

# KENWORTH SALES

Brand Style Guide



**TRUSTED  
TESTED  
TOUGH**

### **BRAND IDENTITY**

The inspiration behind Kenworth Sales' redesigned logo is to convey a sense of **durability, longevity, and relevance** in today's changing industry while leaning on decades of experience.

The target demographic is **industrial, traditional, and technological**. The bold lines juxtaposed with sleek, conservative lines emphasize Kenworth Sales' focus on the future direction of the industry while rooted in the traditions of **quality, reliability, and industry authority**.



## PRIMARY LOGO



Kenworth Sales' primary logo is a bold icon and symbol. The hard, intentionally angled lines express authority and durability giving a sense of trust and longevity in the brand. The "T" in the grille of the truck is reminiscent of new Kenworth Truck design styles while the stacks remind of the classic Kenworth look that it is known for. This juxtaposition of old and new convey that Kenworth Sales is rooted in its history and background of 75+ years serving the trucking world while staying relevant in new technology and the future direction of the industry.

The "T" is also the logo for Kenworth Sales' umbrella company, tying all of the sister companies together in a cohesive group of companies.

This is the main logo that will be used across primary brand applications. This icon helps audiences easily identify Kenworth Sales' products, online presence, ads, and other materials, and enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



### MINIMUM SIZE

The smallest the logo should be represented is 1.5" high



# COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

Red is **bold** and is used to convey **pioneering leadership**. The deep, warm grey tone is a **timeless, industrial, and practical** color that has meaning aligned with **conservatism and sophistication**.

## GREY

\*PMS: #418 CP  
CMYK: 68, 62, 58, 46  
RGB: 65, 64, 66  
HEX: #424143

*\*Pantone color is not a perfect match*



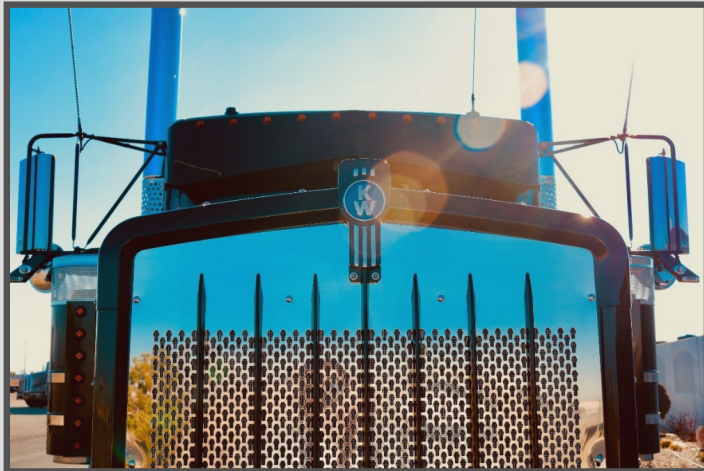
## RED

\*PMS: #704 CP  
CMYK: 24, 100, 100, 21  
RGB: 161, 0, 26  
HEX: #A01D21

*\*Pantone color is not a perfect match*

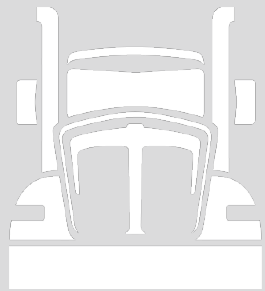
# LOGO COLOR VARIATIONS

There are three options for single color variations: all red, all black, or all white. The two tone logo should be used where possible. Additionally, city names are NOT to be included in the logo.

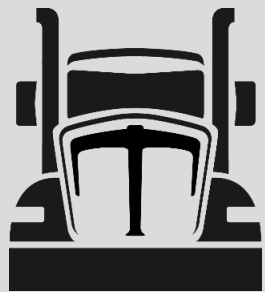




**KENWORTH  
SALES**



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**KENWORTH  
SALES**

## **OBLONG LOGO**

Kenworth Sales' oblong logo can be used instead of the primary logo, but should never be used directly next to the primary logo. This looks repetitive and isn't a good use of the brand elements.

The oblong logo is not to be used unless the primary logo is not usable, i.e. if it needs to be less than 1.5" high. The oblong logo is to be used rarely.

Black and white versions are also acceptable. Again, city names are NOT to be included in the logo.

## UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by skewing, stretching, or distorting it in any way – that includes adding unnecessary and unattractive text decorations like out lines or bevels.

These are a few examples of ways you should never consider using the logo. Bear in mind, this is not an exhaustive list.

- A. Do not add a drop shadow
- B. Do not stretch
- C. Do not squash
- D. Do not reorder logo elements
- E. Do not recolor outside of the color palette or color variations
- F. Do not outline any piece or the entire logo
- G. Do not recolor elements of the logo, even if they are within the color palette
- H. Do not resize any piece of the logo
- I. Do not bevel or distort to logo in any way



# TYPEOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and modern feel of the brand and should be used across all print & web applications.

IMPACT  
Use for headings

UPPERCASE

**Impact**

**Regular**

**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**

BASKERVILLE OLD FACE  
Use for Body copy

Sentence case

**Baskerville Old Face**

Regular


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

# BUSINESS CARDS


Name and Title are 15pt, leading is 10pt, Impact  
Phone and email are 10pt, leading 12pt, Baskerville Old Face  
Street address 7pt., leading 8.4, Baskerville Old Face  
Web Address is 10pt., Baskerville Old Face  
Size is 3.5"x2", Use .25" margin



**KYLE TREADWAY**  
**DEALER PRINCIPAL**

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ktreadway@kwsco.com

2125 S Constitution Blvd  
West Valley City, UT 84119  
[KenworthSalesCo.com](http://KenworthSalesCo.com)



*Can add fax and region, but not encouraged*



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Region

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# EMAIL SIGNATURES

Name and Title are 15pt, Impact  
Phone and email are 10pt, Baskerville Old Face  
Street address 7pt., Baskerville Old Face  
Web Address is 10pt., Baskerville Old Face



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## FINAL COMMENTS

These guidelines are fairly flexible and should allow for enough creativity without compromising brand integrity.

If ever in doubt, just refer back to this guide or feel free to get ahold of the Marketing Department.

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