STOUGHTON®

Branding Guide

The Stoughton Trailers primary logo is an established design that has represented the company for many years and carries significant brand equity along with company pride. The logo colors are white and PMS 300C Blue. More details regarding the usage and reproduction of the logo follow...

The purpose of this guide is to provide general rules of use so that the enhancement of the Stoughton Trailers brand will be reinforced and magnified for the years ahead.

LOGOS:

Full Color Versions: PMS 300 Blue and White.
The rectangular frame around the Stoughton® logo stays the same shape.

Two color logo shown with white radius border.
This border is to be used when a clear differentiation between the background and the logo is not obvious. The size ratio of the white border should be consistent with the size of the logo so that the white border itself does not become an element of the logo.

Two color logo shown with drop shadow option.
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.
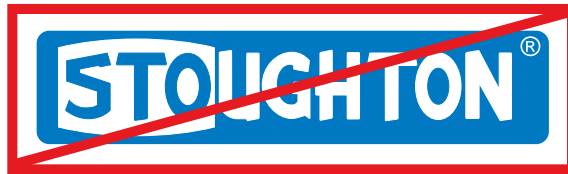
STOUGHTON®

LOGOS:

STOUGHTON®

STOUGHTON®

If color is not available, these are the black and white logo variations.
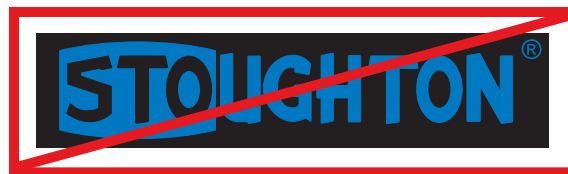
Branding Guide

LOGOS:

Stoughton Trailers Logo DON'Ts

The blue rectangle of logo should always stay the same shape. Do not alter the corners or the curve the sides.

The rectangle of the logo should either be blue or if color is not available, black. Changing the color of the logo could cause brand confusion and is not permitted.

The inside logo treatment of "Stoughton" should always be white.

The logo should not be angled, stretched, skewed or violated with other shapes.

Overall Market Positioning:

Stoughton Trailers is the expert in Dry Van design, engineering and manufacturing

- Testing facility and capabilities
- In-house welding program
- Employees trained on entire manufacturing process and the quality procedures for making a Stoughton trailer
- Six-sigma black belts

We know how to customize a dry van to fit your specific needs

- Superior collaboration efforts with fleet owners
- Case studies of large/well-known fleets (such as UPS)
- Case studies of unique trailers you've built

Made in America, by employees who demonstrate the Midwestern Work Ethic

Second generation, family-owned business

- We make decisions based on customers, not on shareholders
- Wisconsin Sustainable Business Council – Green Masters
- Manufacturing trailers for 50 years

We keep our overhead low

- We have three plants, each specialized for a certain type of trailer, yet all located close to one another to leverage supplies, management oversight and production scheduling

Private Fleets:

- Stoughton Trailers knows dry vans and can counsel you on what features you need for what you will be hauling.

For-Hire Fleets:

- The quality, durability, capabilities and capacity that come from being one of the biggest and oldest dry van manufacturers in the country
- The flexibility and innovation that comes from being customer-focused, not dealer-focused.

LOGO with TAGLINE:

STOUGHTON®

...The Difference is Quality™

STOUGHTON®

...Committed to Service Excellence™

STOUGHTON®

...The Difference is Quality™

STOUGHTON®

...Committed to Service Excellence™

The above tagline examples are for internal use with staff.

STOUGHTON®

It's in the Details™

STOUGHTON®

Made to Order, Built to Last™

These are new taglines for outward bound communications. Consistent use of the tag line will be important for branding purposes. However, in certain cases flexibility will be important and the tagline may be altered on an as needed basis as demonstrated here.

A tagline may vary depending on the context of its presence and/or purpose.

The font used should be Century Gothic Bold Italic.

For the purposes of flexibility and ease of use:

On a light background, the color of the tagline should be a dark gray.

On a dark background, the color of the tagline should be white.

