



BrandGuidelines

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Introduction

This document is a summary of the elements that make up the brand identity of TruckEast.

Within its pages you'll find guidance on logos, colours, typefaces and design styles which you should follow carefully in order to incorporate the TruckEast brand into your communications.

Every effort has been made to demonstrate all of the ways the branding should be implemented, however if you have any questions which you feel are not answered in these guidelines, please feel free to contact Sarah Tennent on **01933 303310**.

Although approval on usage of the TruckEast brand is not formally required, we would certainly appreciate seeing your designs in order to monitor the ways that the brand is being used.

Note: This document is not accurate for colour matching. Only use the colour breakdowns and Pantone swatches for reference.

Logo basics - Standard logo



This is the standard version of the TruckEast logo with strapline. It is the main brand logo and should be used in all TruckEast communications.



This is the standard version of the TruckEast logo minus the strapline. This version should be used in place of the main logo if it has been reduced in size to the point where the strapline has become too small to read (see page 08).

It should also be used in instances where the strapline is already used elsewhere in the same design / page layout.

Logo basics - Standard logo, colour, mono and white-out versions



Logo basics - Standard logo, stacked version



To allow for flexibility in design and layout, a stacked version of the TruckEast logo is available.

This version should be used in cases where space has become an issue and the standard logo is no longer suitable or appropriate in a particular design.



A stacked version of the TruckEast logo minus the strapline is also available.

Logo basics - Stacked version, colour, mono and white-out versions



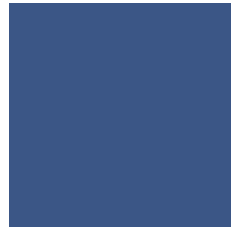
Logo basics - Colour references



Pantone references, cmyk and rgb breakdowns for the main TruckEast logo.



Pantone 282
C100 M68 Y0 K54
R0 G45 B98



Pantone 282 (70% tint)
C69.8 M47.47 Y0 K37.69
R59 G86 B134



Pantone 5425
C30 M4 Y0 K31
R128 G161 B182

Logo usage - Minimum sizes

Minimum sizes for standard and stacked versions of the main TruckEast logos.



40mm

40mm is the minimum size of the standard logo with strapline.
If you require the logo to be less than this width then use the alternative stacked version or logo minus the strapline.



20mm

20mm is the minimum size of the standard logo minus strapline.



30mm

30mm is the minimum size of the stacked logo with strapline.



10mm

10mm is the minimum size of the stacked logo minus strapline.

Logo usage - Clearance zones

To ensure standout and legibility of the TruckEast logo, a clearance zone has been devised. No text, images or other logos should enter into this safe area. The clearance zone is 10% of the chosen width of the logo. Examples are given below.

Logo width 100mm = 10mm clearance zone



Logo width 80mm = 8mm clearance zone

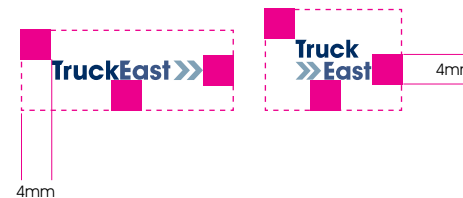


Logo width 100mm = 10mm clearance zone



For logos whose widths are 20mm and less, use 20% of the logo width to calculate the correct clearance zone.

Logo width 20mm = 4mm clearance zone



Logo usage - Dos and don'ts ✓ ✗

The logo or any of its elements should never be altered in any way, shape or form. Use only the versions provided.



Do not stretch or distort the logo.
It must always be in the correct proportions.

Do not reposition or resize the strapline or chevrons.



Do not change the colour of the logo.

Do not attempt to recreate the logo
or change the font.

Do not use any colours from the
sub-brand palette with the main logos.

Do not angle or change the
direction of the chevron.



Logo usage - Background colours



Use the main logos on the following background colours only (see examples above): white, black, Pantone 282 and Pantone 5425 (For cmyk and rgb colour breakdowns, see page 07).



Do not place the logos on any non-brand or sub-brand background colours.

