

## Logo Guidelines

This guide explains the proper use of the Hendrickson corporate identity elements – our logo, tagline, H symbol and color usage, internal and external communication formats.

### The most visible identity element is the Hendrickson logo.

- The logo consists of the H symbol and the Hendrickson name
- Standard logo colors are black for the H symbol and PMS 201 red for the Hendrickson name (see page 1-8 for complete logo color usage guidelines)

### When reproducing the logo:

- Never change or alter the element in either symbol
- Use only the artwork provided on the H-NET or by the communications department
- Do not create new artwork

### Logo setup:

- The H is always placed to the left of Hendrickson – the Hendrickson element or component may not appear by itself when using Aachen Bold typeface
- The H symbol must be the same height as the type
- You may not put any other words or graphics anywhere around the logo within the distance equal to the height of the H symbol (see example) except when it is placed over a ghosted background  
Exception: tagline (see page 1-7)

When printing or creating promotional items, please refer to the color usage section (1-8) for logo (size, color, positioning, etc.). The ® symbol can be removed if it is filling-in on publications or promotional items. However, please remember that applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products, product packaging and shipping materials, and trade show and other marketing displays.

Contact Hendrickson legal at 630-773-9111 with any questions or comments.



Correct



Incorrect



Incorrect

**H Symbol**

**When using the H symbol, always follow these guidelines:**

- When enlarging the H, use the artwork with the appropriate ® symbol
- If reducing the H makes the ® symbol illegible on publications or promotional items, the symbol may be omitted. However, please remember that applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products, product packaging and shipping materials, and trade show and other marketing displays.

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**The H symbol may be used alone, without the Hendrickson element in the following applications:**

- Upper right position on memo stationery
- In areas where size restrictions make the full logo impractical
- With selected Hendrickson promotional items
- On products such as castings or rubber components
- With the tagline and on PowerPoint presentations (see page 2-7 for PowerPoint information)
- When using the Hendrickson name or approved product and publication nomenclature in the Aachen Bold typeface, it must be accompanied by the H symbol
- If using the product and publication nomenclature in body copy, the H symbol does not accompany it, the H symbol must be the same height as the type, as shown below



Correct



Correct



Incorrect



Incorrect



Incorrect

Correct

**H HENDRICKSON**

**H AIRTEK®**

**H VANTRAAX®**

**H PRICE LIST**

**H PARTS UPDATE**

**H HENDRICKSON AERO BRIGHT®**

AIRTEK®

HENDRICKSON AERO BRIGHT®

### Tagline

#### The Hendrickson Tagline – The World Rides On Us

- When used as a graphic element, the tagline must always appear in the script form shown here
- The tagline is always accompanied by the Hendrickson logo or the H symbol
- The tagline is always followed by the ™ symbol
- If reducing the tagline makes the ™ illegible, the ™ symbol may be omitted on publications or promotional items

In literature or ad applications, the format shown to the right is preferred logo and tagline relationship.

Applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products; product packaging and shipping materials, and trade show and other marketing displays.

Contact Hendrickson legal at 630-773-9111 with any questions or comments.



Correct



Correct



*The World Rides On Us*™

Correct



Incorrect

**Color Usage**

**When the logo appears on a white or light-colored background:**

- The H symbol and tagline are printed in black with the “Hendrickson” word printed in PMS\* 201 – red



PMS 201



Black

**When the logotype appears on a dark background:**

- The H symbol and tagline are reversed out in white with the Hendrickson word printed in PMS 201 – red
- The tagline, H symbol and the Hendrickson word are reversed out in white



**When printing one-color:**

- All logotype elements should appear in the same color – either black or reversed out in white



**When printing four-color:**

- When building PMS 201 – red, use the CMYK percentages of:  
 C: 0  
 M: 100  
 Y: 65  
 K: 34
- Recommended to print as a five-color job with PMS 201 – red as a spot color



\* PMS stands for Pantone Matching System, Pantone Inc.’s standard trademark for color reproduction and color reproduction materials.



Correct



## Apparel and Promotional Items

When ordering apparel and promotional items, you must follow all logo and color standards and guidelines established in this manual.

### Recommended Thread Specifications:

Thread Manufacturer:	Madeira
Thread Color:	1982
Stitch Count:	2843

The H symbol and tagline may be used for select apparel and premium items, such as mugs, baseball caps, sticky notes, etc.

