



# MASTER BRAND GUIDELINES

# PURPOSE

## PURPOSE OF THESE GUIDELINES

To assure the strength of the International® Truck brand, we must make sure all of our brand messages come from a single voice.

We have created these guidelines that define our brand positioning in the marketplace and provide clarity on which brand should take the lead in your conversations and business materials (International Truck vs. Navistar).

As we develop communications, it is important that we adhere to these guidelines to help ensure consistency across communications and channels.

In fact, they should be our primary reference for developing any and all product brand communication materials, and the first place we look when usage questions arise.

**AT INTERNATIONAL<sup>®</sup> TRUCK, WE EMBRACE  
OUR AMERICAN VALUES AND ARE  
RELENTLESS IN PURSUING THE BEST  
UPTIME FOR OUR CUSTOMERS.**

# UPTIME

## CUSTOMER

UPTIME is a partnership you can count on to grow your business with products and innovations that keep your company moving forward. With technology that anticipates downtime before it shows up. With unrivaled service that proves we're in this with you every day. With a driver-focused mentality that helps you keep your greatest asset happy and productive.

## DEALER

It's our commitment and plan to arm you with the right products, tools and services that can attract new customers and retain existing ones well into the future. From the start, we're engineering trucks that your customers are excited and want to drive. Because your success and partnership ensures that we achieve a better International® Truck than the best in our history.

## INTERNAL/EMPLOYEE

It's our promise and plan. UPTIME is our commitment to innovation, technology, tools and services that keeps our customers, drivers and dealers' businesses moving forward. You're the engine of UPTIME that drives a better International than our best in history.



# BRAND ATTRIBUTES

## BRAND PERSONALITY

### **Tough, scrappy, blue collar, unapologetic, confident, practical**

Every piece of communication, whether it is toward customers, dealers or internal, should reflect the character and personality of the brand. The brand should always be optimistic, focus on the positive and be forward-looking.

## KEY DIMENSIONS

**BY THE PEOPLE, FOR THE PEOPLE = CUSTOMER CENTRIC**  
(We are driven to understand our customers' needs better than the competition and are dedicated to responding to them quickly)

**ENTREPRENEURIAL SPIRIT = PURPOSEFUL INNOVATION**  
(We are committed to the future of trucking and driving, and have a vision for increased connectivity)

**UNITED WE STAND = OPEN INTEGRATION**  
(We choose the best parts, suppliers and ideas for delivering optimal solutions)

**PURSUIT FOR A BETTER TOMORROW = UPTIME**  
(We are relentless in working to keep our customers on the road longer, and more efficiently)

# BRAND ARCHITECTURE

<p><b>MASTER BRAND</b></p>	<p><b>Primary Role:</b> Represent the truck brand identity respectively Act as an anchor point for all products and features</p> <p><b>Key Audience:</b> Customers, employees, dealers</p>	
<p><b>PRODUCT</b></p>	<p><b>Primary Role:</b> Categorize a model, series, or product line Communicate the range of offerings to customers</p> <p><b>Key Audience:</b> Customers, dealers</p>	
<p><b>FEATURE</b></p>	<p><b>Primary Role:</b> Highlight functionality, technology or program Differentiate/enhance the brand, while providing value to the customer</p> <p><b>Key Audience:</b> Customers, dealers</p>	<p><b>DRIVERFIRST</b>      <b>DIAMOND LOGIC</b>      <b>FLEET CHARGE</b></p>
<p><b>PARTNER/SUB BRANDS</b></p>	<p><b>Primary Role:</b> Act as an independent entity</p> <p><b>Key Audience:</b> Customers, dealers, employees</p>	<p><b>Examples:</b></p>  <p><b>NAVISTAR PARTS</b></p>
<p><b>PARENT BRAND</b></p>	<p><b>Primary Role:</b> Engage and appeal to specific audiences on corporate matters Communicate financial performance</p> <p><b>Key Audience:</b> Financial investors, job seekers, human resources</p>	

\*Features must be used in support of the appropriate master brand, not independently

\*Partner/Sub brands may be used independently and should follow the usage guidelines of products when used within International branded materials.

ROLE OF EACH BRAND



International® Truck is the brand that is customer facing. This is what our products are branded and our dealers know us by.



Navistar is our corporate brand, meant to be the face of our company to the financial community and to job seekers.

# INTERNATIONAL® TRUCK EMPLOYEE COMMUNICATIONS

For customers and dealer facing employees, templates for business cards, email footers, & stationery are available at our Marketing Resource Center:  
[www.navistarmrc.com](http://www.navistarmrc.com)



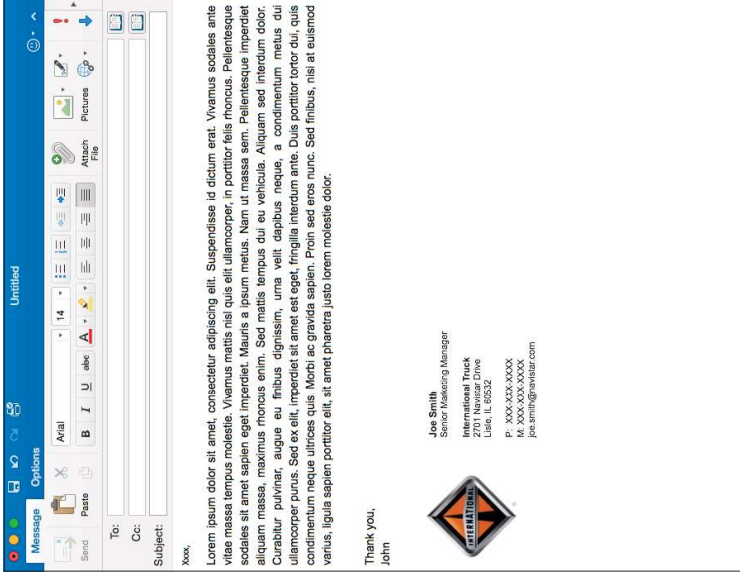
**Joe Smith**  
Senior Marketing Manager

**International Truck**  
2701 Navistar Drive  
Lisle, IL 60532

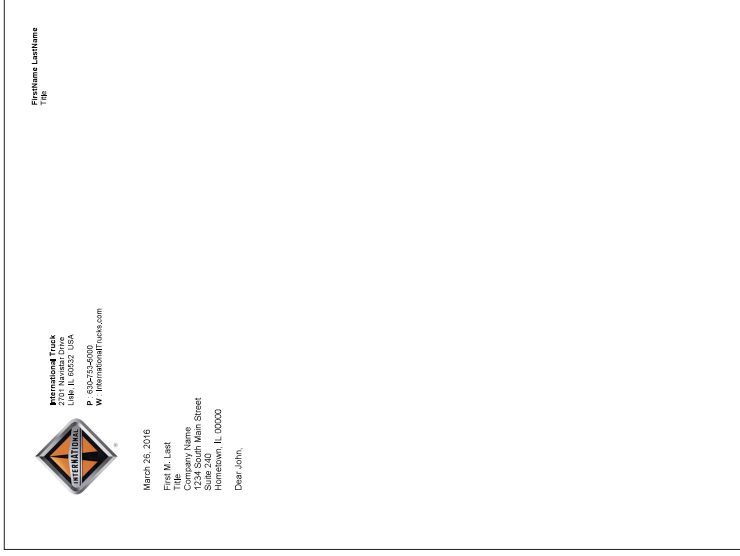
P: XXX-XXX-XXXX  
M: XXX-XXX-XXXX  
[joe.smith@navistar.com](mailto:joe.smith@navistar.com)

## Voicemail

“Hello! You have reached the voicemail box of \_\_\_\_\_ at International Truck. I am currently out of the office or away from my desk at this time. Please leave a message with your name and phone number and I will call you back. Thank you!”



