



SHYFTGROUP

Corporate Brand Standards

v1.7.3



Why a Brand Needs a Guide.

Brands are the embodiment – the tangible expression – of who a company is, what it stands for, and why. It should tell the story of why it's in business, why it serves the customers it does, and why its employees can be proud. The Shyft Group brand identity is just that. It 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 to customers, dealers, suppliers, shareholders, and our employees. Brands, however, can sometimes be difficult to explain and somewhat nuanced. This brand guide will help. It will serve as both a quick reference guide and a more in-depth glossary to illustrate the rules behind how The Shyft Group expresses itself as a brand, from both a creative and copywriting standpoint, and why it matters.

In this guide, you will find useful items such as: how and when to use The Shyft Group logo(s), an elevator pitch designed to help you describe who we are and what we do, our mission, vision, and values, and more.

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, wordmark, typography, color palette, and other visual elements, specific directions are included to help you manage externally- and internally-facing marketing and communications materials. By accurately and consistently implementing this brand identity system, you protect the equity of The Shyft Group brand and make the brand positioning stronger.

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Introduction

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Our positioning.

The Shyft Group designs, builds, and innovates purpose-built specialty vehicles and upfits that positively impact how effectively, efficiently, and productively our customers can deliver goods and services, in today and tomorrow's evolving economy. From package deliveries, mobile maintenance and repairs, utility and telecom, construction, for contracting to those providing safety and security or enjoying the adventure of the open road, the Shyft Group is driven to deliver.

OUR MISSION

To provide the tools and technologies to safely and efficiently deliver people, packages, and services where they're needed most.

The organization's reason for existence. How it will achieve its vision.

OUR VISION

Purpose-built technology for the road ahead.

*A vision statement should reflect an organization's aspirations,
looking forward to the ideal state that the organization wishes to achieve.*

Our values.

The Shyft Group's company values are the beliefs, philosophies, and principles that we use to help direct how we go about conducting our work each day. If we all live up to these values, we are assured to have a healthy culture, innovate and build a better product, and create stronger customer relationships for the long haul.

Honesty & Integrity

The Shyft Group's road to success is paved with the honesty and integrity of our people. How we interact with team members, partners, customers, vendors, and others reflects directly on our company and who we are as people. We owe it to our shareholders, our brand, and ourselves to behave ethically, to be upfront with those we work with, and to be proud of what we're building together.

Do what's right every time.

Trust

We must trust one another to do what's right, alert others when something is wrong, and push to continuously improve our product, process, and our company. Being trustworthy earns us the right to speak our minds and do what's best for the business, our customers, and our shareholders, without questioning our integrity.

With trust comes empowerment.

Accountability

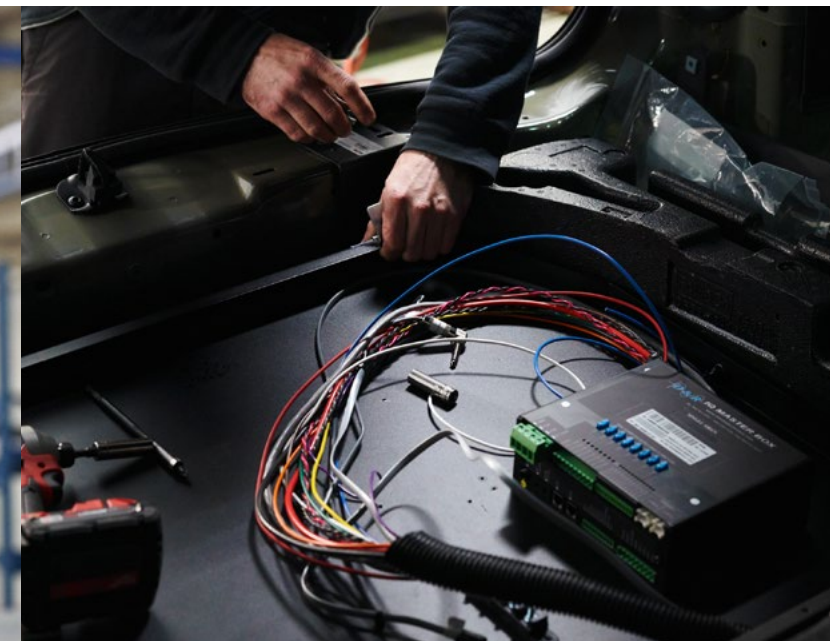
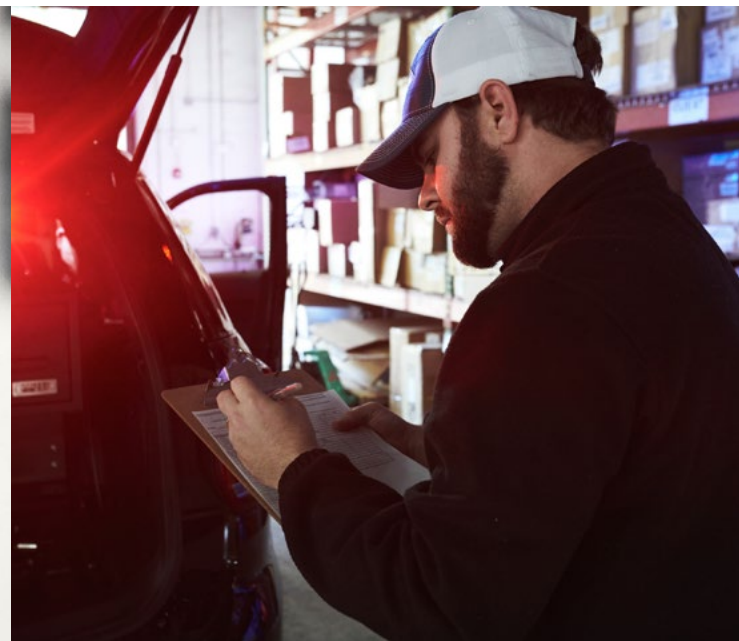
Accepting responsibility for your actions, performance, and outcomes is critical if we — as individuals and together, as one company — are to reach our full potential. Passing the buck, ignoring problems, or turning a blind eye to issues or inconsistencies doesn't help you, co-workers, or our company.

Own it.

Performance Excellence

The road to continuous improvement relies on individuals with specific roles that work together to make our end product and our company's path forward the best it can be. Always asking how we can make the performance of our department, our lines, and ourselves more effective. Let's work every day to ensure that The Shyft Group delivers products that pave the way to better rescues, better adventures, and better efficiencies for those we serve.

Improving never ends.



Brand personality.

The brand's personality is captured in the voice it uses and the look it conveys. For The Shyft Group, we should always communicate with the following characteristics in mind:

Forward-thinking:

Always looking ahead, we are driven to fulfill not only today's need, but also anticipate tomorrow's.

Discerning:

We do our research; we stand behind our ability to analyze and predict market trends.

Responsive:

We take pride in our nationwide system of service and support. We respect the needs of customers, shareholders, vendors, partners, and fellow team members and respond with excellence and a sense of urgency. Culturally, we have a bias towards action.

Disruptive:

We seek to break the mold of traditional specialty vehicle providers, making good on the promise of a network of brands and products born to deliver efficiencies through innovation

Driven:

We are motivated to deliver, every time.

Industrious:

We are diligent and hard-working. We seek solutions rather than become stymied by obstacles or problems.



Brand hierarchy.

The Shyft Group utilizes a “house of brands” strategy that features a family of brands under two business segments — Fleet Vehicles & Services and Specialty Vehicles. The “go-to-market” brands (Utilimaster, Strobes-R-Us, Spartan RV Chassis, Royal Truck Body, DuraMag, and Builtmore Contract Manufacturing,) are endorsed by the Shyft Group brand, but marketed as independent entities to capitalize on each business’s brand equity and customer recognition.

NOTE: The brand URLs and Social Media icons are not part of the brand logo.



The Shyft Group master brand.

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Our brand.

The Shyft Group brand identity includes our name, logo, and other elements such as color, type, and graphics. Our brand identity elements are valuable company assets and sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of The Shyft Group name and affiliated marks.

For a printable version of the brand quick reference guide [click here.](#)

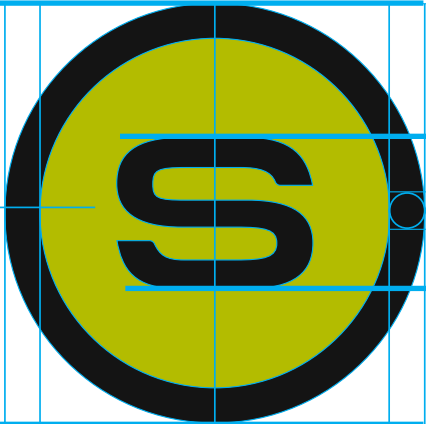
Logo construction.

The Shyft Group comprises the logo symbol, monogram, and the logotype, which are equally important. The relationship between the symbol and type has been established and these proportions are fixed as illustrated.

Logo Symbol

Inspired by a classic shift knob, this new logo was designed to be a simple but strong representation of the company's new vision, embody it's entrepreneurial spirit, and better position Shyft as a sound investment option.

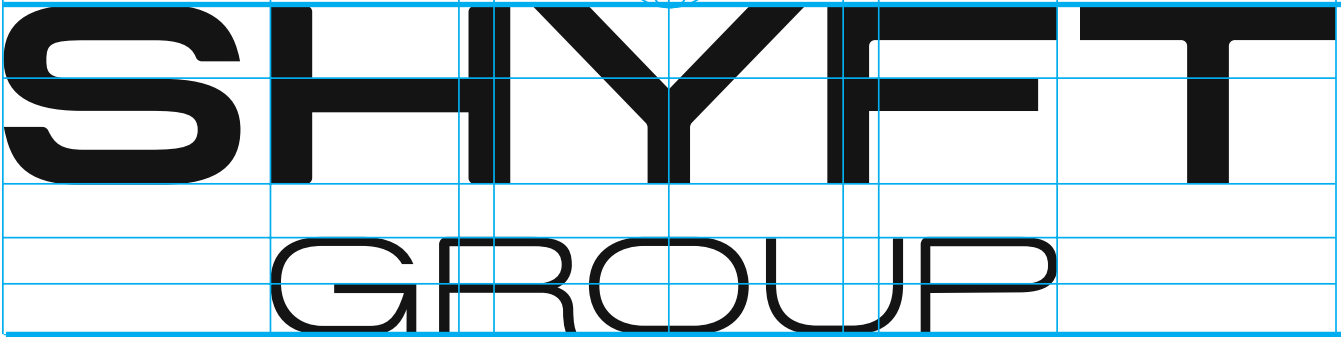
Fill



Monogram

The initial of the (S) in Shyft Group. The monogram is the key identifiable artifact in the logo symbol.

=3X

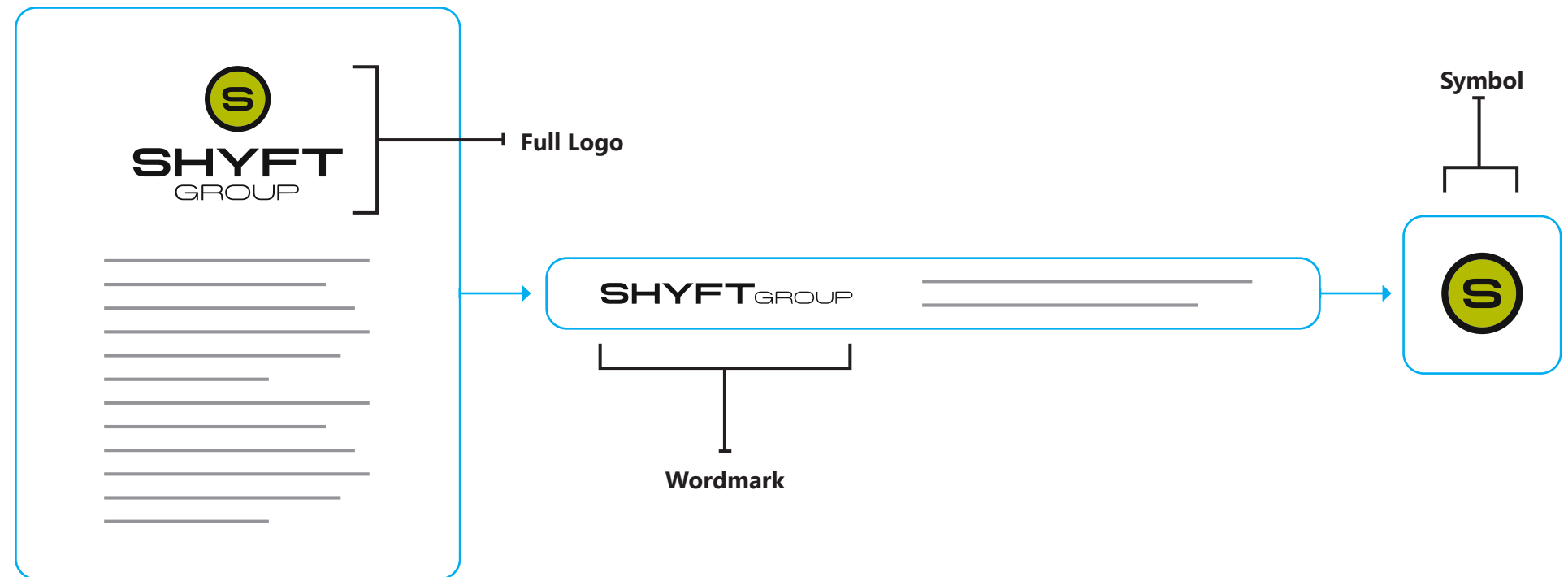


Logo Type

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

Responsive logo design.

The Shyft Group logo is a shape-shifting logo that changes in size and complexity to accommodate and adapt to wherever it is placed.



Clear space.

To ensure maximum impact, The Shyft Group logo should always stand out from other graphic elements. The immediate area surrounding The Shyft Group logo has been defined as “clear space,” which should be kept clear of other graphic elements such as headlines, text, or imagery.

- The preferred clear space is equal to “3X”, as illustrated on this page.
- “X” is equal to the line weight of the symbol circle artifact in the logo.



Full logo.

To download print, web, embroidery, and digitized versions of The Shyft Group logo go to theshyftgroup.com/logos



Minimum size = 1" wide

Full Logo Color Variations



_Full Logo 2C
_Full Logo CMYK

Primary logo
for use on light
backgrounds



_Full Logo KO

Primary logo
for use on dark
backgrounds



_Full Logo K

Secondary logo
for use on light
backgrounds



_PMS390
_CMYK

Secondary logo
for use on dark
backgrounds

Wordmark.

