ACCURIDE

Brand Standards

2026

ONE COMPANY. ONE VISION.

The importance of consistent branding

Our brand is one of Accuride's most important assets. A consistent brand experience with Accuride doesn't happen by accident. You shape it. Not only through your words and actions, but also in the materials you use to communicate.

This identity manual provides the tools you need to do this, including directions and templates for internal memos, business letterhead, business cards, facility signage, and the directions for applying our logo and brand look and feel to a variety of internal and external uses.

By understanding and following these guidelines, we will achieve greater consistency and continuity throughout all of our communications. This will unify the messaging and appearance of our brand in the marketplace.

Thank you for helping to build and support a new brand leadership for Accuride.

For further information or assistance, contact Amy Pfaffmann at (812) 962-5049 or apfaffma@accuridecorp.com.

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1:1 LOGO VERSIONS

The Accuride logo is a graphic element that consists of the stylized word “ACCURIDE,” a shield with a stylized capital letter “A” and the trademark symbol ™. The size, style and placement of these components have been predetermined and should never change. No other graphic element, logo or tagline may be used with the Accuride logo. However, the Accuride logo is an important part of other graphic elements, such as newsletter mastheads and other approved communication materials.

Accuride Corporate Logo
Standard Version

Shield Version with ACCURIDE

Shield Version without ACCURIDE

1:2 LOGO STANDARDS AND USE

Logo Area of Isolation

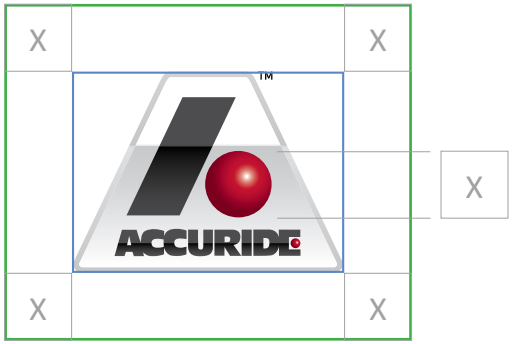
The Area of Isolation is an area of “clear space” that surrounds the logo to prevent other graphic elements from diminishing its impact. No other graphic element should violate the Area of Isolation. This will ensure that the Accuride identity is prominent in all applications.

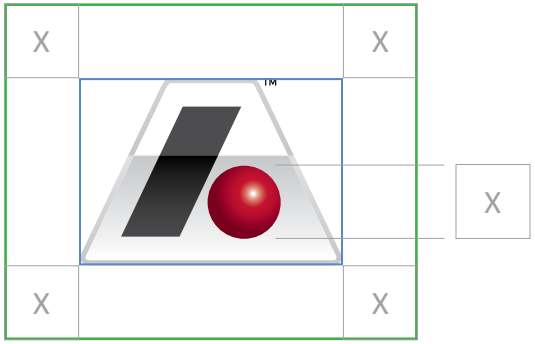
Accuride Standard Logo

The size of the Area of Isolation for the standard configuration of the Accuride logo is determined by first measuring the height of the red ball found in the shield (dimension X below). The extent of the Area of Isolation (green box below) is determined by taking dimension X and measuring out from an imaginary bounding box surrounding the entire logo (blue box below). No other graphic element should exist inside the green box. Please note that this is the **minimum** requirement and that more space should be used whenever possible.

Accuride Shield Logo

Similarly, the size of the Area of Isolation for the “Shield” configuration of the Accuride logo is determined by measuring the height of the red ball (dimension X below). The extent of the Area of Isolation (green box below) is determined by taking dimension X and measuring out from an imaginary bounding box surrounding the entire shield (blue box below). No other graphic element should exist inside the green box. Please note that this is the **minimum** requirement and that more space should be used whenever possible.





1:2 LOGO STANDARDS AND USE

Dark Backgrounds

The “REVERSED” version of the logo must be used when the logo is placed over a dark-colored background. Never create a reversed version of the standard logo by changing the black text to white.

