



# BOBCAT BRAND GUIDE

# **BOBCAT**

## **BRAND GUIDE**



## INTRODUCTION

**THIS GUIDE TO THE BOBCAT BRAND IS YOUR OVERVIEW  
OF WHO WE ARE AND WHAT WE STAND FOR.  
USE THIS INFORMATION TO HELP YOU IN YOUR WORK OF  
BRINGING THE BOBCAT BRAND TO LIFE.**

## CATEGORY OVERVIEW

# BOBCAT BRINGS GROUNDBREAKING MACHINES TO GROUNDBREAKING PEOPLE.

We eat concrete for breakfast and rebar for lunch. We'll take the stink out of a mountain of manure or turn a patch of cement back into the pitiful bag of dust it came from.

We do these things and more, because Bobcat is in the business of making the best equipment for doing the toughest jobs imaginable. When there are deadlines to hit, reputations to build and dreams to make real, One Tough Animal® provides the confidence and capability to get it done. ■



# WE ARE BOBCAT.



## BRAND HISTORY

# A LEGACY OF INNOVATION

Bobcat created the first compact loader in 1958 and launched an entire industry. Today, Bobcat equipment is still breaking down barriers to productivity and profit by inventing new ways to do challenging work and do it fast.

Our products have unleashed generations of success for customers and dealers around the world. And we continue to define the industry with unique solutions that help operators to work smarter while challenging competitors to catch up. ■



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# **BRAND FUNDAMENTALS**

A Bobcat excavator is shown in action on a construction site, digging a trench. The excavator is white and black, with a yellow operator visible in the cab. The background features a steel framework of a building under construction. The foreground is filled with a large pile of dirt and dust kicked up by the machine. The sky is clear and blue.

BRAND FUNDAMENTALS

WHAT IS BOBCAT BRAND?

BRAND PROMISE

**WHEN YOU HAVE THE WILL,  
WE PROVIDE THE WAY.**

BRAND MISSION

**BOBCAT EMPOWERS PEOPLE  
TO ACCOMPLISH MORE.**

BRAND ATTRIBUTES

**TOUGH, VERSATILE,  
EMPOWERING AND INVENTIVE.**



BRAND FUNDAMENTALS  
**BRAND ATTRIBUTE**



## TOUGH

Persevere through even the hardest tasks with grit and spirit. You work in harsh environments tackling heavy loads and difficult challenges. When it's all riding on you, this is the brand you want to ride with.



## VERSATILE

Adapt to solve and conquer challenges, no matter what they are. The only thing about a challenging job that's routine is its unpredictability. But that's ok. Bobcat equipment is built to handle today's challenges while giving you more confidence for tomorrow's job.



## EMPOWERING

Help hard-working people shape their world. You're part of a legendary brand that's here to help you accomplish more. Embrace the purpose in what you do and enjoy the ride. You've got what it takes, so own it.



## INVENTIVE

Question the commonplace. Change what's possible. You're changing the industry, breaking down walls and working harder than anyone else. There's the way that things have been done in the past, and then there's the innovative way you do it. Work smarter. Break the rules. Bobcat goes with you beyond the limits.



# BRAND IDENTITY STANDARD

- 01. BOBCAT® LOGO
- 02. PRODUCT LINE LOGOS
- 03. BOBCAT® COLOR PALETTE
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- 05. UNACCEPTABLE LOGO USE
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- 07. PRIMARY BRAND TEXTURES
- 08. GRAPHIC ELEMENTS
- 09. BOBCAT® PHOTOGRAPHY
- 10. TONE OF VOICE



# LOGO

The Bobcat logo signature is the key building block of our identity – a powerful symbol for a powerful brand. ■



## 01. BOBCAT® LOGO

# ICON

There are two acceptable versions of the Bobcat logo: the full Bobcat head icon with logotype, and the Bobcat head icon alone. The registered trademark ® symbol must always be used with the Bobcat logos.

Always use approved electronic versions of the logos. ■



01. BOBCAT® LOGO

# TAGLINE

We're One Tough Animal®. Our communications express that identity. Our products, dealers and customers express it, too.

Use of the One Tough Animal tagline should be limited to appropriate promotional communications. It is recommended to keep One Tough Animal equal in length to the Bobcat typography and place in line with the lowercase b. The registered trademark symbol ® should be used after the first use of the phrase in body copy. ■



***One Tough Animal®***



***One Tough Animal®***

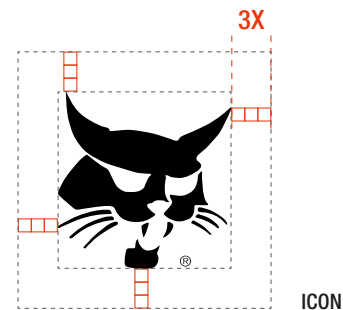
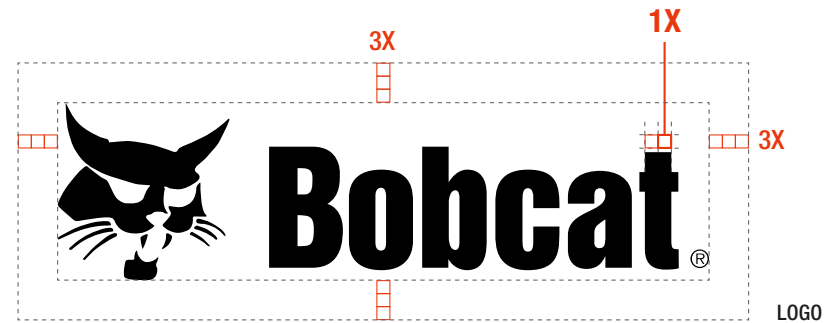


***One Tough Animal®***

## 01. BOBCAT® LOGO

# LOGO RULES

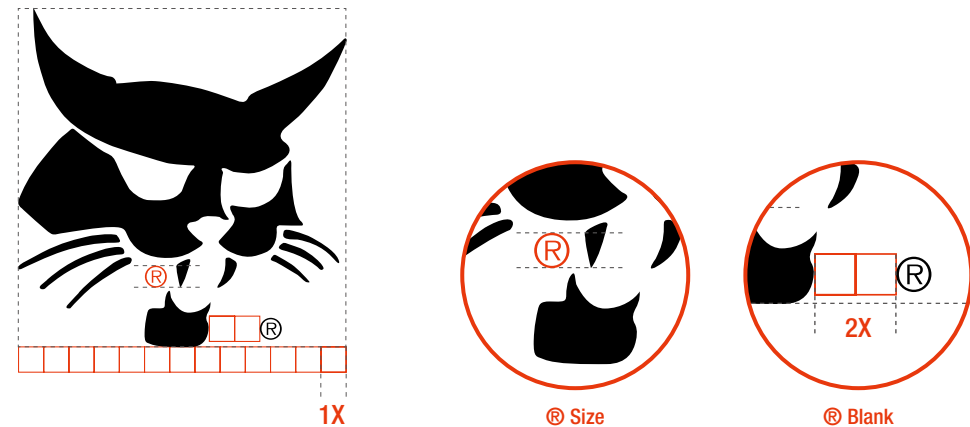
A minimum amount of clear space must always surround the Bobcat logo. Other graphic elements or text must not intrude. This minimum amount of space surrounding the logo must be equal to the unit height as shown in the diagram. Additional space is preferred when possible. Consideration given for merchandise and licensing needs. ■



## 01. BOBCAT® LOGO

# REGISTERED TRADEMARK

The registered trademark symbol MUST always be used with the Bobcat head icon trademark logo in the size and location relationship shown above when the icon is used alone. The ® near the tooth is shown for illustration of size only. The ® to the right of the chin is proper placement. ■



## 02. BOBCAT® LOGO LOCK-UP

# CLEAR SPACE REQUIREMENT

A minimum amount of clear space must always surround the Bobcat logo. Other graphic elements or text must not intrude. This minimum amount of space surrounding the logo must be equal to the unit height as shown in the diagram. Additional space is preferred when possible. Consideration given for merchandise and licensing needs. ■





## 02. BOBCAT® LOGO LOCK-UP

# PRODUCT LINE LOGOS

To align the Bobcat brand and its product lines effectively, we define the placement of each product line. ■



MATERIAL HANDLING



PORTABLE POWER



GROUND MAINTENANCE



## 02. BOBCAT® LOGO LOCK-UP

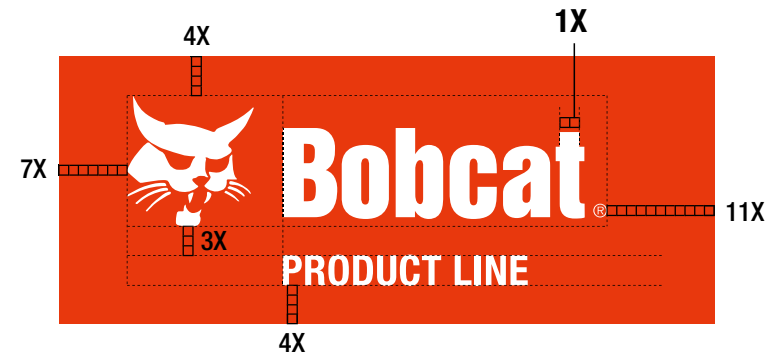
# PRODUCT LINE LOGOS

For those who only sell the product lines mentioned as following. ■

**MATERIAL HANDLING**

**PORTABLE POWER**

**GROUND MAINTENANCE**



**MATERIAL HANDLING**



**PORTABLE POWER**



**GROUND MAINTENANCE**



### 03. BOBCAT® COLOR PALETTE

# BRAND COLORS

The following are specifications for Bobcat primary colors for products, signage, packaging and communication materials. ■



Opacity of the Bobcat orange color may be reduced up to 65% if necessary, only if the full 100% opacity orange color is also already in use on the page.

# ORANGE

Pantone: 179 C (coated paper)  
Pantone: 485 U (uncoated paper)  
CMYK: 0, 90, 100, 0  
Hex: #FF3600  
RGB: 255, 54, 0

# BLACK

Pantone: N/A  
CMYK: 0, 0, 0, 100  
Hex: #000000  
RGB: 100, 100, 100

# WHITE

Pantone: N/A  
CMYK: 0, 0, 0, 0  
Hex: #FFFFFF  
RGB: 0, 0, 0

# SECONDARY COLORS

The secondary colors shown are complementary colors and should be used sparingly. ■

# SUPPORTING COLORS

Supporting neutrals can be introduced to new product categories for more dynamic ranges, as well as to support any retail activations. ■

TAN

Pantone: 7528 C (coated paper)  
CMYK: 0, 3, 10, 10  
Hex: #C9C4BD  
RGB: 201, 196, 189

CHARCOAL

Pantone: 432 C (coated paper)  
CMYK: 79, 64, 52, 43  
Hex: #323E48  
RGB: 50, 62, 72

GULL WING  
GRAY

Pantone: 429 C (coated paper)  
CMYK: 39, 27, 26, 5  
Hex: #a3aaaa  
RGB: 163, 170, 174

COOL GRAY

Pantone: Cool Gray 2C  
CMYK: 21, 11, 9, 23  
Hex: #A8AFB1  
RGB: 168, 175, 177

LIGHT  
KHAKI

Pantone: 4515 C  
CMYK: 31, 31, 69, 2  
Hex: #b4a269  
RGB: 180, 162, 105

WARM  
GREIGE

Pantone: 406 C  
CMYK: 23, 23, 24, 0  
Hex: #c5bbb6  
RGB: 197, 187, 182

EARTH  
BROWN

Pantone: 161 C  
CMYK: 42, 69, 88, 47  
Hex: #623c21  
RGB: 98, 60, 33

CHIPBOARD  
BEIGE

Pantone: 7506 C  
CMYK: 5, 13, 32, 0  
Hex: #f2dab2  
RGB: 242, 218, 178

ARMY  
GREEN

Pantone: 7762 C  
CMYK: 60, 44, 86, 30  
Hex: #5d6339  
RGB: 93, 99, 57

# ELECTRIC EQUIPMENT COLORS

The following are specifications for Bobcat primary electric equipment colors for products, signage, packaging and communication materials. ■

## BLUE

Pantone: N/A  
CMYK: 72, 5, 4, 0  
Hex: #00b2e2  
RGB: 0, 178, 226

## BLACK

Pantone: N/A  
CMYK: 0, 0, 0, 100  
Hex: #000000  
RGB: 100, 100, 100

## WHITE

Pantone: N/A  
CMYK: 0, 0, 0, 0  
Hex: #FFFFFF  
RGB: 0, 0, 0

ELECTRIC EQUIPMENT  
BRANDING

**E10e E19e**

**⚡ ZERO EMISSIONS**

#### 04. BOBCAT® COLOR MATCH OF THE LOGO

## COLOR USE ON THE LOGO

The primary colors for Bobcat® products, signage and communications materials are “Bobcat Orange”, black and white. Consistent use of these colors will help reinforce the Bobcat brand identity.

Bobcat Orange represents the color found on the tailgates and rims of Bobcat loaders. When a color specification cannot be met, it should be visually matched as close as possible.

The preferred color combinations for the Bobcat logo are three options - black on white, white on black, or white on Bobcat Orange. ■

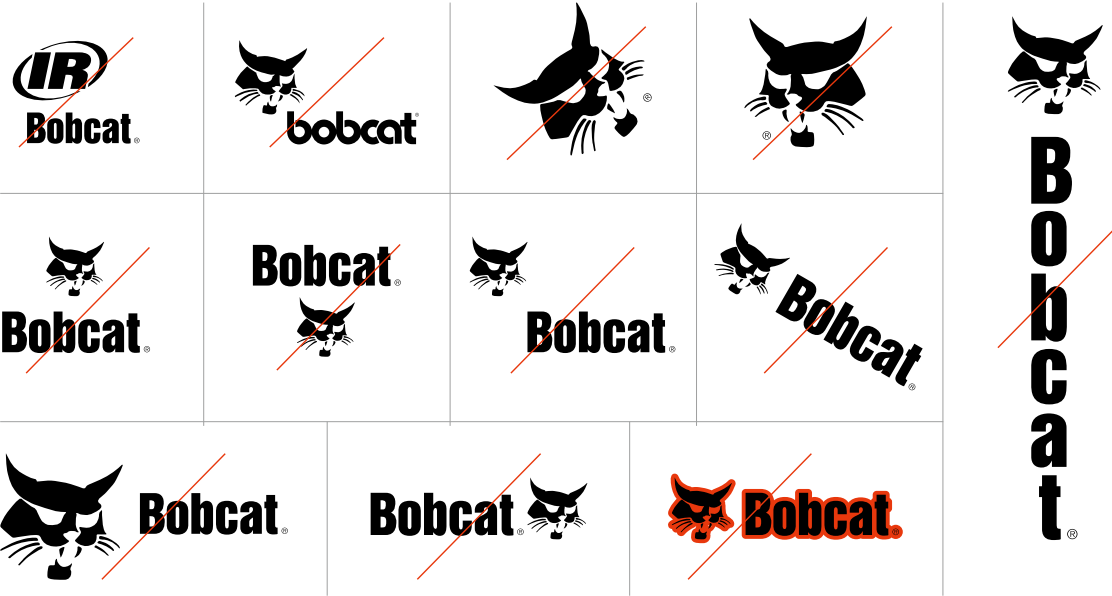




# UNACCEPTABLE LOGO USE

The word Bobcat with the registered trademark, whether in the Bobcat typography or not, may not be used alone. This is NOT an acceptable version of the Bobcat registered trademark ■

Consistent use of the Bobcat trademark is essential. The Bobcat logo should not be altered, modified or distorted in any way. Only use approved master artwork to reproduce the Bobcat trademark. Following are examples of Unacceptable alterations of the Bobcat trademark. ■



## 05. UNACCEPTABLE LOGO USE

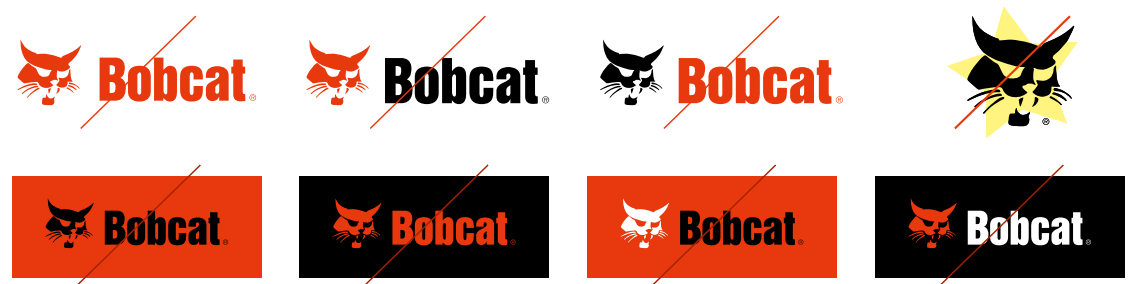
# UNACCEPTABLE TAGLINE USE

- Head icon and the Bobcat typography proportion may not be changed.
- Always place the tagline below the Bobcat logo.
- Tagline can be used only with black color. ■



# UNACCEPTABLE COLOR COMBINATIONS

Below are Unacceptable color combinations of the Bobcat logo. ■



## 05. UNACCEPTABLE LOGO USE

# UNACCEPTABLE PRODUCT LINE LOGO USE

The Bobcat or individual product line logos may not be altered in any way graphically, added to, changed in color or reduced in the minimum protection zone (the size of the background area around the product line itself consisting of the Bobcat logo and the relevant sub-title). ■

Never extend / stretch / narrow down the product line name in the logo



Do not violate the minimum clear space zone of the logo



Do not change the color of the product line. Any artificial effects on the logo is not allowed



Do not change the position of the product line name



## 06. BOBCAT® TYPOGRAPHY

# TYPOGRAPHY

## ENGLISH

The typeface family of Helvetica Neue is the preferred font for all print communications. Helvetica Neue Black Condensed and Helvetica Neue Bold Condensed may be used for headlines and subheads.