The screenshot shows an email client window with a blue header. The message content includes a subject line, a body of Lorem Ipsum text, and a signature for Joe Smith, Senior Marketing Manager at International Truck, with contact information for Lisle, IL 60532.



The screenshot shows an email client window with a blue header. The message content includes a subject line, a body of Lorem Ipsum text, and a signature for International Truck, with contact information for Lisle, IL 60532.

## Dual-branded employee communications

Many of our customer facing employees represent multiple brands. Therefore it is not uncommon for some employees to carry multiple sets of business cards - one for International Truck and one for IC Bus.

# NAVISTAR EMPLOYEE COMMUNICATIONS

For corporate employees, templates for business cards, email footers, & stationery are available at our Marketing Resource Center: [www.navistarmrc.com](http://www.navistarmrc.com)

**NAVISTAR**

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**Joe Smith**  
Human Resource Manager

**Navistar, Inc.**  
2701 Navistar Drive  
Lisle, IL 60532 USA

**T** : XXX-XXX-XXXX  
**M** : XXX-XXX-XXXX  
**E** : joe.smith@navistar.com

Message Options

Send Paste Bold Italic Underline Attach File

Check Names

Signature Hyperlink Pictures

Unlinked 2

To: \_\_\_\_\_

Cc: \_\_\_\_\_

Subject: \_\_\_\_\_

xxx,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id dictum erat. Vivamus sodales ante vitae massa tempus molestie. Vivamus mattis nisi quis egestas ullamcorper, in portitor felis rhoncus. Pellentesque sodales sit amet sapien eget mattis tempus du eu vehicula. Aliquam sed interdum dolor. Curabitur pulvinar, augue eu finibus dignissim, urna velit dapibus neque, a condimentum metus du ullamcorper purus. Sed ex egestas, imperdiet sit amet egest, fringilla interdum ante. Duis portitor tunc egest, que condimentum neque urnas egest. Nisi ac gravida sagittis, primis sed eros tunc. Sed fringilla, nisi ac egestas varius, ligula sapien portitor elit, sit amet praesent justo lorem molestie donec.

Thank you,  
John

**NAVISTAR**

**Joe Smith**  
Human Resource Manager

Navistar, Inc.  
2701 Navistar Drive  
Lisle, IL 60532

T : XXX-XXX-XXXX  
M : XXX-XXX-XXXX  
E : joe.smith@navistar.com

NAVISTAR

Navistar, Inc.  
2701 Navistar Drive  
Lisle, IL 60532 USA  
P : 312-353-5000  
W : navistar.com

Estimote Lanthane  
Title

March 26, 2016

First M. Last  
Title  
Address  
1234 South Main Street  
State 240  
Hometown, IL 00000

Dear John,

## Voice mail

Hello! You have reached the voicemail box of \_\_\_\_\_ at Navistar. I am currently out of the office or away from my desk at this time. Please leave a message with your name and phone number and I will call you back. Thank you!

**Q: How should I reference the company I work for in conversation?**

If you are in a customer facing role, you would say you work for International<sup>®</sup> Truck. If you represent both brands you are either International Truck or IC Bus.

**Q: Should I refer to Navistar as the company I work for?**

While Navistar is our parent company, we are making a concerted effort to support and strengthen our master brands (International Truck, IC Bus). Therefore, we would only refer to Navistar in context of corporate functions.

**Q: If I work on both IC Bus and International Truck, should my presentation materials reflect both brands?**

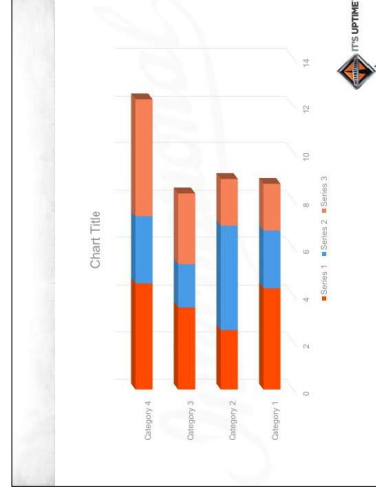
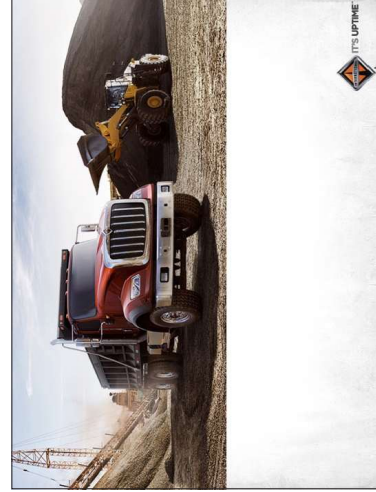
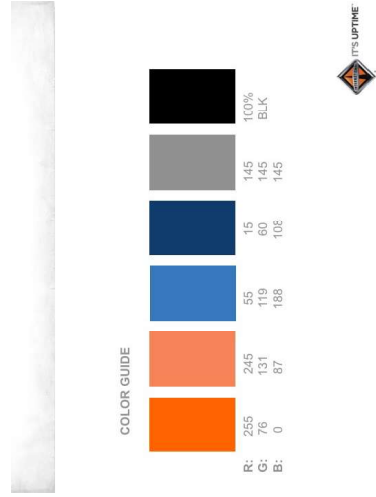
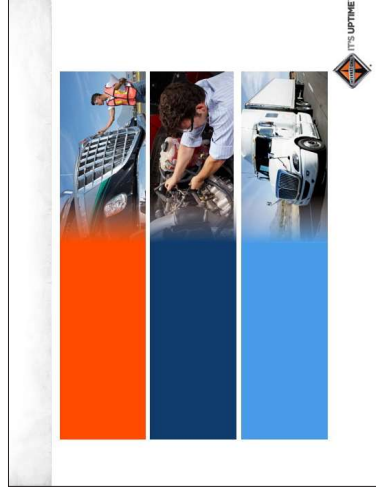
If you are creating presentation materials that apply to one of the brands, use the templates available for that brand only. In this case you would refer only to the brand that is the subject at hand.

# INTERNATIONAL TRUCK TEMPLATES

When creating presentations that are customer or external facing, you should use the branded template available for that brand. Templates are available at [www.navistarmrc.com](http://www.navistarmrc.com).

Refer to the templates within the template for guidelines on how to use. Navistar templates are available for corporate facing presentations only (see page 51)

## Presentations



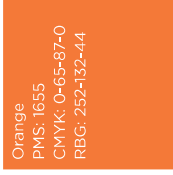
# INTERNATIONAL TRUCK COLOR PALETTE

To achieve the best color consistency, please use PANTONE Cool Gray 8 C for copy on print applications. For electronic / web applications, use RGB 150-148-145. When used effectively, this color adds emphasis to all our communications.

