

# Logo & Trademark Use Guidelines

- **The Stellar Industries, Inc.** logos, as well as any other trademark names and designs used by or for the above mentioned must be reproduced from the authorized reproductions or files and cannot be redrawn, re-proportioned, separated, cut apart or modified in any way.
- The size and spacing in the logo may not be changed.
- The logo may be reduced or enlarged proportionately (follow aspect ratio listed with each logo).
- The main Stellar logo aspect ratio is 2.38:1. Definition: Aspect ratio is the ratio between the width of the picture and the height of the picture. The Stellar logo is to be proportioned at 2.38" wide to every 1" high.
- Alterations, squeezing, and/or stretching in any direction of any of the logos is not permitted.
- Colors of the logo – Deviations from these colors are not allowed with out prior written approval from the Stellar Marketing/Communications Department.

## Stellar Colors:

### Pantone Matching System:

Red: 1805

Blue: 287

Gray: Cool Gray 7

### CMYK Process Colors:

Red: C=17, M=98, Y=100, K=7

Blue: C=100, M=69, Y=0, K=11.5

Gray: C=, M=5, Y=5, K=25

### Web safe colors allowed:

Red: #c12726

Blue: #003366

Gray: #CCCCCC

- Thread colors must match the above mentioned Pantone or Process Colors. Deviations from these colors are not allowed with out prior written approval from the Stellar Marketing/Communications Department. Stitch count is approximately 3,400.
- Thread may be all the same color of the item (embossed look) as long as entire logo is one color.
- No Shiny or metallic thread may be used for the star without prior written approval and with a sample on file at Stellar.
- "Industries, Inc." may not be removed from the logo without permission from the Stellar Marketing/Communications Department.
- Logo must display the Registered Trademark symbol, ®, on the upper right hand corner of the artwork, as seen on the attached sheet. The symbol must be pantone 287 (blue) in the color logo and black or matching solid color of the single colored logo.
- White Star in Stellar logo is no longer in use in the logo. Star is to remain solid in the black and white and the monotone (one color) version.
- The color of the Star is not to be changed to any other color. Do not spot color any portion of the logo. It is to either be all three colors in the color logo file, or all one single color.
- Font: Sans Extended bold Italic. The typeface may not be changed.

## Approved logos: (see samples on next page)

Color, Color with shadowing, Gray Scale, Monotone (single color logo, either all black, or all some other solid color.)

## Additional Guidelines:

The word Stellar is a Registered Trademark on file with the US Patent and Trademark Office. Use it when using Stellar as an adjective with out the use of "Industries, Inc.". I.e. Stellar® crane. An appropriate generic term must appear after the registered trademark the first time it appears in a printed piece, and as often as is reasonable after that.

Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service. As adjectives, trademarks may not be used in the plural or possessive form.

**Correct:** I bought two Stellar® hooklifts.

**Not Correct:** I bought two Stellars.

Always spell and capitalize Stellar Industries' trademarks. Do not shorten or abbreviate Stellar Industries, Inc. or Stellar Industries' product names.

The Stellar name and/or logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo trade dress, design slogan, or other trademarks. The logo must never appear with any other symbol or icon (Except the registered trademark or trademark symbol). Contained within a box, circle or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

Stellar Industries, Inc.



**Primary Stellar Logo**

To be used for: Decals, Printed letterhead and business forms, promotional items, general logo use, Website, emails, computer generated letters or faxes, etc., Marketing collateral, Promotional print material.



**Stellar "flat" version:**

to be used for: decals and printing processes where shading and shadowing are not conducive to the project.



**Stellar Logo grayscale**

To be used for: non-color versions of printed letterhead and business forms, promotional items.



**Stellar logo Black and White and single color.**

Entire logo is to be one color, black, or any other single color. Outline around star should be visible. Mostly used for embroidery of tone on tone threads, or screen printing, printing in a single color.






Stellar logo with tag line.  
Use Century Gothic font.

Our People. Our Products.



Embroidery full color version (without the "Industries Inc.")

#	N#	St.	Descr. Code
1.	1		1986 LINES 1
2.	2		372 STAR 2
3.	3		1432 STELLAR 3
Total Bobbin:			20.51ft

If ever in doubt about which artwork file to use, please contact the marketing communications department.

To obtain an electronic file of any or all of the above artwork, please visit the Resources page on the public website or contact one of the individuals below.

