



## **BRAND GUIDELINES**



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# ROAD MAP

THE JOURNEY BEGINS HERE

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# WHO IS LIPPERT

## OUR BRAND

### Brand Promise

Whenever, wherever, we make your experience better.™

For translation rules of our brand promise see page 18.

### About Us

LCI Industries, through its wholly-owned subsidiary, Lippert, manufactures and supplies, domestically and internationally, a broad array of highly engineered components for the leading OEMs in the recreation and transportation product markets, consisting primarily of recreational vehicles and adjacent industries, including buses; trailers used to haul boats, livestock, equipment and other cargo; trucks; boats; trains; manufactured homes; and modular housing.

The Company also supplies engineered components to the related aftermarkets of these industries, primarily by selling to retail dealers, wholesale distributors and service centers. Lippert's products include steel chassis and related components; axles and suspension solutions; slide-out mechanisms and solutions; thermoformed bath, kitchen, and other products; vinyl, aluminum and frameless windows; manual, electric, and hydraulic stabilizer and leveling systems; entry, luggage, patio, and ramp doors; furniture and mattresses; electric and manual entry steps; awnings and awning accessories; towing products; truck accessories; electronic components; and other accessories.



# WHO IS LIPPERT

## WHAT WE STAND FOR

### Mission Statement

Making lives better by developing meaningful relationships with team members, customers and the community.

For translation rules of our mission statement see page 18.

### Brand Story

For us, every decision we make rests on whether or not we're bettering the lives and experiences of the people inside and outside of our walls. It's the way we innovate and rethink the possibilities of our products and services, it's the way we foster and build relationships with our team members and our customers and it's the way we prioritize our social impact initiatives to serve the communities we live, work and play in. With over 14,000 team members and a diverse portfolio of best-in-class brands — we've proven, time and again, by putting people first, our company's possibilities are truly endless.



# WHO IS LIPPERT

## CORE VALUES & LEADER QUALITIES

### Everyone Matters

At Lippert, Everyone Matters. We're striving to make lives better through meaningful relationships with our co-workers, our customers, and our communities. Lippert team members feel a deeper sense of purpose at work, and we continue to build a better work environment by aligning our cultural and business strategies with the needs of our many team members. We measure success by how we touch the lives of people inside and outside our walls.

### Core Values

At Lippert, our core values define us. Everything that makes Lippert great is wrapped up in our core values and company culture. Our shared core values drive our attitudes, our behaviors, and our actions, every day, at every facility. For translation rules of our core values see page 18.



Passionate  
about winning



Team play  
with trust



Honesty  
Integrity  
Candor



Caring  
about people



Positive  
attitude



Motivator



Servant  
leader



Humble /  
Coachable



Effective  
communicator



Courageous

### Leader Qualities

Our core values define us, our leadership qualities set us apart. Lippert is built on the strength of our team members' abilities and leadership qualities. We've carefully identified our top five leadership qualities, qualities that we're committed to developing among our workforce. For translation rules of our leader qualities see page 18.

# WHO IS LIPPERT

## INDUSTRIES WE SERVE

### Industries We Serve

As a leading manufacturer with global reach, Lippert serves a wide variety of industries. Our primary business is all things outdoor adventure, including RV, marine and towing, but we don't stop there. With extensive manufacturing capabilities and a winning team, we proudly design and produce components for a broad customer base.



