



Betts HD<sup>®</sup>

**BRAND STANDARDS**

These Brand Standards have been created to help our partners, distributors, and other third parties understand how to use the BettsHD brand features correctly.

You are permitted to use the BettsHD name, logos, artwork, and other brand features only in accordance with these guidelines. We reserve the right to revise or update the Brand Standards at any time.

By using or making reference to any BettsHD brand asset(s), you agree to comply with these guidelines.

If you have any questions regarding proper use of the BettsHD brand, please reach out via the contact information found on our website.

**03 INTRODUCTION**

**04 OFFICIAL LOGO**

**08 INDUSTRY PARTNERS**

**09 BRAND COLORS**

**10 TYPOGRAPHY**

# MADE IN THE USA IS MORE IMPORTANT THAN EVER



Offering semi-truck fenders, mud flap hangers, and much more, BettsHD works with various sectors of the industry – including fleets and dealers/distributors – to deliver high-quality parts that keep trucks compliant and safely on the road.

BettsHD is committed to providing industry-leading warranties and superior customer service to ensure our reputation remains pristine, and we take immense pride that our heavy-duty truck parts are made in the USA!

As a semi-truck parts manufacturer, our fundamental purpose is to make parts that help people get where they're going easier, faster, and safer while providing superior value.



Official Logo (Horizontal Pumped)



Official Logo (Stacked Pumped)

### OFFICIAL LOGO

This is the official logo of BettsHD, which supercedes all other logo variations, unless noted.

The absolute smallest size the official logomark should ever be produced at is 1" wide.

We will request that you use the 'pumped' version of our logo when able. This 3d variation stands out more on select media.

The official logo is available in a horizontal and a stacked version.







### LOGO COLOR USAGE

The logo should remain in its original red & black combination whenever possible, with a few exceptions.

There are instances where the logo is used on dark backgrounds. In these circumstances, you should use the reversed logo to increase visibility.

There are also instances where the entire logo has to be 1-color. You should use either all white or all black depending on which one provides optimal visibility. This might include engraving, embossing, or newsprint.



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**LOGO COLOR USAGE (continued)**

Never change the logo from its original colors, even if you stay within the brand colors. The black portions will always remain black and the red portions will always remain red.

Never stray from the official brand colors in any way.



### LOGO MISUSE

Do not stretch or distort the logo (never independently change the horizontal or vertical dimensions).

Never add visual effects to the logo. This includes but is not limited to: drop shadows, lighting effects, additional stroke weight.

Do not individually scale or resize any one portion of the logo on its own.

Never change the font within the logo.

The entire logo is a lockup and none of the portions should ever be removed or used on their own (unless it is one of the approved alternate logos).



# HIGH BAR BRANDS



## INDUSTRY PARTNERS

We are a part of the High Bar Brands family. All of our brands share the same core values and desire to always improve the trucking industry with top of the line parts and service.

You can access full Brand Standards for any of our other brands via the links below:

[High Bar Brands Brand Standards](#)

[Dieter's Brands Brand Standards](#)

[Minimizer Brand Standards](#)

[Panelite Brand Standards](#)

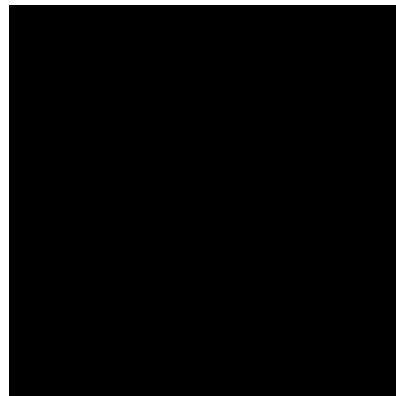
[Premier Manufacturing Brand Standards](#)

[Viking Mud Flaps Brand Standards](#)





**BETTS RED**  
PMS 186 C  
CMYK: 12, 100, 91, 3  
RBG: 206, 14, 45  
HEX: ce0e2d



**BLACK**  
CMYK: 0, 0, 0, 100  
RBG: 0, 0, 0  
HEX: 000000



**WHITE**  
CMYK: 0, 0, 0, 0  
RBG: 255, 255, 255  
HEX: ffffff

**BRAND COLORS**

Betts red is at the center of our brand as the heart & soul of everything we make. Black and White are used through out the brand to provide visual variety, and to allow our core color to shine.

**EUROSTILE FONT FAMILY**

**Eurostile Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**Eurostile Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Eurostile Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

**Eurostile Extd Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**STUVWXYZ**  
**1234567890**

Eurostile Extd Regular  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ  
 1234567890

**The quick brown fox jumps over  
 the lazy dog.**

**The quick brown fox jumps over  
 the lazy dog.**

The quick brown fox jumps over  
 the lazy dog.

**The quick brown fox  
 jumps over the lazy  
 dog.**

The quick brown fox  
 jumps over the lazy  
 dog.

**TYPOGRAPHY**

The core font family for the BettsHD brand is Eurostile. The 4 different weights we use provided enough visual variety to suit all marketing and design needs. These are especially used for any headlines or visual emphasis when needed.

We also use additional typefaces as needed. However, no other fonts should be used when directly creating any collateral for Dieter's, unless written permission is provided first.



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