



ARCTIC TRUCKS BRAND GUIDELINES C.O.P

2020

Arctic Trucks Brand:

BRAND MISSION STATEMENT

Engineered from
exploration, ready
for your adventure.

Arctic Trucks have spent many years tackling the toughest environments in the world. Our products and services are for those seeking the next level of robustness and craft.

We exist to enable peerless performance, comfort, control and mobility in the most extreme environments. The engineering value behind our vehicles is derived from our experience conquering the toughest testing grounds on our planet.

That's why we've spent over twenty five years supporting exploration around the world, giving Arctic Trucks owners and operators the confidence to deal with nature's greatest challenges whilst reaching their destinations safely and reliably, whatever the terrain.

We enable our OEM and trade partners to extend their model range and lifecycle, increasing sales and profitability.

We enable our Social Purpose partners to more effectively and completely fulfill their mandates.

We enable our employees to explore the limits of engineering and innovation.

We enable our owners and operators to “EXPLORE WITHOUT LIMITS”

Arctic Trucks Brand Platform:

BRAND PROMISE

Exploration proven
vehicles for every kind
of expedition.

This promise captures the true scope of what Arctic Trucks provide. We enable our customers to extend their horizons. All of our communications should “play back” to characteristics of our brand.

This is true for professionals working in extreme conditions, and our private owners who, for the most part, won't be pushing our vehicles to their limits.

Either way, our vehicles allow our customers and clients to tackle on and off-road driving conditions which would challenge most other 4WD vehicles.

All groups are reassured by our capability and excited by the sense of possibility that Arctic Trucks represent - placing at their command engineering excellence that can get them through - whatever the driving conditions.

In other words, we've tamed environments our competitors simply do not account for.

Arctic Trucks Brand Platform:

BRAND PERSONALITY & VALUES

All of our communications should “play back” to the characteristics of our brand.



ADVENTURE

We believe that enterprise and adventure should never be tempered by insecurity. The world is there to be explored and its toughest environments are there to be conquered. Each day is a new challenge.

CONSISTENCY

Tackling the toughest environments requires trust and perfect synchronicity between man and machine. That's why we've tested our vehicles against nature's absolute extremes. Inconsistency is our enemy because technical failures can mean the difference between defeating the challenge or not.

INVENTION

For over twenty five years our R&D department has been researching, developing, and testing; allowing us to provide innovations that continually raise the bar in 4WD vehicle engineering and underpin the value of our unique product offering.

Arctic Trucks Brand Platform:

BRAND VOICE

EXPERT

No one has been doing what we do for as long as we have, and no competitor's vehicles have passed the same environmental tests as ours have.

Therefore, there is a quiet confidence to the way in which we go about our business.

We're not arrogant but we are aware of our expertise and the unique benefits we offer our customers.

METICULOUS

Unlike many of our competitors, the changes we make create brand new cars. This is not just a modification service – it's a dedication which creates peerless performance on behalf of our customers.

BOLD

We've done things and been to places that other car companies can only dream of. Our intrepid spirit is the driving force behind every new innovation that we achieve. We realise that, in order to discover new innovations you have to consistently reach beyond the 'possible'.

Arctic Trucks Brand Platform:

BRAND VOICE

BRAND SIGNATURES

1. Extreme environments & conditions
2. Ingenuity to overcome these in a harmonious manner
3. An indomitable pioneering / can do spirit

IDENTITY FEATURES & BENEFITS

1. World-leading maximum performance with sensitivity to environmental impact
2. Allowing greater access to the world's most extreme environments (and conditions)
3. Democratizing the spirit of exploration

PERSONALITY TRAITS

1. Reassuring confidence (based on proven capability)
2. Infectious passion for the world's wildest places
3. A gregarious drive to share these wonders with the world

CHARACTER VALUES

1. A pioneering spirit
2. A sense of responsibility and empathy for our planet/wilderness
3. A positive belief that humanity can overcome obstacles with drive and ingenuity

Contextualising the
BRAND STORY

Engineered from
exploration, ready for
your adventure,
enabling you to...

