



BRAND GUIDELINES

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MISSION STATEMENT & MOTTO

WHO ARE WE AND WHAT WE STAND FOR

MISSION STATEMENT

We stand for EXCELLENCE in our products and our associates.

We aspire to be the industry LEADER by recognizing that the Customer is KING and our associates are our greatest ASSET.

MOTTO

The only constant is change

WHO WE ARE

Long version

UWS, a CURT Group brand, is a leading manufacturer and designer of USA-made truck tool boxes. Our products are built to the highest quality standards, offering tough and reliable storage solutions for professional tradesmen and truck enthusiasts alike. We offer a full range of truck bed toolboxes, liquid transfer cases, dog boxes, trailer boxes and other truck storage solutions.

WHO WE ARE

Short version

UWS is a leading manufacturer and designer of USA-made truck tool boxes. Our products are built to the highest quality standards, offering tough and reliable storage solutions for professional tradesmen and truck enthusiasts alike.

OUR BRAND

USING THE BRAND NAME

To maintain professionalism and consistency within our company, it is important to follow specific brand guidelines.

When writing our brand name, always use all caps.

All website URLs should always be written in lowercase.

Please refer to the following when writing out UWS. If there are questions related to exceptions, contact the Marketing Services Manager.

UWS

Capitalization rules

"UWS" should always be written in all caps. "Uws" is never acceptable. We are no longer using "UWS Truck Accessories". The brand is simply "UWS".