SHYFTGROUP



Minimum size = .75" wide

Wordmark Color Variations



_Wordmark K
Primary logo for use on light backgrounds



_Wordmark KO
Primary logo for use on dark backgrounds



_Wordmark PMS390 & _Wordmark CMYK
Secondary logo for use on dark backgrounds

Logo symbol.



Minimum size = .25" wide

Logo Symbol Color Variations



_Full Symbol 2C
_Full Symbol CMYK

Primary logo
for use on light
backgrounds



_Full Symbol KO

Primary logo
for use on dark
backgrounds



_Full Logo KO

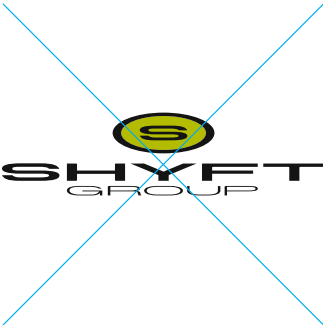
Secondary logo
for use on dark
backgrounds



_Full Logo K

Secondary logo
for use on light
backgrounds

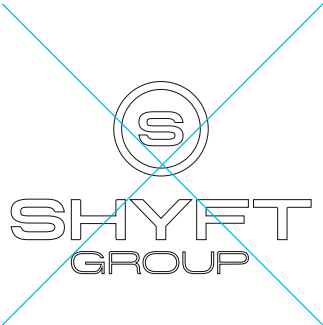
Improper use of our logo.



DO NOT
stretch or alter our logo



ONLY
use specified colors



DO NOT
outline our logo



DO NOT
place our logo on any image
or graphic that will distract
from it being clearly legible



DO NOT
rotate our logo



DO NOT
rearrange the elements
of our logo



DO NOT
alter the color of the text
in our logo



DO NOT
add a reflection to our logo



DO NOT
crop photos or patterns
in our logo



DO NOT
add drop shadows to our logo



DO NOT
fill our logo with a gradient



DO NOT
add a white background
behind our logo

Logo use on photography.

When used on light photography, The Shyft Group full color logo should be used. When used on dark photography, The Shyft Group KO Logo should be used.



Our 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).

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 Colors: Use when referencing brand

- New Growth Green
- Black

Accent Colors: Use when accenting brand

- Gale Force
- Chambray
- Robin's Egg

Tertiary: Approved use only

- Enliven
- Orchid

New Growth Green

PMS	390 C
CMYK	20 0 100 8
RGB	177 187 0
HEX	B1BB00

Black

Black	98%
CMYK	0 0 0 98
RGB	35 31 32
HEX	231F20

Gale Force

PMS	2379 C
CMYK	78 60 29 45
RGB	59 69 89
HEX	3B4559

Chambray

PMS	4141 C
CMYK	78 60 0 0
RGB	73 100 169
HEX	43609F

Robin's Egg

PMS	2225 C
CMYK	45 0 7 0
RGB	111 211 224
HEX	6FD3E0

Enliven

PMS	2013 C
CMYK	0 39 100 0
RGB	255 147 0
HEX	FF9300

Orchid

PMS	Purple C
CMYK	36 89 0 0
RGB	182 27 184
HEX	B61BB8

Typography.

Consistent use of the typeface is very important and strengthens our brand and brand awareness.

Use the typefaces illustrated here to create different distinctions in text where necessary.

Minimum size
To ensure readability in print, the minimum size for body text is set to 9 pt.

Primary Typeface: Segoe

Segoe UI Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Accent Typeface: Miedinger

Miedinger Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography usage.

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.

Headlines

Body Copy



Subheads

Symbol as a pattern.

The Shyft Group logo pattern can be used to complement designed elements and enhance brand consistency.

Approved use by Marketing only.

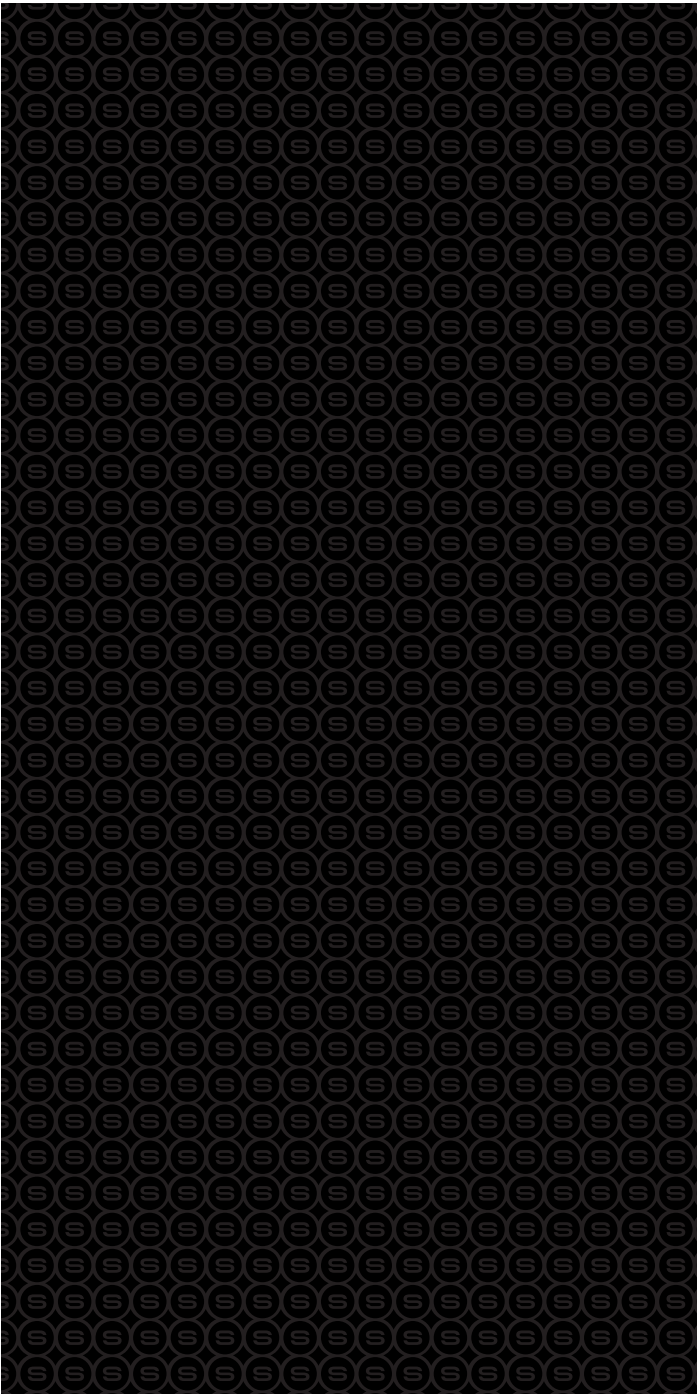
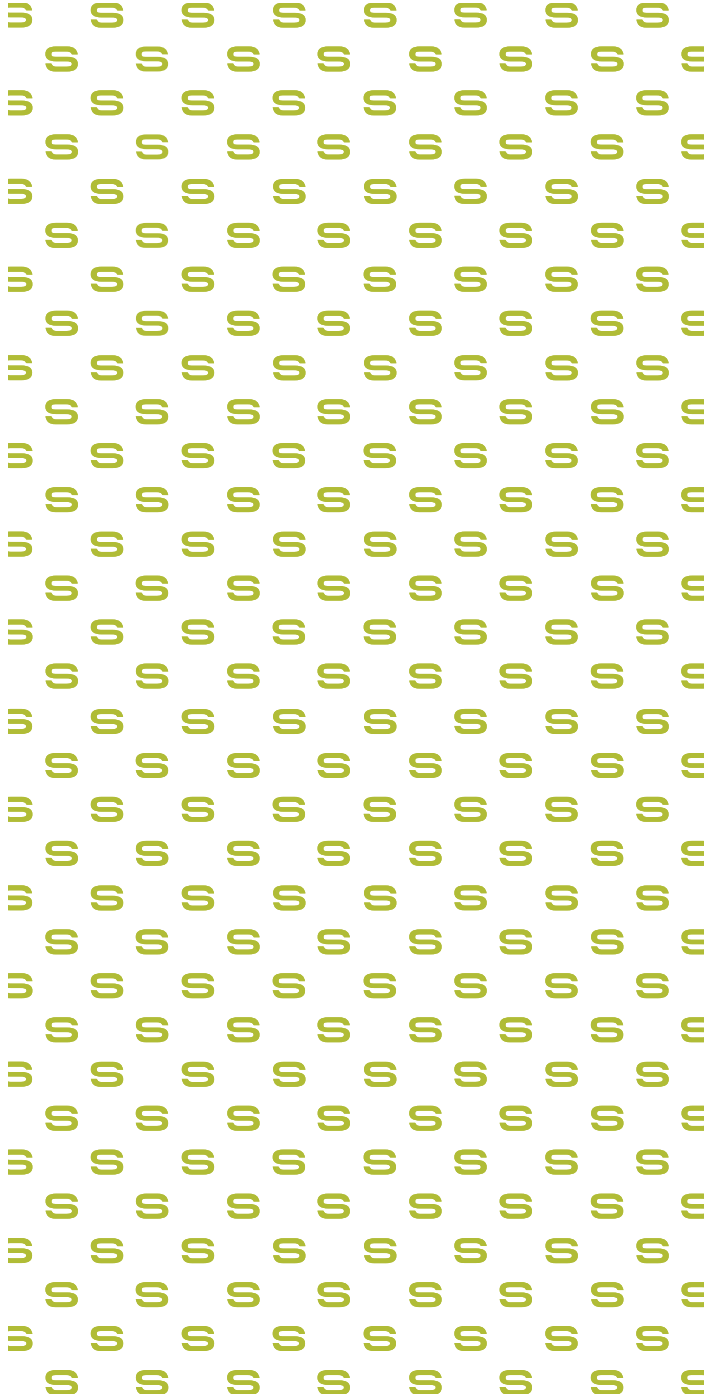
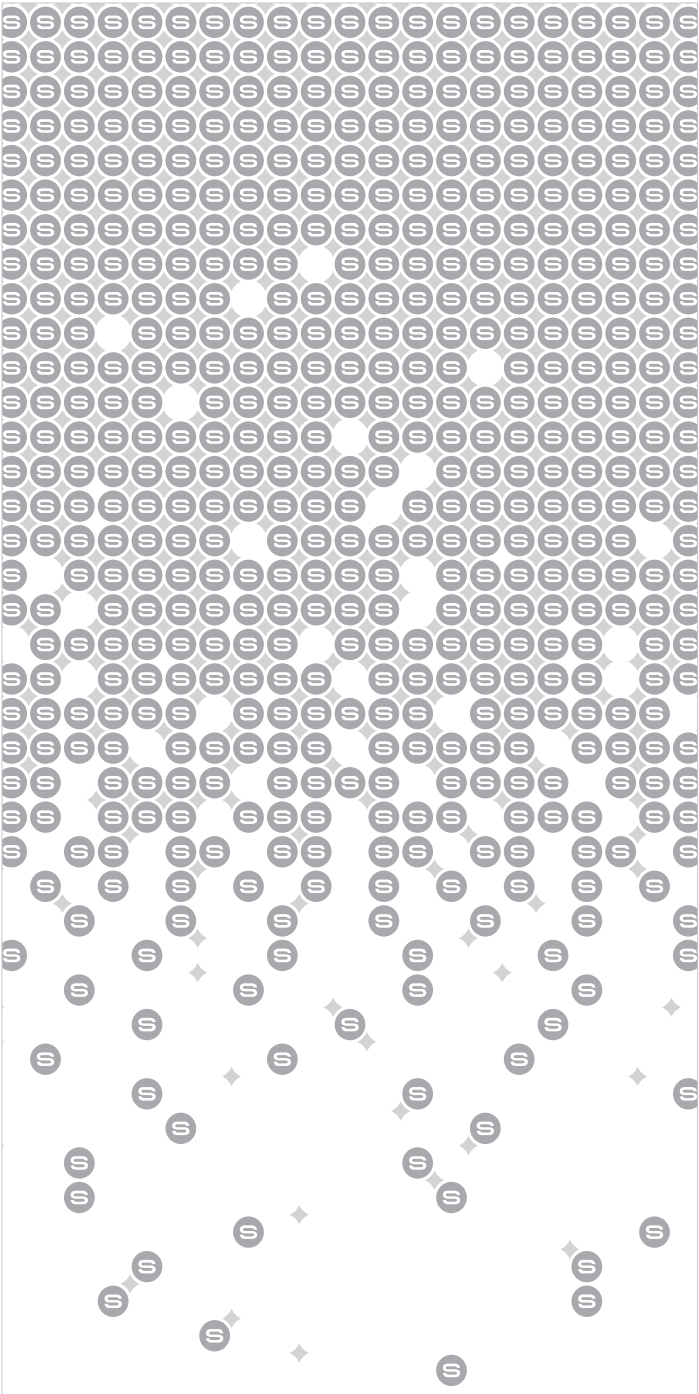
Appropriate use.

DO

- Use a pattern with the Shyft Group symbol
- Use the approved color palette to add variety
- Honor minimum sizing requirements
- Keep the circle artifact and monogram the same color
- Place on a white background

DO NOT

- Create a pattern with part of The Shyft Group symbol
- Use colors outside of the brand palette
- Place over imagery or other patterns
- Stretch or distort The Shyft Group symbol



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Business communications.

Consistent, well-designed and intentionally branded business communications materials such as business cards, email signatures, letterhead, and envelopes help to establish our brand image, illustrate our professionalism, and distinguish ourselves from other companies and competitors.

Stationery.

A specific letterhead template has been designed for each Shyft Group location. Theses templates can be accessed on Share Point.