Orange, PANTONE 1655, is to be used as a spot color for retail and global use and should be approved by your corporate marketing representative.

Orange is most commonly used for electronic / web applications. Use this RGB breakdown, 252-132-44.

Never use tints or screens of orange.





# INTERNATIONAL TRUCK LOGO

## LOGO



For use on promotional marketing materials, permanent signage, printed stationery and elements where campaign approach can not be utilized. Follow white space/proximity rule guidelines for proper spacing around the logo mark and height requirements.

## OVERSIZED LOGO



RELATIVE MAX  
CAP HEIGHT

For use on trade show banners and other enlarged applications. Follow logo white space/proximity rule guidelines for proper spacing requirements below mark.

## LOGO WHITE SPACE/PROXIMITY RULES



The International logo should never be placed directly next to or on top of another graphic. Always maintain a clear space distance (illustrated as "X" in the diagram above) away from any other text or graphics.

# INTERNATIONAL TRUCK LOGO - OPTIONS

## 2-COLOR



The 2-color logo is useful for applications that need the flat or line-art version of the logo. Uses include silkscreening, rubber plate printing, etc.

NOTE: The white areas within the logo must always remain white.

## 1-COLOR REVERSE



The 1-color logo is used for applications limited to one color: fax forms, memos, etc. This version is best used for black and white laser printers when not using color stationery.

NOTE: The white areas within the logo must always remain white.

## 1-COLOR REVERSE



The reverse version was created for applications where the logo needs to be white or lighter than the background. Primary use would be on a black or dark background, such as silver or grey where there will not be not enough contrast with the grey, outer portion of the logo mark.

# INTERNATIONAL TRUCK LOGO - OPTIONS

## EMBROIDERED VERSION



The embroidered version of the logo should be used for merchandise applications such as clothing, jackets, patches, hats, etc. If the logo is unable to be sized at a clearly visible dimension (at least 7/8" or .875" wide for embroidery), the International wordmark may be used instead (see far right).

Embroidered logos should appear in orange and black.

## EMBOSSED VERSION 1



This simplified version of the logo was created for small, single level embossing applications, e.g., a letterhead or business card. This version may also be used when limitations of size, material or process make it necessary. Whenever possible use the other, more detailed embossing version of the logo.

A sculptural or multi-level embossed version (replicating a dimensional truck badge) is not recommended.

## EMBOSSED VERSION 2



This version of the logo was created for larger, single level embossing applications. It is the preferred version for use whenever possible. Larger applications combined with certain materials and processes make the use of this a viable option. It may be necessary to consult with specific vendors in a case-by-case situation.

A sculptural or multi-level embossed version (replicating a dimensional truck badge) of the logo is not recommended.

## WORDMARK

# INTERNATIONAL®

Always attempt to use the Diamond logo first. The wordmark should only be used in place of the Diamond logo when the Diamond logo will not fit the space at 7/8" or .875" wide.

This should be used only in marketing applications. In a horizontal layout like banners, it may be appropriate to use the wordmark in addition to the Diamond Logo. When in use, proximity rules for the Diamond Logo must also be followed.

If the Diamond Logo must be supplemented by the wordmark to increase visibility/scale of the brand, it should be approved by the Marketing department before use.

## WATERMARK



The International watermark is a subtle design element used in campaign materials. It should never be used to replace the International logo, nor stand alone in communications. If you want to use this, contact marketing for approval.

# INTERNATIONAL TRUCK LOGO - SIZE REQUIREMENTS

The International® logo at most can be 1.15" in height and the smallest it can be is .64" in height.



# INTERNATIONAL TRUCK LOGO - DEALER INTEGRATION

## WHITE SPACE



The logotype must always be surrounded on all sides by a clear space or zone. No type or other graphic elements may enter this zone.

The minimum required clear space, when using a dealer logo, is a distance of X, where X equals the center bar's highest height. This is illustrated as "X" on the diagram above. Allow for additional clear space whenever possible.

## DEALER LOGO DO & DON'T



It is preferred that dealers utilize the International® logo when creating their own brand materials. When doing so, the International logo should always incorporate the full name International Truck, adhere to the appropriate white space guidelines and should remain within the brand logo color palette.

# INTERNATIONAL TRUCK LOGO - WHAT NOT TO DO



(Always include the register trademark® with the International Truck logo)



(Do not use the logo lockup which includes the "A Navistar Company" tagline. This logo lockup is no longer in use.)



(Do not distort, stretch or manipulate logo mark.)



(Do not alter ANY color on logo mark.)



(Do not add words or graphics to the existing logo mark.)



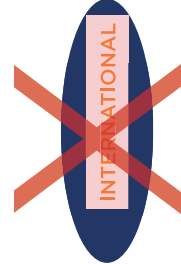
(Do not place logo mark on a visually competitive background.)



(Do not rotate logo mark.)



(Do not crop logo in layouts.)



(Do not place the word "international" in a design element or shape other than the official logo mark.)



NAVISTAR

(The Trigon is no longer used on any materials.)

## USE OF INTERNATIONAL (THE BRAND)

Always use “International Truck” at first mention. For every subsequent use in the same document, use “International” to reference the company name.

- ▶ Example: International® Truck is a great brand.

Never include an “s” at the end of “Trucks”.

(NOTE: Internationaltrucks.com and the International Trucks Facebook pages are exceptions.)

- ▶ OK: International Truck has a number of dealerships worldwide.
- ▶ Not OK: International Trucks has a number of dealerships worldwide.

Avoid using the generic term “International” when not using it as a company reference. Instead use “global” or “worldwide.”

- ▶ OK: We have a number of dealerships worldwide.
- ▶ Not OK: We have a number of international dealerships.

Do not abbreviate the word “International”. Neither “IT” (for International Truck) nor “Intl” are acceptable.

- ▶ Not OK: IT is a great company.
- ▶ Not OK: Int’l is a great company.
- ▶ Not OK: Using International Truck and Engine Corporation.

International Truck is no longer referred to as this, since it is no longer a corporation but rather a brand within Navistar.

## USE OF INTERNATIONAL ® IN COPY

Use ® when International is used as an adjective to describe a branded product. Do not make this registered trademark possessive.

- ▶ Example: Drive off in a brand new 2016 International® ProStar® for a reduced price!

# INTERNATIONAL TRUCK LOGO - REGISTERED TRADEMARK

## INTERNATIONAL AND THE USE OF ®

Use ® the first time it is necessary on each page. If it is used in the headline, then repeat ® the first time it appears in copy. A spread with the same content that spans both pages is considered the same page, and only requires one use of ®.

▶ Example:

DriverFirst is a philosophy shared by everyone at International® Truck. It's our pledge to put our customers' business ahead of everything we do, and an engineering imperative that all International product innovations will follow.



The International logo should always include the ®



# BRAND FONTS

Headline One is our headline typeface in all brand materials.

Gotham Medium is our typeface for subhead copy in all promotional and brand materials.

Gotham Book is used for body copy.

