

RUSH ENTERPRISES BRAND STYLE GUIDE



expect more.



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OUR BRAND

Rush Enterprises is the premier solutions provider to the commercial vehicle industry. We don't make that statement in a boastful manner, but as a matter of fact. Our focus is on providing the highest-quality products and solutions to meet our customers' needs. Our brand represents premium quality in everything we do. We are not a loosely associated group of individual dealerships and business units, but rather, we are a single network that moves in lockstep to provide a consistent high-level experience to customers wherever they do business with us.

OUR BRAND PROMISE. Rush Enterprises is dedicated to exceeding customer expectations — in the culture and values that drive our business, the quality of the brands and solutions we offer, our state-of-the-art facilities and our unrivaled network reach and scale. We are part of the commercial vehicle industry, but we are unique in the industry. And our promise to our customers and to ourselves comes down to two simple words — expect more.

THE POWER OF BRAND. We believe in the power of a well-managed and fully integrated brand to win customers, create loyalty and inspire evangelism. To that end, we must consistently deliver experiences and messages aligned with our brand promise — in every interaction our customers and prospects have with us — whether in attitude, words, visual design or offering. A consistent brand encourages familiarity. Familiarity builds trust. And people prefer doing business with people and companies they trust.

THE PURPOSE OF THIS DOCUMENT. This brand style guide serves as a road map for correctly administering Rush Enterprises' brands in marketing and communications. The success of our company's branding efforts lies, in large part, with the correct execution of this style guide. It should be followed diligently by employees of the company and suppliers and partners who have been granted permission to use Rush Enterprises' brand assets. All marketing and communication activities are to be led by the Rush Enterprises Marketing and Communications Department. Questions on this style guide should be directed to marketingrequests@rushenterprises.com.

VOICE AND TONE

One of the ways we represent our brand is by the voice and tone we use when writing content for both external and internal audiences. This section explains the difference between voice and tone and lays out the elements of each as they apply to Rush Enterprises.

So, what's the difference between our brand's voice and tone? Think of yourself. Your voice is your voice. It's pretty consistent. But your tone changes depending on your audience and the situation. Our brand is no different. Our voice shouldn't change much, but our tone changes all the time.

VOICE. Our voice is a direct reflection of our driving principles — fairness, productivity, excellence, positive attitude and integrity. And it represents our leadership position in the industry. We understand the challenges our customers face every day. And we offer solutions. That's why we speak as a confident, approachable and well-spoken expert. We impart our expertise with clarity, thoughtfulness and empathy. We are plain-spoken. We never try to impress with big words or fancy terminology that just confuses real people. We are concise, and we encourage conversations. Every word we write should inform and educate.

TOE. Generally, our tone is professional but not stuffy. When people read or hear the words we've written, they should feel they are coming from a real person, not a corporation. When writing on behalf of the company, consider your subject matter and audience. Are you speaking to a large fleet executive or an owner-operator? A Vice President of Purchasing or Maintenance Manager? Before writing the first word, understand whom you are speaking to and their pain points and frame of mind. Adjust your tone accordingly.

WRITING STYLE

Regardless of the tone, here are a few key elements to keep in mind when writing in Rush Enterprises' voice.

- **Use active voice.** Avoid passive voice. It's more confident and easier to understand. (Ex. "Rush Truck Centers represents leading truck and bus manufacturers" vs. "Leading truck and bus manufacturers are represented by Rush Truck Centers.")
- **Avoid slang and jargon.** Write in simple English. Assume the reader has no knowledge of your subject.
- **Write positively.** Use positive language rather than negative. (Ex., increase uptime vs. minimize downtime)
- **Get to the point.** Lead with the most important thought. Avoid fluff and unnecessary modifiers.

SOME SPECIFICS. In general, we follow The Associated Press Stylebook when it comes to punctuation and grammar. But here are a few rules that are unique to us.

- We always use a period at the end of a headline, even if it is not a complete sentence.
- We always use two spaces after a period or colon.
- We never use exclamation marks unless the phrase is truly an exclamation. And never more than one.
- We avoid abbreviations whenever possible.
- We avoid acronyms unless it is the more common use, and then we include the full name on the first mention.
- In most circumstances, using contractions in marketing copy is permitted and encouraged. Contractions humanize our content and make it feel friendlier and more approachable.
- It's OK to start a sentence with words such as "And" or "But" for the same reasons we like contractions.
- We avoid shortening the company name to "Rush." Whenever possible, use Rush Enterprises, Rush Truck Centers, etc.

BRANDED LANGUAGE

There are certain phrases and words we use regularly in marketing and communications copy that brand the content to us. When writing on behalf of the company, try to use these phrases where it makes sense. But never force branded language where it isn't a natural choice. Examples of our branded language include:

- **Expect more.** These two words encapsulate our brand promise. They are also used as a tagline to "sign off" marketing communication. However, they can also be worked into marketing copy. Ex., You can expect more from Rush Truck Centers.
- **When it comes to trucking, no one offers you more.** This phrase can often be used as a concluding sentence in content summarizing our position as the industry's total solutions provider.
- **When it comes to _____, no one offers you more.** Used in the same manner as above, but specific to a product or solution. Ex., When it comes to all-makes parts, no one offers you more.
- **The premier solutions provider to the commercial vehicle industry.** Used in overview copy to highlight our leadership role in the industry.

HEADLINES AND SUBHEADS. Eight out of ten people will read a headline. Only two out of ten will proceed to the rest of the content. Your headline must be interesting enough to draw the reader in. Use simple but powerful language. Keep it short.

WRITING FOR PRINT. The purpose of printed, or even digital, marketing collateral is to pique interest and facilitate in-person conversations. To that end, marketing copy should be compelling, but as short and concise as possible. It should provide a high-level overview of the topic, not every detail.

WRITING FOR WEBSITES. The objective of most physical marketing material, and even email, is to drive people to our websites to learn more or take an action. Webpages can provide the details that are not practical in other media. With that said, website copy is generally scanned. Keep it simple and put the most important information first. Make sure people can easily find what they are looking for.

- **Headers.** Not only does good header text make it easy for a user to determine if the page content is relevant to them, it's also key to good search engine optimization of our web pages. Think of the H1 text as the title of the book and H2 text as the title of each chapter. Headers should always include relevant search terms that succinctly summarize the content of the page. They are always written in a style that is consistent with our brand language.
- **Body copy.** Adhere to the style outlined in this guide, but keep it as simple as possible. Short paragraphs with short sentences are best. Avoid unnecessary words and flowery language. Be direct with a focus on stating the primary feature and benefit to the user. Whenever possible, include a call to action in a link or button.