Helvetica Neue is also preferred for electronic media. Arial is an acceptable substitute web-safe font.

Serif fonts are NOT acceptable. Textures applied to fonts are no longer acceptable. ■

The UX team works with extended font options for digital interfaces, which are outlined in their Digital User Experience Style Guide.

### DEDICATED FONT

#### Helvetica Neue - 97 Black Condensed

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### Helvetica Neue - 77 Bold Condensed

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### Helvetica Neue - 67 Medium Condensed

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### Helvetica Neue - 47 Light Condensed

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

### AUXILIARY FONT

#### Helvetica Neue - 95 Black

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### Helvetica Neue - 75 Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### Helvetica Neue - 65 Medium

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### Helvetica Neue - 45 Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

### SUBSTITUTE WEB-SAFE FONT

#### Arial Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### Arial Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

# TYPOGRAPHY

## CHINESE / JAPANESE / KOREAN

The typeface family of Noto Sans CJK is the preferred font for all print communications in Chinese, Japanese and Korean.

For English text in these region, the typeface family of Helvetica Neue is the preferred font for all print communications. Helvetica Neue Black Condensed and Helvetica Neue Bold Condensed may be used for headlines and subheads. ■

The UX team works with extended font options for digital interfaces, which are outlined in their Digital User Experience Style Guide.

### DEDICATED FONT

## Noto Sans CJK - Black

CHINESE 斗山山猫向21世纪全球领先企业发起了强烈的意志为顾客及共同体的生活发展做出更大贡献的

JAPANESE 斗山ボブキャットは、世界の先進企業に向けた強い意志と共に顧客とコミュニティの生活の発展にさらに大きく貢献する

KOREAN 두산밥캣은 21세기 글로벌 선두기업을 향한 강한 의지와 함께 고객 및 공동체의 삶의 발전에 더욱 크게 공헌하겠다는

## Noto Sans CJK - Bold

CHINESE 斗山山猫向21世纪全球领先企业发起了强烈的意志为顾客及共同体的生活发展做出更大贡献的

JAPANESE 斗山ボブキャットは、世界の先進企業に向けた強い意志と共に顧客とコミュニティの生活の発展にさらに大きく貢献する

KOREAN 두산밥캣은 21세기 글로벌 선두기업을 향한 강한 의지와 함께 고객 및 공동체의 삶의 발전에 더욱 크게 공헌하겠다는

## Noto Sans CJK - Medium

CHINESE 斗山山猫向21世纪全球领先企业发起了强烈的意志为顾客及共同体的生活发展做出更大贡献的

JAPANESE 斗山ボブキャットは、世界の先進企業に向けた強い意志と共に顧客とコミュニティの生活の発展にさらに大きく貢献する

KOREAN 두산밥캣은 21세기 글로벌 선두기업을 향한 강한 의지와 함께 고객 및 공동체의 삶의 발전에 더욱 크게 공헌하겠다는

## Noto Sans CJK - Regular

CHINESE 斗山山猫向21世纪全球领先企业发起了强烈的意志为顾客及共同体的生活发展做出更大贡献的

JAPANESE 斗山ボブキャットは、世界の先進企業に向けた強い意志と共に顧客とコミュニティの生活の発展にさらに大きく貢献する

KOREAN 두산밥캣은 21세기 글로벌 선두기업을 향한 강한 의지와 함께 고객 및 공동체의 삶의 발전에 더욱 크게 공헌하겠다는

## Noto Sans CJK - Light

CHINESE 斗山山猫向21世纪全球领先企业发起了强烈的意志为顾客及共同体的生活发展做出更大贡献的

JAPANESE 斗山ボブキャットは、世界の先進企業に向けた強い意志と共に顧客とコミュニティの生活の発展にさらに大きく貢献する

KOREAN 두산밥캣은 21세기 글로벌 선두기업을 향한 강한 의지와 함께 고객 및 공동체의 삶의 발전에 더욱 크게 공헌하겠다는



# BRAND TEXTURES

Textures may be used sparingly for accents or backgrounds but are not to be a major primary design element and are not necessary to use in every case. They should be used for accents or background usage only. They may be extended for use in retail or pop-up activations and marketing communications.

While textures may be used as a background, part of a photo, such as the sky or dirt, should be used whenever possible. See photography section for examples. ■





# BRAND ELEMENTS

Although the primary logo should be used as the core branding for all product, additional assets are available for the brand licensing program. These help to create a dynamic palette for partners and collaborators to choose from.

The brand team may evolve or adapt logo usages to fit specific situations not covered by the guidelines in this document. In instances such as these, the caretakers of our brand invest considerable time and effort to ensure every variance is vetted and implemented in a way that is consistent with our brand's natural evolution over time.

With this in mind, please do not take it upon yourself to change these standards. If you have any questions about appropriate usage of brand elements, including logos, typography, colors, imagery and taglines, please contact the brand team. ■



**WE ARE  
BOBCAT.**



**WE ARE  
ONE  
TOUGH  
ANIMAL.®**

***One Tough Animal.***





# DESIGNED TO DO MORE

In keeping with Bobcat's category-leading agility, unmatched versatility and proven toughness, the principles used in photographing the Bobcat equipment will bring a sense of consistency to the brand's product extensions. It will also speak to Bobcat's values and approach.

In order to convey the big and bold nature of the Bobcat brand, only full-color photos should be used. ■





# STUDIO PHOTOGRAPHY

Minimal and consistent, studio photography best showcases the product. Given the simplicity, consider background colors, textures and any additional props. ■





BRAND IDENTITY STANDARD

## 09. BOBCAT® PHOTOGRAPHY

# BOBCAT LIFESTYLE PHOTOGRAPHY

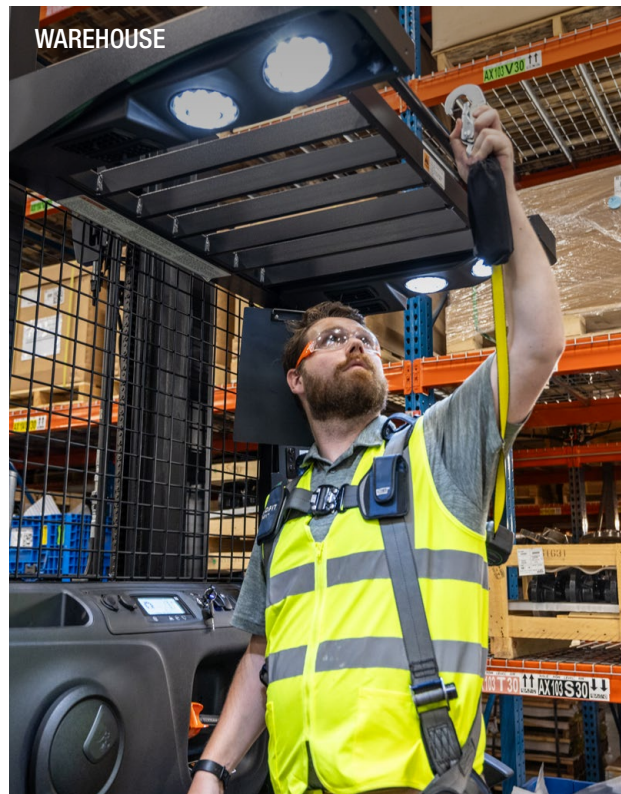
Bobcat speaks broadly to all individuals who believe they can achieve anything through hard work and innovation. ■



YOUR JOBSITE



FARM LIFE



WAREHOUSE



YOUR BACKYARD



# BE CONFIDENT & BOLD

One Tough Animal is our will and our way. The embodiment of a powerful brand voice. It sounds confident, strong and bold. It has attitude.

As the first choice for all groundbreakers, we should own it, have fun with it and show up for the audience in a relatable, down-to-earth way. Little by little, word by word, we'll inspire a more empowered world. ■





# EMPOWERING YOU TO DO MORE

Lean into the Bobcat spirit and show a little attitude. Be bold, assertive and punchy. ■



## DEFINE THE UNIQUELY FEROCIOUS SPIRIT AND CULTURE OF BOBCAT.

Anyone can dig a hole. True groundbreakers move mountains. When you operate a Bobcat machine, see one in the wild or wear the Bobcat logo, you're part of a tradition of getting the impossible done.

## SHOW HOW BOBCAT EMPOWERS ALL GROUNDBREAKERS TO ACCOMPLISH MORE.

No feeling compares to being in a Bobcat machine. Your arm has more reach. You thrive in tight spaces. You lift more with less effort. You demolish. You build. You reinvent. Bobcat is an extension of you and your ambition. So, what will you do when anything is possible?

## DEMONSTRATE HOW BOBCAT CONTINUOUSLY PUSHES THE INDUSTRY FORWARD.

We push our ambitions, innovations and technology further. Every. Single. Day. It's in our DNA to look beyond and create solutions that serve as a strong foundation for a better future. We set the standards and raise expectations. Groundbreakers defy them. Together, we forge the future.

# WRITING IN THE BOBCAT VOICE

Your tone should be authentic, confident and clear. Apply common sense and always keep the audience in mind. ■

## KEEP IT SIMPLE.

Make it easy to understand. Don't overcomplicate it.

Break it up if you can.

Subheads and bullets are your friend.

Make it easy to skim and scan.

Explain it in a layperson's terms.

Don't get too technical.

### THIS IS OK

Bobcat equipment is tough and durable to help you cut down on repair costs and increase your profits over the life of your machine.

### THIS IS BETTER

Tough pays. Bobcat machine protection means fewer repairs. More profit, too.

## FOCUS ON BENEFITS.

Talk about what we're solving for the customer more than the widget itself.

### THIS IS OK

The Bobcat depth check system provides accurate on- or off-target alerts to help you dig accurately.

### THIS IS BETTER

Say goodbye to measuring sticks. With the depth check system, you can accurately achieve digging depth and grade. You don't even need to leave the cab.

## KEEP IT SHORT.

Use active voice. For example, say "Customers love new Bobcat® loaders" instead of the passive-voice "New Bobcat® loaders were applauded by customers."

Be mindful of sentence length, as well as syllable length. If you can shorten it, do it. "Start" is better than "commence," and "help" is better than "assist."

### AVOID THIS

- New Bobcat® loaders were applauded by customers.
- Let the workday commence.
- We're here to assist you.

### TRY THIS INSTEAD

- Customers love new Bobcat® loaders.
- Let the workday start.
- We're here to help.

## PUT PEOPLE FIRST.

Don't overinflate the language.

Write for your audience and channel. Use common sense.

Don't be fancy or corporate.

Use relatable, common language.

### THIS IS OK

Wireless communication and telematics make it possible for customers to have a heightened sense of awareness and greater control of their machines.

### THIS IS BETTER

Machine IQ wireless communications tells you where your machine is and how it's doing — no matter where you're at.

# PUTTING THE BRAND TO WORK

Bobcat brand attributes can be an important tool for creating engaging and inspiring communications. When looking for inspiration to get your project rolling, get familiar with these examples. ■

## BOBCAT IS TOUGH.

Persevere through even the hardest tasks with grit and spirit. You work in harsh environments tackling heavy loads and difficult challenges. When it's all riding on you, this is the brand you want to ride with.

SOUNDS

Confident, genuine, proud, honest, authentic

DOES NOT SOUND

Arrogant, corny, egotistic, coarse

EXAMPLES

**DEFY LIMITATIONS. DEFY CONVENTION. DEFY THE WAY. WE ARE BOBCAT.**

**TURN YOUR BIGGEST CHALLENGE INTO YOUR BEST OPPORTUNITY.**

**TOUGH ISN'T BORN, IT'S MADE.**

## BOBCAT IS EMPOWERING.

Help hard-working people shape their world. You're part of a legendary brand that's here to help you accomplish more. Embrace the purpose in what you do and enjoy the ride. You've got what it takes, so own it.

SOUNDS

Inspirational, encouraging, powerful, affirming

DOES NOT SOUND

Preachy, overwrought, melodramatic, vain

EXAMPLES

**IF YOU HAVE THE WILL, WE HAVE THE WAY.**

**YOU ARE AN UNSTOPPABLE FORCE.**

**DREAM BIGGER, ACHIEVE MORE.**

## BOBCAT IS VERSATILE.

Persevere through even the hardest tasks with grit and spirit. You work in harsh environments tackling heavy loads and difficult challenges. When it's all riding on you, this is the brand you want to ride with.

SOUNDS

Attuned, determined, energetic, helpful

DOES NOT SOUND

Submissive, soft, waffling

EXAMPLES

**BOBCAT IS MORE THAN A MACHINE, WE ARE YOUR GAME CHANGER.**

**COUNTLESS WAYS TO GET THE JOB DONE**

## BOBCAT IS INVENTIVE.

Question the commonplace. Change what's possible. You're changing the industry, breaking down walls and working harder than anyone else. There's the way that things have been done in the past, and then there's the innovative way you do it. Work smarter. Break the rules. Bobcat goes with you beyond the limits.

SOUNDS

Clever, pioneering, imaginative, groundbreaking

DOES NOT SOUND

Techy, dry, mechanical, difficult

EXAMPLES

**THE WILL MEETS THE WAY**

**WE ARE INNOVATORS, WE ARE INVENTORS. WE ARE DREAMERS. WE ARE ONE TOUGH ANIMAL.**

**EQUIPPED FOR A BETTER FUTURE.**



# BRAND TRANSITION

- 01. MATERIAL HANDLING
- 02. PORTABLE POWER
- 03. GROUND MAINTENANCE

# PRINT

## MATERIAL HANDLING

### POSITIONING STATEMENT

Bobcat® forklifts are here to power you and your business to accomplish even more. We combined the innovation and durability you expect from Bobcat equipment with decades of experience designing material handling equipment from Doosan. It all adds up to productivity and lower total cost of ownership that help your company run at a higher level. We're breathing that built-to-last and easy-to-maintain Bobcat DNA into solutions for warehouses, distribution facilities and lumber yards to help give those margins a lift. ■

### CREATIVE APPROACH

Breathe the Bobcat brand DNA into the lineup of turf management equipment. Bold, empowering messaging and tough, dynamic imagery is key. We will need to plan some photoshoots for maintenance, once the weather is ideal, to execute a launch plan. Current photo assets that embody brand DNA are very limited. Examples shared are meant only to give direction and are not intended to be implemented in media. We'll need to coordinate efforts to bring this to life. ■



BOBCAT.COM/FORKLIFTS

# EVEN LIFTS YOUR PROFIT MARGINS

**BOBCAT FORKLIFTS ARE HERE TO POWER YOUR BUSINESS TO ACCOMPLISH MORE.**  
We combined the innovation and durability you expect from Bobcat equipment with decades of experience designing material handling equipment from Doosan. We're breathing that built-to-last and easy-to-operate Bobcat DNA into solutions for warehouses, distribution facilities and stock yards to help give those margins a lift.

