

LOGO USAGE

3-D LOGO / DROP SHADOW



THIS IS THE PRIMARY LOGO AND SHOULD BE USED WHENEVER POSSIBLE.

The logo must be in color and at least 7/8" in size. Black/white is sometimes acceptable in corporately developed or approved ads where the use of color is prohibited. It's against brand standards to send a photocopied or faxed document with this logo on it to a dealer or customer. Instead use the I-color logo (see page 30).

3-D LOGO / NO DROP SHADOW



Follow all guidelines as outlined above.

The 3-D logo without a drop shadow should only be used in situations where a drop shadow is not appropriate or will not appear, such as a dark or black background, as may be the case in merchandising, signage or other graphic applications.

LOGO WHITE SPACE / PROXIMITY RULES



The International logo should never be placed directly next to another graphic or logo, which will alter its appearance. A negative (white/empty) space equal to the center bar's highest height should be visible around the perimeter. This is illustrated as "X" in the diagram to the right. Complete logo should be at least 7/8" (as shown).



LOGO USAGE

2-COLOR LOGO



The 2-color logo is useful for applications that need the flat or line-art version of the logo. Uses include silk-screening, rubber plate printing, etc. **NOTE:** The white areas within the logo must always remain white.

1-COLOR LOGO



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.

REVERSE VERSION



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.



LOGO USAGE

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" for embroidery), the International wordmark may be used instead (see below). Embroidered International logos should appear in orange and black.

EMBOSSSED VERSION



The embossed version was created for metal, rubber, leather and fabric applications, among others. This would also be the preferred logo for etching onto glass. When the logo is embossed, portions shown in white should be raised off the surface material. When the logo is debossed, anything shown in white should be lower than the surface material. The ® should be adjusted in size and color accordingly, to be embossed off the surface or debossed into the surface. Artwork is available in two size formats, a small version has been scaled and prepared to ensure clarity.

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". In a horizontal layout like banners, it may be appropriate to use both the Diamond Logo and the wordmark next to it, but proximity rules must also be followed (see page 29). If the logo must be supplemented by the wordmark to increase visibility/scale of the brand, that is acceptable, but should be approved by the brand steering committee. Please contact Jill Prindle for further direction.



LOGO USAGE

DEALER MARKETING ALTERNATIVE



MILES AHEAD

FOR USE ON DEALER COMMUNICATIONS IF DESIRED

The tag line "MILES AHEAD" below the logo mark can be used on dealer marketing materials. Do not attempt to typeset the tag line yourself. The logo tag line is custom artwork and can only be acquired by downloading from <ftp://ftpdmz.navistar.com>. Please contact Jill Prindle at Jill.Prindle@Nav-International.com to obtain the appropriate user name and password. Follow Logo White Space / Proximity Rules guidelines for proper spacing requirements below the mark.



DEALERSHIP LOGO

WHAT TO DO AND NOT DO

THIS IS ONE EXAMPLE OF AN APPROPRIATE DEALERSHIP LOGO:



**DEALERSHIPNAME
INTERNATIONAL TRUCKS**

**IF YOU HAVE QUESTIONS ABOUT CREATING A NEW DEALERSHIP LOGO OR
REFINING AN EXISTING LOGO, CONTACT YOUR DEALER MARKETING MANAGER.**

THE INTERNATIONAL LOGO CANNOT BE:

- incorporated into graphic treatments you have designed.
- touching or cropped in photography used in your logo.
- part of your dealership logo typeface.
- embedded or inserted into backgrounds or photographs.

See page I2 for proximity and space relationship guidelines.

**THESE ARE ONLY A FEW EXAMPLES OF WHAT NOT TO DO. IF YOU HAVE QUESTIONS ABOUT YOUR
SPECIFIC LOGO, PLEASE CONTACT YOUR DEALER MARKETING MANAGER.**



LOGO USAGE

WHAT NOT TO DO



DO NOT distort, stretch or manipulate logo mark.



DO NOT place logo mark on a visually competitive background.



DO NOT alter ANY color on logo mark.



DO NOT add words or graphics to the existing logo mark.



DO NOT rotate logo mark.



DO NOT crop logo.



DO NOT place the word "international" in a design element or shape other than the official logo mark.