Logo usage - Background imagery ✓

Below are examples of correct logo usage on background imagery. Use appropriate imagery where there is good contrast for the logo to stand out.



Logo usage - Background imagery ✘

Below are examples where there is poor contrast between the background imagery and the TruckEast logo. Avoid using the main colour logo on dark or heavily detailed images. Do not use the white-out logo on very light images or patchy areas of white where visibility is compromised.



TruckEast Sub-Brand Logos



In addition to the main TruckEast brand, six sub-brand logos have been developed to identify the various departments and specialist services that TruckEast provides. Each sub-brand has its own secondary colour palette and the main strapline, *keeping your business moving*, is replaced with the name of the particular service offered.

These sub-brands should be used in place of the main logo when referring to a specific service that TruckEast is offering. The main logo and sub-brand logos should never be used together in the same design / layout.

For guidance on minimum sizes, clearance zones, dos and don'ts and background colours, please refer to pages 08, 09, 10 and 20.

TruckEast Sub-Brand Logos - colour, mono and white-out versions



TruckEast Sub-Brand Logos - Stacked versions



Like the main TruckEast logo, stacked versions of the sub-brand logos are also available. The same logo usage rules apply for the sub-brand logos as for the standard logo (stacked version).



TruckEast Sub-Brand Logos - Stacked logos, colour, mono and white-out versions



TruckEast Sub-Brand Logos - Colour references



Pantone 282
 C100 M68 Y0 K54
 R0 G45 B98



Pantone 200
 C0 M100 Y63 K12
 R211 G17 B69



Pantone 457
 C20 M30 Y80 K0
 R163 G145 B97



Pantone 299
 C85 M19 Y0 K0
 R0 G157 B220



Pantone 363
 C68 M0 Y100 K24
 R67 G150 B57



Pantone 137
 C0 M35 Y90 K0
 R252 G176 B52

Colour references for the words *Truck* and *East* in the sub-brand logos are as follows:

Truck

Pantone 282
 C100 M68 Y0 K54
 R0 G45 B98

East

Pantone 282 (70% tint)
 C69.8 M47.47 Y0 K37.69
 R59 G86 B134

TruckEast Sub-Brand Logos - Dos and don'ts ✓ ✗

These logos and their elements, should never be altered in any way, shape or form. Use only the versions provided.



The same logo usage rules apply to the sub-brand logos as those used for the main TruckEast logo. Please refer to pages 08 - 10 for more information.



Do not change the colour of the logo.



Do not mix colours from the other sub-brands.



TruckEast Sub-Brand Logos - Background colours



Only use background colours that are part of the sub-brand logo, e.g. Pantone 363 should only be used with the recycled parts sub-brand (see examples above).

Do not place the logos on any non-brand or other sub-brand background colours.



TruckEast Sub-Brand Logos - Background imagery

Below are examples of correct logo usage on background imagery. Always use appropriate imagery where there is good contrast for the logo to stand out.

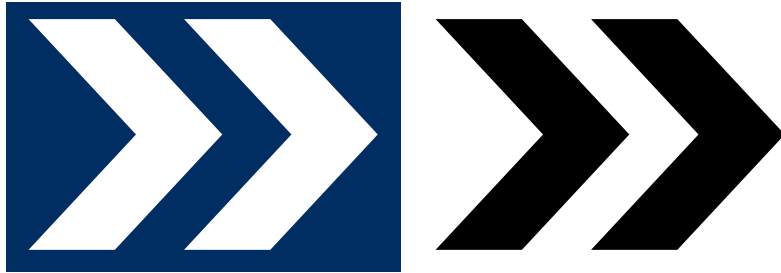


TruckEast Sub-Brand Logos - Background imagery

Below are examples where there is poor contrast between the background imagery and the TruckEast sub-brand logos. Avoid using the full colour logos on dark or heavily detailed images or areas where the colours are similar. Do not use the white-out versions on areas that have poor contrast.