 **Bobcat**  
One Tough Animal.

Bobcat is a Doosan company. Doosan is a global leader in construction equipment, power and water solutions, engine, and engineering, proudly serving customers and communities for more than a century.  
Bobcat, the Bobcat logo and the colors of the Bobcat machine are registered trademarks of Bobcat Company in the United States and various other countries.  
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# ALTERNATE HEADLINES

## MATERIAL HANDLING

**EVERYTHING YOU NEED TO  
UPGRADE YOUR OPERATIONS.**

**RUN YOUR BUSINESS  
ON A MUCH HIGHER TIER.**

**REACH FOR  
MORE EFFICIENCY.**

**BUILT TO LAST  
AND MADE TO PERFORM.**

**SUDDENLY, YOUR HIGHEST  
BUSINESS POTENTIAL IS IN REACH.**

**HOW TO REACH  
THE TOP OF YOUR GAME.**

BRAND TRANSITION

## 01. MATERIAL HANDLING

# EXAMPLE 1 SOCIAL STORY

## MATERIAL HANDLING

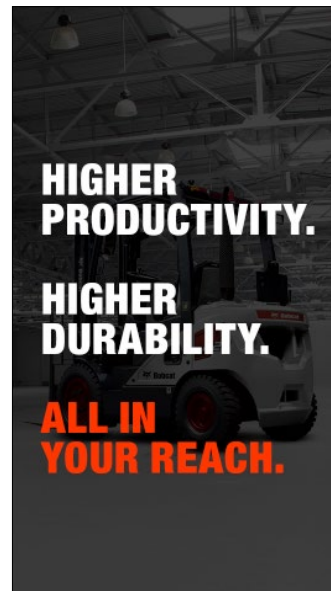
Frame. 1



Frame. 2



Frame. 3



Frame. 4



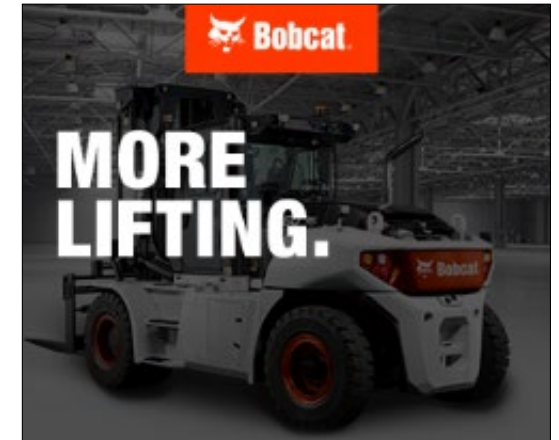
# EXAMPLE 2 DISPLAY AD

MATERIAL HANDLING

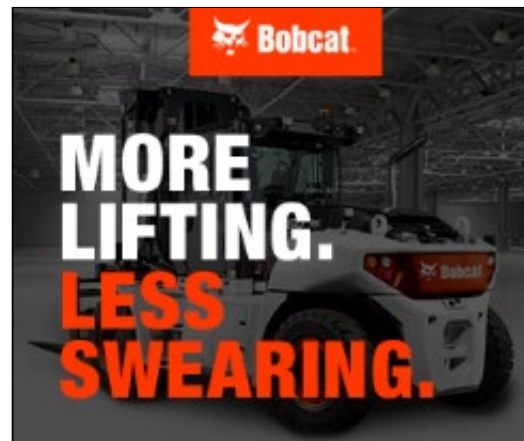
Frame. 1



Frame. 2



Frame. 3




Frame. 4






# EXAMPLE 2 SOCIAL AD

## MATERIAL HANDLING

**Bobcat Equipment**  
Sponsored

Like Page

Give your crew and your business a lift in productivity with easy-to-use and hard-to-beat Bobcat forklifts.





**NEED A LIFT?**




Even Lifts Your Margins

VIEW MODELS.

Learn More

  498

375 Comments 54 Shares

 Like  Comment  Share

# EXAMPLE 3 DISPLAY AD

MATERIAL HANDLING

Frame. 1



Frame. 2



Frame. 3




Frame. 4




# EXAMPLE 3 SOCIAL AD

## MATERIAL HANDLING

**Bobcat Equipment**  
Sponsored

Like Page



Here's how to find the right Bobcat forklift for the type of materials you handle most.



**Watch and lift.**

IDEAL FORKLIFT SELECTION.

Learn More

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375 Comments   54 Shares

Like


Comment

Share




# EXAMPLE 4 SOCIAL AD

## MATERIAL HANDLING

**Bobcat Equipment**  
Sponsored

Like Page



Get lifting and get saving on a Bobcat forklift. Pay as low as 0% financing for up to 48 months\*. Only for a limited time.




**Lift more for less.**


VIEW OFFERS.


Learn More

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 Like

 Comment

 Share

# PRINT

## PORTABLE POWER

### POSITIONING STATEMENT

Bobcat portable power equipment brings ruggedly dependable air compressors, generators and light towers to the jobsite to keep crews running at peak productivity. We're breathing that built to last and easy to operate Bobcat DNA into more areas of your work to help you accomplish even more. ■

### CREATIVE APPROACH

Breathe the Bobcat brand DNA into the lineup of turf management equipment. Bold, empowering messaging and tough, dynamic imagery is key. We will need to plan some photoshoots for maintenance, once the weather is ideal, to execute a launch plan. Current photo assets that embody brand DNA are very limited. Examples shared are meant only to give direction and are not intended to be implemented in media. We'll need to coordinate efforts to bring this to life. ■



BOBCAT.COM/PORTABLE-POWER

## JOBSITE TESTED. ORANGE PAINT APPROVED.

**ACCOMPLISH EVEN MORE WITH PORTABLE POWER EQUIPMENT.**

Keep your crews running at peak productivity with the ruggedly dependable lineup of Bobcat portable power equipment. Get a closer look at Bobcat air compressors, generators and light towers to see how you can accomplish even more.

 **Bobcat**  
One Tough Animal.

Bobcat is a Doosan company. Doosan is a global leader in construction equipment, power and water solutions, engine, and engineering, proudly serving customers and communities for more than a century.  
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# ALTERNATE HEADLINES

PORTABLE POWER

**MAKE A  
POWER MOVE.**

**CONQUER EVERY CORNER  
OF THE JOBSITE.**

**PUT BOBCAT PORTABLE POWER  
IN YOUR CORNER.**

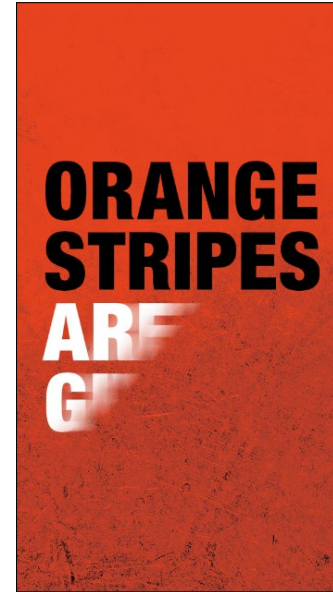
**TOUGH JOBS CAN RUN  
BUT THEY CAN'T HIDE.**

**POWER UP  
YOUR JOB.**

# EXAMPLE 1 SOCIAL STORY

PORTABLE POWER

Frame. 1



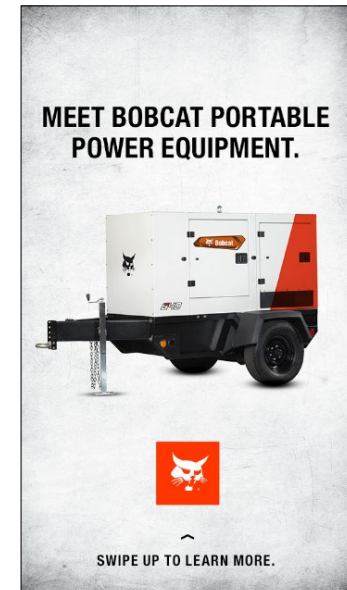
Frame. 2



Frame. 3



Frame. 4





# EXAMPLE 2 DISPLAY AD

PORTABLE POWER

Frame. 1



Frame. 2



Frame. 3




Frame. 4




# EXAMPLE 2 SOCIAL AD

## PORTABLE POWER

**Bobcat Equipment**  
Sponsored

Like Page

Keep your job running at peak efficiency with ruggedly dependable and easy to use Bobcat portable power generators.



**POWER UP  
THE JOB.**

**Tough but easy.**  
[VIEW MODELS.](#) [Learn More](#)

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 Comment

 Share



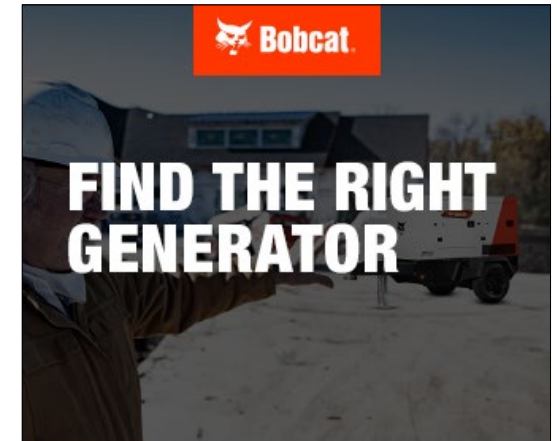
# EXAMPLE 3 DISPLAY AD

PORTABLE POWER

Frame. 1



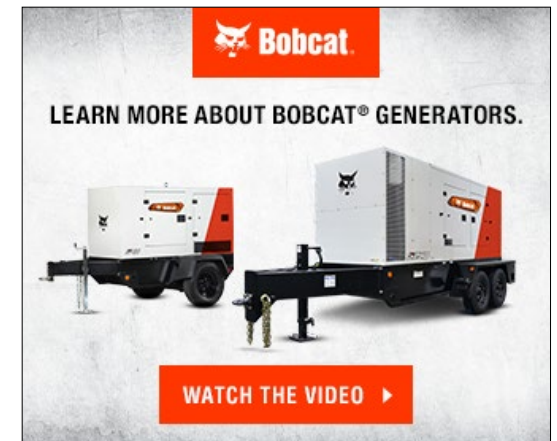
Frame. 2



Frame. 3




Frame. 4



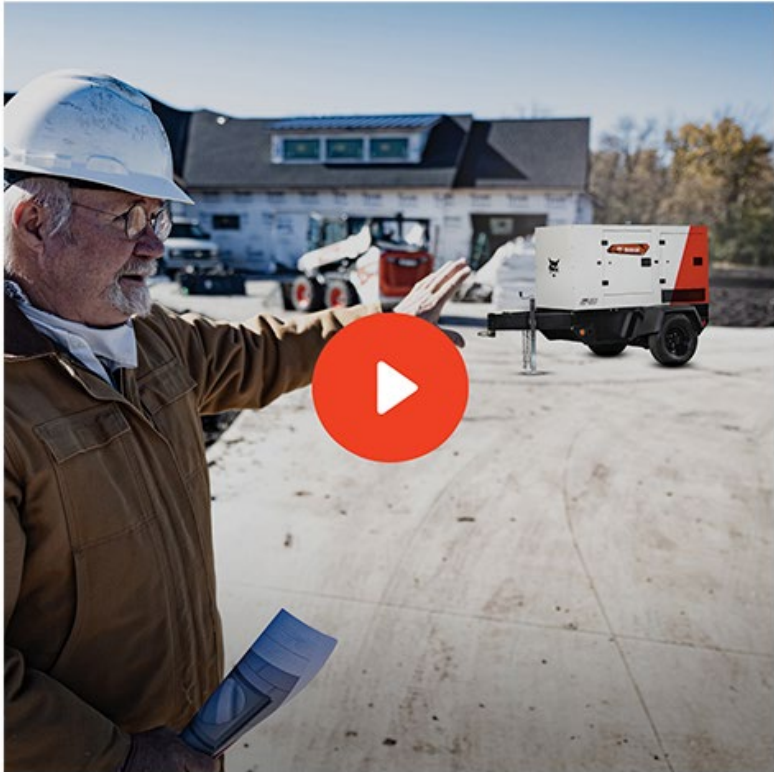
# EXAMPLE 3 SOCIAL AD

## PORTABLE POWER

**Bobcat Equipment**  
Sponsored



Like Page

Finding the right Bobcat generator for the type of jobs you do is easy. Watch and work.






**Power that moves you.**  
IDEAL GENERATOR SELECTION.

Learn More

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 Like  Comment  Share

# EXAMPLE 4 DISPLAY AD

PORTABLE POWER

Frame. 1



Frame. 2



Frame. 3



Frame. 4



# EXAMPLE 4 SOCIAL AD

## PORTABLE POWER

**Bobcat Equipment**  
Sponsored

Like Page

Power up the job for less with as low as 0% financing for up to 48 months. Only for a limited time.



**Save on generators.**

[VIEW OFFERS.](#) [Learn More](#)

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# PRINT

## GROUND MAINTENANCE

### POSITIONING STATEMENT

Bobcat is here to break new ground in turf management. We combined the innovation and durability you expect from Bobcat equipment with more than 75 years of trusted turf maintenance equipment expertise from Ryan. It all adds up to powerful and efficient performance to help you get more out of the hard work and investment you put into it. We're breathing that built-to-last and easy-to-operate Bobcat DNA into high-performance equipment for golf courses, sports facilities and lawn maintenance crews to accomplish unrivaled results. ■

### CREATIVE APPROACH

Breathe the Bobcat brand DNA into the lineup of turf management equipment. Bold, empowering messaging and tough, dynamic imagery is key. We will need to plan some photoshoots for maintenance, once the weather is ideal, to execute a launch plan. Current photo assets that embody brand DNA are very limited. Examples shared are meant only to give direction and are not intended to be implemented in media. We'll need to coordinate efforts to bring this to life. ■



BOBCAT.COM/TURF

# EMERGE FROM THE TURF VICTORIOUS.

**BOBCAT IS BREAKING NEW GROUND IN TURF.**

We combined the innovation and durability you expect from Bobcat® equipment with more than 75 years of trusted turf maintenance equipment expertise from Ryan. It all adds up to powerful and efficient equipment built to last and ready to help you accomplish more.



**Bobcat**  
One Tough Animal.

Bobcat is a Doosan company. Doosan is a global leader in construction equipment, power and water solutions, engine, and engineering, proudly serving customers and communities for more than a century.  
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# ALTERNATE HEADLINES

## GROUND MAINTENANCE

**PERFECTION ISN'T A GOAL.  
IT'S YOUR WAY OF LIFE.**

**CHANGING THE GAME  
FROM THE FRINGES.**

**GET OUT EVEN MORE  
THAN YOU PUT IN.**

**ELEVATE YOUR  
GROUNDS GAME.**

**CUTS LIKE A HOT WEDGE  
THROUGH BUTTER.**

**TURN STATUS QUO  
INTO STATUS WOAH.**



BRAND TRANSITION

## 03. GROUND MAINTENANCE

# EXAMPLE 1 SOCIAL STORY

## GROUND MAINTENANCE

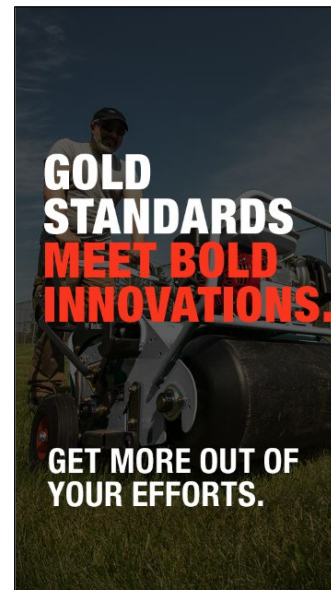
Frame. 1



Frame. 2



Frame. 3



Frame. 4



# EXAMPLE 2 DISPLAY AD

GROUND MAINTENANCE

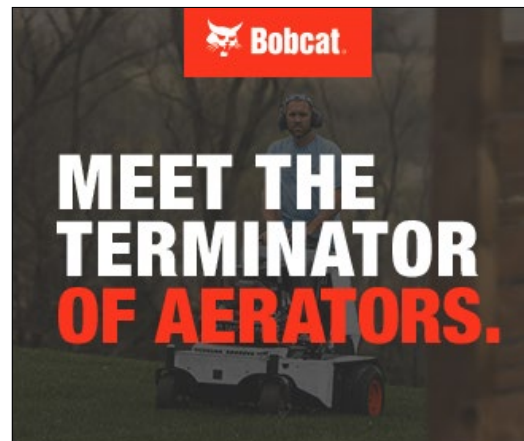
Frame. 1



Frame. 2



Frame. 3



Frame. 4



# EXAMPLE 2 SOCIAL AD

## GROUND MAINTENANCE

**Bobcat Equipment**  
Sponsored

Like Page

Bobcat equipment is built from the ground up with turf in mind to help you get more out of your efforts.



**STATUS WOAH**

Up your grounds game.

