

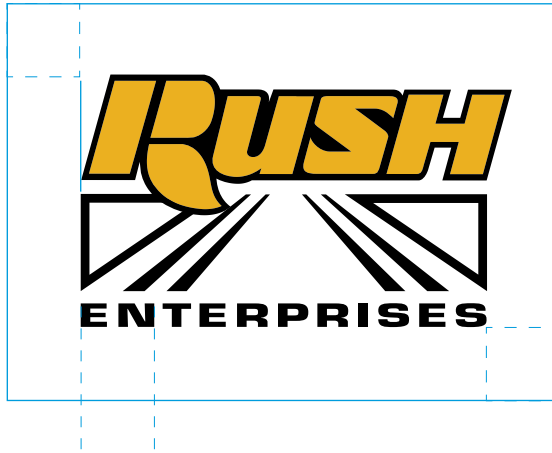
# RUSH ENTERPRISES BRAND STYLE GUIDE

V.013125



## BRAND ASSETS: LOGOS

**OUR LOGOS.** Our logo is our name represented in visual form – it is our signature. It should be used thoughtfully and consistently. The logo is to be reproduced only from the reproduction material available from the Rush Enterprises Marketing and Communications Department.



The Rush Enterprises logo is designed to sit on solid backgrounds, our gray graphic elements and darker photo images (reverse version). No element should be closer to the edge of the logo than the distance of the width of "EN" of Enterprises.



The Rush Truck Centers logo is designed to sit on solid backgrounds, our gray graphic elements and darker photo images. No element should be closer to the edge of the logo than the distance of the height of the red box. One exception to this rule is for billboards (see pages 53 and 54 for details).

## BRAND ASSETS: LOGO USAGE



The full-color version of the logo is created with a white outer rule for use on darker backgrounds, eliminating the need for an alternate “reverse” full-color version.

3



Do not alter the size, shape, colors or content of the logo in any way. The logo stands on its own – it should not be displayed with a location, city or department name.

# BRAND ASSETS: APPROVED LOGO VERSIONS

**THE RUSH ENTERPRISES BRANDS.** Always use the full-color version of the logo. One-color black and reverse (white) versions are available for situations where full-color reproduction is not practical. The Rush Truck Centers Racing logo is only to be used on materials relating to our NASCAR sponsorship or other race-related events.



BRAND ASSETS: APPROVED LOGO VERSIONS



(Canada)



5



(Canada)



(Canada)



## BRAND ASSETS: COLORS

**BRAND COLORS.** Our colors are primarily black and gold. Grays are used as secondary colors. Beyond appearing in the Rush Truck Centers logo, red is used in rare occasions and usually only to highlight something important, when an additional brand color is necessary or as a graphic element in an illustration or icon.



### Rush Gold

PMS: 124  
c: 0 m: 28 y: 100 k: 6  
r: 238 g: 177 b: 17  
#eeb111



### Rush 4/C Black

c: 50 m: 50 y: 50 k: 100  
r: 17 g: 17 b: 17  
#111111



### Rush Red

PMS: 185  
c: 0 m: 100 y: 100 k: 0  
r: 237 g: 28 b: 36  
#ed1c24



### Light Gray

c: 0 m: 0 y: 0 k: 10  
r: 230 g: 231 b: 232  
#e6e7e8



### Medium Gray

c: 0 m: 0 y: 0 k: 50  
r: 147 g: 149 b: 152  
#939598



### Dark Gray

c: 0 m: 0 y: 0 k: 85  
r: 75 g: 76 b: 76  
#4b4c4c

## BRAND ASSETS: TAGLINE AND TRADEMARKS

**TAGLINE.** The expect more tagline is the only element for Rush Truck Centers (and other Rush-branded divisions) that uses the Warnock Pro font. Most of the time it reproduces at 60% black when used on a white background, but can adjust in color for unique applications. A stacked version can be used on larger, more visually graphic materials, such as tradeshow assets, etc. Most of the time the more subtle, horizontal version should be used on flyers, emails and brochures. More detail is shown for its application in the layout section of this book. Where practical, it should appear on all marketing communications.

expect more.      expect  
more.

