# Truck Fall Prevention – Brand Book v1.0

## GROWTH OBJECTIVE

What this section is:

Defines the near-term business objective the brand supports.

Our Answer:

Truck Fall Prevention is building toward $12 million in annual revenue within the next two years.

Why this matters for building a $12M company:

Aligns brand, operations, and go-to-market execution around a clear financial target and timeline.

Chosen because:

Explicit growth intent reinforces focus, prioritization, and accountability across the organization.

## OUR BRAND

What this section is:

Defines what the brand represents internally and externally.

Our Answer:

Truck Fall Prevention is a safety company focused on preventing falls from trucks and other walking-working surfaces. We serve EHS, operations, and risk leaders in fast-moving, physical environments where safety must scale. Our solutions are safe, flexible, and cost effective—designed to deploy quickly, adapt to real-world conditions, and integrate seamlessly into existing operations across multiple locations.

Why this matters for building a $12M company:

This positioning establishes the company as a repeatable systems partner, supporting enterprise adoption, multi-site rollouts, and predictable revenue.

Chosen because:

Implied integration with existing operations preserves clarity, avoids unnecessary scope statements, and supports scalability.

## OUR NAME

What this section is:

Defines the meaning and intended use of the company name.

Our Answer:

Truck Fall Prevention reflects a complete, system-level approach to preventing falls across trucks and other walking-working surfaces.

Use “TFP” later, once you establish credibility.

Why this matters for building a $12M company:

A clear, outcome-oriented name improves recall, supports expansion, and strengthens strategic value.

Chosen because:

Outcome-based naming resonates with EHS and operations buyers and scales with future offerings.

## OUR MISSION

What this section is:

Defines what the company does today.

Our Answer:

To prevent falls from trucks and other walking-working surfaces by delivering fast-deploying, adaptable systems that support real operations.

Why this matters for building a $12M company:

Keeps teams aligned on execution and prevents distraction as the organization grows.

Chosen because:

Speed, adaptability, and operational fit are the practical differentiators customers value most.

## OUR VISION

What this section is:

Defines the future state the company is working toward.

Our Answer:

A future where workers and their families are protected from the life-altering consequences of serious falls.

Why this matters for building a $12M company:

Signals leadership and long-term relevance without overextending scope.

Chosen because:

Short, direct language reinforces conviction and remains accurate across industries.

## CATEGORY WE DEFINE

What this section is:

Defines the category the company participates in and helps shape.

Our Answer:

Truck Fall Prevention defines the category of engineered fall prevention systems for trucks and other walking-working surfaces. This category emphasizes speed of deployment, portability, adjustability, and consistent safety standards across sites. The category also emphasizes fall prevention, which is different than systems that catch people who have already fallen.

Why this matters for building a $12M company:

Clear category definition reduces price comparison and positions the company for system-level selling.

Chosen because:

Existing categories focus on permanent or slow-to-deploy solutions that do not align with modern operations.

## BRAND VALUES

What this section is:

Defines how decisions are made and how the organization behaves.

Our Answer:

**System Thinking**

Fall prevention is addressed through complete, adaptable and customizable systems designed to perform in real-world conditions—including crowded, constrained, or elevated environments—applied consistently across locations.

**Practical Design**

Systems are engineered to be quick to set up, easy to move, and simple to store, without compromising safety, effectiveness or cost.

**Accountability**

We take responsibility for real-world performance where people actually walk and work—not theoretical use cases.

**Reliability**

Systems must perform consistently with minimal maintenance, even in demanding operational environments.

**Clarity**

Communication is direct, factual, and grounded in operational reality.

Why this matters for building a $12M company:

Values support consistent execution as scale and complexity increase.

Chosen because:

Each value reinforces speed, ease of deployment, and trust with enterprise buyers.

## BRAND PROMISE

What this section is:

Defines what customers should always expect.

Our Answer:

Protect your people on trucks and other walking-working surfaces without slowing operations.

Why this matters for building a $12M company:

Anchors differentiation around speed and non-disruption.

Chosen because:

Operational continuity is a primary concern for EHS and operations leaders.

## VALUE PROPOSITION

What this section is:

Explains why customers choose the company.

Our Answer:

Truck Fall Prevention enables organizations to deploy fall prevention systems that install quickly, adjust easily, and perform reliably across locations.

Why this matters for building a $12M company:

Supports enterprise rollouts, repeat purchases, and predictable revenue.

Chosen because:

Multi-site buyers prioritize speed, consistency, and minimal operational disruption.