[VIEW MODELS.](#)

Learn More

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Comment

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# EXAMPLE 3 DISPLAY AD

GROUND MAINTENANCE

Frame. 1



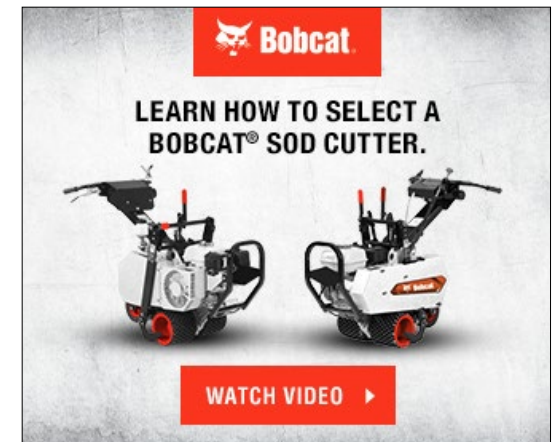
Frame. 2



Frame. 3




Frame. 4




# EXAMPLE 3 SOCIAL AD

## GROUND MAINTENANCE

**Bobcat Equipment**  
Sponsored



Like Page

Here's how to find the right Bobcat turf maintenance equipment for the type of projects you have ahead of you out there.



**Expand your turf.**  
IDEAL EQUIPMENT SELECTION.

Learn More

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# EXAMPLE 4 DISPLAY AD

GROUND MAINTENANCE

Frame. 1



Frame. 2



Frame. 3



Frame. 4



# EXAMPLE 4 SOCIAL AD

## GROUND MAINTENANCE

**Bobcat Equipment**  
Sponsored

Like Page

Cover more greens with less green. Pay low as 0% financing for up to 48 months\*. Only for a limited time.



**Save on turf equipment.**

[VIEW OFFERS.](#)

[Learn More](#)

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# PRINT

## GROUND MAINTENANCE

### POSITIONING STATEMENT

Bobcat articulated tractors look mean, but they're easy on operators. With ultra-stable maneuverability and fiercely uncompromising versatility, this tractor is designed to tackle an endless barrage of to-do's to help you accomplish more. We combined the innovation and durability you expect from Bobcat equipment with proven articulated design to create one unstoppable tractor that's ready to help you tackle an endless barrage of to-do's. It all adds up to one unstoppable lineup of tractors. We're breathing that built-to-last and easy-to-operate Bobcat DNA into solutions for acreages, farms, commercial properties or grounds, golf courses, or sports facilities to attack your work from any angle. ■

### CREATIVE APPROACH

Breathe the Bobcat brand DNA into the lineup of articulated tractors. Bold, empowering messaging and tough, dynamic imagery is key. We will need to plan some photoshoots for tractors to execute a launch in 2023. Current photo assets that embody brand DNA are very limited. Examples shared are meant only to give direction and are not intended to be implemented in media. We'll need to coordinate efforts to bring this to life. ■



BOBCAT.COM/ARTICULATED-TRACTOR

## YOUR NEW GO-TO FOR CRUSHING TO-DO'S

**INTRODUCING THE ALL-NEW BOBCAT ARTICULATED TRACTOR**

We're combining the innovation and durability you expect from Bobcat® equipment with proven articulated design to create one unstoppable tractor that's ready to help you tackle an endless barrage of to-do's. Put this Bobcat articulated tractor to work and accomplish more.



Bobcat Company is a member of the Doosan Group. Doosan is a global leader in construction equipment, power and water solutions, engines, and engineering, proudly serving customers and communities for more than a century.  
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# ALTERNATE HEADLINES

## GROUND MAINTENANCE

**WHEN PROJECTS GET SHAKY,  
BE UNSHAKABLE.**

**TAKE ON THOSE  
HARD-TO-REACH PROJECTS.**

**TACKLE THRILLS  
ON THE HILLS.**

**BE GOOD TO GO  
NO MATTER WHERE YOU GO.**

**DARE TO  
GO THERE.**

**MANEUVER OVER  
LIFE'S OBSTACLES.**

**BEND THE RULES OF PHYSICS  
IN YOUR FAVOR.**

**GO OVER, AROUND AND THROUGH  
JUST ABOUT ANYTHING.**

**TAKE ON UPHILL BATTLES  
WITH CONFIDENCE.**

**BRING SMOOTH MOVES  
TO THE GRITTIEST OF GIGS.**

**GO FROM CURSING  
TO WHISTLING IN SECONDS.**

**WORK WHERE  
YOU'RE NEEDED MOST.**

**IT ONLY LETS UP  
WHEN YOU GET DONE.**

**LEAN INTO  
CHALLENGING OPPORTUNITIES.**



BRAND TRANSITION

## 03. GROUND MAINTENANCE

# EXAMPLE 1 SOCIAL STORY

## GROUND MAINTENANCE

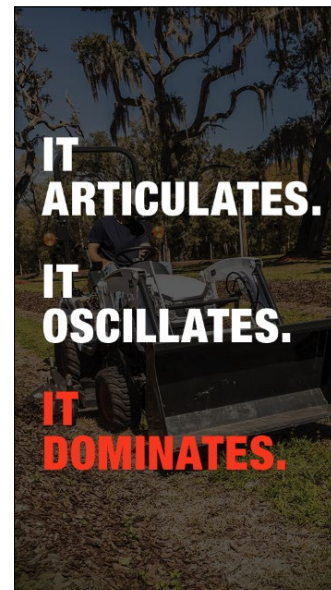
Frame. 1



Frame. 2



Frame. 3



Frame. 4





BRAND TRANSITION

### 03. GROUND MAINTENANCE

# EXAMPLE 2 DISPLAY AD

GROUND MAINTENANCE

Frame. 1



Frame. 2



Frame. 3




Frame. 4




# EXAMPLE 2 SOCIAL AD

## GROUND MAINTENANCE

**Bobcat Equipment**  
Sponsored

Like Page

With ultra-stable maneuverability and fiercely uncompromising versatility, this tractor is designed to accomplish more with one machine.





**DO IT ALL,  
BETTER.**

The go-to for to-do's.

[VIEW MODELS.](#)

Learn More

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Comment

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# EXAMPLE 3 DISPLAY AD

GROUND MAINTENANCE

Frame. 1



Frame. 2



Frame. 3




Frame. 4






# EXAMPLE 3 SOCIAL AD

## GROUND MAINTENANCE

**Bobcat Equipment**  
Sponsored

Like Page



Find out how the Bobcat articulated tractor can help you handle tough turf projects.




**Turn to-do's unto ta-da's.**


[VIEW KEY FEATURES.](#)


[Learn More](#)

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 Like

 Comment

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# EXAMPLE 4 DISPLAY AD

GROUND MAINTENANCE

Frame. 1



Frame. 2



Frame. 3




Frame. 4






# EXAMPLE 4 SOCIAL AD

## GROUND MAINTENANCE

**Bobcat Equipment**  
Sponsored



Like Page

Tackle more projects for less with savings on a Bobcat articulated tractor. Pay as low as 0% financing for up to 48 months\*.





**More do, less dough.**


[VIEW OFFERS.](#) [Learn More](#)

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# 3D APPLICATION

# 3D APPLICATION

## 01. EXTERIOR SIGNAGE

- 01. BRAND INTEGRATION
- 02. MULTIPLE BRAND SIGNAGE
- 03. TYPE OF SIGNAGE
- 04. STANDARD SIGNAGE
- 05. POLE MOUNTED
- 06. PYLON
- 07. MONUMENT SIGN
- 08. LOGO SIGN SAMPLES

01. BRAND INTEGRATION

# BRAND INTEGRATION

Each brand has been integrated as follows.  
See the following pages for more information on the brand's regulations. ■

BEFORE

AFTER



BOBCAT



BOBCAT



DOOSAN INDUSTRIAL VEHICLE



BOBCAT MATERIAL HANDLING



DOOSAN PORTABLE POWER



BOBCAT PORTABLE POWER



RYAN



BOBCAT GROUND MAINTENANCE



STEINER



BOBCAT GROUND MAINTENANCE



## 02. MULTIPLE BRAND SIGNAGE

# MULTIPLE BRAND SIGNAGE COMBINATION

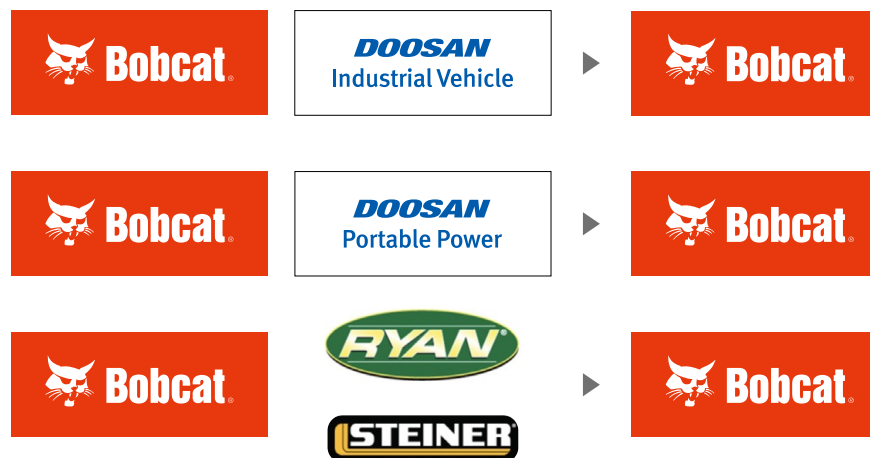
### SINGLE BRAND

For those who sell single product line.



### DUAL BRAND

For those who sell either Bobcat Construction Equipment (i.e. Loaders, Excavators, Telehandlers, Backhoe Loaders) or those who sell more than two product lines.



### MULTIPLE LINE BRAND

For those who sell multiple product lines.



### 03. TYPE OF SIGNAGE

# TYPE OF SIGNAGE

There are four types of signage Bobcat suggests:

1) exterior wall signage 2) pole mounted 3) pylon 4) monument. Range of signage options provide flexibility for various site configurations, local zoning or signage limitations, and visibility.

Dealers MUST select at least one type of signage from these options and install it in their facility. ■



## 04. STANDARD SIGNAGE

# STANDARD EXTERIOR WALL SIGNAGE



### STANDARD SIGNAGE



### PRODUCT LINE SIGNAGE





04. STANDARD SIGNAGE

# DEALERSHIP

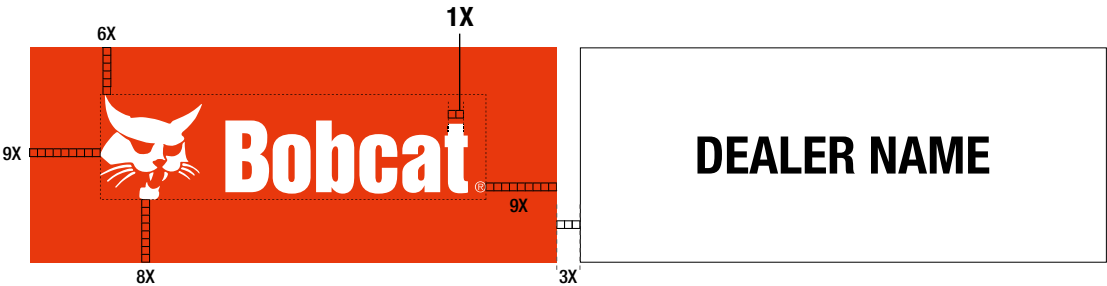
The dealership offers only construction equipment or offers more than 2 product lines. ■

Helvetica Neue - 77 Bold Condensed

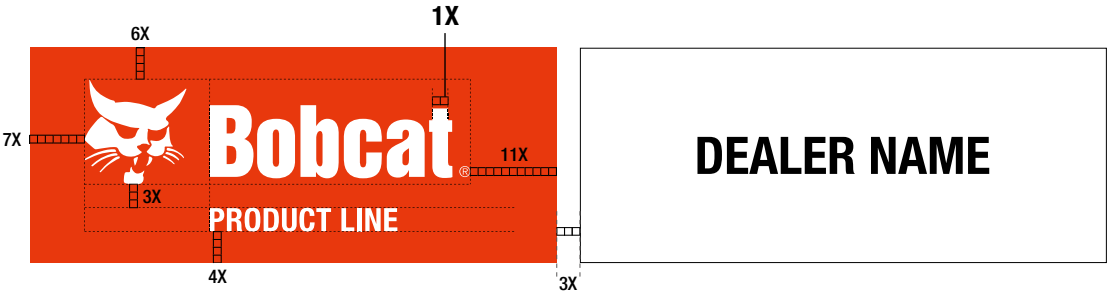
DEALER NAME



STANDARD SIGNAGE



PRODUCT LINE SIGNAGE

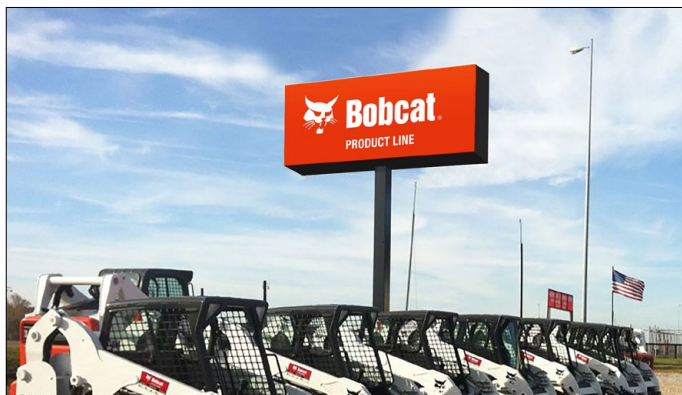
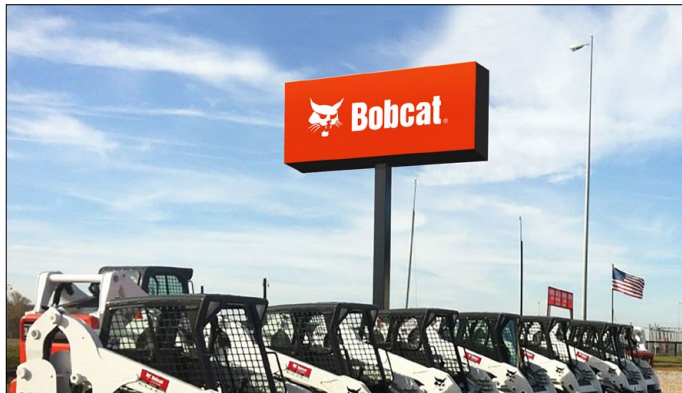




## 05. POLE MOUNTED

# POLE MOUNTED

The illuminated pole-mounted acrylic logo sign offers more height and greater visibility. It is especially effective in locations along highways and in rural settings. Height may vary based on regulation. ■



