



IDENTITY GUIDE

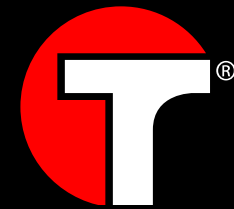
We are diligent in keeping the Truck-Lite brand clean and standardized. We created these guidelines to ensure that all parties use our brand elements consistently.

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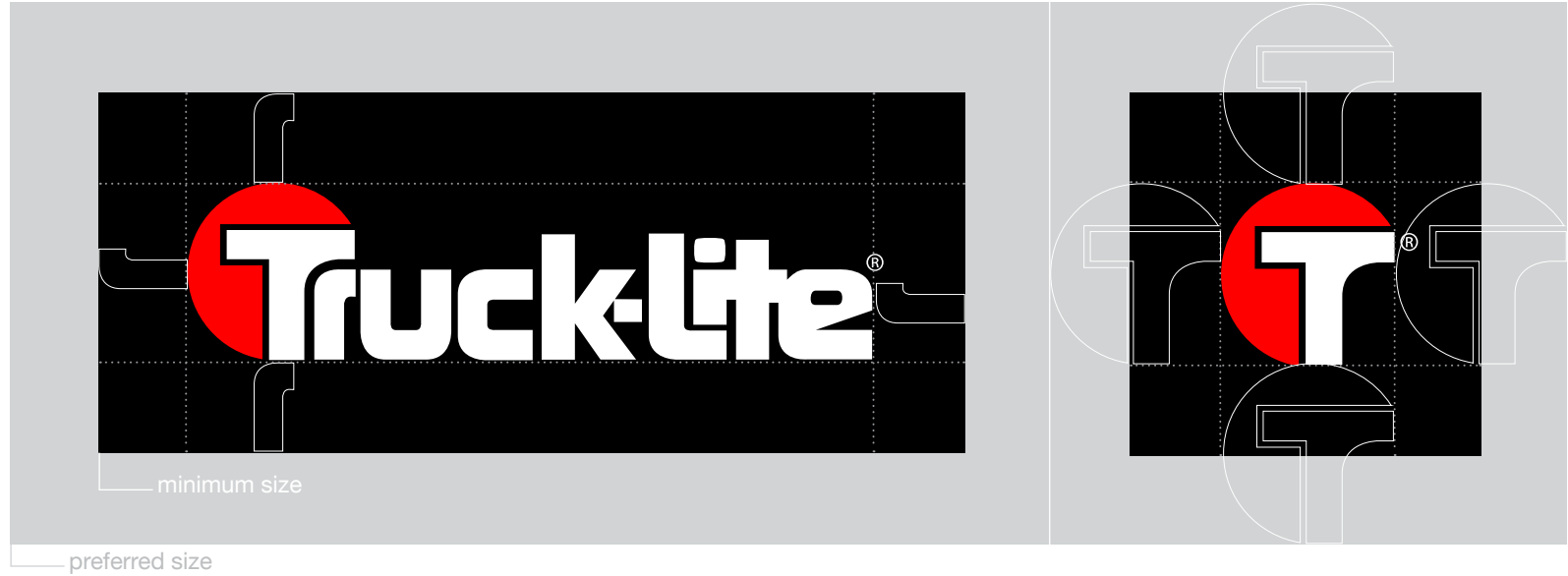
WORDMARK LOGO



ICONIC "CIRCLE-T" MARK

CLEARSPACE

The Truck-Lite logo and “Circle-T” icon should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the ‘r’ is drawn around the logo to create the invisible boundary of the area of isolation. Both wordmark and icon have a clearspace equal to half their heights. These areas of separation are a minimum and should be increased wherever possible.



MINIMUM SIZE

There are no predetermined sizes for the Truck-Lite logo or “Circle-T” icon. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the Truck-Lite logo or “Circle-T” icon. Minimum sizes are as shown here.

Digital: 100px width
Print: 1 inch width



Digital: 25px height
Print: .25 inch height



WORDMARK

The preferred presentation is of the red and white Truck-Lite logo over an image, dark background or black box (a, b).

An alternative two-color presentation is the red and black Truck-Lite logo over a white or a light photographic background (c).

