



# TRAIL KING

## Brand Assets Guide

Our customers' success is our top priority.

## WELCOME TO TRAIL KING

At Trail King, we build products that move the world, connecting ideas, improving communities, and ensuring a dependable haul whether you are driving hundreds or thousands of miles.

Trail King trailers range in load capacity from 12,000 pounds to 1,000,000 pounds. Although we are recognized globally as the king of large, specialized trailers, Trail King manufactures four main product series. Open Deck Construction- excellent for all sizes of construction equipment and materials. Open Deck Commerical- delivering loads safely and efficiently. Materials Hauling Agriculture- with innovative delivery qualities for farm and field; and the Materials Hauling Construction Series for gravel, sand, rock, or anything else that is needed on site and on time.

### Specialized Hauling Leader

We began as a manufacturer of small agricultural trailers nearly 50 years ago. Since then, we have seen such enormous growth that we have become the market leader in specialized hauling solutions. We now are an ever-increasing presence in the national and international market place, supported by a network of almost 400 dealer locations across the US and Canada.

### Customer Driven Innovations

Engineering excellence and seeking out customer input has always been at the core of our manufacturing philosophy. We remain a provider of innovative solutions and new product developments to fit each customer's needs, from simple cargo trailers to complex road warriors. Virtually no hauling task is too difficult to handle.

We don't just build trailers, we design hauling solutions.

We're not your average trailer builder. We are known for exceptional quality, and our hard-working and talented craftsmen and women are dedicated to building the world's most versatile and reliable trailers- trailers that get the job done and pay back their owner's investment again and again.

### State-of-the-Art Facilities

Our commitment to outstanding workmanship, customer service, and effective leadership will continue to make our products better. With state of the art manufacturing facilities in Mitchell and Yankton, SD and West Fargo, ND, and over 800 employees, Trail King is equipped to engineer and manufacture trailers serving the construction, commercial hauling, agriculture, and specialized transport industries.

### Our Team

Headquartered in Mitchell, SD, Trail King proudly employs 820 individuals and serves 360 dealers across North America. Trail King Industries proudly supports our communities —volunteering time, donating funds, and getting involved in various non-profit and city efforts.

Trail King is a top contributor to the United Way, assists in building homes for Habitat for Humanity, and annually delivers over 500 meals for the senior nutrition program, Meals on Wheels.



### Who is this guide for?

This guide is for anyone who wants to use Trail King's brand assets in their marketing or advertising and briefly covers guidelines for the assets approved for use.

### Why is it important?

These guidelines outline the general rules when using Trail King's brand assets and showcasing Trail King content. Consistent use of these assets helps people easily recognize references to Trail King and protects company trademarks. It is important that your marketing materials use Trail King standards and approved assets correctly. This guide will help you to meet those standards.

To request approved assets, please email Kara Kayser or Amber Hiles.  
karakayser@trailking.com  
ahiles@trailking.com

### Merchandizing

Trail King doesn't permit or license its trademarks, logos, or other intellectual property for use on merchandise or other products such as clothing, hats, or other promotional products.

### Guide Imagery Notes

Throughout this asset guide, you will see images of Trail King trailers! The preferred choice for trailer image in any design is always a PNG version with the background knocked out. These images can be used in various aesthetically pleasing ways, as you will see throughout the manual.

# BRAND ASSETS





# TRAIL KING LOGOS

The “crown” logo is our most recognized and beloved asset. It is used to represent our brand and product. In addition, Trail King frequently employs the use of our logotype. Our trailers are best identified, not by the crown logo, but by our triangle cut-outs. Trail King has individual logos for our line of services: Parts, Finance, and our Refurb Program.

## Clear Space

To preserve the integrity of our logos, always maintain a minimum clear space around the logo. This clear space insulates our logos from distracting visual elements, such as other logos, copy, illustrations, or photography.

## Size

Be sure the logos are reproduced in a legible size and that they do not appear subordinate to any other partner logos included on your creative executions.

