RUSH ENTERPRISES BRAND STYLE GUIDE
V.082724

expect more.

TABLE OF CONTENTS

Rush Enterprises is the premier solutions provider to the commercial vehicle industry. We don't make that statement in a boastful manner, but as a matter of fact. Our focus is on providing the highest-quality products and solutions to meet our customers' needs. Our brand represents premium quality in everything we do. We are not a loosely associated group of individual dealerships and business units, but rather, we are a single network that moves in lockstep to provide a consistent high-level experience to customers wherever they do business with us.

OUR BRAND PROMISE. Rush Enterprises is dedicated to exceeding customer expectations — in the culture and values that drive our business, the quality of the brands and solutions we offer, our state-of-the-art facilities and our unrivaled network reach and scale. We are part of the commercial vehicle industry, but we are unique in the industry. And our promise to our customers and to ourselves comes down to two simple words — expect more.

THE POWER OF BRAND. We believe in the power of a well-managed and fully integrated brand to win customers, create loyalty and inspire evangelism. To that end, we must consistently deliver experiences and messages aligned with our brand promise — in every interaction our customers and prospects have with us — whether in attitude, words, visual design or offering. A consistent brand encourages familiarity. Familiarity builds trust. And people prefer doing business with people and companies they trust.

THE PURPOSE OF THIS DOCUMENT. This brand style guide serves as a road map for correctly administering Rush Enterprises' brands in marketing and communications. The success of our company's branding efforts lies, in large part, with the correct execution of this style guide. It should be followed diligently by employees of the company and suppliers and partners who have been granted permission to use Rush Enterprises' brand assets. All marketing and communication activities are to be led by the Rush Enterprises Marketing and Communications Department. Questions on this style guide should be directed to marketingrequests@rushenterprises.com.

VOICE AND TONE

One of the ways we represent our brand is by the voice and tone we use when writing content for both external and internal audiences. This section explains the difference between voice and tone and lays out the elements of each as they apply to Rush Enterprises.

So, what's the difference between our brand's voice and tone? Think of yourself. Your voice is your voice. It's pretty consistent. But your tone changes depending on your audience and the situation. Our brand is no different. Our voice shouldn't change much, but our tone changes all the time.

VOICE. Our voice is a direct reflection of our driving principles — fairness, productivity, excellence, positive attitude and integrity. And it represents our leadership position in the industry. We understand the challenges our customers face every day. And we offer solutions. That's why we speak as a confident, approachable and well-spoken expert. We impart our expertise with clarity, thoughtfulness and empathy. We are plain-spoken. We never try to impress with big words or fancy terminology that just confuses real people. We are concise, and we encourage conversations. Every word we write should inform and educate.

TONE. Generally, our tone is professional but not stuffy. When people read or hear the words we've written, they should feel they are coming from a real person, not a corporation. When writing on behalf of the company, consider your subject matter and audience. Are you speaking to a large fleet executive or an owner-operator? A Vice President of Purchasing or Maintenance Manager? Before writing the first word, understand whom you are speaking to and their pain points and frame of mind. Adjust your tone accordingly.

WRITING STYLE

Regardless of the tone, here are a few key elements to keep in mind when writing in Rush Enterprises' voice.

- **Use active voice.** Avoid passive voice. It's more confident and easier to understand. (Ex. "Rush Truck Centers represents leading truck and bus manufacturers" vs. "Leading truck and bus manufacturers are represented by Rush Truck Centers.")

- **Avoid slang and jargon.** Write in simple English. Assume the reader has no knowledge of your subject.

- **Write positively.** Use positive language rather than negative. (Ex., increase uptime vs. minimize downtime)

- **Get to the point.** Lead with the most important thought. Avoid fluff and unnecessary modifiers.

SPECIFICS

In general, we follow The Associated Press Stylebook when it comes to punctuation and grammar. But here are a few rules that are unique to us.

- Headlines
  A period should only be used when there is other punctuation in the phrase or sentence.
  Example:
  NO ONE OFFERS YOU MORE THAN RUSH TRUCK CENTERS
  MORE PARTS. MORE SERVICE. MORE LOCATIONS.
  IF YOU NEED ANYTHING, WE'LL BE RIGHT HERE.

- Sub-Heads
  Same rules as the headline.

- Bullet copy never has periods (do not use the gold "arrow" flourish as a bullet)

- Call to Action
  A call to action is typically a complete sentence and should have a period.
  There may be exceptions to this rule. Examples:
  Call your local representative for more information.
  Find a location
  Find a location near you.

- We always use ONE space after a period or colon

- We never use exclamation marks unless the phrase is truly an exclamation
  And never more than one

- We avoid abbreviations whenever possible

- We don't abbreviate addresses, only states

- Do not capitalize employee or company names in urls

- We avoid acronyms unless it is the more common use, and then we include the full name on the first mention

- In most circumstances, using contractions in marketing copy is permitted and encouraged. Contractions humanize our content and make it feel friendlier and more approachable

- It's OK to start a sentence with words such as "And" or "But" for the same reasons we like contractions

- We avoid shortening the company name to "Rush." Whenever possible, use Rush Enterprises, Rush Truck Centers, etc.

BRANDED LANGUAGE

There are certain phrases and words we use regularly in marketing and communications copy that brand the content to us. When writing on behalf of the company, try to use these phrases where it makes sense. But never force branded language where it isn't a natural choice. Examples of our branded language include:

- **Expect more.** These two words encapsulate our brand promise. They are also used as a tagline to "sign off" marketing communication. However, they can also be worked into marketing copy. Ex., You can expect more from Rush Truck Centers.

- **When it comes to trucking, no one offers you more.** This phrase can often be used as a concluding sentence in content summarizing our position as the industry's total solutions provider.

- **When it comes to _____, no one offers you more.** Used in the same manner as above, but specific to a product or solution. Ex., When it comes to all-makes parts, no one offers you more.

- **The premier solutions provider to the commercial vehicle industry.** Used in overview copy to highlight our leadership role in the industry.

WRITING FOR PRINT AND WEB

HEADLINES AND SUBHEADS. Most people will read a headline. Very few will proceed to the rest of the content. Your headline must be interesting enough to draw the reader in. Use simple but powerful language. Keep it short.

WRITING FOR PRINT. The purpose of printed, or even digital, marketing collateral is to pique interest and facilitate in-person conversations. To that end, marketing copy should be compelling, but as short and concise as possible. It should provide a high-level overview of the topic, not every detail.

WRITING FOR WEBSITES. The objective of most physical marketing material, and even email, is to drive people to our websites to learn more or take an action. Webpages can provide the details that are not practical in other media. With that said, website copy is generally scanned. Keep it simple and put the most important information first. Make sure people can easily find what they are looking for.

- **Headers.** Not only does good header text make it easy for a user to determine if the page content is relevant to them, it's also key to good search engine optimization of our web pages. Think of the H1 text as the title of the book and H2 text as the title of each chapter. Headers should always include relevant search terms that succinctly summarize the content of the page. They are always written in a style that is consistent with our brand language.

- **Body copy.** Adhere to the style outlined in this guide, but keep it as simple as possible. Short paragraphs with short sentences are best. Avoid unnecessary words and flowery language. Be direct with a focus on stating the primary feature and benefit to the user. Whenever possible, include a call to action in a link or button.

WRITING FOR EMAIL, SOCIAL MEDIA AND POWERPOINT

WRITING FOR EMAIL. We are all bombarded with emails. You have about half of one second to convince someone to open and read your email.

- **Subject line.** Keep it descriptive and intriguing. It should make the reader want to open the email to learn more. Keep it as short as possible. Many email clients only display the first few words of a subject line.

- **Email content.** Keep it minimal. Headline and body copy should be concise and designed to drive the reader to a click. Use images to tell the story. Leave the details for a landing page.

- **Call to action.** Make it clear what you want the reader to do next – buy something, read something or respond to something. Buttons should contain actions in all capital letters.

WRITING FOR SOCIAL MEDIA. We use social media to inform, engage and encourage conversations. When writing for social media, we should generally follow the style points outlined in this section with an emphasis on keeping content short and concise – generally, one to two short sentences with a clear call to action. We do not use emojis or common text/social abbreviations such as "4" for "for" or "u" for "you."

WRITING FOR POWERPOINT. Effective PowerPoint presentations reinforce the most important points of a spoken presentation. They are not intended to detail every word of a presentation. They are not the speaker's notes.

- **Headlines.** Should concisely summarize the slide content. Avoid using the same headline on subsequent slides whenever possible.

- **Slide content.** Each slide should be limited to a maximum of seven bullets with no more than seven words per bullet, fewer if possible. Avoid complete sentences and unnecessary articles. Minimum font size should be 18 points for all content.

- **Spreadsheets, tables and charts.** These often make terrible PowerPoint slides. If the content is not readable to someone with average eyesight, it should not be on the slide. If the content is important, provide it as a handout.

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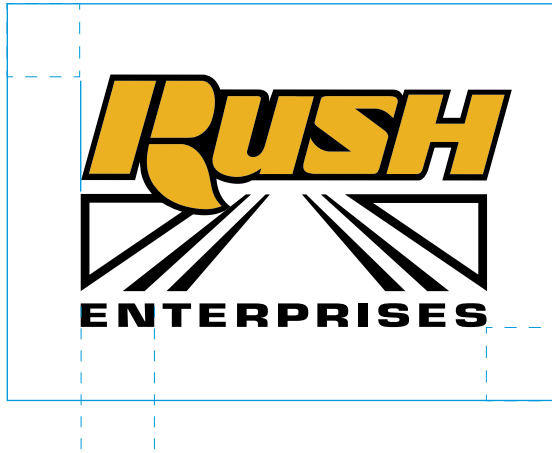
The Rush Enterprises logo is designed to sit on solid backgrounds, our gray graphic elements and darker photo images (reverse version). No element should be closer to the edge of the logo than the distance of the width of "EN" of Enterprises.