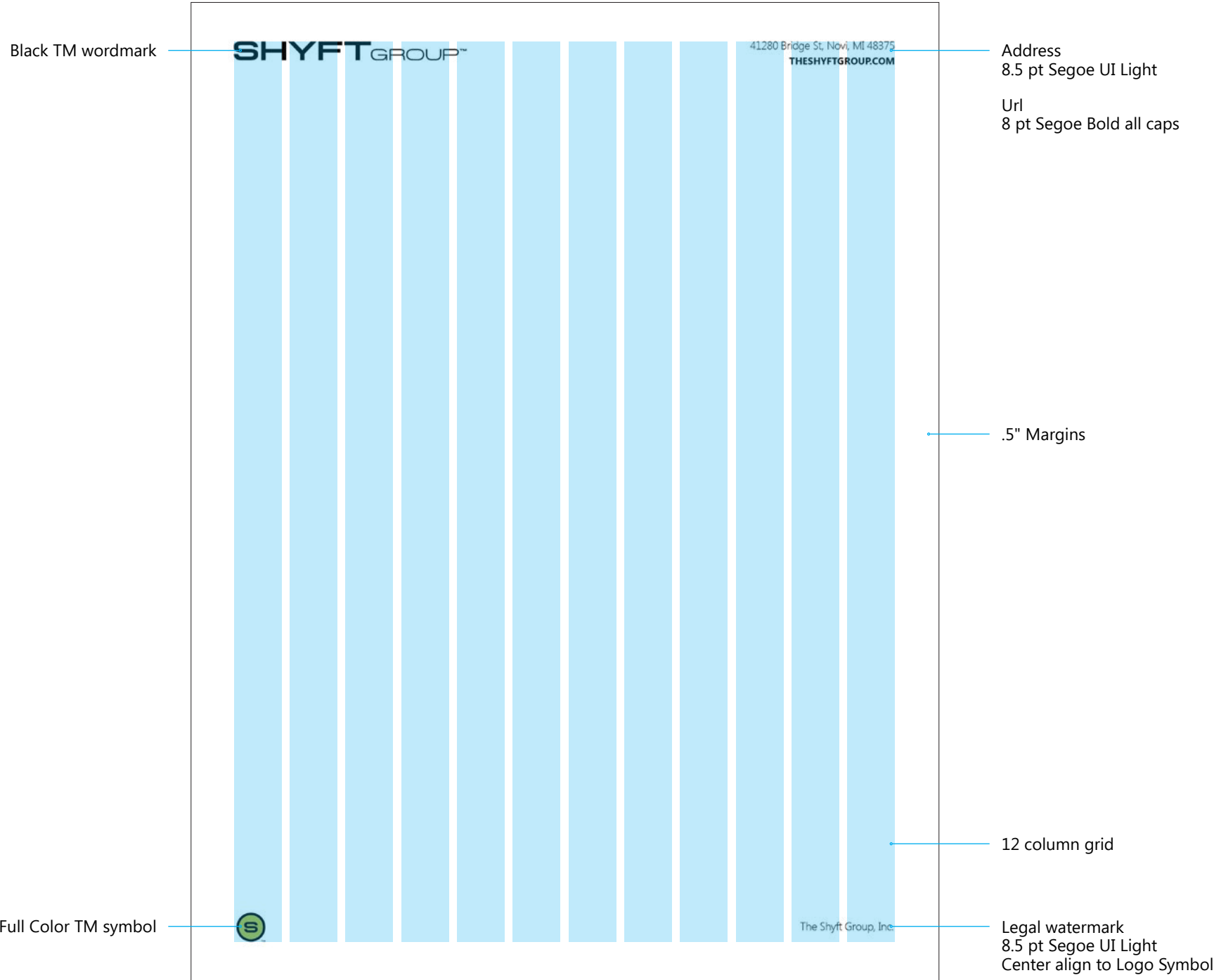
Note: The legal Watermark in the bottom right hand corner represents the legal entity for tax and reporting purposes.

Letterhead

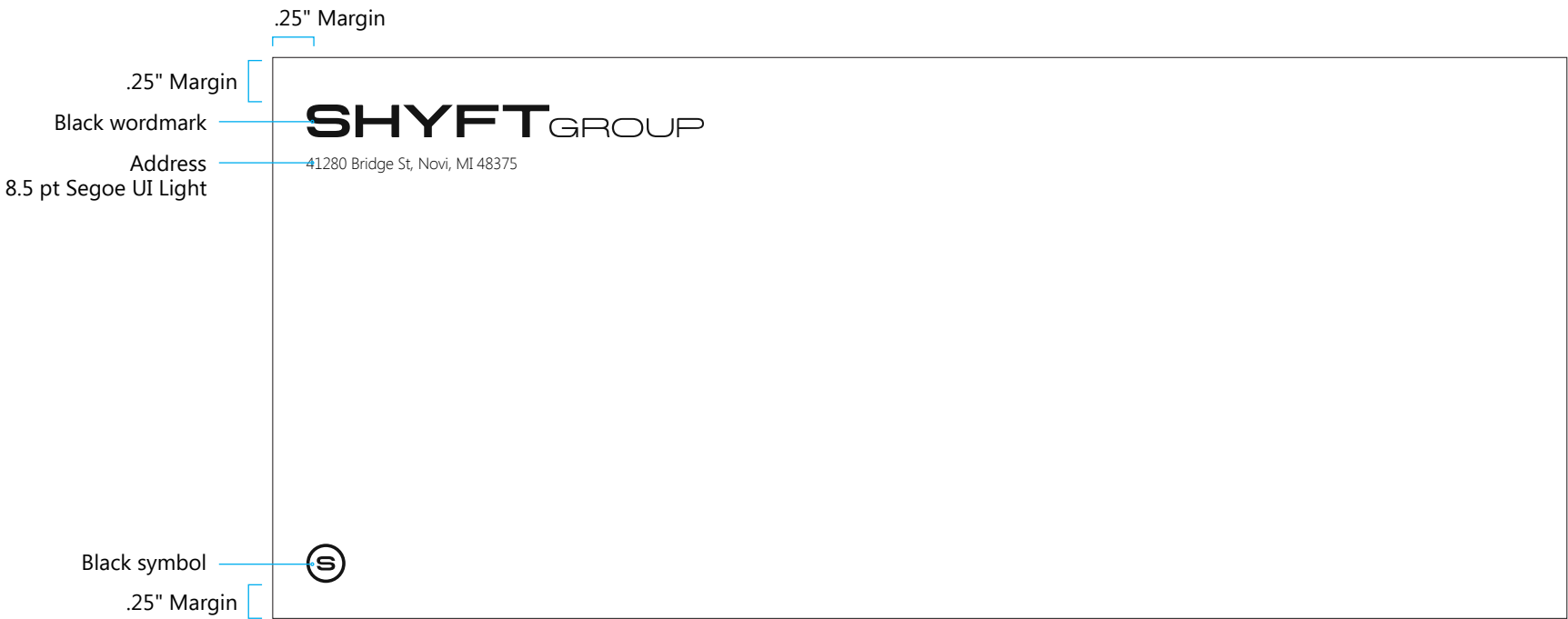
The letterhead is used for all official communication that is going out of The Shyft Group.

Dimensions:
8.5" x 11"

Weight:
65# Text Uncoated white



Stationery.



#10 Envelope
This shows the approved layout with the primary elements of The Shyft Group stationery system for envelopes.

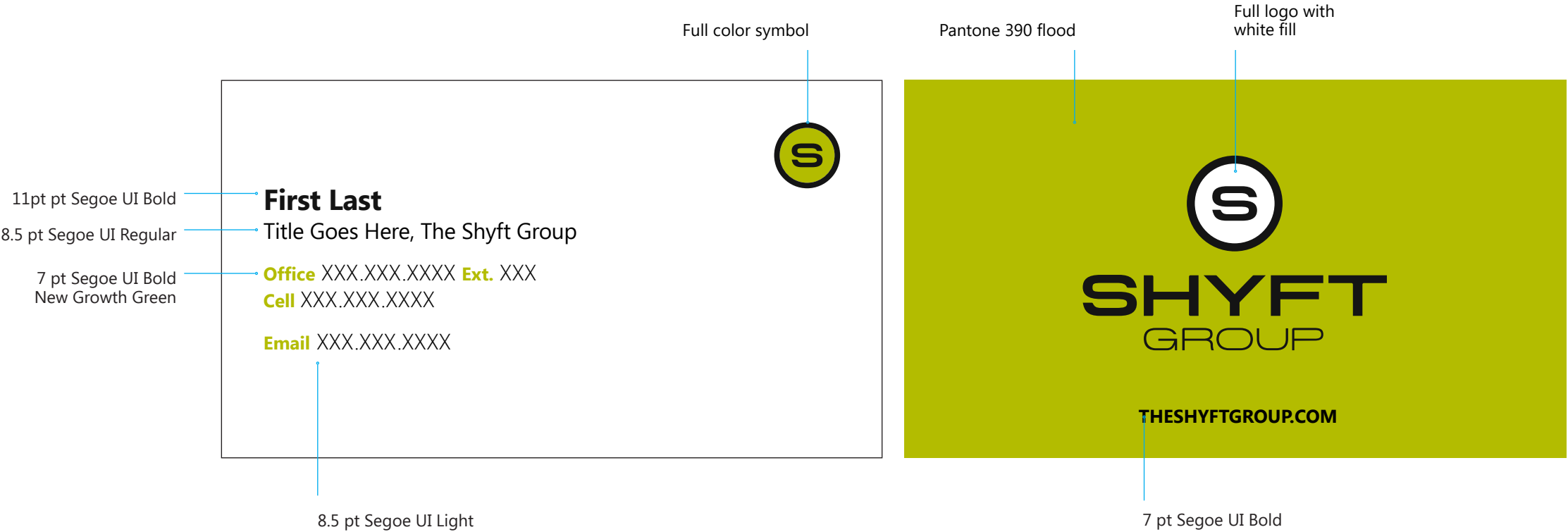
Printing:
2 color

Dimensions:
Standard #10

Weight:
65# Text

Stationery.

To place a business card order, please fill out a purchase request form located [here](#) and submit to the purchasing department.



Business Card

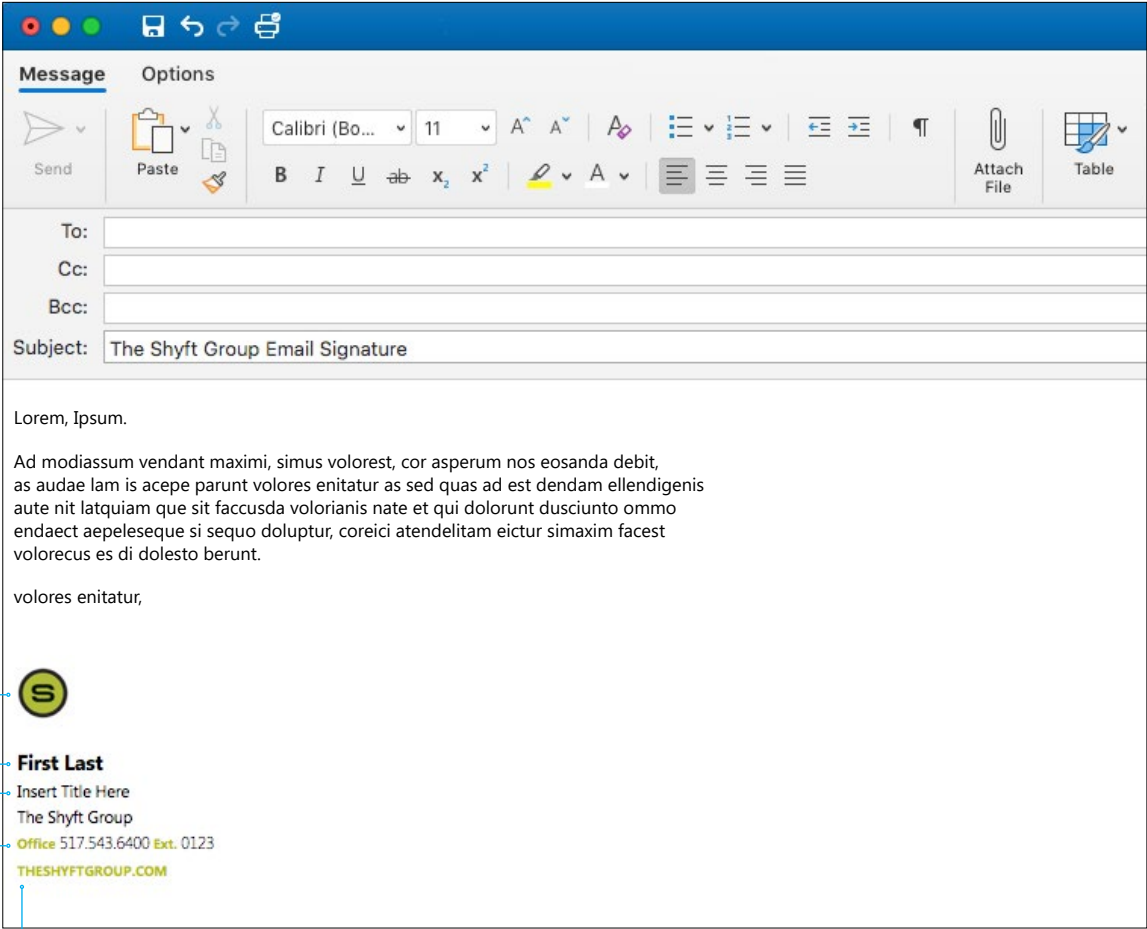
The business cards are used for all official contact while representing The Shyft Group.

Dimensions:
3.5" x 2"

Weight:
100# C Uncoated White

Stationery.

For assistance please submit an IT ticket to **Cherwell**.



- Full color symbol
- 11.5 pt Segoe UI Bold
- 9 pt Segoe UI Regular
- 7.5 pt Segoe UI Bold
- New Growth Green
- 7.5 pt Segoe UI Bold
- All caps
- New Growth Green

Email Signature

This shows the approved layout of the The Shyft Group email configuration.

Improper Usage



DO NOT
add icons to your email signature



DO NOT
rearrange the email signature



DO NOT
change the fonts

Writing style guide.

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Our writing style.

Coupling the visual brand with a uniform writing style is critical as we strive to communicate a consistent look and voice for the Shyft Group brand.

As a basis for our writing style guide, we use the same principles as the Associated Press for grammar, spelling, punctuation, and usage. Following these rules will ensure that our writing structures will be consistent while leaving enough freedom for each individual's personal style to be conveyed.

For a printable version of the writing style guide
[click here.](#)

Punctuation

Apostrophe (')

- For possessive plural nouns ending in s, add an apostrophe after the “s”: *our customers' goals, our employees' needs*
- For singular common nouns ending in s, add an 's: *the hostess's invitation, the witness's answer*
- For singular proper names ending in s, use only an apostrophe: *Chris' request, Kansas' economic climate*
- For singular proper names ending in s sounds such as x, ce, and z, use 's: *Max's ideas, the prince's life*
- Do not use 's for plurals of numbers, or multiple letter combinations: *the 1980s, ABCs*

Colon (:)

- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: *He promised this: The company will make good on all the deliveries. However, he had three considerations: expense, time, and feasibility*
- Colons go outside quotation marks unless they are part of the quoted material

Comma (,)

- Use a serial or Oxford comma in a list of three or more items, before ‘and’ or ‘or’: one, two, three, and four; the engineer, sales person, or quality control professional

Dash (—)

- Use dash in place of a comma, parentheses, or colon to help emphasize or separate a clarifying thought in a sentence. Always put a space on either side of the dash: When the vehicle was delivered — only two months after it was ordered — the customer decided he no longer wanted the upfit he originally specified
- Make a dash by striking the hyphen key twice

Hyphen (-)

- Use a hyphen for compound adjectives before the noun: well-known contractor, full-time job, 20-year anniversary
- Do not use a hyphen when the compound modifier occurs after the verb: The customer was well known. Her job became full time. He’s been there 20 years
- Do not use a hyphen to denote an abrupt change in a sentence—use a dash

Parentheses ()

- The perceived need for parentheses is an indication that your sentence is becoming contorted. Try to rewrite the sentence, putting the incidental information in commas, dashes or in another sentence. If you do use parentheses, follow these guidelines: *If the material is inside a sentence, place the period outside the parentheses: We offer many accessories for him to choose from (for example, option A. B, or, C)*

Period (.)

