



**BLUE ARC**

## Brand Standards

Updated: December 2023

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# About this guide

Welcome, and thank you for being part of the Blue Arc™ Dealer Network – a select group of professionals who sell Blue Arc solutions and help represent this brand to customers.

Ultimately, our brand is the perception held in the minds of customers. Visual and verbal communications help build that perception, reinforcing the distinct value and image of Blue Arc.

This document is your guide to developing communications that align with the strategic direction of Blue Arc. With branding, consistency is key – from dealer to dealer, from moment to moment. Please adhere to the guidelines outlined in this document to ensure you represent the Blue Arc brand with fidelity.

If you have questions about Blue Arc brand standards, contact your sales representative.



# The Blue Arc brand

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# Logo

## A strategic, memorable mark

Our logo creates a quick visual impression that conveys the energy and strength of the Blue Arc™ brand.

The logo is comprised of the logo symbol 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 continued

## Responsive logo design

The Blue Arc™ logo has multiple formats to accommodate for optimal sizing in various scenarios. In application, the logo should be scaled for readability, with care that it is not stretched or distorted in any way.



Full logo



Wordmark



Logo symbol

Logo continued

## Clear space

To ensure maximum impact, the logo should always stand out from other graphic elements. The immediate area surrounding the 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 the height of the letter “B” that is used in the logotype, as illustrated on this page.



Logo continued

## Full logo

The full logo should be used where space is not a limitation. It should not be used less than 1" wide. Additional colors can be used to maximize impact. Do not use the white version of the logo on backgrounds that do not provide enough contrast (see page 10).



Full logo color variations:





Logo continued

## Wordmark

The wordmark should be used in horizontal applications where vertical space is limited. It should not be used less than 1" wide.

BLUE ARC EV

BLUE ARC EV

1" minimum size

Wordmark color variations:

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BLUE ARC EV

BLUE ARC EV

BLUE ARC EV

BLUE ARC EV

Logo continued

## Logo symbol

The logo symbol should be used where space is limited or in other special-use cases (ie. vehicle emblems, apparel, social media, etc.). It should not be used less than 0.25" wide.



0.25" minimum size

Logo symbol color variations:



Logo continued

## Improper use

The Blue Arc™ logo should not be modified and should only be used as outlined in this document.



**DO NOT** stretch the logo



**DO NOT** alter the colors in the logo



**DO NOT** outline the logo



**DO NOT** place our logo on an image or background that reduces legibility



**DO NOT** rotate or skew the logo



**DO NOT** rearrange elements of the logo



**DO NOT** add a reflection or drop shadow to the logo



**DO NOT** use the logo on a color that does not provide contrast

Logo continued

## Use on photography

When using the logo on photography, try to ensure maximum contrast. The white and blue versions work best on dark photography. The two-color and black versions work best on light photography.



# Color

## Carefully chosen palette

Color helps establish the mood and feel associated with a brand – and provides cohesion across a visual identity.

Blue Arc™ primary colors – which should be used in most communications – are Electric Blue and ARC Black.

Secondary colors can provide accents alongside the primary colors, but should be used sparingly.

Tertiary colors should only be used when necessary and not as a substitute for the primary or secondary colors.

In addition to the colors shown here, percentages of each color may be used to provide variety.

### Primary

<b>Electric Blue</b> PMS 638 C CMYK 77, 0, 3, 0 RGB 0, 175, 215 HEX #00AFD7	<b>ARC Black</b> PMS Black 98% CMYK 73, 67, 66, 83 RGB 17, 17, 17 HEX #111111
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### Secondary

<b>Powered Blue</b> PMS 647 C CMYK 89, 61, 16, 2 RGB 36, 100, 155 HEX #24649b	<b>Sustainability Green</b> PMS 3242 C CMYK 47, 0, 25, 0 RGB 109, 234, 215 HEX #6dead7	<b>Gale Force</b> PMS 2379 C CMYK 78, 60, 29, 45 RGB 59, 68, 89 HEX #3b4559
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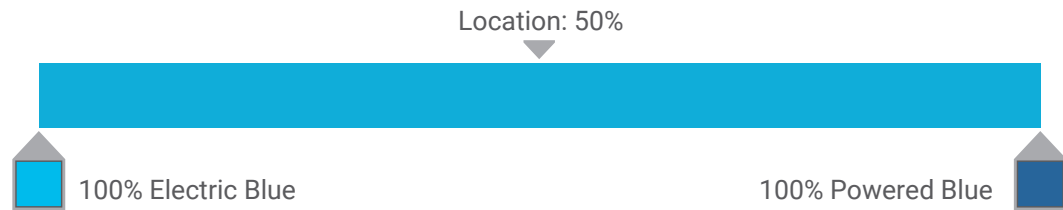
### Tertiary