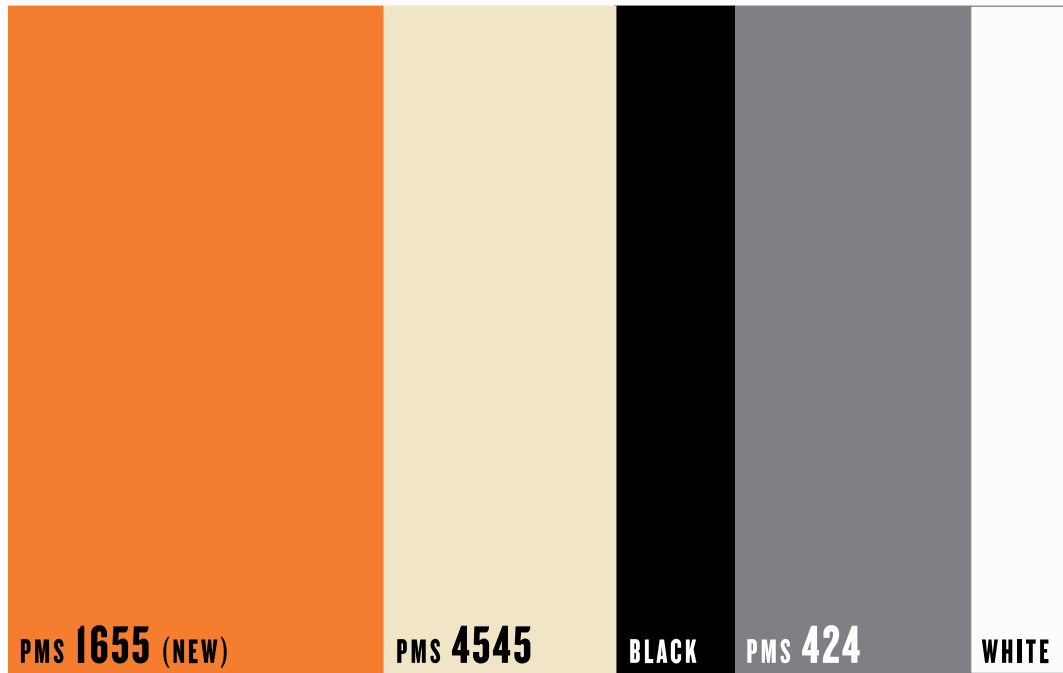


DO NOT use low-resolution logos, artwork or files with jagged edges.



COLOR PALETTE

APPROVED PRIMARY PANTONE MATCHING SYSTEM (PMS)
COLOR PALETTE WITH CYMK & RGB COLOR FORMULA



CMYK (NEW)
0 | 82 | 100 | 0
RGB (NEW)
223 | 83 | 18

CMYK
5 | 5 | 20 | 5
RGB
222 | 217 | 194

CMYK
56 | 45 | 43 | 9
RGB
119 | 122 | 125
50% BLACK ACCEPTABLE



FONTS

PRIMARY FONT FAMILY | KNOCKOUT HTF

The Knockout HTF font family is used by all agencies and designers when developing materials. This font can only be purchased at <http://www.typography.com/catalog/knockout/index.html>

If you need assistance or have questions about downloading this font, please contact your Dealer Marketing Manager.

KNOCKOUT HTF68 FULL FEATHERWT

abcdefghijklmnop 123 ABCDEFGIOP

KNOCKOUT HTF48 FEATHERWT

abcdefghijklmnop 123 ABCDEFGIOP

KNOCKOUT HTF28 JUNIOR FEATHERWT

abcdefghijklmnop 123 ABCDEFGIOP



FONTS

USE IN HEADLINES

Knockout HTF68 FullFeatherwt, set in all caps, should be used for all headlines. The point size is generally 35 point, but should fall no smaller than 14 point.

KNOCKOUT HTF68 FULL FEATHERWT:

USE FOR HEADLINES

USE IN COPY

Knockout HTF28 JuniorFeatherwt, set in sentence case, should be used for all body copy. The point size should fall no smaller than 12 point.

KNOCKOUT HTF28 JUNIOR FEATHERWT:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam lectus augue, volutpat a, dignissim elementum, rutrum sit amet, massa. Curabitur malesuada. Aliquam nibh. Duis consequat dignissim justo. In pharetra, lacus non.

USE IN WEB ADDRESS

The call to action and the URL should be set in Knockout HTF68 FullFeatherwt, in all caps, no smaller than 9 point.

MILES AHEAD should be set in Knockout HTF68 FullFeatherwt, in all caps. For ads, the size is generally 35 point. For all other applications, the size should fall no smaller than 15 point.

KNOCKOUT HTF68 FULL FEATHERWT:

LEARN MORE AT INTERNATIONALTRUCKS.COM/PROSTAR



FONTS

SECONDARY FONT | ARIAL

The Arial font family is an acceptable alternative for all uses.

ARIAL BOLD

abcdefghijklmnop 123 ABCDEFGIOP

ARIAL

abcdefghijklmnop 123 ABCDEFGIOP

