



KENWORTH

PAPÉ[®] KENWORTH

Style Guide

Version 2

Approved by Marketing

Kenworth



**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 Papé Kenworth 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. and/or its 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. 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.

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 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 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. This Style Guide also indicates marks or taglines that are unregistered and for which you should use the ™ symbol. The appropriate ® or ™ notice symbol must always be large enough to be legible. When using Papé 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 PAPÉ mark, an accent should be used above the E in PAPÉ. In addition, in order to avoid confusion, an effort should be made to avoid possessive uses of the PAPÉ 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 Papé ® repair services”). Trademarks should never be used as a verb or noun, or in the possessive or plural forms.

In addition, do not use any Papé 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 Papé Box logos or other Papé-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 Papé Box logos or other Papé-owned trademarks, services marks, taglines, or logos in any manner that disparages or is likely to disparage Papé or its 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 rights and goodwill in the marks. Do not use the Papé Box logos or other Papé-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 Papé Box logos or other Papé-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 Pape marks you are using with the appropriate notice symbol, e.g., PAPE®, Pape Box Logo®, KEEPS YOU MOVING®, A LEGACY OF UPTIME™] trademark[s] are registered and unregistered trademarks and service marks of The Papé Group, Inc. 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.

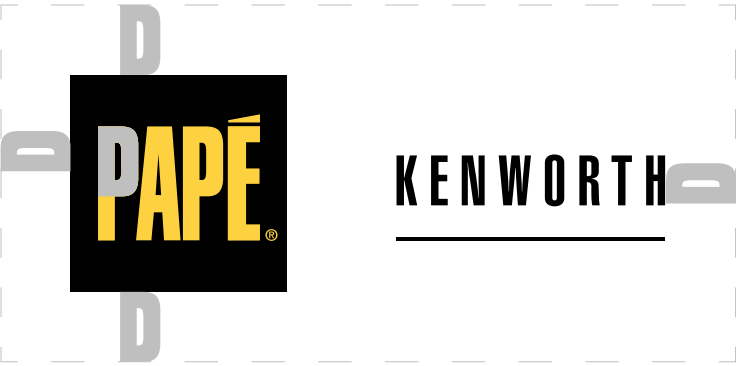
The logo must always be surrounded on all sides by clear or white space equal to the distance of the top of “P” in Papé as shown.

The minimum size is 1/2” for the Papé Box as shown.

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



1/2"
Min.



PRIMARY



KENWORTH



KENWORTH



KENWORTH



KENWORTH

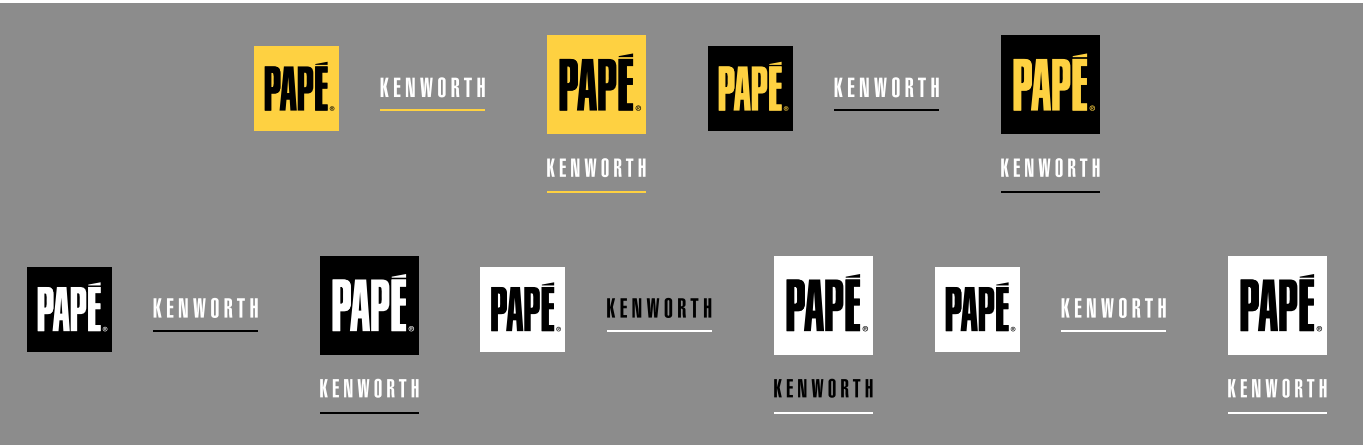
SECONDARY



KENWORTH



KENWORTH



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.

