BRANDING GUIDELINES

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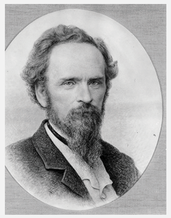
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Brochure
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01

IDENTITY

Yale history



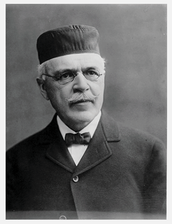
Linus Yale Sr. begins designing and manufacturing innovative, high-security locks at his **Yale Lock Shop** in **Newport, NY**.

1840s



1868

Linus Yale Sr. brings on **Henry Towne** and changes the company's name to **Yale and Towne Manufacturing**. The business moves to **Stamford, CT**.



1875

Under the guidance of Henry Towne, Yale and Towne Manufacturing adds materials handling equipment and **becomes the largest employer in the Stamford area**.

1920

Yale brand history officially begins with the **purchase of C.W. Hunt Co**. This same year, Yale & Towne launches a new battery-powered low-lift platform truck and a range of high-lift platform trucks, tow tractors and **one of the first lifting trucks with tilting forks**.





1934

The company opens its first overseas manufacturing facilities in **Wednesfield, England** and also begin selling lift trucks in **Japan**.

1950

Yale & Towne add gas, LP gas and diesel-powered lift trucks to its product line and **introduces the first fluid coupling transmissions and hypoid drive axles to the lift truck field**.





1974

Yale & Towne **opens its Greenville, NC plant** to produce electric trucks.

1984

Yale Materials Handling Corporation is established.





1985

North American Coal buys a controlling interest in Yale and a year later **NACCO Industries, Inc. is created** as a holding company.

???

(Additional info)

2023

In line with its focus on solving intralogistics challenges for customers, **Yale launches its global rebrand**.

Why, How, What

Why

To help customers overcome their intralogistics challenges reliably and sustainably so that they can look towards the future with confidence.

How

By designing and building our materials handling solutions around our smart design philosophy and by actively and diligently investing in our entrepreneurial dealer network to provide the best coverage and support in the industry.

What

From traditional lift truck equipment to emerging technologies: reach trucks, order pickers, very narrow aisle trucks, pallet trucks, pallet stackers, forklift trucks, tow tractors, ICE pneumatic tire trucks and ICE compact forklifts.

Vision & Mission

Vission

Yale combines a process of continuous improvement, technology and over a century of experience in the lift truck business to solve the most pressing materials handling challenges in today's fast-evolving industry landscape. From traditional lift truck equipment to emerging technologies, our goal every day is to work with our nationwide entrepreneurial dealer network to keep our focus forward and on the customer with the solutions you need, when and how you need them.

Mission

Yale designs products to fulfill one key goal:
To help customers overcome their intralogistics challenges reliably and sustainably so that they can look towards the future with confidence.

Brand values

We help you outsmart gravity

We strive to deeply understand our customer's challenges

We look towards to future with confidence

We care for our customers

We care for the environment

We believe in an entrepreneurial dealer network

We are proud of where we come from

We are excited about the future

Brand personality

When we describe the Yale brand personality based on Aaker's 5 dimensions model, it can be described as the sweet spot between excitement and competence.

Excitement

At Yale we like to look at challenges in a daring and spirited way. We believe that being imaginative and inspirational is important, while at the same time relying on proven experience and being on the cutting edge of technology.

Competence

We rely on our century-long experience, broad, comprehensively proven competence and successful track record.

Tone of voice

In addition to the main takeaway and brand response copy examples above, please find below a helpful table with the most important personality traits for Yale.

PERSONALITY TRAIT	DESCRIPTION
• Solution driven	We show a clear understanding of the audience's challenges and are wholly focused on helping them overcome those in everything that we do.
• Inspiring	The language and keywords that we use are those that the audience uses themselves on a day-to-day basis. Make them feel like they are discussing their challenge with a colleague or counterpart.
• Engaging	Keep things concise, particularly high in the funnel. Don't beat around the bush right away or use too many technical details. Laser focus on core issues, in short, simple sentences that make them curious about the solution.
• Professional / Informal	Find the sweet spot between professional, business-like phrasings that are recognizable to the audience and more informal follow-ups. In that context, look for more playful, witty moments when the opportunity arises... not for the sake of it... and make them count.

02 VISUAL IDENTITY

Isologotype concept



Isologotype

The primary logo should be used in all business and customer-facing materials. If the use case is so small that “LIFT TRUCK TECHNOLOGIES” is unreadable, the secondary mark is permitted for use.

PRIMARY



SECONDARY

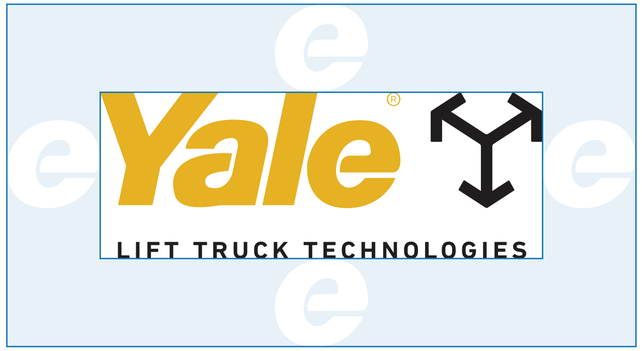


Clear space

PRIMARY

SECONDARY

The preferred of clear space around the isologotype is equal to the height of the “e” in the logo name.





Minimum sizes

This are the minimum sizes that logos should be in design pieces.

PRINTING



1.25″ minimum width

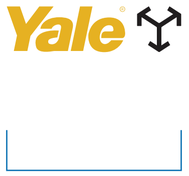


.75″ minimum width

DIGITAL



240 px minimum width



130 px minimum width

Color

For simplicity and ease of use, our Isologotype is available in 2 primary and 4 secondary color combinations.

PRIMARY





SECONDARY











Improper usage

We encourage you to become familiar with the correct use of our isologotype. You should not edit, recolor or change our isologotype in any way.

We never outline, rotate, skew, add effects, blur, add additional logos, resize, recolor or stretch our logo.

Box Symbol usage

By default always use in combination with the Yale wordmark. In EMEA the Yale icon is trademarked in combination with the Yale wordmark only.

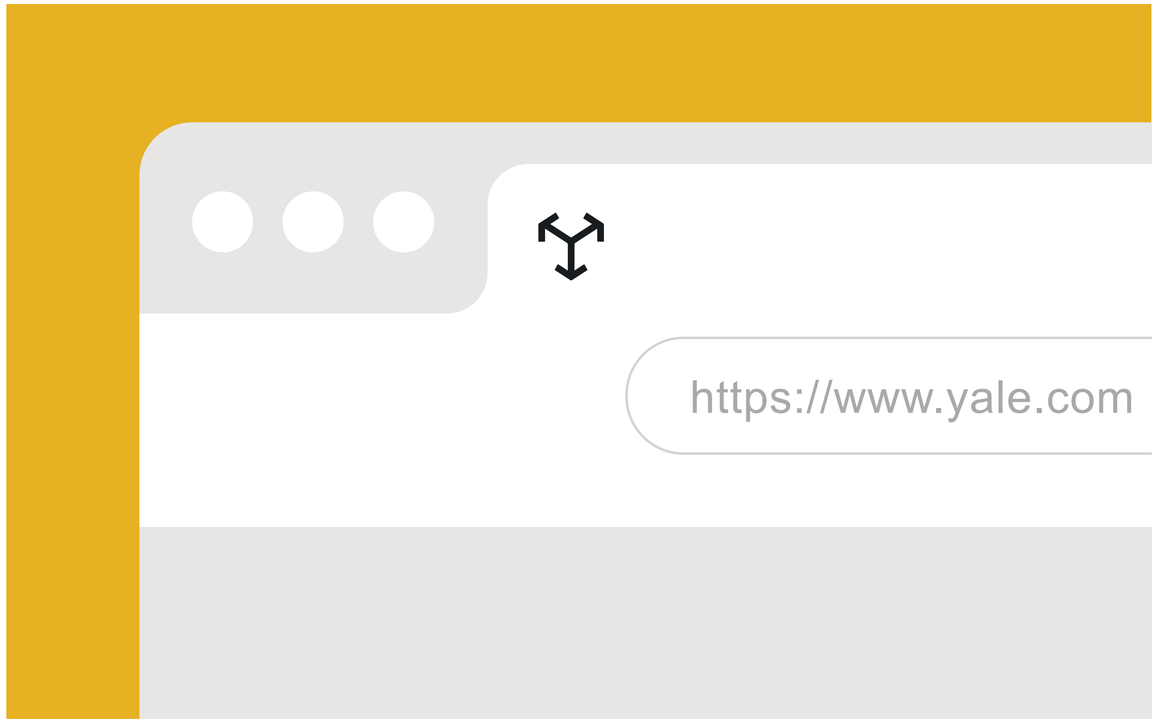
By exception, can be used in isolation in the following instances only:

- Yale wordmark is showing at a different position on the page.

- Yale branded material product(s) with Yale wordmark showing at a different position on the page.

- On merchandizing with Yale wordmark clearly legible and easy to find on object e.g. logo could be on the front of a baseball cap, with the wordmark YALE on the back. The size of the Yale wordmark does not need be proximate to the logo

- On flags, banners for an event/tradeshow, if the Yale wordmark or branded product is clearly visible in the area surrounding the item.



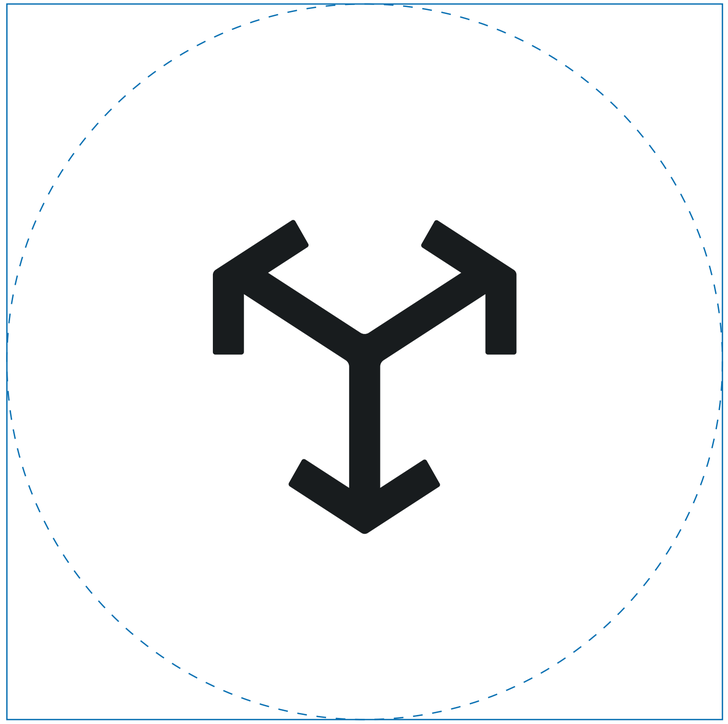
Digital favicon.

Clear space

The Box Symbol is given clear space for impact and legibility at smaller scale.

A clear space radius applies around the Symbol. No other element should inflict this area. The clear space has been constructed so the Box appears optically centered.