<b>Orchid</b> PMS Purple C CMYK 36, 89, 0, 0 RGB 182, 27, 184 HEX #b61bb8	<b>Enliven</b> PMS 2013 C CMYK 0, 39, 100, 0 RGB 255, 147, 0 HEX #ff9300
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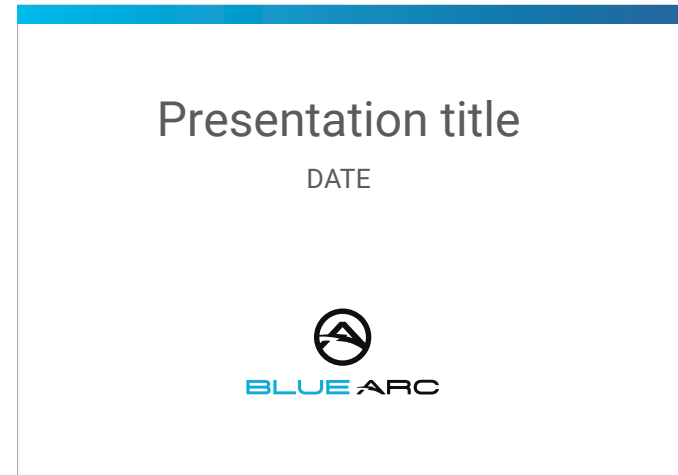
Color continued

## Gradient

In addition to the brand colors, a blue gradient may be used to provide visual interest. The gradient is a combination of the primary color, Electric Blue, and the secondary color, Powered Blue.



## Examples



# Typography

## Fonts for verbal expression

Roboto is the primary typography used in Blue Arc™ communications. This font was selected for its modern yet approachable sans serif style.

In situations where this font may be unavailable, Arial is an acceptable substitution.

## ROBOTO

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Aa

ABCDEFGHIJ  
KLMNOPQR  
STUVWXYZ

a b c d e f g h  
i j k l m n o p q  
r s t u v w x y z

Roboto Thin

*Roboto Thin Italic*

Roboto Light

*Roboto Light Italic*

Roboto Regular

*Roboto Regular Italic*

Roboto Medium

*Roboto Medium Italic*

Roboto Bold

*Roboto Bold Italic*

Roboto Black

*Roboto Black Italic*

Headers  
Black

**UCILLUM SEQUIS EOSTRUM  
SI CULLACCUPTAS ET UNT  
AUT LACCABO SEQUIS**

Body  
Regular

Ovit quosapellaut quassum  
qui alic tempos eat. Mustibus.  
Ad eum dero ento estion nos.

Sub-headers  
Bold

**Ucillum sequis eostrum**  
Ovit quosapellaut pero quassum  
qui alic tempos eat. Mustibus.

Pull Quotes  
Light Italic

*“Ucillum sequis eostrum ovit  
quosapellaut pero quassum  
qui alic tempos eat.”*

# Trademark usage

**Trademarks help protect the intellectual property associated with our identity.**

Tips for appropriate trademark use:

- Do not include trademarks in headlines or subheadings
- After headings, include a trademark in only the first reference that appears on each page, slide, screen, etc.

Trademarks are used in this way for most formal communications, such as flyers, brochures, or news releases. Trademarks are not necessary for less-formal social media posts, text messages, and email subject lines.

Examples

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Blue Arc™

Power Cube™

Work-Driven Design™



# Messaging

## Brand voice

Messages expressed on behalf of Blue Arc™ should convey a personality that is:

### **Confident**

The future can't wait. That's why Blue Arc is charging ahead on EV technology that our customers want and need to meet their performance goals and keep their promises for cleaner, more sustainable ways of doing business. The ambition and optimism we show inspires others to charge ahead with us.

### **Capable**

Electrification is transforming the commercial vehicle business as we know it. As they stretch to adopt new technologies and drive change on the road ahead, industry leaders need to trust Blue Arc expertise and understand that we're a fully capable, responsive, supportive partner — looking out for their success in every way.

### **Empowering**

Combining our significant investments and innovation in the EV space with our decades of experience delivering truly Work-Driven Design™, we're able to help drivers, companies, and those they serve achieve more than they thought possible through the EV transformation.

