



# Branding Guide



It remains crucial that we protect and build the Hendrickson brand. The following sections contain everything you'll need to know to communicate using the Hendrickson brand and tagline, including various documents, logo and brand guidelines and examples of proper and improper applications. Additionally, please keep the following suggestions in mind to maximize our brand.

### **Use the Brand Selectively**

Products, business forms, advertising, websites, presentations, specialty items and facility and trade show signage are the only objects that must feature the brand. No other application requires the use of the logo. Any time we use the brand, it should be considered a "product" representing our company. Therefore, we should take care of how the brand is displayed. Be sure that whatever "product" you use carrying the Hendrickson brand — a PowerPoint presentation, an email to a potential customer or a shirt you're wearing at a conference or trade show — displays the image proudly and properly.

### **Use the Brand Components Correctly**

It's very easy to overlook seemingly minor details when using various brand components, yet these mistakes can damage the brand and create roadblocks in reaching your objectives. Always adhere to the guidelines detailed in the following sections to guarantee the smooth and successful implementation of the Hendrickson brand.

### **For More Information**

If you encounter a Hendrickson branding situation not addressed in this manual, please contact Corporate Marketing Communications at 330.489.0050.

## Logo Guidelines

This guide explains the proper use of the Hendrickson corporate identity elements – our logo, tagline, [H] symbol, color, usage and internal and external communication formats.

### The most visible identity element is the Hendrickson logo.

- The logo consists of the [H] symbol and the Hendrickson name
- Standard logo colors are black for the [H] symbol and PMS 201 red for the Hendrickson name (see pages 1-8 for complete logo color usage guidelines)

### When reproducing the logo:

- Never change or alter the element in either symbol
- Use only the artwork provided on MAAXSOURCE.com or by the communications department
- Do not create new artwork

### Logo setup:

- The [H] is always placed to the left of Hendrickson – the Hendrickson element or component may not appear by itself when using Aachen Bold typeface
- The [H] symbol must be the same height as the type
- You may not put any other words or graphics anywhere around the logo within the distance equal to the height of the [H] symbol (see example) except when placing it over a ghosted background. Exception: tagline (see page 1-7)

*When printing or creating promotional items, please refer to the color usage section (see page 1-7) for logo (size, color, positioning, etc.). The ® symbol can be removed if it fills in on publications or promotional items. However, please remember that applicable trademark symbols (® or ™) must be legible when trademarks are used on Hendrickson products, product packaging and shipping materials, trade shows and other marketing displays and collateral.*

Contact the Corporate Legal Department at 630-773-9111 with any questions or comments.



Correct



Incorrect



Incorrect

**[H] Symbol**

**When using the [H] symbol, always follow these guidelines:**

- When enlarging the [H], use the artwork with the appropriate ® symbol
- If reducing the [H] makes the ® symbol illegible on publications or promotional items, the symbol may be omitted. However, please remember that applicable trademark symbols (® or ™) must be legible when trademarks are used on Hendrickson products, product packaging and shipping materials, trade shows and other marketing displays and collateral.

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**The [H] symbol may be used alone, without the Hendrickson element in the following applications:**

- Upper right position on memo stationery
- In areas where size restrictions make the complete logo impractical
- With selected Hendrickson promotional items
- On products such as castings or rubber components
- With the tagline and on PowerPoint presentations

**[H] symbol usage with product / publication**

- When using the Hendrickson name or approved product nomenclature (all caps) in the Aachen Bold typeface, it must be accompanied by the [H] symbol. The [H] symbol must be the same height as the Aachen Bold product name, as shown below
- If using the product nomenclature in the body copy and not the Aachen Bold Typeface, the [H] symbol does not accompany it



Correct

**[H] HENDRICKSON**

**[H] PARTS UPDATE**

**[H] AIRTEK® NXT**

**AIRTEK®**

**[H] INTRAAX®**

**INTRAAX®**

**[H] PRICE LIST**

### Tagline

#### The Hendrickson Tagline – *The World Rides On Us*®

- When used as a graphic element, the tagline must always appear in the script form shown here
- The tagline is always accompanied by the Hendrickson logo or the [H] symbol
- The tagline is always followed by the ® symbol
- If reducing the tagline makes the ® illegible, the ® symbol may be omitted on publications and promotional items

In literature or ad applications, the format shown to the right is the preferred logo and tagline relationship.

*Applicable trademark symbols (® or ™) must be legible when trademarks are used on Hendrickson products, product packaging and shipping materials, trade shows and other marketing displays and collateral.*

Contact the Corporate Legal Department at 630-773-9111 with any questions or comments.



**[H]** *The World Rides On Us*®

Correct



**[H]** **HENDRICKSON**  
*The World Rides On Us*®

Correct



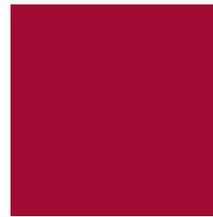
*The World Rides On Us*®  
**[H]** **HENDRICKSON**

Incorrect

## Color Usage

### When the logo appears on a white or light-colored background:

- The [H] symbol and tagline are printed in black with the "Hendrickson" word printed in PMS\* 201 Red. A RED [H] IS NEVER ACCEPTABLE.