Helvetica Neue is our typeface for body copy in business communications such as letters, and in documents that are dense with copy, such as sell sheets. It is also used for legal copy.

## DESKTOP AND WEB APPLICATIONS

Arial should be used for desktop applications in nongraphic artwork environments such as Microsoft Word® and PowerPoint®.

Gotham should be used for graphics, buttons and banners in Web portals, microsites and other desktop-based environments.

## PURCHASING FONTS

The Gotham font family is available from Hoefler & Frere-Jones.  
<http://www.typography.com>

## HEADLINE ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headlines

## GOTHAM MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Subhead lines

## GOTHAM BOOK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body copy fonts

## Helvetica Neue (TT) Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bullet points font

## Helvetica Neue (TT) Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Power Point / Word Document

## Webdings (#4 Key)

▶ ▶ ▶ ▶

Web newsletters

## Arial Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Desktop Applications

**INTEGRATION  
BY THE PEOPLE,  
FOR THE PEOPLE.**

EXAMPLE A

**A MORE  
PERFECT  
UNION  
BETWEEN DRIVER AND TRUCK.**

EXAMPLE B

HEADLINE TREATMENT

Headlines should utilize the "HEADLINE ONE" font set.  
Visually emphasize the part of the line that connects  
to the brand essence.

# INTERNATIONAL PRODUCT BADGES & TRADEMARKS

## INTERNATIONAL PRODUCTS AND THE USE OF ®

When referring to a product from International that carries ™ or ®, always use International® before the name on first mention on each page. This includes all trademarked or registered names we possess. Subsequent references to the same product or service on the same page do not require the International or a ™ or ®.

All product names should include a registered mark except for the below:

<b>OnCommand™</b>	<b>HX™ Series</b>
<b>DiamondEdge<sup>SM</sup></b>	<b>LT™ Series</b>



**DURAStar**®



**WORKSStar**®



**LONEStar**®



**PROStar**®

For the "Star" series of truck names, capitalize the first character and the "S" of "Star" and superscript the ®.

## INTERNATIONAL PRODUCT BADGES & TRADEMARKS CONT.

Moving forward, new models will no longer carry the Star names but will utilize a new naming system. The HX™ Series and the LT™ Series are the first to follow this naming convention. This guide will be updated in the future to reflect new introductions.

How the new series are named:

Each model contains the letter initials of the series, followed by a model number.

The first number in the model refers to the positioning of the axle:

- 5 = set forward axle
- 6 = set back axle

The last two digits are the last two digits of the bumper to back of cab or BBC. For example, the HX620 is an HX Series truck with a 120" BBC and a set back axle configuration.

Always refer to the series or include the full model number.

Correct: HX Series or HX620

Incorrect: HX Model or just HX

*Contact the marketing department with any questions.*



# INTERNATIONAL PRODUCT BADGE - USAGE

Product names and badges must be used within the master campaign, and should never be used alone.

The relationship should always be clear that the brand is International Truck and the badge is product specific. In product specific sales materials, the badge can be more prominent, but should always appear within campaign guidelines, and be signed off by the International Truck logo.

**OFFERING A CHOICE BETWEEN INDUSTRY LEADING ENGINES.**

**NAVISTAR N9** **CUMMINS ISL9** **CUMMINS ISB8.7**

Get the most performance, fuel efficiency and low cost of ownership in the industry. Choose from the most powerful, most reliable and most durable engine in the industry. The Navistar N9, Cummins ISL9 and Cummins ISB8.7 are the most powerful, most reliable and most durable engines in the industry. They are the most powerful, most reliable and most durable engines in the industry. They are the most powerful, most reliable and most durable engines in the industry.

**INTERNATIONAL TRUCK**

**OFFERING A CHOICE BETWEEN INDUSTRY LEADING ENGINES.**

Engine Type	Rated Power (kW)	Rated Power (hp)	Rated Torque (kNm)	Rated Torque (lb-ft)
Navistar N9	200 (270)	270 (365)	10.5 (77)	77 (567)
Cummins ISL9	200 (270)	270 (365)	10.5 (77)	77 (567)
Cummins ISB8.7	180 (245)	245 (330)	9.5 (69)	69 (507)

**PERFORMANCE SPECIFICATIONS**

200 kW (270 hp) / 10.5 kNm (77 lb-ft) / 77 (567) lb-ft

200 kW (270 hp) / 10.5 kNm (77 lb-ft) / 77 (567) lb-ft

200 kW (270 hp) / 10.5 kNm (77 lb-ft) / 77 (567) lb-ft

**INTERNATIONAL TRUCK**

**A MASTER OF ALL TRADES.**

- MAXIMIZE DRIVER COMFORT**  
The Durastar is designed to provide the most comfortable driving experience in the industry. With its spacious cab, ergonomic seating, and advanced suspension, the Durastar is the most comfortable truck in the industry.
- INCREASE PRODUCTIVITY**  
The Durastar is designed to provide the most productive driving experience in the industry. With its advanced suspension, steering, and braking, the Durastar is the most productive truck in the industry.
- SUPERIOR PROTECTION**  
The Durastar is designed to provide the most superior protection in the industry. With its advanced suspension, steering, and braking, the Durastar is the most superior truck in the industry.
- COMMERCIAL GRADE DURABILITY**  
The Durastar is designed to provide the most commercial grade durability in the industry. With its advanced suspension, steering, and braking, the Durastar is the most commercial grade truck in the industry.
- ENHANCE FUEL ECONOMY**  
The Durastar is designed to provide the most enhanced fuel economy in the industry. With its advanced suspension, steering, and braking, the Durastar is the most enhanced truck in the industry.

**INTERNATIONAL TRUCK**

**OFFERING A CHOICE BETWEEN INDUSTRY LEADING ENGINES.**

**NAVISTAR N9** **CUMMINS ISL9** **CUMMINS ISB8.7**

**IT'S UPTIME**

**INTERNATIONAL TRUCK**

# INTERNATIONAL FEATURE & SERVICE WORD MARKS

Product features, service platforms (ex. DriverFirst, Diamond Logic, etc.) should live under the master brand (International Truck) only and should never be used alone. Bolded text may be used to call attention and prominence to these services.

Logo treatments should not be used for product features or service platforms. Include the appropriate trademark or registered marks on the first mention.

Wordmark examples:

**Diamond Logic**

**DriverFirst**

**Fleet Charge**

**PocketMaxx**

**ServiceMaxx**



**★ WE PLEDGE ALLEGIANCE TO THE DRIVER.**

Today's commercial drivers don't just drive trucks, they live on them. It's not just about the road, it's about the life. The road is their home, the truck is their office. They want to know that the people they work for care about them as much as they care about their work. At International, we know that's true. We're committed to providing the best products and services to our drivers. We're committed to making their lives easier, safer, and more productive. We're committed to being the best driver's choice.

**DriverFirst** is the only system that gives you the power to control your truck's performance. It's the only system that lets you adjust your engine's power, torque, and fuel economy. It's the only system that lets you adjust your truck's transmission. It's the only system that lets you adjust your truck's suspension. It's the only system that lets you adjust your truck's steering. It's the only system that lets you adjust your truck's brakes. It's the only system that lets you adjust your truck's lights. It's the only system that lets you adjust your truck's mirrors. It's the only system that lets you adjust your truck's everything.