## BRAND PERSONALITY

What this section is:

Defines how the company sounds and behaves.

Our Answer:

**Confident**

Grounded in engineering rigor and real-world performance. Our systems works, and we stand behind them.

**Practical**

Built for the realities of the job site—designed to solve problems simply, without unnecessary complexity.

**Dependable**

Consistent, reliable, and trusted to perform day after day in demanding operational environments.

**Operational**

Focused on how work actually happens. We design for speed, scale, and execution across active facilities.

**Easy to Use**

Intuitive by design. Systems are straightforward to install, adjust, and use—so crews can stay productive while staying safe. Our systems are also usable out-of-the-box without any training.

Why this matters for building a $12M company:

Builds trust with buyers who carry safety accountability.

Chosen because:

Credibility and competence matter more than promotional tone.

## KEY MESSAGES

What this section is:

Defines core communication pillars.

Our Answer:

* Prevent falls from trucks and other walking-working surfaces without disrupting operations.
* Safety that works within active, fast-moving environments.
* Deploy and remove systems quickly to keep work moving. (in less than 40 seconds in some cases)
* Protection that installs fast, adapts easily, and doesn’t slow productivity.
* Standardize fall prevention across multiple sites with one proven system or customize as facilities require.
* A repeatable, field-tested approach that performs consistently—whether the application is 100 inches, 150 inches, or anywhere in between.

Why this matters for building a $12M company:

Directly addresses enterprise buyer priorities.

Chosen because:

Speed, cost, adaptability and scalability are the most defensible differentiators.

## COMPANY DESCRIPTION

What this section is:

Provides standardized external descriptions.

Our Answer:

**Under 10 words:**

Stop falls from trucks and other walking-working surfaces.

**15 words:**

We provide fast-deploying systems that prevent falls from trucks and other walking-working surfaces.

**25 words:**

Truck Fall Prevention provides portable, engineered systems that prevent falls from trucks and other walking-working surfaces in multi-site operations.

**40 words:**

Truck Fall Prevention designs engineered fall prevention systems that install quickly on trucks and other walking-working surfaces, enabling consistent safety across multiple sites.

Boilerplate:

Truck Fall Prevention designs and delivers engineered fall prevention systems focused on trucks and other walking-working surfaces. Built for trucking and industrial applications, our fast-deploying systems help organizations protect people and standardize safety across sites.

Why this matters for building a $12M company:

Consistency improves credibility and simplifies diligence.

Chosen because:

Descriptions imply scope clearly without unnecessary legal or technical qualifiers.

## VISUAL IDENTITY

### What this section is

Defines how the brand looks, functions, and is recognized across real‑world and digital environments.

### Our Answer

Truck Fall Prevention uses a single, primary logo supported by a restrained, industrial visual system engineered for visibility, clarity, and performance in the field.

The identity is designed to work where it matters most—on equipment, at distance, in motion, and in low‑light conditions—while remaining consistent across web, print, and physical applications.

## LOGO SYSTEM

### Logo Structure (Fixed and Non‑Negotiable)

The logo is intentionally simple and permanently structured to reinforce recognition and credibility:

* The logo consists of **“TFP” as the primary mark**, with **“Truck Fall Prevention” spelled out in full directly below it**
* **TFP is always the dominant visual element**
* **“Truck Fall Prevention” must always appear below TFP**, never beside it and never abbreviated
* TFP may function as a shorthand mark **only after the full name has been clearly established**
* The falling‑person symbol is **not part of the logo** and remains a separate, supporting icon
* When used, the icon must carry **approximately equal visual weight to the combined text block**—never oversized, decorative, or dominant

This structure ensures immediate identification while preserving authority and clarity in high‑risk, industrial environments.

## COLOR PALETTE

The color palette is intentionally limited, safety‑forward, and industrial—prioritizing recognition, contrast, and functional visibility.

### Core Colors (Non‑Negotiable)

* **Safety Red** — primary brand anchor and stop signal
* **Safety Yellow** — hazard awareness and high visibility
* **Iridescent / reflective treatments** — functional enhancements for motion, night, and low‑light environments

### Supporting Colors (Controlled Use)

* **Black** — authority, grounding, and contrast
* **Dark Charcoal / Graphite** — industrial durability and background control
* **Steel Gray** — structure and hierarchy
* **White** — clarity and instructional contrast

### Color Standardization & Reproduction

All brand colors must be selected from **recognized, standardized color systems**—such as **Pantone**—with approved conversions for **CMYK, RGB, and HEX**.

