


Wright Manufacturing Brand Standards



A MESSAGE FROM BILL WRIGHT

"I believe that you can't become a leading brand without having a total commitment to greatness."




When I think of the most memorable and distinctive brands today, I notice something that they almost always share with each other. More often than not, the high standards that they incorporate into their products are also reflected in the way they communicate and engage with their audiences.

I believe that you can't become a leading brand without having a total commitment to greatness. That commitment should be evident in every aspect of your company—your products, your people and your branding as well.

In order to ensure that the Wright brand continues to reflect the greatness I see in our mowers, team members, partners and aspirations of our customers, I encourage you to use this guide. I believe you'll find it to be a highly useful roadmap for identifying the correct usage of every element in the Wright brand "toolbox".

To me, Wright is not well. Every community is an opportunity to treat each of these I know that we can strengthen the region.

Thanks,

 Bill Wright, CEO

To ensure consistency throughout all Wright Manufacturing communications, the proper logo must be used. When used on a black or very dark background, the Wright logo should be produced using PMS 1235 or the CMYK equivalent (0,29,91,0). On other backgrounds, the black logo should be used. In most cases, the logo will be contained in a unit, which includes the tagline (see section 1.3).

If you have questions or require an electronic copy of the logo, please contact the Wright Marketing Department.

BASIC ELEMENTS **LOGO**










Full Color Logo
 PMS 1235
 CMYK 0, 29, 91, 0
 RGB 253, 187, 48
 HEX # F9B825



Please use actual approved logo files provided by Wright Manufacturing. Do not attempt to recreate or typeset the Wright logo. In select cases, with approval by the Marketing Department, the Wright logo can appear without the "commercial products" text.

COMMON COMMUNICATION TEMPLATES **VIDEOS**

The images to the right are screen shots taken from a video promoting the Wright Standard. The video features a strong branded intro and conclusion. The bulk of the video shows the mower in action, with animated headlines which highlight specific features.

- Heavy duty commercial grade construction
- Compact footprint
- Mower deck 30" x 48"
- Engine from 18 to 23.5 HP

4.6