Minimizer®

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

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

If you have any questions regarding proper use of the Minimizer brand, you can email us: branding@minimizer.com

THE ACCIDENT THAT CREATED MINIMIZER...

Minimizer®

When Lorraine Kruckeberg backed over the Rubbermaid garbage can, it led to a million dollar idea.

She just didn't know it yet.

In the early 80s, Lorraine's husband Dick was a truck driver, and like many of his peers, he had metal fenders on his rig. Unfortunately, shortly before Lorraine's accident with the garbage can, a forklift driver decided to give Dick's metal fenders a facelift.

Dick tossed the new fenders after seeing the damage. Frustrated, he knew there had to be a better way.

After Lorraine's accident with the garbage can, Dick took his foot and popped it back into shape. At that moment, he knew he was on to something.

Dick sold his two trucks and founded Spray Control Systems, Inc. Today, that company is known far and wide as Minimizer.

Sometimes, it takes an accident to create a legacy.

Official Logo (with safe space)

1"

OFFICIAL LOGO

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

No matter the size, the required safe space around the logo is equal to the current size of the capital 'M'.

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 in most instances. This 3d variation stands out more on select media.

Pumped Logo

LOGO COLOR USAGE

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

If the logo is being placed onto black or another dark background, the black portion of the logo should change to white.

There are 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.

There are also instances where the logo will be in greyscale or "black and white". When this happens, all red portions of the logo should change to 50% black.

LOGO COLOR USAGE (continued)

Never change the logo from its original colors, even if you stay within the brand colors. The wordmark portion is always all black and the remaining icon is always all 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 individuall 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.

ALTERNATE LOGOS

We have a set of alternate logos with a white border included, which is typically reserved for embroidery onto apparel and other less exact printing processes.

The official logo should always take precedence over the alternate options. If you think you need to use one of these alternatives, you should contact us first.

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

BLACK
PMS BLACK C
CMYK: 0, 0, 0, 100
RBG: 0, 0, 0
HEX: 000000

WHITE
PMS WHITE C
CMYK: 0, 0, 0, 0
RBG: 255, 255, 255
HEX: ffffff

BRAND COLORS

Minimizer's core color, known as Minimizer Red, is at the center of our brand as a whole. It represents the passion and energy that we bring to every single thing that we do—we are never lukewarm about the creation of a new product, or the testing and torturing of it, or about the personal customer service we provide.

Black and White are used through out the brand as well to provide visual variety, and to allow our core color (Minimizer Red) to shine.

EUROSTILE FONT FAMILY

Eurostile Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog

Eurostile Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog

Eurostile Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog

Eurostile Extended Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog

TRADE GOTHIC FONT FAMILY

Trade Gothic Bold Condensed No. 20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog

TYPOGRAPHY

The core font family for the Minimizer 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 an additional typeface as needed: Trade Gothic Bold Condensed No. 20. This is usually reserved for body copy such as the one you are reading right now.

No other fonts should be used when directly creating any collateral for Minmizer, unless written permission is provided.

Minimizer MUD**FLAPS**

Minimizer SLICK**PLATE**

Minimizer FLOOR**MATS**

Minimizer TOOL**BOXES**

SUB BRANDS

Minimizer has specific sub brand logos for each of our product lines. They are shown here, and all of the same basic rules apply.

Do not change their colors outside of our core brand colors. Do not rotate, unevenly scale or add visual effects. Do not separate the logos into individual elements. They are to be treated as one cohesive mark.

PHOTOGRAPHY

We have a library of pre-approved images for use. You can view and download our image files with the following link: tinyurl.com/minimizer-branding

Do not use any other photography on Minimizer marketing collateral without prior approval. If you are not certain which logo to use, contact us for assistance: branding@minimizer.com

For logo use on photography, we typically place the pumped logo on any medium to lighter spectrum images, and we place the all-white logo on any darker images.

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.