* Each core and supporting color must have an **official Pantone anchor** and documented digital and print equivalents
* Colors must reproduce consistently across **web, mobile, signage, vehicles, PPE, printed materials, coatings, and reflective substrates**
* No custom, unanchored, or ad‑hoc color values are permitted
* All designers, vendors, fabricators, and partners must reference the **approved color specifications** for every application

Standardized color selection ensures Safety Red and Safety Yellow remain **consistent, recognizable, and compliant**—whether viewed on a screen, printed on paper, or applied to physical equipment.

### Rules

* Red and yellow must remain dominant for brand recognition
* Iridescence is a **functional safety feature**, not a decorative effect
* Supporting colors must never reduce contrast or compromise visibility
* All executions must map back to the **same approved color standards**, regardless of medium or material

## TYPOGRAPHY

Typography uses a **modern industrial sans‑serif**, selected for:

* Maximum legibility at distance and in motion
* Neutrality and authority in safety‑critical contexts
* Consistency across physical and digital environments

Decorative, stylized, or trend‑driven typefaces are not permitted.

## DESIGNER GUIDANCE

Design for recognition and performance across real environments, including trucks, trailers, walking‑working surfaces, platforms, PPE, signage, vehicles, and digital tools.

* Maintain legibility at distance and speed
* Use reflective and iridescent elements where visibility matters most
* Avoid gradients, textures, outlines, effects, or trends that reduce clarity or longevity
* Favor simple forms, strong contrast, and repeatable layouts

If the logo or color system does not perform on equipment, at speed, or in low light—it does not belong.

## WHY THIS MATTERS FOR BUILDING A $12M COMPANY

A disciplined, standardized visual identity builds recognition and trust across sales, operations, and multi‑site rollouts—reducing friction, errors, and inconsistency as the company scales.

### Chosen Because

Truck Fall Prevention operates in environments defined by **risk, motion, distance, and low visibility**. Every visual decision prioritizes **clarity, consistency, and functional durability** over aesthetics alone.

## One-page internal brand document:

Truck Fall Prevention — Internal Brand Cheat Sheet (v1.0)

What We Are

Truck Fall Prevention is a systems-based safety company.

We prevent falls from trucks and other walking-working surfaces in fast-moving, real-world environments—without slowing operations.

We are not a product vendor.

We are a repeatable systems partner built for multi-site operations.

Who We Serve

* EHS leaders accountable for worker safety
* Operations leaders responsible for uptime and throughput
* Risk leaders managing liability across sites

Buyer reality:

They need safety that works inside active operations—not around them.

How We Win

Our systems are:

Safe – Engineered to protect people where work actually happens

Flexible – Adapt to crowded, constrained, elevated, or changing environments

Efficient – Deploy fast, remove fast, and keep work moving

Our Brand Values (How We Decide)

* System Thinking – Complete, adaptable systems that perform in real-world conditions
* Practical Design – Fast to set up, easy to move, simple to store
* Accountability – We own real-world performance, not theory
* Reliability – Consistent performance with minimal maintenance
* Clarity – Direct, factual, operational communication
* Price-competitive – Consistently below the competition

If a decision adds complexity, slows deployment, or breaks repeatability, it’s wrong.

Brand Personality (How We Show Up)

* Confident – We know what works
* Practical – Built for the job site, not the brochure
* Dependable – Trusted day after day
* Operational – Designed for active facilities
* Easy to Use – Intuitive systems crews can deploy correctly

Tone rule: Credible > clever. Clear > promotional.

What We Always Promise

Protect your people on trucks and other walking-working surfaces without slowing operations.

If it disrupts operations, it breaks the promise. And if you have a problem in the field with one of our systems – which you shouldn’t – we will fix it.

Key Messages (Use These Words)

1. Prevent falls without disrupting operations

2. Deploy and remove systems quickly to keep work moving

3. Standardize fall prevention across sites with one proven system

o Works whether it’s 100 inches, 150 inches, or anywhere in between

What We Do NOT Do

* Slow your operations
* Overly complex systems crews won’t adopt
* Marketing claims we can’t prove on the floor

(Use Daily)

Before launching, selling, or building anything, ask:

1. Is it safe, flexible, and efficient?

2. Does it work in real operating conditions?

3. Can it be repeated across sites? Or be flexed if needed on a job site?

4. Is it easy for crews to use correctly?

5. Does it keep work moving?

If the answer isn’t yes to all five — stop.