STOUGHTON®

Our Branding Guide defines how the elements that make up the Stoughton brand should be used for all commercial purposes such as advertising, trade shows and public relations. It is a set of tools and rules on how to use our branding elements to create a unified identity across the Stoughton brand, its subsidiaries and its product families.

The Stoughton logo, shown below, should be used for all commercial marketing for the truck industry.

The Stoughton Trailer logo, shown below, is to be used for all recruiting, advertising and public relations purposes in the local communities of South Central Wisconsin. The Stoughton Trailers logo is to be used for local Company promotions in order to avoid any confusion with the City of Stoughton.

From websites and business cards to advertising, it's important to be consistent to be immediately recognizable. When the Stoughton brand is cohesive, it increases the Company's perceived value, allowing the Company to appear professional and with integrity.

The Branding Guide consists of logo design and application in addition to our color palette, typography, photography and promotional guidelines.

Logos can be found at www.stoughtontrailers.com/resources/branding-logos. For more information, email: marketing@stoughtontrailers.com.

BRANDING GUIDE

It is important to apply the same rules to other Stoughton divisions when using their specific logos for advertising, collateral, promotions and public relations.

PARTS SALES
Your Make. Your Model. Your Part.

FINANCIAL

Stoughton Financial is also known as S.T.A.C. (Stoughton Trailer Acceptance Corporation), the finance and leasing arm of STI Holdings.

The primary Stoughton logo is an established design that has represented the Company for many years and carries significant brand equity along with Company pride. The purpose of this guide is to provide general rules of use so that the enhancement of the Stoughton brand will be reinforced and magnified for years to come.

The logo should be clearly recognizable and visible, and shown in color whenever possible. The logo colors are **White** and **PMS 300C Blue**.

WHITE SPACE AROUND LOGO

The logo must always be surrounded by free space that is devoid of any competing graphic element or text. This free space must be at least 50% of the height of Stoughton logo.

50%

Clear (or white space) around the logo must be at least 50% of the height of the Stoughton Logo. This applies to the top, bottom, left and right sides.

COLOR AND BACKGROUND CONSIDERATIONS

The Stoughton **PMS 300C Blue** reproduces well on most light and dark backgrounds. Special attention is required when the logo is indistinguishable or clashes with a blue background. Please use the logo with the white border in these circumstances only.

If the logo is placed on a colored background and it's not distinguishable from the background, a white border needs to be added to clearly differentiate the logo from the background. The size ratio of the white border should be consistent with the size of the logo so that the white border does not become an element of the logo.

The two-color logo shown with a drop shadow may also be used when a clear differentiation between the background and the logo is not obvious and when it can be used as a design element to augment the logo. This logo layout is used in Stoughton brochures, sales sheets and advertisements.

When color is not available, this black and white version is to be used.

When color is not available and the background color is not distinguishable, use the outlined reversed logo with white boarder.

Do not tint or screen the logo with less than 100% black ink.

CO-BRANDING

In some cases, there are agreements with dealers in addition to suppliers to label their products with both their logo and the Stoughton logo. Special attention should be paid here to ensure that the Stoughton logo is not affected or dominated by the supplier's logo. Co-branding initiatives should be approved in advance by Stoughton Marketing.

TAGLINES FOR EXTERNAL COMMUNICATIONS

Consistent use of the tagline will be important for branding purposes. Use the created logo. Do not set type for "It's in the details."

STOUGHTON ®

It's in the details

**Download this specific logo.
Do not recreate the tagline yourself.**

STOUGHTON ®

U.S.A. Owned & U.S.A. Made

**Download this specific logo.
Do not recreate the tagline yourself.**

## TAGLINES FOR INTERNAL COMMUNICATIONS

The taglines below may be used for internal communications with associates or for Company image campaigns. The font should be **Century Gothic Bold** in Stoughton **PMS 300C Blue or PMS 11 Cool Gray** . On a dark background, the color of the tagline should be reversed out or in white.

STOUGHTON ®

...The Difference is Quality™

STOUGHTON ®

...The Difference is Quality™

When using product family logos, please ensure that colors are specified properly.