WRITING FOR EMAIL. We are all bombarded with emails. You have about half of one second to convince someone to open and read your email.

- **Subject line.** Keep it descriptive and intriguing. It should make the reader want to open the email to learn more. Keep it as short as possible. Many email clients only display the first few words of a subject line.
- **Email content.** Keep it minimal. Headline and body copy should be concise and designed to drive the reader to a click. Use images to tell the story. Leave the details for a landing page.
- **Call to action.** Make it clear what you want the reader to do next — buy something, read something or respond to something. Buttons should contain actions in all capital letters.

WRITING FOR SOCIAL MEDIA. We use social media to inform, engage and encourage conversations. When writing for social media, we should generally follow the style points outlined in this section with an emphasis on keeping content short and concise — generally, one to two short sentences with a clear call to action. We do not use emojis or common text/social abbreviations such as “4” for “for” or “u” for “you.”

WRITING FOR POWERPOINT. Effective PowerPoint presentations reinforce the most important points of a spoken presentation. They are not intended to detail every word of a presentation. They are not the speaker's notes.

- **Headlines.** Should concisely summarize the slide content. Avoid using the same headline on subsequent slides whenever possible.
- **Slide content.** Each slide should be limited to a maximum of seven bullets with no more than seven words per bullet, fewer if possible. Avoid complete sentences and unnecessary articles. Minimum font size should be 18 points for all content.
- **Spreadsheets, tables and charts.** These often make terrible PowerPoint slides. If the content is not readable to someone with average eyesight, it should not be on the slide. If the content is important, provide it as a handout.

OUR LOGOS. Our logo is our name represented in visual form – it is our signature. It should be used thoughtfully and consistently. The logo is to be reproduced only from the reproduction material available from the Rush Enterprises Marketing and Communications Department.



The Rush Enterprises logo is designed to sit on solid backgrounds, our gray graphic elements and darker photo images (reverse verse version). No element should be closer to the edge of the logo than the distance of the width of “EN” of Enterprises.



The Rush Truck Centers logo is designed to sit on solid backgrounds, our gray graphic elements and darker photo images. No element should be closer to the edge of the logo than the distance of the height of the red box. One exception to this rule is for billboards (see pages 35 and 36 for details).



The full-color version of the logo is created with a white outer rule for use on darker backgrounds, eliminating the need for an alternate “reverse” full-color version.



Do not alter the size, shape, colors or content of the logo in any way. The logo stands on its own – it should not be displayed with a location, city or department name.

LOGOS (APPROVED VERSIONS)

THE RUSH ENTERPRISES BRANDS. Always use the full-color version of the logo.

One-color black and reverse (white) versions are available for situations where full-color reproduction is not practical. The Rush Truck Centers Racing logo is only to be used on materials relating to our NASCAR sponsorship or other race-related events.



THE RUSHCARE® WORDMARK. RushCare can be used in a “locked-up” configuration with our division logos. The text of the lockup should align with the top and bottom of the division logo, with a distance of approximately the height of the red box between the two.



A lockup can also be used in a vertical stacked arrangement when space is not optimal for the horizontal version.



When used on the same page with the Rush Truck Centers (or other division) logo, the RushCare wordmarks may appear without the division logo.

BRAND COLORS. Our colors are primarily black and gold. Grays are used as secondary colors. Beyond appearing in the Rush Truck Centers logo, red is used in rare occasions and usually only to highlight something important, when an additional brand color is necessary or as a graphic element in an illustration or icon.



Rush Gold
c: 0 m: 28 y: 100 k: 6
r: 238 g: 177 b: 17
#eeb111



Rush Black
c: 40 m: 30 y: 30 k: 100
r: 17 g: 17 b: 17
#111111



Rush Red
c: 0 m: 100 y: 100 k: 0
r: 237 g: 28 b: 36
#ed1c24



Light Gray
c: 0 m: 0 y: 0 k: 10
r: 230 g: 231 b: 232
#e6e7e8



Medium Gray
c: 0 m: 0 y: 0 k: 50
r: 147 g: 149 b: 152
#939598



Dark Gray
c: 0 m: 0 y: 0 k: 85
r: 75 g: 76 b: 76
#4b4c4c



TAGLINE. The expect more tagline is the only element for Rush Truck Centers (and other Rush-branded divisions) that uses the Warnock Pro font. Most of the time it reproduces at 60% black when used on a white background, but can adjust in color for unique applications. A stacked version can be used on larger, more visually graphic materials, such as tradeshow assets, etc. Most of the time the more subtle, horizontal version should be used on flyers, emails and brochures. More detail is shown for its application in the layout section of this book. Where practical, it should appear on all marketing communications.



TRADEMARKS. Service marks and registration marks as used with Ready to RollSM and RushCare[®] should be used upon the first mention and not on subsequent uses.

> **GOLD ARROW FLOURISH AND BULLETS**

The gold “arrow” flourish (above left) is to be used sparingly as a visual cue to a subhead or call-to-action line. It should never be used as a bullet graphic in a list of bullet points. It is slightly larger than the font to its right and maintains a distance of 2.5 letters for spacing between the arrow and first word.

- Bullet points should be half the point size of the font (round up if not an even number)
 - For example, this is 9-pt. text with a 5-pt. bullet
 - Baseline shift will have to be applied to the bullet to bring it center with the font
 - This example shows a baseline shift of 1.5
-
- As an alternate, an en dash can be used as a bullet (bullet dash)
 - This can be used as a “sub-bullet” under a bullet point above
 - This option also allows the point and leading sizes to remain the same as the rest of the body copy without the special adjustments noted above for bullet points

TRADE GOTHIC is the primary font used for Rush Truck Centers and all other operating divisions of Rush Enterprises represented in this manual. There are many variations within the Trade Gothic font family; we use only the Bold Condensed No. 20 and Condensed No. 18. DO NOT use other versions of the Trade Gothic font family.

Trade Gothic Bold Condensed No. 20

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Trade Gothic Condensed No. 18

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

WARNOCK PRO is the primary font for corporate communications (Rush Enterprises). Do not use Warnock Pro for communications that are not specifically Rush Enterprises-branded. Trade Gothic can be used in some cases as a secondary font for bullet point copy, subheads, etc.