Professional Exploration Users	Professional End Users	Sport and Utility
Travel safely and efficiently	Travel safely and efficiently	Travel safely and confidently
With the minimum of environmental impact	In environments inaccessible to other vehicles	Whatever the environ- ment or wherever the driving challenge
	...and at times when the need for action may be critical or even a matter of life or death	...whilst also making a statement about yourself in your choice of vehicle and its pedi- gree and aesthetics

Contextualising the **BRAND STORY**

–for our partners and stakeholders.

Engineered from exploration, ready for your adventure, enabling...

OEM's, Importers, Franchisees and Retailers	Social Purpose Partners	Employees
Differentiation of your range with a premium product	You and your work-force to finish the job	You and your family to enjoy their own adventures and pastimes
Which drives increased sales and profitability through the aspirational values it delivers	safely and efficiently	whatever the environment or wherever the driving challenge
A reduction in the number of tactics such as SE's, discounting, tactical deployment offers etc. which contribute to the devaluation of a model or range	in environments inaccessible to other vehicles	safely and without fuss
Increased sales of Arctic Trucks and core models	and at times when the need for action may be critical, or even a matter of life or death	whilst also making a statement about yourself in your choice of vehicle and its pedigree & aesthetics
A simple means to extend the range and offer a premium product to your retail network		
A “pull” for consumers into showrooms		

Arctic Trucks Identity:

THE ARCTIC TRUCKS LOGO

The Arctic Trucks corporate logo is the most immediate representation of our company, our people, and our brand to the world.

It is a valuable corporate asset that must be used consistently in the proper, approved forms.

In this section of the guide we provide information on how and where the logo can be used correctly, some examples of how it should be used on different materials and communications, as well as some specific “do’s and don’t’s”.

There are elements of the logo make-up/ design which may also will also be incorporated into future product designs (eg. wheels).

The logo should be used together with the brand line in most instances, where possible.

The Arctic Trucks logo is also a registered trademark (®) and so the registered trademark symbol should always be used wherever the logo is used in communications materials. This rule is more flexible for vehicle badging and merchandise.

The Arctic Trucks logo should only be reproduced in solid blue, black or reversed out white from a solid blue background or suitable photography, where the background does not disrupt the legibility of the logo. Never reverse out the logo in blue or any other colour apart from black or white in photography. When using the logo on a blue background the logo should be placed in a square blue box with the brand colour values.

The Arctic Trucks Blue colour of the logo or the background is:

Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0
 RAL:



Arctic Trucks Identity:

MAIN LOGOTYPES

Our logo is Arctic Trucks' outward face to the world. We want to appear with one face. The only difference is if "we are speaking" or if "someone else is speaking with us".

- The motto logo can be used as long as the motto are readable.
- The standard logo can be used as an alternative, even quite small if necessary. It's okay to be subtle sometimes.
- The logo tag is when we are speaking of ourselves (Arctic Trucks).

The Arctic Trucks logo currently has three core versions:

1. The motto logo
2. The standard logo
3. The logo tag

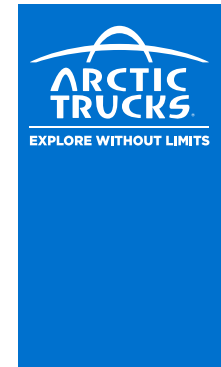
All versions are available on our Sharepoint or by scanning the QR code below.



Sharepoint:
Download correct
logos in the
correct fileformat!



The logo tag (hanging from top)



The logo tag (rising from bottom)



The motto logo



The standard logo

Arctic Trucks Identity:

MOTTO LOGO – SPECIFICATIONS AND USAGE

The motto logo should be used for four main purposes:

1. As the main logo on Arctic Trucks material, products or merchandise
2. To open or close a piece (i.e. front/back of datasheet or brochure)
3. When there isn't a top or bottom edge from which to hang the tag (i.e. a golf ball, pen, middle of a document or web page)
4. By third parties, under license only (partner communications, co-marketing, sponsorships etc.).

The primary colour for the Arctic Trucks logo is Pantone 285U.

When colour or printing prohibits this, it may be used in all black or reversed out to white.