Single-color signatures have been developed for applications in which only one color may be used. Use white over dark backgrounds and black over light backgrounds for the best contrast (d, e, f).



two color



one color



two color



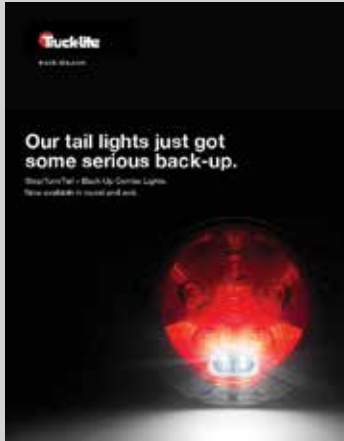
one color



two color



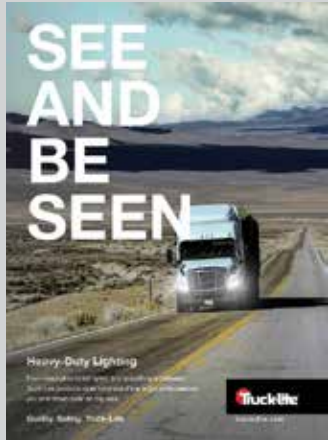
one color



a.



b.



c.



d.



e.

LOGO vs PHOTOGRAPHIC BACKGROUND USE

There are a few ways to use the logo on a photographic background. Each should be used with care, making certain the logo is NOT obstructed by the image (e.). If the image is too busy or too light to use the preferred logo, use the appropriate black backing (c). Some cases have perfect conditions for the logo to be viewed (a, b, d).

INCORRECT USAGE OF THE WORDMARK

When using the Truck-Lite logo, adhere to the following rules at all times:

1. Do not alter the color or combination of colors in the Truck-Lite logo.
2. Do not place the two-color logo over colors other than grey, black and white.
3. Do not rotate the logo.
4. Do not stretch or squash the logo.
5. Do not add drop shadows or effects to the logo.
6. Do not apply transparency effects to the logo.
7. Do not use gradients within the logo.
8. Do not place elements in the logo's clearspace.
9. Do not resize any part of the logo.



1.



2.



3.



3.



5.



6.



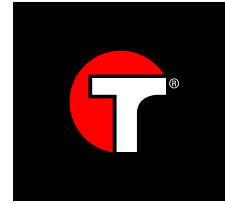
7.



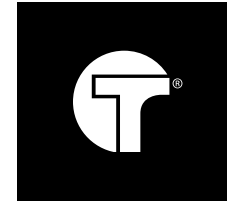
8.



9.



a.



b.



c.



d.

ICONIC MARK

The “Circle-T” icon should be used in the preferred Truck-Lite red and white option when possible (a). This is ideal for packaging or use over images and black backgrounds. However, it is acceptable to use alternative color variations for the “Circle-T” icon (b, c, d).

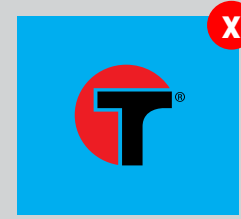
INCORRECT USE OF ICONIC MARK

When using the Truck-Lite “Circle-T” icon, adhere to the following rules at all times:

1. Do not alter the color or combination of colors in the “Circle-T” icon.
2. Do not place the two-color logo over colors other than grey, black and white.
3. Do not rotate the logo.
4. Do not stretch or squash the logo.
5. Do not add drop shadows or effects to the logo.
6. Do not apply transparency effects to the logo.
7. Do not use gradients within the logo.
8. Do not place elements in the logo’s clearspace.
9. Do not type out company name. Use the wordmark logo.



1.



2.



3.



4.



5.



6.



7.



8.

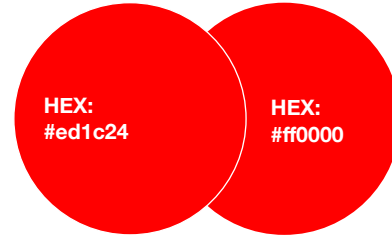


9.

TRUCK-LITE RED

CMYK: C=0, M=100, Y=100, K=0

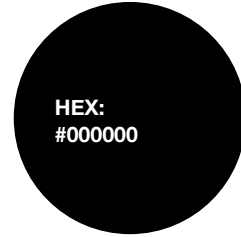
RGB: R=255, B=0, G=0



BLACK

CMYK: C=0, M=100, Y=100, K=0

RGB: R=0, B=0, G=0



WHITE

CMYK: C=0, M=0, Y=0, K=0

RGB: R=255, B=255, G=255



COLORS

We have a simple color scheme. We keep it vibrant and always use the Truck-Lite red.



SEE & BE SEEN[®]

SEE & BE SEEN[®]

SEE AND BE SEEN

From our forward and signal lighting to our mirror and telematics systems, “SEE & BE SEEN” is at the heart of everything we do.

We’ve given our motto a new look, but the message always remains the same: at Truck-Lite, increasing safety and visibility is our top priority.

The tagline can be used in headers/footers or titles. Use, in black or white colors only.

