



**ReechCraft**<sup>™</sup>  
Access Solutions<sup>™</sup>

**BRAND IDENTITY GUIDE**



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# WHO IS REECHCRAFT™?

ReechCraft, Inc. has been a leader in manufacturing innovative equipment-based solutions since 1993. We pride ourselves on our ability to respond to the market with innovative, durable, and highly useful product solutions. At ReechCraft, we understand that exhibiting a high level of integrity throughout the entire business cycle from manufacturing and distribution, to the way we service our customers, is vital. Our goal is to be World Class in all aspects of our business.

**PanelJack**  
by ReechCraft.



**Bronco**  
by ReechCraft.



ReechCraft.  
**PowerPole**



ReechCraft.  
**PowerLIFT**



ReechCraft.  
**PowerMAST**



# OUR VALUES

Since its founding in 1993, ReechCraft™ has set itself apart with innovative products and first-rate services. We pride ourselves on our ability to respond to the market with our durable product solutions.

## OUR VALUES

Innovation, quality, and commitment to easy access are our core principles and are integrated in every product, service, and opportunity we offer.

ReechCraft product development puts particular emphasis on portability and ease of set up and tear down. We strive to minimize the cost and assembly time so our customers can use their time working instead of setting up. Our values and passion influence the distinctive, quality products we offer and our unparalleled customer service. At ReechCraft, we work hard every day to provide access products that make a project or job easier for our customers.

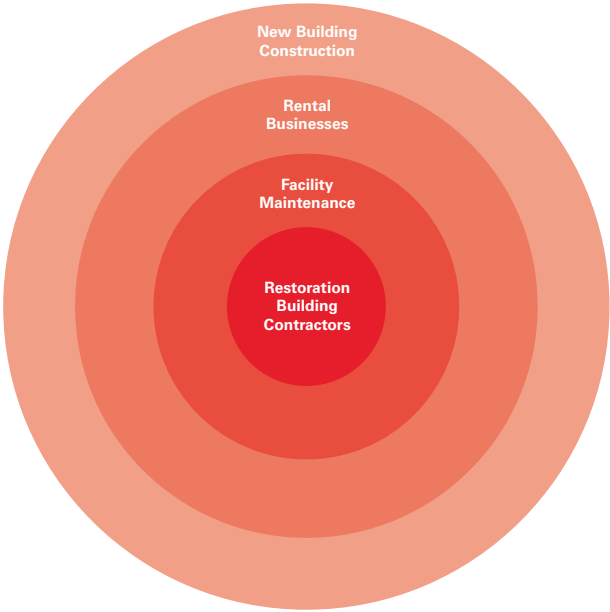
ReechCraft's cutting edge products are sold and rented by customers all over the world. Our unique history and experience not only help our customers become more profitable and efficient, they distinctively position ReechCraft as the key supplier of effective access equipment.

# WHAT IS A BRAND?

A brand is a collection of tangible and intangible attributes that resonate whenever the brand is experienced. The benefits of a brand can be emotional, like how it makes a person feel, and rational, the tangible reward that a person gets from the brand; it lives in the mind of a target audiences. Brand values are what the brand stands for and what it believes in. For a brand to be successful it must be defined, nurtured and championed. The brand essence and values provide a benchmarking code by which activities that promote the brand can be measured.

## WHO IS THE REECHCRAFT™ BRAND FOR?

- Restoration Building Contractors**
- Facility Maintenance**
- Rental Businesses**
- New Building Construction**



# INTRODUCTION TO THE REECHCRAFT™ BRAND

This manual establishes the guidelines for the use of the ReechCraft brand and corporate identity system. These materials are for use by anyone involved with creating marketing or advertising materials that feature the ReechCraft brand.