Warnock Pro Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Warnock Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Warnock Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

HELVETICA AND ARIAL NARROW. Because of the font limitations of email and PowerPoint, these two fonts can be used as a substitute to our official corporate fonts. Helvetica is our alternate font to be used only for marketing emails. Arial Narrow is the substitute font to be used in PowerPoint.

Helvetica Bold (alternate font for eblasts only)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica Regular (alternate font for eblasts only)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

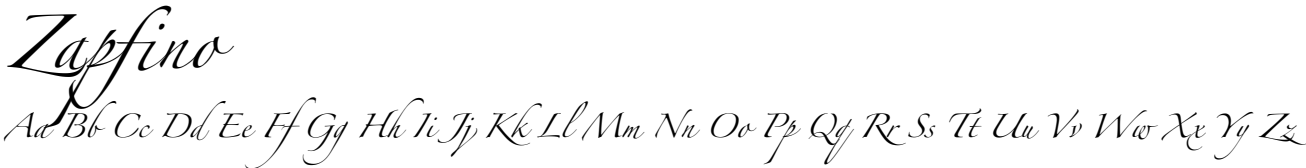
Arial Narrow Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Narrow Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ZAPFINO. This is a specialty, decorative font used on very rare occasion for corporate invitations and special events. The font should be used sparingly as an initial greeting or headline, such as “You’re Invited,” “Welcome,” etc.



GRAPHIC TREATMENT TO PHOTOGRAPHY. Our catalog of photography comes from a variety of photographers and geographic regions around the country and spans a time frame of several years. One way to bring our photography into a more “unified” look is to give them a graphic treatment by darkening the top and bottom to create a more tonal “mood” or enriched appearance.



Unedited original.



Apply a gradient feather to a black box (at the top and the bottom), and apply a multiplied transparency effect to each. Set the black to 70%. Use this as a starting place; the graphic designer will have to use best judgment based on the characteristics of the original photo.

GROUNDING IMAGES. All photography that has had the background removed, or “clipped” away, should be “grounded” with a realistic drop shadow. The truck below illustrates how an effective shadow makes the truck appear to be firmly “planted” on the ground with the darker shadows under the tires, where the truck is closest to the ground.

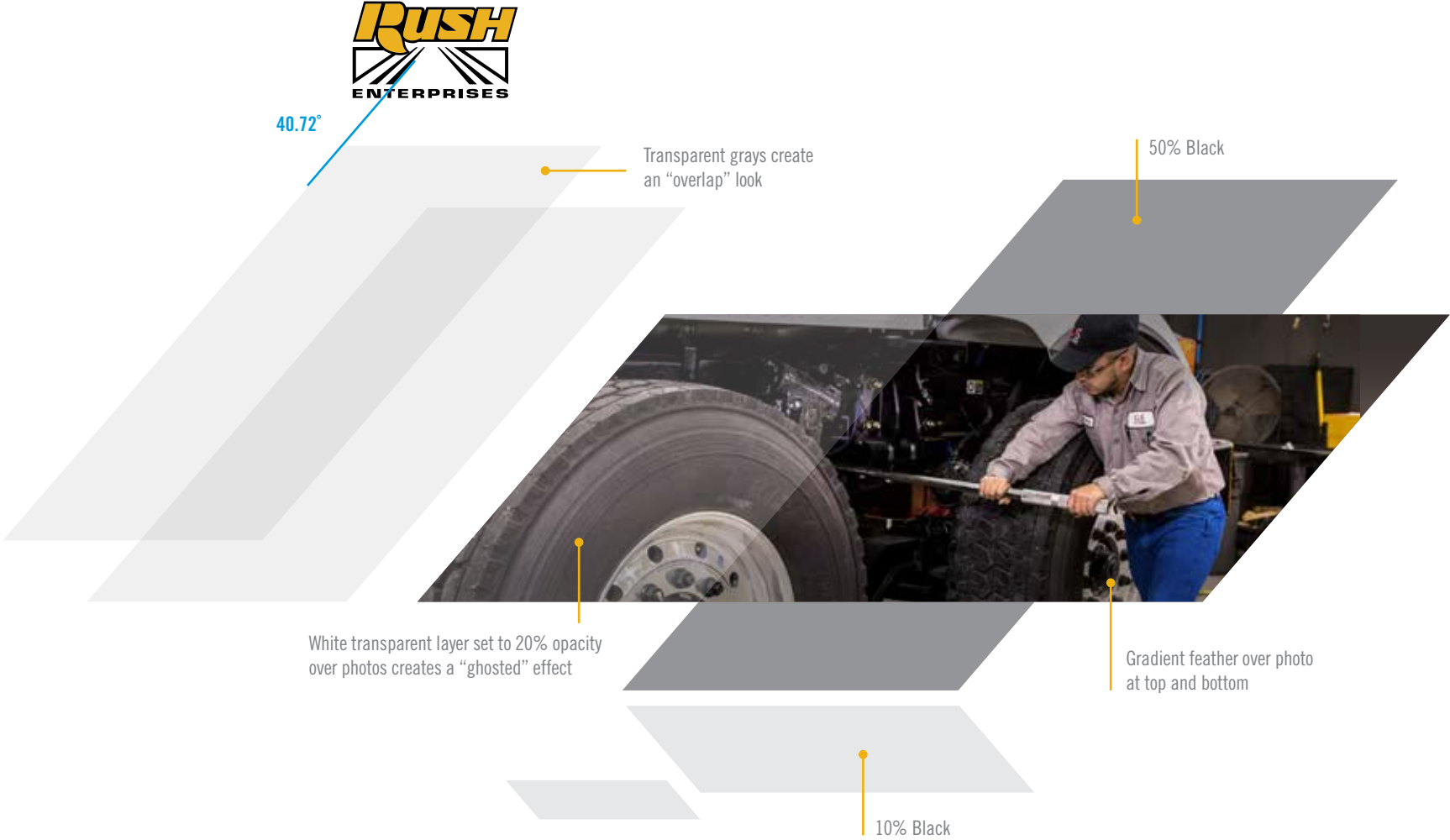


ILLUSTRATIONS AND ICONS should be used sparingly, but when used should have a simple, minimal design that quickly and logically conveys the idea represented. Different colors from the Rush Enterprises palette can be used to complement the layout context.



THE RUSH SLANT follows the inside path of the road in our Rush Enterprises Logo at a 40.72° angle.