## Shape and Proportion

To ensure accurate and consistent use, never alter, rotate, embellish, or attempt to recreate the Trail King logos. The proportions and shape of all Trail King logos should never be altered for any reason. To resize proportionally, hold the “Shift” key in most software programs to maintain sizing while scaling up or down. Always maintain the minimum clear space.

## Color

Do not modify the logos in any way. Correct colors versions are available.



# CROWN LOGO

The Trail King crown is our sigil, the main identifier of our brand.

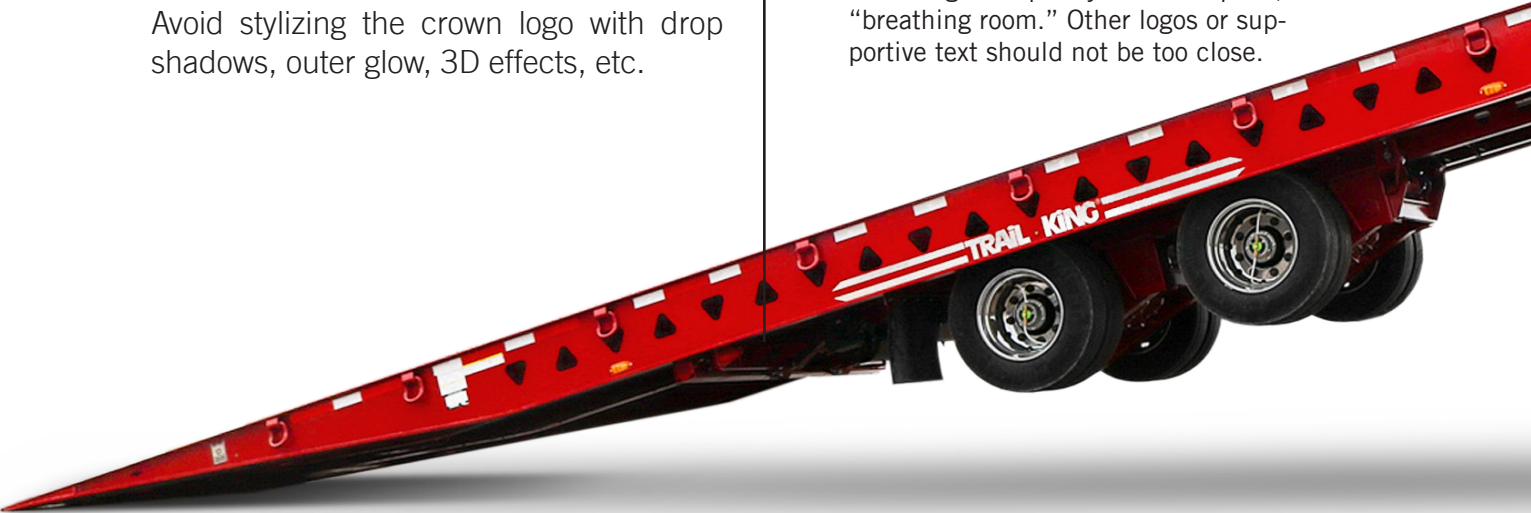
Trail King uses ONLY three versions of the crown logo- full color metallic, black, or white. Do not attempt to recreate the logo or gradients. JPEG and/or PNG images are available for use, upon request.

Always size proportionally, but never size the crown logo so small that it is no longer legible. In the case that the crown is not suitable for the space, please use the Trail King logotype. If you cannot read the text on the logo, or it appears blurry, refrain from use.

Avoid stylizing the crown logo with drop shadows, outer glow, 3D effects, etc.



In any fair use situation, ensure the crown logo has plenty of white space, or “breathing room.” Other logos or supportive text should not be too close.



On light backgrounds, use full color or black logo.



On dark backgrounds, use full color or white logo.



The full color, metallic logo looks great on light and dark colors.



Do not change the color of the logo. Use only full color metallic, white, or black. Do not warp original proportions.



