



ReechCraft[®]
Access Solutions[™]

BRAND IDENTITY GUIDE



REVISION LOG

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WHO IS REECHCRAFT?

ReechCraft, Inc. has been a leader in manufacturing innovative equipment-based access solutions since 1993. We pride ourselves on our ability to respond to the market with efficient, durable, and highly useful products. At ReechCraft, we are committed to exhibiting a high level of integrity throughout the entire business process, from manufacturing and distribution to customer service and product training. Our goal is to achieve world-class standards in all aspects of our business.

BRONCO™



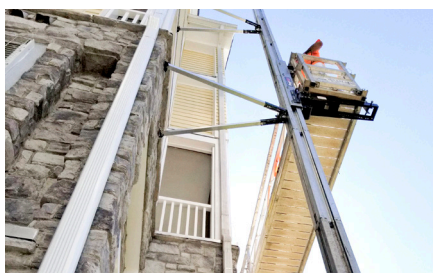
POWERLIFT™



POWERPOLE®



POWERMAST™



CORE FOCUS + VALUES

CORE FOCUS

Our mission is to help customers reach any height or space efficiently and safely by providing innovative access solutions.

CORE VALUES

At ReechCraft, our values are the cornerstone of our success. We champion **INNOVATION** by finding creative solutions to difficult problems, pushing boundaries, and always seeking new knowledge and discoveries. We strive to be visionaries, looking to the future and staying ahead of the curve.

Our **PASSION FOR EXCELLENCE** drives us to deliver top-notch quality and exceed expectations. We are dedicated to building strong relationships and believe that enthusiasm for our work is contagious.

We prioritize **WILLINGNESS TO HELP** by focusing on customer success and happiness, supporting our coworkers, and being team players. We make informed, fact-based decisions to ensure the best outcomes.

Finally, we uphold **HONESTY & INTEGRITY** by being authentic and true to ourselves. We build trust through open and honest communication and stay accountable by delivering on our promises. These values guide us in everything we do, ensuring we remain a reliable and innovative leader in our industry.

WHAT IS A BRAND?

A brand is a collection of tangible and intangible attributes that resonate whenever the brand is experienced. The benefits of a brand can be emotional, such as how it makes a person feel, and rational, like the tangible reward that a person gets from the brand; it lives in the mind of target audiences. Brand values are what the brand stands for and what it believes in. For a brand to be successful, it must be defined, nurtured, and championed. The brand essence and values provide a benchmarking code by which activities that promote the brand can be measured.

TARGET MARKETS OF THE REECHCRAFT BRAND

Building Restoration Contractors

ReechCraft's PowerMast and PowerPole provide stable and efficient access to high and hard-to-reach areas. These systems are ideal for tasks such as tuckpointing, waterproofing, and masonry restoration, as well as siding, windows, and gutters.

Facility Maintenance

The PowerLift is perfect for indoor facility maintenance. It is stable, portable, and easy to maneuver, making it suitable for tight spaces and uneven surfaces. PowerLift ensures maximum safety and efficiency for maintenance tasks.

Rental Businesses

ReechCraft's products are designed for durability and ease of use, making them excellent rental options. The PowerMast system is particularly popular in the rental market due to its versatility and ability to handle various access challenges.

New Building Construction

For new construction projects, ReechCraft provides reliable access solutions. PowerMast and PowerPole offer quick setup and safe access at elevated heights, while our Bronco scaffold is an excellent option for low-level work on interiors and exteriors.

And Many More!

ReechCraft's commitment to innovation, quality, and customer service makes our brand a trusted partner across these industries and various others.

INTRODUCTION TO THE REECHCRAFT BRAND

This manual establishes the guidelines for the use of the ReechCraft brand and corporate identity system. These materials are for use by anyone involved with creating marketing or advertising materials that feature the ReechCraft brand.



