

GRAPHIC GUIDELINES FOR TRUX AB



OUR PROFILE

This graphic manual presents the visual profile for Trux AB. Our basic graphic rules have value when we all follow them. That's why we have taken the time to create rules that are easy to learn and easy to follow.

A consistent, uniform profile signals professionalism and suggests respect. Thanks to the power of increased recognition, the synergy effects will be highly apparent and lead to us being treated with a more positive attitude by our customers.

Another positive effect from a uniform profile is an improvement in cost-efficiency and facilitation of market communication. By following the guidelines established, together we can create a clearer profile for Trux AB.

It is important that you read all this material carefully and assimilate the entire content. Graphic rules should be seen as a tool for creating the image of a strong, successful company. They form the basis for our brand communication.

Good luck!

CONTENTS

Logo	3
Freezone	4
Colourapplication	5
Four-colour printing	6
Monochrome-colour printing	7
Outline	8
Colours	9
Typography	10
Logo files	11

Trux logo with payoff

When do we use the payoff?	12
Logo	13
Free zone	14
Four-colour printing	15
Monochrome-colour printing	16
Logo files with payoff	17
Image advertisements	18
Any questions?	20

LOGO

Our logo consists of a trade name written in a specially-designed font. The intermutual ratio may not be changed. It must be regarded as a complete unit and may never appear in any variant other than that shown below.

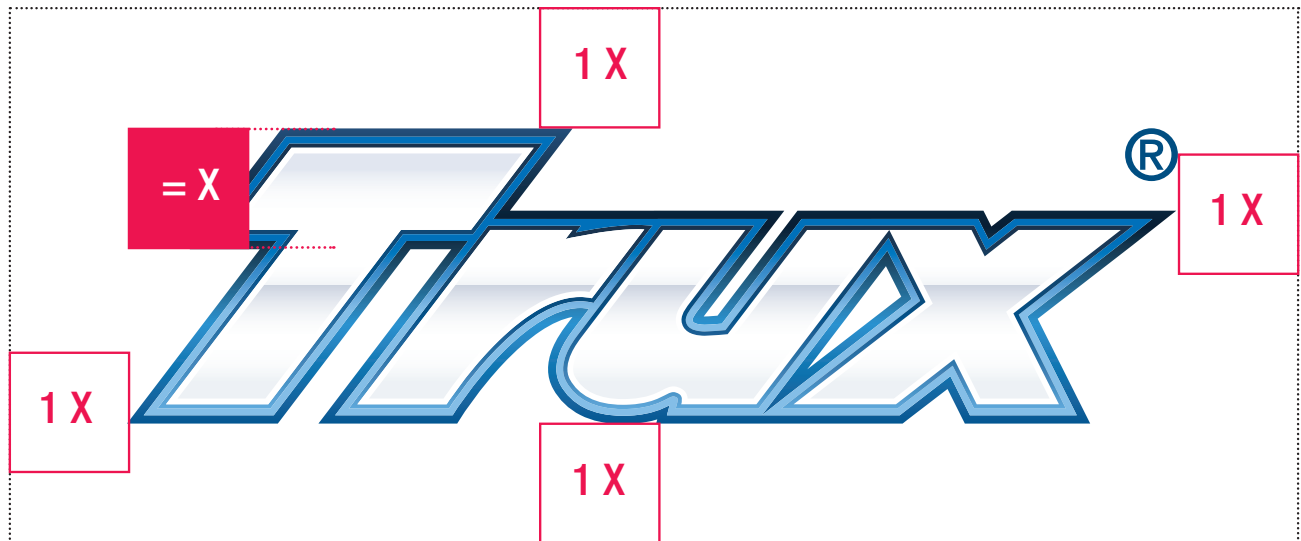
Below is the shaded version in CMYK.



FREE ZONE

There must always be a free zone around the logo to distinguish it from other elements such as images, texts and headlines and to provide margins for printing.

The minimum free zone is measured based on a relative measurement –X– taken from the horizontal bar of the 'T'.



COLOUR APPLICATION

The logo is available in three colour combinations: four-colour blue, Pantone blue and black.

Here, the approved colour combinations are shown against a white background.

Assign priority to blue logo.

Logo in four-colour (CMYK)



Logo in Pantone 2955



Logo in black and white



FOUR-COLOUR PRINTING (CMYK)

The logo is only available in monochrome variant, and this is used in both positive and negative designs. Please note that the text

must always be white, regardless of background colour. Below are various examples of colour combinations.