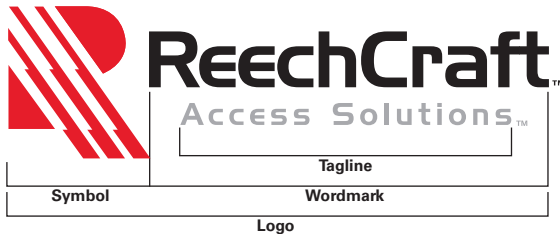
Communications that have a brand message must portray the ReechCraft brand identity as described in these pages. Presented in a compelling and consistent way, the ReechCraft brand resonates with our customers and builds loyalty with every positive interaction. Consistent and correct adherence to these standards is required to maintain the integrity of the name, trademarks, and logos. This manual provides structure; its goal is to give users creative flexibility while continuing to build the ReechCraft brand. Any alternative graphic solutions must be approved by the ReechCraft Marketing Department and will be evaluated on a case-by-case basis.

# REECHCRAFT LOGO: SYMBOL, WORDMARK & MARKING

The ReechCraft logo and name must be used as shown in this manual. Altering the words, colors, or arrangement is a violation of the ReechCraft brand standards. Contact ReechCraft’s Marketing Department for any special usage not defined in this manual.

## PRIMARY LOGO - SYMBOL & WORDMARK

The ReechCraft logo is the key visual element in the ReechCraft brand identity. When using the primary ReechCraft logo, the symbol, tagline, and wordmark must always be used together on all communications. The wordmark, tagline, or symbol must never be displayed alone. When appropriate, the logo should appear on the lower right of the page.



## LOGO MARKING

All ReechCraft logo versions should bear the “TM” symbol, indicating that they are trademarked in the United States. It is important that the size of the trademark symbol be in proportion with the letter “T” as shown. The trademark symbol should always be legible without being intrusive; and, the space between the trademark symbol and the preceding letter should be minimized.





# REECHCRAFT LOGO: PROPRIETARY COLORS

The ReechCraft logo is expressed in three colors: red (C 4 - M 100 - Y 95 - K 0) black, and medium gray. These proprietary colors must be used consistently across all internal and external communications.

Great care should be taken to ensure accurate color reproduction when the logo is applied to all types of paper, materials, web, and broadcast channels.

Please obtain approval from ReechCraft, prior to production, if you have a unique situation requiring an exception of these guidelines.



**Pantone® - N/A**  
*Spot Color*

**C 4 - M 100 - Y 95 - K 0**  
*Four Color Process*

**R 228 - G 30 - B 43**  
*On Screen*

**#E41E2B**  
*Web Safe*



**Pantone® - 877C**  
*Spot Color*

**C 0 - M 0 - Y 0 - K 40**  
*Four Color Process*

**R 167 - G 169 - B 172**  
*On Screen*

**#A7A9AC**  
*Web Safe*



**Pantone® - Black**  
*Spot Color*

**C 0 - M 0 - Y 0 - K 100**  
*Four Color Process*

**R 0 - G 0 - B 0**  
*On Screen*

**#000000**  
*Web Safe*



**Pantone® - White**  
*Spot Color*

**C 0 - M 0 - Y 0 - K 0**  
*Four Color Process*

**R 255 - G 255 - B 255**  
*On Screen*

**#FFFFFF**  
*Web Safe*

These colors were selected based on their usage throughout the ReechCraft brand and its products. Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. For example, these colors can be used for a background, headline, etc.

**Note:** Tints of these colors may be used, ranging from 50% to 80%.

# REECHCRAFT LOGO: ACCEPTABLE VERSIONS

Below are ReechCraft logo versions that are acceptable when the primary logo is not an option. The background where you are placing the logo should determine which version of the primary logo you use.

### 3 COLOR • RED, GRAY & BLACK

Pantone® N/A (Red)  
Pantone® 877C (Gray)  
Pantone® Black C (Black)  
*(This is the preferred version.)*



### 2 COLOR • RED & BLACK

Pantone® N/A (Red)  
Pantone® Black C (Black)  
*(Use this color option only on gray gradient and solid gray backgrounds.)*



### 2 COLOR • RED & WHITE

Pantone® N/A (Red)  
*(Use this color option only on black backgrounds.)*



### 1 COLOR • WHITE

*(Use this color option only on black and red backgrounds.)*



### 1 COLOR • BLACK

Pantone® Black C (Black)  
*(Use this color option only on white, gray and red backgrounds.)*



# REECHCRAFT LOGO: NOT ACCEPTABLE VERSIONS

The ReechCraft logo has been carefully created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way. This page illustrates some, but not all, of the possible misuses.