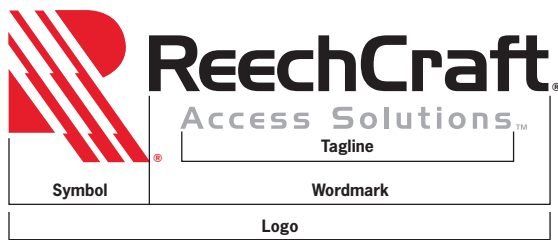
Communications that have a brand message must portray the ReechCraft brand identity as described in these pages. Presented in a compelling and consistent way, the ReechCraft brand resonates with our customers and builds loyalty with every positive interaction. Consistent and correct adherence to these standards is required to maintain the integrity of the name, trademarks, and logos. This manual provides structure; its goal is to give users creative flexibility while continuing to build the ReechCraft brand. Any alternative graphic solutions must be approved by the ReechCraft marketing department (marketing@reechcraft.com) and will be evaluated on a case-by-case basis.

REECHCRAFT LOGO: SYMBOL, WORDMARK, TAGLINE, + MARKING

The ReechCraft logo and name must be used as shown in this manual. Altering the words, colors, or arrangement is a violation of the ReechCraft brand standards. Contact ReechCraft’s marketing department (marketing@reechcraft.com) for any special usage not defined in this manual.

PRIMARY LOGO: SYMBOL, WORDMARK, + TAGLINE

The ReechCraft logo is the key visual element in the ReechCraft brand identity. When using the primary ReechCraft logo, the symbol, tagline, and wordmark must always be used together on all communications. The wordmark, tagline, or symbol must never be displayed alone. When appropriate, the logo should appear on the lower right of the page.



LOGO MARKING

All ReechCraft logo versions should bear the registered trademark symbol (®) on the “ReechCraft” wordmark and the “R” symbol, indicating that they are registered in the United States. It is important that the size of the registered trademark symbol be in proportion with the letter “t” as shown. The registered symbol should always be legible without being intrusive, and the space between the registered symbol and the preceding letter should be minimized.



REECHCRAFT LOGO: PROPRIETARY COLORS

The ReechCraft logo is expressed in three colors: red, black, and gray. These proprietary colors must be used consistently across all internal and external communications.

Great care should be taken to ensure accurate color reproduction when the logo is applied to all types of paper, materials, web, and broadcast channels.

Please obtain approval from ReechCraft's marketing department (marketing@reechcraft.com) prior to production if you have a unique situation requiring an exception of these guidelines.



Pantone® - N/A
Spot Color

C 4 - M 100 - Y 95 - K 0
Four Color Process

R 228 - G 30 - B 43
On Screen

#E41E2B
Web Safe



Pantone® - 877C
Spot Color

C 0 - M 0 - Y 0 - K 40
Four Color Process

R 167 - G 169 - B 172
On Screen

#A7A9AC
Web Safe



Pantone® - Black C
Spot Color

C 0 - M 0 - Y 0 - K 100
Four Color Process

R 0 - G 0 - B 0
On Screen

#000000
Web Safe



Pantone® - White
Spot Color

C 0 - M 0 - Y 0 - K 0
Four Color Process

R 255 - G 255 - B 255
On Screen

#FFFFFF
Web Safe

The colors shown above were selected based on their usage throughout the ReechCraft brand and its products. Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. For example, these colors can be used for a background, headline, etc.

"Pantone" is a registered trademark of Pantone, Inc.

REECHCRAFT LOGO: ACCEPTABLE VERSIONS

Below are ReechCraft logo versions that are acceptable. The background where you are placing the logo should determine which version of the primary logo you use.

3 COLOR • RED, GRAY, + BLACK

Pantone® N/A (Red)
Pantone® 877C (Gray)
Pantone® Black C (Black)
(This is the preferred version.)



2 COLOR • RED + BLACK

Pantone® N/A (Red)
Pantone® Black C (Black)
(Use this color option only on gray gradient and solid gray backgrounds.)