“Busy” Backgrounds

The logo should never be placed over a background that contains a strong texture or pattern. Never add a glow or shadow to the logo in order to place the logo over a busy background. The logo can be placed over backgrounds that contain a texture or pattern so long as that texture or pattern is very subtle and does not distract attention from the logo.

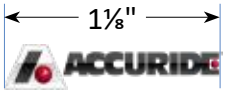
One-Color Application

A one-color version of the logo has been created for carton printing and similar situations where only black ink is available. The standard version of the logo should never be converted to grayscale or bitmapped for one-color applications. Similarly, the one-color version of the logo should be used sparingly. It should not be used when the standard version is more suitable. The one-color version should never be used in Microsoft® Office documents, such as in PowerPoint® slides.

Size

The overall width of the standard Accuride logo should never be less than 1⅛" (1.125") to ensure readability.

Proportions: When resizing the logo, it is critical that the proper proportions are maintained. With many applications, locking the proportions of a graphic element while scaling can be accomplished by holding down the shift key and dragging the corner of the element’s bounding box. If entering a scale in a dialog box, be sure that the horizontal and vertical adjustments are the same percentage.



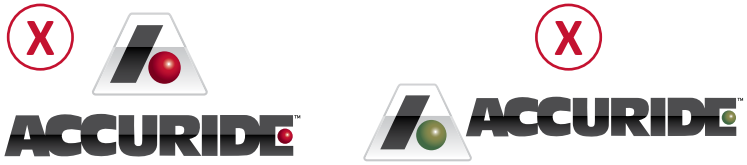
1:3 LOGO: WHAT NOT TO DO

The logo must always be rendered under the guidelines outlined on the previous pages. No other arrangements or color variations are allowed. If you are dealing with a special circumstance, please contact Marketing Communications at (812) 962-5049 or apfaffma@accuridecorp.com for assistance. Some examples are shown here.

Never distort the logo or scale it disproportionately.

Never enclose the logo in a tightly fitting shape in order to isolate it from a dark background.

Never alter the logo's shape, configuration or colors.



2:1 ACCURIDE FONTS

The font used in all official Accuride sales and marketing materials is Uni Sans. However, all documents, including correspondences, presentations and general office documents, must use the Calibri typeface, as it closely matches the Uni Sans typeface. Calibri should be factory-installed on most computers. However, in the event that Calibri is not available, the use of Arial is acceptable.

UNI SANS

Uni Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Uni Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Uni Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3:1 COLOR PALETTE

The official color of Accuride is red Pantone 187 as designated by the Pantone® Matching System (PMS).

In order to maintain a consistent brand identity, color values should never be changed.

For offset printing, the CMYK versions of the logo must be used. The RGB versions of the logo should be used when there is no need for offset printing, such as in computer presentations. There are situations where the logo may appear in a computer document which is primarily viewed on screen, but later printed (such as in a Word® document). Since many office printers are designed to print documents that use RGB color, using the RGB version of the logo is acceptable.

CMYK Gradations

There are two red gradations found in the official Accuride printed materials, one for the red ball in the logo and one for art elements used in print layouts.

Dark Red: C:0, M:100, Y:63, K:60
Medium Red: C:0, M:100, Y:79, K:20
White: C:0, M:0, Y:0, K:0