**TRADEMARKS.** Service marks and registration marks as used with Ready to Roll<sup>SM</sup> and RushCare<sup>®</sup> should be used upon the first mention and not on subsequent uses.

**TRADE GOTHIC** is the primary font used for Rush Truck Centers and all other operating divisions of Rush Enterprises represented in this manual. There are many variations within the Trade Gothic font family; we use only the Bold Condensed No. 20 and Condensed No. 18. DO NOT use other versions of the Trade Gothic font family.

### **Trade Gothic Bold Condensed No. 20**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

---

### Trade Gothic Condensed No. 18

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



## BRAND ASSETS: FONTS

**WARNOCK PRO** is the primary font for corporate communications (Rush Enterprises).  
Do not use Warnock Pro for communications that are not specifically Rush Enterprises-branded. Trade Gothic can be used in some cases as a secondary font for bullet point copy, subheads, etc.

### Warnock Pro Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

---

### Warnock Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

---

### Warnock Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**ARIAL AND ARIAL NARROW.** Because of the font limitations of email and PowerPoint, these two fonts can be used as a substitute to our official corporate fonts. Arial is our alternate font to be used only for marketing emails. Arial Narrow is the substitute font to be used in PowerPoint.

## Arial Narrow Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

---

## Arial Narrow Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

---

## Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

---

## Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## BRAND ASSETS: FONTS (SCRIPT SPECIAL EVENT)

**ALISHA.** This is a specialty, decorative font used on very rare occasion for corporate invitations and special events. The font should be used sparingly as an initial greeting or headline, such as “You’re Invited,” “Welcome,” etc.

*Alisha*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

## IMAGES: FULL-FRAME PHOTOGRAPHY

**GRAPHIC TREATMENT TO PHOTOGRAPHY.** Our catalog of photography comes from a variety of photographers and geographic regions around the country and spans a time frame of several years. One way to bring our photography into a more “unified” look is to give them a graphic treatment by darkening the top and bottom to create a more tonal “mood” or enriched appearance.



Unedited original.



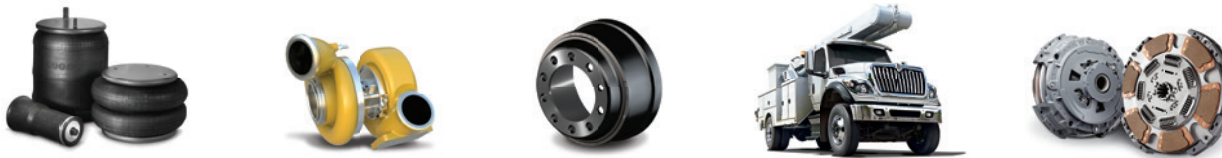
Apply a gradient feather to a black box (at the top and the bottom), and apply a multiplied transparency effect to each. Set the black to 50%. Use this as a starting place; the graphic designer will have to use best judgment based on the characteristics of the original photo.

# IMAGES: CUTOUT PHOTOGRAPHY

**GROUNDING IMAGES.** All photography that has had the background removed, or “clipped” away, should be “grounded” with a realistic drop shadow. The truck below illustrates how an effective shadow makes the truck appear to be firmly “planted” on the ground with the darker shadows under the tires, where the truck is closest to the ground.



Correct



Incorrect



# GRAPHIC ELEMENTS: BLADES

**THE RUSH SLANT** follows the inside path of the road in our Rush Enterprises Logo at a 40.72° angle.

**ANGLED GRAPHIC ELEMENTS** suggest motion and give a kinetic energy to the design. The horizontal and angled lines should follow a grid as much as possible to create a sense of symmetry. Sometimes the shade of gray may need to be adjusted slightly, but try to stay close to the three (light, medium and dark) grays on page 12.