### STANDARD SIGNAGE



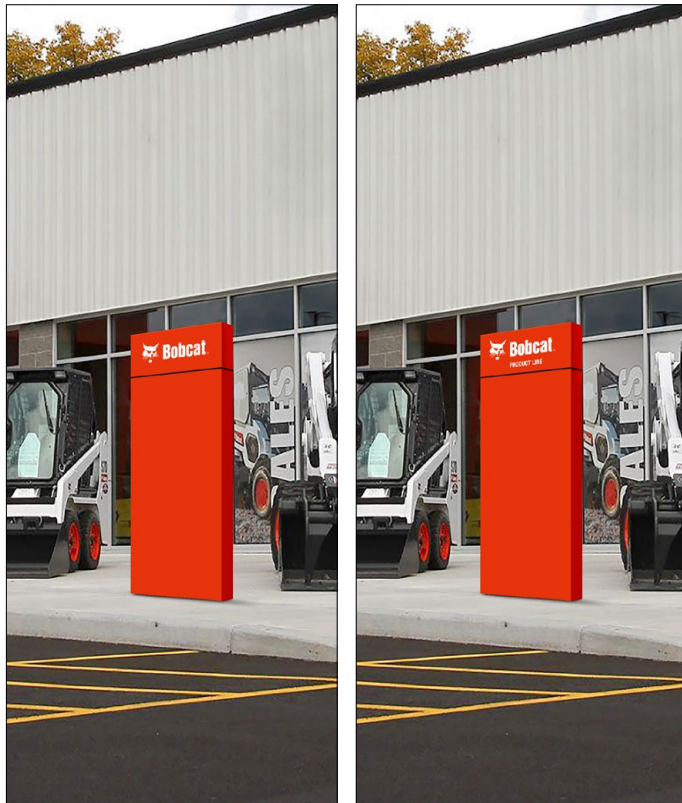
### PRODUCT LINE SIGNAGE



## 06. PYLON

# PYLON

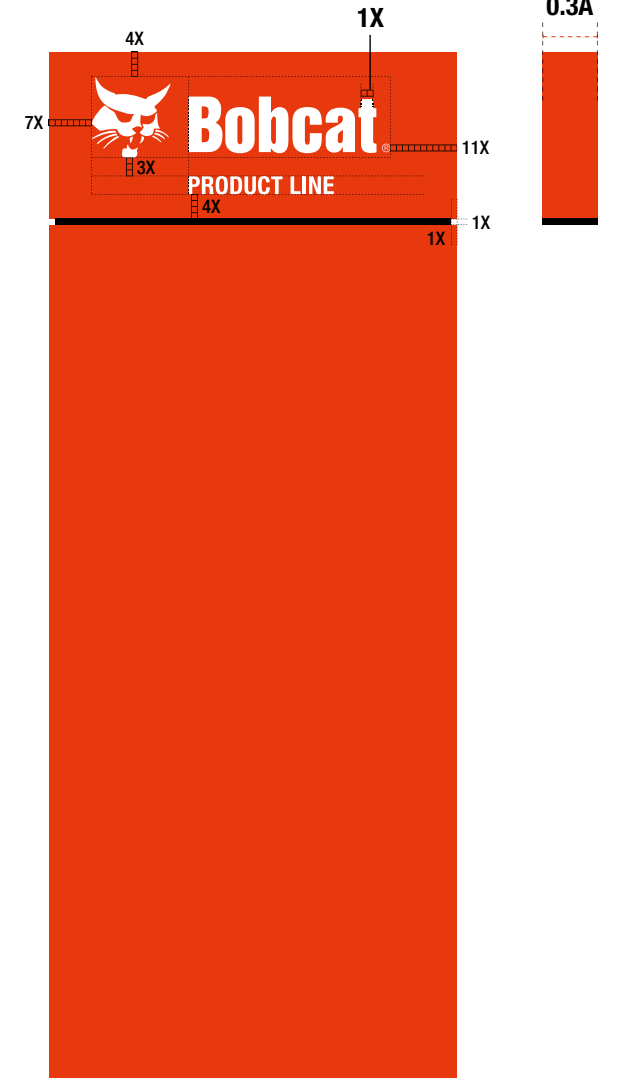
- The illuminated pylon sign, intended for installation near the edge of the street, is the “Tailgate Orange” color and prominently displays the Bobcat trademark logo.
- It provides location identification and branding benefits in existing facilities where application of the Bobcat exterior wall signage cannot be effectively integrated. ■



### STANDARD SIGNAGE



### PRODUCT LINE SIGNAGE



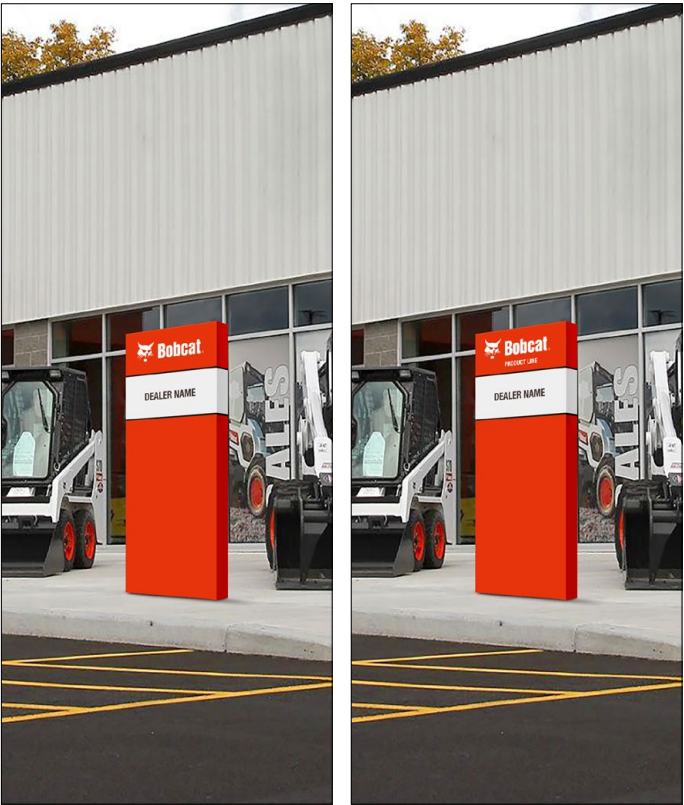
06. PYLON

# DEALERSHIP

The dealership offers only construction equipment or offers more than 2 product lines. ■

Helvetica Neue - 77 Bold Condensed

DEALER NAME



STANDARD SIGNAGE



PRODUCT LINE SIGNAGE



THICKNESS

0.3A

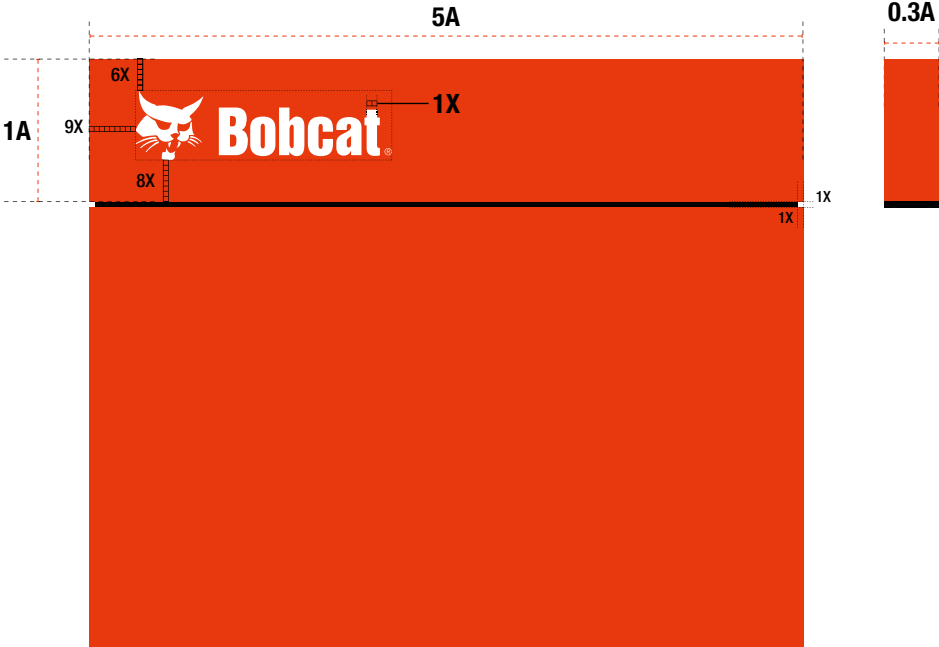
07. MONUMENT SIGN

# MONUMENT SIGN

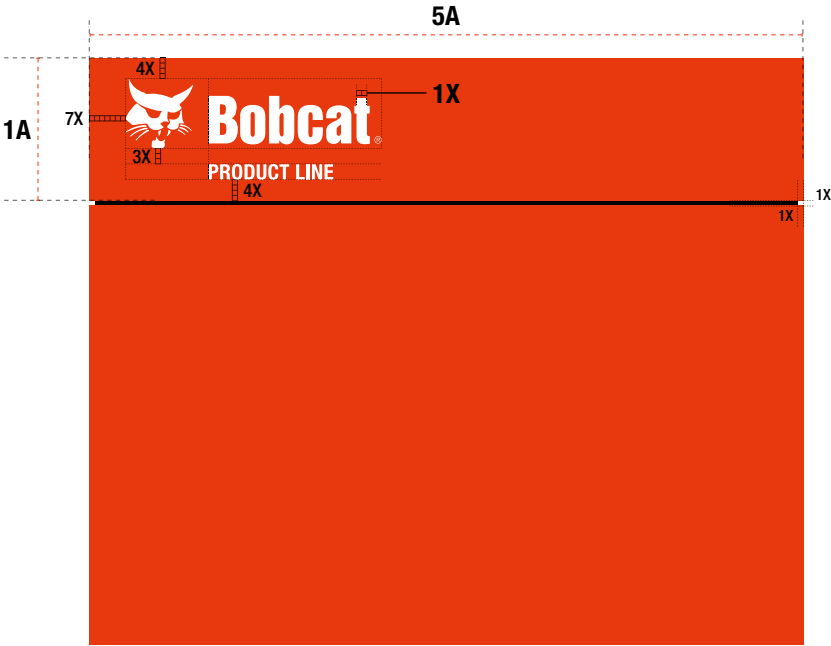
- The locations where visibility from a distance is hindered, low-profile illuminated monument signs provide effective location identifications and branding benefits.
- The monument signs provide effective application of the “Tailgate Orange” identity element and the Bobcat logo, but on a smaller scale. ■



STANDARD  
SIGNAGE



PRODUCT LINE  
SIGNAGE





07. MONUMENT SIGN

# DEALERSHIP

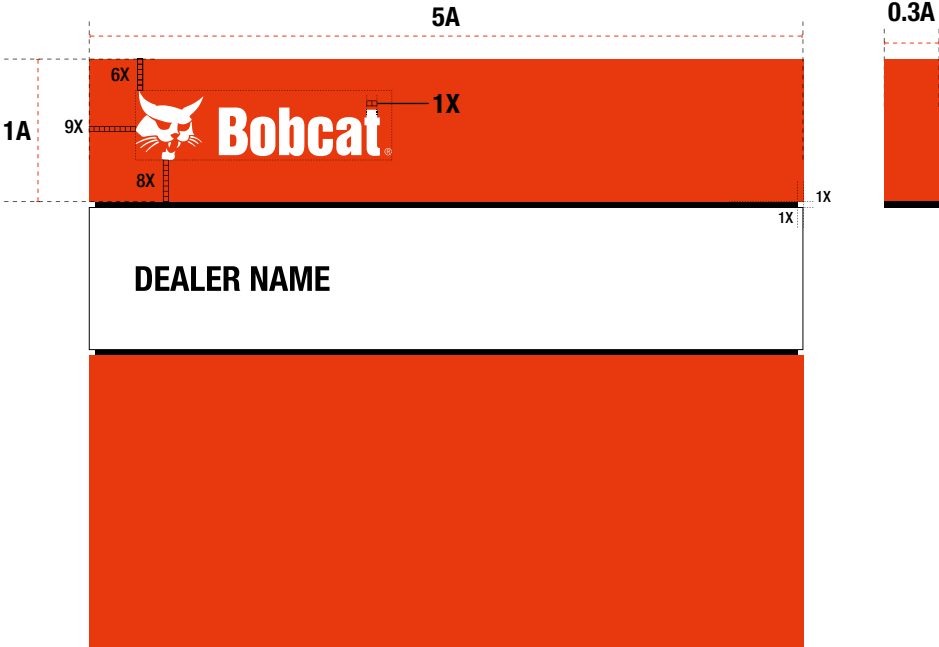
The dealership offers only construction equipment or offers more than 2 product lines. ■

Helvetica Neue - 77 Bold Condensed

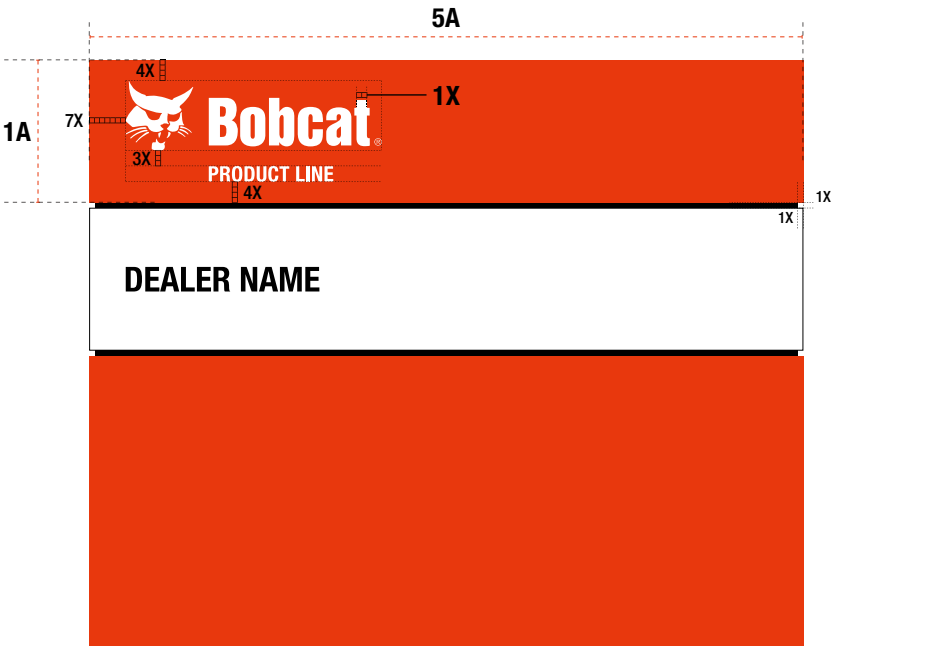
DEALER NAME



STANDARD  
SIGNAGE



PRODUCT LINE  
SIGNAGE



## 08. LOGO SIGN SAMPLES

# BOBCAT LOGO 3D TYPE



### STANDARD SIGNAGE

Logo 3D: 1,500 x 408.5 x 30mm



### PRODUCT LINE SIGNAGE

Logo 3D Height Base: 593 x 30mm



## 08. LOGO SIGN SAMPLES

# BOBCAT LOGO ON 1 PANEL

- Logo attached to proper Bobcat Orange panel.
- Supporting materials needed to fix panel to an exterior wall.
- Logo size can be adjusted depending on the situation, but the ratio remains. ■



### STANDARD SIGNAGE

Logo 3D: 1,555 x 423 x 4mm / Panel: 2,050 x 837 x 30mm



### PRODUCT LINE SIGNAGE

Logo 3D Height Base: 615 x 4mm / Panel: 2,050 x 837 x 30mm



## 08. LOGO SIGN SAMPLES

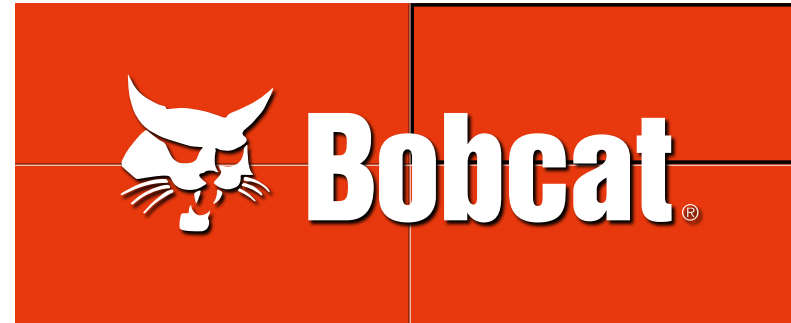
# BOBCAT LOGO ON 4 PANEL

- Logo attached to proper Bobcat Orange panel.
- Supporting materials needed to fix panel to an exterior wall.
- Logo size can be adjusted depending on the situation, but the ratio remains. ■



### STANDARD SIGNAGE

Logo 3D: 2,930 x 797 x 4mm / Panel: 4,000 x 1,633 x 30mm



1 Panel  
2,000 x 816 x 30mm

### PRODUCT LINE SIGNAGE

Logo 3D Height Base: 1,158 x 4mm / Panel: 4,000 x 1,633 x 30mm





## 08. LOGO SIGN SAMPLES

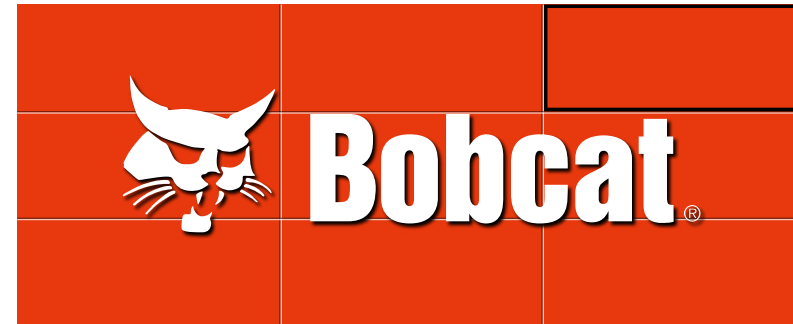
# BOBCAT LOGO ON 9 PANEL

- Logo attached to proper Bobcat Orange panel.
- Supporting materials needed to fix panel to an exterior wall.
- Logo size can be adjusted depending on the situation, but the ratio remains. ■