- Use a single space after the period at the end of a sentence
- Do not put a space between initials: *JJ. Lewis; C.K. Charles*

Quotation Marks (“ ”)

- In dialogue, each person’s words are placed in a separate paragraph, with quotation marks at the beginning and end of each person’s speech
- Periods and commas always go within quotation marks
- Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence
- Use single marks for quotes within quotes: *She said, "He told me, 'They love us.'"*

Numbers

- Spell out the numbers one through nine; for 10 and up, use Arabic numerals
- Spell out numerals that start a sentence (if the result is awkward, rewrite the sentence): *Twelve new staff members were hired today. Today, The Shyft Group welcomes 12 new staff members*
- The one exception to this rule is in a sentence that begins with a calendar year: *2020 was a banner year for The Shyft Group*
- If spelling out large numbers use a hyphen to connect a word ending in y to another word: *twenty-one, one hundred forty-three, seventy-six thousand five hundred eighty-seven*
- Do not use commas between other separate words that are part of one number: *one thousand one hundred fifty-five*
- Spell out casual expressions: *A thousand times yes!*
- Proper names: use words or numerals according to an organization’s practice: *3M, Twentieth Century Fox, Big Ten*

Abbreviations

United States

- When using as a noun, spell out United States: *I will be returning to the United States on Wednesday.*
- When using as an adjective, U.S. (no spaces): *We have 50 U.S. facilities.*
- When using as part of an organization name or location, US (no periods, no spaces): *US: 313.555.5555*

States

- Spell out the names of the states in text when they appear alone: *Our market share in the southern California region has doubled in the past year.*
- Abbreviate the state when they appear in conjunction with the name of a city, town, or village: *Charlotte. MI, Bristol, IN.*
- Place one comma between the city and the state name, and another after the state name, unless at the end of a sentence or in a dateline: *I'm traveling from Bristol, IN, to Charlotte, MI. Later in the week, I'll be heading to Charleston, SC.)*
- When abbreviating U.S. states, do so as follows: *AL, AK, AR, AZ, CA, CO, CT, DC, DE, FL, GA, HI, IA, ID, IL, IN, KA, KY, LA, MA, MD, ME, MI, MN, MS, MO, MT, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WY, WI, WV*

Titles

- Use abbreviations without periods: *Daryl Adams, CEO; John Smith, EVP.*
- When referring to a specific area, use a hyphen: *John Smith, EVP-Human Resources, announced the hiring of eight new staff members.*

Dates

- Always use Arabic figures, with st, nd, rd or th
- Capitalize months
- When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (*e.g. Oct. 4 was the day of her birthday.*)
- When a phrase lists only a month and year, do not separate the month and the year with commas. (*e.g. February 1980 was his best month.*)
- When a phrase refers to a month, day and year, set off the year with commas (*e.g. Aug. 20, 1964, was the day they had all been waiting for.*)

Time

- Use figures except for noon and midnight
- Use a colon to separate hours from minutes (*e.g. 2:30 A.M.*)
- Times should include capital A.M. or P.M.

Regions and Seasons

- Lowercase compass directions: west, east, north, south; *The warm front is moving east.*
- Capitalize names of U.S. regions: *The Northeast depends on the Midwest for its parts supply.*
- Lowercase “spring,” “summer,” “fall” and “winter” and derivatives such as “wintertime” unless part of a formal name: *the Winter Olympics.*

Headlines, Subheads, and Bullets

- For headlines and subheads use sentence case and be sure to end each with a period
- For bulleted phrases, do not end with a period

Tech terms

- Single word tech terms: *Website; Email; Internet; Online; Database; Login; Logon; Webcast; Podcast; Smartphone; Shareware; Hypertext; Hyperlink; Cyberspace*
- Two word tech terms: *Web page; Social media*
- Social Media terms: *Facebook; Twitter; LinkedIn; Instagram*

Resources

- The best reference for all place names is the “U.S. Postal Service Directory of Post Offices.”
- The best reference for foreign geographic names is the most recent edition of “Webster’s New World College Dictionary.” The second-best reference is the “National Geographic Atlas of the World.”

Digital & video style guide.

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SHYFT
GROUP

Our digital & video style.

To ensure consistency of the use of our brand elements across all mediums we've created a set of brand standards specifically for the digital and on-screen environments.

The Shyft Group PowerPoint template.

DO

- Use the approved color palette
- Honor minimum sizing requirements
- Use the approved template
- Keep your slides simple. Less clutter makes a more powerful slide
- Limit bullet points and text
- Limit your use of transitions

DO NOT

- Use colors outside of the corporate palette
- Use low quality images (Below 96 DPI)
- Use type outside of the approved brand typeface
- Put too much information on a slide
- Use busy, multi-colored, and patterned background with text on top.
- Use drop shadows

Where to access the templates

The corporate PowerPoint template can be downloaded from the templates folder on Share Point

(•) First-level bullet

(♦) Second-level bullet

(–)Third-level bullet

Slide title that will utilize up to two lines of text for maximum effect.

- First bullet point with two lines of text for example:
 - ♦ Second bullet point
 - ♦ Second B bullet point
- First bullet point with two lines of text for example:
 - ♦ Second bullet point
 - ♦ Second B bullet point
 - Third item



Lorem	Ipsum	Dolor	Endebit
01234	12345	23456	3456
7890	98786	6574	3456
01234	12345	23456	3456

36 pt Segoe UI Semibold

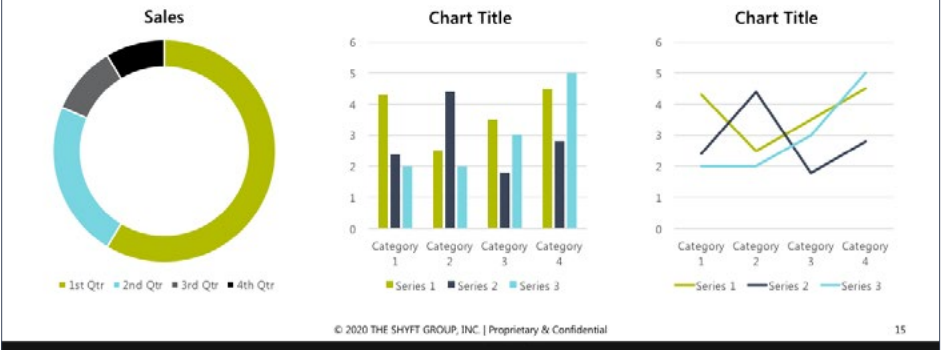


Full color logo

24 pt Segoe UI Regular

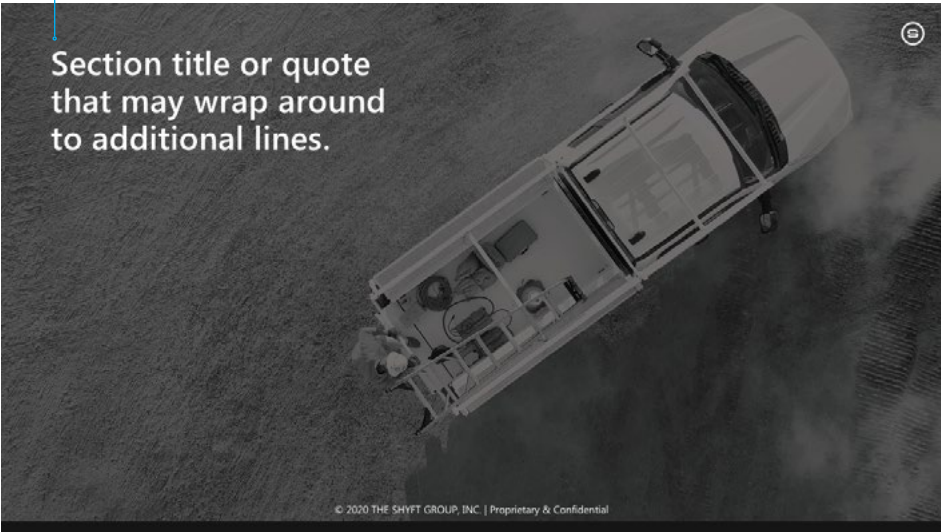
36 pt Segoe UI Semibold

Sample headline



36 pt Segoe UI Semibold

Section title or quote that may wrap around to additional lines.



Digital logos.

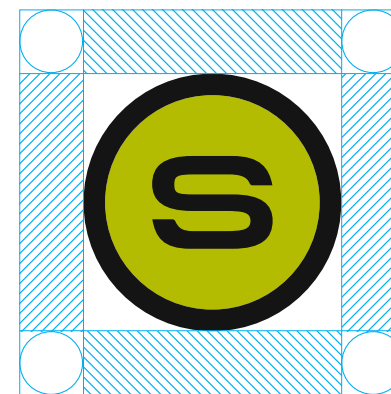
We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best in a digital environment.

Appropriate file formats

- .PNG
- .SVG

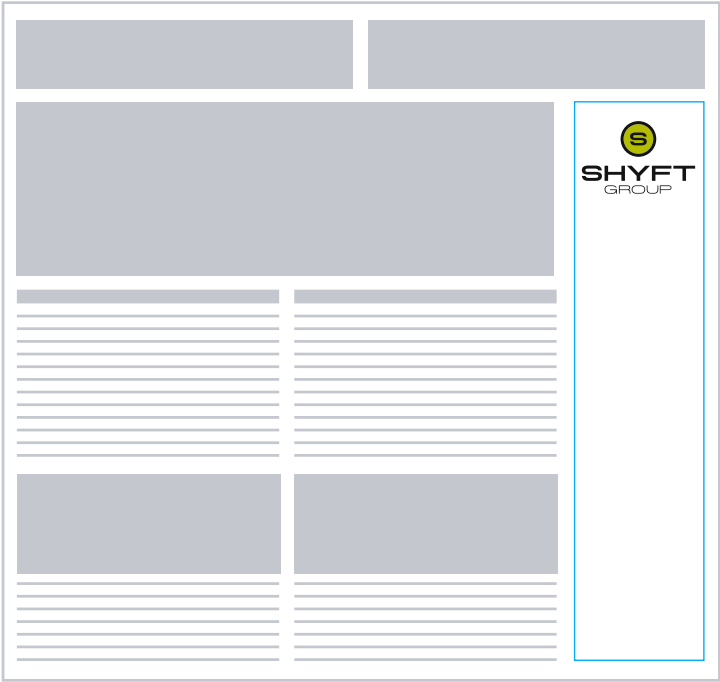
Clear Space

Padding of at least 3x should be maintained around the logo.

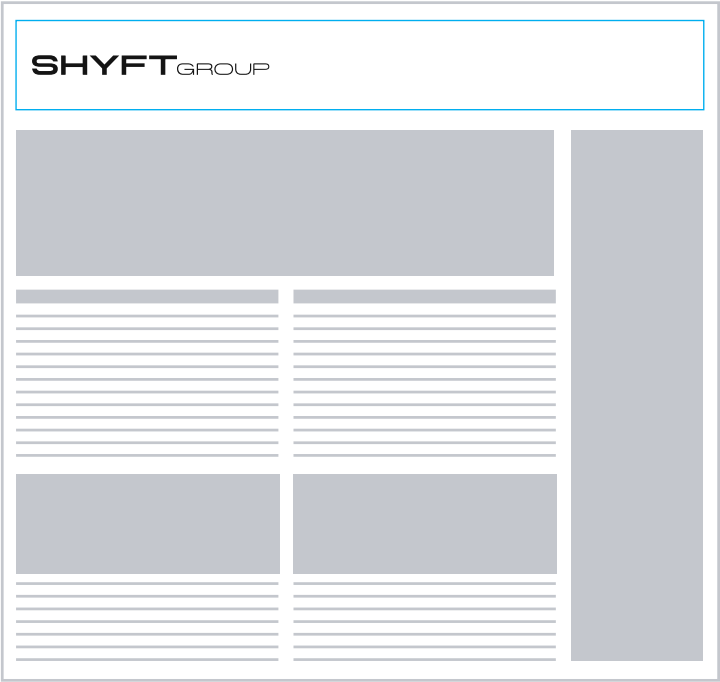


Responsive in a digital format.

The Shyft Group logo is a shape-shifting logo that changes in size and complexity to accommodate and adapt to wherever it is placed. This graphic shows which version of The Shyft Group logo works best in common digital advertising sizes.



Skyscraper
120px x 600px



Leaderboard
728px x 90px



Mobile
320px x 50px

Web styles.

Use this guide to ensure brand consistency in The Shyft Group's digital properties.

Color Palette



Typography

Header 1

Segoe UI, Semibold, 55pt/73pt

Header 2

Segoe UI, Semibold, 30pt/42pt

Header 3

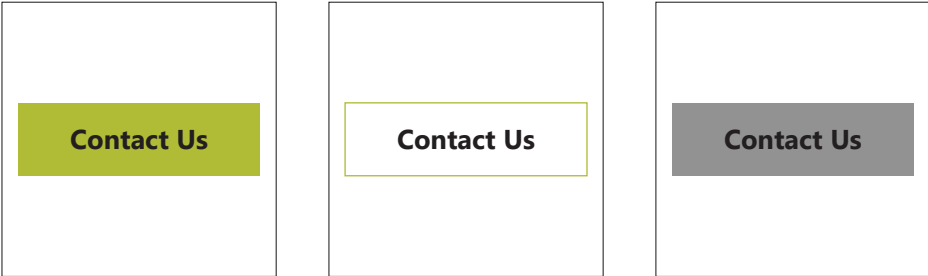
Segoe UI, Bold, 22pt/36pt

Header 4

Segoe UI, Bold, 18pt/24pt

Body Copy
Segoe UI, Regular, 14pt/24pt

Button Styles



Button: #b1bb00
Type: #231f20

Button: #ffffff
Type: #231f20

Button: #939393
Type: #231f20

Video styles.

