

TRUCKS BRANDING GUIDELINE



PALFINGER

PALFINGER.COM

LIFETIME
EXCELLENCE

TRUCK BRANDING COLORS

Each tone is precisely defined to ensure consistent reproduction and clear brand recognition across every touchpoint.

The Avery Dennison 900 Super Cast Film is ideal for durable vehicle graphics, having also a great color match with the PALFINGER brand colors.

Distributor:
www.averydennison.com

RED

**Avery Dennison 900
Super Cast**
955-01 SC
Cardinal Red

BLACK

**Avery Dennison 900
Super Cast**
901 SC
Black

BLACK 60%

**Avery Dennison 900
Super Cast**
962 SC
Storm Grey

YELLOW (LOGO)

**Avery Dennison 900
Super Cast**
951 SC
Primrose Yellow

TRUCK BRANDING GRAPHIC ELEMENTS

Every Truck Branding consists of
4 graphic elements:

1. Logo
2. URL
3. Uplifting Arrow
4. Headline
5. Uplifting Pattern

MANDATORY

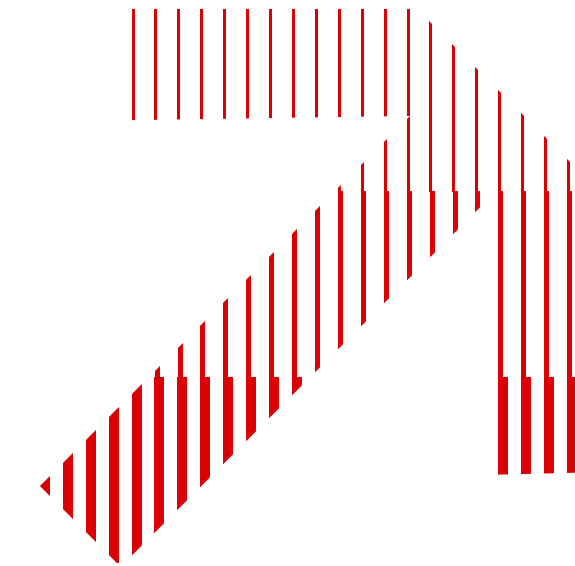
1. Logo



2. URL

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3. Uplifting Arrow

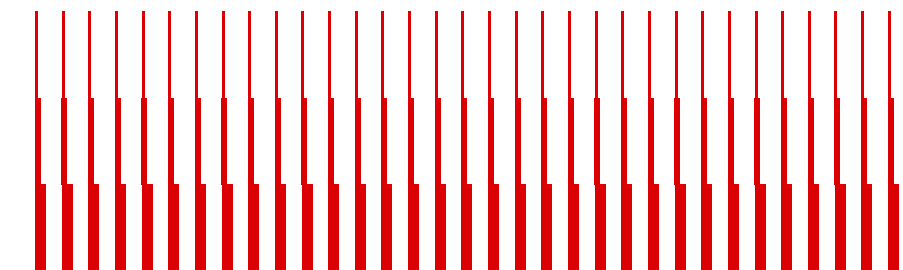


OPTIONAL

4. Headline

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5. Uplifting Pattern



TRUCK BRANDING GRAPHIC ELEMENTS

The design of trucks depends on the specific truck model. The same graphic elements are placed as large as possible on each truck model:

1. Logo

Placement is mandatory. Preferably, the logo is placed above the driver's cab.

2. URL

Placement is mandatory. Preferably, the URL is placed on the front door.

3. Uplifting Arrow

The arrow should always be placed as high as possible across the entire height of the largest surface. This is usually on the door. It will always point to the **upper right direction**.

4. Headline

Headline is optional. If the truck model has not enough space, the headline can be left out.

Note

All graphics shown are examples. The graphics must be individually adapted for each truck model.