PANTONE® PMS 300	PANTONE® PMS 2995C

100% Black or
4 color process

PANTONE®
PMS 300
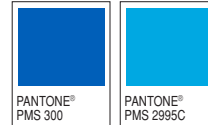
When using them in conjunction with the Stoughton logo, such as with decals,
the product family logo should appear above the Stoughton logo.

BRANDING GUIDE

CORPORATE LOGO COLORS

The logo, when represented in color must be reproduced according to the color value formulas shown below. Deviations from these color values are strictly forbidden.
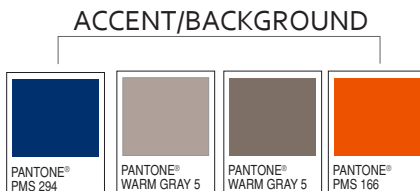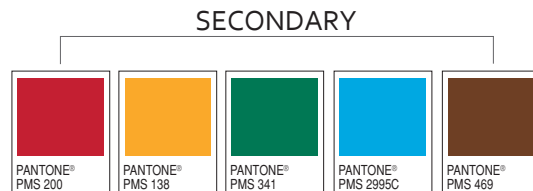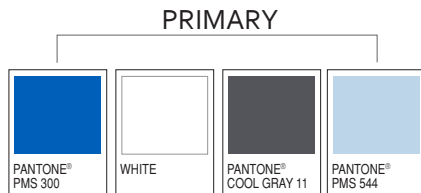
PANTONE® PMS 300C	FULL COLOR:	CMYK: 99 50 0 0
	DIGITAL:	RGB: 0 94 184
		Websafe: #005EB8
	SPOT:	Specifiy PMS Number 300

STOUGHTON®

COLOR PALETTE

The colors for the Stoughton color palette were selected based on their ability to coordinate, contrast and complement the existing Stoughton logo colors. The palette includes Primary, Secondary and Accent/Background color swatches that can be used in conjunction with Stoughton presentations, special promotions as well as brochures and sales sheets.

PRIMARY

PANTONE® PMS 300	WHITE	PANTONE® COOL GRAY 11	PANTONE® PMS 544

SECONDARY

PANTONE® PMS 200	PANTONE® PMS 138	PANTONE® PMS 341	PANTONE® PMS 2995C	PANTONE® PMS 469

ACCENT/BACKGROUND

PANTONE® PMS 294	PANTONE® WARM GRAY 5	PANTONE® WARM GRAY 5	PANTONE® PMS 166

Images are an important part of the Stoughton brand identity. The right images can take your marketing piece from ordinary to outstanding. It takes time, resources and typically a professional eye to setup or find high-quality photos to support the Stoughton brand.

The photos shown here are for illustrative and directional purposes only. To ensure photography exceeds the Stoughton brand expectations, please follow these guidelines:

USE REAL PEOPLE

The people are the heart of Stoughton Trailers, where associates make durable, quality trailers exceeding customer expectations. The use of people in photographs not only complements the Stoughton brand, it instantly attracts the reader or viewer. By closely associating Stoughton with a person, we build the brand as friendly and welcoming.

SINGLE SUBJECT FOCUS

When taking a photograph, select an individual subject on which your audience can focus. If the space you are shooting seems overly complicated or cluttered, focus in on a specific detail.

COMPOSITION AND LIGHTING

Composition and lighting are essential for creating a professional photograph, depicting our trailer products and associates as well as customers in the "best light." It is important to portray the natural beauty of the environment. Professional lighting and backlighting is important for clean and crisp photos.

FONTS

Fonts are powerful elements that complement the brand. We have identified fonts that are simple and easy to read yet are distinctive and create a consistent look and feel. They have been selected for their clarity and simplicity.