There are three general categories of videos that the Shyft Group will produce, each requiring its own set of branding guidelines.

Tier 1: Brand and product marketing videos

Intended for a wide external audience, these type of videos require high production values; professional editing; computer generated graphics and animation; a background music bed; and a professional voice over.

Tier 2: Testimonial and editorial videos

Used as website and social media content or to be marketed to current and prospective customers, these type of videos require medium production values with some professional editing using title cards and simple transitions to move from topic to topic.

Tier 3: Educational/tutorial and webinar videos

Video content to help educate dealers, sales people, and in some instances, end customers on product features. These type of videos require lower production values with little editing.

Titles & supers

Logo: Follow the digital logo usage guidelines when featuring the logo in a video. The same rules apply when placing the logo over a dark or light background.

Titles: Follow the typography guidelines using our primary font and minimum type style rules.



Tier 1



Tier 2



Tier 3

Social media.

Images

For social media posts, select images that show the vehicle as the hero or focus.

Be sure to select photos with an eye on the background — avoid using images that show an environment that is cluttered, dirty, or may show proprietary tooling or processes.

Writing style

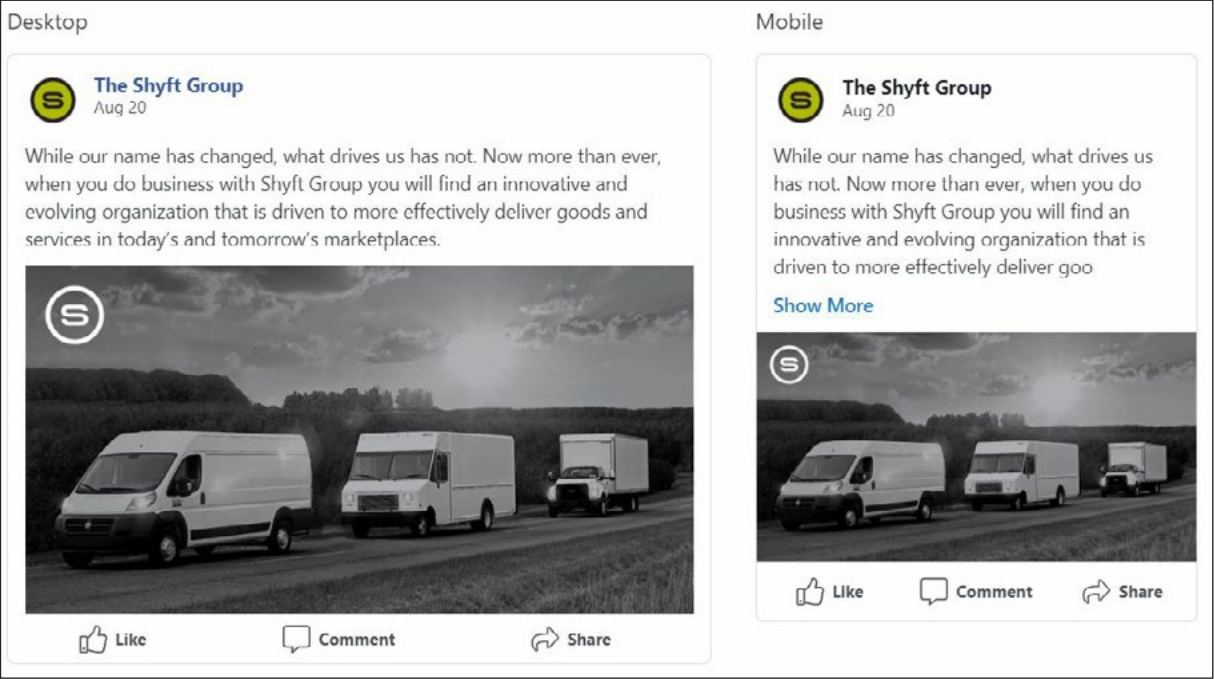
- Facebook posts should be written in a conversational manner with more storytelling and less reporting.
- LinkedIn posts should feature a more professional tone of voice.
- Avoid exclamation marks and emojis.
- In all cases, be sure the posts are engaging and have a clear call to action (link to relevant page).

Who to contact

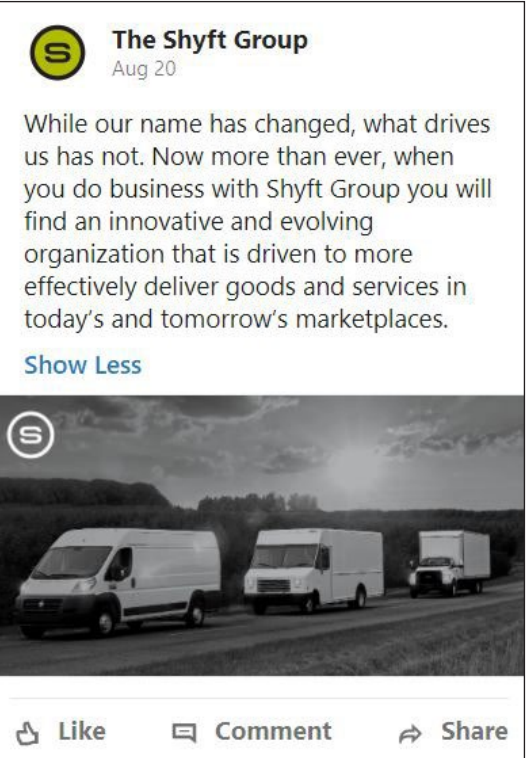
Before posting on one of The Shyft Group social media pages, please contact Marketing for approval.

NOTE: See Human Resources for our corporate social media policy.

Facebook
1,200px x 628px



LinkedIn
1200px x 1200px



Twitter
1024px x 512px

External & internal branding.

6

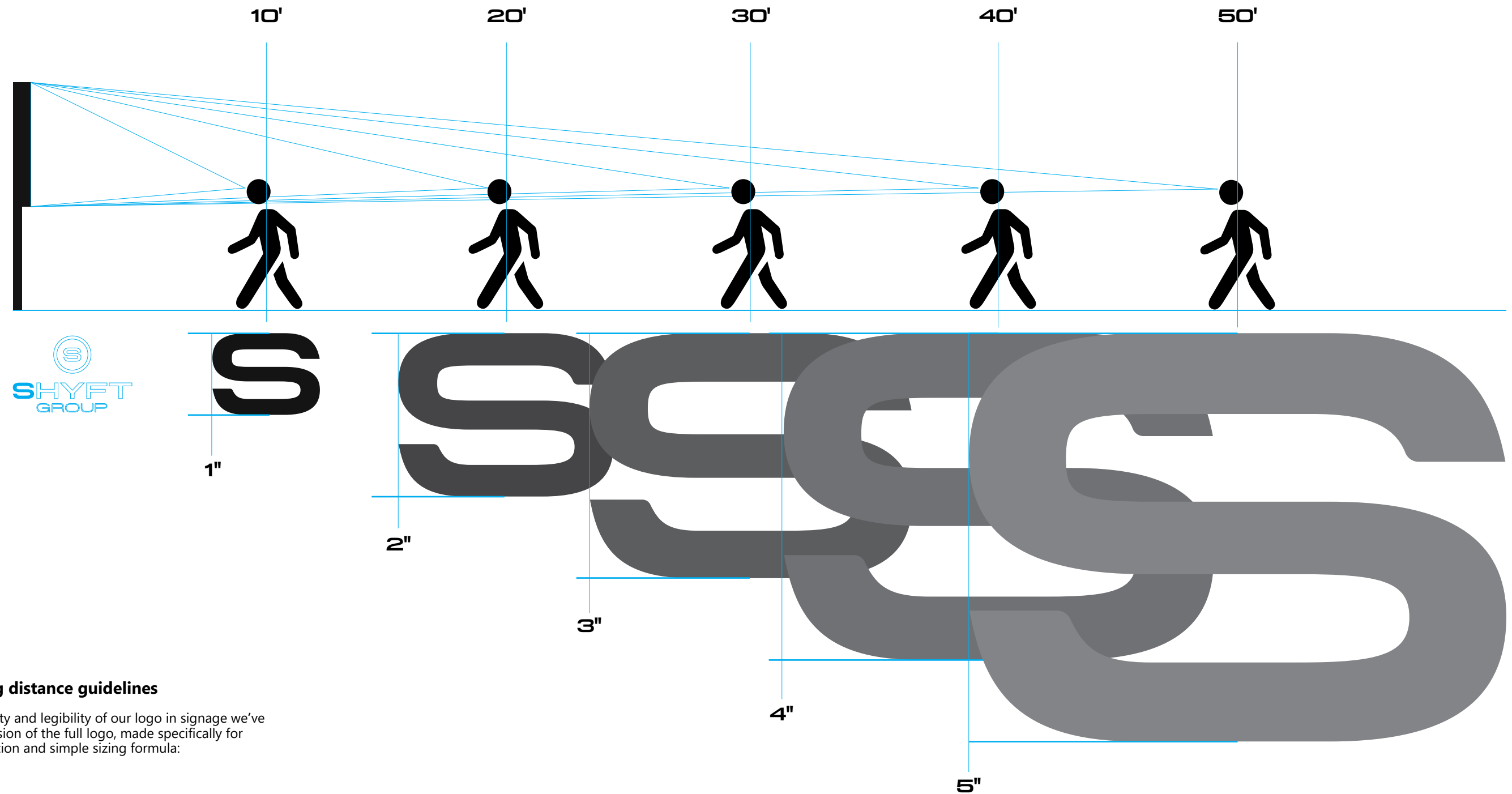
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External & internal branding.

Exterior and interior signage is an important part of expressing our brand identity and often the first impression people have of our brand. The following guidelines have been added to help create a consistent and positive brand experience.



Optimal viewing distance guidelines

For optimal readability and legibility of our logo in signage we've created a special version of the full logo, made specifically for large scale reproduction and simple sizing formula:

$$1" = 10'$$

On-building signage.

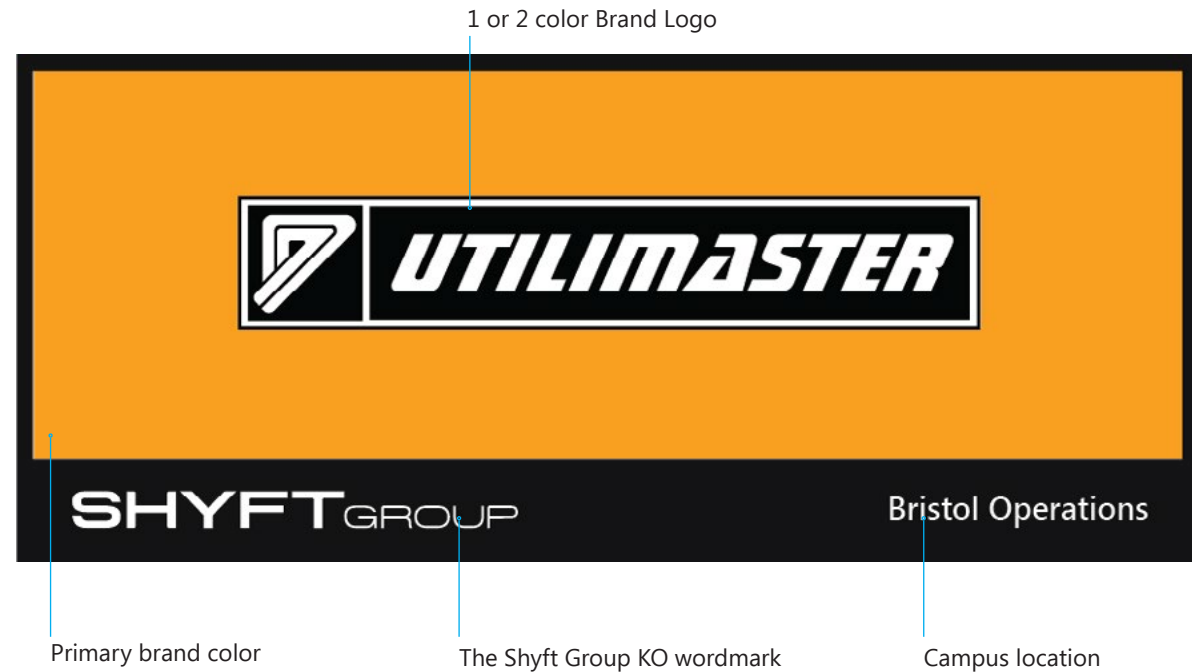
Single brand Facility

- Feature horizontal logo as hero
- Use white logo on primary brand color as background

THE SHYFT GROUP +

location and operations as on pan signs

- White or two-color wordmark logo on black background (left-justified)
- Location and location's operations reversed white on black pan sign background (right-justified)



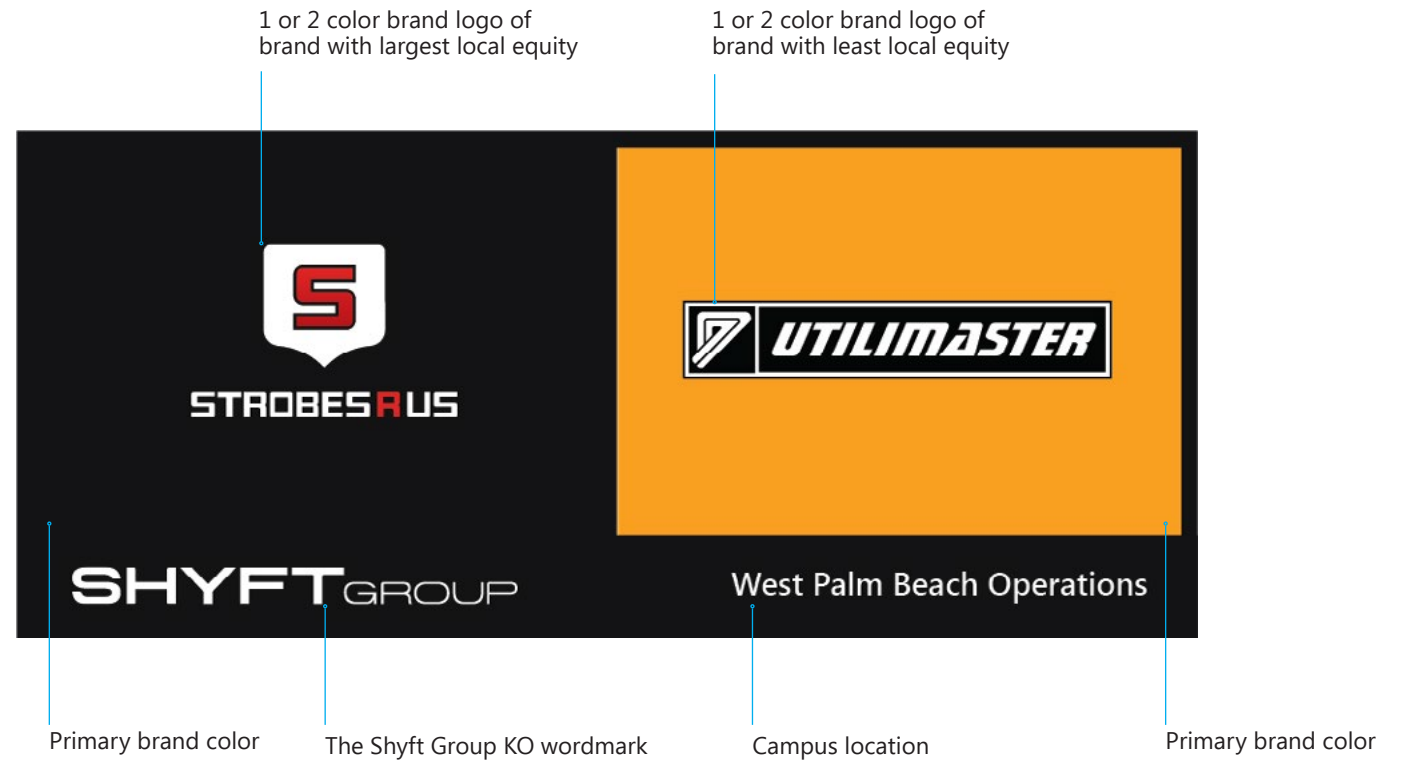
On-building signage.