Do not use light logos on light backgrounds, or dark on dark backgrounds.



Never present the logo with any opacity. It should always be 100% opaque.



Do not place the logo over the focus of the image. The logo should be secondary.

# LOGOTYPE

The Trail King logotype adorns our manufactured trailers in many locations on the bed, rear, and neck of the trailer.

The Trail King logotype is used in design scenarios in which the crown logo is not ideal. Please see the examples below for appropriate use. Trail King takes liberty to use the logotype with or without the crown identifier, depending on the situation. Only white or black versions of the logotype are permitted for use. Do not add masks, change the color, stretch, or adjust the opacity. As with all of our logos, proper spacing around the logo is essential.



## Print Applications



## Print Media Examples





# TRIANGLES

The registered Trail King triangles are the easiest way to identify a Trail King trailer on the road.

Most often, the triangles are used in the format of the ibeam, with the triangles cut out of the design. Any color, or image in the design is allowed to show through the triangles. The ibeam is commonly used as a divider. The ibeam graphic should be scaled proportionally and not too small or too large.

Trail King also uses the triangles without the beam. Triangles should always be used in groups of 6 or more, and they should never be grouped vertically. (With the exception of the services logos).

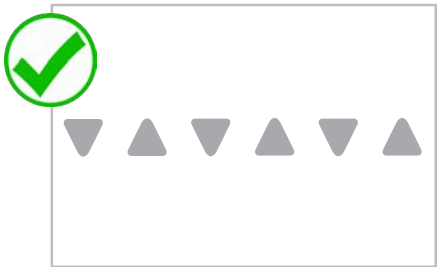
COCOCO

FFFFFF

000000

Do not change the color of the beam or attempt to recreate the gradient. Do not place elements over the triangles.

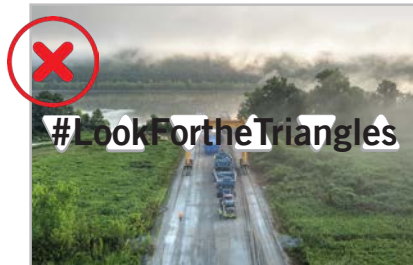
The triangles are always used as secondary elements in graphics. Do not use them as a focal point.



## LOOK FOR THE TRIANGLES, SEE TRAIL KING



Trademarked apparel only available at [trailking.com](https://trailking.com).



# SERVICES

Trail King doesn't just build trailers! From financing a trailer, to a complete refurbishment at our Factory Service Center, Trail King is there to keep your team hauling, day in and day out.

Each of our services is identified by it's own logo, and it's the only instance in which Trail King utilizes colors other than black, grey, and white in the palette.

As always, the logos should be sized proportionally. Do not change the color of the elements within the logo, and do not attempt to recreate the logo or text. Always use the logo to represent that unique offering.

Colors within the services palette may be used in media designs as a complement to the logo. Strive for balance.

Trail King services logos should not be used in place of a crown or logotype; rather, they should be used in tandem.

△

PARTS

△

FINANCE

△

REFURB

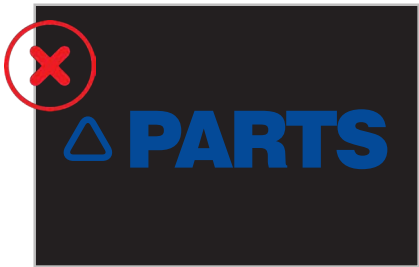
004A98

009444

6D6E71



Do not place the services logos directly over an image.



Using the services logos over a dark background is prohibited.



When working with services individually, avoid using the full palette. White is preferred.



# DESIGN ASSETS





# COLORS

Trail King's color palette is simple and timeless- white, black, and c0c0c0, which appears to be a shade of black, but is actually a mixture of cyan, magenta, and yellow.

As with our (blue) Parts, (grey) Refurb, and (green) Finance logos, the "grey" color is very specific to our brand and the guidelines do not allow for other shades.