If you do not have the proper logo artwork, please contact ReechCraft.



TOO MUCH SPACE BETWEEN THE SYMBOL & THE WORDMARK



INCORRECT COLOR USAGE



MODIFIED SIZE RELATIONSHIP • NO TAGLINE



MODIFIED WORDMARK • INCORRECT COLOR USAGE



MODIFIED WORDMARK • MISUSE OF LOWER CASE



MODIFIED WORDMARK • INCORRECT FONT



MODIFIED SYMBOL • INCORRECT PLACEMENT



MODIFIED SYMBOL • INCORRECT COLOR USAGE

This ReechCraft logo version is no longer acceptable and should not be used.



2 COLOR • RED AND BLUE  
Pantone® 1797C (red)  
Pantone® 2758C (blue)

# REECHCRAFT LOGO: CLEAR SPACE REQUIREMENTS

The ReechCraft logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo.

Clear space is an area that is kept free of any other text, graphic elements or other visual distractions.

Ensure that a clear space of  $1/4x$  is maintained around the logo, where X is the height of the symbol. More than  $1/4x$  clear space is always acceptable. Also remember to leave at least  $1/4x$  distance between the logo and the edge of the page, sign or label where it appears.

**Note:** The trademark symbol “TM” is ignored when measuring clear space.



# REECHCRAFT LOGO: SIZE REQUIREMENTS

Maintaining the legibility and the integrity of the logo is very important, regardless of the application or manner in which it is reproduced. When determining logo size, legibility and integrity must not be compromised.

A print media test was conducted to determine absolute minimum logo size to maintain legibility on print applications. The minimum logo size is 1/8" in height (measuring the height of the "R").



For broadcast applications, a minimum size logo of 22 scan lines (measuring the height of the "R").



An embroidery test was conducted on the logo, and the results indicated that a minimum size to maintain legibility is 3/8" in height (measuring the height of the "R"). It is imperative to maintain clarity and legibility when the logo is reproduced in embroidery.



# REEHCRAFT LOGO: BACKGROUND APPLICATIONS

The primary background colors are the proprietary red, black and gray. The ReechCraft logo can be displayed in two versions: a positive expression (red/gray/black logo on a white or light color background); and, a reverse expression (white logo on a red or black background; or black logo on a gray or gradient gray background).



The reverse expression of the logo is preferred for the web, broadcast and store applications. The staging of the logo against a black or gray color field is more impactful in its expression. The resulting benefits are better legibility (backlit illuminated conditions) and the leveraging of the ReechCraft proprietary colors.



In special situations where the background color cannot be the proprietary white, red, black or gray, the one color black/white logo option can be displayed as either a positive or a reverse expression.



Check with ReechCraft's Marketing Department for additional approved options.

# REECHCRAFT™ TYPEFACES

Typography is one of the essential components of an effective identification program. The use of consistent typography throughout ReechCraft marketing materials helps promote a unified image.

HandelGothic BT is the primary typeface for the ReechCraft logo, and can also be used in marketing material headlines and subsidiary logo taglines. The Univers LT Std family is used throughout the stationary, main body copy in advertisement or literature pieces, and can also be used for copy meant to communicate emphasis.

Serpentine Std Bold Oblique and Bold-Bold are to be used for subsidiary logos and subsidiary logo taglines (e.g. PowerPole®, PowerLift™, ect.).

