

BRAND IDENTITY GUIDELINES

2012



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This guide details the visual elements that support the Crestline brand. It also explains how, when used correctly and consistently, these elements speak for Crestline in an articulate and compelling way. This guide is to be used to strengthen the Crestline brand by creating a consistent corporate image and marketing designs. The new brand identity involves the process of a more sharply focused brand positioning. By following this guide, you help define Crestline for our customers, associations and our industry at large. You help them recognize, differentiate and remember us. In some cases, this guide provides rules on how to use - and even how not to use - various elements. Overall, this guideline offers a framework for making and evaluating creative decisions

Crestline's new brand identity will revive our entire corporate presence, by creating a look and feel of corporate class, one that is sleek, modern and futuristic. In order to reflect the wide variety of Crestline's vehicles, the focus of the new designs will be on uniform imagery. The new identity features the Crestline logo in a shiny chrome, giving the brand a new and exciting feeling of luxury and the future of technology. The signature Crestline blue continues to be used for signage and marketing materials when a white background is used. Crestline's new look will help the brand to stand apart from the crowd. In the future, the various communications will not only feature images of Crestline vehicles but also people being treated by paramedics, paramedics performing their duties in and around the ambulances, people using transit and specialty vehicles, vehicles in motion, as well as architecture and landscapes from across the world.

questions?

If you have questions about how to use any brand elements, or need additional information, contact:

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corporate mission statement

To manufacture and distribute specialty vehicles and products that offer the best in value in terms of quality, performance, and safety for our customers. Our aim is to anticipate real customer needs and respond in a timely manner by delivering quality leading products that contribute to the professionalism of the industries in which we operate.

quality policy

Crestline is committed to understanding and delivering what our customers value.

Crestline's commitment involves...

1. Meeting customer requirements for our products and services through the use of the Quality Management System and a culture of continuous improvement to the system.
2. The Quality Objective of Crestline is to provide a product or service to the Customer, which complies with both customer requirements & expectations and statutory/regulatory requirements at the contractually committed timeline. The elimination of quality defects and implementation of efficiency gains is a fundamental core cultural expectation of Crestline.
3. Products presented as ready for customer delivery are evaluated through quality control and quality assurance processes, deviations and non-conformances are processed through the QMS for corrective action.

marketing statements

Crestline Coach Ltd., maintains an initiative to develop marketing and communications strategies that strengthen the Crestline brand and reinforce the products manufactured and sold by the company.

- Crestline is a leading ambulance and emergency vehicle manufacturer.
- Crestline is Canada's only nation-wide bus distributor.
- Crestline is a leading supplier of transit, tour, shuttle and wheelchair accessible buses.
- Crestline's customer service is unmatched by our competitors.
- Crestline represents a manufacturing and safety quality that is recognized and sold around the world.
- Crestline has been at the forefront of the ambulance manufacturing industry since its conception.
- Crestline is a trusted leader in the industry and a trusted source of information.

foundation

The Crestline logo is the foundation of the Crestline brand. The "Crest" part of Crestline gives the impression of being at the forefront (as in the crest of a wave) and the "line" part of Crestline gives the impression of an entire line-up of products. The Coach portion of the name was a carryover from a previous era when most ambulance and funeral vehicle manufacturers had Coach as a part of their name. When shortening the name, the preferred name is just Crestline, dropping the Coach and Ltd. This is how the name is displayed on our vehicles and is most recognizable to our customers. The stylized "S" in the logo represents the crest of a wave (in conjunction with the meaning behind the Crestline name) as well as representing the curvature in our renowned aerodynamic ambulance body design. This symbol is easily recognized by the common masses as representing the Crestline brand.

In use for now 12 years, the logo has recently undergone some artistic upgrades. The new version has a bolder print and condensed spacing, making the logo smaller in width but larger vertically.

logo usage

Where to use the Crestline logo: All Crestline stationary and documents, promotional items and clothing, decals for all vehicles, advertising (print and online), event sponsorships, signage, website and social media. Update all documents in every departments with the revised logo.

Logo color and appearance: There are 5 color versions of the logo: Traditional Blue (CMYK Pantone 541C), black, white, chrome, and the social media logo is a combination of blue, black and chrome.

Symbols: The Crestline logo includes a Registered symbol in the upper right corner of the word Crestline. The taglines includes a common law trademark symbol in the upper right corner.

Size and Position: The word Crestline and taglines always appear in uppercase. Do not stretch, rotate or manipulate Crestline logos or images.

Trademarks and Copyright: Crestline's trade-marks/trade names, logos, photographs, illustrations, video, e-zines, brochures, etc. shall not be published, copied to another medium, or reproduced other than that for educational and non-commercial purposes without the prior consent of Crestline. All trade-marks and content must not be altered in any manner, or used in any way that is detrimental to Crestline's image.

logo fonts and taglines

When needed these fonts will be supplied.

CRESTLINE

The word Crestline is in Romantic font.

Crestline’s current logo taglines are represented in **BANKGOTHIC MD BT** font.

**WORLD CLASS SAFETY AND INNOVATION
CANADA’S NATIONAL BUS DEALER**

logo variations



Blue logo: Traditional Crestline logo
Blue: Pantone Solid Coated 541C



Black logo: Represented here with the Crestline tagline.



White logo: Represented here with no tagline on a black background.



Chrome logo: Custom made
Represented here with no tagline.



Social Media logo: Stylized “S” represented in chrome with Crestline in Romantic font displayed underneath.

When to use the social media logo: This version is to be used as a profile image on social media sites, or when needing to accommodate a square picture box.

corporate colors

Blue, black and white.



Corporate Blue: Pantone Solid Coated 541C
C=100, M=75, Y=33, K=22

Crestline **blue** represents corporate integrity and professionalism. **Black/gray** represents a company that is arising/emerging: to become known. **White** is used to convey an open, modern space while metaphorically alluding to wisdom, freedom, the speed of light and a sterile environment.

accent colors

Yellow, red, and chrome (metal).



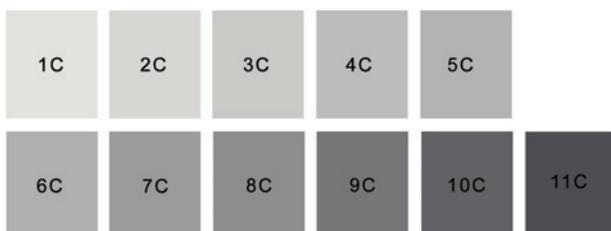
Yellow: Pantone Solid Coated 107C
C=3, M=6, Y=95, K=0

Red: Pantone Process Uncoated
Pantone DS 79-1U
C=10, M=100, Y=100, K=30

Chrome/metal: custom made

Yellow represents the safety features in Crestline vehicles such as the grab handles. **Red** symbolizes the medical and fire industry. **Chrome/metal** represents the future of manufacturing technology and Crestline's all aluminum roll cage.

gray palette



Grays: Pantone Solid Coated
Pantone Cool Gray 1C, 2C, 3C, 4C, 5C, 6C,
7C, 8C, 9C, 10C, 11C

online social community



www.crestlinecoach.com



www.facebook.com/CrestlineCoachLtd



Crestline twitter address: <http://twitter.com/#!/CrestlineCoach>



Daryl's twitter address: <https://twitter.com/#!/DarylBitz>



www.youtube.com/CrestlineCoach



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