Our guidelines do not include painted trailers. Trail King offers standard colors for trailers, but also has a color-match option! We'll build your trailer and paint it any color you can imagine.

But, as far as our color palette goes for branding, you get three colors- white, black, and c0c0c0.

000000

C0C0C0

FFFFFF

004A98

009444

6D6E71





# TYPEFACES

## Antique Olive Bold

Look familiar? Antique Olive Bold is the name of the typeface used to create our Trail King logo and logotype! This typeface is rarely used for anything else, keeping it sacred to the logo!

## EURO TECHNIC BOLD - EXTENDED

This typeface is only used for headers with a short amount of text. One-three words maximum. It's a punchy font, and, for Trail King uses, only ever utilized as ALL CAPS.

## Trade Gothic LT Bold - Regular

A popular choice for headings and sub-headings, Trade Gothic is widely used in nearly ALL Trail King print and digital media. Again, mostly utilized as ALL CAPS.

## Century Gothic

Century Gothic regular, bold, and italic are most widely used in correspondence.

## Trade Gothic LT Light - Regular

This light version of Trade Gothic is used for copy, as it is an easily readable sans serif font. In fact, it's the typeface used throughout this manual for all section text.

## Trade Gothic LT - Regular

Another choice for copy text. Please note that while many of the light and bold versions of Trade Gothic are used, not all typefaces in this font family are recommended. Avoid italicized or condensed versions, especially in headers or copy text.

## Buffalo

Trail King allows for additions to the typefaces for special campaigns and promotions. For example, when Trail King revealed it's updated mission and values in 2019, Buffalo came right along with it for signage and banners, adding just a little bit of personality. Use sparingly.





TK ONLINE



## SOCIAL & SHARING

Let's connect! The best part of our day is seeing the trailers that we designed and manufactured out doing the jobs they were built for! Social media/sharing has made this possible! To reach as many customers as possible, Trail King is active on the following social channels: Facebook, Instagram, Twitter, LinkedIn, and Youtube.

Trail King also offers a LIVE CHAT feature on the website, [trailking.com](http://trailking.com). We'd love to hear from you today.

### Hashtags

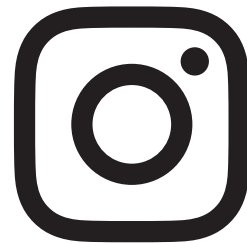
Use the official Trail King hashtags to stay in the conversation!

#trailkingind  
#trailking  
#lookforhetriangles  
#buildingsuccess  
#trailkingtrailers



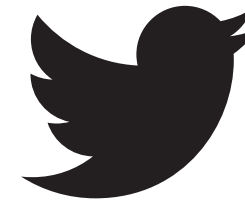
Facebook is THEE hub for all things Trail King. Here, we share culture, customer photos, product updates, new video links, and news/announcements. It is the most diverse of our channels.

@trailkingind



Looking to skip the culture and just want to see awesome rigs? Instagram is all trailers, all the time! Instagram is also the place where we most often scope out customers photos to share to our page! Tag us, and we'll feature you!

@trailkingind



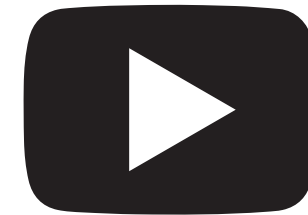
This is the place for shout-outs from industry trade shows and outdoor events. Our dealer network shares what is happening in their local areas, too.

@trailkingind



LinkedIn is Trail King's "professional" presence. See company news related to job openings, tradeshow, and TK culture posts.

@trailkingind



Trail King's YouTube channel offers operational videos, features and options videos, culture videos, company videos and MORE! While on the channel, be sure to check out the playlists; whenever we see a Trail King trailer represented in YOUR videos, we save them to a "Customer Vids" playlist! The videos here are valuable resources for our customers and dealers.

/trailkingindustries



# TK TEAM





# MISSION

From humble beginnings, to who we are today — Trail King has always kept one thing a priority, our customers’ success.

