



BRAND GUIDELINES



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OVERVIEW

It is important that Capacity portrays itself in a consistent manner in all communications.

These brand guidelines provide information on the Capacity brand and how we communicate it to others. It also includes rules and proper usage of Capacity logos, taglines, artwork and colors.

There are numerous ways Capacity visually communicates with its customers and the industry:

- ADVERTISING**
- APPAREL**
- BROCHURES**
- BUSINESS CARDS**
- BUSINESS DOCUMENTS AND FORMS**
- DIGITAL MARKETING**
- DISPLAYS**
- INTERNAL COMMUNICATIONS**
- PRESENTATIONS**
- PRESS RELEASES**
- PROMOTIONAL ITEMS**
- SIGNS**
- SOCIAL MEDIA**
- STATIONERY**
- WEBSITES**

WHO SHOULD USE THIS MANUAL

Anyone creating communications for Capacity should be aware of and refer to these guidelines.

BRAND STORY

Since 1974, Capacity has been an industry leader in terminal trucks, known for our robust manufacturing, high level of customization and durable products. Today, Capacity Trucks is part of Terex Corporation, a global leader in specialized equipment solutions, serving essential sectors such as emergency services, waste and recycling, utilities, and construction.

Our dedication and collaborative spirit drive us to innovate—taking a customer-focused approach to increase efficiencies and uptime profitability, while lowering total cost of operation. At Capacity, we keep the world—and our customers—moving.



ELEVATOR SPEECH

Since 1974, Capacity Trucks has been an industry leader in terminal trucks, known for our robust manufacturing, high level of customization and durable products. With our people, relationships and products, we have the capacity to move cargo and our customers around the world.



BRAND ESSENCE

Capacity's durable yard trucks move the world's cargo, operating in the busiest ports, rail terminals and warehouse/distribution centers. With a customer-focused approach, our team inspires trust and confidence by delivering exact solutions for every need. We apply our decades of experience to continually innovate, developing new products and technologies that maximize our customers' efficiency and uptime. Every yard truck we build is backed by a nationwide dealer network dedicated to providing expert support, along with 24/7 parts availability. At Capacity Trucks, we help keep our customers and their cargo moving.



BRAND PILLARS

PERFORMANCE

Capacity Trucks keeps the world moving with durable yard trucks that perform day in and day out. From heavy-duty trucks that conquer the most challenging environments to road-friendly models, our products are expertly engineered to deliver the utmost efficiency. It's how we maximize uptime and achieve the lowest possible total cost of ownership for your business.

TRUST

At Capacity Trucks, we have an unwavering commitment to building trusted, transparent relationships with our customers and dealers. It is our mission and our pleasure to help you succeed with the right equipment built to your specifications. Our team is proud to stand with and by you, from initial collaboration to product support in the field, helping you move cargo in the most efficient way possible. That's why customers have counted on the proven expertise of Capacity Trucks since 1974.

INNOVATION

At Capacity Trucks, innovation moves us. Whether it's enhancing the longevity and durability of our products or developing industry-first operator safety features, we're exploring new and better solutions and technologies every day. It's the result of working closely with customers to understand their unique needs, then unleashing the expertise of our team to customize products that meet those needs.

QUALITY

Quality and confidence go hand in hand. We understand that at Capacity Trucks. No truck is engineered or tested to withstand the rigors of the job like a Capacity truck. Our proprietary quality assurance process results in fewer warranty claims and greater ROI for your operation. That means you can move forward with confidence every day.



BRAND PERSONALITY

Confident, Expert, Approachable

CONFIDENT IS:

Humble
Informed
Always listening
Always learning
Believing
Committed to doing the right thing
Reliable

EXPERT IS:

Collaborative
Tested
Knowledgeable
Leader
Purpose-driven

APPROACHABLE IS:

Customer-centric
Dependable
Customizable
Authentic
Team-oriented
Accessible

CONFIDENT IS NEVER:

Arrogant
Selfish
Short-sighted
Disingenuous
Rigid
Out for themselves
Dictatorial

EXPERT IS NEVER:

Closed-minded
Dated/Uninformed
Insolent
Follower
Isolated

APPROACHABLE IS NEVER:

One-way street
Complacent
Off the shelf
Insincere
Soloist
Elitist

BRAND FOUNDATION

DURABILITY

Since 1974, Capacity has stood the test of time, building its reputation upon the rugged durability of its products and the integrity of its people. Durability is the enduring bedrock and foundation that supports the Capacity brand pillars. It is this rugged durability that encompasses everything we do and everything we are, and is the reason customers rely on Capacity.

