



ARIENS | **CO**
EST. 1933

IDENTITY GUIDELINES

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THE BRAND

OVERVIEW

Welcome to the AriensCo Identity Guidelines. In this manual you will find a comprehensive guide to the AriensCo brand positioning and the rules concerning our visual identity. This is intended to be a working tool, which enables a more consistent and coherent application of the brand elements.

Using these AriensCo brand elements in the intended manner will enable you to create a more immediately recognizable set of communications in every instance, thereby increasing the power of your communications and creating a greater brand voice for AriensCo.

This Brand Guide addresses three areas critical to proper AriensCo branding. These elements are:

- The AriensCo logo, and the proper usage of the wordmark.
- Typography, which consists of an approved family of type fonts.
- Color usage, which consists of an approved palette of specific colors.*

**NOTE: This Brand Guide was designed for screen use or low-resolution output and may not feature accurate color representation.*

To ensure color precision, please refer to a PANTONE® color swatch guide or contact your printing vendor.

THE BRAND

INTRODUCTION

As a global leader in lawn and snow removal equipment, AriensCo has built a reputation as a company committed to delivering innovative, high-quality products to solve our customers problems. We wouldn't, however, be here without the individuals who pour their souls into everything we do.

Guided by our Core Values (*Be Honest, Be Fair, Keep Our Commitments, Respect The Individual and Encourage Intellectual Curiosity*) AriensCo remains focused on fostering a positive company culture and to investing in the ongoing development of each individual. It also guides us in our philanthropy and contributions to the communities in which we operate.

Recently, our corporate brand has been modernized and adapted to build upon and protect our reputation while seperating our corporate efforts from our product brands. This new brand image will serve us well while we continue to grow as a global leader in outdoor power equipment. As we continue to communicate with a variety of audiences, the consistent application of our revitalized brand will be crucial to maintaining and growing the AriensCo image.

“Everyone should be treated like someone special. If we all thought and worked that way, we’d be eternally successful.”

~MIKE ARIENS

THE BRAND

CORE VALUES

As a constant compass for every decision made at AriensCo, the core values should be referenced before entering into any advertising, publicity or promotional agreement. This will ensure all marketing and public affairs efforts are associated with organizations and companies of the highest moral caliber. It is a subjective test, but aims to steer the AriensCo brand away from objectionable content such as, but not limited to, sexual references, criminal activity, extreme violence, harsh language, political activism and any other potentially controversial subject matter.

It is acknowledged that the Core Values occasionally limit where the AriensCo brand can appear. The payoff, however, is the consistent public image communicated to the target audience—that AriensCo embodies the core values by which we operate.

ARIENS CORE VALUES

BE HONEST

BE FAIR

KEEP OUR
COMMITMENTS

RESPECT THE
INDIVIDUAL

ENCOURAGE
INTELLECTUAL
CURIOSITY

THE ARIENSCO LOGOMARK

The new AriensCo logo personifies our premium global presence while establishing the enterprise with an identity of its own.

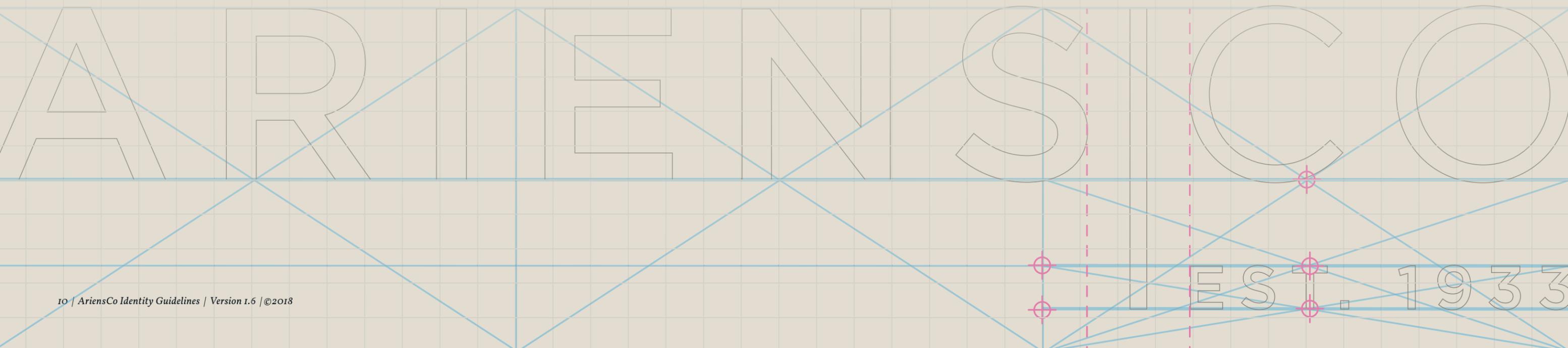
The intent for the re-branding was due to the need to differentiate between our corporate brand and product brands. Traditionally confused due to their shared name, color palette and iconography, the new identity will prevent future confusion by establishing a neutral, versatile and high-end feel with our core values as the focus.