PMS 201



Black

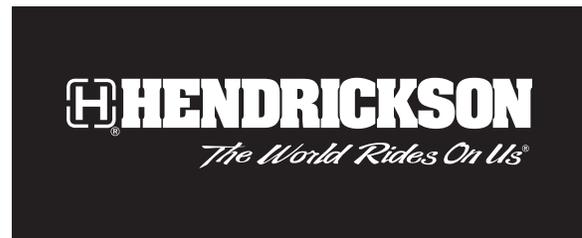
### When the logotype appears on a dark background:

- The [H] symbol and tagline are reversed out in white with the Hendrickson word printed in PMS 201 Red
- The tagline, [H] symbol and the Hendrickson word are reversed out in white



### When printing one-color:

- All logotype elements should appear in the same color – either black, gray or reversed out in white



### When printing four-color:

- When building PMS 201 Red, use the CMYK percentages of:  
C: 7  
M: 100  
Y: 65  
K: 32
- Recommended to print as a five-color job with PMS 201 Red as a spot color



### When using for web / digital:

R: 163 L: 35 HEX: #A80532  
G: 11 A: 57  
B: 53 B: 21



Correct

\* PMS stands for Pantone Matching System, Pantone Inc.'s standard trademark for color reproduction and color reproduction materials.



Incorrect

## Apparel and Promotional Items

When ordering apparel and promotional items, you must follow all logo, color standards and guidelines established in this manual.

### Recommended Thread Specifications:

Thread Manufacturer:	Madeira
Thread Color:	1982
Stitch Count:	2843

The [H] symbol and tagline may be used for select apparel and premium items, such as mugs, baseball caps, sticky notes, etc.

**NOTE:** the [H] symbol is centered directly above the tagline.

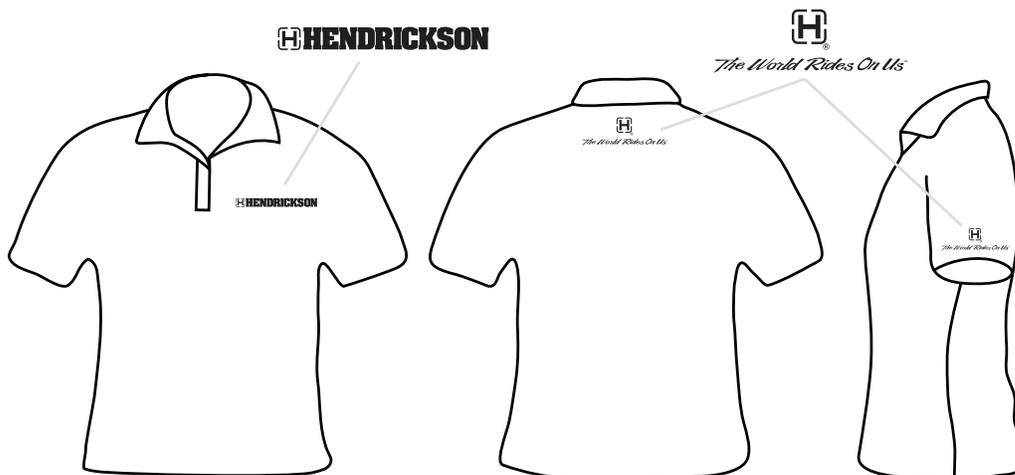
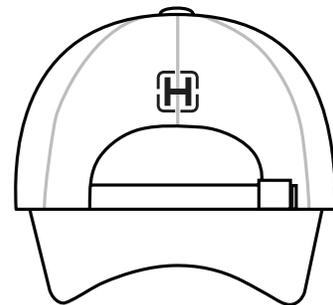
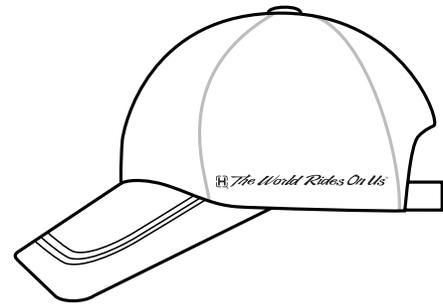
**NOTE:** The ® symbol is eliminated when the small size of the symbol renders it illegible on publications or promotional items.\*

When printing or creating promotional items, please refer to the color usage section (1-7) for logo (size, color, positioning, etc.). The ® symbol can be removed if it fills in on publications or promotional items.

\* Applicable trademark symbols (® or ™) must be legible when trademarks are used on Hendrickson products, product packaging and shipping materials, trade shows and other marketing displays.

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**Please contact Corporate Marketing Communications for approved vendors.**



### Email Signature Block

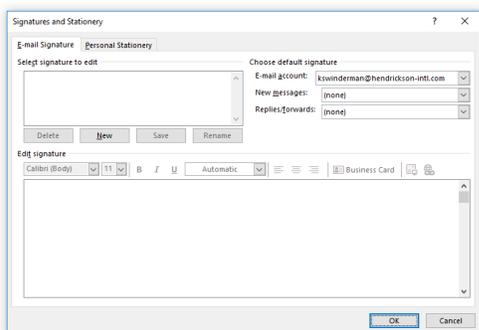
Please be sure that your email signature block conforms to the company standard. The signature block should be applied to all emails, even those you generate from another application (for example, when you share a Word document).

All signature blocks should be set up like below and include the Hendrickson logo & tagline and your contact information including job title, address, phone numbers, email, [H] website and Confidentiality Notice.



### How to create your Signature Block:

- Highlight and copy an existing correct signature block in Outlook
- Create a new email
- Click the Signature Icon in the top toolbar and select **Signatures**.
- The Signature dialog box will open



- Select **New** and type a name for your signature
- Paste the copied Signature Block into the Edit Signature field
- Edit the copied signature block with your contact information
- Then **Save**.  
Signature name should be assigned to all New messages and Replies / Forwards
- Then click **OK**



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INTL168 Rev A 10-23

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Printed in United States of America