The right truck.
A real connection.

IDENTITY / PRINT / DIGITAL / APPLICATIONS



THE APPROVED PRIMARY LOGO



One integrated form. The cab, hood and lettering work together, with an open gap defining the T in TRUCK.

The detail that makes it read.



KEEP THE GAP OPEN

This narrow angled opening separates the T from the hood without breaking the truck silhouette.

Keep the approved paths intact. Do not close the gap, add outlines, stretch the lettering, or rearrange the truck and name.

Give the identity room.



CLEAR SPACE

Keep at least one domain-letter height free around the visible mark. The supplied logo canvas includes this breathing room.



FULL LOGO

Minimum suggested width: 320 px on screen / 3 in in print. Check the domain at final size.



COMPACT DETAIL

For small icons; use the full name nearby.

Use the right version.



FULL COLOR / LIGHT BACKGROUND



WHITE + STEEL / NAVY BACKGROUND



ONE COLOR / NAVY



ONE COLOR / WHITE

Navy. Steel. White.

NAVY

#173B57

RGB 23 / 59 / 87

CMYK 84 / 57 / 30 / 45

STEEL BLUE

#5E829A

RGB 94 / 130 / 154

CMYK 53 / 27 / 15 / 20

WHITE

#FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

Slate #5C6973 and Mist #E9EFF3 support body text, dividers and backgrounds. CMYK values are starting recipes; proof for the intended stock and print process.

One family. A lighter touch.

Inter

BOLD 700 / HEADLINES

Built for the next job.

Commercial trucks. Personal service.

MEDIUM 500 / NAVIGATION + KEY DETAILS

Clear information. Helpful answers. A direct connection to the right truck.

LIGHT 300 / BODY + SUPPORTING COPY

THE LOGO



Custom letterforms follow the cab angle. Preserve the integrated truck, open T gap and curved wheel clearance.

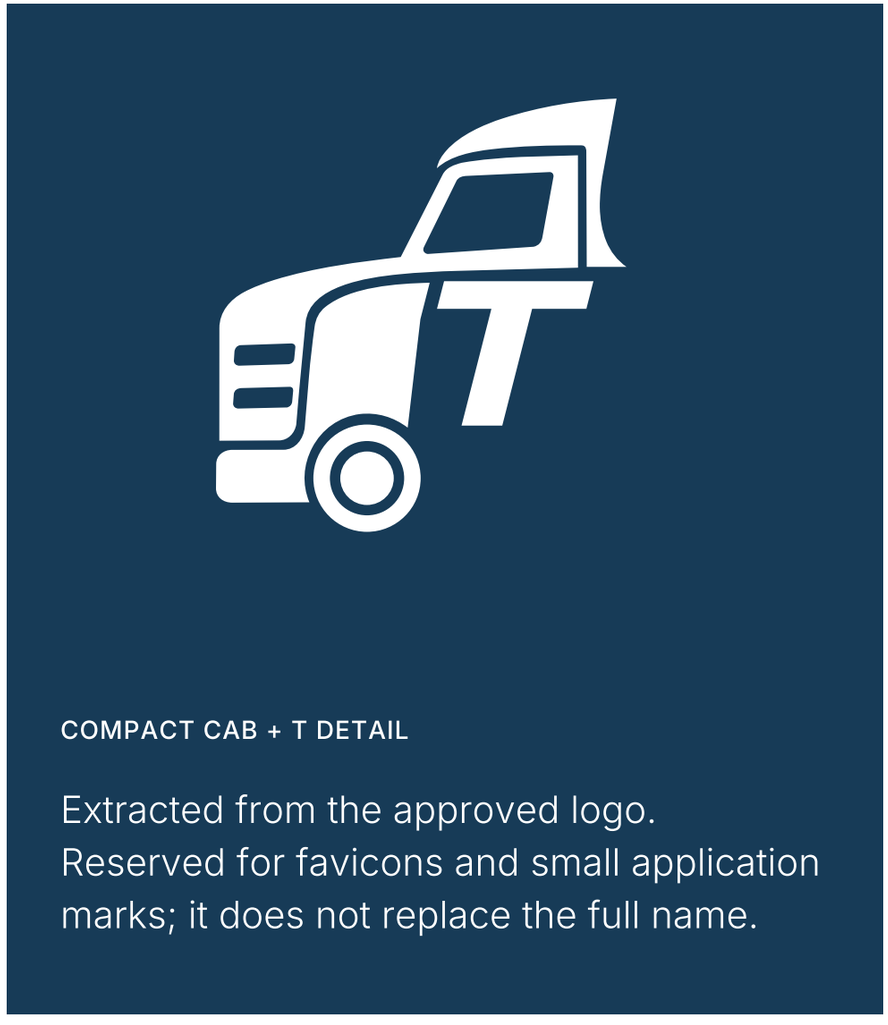
A system from the same detail.