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Primary

ARIENS | CO

Secondary



THE ARIENSCO LOGO

From a brand perspective, the logo is the “signature” of any AriensCo communication. It is used to give the communication an official voice and authorization. **Although there are several approved-for-use versions of the AriensCo logo, the version below is recommended for general use in full-color applications.** Other versions of the logo and their specific uses are addressed later.



CLEARSPACE

To ensure the prominence and legibility of the AriensCo logo, always surround it with the minimum amount of clearspace, as shown in the example below. This clearspace isolates the logo so it does not compete with surrounding text or photography.

The minimum amount of clearspace around the logo, is equivalent to the x-height of the letter “A” in “ARIENS,” regardless of what size it is reproduced.



APPROVED LOGOS

While full-color art is an ideal situation for any brand, it is often not practical or possible. In these situations, the one-color version of the logo becomes a valuable design tool, as does the palette of approved AriensCo brand PANTONE® Matching System (PMS) colors.

Many color combinations are possible in less than full-color applications, but the examples below best represent the intent of the brand. The first example shows how the brand look can be created quite effectively using either AriensCo PMS 7515 or PMS 876 (metallic) and Pantone Black 6.

Note that the line-art logo may be effectively used in both positive and negative form.



LOGO COLORS

While full-color art is an ideal situation for the brand, it is often not practical or possible. In these situations, the one-color version of the logo becomes a valuable design tool, as does the palette of approved AriensCo brand PANTONE® Matching System (PMS) colors.

LOGO	FILE NAME	COLOR	APPLICATION
SPOT COLOR/RGB/4-COLOR PROCESS			
	AriensCo_Spot_prim.eps AriensCo_Spot_sec.eps	PMS Black 6C PMS7515C	Spot color applications primarily for print
	AriensCo_RGB_prim.eps AriensCo_RGB_sec.eps	RGB 16/24/32 Hex #101820 RGB 176/135/111 Hex #B0876F	On screen applications
	AriensCo_4c_prim.eps AriensCo_4c_sec.eps	CMYK 100/79/44/93 CMYK 0/26/35/23	Process color applications
ONE COLOR B/W			
	AriensCo_flat_k_prim.eps	Black	Simple one color applications where gradations are not possible (such as embossing glass decals and embroidery)
	AriensCo_flat_k_sec.eps		
	AriensCo_flat_w_prim.eps	White	Simple one color applications where gradations are not possible (such as embossing glass decals and embroidery)
	AriensCo_flat_w_sec.eps		

LOGO MISUSES

Because the logo is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form. Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project. The illustrations below describe some, but not all, of the more common misunderstandings and inappropriate uses of the logo. Please use only approved electronic art when reproducing the AriensCo logo.



SCALE. Do not play with the scale of the logo. The proportions of the logos should not be altered in any way.

COLOR. Do not change the colors of any of the logos.



ORIENTATION. Do not change the orientation of the logo by rotating it any way.

EFFECTS. Do not add any kind of effects to the logo.



CONTRAST. The logos should always be placed in locations that are not too complex to allow them to be viewed clearly.

PROPORTIONS. Do not change proportions of the Signature.

