



Challenger Lifts Incorporated

Corporate Identity Guidelines

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Challenger Lifts Brand

Challenger Lifts

The CL emblem of our logo symbolizes the forward moving culture of the company. Our goal with this addition is to separate Challenger Lifts as the pioneer of industry leading lift innovations, such as Versymmetric® Technology. Using the new logo properly and consistently is key to ensuring our marketing efforts succeed in establishing this message.

The logo is the most visible element of Challenger Lifts brand image. It is of utmost importance that the following guidelines be met. Exceptions to the rules spelled out in this guide must be approved by Challenger Lifts corporate office. If such an instance should arise email a low resolution PDF of the artwork along with a detailed description of the project to marketing@challengerlifts.com.

Challenger Lifts Logo Usage — Color

Challenger Lifts logo color

Below are the Challenger Lifts logo color specifications. These guidelines may not be altered for any reason.

Pantone Colors	CMYK	RGB
Blue: PMS 281	Blue: C: 100 M: 73 Y: 0 K: 38	Blue: R: 10 G: 31 B: 98
Red: PMS: 485	Red: C: M: 100 Y: 91 K: 0	Red: R: 255 G: 17 B: 0

Challenger Lifts Logo Usage — Versions

Versions of Challenger Lifts logo

There are 8 versions of the Challenger Lifts logo.

Horizontal Versions

The Horizontal versions of the logo should be treated as the primary logo and used whenever possible. In some instances this may not be feasible. Below is an outline of when to use the other versions.



Blue Horizontal Version

The Blue Horizontal version is the primary logo and should be used when possible.



White Horizontal Version

The White Horizontal version should only be used when the logo will be placed on a dark colored background.



Solid 1C Horizontal Version

The Solid 1C Horizontal version should only be used on 1C and 2C press runs and black and white copies from a laser printer.



Solid White Horizontal Version

The White Horizontal version should only be used on 1C and 2C press runs and black and white copies from a laser printer when the logo will be placed on a dark colored background.

Challenger Lifts Logo Usage — Versions

Stacked Versions

Stacked versions should be used in the following instances:

- When placed amongst a series of several other logos
- When placed next to a logo that is designed in a square format
- Anytime visibility will be gained when logo is being used in a smaller format



Blue Stacked Version

The Blue Stacked version is the primary stacked logo and should be used before any other stacked version when possible.



White Stacked Version

The White Stacked version should only be used when the logo will be placed on a dark colored background.



Solid 1C Stacked Version

The Solid 1C Stacked version should only be used on 1C and 2C press runs and black and white copies from a laser printer.



Solid White Stacked Version

The White Stacked version should only be used on 1C and 2C press runs and black and white copies from a laser printer when the logo will be placed on a dark colored background.

Challenger Lifts Logo Usage — Surrounding Space

Surrounding Space

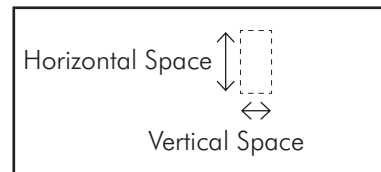
The Challenger Lifts logos must be displayed with an amount of empty space surrounding. Use the logo formula to proportionally adjust the amount of minimum space around the logo. The space guideline is in proportion to the size of the logo.



Horizontal Versions Surrounding Space Formula

2 X height of "a" = horizontal empty space

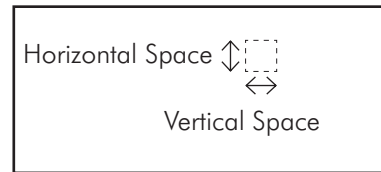
1 X height of "a" = vertical empty space



Stacked Versions Surrounding Space Formula

1 X height of "a" = horizontal empty space

1 X height of "a" = vertical empty space



Challenger Lifts Logo Usage — Logo Sizing

Logo Sizing — Scaling up

The Challenger Lifts logo has no limitations to how large it can be scaled. Please request vector file (eps or ai) from our marketing department if you plan to print in a large scale format such as trade show displays (marketing@challengerlifts.com).

Logo Sizing — Scaling down

When scaling down the logo the height of any version can be no smaller than 0.5 in. Refrain from sizing the logo any smaller.



Challenger Lifts Logo Usage — Things Not To Do

Alterations

Do not alter the Challenger Lifts logo in any way.