ANGLED GRAPHIC ELEMENTS suggest motion and give a kinetic energy to the design. The horizontal and angled lines should follow a grid as much as possible to create a sense of symmetry. Sometimes the shade of gray may need to be adjusted slightly, but try to stay close to the three (light, medium and dark) grays on page 12.



Title: Trade Gothic
Bold Condensed No. 20 (all caps)
Size: 16 pt
Tracked to 50
100% black

AFTERMARKET SOLUTIONS




Tagline: Lowercase Warnock Pro Display
Centered below the logo
60% black
Justified to the width of the logo

AS THE FLAGSHIP COLLATERAL PIECE, brochures present the opportunity to use all of the graphic elements in one context. Because of this, restraint must be used by the designer to keep the layout simple and elegant. Brochures are designed in a horizontal format (11" x 8.5"). Graphic elements should align on an invisible grid, text should be kept to a minimum and white space should be viewed as your friend.

Subheading: Trade Gothic
Bold Condensed No. 20 (all caps)
Size: 10 pt
Tracked to 50
100% black

Heading: Trade Gothic
Bold Condensed No. 20 (all caps)
Size: 15 pt
Tracked to 50
100% black

Body Text: Trade Gothic
Condensed No. 18
Size: 10 pt
Leading: 14 pt
Kerned to -10
50% black





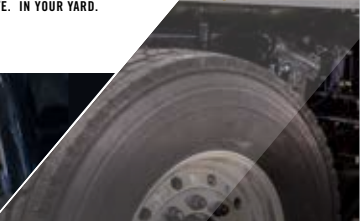

> SERVICE. THE RUSHCARE WAY.

A BETTER SERVICE EXPERIENCE. RushCare Service Connect is an on-demand, 360-degree view of the service process for vehicles in our service departments. You'll have 24/7 access to the status of your repairs as well as a complete service history of all service work done.

FACTORY TRAINED FOR ALL MAKES, ALL MODELS. Staffed by factory-trained and ASE-certified professionals qualified to work on heavy- and medium-duty vehicles, we're qualified to perform preventive maintenance, repairs or warranty work on trucks, trailers, buses, truck bodies, diesel, gas and alternative fuel engines, transmissions, differentials and braking systems.

White with 20% transparency, or spot varnish.

> MOBILE SERVICE. ON THE ROAD. AT YOUR JOBSITE. IN YOUR YARD.



Our RushCare® Mobile Service units are equipped with everything needed to get you back in operation or safely to one of our service facilities. And if you are short staffed, our mobile technicians can work in your shop as long as you need them.

NATURAL GAS SERVICE AND SUPPORT. We've made extensive investments in technician training and facility upgrades to help ensure that our technicians can safely and accurately repair your natural gas vehicles. We have dedicated natural gas service facilities and certified technicians across our network.

COLLISION REPAIR EXPERTISE AND TECHNOLOGY. Our collision centers have the training and tools needed for frame straightening, dent removal or dent to a complete body rebuild. We are certified Autli commercial refinishers and a direct repair facility for major fleets and insurers.

RUSHCARE SERVICE CONNECT. Anytime. Anywhere. Our online service communication system is accessible via PC, tablet or mobile device and provides 24/7, transparent access to the status of your vehicle repairs and service history of work done at any Rush Truck Centers location or thousands of off-network service providers.

Cutout photos can overlap graphic or full photos for a “layered” effect.

FLYERS are generally built to 8.5" x 11" with full bleed. The logo sits in the bottom right, with the tagline “expect more” just below, as our “sign-off” and aligns right with the title above. Main body text has approximate side margins (left and right) of 1". Text on the back has a top margin of 1.5". An attempt should be made to keep the message short and to the point with minimal copy.

The title aligns with the top of the upper gray box (shown at right) and is right justified with the Rush Truck Centers logo below.

Title: Trade Gothic Bold Condensed No. 20 (all caps)
Size: 14 pt
Leading: 17 pt
Tracked to 50
White

Use photo and graphics treatments described on page 22.

Use gold arrow flourish treatment described on page 14.

Heading: Trade Gothic Bold Condensed No. 20
Size: 12 pt
Tracked to 50
100% black

Subheading: Trade Gothic Bold Condensed No. 20
Size: 10 pt
Tracked to 50
Leading: 19 pt
100% black

Body Text: Trade Gothic Condensed No. 18
Size: 11 pt
Kerned to -10
50% black

Use gray versions of product brand logos at 50% black. Logos align center with each other and (in general) align with the baseline of the “expect more” tagline to the right.



Body Text: Trade Gothic Condensed No. 18
Size: 11 pt
Leading: 14 pt
Kerned to -30
50% black

Heading: Trade Gothic Bold Condensed No. 20
Size: 12 pt
Tracked to 50
100% black

Crop the middle, darker section of the angled graphic at the halfway point of its flat, bottom section.

Space between: Either .264" or (.1) space after with a hard return in text edit settings.

Legal copy aligns with the top of the RTC logo and with the right margin of the main text.

Legal: Trade Gothic Condensed No. 18
Size: 7 pt
Leading: 7 pt
Kerned to -30
100% black



The size of product brand logos is approximately the height from the bottom of the Rush Truck Centers logo to the bottom of the “R” in Rush.

EMAIL TEMPLATES. The specs provided here are mainly for the InDesign file. Once the layout is finalized, graphic elements will be converted to JPEGs and placed into an email application. Live text will be built in the email application to match the InDesign layout. These designs assume shorter headlines and are intended to remain within the gray graphics at the top of the templates shown here.

Coupons will be made into a JPEG, so use Trade Gothic fonts

Gold Header: Trade Gothic Bold Condensed No. 20
Size: 40 pt

Subhead: Trade Gothic Bold Condensed No. 20
Size: 14 pt
Leading: 14 pt
100% black

Legal: Trade Gothic Condensed No. 18
Size: 7 pt
Leading: 7 pt
100% black

Title: Trade Gothic Bold Condensed No. 20
Size: 12 pt (can vary slightly based on length)
Leading: 14 pt
Tracked to 50
White