**NOTE:** the H symbol is centered directly above the tagline.

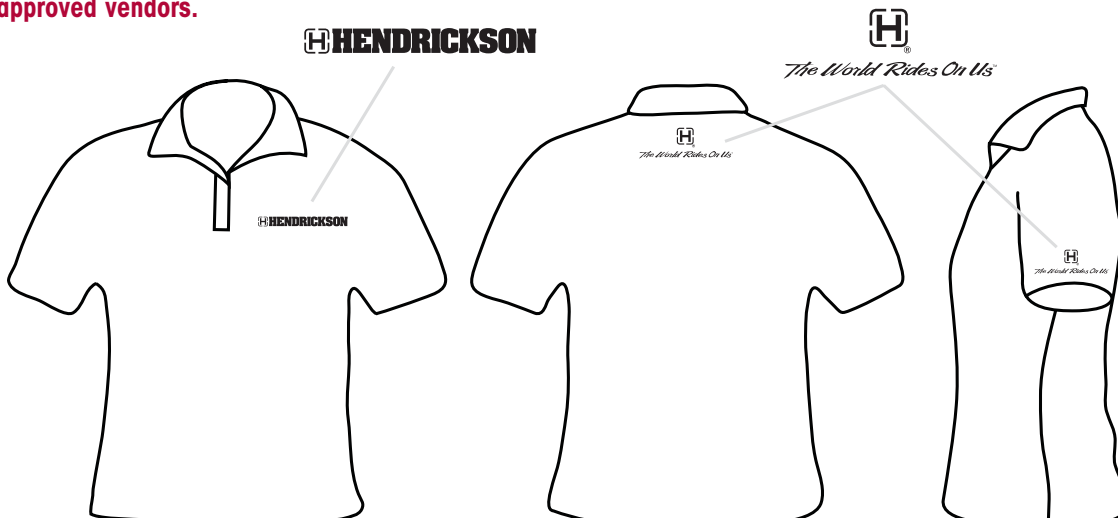
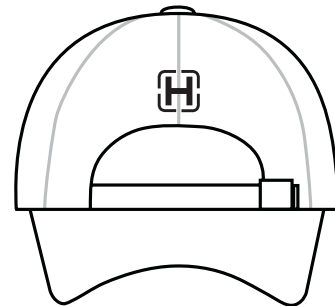
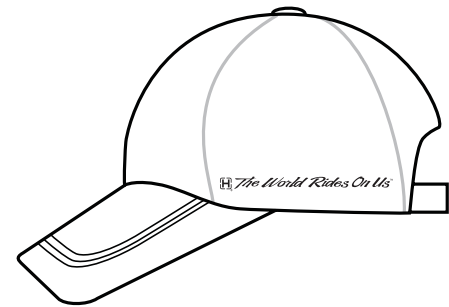
**NOTE:** The ® symbol is eliminated when the small size of the symbol renders it illegible on publications or promotional items.\*

When printing or creating promotional items, please refer to the color usage section (1-8) for logo (size, color, positioning, etc.). The ® symbol can be removed if it is filling-in on publications or promotional items.

\*Applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products, product packaging and shipping materials, and trade show and other marketing displays.

Contact Hendrickson Legal at 630-773-9111 with any questions or comments.

**Please contact Corporate Marketing Communications for approved vendors.**



### **Trademarks/Registration and Naming**

A crucial element to the success of any corporate identity program is following all legal guidelines regarding registered trademarks and patents.

Any deviation from the guidelines in this manual could result in the loss of our legal right to use our marks, logos and possibly the Hendrickson name. The same attention must be paid to the company's process for registering names for its products and services. If the proper process for naming is not carefully followed, Hendrickson may face patent and liability issues.

### **Policy**

In order to ensure a precise, orderly process, Corporate Marketing Communications and the Hendrickson legal department must be consulted to obtain a legally protected trademark and name for any product or service that the company wishes to market and sell.

### **Naming Process**

Corporate Marketing Communications works with the internal organization requesting new product and service names to determine key audiences and messages. A short list of names is then developed and recommended to the group requesting the name.

Corporate Marketing Communications then works with legal department to research the availability of a given name and make a claim on a trademark. The name is then reviewed by the U.S. Patent and Trademark Office in Washington, D.C., and then published in the Trademark and Patent Gazette. If no objections are raised during the normal review period, the Trademark Office will then assign a registration number for the name requested.

\*Applicable trademark symbols (® or ™) must be clearly legible when trademarks are used on Hendrickson products, product packaging and shipping materials, and trade show and other marketing displays.