The logo can appear on colour, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

The minimum size it is to be used at is 15 mm wide.

Please make the logo stand out and appear great, giving it natural room.



The main logo, on blue with motto.



Avatar version scaled down to fit a circular form. Typically for Facebook, Google+ and other social media platforms.



Minimum size (15 mm) on logo, main colour

Arctic Trucks Identity:

STANDARD LOGO – SPECIFICATIONS AND USAGE

The standard logo should be used for three main purposes:

1. On small items or on material that it's hard to reproduce the motto logo on.
2. As a statement - be bold!
3. By third parties, under license only (partner communications, co-marketing, sponsorships, etc).

The primary colour for the Arctic Trucks logo is Pantone 285U.

When colour or printing prohibits this, it may be used in all black or reversed out to white.

The logo can appear on colour, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

The minimum size it is to be used at is 8 mm wide.

Please make the logo stand out and appear great, giving it natural room.



The standard logo, on blue colour without motto.



Minimum size (8 mm) on logo, alternative colour

Arctic Trucks Identity:

LOGO TAG – SPECIFICATIONS AND USAGE

The Logo Tag Variant

The Logo Tag should be used as an introduction of the Arctic Trucks brand on official Arctic Trucks material or communications only.

Its use must allow the top or bottom to bleed off the edge of the layout like a tag, layered on top of photography, illustration, or colour fields in the layout. The blue Logo Tag is a white standard logo, staged on a field of blue, which becomes visually more prominent and associates the colour with the corporate mark.

The blue Logo Tag should occur only once per piece. For instance, on a multi-page piece the tag would go on the cover, but the standard logo would be used for the back cover.

As you see the location of the logo varies in relation to whether the tag is placed at the top or bottom of the page. As a general rule it should be placed half its width from the edge.

The minimum size it is to be used at is 15 mm wide.

Minimum clear space including edge on bleed is 5 mm.

There is no colour-option using the tag-logo, it can only be used as shown.

The “Logo Tag” is for use by Arctic Trucks only.



Arctic Trucks Identity:

ONE LINE LOGO – SPECIFICATIONS AND USAGE

The One Line Logo

This version of the logo contains only typography. It differs in spacing from the original logo to give it a solid expression.

This is often used on long areas as car-sides, beach flags, banners etc.

The kerning between every letter is already neatly adjusted to ensure it doesn't fall apart. Please do not edit an original logo and split it into a similar logo.

The “One Line Logo” is for use by Arctic Trucks only.

ARCTIC TRUCKS®

Arctic Trucks Identity:

ARCTIC TRUCKS EXPERIENCE

Arctic Trucks Experience is our travel and events agency. The logo is made from the original Arctic Trucks logo, with the addition of a stencil effect. The stencil logo gives it a more operational touch.

- The standard logo can be used everywhere by everyone, even quite small if necessary. It's okay to be subtle sometimes
- The logo tag should be used on official Arctic Trucks Experience material or communications only
- The Iceland 405 logo is the classic version (our AT405 tyre pattern)

The Arctic Trucks logo should be considered in three variants:

1. The standard logo
2. The logo tag
3. The Iceland 405 logo

All versions are available on our Sharepoint or by scanning the QR code below.



Sharepoint:
Download correct
logos in the
correct fileformat!