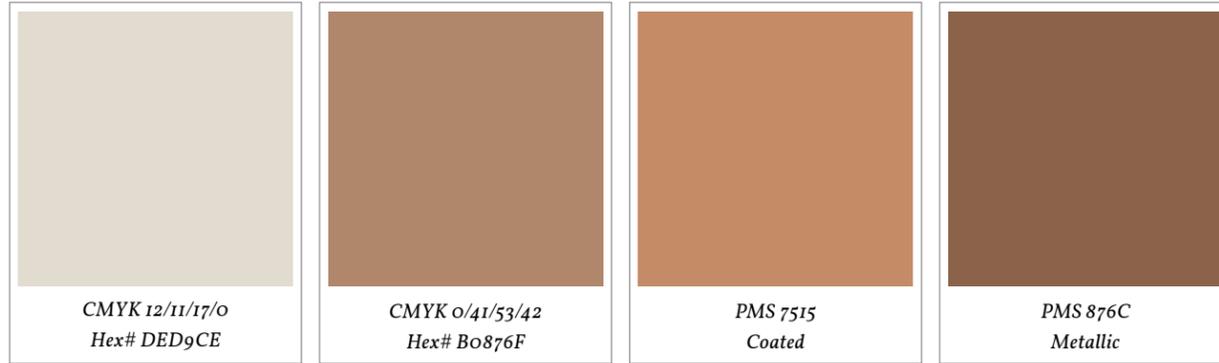


STROKE. Do not stroke the logo.

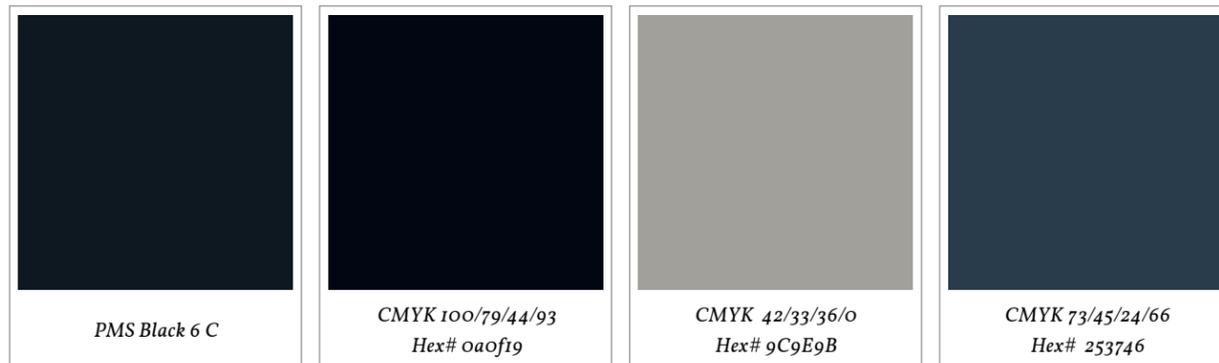
TRANSPARENCY. Do not lay any kind of transparency over the logo.