TRUCK BRANDING DESIGN PLACEMENT

Logo positioning

Sides: upper right corner

Front: Centered

Logo width

Sides: approx. 1/3 of layout area

Type Headline width

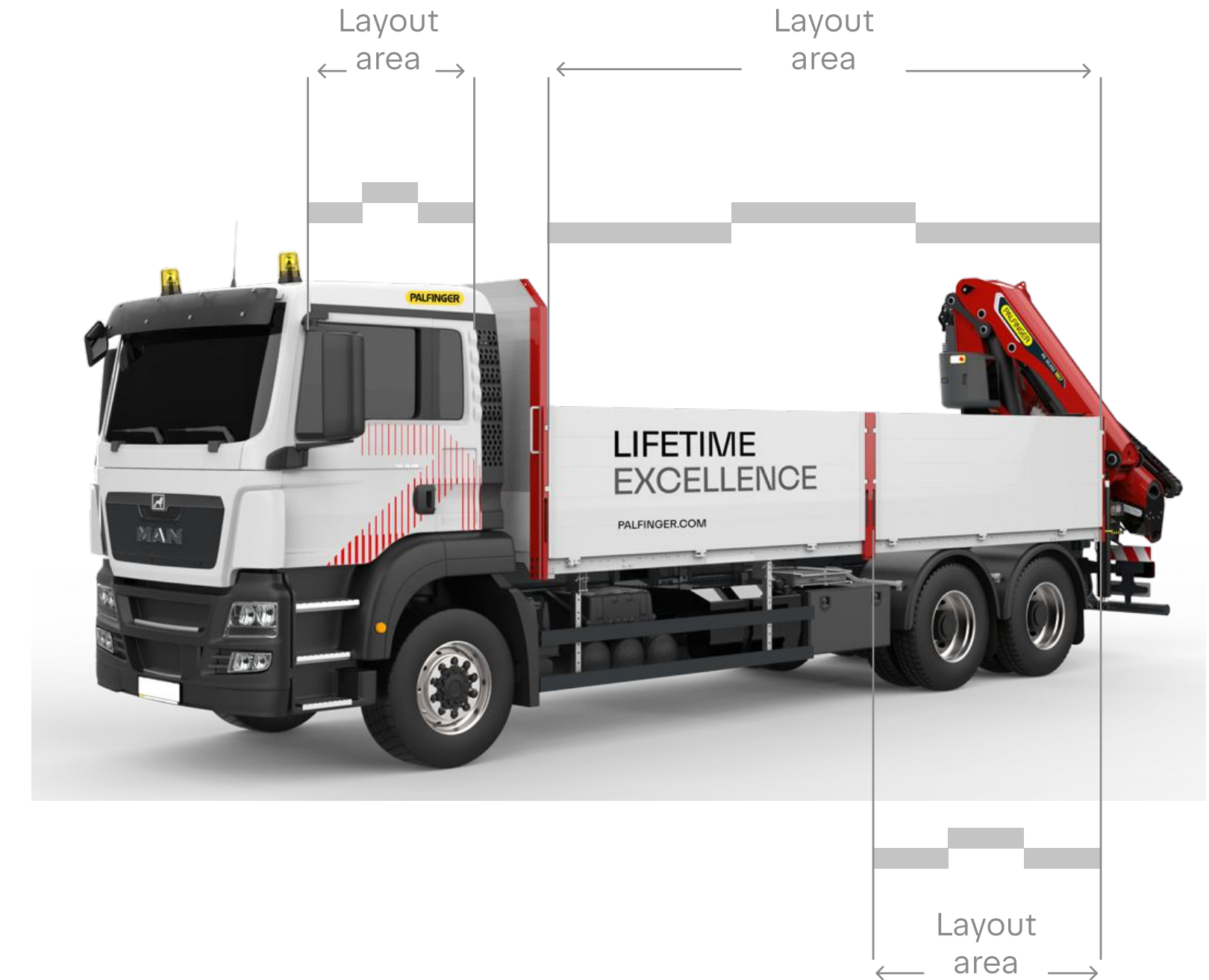
Sides: 1/3 - 1/2 of layout area,
depending on space available.

URL width

Sides: approx. 1/3 of layout area,
depending on space available.

Arrow positioning

Attached to the front door. To make
the arrow as large as possible, find
the largest area for positioning.



TRUCK BRANDING EXAMPLES

Arrow

Placement of the arrow is depending on space of the truck model. make sure the arrow is still recognizable and find the largest possible place to place.

Note

All graphics shown are examples. The graphics must be individually adapted for each truck model.