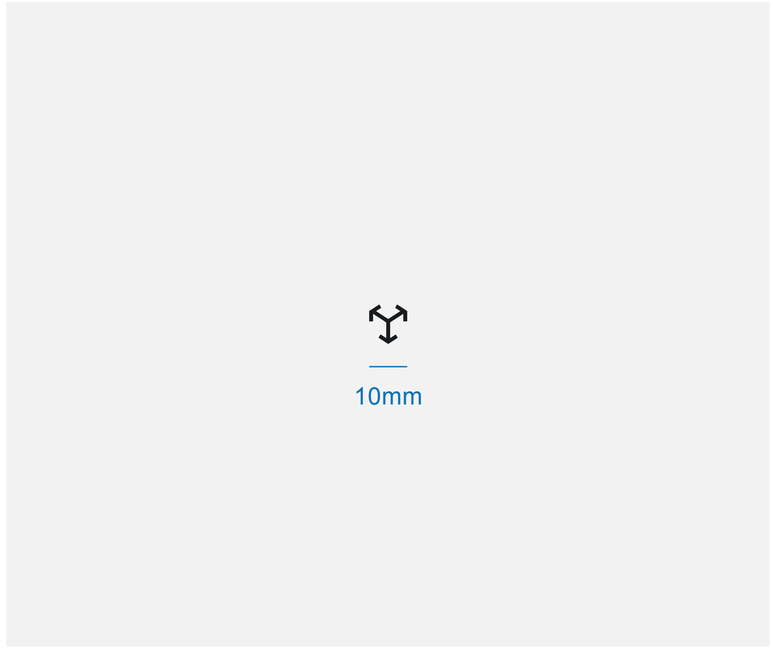
Only we use the master clear space asset when placing the Box Symbol.



Minimum sizes

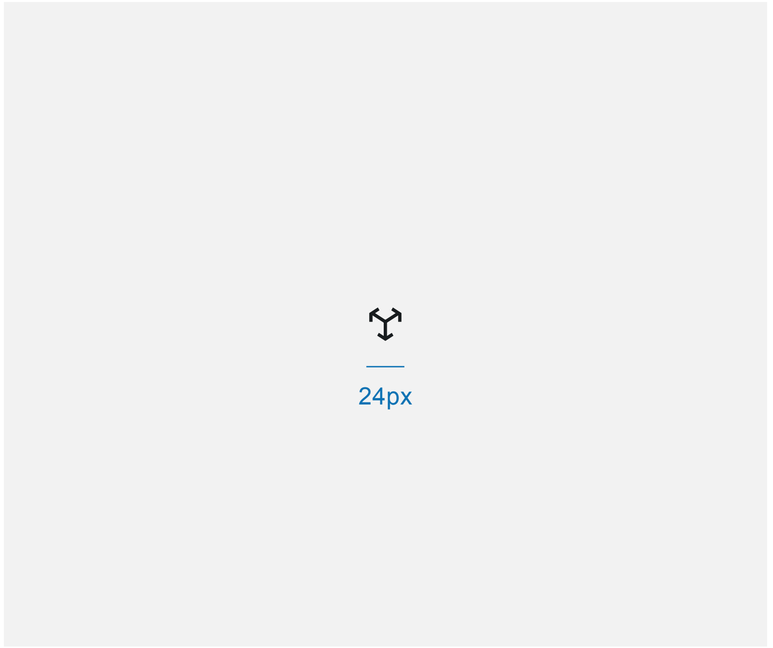
To ensure our Box Symbol is always legible, we have recommended minimum sizes for print and digital.

PRINT



Box Symbol minimum size for print.
10mm

DIGITAL



Box Symbol minimum size for digital
24px

Color

For simplicity and ease of use, our Box Symbol is available in 2 primary and 4 secondary color combinations.

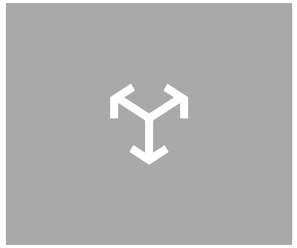
PRIMARY

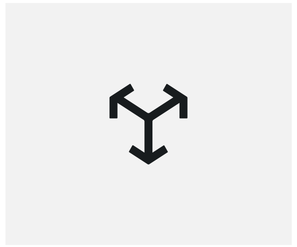




SECONDARY









Business Unit
Logo Positioning

ORIGINAL

BUSINESS UNIT

The Business Unit ad hoc logo is constructed based on the Yale original Isologotype. Having in mind the x height of the typography on the claim, we use the font Arial in its Bold style at twice it's size.

Ideally, business unit name's width should fit under the Yale logotype and should be left aligned. If that is not the case, dealer's name could extend up to the full Isologotype width -including Box Symbol.





Dealer
Logo Positioning

The Dealer ad hoc logo is constructed based on the Yale Secondary Logo, to simplify the combination.

The Dealer's logo should not be bigger than the Yale Y character height.

Dealer's Logo should always go on the left, and the Yale Logo should finish on the right side. The same laws for clear spacing in the Yale Logos are applied and work here.

DEALER'S LOGO

YALE'S LOGO



LOGO COMBINATION, CONSTRUCTION & CLEAR SPACE



03 COLOR

Color Palette breakdown

Yale is primarily a black and white and yellow brand, therefore we apportion the usage of the color palette to mantain brand recognition and to make sure we don't dillute over time.

USAGE RATIO



80%

Primary Palette
This color palette should be used for the majority of our communications

20%

Secondary Palette
Greys are used to complement white, grey and black in backgrounds and graphic boxes.

Blue is used only as an accent color.

Primary Palette

Our core palette is minimalist, direct and easy to recognize, appealing to the colors on our products.

RGB is used for creating digital assets
CMYK is used for creating print material
HEX color code is used for web assets



White
RGB 255 255 255
CMYK 0 0 0 0
HEX #FFFFFF

Not White
RGB 245 245 245
CMYK 3 2 2 0
HEX #F5F5F5

Yale Gold
RGB 230 178 34
CMYK 10 30 100 0
HEX #E6B222

Techno Black
RGB 26 28 31
CMYK 75 68 63 76
HEX #1A1C1F

Secondary Palette

Secondary palette provides additional flexibility when brand context is already stablished.

RGB is used for creating digital assets
CMYK is used for creating print material
HEX color code is used for web assets

Accent Blue, as it names states clearly, is only used on small details giving accents of color to the general communication piece.



Silver
RGB 169 169 169
CMYK 0 0 0 34
HEX #A9A9A9

Titanium
RGB 88 88 88
CMYK 0 0 0 65
HEX #585858

Accent Blue
RGB 11 110 183
CMYK 88 55 0 0
HEX #0B6EB7

PANTONE® Colors

Here we approach the special color palette **PANTONE® + CMYK Uncoated**, and we translate our own brand colours to match the equivalents on these special tints.

Whenever possible, these special tints should be use to improve the impact of our communication pieces, mainly if they are Editorial or Stationery.

WHITE (NO TINT)

PANTONE P 169-1 U



PANTONE P 14-15 U



PANTONE P 179-16 U



PANTONE P 169-6 U



PANTONE P 169-15 U



PANTONE P 109-16 U

Color usage

Please follow these color schemes when selecting colors for your headlines and texts.

In the Correct examples we show the ones that should be used more often, those which has the most contrast. There are more combinations between them, use this as a guide.

CORRECT

Techno Black over White
Accent Blue over White
Yale Gold over White

Techno Black over Not White
Accent Blue over Not White
Yale Gold over Not White

Techno Black over Silver
White over Silver

White over Titanium
Yale Gold over Titanium

White over Techno Black
Yale Gold over Techno Black

Techno Black over Yale Yellow
White over Yale Gold

INCORRECT

Not White over White
Silver over White

White over Not White
Silver over Not White

Accent Blue over Silver
Yale Gold over Silver

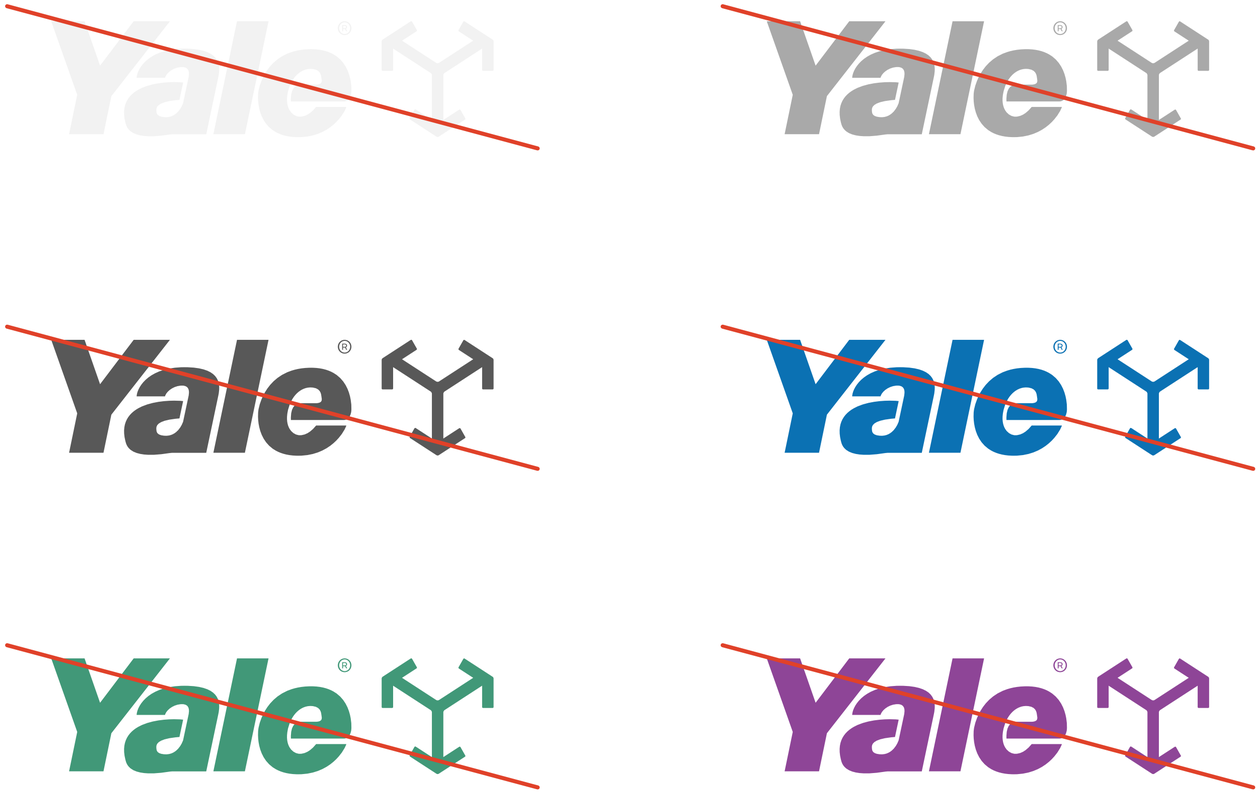
Accent Blue over Titanium
Techno Black over Titanium

Silver over Techno Black
Titanium over Techno Black

Silver over Yale Gold
Accent Blue over Yale Gold
Titanium over Yale Gold

Improper Logo variations

Do not apply Yale logo these color schemes or any new colours that are not included in our color palettes.



04 TYPOGRAPHY

Primary typography

Din Next LT Pro is used in titling and headlines in Ultra Light and Light variables, and in Regular and Bold variables for text and longer reads.

DIN Next LT Pro

Ultra Light variable is the default for titling

Weights

We mainly use 4 weights for Din Next LT Pro, which gives flexibility for any requirement.

Ultra-Light ensures that our headlines in communications look airy and spatious.

Light works well for subheads.

Regular functions beatifully in smaller subtitling or texts with good readability.

Bold can be used for text or item hihglighting.

Ultra Light

Light

Regular

Bold

Secondary typography

Our typography for texts is DIN Next LT Pro in two weight variables: Regular and Bold.

Our texts should feel light but also give priority to readability.

A way to identify good readability in a text is to blur our vision a bit while looking at it, if we see a homogenous grey area that means we are in the right path. The opposite, if we still see separate black and white lines or a heavy black block, that means we need to keep adjusting it.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam **erat volutpat**. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio

This text block is DIN Next Lt Pro at 42 pt size per 56 line height.
Mainly in Regular variable, with a highlight in Bold

Casing

We use normal Sentence case for our headlines and texts.