TruckEast Graphic Elements - Double chevron

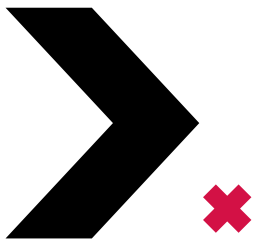


The double chevron symbol is integral to the TruckEast branding and helps to keep consistency throughout all TruckEast communications.

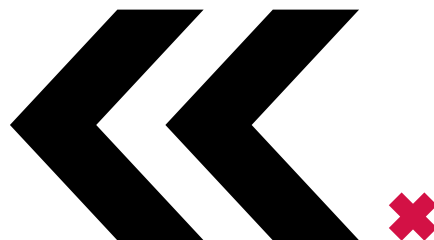
TruckEast Graphic Elements - Double chevron dos and don'ts ✓



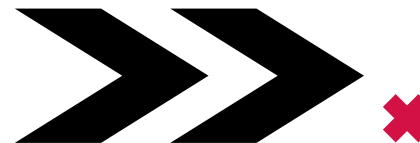
The double chevron symbol should never be altered in any way. It should always be pointing to the right (EAST). The chevrons should only appear in white, mono or the appropriate brand colour(s), see page 28.



Do not separate the double chevron.



Do not change the direction of the double chevrons.




Do not squash, stretch or distort the double chevron symbol.



TruckEast Graphic Elements - Double chevron usage ✓

Below are examples of correct usage for the double chevron symbol. The chevrons are used in a subtle manner which reinforces the brand without becoming too overpowering or distracting. The double chevron symbol can be used to emphasise a headline, list bullet points (no more than ten bullet points as this makes the layout look too busy), enhance and add movement to an image or be used as a background tint where appropriate.

The centre image below is an example of how chevrons can also be placed over images to break them up and give them a more exciting feel. They should be positioned appropriately so they do not conceal any important details within the image.

Move up a gear for service.

Looking after commercial vehicles and the operational needs of their owners is second nature to the Truck East Business Development Team.

We're effective because we get to know each business better – putting us in a much stronger position to provide practical help whenever it's needed. That means having a continuing dialogue with every customer, even while things are running smoothly. Then, if there's a problem, we feel instinctively part of the team that must solve it.

It's all about keeping your business moving; having someone to rely on who knows exactly what kind of service you need. Someone who will get things done, and gives you confidence that your best interests are being looked after. These are some of the key services and contracts we offer. Please call us to discuss which could bring the most value to your business.

We service and repair all makes and types of commercial vehicle.


- * Full repair and maintenance contracts
- * Service-only contracts
- * Bespoke contract maintenance packages
- * Contract extensions
- * O-Licence protector
- * Tail Lift and Specialist Services
- * Vehicle Servicing
- * Genuine new and recycled parts
- * National 24-hour breakdown support
- * Accident Repair and paintwork
- * Central Services

Contact details by area:

Matthew Castle on 07889 657230
Business Development Executive
Felkistowe, Stowmarket, Thetford and Witham

Chris Burrows on 07717 651126
Business Development Executive
Brackmills, Cotby, Crick, Ely, Kings Lynn, Milton Keynes, Peterborough and Wellingborough

David Beecroft on 07801 923372
Business Development Director





Move up a gear for service

Looking after commercial vehicles and the operational needs of their owners is second nature to the Truck East Business Development Team.

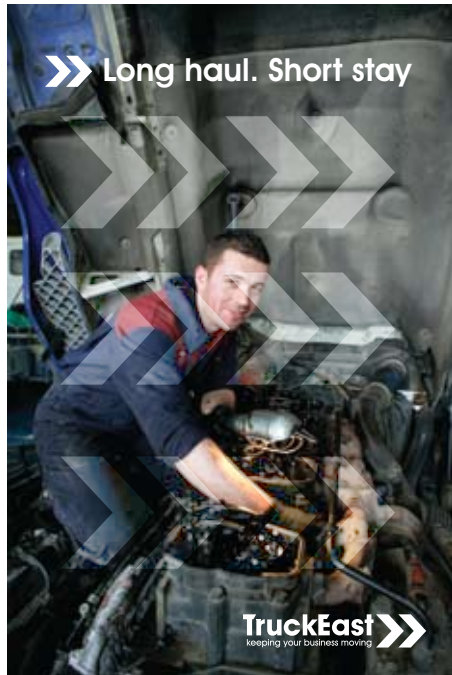
We service and repair all makes and types of commercial vehicle.

