



DIETER'S

BRAND STANDARDS

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

You are permitted to use the Dieter's 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 Dieter's brand asset, you agree to comply with these guidelines.

If you have any questions regarding proper use of the Dieter's brand, please reach out to the contact information found on our website.

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OUR REPUTATION IS STAINLESS!



At Dieter's we have been manufacturing quality truck accessories since 1976. By the late '90's, Dieter's was supplying all the truck OEM's with their dress-up products. Soon, the truck manufacturers were looking to dress-up their models both in their after-market divisions, as well as their truck factories. Dieter's supplies the truck OE's with their after-market and production-line product. We have become one of the most respected names in the truck industry. How? By listening to our customers and then delivering a product that not only meets their expectations but exceeds them. At Dieter's we take our reputation as a trusted name in truck accessories seriously.



Official Logo (Horizontal Pumped)



Official Logo (Stacked Pumped)



OFFICIAL LOGO

This is the official logo of Dieter's, 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 blue & 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 pumped 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 blue portions will always remain blue.

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](#)

[Minimizer Brand Standards](#)

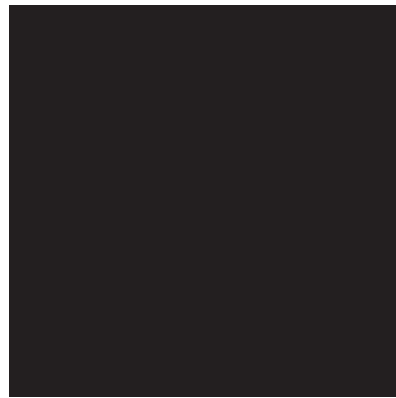
[Premier Manufacturing Brand Standards](#)

[Viking Mud Flaps Brand Standards](#)

[Panelite Brand Standards](#)



DIETER'S BLUE
CMYK: 100, 89, 10, 2
RGB: 34, 64, 140
HEX: 22408c



BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

BRAND COLORS

Dieter's core color, known as Dieter's Blue, is at the center of our brand as a whole. 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 Dieter’s 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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