Dual brand Facilities

- Display logos equally, left to right
- Use one-or two color (white or white/black) logo on primary brand color as background for each represented brand
- Feature the brand with greatest market share/local brand equity on left half and brand with less local equity on right half

THE SHYFT GROUP + location and operations as footer

- White Shyft Group wordmark logo on black background (justified left)
- Location and location's operations reversed white on black background (justified right)



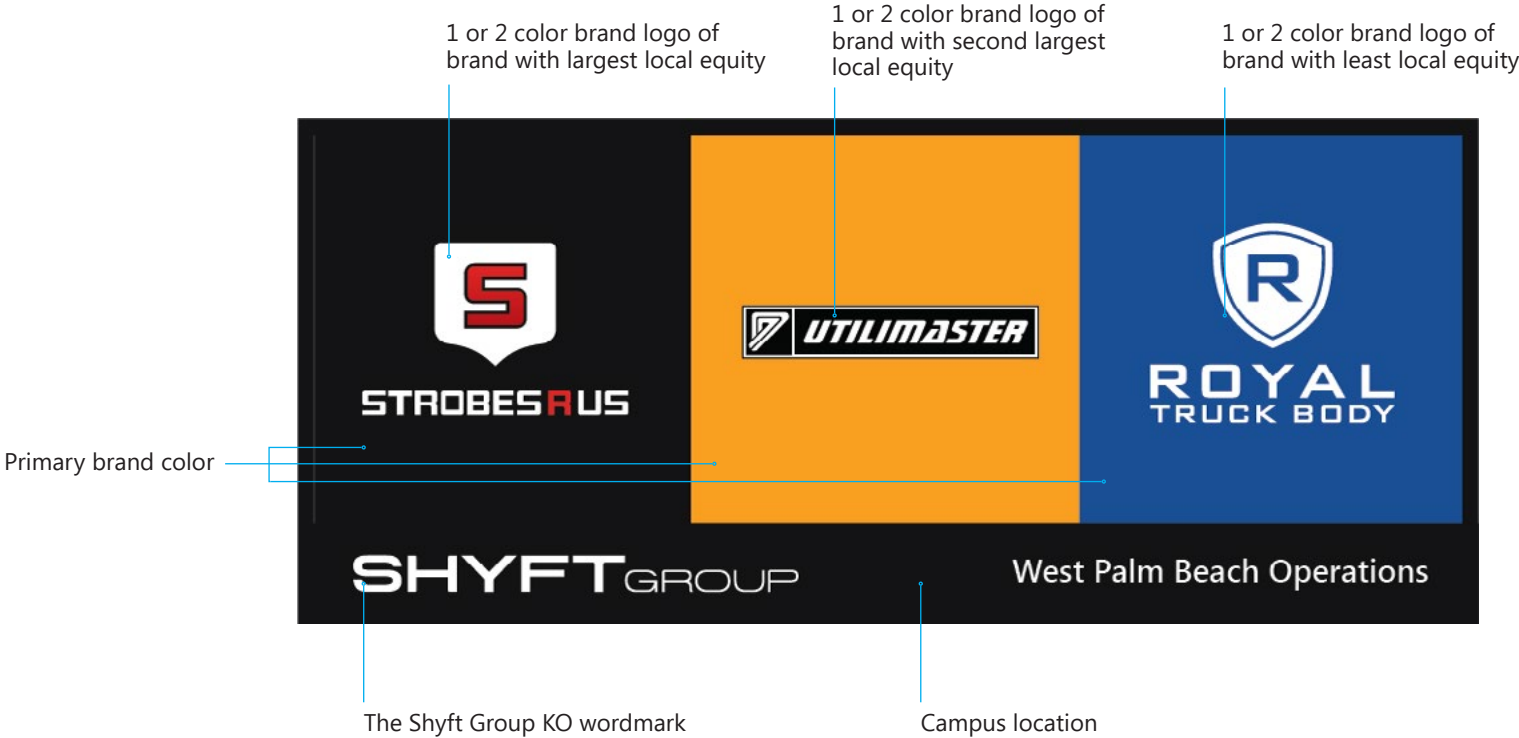
On-building signage.

Three brand Facilities

- Display logos equally, in thirds horizontally
- Use white logo on primary brand color as background for each represented brand
- Feature the brand with greatest market share/local brand equity on left 1/3 section, next in share/equity in center, and brand with the least local equity on right 1/3 section

THE SHYFT GROUP + location and operations as footer

- White Shyft Group wordmark logo on black background (justified left)
- Location and location’s operations reversed white on black background (justified right)



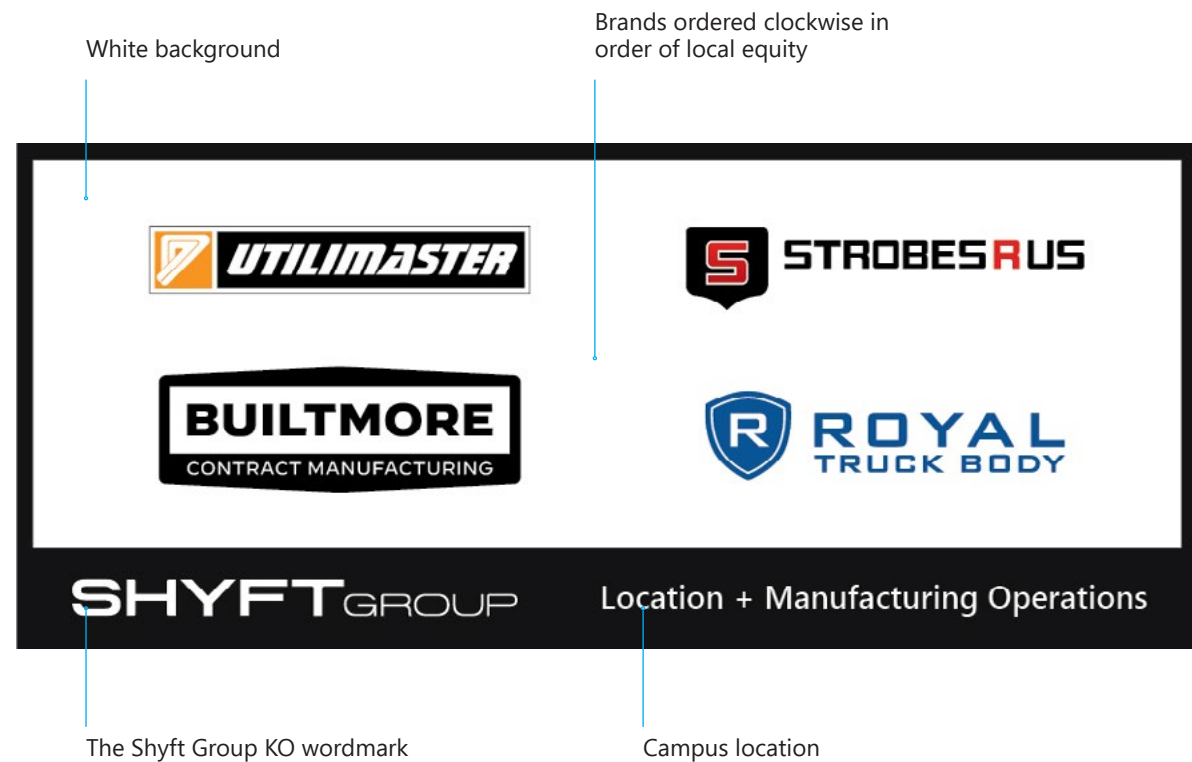
On-building signage.

Four brand Facilities

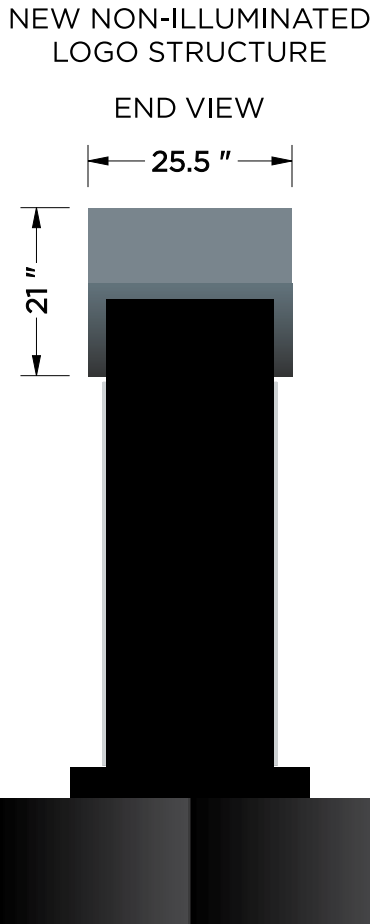
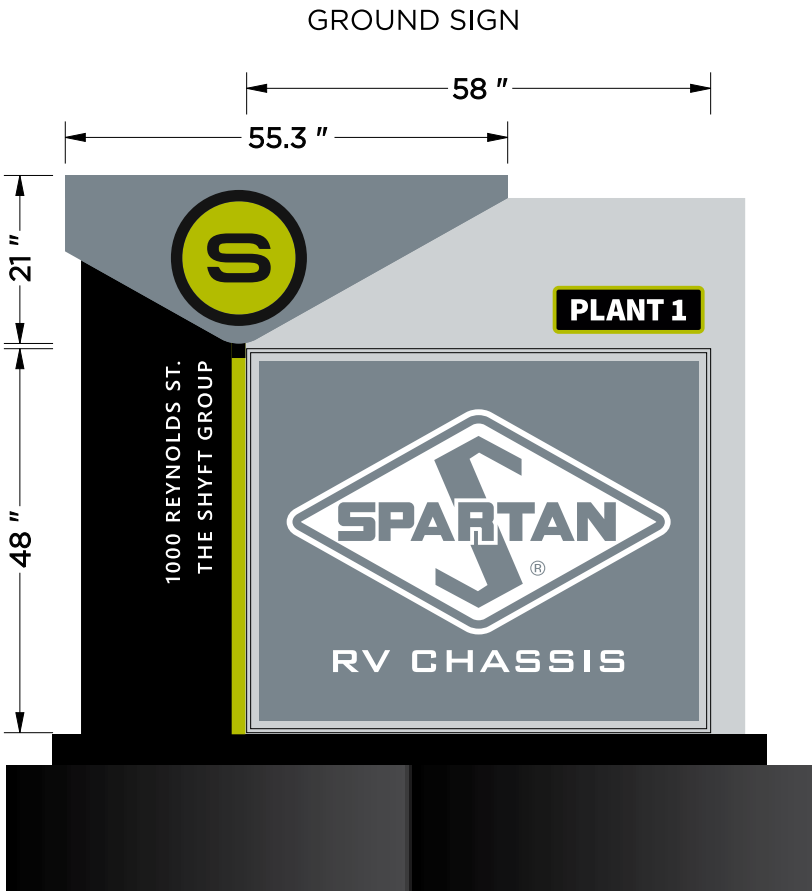
- Display logos equally, divided in quarters
- Use primary logo on white background
- Place brand with greatest share/local brand equity on top left section; next in share/equity in top right section; brand that is third in the bottom left section; and brand with least share/equity in the bottom right section

THE SHYFT GROUP + location and operations as footer

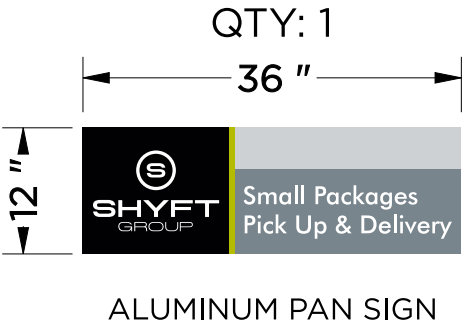
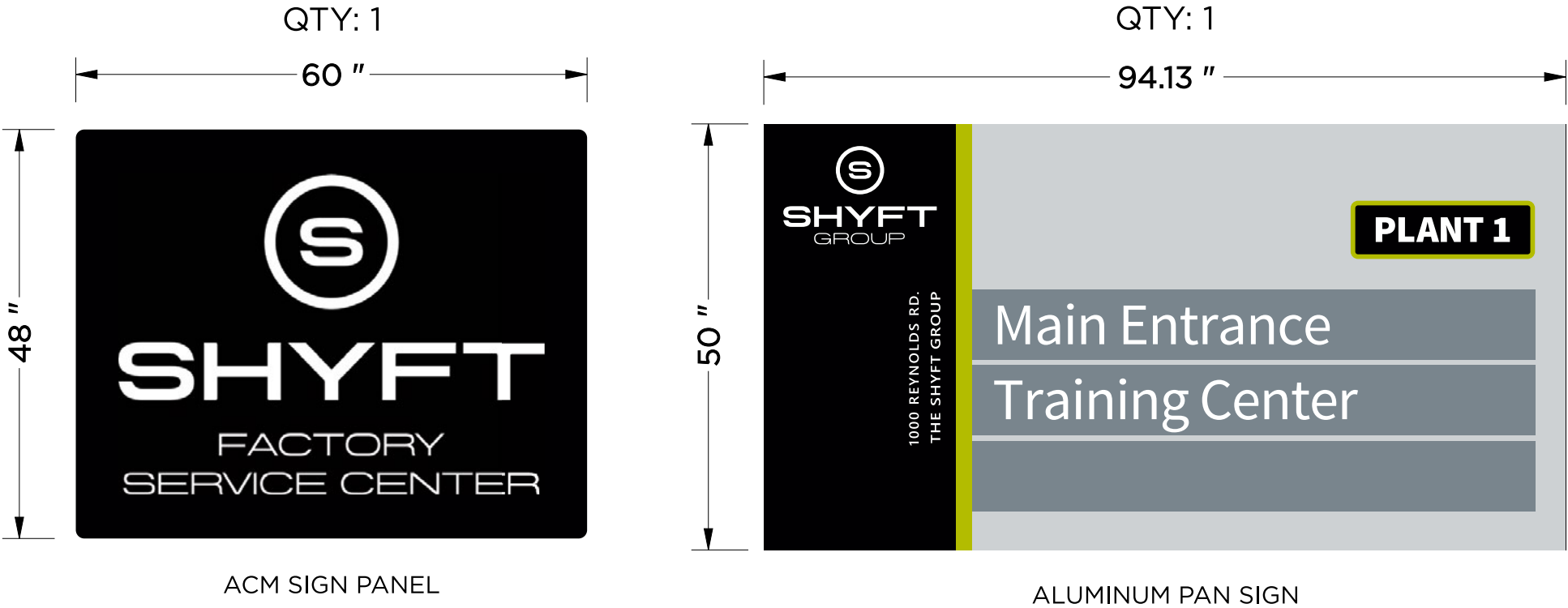
- White Shyft Group wordmark logo on black background (justified left)
- Location and location's operations reversed white on black background (justified right)



Monument signage.



