



ROYAL  
TRUCK BODY

FOUNDATIONAL BRAND STANDARDS



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## SETTING THE STANDARD

### OVERVIEW:

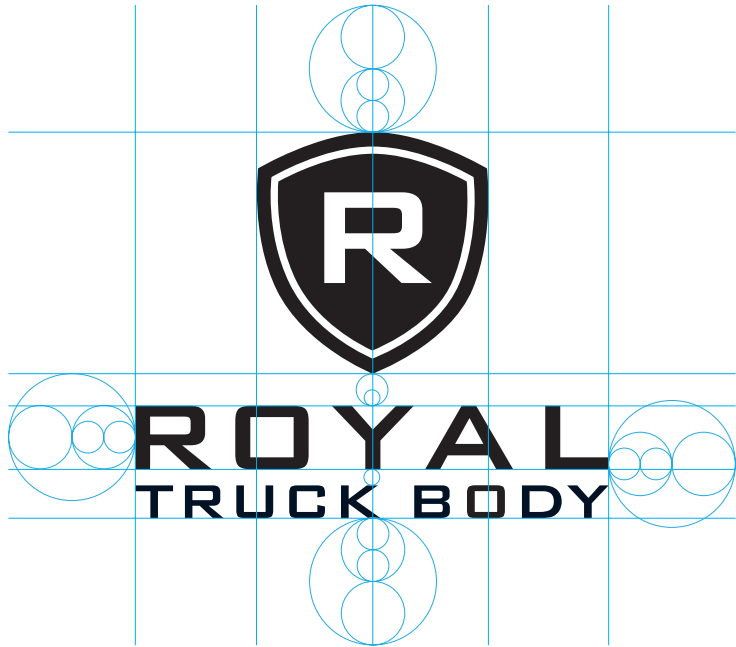
The Royal Truck Body brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we're a trusted partner.

A carefully managed and well-implemented brand identity system helps ensure a unified and consistent brand impression. These guidelines are provided to ensure the correct and consistent use of the brand identity system. Along with the logo, word mark, typography, color palette and other visual elements, specific directions are included to help you manage marketing and communications materials. By accurately and consistently implementing this brand identity system, you protect the equity of the Royal Truck Body brand and make the brand positioning stronger.

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THE PRIMARY LOGO

The primary frame of reference for our brand is the Royal Truck Body logo. It is the unifying visual element that appears across all communications, enabling us to build strong brand recognition. With consistent use of the Royal Truck Body logo, our brand will become an asset that increases in value over time. The Royal Truck Body logo comprises the badge and the custom-crafted Royal Truck Body word mark, which are equally important. The relationship between the badge and word mark has been established and these proportions are fixed as illustrated.



**WORD MARK**  
*The distinct text-only typographic treatment of the name of a company used for purposes of identification and branding.*

**SHIELD**  
*The distinguishing object that holds the Royal Truck Body word mark.*

CLEAR SPACE

**DEFINITION:** Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



**PREFERRED CLEAR SPACE**  
*The preferred clear space is equal to "4X", as illustrated on this page. Blue padding indicates safe zone.*