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).

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.

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.

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.

RushCare branding currently under review

THE RUSHCARE® WORDMARK. RushCare can be used in a "locked-up" configuration with our division logos. The text of the lockup should align with the top and bottom of the division logo, with a distance of approximately the height of the red box between the two.

A lockup can also be used in a vertical stacked arrangement when space is not optimal for the horizontal version.

When used on the same page with the Rush Truck Centers (or other division) logo, the RushCare wordmarks may appear without the division logo.

 CONTRACT MAINTENANCE
 MAINTENANCE PLANS
 MOBILE SERVICE
 PARTS CONNECT
 SERVICE CONNECT

 TELEMATICS SOLUTIONS
 XPRESS CHECK
 XPRESS PM
 XPRESS SERVICE

11

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

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[SM] and RushCare® should be used upon the first mention and not on subsequent uses.

> GOLD ARROW FLOURISH AND BULLETS

The gold "arrow" flourish (above left) is to be used sparingly as a visual cue to a subhead or call-to-action line. There should only be one arrow per page in a layout, it should never be used as a bullet graphic in a list of bullet points. It is slightly larger than the font to its right and maintains a distance of 2.5 letters for spacing between the arrow and first word.

· Bullet points should be half the point size of the font (round up if not an even number)
  Don't use the gold "arrow" flourish as a bullet

· For example, this is 9-pt. text with a 5-pt. bullet

· Baseline shift will have to be applied to the bullet to bring it center with the font

· This example shows a baseline shift of 1.5

  - As an alternate, an en dash can be used as a bullet (bullet dash)

  - This can be used as a "sub-bullet" under a bullet point above

  - This option also allows the point and leading sizes to remain the same as the rest
    of the body copy without the special adjustments noted above for bullet points

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

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

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

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.

GROUNDED 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

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

GRAPHIC ELEMENTS: ILLUSTRATION/ICONS

ILLUSTRATIONS AND ICONS should be used sparingly, but when used should have a simple, minimal design that quickly and logically conveys the idea represented. Different colors from the Rush Enterprises palette can be used to complement the layout context.

Title: Trade Gothic
Bold Condensed No. 20 (all caps)
Size: 16 pt
Tracked to 30
85% black

AFTERMARKET SOLUTIONS
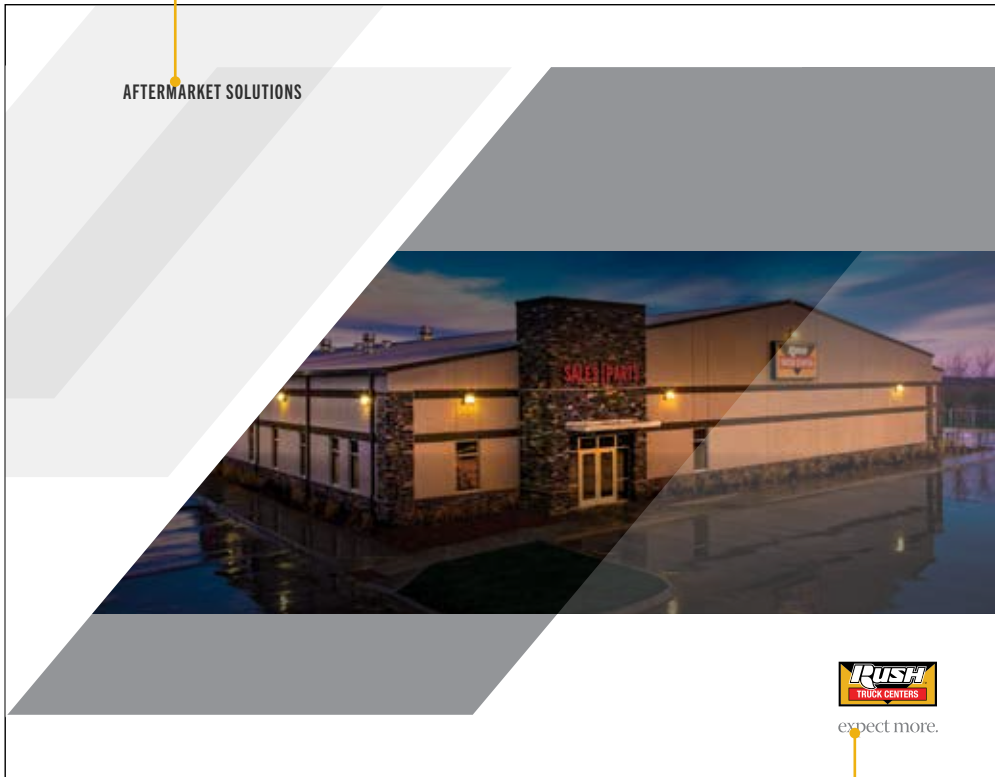
Tagline: Lowercase Warnock Pro Display
Centered below the logo
60% black
Justified to the width of the logo

AS THE FLAGSHIP COLLATERAL PIECE, brochures present the opportunity to use all of the graphic elements in one context. Because of this, restraint must be used by the designer to keep the layout simple and elegant. Brochures are designed in a horizontal format (11" x 8.5"). Graphic elements should align on an invisible grid, text should be kept to a minimum and white space should be viewed as your friend.

> SERVICE. THE RUSHCARE WAY.

A BETTER SERVICE EXPERIENCE. communication system that provides customers an on-demand, 360-degree view of the service process for vehicles at our service departments. You'll have 24/7 access to the status of your repairs as well as a complete service history of all service work done.

FACTORY TRAINED FOR ALL MAKES, ALL MODELS. Staffed by factory-trained and ASE-certified professionals qualified to work on heavy- and medium-duty vehicles, we're qualified to perform preventive maintenance, repairs or warranty work on trucks, trailers, buses, truck bodies, diesel, gas and alternative fuel engines, transmissions, differentials and braking systems.

Heading: Trade Gothic
Bold Condensed No. 20 (all caps)
Size: 15 pt
Tracked to 30
85% black

Subheading: Trade Gothic
Bold Condensed No. 20 (all caps)
Size: 10 pt
Tracked to 30
85% black

Body Text: Trade Gothic
Condensed No. 18
Size: 10 pt
Leading: 14 pt
Kerned to -10
60% black
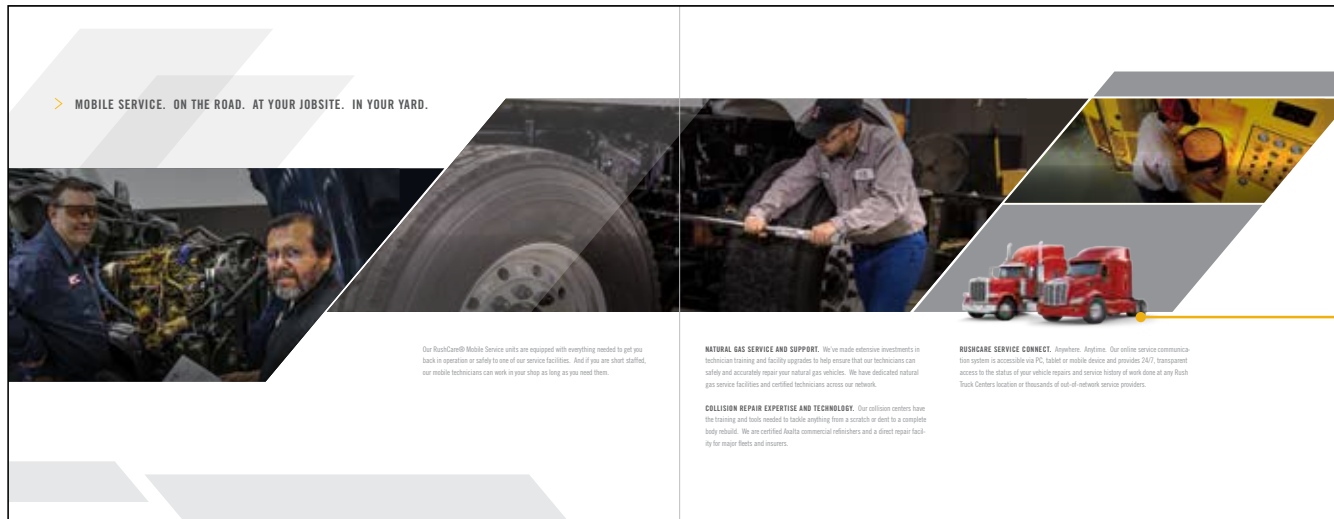
> MOBILE SERVICE. ON THE ROAD. AT YOUR JOBSITE. IN YOUR YARD.

Our RushCare® Mobile Service units are equipped with everything needed to get you back in operation or safely to one of our service facilities. And if you are short-staffed, our mobile technicians can work in your shop as long as you need them.

NATURAL GAS SERVICE AND SUPPORT. We've made extensive investments in technician training and facility upgrades 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 tackle anything from a scratch or dent to a complete body rebuild. We are certified Axalta commercial refinishers and a direct repair facility for major fleets and insurers.

RUSHCARE SERVICE CONNECT. Anywhere. Anytime. Our online service communication system is accessible via PC, tablet or mobile device and provides 24/7, transparent access to the status of your vehicle repairs and service history of work done at any Rush Truck Centers location or thousands of out-of-network service providers.

Cutout photos can overlap graphic or full photos for a "layered" effect.

24

PRINT ADS are built per size specifications for each publication. The logo sits in the bottom right, with the tagline "expect more" just below, as our "sign-off," and aligns right with the title above. Main body text has an approximate left margin of 1", with a right margin not to go past the left edge of the Rush Truck Centers logo below. In general, the graphic and photo should take up at least half of the page. An attempt should be made to keep the message short and to the point with minimal copy.