PRIMARY	HandelGothic BT	ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXYZ abcdefghijklmnopqrstu <strong>vw</strong> xyz 1234567890
	Univers LT Std 55 Roman	ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXYZ abcdefghijklmnopqrstu <strong>vw</strong> xyz 1234567890
	Univers LT Std 65 Bold	<b>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ</b> <b>abcdefghijklmnopqrstu<strong>vw</strong>xyz 1234567890</b>
	Univers LT Std 55 Oblique	<i>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ</i> <i>abcdefghijklmnopqrstu<strong>vw</strong>xyz 1234567890</i>
	Univers LT Std 47 Light Condensed	ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXYZ abcdefghijklmnopqrstu <strong>vw</strong> xyz 1234567890
	Univers LT Std 67 Bold Condensed	<b>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ</b> <b>abcdefghijklmnopqrstu<strong>vw</strong>xyz 1234567890</b>
	Univers LT Std 59 Ultra Condensed	ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXYZ abcdefghijklmnopqrstu <strong>vw</strong> xyz 1234567890
SECONDARY	Serpentine Std Bold Oblique	<b><i>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ</i></b> <b><i>abcdefghijklmnopqrstu<strong>vw</strong>xyz 1234567890</i></b>
	Serpentine Bold-Bold	<b>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ</b> <b>abcdefghijklmnopqrstu<strong>vw</strong>xyz 1234567890</b>

# SUBSIDIARY LOGOS






The subsidiary names and logos of ReechCraft™ are all either trademarked or registered trademarks. When using these collection namesakes and/or logos, a “TM” or “®” should follow. Proper placement of these marks is necessary.

Each product collection is also associated with a specific Pantone® color(s). It is not necessary to always use the logo in color, but it is highly recommended that the corresponding Pantone® color be used somewhere significant in the design.







# SUBSIDIARY LOGOS: PANELJACK™

## PANELJACK LOGO ACCEPTABLE VERSIONS:

				
<b>2 COLOR</b> <b>RED &amp; GRAY</b> Pantone® N/A (Red) Pantone® 877C <i>(Preferred logo version.)</i>	<b>2 COLOR</b> <b>RED &amp; BLACK</b> Pantone® N/A (Red) Pantone® Black C <i>(Use this color option only on gray gradient and solid gray backgrounds.)</i>	<b>2 COLOR</b> <b>RED &amp; WHITE</b> Pantone® N/A (Red) <i>(Use this color option only on black backgrounds.)</i>	<b>1 COLOR</b> <b>WHITE</b> <i>(Use this color option only on black and red backgrounds.)</i>	<b>1 COLOR</b> <b>BLACK</b> Pantone® Black C <i>(Use this color option only on white, gray and red backgrounds.)</i>

## COLOR VALUES FOR ALL MEDIA APPLICATIONS:

	<b>Pantone®</b> <i>(Spot Color)</i>	<b>CMYK</b> <i>(Four Color Process)</i>	<b>RGB</b> <i>(On Screen)</i>	<b>HEX CODE</b> <i>(Web Safe)</i>
	N/A	C 4 - M 100 - Y 95 - K 0	R 228 - G 30 - B 43	#E41E2B
	Pantone® 877C	C 0 - M 0 - Y 0 - K 40	R 167 - G 169 - B 172	#A7A9AC
	Pantone® Black C	C 0 - M 0 - Y 0 - K100	R 0 - G 0 - B 0	#000000
	White	C 0 - M 0 - Y 0 - K 0	R 255 - G 255 - B 255	#FFFFFF

## PROMOTIONAL TAGLINE:

The promotional tagline is a phrase that has been trademarked for use as an additional identifier of the brand and utilizes the Univers LT Std 67 Bold Condensed.

## ICF BRACING SYSTEM™

## PANELJACK LOGO NOT ACCEPTABLE VERSION:

This PanelJack logo version is no longer acceptable and should not be used.



# SUBSIDIARY LOGOS: BRONCO™

## BRONCO LOGO ACCEPTABLE VERSIONS:



**3 COLOR**  
**RED, GRAY & BLACK**  
 Pantone® N/A (Red)  
 Pantone® 877C  
 Pantone® Black C  
*(Preferred logo version.)*



**2 COLOR**  
**RED & BLACK**  
 Pantone® N/A (Red)  
 Pantone® Black C  
*(Use this color option only on gray gradient and solid gray backgrounds.)*