FIND A LOCATION

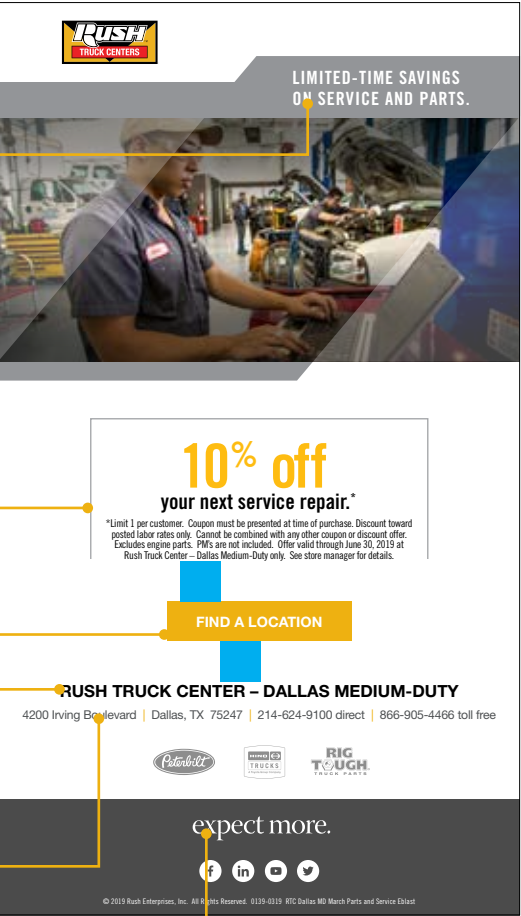
Buttons are always .36" tall with Helvetica Bold as the font.

The side margin of the button should be approximately twice the size of the top and bottom margins from the the text.

A negative space equal to the height of the button should be allowed above and below the button.

CTA and Location: Helvetica Bold
Size: 11 pt
Kerned to 0
100% black

Address: Helvetica Roman
Size: 8 pt
Kerned to 0
100% black
Gold seperators with two spaces before and after



Tagline is 1.08" wide in the InDesign file and sits on the "dark gray" background (shown on page 12).



It's construction season. And Rush Truck Centers has the trucks you need to get the job done this summer. See them all at rushtruckcenters.com/readytoroll.



DUMP TRUCKS
190 IN STOCK

VIEW INVENTORY



ATTENUATOR TRUCKS
26 IN STOCK

VIEW INVENTORY

CONTACT OUR READY TO ROLL HOTLINE TODAY.

855-765-7874

VIEW OUR FULL INVENTORY



expect more.



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Title: Trade Gothic Bold Condensed No. 20
Size: 15 pt (can vary slightly based on length)
Tracked to 50
100% black
Centered with the logo above

Body Text: Helvetica Roman
Size: 9 pt
Leading: 12 pt
Kerned to 0
100% black
Aligns center with RTC logo above

"View Inventory" buttons nudge up close to the text below the image but still keep specified space after.

Top: Helvetica Bold
Sub: Helvetica Roman

CTA: Helvetica Roman 9 pt
70% black

Phone Number: Helvetica Bold
Size: 21 pt

Use gray versions of product brand logos. Logos align on their center.

The size of product brand logos is approximately the height of the gold button (depending on the shape of the logos).

THE IDEAL EMAIL. As mentioned previously in this guide, communications with minimal content tend to engage the user more and perform better. This email example emphasizes large photos and graphics with a single concise message that encourages the user to click. Clean. Simple. To the point.



ADVERTISING TEMPLATES. All templates have been created with Truck Paper specs and the Rush Truck Centers brand. Do not modify templates by adjusting image sizes, image frames, text frames, font sizes, headers, footers, etc.

TAKING YOUR OWN PHOTOS. Take the photo of the truck at eye level from in front of the driver's side at a 3/4 angle, as shown at left. If possible, try to shoot from noon to 2:00 p.m. for the best lighting. This lighting will prevent shadows that may obscure certain truck modifications and features.

Take a photo using a high-quality camera (minimum of 8 megapixels) using the highest photo quality setting. Photos must maintain high-resolution quality and only be edited in their original file size.

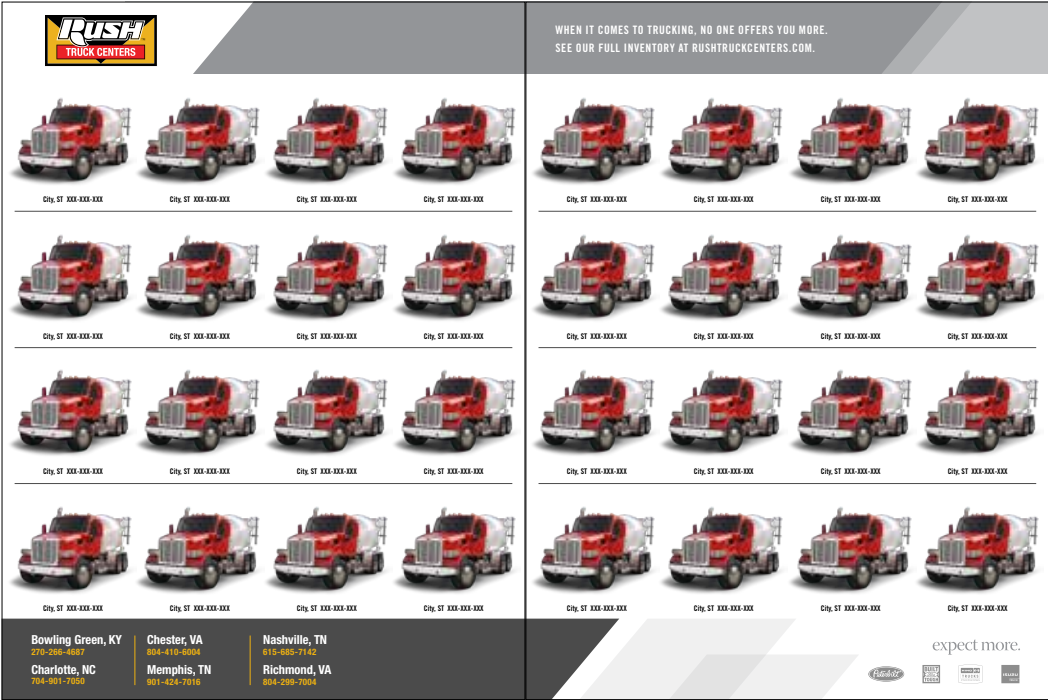
Final photos should be in the CMYK color format. Do not reduce below 1200 x 800 pixels. Save as a JPEG, tiff or eps. If saving as a JPEG, be sure to use the maximum image quality setting.



Correct photography angle

Follow directions on page 20 of this guide for proper clipping and shadowing instructions.

