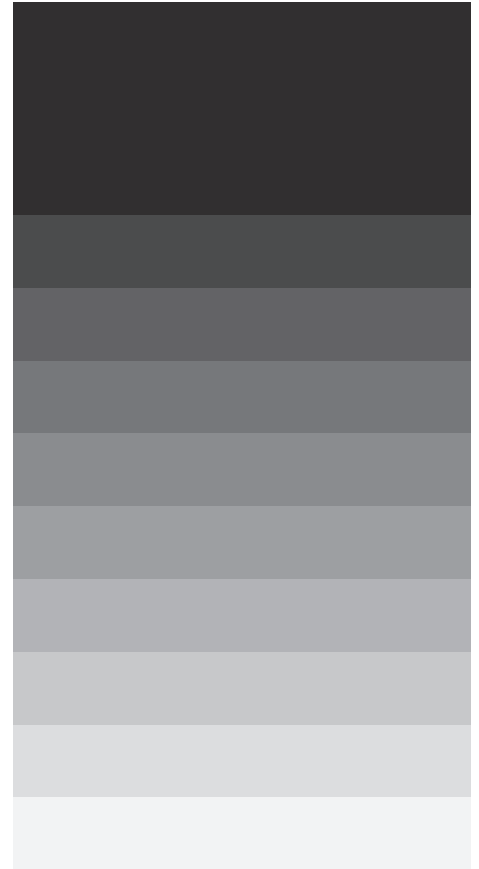


### 95% Black

CMYK: C0 M0 Y0 K95

RGB: R0 G0 B0

Web: #282829



## SECONDARY COLORS

### PMS 309C

CMYK: C100 M64 Y52 K44

RGB: R0 G59 B74

Web: #003a49

### PMS 2965C

CMYK: C96 M47 Y18 K51

RGB: R0 G67 B99

Web: #004262

### PMS 7696C

CMYK: C65 M28 Y24 K0

RGB: R95 G153 B175

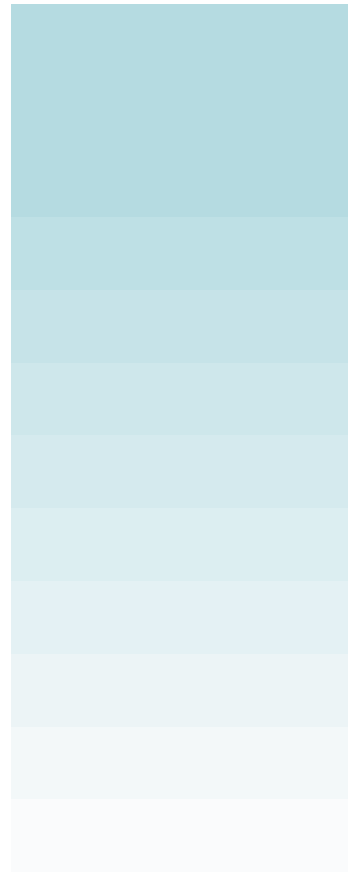
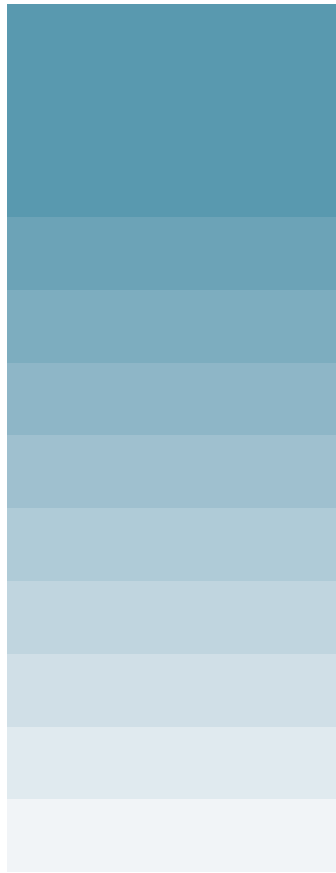
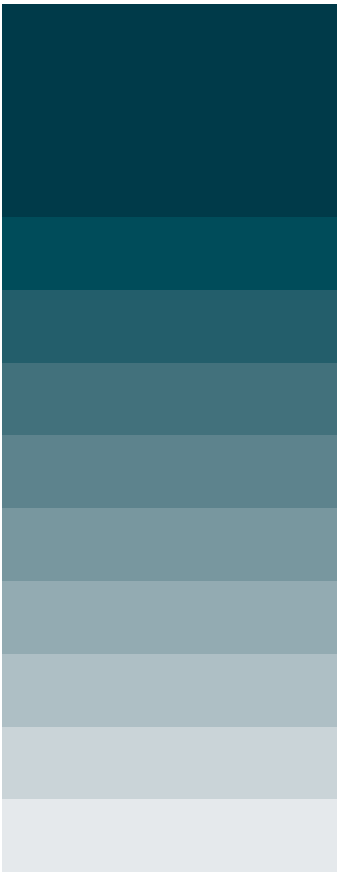
Web: #5f98af