2 COLOR • RED + WHITE

Pantone® N/A (Red)
Pantone® White (White)
(Use this color option only on black backgrounds.)



1 COLOR • WHITE

Pantone® White (White)
(Use this color option only on black and red backgrounds.)



1 COLOR • BLACK

Pantone® Black C (Black)
(Use this color option only on white, gray, and red backgrounds.)



REECHCRAFT LOGO: UNACCEPTABLE VERSIONS

The ReechCraft logo has been carefully created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way. This page illustrates some, but not all, of the possible misuses. If you do not have the proper logo artwork, please contact ReechCraft's marketing department (marketing@reechcraft.com).



TOO MUCH SPACE BETWEEN THE
SYMBOL AND THE WORDMARK



INCORRECT COLOR USAGE



MODIFIED SIZE RELATIONSHIP • NO TAGLINE



MODIFIED WORDMARK • INCORRECT COLOR USAGE



MODIFIED WORDMARK • MISUSE OF LETTER CASE



MODIFIED WORDMARK • INCORRECT FONT



MODIFIED SYMBOL • INCORRECT PLACEMENT



MODIFIED SYMBOL • INCORRECT COLOR USAGE

This ReechCraft logo version is no longer acceptable and should not be used.

2 COLOR • RED + BLUE
Pantone® 1797C (Red)
Pantone® 2758C (Blue)



REECHCRAFT LOGO: CLEAR SPACE REQUIREMENTS

The ReechCraft logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo.

Clear space is an area that is kept free of any other text, graphic elements, or other visual distractions.

Ensure that a clear space of 1/4 inch is maintained around the logo, where X is the height of the “R” symbol. More than 1/4 inch of clear space is always acceptable. Also remember to leave at least 1/4 inch distance between the logo and the edge of the page, sign, or label where it appears.

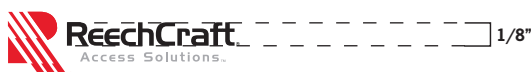
Note: The registered trademark symbol (®) is ignored when measuring clear space.



REECHCRAFT LOGO: SIZE REQUIREMENTS

Maintaining the legibility and integrity of the logo is essential, regardless of the application or manner in which it is reproduced. When determining logo size, legibility and integrity must not be compromised. Tests were conducted to determine the absolute minimum logo sizes for various applications, described below.

For print media, the minimum logo size is 1/8 inch in height when measuring the height of the “R” in the wordmark “ReechCraft”.



For broadcast applications, the minimum logo size is 22 scan lines when measuring the height of the “R” in the wordmark “ReechCraft”.



For embroidery, the minimum logo size is 3/8 inch in height when measuring the height of the “R” in the wordmark “ReechCraft”. It is imperative to maintain clarity and legibility when the logo is reproduced in embroidery.



REECHCRAFT LOGO: BACKGROUND APPLICATIONS

The primary background colors are the proprietary red, black, and gray. The ReechCraft logo can be displayed in two formats: a positive expression (red/gray/black logo on a white or light color background) and a reverse expression (white logo on a red or black background, or black logo on a gray or gradient gray background).



The reverse expression of the logo is preferred for the web, broadcast, and store applications. The staging of the logo against a black or gray color field is more impactful in its expression. The resulting benefits are better legibility (backlit illuminated conditions) and the leveraging of the ReechCraft proprietary colors.



In special situations where the background color cannot be the proprietary white, red, black, or gray, the one color black/white logo option can be displayed as either a positive or a reverse expression.



Check with ReechCraft's marketing department (marketing@reechcraft.com) for additional approved options.

REECHCRAFT TYPEFACES

Typography is one of the essential components of an effective identification program. The use of consistent typography throughout ReechCraft marketing materials helps promote a unified image.

HandelGothic BT is the primary typeface for the ReechCraft logo, but cannot be used in any other marketing collateral. The News Gothic Std family is used for all stationery and the main body copy in advertisement or literature pieces; it can also be used for copy meant to communicate emphasis.