- » Full repair and maintenance contracts
- » Service-only contracts
- » Bespoke contract maintenance packages
- » Contract extensions
- » O-Licence protector
- » Tail Lift and Specialist Services




TruckEast Graphic Elements - Double chevron usage ❌

Below are examples of inappropriate use of the double chevron symbol. Avoid over-using the chevrons or applying them in a manner that is inconsistent with the guidelines of the TruckEast brand.



❌ Over-using the symbols across the whole image makes the double chevrons more distracting rather than helping to enhance the image.



❌ Changing the direction of the chevrons undermines the brand. The size and number of chevrons also takes the focus away from the product.

» Commy nim ero odo con erit in veliscin exero consed delis ad et alis

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» Vel ut lute ea feum dolendio od tis dio od dit am eugiam, si Gue do conulla faccum quisit ad

» ad diat dignim exerilisi tie veleniamet in eugait ad exeriliquat.

» 0800 000 000

TruckEast
keeping your business moving

❌ Too many chevrons used in one layout.

TruckEast Fonts

ITC Avant Garde Gothic Book

ITC Avant Garde Gothic Medium

ITC Avant Garde Gothic Demi

ITC Avant Garde Gothic Bold

ITC Avant Garde Gothic is the brand font used for all TruckEast communications. However, if this font is unavailable, **Arial** (which is a standard font found on all PCs) can be used as a substitute. **Do not use any other font.**

Arial regular

Arial Bold

Arial Black

TruckEast Brand Colours

Main brand colours



Pantone 282
C100 M68 Y0 K54
R0 G45 B98



Pantone 5425
C30 M4 Y0 K31
R128 G161 B182

Sub-brand colours

Sub-brand colours should only be used with their particular departments.

New and Used
Vehicle Sales



Pantone 282
C100 M68 Y0 K54
R0 G45 B98

Aftersales Support



Pantone 200
C0 M100 Y63 K12
R211 G17 B69

Accident Repair



Pantone 457
C20 M25 Y60 K25
R163 G145 B97

Parts and
Accessories



Pantone 299
C85 M19 Y0 K0
R0 G157 B220

Recycled Parts



Pantone 363
C68 M0 Y100 K24
R67 G150 B57

Specialist Services



Pantone 137
C0 M35 Y90 K0
R252 G176 B52

Dual Branding - TruckEast and Scania logo usage



For any TruckEast communications or advertising, where there is dual branding with the Scania logo, the TruckEast logo and its sub-brands MUST be the dominant brand.

On pages 30 and 31 you'll find examples of correct and incorrect use of dual branding.

For further guidance on Scania branding and correct usage, please refer to the latest version of the **Scania Identity Manual - Basics**.

Dual Branding - TruckEast and Scania logo usage ✓

The following examples demonstrate the correct way to use the Scania logo with TruckEast branding. The Scania logo must always be smaller than the TruckEast logo to show that this is primarily a TruckEast communication / advertisement. Always try to keep as much space as possible between the two logos to show that they are two separate brands. Make sure the logos are always opposite each other, never position them diagonally.

Make sure that Scania's own brand guidelines are followed when designing any marketing material that includes their logo.





New or Used Scania from your local experts

Leading from the front

Our highly experienced New Vehicle Sales teams, based in Stowmarket and Wellingborough, cover the whole TruckEast region. Experts in the premium quality Scania range, they are best placed to advise and specify the vehicle that is precisely right for your individual needs:

- * Long distance and international transport
- * Distribution
- * Construction on and off-road
- * Heavy haulage

Chassis, cab and powertrain refinements in both the R-series and P-series offer you gains in payload performance, fuel economy and reliability – just what you need for higher productivity and total operating economy.