40.72°

Transparent grays create an "overlap" look

50% Black



White transparent layer set to 20% opacity over photos creates a "ghosted" effect

Gradient feather over photo at top and bottom

10% Black

# PRINT ADVERTISING: SAMPLES

## BROCHURE

AFTERMARKET SOLUTIONS



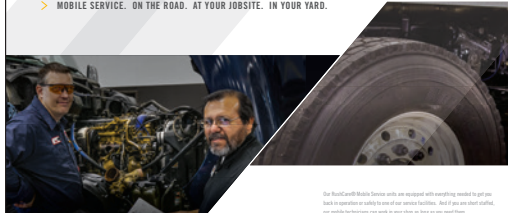


**> SERVICE. THE RUSHCARE WAY.**



**FASTER SERVICE EXPERIENCE.** RushCare Connect is a state-of-the-art mobile service center where 80+ service technicians are on demand, 24/7, ready for the service process to address your service requirements. You have 24/7 access to the advice of your experts as well as a complete range of services, when you need.

**FACTORY TRAINED FOR ALL MAJOR ALL MODELS.** Staffed by factory-trained and ASE certified professionals qualified to work on heavy and medium-duty vehicles, we're qualified to provide comprehensive repairs on virtually every truck, trailer, bus, and trailer. Diesel, gas and alternative fuel engines, transmissions, drivetrains and loading systems.

**> MOBILE SERVICE. ON THE ROAD. AT YOUR JOBSITE. IN YOUR YARD.**

**OUR RUSHCARE MOBILE SERVICE UNITS ARE EQUIPPED WITH EVERYTHING NEEDED TO GET YOU BACK IN OPERATION OR SAFELY HOME FROM YOUR SERVICE FACILITY.** And if you aren't satisfied, our mobile technicians can work in your yard at the time you need them.

**NATURAL GAS SERVICE AND SUPPORT.** We're made whenever investments in hydrogen technology and fuel cell systems to help ensure that our technicians can safely and accurately repair your natural gas vehicles. We have dedicated natural gas service facilities and certified technicians across our network.

**COLLISION REPAIR EXPERTISE AND TECHNOLOGY.** Our collision centers have the training and tools needed to make your truck accident or fire a complete non-issue. We are certified body commercial vehicles and a direct repair facility for major fleets and insurers.

**RUSHCARE SERVICE CONNECT.** Anytime. Anywhere. Anytime. Our online service communication center is accessible via PC, tablet or mobile device and provides 24/7 support across the entire range of your vehicle types and service history of any fleet at any Rush Truck Centers location or thousands of our off-network service providers.

## PRINT AD

WHEN IT COMES TO DUMP TRUCKS, NO ONE OFFERS YOU MORE.



**> IN STOCK AND READY TO WORK.**

At Rush Truck Centers, we've got the trucks you want when you need them. With build-up trucks in stock from the brands you trust, there is no need to wait for the body you need to be installed on the truck chassis. If we don't have your truck in stock, we can spec a custom truck to your exact requirements.

**JAMES TAYLOR - TRUCK SALES REPRESENTATIVE**  
 413-232-2817 ext 1 | 803-363-5258 direct  
 taylorj@rushtruckcenters.com

**RUSH TRUCK CENTERS IN NC**  
 Farm West, Salt Lake City, Springville and St. George



© 2024 Rush Truck Centers, Inc. Printed in USA. 500-9121975 Salt Lake City 84149 Print Ad

## FLYER

RUSH TRUCK CENTERS IS YOUR PREMIER SOLUTIONS PROVIDER



COME SEE WHY NO OTHER DEALERSHIP OFFERS YOU MORE

**EXPECT MORE**  
 Rush Truck Centers - Location provides our customers a one-stop approach, including service, sales, parts, financing, leasing and insurance for industry-leading brands, XXXX, XXXX, XXXX and XXXX.

