Link-Belt®
CRANES

Link-Belt Cranes
Branding and Style Guide

LINK-BELT CRANES
2651 Palumbo Drive
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(859) 263-5200

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.

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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

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OPERATING COMPANY TITLES

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

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:

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

IDENTITY COLORS

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

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

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.





LOGO VARIATIONS CONTINUED











SUMMARY

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.