



DITCH WITCH® WEST

Style Guide

Version 3

Approved by Marketing



PAPÉ®

MANY COMPANIES. ONE BRAND.

The Papé brand is more than a simple logo. Communicated through consistent use of brand voice, logos, and brand assets, Papé's intangible brand offerings convey the company's value and secure Papé's positioning above and against its competitors.

Consistency in branding ensures that customers, vendors, and team members alike perceive Papé as synonymous with credibility, expertise and trustworthiness.

The following Brand Style Guide outlines standard use practices for logos and brand colors. Adherence to these standards ensures the continued development of brand visibility, credibility, and consistent quality Papé strives to achieve.





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GENERAL REQUIREMENTS.

This Ditch Witch West Style Guide incorporates the Papé Brand Guidelines by this reference.

Your use of the trademarks, service marks, logos, and taglines discussed in this Papé Group Style Guide is subject to the requirements in the Papé Brand Guidelines.

NO LICENSE OR OTHER RIGHTS GRANTED: This Style Guide does not grant you any right, license, title, or other interest in or to the trademarks, service marks, logos, and/or taglines owned by The Papé Group, Inc., The Charles Machine Works, Inc., and/or The Papé Group, Inc.'s other affiliates. All such rights and usage license must be granted in a separate, written agreement. In addition to complying with the terms of this Style Guide, your use of the trademarks, service marks, logos, and taglines described in this Style Guide must be limited to the purpose(s) and use(s) expressly permitted in the license agreement between you and The Papé Group, Inc. or its affiliate. Your use of the trademarks, service marks, logos, and taglines described in this Style Guide is subject to the disclaimers, limitations of liability, and other provisions set forth in the license agreement between you and The Papé Group, Inc. or its affiliate.

MODIFICATIONS TO STYLE GUIDE: The Papé Group reserves the right to modify this Style Guide from time to time, and you will be expected to comply with the updated Style Guide within thirty (30) calendar days of receiving notice of such updates.

USE ONLY PAPÉ-PROVIDED ARTWORK: You must use the logo artwork provided by Papé without modification. You may not use any third party artwork files for the logos.

DO NOT ALTER: Do not alter or separate any Papé or Ditch Witch West logos, trademarks, service marks, or taglines; do NOT vary the spelling, add hyphens, make one word two words or more or vice versa, use a similar mark, use a phonetic equivalent, use abbreviations, translate the mark, change the proportion or position of elements within a logo, alter a logo in perspective or appearance, or otherwise alter, separate, stretch, distort, or modify the marks in any way.

DO NOT ADD WORDS OR DESIGNS: Do not combine or incorporate the Papé or Ditch Witch West logos, trademarks, service marks, or taglines into any other feature, including without limitation, other trademarks or service marks, words, phrases, graphics, photos, slogans, numbers, design features, or symbols; except as expressly permitted in this Style Guide.

TRADEMARK NOTICE SYMBOLS: Trademarks that are registered need to be indicated as such by using the ® registration notice. Unregistered trademarks should include the ™ notice. Do not use the ® symbol for any trademark, service mark, logo, or tagline that is not registered. Falsely indicating that a mark is registered may trigger civil and criminal penalties.

All uses of the Papé Box logos must contain the appropriate notice symbol—® for registered marks. All uses of the Ditch Witch West logos must contain the appropriate notice symbol

as shown in the artwork we provide to you. While the DITCH WITCH word mark is registered, the specific Ditch Witch West logos shown in this Style Guide are not registered, so you must only indicate that the DITCH WITCH wording is registered in all uses, just as is done in the artwork we provide you for use of the Ditch Witch West logos.

This Style Guide also indicates other marks or taglines that are unregistered and for which you should use the ™ symbol. Note that the DITCH WITCH WEST word mark is not registered. The appropriate ® or ™ notice symbol must always be large enough to be legible. When using marks in text, for a given document, use the appropriate ® or ™ notice next to the first and most prominent use(s) of each of mark appearing in such document; and for all subsequent uses of the mark in that same document, you do not have to use the symbol again.