...The Difference is Quality™
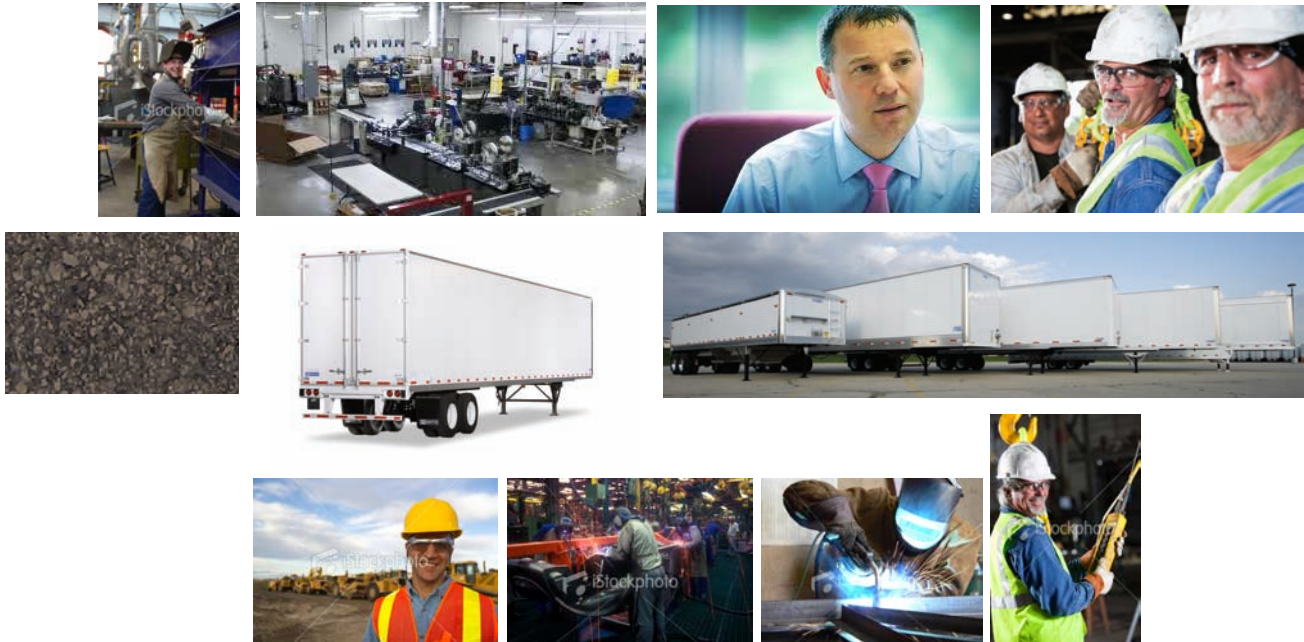
STOUGHTON®

There is quite a bit of flexibility regarding the tagline. The above image is a layout example of an extremely simple promotional banner/sign. An actual sign may incorporate a texture, product image, engineering drawing or other graphic element in the design to reinforce the message.

PHOTOGRAPHY:

Photography Direction:

Images should be contemporary, candid in nature when and if possible, and not look overly staged.

Contemporary portraits of key personnel shot with an editorial, journalistic touch.

Images of assembly should be shot in a similar way to create a sense of ownership and intimacy for the viewer with the product and with the people behind the product.

Textural images can be used to reinforce a design or message. For instance: asphalt, steel plate, wood grain, etc.

Product shots of trailers should be clean and an accurate representation of the final product. When photos are taken in an in-use environment, a feeling of openness should be communicated using land, sky or pavement.

Product shots of used trailers to demonstrate their durability and quality should be neat but also show some war wounds that occur in day to day operations.

Depending on their context and communication purpose, product close-ups should either carry the same contemporary quality as the previous photos, or illustrate in sharp detail the features being communicated.

Some of the photos shown are for illustrative and direction purposes only.

COLORS:

PRIMARY				SECONDARY				ACCENT/BACKGROUND			
PANTONE® PMS 300	WHITE	PANTONE® COOL GRAY 11	PANTONE® PMS 544	PANTONE® PMS 200	PANTONE® PMS 138	PANTONE® PMS 341	PANTONE® PMS 469	PANTONE® PMS 294	PANTONE® WARM GRAY 5	PANTONE® WARM GRAY 10	PANTONE® PMS 166

The colors chosen for the official pallet were selected for their ability to coordinate, contrast and complement the existing Stoughton Trailer logo colors. They also reflect the environment of the American landscape in which Stoughton Trailers are built and operate.

These color suggestions are meant as a guide and depending on the application, other colors may evolve into the landscape of the Stoughton Trailers brand.

FONTS & TYPE

Common fonts for use with both internal and external documents, communications and website.

Arial Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890

For both the web and internal communications, Arial Bold is to be used for headlines or subject call-outs.

Arial Regular, for less important sub-headers.

For the main body copy on **printed** material contained in paragraphs, please use Times New Roman Regular. Content, information and emphasis can be applied using *italics*, **bold**, and, of course, ***bold italics***.