Contact Hendrickson legal department at 630-773-9111 with any questions or comments.

## Trademarks by Division

The following is a partial, and not an all-inclusive, list of Hendrickson proprietary trademarks used in the United States as of November 2008. **Product names are to be in all caps.\***

### Hendrickson Auxiliary Axle Systems

COMPOSILITE™ FBC  
 COMPOSILITE™ FX  
 COMPOSILITE™ ST  
 COMPOSILITE™ STS  
 HLM-2™ Series  
 HLR™ Series  
 HLQ™ Series  
 PARAREV™  
 PARALIFT™  
 PARALIFT ULTRA™  
 PARALIFT™ PST

### Hendrickson Bumper and Trim

AERO CLAD®  
 AERO LITE™  
 HENDRICKSON AERO BRIGHT® (HAB™)

### Hendrickson Trailer Suspension Systems

Advanced Axle/Beam Technology™ (AXT™)  
 ADVANTAGE® (Dana product)  
 AMBOX™  
 Cam Tube System™  
 Dock Stabilizing Technology™ (DST®)  
 GENASYS™  
 HALFTRAAX™  
 Hendrickson Chassis Axle™ (HCA™)\*  
 Hendrickson Long-Life System™ (HLS™)\*  
 Hendrickson Unitized System™ (HUS®)\*  
 Hendrickson Extended Service™ (HXS®)\*  
 Hendrickson Value System™ (HVS™)\*  
 HIGH CONTROL System  
 HK™ Series  
 HNP™  
 HT™ Series  
 INTRAAX®  
 INTRAAX® Raised-Center Axle (RCA)  
 INTRAAX®-SP

K-2® slider  
 Large-Diameter Axle (LDA™)\*\*  
 MAXILIFT®  
 MAXILOK®  
 P90™  
 PRECISION320™ nut system  
 QUAANTUM™ FX  
 QUAANTUM™ SL  
 QUAANTUM™ ZR  
 QUIK-DRAW®  
 READY-TO-ROLL® (RTR®)  
 Smart Ride (Dana product)  
 Smartride® (Dana product)  
 Smartslider® (Dana product)  
 Sta-Align™ (Dana product)  
 SURELOK®  
 TIREMAAX®  
 TORQ-RITE®  
 ULTRAA20™  
 UNDER BEAM LIFT™ (UBL™)  
 VANTRAAX®  
 VANTRAAX®-DV  
 VANTRAAX® Ramp Ready  
 EZ-Pull™ (Dana Product)

\* Some component names including wheel-end names should be initial caps

*Example:* Hendrickson Unitized System™ (HUS®)

\*\*When used as a generic industry term, large-diameter axle should be used in lower case. When used for Hendrickson product specific, it should be initial caps.

*Example:* Hendrickson Large-Diameter Axles are standard on many of the suspensions.

Many companies use large-diameter axles when producing suspensions.

### Hendrickson Truck Suspension Systems

AIRTEK®  
AR™  
AR2™  
Bar Pin Beam End Connection  
COMFORT AIR®  
E4™  
FIREMAAX®  
HA™  
HAST™ Series (HAST™ 402)  
HAST™ 40LH  
HAULMAAX®  
HFS™  
HHP™  
High Confinement  
HN® Series (HN® 402)  
HTB™  
IFS™  
PARASTEER™  
PRIMAAX®  
PRIMAAX® EX  
R™ Series  
RS™ Series  
RT™/RTE™ Series  
SOFTRIDE™  
SOFTEK®  
SSR MONOLEAF™  
STEERTEK  
ULTRA ROD®  
ULTRA ROD® PLUS™  
VariRate®  
V4™  
Xtreme-TRB™

### Hendrickson Europe

6 ROD  
H-CP™ Series  
H-TAS™  
HWS™  
MLA2™+

### Multiple Divisions

QUIK-ALIGN®  
TRI-FUNCTIONAL® Bushing†

† Only capitalize the B on bushing when talking about a specific bushing (II, III, etc.). B will not be capitalized when talking about multiple bushings.

Contact Hendrickson legal at 630-773-9111 for updated information or any questions or comments regarding the following items:

- The current status of any Hendrickson trademark in the U.S. or any other country
- The proper use of trademarks on Hendrickson products, product packaging and shipping materials, and trade show and other marketing displays
- Use of the ® and ™ trademark symbols