Research proves how highly regarded Scania trucks are and why transport owners worldwide have the confidence to invest in them repeatedly.

For more information, contact our New Vehicle Sales Teams

Stowmarket Tel: 01449 613553
 Wellingborough Tel: 01933 303353



Running on reputation

Finding the right used vehicle for a customer is a service where TruckEast excels. Each one must meet exacting standards set by our own management experts – and by Scania.

- * Delivered with at least 3 months powertrain guarantee
- * Low mileage part exchange enquiries welcome
- * Comprehensive selection on view at our Felixstowe, Stowmarket and Wellingborough depots
- * Online stock list via Used Trucks search at www.truckeast.co.uk

“Scania trucks are the preferred choice of owners and drivers. They are ranked first in almost every respect, from performance, comfort and reliability to handling, traffic safety and fuel consumption.”

David Hill
Sales Director, TruckEast

“With an excellent record for quality, reliability and durability, Scania trucks make a sound used vehicle investment, which is also reflected in their higher re-sale values.”

Paul Prewett General Manager Used Vehicles, TruckEast

For more information, contact our Used Vehicle Sales Teams at

Felixstowe Tel: 01394 676625
 Contact: Peter Abbott Mobile: 07712 865957
 Stowmarket Tel: 01449 613553
 Contact: Paul Prewett Mobile: 07860 667910
 Wellingborough Tel: 01933 303303
 Contact: John Wardle Mobile: 07900 408030





Scania Recycled Parts

All our recycled parts are cleaned and quality checked: Cabs, Gearboxes, Engines, Cab Corners & Doors and much more.

Our recycled parts offer the following benefits:

- * Quality recycled parts
- * Up to 50% savings on new parts
- * Genuine Scania parts
- * Engine / Gearbox reconditioning service

Up to 50% savings on new parts

For more information contact our Recycled Parts Centre:

Tel: 01449 776841
Email: ben.last@scania.com

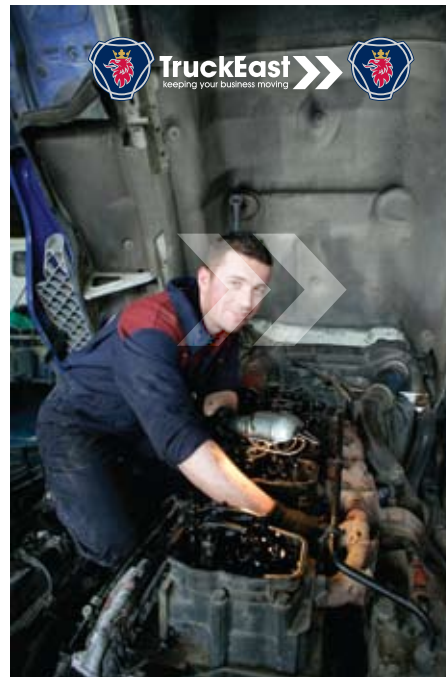


Dual Branding - TruckEast and Scania logo usage ❌

The following examples demonstrate incorrect ways of using the Scania logo with TruckEast branding.



The Scania logo should not be larger than the TruckEast logo.



Do not separate or place the Scania logo right next to the TruckEast brand. Doing this goes against brand guidelines and compromises both logos.

SCANIA

Scania Recycled Parts

All our recycled parts are cleaned and quality checked: Cabs, Gearboxes, Engines, Cab Corners & Doors and much more.

Our recycled parts offer the following benefits:

- Quality recycled parts
- Up to 50% savings on new parts
- Genuine Scania parts
- Engine / Gearbox reconditioning service

Up to 50% savings on new parts

For more information contact our Recycled Parts Centre:
Tel: 01449 776841
Email: ben.last@scania.com

TruckEast recycled parts

TruckEast Limited, Violet Hill Road, Stowmarket, Suffolk, IP14 1NN

Do not position the Scania logo above or diagonally to the TruckEast brand.