Incorrect photography angles



PRINT ADS are built per size specifications for each publication. The logo sits in the bottom right, with the tagline “expect more” just below, as our “sign-off,” and aligns right with the title above. Main body text has an approximate left margin of 1", with a right margin not to go past the left edge of the Rush Truck Centers logo below. In general, the graphic and photo should take up at least half of the page. An attempt should be made to keep the message short and to the point with minimal copy.

The title aligns with the top of the upper gray box (shown at right) and is right justified with the logo below.

Title: Trade Gothic Bold Condensed No. 20 (all caps)
Size: 14 pt
Leading: 17 pt
Tracked to 50
White

Use photo and graphics treatments described on page 22.

Use gold arrow flourish treatment described on page 14.

Heading: Trade Gothic Bold Condensed No. 20
Size: 12 pt
Tracked to 50
100% black

Body Text: Trade Gothic Condensed No. 18
Size: 11 pt
Leading: 15 pt
Kerned to -10
60% black

Subheading: Trade Gothic Bold Condensed No. 20
Size: 10 pt
Tracked to 50
Leading: 19 pt
100% black

Body Text: Trade Gothic Condensed No. 18
Size: 11 pt
Kerned to -10
60% black

Use gray versions of product brand logos at 50% black. Logos align on their center and (in general) align with the baseline of the “expect more” tagline at right.

WHEN IT COMES TO DUMP TRUCKS,
NO ONE OFFERS YOU MORE.



IN STOCK AND READY TO WORK.

At Rush Truck Centers, we've got the trucks you want when you need them. With bodied-up trucks in stock from the brands you trust, there is no need to wait for the body you need to be mounted on the truck chassis. If we don't have your truck in stock, we can spec a custom truck to your exact requirements.

JAMES TAYLOR – TRUCK SALES REPRESENTATIVE
435-230-2817 cell | 801-303-5204 direct
taylorj3@rushenterprises.com

RUSH TRUCK CENTERS IN UTAH
Far West, Salt Lake City, Springville and St. George



© 2018 Rush Enterprises, Inc. Printed in USA. 428-0719 RYC-Salt Lake City UAPA Print Ad

TEMPLATES are available on RushNet. Fonts and format should not be altered from that shown in the template. Headlines should concisely summarize the slide content. Avoid using the same headline on subsequent slides whenever possible. Each slide should be limited to a maximum of seven bullets with no more than seven words per bullet; fewer is preferred. Avoid complete sentences and unnecessary articles. Minimum font size should be 18 points for all content. Spreadsheets, tables and charts often make terrible PowerPoint slides. If the content is not readable to someone with average eyesight, it should not be on the slide.



expect more.

Inventory Update

- CVS pool truck lot
- 1,700 Peterbilt pool trucks
- 2,000 Navistar build slots secured
- 599 Ready-to-Roll™ inventory
- Stock trucks at body companies



2018 Sales



expect more.

Service


- Pricing – only the labor rate is set
- Accountability – Service Connect will be used for all internal tickets
- SRT project – use job codes
- Treat new and used like a customer – no approval, no payment
- Run your store – don't make corporate policies this

expect more.


KEEP IT SIMPLE. Because of how little space you have at your disposal, the space in a digital ad is at a premium. Placing too much within its borders will hinder results. You want your banner ad to be clean and simple and get the message across. Digital banner ads will come in a variety of sizes. This section shows a sample of ads using full photography and clipped photography. General layout principles mentioned previously in this guide apply.




RUSHCARE XPRESS PM
Same-day preventive maintenance service.




RUSHCARE XPRESS PM



Same-day preventive maintenance service.



RUSHCARE XPRESS PM



Same-day preventive maintenance service.

GET REWARDED
When you purchase a new Peterbilt truck.



GET REWARDED
When you purchase a new Peterbilt truck.





GET REWARDED
When you purchase a new Peterbilt truck.

A QUICK READ. Six seconds has been touted as the industry average for reading a billboard. So, around six words should get the message across. You can push this to a few more, depending on their length and ease of reading, but as a rule of thumb, less is more. Headlines that are small paragraphs will not be read.

MONDAY — FRIDAY
OPEN UNTIL 9 P.M.

EXIT 556



Use gold and white text on dark backgrounds and black on light backgrounds.

Full-color brand logos (when applicable) align center under the Rush Truck Centers logo.

The logo should be approximately one-third the width of the billboard.



EXIT 198
55 MILES



OPEN
UNTIL 9 P.M.
MONDAY — FRIDAY

Sizing for brand logos should match approximately the height of the red bar in the Rush Truck Centers logo (depending on the shape of the brand logo).

LETTERHEAD AND BUSINESS CARDS. Sales calls and written communications are some of our most frequent opportunities to make an impression on customers or prospects. The quality of our business cards and letterhead is a direct reflection of our premium brand. And business cards, in particular, are a lasting reminder to customers of our brand promise. Printed stationery and business cards are available for order on the Marketing Resource Center accessible via RushNet. Downloadable letterhead is also available at no cost on the Marketing Resource Center.

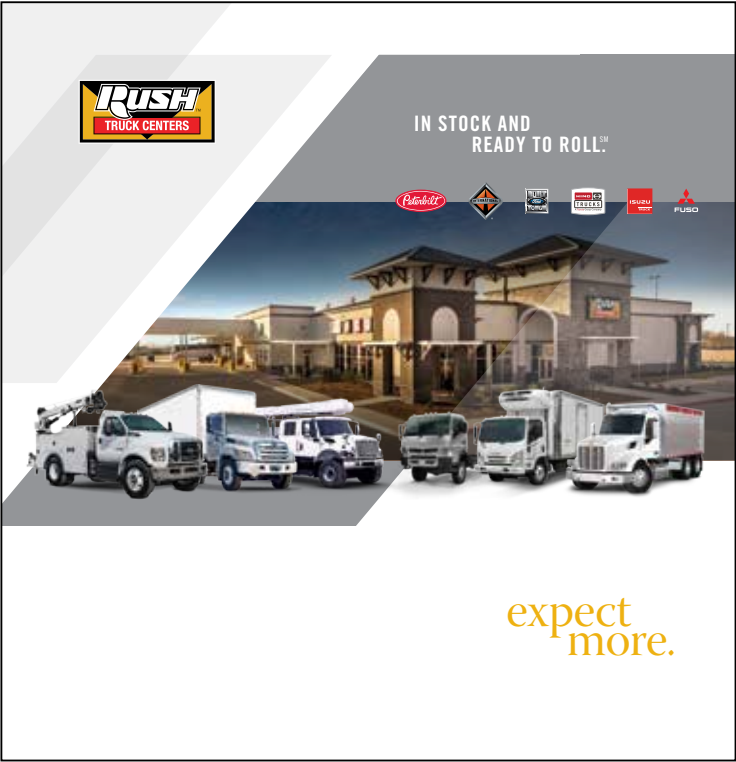


PORTABLE BANNERS. These are like small billboards, used in an interior space. They have primarily visual content, using bold photography and graphic elements. Headlines should be simple and to the point. The tagline is used in a two-color, stacked version for more visual impact.