**2 COLOR**  
**RED & WHITE**  
 Pantone® N/A (Red)  
*(Use this color option only on black backgrounds.)*



**1 COLOR**  
**WHITE**  
*(Use this color option only on black and red backgrounds.)*



**1 COLOR**  
**BLACK**  
 Pantone® Black C  
*(Use this color option only on white, gray and red backgrounds.)*

## COLOR VALUES FOR ALL MEDIA APPLICATIONS:

	Pantone® <i>(Spot Color)</i>	CMYK <i>(Four Color Process)</i>	RGB <i>(On Screen)</i>	HEX CODE <i>(Web Safe)</i>
	N/A	C 4 - M 100 - Y 95 - K 0	R 228 - G 30 - B 43	#E41E2B
	Pantone® 877C	C 0 - M 0 - Y 0 - K 40	R 167 - G 169 - B 172	#A7A9AC
	Pantone® Black C	C 0 - M 0 - Y 0 - K100	R 0 - G 0 - B 0	#000000
	White	C 0 - M 0 - Y 0 - K 0	R 255 - G 255 - B 255	#FFFFFF

## PROMOTIONAL TAGLINE:

The promotional tagline is a phrase that has been trademarked for use as an additional identifier of the brand and utilizes the Univers LT Std 67 Bold Condensed.

## ALL-TERRAIN SCAFFOLD™

## BRONCO LOGO NOT ACCEPTABLE VERSIONS:

These Bronco logo versions are no longer acceptable and should not be used.







# SUBSIDIARY LOGOS: POWERPOLE®

## POWERPOLE LOGO ACCEPTABLE VERSIONS:

<small>ReechCraft</small> <b>PowerPole</b>	<small>ReechCraft</small> <b>PowerPole</b>	<small>ReechCraft</small> <b>PowerPole</b>	<small>ReechCraft</small> <b>PowerPole</b>	<small>ReechCraft</small> <b>PowerPole</b>
<b>3 COLOR</b> <b>RED, GRAY &amp; BLACK</b> Pantone® N/A (Red) Pantone® 877C Pantone® Black C <i>(Preferred logo version.)</i>	<b>2 COLOR</b> <b>RED &amp; BLACK</b> Pantone® N/A (Red) Pantone® Black C <i>(Use this color option only on gray gradient and solid gray backgrounds.)</i>	<b>2 COLOR</b> <b>RED &amp; WHITE</b> Pantone® N/A (Red) <i>(Use this color option only on black backgrounds.)</i>	<b>1 COLOR</b> <b>WHITE</b> <i>(Use this color option only on black and red backgrounds.)</i>	<b>1 COLOR</b> <b>BLACK</b> Pantone® Black C <i>(Use this color option only on white, gray and red backgrounds.)</i>

## COLOR VALUES FOR ALL MEDIA APPLICATIONS:

	<b>Pantone®</b> <i>(Spot Color)</i>	<b>CMYK</b> <i>(Four Color Process)</i>	<b>RGB</b> <i>(On Screen)</i>	<b>HEX CODE</b> <i>(Web Safe)</i>
	N/A	C 4 - M 100 - Y 95 - K 0	R 228 - G 30 - B 43	#E41E2B
	Pantone® 877C	C 0 - M 0 - Y 0 - K 40	R 167 - G 169 - B 172	#A7A9AC
	Pantone® Black C	C 0 - M 0 - Y 0 - K100	R 0 - G 0 - B 0	#000000
	White	C 0 - M 0 - Y 0 - K 0	R 255 - G 255 - B 255	#FFFFFF

## PROMOTIONAL TAGLINE:

The promotional tagline is a phrase that has been trademarked for use as an additional identifier of the brand and utilizes the Univers LT Std 67 Bold Condensed.

**MAN & MATERIAL LIFT SYSTEM™** or **MOVE FAST. LIFT MORE. MAKE IT EASY.™**






## POWERPOLE LOGO NOT ACCEPTABLE VERSIONS:

These PowerPole logo versions are no longer acceptable and should not be used.