The Montserrat family and Source Sans Pro should be used in online marketing materials (e.g. website, social media posts, etc.).

LOGO	HandelGothic BT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
PRIMARY	News Gothic Std Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	<i>News Gothic Std Oblique</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	News Gothic Std Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	<i>News Gothic Std Bold Oblique</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ONLINE	Montserrat Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	Montserrat ExtraBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	Montserrat Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	Source Sans Pro	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

REECHCRAFT SUBSIDIARY PRODUCTS: LOGOS, WORDMARKS, + TAGLINES

ReechCraft is transitioning to exclusively using the wordmarks of its subsidiary products. The names and logos of ReechCraft's subsidiaries are either trademarked or registered trademarks. When referencing these names, please ensure that a "TM" or "®" symbol follows as specified below. Proper placement of these marks is essential. **The below logos are to be used solely on product decals and labels and should not be utilized in any other marketing materials or collateral.**

BRONCO™

The wordmark "Bronco" and the promotional tagline "All-Terrain Scaffold" have been trademarked (TM) and utilize the News Gothic Std font.

Below are the approved logo versions for exclusive use on ReechCraft product decals.



The below logo versions are no longer acceptable in any capacity and should not be used.



POWERLIFT™

The wordmark "PowerLift" and the promotional tagline "The Go-Anywhere Lift for Anyone" have been trademarked (TM) and utilize the News Gothic Std font.

Below are the approved logo versions for exclusive use on ReechCraft product decals.



These logo versions are no longer acceptable in any capacity and should not be used.



POWERPOLE®

The wordmark “PowerPole” has been registered (®) and the promotional taglines “Man & Material Lift System” and “Move Fast. Lift More. Make It Easy.” have been trademarked (TM) and utilize the News Gothic Std font.

Below are the approved logo versions for exclusive use on ReechCraft product decals.



The below logo versions are no longer acceptable in any capacity and should not be used.



POWERMAST™

The wordmark “PowerMast” and the promotional taglines “Portability Redefined” and “Faster Access for Low Rise Jobs” have been trademarked (TM) and utilize the News Gothic Std font.

Below are the approved logo versions for exclusive use on ReechCraft product decals.



These logo versions are no longer acceptable in any capacity and should not be used.



COMPLIANCE + INDUSTRY AFFILIATE LOGOS

COMPLIANCE LOGOS

OSHA and ReechCraft work together to develop compliance assistance tools and resources, share information with workers and employers, and educate workers and employers about their rights and responsibilities. ReechCraft has been OSHA compliant since 1994.



ANSI sets the rules for the various methods used by standards developers, overseeing the process and approving final standards in the United States. ReechCraft abides by these standards, making all of our products ANSI compliant.



INDUSTRY AFFILIATE LOGOS

ReechCraft has been a Scaffold & Access Industry Association (SAIA) member since 2000. SAIA, a trade association represented worldwide, is the voice of the scaffold and access industry.



REECHCRAFT DEALER BRANDING

REECHCRAFT CO-BRANDING

When the primary logo is used in partnership with logos from other organizations, the ReechCraft clear space requirements of at least 1/4 inch should be used.

The partner logo(s) should be scaled for equal visual weight, with the ReechCraft logo being equal to or larger than the partner logo. The words “Sold by:” should be visible to the left of the partnered logo, and they should be twice the height of the “®” in “the primary ReechCraft logo measuring the height of the “o”.

Note: Logos may be arranged horizontally or stacked. The example below demonstrates a horizontal layout



AUTHORIZED DEALER LOGO

The ReechCraft Authorized Dealer logo is for the sole use of ReechCraft dealers' communication advertising materials. The Authorized Dealer descriptor utilizes News Gothic Std Medium in all caps.