COLOR PALETTE

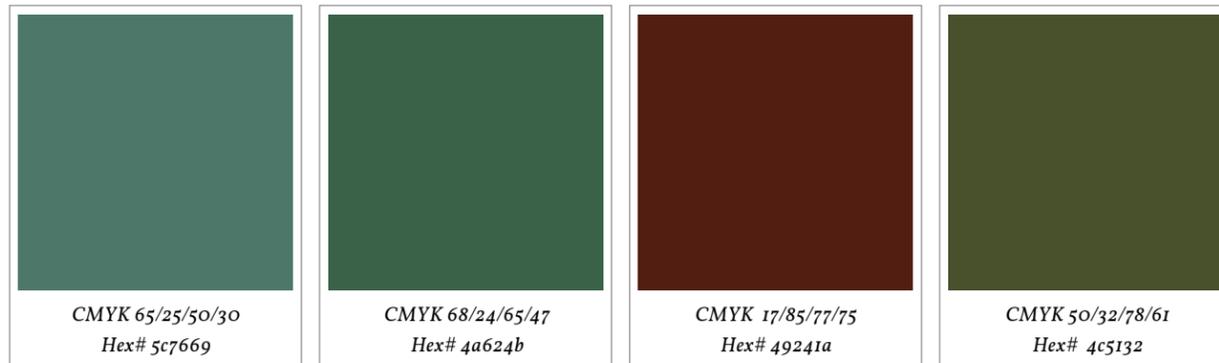
PRIMARY



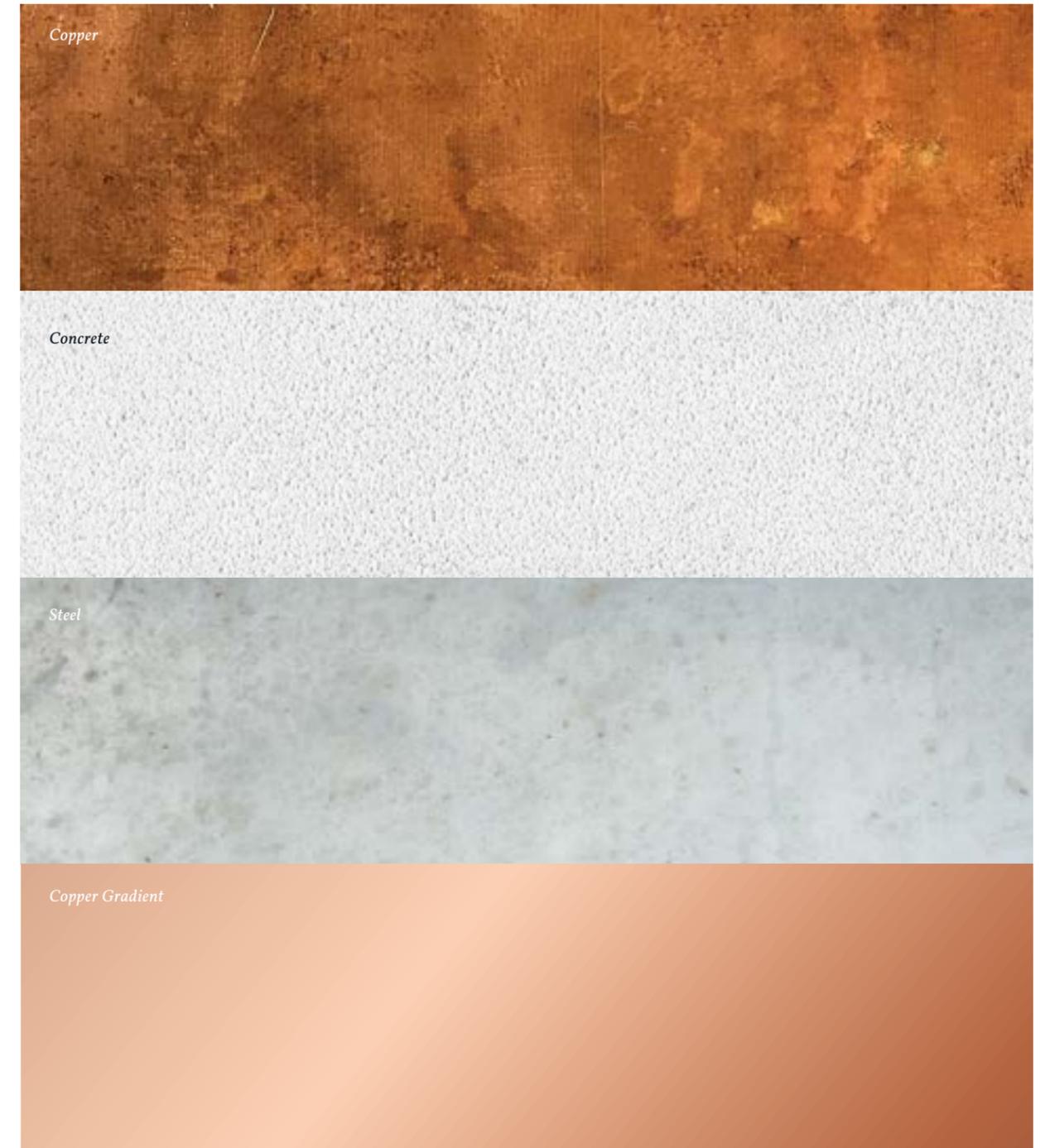
SECONDARY



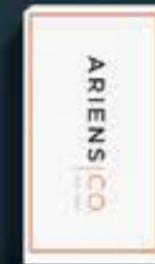
TERTIARY



TEXTURES



ARIENSCO COLLATERAL



TYPOGRAPHY

Consistent typography can be a recognizable and synergistic part of any brand identity. All AriensCo-branded communications should, whenever possible, utilize only the font families depicted in this section.

Within the sans serif font family, GOTHAM, and within the serif font family, VOLLKORN, there is a great deal of flexibility and latitude offered for design. These fonts help communicate the proper character of the AriensCo personality and provide a consistent look.