SEE & BE SEEN[®]



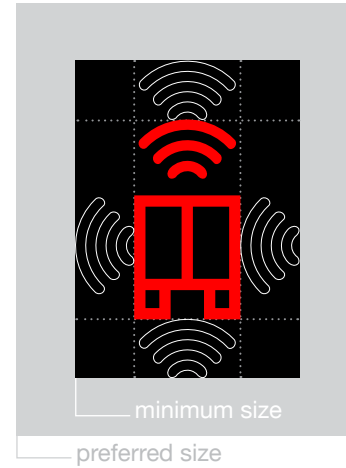
a.



b.

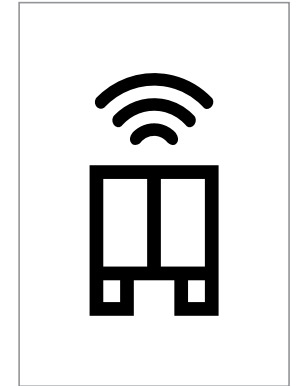
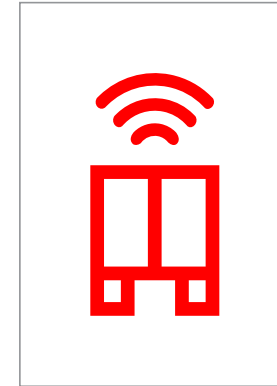
ROAD READY by TRUCK-LITE (wordmark)

Road Ready incorporates the Truck-Lite wordmark in its own logo. Do not alter the lockup. Use the preferred red and white option when possible (a) and use the black option on light colors or natural packaging (b).



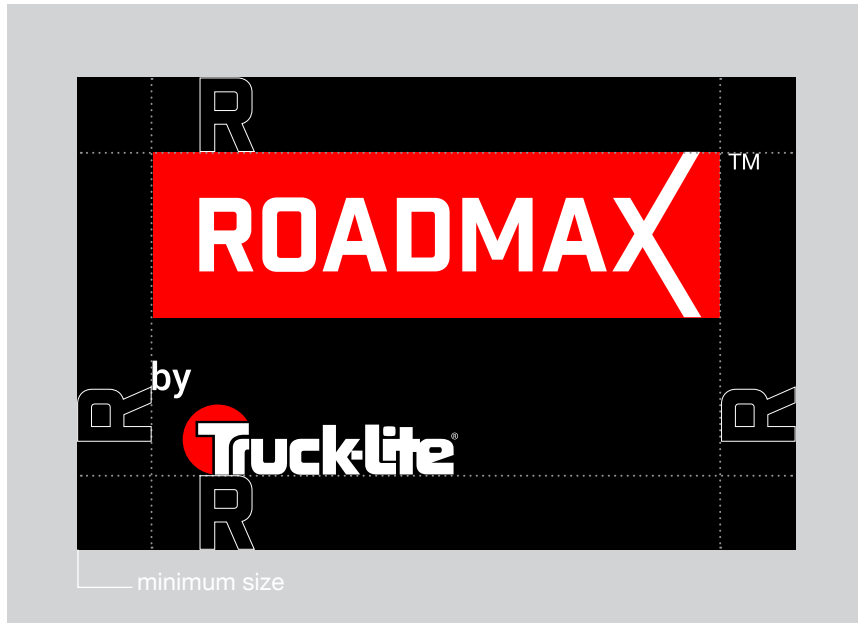
minimum size

preferred size



ROAD READY by TRUCK-LITE (iconic)

This version of the Road Ready logo is mostly used on corporate materials. The red option is preferred on backgrounds of black or white when possible. The black version is only used in rare situations.



ROADMAX
by TRUCK-LITE

Always use the ROADMAX logo with the Truck-Lite lockup.



Helvetica Neue Ultra Light
Helvetica Neue Ultra Light Italic

Helvetica Neue Thin
Helvetica Neue Thin Italic

Helvetica Neue Light
Helvetica Neue Light Italic

Helvetica Neue Regular
Helvetica Neue Italic

Helvetica Neue Medium
Helvetica Neue Medium Italic

Helvetica Neue Bold
Helvetica Neue Bold Italic

Helvetica Neue Bold Condensed
Helvetica Neue Black Condensed

Corporate Typeface

One corporate typeface has been chosen to represent the Truck-Lite brand. This font is versatile with its variety of weights and angles, enabling a headline to stand out from copy. This font helps maintain our “tech” feel with a clean, san-serif typeface.

10pt size] (shown)
12pt lead]

Helvetica Neue

TRUCK-LITE IDENTITY GUIDE