1 COLOR PRIMARY LOGO



1 COLOR PRIMARY LOGO KNOCKED OUT



BLACK PRIMARY LOGO



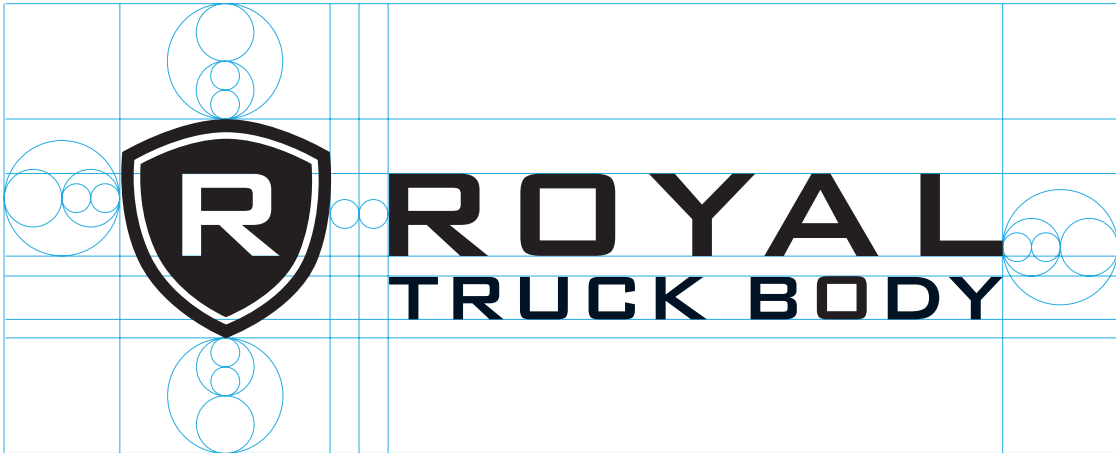
PRIMARY LOGO MINIMUM SIZE



*½" is the minimum size for the Royal Truck Body logo. Below this size, the integrity of the Royal Truck Body logo is compromised and the name becomes illegible.*

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1 COLOR PRIMARY HORIZONTAL LOGO



1 COLOR PRIMARY LOGO KNOCKED OUT



BLACK PRIMARY HORIZONTAL LOGO

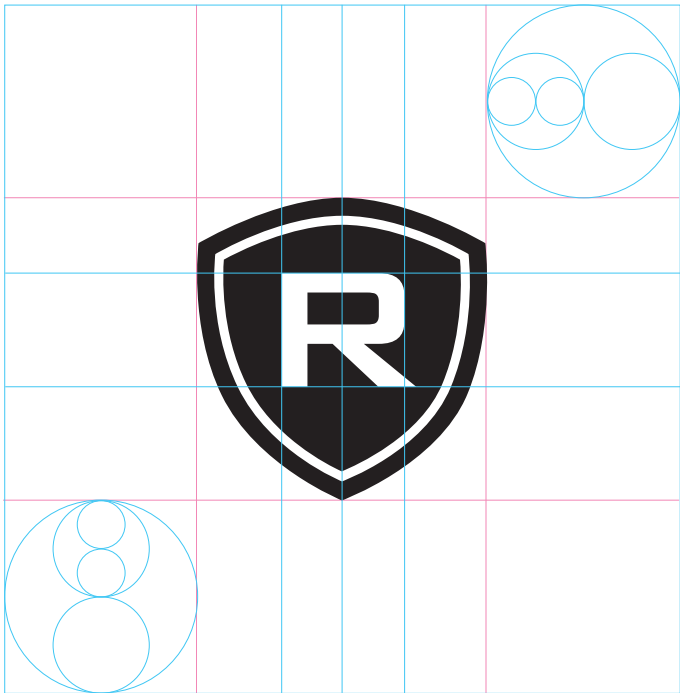


PRIMARY LOGO MINIMUM SIZE



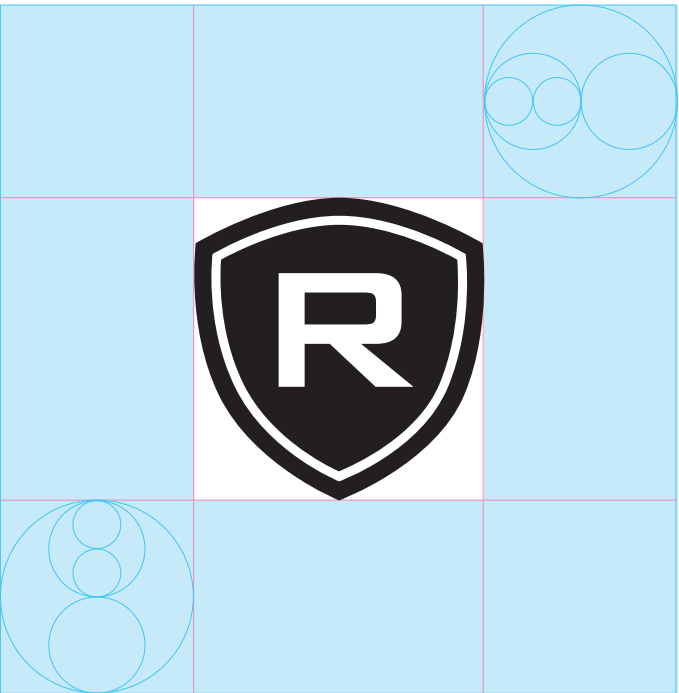
.25" is the minimum size for the Royal Truck Body horizontal logo. Below this size, the integrity of the Royal Truck Body logo is compromised and the name becomes illegible.