**Marketing Department Contacts:**

Donna Popp-Bruesewitz, dpopp@stellarindustries.com, phone ext. 4248 or  
Scott Schmitt, sschmitt@stellarindustries.com, phone ext. 4242

**Approved Embroiderers:**

- Lands End Business Outfitters (See Donna for the logo code)
- See & Sew, Osage
- Gifts Sew Sweet, Britt
- AIA Branding Strategies, Spirit Lake
- Cabela's Corporate Sales

# Logo & Trademark Use Guidelines

- **The American Eagle** Logo must be reproduced from the authorized reproductions or files and cannot be redrawn, re-proportioned, separated, cut apart or modified in any way.
- The size and spacing in the logo may not be changed.
- The logo may be reduced or enlarged proportionately (follow aspect ratio listed with each logo).
- The American Eagle logo aspect ratio is 2.03:1. Definition: Aspect ratio is the ratio between the width of the picture and the height of the picture. The American Eagle logo is to be proportioned at 2.03" wide to every 1" high.
- Alterations, squeezing, and/or stretching in any direction of any of the logos is not permitted.
- Colors of the logo – Deviations from these colors are not allowed without prior written approval from the Stellar Industries Marketing/Communications Department.

American Eagle Colors:

Pantone Matching System:

Red: 1805

Blue: 287

Gray: Cool Gray 7

CMYK Process Colors:

Red: C=17, M=98, Y=100, K=7

Blue: C=100, M=69, Y=0, K=11.5

Gray: C=, M=5, Y=5, K=25

Web safe colors allowed:

Red: #c12726

Blue: #003366

Gray: #CCCCCC

- Thread colors must match the above mentioned Pantone or Process Colors. Deviations from these colors are not allowed without prior written approval from the Stellar Marketing/Communications Department.
- Thread may be all the same color of the item (embossed look) as long as entire logo is one color.
- No Shiny or metallic thread may be used for the star without prior written approval and with a sample on file at Stellar Industries.
- Logo must display the Registered Trademark symbol, ®, on the lower right hand corner of the artwork, as seen on the attached sheet. The symbol must be pantone 485 (red) in the color logo and black or matching solid color of the single colored logo.
- Star is to remain solid in the black and white and the monotone (one color) version.
- Font: Sans Extended bold italic. The typeface may not be changed.

**Approved logos:** (see samples on next page)

## **Additional Guidelines:**

The words American Eagle are a Registered Trademark on file with the US Patent and Trademark Office. Use it when using American Eagle as an adjective without the use of "Accessories Group.". I.e. American Eagle® drawer set. An appropriate generic term must appear after the registered trademark the first time it appears in a printed piece, and as often as is reasonable after that.

Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service. As adjectives, trademarks may not be used in the plural or possessive form.

**Correct:** I bought two American Eagle® drawers.

**Not Correct:** I bought two American Eagles.

Always spell and capitalize the American Eagle trademarks. Do not shorten or abbreviate American Eagle or American Eagle product names.

The American Eagle name and/or logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo trade dress, design slogan, or other trademarks. The logo must never appear with any other symbol or icon (Except the registered trademark or trademark symbol). Contained within a box, circle or other shape; or combined with any other name, logo, or icon to create a co-branded logo.



Main Logo. Aspect ratio 2.03:1  
colors: red 1805, blue 287 and cool  
gray 7



Secondary logo - to be used in limited applications  
where main logo artwork will not properly print



Single Color Logo

If ever in doubt about which artwork file to use, please contact the marketing communications department.

To obtain an electronic file of any or all of the above artwork, please visit the Resources page on the American Eagle website or contact one of the individuals below.

Marketing Department Contacts:

Donna Popp-Bruesewitz, [dpopp@stellarindustries.com](mailto:dpopp@stellarindustries.com), phone ext. 4248 or  
Scott Schmitt, [sschmitt@stellarindustries.com](mailto:sschmitt@stellarindustries.com), phone ext. 4242

Approved Embroiderers:

See & Sew, Osage  
Gifts Sew Sweet, Britt  
AIA Branding Strategies, Spirit Lake

# Logo & Trademark Use Guidelines

- **The Stellar Truck & Trailer** logos, as well as any other trademark names and designs used by or for the above mentioned must be reproduced from the authorized reproductions or files and cannot be redrawn, re-proportioned, separated, cut apart or modified in any way.
- The size and spacing in the logo may not be changed.
- The logo may be reduced or enlarged proportionately (follow aspect ratio listed with each logo).
- The Stellar logo aspect ratio is 2.38:1. Definition: Aspect ratio is the ratio between the width of the picture and the height of the picture. The Stellar logo is to be proportioned at 2.38" wide to every 1" high.
- Alterations, squeezing, and/or stretching in any direction of any of the logos is not permitted.
- Colors of the logo – Deviations from these colors are not allowed with out prior written approval from the Stellar Marketing/Communications Department.

