



**WIKING**

**BRAND STANDARDS**

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

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

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

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# DESIGNED WITH QUALITY IN MIND



Founded in 1972, Viking Sales manufactures standard and custom imprinted mud flaps for the heavy duty trucking industry. Leveraging decades of manufacturing expertise with an eye toward quality, Viking is the leader in mud flap production for OEM, Fleet, and Owner/Operator requirements. With a proprietary in-house extrusion process for poly flaps, Viking controls the design and production of each mud flap from the very first step. Strategic sourcing of rubber material allows for a wide variety of sizes and material thicknesses to meet customer demands. Even more, Viking is a full-service supplier with an in-house art department that provides customers with quality graphic logo dyes to ensure the quickest turnaround.

Viking is the iconic brand name mud flap, known for high quality, great customer service, and unbeatable prices.



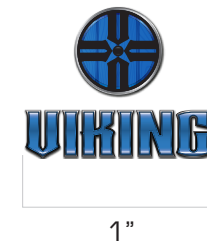




Official Logo (horizontal)



Official Logo (vertical)



**OFFICIAL LOGO**

This is the official logo of Viking, 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. This 3d variation stands out more on select media.

This logo is available in a horizontal and a stacked version.



Official Logo (on white)



Official Logo with white outline (on black)



Official Logo (on white)



Official Logo with white outline (on black)



One color logo



### 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 logo with the white outline to increase visibility.

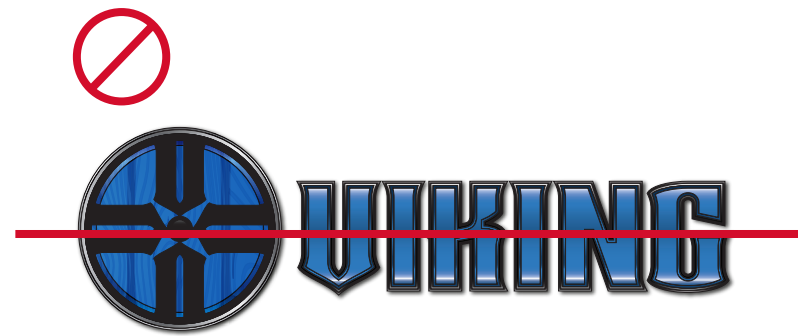
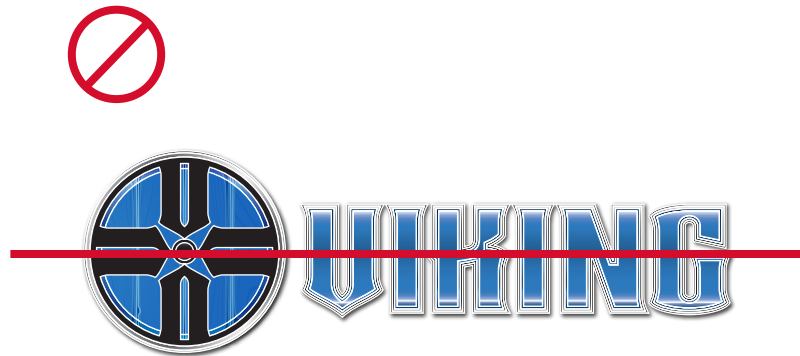
There are also instances where the entire logo has to be 1-color. You should use either all white or all black depending on which one provides optimal visibility. This might include engraving, embossing, or newsprint.



#### 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).



### ALTERNATE LOGOS

We have a set of alternate logos that are flat versions of the original logo.

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.





**PREMIER**  
MANUFACTURING CO.

#### INDUSTRY PARTNERS

Minimizer LLC and Premier Mfg, are our sister companies; our industry partners. All three companies share the same core values and desire to always improve the trucking industry with top of the line parts and service.

Minimizer and Premier Brand Standards can be requested via Customer Service at 800-248-3855.

**VIKING BLUE**

PMS 660 C  
CMYK: 80, 48, 1, 0  
RGB: 206, 14, 45  
HEX: ce0e2d

**BLACK**

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

**WHITE**

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

**BRAND COLORS**

Viking's core color, known as Viking Blue, 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 of it and finetuning 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 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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 the lazy dog.**

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TYPOGRAPHY

The core font family for the Viking 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 Viking, unless written permission is provided first.



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