### PMS 628C

CMYK: C27 M2 Y10 K0

RGB: R182 G220 B225

Web: #b6dce1





# LITERATURE

SECTION 2.4.3

---

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.



Our People are Different

## YOUR FLEET STARTS WITH A VOCATION-CENTRIC TEAM.

Delivering restaurant linens is very different than servicing cable customers. Each has a completely unique set of deliverables and duties. That's why our integrated teams from sales to engineering are built around specific vocations. We pride ourselves on understanding your business.

The more we know about your industry, drivers, and customers, the better we can customize a fleet that optimizes your operations. Plus, who wants to do business with a series of people who work independently from each other and don't see your big picture? That can be complicated, confusing, and costly.

### These vocations drive Utilimaster to work differently.



#### Parcel Delivery

The most recognizable parcel delivery companies in the world depend on us for reliable and efficient fleet operations that deliver productive and profitable returns. Designed for hundreds of stops per day, our parcel delivery vehicles incorporate flexible shelving, wide curbside entries, and innovative ergonomics. All to keep drivers more productive, comfortable, and safe.



#### Utility Service

Utilimaster vehicles are built to meet the nonstop demands of 24/7 utilities service, ergonomically built with heavy-duty materials and components to support the task at hand, no matter how rigorous or rugged. Extensive and intuitive storage inside and out make the tools you need simple to organize, safe to store, and easy to access.



#### Food & Beverage

Utilimaster has worked with the country's largest bakeries and snack food companies to ensure delicate baked goods stay fresh, while managing humidity and integrating racks so deliveries are precise and efficient.



#### Retail

Built to support the hands-on work of any type of retailer or retail service fleet, Utilimaster provides innovative designs and storage solutions, ergonomic cabs, heightened security, and superior display options for any fleet that interacts directly with the end consumer. From food and grocery to mobile sales tools, field delivery, and product maintenance, we'll help you take your store to the streets.



#### Linens & Laundry

Transporting garments has unique challenges for sorting and storing clothing in a safe, sanitized, and organized fashion. Years of ride-alongs with drivers helped us develop locking rails and our unique SafeLoad™ System to improve productivity, enhance driver safety, and prevent cross-contamination of soiled garments.

# VISUALS

**SECTION 2.4.4**

---

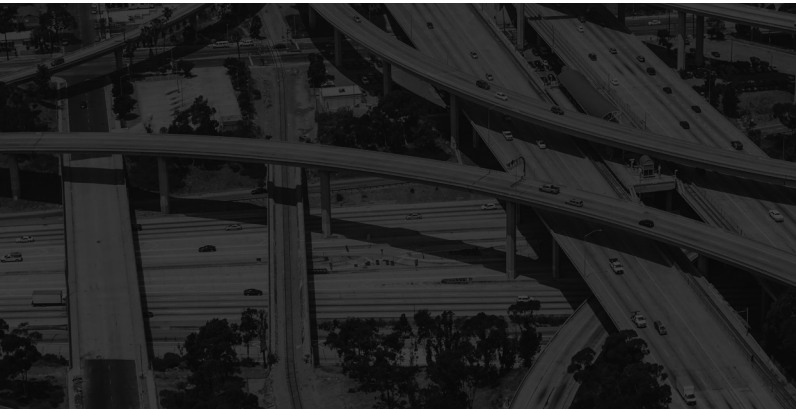
Photography

Renderings

## PHOTOGRAPHY

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

Photos that represent the Spartan Motors 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.



