

Ramsey Industries Brand Standards for Authorized Dealers

Why Brand Standards Are Essential

At *Ramsey Industries*, our brand represents quality, reliability, and innovation in industrial manufacturing. Every time our brand appears—in a product brochure, on a website, or at a trade show—customers recognize and associate these values with *Ramsey Industries*. Consistent and correct use of our brand by our authorized dealers is essential to maintaining this reputation and ensuring that our shared customers experience a seamless, trusted interaction.

The Importance of Consistent Branding

In today's competitive market, brand recognition is crucial. Customers are more likely to purchase from brands they know and trust. When *Ramsey Industries* is represented consistently, it builds credibility not only for us but also for you, our valued dealers. Brand consistency enables customers to recognize our products, remember their positive experiences, and understand the quality they can expect when purchasing from any authorized dealer.

Protecting the Brand's Integrity

Our brand standards have been developed to ensure that every instance of the *Ramsey Industries* brand—whether seen in print, online, or in physical locations—reflects the same level of professionalism and quality. These guidelines protect the brand's integrity by preventing misuse or misrepresentation, which could lead to customer confusion or distrust. Misusing or altering brand elements, even unintentionally, can diminish the perceived value of the products you offer and lead customers to question the authenticity of our materials or messaging.

Strengthening Your Position as an Authorized Dealer

As an authorized dealer, you are an essential part of *Ramsey Industries'* brand story. Following our brand standards not only protects our company but also strengthens your position as a trusted partner. When customers recognize that you uphold the same standards as *Ramsey Industries*, it enhances your credibility, setting you apart from non-authorized sellers or competitors who may lack these important safeguards.

Our Commitment to Supporting You

Ramsey Industries is dedicated to helping our dealers succeed. We provide you with the tools and resources needed to represent our brand accurately, including access to logos, color codes, fonts, templates, and approved messaging. Our brand standards are designed to make it easier for you to maintain consistency, quality, and professionalism in your own marketing.

Ramsey Industries' brand standards protect the image we have worked hard to establish, ensuring that every encounter with our brand—whether through a product, a dealer, or a marketing piece—reinforces the trust and reliability we stand for. By adhering to these standards, you help build a strong, cohesive brand that benefits both of us and fosters lasting customer loyalty.

Thank you for your partnership and commitment to upholding the integrity of the *Ramsey Industries* brand.

See the following brand guidelines for Logo, Fonts, Colors, Content, Placement and Digital Media.

Logo Usage Guidelines

Approved Logo Variants

- Approved versions of the *Ramsey Industries* logo
 - Primary Logo (full color)
 - Black-and-white version for specific applications

The Ramsey rings symbolize the swift, seamless work of Ramsey Industries and are a symbol carried through our subsidiary branding.



When doing work for Ramsey Industries, always include the identifier of "industries" to differentiate from the subsidiaries.

Ramsey is the main component of the logo and the core of our brand.

The reverse logo should be used on low contrast and dark backgrounds.



The logo can also be used in all black when needed.



Placement and Sizing

Always consider the safe space when using the logo. The safe space can be measured using the capital R from "Ramsey."



Prohibited Alterations

- Dealers may not alter the logo in any way, including but not limited to:
 - Changing colors or fonts
 - Adding shadows, outlines, or effects
 - Stretching, skewing, or resizing out of proportion

To protect brand integrity, do not alter the logo in any way. The primary logo is black, blue, and gray. Below are examples of what not to do with the logo.



Do not use the logo without the Ramsey rings.



Do not display the logo on a background with low contrast.



Do not use the logo without "Industries."



Do not change the logo colors.



Do not stretch the logo.

Brand Colors

Color Palette

The color palette is essential to the Ramsey Industries brand. Consistency and proper usage of the palette protect and strengthen the brand. Ramsey Industries has one primary color, Pantone 300C, and two secondary colors, Pantone 302C and black. All colors can be tinted at 60%, 40%, and 20%.

Primary

Pantone 300C

60% 40% 20%

CMYK

99, 50, 0, 0

RGB

0, 94, 184

Hex

#005EB8

Secondary

Pantone 302C

60% 40% 20%

CMYK

100, 48, 12, 58

RGB

0, 59, 92

Hex

#003B5C

Black

60% 40% 20%

CMYK

0, 0, 0, 100

RGB

0, 0, 0

Hex

#000000

Typography

All Ramsey Industries and subsidiaries use Roboto as the brand typeface. The font is available in Light, Regular, Medium, Bold and Black weights. This typeface emphasizes Ramsey's bold and confident approach to the winch industry.

