

LUVERNE[®]

BRAND GUIDELINES

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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

LUVERNE is a CURT Group brand and subsidiary of Lippert Components, Inc., has been manufacturing quality automotive accessories in the United States since 1963. Our brand is nationally known and respected. We offer a broad base of quality, functional aftermarket accessories for pickup trucks, commercial vans and SUVs. We specialize in American-made grille guards, running boards and side steps, and our products are primarily made from high-quality stainless steel, aluminum and mild steel.

WHO WE ARE

Short version

LUVERNE has been manufacturing quality automotive accessories in the United States since 1963. We offer a broad base of quality, functional aftermarket accessories for pickup trucks, commercial vans and SUVs.

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

LUVERNE

Capitalization rules

"LUVERNE" should always be written in all caps. "Luverne" is never acceptable. "LTE" is only acceptable for internal use. We are no longer using "LUVERNE Truck Equipment". The brand is simply "LUVERNE".

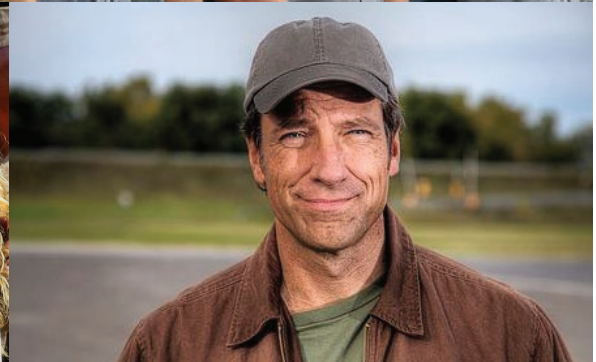
Acceptable Uses: LUVERNE, luvernetruck.com

OUR BRAND

LUVERNE CONSUMER PERSONA

LUVERNE

ESTABLISHED | HARDWORKING | AMERICAN | FAMILY-FIRST



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 LUVERNE 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 USE BLUE ON BLACK



DO NOT USE BLACK ON BLUE



DO NOT USE UNAPPROVED COLORS



DO NOT CONDENSE OR EXPAND



DO NOT PUT ON A PATTERN



DO NOT ROTATE ALL OR ANY PART



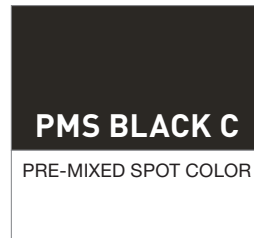
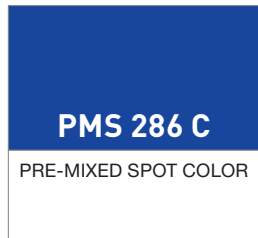
VISUAL IDENTITY

OUR CORPORATE COLORS

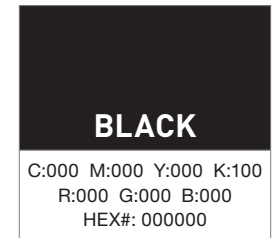
Beyond just the logo, LUVERNE has approved colors that should be used in all forms of communication. By keeping a consistent color pallet, we can be quickly identified.

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.

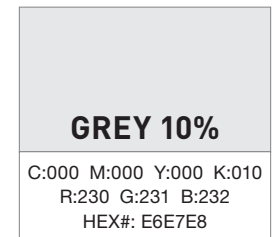
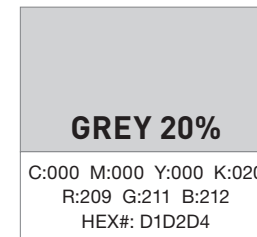
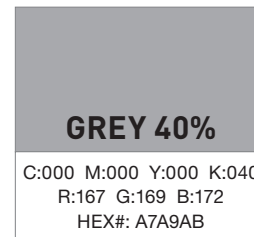
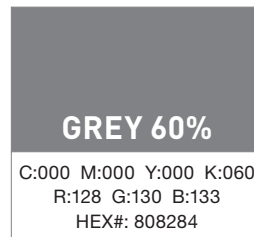
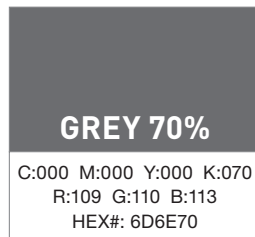
WHEN USING SPOT COLORS:



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:



RUNNING BOARDS & SIDE STEPS

DURABLE. FUNCTIONAL. DEPENDABLE.