# BUSINESS COMMUNICATIONS

**SECTION 2.4.5**

---

Business Stationery

Email Signatures



603 Earthway Blvd. Bristol, IN 46507 | P: 800.582.3454  
[UTILIMASTER.COM](http://UTILIMASTER.COM)

**First Last Name**

*Title, Utilimaster*

OFFICE XXX.XXX.XXXX EXT XXXX

CELL XXX.XXX.XXXX

FAX XXX.XXX.XXXX

EMAIL [first.last@spartanmotors.com](mailto:first.last@spartanmotors.com)

WEB [www.utilimaster.com](http://www.utilimaster.com) | [www.spartanmotors.com](http://www.spartanmotors.com)



603 Earthway Blvd. Bristol, IN 46507  
[UTILIMASTER.COM](http://UTILIMASTER.COM)

*Spartan Motors USA, Inc.*



603 Earthway Blvd. | Bristol, IN 46507



JOHN SMITH  
1234 REYNOLDS RD.  
CHARLOTTE, MI 48813

**Letterhead**

The letterhead will be used for all official communication that is going out of Utilimaster.

Dimensions: 8.5" x 11"

Weight: 65# Text Uncoated white

**Colors Used**



95% K

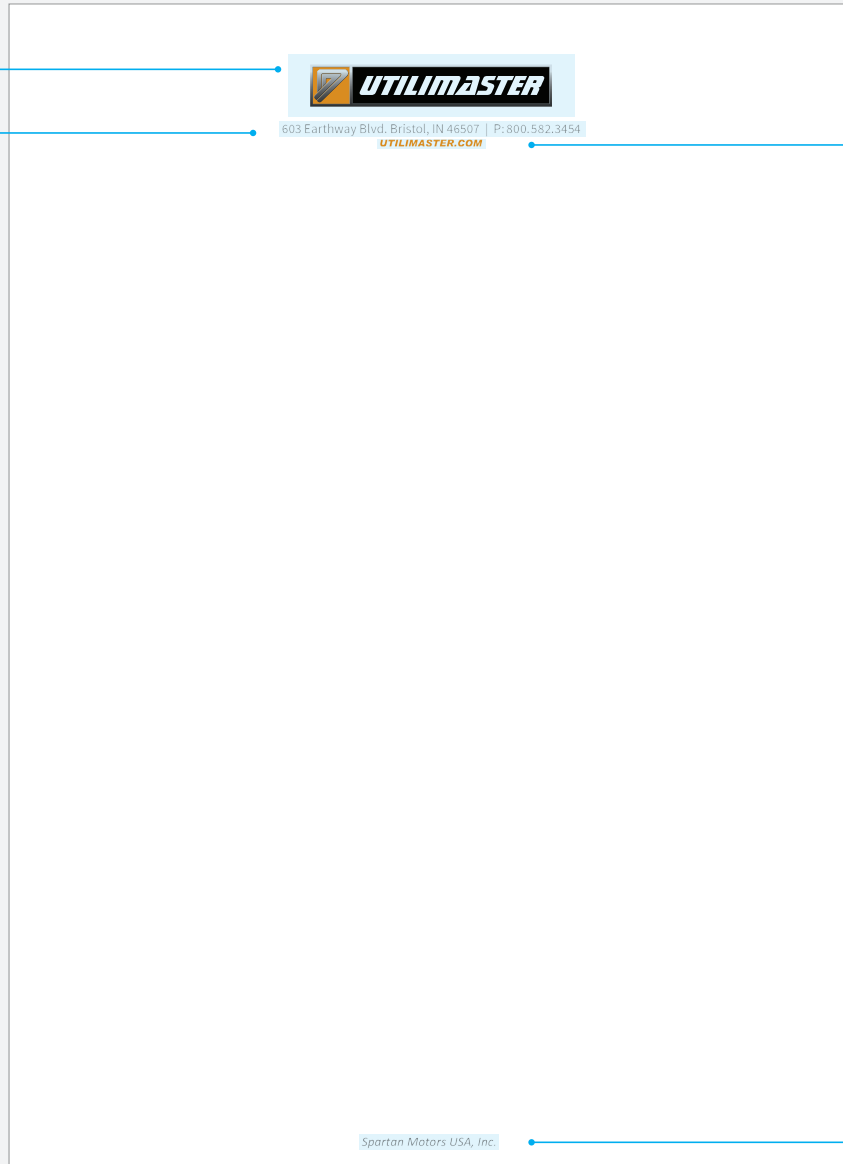


PMS 1375 C



PMS 7539 C

Master Logo 4C  
Source Sans Pro,  
Light Italic



Source Sans Pro,  
Bold italic

Source Sans Pro,  
Light Italic



**Business Card**

The business cards will be used for all official contact while representing Utilimaster.