The title aligns with the top of the upper gray box (shown at right) and is right justified with the logo below.

Title: Trade Gothic
Bold Condensed No. 20 (all caps)
Size: 14 pt
Leading: 17 pt
Tracked to 30
White

Utilize Rush Enterprises Branding Kit for pre-sized and color-calibrated assets.

Use photo and graphics treatments described on page 19.

Use gold arrow described on page 14.

Heading: Trade Gothic
Bold Condensed No. 20
Size: 12 pt
Tracked to 30
85% black

Body Text: Trade Gothic
Condensed No. 18
Size: 11 pt
Leading: 15 pt
Kerned to -10
60% black

Subheading: Trade Gothic
Bold Condensed No. 20
Size: 10 pt
Tracked to 30
Leading: 19 pt
85% black

Body Text: Trade Gothic
Condensed No. 18
Size: 11 pt
Kerned to -10
60% black

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 bodied-up trucks in stock from the brands you trust, there is no need to wait for the body you need to be mounted 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
435-230-2817 cell | 801-303-5204 direct
taylorj3@rushenterprises.com

RUSH TRUCK CENTERS IN UTAH
Far West, Salt Lake City, Springville and St. George

expect more.

© 2019 Rush Enterprises, Inc. Printed in USA. 428-0719 RTC-Salt Lake City UAPA Print Ad

Use gray versions of product brand logos at 50% black. Logos align center with each other and (in general) align with the baseline of the "expect more" tagline to the right. Utilized placed vector logos from **Rush Enterprises Branding Kit** to assure proper screen color and size relation.

Correct photography angle

Follow directions on page 20 of this guide for proper clipping and shadowing instructions.

ADVERTISING TEMPLATES. All templates have been created with Truck Paper specs and the Rush Truck Centers brand. Do not modify templates by adjusting image sizes, image frames, text frames, font sizes, headers, footers, etc.

TAKING YOUR OWN PHOTOS. Take the photo of the truck at eye level from in front of the driver's side at a 3/4 angle, as shown at left. If possible, try to shoot from noon to 2:00 p.m. for the best lighting. This lighting will prevent shadows that may obscure certain truck modifications and features.

Take a photo using a high-quality camera (minimum of 8 megapixels) using the highest photo quality setting. Photos must maintain high-resolution quality and only be edited in their original file size.

Final photos should be in the CMYK color format. Do not reduce below 1200 x 800 pixels. Save as a JPEG, tiff or eps. If saving as a JPEG, be sure to use the maximum image quality setting.

Incorrect photography angles

Templates can be found here: U-0513 RTC – Truck Paper

26

FLYERS are generally built to 8.5" x 11" with full bleed. The logo sits in the bottom right, with the tagline "expect more" just below, as our "sign-off" and aligns right with the title above.

Left Margin 1"

Left Margin .75"

Header Margin 1" deep

The title is vertically centered in gray header bar (shown at right) and is right justified with the Rush Truck Centers logo below.

Title: Trade Gothic
Bold Condensed No. 20 (all caps)
Size: 14 pt
Leading: 17 pt
Tracked to 30
White

Use photo and graphics treatments described on page 19.

RUSH TRUCK CENTERS IS
YOUR PREMIER SOLUTIONS PROVIDER

5" deep

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 | X:XX a.m. – X:XX p.m.
Saturday | X:XX a.m. – X:XX p.m.

SERVICE
Monday – Friday | X:XX a.m. – X:XX p.m.
Saturday | X:XX a.m. – X:XX p.m.

PARTS
Monday – Friday | X:XX a.m. – X:XX p.m.
Saturday | X:XX a.m. – X:XX p.m.
Sunday | X:XX a.m. – X:XX 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

expect more

Header Margin .5" deep

© 2024 Rush Enterprises, Inc. U-0346 RTC Dealership Capabilities Flyer International Template 08/24

Heading: Trade Gothic
Bold Condensed No. 20
Size: 12 pt
Tracked to 30
White

Subheading: Trade Gothic
Bold Condensed No. 20
Size: 10 pt
Tracked to 30
Leading: 19 pt
85% black

Body Text: Trade Gothic
Condensed No. 18
Size: 11 pt
Kerned to -10
60% black

Utilize Rush Enterprises Branding Kit for pre-sized and color-calibrated assets.

Use gray versions of product brand logos at 50% black. Logos align center with each other and (in general) align with the baseline of the "expect more" tagline to the right. Utilized placed vector logos from **Branding Kit** to assure proper screen color and size relation.

Left Margin 1"

Left Margin .75"

Header Margin 1" deep

Heading: Trade Gothic
Bold Condensed No. 20
Size: 14/16 pt
Tracked to 30
White

THE PARTS YOU NEED. THE BRANDS YOU TRUST.

- BRAKES AND WHEEL END
- CAB EXTERIOR
- CAB INTERIOR
- CHEMICALS AND LUBRICANTS
- DRIVETRAIN

- ELECTRICAL
- ENGINE AND EMISSIONS
- ENGINE COOLING
- FIFTH WHEEL AND COUPLINGS
- HVAC
- LIGHTING

- SAFETY
- STEERING AND SUSPENSION
- TOOLS AND SHOP SUPPLIES
- TRAILER
- VEHICLE TECHNOLOGY

SCAN QR CODE TO VIEW OUR ALL-MAKES CATALOG

5" deep

TOTAL SOLUTIONS FROM RUSH TRUCK CENTERS

Subheads: Trade Gothic
Bold Condensed No. 20
Size: 10/11 pt
Tracked to 30
85% black

SERVICE
- Factory-certified technicians for all makes and models
- CNG fuel system inspections and repairs
- Electric vehicle service and repairs
- Mobile service and on-site technicians
- Xpress Check diagnosis and repair estimates
- Xpress PM service
- Xpress brake system inspections and service
- Xpress PM for Bus
- Xpress aftertreatment service
- Xpress alignment service
- Preventative maintenance
- DOT and state inspections
- Resurface flywheels
- Engine performance, diagnostics and repairs
- Hydraulic repairs
- HVAC inspections and repairs
- Exhaust repairs
- Light repairs and replacement
- Hood adjustments and repairs
- Welding repairs
- Trailer repairs
- Towing service
- Extended hours and weekend services
- Ford online scheduling tool and FordPass® App

CERTIFICATION
- Peterbilt
- Hino
- Jerr-Dan
- Caterpillar
- Eaton
- Allison
- Cummins
- PACCAR MX
- Tiffin PowerGlide

PARTS
- Bilingual representatives
- All-makes parts availability
- Parts delivery
- EV parts availability

COLLISION CENTER
- Axalta commercial refinishers
- Factory-trained collision center technicians
- All makes and models
- Heated paint booths
- Custom lettering, graphics and fabrication
- Aftermarket body installations

SCAN QR CODE TO VIEW LOCATION ONLINE

NEW AND PRE-OWNED SALES
- One of the country's largest selections of new, pre-owned and heavy-, medium- and light-duty trucks
- Authorized dealer of IC Bus
- Finance and insurance capabilities
- Ready to RollSM, work-ready inventory
- Factory-trained sales staff
- Factory and aftermarket warranties available
- Large selection of pre-owned Rush Truck Leasing maintained inventory
- Trade-ins of all makes and models are welcome

Bullet Text: Trade Gothic
Condensed No. 18
Size: 8/9 pt
Kerned to 0
85% black

Content text 9 pt or smaller can be 85% black to improve legibility.

RUSH TRUCK CENTERS

expect more.

© 2024 Rush Enterprises, Inc. U-0346 RTC Dealership Capabilities Flyer International Template 08/24

Header Margin .5" deep

28

TEXT-ONLY HEADER: A general email design that uses the Rush division logo, branded gray blades followed by the headline and body copy.

a. Commonly used for Truck/Trailer Inventory and custom request emails.

b. NO GRAPHICS REQUIRED

TEXT HEADER WITH HERO IMAGE: An email that includes a hero image to support the email's headline and overall messaging. Character limit: 45. These images should contain no text. Text in these graphics becomes small and very difficult to read when viewed on mobile devices.

a. Commonly used for National email campaigns and Dealership Aftermarket email templates.

IN STOCK AND READY TO ROLL®

Rush Truck Centers in Whittier has the Ford trucks you need in stock and Ready to Roll.

COMPLIMENTARY 21-POINT VEHICLE INSPECTION

29
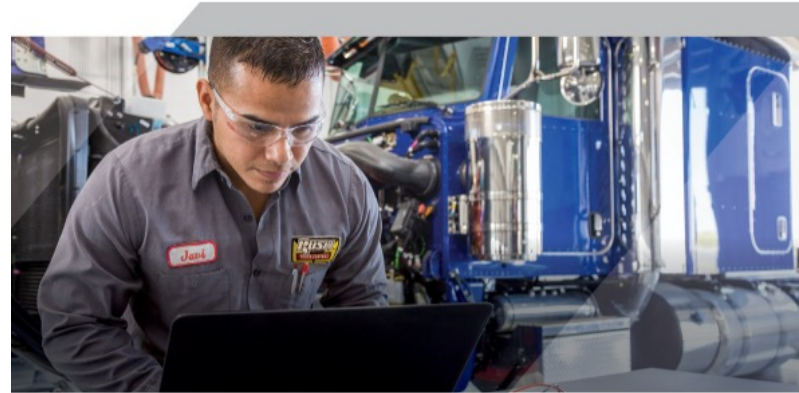
CONTENT FONT STYLING:

a. H1: Font: Arial (Bold) | Size: 22 | Line Height 1.15 | Color: #494b4b

b. H2: Font: Arial (Bold) | Size: 20 | Line Height 1.15 | Color: #494b4b

c. H3: Font: Arial (Bold) | Size: 18 | Line Height 1.15 | Color: #494b4b

d. Paragraph: Font: Arial (Regular) | Size: 18 | Line Height 1.25 | Color: #494b4b

e. Bullet Points: Font: Arial (Regular) | Size: 18 | Line Height: 1.5 | Color: #494b4b

