



# **BRAND GUIDELINES**

# CONTENTS

## WHAT'S INSIDE

**MISSION STATEMENT & MOTTO** \_\_\_\_\_ 3

### **OUR BRAND**

USING THE BRAND NAME \_\_\_\_\_ 4

BRAND PERSONA \_\_\_\_\_ 5

### **VISUAL IDENTITY**

LOGO AND COLOR VARIANTS \_\_\_\_\_ 6

NEVER MISUSE THE LOGO \_\_\_\_\_ 7

CORPORATE COLORS \_\_\_\_\_ 8

OUR CORPORATE STYLE GUIDE \_\_\_\_\_ 9

SCALE FACTOR AND ISOLATION SPACE \_\_\_\_\_ 12

# 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

ARIES is a CURT Group brand and subsidiary of Lippert Components, Inc., is a fast-paced marketer and innovator of truck, Jeep, SUV and CUV accessories. From automotive enthusiasts to professional builders, our products are built for the champions of individualism, innovation and attitude. We offer the perfect combination of unique style and durable construction, specializing in custom-fit grille guards, bull bars, side bars and running boards, as well as Jeep Wrangler and Jeep Gladiator accessories. ARIES products are made vehicle-specific for a custom fit, and they are available for a wide variety of makes and models sold in North America.

### WHO WE ARE

#### Short version

ARIES is a fast-paced marketer and innovator of truck, Jeep, SUV and CUV accessories. From automotive enthusiasts to professional builders, our products are built for the champions of individualism, innovation and attitude.

# 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 ARIES. If there are questions related to exceptions, contact the Marketing Services Manager.

### **ARIES**

#### Capitalization rules

"ARIES" should always be written in all caps. "Aries" is never acceptable. We are no longer using "ARIES Automotive". The brand is simply "ARIES".

Acceptable uses: ARIES, ariesautomotive.com

# OUR BRAND

ARIES CONSUMER PERSONA



INDIVIDUALISM | ATTITUDE | INNOVATIVE / LEADERS | STYLISH / MODERN



# 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 ARIES 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 EDIT CURRENT COLORS



### DO NOT USE UNAPPROVED COLORS



### DO NOT PUT ON A PATTERN



### DO NOT ROTATE ALL OR ANY PART



### DO NOT ADD AN OUTLINE



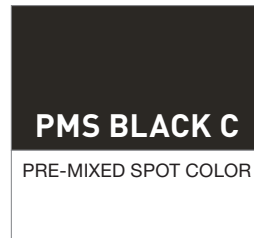
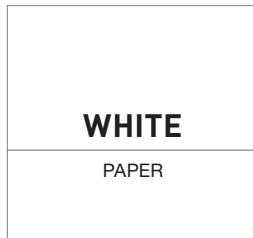
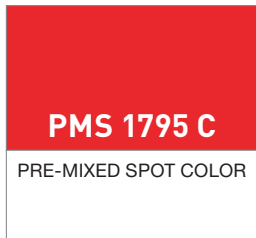
# VISUAL IDENTITY

## OUR CORPORATE COLORS

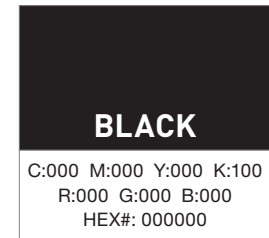
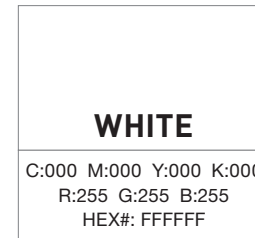
Beyond just the logo, ARIES has approved colors that should be used in all forms of communication. By keeping a consistent color pallet, we can be quickly identified.

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.

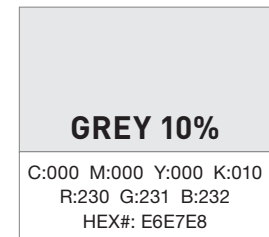
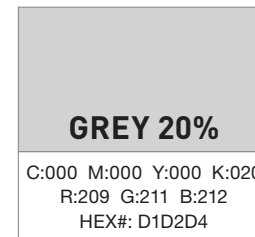
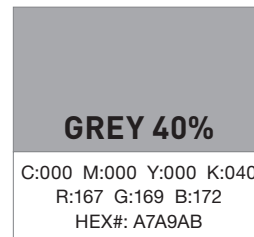
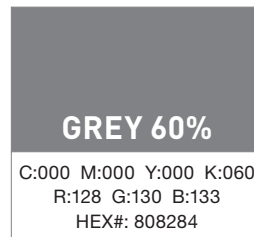
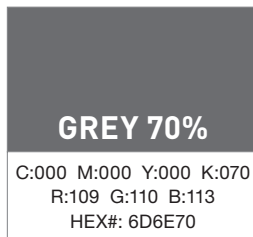
### WHEN USING SPOT COLORS:



### WHEN USING PROCESS COLORS:



### ACCEPTABLE SHADES OF GREY:





# 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:



**ARIES**

### FEATURED PRODUCTS

**NEW**

**Gladiator accessories**  
To fully customize the new Jeep Gladiator pickup, we have a complete line of bumpers, LED lights, tube doors and more, ready to order.

**NEW**

**Tube door mirrors**  
For our popular Jeep tube doors, these offroad mirrors easily bolt into place and provide a rock-solid view, resisting vibration on the trail.

**JL TrailChaser® corners**  
These bumper corner end caps for the TrailChaser® are an industry first, allowing the OE turn signals on the Jeep JL to be fully integrated.

### PRODUCT INDEX


877.267.8234 • ARIESAUTOMOTIVE.COM • JEEP PRODUCTS • 97

### PRO SERIES™ GRILLE GUARDS

See page 134 for our full line of LED lights

#### KEY FEATURES

- Patented crossbar houses a single-row LED light bar
- Interchangeable cover plate protects light bar and offers easy customization (see page 26)

#### Product Details

- Black mesh cover plate #PC300ME included (#PC300ME for Jeep)
- Channel-style bracket accepts one or multiple light bars
- Adjusting bracket allows light to be mounted at a custom angle
- Textured black powder coat easily hides minor scratches and grime
- One-piece, 1 1/2" diameter, heavy-wall tubing in high-strength steel
- Vertical rubber stripping along the risers to help maintain a clean finish
- No-drill, vehicle-specific application for a custom fit
- Patented #100.581
- Limited lifetime warranty (see last page for details)
- See page 27 for application information

#### Finishes & Materials

Grille guard	Cover plate (included)
Finish: 6-inch & textured black	Finish: Semi-gloss black
Material: Carbon steel	Material: Carbon steel

24 • GRILLE GUARDS • ARIESAUTOMOTIVE.COM • 877.267.8234



# 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

Pro Series™ Grille Guards					
Make / Model	Style / Notes	Years	Kit (Guard and Light Bar)	Guard Only	Light Bar Only
			Part#	Black#	Light Bar#
<b>Chevrolet</b>					
Colorado	All	15 - 18	2170022	P4088	1501264
Silverado 1500	All	07 - 13	2170016	P4068	1501264
Footnotes					

Table 2, Product

Part#	Fits	Includes	Finish
1110312	All headache racks	Two mounting brackets with 8mm stud	Aluminum with black powder coat
1110311	Switchback™ and AdvantEDGE™ headache racks	Two mounting brackets and hardware (light mounting hardware not included)	304 stainless steel with black powder coat
Footnotes			

#### Table Header 1

Helvetica Neue LT Std 77 Bold Condensed - 9.5pt

#### Table Body 1

Helvetica Neue LT Std 57 Condensed - 9pt

#### Table Header 2

Helvetica Neue LT Std 57 Condensed - 9.5pt

#### Table Footnote 1

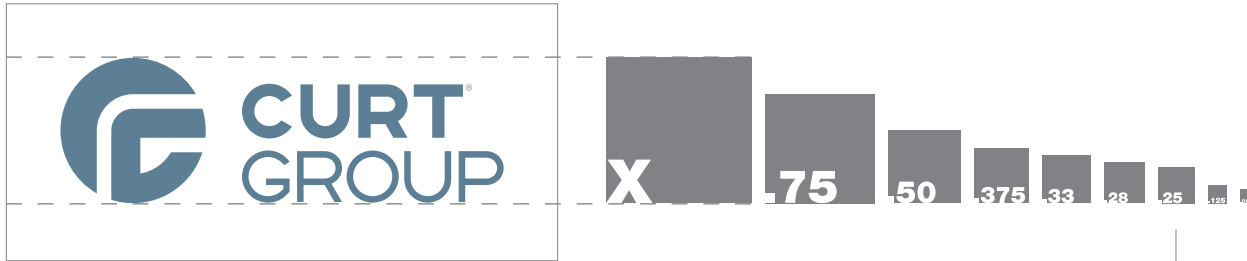
Helvetica Neue LT Std 57 Condensed - 8.5pt

# 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

**ARIES**<sup>®</sup>