All caps should be used only on subheads and special text items.

Outsmart gravity

DIN Next LT Pro
Ultra Light
90 pt / 88 pt

WE CREATE PROBLEM-SOLVING STRONG MACHINERY

DIN Next LT Pro
Regular
40 pt / 48 pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

DIN Next LT Pro
Regular
21 pt / 30 pt

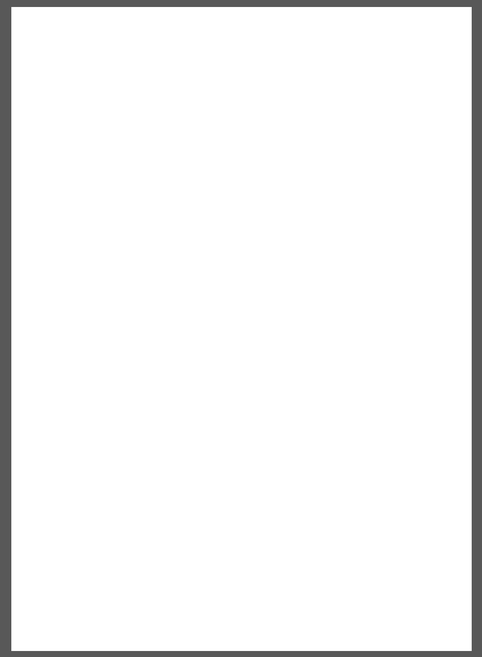
05 BRAND ELEMENTS

Backgrounds

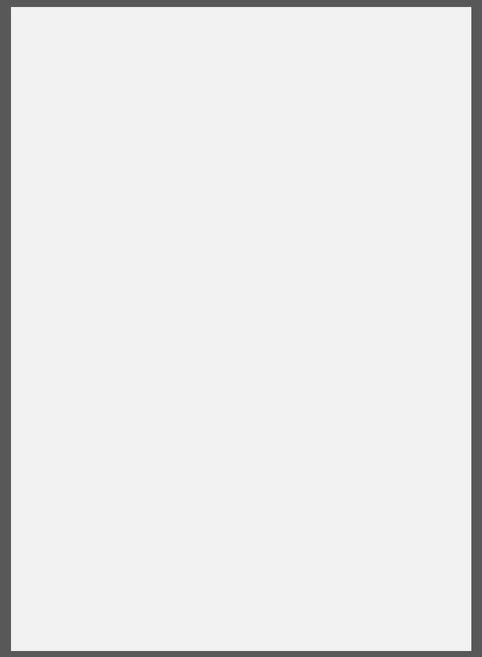
Backgrounds are mainly White, Not White or Techno Black in that specific order of priority.

This minimalist approach to color on our layouts gives cohesion and creates a solid graphic system, while the visual presence of white is perceived as space and lets our designed pieces breath.

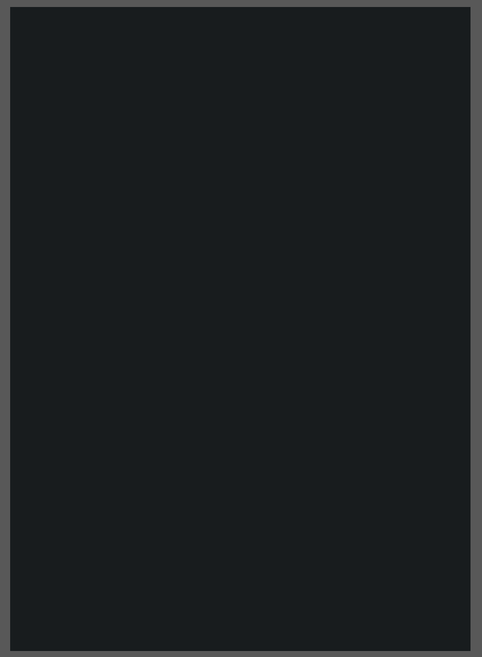
Backgrounds never have strokes or outlines.



White Background



Not White Background



Techno Black



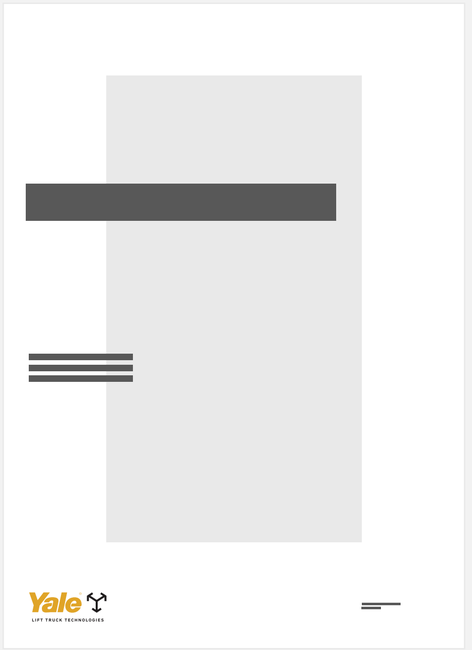
Shapes

Shapes are primarily square and rectangular, based on the concept of boxes that can be pilled.

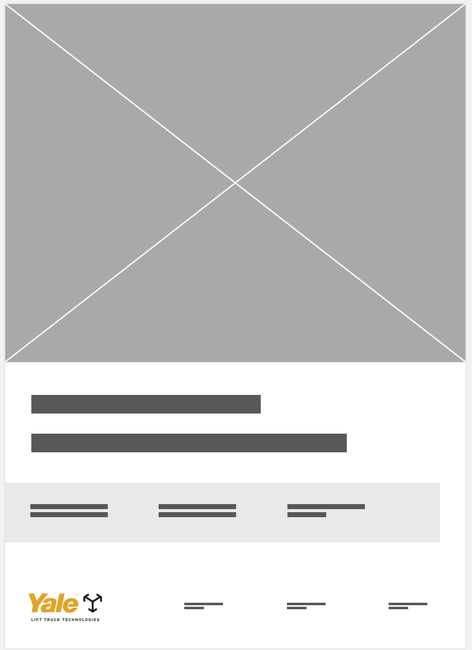
These boxes can contain info or serve as a background.

When used as a background, shapes should be driven by a design decision that empowers the best understanding of the information. Creating tension with these elements is a good way to direct viewers attention.

Shapes never have strokes or outlines.



A rectangular and vertical shape helps direct the structure of the layout and allows to easily focus on the information



The upper image is a rectangular shape, the main focus point of the layout, while a rectangular grey shape holds important information

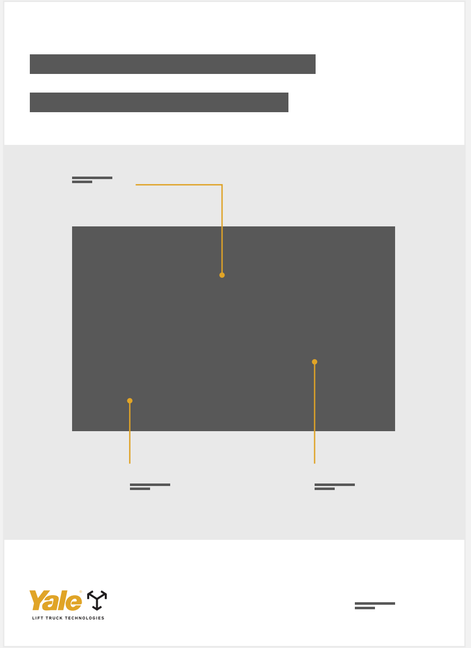
Lines

Lines are used mainly horizontally. They help create the idea of different spaces and emphasise the verticality -and floating concept that comes with it- that is so related to our branding pieces.

Lines can also be used as infographic elements to point out or define key features of our products.



Horizontal line dividing information and defining the footer of the layout



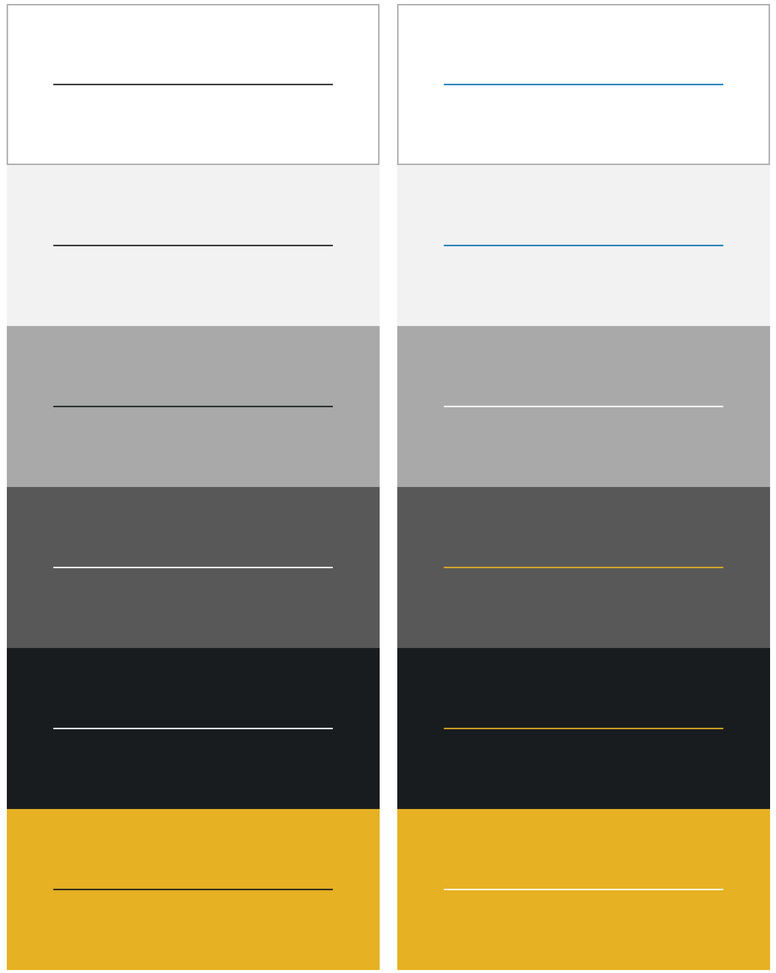
Lines pointing to key features

Lines usage

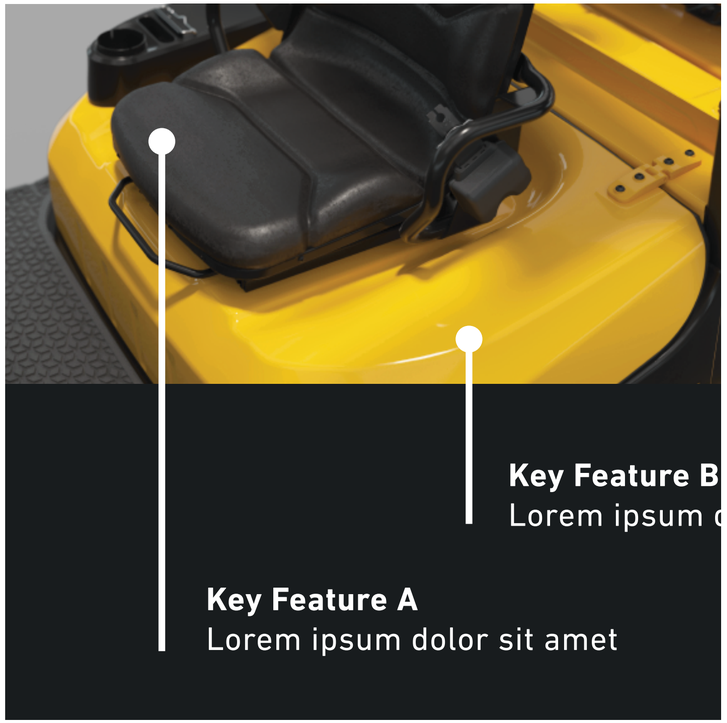
Lines follow the **same color rules** that are applied to **typography** for optimized contrast. Colors are chosen according to what gives the best contrast against the image used.