**ServiceMaxx** is the only service platform that gives you the power to control your truck's maintenance. It's the only platform that lets you schedule your maintenance. It's the only platform that lets you track your maintenance. It's the only platform that lets you manage your maintenance. It's the only platform that lets you optimize your maintenance. It's the only platform that lets you improve your maintenance. It's the only platform that lets you revolutionize your maintenance.

**PocketMaxx** is the only product that gives you the power to control your truck's performance. It's the only product that lets you adjust your engine's power, torque, and fuel economy. It's the only product that lets you adjust your truck's transmission. It's the only product that lets you adjust your truck's suspension. It's the only product that lets you adjust your truck's steering. It's the only product that lets you adjust your truck's brakes. It's the only product that lets you adjust your truck's lights. It's the only product that lets you adjust your truck's mirrors. It's the only product that lets you adjust your truck's everything.

**Fleet Charge** is the only service platform that gives you the power to control your truck's maintenance. It's the only platform that lets you schedule your maintenance. It's the only platform that lets you track your maintenance. It's the only platform that lets you manage your maintenance. It's the only platform that lets you optimize your maintenance. It's the only platform that lets you improve your maintenance. It's the only platform that lets you revolutionize your maintenance.

**IT'S UPTIME**

[Learn more at internationaltrucks.com/DriverFirst](http://www.internationaltrucks.com/DriverFirst)

# INTERNATIONAL SUB BRANDS

## WHEN USED IN INTERNATIONAL COMMUNICATIONS

When used within International® Truck communications, sub brands should follow the same usage guidelines as product badges. Every communication should be paid off by the International logo.



## WHEN USED INDEPENDENTLY

When creating pieces for a partner brand that are not International branded, follow that brand's usage guidelines.

Do not co-brand materials, or create logo lockups without expressed written permission from marketing.





# INTERNATIONAL PARTNER BRANDS


## WHEN USED IN INTERNATIONAL COMMUNICATIONS

When used within International® Truck communications, partner brands should follow the same usage guidelines as product badges. Every communication should be paid off by the International logo.

## WHEN USED INDEPENDENTLY


When creating pieces for a partner brand that are not International branded, follow that brand's usage guidelines.

Do not create logo lockups without permission from marketing.






**OFFERING A CHOICE BETWEEN INDUSTRY LEADING ENGINES.**

Durastar is available with the broadest portfolio of medium duty diesel engine options in the industry - including the Navistar® N3, Cummins® IS1.9 and Cummins® IS6.7 in several HP and torque ranges. Each business is unique and your needs and preferences may vary from the rest. With Durastar, you have a choice to select the brand, configuration and horsepower that powers your truck.

	 CUMMINS IS6.7	 NAVISTAR N3	 CUMMINS ISL
Engine Type	• Diesel 6-cylinder	• Diesel 6-cylinder	• Diesel 6-cylinder
Configuration	• Inline 6-cylinder	• Inline 6-cylinder	• Inline 6-cylinder
Displacement	• 6.7 L (409 cu. in.)	• 4.8 L (270 cu. in.)	• 8.9 L (543 cu. in.)
Bore and Stroke	• 4.27 in. x 4.48 in.	• 4.59 in. x 5.75 in.	• 4.49 in. x 5.93 in.
Horsepower	• 200 - 325 hp	• 300 - 337 hp	• 260 - 350 hp
Maximum Horsepower	• 325 hp @ 2600 rpm	• 330 hp @ 2000 rpm	• 350 hp @ 2200 rpm
Torque	• 400-750 lb-ft	• 400-450 lb-ft	• 400-600 lb-ft
Max. Torque	• 750 lb-ft @ 1800 rpm	• 450 lb-ft @ 1200 rpm	• 600 lb-ft @ 1400 rpm
Max. Speed	• 2000 rpm	• 2200 rpm	• 2200 rpm
Quick-Engagement Torque	• 400 lb-ft @ 800 rpm	• 750 lb-ft @ 800 rpm	• 500 lb-ft @ 800 rpm
Aspiration	• Variable Geometry Turbocharger	• Two-stage Turbochargers Intercooler & Aftercooler	• Variable Geometry Turbocharger
Fuel System	• High Pressure Common Rail	• Direct Injection	• Direct Injection xPFI Fuel System
Lubricating System Capacity	• 11L	• 28L	• 21.6L
Dry Weight	• 850 lbs	• 870 lbs	• 868 lbs
Key Features	• Full economy • Bed-calling medium duty engine in the industry	• High strength without added weight • Durability from bed-line for added strength	• 18% B20 conversion ready of any engine in its class • xPFI Fuel System • High capacity Electronic Control Module • Cummins VCI™ Turbocharger

**PERFORMANCE SPECIFICATIONS**  
© 2008 Navistar, Inc. All rights reserved. All marks are trademarks of their respective owners. TRADESHOW





★  
**THERES SOMETHING DIFFERENT  
ABOUT AMERICA.**

It was built by fiercely independent individuals who had a vision of something better, and who came together as one, to build it.

From the pioneers, to the industrial revolution, to Silicon Valley, these scrappy souls reinvented this country one triumph and one hard lesson at a time.

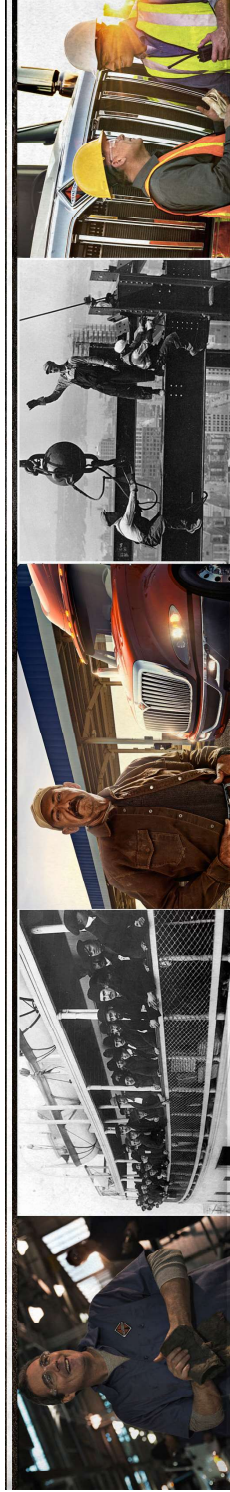
It's this spirit that forged International Truck; a brand born and raised here, with a sense of duty; understanding that the greatest progress comes when we stand united.

That's why today, International Truck partners with leading component manufacturers, to design more advanced, more connected, more durable trucks than ever before. Like the all new International HX Series, a truck that delivers unstoppable endurance. And, later this year, the all new International LT Series, the most driver-centric truck on the road.

And in the spirit of freedom, International Truck has created the first ever open architecture telematics solution called On-Command Connection. Increasing uptime and productivity for our customers' fleets, without discrimination, no matter what the makes or models.

And understanding the value of being by the people, for the people has led to building the largest dealer network in the world. A network that's there for our customers no matter what the need.