The Iceland with 405 track



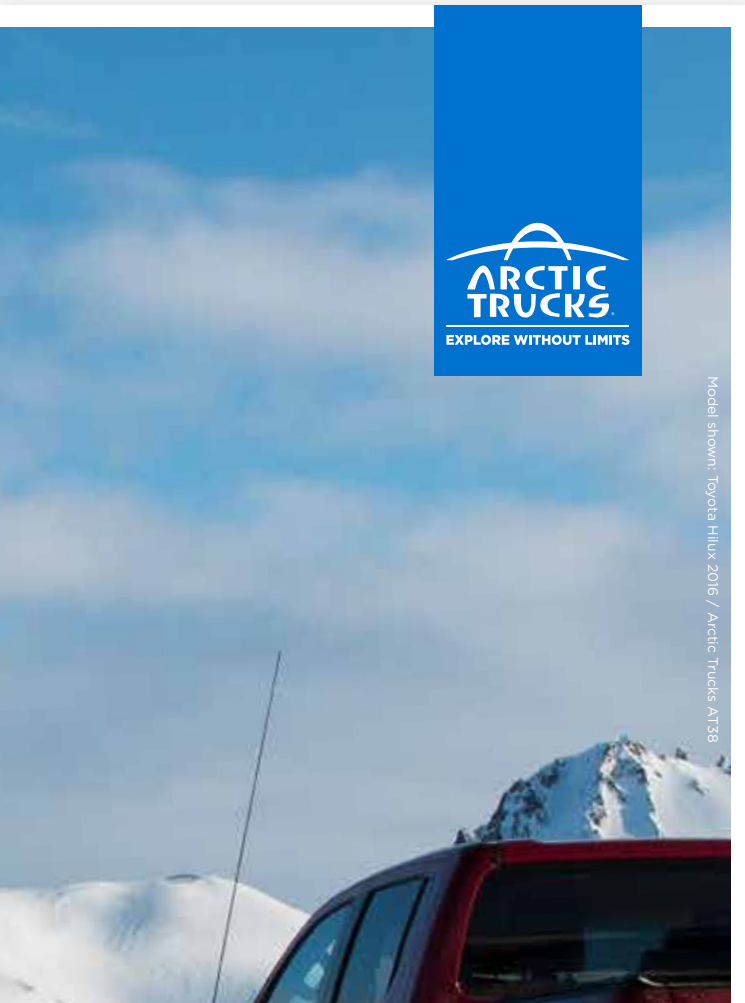
The logo tag (hanging from top)



The standard logo

Arctic Trucks Identity:

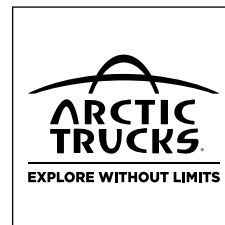
ACCEPTABLE USE OF THE LOGOS



Model shown: Toyota Hilux 2016 / Arctic Trucks AT38



The main logo, on blue with motto.



Give it some space!

Always treat the logo as if it had a square background.



Negative logo with motto, placed on picture



The secondary use of logo, on dark grey without motto.



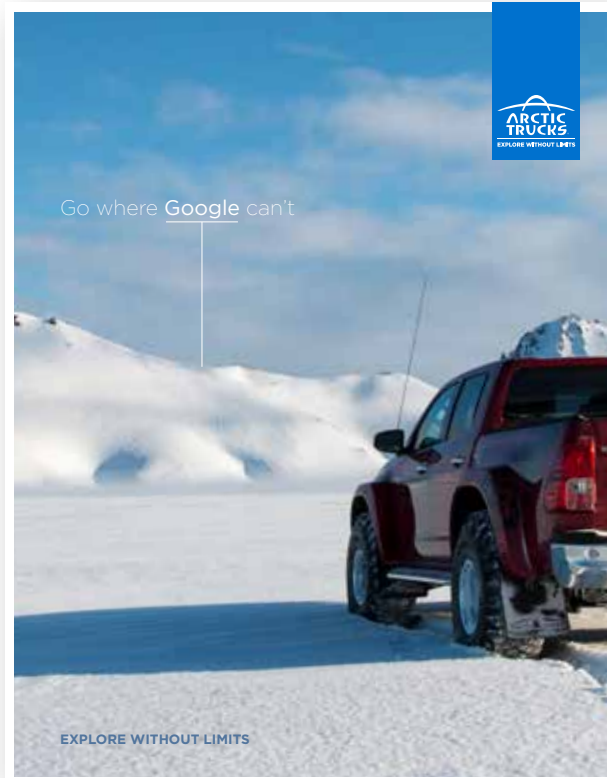
Arctic Trucks Identity:

ACCEPTABLE USE OF THE TAG LOGO

The blue tag logo is to be used only on materials produced officially by Arctic Trucks.

The tag is not for use by dealers or other business partners.