WORDS AND TERMINOLOGY

CAPACITY IS:

Capacity Trucks
Work tool
Durable
Reliable
Best
Collaborative
Approachable
On-purpose
Global
Right material
What's best and easiest for our customers
Customizable

CAPACITY IS NEVER:

Capacity of Texas
Sharpest tool in the shed
Gold Standard (Ottawa uses)
Volatile
Largest
Dictating
Condescending
Fluff
Only Texas
More material
What's convenient for us
Off the shelf

ISO CERTIFICATION

Capacity Trucks is ISO 9001:2008 certified. This fact should be noted on any materials that include product information or specifications.

VERTICALS

INTERMODAL

When every minute counts, you need a yard truck that will be there for you, delivering superior durability and uptime, every time. Capacity Trucks answers the call with products that perform in the most challenging environments. Their robust design withstands the rigors of intermodal operation while ensuring a low total cost of ownership and maximizing your return on investment.

PORT

At Capacity Trucks, we understand every customer has unique needs. That's why our team works closely with you to specialize yard trucks that meet the specific requirements of your port operation. Whether it's an industry-first innovation that ensures your drivers' safety or developing technology that makes their jobs easier, Capacity Trucks is dedicated to building products that work as hard as you do.

WAREHOUSE/DISTRIBUTION

Moving cargo at warehouse and distribution facilities requires the durability and value of a high-performing, long-lasting yard truck. Capacity Trucks gets the job done with robust products that maximize uptime and deliver low total cost of ownership. And because every operation is unique, our team works closely with you to identify any specialized needs. It's a 24/7 uptime industry, and Capacity is your 24/7 partner, delivering efficiency where it's needed most.

INTERMODAL CUSTOMER

Paid by how quickly they can complete the job

Downtime is a key concern

Drivers are higher paid than warehouse workers

Works in harsh environments

Highly price conscious

PORT CUSTOMER

Less price conscious

Interested in customization

WAREHOUSE/DISTRIBUTION CUSTOMER

Most interested in longevity of product

Attention toward driver comfort and safety

Price conscious

THE CAPACITY LOGO

The Capacity logo uses multiple colors of blue, but starts with a foundation of dark blue that invokes the heritage of Capacity and blue from the American flag. The precision of the Capacity “C” illustrates how we are moving forward as a company and a brand.

The new Capacity logo is designed to:

- Accompany the most significant launch in Capacity’s history
- Preserve bedrock recognition of Capacity
- Mark a new era of growth for Capacity Trucks
- Reflect our new invigoration and innovation

TYPEFACE

The Capacity letters have been refreshed and are designed in a progressive san serif typeface. The boldness of the san serif helps to illustrate the strength and durability of the Capacity brand.

THE DuraC



The DuraC is foundational to the Capacity brand. It is meant to represent strength through purpose-focused engineering. From weld on to bolt on, Capacity’s modular evolution means the DuraC is more appropriate than ever.

PLACEMENT OF ESSENTIAL ELEMENTS

Two essential elements make up the standard Capacity logo: the mark and the signature. The following specifications for placement of these two elements are mandatory. The specific elements should not be altered in any way. Later sections of this style guide also define the mandatory color codes. Colors from computer printouts vary, so please follow the PMS codes.



The Capacity badge is comprised of the Capacity DuraC and the Capacity signature. All letters must be capitalized.

LOGO FORMS

PRIMARY LOGO

This is the primary Capacity logo and should be used for all one- and four-color applications. If color is not the preferred option, it is also permissible to use the black or reversed logo options.



SECONDARY LOGO

The secondary logo is to be used when spatial height is limited. The secondary logo should be used for all one- and four-color applications. If color is not the preferred option, it is also permissible to use the black or reversed logo options.



TERTIARY LOGO

The tertiary logo is to be used for special executions in which the primary logo with full corporate name is not necessary. The tertiary logo cannot stand alone on a document. It must be accompanied by the primary or secondary logo. Specific exceptions may apply.



CAPACITY TRUCKS LOGO

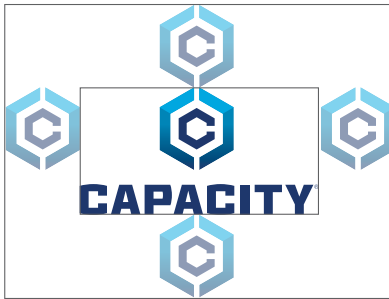
The Capacity Trucks logo is to be used on apparel only. If color is not the preferred option, it is also permissible to use the black or reversed logo options as well.