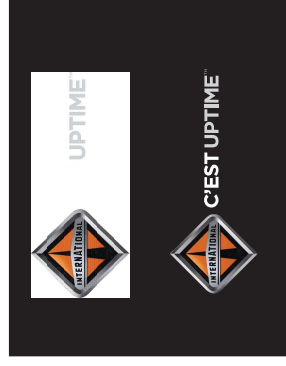
International Truck. Built with hard work, an open mind, and a visionary spirit that like those who built this country, knew there was a better way.



## BRAND CAMPAIGN TAGLINE

### Proper Usage

- ▶ Use Dark on light backgrounds, and vice versa
- ▶ Use French logo only when in appropriate markets.



### Improper Usage

- ▶ Do not use "It's Uptime At International" lockup.
- ▶ Do not use lockups from previous brand campaigns



BRAND CAMPAIGN DESIGN ELEMENTS



VINTAGE INTERNATIONAL LOGO WATERMARK

This is a subtle design element consistent in all campaign materials.

It should never replace the International logo, nor stand alone in communications.

It should be a background element only, never overpowering the main visual.

It should not be placed in front of the foreground elements.

We recommend setting the watermark to between 15-20% opacity depending on its use.



## BRAND CAMPAIGN MESSAGING



**INTEGRATION  
BY THE PEOPLE,  
FOR THE PEOPLE.**

**AT INTERNATIONAL TRUCK** we've always believed that the very best ideas come from working hard and working together. That's why we started united with our component suppliers, hard-working innovators and engineers who also happen to represent some of the most trusted brands in the American truck industry. Because like those who built this country, we begin each day with the idea that when you start with what customers need, you're always driving towards something better.

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



### **BODY COPY:**

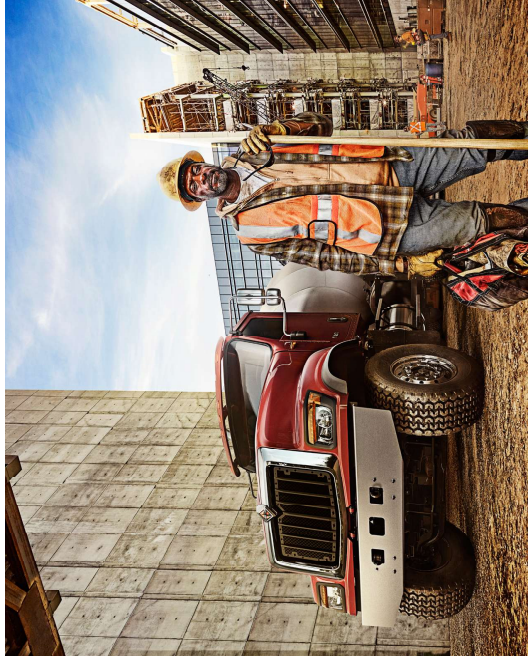
**AT INTERNATIONAL TRUCK**, we've always believed that the very best ideas come from working hard and working together. That's why we stand united with our component suppliers; hard-working innovators and engineers who also happen to represent some of the most trusted brands in the American truck industry. Because like those who built this country, we begin each day with the idea that when you start with what customers need, you're always driving towards something better.

Following the overall theme of the campaign, each headline should tap into a bit of Americana.

The body copy should quickly and clearly pay off the benefit of the headline. In this case, "Integration by the people, for the people" is supported by our partnerships with other companies to create the hardest working trucks available.



# BRAND CAMPAIGN IMAGERY

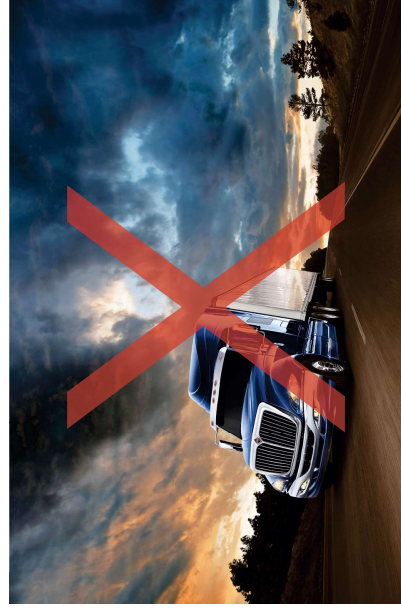
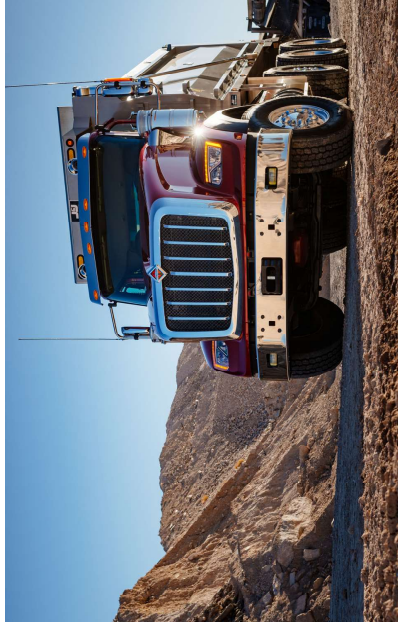


The photography should always feel authentic. From the locations to the drivers' wardrobe, each photograph should capture a modern interpretation of the American trucker.

The composition should have a balanced, proportionate relationship of trucks to people, and is always equal or close-to-equal in presence and size.

We want to clearly communicate that International values the importance of drivers just as much as the trucks they operate.

BRAND CAMPAIGN PRODUCT PHOTOGRAPHY



We want to capture the beauty and the strength of each truck in its application.

We want to have the environments feel real, bright and optimistic.

We don't want to be too moody or over stylized.



★  
INTEGRATION  
BY THE PEOPLE,  
FOR THE PEOPLE.

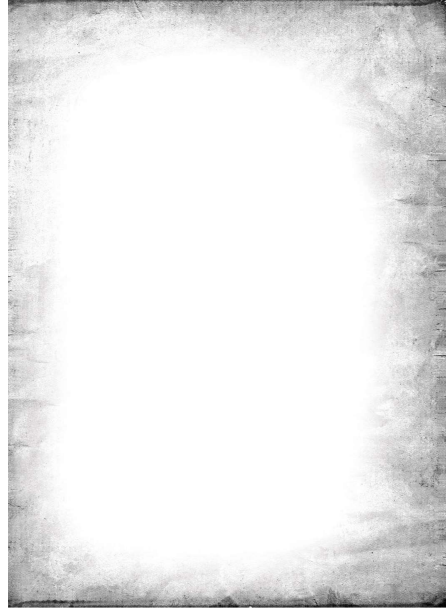
★  
INTEGRATION  
~~BY THE PEOPLE,  
FOR THE PEOPLE.~~ ★

### STAR AND STRIPES

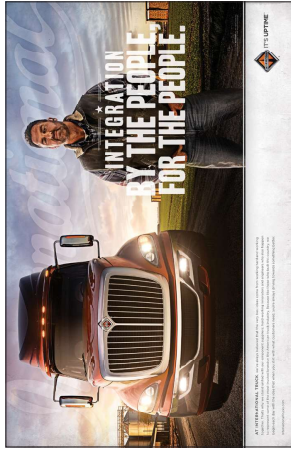
This is to be used only at the top of headlines.