In the case of merchandise, clothing and vehicle badging it is acceptable to reproduce the logo in chrome (badging) or white (clothing) on other dark coloured backgrounds.



EXPLORE
WITHOUT
LIMITS.

Arctic Trucks Identity: **UNACCEPTABLE REPRODUCTION**

The Arctic Trucks logo should never be used in any colour other than black, white or Arctic Trucks blue.

When placing on photography use the white transparent logo or the approved logos.

Never use the logo on any other background than Arctic Trucks blue.

Always keep the logo in the correct aspect ratio. If there is no room for it, don't squeeze it in.

Give it proper space! Always treat the logo as if it had a square background.



Arctic Trucks Identity:

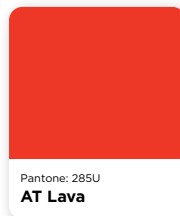
THE ARCTIC TRUCKS COLOURS

MAIN COLOUR



Pantone: 285U or 285C
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0
 RAL: RAL5015

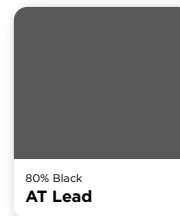
SECONDARY PALETTE



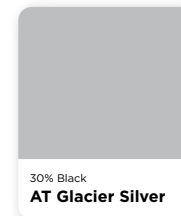
Pantone: 285U
 RGB: 239 57 39
 HEX: #EF3927
 CMYK: 0 93 97 0



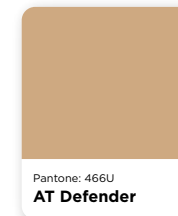
Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0



Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0

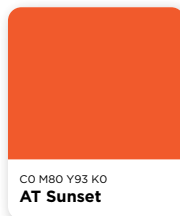


Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0

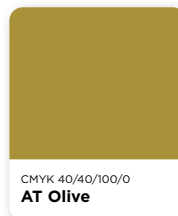


Pantone: 466U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0

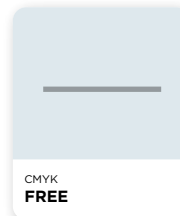
ACCENT COLOURS



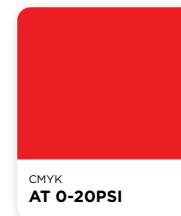
Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0



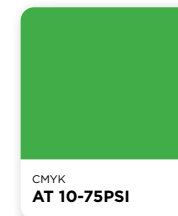
Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0



Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0



Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0



Pantone: 285U
 RGB: 73 130 207
 HEX: #4982cf
 CMYK: 70 30 0 0

Arctic Trucks Identity:

TYPOGRAPHY AND FONTS

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Abc Def Ghi Jkl **Mno Pqr Stu**

Extra thin Thin Light Book Medium Black Extra Bold

Gotham Black works best when used for headlines. Short headlines or labels can be all caps, otherwise headlines and subheadings are lower case.

As with our logo, consistent use of our corporate typeface reinforces Arctic Trucks' brand identity.

Body copy should always be produced in other weights from the Gotham family to make the text more readable and interesting.

Please do not introduce colour to body copy.



Sharepoint:
Download
correct fonts as
Open Type!

Arctic Trucks Identity:

GOTHAM BOLD IS OUR OUTDOOR-VOICE

HEY THERE!
not so fast...

We can play with all the Gotham weights to make our message more interesting. We don't need to **shout** with our *outdoor-voice* all the time. At some point no one will listen.



Sharepoint:
Download
correct fonts as
Open Type!

Arctic Trucks Identity: **ADVERTS**

It's a challenge to keep up with visual adverts for cheap products and still maintain our image as a serious provider of great gear.

Keep our adverts clear, do not overdo the message!

This is easier said than done.



Arctic Trucks Identity: **CO-BRANDING**

Why do we do this?

By co-branding products we find of suitably good quality and standing we automatically play in the same league. That means; we share our expertise and standing in the market – we give them our stamp of quality and vice versa.

Don't confuse co-branding with giveaways and Arctic Trucks-branded products.

☑ **Tested and approved!**



Arctic Trucks Identity: **BRANDED PRODUCTS**

Why do we do this?