Presently, there are no specific rules for the use of the approved font families. As a general guideline, VOLLKORN should be relied upon for use in ad headlines. The font is highly readable and has a bold look. Conversely, GOTHAM provides a noble, sophisticated feel that works.

AUTHORIZED TYPEFACES

A B C D E F G H I
J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z | 1 2 3 4 5 6 7 8 9 0

GOTHAM

Headline text must be typeset in this way:

**Lorem Ipsum
Dolor Sit**

Typeface: Vollkorn Regular

Tracking: Set to 80 points, or equivalent ample
letterspacing and kerning set to "Optical"

**LOREM IPSUM
DOLOR SIT**

Typeface: Gotham Bold - All Caps

Tracking: Set to 80 points, or equivalent ample
letterspacing and kerning set to "Optical"

EXAMPLE TYPE TREATMENTS

LOREM IPSUM

LOREM IPSUM

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nullam id dolor id nibh ultricies vehicula ut id elit. Sed posuere consectetur est at lobortis. Praesent commodo cursus magna, vel scelerisque nisl consectetur.

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nullam id dolor id nibh ultricies vehicula ut id elit. Sed posuere consectetur est at lobortis. Praesent commodo cursus magna.

A B C D E F G H I
J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z | 1 2 3 4 5 6 7 8 9 0