Blue logo against a white background



Blue logo against a pale-coloured background



Blue logo against a black background



Blue logo against a blue background

MONOCHROME- COLOUR PRINTING

The logo is available in one-colour variant: Pantone blue and black and white. These should be used for simpler printing.

Here are some examples of approved colour combinations.



Blue logo against a white background



Blue logo against a blue background



Black logo against a white background



Black logo against a black background

OUTLINE

In some situations, it is impossible to use the shaded version of our logo. For that reason, we have produced an outline version. This is an adaptation that can be used in various contexts, such as textile printing, die-stamping or engraving.

The outline version can be printed in blue, black or white. The blue logo must be prioritised.

Please note that the text must, as far as possible, be white, regardless of background colour. Below are some approved examples.



Blue outline against a white background



Black outline against a pale-coloured background.



Black outline against a white background



White outline against a black background

COLOURS

Trux's basic colour is blue. In addition, there are two selected complementary colours for background, plates and for texts, such as the payoff. The colours are used in stages of 25, 50, 75 and 100%. The colour numbers are indicated on the colour samples below.

BASIC COLOUR:

PANTONE: 2955
 CMYK: 100-45-0-40
 RGB: 0-60-105
 HTML: 003C69
 NCS: S 4550-R90B

100%

75%

50%

25%

RED COMPLEMENTARY COLOUR:

PANTONE: 199
 CMYK: 0-100-60-0
 RGB: 208-16-58
 HTML: D0103A
 NCS: S 1080-R

100%

75%

50%

25%

YELLOW COMPLEMENTARY COLOUR:

PANTONE: 123
 CMYK: 0-25-100-0
 RGB: 253-200-47
 HTML: FDC82F
 NCS: S 0570-Y10R

100%

75%

50%

25%

TYPOGRAPHY

All printed material from and for TRUX must be set/written using Helvetica and Times.

Helvetica Inserat is a condensed typeface and is always used in headlines.

Helvetica Neue is used in introductions and shorter texts.

Times New Roman is an easy-to-read typeface with serifs that we use in long body texts and introductions.

ABCDEabcde12345

Helvetica Inserat / Medium

ABCDEabcde12345

Helvetica Neue / 37Thin Condensed

ABCDEabcde12345

Helvetica Neue / 37 Thin Light Condensed

ABCDEabcde12345

Helvetica Neue / 77 Bold Condensed

ABCDEabcde12345

Helvetica Neue / 77 Bold Condensed Italic

ABCDEabcde12345

Times New Roman / Regular

ABCDEabcde12345

Times New Roman / Regular Italic

ABCDEabcde12345

Times New Roman / Bold

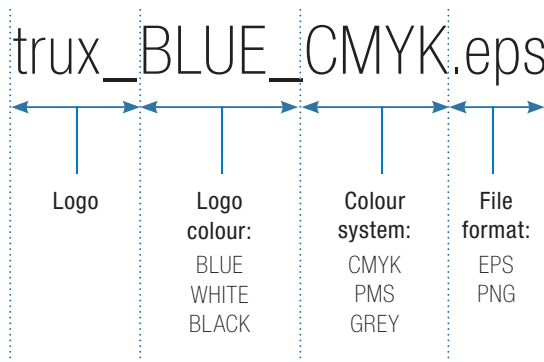
ABCDEabcde12345

Times New Roman / Bold Italic

LOGO FILES

Logo files are available in vectorised EPS and PNG format for printing and the web.

The logo must always be blue or black. The colour codes alongside highlight the logo's colour. The name of the files is described below.



The following logos are available for printing:

Logo in four-colour

■ `trux_BLUE_CMYK.eps`

Logo in Pantone

■ `trux_BLUE_PMS.eps`

Logo in black and white

■ `trux_BLACK_GREY.eps`

Logo as Outline

■ `trux_OUTLINE_BLUE.eps`

■ `trux_OUTLINE_BLACK.eps`

■ `trux_OUTLINE_WHITE.eps`

The following logo is available for the web:

■ `trux_BLUE.png`

WHEN DO WE USE THE PAYOFF?

In order for us all to act in the same way and look after the brand, there are also rules for how we use our logo together with the payoff: Always in the frontline.