Corbel Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Corbel Italtic
abcdefghijklmnopqrstuvwxyz
1234567890

Corbel Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Corbel Bold Italtic
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Futura
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Century Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Century Bold Italic
***abcdefghijklmnopqrstuvwxyz***
1234567890

Euro Technic Extended Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Euro Technic Extended Bold
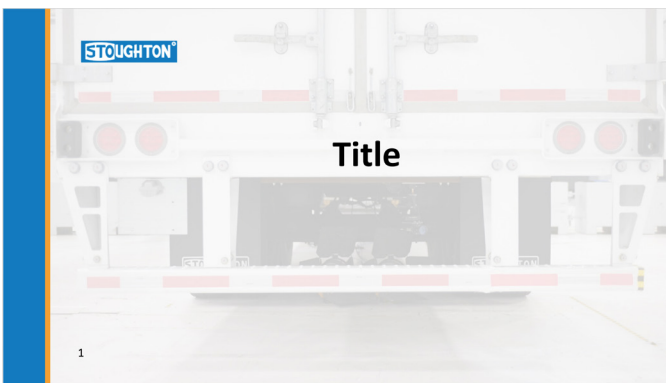**abcdefghijklmnopqrstuvwxyz**
1234567890

The formats below should be used on business card, letterhead and presentation materials. Request the approved templates from marketing@stoughtontrailers.com. For Stoughton brand consistency, please do not deviate from logo placement and fonts.
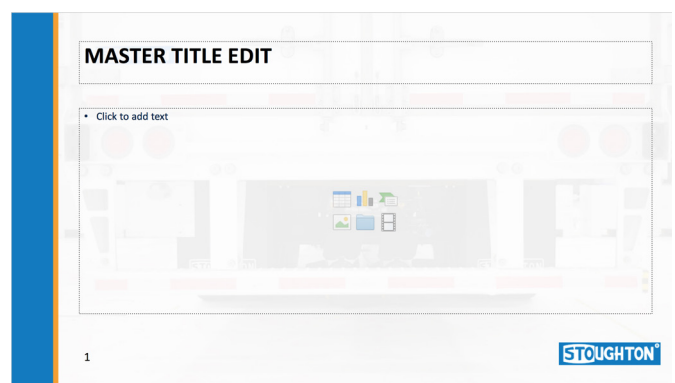
BUSINESS CARD AND LETTERHEAD
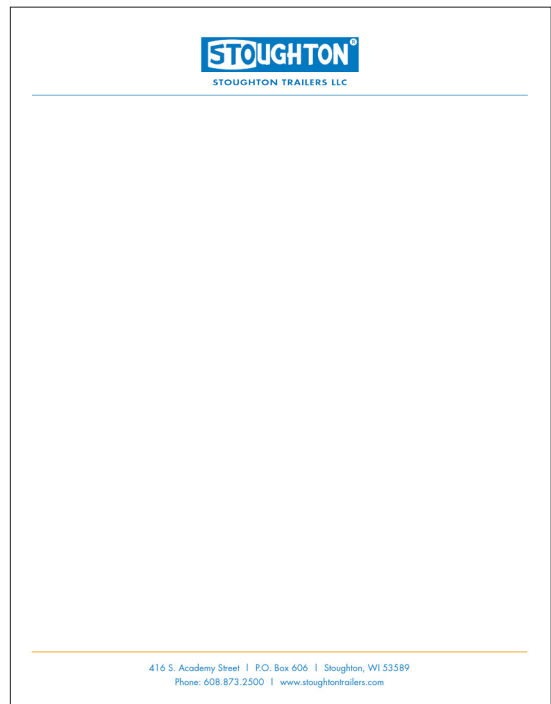
POWERPOINT PRESENTATONS

First Page

Following Pages

PROMOTIONAL ITEMS

Promotional items are important to building the Stoughton brand. Each time someone sees the logo in public, they are reminded of our trailer products, services and reputation. This extends our visibility, deepens our brand acceptance and increases our perceived value.

For Stoughton apparel, visit www.companycasuals.com/stoughtontrailers/start.jsp.

Contrast will be key when reproducing the logo for these unique applications.

For vignette or ghosting applications, please contact marketing@ stoughtontrailers.com.

REFLECTIVE PRODUCT LABELS

The use of the logo below is an exception to the general color rules because of the unique properties inherent in the reflective material used for the outside of trailer products.

LOGOS CAN BE FOUND AT:
www.stoughtontrailers.com/resources/branding-logos
For more information,
email: marketing@stoughtontrailers.com

STOUGHTON®