# SUBSIDIARY LOGOS: POWERLIFT™

## POWERLIFT LOGO ACCEPTABLE VERSIONS:

				
<b>3 COLOR</b> <b>RED, GRAY &amp; BLACK</b> Pantone® N/A (Red) Pantone® 877C Pantone® Black C <i>(Preferred logo version.)</i>	<b>2 COLOR</b> <b>RED &amp; BLACK</b> Pantone® N/A (Red) Pantone® Black C <i>(Use this color option only on gray gradient and solid gray backgrounds.)</i>	<b>3 COLOR</b> <b>RED, GRAY &amp; WHITE</b> Pantone® N/A (Red) Pantone® 877C <i>(Use this color option only on black backgrounds.)</i>	<b>1 COLOR</b> <b>WHITE</b> <i>(Use this color option only on black and red backgrounds.)</i>	<b>1 COLOR</b> <b>BLACK</b> Pantone® Black C <i>(Use this color option only on white, gray and red backgrounds.)</i>

## COLOR VALUES FOR ALL MEDIA APPLICATIONS:

	Pantone® <i>(Spot Color)</i>	CMYK <i>(Four Color Process)</i>	RGB <i>(On Screen)</i>	HEX CODE <i>(Web Safe)</i>
	N/A	C 4 - M 100 - Y 95 - K 0	R 228 - G 30 - B 43	#E41E2B
	Pantone® 877C	C 0 - M 0 - Y 0 - K 40	R 167 - G 169 - B 172	#A7A9AC
	Pantone® Black C	C 0 - M 0 - Y 0 - K100	R 0 - G 0 - B 0	#000000
	White	C 0 - M 0 - Y 0 - K 0	R 255 - G 255 - B 255	#FFFFFF

## PROMOTIONAL TAGLINE:

The promotional tagline is a phrase that has been trademarked for use as an additional identifier of the brand and utilizes the Univers LT Std 67 Bold Condensed.

**THE GO-ANYWHERE LIFT FOR ANYONE™**






## POWERLIFT LOGO NOT ACCEPTABLE VERSIONS:

These PowerLift logo versions are no longer acceptable and should not be used.







# SUBSIDIARY LOGOS: POWERMAST™

## POWERMAST LOGO ACCEPTABLE VERSIONS:

				
<b>3 COLOR</b> <b>RED, GRAY &amp; BLACK</b> Pantone® N/A (Red) Pantone® 877C Pantone® Black C <i>(Preferred logo version.)</i>	<b>2 COLOR</b> <b>RED &amp; BLACK</b> Pantone® N/A (Red) Pantone® Black C <i>(Use this color option only on gray gradient and solid gray backgrounds.)</i>	<b>3 COLOR</b> <b>RED, GRAY &amp; WHITE</b> Pantone® N/A (Red) Pantone® 877C <i>(Use this color option only on black backgrounds.)</i>	<b>1 COLOR</b> <b>WHITE</b> <i>(Use this color option only on black and red backgrounds.)</i>	<b>1 COLOR</b> <b>BLACK</b> Pantone® Black C <i>(Use this color option only on white, gray and red backgrounds.)</i>

## COLOR VALUES FOR ALL MEDIA APPLICATIONS:

	Pantone® <i>(Spot Color)</i>	CMYK <i>(Four Color Process)</i>	RGB <i>(On Screen)</i>	HEX CODE <i>(Web Safe)</i>
	N/A	C 4 - M 100 - Y 95 - K 0	R 228 - G 30 - B 43	#E41E2B
	Pantone® 877C	C 0 - M 0 - Y 0 - K 40	R 167 - G 169 - B 172	#A7A9AC
	Pantone® Black C	C 0 - M 0 - Y 0 - K100	R 0 - G 0 - B 0	#000000
	White	C 0 - M 0 - Y 0 - K 0	R 255 - G 255 - B 255	#FFFFFF

## PROMOTIONAL TAGLINE:

The promotional tagline is a phrase that has been trademarked for use as an additional identifier of the brand and utilizes the Univers LT Std 67 Bold Condensed.

**PORTABILITY REDEFINED™** or **FASTER ACCESS FOR LOW RISE JOBS™**

## POWERMAST LOGO NOT ACCEPTABLE VERSIONS:

These PowerMast logo versions are no longer acceptable and should not be used.