Note that the Papé Kenworth logo does not have lines framing the operating company name.

LOGO OEM LOCKUPS

To the right is the approved lockup layout for Kenworth and Papé Machinery.

Both logos must be of equal size ratio with appropriate clear space with the Kenworth logo on the left.

Approval must be obtained from a Brand Marketing Specialist at pcmarketing@pape.com before a project using a lockup can be finalized and released for public view.

KENWORTH



KENWORTH

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

<p>Pantone Process Black C</p> <p>RGB 0 0 0</p> <p>CMYK 75 68 67 90</p> <p>HEX 000000</p>	<p>OUTDOOR TRADESHOW SIGNAGE</p> <p>Pantone 123 U</p> <p>CMYK 0 28 98 0</p> <p>Uses:</p> <ul style="list-style-type: none"> • Stanchions • Banners • Outdoor Signage • Hop Ups 	<p>UNCOATED</p> <p>Pantone 7404 U</p> <p>CMYK 0 10 100 0</p> <p>Uses:</p> <ul style="list-style-type: none"> • Business Cards • Stationery • Matte or Uncoated Materials 	<p>COATED</p> <p>Pantone 122 C</p> <p>CMYK 0 11 80 0</p> <p>RGB 254 209 65</p> <p>HEX FED141</p> <p>Uses:</p> <ul style="list-style-type: none"> • Flyers • Magazines • Smooth or Coated Materials • Digital Applications • Catalogs • Mailers
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OPERATING COMPANY SPECIFIC SECONDARY

<p>KENWORTH</p>			
<p>Pantone 186 C</p> <p>RGB 200 16 46</p> <p>CMYK 2 100 85 6</p> <p>HEX C8102E</p>		<p>Pantone Cool Gray 2 C</p> <p>RGB 255 255 255</p> <p>CMYK 0 0 0 0</p> <p>HEX FFFFFF</p>	<p>Pantone Cool Gray 6 C</p> <p>RGB 140 140 140</p> <p>CMYK 0 0 0 45</p> <p>HEX 8C8C8C</p>

SECONDARY

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.

MERCHANDISING

Papé clothing and accessories are branded with the company logo and colors. The Papé logo is shown on the wearer’s left chest and an optional OEM logo can be added to the right sleeve. Logos should not be modified in any way for apparel embroidery.

Hats and caps are embroidered with a slightly modified logo. This is the ONLY application where the following logos are approved to be used. The only other approved additions to the sides of the caps are the American Flag and/or an OEM logo.

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

DRESS SHIRTS / OUTERWEAR / SWEATSHIRTS

Primary Logo: PK1 — PK4

Secondary Logo: PK5 — PK8

Embroidery Thread Colors – Isacord:
Gold/Yellow #0702 | Black #0020 | White #0010

Embroidery Thread Colors – Madeira:
Gold/Yellow #1624 | Black #1800 | White #1801

PMS Colors:
Yellow 122 C | Black 426 C | White 663 C

Size Requirements:
PK1 — PK4: 2.41" W x 2.21" H
PK5 — PK8: 1.25" W x 2.77" H

Black & White Options:
For black and white options the code will read as “PK1/BW”, “PK2/BW” etc. When the “BW” is added to the code, any yellow will change to white and black will remain black.

HEADWEAR ONLY

Front Logo: PK9 — PK12

Size Requirements:
2.41" W X 2.21" H



Horizontal logo is not to be used on any apparel application without explicit approval from the Brand Marketing Specialist.



MERCHANDISE SPECIFIC LOGOS

PK1



PK2



PK5



PK6



PK9



PK10



PK3



PK4



PK7



PK8



PK11



PK12



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

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