This success means our way of life is preserved and improved upon. We are the strong back that vital materials are carried on. Materials like:

- combines that harvest the world’s food
- excavators that move earth for homes, offices & schools
- blades that power wind turbines to provide clean energy
- asphalt to pave roads one mile at a time
- backhoes to dig reservoirs that deliver safe water
- skid loaders for landscaping projects
- coils of copper to wire for electricity
- scrap metal to recycling facilities

Trail King makes these things possible by taking the weight, shouldering the load, and answering the call to be there when needed most. We keep teams hauling day in and day out, protecting the investment.

The journey is as important as the destination.

We don’t just sell trailers, we provide hauling solutions. We don’t know what the future holds, but we’ll never stop making the best trailers in the world.

## Mission Guidelines

There are two versions of the mission statement, one stacked, square version, and a longer, horizontal version. Vector, png, and jpg files of these designs are available.

When typing the mission, distinguish **BUILDING SUCCESS** as shown in the text, all caps, and bold. Often, this part of the phrase is used as a standalone, as in: “Trail King is building success.” The hashtag #buildingsuccess, is frequently used on Instagram and Facebook.

The horizontal version of the mission statement may be used with or without the trailer silhouette.

**BUILDING  
THE BEST TRAILERS  
IN THE WORLD FOR  
OUR CUSTOMERS’  
SUCCESS**



# VALUES

## Embrace change:

Promoting and encouraging innovation to lead our industry. We are driven to continuously challenge ourselves to improve our products and service offerings for our customers.

## Plan and Act with Facts:

Exercising sound business judgement in all our decisions and performing actions that inspire trust and confidence. Seek out information to make smart decisions.

## Go the Extra Mile:

Achieving more together and leveraging individual strengths. Taking personal ownership and pride in our work and always putting forth our best effort.

## Care for the Customer:

Since Trail King's inception we have always put the customer at the forefront. We strive to provide an excellent experience, exceptional value and consistently deliver on our commitment.

## Invest in People:

We foster a safe environment and treat each other with respect. Employees give so much to our customers, company and community. We invest in our employees so you can realize your full potential both personally and professionally.

## Values Guidelines

In design, the text of the values is separated to add emphasis to the first words of each phrase- EMBRACE, PLAN, GO, CARE, and INVEST - the typeface used is Trade Gothic LTCondEighteen. The rest of the text for each phrase is Buffalo. In any design rendition of the values, the type is always set in this manner.



# INTERNAL MATERIALS

## Email Signatures

Signatures should be set up as shown, using 10 pt Century Gothic for all items except the employee name, which should be in 11 pt Century Gothic Bold. Use a return between sections, as shown.

This email signature must be set up manually in each user's email application.

Use of company logos (in approved sizes) is allowed, though not advised, as some servers will not automatically load images, resulting in inconsistencies in the signature.

NAME- FIRST LAST  
*Title of Team Member*

(11 pt Century Gothic Bold)  
(10 pt Century Gothic Italic)

**Trail King Industries, Inc.**  
300 East Norway Avenue  
Mitchell, SD 57301  
D: 000.000.000  
M: 000.000.0000  
F: 000.000.000  
[www.trailking.com](http://www.trailking.com)

**Bold**



## Business Cards

Trail King business cards are clean and branded simply- utilizing the logotype on the front and the crown on the back. This is the one version of the logotype that is not a solid color. The logotype and the i-beam on the bottom (front side) mimic the white and grey gradient of the Trail King crown logo. In addition, these elements are spot-UV coated. Classic!

Do not attempt to recreate Trail King business cards. Sales and Marketing are authorized to provide them from our trusted vendor.





# General

These rules are intended to promote consistent use of the Trail King brand. This makes it easier for people to instantly recognize references to Trail King and prevents consumer confusion. These guidelines also help protect company trademarks.

Trail King dedicates substantial resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos around the world, Trail King enforces its rights against people who misuse its trademarks.

THANK YOU