# COMPLIANCE & INDUSTRY AFFILIATED LOGOS

## COMPLIANCE LOGOS



OSHA and ReechCraft™ work together to develop compliance assistance tools and resources, share information with workers and employers, and educate workers and employers about their rights and responsibilities. ReechCraft has been OSHA compliant since 1994.



ANSI sets the rules for the various methods used by standards developers, overseeing the process and approving final standards in the United States. ReechCraft abides by these standards, making all of our products ANSI compliant.

## INDUSTRY AFFILIATED LOGOS



ReechCraft has been a Scaffold & Access Industry Association member (SAIA) since 2000. SAIA, a trade association represented worldwide, is the voice of the scaffold and access industry.

# DEALER BRANDING

## REECHCRAFT CO-BRANDING

When the primary logo or secondary logo is used in partnership with logos from other organizations, the ReechCraft isolation zone (X = at least the width of the red bar that is the continuation of the letter “L” in “Lift”) should be used.

The partner logo(s) should be scaled for equal visual weight. The words “Sold by:” should be visible to the left of the partnered logo; and, it should be twice the height of the “TM” in the primary logo (measuring the height of the “o”).



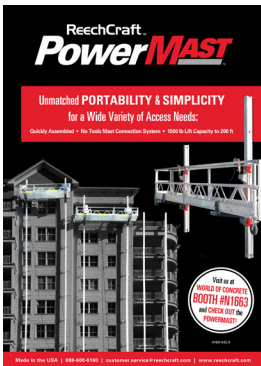
## AUTHORIZED DEALER LOGO

The ReechCraft Authorized Dealer logo is for the sole use of ReechCraft dealers' communication advertising materials. The Authorized Dealer descriptor utilizes Univers LT Std 55 Oblique in all caps.

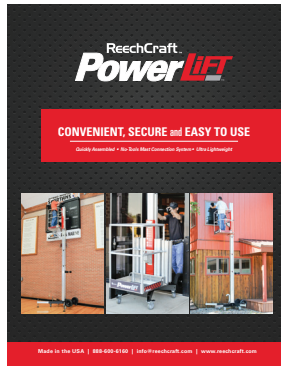


# USAGE EXAMPLES: PRINTED COMMUNICATIONS

In almost all instances, printed communications coming from ReechCraft™ should use the primary colored logo version. This is also true when using ReechCraft's subsidiary logos (e.g. PowerLift™, PowerMast™, etc.). These examples demonstrate how the logo interacts with the content of the piece. The logo introduces the message by placing it in a position that visually plays off of the title or subject of the piece and/or is usually placed in the bottom right corner. The logo should only appear once on a side, so the standard logo is used to close the piece (e.g. mailing address, back of datasheet or brochure).



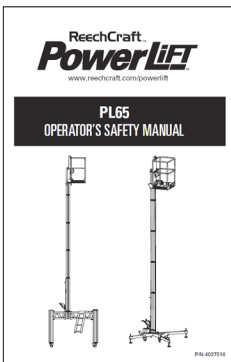
Print Ad - Full Page



Literature



Photo Book



Operator's Manual



Flyer



Product Guide



# USAGE EXAMPLES: BRANDED MERCHANDISE

Novelty items may use either version of the ReechCraft™ logo on a case-by-case basis. Since there is usually not more than one logo on an item, the primary question is: “What color version of the logo fits best on the chosen background color?” The logos should only appear on a hat within its approved color value (please reference pages 9-10.) If you have any questions, please contact ReechCraft’s Marketing Department.



**Caps** - Standards apply to all types of hats (e.g. baseball caps, stocking caps, hard hats, etc.). The above are only examples and are not limited to these colors.



**Clothing** - Standards apply to all types of clothing (e.g. t-shirts, long sleeved shirts, sweatshirts, fleece, jackets, etc.). The above are only examples and are not limited to these colors.



**Promotional Items** - Phone Covers, Tablet Covers, USB Flash Drives, Notepads, Pens, Coffee Mugs, Cinch Bags, Water Bottles and more. The above are only examples and are not limited to these colors.