Dark Red: C:0, M:100, Y:63, K:60
Medium Red: C:0, M:100, Y:79, K:20

C:0, M:100, Y:79, K:20
R:175, G:30, B:45

C:0, M:100, Y:63, K:60
R:102, G:0, B:38

C:0, M:0, Y:0, K:10
R:230, G:230, B:230

C:25, M:21, Y:21, K:0
R:191, G:201, B:201

C:98, M:88, Y:44, K:53
R:2, G:14, B:67

C:92, M:84, Y:51, K:67
R:7, G:13, B:41

4:1 STATIONERY: LETTERHEAD

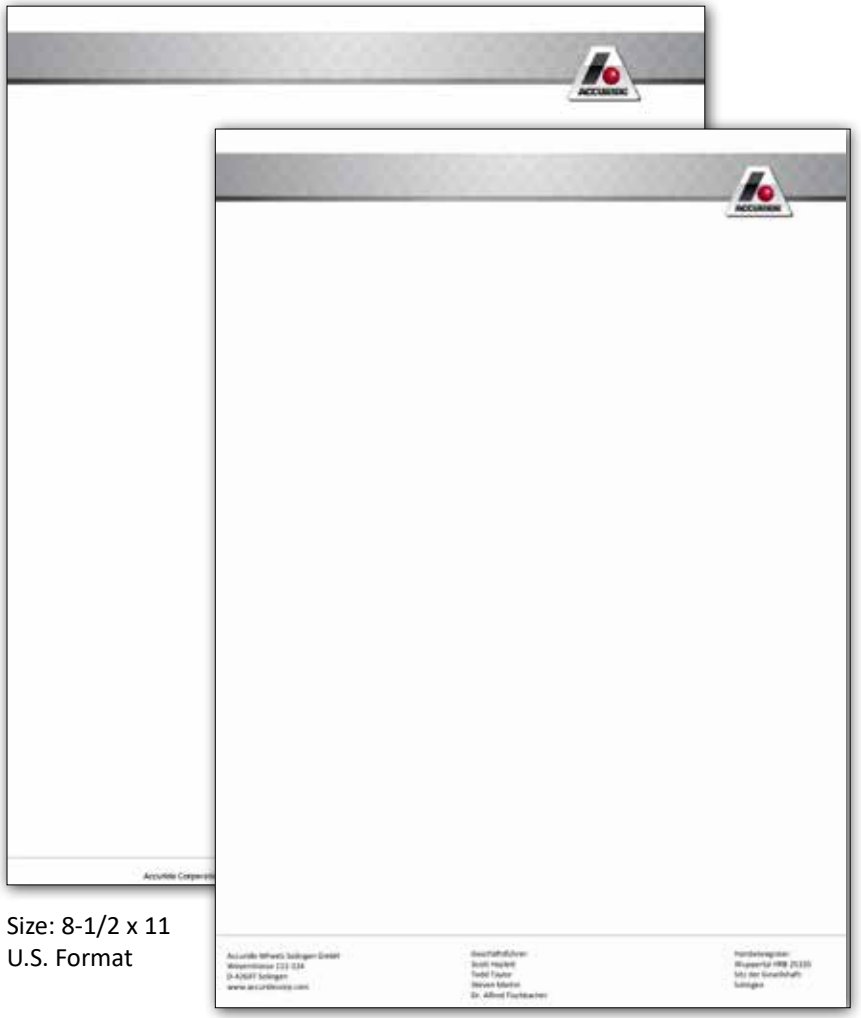
Any use of the stationery of Accuride must adhere to the rules outlined in this document. When setting your own personal documents for use on your PC, use the digital template files provided on SharePoint. When you need preprinted stationery for your specific office, plant or geographic region, contact Marketing Communications at (812) 962-5049 or apfaffma@accuridecorp.com for assistance.

Layout

All Accuride letterhead should have the “Accuride Shield” version of the logo (see section 1:1) positioned in the header region of the page in the upper right corner as shown. The address appears in the footer beneath this narrow box.

Each of the elements in the letterhead described above are considered a part of the Accuride brand identity and must never be moved or modified.

Correspondence containing more than one page should be numbered. Approved Accuride letterhead templates will automatically be numbered when secondary pages are added. Page numbers should always be located in the same position on each page, as shown here in the letterhead diagram.