Dimensions: 3.5" x 2"

Weight: 100# C Uncoated white

**Colors Used**



95% K



PMS 1375 C



PMS 7539 C

Source Sans Pro,  
Bold

**First Last Name**

*Title, Utilimaster*

OFFICE XXX.XXX.XXXX EXT XXXX

CELL XXX.XXX.XXXX

FAX XXX.XXX.XXXX

EMAIL first.last@spartanmotors.com

WEB www.utilimaster.com | www.spartanmotors.com

Source Sans Pro,  
Light Italic



Master Logo

1"

Master Logo



Source Sans Pro,  
Light

603 Earthway Blvd. Bristol, IN 46507

UTILIMASTER.COM

### #10 Envelope

This shows the approved layout with the primary elements of the Utilimaster stationery system for envelopes.

Dimensions: Standard #10

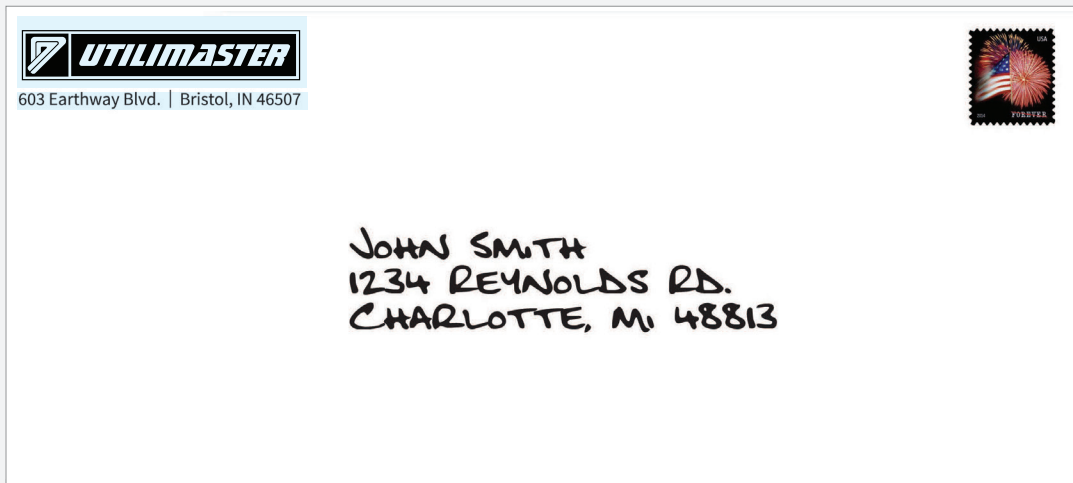
Weight: 65# Text

#### Colors Used

● 95% K

1-Color logo

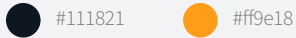
Source  
Sans Pro



### Email Signatures

This shows the approved layout of the Utilimaster email configuration. This shows both a standard and simplified response version for replies.

#### Colors Used



#### Main Message

A diagram of a main message email signature. It features a white rectangular box containing the following text and elements: **First Last Name** (bold), Graphic Designer, Spartan Motors, OFFICE XXX.XXX.XXXX EXT XXXX (with 'OFFICE' and 'EXT' in orange), EMAIL [first.lastname@spartanmotors.com](mailto:first.lastname@spartanmotors.com), and WEB [www.spartanmotors.com](http://www.spartanmotors.com). Below the text is the Utilimaster logo and social media icons for Facebook, LinkedIn, and YouTube. Blue callout lines point from text labels on the left and right to specific elements in the signature.

Labels on the left:  
Arial, Bold 10pt. (points to First Last Name)  
Arial, Regular 10pt. (points to Graphic Designer, Spartan Motors)  
Arial, Bold 10pt. (points to OFFICE XXX.XXX.XXXX EXT XXXX)  
Master logo (points to Utilimaster logo)  
Social icons (points to social media icons)

Label on the right:  
Arial, Regular 10pt. (points to EMAIL first.lastname@spartanmotors.com)

#### Reply Message

A diagram of a reply message email signature. It features a white rectangular box containing the following text and elements: **First Last Name** (bold), Graphic Designer, Spartan Motors, OFFICE XXX.XXX.XXXX EXT XXXX (with 'OFFICE' and 'EXT' in orange), and the Utilimaster logo. Blue callout lines point from text labels on the left and right to specific elements in the signature.

Labels on the left:  
Arial, Bold 10pt. (points to First Last Name)  
Arial, Regular 10pt. (points to Graphic Designer, Spartan Motors)  
Arial, Bold 10pt. (points to OFFICE XXX.XXX.XXXX EXT XXXX)  
Master logo (points to Utilimaster logo)

Label on the right:  
Arial, Regular 10pt. (points to OFFICE XXX.XXX.XXXX EXT XXXX)