TruckEast
keeping your business moving

BrandGuidelines

TruckEast
keeping your business moving

Contents .... page

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

TruckEast
keeping your business moving

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.

TruckEast

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

Truck
≫East
keeping your business moving

Truck
≫East

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.

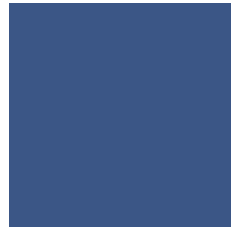**Logo basics -** Stacked version, colour, mono and white-out versions

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.

TruckEast >>
keeping your business moving

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.

TruckEast >>

20mm

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

Truck >> **East**
keeping your business moving

30mm

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

Truck >> **East**

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

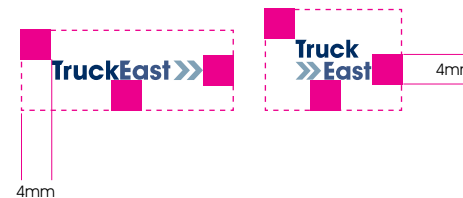Logo width 80mm = 8mm clearance zone

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.

Do not tilt the logo.

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.

Keeping your business moving

TruckEast ≫ ✔

Handling life's ups and downs

✔

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

TruckEast ›› new and used vehicle sales

TruckEast ›› parts and accessories

TruckEast ›› aftersales support

TruckEast ›› recycled parts

TruckEast ›› accident repair

TruckEast ›› specialist services

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 refering 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 »»
new and used vehicle sales

TruckEast »»
aftersales support

TruckEast »»
accident repair

TruckEast »»
parts and accessories

TruckEast »»
recycled parts

TruckEast »»
specialist services

TruckEast »»
new and used vehicle sales

TruckEast »»
aftersales support

TruckEast »»
accident repair

TruckEast »»
parts and accessories

TruckEast »»
recycled parts

TruckEast »»
specialist services

TruckEast »»
new and used vehicle sales

TruckEast »»
aftersales support

TruckEast »»
accident repair

TruckEast »»
parts and accessories

TruckEast »»
recycled parts

TruckEast »»
specialist services

TruckEast »»
new and used vehicle sales

TruckEast »»
aftersales support

TruckEast »»
accident repair

TruckEast »»
parts and accessories

TruckEast »»
recycled parts

TruckEast »»
specialist services

TruckEast Sub-Brand Logos - Stacked versions

Truck
»East
new and used vehicle sales

Truck
»East
parts and accessories

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).

Truck
»East
aftersales support

Truck
»East
recycled parts

Truck
»East
accident repair

Truck
»East
specialist services

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

Truck
≫East
new and used vehicle sales

Truck
≫East
new and used vehicle sales

Truck
≫East
new and used vehicle sales

Truck
≫East
new and used vehicle sales

Truck
≫East
aftersales support

Truck
≫East
aftersales support

Truck
≫East
aftersales support

Truck
≫East
aftersales support

Truck
≫East
accident repair

Truck
≫East
accident repair

Truck
≫East
accident repair

Truck
≫East
accident repair

Truck
≫East
parts and accessories

Truck
≫East
parts and accessories

Truck
≫East
parts and accessories

Truck
≫East
parts and accessories

Truck
≫East
recycled parts

Truck
≫East
recycled parts

Truck
≫East
recycled parts

Truck
≫East
recycled parts

Truck
≫East
specialist services

Truck
≫East
specialist services

Truck
≫East
specialist services

Truck
≫East
specialist services

TruckEast Sub-Brand Logos - Colour references

Truck
East
new and used vehicle sales

Pantone 282
C100 M68 Y0 K54
R0 G45 B98

Truck
East
aftersales support

Pantone 200
C0 M100 Y63 K12
R211 G17 B69

Truck
East
accident repair

Pantone 457
C20 M30 Y80 K0
R163 G145 B97

Truck
East
parts and accessories

Pantone 299
C85 M19 Y0 K0
R0 G157 B220

Truck
East
recycled parts

Pantone 363
C68 M0 Y100 K24
R67 G150 B57

Truck
East
specialist services

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.

TruckEast new and used vehicle sales ✔

TruckEast aftersales support ✔

TruckEast accident repair ✔

TruckEast parts and accessories ✔

TruckEast recycled parts ✔

TruckEast specialist services ✔

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.

TruckEast recycled parts ✖

Do not change the colour of the logo.

TruckEast aftersales support ✖

Do not mix colours from the other sub-brands.