- No color alterations
- No ghosting effects
- Do not fill the logo with photos
- Do not separate the CL element from Challenger Lifts
- Do not alter the proportional relationship between the CL element and Challenger Lifts
- Do not add drop shadows or other effects
- Do not skew or distort
- Do not use any out dated versions of the Challenger Lifts logo

DO NOT



Challenger Lifts Logo Usage — Layout Restrictions

Placing logo on photos

Refrain from placing the Challenger Lifts logo over photos or other images that compete with the logo.



NO



YES

Placing logo in text

Refrain from using the logo in headlines or body copy.

GREAT DEALS ON  Challenger Lifts!

Logo bleed

Do not crop logo off the edge of the paper or screen.

Challenger Lifts Versymmetric® Technology — Brand

Versymmetric® Technology

Versymmetric® Technology is the foundation of Challenger Lifts pioneering reputation. The intent of the Versymmetric® Technology mark is to clearly label a Versymmetric® lift as possessing a superior quality. By establishing this mark we are constructing a visual cue that will either reinforce what the viewer already knows about Versymmetric® or initiate the desire to know more.

It is of utmost importance that the following guidelines be met. Exceptions to the rules spelled out in this guide must be approved by Challenger Lifts corporate office. If such an instance should arise email a low resolution PDF of the artwork along with a detailed description of the project to marketing@challengerylifts.com.

Versymmetric® Technology Logo Usage — Color

Versymmetric® Technology logo color

Below are the Versymmetric® Technology logo color specifications. These guidelines may not be altered for any reason.

Colors

Pantone Colors	CMYK	RGB
Blue: PMS 281	Blue: C: 100 M: 73 Y: 0 K: 38	Blue: R: 10 G: 31 B: 98
Red: PMS: 485	Red: C: M: 100 Y: 91 K: 0	Red: R: 255 G: 17 B: 0

Versymmetric® Technology Logo Usage — Versions

Versymmetric® Technology logo versions

There are 4 versions of the Versymmetric® Technology logo. Below is an outline of when to use each version.



Blue Version

The Blue Version is the primary logo and should be used before any other version when possible.



White Version

The White version should only be used when the logo will be placed on a dark colored background.



Solid 1C Version

The Solid 1C version should only be used on 1C and 2C press runs and black and white copies from a laser printer.



Solid White Version

The Solid White version should only be used on 1C and 2C press runs and black and white copies from a laser printer when the logo will be placed on a dark colored background.

Versymmetric® Technology Logo Usage — Surrounding Space

Surrounding Space

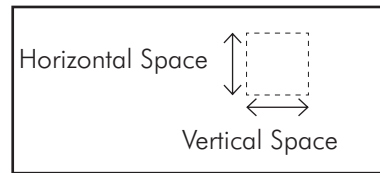
The Versymmetric® Technology logos must be displayed with an amount of empty space surrounding. Use the logo formula to proportionally adjust the amount of minimum space around the logo. The space guideline is in proportion to the size of the logo.



Horizontal Versions Surrounding Space Formula

1 X height of "m" = horizontal empty space

1 X height of "m" = vertical empty space



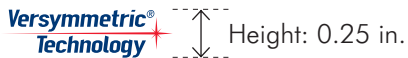
Versymmetric® Technology Logo Usage — Logo Sizing

Logo Sizing — Scaling up

The Versymmetric® Technology logo has no limitations to how large the it can be scaled. Please request vector file (eps or ai) from our marketing department if you plan to print in a large scale format such as trade show displays (marketing@challengerlifts.com).

Logo Sizing — Scaling down

When scaling down the logo the height of any version can be no smaller than 0.25 in. Refrain from sizing the logo any smaller.



Versymmetric® Technology Logo Usage — Things Not To Do

Things Not To Do

Reference the "Challenger Lifts Logo Usage — Things Not To Do" page. The same guidelines apply to the Versymmetric® Technology logo.(See page 6)

Versymmetric® Technology Logo Usage — Layout Restrictions

When to use the mark

The Versymmetric® Technology logo is a registered mark of Challenger Lifts and should not be placed next to any other lift brand. Failure to comply with these restrictions will result in legal action. Below is a list of Challenger Lifts Versymmetric® models as of May 2007:

Versymmetric® Models:

CL9

CL9-1

CL9-2

CL10

CL10-2

CL10-3

CL10V3

CL10V3-2

CL10V3-3

VS10

E10

CS1020WV

How to use the mark

Below is a check list to follow when using the Versymmetric® Technology logo:

- Verify the lift you are placing the logo next is one of the models listed above
- Clearly label the lift model number
- Make sure there is no possibility any surrounding non-Versymmetric products could be misconstrued as Versymmetric®