When should we use the payoff?

When should we not use the payoff?

One general rule is that it may not be used where it will remain long after it has been applied, for instance, a window sign. Nor should the payoff be used in emblems, screen printing, embroidery or any other application where there is a risk of it being too small to be seen.

The payoff **must** be used in advertising, brochures, leaflets, campaign posters, on the web and in all office printing, as well as in the signature in e-mail.

It is extremely important, for the care of our brand, that we all observe these restrictions.

When we transmit a message, we must do it with a unified front line.

If in doubt, contact the Trux marketing department centrally for advice and tips.

LOGO WITH PAYOFF

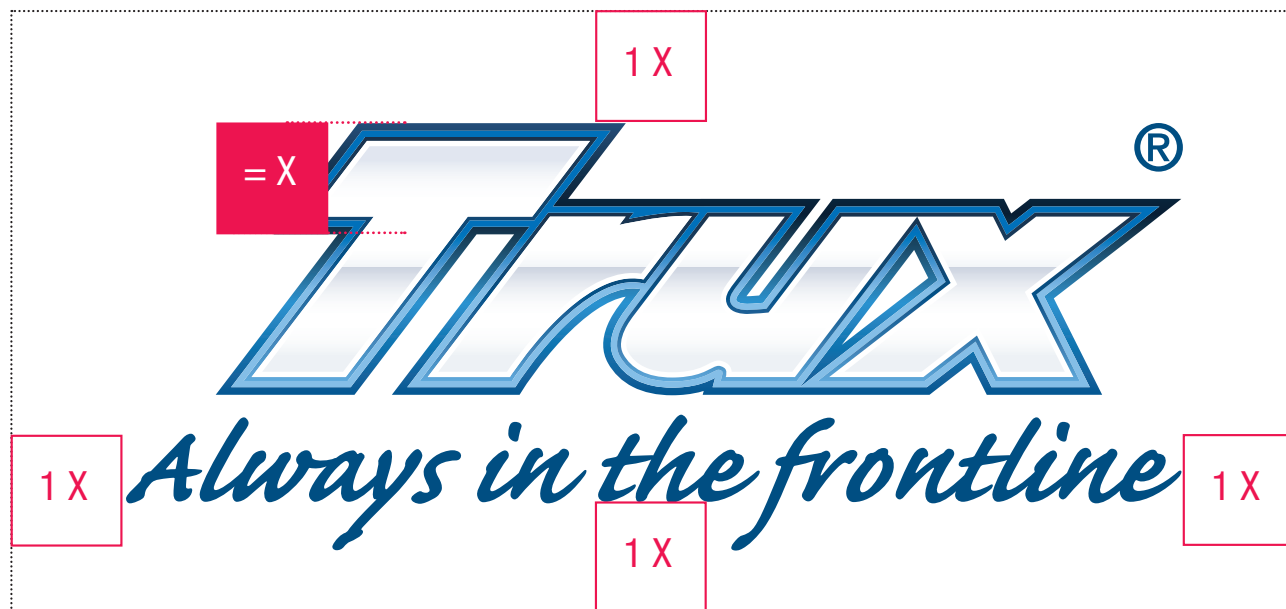
The payoff consists of a specially-adapted typeface. The logo and payoff must be regarded as a single unit and may never appear in any variant other than that shown below. Their intermutual ratio may not be changed.



FREE ZONE/PAYOFF

There should always be a free zone around the logo to distinguish it from other elements such as images, texts and headlines and to provide margins for printing.

The minimum free zone is measured based on a relative measurement –X– taken from the horizontal bar of the 'T'.



FOUR-COLOUR PRINTING/PAYOFF

The colour of the payoff may be changed to suit the application. Below are some examples of approved colour combinations.



Logo with blue payoff against white background



Logo with red payoff against pale-coloured background



Logo with white payoff against black background



Logo with yellow payoff against dark-coloured background

MONOCHROME-COLOUR PRINTING/PAYOFF

The logo is available in two colour combinations: Pantone blue and black and white. These should be used for simpler printing.

Here are some examples of approved colour combinations.



Blue logo with blue payoff against white background



Blue logo with blue payoff against white background



Black logo with black payoff against white background.



