



Panelite®

**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.

**03 INTRODUCTION**

**04 OFFICIAL LOGO**

**08 INDUSTRY PARTNERS**

**09 BRAND COLORS**

**10 TYPOGRAPHY**

# OUR REPUTATION IS STAINLESS!

In 1976, Dieter Hohendorf recognized the need for custom accessories on highway tractors, and started designing/fabricating stainless steel accessory products for local owner/operators in a small shop located in rural Ontario Canada. It was at this time that "Dieter's" was born. As the demand grew, "Dieter's" moved to a larger facility in Waterloo Ontario. Soon, the truck manufacturers were looking to dress-up their models both in their after-market divisions, as well as their truck factories. By the late '90's, Dieter's was supplying all the truck OEM's with their dress-up products. Panelite opened for business in 1984, and quickly became one of the largest truck accessory manufacturers in North America. They also supplied the truck OE's with their after-market and production-line product, just as Dieter's had been doing years before.

Through a series of unfortunate events, Panelite became insolvent in 2010. Dieter's purchased the Panelite stainless steel product brand and has brought the line back to the market, starting with the more popular accessories. Panelite by Dieter's pledges to grow the line of accessories using the same high quality standards and materials. With several "Supplier of The Year" awards from OE manufacturers under its belt, Dieter's has grown to over 60,000+ ft<sup>2</sup> of space located in Cambridge Ontario, with 85+ employees on our team. Dieter's and Panelite by Dieter's has become the largest heavy truck accessory supplier in North America.





Official Logo (Horizontal Pumped)



### OFFICIAL LOGO

This is the official logo of Panelite, 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.



Official Logo (2-Color)





### LOGO COLOR USAGE

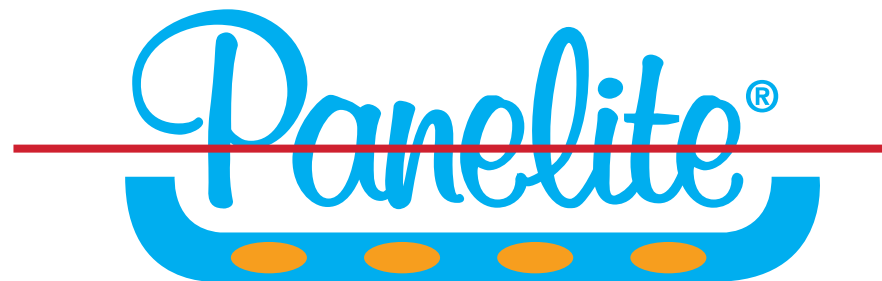
The logo should remain in its original orange & black combination whenever possible, with a few exceptions.

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.



OK

**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 orange portions will always remain orange.

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](#)

[Dieter's Brand Standards](#)





**PANELITE ORANGE**

CMYK: 1, 44, 9, 0  
RGB: 247, 158, 28  
HEX: f79e1c



**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**

Panelite's core color, known as Panelite Orange, is at the center of our brand as a whole. Black and White are used throughout 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.**

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**TYPOGRAPHY**

The core font family for the Panelite 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.