*Note: The personality and messages conveyed in this and the next section make use of the first-person "we" voice to foster relatability and connection — inviting you to proudly and professionally represent the Blue Arc brand. If using this voice feels less authentic and appropriate in some instances, third-person terms including "it/its," "they/their," or "the company/the company's" may be substituted in subsequent references to Blue Arc (after the company name has been referenced at least once for clarity).*

Messaging continued

## Brand messages

Use the following messages as a starting point for conversations and more formal communications. These messages are developed to convey the Blue Arc™ value proposition clearly, consistently, and compellingly.

### Introduction

*A concise expression of value that presents layers of information that may be included or reduced as space and time permits.*

### Leading the charge.

Blue Arc™ is electrifying commercial fleets and work trucks across the U.S. We deliver purpose-built EV solutions that empower leaders in parcel delivery, infrastructure, construction, and other industries to exceed ambitious goals for sustainability and performance, from the first mile to the last.

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### Support messages

*Substantiating three primary advantages that distinguish the value of Blue Arc from other competitive options.*

### Commercial vehicle experience.

A Shyft Group company, Blue Arc builds on five decades of manufacturing purposebuilt vehicle chassis, bodies, and upfit solutions. We know what it takes to turn an EV concept into a commercial-grade fleet that can handle the payloads and rigors of real work on the road. Our EV solutions are engineered to reduce stress, increase safety, and improve workflow for drivers, companies, and the industries they serve.

### Present, responsive, responsible.

With coast-to-coast manufacturing locations that raise the bar for safety, quality, and output, Blue Arc production power is strong and vast. Combined with an extensive network of experienced Blue Arc dealers and mobile service centers across the U.S. and Canada, we offer responsive reliability as industries electrify their fleets at scale.

### In it for the long haul.

We know you're working toward a greener, cleaner future. So is Blue Arc. Count on us to get EV right for your business as we build out a growing ecosystem of EV solutions with the features and flexibility you need.

# Writing style guide

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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.

## 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: J.J. 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: 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"

# Blue Arc dealership co-branding

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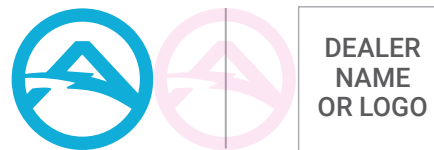
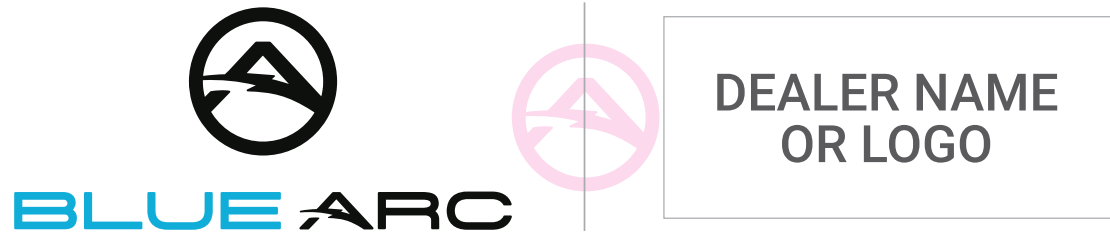
Members of the Blue Arc™ Dealer Network must represent the Blue Arc brand effectively and professionally alongside your own dealership. In this section, we provide standards for successful co-branding.

# Co-branding

## Effective logo placement

When co-branding with Blue Arc™, use the logo that best fits the space. The full logo should be used when space allows and the wordmark should be used where vertical space is limited. In certain cases with space restrictions, the logo symbol may be used in place of the primary logo.

Include a rule line between the Blue Arc logo and other identities. Follow the minimum space requirements as identified by the magenta elements in the examples on this page.