These classic fonts are easily accessible by everyone with a computer, work well on websites and are almost universally compatible.

For the main body copy on **online** material contained in paragraphs, please use Arial Regular. Content, information and emphasis can be applied using *italics*, **bold**, and, of course, ***bold italics***. This sans-serif font is preferred online for major content because of the cleaner design which makes reading easier.

Primary fonts for use in advertising and promotional materials.

In order to allow flexibility, the entire Futura type family can be used along with Chaparral Pro, depending upon the need. This is a full listing.
If the creative calls for fonts other than the ones represented here, the designs shall be evaluated by the VP of Sales.

Futura Light Condensed
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Light Condensed Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Condensed
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Condensed Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Condensed
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Condensed Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Extra Bold Condensed
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Extra Bold Condensed Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Light
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Light Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Heavy
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Heavy Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Extra Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Extra Bold Oblique
abcdefghijklmnopqrstuvwxyz
1234567890

Chaparral Pro Bold
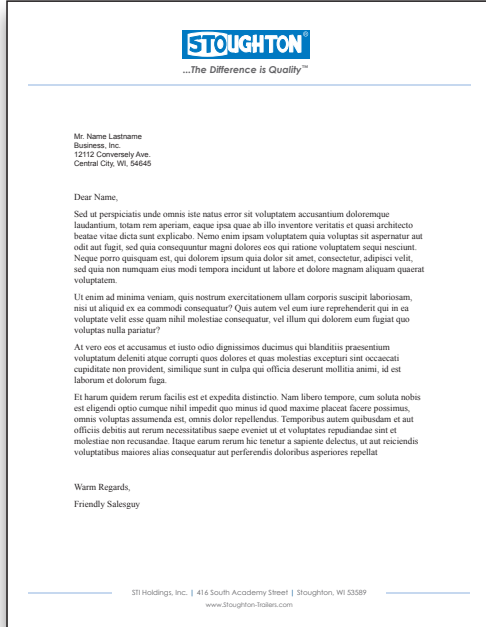**abcdefghijklmnopqrstuvwxyz**
1234567890

Chaparral Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Chaparral Pro Regular
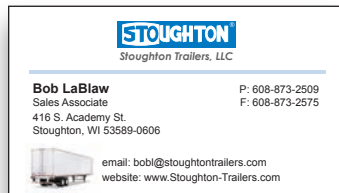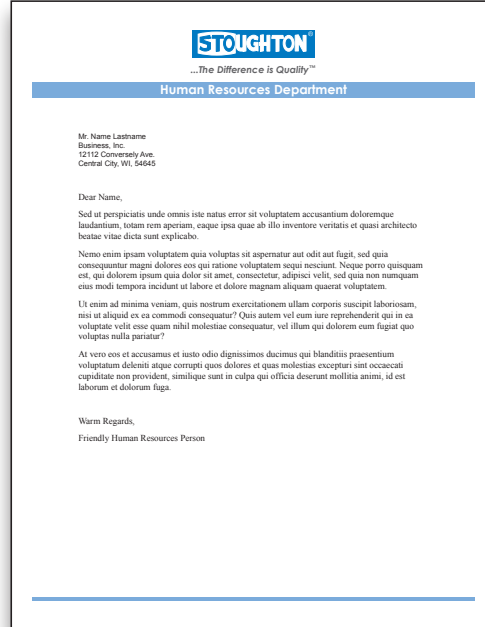abcdefghijklmnopqrstuvwxyz
1234567890

Chaparral Pro Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Branding Guide

CORPORATE PAPERS:

External Communications

Internal Communications

Flexibility within corporate papers and communications will allow the look of the brand to encompass the entire Stoughton Trailers experience.

Shown above are some early, initial suggestions for communications. The design may evolve depending on the needs encountered.

Also shown are different ideas for business cards and a recent magazine advertisement. The extended brand creates opportunities to expand on the brand experience.

For internal purposes, where the brand equity is strongest, liberties may taken regarding the overlay and cropping of the Stoughton Logo. Treating it as an icon. See example immediately to the right.

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OTHER USES:

The images on this page show some existing uses of the logo along with some potential uses.

Reflectors, etching and embossing:

The use of the logo below is an exception to the general color rules because of the unique properties inherent in the reflector.

A similar approach can be used when embossing, etching or engraving the logo onto different materials such as metal, wood or similar.

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

Advertising

Sales literature, websites, trade show displays, promotional items will be created and designed using the basic guidelines and elements developed during this process. Other ideas and factors will, without a doubt, bring new elements and designs into the mix. This will create rich layers of the Stoughton Trailers brand to build upon.