USAGE EXAMPLES: PRINTED COMMUNICATIONS

In almost all instances, printed communications coming from ReechCraft should use the primary three-color logo version. These examples demonstrate how the logo interacts with the content of the piece. The logo should only appear once per side. On the front of the piece, the logo should be placed in a position that visually plays off the title or subject to help introduce and enhance the message. On the back, the logo is usually placed in the bottom right corner to close the piece.



PRINT AD



LITERATURE



PHOTO BOOK



OPERATOR'S MANUAL



FLYER



PRODUCT GUIDE

USAGE EXAMPLES: BRANDED MERCHANDISE

Novelty items may use either format (positive or reverse expression) of the ReechCraft logo on a case-by-case basis. Since there is usually not more than one logo on an item, the primary question is: “What color version of the logo fits best on the chosen background color?” The logos should only appear on merchandise within its approved color value (please reference pages 8-14.) If you have any questions, please contact ReechCraft’s marketing department (marketing@reechcraft.com).

CAPS - Standards apply to all types of hats (e.g. baseball caps, stocking caps, hard hats, etc.). The below is only an example; hats are not limited to these colors.



CLOTHING - Standards apply to all types of clothing (e.g. t-shirts, long sleeved shirts, sweatshirts, fleece, jackets, etc.). The below are only examples; clothing is not limited to these colors.



PROMOTIONAL ITEMS - Standards apply to all types of promotional items (e.g. phone covers, USB flash drives, notepads, coffee mugs, etc.). The below are only examples; promotional items are not limited to these colors



USAGE EXAMPLES: DISPLAYS + VEHICLE GRAPHICS

Key considerations for creating effective trade show and vehicle graphics include simplicity, readability, and brand consistency.



FOUR 52" X 90" PANELS CREATE A 20' BACKDROP - **Note:** Panels are easily converted to 22" x 46" or 24" x 59" banners.



24" X 18" REPOSITIONABLE COUNTER MAT

LOGO BANNER

24" VINYL FLOOR GRAPHIC



TRUCK GRAPHICS

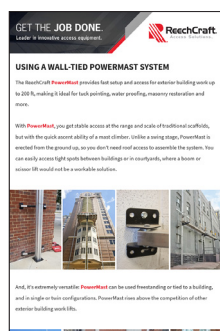
USAGE EXAMPLES: ONLINE COMMUNICATIONS

ReechCraft's website and social media channels are two of the main ways we and our dealers present ourselves to the world. Any site or page that reflects ReechCraft creates an impression conveying who we are and what we do. Using consistent images, graphics, color palettes, etc., we make certain the public knows when they are connected to a ReechCraft website or social media page and when they are not.

Should a dealer feature our products on their own company website or social media page, they must comply with the brand standards stated in this manual to promote clear, consistent, and effective communication for all ReechCraft audiences. Implementation of these standards will ensure that all web communications will be a recognizable part of our visual brand.

All dealers are strictly prohibited from using "ReechCraft Access Solutions" or any variation thereof in their domain names. This includes, but is not limited to, registering, purchasing, or using any domain name that incorporates our trademark. We will monitor domain name registrations to ensure adherence to this policy. Non-compliance may result in termination of our dealer agreement and, in some cases, legal action. If you have any questions, please contact ReechCraft's marketing department (marketing@reechcraft.com).

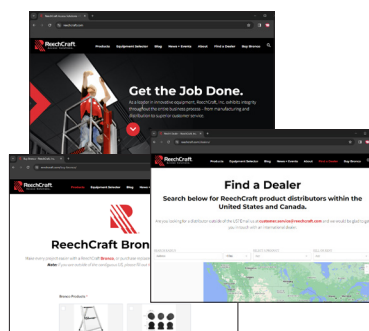
Note: The url gopowerlift.com is not our website and should never be used or linked to.



EMAIL



BANNER + SOCIAL MEDIA ADS



WEBPAGES



Corporate Office: 845 34th St N, Fargo, ND 58102

Phone: 888-600-6160

Customer Service Email: customer.service@reechcraft.com

Marketing Department Email: marketing@reechcraft.com
reechcraft.com