**NEW AND PRE-OWNED TRUCK SALES**  
 Monday - Friday | 8:00 a.m. - 8:00 p.m.  
 Saturday | 8:00 a.m. - 8:00 p.m.

**SERVICE**  
 Monday - Friday | 8:00 a.m. - 8:00 p.m.  
 Saturday | 8:00 a.m. - 8:00 p.m.

**PARTS**  
 Monday - Friday | 8:00 a.m. - 8:00 p.m.  
 Saturday | 8:00 a.m. - 8:00 p.m.  
 Sunday | 8:00 a.m. - 8:00 p.m.

**COLLISION**  
 Monday - Friday | 7:00 a.m. - 5:00 p.m.

**RUSH TRUCK CENTERS - LOCATION**  
 Street Address | City, ST Zip  
 XXX XXX XXXX local | 844-444-8070 RushCare Rapid Parts  
 XXX XXX XXXX service  
 XXX XXX XXXX 24/7 mobile service  
 rushtruckcenters.com




© 2024 Rush Truck Centers, Inc. © 2024 9121975 Salt Lake City 84149 Print Ad



**RUSH TRUCK CENTERS** **MOBILE SERVICE**  
Powered by a fleet of more than 650 units nationwide.

**LEARN MORE**



**GET REWARDED**  
When you purchase a new Peterbilt truck.




**RushCare Xpress PM** **SAME-DAY PREVENTIVE MAINTENANCE SERVICE.**  
> SCHEDULE YOUR APPOINTMENT TODAY.  
**FIND LOCATION**




**OUR ONE-STOP SHOP APPROACH.**  
WE OFFER A VARIETY OF SERVICES INCLUDING FINANCING.

**RUSH TRUCK CENTERS**

**VIEW INVENTORY**



**RushCare Xpress** **FAST, ACCURATE DIAGNOSTICS, SERVICE AND PREVENTIVE MAINTENANCE.**  
**LEARN MORE**



**FORD TRANSIT AND E-TRANSIT® WITH INSULATED AERIAL LIFT**

**VIEW INVENTORY** **RUSH TRUCK CENTERS**

**RUSHCARE XPRESS PM.**



**SAME-DAY PREVENTIVE MAINTENANCE SERVICE.**  
COMPREHENSIVE INSPECTION PACKAGES  
DEDICATED, FACTORY-TRAINED TECHNICIANS  
EXTENDED HOURS AND WEEKEND SERVICE  
Schedule your appointment today.

**RUSH TRUCK CENTERS** **RushCare Xpress PM**

**GET REWARDED**  
When you purchase a new Peterbilt truck.



**RUSH TRUCK CENTERS**

**GET REWARDED**  
When you purchase a new Peterbilt truck.



**RUSH TRUCK CENTERS**

**RUSH REUSE SYSTEMS** **JOIN US IN BOOTH 3026 AT WASTE EXPO** 

**RUSHCARE XPRESS PM.**



**SAME-DAY PREVENTIVE MAINTENANCE SERVICE.**  
Schedule your appointment today.

**RUSH TRUCK CENTERS** **RushCare Xpress PM**





**RUSH**<sup>TM</sup>  
TRUCK CENTERS

**EXIT 198**  
55 MILES



**MONDAY - FRIDAY**  
**OPEN UNTIL 9 P.M.**

**EXIT 556**

**RUSH**<sup>TM</sup>  
TRUCK CENTERS



**OPEN**  
**UNTIL 9 P.M.**  
**MONDAY - FRIDAY**

**RUSH**<sup>TM</sup>  
TRUCK CENTERS



**RUSH**  
TRUCK CENTERS

PETERBILT TRUCKS



WHEN IT COMES TO TRUCKING,  
NO ONE OFFERS YOU MORE.

*Peterbilt*

expect  
more.

**RUSH**  
TRUCK CENTERS

PETERBILT TRUCKS




WHEN IT COMES TO TRUCKING,  
NO ONE OFFERS YOU MORE.