BUTTON STYLING:

a. Primary Button: Button Color: #eeb111 | Text Color: #111111 | Button Height: 30px

b. Secondary Button: Button Color: #494b4b | Text Color: #ffffff | Button Height: 30px
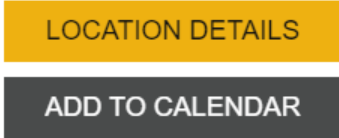
CONTENT ALIGNMENT:

a. Primary and secondary headlines and body copy must always be left-aligned.

b. Images and buttons must be left-aligned

i. If the image takes up the majority of the email's real estate below the intro headline and body copy, the image and buttons following it should be center- aligned. See example below:

EMAIL MARGINS AND PADDING:

a. Left Margin: 35px | Right Margin: 25-35px

b. Padding between headlines and supporting paragraph copy: 10px

c. Padding between paragraph copy and button: 25px

d. Padding between bottom element (Button or text) and email footer: 35-45px

GRAPHIC HEADER FILES:

· Number of images used

  - Ideal — Single image (shown above, minus RTC logo and headline)

  - Image Collage — Max 3, evenly-spaced images

· No text in header image

  - If text is needed, MAX 4 words

· Graphic Dimensions: 1200x635px

· File type: PNG

· Graphic Template Reference Project: 1581-1221 RTC

SUPPORTING IMAGE FILES:

Images that are included to support email body copy:

· Full width of email

  - File type: JPG and PNG

  - Dimensions: 1200px wide

  - Height is not restricted or limited

· Not full width of email

  - File type: PNG

  - Dimensions: 800px wide

  - Height is not restricted or limited
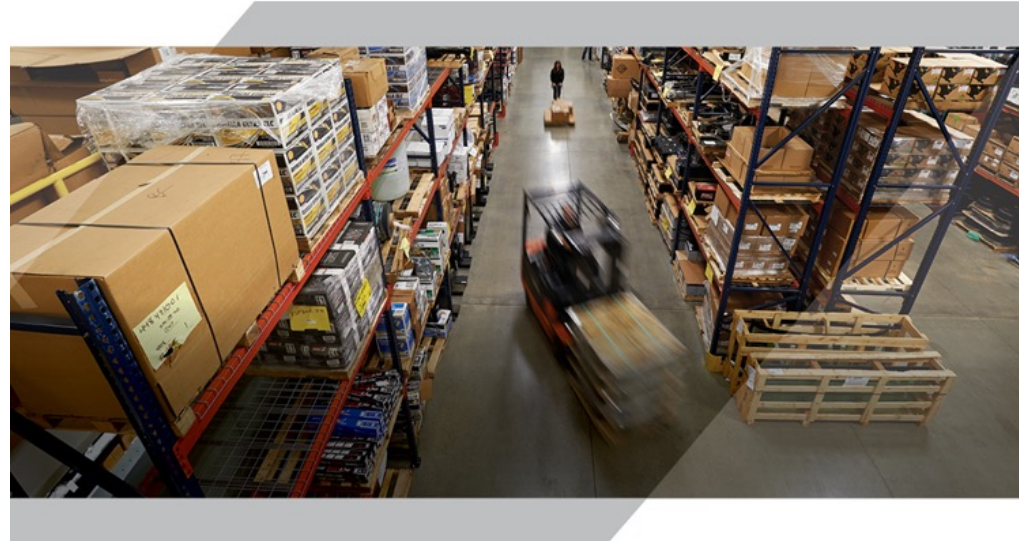
PRODUCT IMAGES:

· File Format: PNG

· Dimensions: 430x500px

· Note: Include brand logo in full color
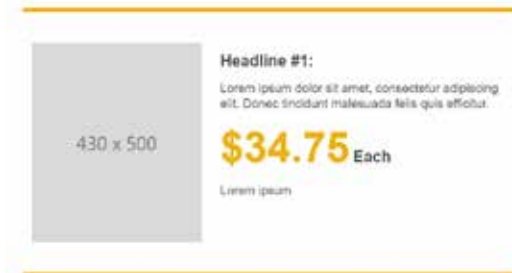
ANIMATED IMAGES (GIF FILES)

File Format: GIF
File Size: As close to 300 kB as possible. Less is better for loading times.
Dimensions:

· Full-width image: 800px wide (Height should not exceed 600px)

· Non full-width image: 500px wide

· Crop image as close as possible to the object in the widest and tallest layer of GIF.
  Can leave very minor padding to edge if obvious cropping occurs.

VIDEO THUMBNAILS

Dimensions: 1280x720px

FOOTER CONTENT

Footer Paragraph Copy: Font: Arial (Regular) | Size: 13 | Line Height 1. 5 | Color: #ffffff (white)

Expect More Image: Size: 156x33px

Social Icons: Size: 125x125px | Color: #ffffff (white) with icon cut out (negative space)

LOGO WHEN USED IN PARTS SPECIALS EBLAST WITHIN A PRODUCT IMAGE

· Full color logo

LOGO WHEN IS USED AT THE BOTTOM OF AN EMAIL AS A SUPPORTED PARTNER BRAND

· Single color logo: #494b4b

EVENT SPONSORS' LOGOS

· Full color

· If less than 5 logos, provide 150x150px, full color logo files.

· If more than 5, provide an event sponsorship PDF flyer that showcases all the brand logos and any additional messaging

Flyer Project Reference: 0051-0123 RTC

PARTS AND SERVICE DISCOUNT COUPONS

Graphics are no longer required for parts and service discount coupons. These are now built using the D365 email builder.

We have coupon templates made for % Off Parts Purchase and % Off Service Repair that include a discount description and disclaimers.

10% OFF
YOUR NEXT SERVICE REPAIR.*
*Limit 1 per customer. Coupon must be presented at time of purchase. Discount toward posted labor rates only. Cannot be combined with any other coupon or discount offer. Excludes engine parts. PMs are not included. Offer valid through (DATE) at Rush Truck Centers – (LOCATION). See store manager for details.

10% OFF
YOUR NEXT PARTS PURCHASE.*
*Limit 1 per customer. Coupon must be presented at time of purchase. Discount toward list parts pricing only. Cannot be combined with any other coupon or discount offer. Excludes engine parts. PMs are not included. Offer valid through 5/31/2023 at Rush Truck Centers – Abilene, Amarillo, Dalhart, El Paso, Lubbock and Odessa. See store manager for details.

PRICE FORMATTING

Copy Formatting: Font: Arial (Bold) | Size:48 | Line Height 1.15 | Color: #eeb111

Cents is the same size as dollar amount and NOT represented as Superscript

30 lb. Cylinder R134a

$299.99 Each*

PN: R134-30

RIG TOUGH

CROSS PROMOTION ICONS AND TITLES

Icon Specs: Dimensions: 125x125px | Colors: Gray - #494b4b | Red - #ed1c24

Title Formatting: Font: Arial (Bold) | Size:14 | Line Height 1.25 | Color: #494b4b

When to Use: When you would like to cross promote related Rush Truck Centers services as a secondary message at the bottom of an email. Typically used in a national aftermarket email that has a very simple message.

NEW TRUCKS   RUSHCARE COMPLETE   SERVICE CONNECT

DIGITAL DISPLAY BANNERS (DESKTOP AND MOBILE)

DESKTOP:

· Leaderboard (728x90 pixels): A classic format at the top of webpages, offering high visibility.

· Medium rectangle (300x250 pixels): A versatile size for sidebars and within content areas.

· Large rectangle (336x280 pixels): Similar to the medium rectangle but slightly wider, offering more visual space.

MOBILE:

· Mobile leaderboard (320x50 pixels): A smaller version of the desktop leaderboard, well-suited for the top of mobile webpages.

· Square (250x250 pixels): A compact size ideal for in-feed placements within mobile apps and social media platforms.

· Vertical rectangle (300x600 pixels): Leverages the scrolling nature of mobile browsing, offering more space for storytelling.

DESIGN BEST PRACTICES:

· Simple and Clear: Prioritize a clean, uncluttered design with minimal text for easy readability on all screen sizes.

· High-Quality Visuals: Use professional-looking images or short videos optimized for fast loading times on mobile data.

· Focus on Benefits: Showcase how your product or service solves a problem for your target audience.

· Strong CTA: Make your call to action (CTA) clear and actionable, using contrasting colors and a large enough size for easy tapping on mobile devices.

· Brand Consistency: Maintain your brand identity through colors, fonts, and logos across all banner sizes.

· Mobile-First Approach: Design for mobile first, then adapt for desktop, ensuring optimal user experience on the most prevalent browsing platform.

· Accessibility: Use sufficient color contrast for text, consider using alt text for images, and avoid flashing elements that can trigger seizures.

728x90

300x250

320x50

300x600

35 of 65
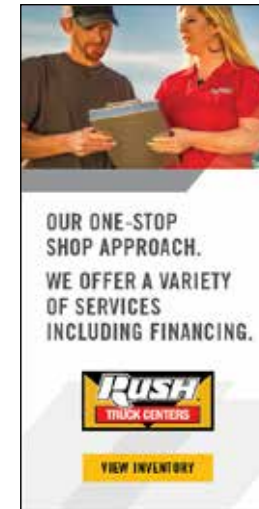
DESIGN INSPIRATION:

· Benefit-driven visuals: Highlight the value proposition of your product or service with clear imagery.

· People-centric storytelling: Use images or videos of people using your product to create an emotional connection.

· Urgency and scarcity: Highlight limited time offers or low stock to drive immediate action.

· Micro-interactions: Subtle animations or hover effects (desktop) can add dynamism without compromising load times on mobile.

QR codes (Quick Response codes) can be powerful tools for bridging the physical and digital marketing gap.