Grip Step™ 7" Running boards on 2017 Ford F-350 Super Duty

LUVERNE

FEATURED PRODUCTS

- SlimGrip™ running boards**
With the same high-traction treads and lightweight aluminum build as Grip Step™, SlimGrip™ features a sleek, rugged look and a 5" width.
- 0-Mega 11" 6" oval steps**
Aluminum running boards featuring exceptional traction and weather-resistance with an aggressive look for today's trucks and work vans.
- Regal 7" oval steps**
These steps offer a deluxe look and ultimate comfort, featuring 7" non-skid step pads and stainless steel construction in two finish options.

PRODUCT INDEX

08 Grip Step™ 7" Running Boards Made in USA	22 Regal 7" Oval Side Steps Made in USA	34 7" Side Entry Steps Made in USA	44 MegaStep™ 6-12" Running Boards Made in USA	60 0-Mega 11" 6" Oval Side Steps Made in USA
76 SlimGrip™ 5" Running Boards Made in USA	77 VersaTrac™ Bracket Covers Made in USA	80 Rear Steps Made in USA	81 Receiver Hitch Steps Made in USA	

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2" PROWLER MAX™ GRILLE GUARDS

KEY FEATURES

- Heavy-gauge, punched steel screen provides extra grille protection
- Built-in 4" diamond tread step for easy access under the hood

For our winch mounting platforms see page 87

Product Details

- Contoured horizontal tubes for signature vehicle logo reveal
- Black finish features a durable E-coat for a sleek, rust-resistant finish
- One-piece 2" tubular steel for extra strength on the front end
- Heavy-duty, wraparound ring design with 3/8" wires to guard the headlights
- Frame-mounted, high-strength steel uprights with protective rubber footings
- Easy, no-drill installation with vehicle-specific mounting brackets
- High-strength cover brackets feature a durable black powder coat finish
- Limited lifetime warranty (see last page for details)
- See page 87 for application information

Finishes & Materials

Finish: High-polish stainless	Finish: Black and smooth black powder coat
Material: 201 stainless steel	Material: Carbon steel

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2017 Ford F-350 Super Duty




2017 Ford F-350 Super Duty

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

Baja Guards™						
Make / Model	Years	Kit (Guard and Brackets)	Guard Only	Brackets Only	Tow Hooks	Foot Notes
		Black#	Black#	Bracket#		
Chevrolet						
Silverado 1500	14 - 18	351413-321411	351413	321411	Compatible	2

Footnotes

Table 2, Product

Step Style	Step Finish	Drop	Kit#	Step#	Shank#	Shank Size
Grip Step™	Textured black powder coat	--	415026-570010	415026	570010	2" x 2"
Grip Step™	Textured black powder coat	6"	415026-570015	415026	570015	2" x 2"

Footnote

Table Header 1

Helvetica Neue LT Std 77 Bold Condensed - 9.5pt

Table Header 2

Helvetica Neue LT Std 57 Condensed - 9.5pt

Table Body 1

Helvetica Neue LT Std 57 Condensed - 9pt

Table Footnote 1

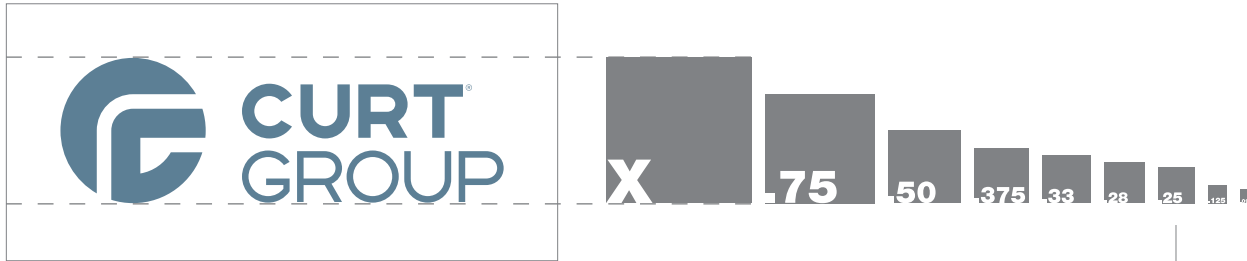
Helvetica Neue LT Std 57 Condensed - 8.5pt

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

LUVERNE[®]