### TEXTURE

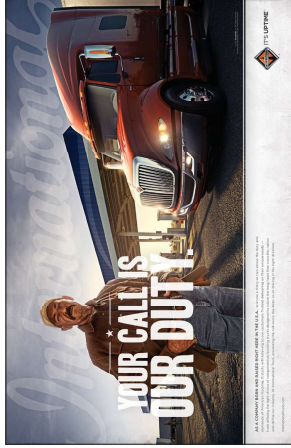
This should be added to images to give it a gritty effect. It can also be used on white spaces or blank pages to create a border effect.



BRAND CAMPAIGN EXAMPLES



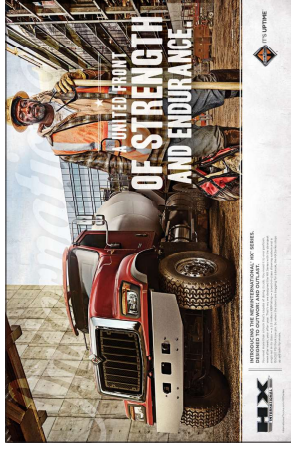
**BRAND:**  
Horizontal Integration



**BRAND:**  
Customer Centric



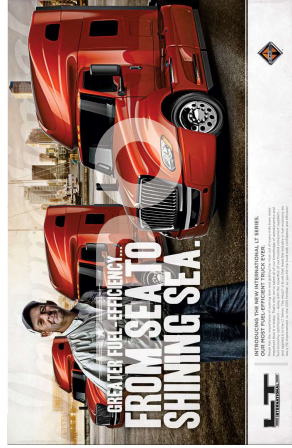
**PRODUCT: HX SERIES**  
Reliability



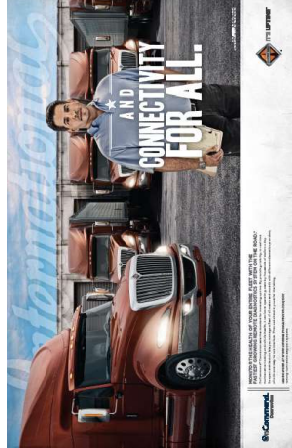
**PRODUCT: HX SERIES**  
Strength and Endurance



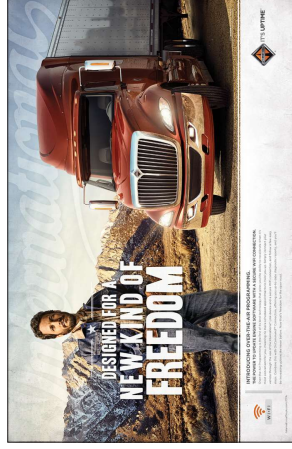
**PRODUCT: LT SERIES**  
Driver Ergonomics



**PRODUCT: LT SERIES**  
Fuel-Efficiency



**PRODUCT: OCC**  
Open Architecture



**PRODUCT: OVER-THE-AIR PROGRAMMING**



BRAND CAMPAIGN EXAMPLES

**International**

**DRIVE THE DIFFERENCE**  
SALES EVENT

**2.9%**  
FINANCING FOR 48 MONTHS  
OR UP TO \$6,000 CUSTOMER REBATE\*

**DRIVE YOUR BUSINESS FORWARD,  
HURRY IN TO YOUR INTERNATIONAL DEALER BEFORE JULY 31<sup>ST</sup>**

**IT'S UPTIME**

\*Offer available on select new International trucks. Offer ends 7/31/16. See your dealer for details. ©2016 International Truck and Body Company, LLC. All rights reserved. International, the International logo, and the International diamond logo are trademarks of International Truck and Body Company, LLC. All other trademarks are the property of their respective owners.

PRODUCT: CANADA SALES EVENT

**International**

**A BADGE OF HONOR**

INTERNATIONAL DEALERS THAT HAVE ACHIEVED DIAMOND EDGE<sup>®</sup> CERTIFICATION PROVIDE THEIR CUSTOMERS WITH ACCELERATED SERVICE, A HIGHLY TRAINED AND INFORMED WORKFORCE AND GREATER PARTS AVAILABILITY. THEIR TIME TO SERVICE YOUR VEHICLE IS CONTINUALLY MEASURED AND MEETS OR EXCEEDS RIGOROUS BENCHMARKS. DIAMOND EDGE CERTIFIED DEALERS ARE THE PINNACLE OF INTERNATIONAL'S INDUSTRY-LEADING DEALER NETWORK.

**DIAMOND EDGE CERTIFIED**

**DEALER LOGO HERE**

**EXPERIENCE THE DIAMOND EDGE DIFFERENCE.**

**IT'S UPTIME**

PRODUCT: DIAMOND EDGE CERTIFIED

**International**

**AS LOW AS \$1699 PER MONTH**  
NO TIME TO WASTE

**PROStar**

**AS LOW AS \$1699 PER MONTH**  
ASK YOUR DEALER FOR DETAILS.

**HURRY IN. QUANTITIES ARE LIMITED AND INVENTORY IS MOVING FAST.**

**IT'S UPTIME**

\*For 40-month PM lease for well-qualified fleet buyers. See dealer for complete details. Drive off in a brand new 2016 International<sup>®</sup> ProStar<sup>™</sup> for a reduced price! Pre-built and available for immediate delivery, these 73" Sky Rise deep-dish models are powered by a Cummins ISX15 engine paired with an Eaton 10-speed transmission, and feature a well-appointed Eagle interior as well as the ProStar<sup>™</sup> battery powered HVAC system. Visit your International Truck dealer today.

PRODUCT: PROSTAR SALES EVENT

# BRAND CAMPAIGN DEALER TEMPLATES

Customizable templates are available on our Marketing Resource center at [www.navistarmrc.com](http://www.navistarmrc.com)

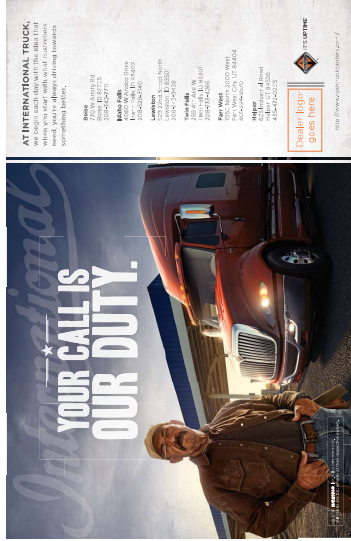
Dealer photos and contact information can be placed in the appropriate spaces.



**AT INTERNATIONAL TRUCK**, we stand united with hard-working innovators and engineers who represent some of the most trusted brands in the American trucking industry.