# USAGE EXAMPLES: DISPLAYS & VEHICLE GRAPHICS

When creating tradeshow graphics, consider the edge of the graphic an edge from which the red tag logo could hang.

**ReechCraft  
PowerLIFT**

**PRODUCT FEATURES**

- 26 Reach height
- Removable components
- One-person operation
- Ultra lightweight
- 360° turning radius
- Fits through tight spaces
- Easily stores across ramp brackets
- Easily transports on a vehicle hitch

**Why You Should Buy ReechCraft Products:**

- ✔ Simple to Operate & Easy to Maintain
- ✔ Complies with Safety Standards
- ✔ Extremely Versatile Access Solution
- ✔ Provides Great Rental Income

**ReechCraft**  
Access Solutions.  
Made in the USA | [www.reechcraft.com](http://www.reechcraft.com)

**ReechCraft  
PowerLIFT**

**PRODUCT FEATURES**

- Extremely portable
- Up to 26' reach height
- 1 lift with 3 base options

The Lift with **TRIO** BASE  
for conventional

The Lift with **EXTENSIVE** BASE  
for extended

The Lift with **STANDARD** BASE  
for standard applications

**ReechCraft**  
Access Solutions.

4 - 52" x 90" Panels to Create a 20' Backdrop - Note: Panels are easily converted to 22" x 46" or 24" x 59" banners.

**ReechCraft**  
Access Solutions™

Made in the USA | [www.reechcraft.com](http://www.reechcraft.com) | **CHECK IT OUT TODAY!**

**PowerMast**   **PowerPole**   **PowerLIFT**   **Bronco**

52" x 10' Backdrop

**CHECK OUT THE**  
**ReechCraft**  
**PowerLIFT**

at [www.reechcraft.com/powerlift](http://www.reechcraft.com/powerlift)

All ReechCraft products are made in the USA.

Under the PowerLift Basket Sign

**ReechCraft**  
Access Solutions™

**REECHCRAFT.COM**  
**888-600-6160**  
MADE IN THE USA

POWERLIFT - POWERMAST - POWERPOLE - BRONCO

Truck Graphics

MADE IN THE USA  
**888-600-6160**

**ReechCraft**  
Access Solutions™

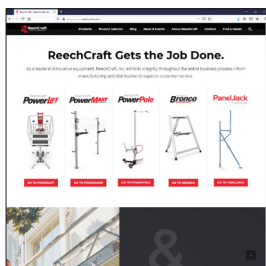
REECHCRAFT.COM

# USAGE EXAMPLES: ONLINE COMMUNICATIONS

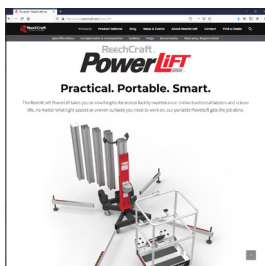
The ReechCraft™ web site is one of the main ways we, as well as our dealers, present ourselves to the world. Any site that reflects ReechCraft creates an impression conveying who we are and what we do. Through the use of consistent images, graphics, color palettes, etc., we make certain the public knows when they are connected to a ReechCraft web site and when they are not.

Should a dealer feature our products on their own company web site, there are standards which apply to promote clear, consistent and effective communication for all ReechCraft audiences. Implementation of these standards will ensure that all web communications will be a recognizable part of our visual brand.

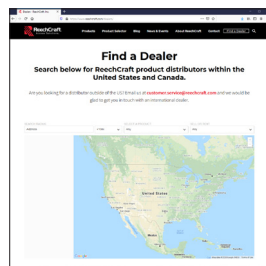
**Note:** The url [gopowerlift.com](http://gopowerlift.com) is not our website and should never be used or linked to.



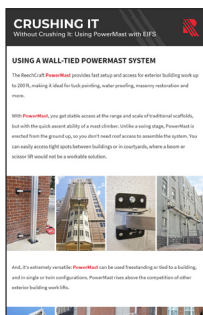
Homepage



Product Page



Find A Dealer Page



Email



Banner Ads





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