### STANDARD SIGNAGE

Logo 3D: 4,392 x 1,196 x 4mm / Panel: 6,000 x 2,450 x 30mm



1 Panel  
2,000 x 816 x 30mm

### PRODUCT LINE SIGNAGE

Logo 3D Height Base: 1,737 x 4mm / Panel: 6,000 x 2,450 x 30mm



## 08. LOGO SIGN SAMPLES

# BOBCAT LOGO ON 16 PANEL

- Logo attached to proper Bobcat Orange panel.
- Supporting materials needed to fix panel to an exterior wall.
- Logo size can be adjusted depending on the situation, but the ratio remains. ■



### STANDARD SIGNAGE

Logo 3D: 6,065 x 2,315 x 4mm / Panel: 8,000 x 3,266 x 30mm



1 Panel  
2,000 x 816 x 30mm

### PRODUCT LINE SIGNAGE

Logo 3D Height Base: 2,316 x 4mm / Panel: 8,000 x 3,266 x 30mm



## 08. LOGO SIGN SAMPLES

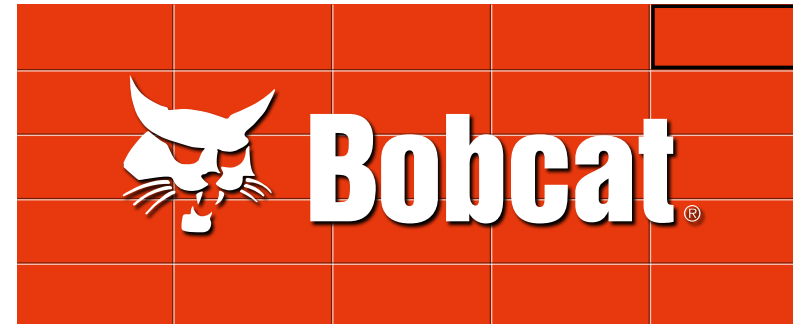
# BOBCAT LOGO ON 25 PANEL

- Logo attached to proper Bobcat Orange panel.
- Supporting materials needed to fix panel to an exterior wall.
- Logo size can be adjusted depending on the situation, but the ratio remains. ■



### STANDARD SIGNAGE

Logo 3D: 7,320 x 1,993 x 4mm / Panel: 10,000 x 4,083 x 30mm



1 Panel  
2,000 x 816 x 30mm

### PRODUCT LINE SIGNAGE

Logo 3D Height Base: 2,895 x 4mm / Panel: 10,000 x 4,083 x 30mm

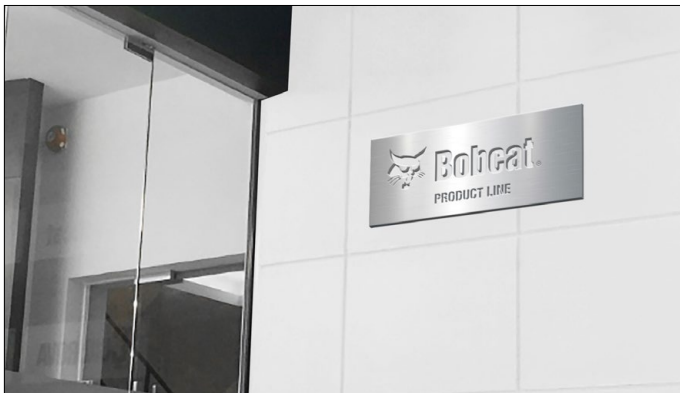
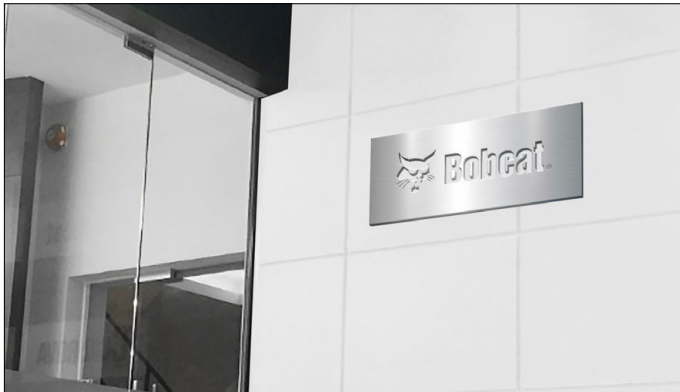


## 08. LOGO SIGN SAMPLES

# ALUMINUM SIGNAGE

### Aluminum signage with cut-out letters

- Supporting materials needed to fix panel to an exterior wall.
- Logo size can be adjusted depending on the situation, but the ratio remains. ■



### STANDARD SIGNAGE

Panel: 800 x 300 x 30mm



### PRODUCT LINE SIGNAGE

Panel: 800 x 300 x 30mm





## 08. LOGO SIGN SAMPLES

# ALUMINUM SIGNAGE

### Aluminum signage with embossed letters

- Supporting materials needed to fix panel to an exterior wall.
- Logo size can be adjusted depending on the situation, but the ratio remains. ■



### STANDARD SIGNAGE

Panel: 800 x 300 x 30mm



### PRODUCT LINE SIGNAGE

Panel: 800 x 300 x 30mm



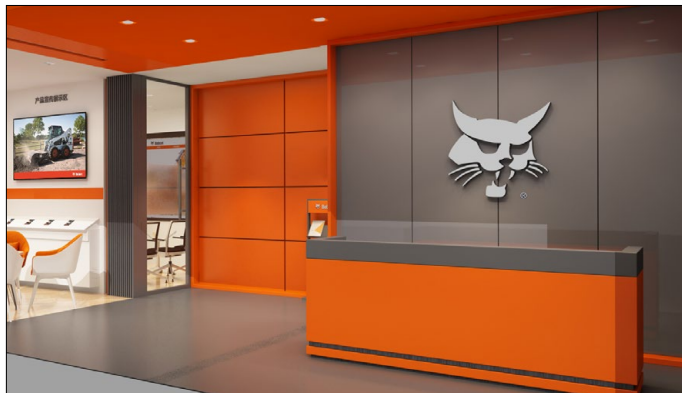
# 3D APPLICATION

## 02. INTERIOR BRANDING

01. RECEPTION & RETAIL  
02. SERVICE & PARTS

## 01. RECEPTION & RETAIL

# RECEPTION & RETAIL



### STANDARD

Logo 3D: 1,500 x 408.5 x 5mm



### PRODUCT LINE

Logo 3D Height Base: 593 x 5mm



### ICON

Logo 3D: 700 x 714 x 5mm



## 01. RECEPTION & RETAIL

# SHOWROOM

- Easy to find and accessible to your customers will promote sales.
- New, used and rental inventory are visible from the retail showroom.
- Easy to make reference to machines or attachments and assist sales discussions.
- Bobcat logo and Bobcat Orange branding must be applied. ■



### STANDARD



### PRODUCT LINE

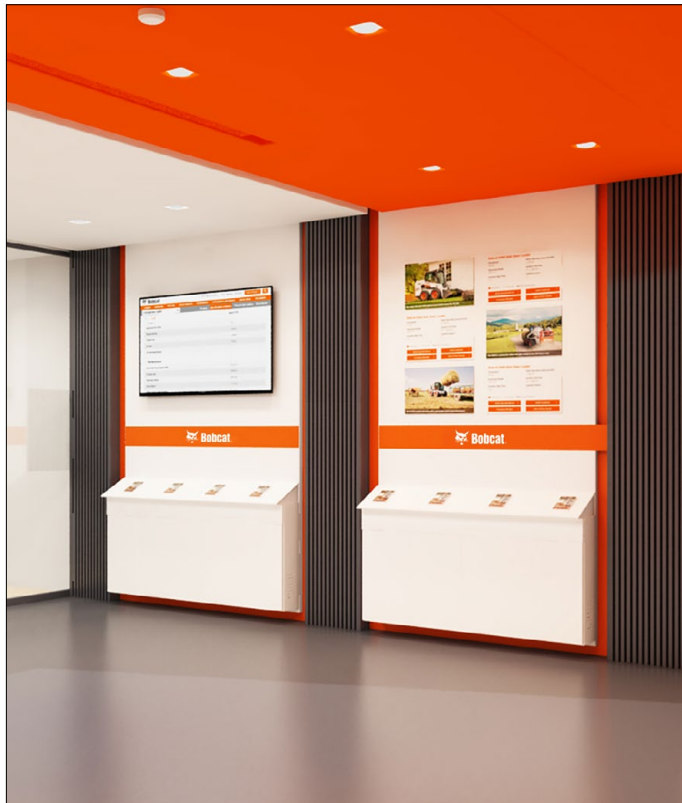




## 01. RECEPTION & RETAIL

# MATERIALS

- To capture customers attention and provide information to assist sales discussion Shelves and display space.
- Bobcat logo and Bobcat Orange branding Bobcat logo and Bobcat Orange branding must be applied. ■



### STANDARD



### PRODUCT LINE



## 01. RECEPTION & RETAIL

# TOUCH-DOWN SPACES

- Sales specialists can sit and talk with customers to discuss a transaction.
- Proper branding is required with posters and related materials.
- Posters, Bobcat logo, Bobcat Orange or Black. ■



### STANDARD

Logo 3D: 1,000 x 272 x 5mm



### PRODUCT LINE

Logo 3D Height Base: 395 x 5mm



## 01. RECEPTION & RETAIL

# CONFERENCE ROOM

- This space can be used as a conference space, a waiting area room for customers or a room for sharing confidential sales information with customers.
- Proper branding is required with posters or identity wall.
- Dimensions (L x H x W) / Depending on the size of the room. ■



### STANDARD



### PRODUCT LINE



## 02. SERVICE & PARTS

# COUNTER

- The counter is a vital customer point of contact.
- Minimal brand element must be incorporated Logo / Bobcat Orange color / Service materials (Bob Check / Care). ■



### STANDARD

Logo 3D: 1,500 x 408.5 x 5mm



### PRODUCT LINE

Logo 3D Height Base: 593 x 5mm



### ICON

Logo 3D: 700 x 714 x 5mm





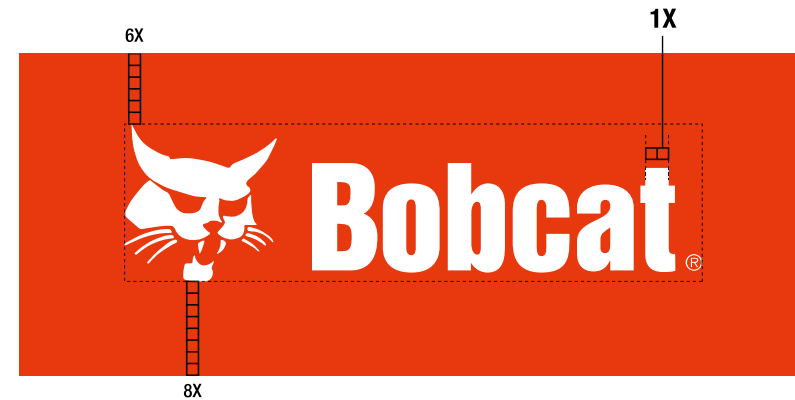
## 02. SERVICE & PARTS

# STORAGE

- Important to give an impression that the system is well organized.
- Indexing system with minimal brand application. ■



### STANDARD



### PRODUCT LINE



## 02. SERVICE & PARTS

# SERVICE BAY

- Minimal brand element must be incorporated logo / Bobcat Orange color. ■



### STANDARD



### PRODUCT LINE



# 3D APPLICATION

## 03. FACILITY & EXHIBITION

- 01. INTRODUCTION & BASICS
- 02. SIGNAGE
- 03. PRODUCT INFORMATION STAND
- 04. INFORMATION PARTITION
- 05. FLAG



## 01. INTRODUCTION & BASICS

# INTRODUCTION & BASICS

When you are an exhibitor, you are creating a space to enhance Bobcat brand awareness and an opportunity to launch or sell your products. There are several steps to prepare for your exhibition. This guidebook will focus in branding and marketing message.

## 1. SIMPLE STEPS TO PREPARE FOR AN EXHIBITION

### PLANNING

- Determine objectives and goals
- Pre-show promotions and activities
- Branding and marketing message
- Equipment and displays

### DURING THE EVENT

- Lead management plan
- Lead form questions
- Sales presentation

### FOLLOW-UP & EVALUATION

- Lead follow-up and tracking
- Compare results with objectives and goals

## 2. PEOPLE ARE COMING TO SEE THE BRAND

- The trade show environment is unique. The attendees – both existing customers and prospects – are coming to you
- Interaction with people will influence perceptions of Bobcat brand, the dealership, and the products and services
- This perception will influence their actions after the show and ultimately lead to future purchasing decisions



## 02. SIGNAGE

# SIGNAGE

- Signage must follow the guideline
- The upper corner of the display is the first place an attendee usually looks. Logo must be placed with appealing headlines to create curiosity
- Appealing headline can be your marketing message of the event. ■



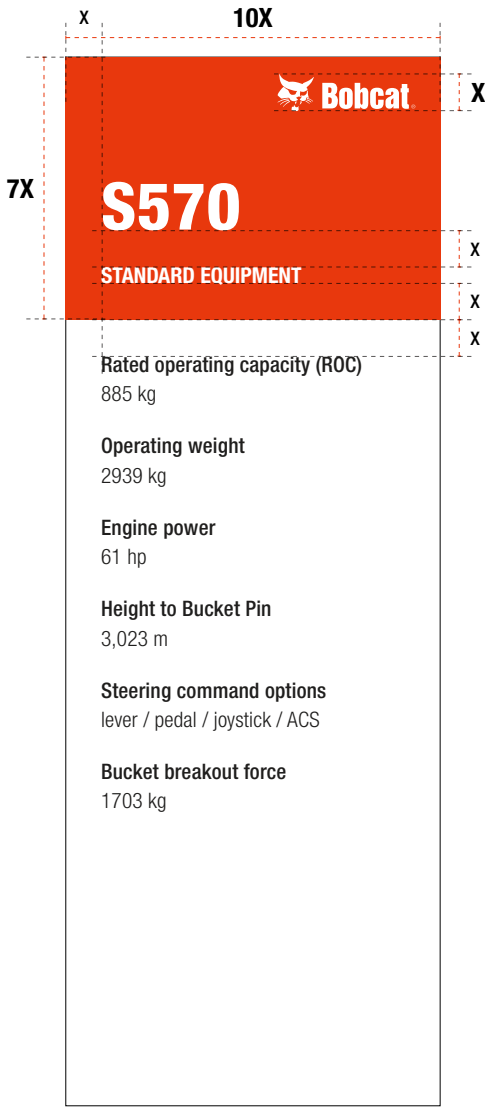
# PRODUCT STAND INFORMATION

There is one type of Product Information Stand: Vertical. The style can be used for an exhibition or trade show, however Only one type should be used throughout a given event.