Cabinet signage



Door signage.

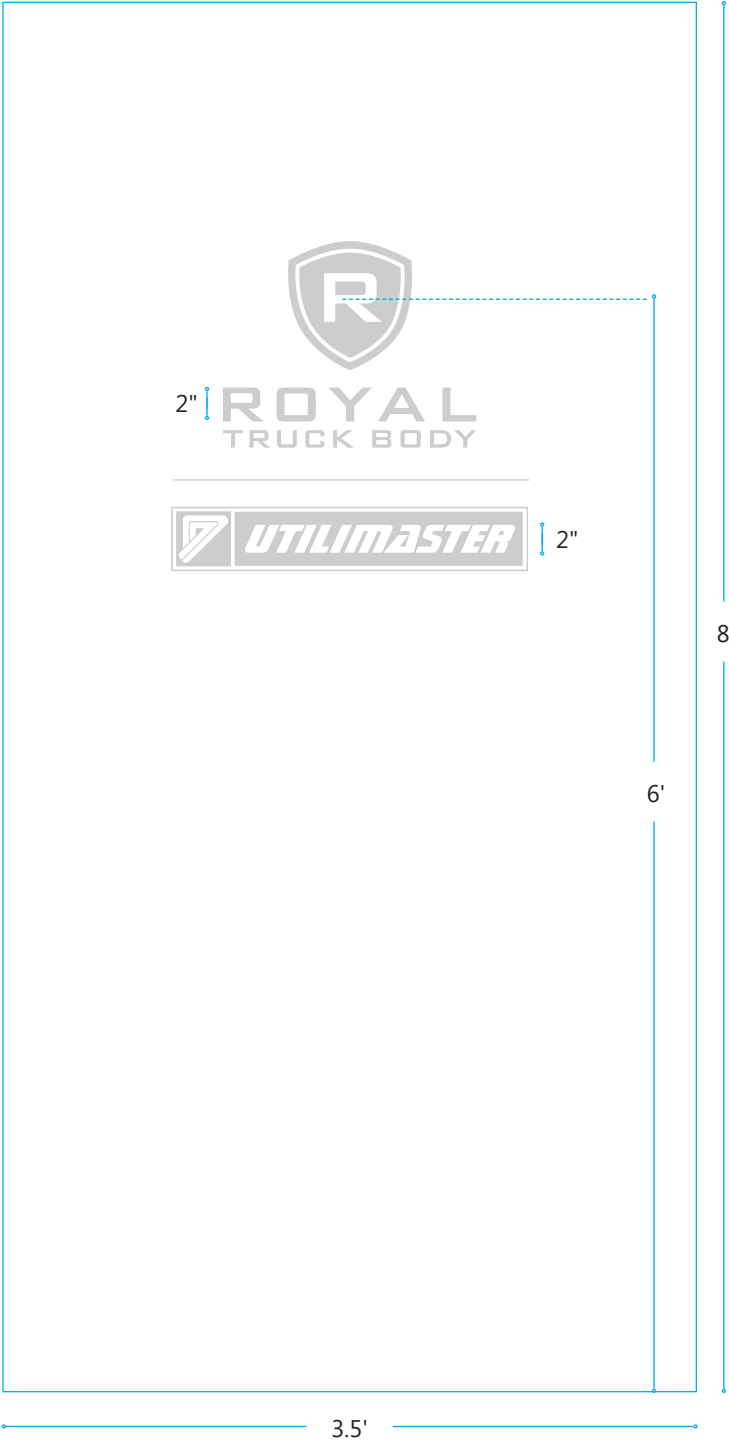
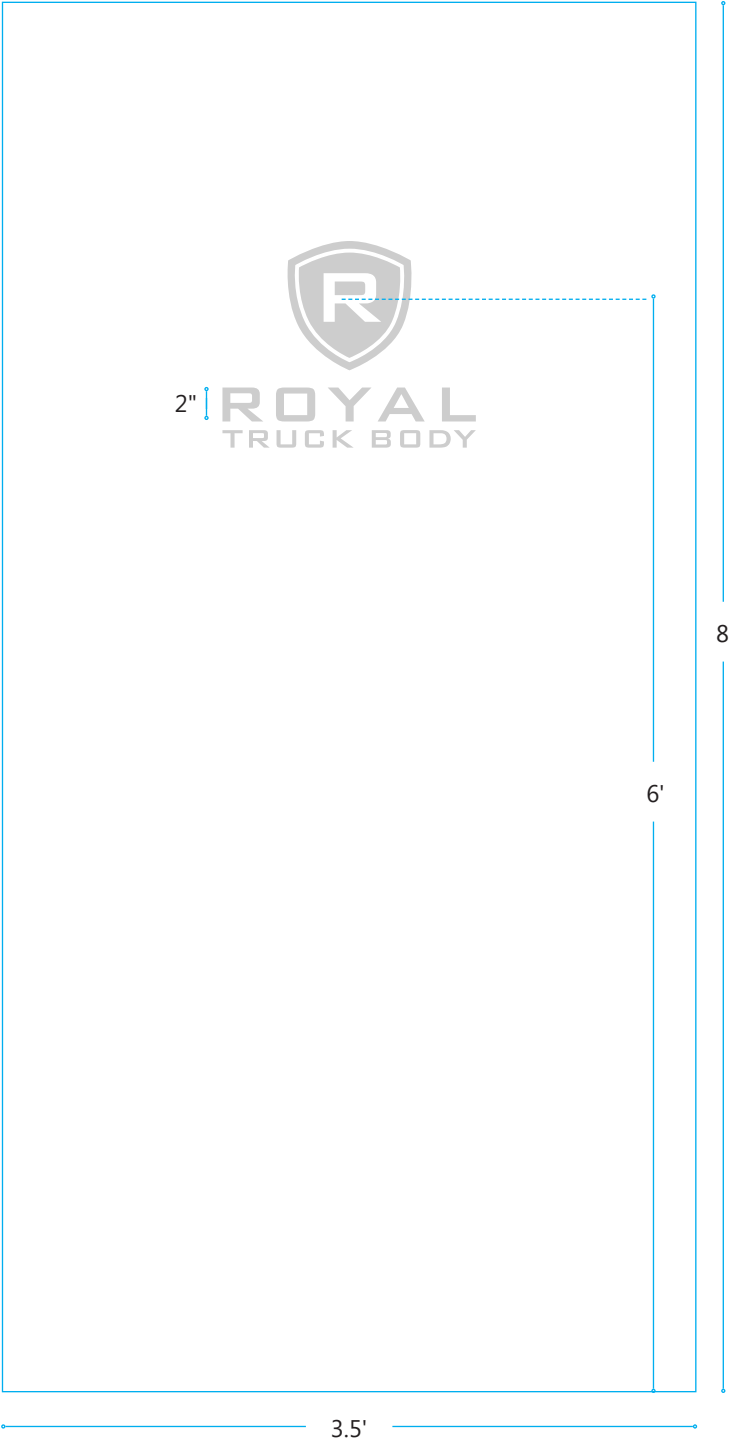
Main entrance door signage

Glass

- Feature frosted white vinyl logo(s) on translucent glass; white on frosted glass
- Position at eye level (center point of logo approximately 6' off the ground)
- Follow same placement direction as on-building signage if facility serves two or more brands

Metal/Wood

- Feature white or 2-color vinyl logo(s)
- Position at eye level (center point of logo approximately 6' off the ground)
- Follow same placement direction as on-building signage if facility serves two or more brands



Door signage.

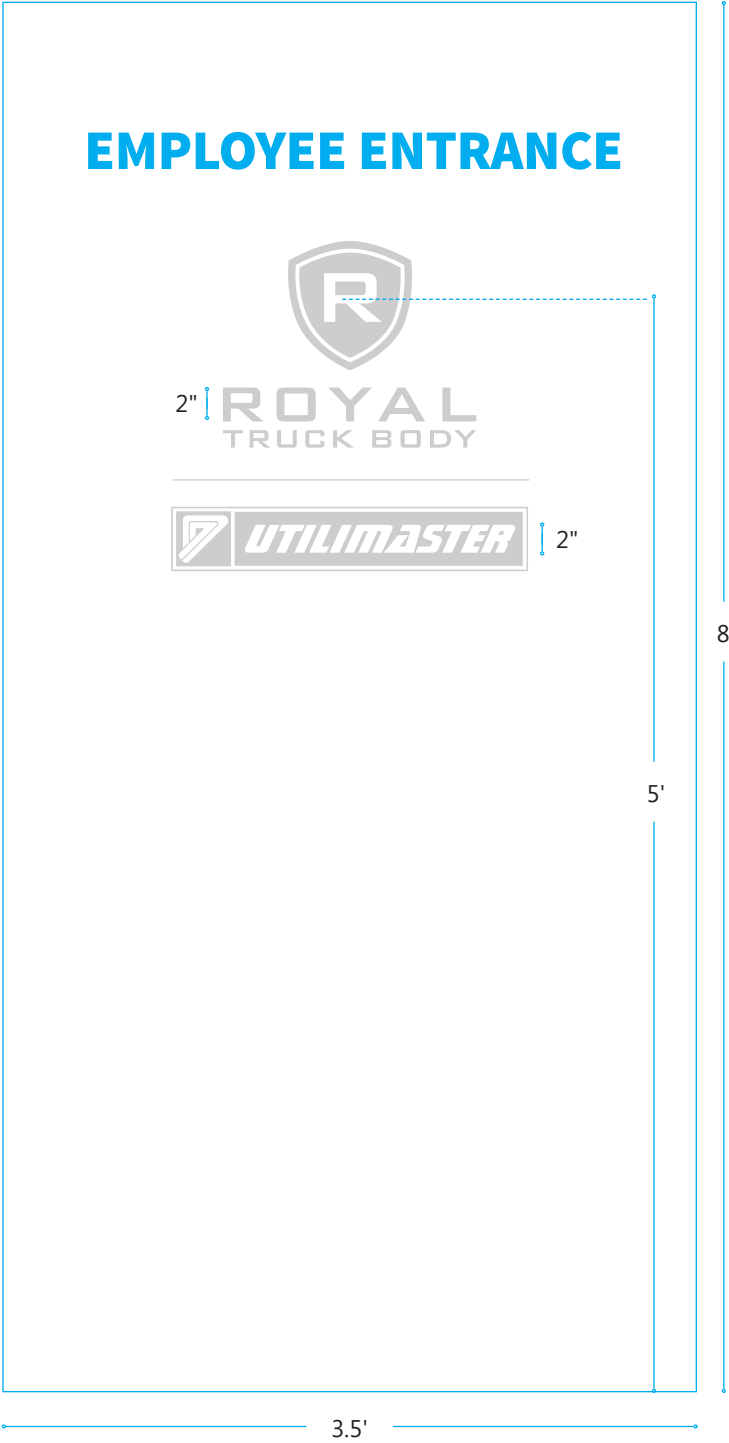
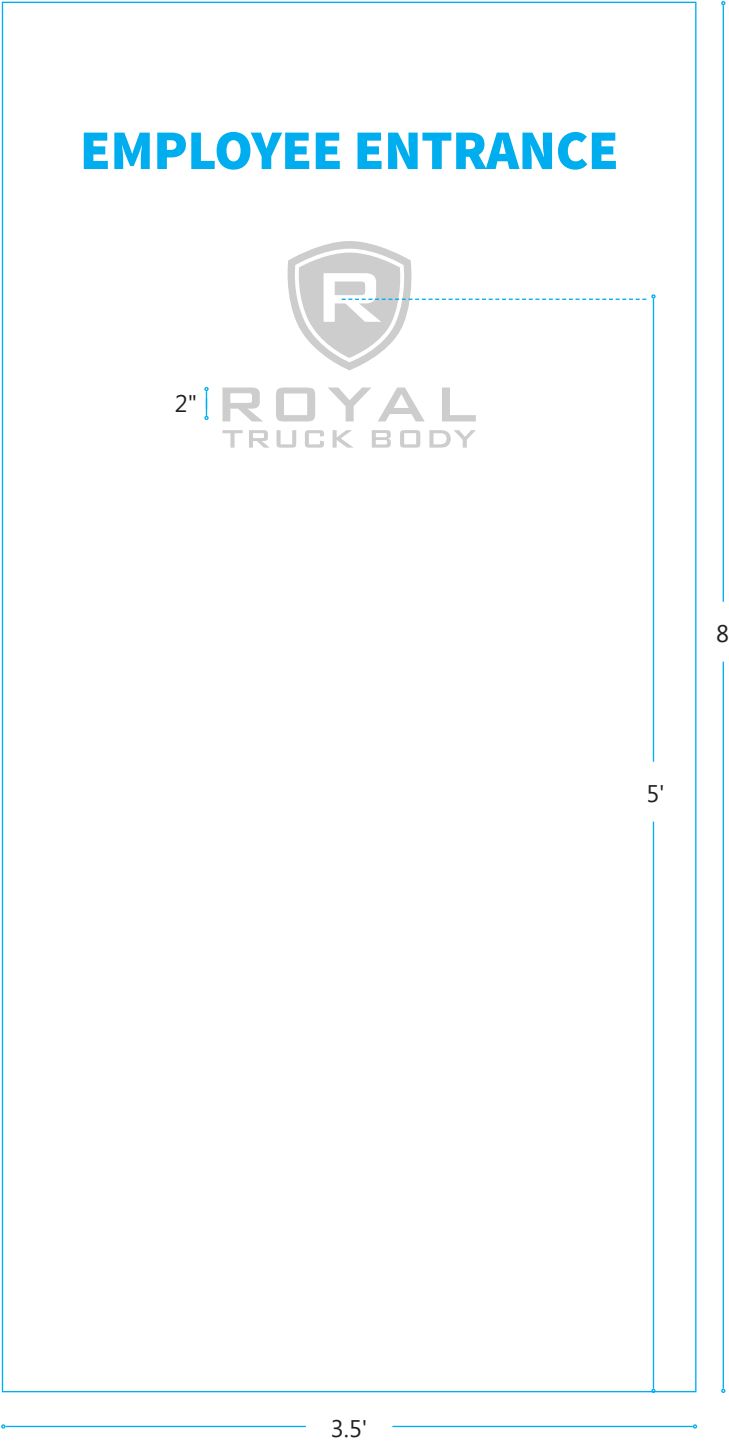
Alternative entrance door signage