## Stellar Colors:

Pantone Matching System:

Blue: 287

Gray: Cool Gray 7

CMYK Process Colors:

Blue: C=100, M=69, Y=0, K=11.5

Gray: C=, M=5, Y=5, K=25

Web safe colors allowed:

Blue: #003366

Gray: #CCCCCC

- Thread colors must match the above mentioned Pantone or Process Colors. Deviations from these colors are not allowed with out prior written approval from the Stellar Marketing/Communications Department. Stitch count is approximately 3,400.
- Thread may be all the same color of the item (embossed look) as long as entire logo is one color.
- No Shiny or metallic thread may be used for the star without prior written approval and with a sample on file at Stellar.
- "Industries, Inc." may not be removed from the logo without permission from the Stellar Marketing/Communications Department.
- Logo must display the Registered Trademark symbol, ®, on the upper right hand corner of the artwork, as seen on the attached sheet. The symbol must be pantone 287 (blue) in the color logo and black or matching solid color of the single colored logo.
- Font: Sans Extended bold Italic. The typeface may not be changed.

**Approved logos:** (see samples on next page)

## Additional Guidelines:

The word Stellar is a Registered Trademark on file with the US Patent and Trademark Office. Use it when using Stellar as an adjective with out the use of "Industries, Inc.". I.e. Stellar® crane. An appropriate generic term must appear after the registered trademark the first time it appears in a printed piece, and as often as is reasonable after that.

Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service. As adjectives, trademarks may not be used in the plural or possessive form.

**Correct:** I bought two Stellar® hooklifts.

**Not Correct:** I bought two Stellars.

The Stellar Truck & Trailer name and/or logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo trade dress, design slogan, or other trademarks. The logo must never appear with any other symbol or icon (Except the registered trademark or trademark symbol). Contained within a box, circle or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

## Stellar Truck & Trailer



Main Logo. To be used for most instances



Single color logo.

The Stellar Truck & Trailer logo falls under the rules of the use of Stellar previously mentioned. When writing as text, use the ampersand in between "Truck" and "Trailer" as used in the logo artwork.

aspect ratio: 2.79:1

Colors are Blue 287 and cool gray 7

If ever in doubt about which artwork file to use, please contact the marketing communications department.

To obtain an electronic file of any or all of the above artwork, please visit the StellarTT.com website or contact one of the individuals below.

Marketing Department Contacts:

Donna Popp-Bruesewitz, [dpopp@stellarindustries.com](mailto:dpopp@stellarindustries.com), phone ext. 4248 or

Scott Schmitt, [sschmitt@stellarindustries.com](mailto:sschmitt@stellarindustries.com), phone ext. 4242

Approved Embroiderers:

See & Sew, Osage

AIA Branding Strategies, Spirit Lake

Other Logos & Trade Names:

X-Tra-Lift



X-Tra-Lift logo is not officially registered nor does it use the <sup>TM</sup> at this time. Colors are red 485, blue 287 aspect ratio is 2.92:1

The TMAX Series of Mechanics bodies



The TMAX is trademark with the <sup>TM</sup> symbol only. It is not officially registered at the USPO. When writing, place the <sup>TM</sup> behind the TMAX word, before the word Series or before the "1", "2", or "3" that describes the particular model number example: TMAX<sup>TM</sup> 2. Aspect ratio 2.73:1 colors are black and

The Stellar<sup>®</sup> CDT<sup>TM</sup> (Crane Dynamics Technology<sup>TM</sup>) & Stellar<sup>®</sup> CDTplus<sup>TM</sup>



Colors are black and white only. aspect ratio is 1:1. If writing this in text form, the word Stellar<sup>®</sup> and the registered trademark must accompany the words CDT<sup>TM</sup> Equipped and CDTplus<sup>TM</sup> Equipped. with the trademark symbol following the CDT and the CDTplus, respectively. You may also include (Crane Dynamics Technology<sup>TM</sup>, with the trademark symbol, in parenthesis behind CDT<sup>TM</sup>. You should never refer to the Stellar<sup>®</sup> CDT<sup>TM</sup> ro Stellar<sup>®</sup> CDTplus<sup>TM</sup>, verbally or written, as CDT only. The word Stellar must always accompany it.