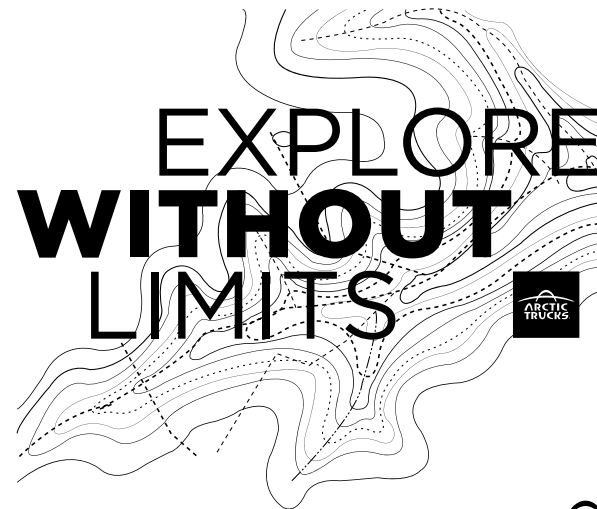
People who love our brand want Arctic Trucks to appear in their lives, we should not disappoint our loyal customers by putting our logo on products that do not withstand normal wear and tear. We should avoid using non-originals. We should aim for original, quality hardware from the best suppliers at all times.



Typography

EXAMPLES OF USE

EXPLORE
WITHOUT
LIMITS



Be consistent when using typography
go the extra mile to install the fontset



Photomanner

HOW TO VISUALISE DREAMS



Our goal should be to
capture the magic...

Visual retouching of images is
strictly forbidden!

The Brand Motto: **“EXPLORE WITHOUT LIMITS”**

Arctic Trucks have created a universal customer facing proposition which should be used as the brand line/positioning statement.

This line should be used in tandem with the Arctic Trucks logo to create a single graphic device wherever possible.

It is the summation of our brand in three words designed to empower and inspire the audiences we communicate with.

The brand line is actually part of the logo and as such the logo should never be reproduced without the brand line. In this guide you will also find a specific section on vehicle badging.

You can, however, reinforce the brand message by using the brand line where appropriate in written copy.



How to use the Arctic Trucks motto: “EXPLORE WITHOUT LIMITS”

**EXPLORE
WITHOUT
LIMITS.**

Boxed motto with period.
Example: Size 24pt. Linespace 22pt.

Let’s make things clear,
let’s state this bold
– with a full stop!

**EXPLORE
WITHOUT
LIMITS**

Skewed motto in different weights.

This slogan is made in two
versions for applying on both
sides, the other version is
showed on the vehicle to the
right.

EXPLORE WITHOUT LIMITS

One line motto in different weights.

Logo-streamer adapted for
areas like the hood, bed sides
and windscreen.

Tip: Stay classic, keep straight lines. Keep EWL or STE in horizontally level.