USES OF THE MARKS IN TEXT: In all text uses of the DITCH WITCH WEST mark, in order to avoid confusion, an effort should be made to avoid possessive uses of the mark. Every trademark should be used as an adjective that is followed by a noun, i.e., a generic description of the goods or services (such as “the Ditch Witch ® West™ equipment”). Trademarks should never be used as a verb or noun, or in the possessive or plural forms.

In addition, do not use any marks (or any variation thereof or confusingly similar mark) in any company name, product name, model number, part number, service name, or domain name, unless you first receive Papé’s prior written permission.

NO MISREPRESENTATION AS TO MEANING: You may not use the Ditch Witch West logos, the Papé Box logos, or other Papé-owned (or affiliate-owned) trademarks, services marks, taglines, or logos in any way that could cause confusion as to source or as to ownership of the same.

DO NOT DISPARAGE: Do not use the Ditch Witch West logos, the Papé Box logos, or other Papé-owned (or affiliate-owned) trademarks, services marks, taglines, or logos in any manner that disparages or is likely to disparage Papé or its affiliates or their respective products or services, or in any other manner that is, or is likely to be, misleading, obscene, infringing, or that dilutes or diminishes (or is likely to dilute or diminish) Papé’s or its affiliate’s rights and goodwill in the marks. Do not use the Ditch Witch West logos, the Papé Box logos, or other Papé-owned (or affiliate-owned) trademarks, services marks, taglines, or logos in connection with any unlawful activities.

ATTRIBUTION: Use a trademark ownership legend in all materials that show the Ditch Witch West logos, the Papé Box logos, or other Papé-owned (or affiliate-owned) trademarks, service marks, logos, or taglines. The preferred form of legend is as follows (complete the bracketed terms as applicable and remove the brackets prior to using the legend):

“The [insert the marks you are using with the appropriate notice symbol, e.g., PAPÉ®, Pape Box Logo®, DITCH WITCH® WEST, Ditch Witch West™ logo, KEEPS YOU MOVING®, A LEGACY OF UPTIME™] trademark[s] are registered and unregistered trademarks and service marks of The Papé Group, Inc. or its affiliate in the United States. All rights reserved. Unauthorized use strictly prohibited.”

LOGO CLEAR SPACE & MINIMUM SIZE

The logo is the visual embodiment of the brand.

The logo must always be surrounded on all sides by clear or white space as shown. Sides must have the equivalent spacing of 4 registered notice symbols. Top and bottom must have the equivalent spacing of 2 registered notice symbols.

The minimum size for both logo variations is 0.55" tall.

When placed on a background, the logo must remain highly visible and therefore it is best to avoid placing the logo on busy backgrounds.

Contact a Brand Marketing Specialist at pcmarketing@pape.com if you have any questions or concerns about logo usage.

CLEAR SPACE



MINIMUM SIZE



This logo must not appear on any marketing materials without the presence of the Papé Box Logo.

PRIMARY



SECONDARY



LOGO VARIATIONS

These are the approved logos. Each logo sits on an example of the appropriate background for each variation.

No other color variations are approved for use. The logo must not be scaled or skewed when enlarged.



PRIMARY

Keeps You Moving[®]
A Legacy of Uptime[™]

SECONDARY

Keeps You Moving[®] A Legacy of Uptime[™]
Keeps You Moving[®] A Legacy of Uptime[™]

BRAND TAGLINES

Taglines should be treated similarly to the Papé logos in terms of clear space and use. Taglines are to be used as a graphic element and should not be used in a descriptive fashion or in the text of written documents without an indication of protected status.

Incorrect Usage:

“Customers have counted on Papé to keep them moving”

Correct Usage:

“The company’s devotion to customer service is supported by the use of Papé’s KEEPS YOU MOVING® trademark.”

“A LEGACY OF UPTIME™ is more than a company marketing phrase, it is a representation of the company’s philosophy and reputation.”

BRAND TYPOGRAPHY

Oswald Semibold, the title/header typeface is to be used as the title or header typeface on all printed and static digital marketing materials.