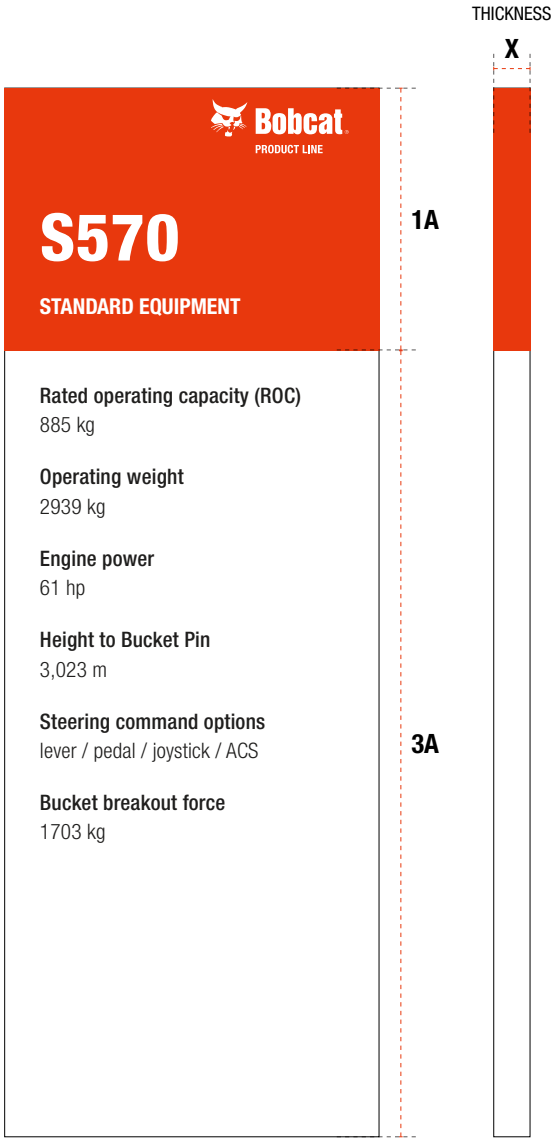
The main top structure is a Bobcat Orange color panel and affixed to a White base. Specifications for printing product information are on the following pages. ■



## STANDARD STAND



## PRODUCT LINE STAND





04. INFORMATION PARTITION

# INFORMATION PARTITION

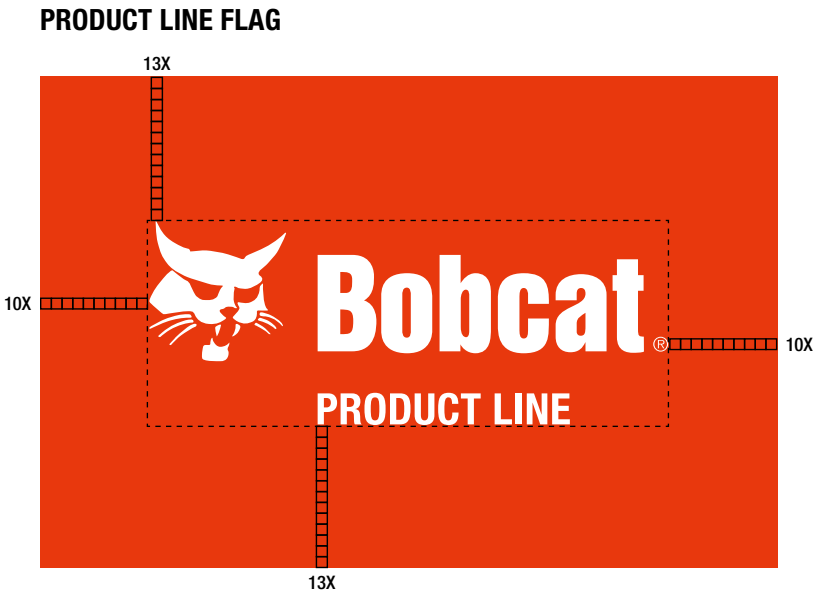
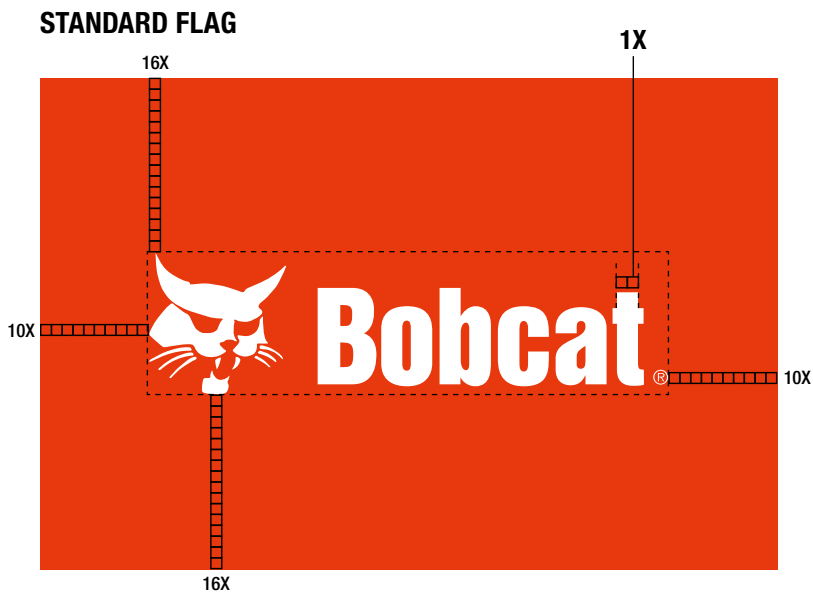
Follow these specifications for placement of text and graphics on the front panel of a large size Information partition. ■



05. FLAG

# FLAG HORIZONTAL

Flags are for use in Bobcat spaces and events. Several designs are available. ■





05. FLAG

# FLAG VERTICAL

Flags are for use in Bobcat spaces and events. Several designs are available. ■



STANDARD FLAG



PRODUCT LINE FLAG



# 3D APPLICATION

KOREA

- 01. BRAND INTEGRATION
- 02. MULTIPLE BRAND SIGNAGE
- 03. TYPE OF SIGNAGE
- 04. STANDARD SIGNAGE

## 01. BRAND INTEGRATION

# BRAND INTEGRATION

### APPLICABLE REGION: KOREA

Each brand has been integrated as follows.

See the following pages for more information on the brand's regulations. ■

### BEFORE



BOBCAT



DOOSAN INDUSTRIAL VEHICLE



DOOSAN PORTABLE POWER



RYAN



STEINER

### AFTER



BOBCAT



DOOSAN MATERIAL HANDLING



DOOSAN PORTABLE POWER



BOBCAT



BOBCAT

## 02. MULTIPLE BRAND SIGNAGE

# MULTIPLE BRAND SIGNAGE COMBINATION

APPLICABLE REGION: KOREA

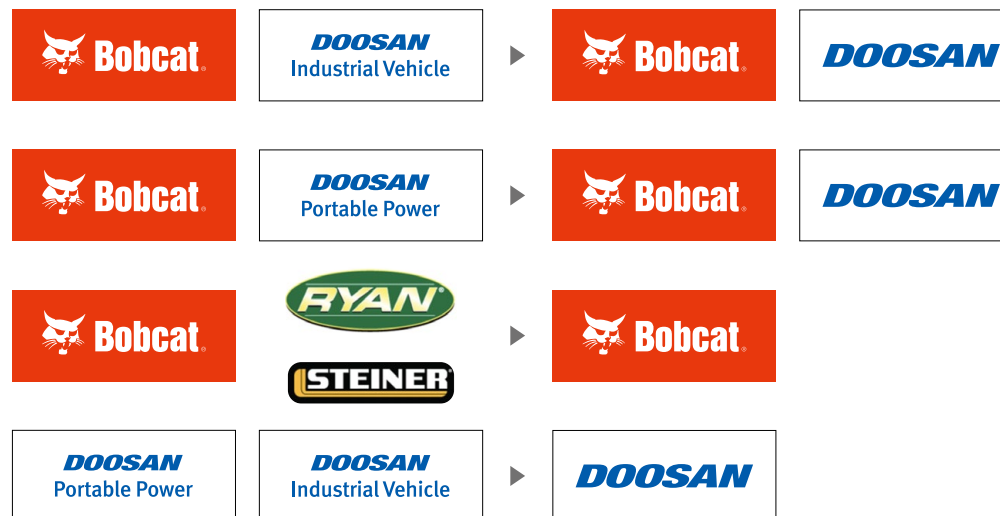
### SINGLE BRAND

For those who sell single product line.



### DUAL BRAND

For those who sell either Bobcat Construction Equipment (i.e. Loaders, Excavators, Telehandlers, Backhoe Loaders) or those who sell more than two product lines.



### MULTIPLE LINE BRAND

For those who sell multiple product lines.





### 03. TYPE OF SIGNAGE

# TYPE OF SIGNAGE

There are four types of signage Bobcat suggests:

1) exterior wall signage 2) pole mounted 3) pylon 4) monument. Range of signage options provide flexibility for various site configurations, local zoning or signage limitations, and visibility.

Dealers MUST select at least one type of signage from these options and install it in their facility. ■



04. STANDARD SIGNAGE

# STANDARD EXTERIOR WALL SIGNAGE



## STANDARD SIGNAGE



## PRODUCT LINE SIGNAGE





04. STANDARD SIGNAGE

# DEALERSHIP

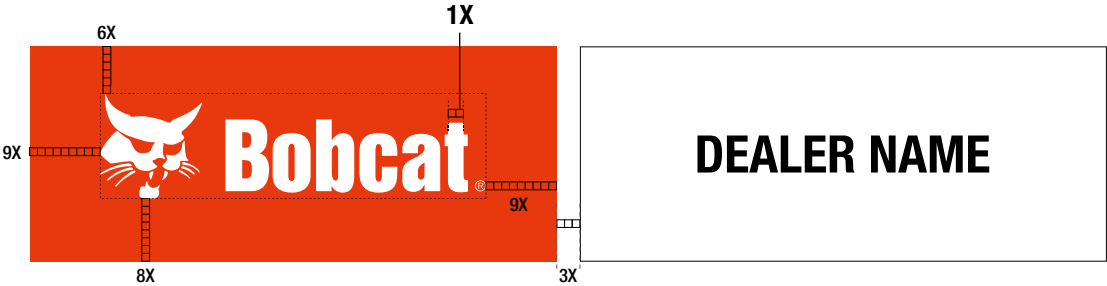
The dealership offers only construction equipment or offers more than 2 product lines. ■

Helvetica Neue - 77 Bold Condensed

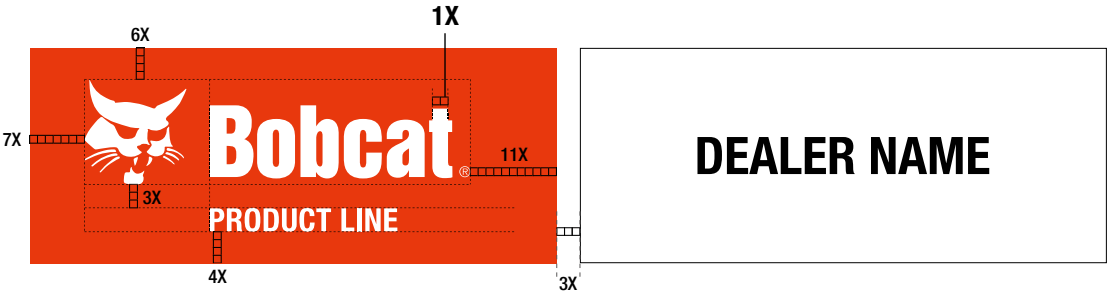
DEALER NAME



STANDARD SIGNAGE



PRODUCT LINE SIGNAGE



## 04. STANDARD SIGNAGE

# DUAL BRAND SIGNAGE

The illuminated pole-mounted acrylic logo sign offers more height and greater visibility. It is especially effective in locations along highways and in rural settings. Height may vary based on regulation. ■



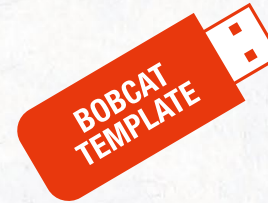


# 2D APPLICATION

- 01. POSTER HORIZONTAL
- 02. POSTER VERTICAL
- 03. BANNER
- 04. STAND BANNER
- 05. LETTER FORM
- 06. ENVELOPE
- 07. POSTCARD
- 08. BUSINESS CARD
- 09. SHOPPING BAG
- 10. WRAPPING PAPER

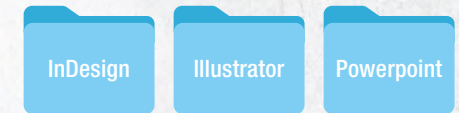
# HOW TO USE TEMPLATE

## STEP. 1



**CONNECT  
BOBCAT TEMPLATE USB**

## STEP. 2



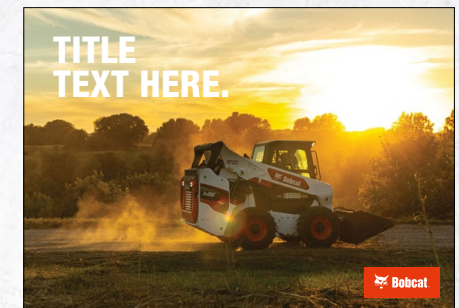
**SELECT TEMPLATE FOLDER**  
InDesign / Illustrator / Powerpoint

