



In The Ditch™ Branding Content & Guidelines

We encourage our dealers to use our logos. Please use this guide to keep uniformity among all advertising for In The Ditch™, The Speed™ Dolly, The Speed Mount™, Drop Down Dolly Box™ and any other products. The In The Ditch™, The Speed™ Dolly, The Speed Mount™, Drop Down Dolly Box™ and any other logos and brand names were designed to visually represent the company and products. Like our products, the logos we present are original. There are several logo variations available for use by the dealers, which when used consistently will help link our varying sources and present one common image for our product marketing. These guidelines are not to be considered as suggestions or recommendations, they are the official ITD policies for our logos. To ensure the logo is used effectively, these guidelines must be followed:

Represent the ITD Brand

- Display the ITD Dealer Sign in prominent location
- Understand the ITD product Line
- Make ITD printed Materials easily accessible to customers
- ITD decals and warning labels are to stay on product at all times

In The Ditch Logo:

Colors always to be used in our logo. The ITD Logo is to be either all black, all white, black lettering with blue swoops, or white lettering with blue swoops.



Logo & Name Usage:

The In The Ditch™ Logo is to always be used in a manner that respects these branding guidelines. Always use the correct coloration of the logo for the area in which you are placing it. Plenty of contrast is to be given to the logo itself, as to not make any part of the logo not discernible from the area or content it is being placed in. The In The Ditch™ logo should not be manipulated in any way as to skew, stretch, trim, crop, or edit that makes the logo not match the original examples provided by In The Ditch™ Towing Products. In The Ditch™ should always be stated with a trade mark symbol at the end of the word Ditch, and the logo is never to be separated from the swoops. When using the name In The Ditch™ if stating the full name of the company, always include the trade mark symbol at the end of the word Ditch. If using an abbreviated name for In The Ditch™ (ITD), please capitalize all three letters of the acronym "ITD". All uses of the acronym ITD used in content or text referring to or speaking about our products is equivalent to using our full name: In The Ditch™.

Supporting Colors:

These are colors that may be used in supporting the In The Ditch™ logo, and in content the logo might be used in. (Example: web pages, graphics, posters, flyers, ads, etc.)

Blues



Grays



Fonts:

These are the fonts always to be used when creating content for In The Ditch™

Normal Fonts

Roboto Regular
400

Roboto Medium
500

Roboto Bold
700

Roboto Black
900

Special Fonts

BRIXTON WOOD

BRIXTON LEAD

Associated Logos:

Other In The Ditch™ Logos that are used with our various product lines should be used relative to the guidelines for logo & name usage listed above, as well as how they are provided inside of their respective files. Plenty of contrast is to be given to the logo itself, as to not make any part of the logo not discernible from the area or content it is being placed in. Associated In The Ditch™ logos should not be manipulated in any way as to skew, stretch, trim, crop, or edit that make the logos not match the original examples provided by In The Ditch™ Towing Products.

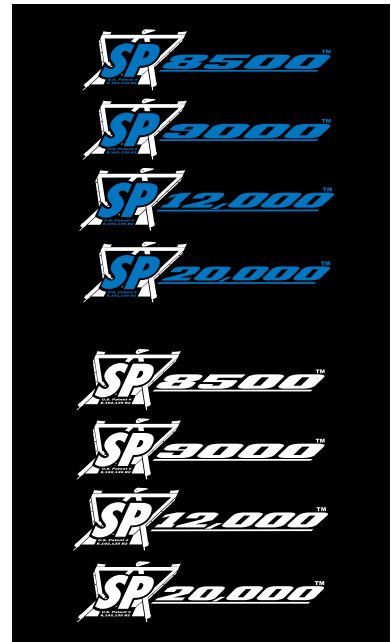
Pro Series™ Tool Boxes Logo

#0076c0	#000000	#ffffff
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Pro Series™ Tool Boxes Logo

#0076c0	#000000	#ffffff
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X-Series™ Dollies Logo

#0076c0	#ec1c24
#000000	#ffffff