Glass

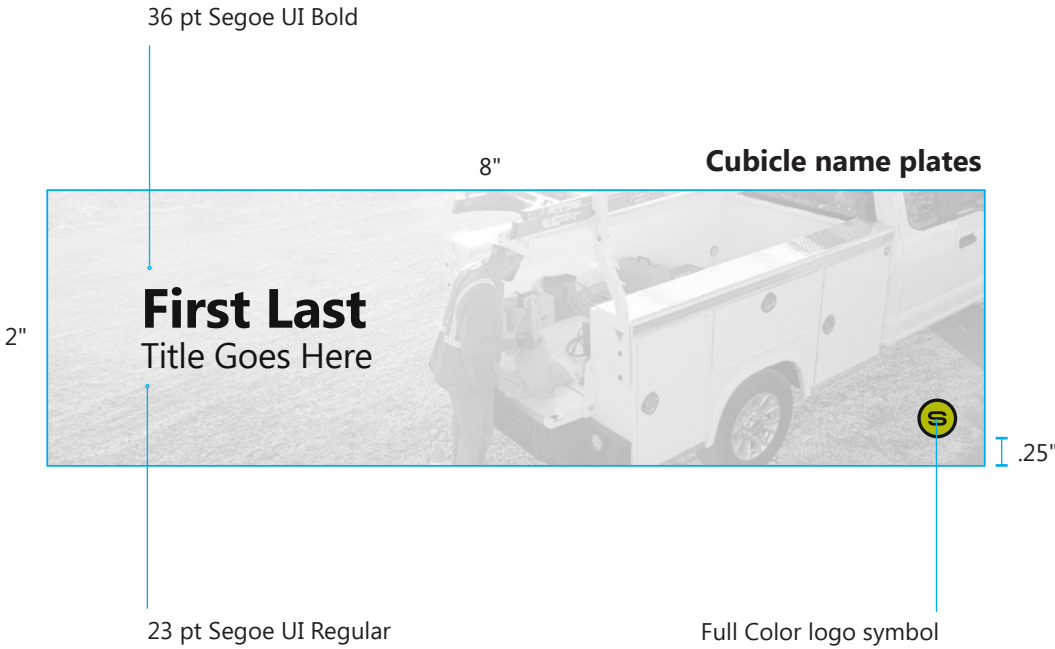
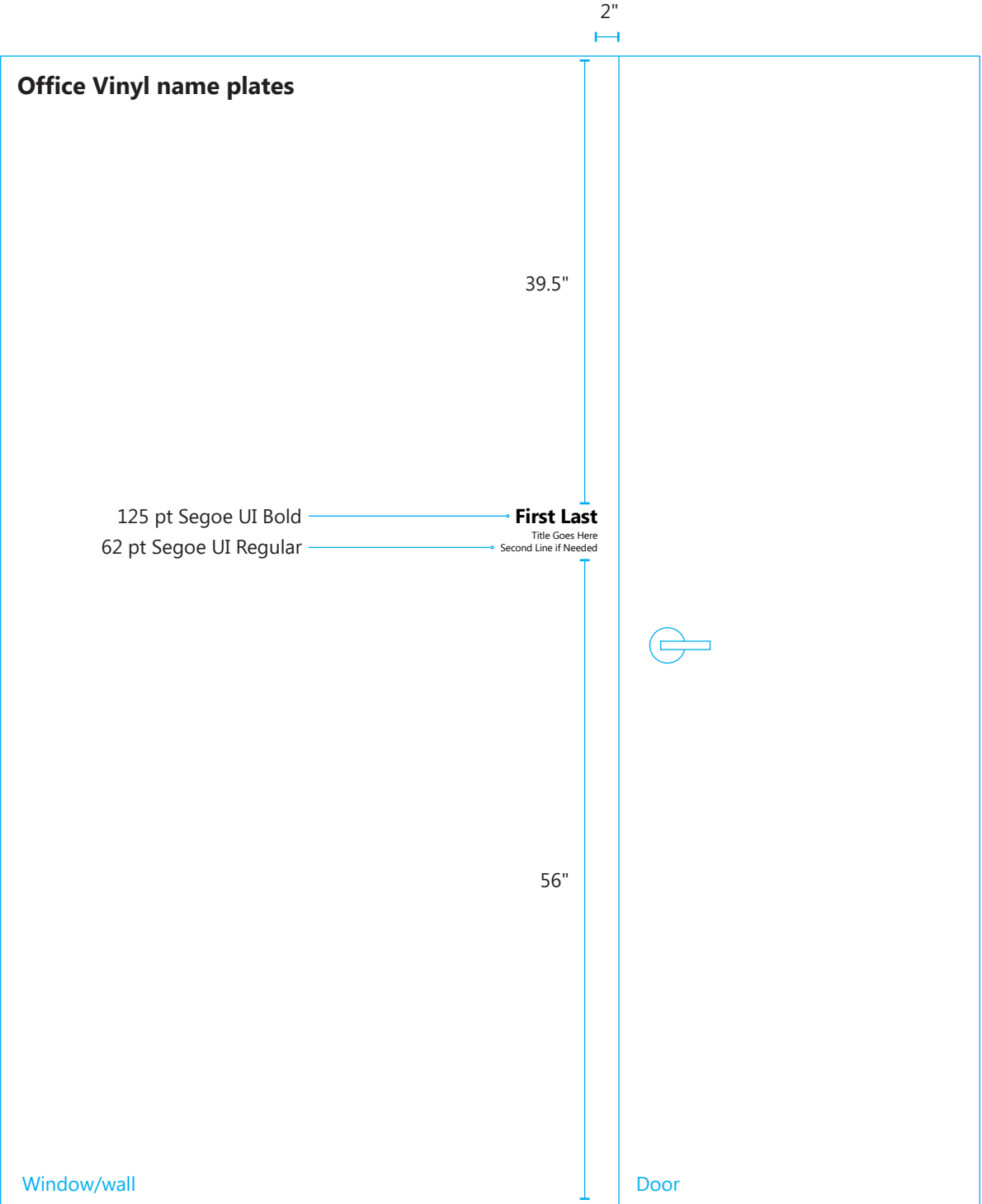
- Feature white or 2-color vinyl logo(s)
- Place entrance title in ALL CAPS above logo using vinyl lettering (EMPLOYEE ENTRANCE, FACTORY STORE, etc.)
- Position logo at shoulder level (center point of logo approximately 5' off the ground)
- Follow same placement direction as on-building signage if facility serves two or more brands

Metal/Wood

- Feature frosted white vinyl logo(s)
- Place entrance title in ALL CAPS above logo using vinyl lettering (EMPLOYEE ENTRANCE, FACTORY STORE, etc.)
- Position logo at shoulder level (center point of logo approximately 5' off the ground)
- Follow same placement direction as on-building signage if facility serves two or more brands



Interior office signage.



Directional signage.

Clearly direct visitors to specific areas of campus.

- Visitor Parking, Shipping & Receiving, Factory Store, etc.

Shyft Group Locations

- Use “Corporate” Segoe UI font and Title Case for Shyft Group locations
- For black signs, use white lettering and New Growth Green for arrow. For white signs, use black type and black arrow

Go-to-Market Brand Locations

- Use Source Sans Pro font in ALL CAPS
- For black/brand color signs, use white lettering and brand color/black for arrow (UTM = Orange; Royal = Blue, Strobes, RV, and DuraMag = Red). For white signs, use black type and black arrow

Follow size requirements provided by city zoning/signage vendor.



Wearables & merchandise.

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Wearables & merchandise.

Apparel and promotional items that feature The Shyft Group logo are important tools that help us win brand affinity. To ensure the readability of our logo on promotional items we've created a special logo set to preserve our brand readability across all reproduction techniques including: screen printing, dye-sublimation embroidery etching, and embossing.

Embroidery logo & rules.

Clear space

To ensure maximum impact when embroidered, The Shyft Group logo has been given extra clear space and features a thicker "GROUP" artifact to allow for better legibility.

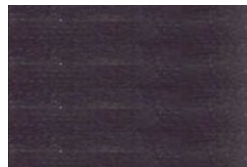
Approved thread colors

In order to maintain consistent thread color and quality across all garments, the following thread should be used.

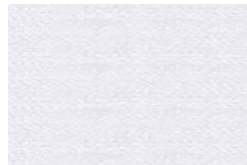
Green: 1169 classic from Madera



Black: 1199 classic from Madera

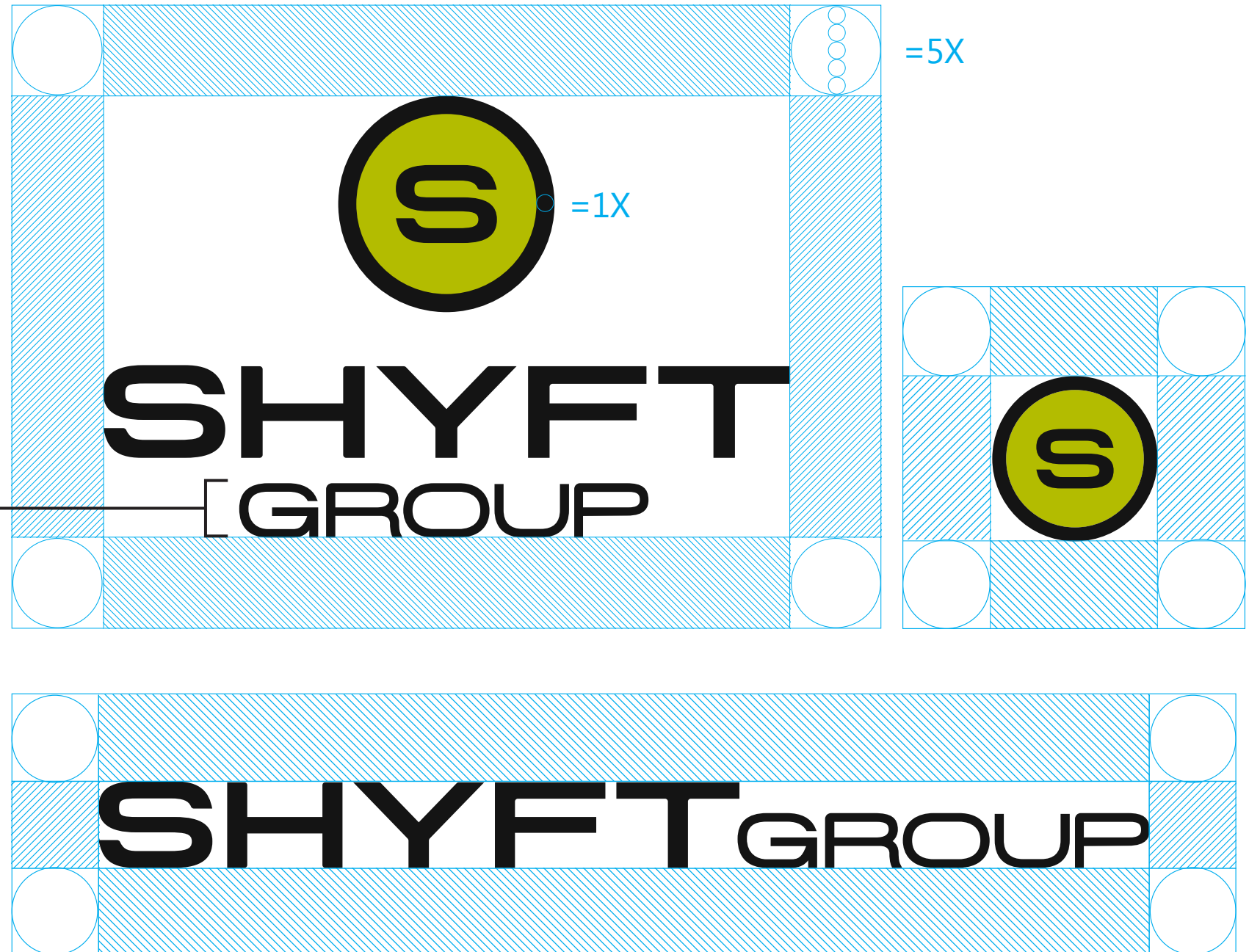


White: 1286 classic from Madera



NOTE: If your vendor is unable to work with these approved thread colors, contact Marketing for acceptable alternatives.

Features a thicker "GROUP" artifact to allow for better legibility when embroidered



Minimum sizing.

In order to maintain legibility any time that the Shyft Group logo is embroidered, it should be 1.5" across.

DO

- Use The Shyft Group logo on apparel and promotional items
- Adhere to minimum size requirements while placing our logo
- Use The Shyft Groups list of approved vendors for promotional items
- Place The Shyft Group logo in the preferred location on the left chest
- The same logo guidelines apply when placing a logo on a light or dark material (see section 2 for further direction)

DO NOT

- Choose items with a busy or distracting background
- Place our logo on items that don't align with The Shyft Group Values
- Place our logo in the vicinity of other brand identities

NOTE: To order merchandise, please consult with Marketing or visit shop.theshyftgroup.com.



For questions and needs regarding specific corporate and go-to-market brand requests, please email: marketing@theshyftgroup.com



SHYFT GROUP