Size: 8-1/2 x 11
U.S. Format

Size: A4
Europe and Asia Format

Typography

When typing correspondence on letterhead, the Calibri typeface is preferred, as it most closely matches the official Accuride brand font. All text should be kept within the template’s existing margin settings (1” from top and bottom of page; 1.25” from left and right side of page). If this typeface is not an option in your resident fonts or the application, please use the Arial typeface.

Recommended type size is 11 point. Leading (or line spacing) should be 13 point (single line spacing, or 1.5 line spacing is also acceptable).

4:2 STATIONERY: MEMO AND FAX

Layout

All other correspondence materials for Accuride should adhere to the same basic layout standards. Fax text should be kept within the template's existing margin settings (1.625" from the top; 1" from the left and right side of the page; 1.25" from the bottom of the page). Memo text should be kept within the template's existing margin settings (1.5" from the top; .5" from the left and right side of the page; 1" from the bottom of the page).

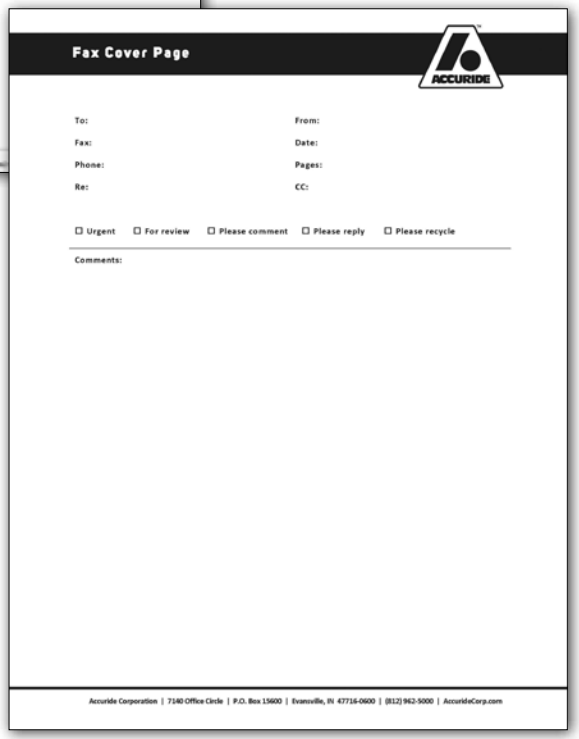
Color

The memo form can be in color (PMS 187 and black) or in black and white. The fax form will always be in black and white only.

Typography

When typing correspondence, the Calibri typeface is preferred. If this typeface is not an option based on your resident fonts or the application, please use the Arial typeface. Type size should be 11 point. Leading (or line spacing) should be 13 point (single line spacing or 1.5 line spacing is also acceptable).

Size: 8-1/2 x 11
Memo



Size: 8-1/2 x 11
Fax

4:3 STATIONERY: ANNOUNCEMENT

Layout

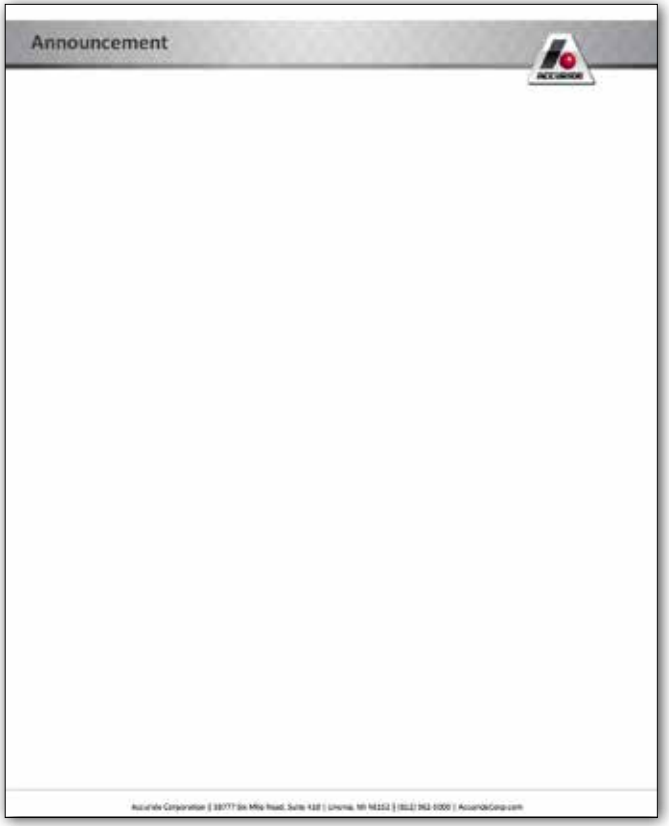
All other correspondence materials for Accuride should adhere to the same basic layout standards. All text should be kept within the template's existing margin settings (1" from top and bottom of page; 1.25" from left and right side of page).