RV



Marine



Towing



Truck  
Accessories



Utility Trailer



Commercial  
Vehicle



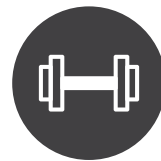
Hospitality



Building  
Products



Rail



Fitness



Insurance

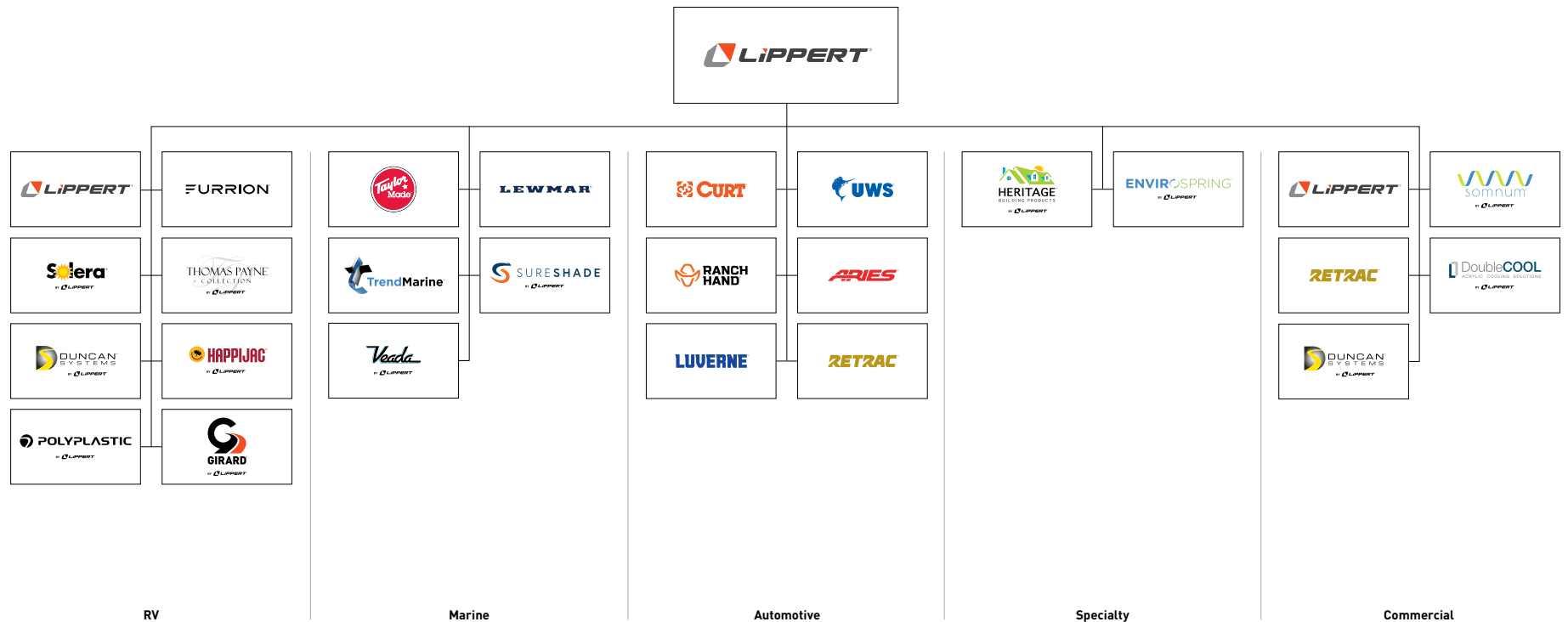
# COMPANY OVERVIEW

## BRANDS BY INDUSTRY

### Overview

Maintaining consistency in relationships between Lippert and our other brands is important. Certain brands will always be shown in a locked-up endorsement with the Lippert logo, while other brands will be soft-endorsed by Lippert. A soft endorsement means the Lippert logo is present on the creative asset but not shown locked up with the brand logo.

Below is a list of our current brands and examples of how each should be treated. Consistency in this approach is very important as we continue to promote and grow the Lippert brand.





# COMPANY OVERVIEW

## BRANDS BY INDUSTRY

### RVing

Lippert is the supplier of RV, travel trailer and camper components, dedicated to bettering the recreational vehicle industry. We produce a complete line of OEM solutions and aftermarket products to comprehensively serve the industry and enhance the experience of our customers.

Through our trusted brands and unmatched manufacturing capabilities, Lippert stands out as a leader among RV manufacturers worldwide.



# COMPANY OVERVIEW

## BRANDS BY INDUSTRY

### Automotive

Lippert is a leading sales, marketing, engineering and distribution company of towing products and truck accessories for all types of vehicles, from passenger cars to commercial trucks. We are a global team with manufacturing plants and regional warehouses across North America. We stand for excellence in our products and our team members. We aspire to be the industry leader by recognizing that the customer is king and our associates are our greatest asset.

### Marine

Lippert is a global manufacturer and supplier of top-performing boat accessories and components, focused on bettering the marine industry. We supply the OEM market and aftermarket with highly innovative products - from the toughest fenders, to quality-crafted anchors, to automated shade systems and beyond. We proudly carry a collection of industry-leading brands, serving the boat industry with dependable products, from the smallest jon boat to the largest megayacht.





# COMPANY OVERVIEW

## BRANDS BY INDUSTRY

### Commercial

Lippert manufactures a broad range of products for the transportation industry, including automotive, heavy truck, schoolbus, and other commercial vehicle industries. We work closely with transit industry leaders to develop everything from custom glass solutions and front-end protection to custom-sized cab mattresses for on-highway and commercial vehicles.

Through our recognized brands, we offer high-quality solutions for semi trucks, buses, delivery vehicles, military vehicles, off-highway machinery and farm equipment.

### Specialty

Lippert manufactures and supplies a wide range of products to serve important industries beyond the outdoor lifestyle. Through several key brands and channels, we offer quality solutions for the Hospitality, Fitness, Building Products, Rail industries and more.

# COMPANY OVERVIEW

## CONSUMER BRAND COMMUNITIES

### Lippert Scouts

Lippert Scouts is a place for campers to come and share feedback on RV products as well as RV experiences that no product has yet addressed or solved. By sharing your experiences, challenges, and ideas you could influence the next innovative RV product that is released! Think of Scouts as a way to connect you to the most effective suggestion box ever. A private and fun members-only community provides access to product managers and other Lippert personnel who are actively seeking engagement with you!