When used on infographies or to point out key features, lines should have bullet points to differentiate their purpose from regular, horizontal lines.

CORRECT



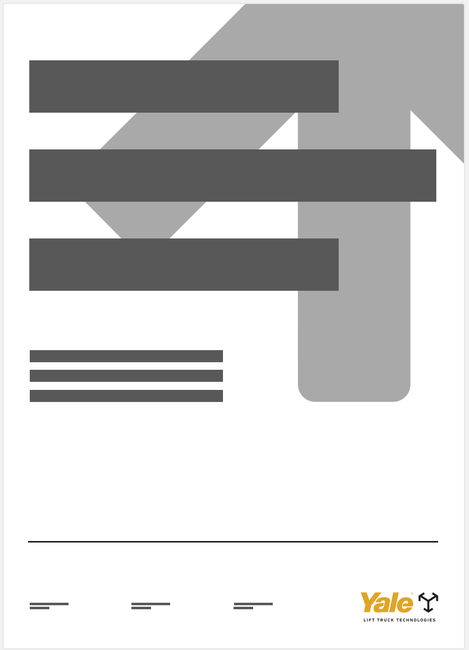
BULLET POINT EXAMPLE



In this example, the best contrasting color against an image that has yellow, black and grey is White. Our correct colors guide should be followed, but optimal results come out of trial and error.

Arrows

Arrow shapes that come from our Box Symbol can be used to give tension and intention to the layout. They should empower it and the concept of pushing, movement and lightness.



Background arrow serving a graphic and conceptual purpose

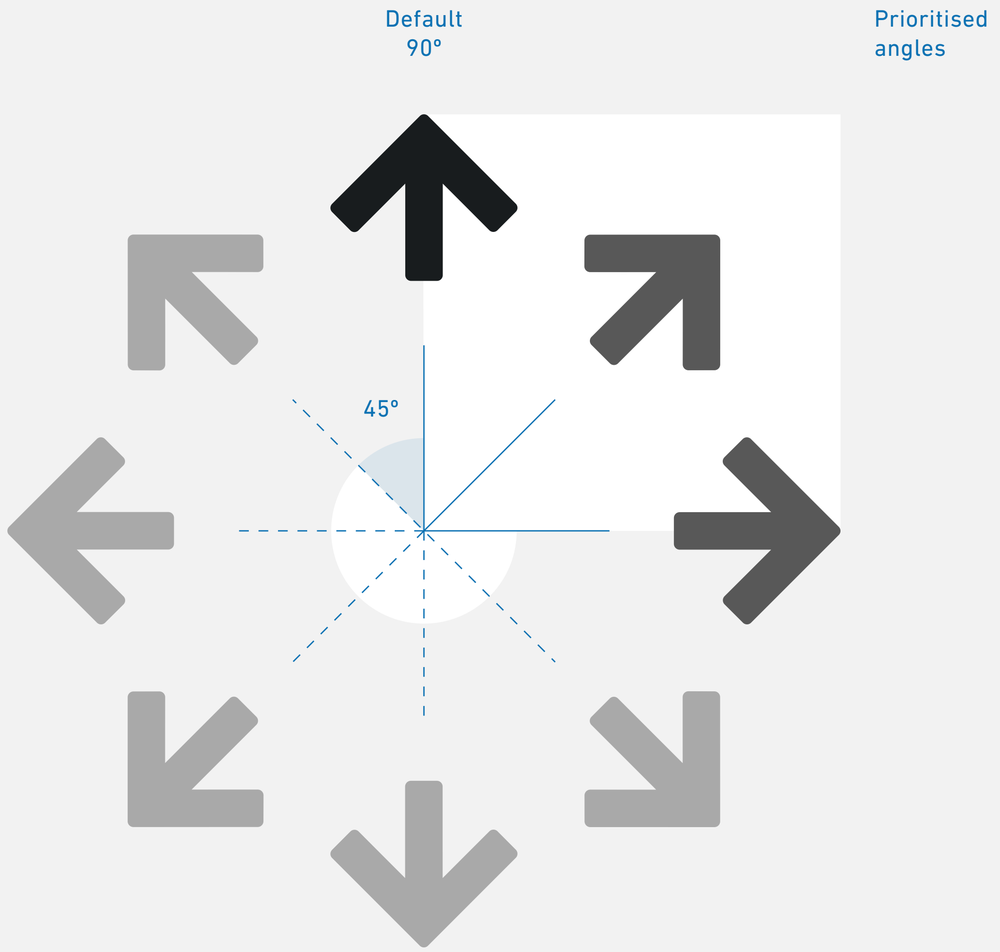


Blue arrow serving an interactive purpose on a block of information

Arrows usage

Our default arrow is the one poiting 90° up (Techno Black arrow). Using that as base, arrows should always be rotated in arrays of 45 degrees.

Arrows pointing right, to the upper right corner or the default one pointing up should always be prioritised and be used more often than the other directions (Titanium arrows). These directions convey a forward and positive movement.

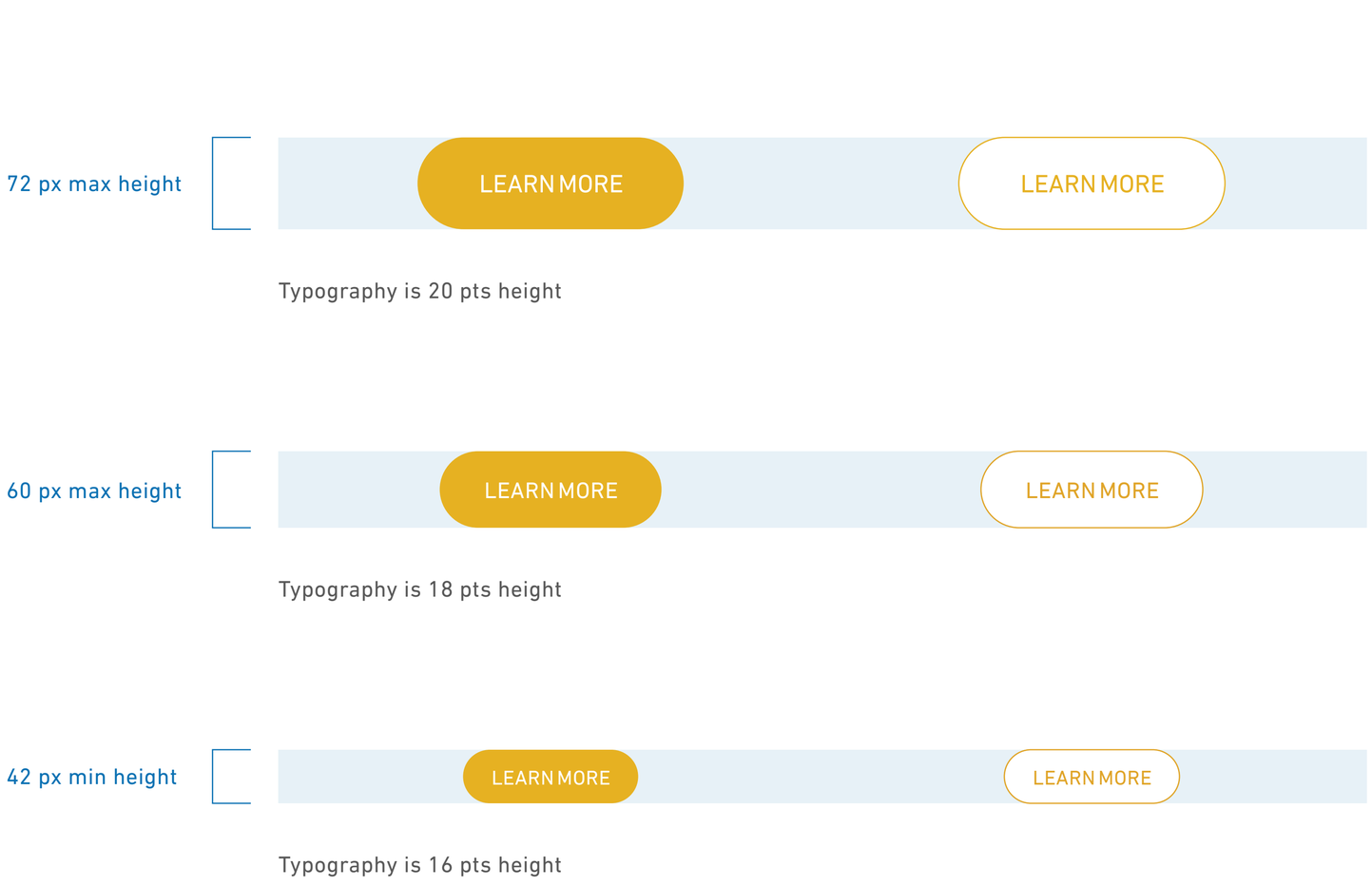


Pill buttons

Buttons are specifically rounded in order to give all digitals pieces a more approachable, intuitive and distinctive look and feel.

Button size should not be less than 42 pixels and a maximum of 72 pixels. The most preferred button size is 60 pixels at a minimum, with 72 pixels optimal for certain users.

Research studies show that a 72 pixel button was preferred by older users and overall produced the highest touch accuracy.



Buttons CTA & usage

CTA stands for Call to Action. That's how we should think of the texts to put inside the buttons: it should allows users to perform an action.

Our text should guide them towards completing those actions, and the better and clearer we are about it, the more success rate and overall user's satisfation we'll get.

This will give us better flow on interactive pieces and will impact positively our conversion when selling our products.

Texts should stay small and simple, around 9 to 15 letters, two or three words tops.

CORRECT

LEARN MORE

ADD TO CART



INCORRECT

CLICK HERE TO NEXT PAGE

Too long and generic

ADD TO CART+

Too small and the plus sign goes unnoticed against the White background



Readability has been compromised by not using a Pill button as a container

Pill buttons

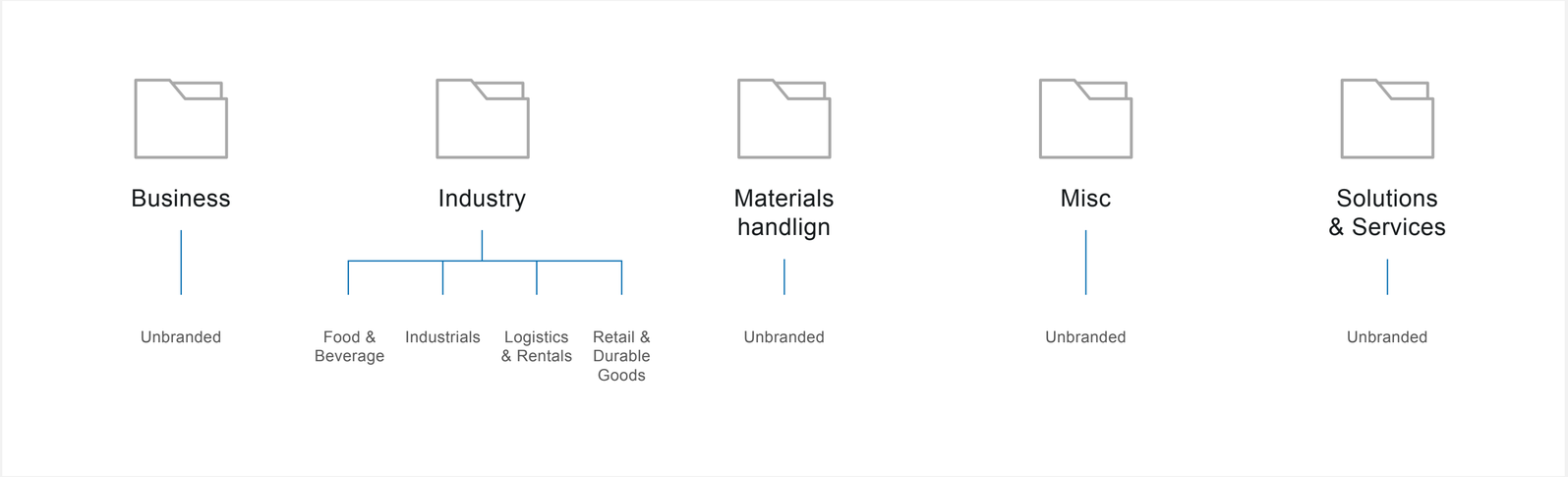
STATES	PRIMARY BUTTONS	SECONDARY
Normal: unvisited link and cursor not in the button	NORMAL	LEARN MORE	LEARN MORE
Hover: when the user's cursor is hovering over the button	HOVER	LEARN MORE	LEARN MORE
Focus: when you are pressing on or clicking down the button	FOCUS	LEARN MORE	LEARN MORE
Active: when the button has been pressed and something is happening	ACTIVE	LEARN MORE	LEARN MORE
Visited: an indication that the user has visited this page before	VISITED	LEARN MORE	LEARN MORE
Disabled: if the button can't be clicked or the user doesn't have permission	DISABLED	LEARN MORE	LEARN MORE

Iconography

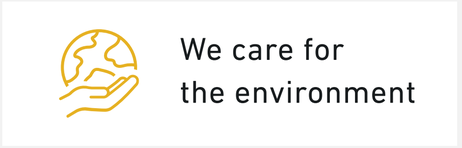
Iconography is vast and divided into folders by subjects.

