ONBOARD® SYSTEMS

INTERNATIONAL

LIFT WITH CONFIDENCE®

Visual Identity:

Guidelines & Style Manual

Revision 2 | May 10, 2019

110-131-00

Introduction

This manual establishes the corporate symbols, marks, logos, fonts and colors for Onboard Systems International, LLC. These elements were designed to unify the corporate brand and image between departments within Onboard Systems, our authorized dealers, and other third party organizations.

This document defines the specifications for visual identification and design for use in documentation, advertisements, sales literature, and other materials used to promote and brand Onboard Systems.

Company Name and Usage

Proper usage of the company name and/or logo in commerce, for marketing purposes, and other uses helps establish common law rights in the geographic areas in which they are used. Therefore, all signature blocks, contracts, and other formal documentation (invoices, checks, purchase orders, other legal documents, etc.) should convey the company's full legal name, which is:

ONBOARD SYSTEMS INTERNATIONAL, LLC

This can be either in addition to, or in place of, using our logo. For example, the formal legal name can appear as a line of text above or below the logo, or in the address or signature block (see example).

Onboard Systems International, LLC
13915 NW 3rd Court
Vancouver, WA 98685 USA

Abbreviations

In cases where there is a need to shorten the full name of the company, or to avoid repetition in long documents, the company name may be abbreviated as "Onboard Systems" or "Onboard" as needed to fit space requirements. Abbreviations such as "OSI" or "Int'l" are not acceptible.

Examples

INCORRECT:

Please refer to the OSI manual for more information.

The service manual or component maintenance manual for your Onboard Systems Int'l equipment is your first and best source for specific information about overhauling your cargo hook.

CORRECT:

Please refer to Onboard's documentation for more information.

The service manual or component maintenance manual for your Onboard Systems equipment is your first and best source for specific information about overhauling your cargo hook.

Contents

Trademarks

When mentioning a trademarked Onboard Systems product or service, the appropriate trademark symbol should be used with the first occurrence of the mark on a single page or a two-page spread. If the logo appears in the piece, it is not necessary to include the trademark symbol when referencing the company name in text as it is already represented on the logo itself.

Trademark Statement

When creating a document that is an Onboard Systems publication, the following statement should be included at the bottom of the table of contents page, the title page, the copyright page, the back cover, or other appropriate location:

> Copyright © 1976-20XX Onboard Systems International, LLC. All rights reserved. Onboard Systems®, Onboard Systems International™, the Onboard Systems logo, Lift with Confidence®, TALON®, Crew-Loc®, Crophawk®, SPIDER®, Hayabusa®, and Surefire® are registered trademarks of Onboard Systems International, LLC. All other trademarks are the property of their respective owners.

Replace the "XX" in the year with the current year.

Symbols

The easiest way to include a trademark symbol is to key in the ASCII equivalent by holding the "ALT" key and pressing the appropriate code on the number keypad on your keyboard. Please note that this will only work using the numbers on your keypad; if you try to use the numbers over your keyboard, you will not get the desired symbol. Common ASCII equivalents:

Symbol	Description	ASCII Code
®	Registered Trademark	ALT + 0174
™	Trademark pending	ALT + 0153
©	Copyright	ALT + 0169

Onboard Systems Trademarks

- Onboard Systems®
- Onboard Systems International™
- Lift With Confidence®
- TALON®
- Crew-Loc®
- Crophawk®
- Hayabusa®
- SPIDER®
- Surefire®

Outside Products and Services

It is important that Onboard Systems respects the trademarks of other companies when they are mentioned by name in documentation or printed materials. Therefore, all instances where another company's proprietary product or service is mentioned should use the appropriate trademark symbols. Please refer to each company's website to identify proper trademark usage.

To avoid pages being riddled with trademark symbols, try replacing a specific product name with a generic equivalent. For example, a Robinson® R66 can be referred to as an R66 or simply "the aircraft."

If a trademarked product or company must be mentioned multiple times, rather than adding the mark in every instance, a single citation can be added to the Copyright page or as a footnote:

Product® is a registered trademark of Company®.

