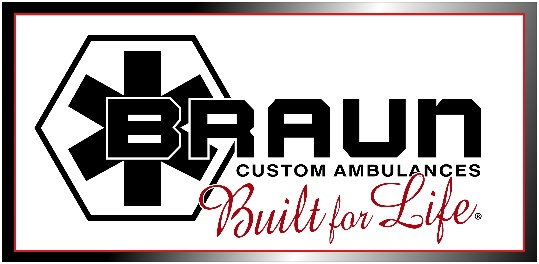
Braun Industries: Branding Guidelines



Logo: The logo is an integral part of Braun Industries’ brand and should be used thoughtfully and consistently. There is only one approved version of the logo. It should not be modified in any way.

**Company Name:** While the official name of the company is Braun Industries, Inc., we prefer to use the name Braun Ambulances in all marketing materials. Any reference to the company name on web properties outside of [www.BraunAmbulances.com](http://www.BraunAmbulances.com) should provide a link back to the website, when able. This includes dealer websites, press releases, social posts, etc.

**Innovations:**

MasterTech FleetConnect: This innovation should use the following logo in marketing materials. There is only one approved version of the logo. It should not be modified in any way. In all written copy, it should be referred to as MasterTech FleetConnect. There is no space between Fleet and Connect and the M, T, F and C should be capitalized.

**Color Palette: Primary**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pantone 2350 C** |  |  | **Pantone Black 6 C** |  |  |
|  | C: 22 % M: 100 % Y: 100 % K: 16 % | R: 171 G: 4 B: 14  **# ab040e** |  | C: 75 % M: 68 % Y: 67 % K: 90 % | R: 0 G: 0 B: 0  **# 000000** |

**Color Palette: Secondary**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pantone 426 C** |  |  | | **Pantone 425 C** |  |  | |
|  | C: 73 % M: 67 % Y: 66 % K: 81 % | R: 20 G: 20 B: 20  **# 141414** | |  | C: 63 % M: 55 % Y: 54 % K: 29 % | R: 88 G: 88 B: 88  **# 585959** | |
|  | | |  | | | |

**TypeFace System: Montserrat**

|  |  |  |
| --- | --- | --- |
| Aa | Aa | Aa |
| Monsterrat Medium  Use in body copy. | Montserrat Semi Bold  Use in headlines or to highlight keywords or phrases. | Monsterrat Light  Use in body copy or headlines/sub-headlines. |