THE ANGLED OPENING

Use the gap as a restrained supporting accent. Keep patterns away from the primary logo and important copy.

CLEAN RULES / SIMPLE DIRECTION



COMPACT CAB + T DETAIL

Extracted from the approved logo.
Reserved for favicons and small application marks; it does not replace the full name.

Show the work.





Brand imagery: natural light, honest materials, quiet backgrounds and a clear view of the equipment.

Inventory: show the actual unit and its condition. Supplied generated photographs are illustrative brand assets, not listing photographs.

Talk trucks.
Talk to John.

DIRECT / KNOWLEDGEABLE / HELPFUL

Start with the job. Explain useful specifications and condition clearly. Offer one direct next step. Confirm availability and any service claims before using them.

John Mravinac

(563) 529-1538

john@usedtruckdealer.com

usedtruckdealer.com

A personal introduction.



COMMERCIAL TRUCKS. PERSONAL SERVICE.

YOUR DIRECT CONNECTION

John Mravinac

OWNER

(563) 529-1538

john@usedtruckdealer.com

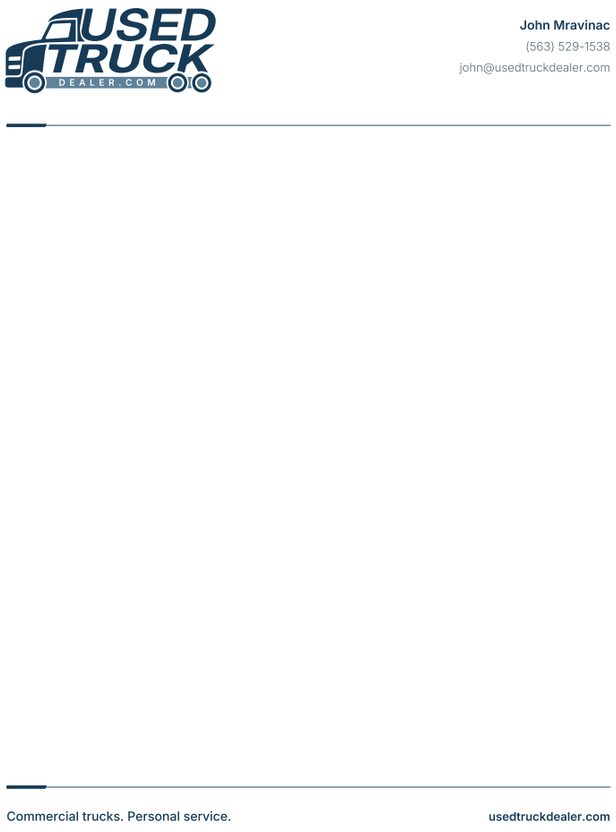
usedtruckdealer.com

FRONT / IDENTITY

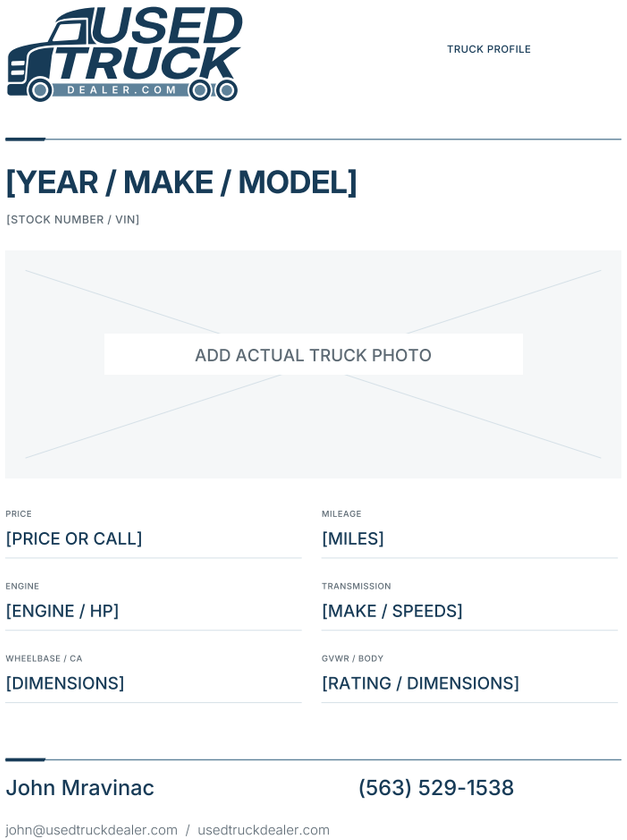
BACK / DIRECT CONTACT

3.5 x 2 in trim. A clear logo, direct contact information and a QR code to usedtruckdealer.com.

