

# Brand Guidelines

Visual identity



**BLUE OX**

# Towing Doesn't Have to be a Drag

## Brand Guidelines Content

Mission Statement	01.
Visual Identity—Logo	02.
Visual Identity—Typography	03.
Visual Identity—Color Palette	04.

# 01. Mission Statement & Motto

Blue Ox will build strength within our brand through loyal customers, diversification in new markets, and the development of innovative and high-quality products.

Our Company will provide unprecedented value and opportunity for our customers, our employees, suppliers and professional partners.

We will deliver on that commitment by building a team oriented and open-minded culture involving employees through leadership and individual acceptance of delegated responsibility.

By working to build loyal customers with partners we trust, we will actively support our communities and create meaningful relationships.

We exist to create opportunities where passion and purpose come together.

**Towing Doesn't  
Have to be a Drag**

# 02.

## Visual Identity

Logo

### Primary Vertical

Always use this version first.



### Formats

Print: .ai or .eps  
Digital: .png (preferred) or .jpg

### Secondary Horizontal

Use when vertical space is limited.



### Web Address

Gotham Book  
Never use www prefix.

blueox.com

### Do Not



Use shadowing or gradients.



Tilt or change orientation.



Stretch or skew.



Overlay or change color scheme.

# 03. Visual Identity

Typography

## Gotham

“Unlike other sans serif typefaces, it’s not German, it’s not French, it’s not Swiss, It’s very American.” —Andrew Romano

# Black

### Product Names/Tagline/Headlines

Gotham Black. All product names. Tagline when used alone. Headlines. Tracking -40.

# Bold

### Subheads/Product Categories

Gotham Bold. Tracking 0.

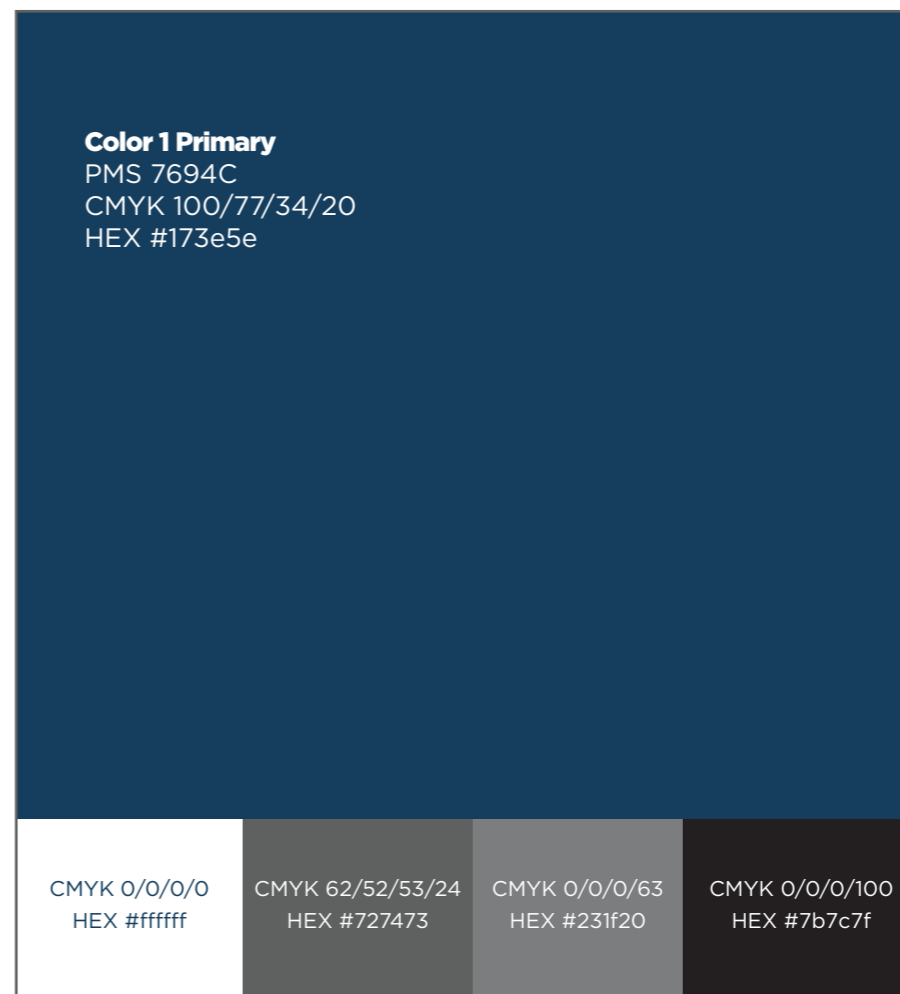
# Book

### Body Copy/Bullet Points/Part Numbers

Gotham Book. Tracking 0.

# 04. Visual Identity

Color palette



# Hitches, Tow Bars, Brakes, Baseplates, Accessories

[blueox.com](http://blueox.com)

## Contact

**Kevin Molland**  
Senior Marketing Manager  
712-899-6868  
[kevinmolland@blueox.com](mailto:kevinmolland@blueox.com)

**Chad Wall**  
Creative Manager  
402-206-4004  
[chadwall@blueox.com](mailto:chadwall@blueox.com)