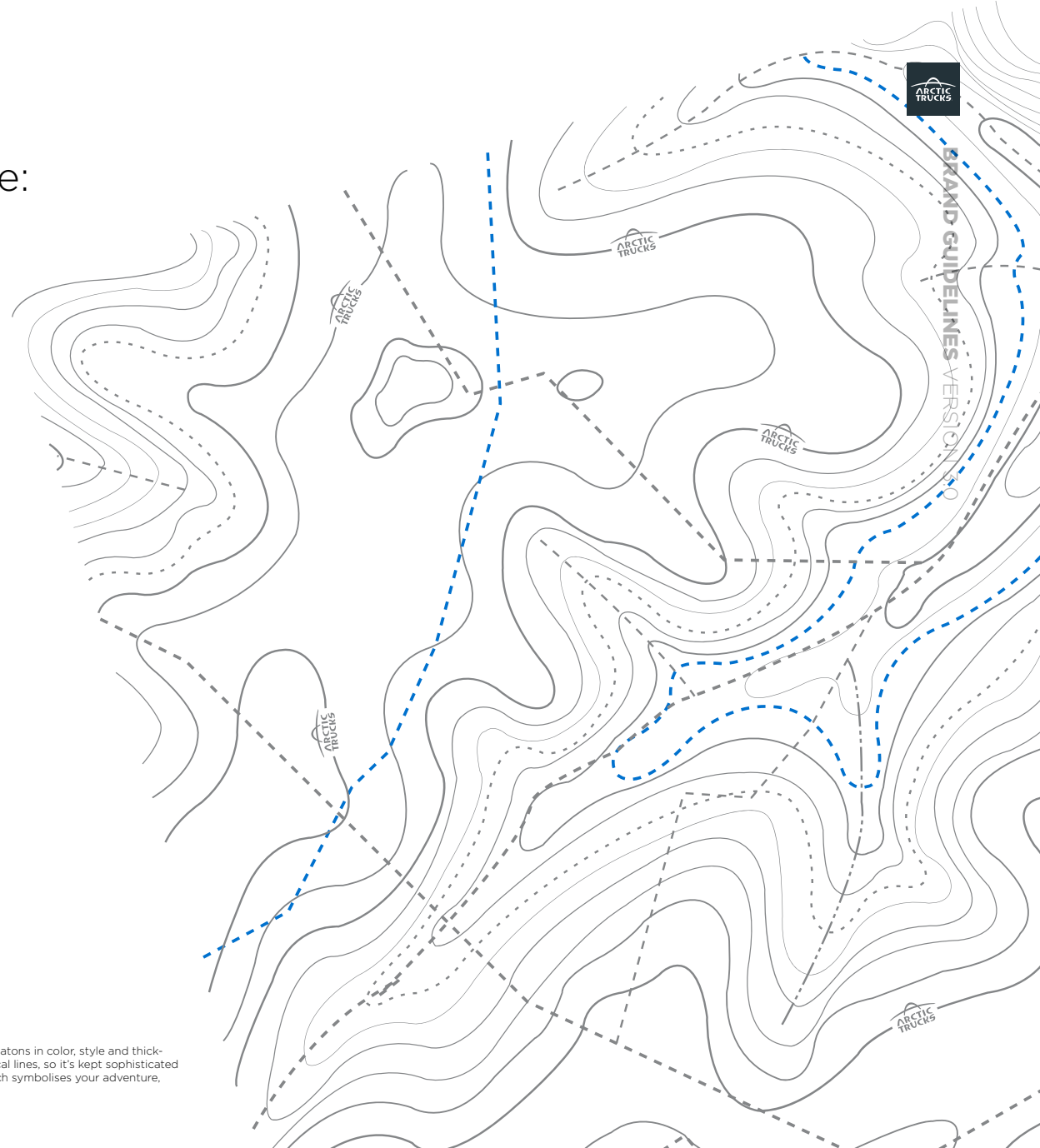


How to use the Arctic Trucks texture: **WE LOVE MAPS!**



Sharepoint:
Download correct
maps and visual
elements!

The Arctic Trucks map.
Please maintain the variations in color, style and thickness of the topographical lines, so it's kept sophisticated and the blue track, which symbolises your adventure, is retained.



Arctic Trucks texture: **WE LOVE MAPS!**

Maps and an understanding of unknown terrain have always been fundamental to exploring. Therefore we have developed a topographical map theme.

The pattern can be used in different ways. See examples:



Arctic Trucks element: **ABSTRACT ANTARTICA**

A good way to crop images so they don't always appear square is to add frames.

These icecaps subtly reference our operations in Antarctica.

Our services in Antarctica are a testament to the quality of Arctic Trucks professionalism.

Arctic Trucks løsninger for
Nissan Navara



NISSAN NAVARA AT35
Når en Navara bygges om med større hjul heves bilen totalt med 40 mm og hjulhusene tilpasses både foran og bak i tillegg til flere modifiseringer for ulike situasjoner. Det monteres skjermbreddere lakkert i bilens farge som gir bilen en jevn og sikker kjøring. Dette gjør at den skiller seg ut blant andre kjøretøy.