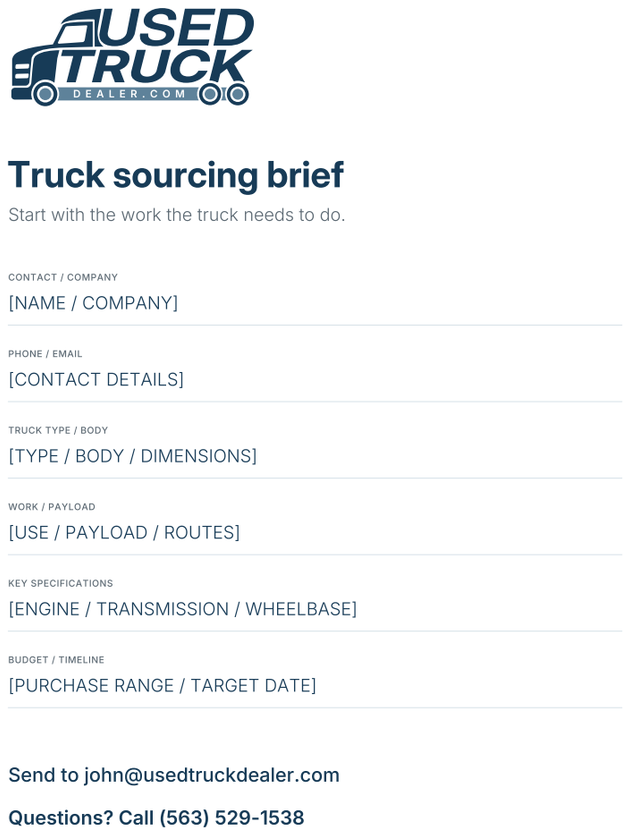
Useful tools for daily work.



LETTERHEAD



TRUCK PROFILE



SOURCING BRIEF

Edit contact and truck details in the templates. Replace bracketed fields and use photographs of the actual vehicle.

One identity. Different jobs.

COMMERCIAL TRUCK SOURCING

The right truck. A real connection.

usedtruckdealer.com →

TRUCKS FOR THE WORK AHEAD

Ready for the next job.



DAY CABS / SLEEPERS / BOX TRUCKS

Find your next truck with John.

usedtruckdealer.com →

FEATURED TRUCK

ADD ACTUAL TRUCK PHOTO

[STOCK NUMBER]

[YEAR / MAKE] [MODEL]

MILEAGE	ENGINE	TRANSMISSION
[MILES]	[ENGINE]	[TYPE]

[PRICE / CALL FOR PRICE]

John / (563) 529-1538

Brand posts introduce the business. Sourcing posts start a conversation. Inventory templates put verified truck information first.

At work in the real world.





Application visualizations show placement and material. Use the supplied exact vector artwork for production; suppliers determine printing, cutting and stitch preparation.

Files sized for the job.

Business card	3.5 x 2 in	0.125 in bleed
Letterhead / sales sheets	US Letter + A4 letterhead	Office-printing margins
Promotion flyer	8.5 x 11 in	0.125 in bleed
Yard sign	24 x 18 in	0.125 in bleed
Display banner	33 x 80 in	0.25 in bleed; confirm stand
Door decal / chest print	24 x 14 in / 4 x 2.2 in	Transparent vector artwork

Use CMYK print PDFs for vector print artwork. Photo layouts retain RGB photos for printer color management. Print files include trim and bleed boxes where specified. They are not certified PDF/X files.

Make the system your own.

01 / ILLUSTRATOR

Open the native masters.

Install the bundled static fonts.

Use named artboards and layers.

Edit template text with the Type tool.

Logo lettering is editable vector paths.

02 / CANVA

Import the editing PDFs.

Upload an EDITABLE PDF as a new design.

Select text, replace photos, and adjust copy.

Check font matching and spacing after import.

Upload a logo SVG as a separate graphic.

Start with START-HERE.html for the visual file library. The font licenses, production notes, source references and file manifest are included in the package.