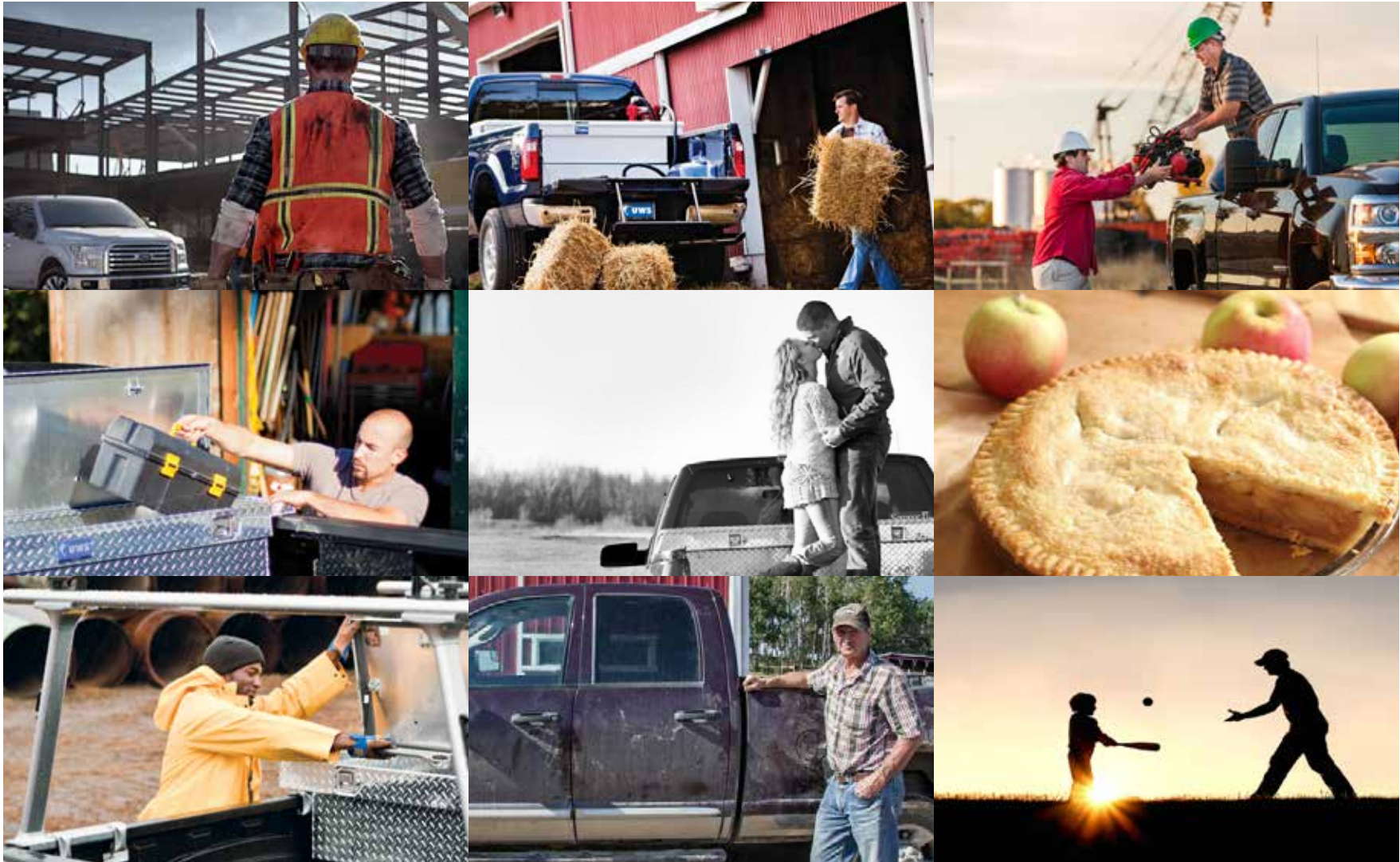
Acceptable uses: UWS, uwsta.com

OUR BRAND

UWS CONSUMER PERSONA



HARDWORKING | SELF-EMPLOYED | DEPENDABLE | CONFIDENT



VISUAL IDENTITY

OUR LOGO AND COLOR VARIANTS

Shown below are the basic forms. These are the most accurate representations and should be used whenever possible.

A white background is preferred, though blue is also acceptable at the discretion of the designer.

PRIMARY:

Always use this version first



SECONDARY A:

Use this if primary color cannot be used



SECONDARY B:

Use these only if color is not an option



VISUAL IDENTITY

NEVER MISUSE THE LOGO

The proper use of the UWS logo is essential in order to ensure consistent corporate identity. The logo must not be altered in any way, redrawn, embellished or recreated; variations are not permitted. Incorrect forms affect the continuity within the system and weaken the logo's overall impact. Detailed in this section are a number of situations to be avoided.

The examples on this page demonstrate many, but not all, of the incorrect variations to be avoided. Such misuses will undermine the value of the logo's status as a trademark and affect continuity of corporate identity.

DO NOT CONDENSE OR EXPAND



DO NOT ALTER CURRENT COLORS



DO NOT USE UNAPPROVED COLORS



DO NOT ROTATE ALL OR ANY PART



DO NOT PUT ON A PATTERN



DO NOT CHANGE SIZE RELATIONSHIPS



VISUAL IDENTITY

OUR CORPORATE COLORS

Beyond just the logo, UWS has approved colors that should be used in all forms of communication. By keeping a consistent color pallet, we can be quickly identified.

Color is one of the single most crucial elements when creating a brand. Color produces a strong and cohesive identity. Color plays a major role in our visual perception and is critical in order to evoke the right customer reaction.

WHEN USING SPOT COLORS:

PMS 2935 C	WHITE
PRE-MIXED SPOT COLOR	PAPER

PMS BLACK C
PRE-MIXED SPOT COLOR

WHEN USING PROCESS COLORS:

BLUE
C:100 M:066 Y:000 K:002 R:000 G:093 B:170 HEX#: 005CA9

WHITE
C:000 M:000 Y:000 K:000 R:255 G:255 B:255 HEX#: FFFFFFFF

BLACK
C:000 M:000 Y:000 K:100 R:000 G:000 B:000 HEX#: 000000

ACCEPTABLE SHADES OF GREY:

GREY 80%
C:000 M:000 Y:000 K:080 R:088 G:0089 B:091 HEX#: 58585B

GREY 70%
C:000 M:000 Y:000 K:070 R:109 G:110 B:113 HEX#: 6D6E70

GREY 60%
C:000 M:000 Y:000 K:060 R:128 G:130 B:133 HEX#: 808284

GREY 40%
C:000 M:000 Y:000 K:040 R:167 G:169 B:172 HEX#: A7A9AB

GREY 20%
C:000 M:000 Y:000 K:020 R:209 G:211 B:212 HEX#: D1D2D4

GREY 10%
C:000 M:000 Y:000 K:010 R:230 G:231 B:232 HEX#: E6E7E8

VISUAL IDENTITY

OUR CORPORATE STYLEGUIDE

CURT Group has a unified style guide that drives the creative of all marketing deliverables, from literature to display signage. We have united all brands under two fonts: DIN OT and Helvetica.

When creating marketing assets, please consult with the Marketing Services department for help and guidance to ensure our brand image remains strong and consistent.

See the following pages for additional details relating to fonts, sizes, weights and tables.