## STEP. 3



**SELECT TEMPLATE FILE**  
InDesign / Illustrator / Powerpoint

## STEP. 4



**USE THE TEMPLATE FILE**

01. POSTER HORIZONTAL

POSTER  
HORIZONTAL

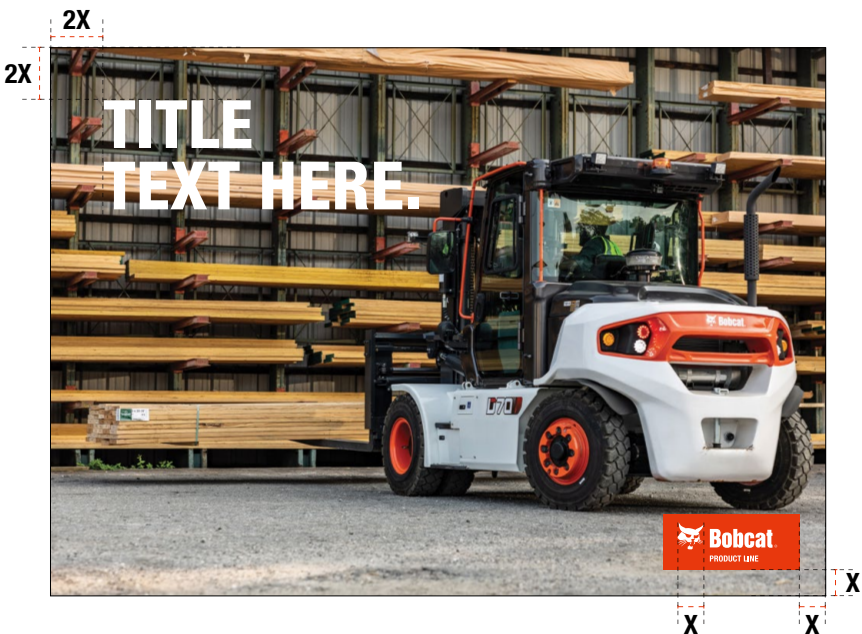
Size: A1 (841 x 594mm). ■



STANDARD POSTER



PRODUCT LINE POSTER



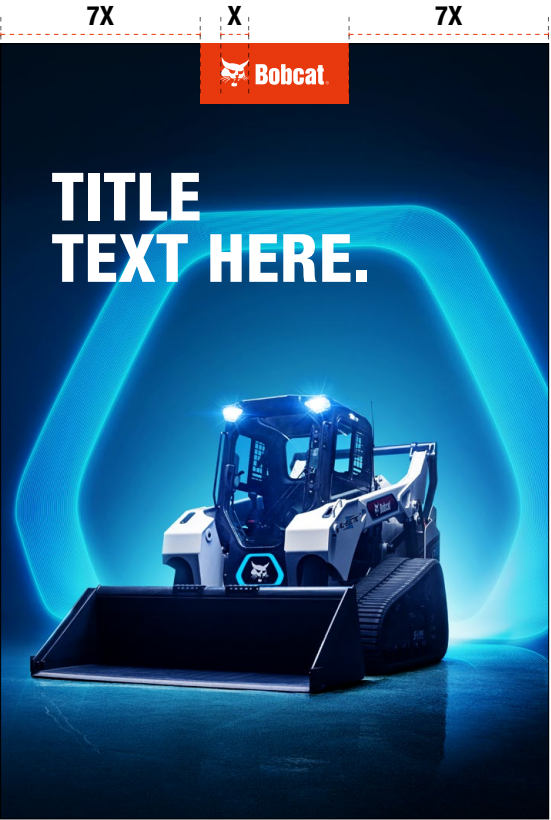


# POSTER VERTICAL

Size: A1 (594 x 841mm). ■



STANDARD POSTER



PRODUCT LINE POSTER





# BANNER

Size: 1,800 x 400mm. ■

## STANDARD BANNER



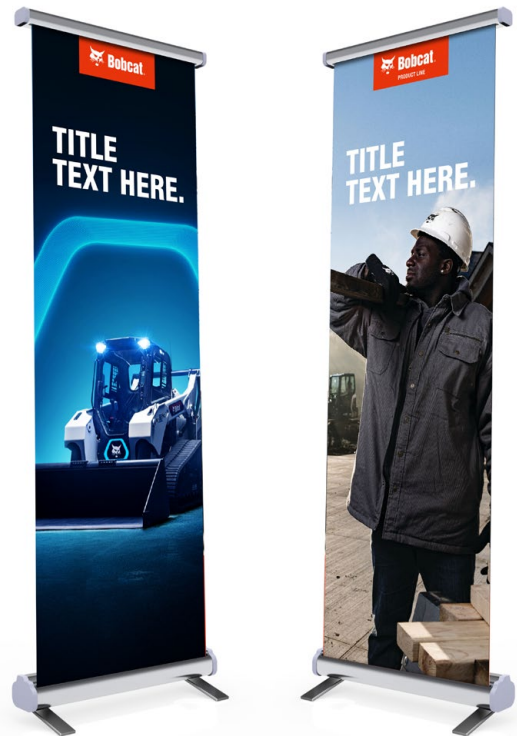
## PRODUCT LINE BANNER



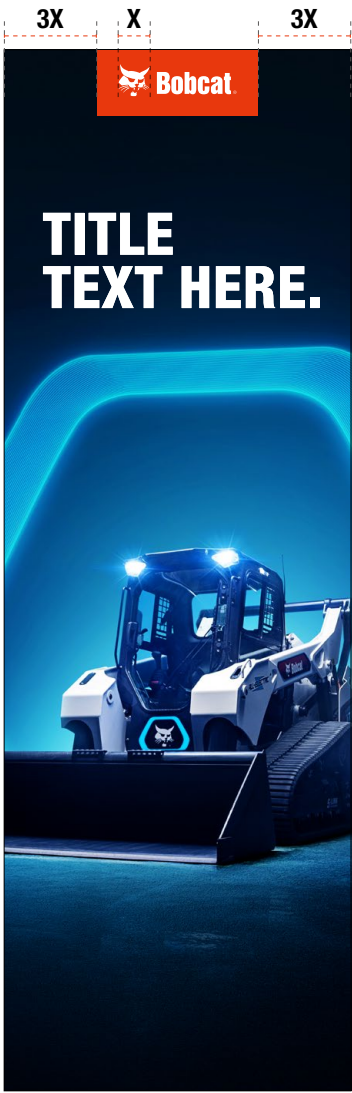
04. STAND BANNER

# STAND BANNER

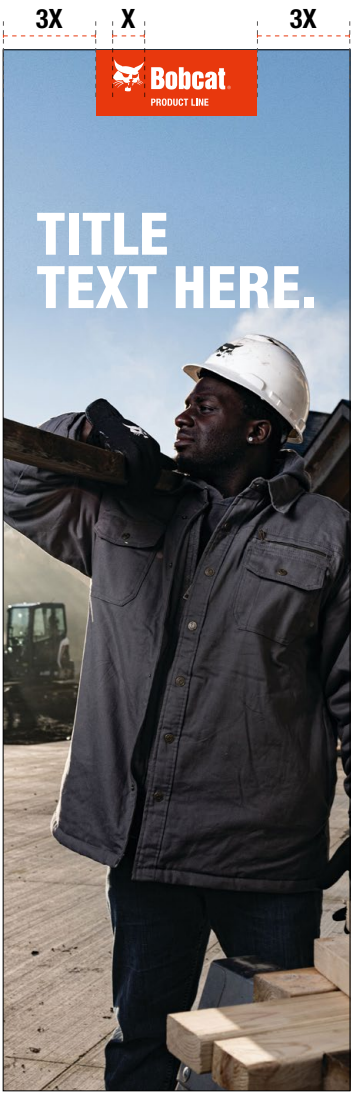
Size: 600 x 1,800mm. ■



STANDARD STAND BANNER

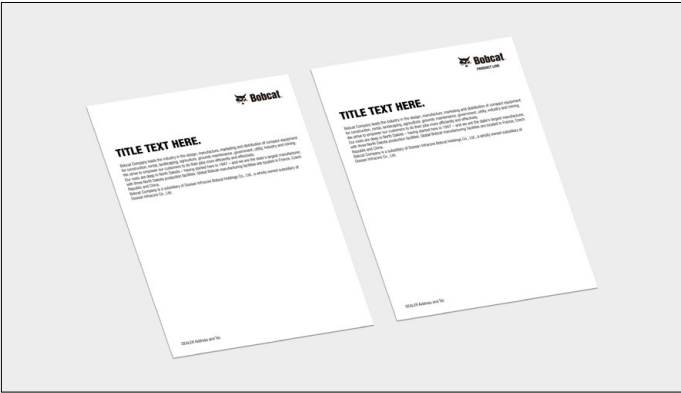


PRODUCT LINE STAND BANNER



# LETTER FORM

Size: 210 x 297mm. ■



## STANDARD LETTER FORM

Diagram illustrating the layout of the Standard Letter Form. The form is rectangular with a dashed border. The top right corner features the Bobcat logo. The main body of the form contains the text "TITLE TEXT HERE." followed by a paragraph of text. The bottom left corner contains the text "DEALER Address and Tel." Dimensions are indicated by dashed lines and 'X' marks: 4X on the left, X on the top, and X on the right.

## PRODUCT LINE LETTER FORM

Diagram illustrating the layout of the Product Line Letter Form. The form is rectangular with a dashed border. The top right corner features the Bobcat logo with the text "PRODUCT LINE" below it. The main body of the form contains the text "TITLE TEXT HERE." followed by a paragraph of text. The bottom left corner contains the text "DEALER Address and Tel." Dimensions are indicated by dashed lines and 'X' marks: X on the top, and X on the right.

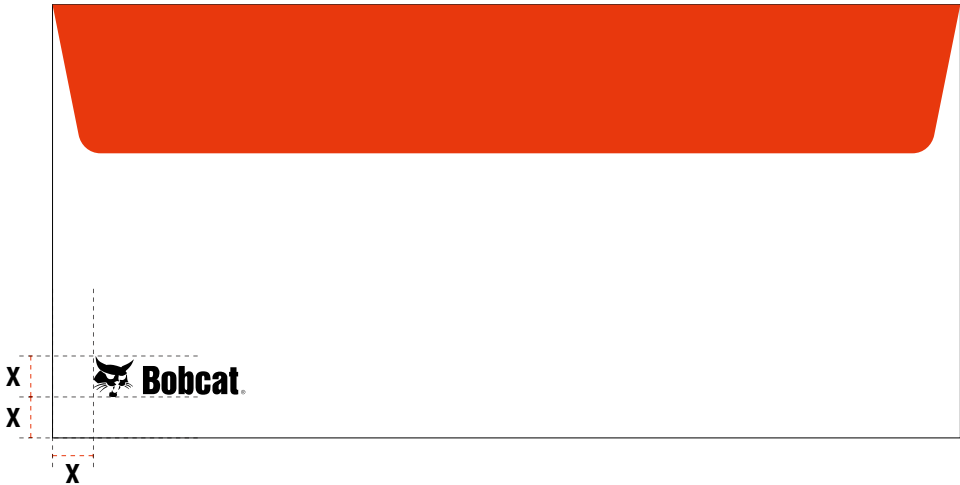
06. ENVELOPE

# ENVELOPE

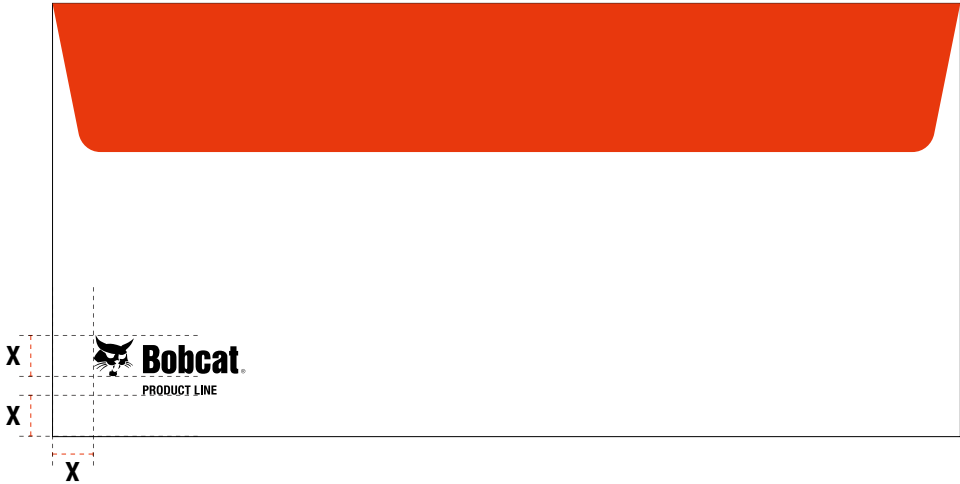
Size: 220 x 105mm. ■



## STANDARD ENVELOPE



## PRODUCT LINE ENVELOPE





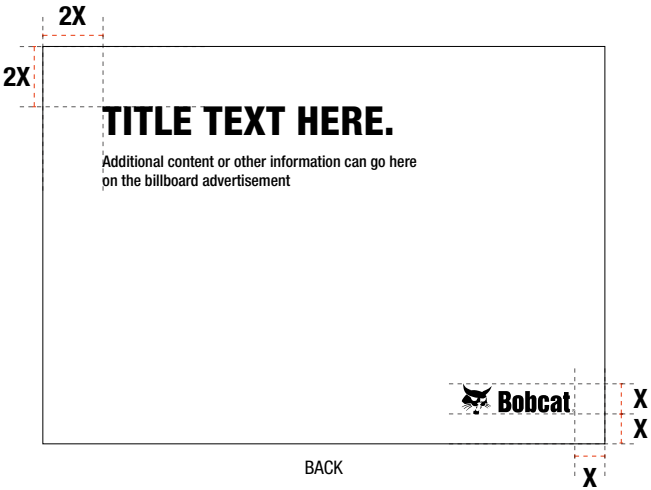
# POSTCARD

Size: 150 x 105mm. ■

## STANDARD POSTCARD



FRONT

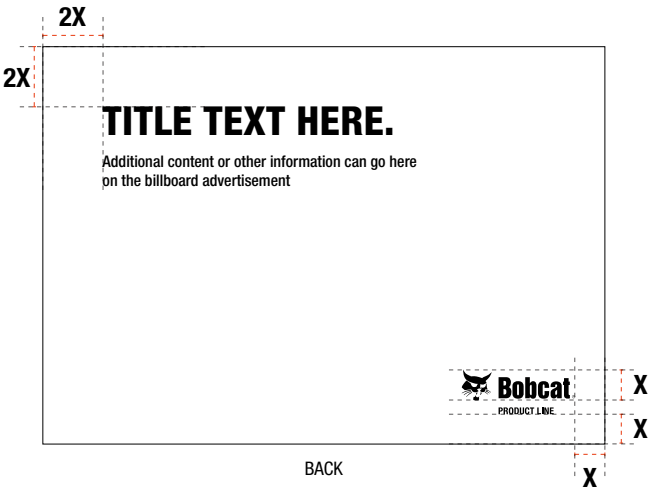


BACK

## PRODUCT LINE POSTCARD



FRONT



BACK

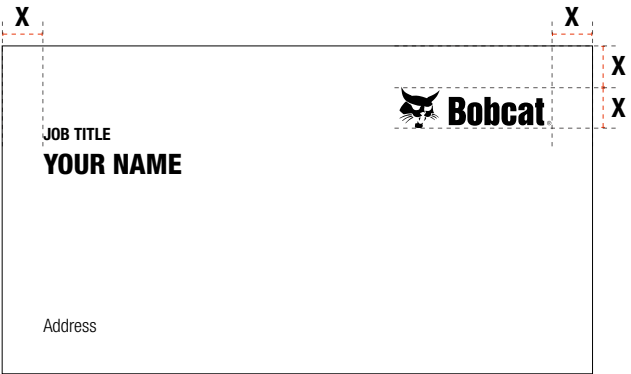


# BUSINESS CARD

Size: 90 x 50mm. ■



## STANDARD BUSINESS CARD

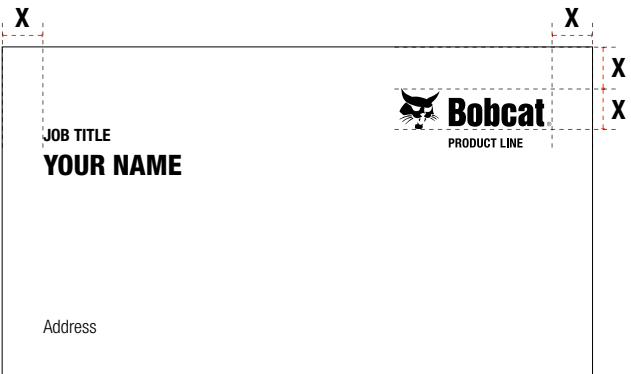


FRONT



BACK

## PRODUCT LINE BUSINESS CARD



FRONT



BACK

2D APPLICATION

## 09. SHOPPING BAG

# SHOPPING BAG

Size: 300 x 450 x 120mm / 200g. ■



STANDARD SHOPPING BAG



PRODUCT LINE SHOPPING BAG



10. WRAPPING PAPER

# WRAPPING PAPER

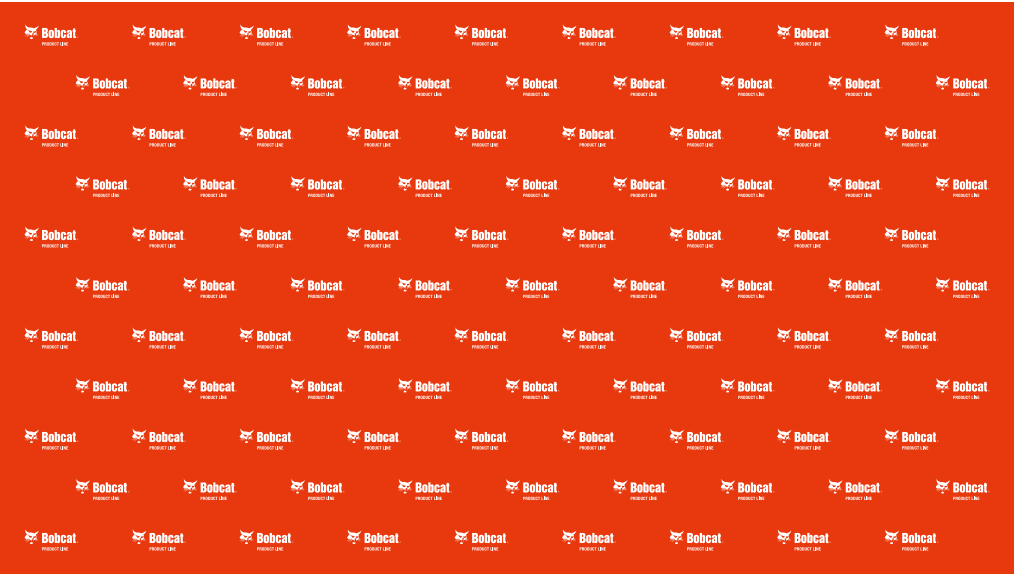
Size: 750 x 423mm. ■



STANDARD WRAPPING PAPER



PRODUCT LINE WRAPPING PAPER





# ITEM

- 01. UNIFORM\_SHIRT
- 02. UNIFORM\_WORK CLOTHES
- 03. SAFETY VEST
- 04. SAFETY HELMET
- 05. CAP
- 06. VEHICLE

ITEM

## 01. UNIFORM\_SHIRT

# T-SHIRT

Uniforms are for the staff of a dealer facility. Shirts are for summer use and it should be printed in black Bobcat logo with trademark.

Follow the illustrations on this page for proper placement of Bobcat logotype (left side chest). ■



ITEM

## 01. UNIFORM\_SHIRT

# COLLAR T-SHIRT

Uniforms are for the staff of a dealer facility. Shirts are for summer use and it should be printed in black Bobcat logo with trademark.

Follow the illustrations on this page for proper placement of Bobcat logotype (left side chest). ■



ITEM

## 01. UNIFORM\_SHIRT

# FORMAL SHIRT

Uniforms are for the staff of a dealer facility. Shirts are for summer use and it should be printed in black Bobcat logo with trademark.

Follow the illustrations on this page for proper placement of Bobcat logotype (left side chest). ■





ITEM

## 02. UNIFORM\_WORK CLOTHES

# WORK CLOTHES

Uniforms are for the staff of a dealer facility. Work clothes are designed for use by service center staff and engineers. ■



ITEM

## 02. UNIFORM\_WORK CLOTHES

# WORK CLOTHES

Uniforms are for the staff of a dealer facility. Work clothes are designed for use by service center staff and engineers. ■



ITEM

### 03. SAFETY VEST

# SAFETY VEST

Safety vests are for the staff of a dealer facility. Safety vests are designed for use by service center staff and engineers. ■



ITEM

#### 04. SAFETY HELMET

# SAFETY HELMET

Safety helmets are for the staff of a dealer facility. Safety helmets are designed for use by service center staff and engineers. ■





ITEM

## 05. CAP

# CAP

Caps are for use by dealer facility staff, and for customer souvenirs.  
The Cap is produced in Bobcat head logo white with a Bobcat Orange all on the cap. Logotype is in white on strap. ■



# VEHICLE

Vehicle Decals are an effective way to extend the Bobcat brand and dealer name beyond the actual facility location.

Preference is for a vehicle painted Background color is Bobcat Orange with white Bobcat head logo and logotype. ■





***DOOSAN***

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