



PREMIER

MANUFACTURING CO.

BRAND STANDARDS

These Brand Standards have been created to help our partners, distributors, and other third parties understand how to use Premier Manufacturing Company brand features correctly.

You are permitted to use the Premier name, logos, artwork, and other brand features only in accordance with these guidelines. We reserve the right to revise or update the Brand Standards at any time.

By using or making reference to any Premier brand asset, you agree to comply with these guidelines.

If you have any questions regarding proper use of the Premier brand, you can email us: customerservice@premier-mfg.com.

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NEARLY 100 YEARS OF EXPERTISE.



Premier Manufacturing Company has been in business since 1924, designing, manufacturing and distributing the highest quality and safest tractor trailer components for the trucking industry. Our product line includes couplings / pintle hitches, drawbar eyes / lunette eyes, hinge assemblies, front end assemblies, dolly jacks and accessories.

We are unique in our engineering and manufacturing of original products, with innovative designs, driven by customer needs. Our products cover a wide range of trucking needs. Whether heavy duty, medium duty or light duty, you will find a selection of options in our full range of trucking trailer components.

Your success is what drives our business and we take this seriously. We are a customer-oriented, solutions-based company. You deserve the best quality and safest products for your trucking business. Premier Manufacturing Co. is designing and manufacturing the products that define these values.

Any way you look at it, we're pulling for your success.





Official Logo (with safe space)



OFFICIAL LOGO

This is the official logo of Premier Manufacturing Company, which supercedes all other logo variations, unless noted.

No matter the size, the required safe space around the logo is equal to the current size of either capital 'E'.

The absolute smallest size the official logomark should ever be produced at is 1" wide.

In certain instances, we will request that you use the 'pumped' version of our logo. This 3d variation stands out more on select media.



Pumped Logo



LOGO COLOR USAGE

The logo should remain in its original red & black combination whenever possible, with a few exceptions.

If the logo is being placed onto black or another dark background, the black text portion of the logo (MANUFACTURING CO.) should change to white.

There are instances where the entire logo has to be 1-color. You should use either all white or all black depending on which one provides optimal visibility. This might include engraving, embossing, or newsprint.

There are also instances where the logo will be in greyscale or “black and white”. When this happens, all red portions of the logo should change to 50% black.

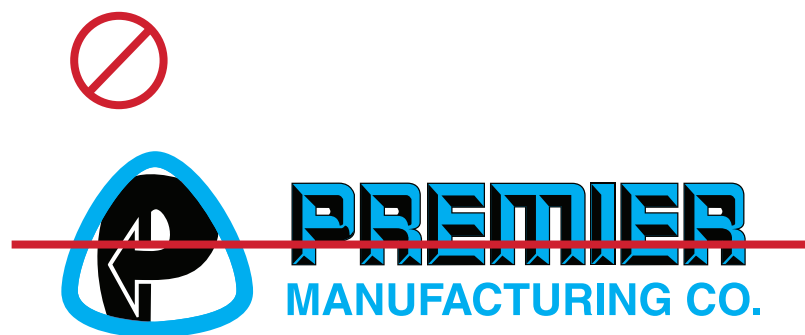


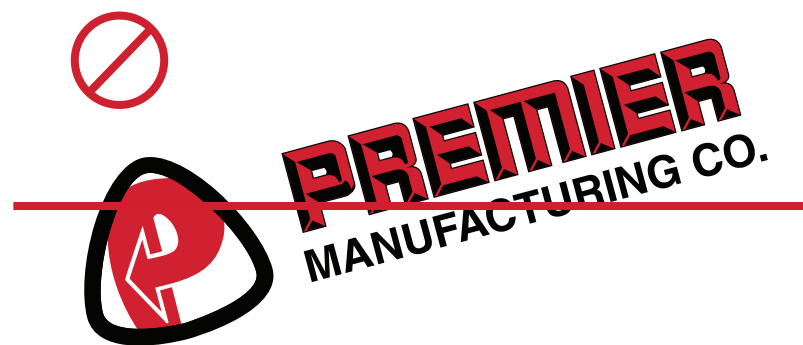
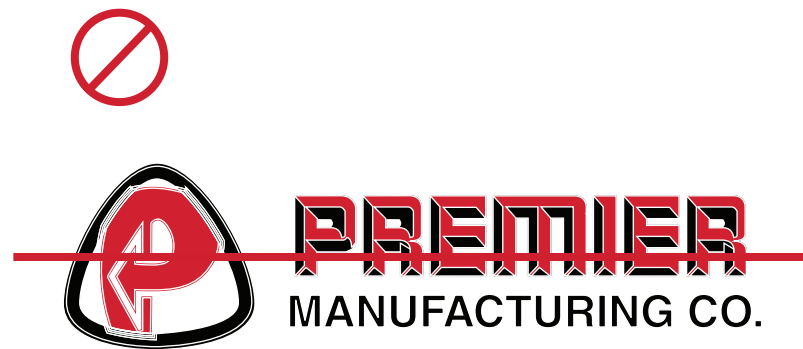
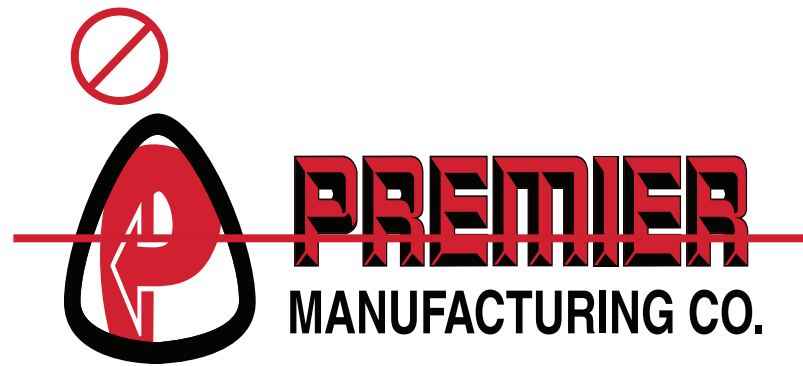