TruckEast accident repair ✖

TruckEast Sub-Brand Logos - Background colours ✔ ✖

TruckEast new and used vehicle sales ✔ **TruckEast** aftersales support ✔ **TruckEast** accident repair ✔

TruckEast parts and accessories ✔ **TruckEast** recycled parts ✔ **TruckEast** specialist services ✔

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 new and used vehicle sales ✖ **TruckEast** aftersales support ✖ **TruckEast** accident repair ✖

TruckEast parts and accessories ✖ **TruckEast** recycled parts ✖ **TruckEast** specialist services ✖

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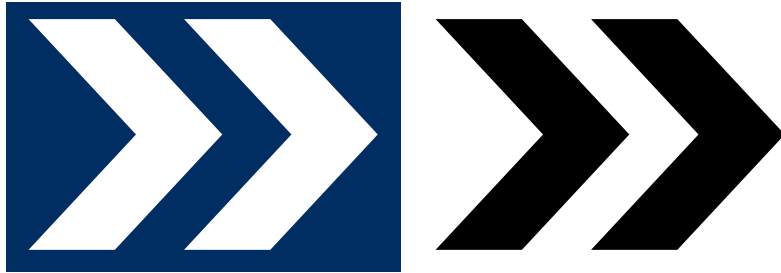
The double chevron symbol is integral to the TruckEast branding and helps to keep consistency throughout all TruckEast communications.

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.
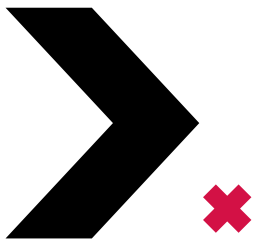
Do not separate the double chevron.
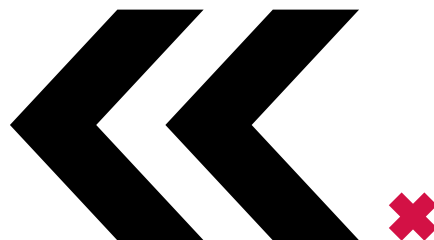
Do not change the direction of the double chevrons.
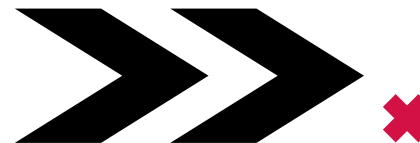
Do not squash, stretch or distort the double chevron symbol.

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.

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.

Long haul. Short stay

TruckEast
keeping your business moving
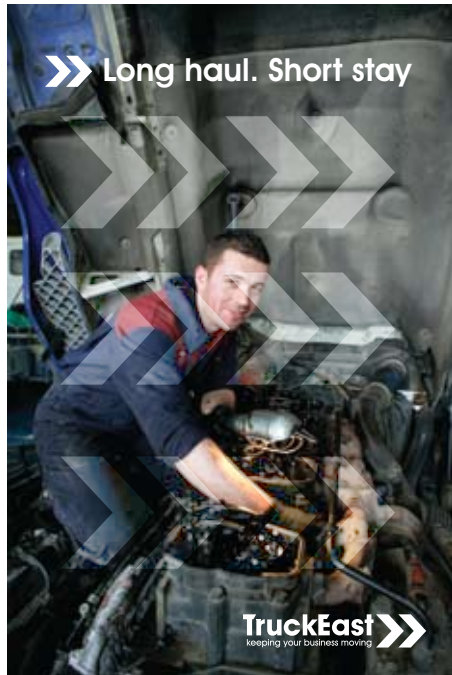
✖ Over-using the symbols across the whole image makes the double chevrons more distracting rather than helping to enhance the image.

TruckEast
keeping your business moving

✖ 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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›› **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	Aftersales Support	Accident Repair	Parts and Accessories	Recycled Parts	Specialist Services
Pantone 282	Pantone 200	Pantone 457	Pantone 299	Pantone 363	Pantone 137
C100 M68 Y0 K54	C0 M100 Y63 K12	C20 M25 Y60 K25	C85 M19 Y0 K0	C68 M0 Y100 K24	C0 M35 Y90 K0
R0 G45 B98	R211 G17 B69	R163 G145 B97	R0 G157 B220	R67 G150 B57	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.
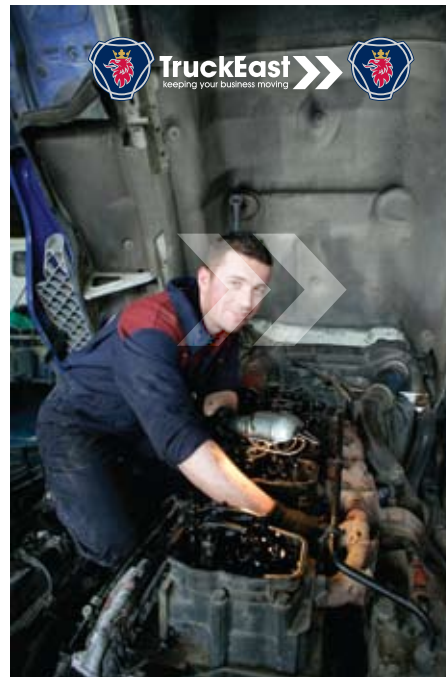
Dual Branding - TruckEast and Scania logo usage ✖

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.

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