CURT®

BRAND GUIDELINES

ROAD MAP
THE JOURNEY BEGINS HERE

Who is CURT

WHO IS CURT
OUR BRAND

Brand Tagline

The First Name in Towing Products®.

About Us

CURT, a Lippert brand, offers a complete line of towing products and is the leading manufacturer of USA-made custom-fit trailer hitches. We offer the broadest selection of custom-fit receiver hitches for nearly every vehicle on the road today.

We also offer gooseneck, 5th wheel and weight distribution hitches, as well as electrical components, ball mounts, trailer balls, cargo carriers, bike racks and other towing accessories.

For everything from passenger cars and vans to full-size pickups and SUVs, CURT is 'The First Name in Towing Products®.'

Capitalization Rules

When writing our brand name, always use all caps. We are no longer using 'CURT Manufacturing'. The brand is simply 'CURT'.

Acceptable: CURT
Not acceptable: Curt

Website URLs should always be written in lowercase and not include 'www'.

Acceptable: curtmfg.com
Not acceptable: www.CURTMFG.com

VISUAL IDENTITY
SCALE FACTOR & ISOLATION SPACE

Understanding scale factor and minimum isolation space are critical to using the logo properly. The scale factor establishes relationships between the logo and other design elements. It also establishes isolation space. Proper isolation space must always be used with the logo to ensure it is not crowded. The CURT logo must be given the correct amount of clear space around it to help ensure it is given visual priority in layouts and on product.

Scale Factor

X-height is based on the 'URT' letter height.

Isolation Space

Isolation space is 37.5% of X-height.

VISUAL IDENTITY
LOGO COLORS & VARIATIONS

Our logo is a graphic expression of the company's personality and is the common denominator in all visual communications throughout the organization. The CURT logo will be used according to the below guidelines to establish color equity. It should be handled carefully and treated as a single entity. Careful planning led to the size relationships of the symbol and the text. The size ratio between these two elements must always be maintained and these elements must never be separated. No individual elements may be altered, removed or added. The logotype must always be reproduced from digital originals, which are available from the Lippert Marketing Team.

Primary on White
Always use this version first

Secondary on White
Use only if color is not an option

Tertiary on CURT Orange
Use is very limited

Primary on Black
Always use this version on black

Secondary on Black
Use only if color is not an option

Tertiary Grey on White
Use is very limited

Primary Icon on White

Use of the icon is prohibited unless cleared by the Lippert Marketing Team. Please reach out with any questions.

Primary Icon on Black

Use of the icon is prohibited unless cleared by the Lippert Marketing Team. Please reach out with any questions.

VISUAL IDENTITY
LOGO MISUSE

Proper use of the CURT logo is essential in order to ensure consistent corporate identity. The logo must not be altered in any way; 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 brand identity.

Do not condense or expand

Do not change size relationships

Do not use unapproved colors

Do not place on a pattern

Do not rotate all or any part

Do not put into shapes
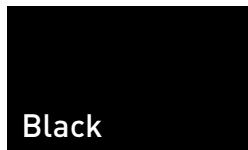
VISUAL IDENTITY
COLORS & FONTS

Beyond the logo, CURT 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.

Primary Colors

Orange	Black	White

000, 080, 100, 000
220, 068, 005
#DC4405
1665 C
RAL 2010

000, 000, 000, 100
000, 000, 000
#000000
Black C

000, 000, 000, 000
255, 255, 255
#FFFFFF

Primary Font

DIN OT

Secondary Font

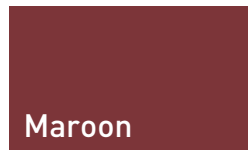Helvetica Neue LT Std

VISUAL IDENTITY
COLORS & FONTS

In addition to our primary brand colors, we have established a secondary color pallet. These colors are companions to the CURT primary colors and aid us in creating instantly recognizable and memorable CURT creative assets across all mediums.
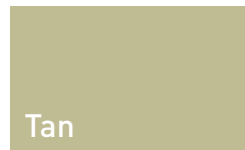
Secondary Colors

Sapphire

100, 019, 008, 046
000, 094, 130
#005E82

Maroon
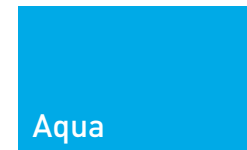
050, 090, 080, 020
124, 053, 057
#7C3539

Tan

000, 000, 030, 030
191, 187, 147
#BFBB93

Lime Green

053, 000, 096, 000
133, 196, 070
#85C446

Aqua

086, 008, 000, 000
000, 170, 231
#00AAE7

Slate

045, 020, 010, 030
106, 135, 156
#6A879C

Gold

000, 033, 098, 000
252, 179, 028
#FCB31C

Dark Green

082, 013, 064, 045
000, 103, 080
#006750

Brown

007, 065, 100, 037
157, 081, 018
#9D5112

CURT®

TRUST THE TOWING EXPERTS.™

For any questions or inquiries please reach out to the
Lippert Marketing Creative Services Department