Cutout photos can overlap graphic or full photos for a “layered,” 3-dimensional effect. Use the bottom edge of the full photo in the background as a “horizon line” behind the cutout images.

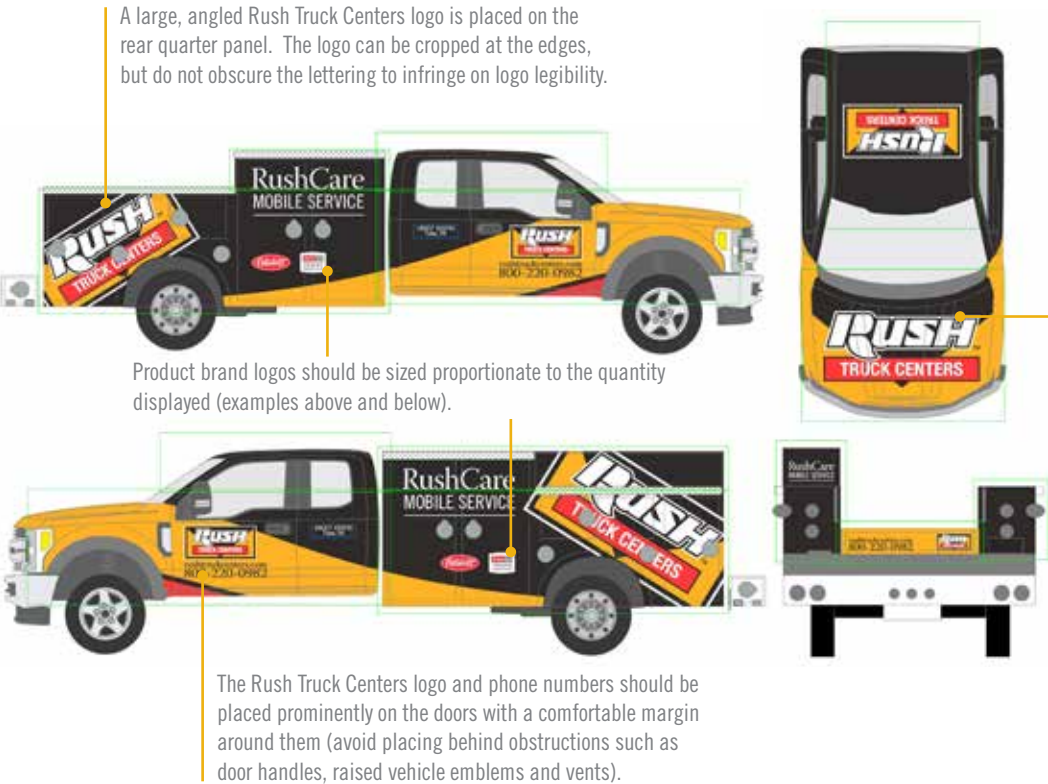
90" x 92"



36" x 92"



TRUCK WRAPS are inspired by the NASCAR No. 14 Ford Mustang, which Rush Truck Centers is proud to sponsor. Complete instructions for ordering new vehicle graphics are available in a separate document titled *Vehicle ID Guidelines* available on RushNet.

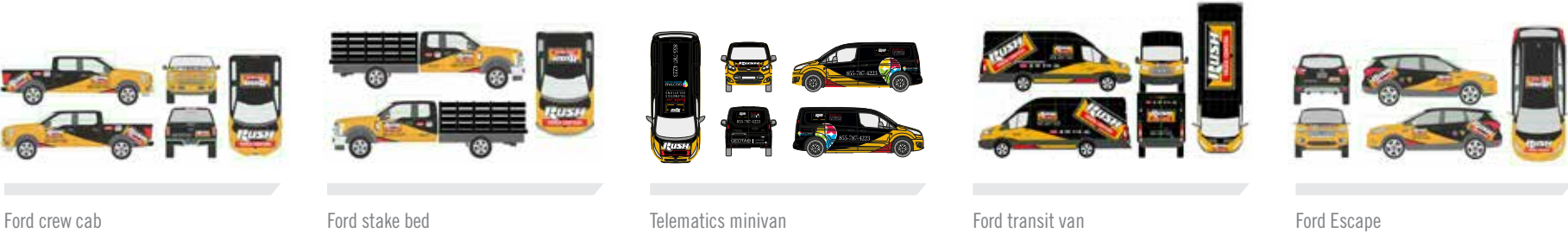


A large, angled Rush Truck Centers logo is placed on the rear quarter panel. The logo can be cropped at the edges, but do not obscure the lettering to infringe on logo legibility.

Product brand logos should be sized proportionate to the quantity displayed (examples above and below).

The Rush Truck Centers logo and phone numbers should be placed prominently on the doors with a comfortable margin around them (avoid placing behind obstructions such as door handles, raised vehicle emblems and vents).

The hood is the only application where the logo can be used “outside” of the box. The black triangle behind the logo extends to the windshield.



Ford crew cab

Ford stake bed

Telematics minivan

Ford transit van

Ford Escape

PYLON AND MONUMENT SIGNS. Below are samples of approved exterior signage artwork. An allowance is made for the border to vary from the original logo to accommodate for the exterior signage retainer. All dealership signage should be requested through the corporate construction and design group.



White border will be the same proportion as size is enlarged and reduced.

Outer black line represents the retainer and will vary based on the size of retainer required and type of face.



