



# BRAND GUIDELINES

RELEASE – OCTOBER 2024

# INSTRUCTIONS

**Thank you for taking the time to thoroughly review this brand guide.**

The details and instructions outlined in this document are to be strictly adhered to. Any initiatives, both online and off-line, that do not conform to these brand guidelines, must be approved by both Stephen Vajda in Marketing and Brian McCafferty in Risk Management.

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# SOCIAL MEDIA POSTING GUIDELINES

All communication regarding company messaging, products, services, etc. should be coming from official Morgan accounts with content designed/reviewed by marketing to follow our branding guidelines and needs to be reviewed by Risk Management. The official post can then be reposted by individuals to expand distribution and engagement.

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## APPROVED LOGO

This is the approved Morgan Truck Body logo. You can click on one of the download links below the logo to download the format you need, or click the All Formats button to download all formatted files.



### DOWNLOAD LINKS

## LOGO PADDING

Maintain an area of padding equal to half the height of the logo on all four sides that is free of other elements. This helps our logo appear clean and uncluttered. If the Morgan logo is to be used in conjunction with the brand slogan, Bodies That Move Business™, refer to the Logo/Slogan Pairing section on page 3 of this document for proper usage.



## LOGO/SLOGAN PAIRING

The approved brand slogan for Morgan Truck Body is: Bodies That Move Business™. The brand slogan can be used as a stand-alone statement, or it can be paired with the Morgan logo in the following format.



**Bodies That Move Business™**

### DOWNLOAD LINKS

## ALTERNATE LOGOS

Below are the alternative black, white, and greyscale Morgan Truck Body logos. Only use these logos when necessary. The primary color logo is preferred and should be used whenever possible.



Black



White



Black and White



Grayscale

### DOWNLOAD LINKS

# PROHIBITED LOGO USES

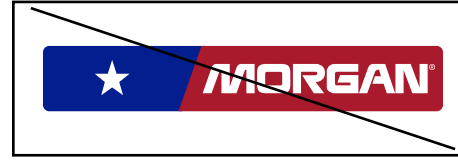
No modifications should be made to the approved Morgan Truck Body logo.



Do not change the color of the logo.



Do not distort the logo vertically or horizontally.



Do not change the proportion or reposition any of the logo elements.



Do not rotate the logo.



Do not skew the logo.



Do not subtract any elements from the logo.



Do not add any elements to the logo.



Do not change the typeface of the logo wordmark.

# BRAND COLORS

The approved brand colors for Morgan Truck Body are listed below. The Pantone colors should be used whenever possible. For all other uses, choose the appropriate CMYK, RGB, or HEX color.

## PRIMARY



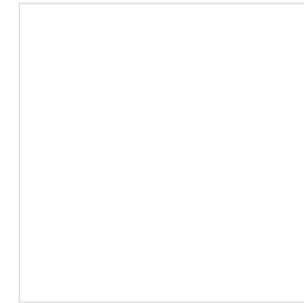
### PANTONE 2746 C

C	M	Y	K
100	96	10	4

R	G	B
10	31	143

HEX
#0A1F8F

## BASE



### WHITE

C	M	Y	K
0	0	0	0

R	G	B
255	255	255

HEX
#FFFFFF

## ACCENT & CTA



### PANTONE 187 C

C	M	Y	K
22	100	91	14

R	G	B
173	23	43

HEX
#AD172B

# SUB BRAND LOGOS

These are the approved sub brand logos for Morgan Truck Body. The Morgan sub brand logos are not to be altered in any way and are subject to the same prohibited logo uses found on page 4 of this document.



# VIDEO CONFERENCING BACKGROUNDS

These are the approved video conferencing backgrounds for Morgan Truck Body. Use these backgrounds whenever you are engaging in a video conference while representing Morgan Truck Body in any capacity.



# TYPOGRAPHY

For instances where larger font sizes are required (trade show graphics, posters, banners, etc.), the font sizes must scale in proportion to the specifications listed below.

## HEADLINES

Font Family: Proxima Nova  
Style: Light  
Size: 24 pt – 36 pt  
Leading: 29 pt – 41 pt  
Space Before: 0.1875 in  
Space After: 0.0625 in

## SUB-HEADLINES

Font Family: Proxima Nova  
Style: Semibold  
Size: 14 pt – 18 pt  
Leading: 17 pt – 21 pt  
Space Before: 0.125 in  
Space After: 0.0625 in

## Body Copy

Font Family: Proxima Nova  
Style: Regular  
Size: 8 pt – 12 pt  
Leading: 12 pt – 16 pt  
Space Before: 0 in  
Space After: 0.125 in

## ONLINE CONVERSION CHART

Default considered as a 96dpi viewport with  
:root {font-size:16px}

Point	Pixel	Em/Rem	Percent
9pt	12px	0.75em	75%
10.5pt	14px	0.875em	87.50%
12pt	16px	1em	100%
13.5pt	18px	1.125em	112.50%
15pt	20px	1.25em	125%
16.5pt	22px	1.375em	137.50%
18pt	24px	1.5em	150%
19.5pt	26px	1.625em	162.50%
21pt	28px	1.75em	175%
22.5pt	30px	1.875em	187.50%
24pt	32px	2em	200%
25.5pt	34px	2.125em	212.50%
27pt	36px	2.25em	225%
28.5pt	38px	2.375em	237.50%
30pt	40px	2.5em	250%
31.5pt	42px	2.625em	262.50%
33pt	44px	2.75em	275%
34.5pt	46px	2.875em	287.50%
36pt	48px	3em	300%

# TYPOGRAPHY Alternatives

## HEADLINES

Font Family: Proxima Nova Condensed  
Style: Light  
Size: 24 pt – 36 pt  
Leading: 29 pt – 41 pt  
Space Before: 0.1875 in  
Space After: 0.0625 in

## SUB-HEADLINES

Font Family: Proxima Nova Condensed  
Style: Semibold  
Size: 14 pt – 18 pt  
Leading: 17 pt – 21 pt  
Space Before: 0.125 in  
Space After: 0.0625 in

## Body Copy

Font Family: Proxima Nova Condensed  
Style: Regular  
Size: 8 pt – 12 pt  
Leading: 12 pt – 16 pt  
Space Before: 0 in  
Space After: 0.125 in

# PRODUCT NOMENCLATURE

Use of Morgan's product names must strictly adhere to the spelling, case formatting, and composition shown below whenever it is used in sentences and/or headlines. The only exception is if a headline uses uppercase formatting.

## DRY FREIGHT

**Gold Star**

**Proscape-Van**

**Furniture Mover**

**Curtainsider**

**CityMax**

**Mini-Mover**

## REFRIGERATED

**Cold Star**

## PLATFORM/DUMP

**ProStake**

**MHP**

**LandscaperPro**

**Dump Body**

## SPECIALTY/PRODUCTS

**MSU**



**Bodies That Move Business™**

Products as shown may include optional equipment that is not part of the standard Morgan truck body configuration. Some product images may differ from current configurations and may not be available as depicted at the time of your order.

NOTE: All dimensions, weights, and measurements specified herein are subject to Morgan's manufacturing tolerances, may change without notice, and may vary depending on options selected. Please Contact Morgan Representative for available options, complete up-to-date specifications and for measurements for your particular truck body and chassis specifications. © Morgan Truck Body, October 2024