Here in this diagram we can see each one of the containing folders with their category. Each folder has an “Unbranded” extra folder containing the same icons in Black.

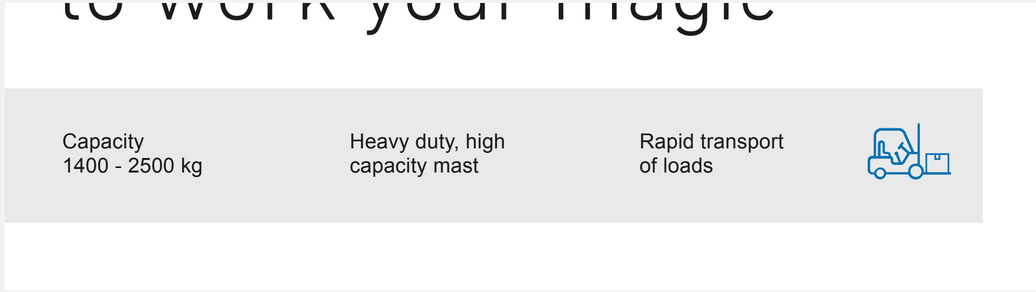
All these files can be found here [in this link here]



EXAMPLES ON USING ICONS







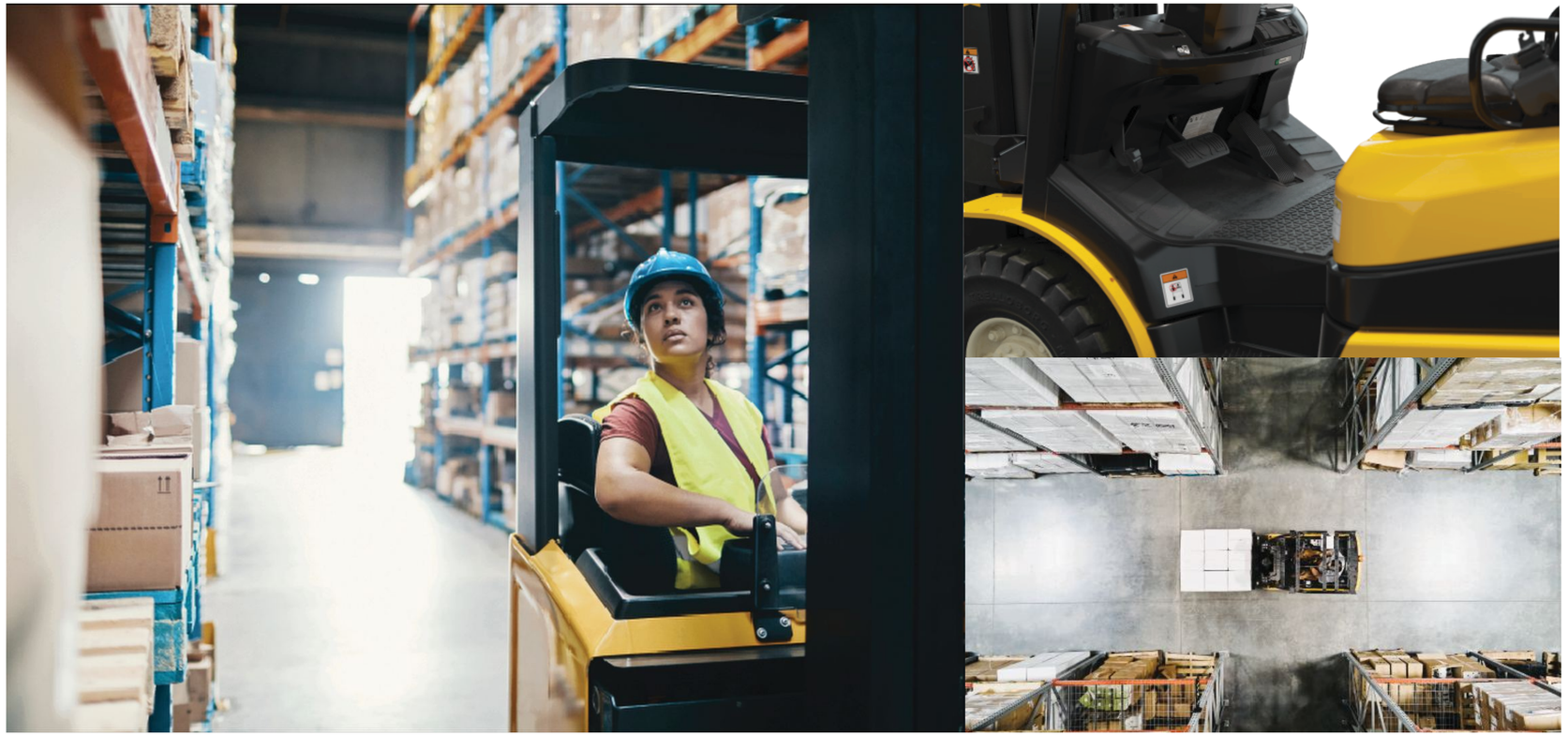
06 VISUAL IMAGERY

Photography

The choice of photography style is based on clean, cinematic and focussed imagery.

The Yale brand leans more towards high-key lighting, neutral color temperature and a lower than eye-level point of view. Creating focus and direction with a small depth of field and a cinematic highlight roll-off.

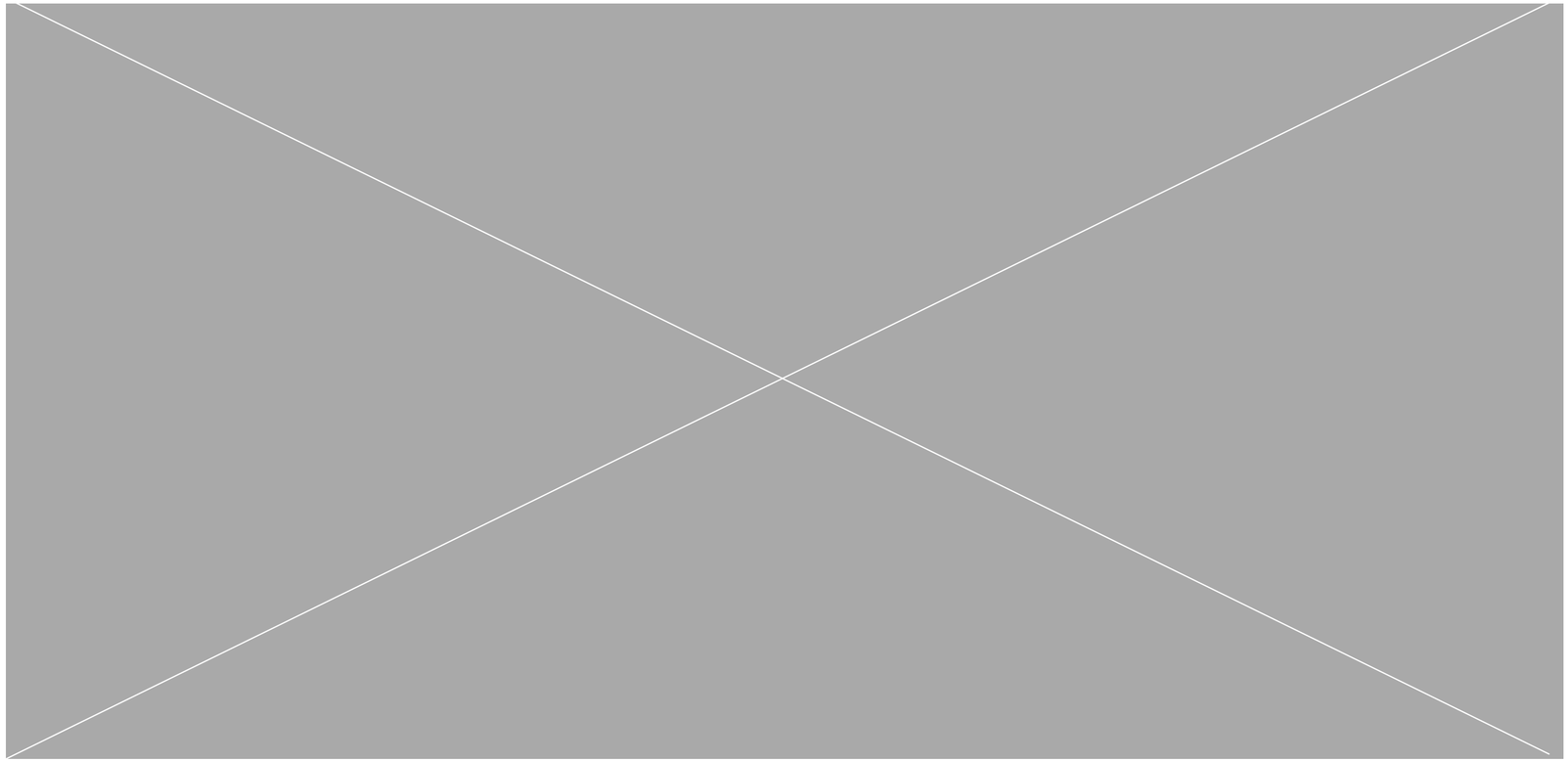
The Yale gold color should always be the exact Yale gold in all imagery.



Videography

In videography all aspects of the photography guidelines also apply here. In addition in videography the Yale brand feels more stacato, abrupt and minimal. There should always be some sort of motion in frame and videos should primarily be narrative driven if possible.