PRIMARY LOGO AREA OF ISOLATION

When using the Capacity logo, allow for an adequate amount of space around it. This space is to be determined by measuring the height of the Capacity DuraC and marking off this distance from the outermost boundaries of the logo. To ensure readability and easy identification of the logo, no text, graphics or edges should fall within this space.

safe zone



safe zone



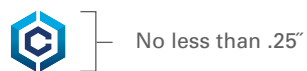
REDUCING PRIMARY AND SECONDARY LOGO

When reducing the primary logo or secondary logo, the height of the Capacity signature should be no less than 0.125 in.



TERTIARY LOGO SIZE

When using the tertiary logo, the height of the DuraC should be no less than 0.25 in.



ACCEPTABLE LOGO TREATMENTS

The only acceptable uses of the Capacity logo are outlined in this manual. The Capacity logo may not be modified in any way from its original proportions or type style.

The Capacity logo should always stand alone and may never be used as part of a sentence. When used within a sentence, the name Capacity is permitted to appear as standard copy.

ONE AND FOUR COLOR



BLACK AND REVERSED



UNACCEPTABLE LOGO TREATMENTS

MODIFYING PROPORTIONS

Do not stretch the logo horizontally or vertically.

Do not skew or distort the logo.

OTHER MODIFICATIONS

Do not change the color or screen back the logo.

Do not use outlines.

Do not adjust the angle of the Capacity badge.

Do not place logo on any background unless it's a solid color or image that won't detract from its overall legibility. When used on a background, the logo should always be one of the three approved one-color, three-color or four-color versions. All other versions of the logo are to be printed on 10% gray (or less) and white only.



THREE- AND FOUR-COLOR USAGE

These logos are to be used on apparel and applications, including uncoated, coated gloss and coated matte, where CMYK color separation is required.



BLACK AND REVERSED-COLOR USAGE

These logos are to be used on all paper and fabric types where a one-color logo is required. Logo can be produced in 100% black, 100% white or PMS 288 (dark blue).






APPROVED COLOR PALETTE

PMS 288 Blue is the primary color for the Capacity identity.
100% Black is acceptable for specific executions.




APPROVED 3-COLOR PALETTE



	PMS	CMYK	RGB	Web
	PMS 2995	81-12-1-0	0-167-225	00a7e1
	PMS 7460	100-33-14-0	0-131-193	0083c1
	PMS 288	100-87-27-19	0-45-116	002d74

APPROVED 3-COLOR REVERSED PALETTE



	PMS	CMYK	RGB	Web
	PMS 2985	59-4-2-0	85-192-233	54c0e8
	PMS 2995	81-12-1-0	0-167-225	00a7e1
	PMS 288	100-87-27-19	0-45-116	002d74

BRAND TYPEFACES

The success of Capacity's corporate identity program is also dependent on the consistency of the typefaces.

When the logo is used as a graphic element, not in body copy, it is important the signature and wordmark appear in the proper typeface.



IRONSTRIKE BLACK

The primary font for the Capacity identity program is Ironstrike. Ironstrike is strong, progressive, bold and easy to read. It comes in a wide assortment of weights and is ideal for headlines and decorative font usages.

In some situations regarding different platform softwares such as Word and PowerPoint, Ironstrike cannot be used. For these situations, Verdana is the acceptable replacement for all headline and body copy. These technical constraints should be the only reason to substitute Ironstrike with Verdana.

HEADLINE/ DECORATIVE

IRONSTRIKE

Ironstrike Light
Ironstrike Light Italic

Ironstrike Semibold
Ironstrike Semibold Italic

Ironstrike Bold
Ironstrike Bold Italic

Ironstrike Black
Ironstrike Black Italic

HEADLINE ONLY

RALEWAY

RALEWAY LIGHT

RALEWAY MEDIUM

RALEWAY BOLD

BODY COPY

UNIVERS

Univers Light
Univers Light

Univers Roman
Univers Roman

Univers Bold
Univers Bold

Univers Black
Univers Black

TECHNICAL CONSTRAINTS

VERDANA

Verdana Regular
Verdana Italic

Verdana Bold
Verdana Bold Italic



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