EXAMPLE TITLE

ALTERNATIVE TITLE EXAMPLE

Header example

Body example. Ramsey Industries, through our subsidiary brands Auto Crane®, Eskridge®, and Ramsey Winch®, designs and manufactures products that lift, move, and drive today's workforce. Our applications are hard at work in a variety of industries, including towing and recovery, utility, oil and gas, mining, forestry, military, and mobile fleet services. These vital industries count on Ramsey Industries brands to lead the way with safety-focused innovation. For more than 70 years, we've been committed to the same entrepreneurial values that we were founded on, forever changing the way industrial companies move ahead.

Note: All graphic title type used in the slice header treatment should use the black weight of the Roboto typeface.

Roboto Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(,.)

Roboto Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(,.)

Roboto Medium
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(,.)

Roboto Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(,.)

Roboto Black
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(,.)

Content Standards

Product Descriptions and Messaging

- Dealers are required to use *Ramsey Industries'* official product descriptions and marketing messages verbatim to maintain consistency. Any modifications must be approved by *Ramsey Industries* marketing team to ensure accuracy and alignment with brand voice.

Auto Crane

Proudly designed and made in Tulsa, Oklahoma, Auto Crane's service cranes, work truck bodies and accessories are designed for safety and reliability. Innovations such as NexStar 4™, Power On Demand™, Titan™ Connect, and Titan™ Armor help you work smarter, faster and cost-effectively, contributing to your bottom line. Our products are recognized and used worldwide in the utility, construction, energy, and mining industries. You can count on Auto Crane to do the heavy lifting for years to come.

Ramsey Winch

Ramsey Winch is a leading manufacturer of speed reducers, electric and hydraulic winches, worm gear winches, planetary gear winches, and planetary hoists. Designed and built in Tulsa, Oklahoma, Ramsey Winch products are known for their rugged durability and power in industrial applications such as towing/recovery and construction and the consumer off-road and self-recovery markets. Ramsey Winch is today's choice for quality, dependability, and endurance.

Eskridge

Eskridge, Inc. is a leader in providing drive solutions to sectors like utility, construction, marine, and agriculture. They specialize in gear drives, anchor drives, digger drives, and auger drives, offering solutions that are essential for equipment in challenging environments.

Updating Content

Dealers are responsible for updating content with the latest product or promotional information. To get the latest flyers please access the dealer portal at ramseyindustries.com

Digital Marketing and Social Media Guidelines

Website Use of Brand

- Dealers must obtain permission before displaying *Ramsey Industries* branding on their websites.

Social Media Content

- Dealers may share and repost content from *Ramsey Industries*' official accounts but must not alter or misrepresent information.
- All mentions of *Ramsey Industries* should be tagged with official handles and hashtags
- Below are the *Ramsey Industries* Social Media pages.

Facebook: <https://www.facebook.com/RealRamseyIndustries/>

@RealRamseyIndustries

#RamseyIndustries #AutoCrane #RamseyWinch #Eskridge

Instagram: <https://www.instagram.com/realramseyindustries/>

@RealRamseyIndustries

#RamseyIndustries #AutoCrane #RamseyWinch #Eskridge

LinkedIn: <https://www.linkedin.com/company/realramseyindustries>

Ramsey Winch <https://www.linkedin.com/company/ramsey-winch>

Auto Crane <https://www.linkedin.com/company/autocrane>

Eskridge <https://www.linkedin.com/company/eskridge>

#RamseyIndustries #AutoCrane #RamseyWinch #Eskridge

YouTube <https://www.youtube.com/@realramseyindustries>

Product Information and Messaging

- Only use approved product descriptions, technical specifications, and key messaging as provided by *Ramsey Industries*.
- If you are creating custom content, ensure all information aligns with *Ramsey Industries*' official language and tone.
- Avoid making any claims about products that are not explicitly verified by *Ramsey Industries*, especially regarding performance, safety, or warranty.

Tone and Voice

- Maintain a professional, informative, and customer-friendly tone that reflects *Ramsey Industries*' values.
- Avoid slang, overly casual language, or humor that may detract from the brand's professional image.

Customer Interaction and Inquiries

Responding to Customer Questions

- Dealers are encouraged to respond to customer questions about *Ramsey Industries* products in a timely, professional manner.
- For technical inquiries or warranty questions, direct customers to *Ramsey Industries*' official customer service for accurate and detailed assistance.

Handling Negative Comments

- If a customer posts a negative comment, respond professionally and offer to take the conversation offline to resolve the issue.
- Avoid engaging in arguments, expressing frustration, or blaming other parties (including competitors).
- Report any serious complaints or product-related issues to *Ramsey Industries*' marketing team immediately for guidance.

Email Marketing Standards

- Dealers can use brand assets in email campaigns but must follow logo, content, and color guidelines.
- Emphasize that emails representing *Ramsey Industries* should be professional, concise, and free from any unrelated messaging.