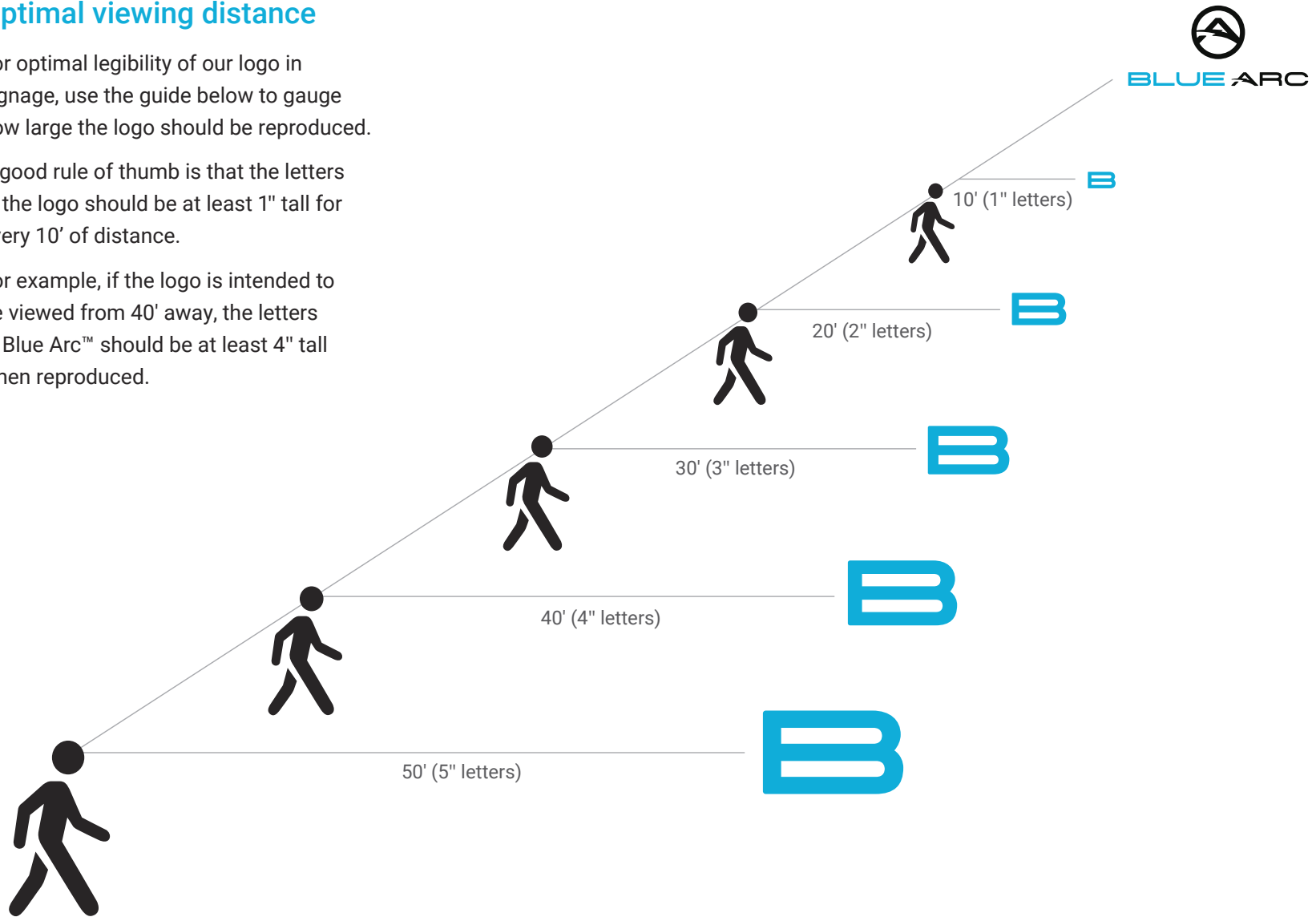


## Optimal viewing distance

For optimal legibility of our logo in signage, use the guide below to gauge how large the logo should be reproduced.

A good rule of thumb is that the letters in the logo should be at least 1" tall for every 10' of distance.

For example, if the logo is intended to be viewed from 40' away, the letters in Blue Arc™ should be at least 4" tall when reproduced.





# Brochures and sell sheets

## Key printed pieces

Blue Arc™ dealers have access to professional print materials, including brochures and sell sheets, which are readily available for your use and customization with your logo.

### Logo placement

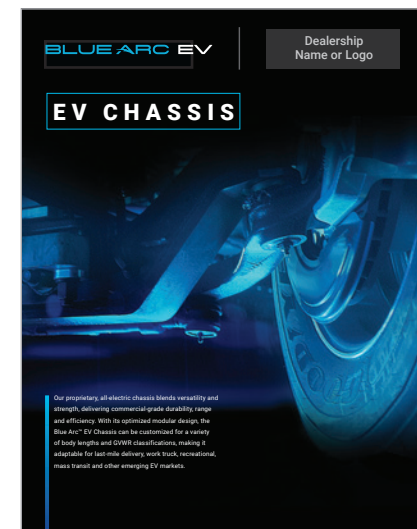
- When possible, place the Blue Arc logo in the upper left, and your dealership name or logo in the upper right or bottom
- Reference pages 5-12 for logo usage and spacing requirements



Brochure



Sell sheets



# Thank you

We're pleased you're part of the  
Blue Arc™ Dealer Network.

## Questions?

[bluearcev.com/contact-us](http://bluearcev.com/contact-us)

**Blue Arc is a Shyft Group Brand.**  
Learn more at: [TheShyftGroup.com](http://TheShyftGroup.com)



**BLUE ARC**