OPTIMAL SIZE:

· Minimum size: 2cm x 2cm (0.8in x 0.8in) for print media. Smaller sizes might be difficult to scan, especially for users with older phones.

· Balance size with aesthetics: While larger QR codes are more scannable, they can overpower your design. Find a size that offers a good balance between readability and visual appeal.

PLACEMENT:

· Consider scannability: Place QR codes on a clean, well-lit background with enough contrast for easy scanning. Avoid placing them on busy patterns or reflective surfaces.

· Mobile friendliness is key: Since QR codes are scanned with smartphones, ensure they are placed within easy view/reach for users.

· Offline to Online bridge: QR codes are most effective when used strategically. Common placements include:

  - Print media: Magazines, brochures, posters, product packaging.

  - Billboards and signage: High-traffic areas can benefit from QR codes directing users to specific landing pages.

  - Physical stores: Incorporate QR codes on displays, receipts, or window displays to link to product information, discount codes, or loyalty programs.

THIS YEAR'S SECTION 179
DEDUCTION IS $1,220,000 .

> UP $60K FROM 2023

SECTION 179

WRITE OFF UP TO $1,220,000 WHEN YOU BUY FROM RUSH TRUCK CENTERS.

If you're in the market for new or used truck equipment, you'll want to take advantage of the Section 179 deduction. Now through December 31, 2024, eligible business owners can write off up to $1,220,000 for any new or used trucks and trailers purchased, financed or leased, and put into service in 2024.

Rush Truck Centers has a variety of new and used trucks and trailers in stock and Ready to Roll® from the brands you know and trust. Our dedicated truck sales specialists can help you find the right vehicle to meet your business requirements.

> **CALL OR STOP BY TODAY TO LEARN MORE, OR SCAN THE QR CODE:**

RUSH TRUCK CENTERS – LOCATION
Address | City, State Zip

FIRST LAST NAME – TITLE
XXX-XXX-XXXX direct | name@rushenterprises.com
rushtruckcenters.com/section-179

Contact your tax advisor concerning Section 179 deductions and qualification details.

FPO   IDEALEASE   FPO

RUSH TRUCK CENTERS

expect more.

© 2024 Rush Enterprises, Inc. 2950-0724 RTC National 2024 Section 179 Flyer

BEST PRACTICES:

· Clear Call to Action (CTA) next to QR code: Tell users what to do after scanning the QR code. Examples: "Scan for a discount," "Visit our website," or "Follow us on social media."

· Include URL (when applicable): If you have a vanity or Bitly URL, or even a short RTC.com URL, include it beneath the QR code in case the user doesn't want to or can't scan in that moment.

· Design Matters: While QR codes are functional, they can also be visually interesting. Consider using custom colors, logos, or creative shapes to integrate them seamlessly into your overall design.

 - Approved colors: Black, white, dark gray (#4b4c4c)

 - Logo usage: a logo can be utilized in the center of the QR code. Do not include a logo in the QR code if that same logo is already on the same piece of artwork.

  · Approved examples include Rush Truck Centers, Facebook, LinkedIn, OEMs

 - Density/Resolution: you can request high or low-res files:

  · Higher-density QR codes feature built-in data redundancy and smudge resilience, making them ideal for printed materials and close-range scanning on product packaging and flyers.

  · Low-res files are better for tradeshow and physical store signage.

· Test Different Designs: A/B testing different QR code designs (size, color, placement) can help you determine what resonates best with your target audience.

· Ensure a positive user experience: The destination linked to the QR code should be mobile-friendly and load quickly.

ENTER TO WIN THIS TRUCK
THE LAST AND ONLY 2025 PETERBILT MODEL 389X EVER PRODUCED

SCAN TO ENTER

Black   85% Black   White

Desktop	Tablet	MOBILE
HEADLINES		

Trade Gothic Alternatives

If your computer doesn't have Trade Gothic, please use these alternatives.

Oswald

Oswald can be used for headlines. It is free from Google Fonts and can be found here: https://fonts.google.com/specimen/Oswald

Arial Narrow

Arial narrow is available on most computers.

H1 — XLarge – Trade Gothic LT CondEighteen / Bold – 56/120%

Tablet: XLarge – Trade Gothic LT CondEighteen / Bold – 48/120%

MOBILE: XLarge – Trade Gothic LT CondEighteen / Bold – 44/120%

H2 — LARGE – TRADE GOTHIC LT CONDEIGHTEEN / BOLD – 49/120%

Tablet: LARGE – TRADE GOTHIC LT CONDEIGHTEEN / BOLD – 43/120%

MOBILE: LARGE – TRADE GOTHIC LT CONDEIGHTEEN / BOLD – 40/120%

H3 — MEDIUM – TRADE GOTHIC LT CONDEIGHTEEN / BOLD – 39/120%

Tablet: MEDIUM – TRADE GOTHIC LT CONDEIGHTEEN / BOLD – 34/120%

MOBILE: MEDIUM – TRADE GOTHIC LT CONDEIGHTEEN / BOLD – 32/120%

H4 — SMALL – TRADE GOTHIC LT CONDEIGHTEEN / BOLD – 22/120%

H5 — XSMALL – TRADE GOTHIC LT CONDEIGHTEEN / BOLD

BODY

LINKS

MEGA NAV

RUSH BRANDS

Accent Primary - EEB111

Accent Secondary - F5D070

ALL BRANDS GRAYSCALE & ERROR VALUES

WEB — Dark - 50 | Dark - 40 | Dark - 30 | Dark - 20 | Dark - 10 | White | Alert - CE2027

PRINT — Text - 50 | Text - 40 | Text - 30 | Text - 20 | Text - 10 | White

Foreground Color
#EEB111
Lightness

Background Color
#494B4B
Lightness

Contrast Ratio
4.57:1

permalink

Normal Text
WCAG AA: Pass
WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text
WCAG AA: Pass
WCAG AAA: Pass

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: Pass

Text input

Background \ Text	#EEB111	#F5D070	#CE2027	#111111	#494B4B	#777777	#E6E7E8	#F4F6F8	#FFFFFF
Primary #EEB111		DNP 1.2	DNP 2.8	AAA 9.8	AA 4.5	DNP 2.3	DNP 1.5	DNP 1.7	DNP 1.9
Accent Yellow #F5D070	DNP 1.2		AA18 3.6	AAA 12.7	AA 5.9	AA18 3	DNP 1.2	DNP 1.3	DNP 1.4
Secondary #CE2027	DNP 2.8	AA18 3.6		AA18 3.4	DNP 1.6	DNP 1.2	AA18 4.3	AA 5	AA 5.4
Text 50 #111111	AAA 9.8	AAA 12.7	AA18 3.4		DNP 2.1	AA18 4.2	AAA 15.2	AAA 17.4	AAA 18.8
Text 40 #494B4B	AA 4.5	AA 5.9	DNP 1.6	DNP 2.1		DNP 1.9	AA18 7	AAA 8.1	AAA 8.7
Text 30 #777777	DNP 2.3	AA18 3	DNP 1.2	AA18 4.2	DNP 1.9		AA18 3.6	AA18 4.1	AA18 4.4
Text 20 #E6E7E8	DNP 1.5	DNP 1.2	AA18 4.3	AAA 15.2	AAA 7	AA18 3.6		DNP 1.1	DNP 1.2
Text 10 #F4F6F8	DNP 1.7	DNP 1.3	AA 5	AAA 17.4	AAA 8.1	AA18 4.1	DNP 1.1		1
#FFFFFF	DNP 1.9	DNP 1.4	AA 5.4	AAA 18.8	AAA 8.7	AA18 4.4	DNP 1.2	DNP 1	

AAA — Pass, AAA (7+)
AA — Pass, AA (4.5+)
AA18 — Pass, Large Text Only (3+)
DNP — Does Not Pass

About WCAG 2.0 contrast

IN STOCK AND READY TO WORK.

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

JAMES TAYLOR – TRUCK SALES REPRESENTATIVE
435-230-2817 cell | 801-303-5204 direct
jtaylor3@rushenterprises.com

RUSH TRUCK CENTERS IN UTAH
Farr West, Salt Lake City, Springville and St. George

© 2019 Rush Enterprises, Inc. Printed in USA. 428-0719 RTC-Salt Lake City UAPA Print Ad

expect more.

PRIMARY

REVERSED

SECONDARY

TERTIARY

To copy an icon:

1. Right Click
2. Copy/Paste as
3. Copy as PNG

TEMPLATES are available on RushNet. Fonts and format should not be altered from that shown in the template. Headlines should concisely summarize the slide content. Avoid using the same headline on subsequent slides whenever possible. Each slide should be limited to a maximum of seven bullets with no more than seven words per bullet; fewer is preferred. Avoid complete sentences and unnecessary articles. Minimum font size should be 18 points for all content. Spreadsheets, tables and charts often make terrible PowerPoint slides. If the content is not readable to someone with average eyesight, it should not be on the slide.

SOCIAL MEDIA: (FACEBOOK, LINKEDIN, TWITTER)

WRITING FOR SOCIAL MEDIA Social media is used to inform, engage, and encourage conversations. When writing for social media, we should generally follow the style points outlined in this section with an emphasis on keeping content short and concise.

TONE. Keep things light and positive. When writing for social media, consider your audience. Adjust your tone accordingly. Responses to comments or messages should be upbeat and helpful. Greet customers with their name.

INCLUDE A CLEAR CALL TO ACTION. Encourage customers to learn more, engage with posts or visit our website.

AVOID USING COMMON TEXT/SOCIAL ABBREVIATIONS. Ex,. 4 for for or u for you.

ENTICE YOUR AUDIENCE WITH RELEVANT AND INTERESTING INFORMATION. Lead with the most important thought or a statement to "hook" the audience.

