

# VENTRAC

BRANDING GUIDELINES



## LOGO USAGE

# VENTRAC LOGO

A strong brand signature has the ability to achieve universal recognition worldwide, and inspire a powerful sense of loyalty and identification among those who choose Ventrac. The symbol and logotype together create the brand signature. It is the one visual constant in every communication involving the Ventrac brand.

### STANDARD LOGO

Use the standard brand signature in all applications, space permitting. Do not resize the symbol and the logotype separately. Never use the brand signature as part of a sentence.



### SINGLE COLOR LOGO

Use the single color logo only when necessary, such as black and white ads, single color print or embroidered apparel, etc. Only use this style logo in Black, White, and Grey on occasion unless permitted otherwise.



## LOGO USAGE

# LOGO VARIATION

The Ventrac logo has several variations that are adaptable and can be utilized in a multitude of uses. Here are approved logo variations.



### STANDARD BRAND SIGNATURE

Use the standard brand signature as the primary logo for all uses. This should be the first choice and any other variations should come second after it.



### LETTERMARK

When space is restricted, using the symbol without the logotype is encouraged. However, use it sparingly—no more than once on any page and never as part of a sentence. Never combine it with any other logos or copy, unless in special applications with prior approval.



### BRAND SIGNATURE & SLOGAN

Discretionarily, use standard brand signature with slogan when there is not another competing slogan or tag-line being used.



### BRAND SIGNATURE & WEBSITE

Discretionarily, use standard brand signature with websites when there is not another slogan or tag-line that is featured as a headline on the medium. Example of use – back cover of catalog, call to action, etc.

## LOGO USAGE

# CLEAR SPACE

When using the Ventrac Brand Signature, don't forget about the clear space. Simply put, it's the clear space around the logo that prevents interference from other graphic elements.



## LOGO USAGE

# LOGO VIOLATIONS

A consistent and instantly recognizable look helps to maximize brand impact. It is important not to experiment with variations of the logo. Here are some examples of incorrect logo usage.



Do not use the single color logo in anything other than black, white or grey



Do not mix and match different colors in the logo



Do not reverse colors of the logo



Do not change size of individual letters in the logo



Do not warp the logo



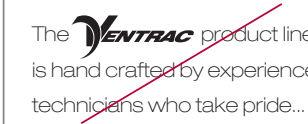
Do not stretch or squish the logo



Do not angle the logo



Do not add a drop shadow to the logo



The **VENTRAC** product line, is hand crafted by experienced technicians who take pride...

Do not add logo into body copy sentences



Do not crop the logo

Do not use any logo that has been decommissioned, only use the current iteration of the logo



Sunrise Logo



VXD Logo



Old "V" Logo



Swish Logo



Attachment Decal Swish Logo



One Tractor Solution Logo

## LOGO USAGE

# LOGO USAGE WITH PHOTOGRAPHY

The Ventrac logo should be carefully placed on photography. Always place the logo in an area of the photograph that offers legibility and good composition. Follow these guidelines for correctly placing the logo on photography.



✗ Do not cover the tractor in the photo with the logo, use the clear space guide for direction



✓ Allowing the logo to be separate from the tractor allows both to stand out accordingly



✗ Do not place the logo in the center of photo



✓ Offset the logo preferably into a corner to create a well balanced composition



✗ Do not flush logo to one side where it is touching the edge of the photograph, leave reasonable clear space



✓ Giving the logo clear space from the edge allows for it to have breathing room



✗ Do not place logo on the side of the photograph to make an unbalanced composition



✓ Place the logo on a location of the image where one side won't outweigh the other

LOGO USAGE

# LOGO USAGE WITH PHOTOGRAPHY

CONT.



✗ Do not place the logo on a busy area of the photograph where it will get lost in the image



✓ Place the logo on an area of the image where it shows the best visibility, but keeps balance



✗ Do not use a version of the logo without the outline when placing it on a photograph



✓ When placing the logo on an photo, only use the outlined version to allow it to stand out from the photo



✗ Do not use the lettermark logo with photos. Always make the standard logo the priority



✓ Use the standard logo as the first choice and only use the lettermark when necessary



✗ Do not use black logo on colored photographs. Only use it on a black and white image



✓ Only use the full color logo on full colored photographs

## BRANDING

# TYPOGRAPHY

Use the Ventrac family of fonts for all of your communications, from temporary signage to corporate stationery to Internet ad banners. Consistent use of the fonts is essential to conveying a unified impression.

### HEADLINES AND SUBHEADS

## BEBAS NEUE BOLD

Aleo Light

*Aleo Light Italic*

Aleo Regular

*Aleo Italic*

Aleo Bold

*Aleo Bold Italic*

### BODY COPY

Arial Narrow

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**Arial Black**

## BRANDING

# VENTRAC COLOR PALETTE

Consistent use of the Ventrac logo colors supports a unified brand identity. Use these colors exclusively for all corporate communications. These are the only colors that may be applied to the Ventrac symbol and Ventrac logotype.

### PRIMARY BRAND COLORS

Use for the majority of branding to maintain consistency with the brand across all mediums.

#### Ventrac Blue

PMS 280 C

CMYK: C. 100 M. 83 Y. 34 K. 11

RGB: R. 28 G. 66 B. 113

#### Ventrac Red

PMS 7427 C

CMYK: C. 00 M. 100 Y. 65 K. 28

RGB: R. 181 G. 9 B. 56

### SECONDARY BRAND COLORS

Secondary Colors should be used minimally, mostly to represent the different Ventrac attachments (ex. Green for turf maintenance, Brown for Soil/Site Preparation, etc.)

#### Ventrac Tan

PMS Warm Gray 5C

CMYK: C. 11 M. 13 Y. 16 K. 32

RGB: R. 172 G. 163 B. 154

#### Turf Maintenance

PMS 7740 C

CMYK: C. 81 M. 20 Y. 100 K. 6

RGB: R. 52 G. 143 B. 65

#### Debris/Snow Removal

PMS 2718 C

CMYK: C. 66 M. 43 Y. 0 K. 0

RGB: R. 88 G. 135 B. 218

#### Soil/Site Preparation

PMS 7589 C

CMYK: C. 49 M. 62 Y. 72 K. 43

RGB: R. 94 G. 70 B. 43

#### Specialty Attachments

PMS 471 C

CMYK: C. 21 M. 70 Y. 100 K. 8

RGB: R. 187 G. 97 B. 37



**VENTRAC**