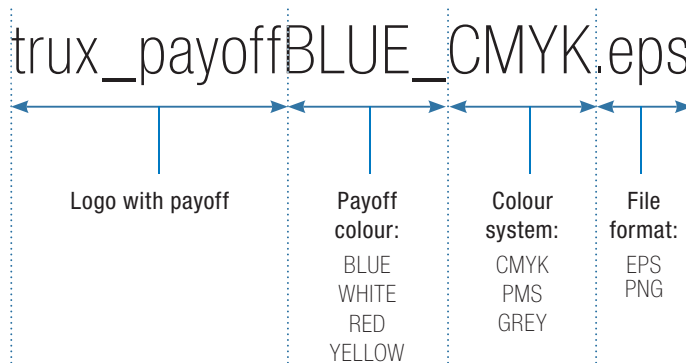
Black logo with white payoff against black background

LOGO FILES/PAYOFF

The logo files are available in vectorised Illustrator EPS format for printing and in png for the web.

The logo is always blue or black. However, the payoff can be used in various colours. The colour codes alongside highlight the colour of the payoff.

The name of the files is described below.



The following are available for printing:

Logo with payoff in four-colour

- trux_payoffBLUE_CMYK.eps
- trux_payoffRED_CMYK.eps
- trux_payoffYELLOW_CMYK.eps
- trux_payoffWHITE_CMYK.eps

Logo with payoff in Pantone

- trux_payoffBLUE_PMS.eps
- trux_payoffWHITE_PMS.eps

Logo with payoff in black and white

- trux_payoffBLACK_GREY.eps
- trux_payoffWHITE_GREY.eps

The following are available for the web:

- trux_payoffBLUE.png
- trux_payoffRED.png
- trux_payoffYELLOW.png
- trux_payoffWHITE.png

IMAGE ADVERTISEMENTS

Advertisements are an important part of Trux's outward image. As far as possible, they should be upright and be based on a basic pattern of 4 parts:

heading, image, text and affiliation. As far as possible, the background should be black. It can be effective to highlight the heading

**DU VET ALDRIG VAD
DU KAN STÖTA PÅ**



**Bli säker på trux.se. Där kan du bygga din nya Truxbil.
Den blir säkert snyggare också!**

Välkommen!

Trux
Always in the frontline



TRUX AB Norrkämsta industriområde | 827 31 Ljusdal | Tel 0651-76 85 80 | info@trux.se | www.trux.se

EN FÄRGGLAD NYHET

Nu kan du få ditt frontskydd i vilken färg du vill. Med vår nya lackeringsanläggning kan vi erbjuda högre kvalitet och snabbare leverans av lackerade produkter. Vi är marknadsledande på frontskydd till lastbilar. Våra frontskydd har minskat effekten av olyckor under 25 år.



På www.trux.se kan du bygga din egen Truxbil. Din lastbil blir säkert snyggare.

Trux
Always in the frontline

LACKAT & KLART

TRUX AB Norrkämsta industriområde | 827 31 Ljusdal | Tel 0651-76 85 80 | info@trux.se | www.trux.se

using one or more of the complementary colours.
And our "pipe" is best placed between the logo and
address. See example below.

**DET SKJULT I SNØEN
KOMMER OPP I TØVÆR**



Når vinteren er over tatt av plogen og plogen braketten er synlig. Og fargig, fordi de andre pendlere. Med vår sikkerhet ramme beskytter deg så vel som vel base. Du kan også være et praktisk skritt når du vil opp og tørk boksen og erstatte vindusviskerne. Du blir penere, også. Lær hvordan du kan bygge sikkerhet på www.trux.no

Trux
Always in the frontline

Trux Norge AS | Gneisveien 12 | 2020 Skedsmokorset (EEK terminalen/Berger) | Tlf. 63 87 10 60 | www.trux.no

**TOPP REDSKAP
MED TOPP UTSTYR!**



Trux villfangere og lysramper i aluminium til de fleste typer lastebiler.

Trux original - for din egen og kjøretøyetets sikkerhet.

Trux
Always in the frontline

Trux Norge AS | Gneisveien 12 | 2020 Skedsmokorset (EEK terminalen/Berger) | Tlf. 63 87 10 60 | www.trux.no

ANY QUESTIONS?

Do you need help in your work of profiling our products?

– Contact us in the Trux marketing department.

We are happy to offer advice and tips on practical use of our graphic profile.

Tel.: +46 (0)651-76 85 80 | E-mail: info@trux.se