OR

Product™ is a trademark of Company®.

Logo Fonts

ONBOARD SYSTEMS®
INTERNATIONAL
LIFT WITH CONFIDENCE®

Logo — **Bank Gothic MD Oblique**

Tagline — **Eras Demi**

Logo Font: Bank Gothic

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6
7 8 9 0

Tagline Font: Eras

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Color Palette

To create consistency in the look and feel of Onboard's visual identity, a color palette of complimentary colors has been established. Using the colors in our approved palette will help create a consistent branding message in all communications media.

Color Categories

In addition to the color palette, Onboard Systems has defined the shade of orange to be used with our Remote Equipment line of products. Two universal colors as indicated below can also be used as needed.

Color names referenced throughout this document correlate to those listed in this page and in no way imply use of a generic version of the color specified.

Universal Colors

Rich Black
CMYK 63–53–51–100   HEX 010002
RGB 1–0–2

White
CMYK 0–0–0–0   HEX ffffff
RGB 255–255–255

Remote Equipment

Orange
CMYK 7–84–84–1   HEX c2b9a6
RGB 194–185–166

Color Palette

Blue
CMYK 100–93–28–23   HEX 002269
RGB 0–34–105   Pantone PMS 280

Maroon
CMYK 13–96–81–54   HEX 760d16
RGB 118–13–22   Pantone PMS 1815

Yellow
CMYK 0 –17–100–0   HEX ffd000
RGB 255–208–0   Pantone PMS 7406

Khaki
CMYK 20–22–45–58   HEX 6b634e
RGB 107–99–78   Pantone PMS 7497

Golden Brown
CMYK 11–69–100–50   HEX 803e08
RGB 128–62–8   Pantone PMS 725

Dark Brown
CMYK 16–68–100–78   HEX 5a2900
RGB 90–41–0   Pantone PMS 732

Stone
CMYK 7–10–22–20   HEX c2b9a6
RGB 194–185–166   Pantone PMS 7535

Logo Color, Size & Effects

Preferred Color

Whenever possible the two-color blue and rich black logo with tagline should be used (Figure 1). Variations can be used as needed and are listed:

- Figure 2: for one-color applications, use rich black only.

- Figure 3: for use over a dark background, use the single-color white logo.

- Figure 4: for use with remote equipment publications.

If additional variations are required, please consult with the Marketing department.

Size Considerations

The Onboard Systems logo should always be sized in such a way that it does not distort any elements in the logo treatment or become too small to be read easily. The proportions should not be skewed. Steps should be taken to avoid pixelation and other quality degradation issues due to improper resizing methods.

Print Usage

Whenever possible, use the logo with tagline as displayed in the sample figures. The combined elements should be at least 2" to ensure the tagline and smallest text in the logo are visible.

On-screen Usage

The logo should be displayed at a minimum of 40 pixels in height. Any resolution lower than this will make portions of the logo illegible. White or empty space around the logo shall be no less than ¼" or roughly 25 pixels.

Trademarks

The registered trademark symbol ® should be included as part of the logo and tagline whenever possible.

Exceptions

Some applications may restrict the optimal size of the logo and elements as presented in this section. In these cases, it may be necessary to reduce the size of the logo treatment, remove the tagline, the word "International," and/or trademark symbols. Please consult with Marketing to discuss options.

Figure 1

Figure 2

Figure 3

Figure 4

Background Colors

To enhance the appearance and distinctiveness of the Onboard Systems logo, the following background color specifications should be adhered to at all times:

Color Logo Treatments

When the logo is used in either 2-color or 4-color vehicles, the background color tone must be less than or equal to 30% gray scale.

Black Logo Treatments

When the logo is used in a black and white vehicle, the background color tone value must be equivalent to less than or equal to 40% gray scale.

Reverse to White Logo Treatments

When a "knockout" of the logo is used in a reverse to white technique, the background color tone value must be 50% or more gray scale.

0%	
10%	
20%	
30%	

0%	
10%	
20%	
30%	
40%	
50%	
60%	
70%	
80%	
90%	
100%	

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