TAG BRANDS IN CAPTIONS WHEN APPLICABLE. @ mention on Facebook, Instagram, LinkedIn and X. This is an opportunity to increase visibility and reach new audiences.

USE EMOJIS WHERE IT MAKES SENSE. Use emojis as nonverbal cues to support meaning and emotions behind captions and responses.

USE LINKS TO INCREASE TRAFFIC TO OUR PAGES. Use a shortened Bitly link customized to our brand for tracking, or in place of a long link. Shorter links that don't require tracking and are easy to type into a search bar can be left alone.

😄 – use for happiness and good-natured amusement.

😊 – use for happiness and warm, positive feelings.

🤠 – use for exuberance, confidence, adventure, Tech Rodeo and Texas NASCAR races.

🥳🎊 – use in celebration of achievements, milestones and other joyous occasions.

😎 – use for confidence or to convey that something is cool.

🥵 – use to market HVAC parts in hot temperatures.

🥶 – use to market HVAC parts in cold temperatures.

👋 – use as a greeting.

👏 – use to applaud or congratulate.

🙌 – use to celebrate a success.

🙏 – use for appreciation.

🚚 – use for Rig Tough® Truck Parts.

🐕 – use for dog content and products.

🌟 – use to highlight customer testimonials/5-star reviews.

❄️ – use for winter giveaways.

🌲 – use for Christmas and related content.

🏆 – use for an achievement or award.

🚌🚍 – use for Rush Bus Centers.

💛 – use to convey appreciation and warm feelings.

☑️ – use for checklist items.

🏁 – use for NASCAR and racing.

🔥 – use for NASCAR and racing.

⚡ – use for electric vehicles.

SOCIAL MEDIA: STATIC GRAPHICS AND DIMENSIONS

STATIC GRAPHICS are a top engaging visual tool on social media platforms. They are a quick and effective visual element to showcase products, services, and important company information. With an increasing amount of mobile users, larger aspect ratios should be used to take up more screen space.

FACEBOOK
Formats: **PNG or GIF**
Resolution: **1080 x 1080 pixels** minimum
Aspect Ratio: **1:1 default, 4:5 as requested**
Max file size: 8 MB

INSTAGRAM
Formats: **PNG**
Resolution: **1080 x 1080 pixels** minimum
Aspect Ratio: **1:1 default, 4:5 as requested**
Max file size: 8 MB

LINKEDIN
Formats: **PNG**
Resolution: **1080 x 1080 pixels** minimum
Aspect Ratio: **1:1 default, 4:5 as requested**
Max file size: 8 MB

TWITTER
Formats: **PNG**
Resolution: **1080 x 1080 pixels** minimum
Aspect Ratio: **1:1 default, 4:5 as requested**
Max file size: 5 MB

1:1   4:5

43

SOCIAL MEDIA: SHORT-FORM VIDEO AND DIMENSIONS

SHORT-FORM VIDEOS are important on virtually every social media platform. These videos are typically between 3 to 60 seconds in length. They quickly entertain and are easy to share. With an increasing amount of mobile users, larger aspect ratios should be used to take up more screen space.

FACEBOOK
Formats: **MP4** or **MOV**
Resolution: **1080 x 1080 pixels**, minimum
Aspect Ratio: **1:1 default, 4:5 as requested, 9:16 for reels and stories**
Max file size: 4 GB
Video length: 3 - 60 seconds

INSTAGRAM
Formats: **MP4** or **MOV**
Resolution: **1080 x 1080 pixels**, minimum
Aspect Ratio: **1:1 default, 4:5 as requested, 9:16 for reels and stories**
Max file size: 4 GB
Video length: 3 - 60 seconds

LINKEDIN
Formats: **MP4**
Resolution: **1080 x 1080 pixels**
Aspect Ratio: **1:1 default for feed, 4:5 or 9:16 as requested**
Max file size: 5 GB
Video length: 3-60 seconds

TWITTER
Formats: **MP4**
Resolution: **1080 x 1080 pixels**
Aspect Ratio: **1:1 default**
Max file size: 512 MB
Video length: 3-60 seconds

1:1   4:5   9:16

LONG-FORM VIDEOS garner trust, create value, and drive deeper connections with our audience.

FACEBOOK
Formats: MP4 or **MOV**
Resolution: 1280 x 720 pixels minimum
Aspect Ratio: **16:9**
Max file size: 10 GB
Video length: 70 seconds - 45 minutes

INSTAGRAM
Formats: MP4 or **MOV**
Resolution: 1280 x 720 pixels minimum
Aspect Ratio: **16:9**
Max file size: 4 GB
Video length: 70 seconds - 60 minutes

LINKEDIN
Formats: **MP4**
Resolution: 1280 x 720 pixels
Aspect Ratio: **16:9**
Max file size: 5 GB
Video length: 70 seconds - 10 minutes

TWITTER
Formats: **MP4**
Resolution: 1280 x 720 pixels
Aspect Ratio: **16:9**
Max file size: 512 MB
Video length: 70 - 140 seconds

YOUTUBE
Formats: **MOV** or MP4
Resolution: 1920 x 1080 pixels (HD) minimum
Aspect Ratio: **16:9**
Max file size: 256 GB
Video length: 60 seconds - 12 hours

45

THUMBNAILS should be used for Instagram videos when the aspect ratio is not 1:1.

INSTAGRAM
Formats: **PNG**
Resolution: 1080 x 1080 pixels minimum
Aspect Ratio: **1:1**
Max file size: 8 MB

4:5 ASPECT RATIOS are visually appealing on mobile and take up majority of a phone screen. When using a 4:5 aspect ratio, **all important elements should reside within a centered 1:1 frame.** This ensures that important elements are the focal point of the graphic and are viewable within an Instagram grid before users click on the graphic.

Main portions of images and all text centered within the frame.

Nothing important within these margins

Nothing important within these margins

RUSH TRUCK CENTERS

MAINTENANCE PLANS

Planned maintenance made simple.™

SOCIAL MEDIA: PHOTO POSTS

PROFESSIONAL PHOTOGRAPHY comes in a variety of sizes. Commonly used aspect ratios include 3:2, 16:9, 2:3 and 3:4. When including a variety of photography in one post, one aspect ratio should be used for horizontal and one for vertical to create a sense of consistency.
On Instagram, only one aspect ratio can be used when posting.

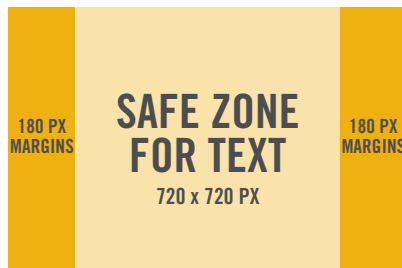If graphic design is included with the photography, text should follow safe zone recommendations.

16:9 or 1920 x 1080 PX

420 PX MARGINS

SAFE ZONE FOR TEXT
1080 x 1080 PX

420 PX MARGINS

2:3 or 720 x 1080 PX

180 PX MARGINS

SAFE ZONE FOR TEXT
720 x 720 PX

180 PX MARGINS

3:2 or 1080 x 720 PX

180 PX MARGINS

SAFE ZONE FOR TEXT
720 x 720 PX

180 PX MARGINS

3:4 or 1080 x 1440 PX

180 PX MARGINS

SAFE ZONE FOR TEXT
1080 x1080 PX

180 PX MARGINS

COVER PHOTOS look different on desktop view v. mobile view, so they should be designed according to this guide.

Desktop dimensions for cover photos are 851 x 315 pixels, while mobile dimensions are 640 x 360 pixels. Text should be right-justified with 106 pixel margins on either side. A Facebook profile picture covers 45% of the screen to the left.
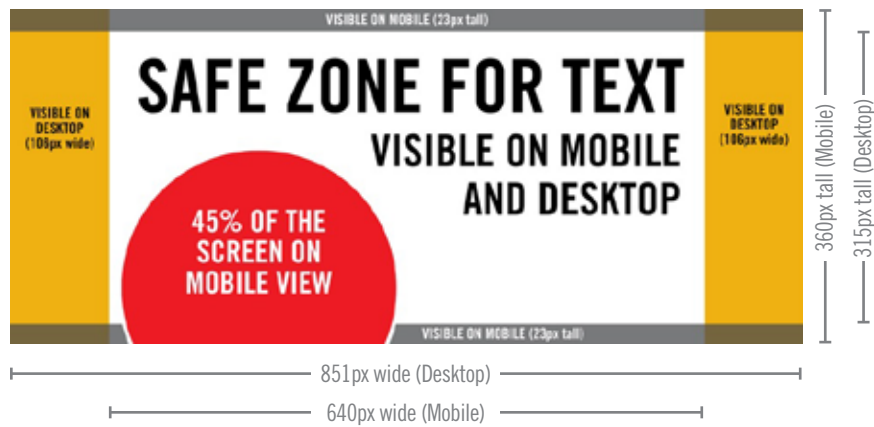
TEXT ON GRAPHICS

LESS IS MORE. Text on graphics should be bold, concise, and legible. **Incorporate only the most important details on images and include the rest in accompanying captions.**

· **LIMIT TEXT** to a one headline with a secondary headline used only as needed.

· **BOLD YOUR HEADLINE.** Use Trade Gothic Bold Condensed as your font.

· **ENSURE EASY READABILITY.** Font size should be no smaller than 42.

· **CHOOSE TEXT COLORS WISELY.** White or Rush Gold should be used on dark backgrounds. Rush Black should be used on light background.

HASHTAGS

Hashtags are a tool that should be used to enhance the performance of social media content and campaigns. These clickable, searchable links can be used to improve reach and leverage analytics by categorizing content on social media.

Incorporate hashtags in our social media campaigns to:

· **Increase engagement.**

· **Increase awareness of Rush Enterprises' brands.**

· **Participate in the conversation of trending topics.**

· **Track competitor performance.**

· **Make your campaigns searchable by users.**

Current commonly used hashtags are **#expectmore** and **#NASCAR** for races.

