

# **Link-Belt<sup>®</sup>**

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## **Link-Belt Cranes**

### **Branding and Style Guide 2025**

#### **LINK-BELT CRANES**

2651 Palumbo Drive  
Lexington, KY 40509  
(859) 263-5200

[www.linkbelt.com](http://www.linkbelt.com)

150 years in the making, Link-Belt Cranes is built on values and a bulletproof reputation. Managing a simple and consistent branding and style guide for all of Link-Belt's media, communications, and artwork is one way of ensuring its tradition of excellence remains strong and secure.

This document is a brief overview of our style guidelines and how to best represent the Link-Belt Cranes brand from a visual and language-based standpoint. It includes directions on how to use our logos, colors, and typefaces.

*This book can be read and found online at [linkbelt.com](http://linkbelt.com).*



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**For further information or to obtain artwork,  
please contact Link-Belt Cranes.**

All printed and promotional materials must adhere to these Link-Belt Cranes branding standards. Obtaining prior written consent from Link-Belt Cranes Marketing Communications before production is necessary for items that include but are not limited to advertising, branded merchandise, signage, and banners.

*Please direct all official requests to [alittle@linkbelt.com](mailto:alittle@linkbelt.com)*

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## OPERATING COMPANY TITLES

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The company should be noted as “Link-Belt Cranes” on first reference. The company may be noted as “Link-Belt” or “LBC” after first reference.

### NOT APPROVED:

“Link-Belt Construction”; “Link-Belt Equipment Company”

## IDENTITY TYPEFACE

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These typefaces work together to bring our messages to life. Using our brand typefaces consistently and thoughtfully is important for a cohesive brand presence.


At Link-Belt Cranes, we use these primary typefaces:

Helvetica Neue 67 medium condensed (*including italic*)  
**Helvetica Neue 97 black condensed (*including italic*)**  
Helvetica CE bold condensed (*including italic*)

## IDENTITY COLORS

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 Link-Belt **Red** is the main Link-Belt Cranes color and should be used first in most cases. It is comprised of C-0, M-100, Y-100, K-20. For spot color you can use PMS 1797.

 Link-Belt Black is a simple standard black comprised of K-100. For a Rich Black, use C-40, M-40, Y-40, K-100.

 Link-Belt Gray is comprised of K-20.



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## IDENTITY COLORS CONTINUED

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White space should be used generously, allowing the colors to shine while still maintaining a fresh, clean look. Shades and hues of the main colors can be used sparingly when the need arises. Body text should be black.

## LOGO VARIATIONS

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Maintaining proportions is essential while using the Link-Belt Cranes logo. Whether with a swoop or without a swoop, the percentages must be kept in proportion. There are a few different combinations in our logo, and each of them should be used in the correct situations.

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## LOGO VARIATIONS CONTINUED

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## SUMMARY

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Maintaining proportions is essential while using the Link-Belt Cranes logo. Whether with a swoop or without a swoop, the percentages must be kept in proportion. There are a few different combinations in our logo, and each of them should be used in the correct situations.