LOGO COLOR USAGE (continued)

Never change the logo from its original colors, even if you stay within the brand colors. The black portions will always remain black and the red portions will always remain red.

Never stray from the official brand colors in any way.





LOGO MISUSE

Do not stretch or distort the logo (never independently change the horizontal or vertical dimensions).

Never add visual effects to the logo. This includes but is not limited to: drop shadows, lighting effects, additional stroke weight.

Do not individually scale or resize any one portion of the logo on its own.

Never change the font within the logo.

The entire logo is a lockup and none of the portions should ever be removed or used on their own (unless it is one of the approved alternate logos).



ALTERNATE LOGOS

We have a set of alternate logos with a white border included, which is typically reserved for embroidery onto apparel and other less exact printing processes.

The official logo should always take precedence over the alternate options. If you think you need to use one of these alternatives, you should contact us first.



PREMIER
MANUFACTURING CO.

INDUSTRY PARTNERS

Minimizer LLC is our sister company; our industry partner. Both companies share the same core values and desire to always improve the trucking industry with top of the line parts and service.

Make no mistake: wherever you find Premier parts, you can be sure Minimizer is nearby (and vice versa).

Minimizer Brand Standards can be requested from customerservice@premier-mfg.com.



PREMIER RED

PMS 186 C
CMYK: 12, 100, 91, 3
RBG: 206, 14, 45
HEX: ce0e2d



BLACK

PMS BLACK C
CMYK: 0, 0, 0, 100
RBG: 0, 0, 0
HEX: 000000



WHITE

PMS WHITE C
CMYK: 0, 0, 0, 0
RBG: 255, 255, 255
HEX: ffffff

BRAND COLORS

Premier's core color, known as Premier Red, is at the center of our brand as a whole. It represents the passion and energy that we bring to every single thing that we do—we are never lukewarm about the creation of a new product, or the testing of it and finetuning of it, or about the personal customer service we provide.

Black and White are used through out the brand as well to provide visual variety, and to allow our core color to shine.

TRADE GOTHIC FONT FAMILY

Trade Gothic Bold Condensed No. 20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Std Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Trade Gothic Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**The quick brown fox jumps over
 the lazy dog.**

The quick brown fox jumps over
 the lazy dog.

**The quick brown fox jumps over
 the lazy dog.**

TYPOGRAPHY

The core font family for the Premier brand is Eurostile. The 4 different weights we use provided enough visual variety to suit all marketing and design needs. These are especially used for any headlines or visual emphasis when needed.

We also use additional typefaces as needed. However, no other fonts should be used when directly creating any collateral for Premier, unless written permission is provided first.



PREMIER
MANUFACTURING CO.

PRODUCT LINES



COUPLINGS & PINTLE HITCHES

Choose from a full range of Couplings / Pintle Hitches that will best suit the requirements of your application. We manufacture light, medium and heavy duty components.



DRAWBAR EYES

A complete offering of induction hardened drawbar eyes provide unsurpassed wear resistance in many bolt on, weld on and swivel mounted applications.



JACKS



FRONT END HOUSINGS



HINGE ASSEMBLIES



ACCESSORIES

WWW.PREMIER-MFG.COM



DISTRIBUIDOR INCENTIVOS México Solamente



RECIBA \$10 USD POR KIT EN PREMALLOY

NÚMEROS DE PARTE:
2200A, 2400A,
2400HA, 2880A, 890C



RECIBA \$ 5 USD POR KIT EN SAF-TITE

NÚMEROS DE PARTE:
100-4A-2, 100-4HA-2

PÓNGASE EN CONTACTO CON SU GERENTE DE TERRITORIO PARA OBTENER MÁS DETALLES

- Ventas calificadas de la marca Premier Mfg de productos solamente
- Oferta válida para pedidos enviados y facturados entre el 1 de mayo y el 31 de julio de 2020
- Sin pago máximo (es decir, venda 100 kits de Premalloy y recibirá \$1,000)
- Los pedidos se verificarán y anunciarán en septiembre de 2020 y se pagarán en noviembre del 2020
- Todos los pagos se realizan en forma de crédito al distribuidor se pueden aplicar impuestos
- El formulario de seguimiento debe enviarse a más tardar al 15 de agosto del 2020
- El formulario de seguimiento y las reglas se pueden encontrar en:
www.premiermfgresources.com/incentive