EXAMPLES:

TOPSIDE TRUCK TOOL BOXES

KEY FEATURES

- Mounts on top of truck bed rail for easy cargo and tool access
- Stainless steel aircraft cable supports up to 1,000 lbs. in the open position

Product Details

- 0.058" one-piece aluminum tub holds heavy tools and cargo and prevents leaks
- Doors open to nearly 90 degrees for easy loading and unloading of tools and equipment
- Stainless steel T-handles for security and corrosion resistance
- MicroSeal® gasket helps seal out moisture, dust and dirt
- Multiple box sizes available for a custom fit on each truck application
- Available with single door and double doors
- See page 21 for part number listing

Product Features

- MicroSeal® gasket helps seal out moisture, dust and dirt
- Stainless steel aircraft cable support up to 1,000 lbs.

Finishes & Materials

Finish: Bright aluminum
Material: Aluminum alloy

Finish: Gloss black
Material: Aluminum alloy

PRODUCT LISTING

Topside Truck Tool Boxes							
Part#	Finish	Cubic Feet	Door Size	Doors	Dimensions (inches)		
					A	B	C
T875-48	Bright aluminum	6.3	12" x 42 1/2"	1	48	13.685	17
T875-60 BLK	Gloss black	6.3	12" x 42 1/2"	1	48	13.685	17
T875-60	Bright aluminum	7.8	12" x 55 1/2"	1	60	13.685	17
T875-60 BLK	Gloss black	7.8	12" x 55 1/2"	1	60	13.685	17
T875-72	Bright aluminum	9.4	12" x 36 1/2"	2	72	13.685	17
T875-72 BLK	Gloss black	9.4	12" x 36 1/2"	2	72	13.685	17
T875-90	Bright aluminum	11.7	12" x 36 1/2"	2	90	13.685	17
T875-90 BLK	Gloss black	11.7	12" x 36 1/2"	2	90	13.685	17
T875-98	Bright aluminum	12.5	12" x 42 1/2"	2	98	13.685	17
T875-98 BLK	Gloss black	12.5	12" x 42 1/2"	2	98	13.685	17

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SECURE LOCK

Easy-to-operate, dual locking twist handles offer strength and maximum security

- Synchronized locks allow convenient key operation from driver or passenger side
- Removable BioPlug™ liner protects tools, reduces noise and allows for easy cleaning
- Angled design to accommodate unique bed sizes and wheel well shapes (deep models only)
- Lid rail provides a reliable anchor for tying down cargo on top (select models)

See page 6 for additional product features

Standard Front **Angled Front** **Side**

Product Listing

Crossover Truck Tool Boxes											
Part#	Finish	Angled	Rail	Cubic Feet	Dimensions (inches)						
					A	B	C	D	E	F	G
Standard Low Profile											
T85-68-LP-PH	Bright aluminum	No	No	8.4	68.875	20	14.5	11.75	59	17	—
T85-68-LP-PH-BLK	Gloss black	No	No	8.4	68.875	20	14.5	11.75	59	17	—
T85-68-LP-PH-MB	Matte black	No	No	8.4	68.875	20	14.5	11.75	59	17	—
T85-72-LP-PH	Bright aluminum	No	No	8.8	72.875	20	14.5	11.75	62	17	—
T85-72-LP-PH-BLK	Gloss black	No	No	8.8	72.875	20	14.5	11.75	62	17	—
T85-72-LP-PH-MB	Matte black	No	No	8.8	72.875	20	14.5	11.75	62	17	—
Deep Bed Pro											
SLE-68-A-LP	Bright aluminum	Yes	No	10	68.875	20	18.75	15.875	59	17	46
SLE-68-A-LP-MB	Matte black	Yes	No	10	68.875	20	18.75	15.875	59	17	46
SLE-68-A-LP-8"	Bright aluminum	Yes	Yes	10	68.875	20	20.75	15.875	59	17	46
SLE-68-A-LP-8"-BLK	Matte black	Yes	Yes	10	68.875	20	20.75	15.875	59	17	46

PULL HANDLE

Stainless steel pull handles provide more clearance for easier opening

- Built lower on the bed rail for a better view out the rear window

See page 8 for additional product features

Product Listing

Pull Handle Crossover Tool Boxes											
Part#	Finish	Angled	Rail	Cubic Feet	Dimensions (inches)						
					A	B	C	D	E	F	G
Standard Low Profile											
T85-68-LP-PH	Bright aluminum	No	No	8.4	68.875	20	14.5	11.75	59	17	—
T85-68-LP-PH-BLK	Gloss black	No	No	8.4	68.875	20	14.5	11.75	59	17	—
T85-68-LP-PH-MB	Matte black	No	No	8.4	68.875	20	14.5	11.75	59	17	—
T85-72-LP-PH	Bright aluminum	No	No	8.8	72.875	20	14.5	11.75	62	17	—
T85-72-LP-PH-BLK	Gloss black	No	No	8.8	72.875	20	14.5	11.75	62	17	—
T85-72-LP-PH-MB	Matte black	No	No	8.8	72.875	20	14.5	11.75	62	17	—

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VISUAL IDENTITY

OUR CORPORATE STYLEGUIDE

Below are some samples of the paragraph styles we use to create our marketing assets. We have varying font sizes and weights that come together to create a consistent CURT Group brand look

and feel. Not all sizes and weights are shown. The Marketing Services department maintains the complete style guide and can help with any design-related decisions.