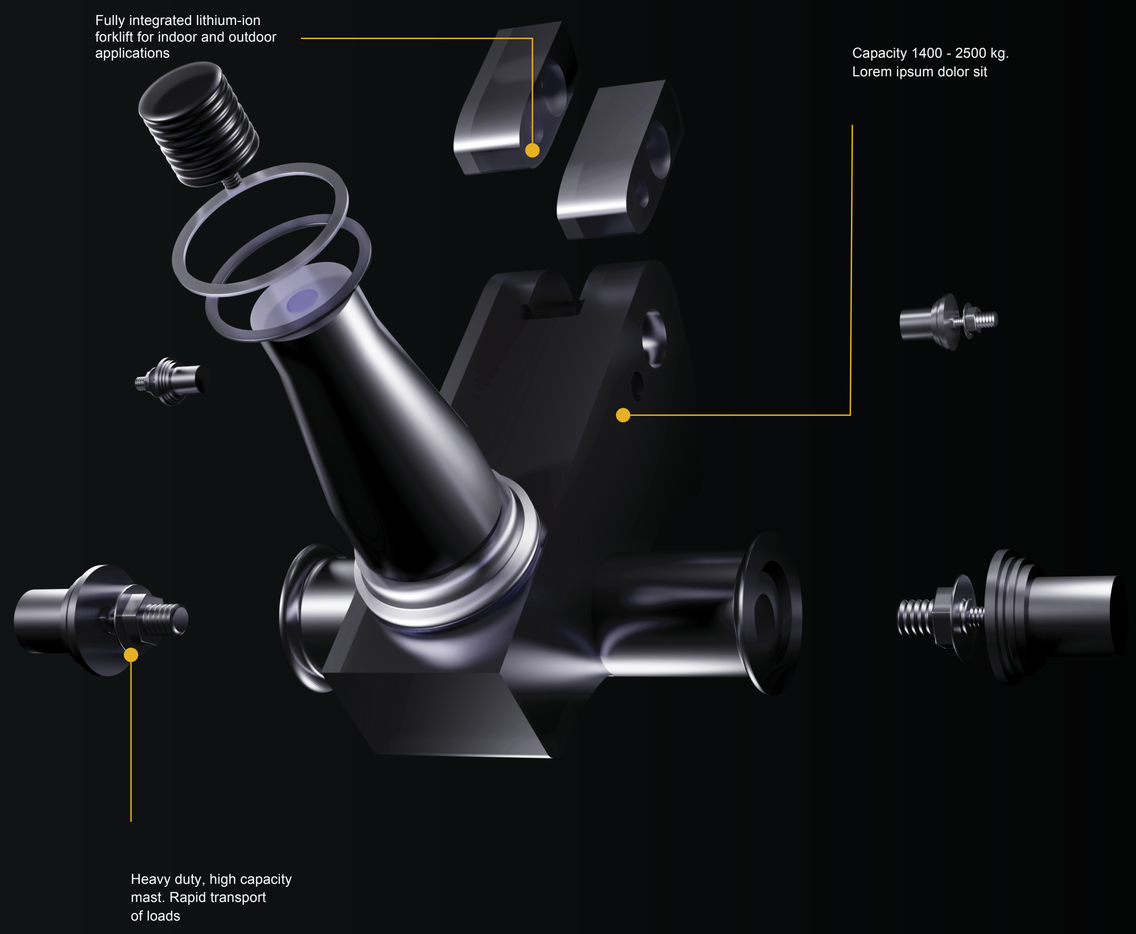
The environment should be as clean as possible while still looking like a natural working environment.



Animation & 3D

The use of (3D) animation for the Yale brand is used specifically to illustrate specific technologies that you can’t see at first glance inside the trucks.

The animations are in a more darker environment compared to the photography/videography. Using 3D models in exploded views and shallow depth of field will create a cinematic and technological look to the animations. Accompanied by Yale gold call out lines to provide context when needed.