TECHNICAL SPECIFICATIONS

- 4'-0"- and 5'-0"-high displays:
- 3/16" tk. white flat #2447 acrylic
 - Extruded aluminum cabinet and retainer
- 6'-0"- and 7'-0"-high displays:
- White flex face
 - Extruded aluminum cabinet and retainer

White LED illumination

COLORS

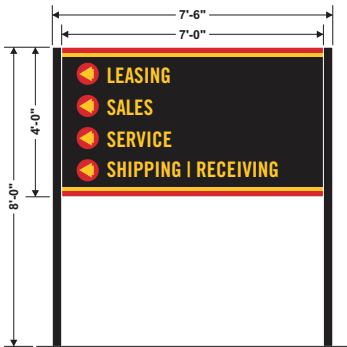
-  Red vinyl 3M #3630-43
-  Yellow vinyl 3M #3630-75
-  Black vinyl 3M #7725-22
-  Painted black (cabinet and retainer)

DIRECTIONAL SIGNAGE

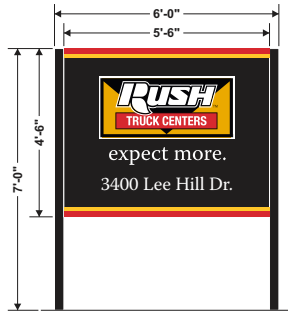
TECHNICAL SPECIFICATIONS. Panels to be 1/8" painted black with vinyls and digital print applied to surface. Install between two 3"x3" posts. Only directional text, arrows and yellow strip at top and bottom will be reflective. (Text on address directional layout to be white reflective vinyl.) All directional signage should be requested through the corporate construction and design group.



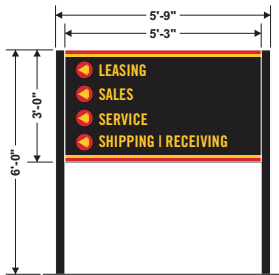
Logo option



Preferred option (4'-0")



Address directional



Preferred option (3'-0")

COLORS

Digitally printed graphics on white vinyl
(Letters should never be smaller than 3" high)



Red vinyl #7725-13



Reflective yellow vinyl #3271



Reflective white vinyl #3290



Painted black (panel and posts)

UNIFORMS AND LOGOWEAR

BRANDED APPAREL. Uniforms enable customers to easily identify our employees, provide a standard look across our network, reinforce our branding and are a visible representation of the professionalism of our staff. All Aftermarket Operations employees are expected to wear approved uniforms. For the Parts Department, the program includes all administrative staff, inventory control, delivery and inside and outside sales personnel and warehouse personnel. For the Service and Body Shop Departments, the program includes all administrative staff, service advisors and estimators, but excludes technicians, shop foremen and porters, who already have shop uniforms. Uniforms may only be purchased through the approved branded merchandise site on the Marketing Resource Center. Recommended dress slack colors are black, gray or khaki. Hats are not an approved uniform item.

NAME BADGES. Name badges are a required component of the company uniform and should be worn by all employees during work hours and when representing the company at industry events. Branded name badges should be ordered from the Branded Merchandise section of the Marketing Resource Center on RushNet.



Ladies Glacier®
Soft-Shell Jacket



Ladies' Lightweight
Snag-Proof Polo



The North Face
Ladies' Sweater
Fleece Jacket



Under Armour Men's
Ultimate Short-Sleeve
Button-Down



Warehouse Short-Sleeve
T-Shirt



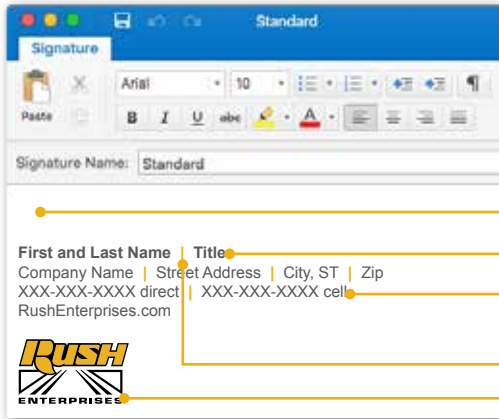
Rush Enterprises logo on polished brass and Warnock Pro Display font for the name, worn on the right chest.



Rush Truck Centers (or division logo) on white and Trade Gothic Bold Condensed No. 20 font for the name, worn on the right chest.

EMAIL SIGNATURE AND PHOTOS

A CONSISTENT GOOD IMPRESSION. Using an email signature is like handing a person a business card every time you send an email. You want it to look professional and show our brand in the best light. If used, personal photos should be professional by abiding by the following: Look straight at the camera, though your face can be at an angle. Make sure the photo is clear, in sharp focus and free from red eye and any reflection/glare from glasses. Look natural and relaxed. Don't hide behind items like sunglasses or hair. No silly poses (your email signature reflects on the organization as a whole). Do not digitally manipulate any images to look unnatural. Illustrations or emojis are not permitted. Do not use “wallpaper” backgrounds. Avoid inspirational phrases or quotes in your signature. If you use just one phone number, no need to indicate “direct.” You can make the URL a link if you want, just be sure to change the color to gray from the default blue.



Two return spaces that will leave a comfortable vertical space between your message and your name.

Arial Bold, 10 pt, gray

Arial Regular, 10 pt, gray

Logo should be 150 pixels wide at 72 dpi (dots per inch).

Place a gold, vertical pipe (with two spaces before and after) as a divider.



Approved email photo styles



Not approved

GREETING CUSTOMERS

PART OF OUR BRAND. Many customers never set foot into our dealerships and businesses. Their interactions with us are often limited to face-to-face and phone conversations. The impressions we make on customers when greeting them should be a sincere reflection of our brand promise.

ANSWERING THE PHONE. How you answer the phone is a direct reflection of our brand promise. Always answer with a cheerful but professional tone that conveys a sincere desire to help.

An example greeting:

“Thank you for calling (Rush Truck Centers). This is (your first name). How can I help you today?”

VOICEMAIL GREETING. We strive to answer the phone always. However, occasionally, customers do call when we are away from our phones. Your voicemail greeting should have the same cheerful and professional tone that you use when speaking to a customer in person. Voicemail messages should be returned as quickly as possible, but always within the same day.

An example voicemail greeting:

“Hello. You’ve reached the voice mailbox of (your full name) with (Rush Truck Centers). I am away from my desk at the moment, but your call is very important to me. Please leave your name, phone number and a brief message and I will return your call as soon as I return. Thank you for calling.

IN-PERSON GREETINGS. It is true that first impressions are the most important. How we welcome customers into our dealerships sets the tone for their interactions with us. Every customer who walks through our doors should be greeted and welcomed. If you know the customer’s name, use it. If you do not, introduce yourself. Look them in the eye. Shake their hand. Always thank them for their business.

Example phrases:

Hello. Welcome to Rush Truck Centers. My name is (your first name). How can I assist you today?

Hello, John. What can I help you with today?

Thank you for shopping at Rush Truck Centers. We appreciate your business.

Thank you for your business. Have a great day.