Note: Font colors may vary depending on the style level in the hierarchy or its context.

HEADLINES

CATEGORY 1

DIN OT Black - 56pt

SECTION 1

DIN OT Black - 35pt

PRODUCT NAME 1

DIN OT Black - 29.5pt

PRODUCT TITLE 1

DIN OT Black - 35pt

Subhead 1

DIN OT Bold - 15pt

BODY AND CAPTIONS

Intro 1

Helvetica Neue LT Std 55 Roman - 11pt

Body 1

Helvetica Neue LT Std 45 Light - 9.75pt

- Bullet Point 1

Helvetica Neue LT Std 45 Light - 10pt

Caption 1

Helvetica Neue LT Std 65 Medium - 10pt

Caption 2

Helvetica Neue LT Std 45 Light - 7.75pt

VISUAL IDENTITY

OUR CORPORATE STYLEGUIDE

Shown below are the two most common types of tables: application guides and product offering. Tables can be customized to fit certain needs, however the general look and feel should match

was is shown below. The Marketing Services department is the go-to source if there are questions when designing and creating tables.

Note: Cell fills and strokes may vary depending on the context in which it is used in the table. Variations exist of all styles.

TABLE STYLES AND FONTS

Table 1, Application Guide

Secure Lock Crossover Tool Boxes											
Part#	Finish	Angled	Rail	Cubic Feet	Dimensions (inches)						
					A	B	C	D	E	F	G
Standard Low Profile											
SL-69-LP	Bright aluminum	No	No	8.4	69.875	20	14.5	11.75	59	17	--
SL-69-LP-MB	Matte black	No	No	8.4	69.875	20	14.5	11.75	59	17	--
Footnotes											

Table 2, Product

Part#	Finish	Gallons	Dimensions (inches)						
			A*	B	C	D	E	F	G
TT-50-L-T/P	Bright aluminum	50	36.25	32	22	24	8	14	8
TT-50-L-T/P-BLK	Gloss black	50	36.25	32	22	24	8	14	8
Footnotes									

Table Header 1

Helvetica Neue LT Std 77 Bold Condensed - 9.5pt

Table Header 2

Helvetica Neue LT Std 57 Condensed - 9.5pt

Table Body 1

Helvetica Neue LT Std 57 Condensed - 9pt

Table Footnote 1

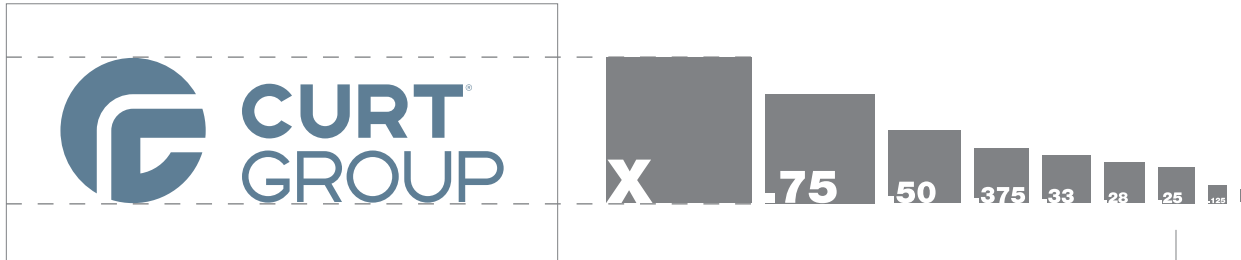
Helvetica Neue LT Std 57 Condensed - 8.5pt

VISUAL IDENTITY

SCALE FACTOR AND ISOLATION SPACE

SCALE FACTOR

X-height is based on the CURT Group symbol height



ISOLATION SPACE

Isolation space is 25% of the CURT Group X-height



Note:

The '®' of the Logo is not considered when planning for Isolation Space





This manual is provided courtesy of **RV Tech Cheat Sheet**



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