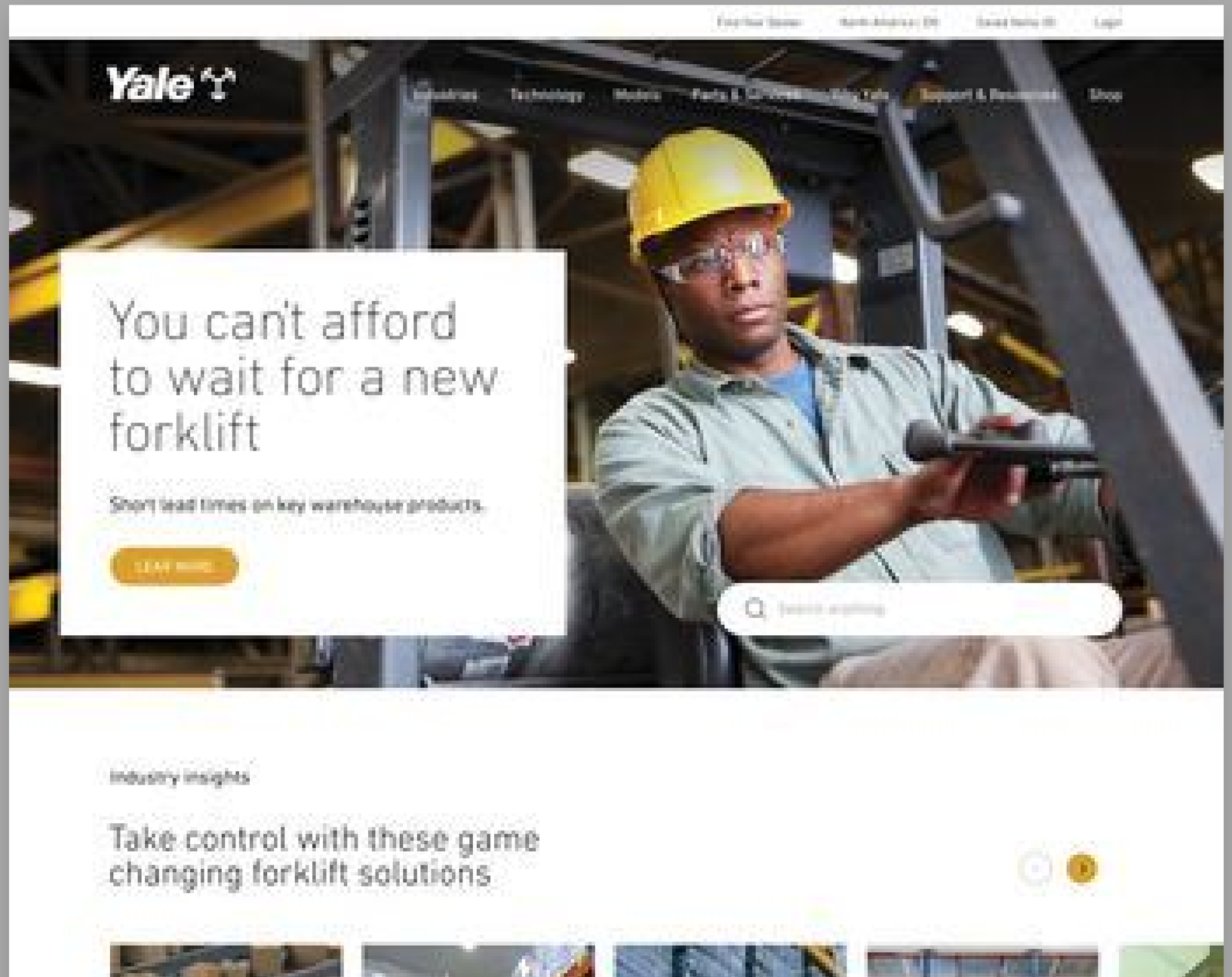
07

CREATIVE EXAMPLES

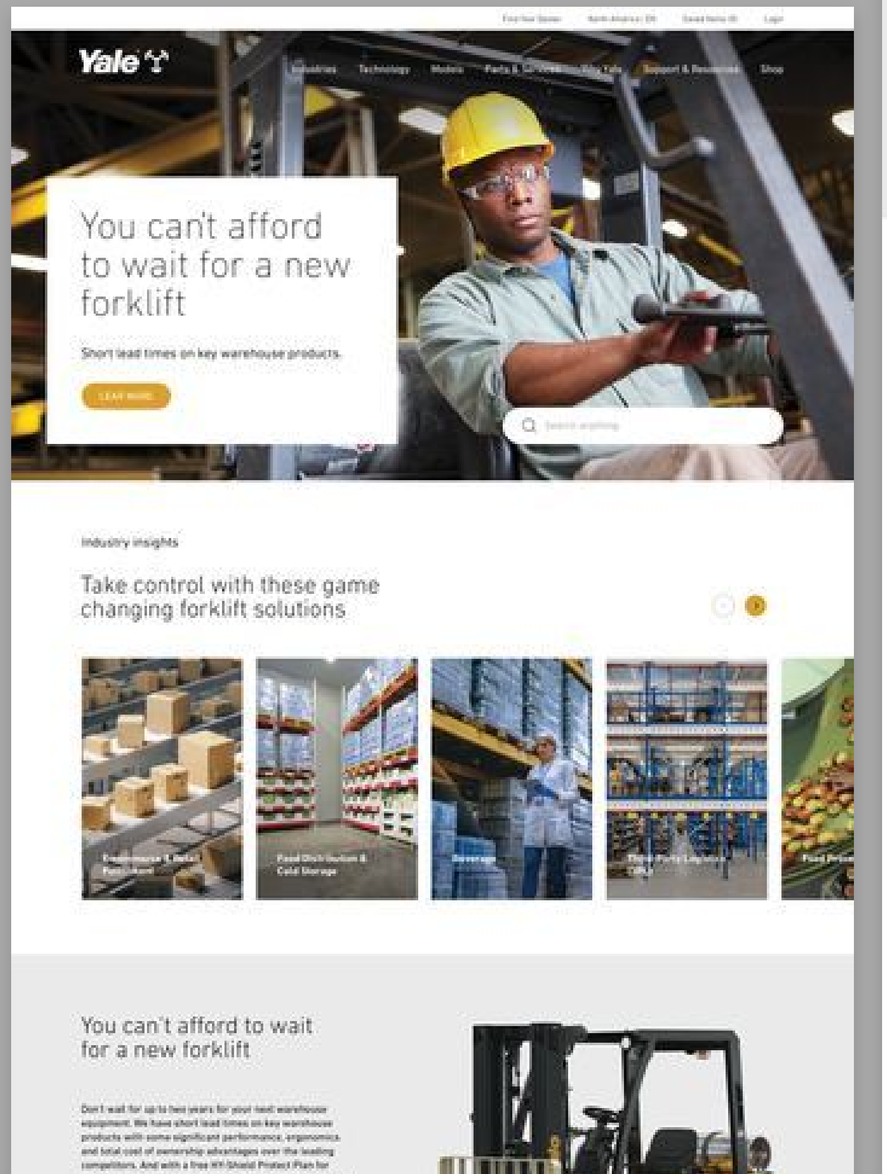
Layout example

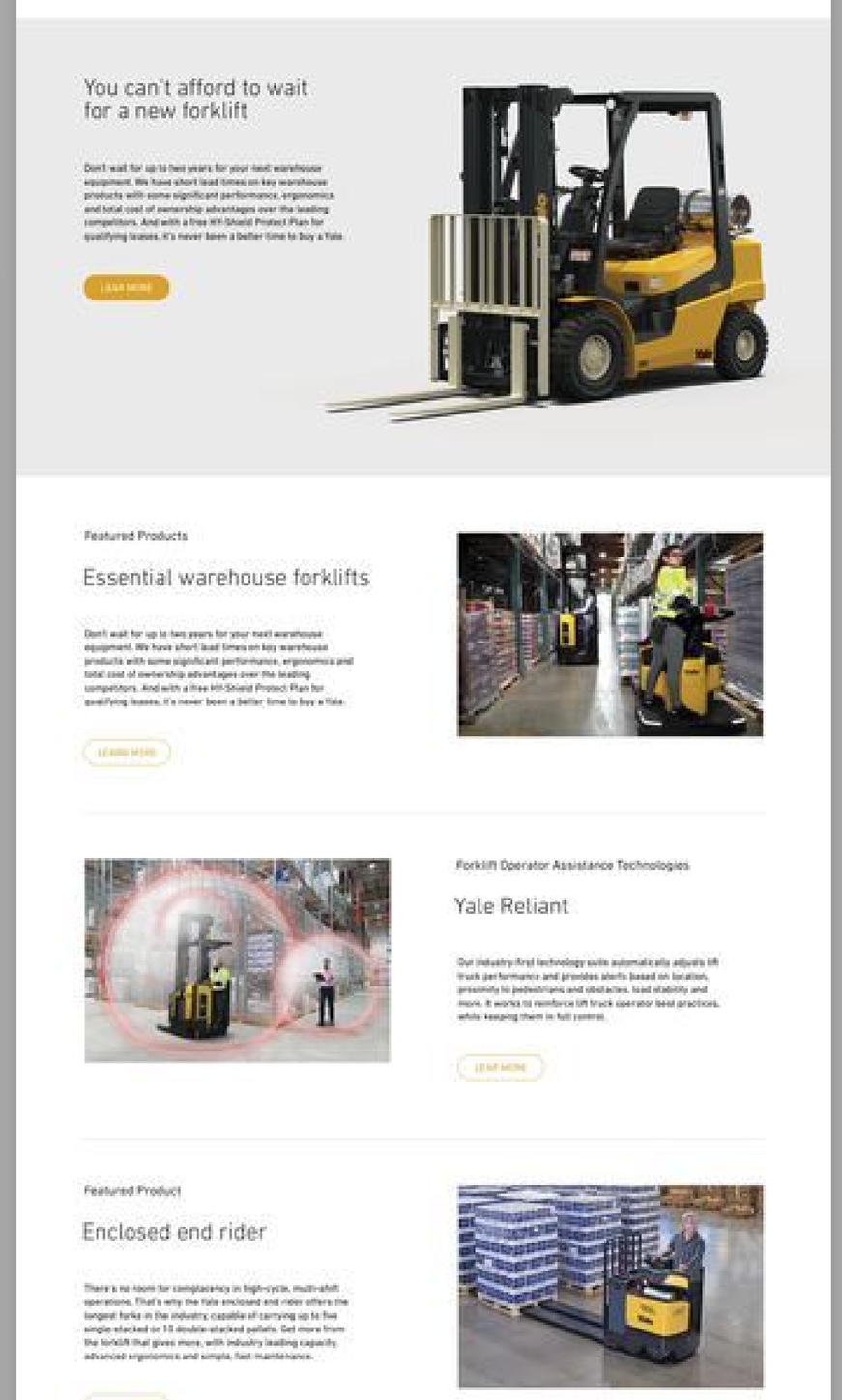


Website

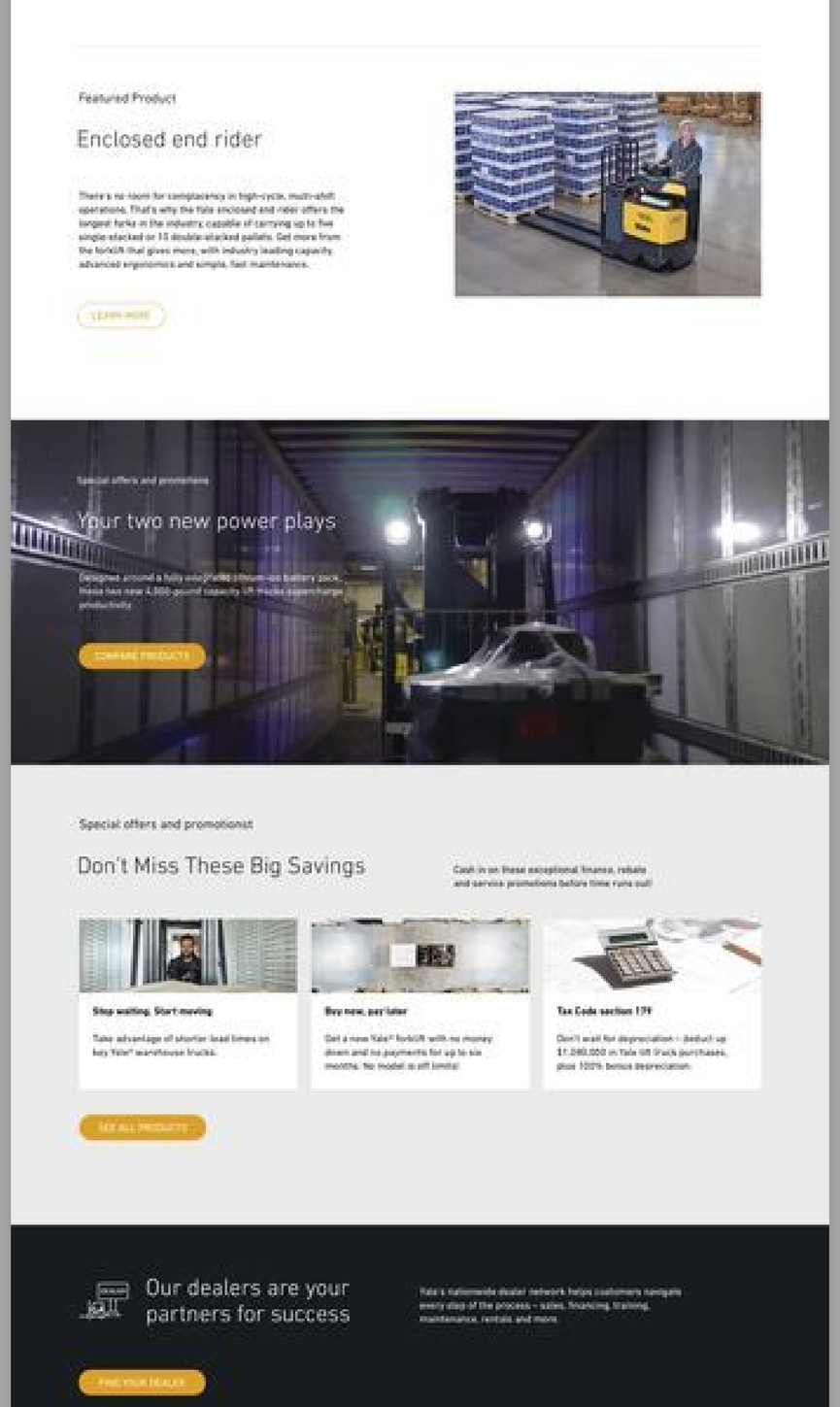

Yale
You can't afford to wait for a new forklift
Short lead times on key warehouse products.
Industry insights
Take control with these game changing forklift solutions

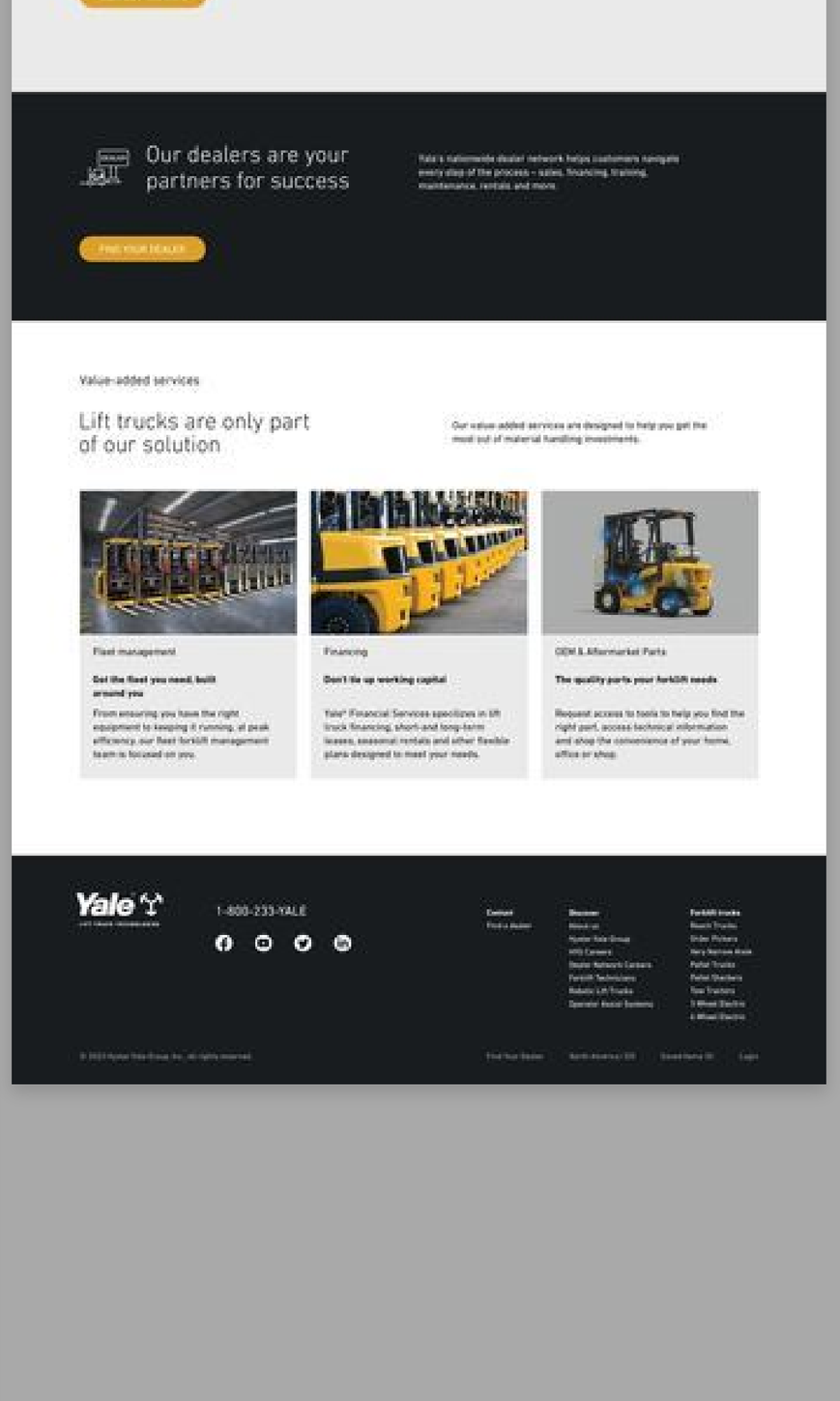
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Yale
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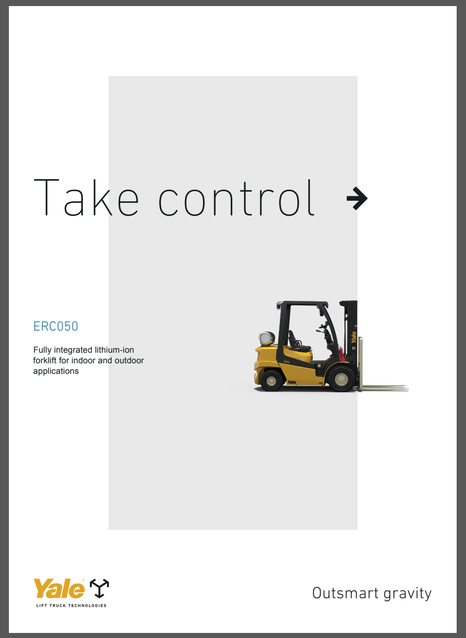

You can't afford to wait for a new forklift
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Enclosed end rider

