RETRAC®

BRAND GUIDELINES

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WHAT'S INSIDE

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

RETRAC is a CURT Group brand and subsidiary
of Lippert Components, Inc., is a leading
manufacturer of OEM and aftermarket mirrors and
front-end protection for heavy-duty and medium-
duty trucks. Since 1958, RETRAC has meant
"Best in Sight" to the trucking industry. Starting
with the patented retractable design, RETRAC
has grown to become an industry leader and
recognized name for quality mirrors and grille
guards. Our ongoing commitment to innovation,
excellence in products and services, and
continuous improvement all add up to superior
value and satisfaction for our customers.

WHO WE ARE
Short version

RETRAC is a leading manufacturer of
OEM and aftermarket mirrors and front-end
protection for heavy-duty and medium-duty
trucks. Since 1958, RETRAC has meant
"Best in Sight" to the trucking industry.

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.

RETRAC
Capitalization rules

"RETRAC" should always be written in all caps. "Retrac" is never acceptable. We are no longer using "RETRAC Mirrors". The brand is simply "RETRAC".

Acceptable uses: RETRAC, retracmirrors.com

Please refer to the following when writing out RETRAC. If there are questions related to exceptions, contact the Marketing Services Manager.

OUR BRAND

RETRAC CONSUMER PERSONA

SELF-RELIANT | STRAIGHTFORWARD | BLUE COLLAR | FLEET / MILITARY

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 black 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 RETRAC 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 USE UNAPPROVED COLORS

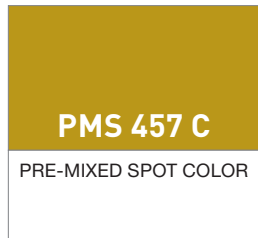**DO NOT PUT ON A PATTERN**

DO NOT ROTATE ALL OR ANY PART

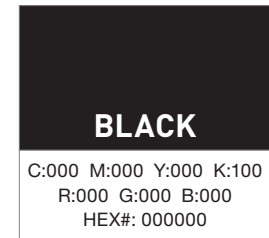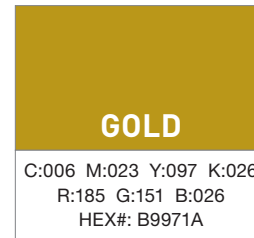# VISUAL IDENTITY
OUR CORPORATE COLORS

Beyond just the logo, RETRAC 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.
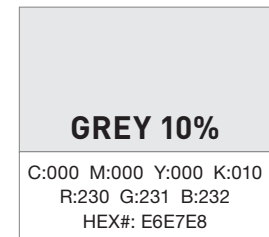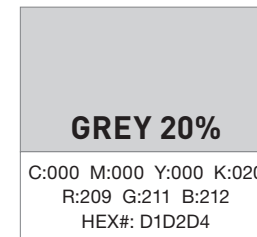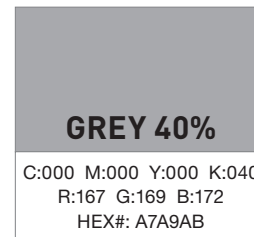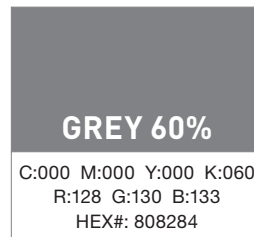
WHEN USING SPOT COLORS:

PMS 457 C	WHITE	PMS BLACK C
PRE-MIXED SPOT COLOR	PAPER	PRE-MIXED SPOT COLOR
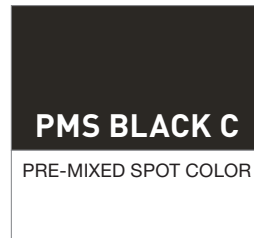
WHEN USING PROCESS COLORS:

GOLD	WHITE	BLACK
C:006 M:023 Y:097 K:026 R:185 G:151 B:026 HEX#: B9971A	C:000 M:000 Y:000 K:000 R:255 G:255 B:255 HEX#: FFFFFF	C:000 M:000 Y:000 K:100 R:000 G:000 B:000 HEX#: 000000

ACCEPTABLE SHADES OF GREY:

GREY 80%	GREY 70%	GREY 60%	GREY 40%	GREY 20%	GREY 10%
C:000 M:000 Y:000 K:080 R:088 G:0089 B:091 HEX#: 58585B	C:000 M:000 Y:000 K:070 R:109 G:110 B:113 HEX#: 6D6E70	C:000 M:000 Y:000 K:060 R:128 G:130 B:133 HEX#: 808284	C:000 M:000 Y:000 K:040 R:167 G:169 B:172 HEX#: A7A9AB	C:000 M:000 Y:000 K:020 R:209 G:211 B:212 HEX#: D1D2D4	C:000 M:000 Y:000 K:010 R:230 G:231 B:232 HEX#: E6E7E8
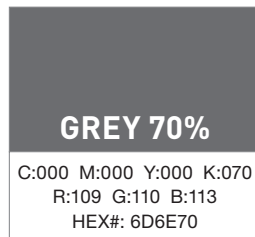
VISUAL IDENTITY
OUR CORPORATE STYLEGUIDE

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:

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

MagLatch™ Grille Guard Brackets													
				Brkts Only	Tuff Guard® Guard Only#			Tuff Guard II™ Guard Only#			ProTec™ Guard Only#	
Make / Model	Style	Years	Foot Notes	Brkt#	Polish#	Black#	Grey#	Polish#	Black#	Grey#	Polish#	Black#
Freightliner												
Cascadia	113	18 - 18	2	206940	205504	205505	207605	206510	206511	207611	205517	205518
Footnotes												

Table 2, Product

Part#	Glass Diameter	Finish	Bubble Depth	J-Bracket Included	Ball Stud
609955	8"	Polished stainless	Semi-bubble	--	Metal
609965	8"	Polished stainless	Semi-bubble	--	Plastic
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

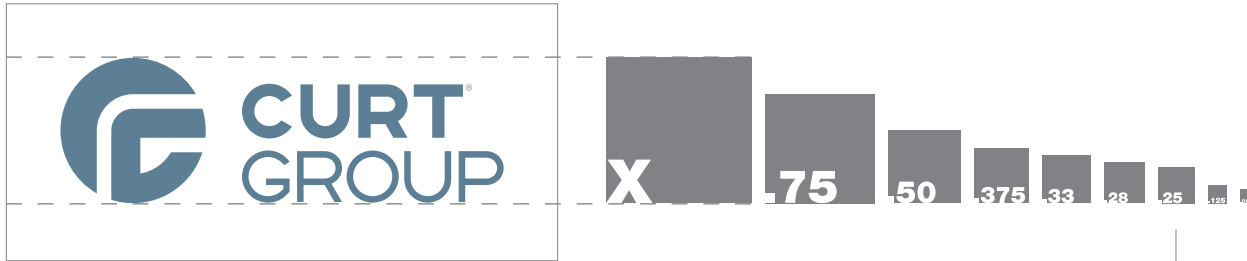Helvetica Neue LT Std 57 Condensed - 9.5pt

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

X .75 .50 .375 .33 .28 .25 .125

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

RETRAC®