### Lippert Captains

Lippert Captains is aimed to provide boaters with a first-hand experience with our products, our teams, and behind-the-scenes developments. By sharing your boating experiences, challenges and ideas you could influence the next innovative marine product that is released! A private and fun members-only community provides access to product managers and other Lippert personnel who are actively seeking engagement with you!



# 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 Lippert 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 Lippert letter height.



### Isolation Space

Isolation space is 75% 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 Lippert 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 Lippert Red-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 Lippert 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 corporate 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




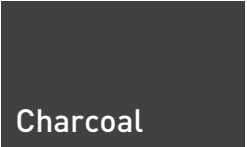
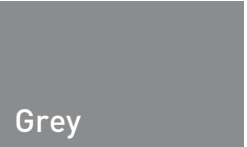

# VISUAL IDENTITY

## COLORS & FONTS

Beyond the logo, Lippert 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.

We have additional colors available. If required, please contact the design team for more information.

### Primary Colors

			
<b>Red-orange</b>	<b>Charcoal</b>	<b>Grey</b>	<b>White</b>
000, 085, 100, 000 220, 053, 019 #DC3513 3516 C RAL 2002	000, 000, 000, 090 044, 044, 044 #2C2C2C Black 7 C RAL 9004	000, 000, 000, 055 151, 153, 155 #97999B Cool Grey 7 C	000, 000, 000, 000 255, 255, 255 #FFFFFF

### Primary Font

DIN OT

### Secondary Font

Helvetica Neue LT Std



# LANGUAGE

## RULES & TRANSLATIONS

To provide the best experience possible, we have defined rules for translation of the following terminology. These terms should always be used as defined below. If any questions arise, please contact the Lippert Marketing Department - Creative Services.

### Brand Promise

The brand promise is always to be displayed in English for the Italian, Dutch and German languages. It should be translated for the Spanish, Canadian French, and French languages.

See the following pages for the approved content.

#### Stays in English

Italian, Dutch, German

#### Translated

Spanish, Canadian French, French

### Core Values

The core value **titles** are always to be displayed in English with the **descriptions** being translated for the Dutch and German languages. Titles and descriptions should be translated for the Spanish, Canadian French, French, and Italian languages.

See the following pages for the approved content.

#### English Title / Translated Description

Dutch, German

#### All Translated

Spanish, Canadian French, French, Italian

### Mission Statement

The mission statement is always to be displayed in English for the Dutch and German languages. It should be translated for the Spanish, Canadian French, French, and Italian languages.

See the following pages for the approved content.

#### Stays in English

Dutch, German

#### Translated

Spanish, Canadian French, French, Italian

### Leader Qualities

The leader qualities are always to be displayed in English for the Dutch and German languages. They should be translated for the Spanish, Canadian French, French, and Italian languages.

See the following pages for the approved content.

#### Stays in English

Dutch, German

#### Translated

Spanish, Canadian French, French, Italian

# ENGLISH

## Brand Promise

Whenever, wherever, we make your experience better.™

## Business as a Force for Good

Making lives better by developing meaningful relationships with team members, customers and the community.

## Core Values

### Passionate about winning

Inspiring the team to relentlessly pursue the integration of our business and cultural strategies.

### Team play with trust

Demonstrating the character, competency and ability to connect with team members to drive successful outcomes.

### Honesty - Integrity - Candor

Modeling alignment toward our mission and values, while holding others accountable to these standards.

### Caring about people

Expressing empathy for the human condition through thoughtful action.

### Positive attitude

Choosing a positive mindset in all circumstances, despite challenges.

## Leader Qualities

Motivator  
Servant Leader  
Humble / Coachable  
Effective Communicator  
Courageous

# SPANISH

## Promesa de la Marca

Cuando sea, donde sea, hacemos que su experiencia sea mejor.™

## La Empresa Como Una Influencia Positiva

Mejorar las vidas mediante el desarrollo de relaciones significativas con nuestros compañeros de trabajo, clientes y la comunidad.

## Valores Fundamentales

## Cualidades de un Líder

Motivador  
Líder Servidor  
Humilde / Dispuesto a Aprender  
Comunicador Efectivo  
Valiente

# FRENCH CANADIAN

## Promesse de la marque

À tout moment, où que vous soyez, nous améliorons votre expérience.™

## Un partenaire pour un avenir meilleur

Améliorer la vie des gens en développant des relations significatives avec nos collègues, nos clients et notre communauté.

## Valeurs fondamentales

### Attitude gagnante

Inspirer l'équipe à poursuivre de manière constante l'adoption de nos stratégies commerciales et culturelles.