Vollkorn

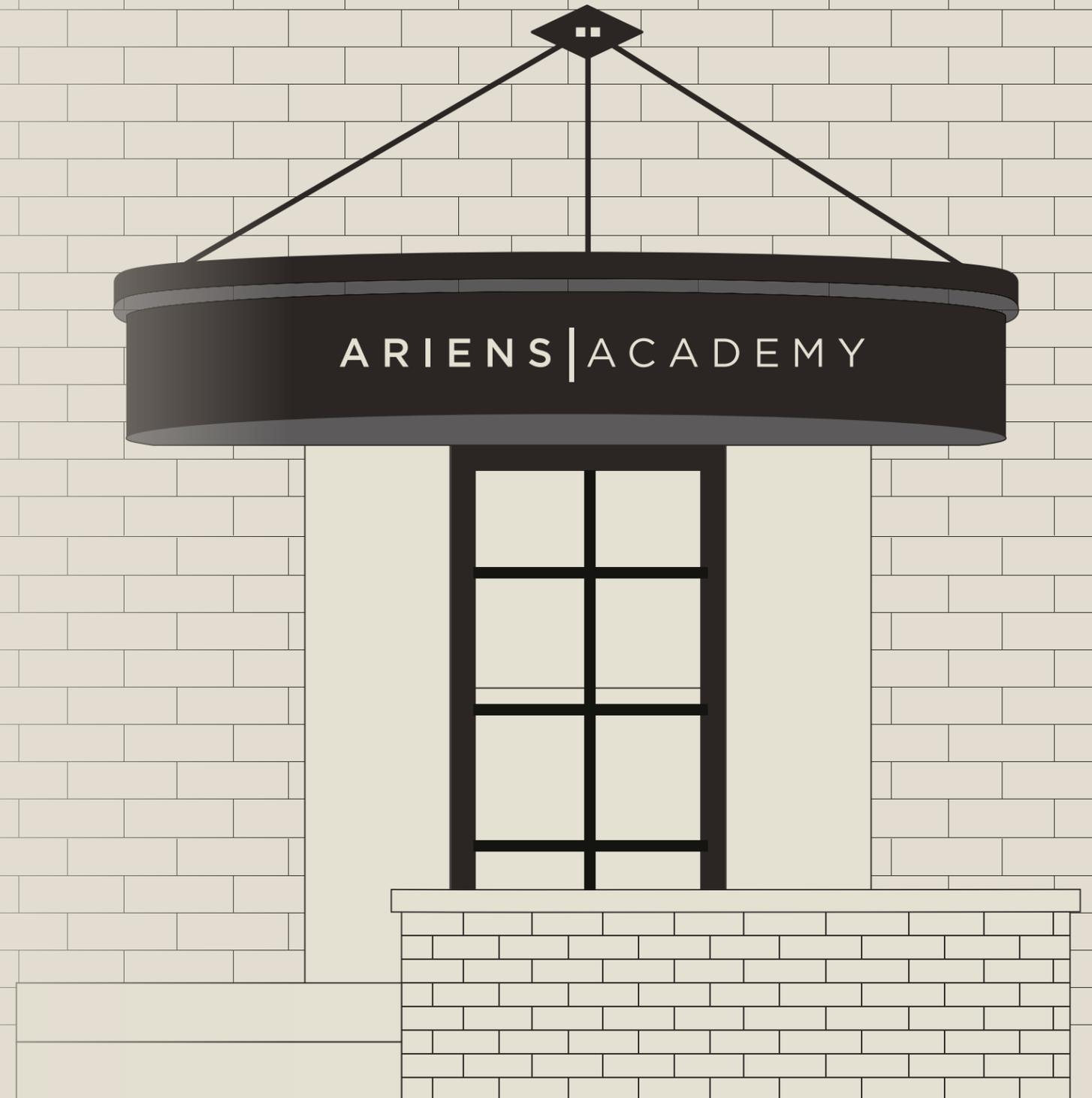
SERVICE BRAND LOGOS

RAPID | CARE
THE SERVICE BRAND

ARIENS | CO MUSEUM

ARIENS | ACADEMY

ARIENS | FOUNDATION



BRANDED SAMPLES

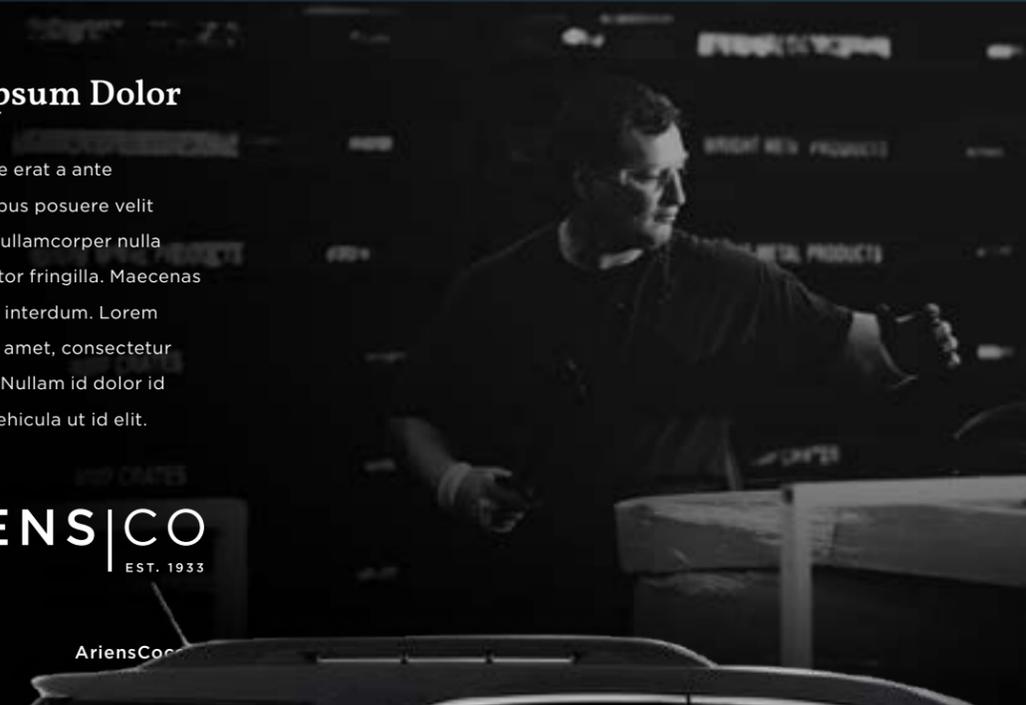
Lorem Ipsum Dolor

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor fringilla. Maecenas faucibus mollis interdum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id dolor id nibh ultricies vehicula ut id elit.

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AriensCo



ARIENS|CO
PASSIONATE PEOPLE. | ASTOUNDED CUSTOMERS.



BRAND HIERARCHY

ENTERPRISE BRAND

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SERVICE BRANDS

RAPID | **CARE**
THE SERVICE BRAND

ARIENS | **ACADEMY**

ARIENS | **FOUNDATION**

ARIENS | **CO** MUSEUM

PRODUCT BRANDS

 **ARIENS**[®]

 **GRAVELLY**[®]

COUNTAX[®]

 **Westwood**



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