THE SHIELD



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1 COLOR SHIELD A



1 COLOR SHIELD KNOCKED OUT



1 COLOR SHIELD B



SHIELD MINIMUM SIZE





1 COLOR SHIELD (DARK BACKGROUND)



KNOCK OUT





COLOR PALETTE

It is vital that our brand colors appear as consistent as possible across all media. To help achieve this, color references are listed for printing offset spot colors (PANTONE), process colors (CMYK) and for on-screen applications (RGB and Hex). Use the RGB(red, green, and blue) breakdown or Hex value for screen applications.

**Important note:** For materials that are professionally printed, always strive to match colors to the match (or spot) colors listed here, using PANTONE professional reference color chips and formula guides.

Primary Color A

PANTONE 7686 C  
CMYK C97 M86 Y28 K14  
RGB R32 G78 B148  
HEX 204E94

Primary Color B

PANTONE Black 6 C  
CMYK C65 M0 Y0 K100  
RGB R0 G19 B35  
HEX 000000

01/  
CORPORATE  
LOGO

02/  
ALTERNATE  
LOGOS

03/  
CORPORATE  
COLORS

04/  
CORPORATE  
TYPOGRAPHY

Secondary Color A

PANTONE 2113 C  
CMYK C34 M26 Y0 K0  
RGB R166 G176 B217  
HEX A6B0D9

Secondary Color B

PANTONE 1385 C  
CMYK C13 M60 Y100 K2  
RGB R213 G122 B39  
HEX D57A27

Neutrals

PANTONE Cool Gray 11 C  
CMYK C63 M52 Y44 K33  
RGB R83 G86 B90  
HEX 53565A

Tints are represented at 80%, 70%, 60%, 50%, 40%, 30%, and 20%.

HEADLINE • SUB HEADLINE • BODY COPY

Source  
Sans Pro

SOURCE SANS PRO EXTRA LIGHT  
*SOURCE SANS PRO EXTRA LIGHT ITALIC*  
SOURCE SANS PRO LIGHT  
*SOURCE SANS PRO LIGHT ITALIC*  
SOURCE SANS PRO REGULAR  
*SOURCE SANS PRO ITALIC*  
SOURCE SANS PRO SEMIBOLD  
*SOURCE SANS PRO SEMIBOLD ITALIC*  
SOURCE SANS PRO BOLD  
*SOURCE SANS PRO BOLD ITALIC*  
SOURCE SANS PRO BLACK  
*SOURCE SANS PRO BLACK ITALIC*

Tt

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 0

ACCENT TEXT

BANK  
GOTHIC  
BANK GOTHIC LIGHT  
BANK GOTHIC MEDIUM

RR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9 0

TYPOGRAPHICAL HIERARCHY

HEADLINE

SOURCE SANS  
PRO BOLD

SUB HEADLINE

Source Sans Pro Semi Bold

BODY TEXT

Et, sum qui aut asim ide pa ium dolum  
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ACCENT TEXT

BANK GOTHIC

TYPOGRAPHICAL NOTES

1

**CONTRAST:**  
Fundamental in creating information hierarchy,  
contrast places emphasis on the important  
element of type, letting the secondary and tertiary  
elements command less attention. The result is an  
improvement in the communication of the overall  
design message.

2

**KEARNING:**  
Consider adjusting the spacing between characters,  
to achieve a more visually pleasing result.

3

**MINIMUM SIZE:**  
To ensure readability in print, the minmum size for  
body text is set to 8pt.



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