49

Show product as the hero, using it in its environment or installed on a vehicle with minimal text.

Prices, part numbers and detail descriptions can be in the post message or link to a site.

FUEL CAPS
In-Stock. Ready to ship.

LED HEADLIGHTS
In-Stock. Ready to ship.

PETERBILT HEADLIGHTS
In-Stock. Ready to ship.

EXHAUST PIPES
In-Stock. Ready to ship.

FUEL CAPS
In-Stock. Ready to ship.

HEADLIGHTS
In-Stock. Ready to ship.

LED HEADLIGHTS
In-Stock. Ready to ship.

FUEL CAPS
In-Stock. Ready to ship.

WHEEL BEARINGS
In-Stock. Ready to ship.

Blue guides show essential information that will display in "grid view" for Instagram.

KEEP IT SIMPLE. Because of how little space you have at your disposal, the space in a digital ad is at a premium. Placing too much within its borders will hinder results. You want your banner ad to be clean and simple and get the message across. Digital banner ads will come in a variety of sizes. This section shows a sample of ads using full photography and clipped photography. General layout principles mentioned previously in this guide apply.

LETTERHEAD AND BUSINESS CARDS. Sales calls and written communications are some of our most frequent opportunities to make an impression on customers or prospects. The quality of our business cards and letterhead is a direct reflection of our premium brand. And business cards, in particular, are a lasting reminder to customers of our brand promise. Printed stationery and business cards are available for order on the Marketing Resource Center accessible via RushNet. Downloadable letterhead is also available at no cost on the Marketing Resource Center.

> **FIRST LAST NAME**
> Title goes here

Rush Truck Centers – Location   303-291-6301 direct
Street Address   832-385-5604 cell
City Name, ST Zip Code   888-895-7383 toll free
                                303-292-5377 fax

initiallastname@rushenterprises.com

expect more.
rushtruckcenters.com

Rush Truck Centers – Location | Street Address | City, ST Zip Code
678-578-1600 direct | 800-328-6136 toll free

> **JAMES E. THOR**
> Senior Vice President,
> Retail Sales

555 IH-35 South   800-973-7874 toll free
New Braunfels, Texas 78130   830-302-5908 direct
                             210-823-3069 cell

thorj@rushenterprises.com

expect more.
rushenterprises.com

555 IH-35 South | New Braunfels, Texas 78130 | 678-578-1600 direct | 800-328-6136 toll free

expect more.

A QUICK READ. Six seconds has been touted as the industry average for reading a billboard. So, around six words should get the message across. You can push this to a few more, depending on their length and ease of reading, but as a rule of thumb, less is more. Headlines that are small paragraphs will not be read.

Trade Gothic Bold Condensed No. 20 for all headlines (size in relation to board).

The logo should be approximately one-third the width of the billboard.

MONDAY — FRIDAY

OPEN UNTIL 9 P.M.

EXIT 556

RUSH™

TRUCK CENTERS

INTERNATIONAL®

ISUZU TRUCK

Use gold and white text on dark backgrounds and black on light backgrounds.

Full-color brand logos (when applicable) align center under the Rush Truck Centers logo.

53

EXIT 198

55 MILES

OPEN

UNTIL 9 P.M.

MONDAY — FRIDAY

Sizing for brand logos should match approximately the height of the red bar in the Rush Truck Centers logo (depending on the shape of the brand logo).

PORTABLE BANNERS. These are like small billboards, used in an interior space. They have primarily visual content, using bold photography and graphic elements. Headlines should be simple and to the point. The tagline is used in a two-color, stacked version for more visual impact.

PETERBILT TRUCKS

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

expect more.

36" x 92"

ALL-MAKES PARTS

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

expect more.

36" x 92"

ALL-MAKES
PARTS CATALOG

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

expect more.

36" x 92"

Currently under revision

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

expect more.

90" x 92"

Cutout photos can overlap graphic or full photos for a "layered," 3-dimensional effect. Use the bottom edge of the full photo in the background as a "horizon line" behind the cutout images.

Currently under revision

IN STOCK AND
READY TO ROLL.

expect more.

90" x 92"
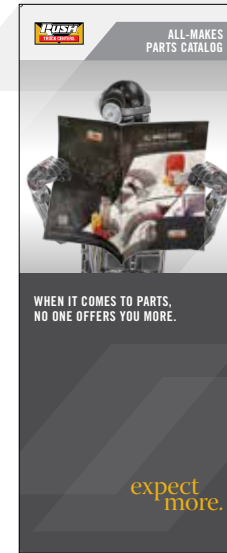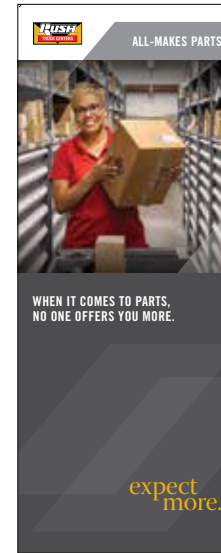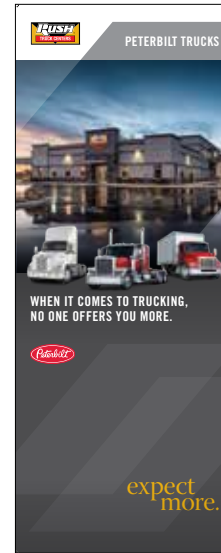
TRUCK WRAPS Each vehicle is a mobile sign, capable of generating thousands of visual impressions each day. In an effort to promote the company's brand consistently across the network, we should take full advantage of this opportunity.

These are the guidelines and process for branding your vehicles. Complete instructions for ordering new vehicle graphics are available in a separate document titled Vehicle ID Guidelines available on RushNet.

U-2070 RTC Vehicle Graphics ID Guidelines

PICKUP TRUCKS, VANS, AND MOBILE SERVICE UNIT EXAMPLES

PLEASE NOTE If you are requesting a vehicle wrap you must fill out an order form.

VEHICLE PAINT COLORS When ordering new vehicles, only white exterior colors should be procured in order to mitigate any additional branding costs and to keep fleet characteristics consistent.

VEHICLE BRANDING Vehicle markings with design marks and logotype must follow the guidelines. All service and delivery vehicles must be marked in this manner.
Slight variations may be made to accommodate different vehicle makes and models.
Some exceptions may be granted to vehicles used in oilfield service to avoid conspicuity.

VEHICLE MARKING PROCESS This process applies only to new vehicles and those required to be rebranded due to major disrepair or change of company name due to acquisition.

Ford crew cab
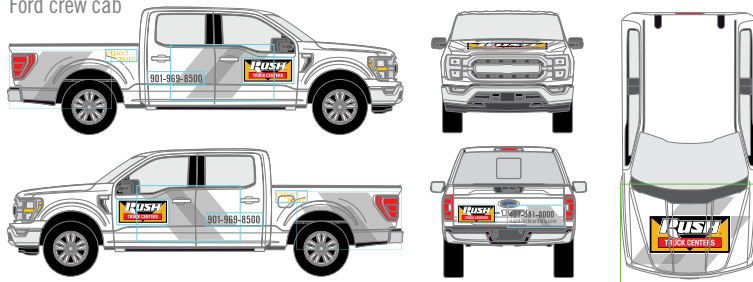
Ford service body
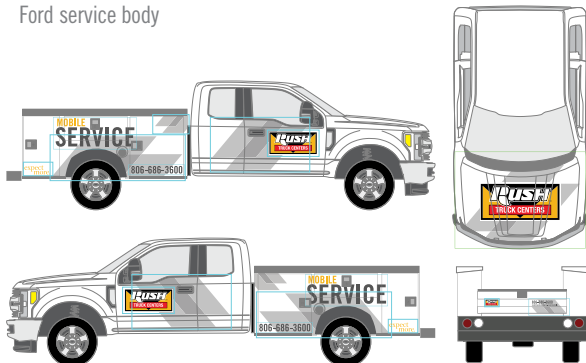
Ford service body
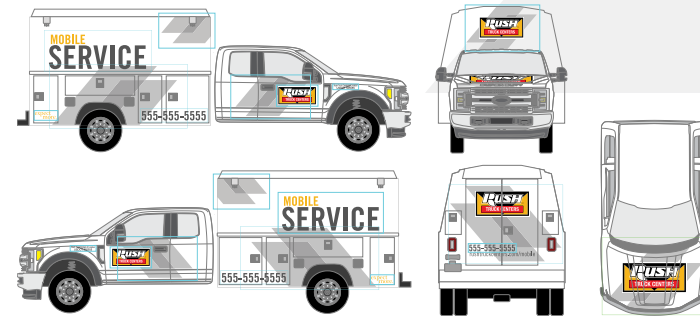
Ford transit van
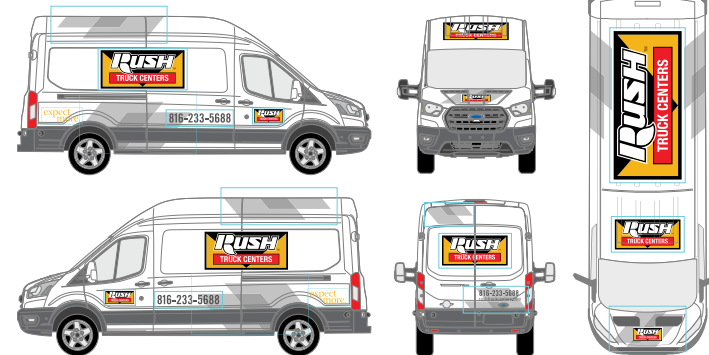
Box truck

PYLON AND MONUMENT SIGNS. Below are samples of approved exterior signage artwork. An allowance is made for the border to vary from the original logo to accommodate for the exterior signage retainer. All dealership signage should be requested through the corporate construction and design group.