<b>Atlanta</b> 1000 Peachtree St. NE Atlanta, GA 30309	<b>Chicago</b> 1000 N. Dearborn St. Chicago, IL 60610	<b>Los Angeles</b> 1000 Wilshire Blvd. Los Angeles, CA 90017	<b>Phoenix</b> 1000 N. Central Ave. Phoenix, AZ 85004
<b>Baltimore</b> 1000 E. Pratt St. Baltimore, MD 21202	<b>Indianapolis</b> 1000 N. Meridian St. Indianapolis, IN 46204	<b>San Antonio</b> 1000 W. Commerce St. San Antonio, TX 78207	<b>Portland</b> 1000 N. Broadway Portland, OR 97208
<b>Denver</b> 1000 E. Colfax Ave. Denver, CO 80202	<b>Las Vegas</b> 1000 N. Las Vegas Blvd. Las Vegas, NV 89101	<b>San Diego</b> 1000 La Jolla Village Dr. San Diego, CA 92161	<b>Seattle</b> 1000 5th Ave. Seattle, WA 98101
<b>Fort Worth</b> 1000 W. 7th St. Fort Worth, TX 76102	<b>Memphis</b> 1000 N. Main St. Memphis, TN 38103	<b>Springfield</b> 1000 N. Main St. Springfield, IL 62761	<b>St. Louis</b> 1000 N. Main St. St. Louis, MO 63101

© 2014 International Truck and Engine Corporation



# NAVISTAR LOGO

Navistar Blue is the primary color in our identity system. To achieve the best color consistency, please use PANTONE® 294 U for print applications. For electronic / web applications, use RGB 0-85-150. When used effectively, this color adds emphasis to all our communications.

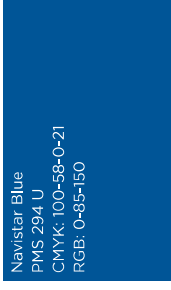
Never use tints or screens of Navistar Blue.

Navistar Gray is a perfect complement to Navistar Blue. To achieve the best color consistency, please use PANTONE Cool Gray 8 C for print applications. For electronic / web applications, use RGB 150-148-145.

LOGOTYPE

**NAVISTAR**

COLOR PALETTE



## NAVISTAR LOGO - COLOR VARIATIONS

Make sure the Navistar® brand logotype is always legible. One color scheme, Navistar Blue (PMS 294U) on a white background, is our preferred option. No other colors, except for black may be used. Pay special attention to ensure that all elements of the logotype are reproduced accurately.

1. The preferred application of the brand logotype is the single color, PANTONE® 294 U, on a white background.

The image shows the Navistar logo in a vibrant blue color. The word "NAVISTAR" is written in a bold, sans-serif font. The letters "N", "V", "I", "S", and "T" are connected to each other, as are "A", "R", and "A". The "N" and "V" are joined together, and the "I" is positioned between them. The "S" and "T" are also joined together. The "A", "R", and "A" are separate but connected to the "S" and "T" respectively. A registered trademark symbol (®) is located at the top right of the word.

2. Another acceptable application of the logotype is the single color, 100% black, on a white background.

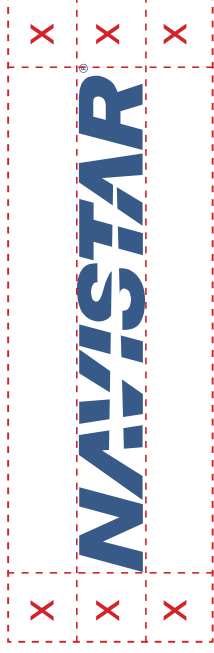
The image shows the Navistar logo in black. The word "NAVISTAR" is written in a bold, sans-serif font. The letters "N", "V", "I", "S", and "T" are connected to each other, as are "A", "R", and "A". The "N" and "V" are joined together, and the "I" is positioned between them. The "S" and "T" are also joined together. The "A", "R", and "A" are separate but connected to the "S" and "T" respectively. A registered trademark symbol (®) is located at the top right of the word.

# NAVISTAR LOGO - CLEAR SPACE

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. Our logotype requires the appropriate clear space in all applications.

The logotype must always be surrounded on all sides by a clear space or zone. No type or other graphic elements may enter this zone.

The minimum required clear space is a distance of X, where X equals the height of the letters in the Navistar logotype. Allow for additional clear space whenever possible.



## NAVISTAR LOGO - MINIMUM SIZE

To preserve legibility, our logotype must be sized correctly. Do not scale the logotype smaller than the minimum width shown here.

The only exception to these rules is when the logo is used in the legal line. Navistar is scaled to just slightly larger than the height of the copy, which is typically set to 6pts. (Example to right).



The absolute minimum width of the logotype is 1 inch.



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# NAVISTAR TRUCK LOGO - EMBROIDERY

## APPROVED EMBROIDERY SIZES



.40" H x 2.5" W for standard left chest embroidery

.40" H x 2.5" W for secondary location (on side or back of cap or back yoke on apparel) embroidery



.50" H x 4" W for front of cap embroidery

.50" H x 4" W for outerwear and fleece left chest embroidery

## APPROVED THREAD COLORS AND APPROPRIATE STITCH COUNT

### THREAD COLORS

Snow White Madiera Classic 40 Thread #1002  
(on blue or dark colored apparel)

Blue Madiera Classic 40 Thread #1167  
(on white, gray and lighter colors)

Snow White Robinson Anton SSR Thread #6797  
(on blues and dark colored apparel)

Imperial Blue Robinson Anton SSR Thread #6802  
(on white, gray and lighter colors)

Garment Match  
(match thread color to garment color within one shade)

### STITCH COUNT

.40" H x 2.5" W: 1013

.50" H x 4" W: 2096

## USE OF NAVISTAR (THE COMPANY)

First mention should always be marked <sup>3</sup>

When Navistar<sup>®</sup> is used to refer to the product brands it can be used as shown below:

Example:

- ▶ **OK:** Navistar<sup>®</sup> offers one of the world's premier and most trusted trucks.
- ▶ **OK:** Navistar is a leading manufacturer of commercial trucks, buses, and engines.
- ▶ **OK:** International<sup>®</sup> Truck is a leading brand of trucks.

Navistar is not a holding company. It does not "own" brands. It is a global company with great brands.

- ▶ **OK:** International<sup>®</sup> Truck is a Navistar brand.
- ▶ **OK:** The brands of Navistar include: International Truck and IC Bus.
- ▶ **Not OK:** Navistar is a holding company that owns International Truck.

Do not abbreviate the word "Navistar" unless referring to its stock ticker name, or for internal job coding purposes.

- ▶ **Not OK:** NAV is a great company.

<sup>3</sup>On International Truck brand campaign materials Navistar may be referenced in the legal disclaimer.



# NAVISTAR TRUCK LOGO - EXPIRED LOGOS

It is important to use only the current approved logos for any of our brands. Some brands have been sold or eliminated, therefore any materials with these logos should be destroyed. If the validity of a logo is in question, contact the Marketing department.

Additional business units requiring the use of the Navistar logo should get permission from marketing.



These groups still have identities represented under the Navistar logo. Therefore the following uses are still valid.



# NAVISTAR POWERPOINT TEMPLATE

For your convenience, presentation decks are available at our Marketing Resource Center: [www.navistarmrc.com](http://www.navistarmrc.com)

Refer to the instructions within the powerpoint template for guidelines on how to use.

## Presentations

NAVISTAR

**CLICK TO ADD TITLE**  
click to add subtitle

NAVISTAR

NAVISTAR

**Click to add title**

- Click to add text

NAVISTAR

NAVISTAR

**Click to add title**

- Click to add text
- Click to add text

NAVISTAR

NAVISTAR

**Click to add title**

Joe smith

Click to add info

NAVISTAR