Case and size are dependent on design. Oswald Semibold is the preferred weight.

Roboto, the body copy typeface, is to be used as the body copy typeface on all printed and digital marketing materials. Roboto is also the standard typeface for the website.

Standard use case is Roboto Regular 10pt with 14pt leading.

Roboto Medium or Bold may be used on darker backgrounds.

TITLE / HEADER

OSWALD

Oswald Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

BODY COPY

Roboto

Roboto Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

PRIMARY

BRAND COLORS

Consistent use of Papé's primary color palette inspires recognizability and brand confidence. As such, Papé designs must be shown in the primary or secondary palette colors for any public-facing use.

The secondary colors are only for use when complimenting the primary colors, and should not be used as main colors in any designs.

OUTDOOR TRADESHOW SIGNAGE

Pantone
Process
Black C

RGB
0 0 0

CMYK
75 68 67 90

HEX
000000

- Uses:**
- Stanchions
 - Banners
 - Outdoor Signage
 - Hop Ups

UNCOATED

Pantone
7404 U

CMYK
0 10 100 0

- Uses:**
- Business Cards
 - Stationery
 - Matte or Uncoated Materials

COATED

Pantone
122 C

RGB
254 209 65

CMYK
0 11 80 0

HEX
FED141

- Uses:**
- Flyers
 - Magazines
 - Smooth or Coated Materials
 - Digital Applications
 - Catalogs
 - Mailers

OPERATING COMPANY SPECIFIC SECONDARY

DITCH WITCH WEST

Pantone
165 C

RGB
243 112 33

CMYK
0 70 100 0

HEX
f37021

DITCH WITCH WEST

Pantone
Black C

RGB
0 0 0

CMYK
40 30 30 100

HEX
000000

RGB
255 255 255

CMYK
0 0 0 0

HEX
FFFFFF

Pantone
Cool
Gray 2 C

RGB
191 191 191

CMYK
0 0 0 25

HEX
BFBFBF

Pantone
Cool
Gray 6 C

RGB
140 140 140

CMYK
0 0 0 45

HEX
8C8C8C

SECONDARY

MERCHANDISING

Ditch Witch West clothing and accessories are branded with the company logos and colors. The Papé logo is to always accompany the DWW logo on all merchandise. As an example on apparel it can be shown on the wearer's left sleeve or back yoke. Logos should not be modified in any way for apparel embroidery.

To the right are approved colors and designs for merchandise items.

Contact a Brand Marketing Specialist at pcmarketing@pape.com if you have any questions or concerns about logo usage.

DRESS SHIRTS / OUTERWEAR / SWEATSHIRTS

Primary Logo: DWW1 — DWW4

Embroidery Thread Colors – Isacord:
#1114, Black

Embroidery Thread Colors – Madeira:
Orange #1621 Black #1800 White #1801

PMS Colors:
Orange 1595C, Black 426C, White 663C

Size Requirements:
DWW1 — DWW2: 3.68" W x 1.91" H
DWW3 — DWW4: 4" W x 1.10" H

Black & White Options:
For black and white options the code will read as "DWW1/BW", "DWW2/BW" etc.

HEADWEAR ONLY

Front Logo: DWW1 — DWW2

Size Requirements:
3.68" W X 1.91" H

Secondary Logo: PG1 — PG2

Size Requirements:
1" W X 1" H



The DWW Logo must not appear on any merchandise without the presence of the Papé Box Logo.

MERCHANDISE SPECIFIC LOGOS

DWW1 - HATS



DWW2 - HATS



DWW3 - FLATS



DWW4 - FLATS



ADDITIONAL REQUIRED MERCHANDISE LOGOS

PG1



PG2



BLACK & WHITE



Approval must be obtained from the Brand Marketing Specialist before creating custom merchandise.

Approved Merchandise can be purchased through store.pape.com

SHOP NOW

The Ditch Witch West Logo must not appear on any apparel or merchandise without the presence of the Papé Box Logo elsewhere on the item.

See the Papé Group Style Guide for approved logo variations, color, sizing and placement information