WWW.PREMIER-MFG.COM | [f](https://www.facebook.com/PREMIERMANUFACTURINGCO) PREMIERMANUFACTURINGCO | [i](https://www.instagram.com/PREMIERMFSGCO) PREMIERMFSGCO | [t](https://www.twitter.com/PREMIERMFSGCOMP) PREMIERMFSGCOMP



PREMIER
MANUFACTURING CO.

WHITE PAPER



ECT WAY
QUE
BOLTS

PREMIERMFSGCO | [t](https://www.twitter.com/PREMIERMFSGCOMP) PREMIERMFSGCOMP



PREMIER
MANUFACTURING CO.
THE FIRST NAME IN QUALITY COUPLINGS

2020 CATALOG



SAF-TITE

**Raising the Bar with
Strength & Value**



PREMALLOY

**The Harder You Work,
The Harder It Gets**



SAF-T-LATCH

**Lock In Safety
And Security**



EXTENDED LIFE

Your Ally Against Corrosion

SUB BRANDS

Premier has four specific sub brand logos that apply to our product lines and the materials used. You can learn more about each of them on our website: www.premier-mfg.com.

All of the same rules apply: Do not change their colors outside of our core brand colors. Do not rotate, unevenly scale or add visual effects. Do not separate the logos into individual elements. They are to be treated as one cohesive mark.

The following pages show the variations of each of the four sub brands. If you are unsure about which one(s) to use, you should contact us first.



SAF-TITE
Raising the Bar with
Strength & Value



SAF-TITE
Raising the Bar with
Strength & Value

SAF-TITE

There are multiple logo options created for each sub brand. Here are the approved layout and color combinations for Saf-Tite. Depending on layout, the decision for which one to use is quite easy: Taller vs. Longer and White vs. Dark will determine the ideal logo to use.



SAF-TITE
Raising the Bar with
Strength & Value



SAF-TITE
Raising the Bar with
Strength & Value

As with the main Premier brand, there is also 1-color flat options that will have to be used in certain scenarios.



SAF-TITE
Raising the Bar with
Strength & Value



SAF-TITE
Raising the Bar with
Strength & Value



PREMALLOY

The Harder You Work,
The Harder It Gets



PREMALLOY

The Harder You Work,
The Harder It Gets

PREMALLOY

There are multiple logo options created for each sub brand. Here are the approved layout and color combinations for Premalloy. Depending on layout, the decision for which one to use is quite easy: Taller vs. Longer and White vs. Dark will determine the ideal logo to use.

As with the main Premier brand, there is also 1-color flat options that will have to be used in certain scenarios.



PREMALLOY

The Harder You Work,
The Harder It Gets



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The Harder It Gets



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The Harder It Gets



PREMALLOY

The Harder You Work,
The Harder It Gets



EXTENDED LIFE
Your Ally Against Corrosion



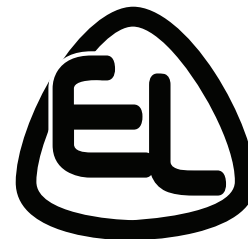
EXTENDED LIFE
Your Ally Against Corrosion

EXTENDED LIFE

There are multiple logo options created for each sub brand. Here are the approved layout and color combinations for Extended Life. Depending on layout, the decision for which one to use is quite easy: Taller vs. Longer and White vs. Dark will determine the ideal logo to use.



EXTENDED LIFE
Your Ally Against Corrosion



EXTENDED LIFE
Your Ally Against Corrosion

As with the main Premier brand, there is also 1-color flat options that will have to be used in certain scenarios.



EXTENDED LIFE
Your Ally Against Corrosion



EXTENDED LIFE
Your Ally Against Corrosion



SAF-T-LATCH

Lock In Safety
And Security



SAF-T-LATCH

Lock In Safety
And Security

SAF-T-LATCH

There are multiple logo options created for each sub brand. Here are the approved layout and color combinations for Saf-T-Latch. Depending on layout, the decision for which one to use is quite easy: Taller vs. Longer and White vs. Dark will determine the ideal logo to use.

As with the main Premier brand, there is also 1-color flat options that will have to be used in certain scenarios.



SAF-T-LATCH

Lock In Safety
And Security



SAF-T-LATCH

Lock In Safety
And Security



SAF-T-LATCH

Lock In Safety
And Security



SAF-T-LATCH

Lock In Safety
And Security