Color

The announcement can be in color (PMS 187 and black) or in black and white.

Typography

When typing correspondence, the Calibri typeface is preferred and all text should be kept within the template's existing margin settings. If this typeface is not an option based on your resident fonts or the application, please use the Arial typeface. Type size should be 11 point. Leading (or line spacing) should be 13 point (single line spacing or 1.5 line spacing is also acceptable).



Size: 8-1/2 x 11
Announcement

4:4 STATIONERY: ENVELOPES

Layout

Envelope text should be kept within the template's existing margin grid settings (.375" from the top; .375" from the left). Artwork should be set up along this grid and follow the specifications listed. When creating envelopes, use the upper left-hand corner as the starting/reference point and place all elements using the measurements shown.

Color

Envelopes should be printed in PMS 187 and black. If necessary, these materials can also be printed in all black.

Typography

Even though different sizes and styles of envelopes will affect the typography, you should always work to the existing margin grid settings shown. The logo is recommended to be at least .45" in height, with the additional logo and type elements sized and placed accordingly.

Size

Envelopes are available in a variety of shapes and sizes. Please contact Marketing Communications at (812) 962-5049 or apfaffma@accuridecorp.com concerning a layout for any special need.

Corporate Envelope

4:5 STATIONERY: BUSINESS CARDS (U.S.)

Accuride business cards are designed to U.S. size standards. The layout, color and typography for business cards should appear as shown below. To maintain a consistent brand identity, a single official source for business card printing has been established (see right). Customized versions are not available.

Front of Corporate Business Card

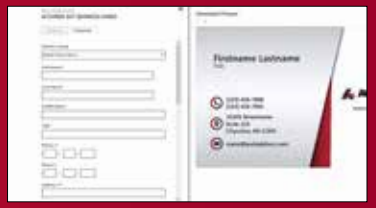
Back of Both Corporate and Wheel End Solutions Business Card

Front of Wheel End Solutions Business Card

Optional Back

Ordering Site: https://qnet.e-quantum2k.com/~whitlock/Custom/007345/RETAIL/cgi-bin/qnet-main-rs.cgi

Click on "Shop"