35x12.5R17 BF Goodrich A/T Ko2 • 17x10" aluminiumsfelger • Lakkerte skjermbreddere • Tilpassning i Arctic Trucks skivettlapper foran og bak • Nye stigtrinn • 40 mm heving totalt med Arctic Trucks støtdempere • Kalibrering av speedometer • Forstillingskontroll • Momentnøkkel til dekkskift og etterstramning • Godkjenning hos trafikkontroll

Navara **AT35**
142.000,- eks. MVA
177.500,-

Alt avmontert utstyr, inkludert hjulsett er Arctic Trucks sin eiendom.

Arctic Trucks løsninger for
Isuzu D-Max



ISUZU D-MAX AT33 • AT35
Arctic Trucks ombyggingen vil gi deg høyere bakkekling og bedre veigrep. Kjøreegenskapene til en ombygd Arctic Trucks er like gode som standard bil på vanlig vei. I tillegg har bilen din klart forbedrede komfort og ytelse på dårlig vei og i terrenget. De større dekkene vil gi deg et lavere marktrykk, og ved å senke dekktrykket kan du få ytterligere forbedring av flytteevne på sand, snø og i søle. Velger du en AT-ombygging vil du kunne utfordre bilen din på noen av de tøffeste veiene, og mestre noen av de mest krevende terrenger i verden.

35x12.5R17 dekk (AT35) • 17x10" aluminiumsfelger • Lakkerte skjermbreddere • Tilpassning av hjulhus foran og bak • Arctic Trucks skivettlapper foran og bak • Nye stigtrinn • Avtagbart hengerfeste • 40 mm heving på akslinger foran og bak • Kalibrering av speedometer • Forstillingskontroll • Momentnøkkel til dekkskift • Godkjenning hos trafikkontroll

D-Max **AT33**
54.400,- eks. MVA
68.000,-

D-Max **AT35**
126.500,- eks. MVA
158.125,-

Alt avmontert utstyr, inkludert hjulsett er Arctic Trucks sin eiendom.

Arctic Trucks Norge AS Tverrveien 7, 3058 Solbergmoen Tlf: 32 89 80 80 Epost: nissan@arctictrucks.no

BRAND GUIDELINES VERSION 3.0

Branding on trucks: **OUR SIGNATURE**

The Arctic Trucks name makes a big difference, both to us and our loyal customers.

We use our full brand on vehicles already named and branded by our global vehicle manufacturer partners.

Our corporate philosophy is to set our name on the vehicle in a humble and honest way. The build speaks for itself.

We have three ways to brand our name on the car.

1. The chrome letters (shown to the right)
2. The wing logo
3. The AT volcano logo

The last two options above also communicate the tyre size.

TAILGATE PHOTO



Branding on trucks: **THE WING LOGO**

The traditional Arctic Trucks wing logo should be placed on the front fender of genuine Arctic Trucks vehicles.

Its correct size and placement may vary according to market and vehicle type/specification.

Please consult Arctic Trucks for guidance in all cases if in doubt.



Branding on trucks: **THE VOLCANO**

The volcano logo is the latest option for branding official Arctic Trucks models.

This consists of the “AT” size branding applied to the sides and rear of some newer Arctic Trucks vehicle types.

Correct sizing and placement may vary according to market and vehicle type/specification.

Please consult Arctic Trucks for guidance in all cases if in doubt.

AT32

AT35

AT38



Social Media

OUR TONE OF VOICE

How do we speak in public?

What is the purpose of our social media activities?

Which channels do we communicate through?

What actually generates real sales leads?

Our photomanner for social media channels

Tag products

Tag users

Tag brands

Consider promoting posts

Our hashtags:

#explorewithoutlimits

#arctictrucks

#AT37



Uniforms

OUR FIRST IMPRESSION

We must always wear official Arctic Trucks Team clothing when representing the company.

Think about:

- How do we meet clients?
- How do we meet future collaborators?
- How do we dress in public?
- How do we meet and greet?
- How do we dress while making magic?

Arctic Trucks are a valued partner to some of the worlds leading 4WD manufacturers. Therefore the way our employees present themselves should reflect this and set us apart from our competitors, and the many “backyard workshops” that exist in the marketplace.



Any questions?
CONTACT US!

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PHOTO?