*Peterbilt*

expect  
more.

**RUSH**  
TRUCK CENTERS

ALL-MAKES PARTS




WHEN IT COMES TO PARTS,  
NO ONE OFFERS YOU MORE.

expect  
more.

**RUSH**  
TRUCK CENTERS

ALL-MAKES  
PARTS CATALOG



WHEN IT COMES TO PARTS,  
NO ONE OFFERS YOU MORE.

expect  
more.

**RUSH**  
TRUCK CENTERS

ALL-MAKES SERVICE



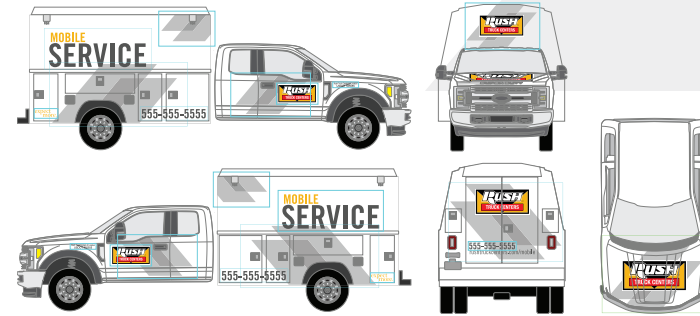
FULL-SERVICE TRUCK REPAIR  
AND MAINTENANCE

expect  
more.

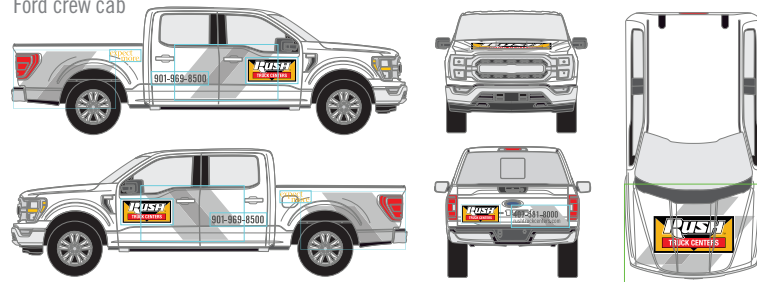
# VEHICLE GRAPHICS: SAMPLES



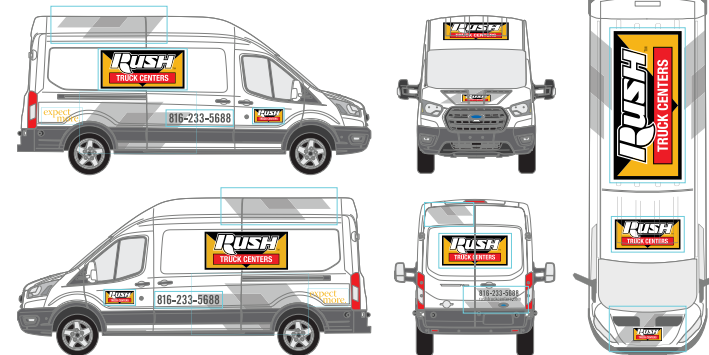
Ford service body



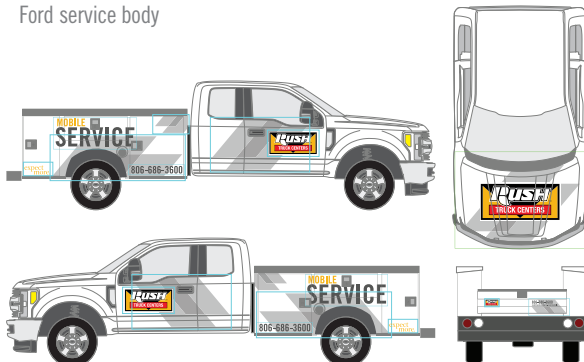
Ford crew cab



Ford transit van



Ford service body



Box truck