Choose card design

Add QR Code

Enter QR code information

Add QR code to ordering site

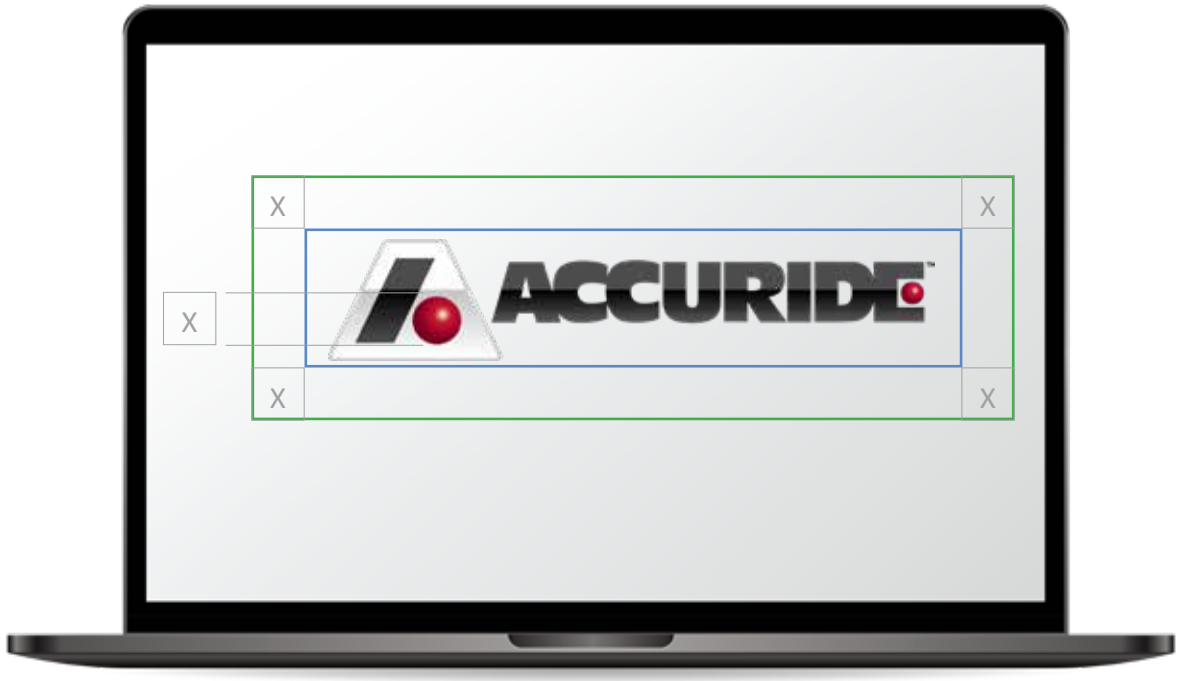
Proof > Add to cart > Proceed to checkout

5:1 PRODUCTION SPECIFICATIONS

When sending materials to a printer, please contact Marketing Communications for assistance in formatting your project. Commercial printers have stricter requirements than printing on an in-house laser or inkjet printer. Typically, logos must be at least 300 dpi (EPS files are preferred), and Word®, PowerPoint® and other Microsoft® documents cannot be printed unless they are first converted to a PostScript® format.

Additionally, Marketing Communications has access to all approved templates and other files that printers will need to produce your job. Letting us assist your efforts will not only reduce the burden on your time, it will also help us ensure maximum quality and consistency over all your materials.

For further information or assistance, contact Amy Pfaffmann at (812) 962-5049 or apfaffma@accuridecorp.com.



6:1 ACCURIDE POWERPOINT® TEMPLATE

The daily use PowerPoint template is available in the Branding section of the Accuride corporate intranet. These slides have been reviewed and approved and should not be changed. Check SharePoint for the most recent version of the standard presentation template.

Typography

Use the Calibri typeface as the primary font for all of your slides. Use Arial typeface if Calibri is not available. Be consistent in the layout and style of all your pages. The template file contains a number of basic presentation elements. Different designs should only be used for intentional emphasis.

Cover Slide

Product Slide

Closing Slide

Other Recommendations

- **Do not use fonts smaller than 18 point for any information that you expect your audience to read.**
- **Subtitles and bullets should be in black. The red ball from the logo is not to be used as a bullet.**
- **Secondary chart colors are cool gray and blue as shown in section 3.1.**
- **Format your paragraphs and bullets to make them more readable using format/ line spacing. A good starting point is 0.5 lines after each paragraph.**
- **Do not set your type in all capital letters. This is difficult to read.**

7:1 ACCURIDE SIGNAGE

Layout

Signage produced for Accuride buildings or office locations follows the similar rules that govern the use of most other communication materials. However, signs are a somewhat unique medium, and therefore require extra attention in their design and production. Please adhere to the following requirements when producing signage. If you have a special need or situation, please contact Marketing Communications at (812) 962-5049 or apfaffma@accuridecorp.com.