### Esprit d'équipe empreint de confiance

Faire preuve de caractère, de compétence et d'habileté à établir des liens de confiance avec les membres de l'équipe afin d'atteindre des objectifs communs.

### Honnêteté – Intégrité – Franchise

Moduler les objectifs conformément à notre mission et à nos valeurs, tout en responsabilisant les autres au respect de nos standards.

### Attention envers les gens

Démontrer de la bienveillance et de l'empathie envers les autres en posant des gestes réfléchis.

### Attitude positive

Choisir d'adopter une attitude positive en toute circonstance malgré les défis.

## Qualités d'un leader

Motivateur  
Au service des autres  
Humble et ouvert aux suggestions  
Communicateur efficace  
Courageux

# FRENCH

## Promesse de la Marque

À tout moment, où que vous soyez, nous améliorons votre expérience.™

## Notre Activité au Service du Bien

Améliorer la vie en développant des relations significatives avec les collègues, les clients et la communauté.

## Valeurs Fondamentales

### La réussite, notre passion

Nous insufflons à notre équipe l'envie d'aller au bout de l'intégration de notre activité et de nos stratégies.

### La confiance, la clé du travail d'équipe

Exprimer sa personnalité, ses compétences et sa capacité à travailler avec les autres pour réussir ensemble.

### Honnêteté - Intégrité - Équité

Aligner notre mission et nos valeurs, tout en exigeant des autres qu'ils respectent ces principes.

### S'intéresser aux autres

Exprimer de l'empathie pour la condition humaine en étant prévenants.

### Une attitude positive

Choisir l'optimisme dans toutes les situations, en dépit des challenges.

## Qualités de Leadership

Savoir Motiver  
Un Leadership au Service des Autres  
Humilité / Ouverture D'esprit  
Une Communication Efficace  
Courage



# ITALIAN

## Brand Promise

Whenever, wherever, we make your experience better.™

## Il Business Come Forza Positiva

Migliorare le vite, sviluppando relazioni significative con i colleghi, i clienti e la comunità.

## Valori Essenziali

### Mentalità vincente

Motivare il team a perseguire incessantemente l'integrazione del nostro business e delle strategie culturali.

### Gioco di squadra fondato sulla fiducia

Manifestare carattere, competenze e capacità di relazionarsi con i membri del team per ottenere successi.

### Onestà - Integrità - Sincerità

Promuovere l'allineamento alla nostra missione e ai nostri valori, contribuendo a rendere gli altri consapevoli e responsabili di questi standard.

### Attenzione verso gli altri

Esprimere empatia per la condizione umana attraverso gesti premurosi.

### Atteggiamento positivo

Scegliere una forma mentis positiva in tutte le circostanze, nonostante le sfide.

## Qualità di un Leader

Motivatore

Al Servizio Degli Altri

Umile / Aperto All'apprendimento

Comunicatore Efficace

Coraggioso

# DUTCH

## Brand Promise

Whenever, wherever, we make your experience better.™

## Business as a Force for Good

Making lives better by developing meaningful relationships with team members, customers and the community.

## Core Values

### Passionate about winning

Met passie het team inspireren waarbij onze bedrijfsstrategie en cultuur centraal staan.

### Team play with trust

Samenwerken in team verband waarbij het gebruik van kennis, kunde en vertrouwen het succes bepalen.

### Honesty - Integrity - Candor

Het goede voorbeeld geven volgens onze normen en waarden en elkaar met respect aanspreken als teamleden dit niet doen.

### Caring about people

Belangstelling tonen voor de medemens en hulp bieden door middel van doordachte acties.

### Positive attitude

Het hebben van een positieve instelling, ongeacht de omstandigheden en uitdagingen.

## Leader Qualities

Motivator  
Servant Leader  
Humble / Coachable  
Effective Communicator  
Courageous

# GERMAN

## Brand Promise

Whenever, wherever, we make your experience better.™

## Business as a Force for Good

Making lives better by developing meaningful relationships with team members, customers and the community.

## Core Values

### Passionate about winning

Mit Leidenschaft persönlich und geschäftlich wachsen.

### Team play with trust

Wir zeigen Vertrauen in unser Team, um gemeinsam erfolgreich zu sein.

### Honesty - Integrity - Candor

In Übereinstimmung mit unseren Zielen und Werten handeln und so andere ermutigen, dies auch zu tun.

### Caring about people

Mitgefühl für Menschen und ihre Situation zeigen durch bedachtes Handeln.

### Positive attitude

Sich für eine positive Einstellung entscheiden, auch wenn Herausforderungen bestehen.

## Leader Qualities

Motivator  
Servant Leader  
Humble / Coachable  
Effective Communicator  
Courageous



WHENEVER, WHEREVER, WE MAKE YOUR EXPERIENCE BETTER.™

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

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