RUSH™
TRUCK CENTERS

White border will be the same proportion as size is enlarged and reduced.

Outer black line represents the retainer and will vary based on the size of retainer required and type of face.

RUSH™
TRUCK INSURANCE

RUSH™
TRUCK LEASING

RUSH™
BUS CENTERS

RUSH™
REFUSE SYSTEMS

RUSH™
TOWING SYSTEMS

RUSH™
CRANE SYSTEMS

TECHNICAL SPECIFICATIONS

4'-0"- and 5'-0"-high displays:
• 3/16" tk. white flat #2447 acrylic
• Extruded aluminum cabinet and retainer

6'-0"- and 7'-0"-high displays:
• White flex face
• Extruded aluminum cabinet and retainer

White LED illumination

COLORS

Red vinyl 3M #3630-43

Yellow vinyl 3M #3630-75

Black vinyl 3M #7725-22

Painted black (cabinet and retainer)

EXTERIOR DIRECTIONAL SIGNAGE

TECHNICAL SPECIFICATIONS. Panels to be 1/8" painted black with vinyls and digital print applied to surface. Install between two 3"x3" posts. Only directional text, arrows and yellow strip at top and bottom will be reflective. (Text on address directional layout to be white reflective vinyl.) All directional signage should be requested through the corporate construction and design group.

Logo option
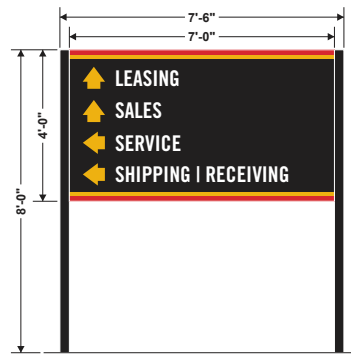
Preferred option (4'-0")
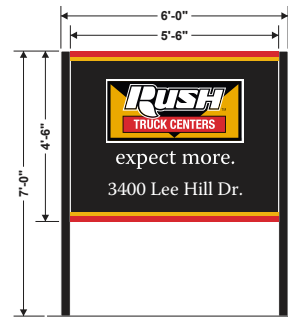
Address directional
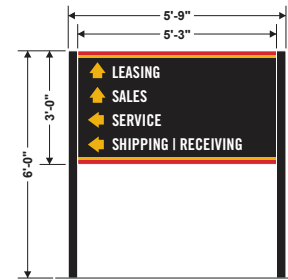
Preferred option (3'-0")
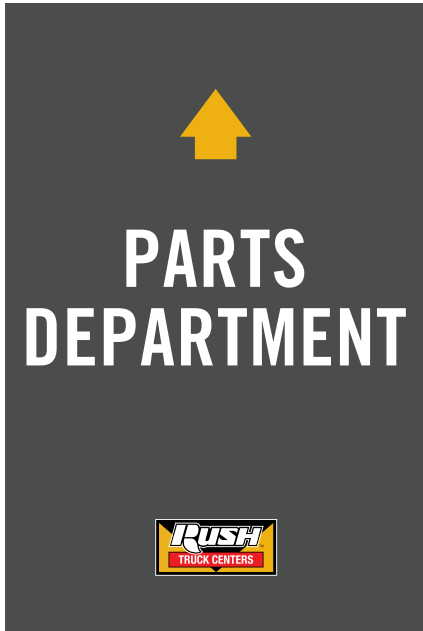
COLORS

Digitally printed graphics on white vinyl
(Letters should never be smaller than 3" high)
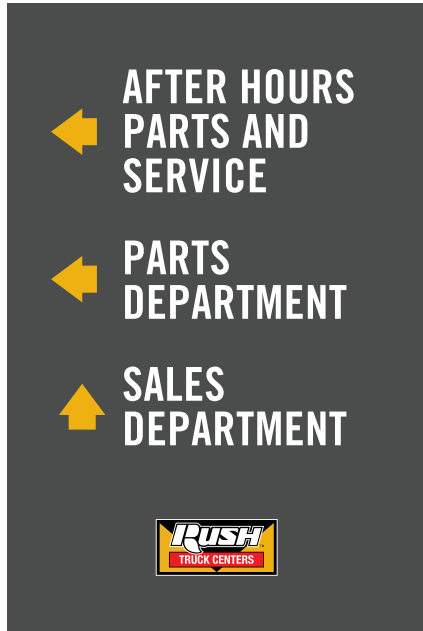
Red vinyl #7725-13

Reflective yellow vinyl #3271

Reflective white vinyl #3290

Painted black (panel and posts)

Currently under revision

PARTS DEPARTMENT

AFTER HOURS PARTS AND SERVICE

PARTS DEPARTMENT

SALES DEPARTMENT

PARTS SHOWROOM

PARTS SHOWROOM

AFTER HOURS PARTS AND SERVICE

COLORS

Red vinyl #7725-13

Yellow vinyl #3271

White vinyl #3290

85%K gray #4d4d4f

61

BRANDED APPAREL. Uniforms enable customers to easily identify our employees, provide a standard look across our network, reinforce our branding and are a visible representation of the professionalism of our staff. All Aftermarket Operations employees are expected to wear approved uniforms. For the Parts Department, the program includes all administrative staff, inventory control, delivery and inside and outside sales personnel and warehouse personnel. For the Service and Body Shop Departments, the program includes all administrative staff, service advisors and estimators, but excludes technicians, shop foremen and porters, who already have shop uniforms. Uniforms may only be purchased through the approved branded merchandise site on the Marketing Resource Center. Recommended dress slack colors are black, gray or khaki. Hats are not an approved uniform item.

NAME BADGES. Name badges are a required component of the company uniform and should be worn by all employees during work hours and when representing the company at industry events. Branded name badges should be ordered from the Branded Merchandise section of the Marketing Resource Center on RushNet.

Ladies Glacier®
Soft-Shell Jacket

Ladies' Lightweight
Snag-Proof Polo

The North Face
Ladies' Sweater
Fleece Jacket

Under Armour Men's
Ultimate Short-Sleeve
Button-Down

Warehouse Short-Sleeve
T-Shirt

Rush Enterprises logo on polished brass and Warnock Pro Display font for the name, worn on the right chest.

Rush Truck Centers (or division logo) on white and Trade Gothic Bold Condensed No. 20 font for the name, worn on the right chest.

A CONSISTENT GOOD IMPRESSION. Using an email signature is like handing a person a business card every time you send an email. You want it to look professional and show our brand in the best light. If used, personal photos should be professional by abiding by the following: Look straight at the camera, though your face can be at an angle. Make sure the photo is clear, in sharp focus and free from red eye and any reflection/glare from glasses. Look natural and relaxed. Don't hide behind items like sunglasses or hair. No silly poses (your email signature reflects on the organization as a whole). Do not digitally manipulate any images to look unnatural. Illustrations or emojis are not permitted. Do not use "wallpaper" backgrounds. Avoid inspirational phrases or quotes in your signature. If you use just one phone number, no need to indicate "direct." You can make the URL a link if you want, just be sure to change the color to gray from the default blue.
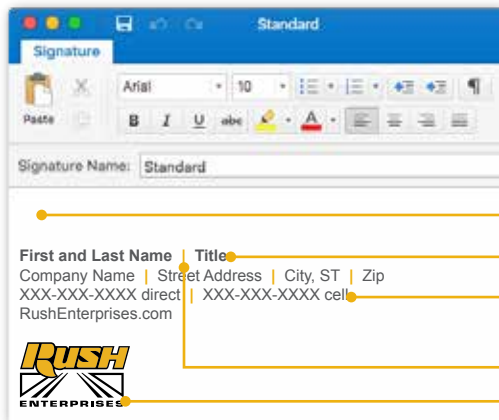
Two return spaces that will leave a comfortable vertical space between your message and your name.

Arial Bold, 10 pt, gray

Arial Regular, 10 pt, gray

First and Last Name | Title
Company Name | Street Address | City, ST | Zip
XXX-XXX-XXXX direct | XXX-XXX-XXXX cell
RushEnterprises.com

Place a gold, vertical pipe (with two spaces before and after) as a divider.

Logo should be 150 pixels wide at 72 dpi (dots per inch).

Approved email photo styles

Not approved

GREETING CUSTOMERS

PART OF OUR BRAND. Many customers never set foot into our dealerships and businesses. Their interactions with us are often limited to face-to-face and phone conversations. The impressions we make on customers when greeting them should be a sincere reflection of our brand promise.

ANSWERING THE PHONE. How you answer the phone is a direct reflection of our brand promise. Always answer with a cheerful but professional tone that conveys a sincere desire to help.

An example greeting:

"Thank you for calling (Rush Truck Centers). This is (your first name). How can I help you today?"

VOICEMAIL GREETING. We strive to answer the phone always. However, occasionally, customers do call when we are away from our phones. Your voicemail greeting should have the same cheerful and professional tone that you use when speaking to a customer in person. Voicemail messages should be returned as quickly as possible, but always within the same day.

An example voicemail greeting:

"Hello. You've reached the voice mailbox of (your full name) with (Rush Truck Centers). I am away from my desk at the moment, but your call is very important to me. Please leave your name, phone number and a brief message and I will return your call as soon as I return. Thank you for calling.

IN-PERSON GREETINGS. It is true that first impressions are the most important. How we welcome customers into our dealerships sets the tone for their interactions with us. Every customer who walks through our doors should be greeted and welcomed. If you know the customer's name, use it. If you do not, introduce yourself. Look them in the eye. Shake their hand. Always thank them for their business.

Example phrases:

Hello. Welcome to Rush Truck Centers. My name is (your first name). How can I assist you today?

Hello, John. What can I help you with today?

Thank you for shopping at Rush Truck Centers. We appreciate your business.

Thank you for your business. Have a great day.