Note: All signage must be approved by Marketing Communications.

Color

Signage should be created using the official Accuride Corporate or Wheel End Solutions logo in full color.

Facility Names/Logo Usage

Facility names and product logos can sometimes be used: however, they must be presented as a secondary element to the Accuride logo. The standard format is:
City Name Operations
Street Address

Typography

You should use the Uni Sans typeface and keep the text within the invisible grid that is pictured. If this typeface is not an option, you can specify the Calibri typeface be used. The size of the logo and type will vary based on the size and style of the sign. You should work with your supplier to produce a sign that is functional yet consistent with the guidelines presented here.

Sign Material

It is recommended that you use a bright white background for any signage.

For more information or assistance with your project, please contact Marketing Communications.

Sign

8:1 EMAIL SIGNATURE INSTRUCTIONS

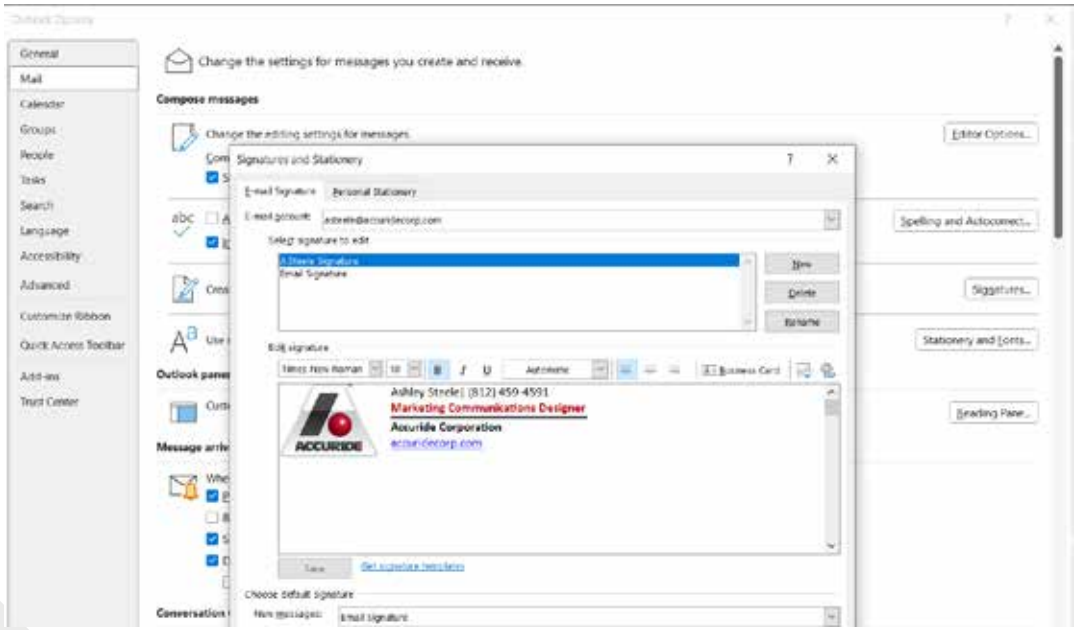
The process to incorporate our new standard signature into Outlook is easy!

Using the following example, fill in your own information.

First and Last Name| (xxx) xxx-xxxx
Title
Accuride Corporation
accuridecorp.com

Once complete, highlight the block of logos and text and copy (Ctrl + C).

In Outlook, select File, Options, Mail and the Signature option. On the E-mail Signature tab, select New to create a new signature.



Paste the copied information into the new Edit Signature box and change your default signature to the new version.

Click Ok and your new signature is complete!

For assistance, please contact the Help Desk (812) 962-5417 or Amy Pfaffmann (812) 962-5049.

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