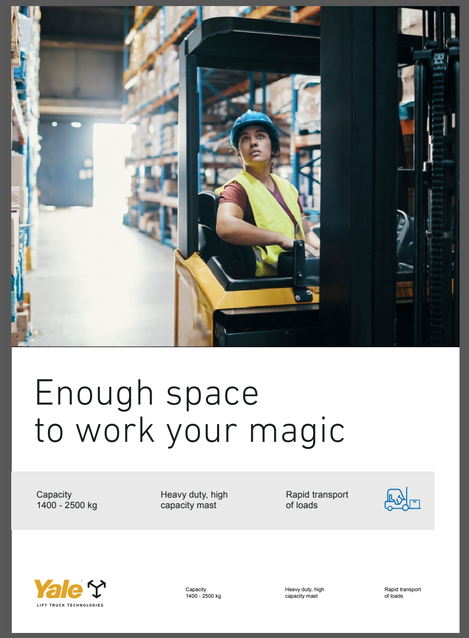
Website


Featured Product
Enclosed end rider
There's no room for complacency in high-cycle, multi-shift operations. That's why the Yale enclosed end rider offers the longest forks in the industry, capable of carrying up to five single-stacked or 10 double-stacked pallets. Get more from the forklift that gives more, with industry leading capacity, advanced ergonomics and simple, fast maintenance.
LEARN MORE
Special offers and promotions
Your two new power plays
COMPARE PRODUCTS
Special offers and promotions
Don't Miss These Big Savings
Cash in on these exceptional finance, rebate and service promotions before time runs out!
Stop waiting. Start moving
Take advantage of shorter lead times on key Yale® warehouse trucks.
Buy now, pay later
Get a new Yale® forklift with no money down and no payments for up to six months. No model is off limits!
Tax Code section 179
Don't wait for depreciation – deduct up $1,080,000 in Yale lift truck purchases, plus 100% bonus depreciation.
SEE ALL PRODUCTS
Our dealers are your partners for success
Yale's nationwide dealer network helps customers navigate every step of the process – sales, financing, training, maintenance, rentals and more.
FIND YOUR DEALER


Our dealers are your partners for success
Yale's nationwide dealer network helps customers navigate every step of the process – sales, financing, training, maintenance, rentals and more.
FIND YOUR DEALER
Value-added services
Lift trucks are only part of our solution
Our value-added services are designed to help you get the most out of material handling investments.
Fleet management
Get the fleet you need, built around you
From ensuring you have the right equipment to keeping it running, at peak efficiency, our fleet forklift management team is focused on you.
Financing
Don't tie up working capital
Yale® Financial Services specializes in lift truck financing, short-and long-term leases, seasonal rentals and other flexible plans designed to meet your needs.
OEM & Aftermarket Parts
The quality parts your forklift needs
Request access to tools to help you find the right part, access technical information and shop the convenience of your home, office or shop.
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Forklift trucks
Electric Trucks
Order Pickers
Very Narrow Aisle
Pallet Trucks
Pallet Stackers
Tow Tractors
3-Wheel Electric
4-Wheel Electric

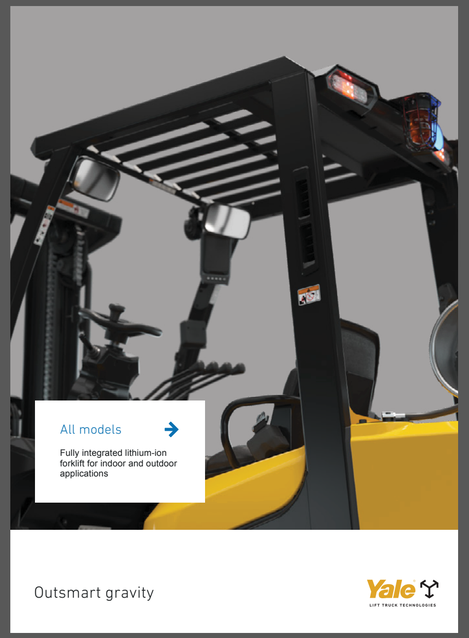
Editorial


Take control
ERC050
Fully integrated lithium-ion forklift for indoor and outdoor applications
Yale
LIFT TRUCK TECHNOLOGIES
Outsmart gravity


Enough space to work your magic
Capacity 1400 - 2500 kg
Heavy duty, high capacity mast
Rapid transport of loads
Yale
LIFT TRUCK TECHNOLOGIES
Capacity 1400 - 2500 kg
Heavy duty, high capacity mast
Rapid transport of loads


Out-smart gravity
ENOUGH SPACE TO WORK YOUR MAGIC
1400 - 2500 kg
Heavy duty, high capacity mast
Rapid transport of loads
Yale
LIFT TRUCK TECHNOLOGIES


Dynamic Stability System ERC050
Fully integrated lithium-ion forklift for indoor and outdoor
Capacity 1400 - 2500 kg. Lorem ipsum dolor sit
Heavy duty, high capacity mast. Rapid transport of loads
Yale
LIFT TRUCK TECHNOLOGIES
Outsmart gravity


All models
Fully integrated lithium-ion forklift for indoor and outdoor applications
Outsmart gravity
Yale
LIFT TRUCK TECHNOLOGIES

Editorial

Yale

Take control →

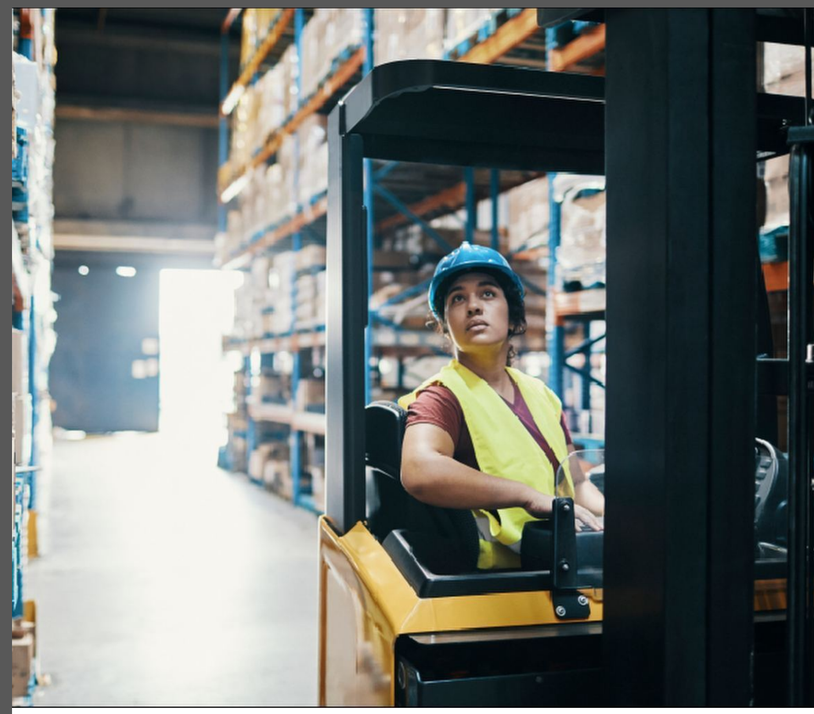
ERC050

Fully integrated lithium-ion forklift for indoor and outdoor applications



Yale LIFT TRUCK TECHNOLOGIES

Outsmart gravity



Enough space to work your magic

Capacity
1400 - 2500 kg

Heavy duty, high capacity mast

Rapid transport of loads

Yale LIFT TRUCK TECHNOLOGIES

Capacity
1400 - 2500 kg

Heavy duty, high capacity mast

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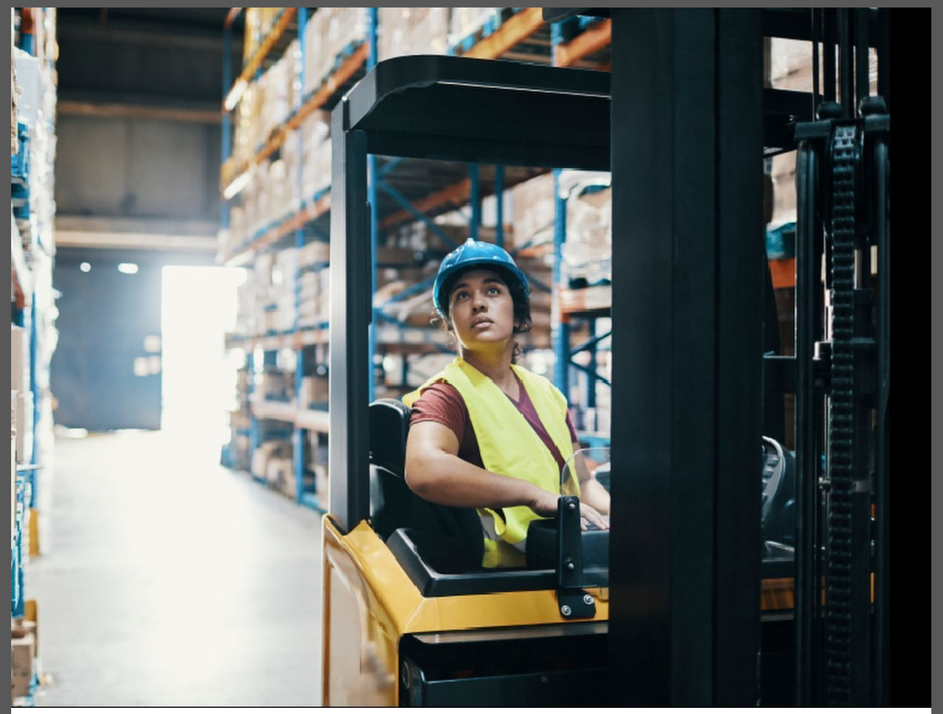
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TECHNOLOGIES

Outsmart gravity



Enough space to work your magic

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LIFT TRUCK TECHNOLOGIES

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Rapid transport of loads

Out-smart gravity

ENOUGH SPACE TO
WORK YOUR MAGIC

1400 - 2500 kg

Heavy duty, high capacity mast

Rapid transport of loads

LIFT TRUCK TEC



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work your magic

500 kg

Heavy duty, high
capacity mast

Rapid transport
of loads

ECHNOLOGIES

Capacity
1400 - 2500 kg

Heavy duty, high
capacity mast

Rapid transport
of loads

Out-
smart
gravity

ENOUGH SPACE TO
WORK YOUR MAGIC

1400 - 2500 kg

Heavy duty, high
capacity mast

Rapid transport
of loads

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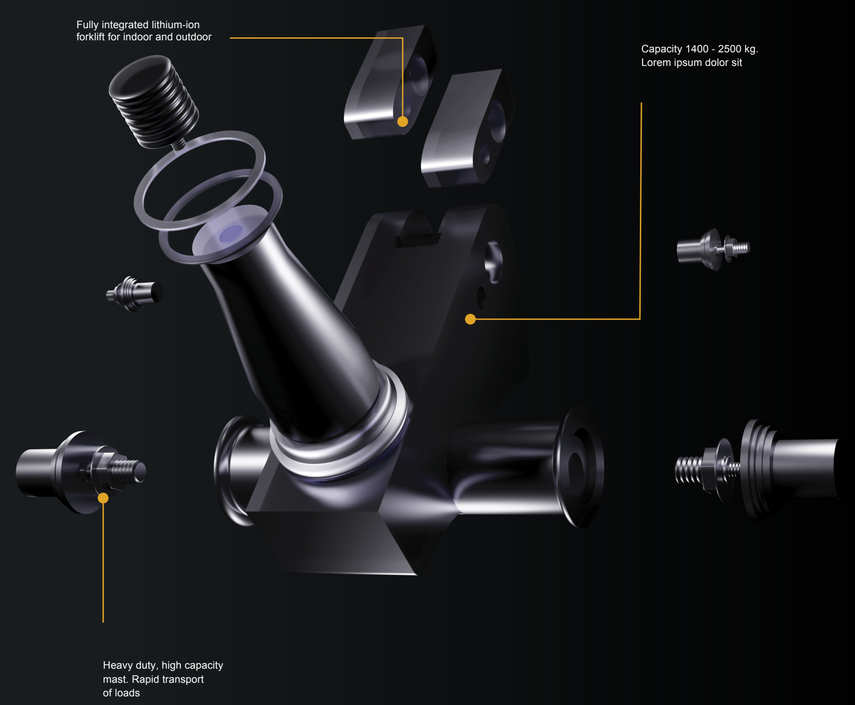
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Heavy duty, high capacity mast

Rapid transport of loads

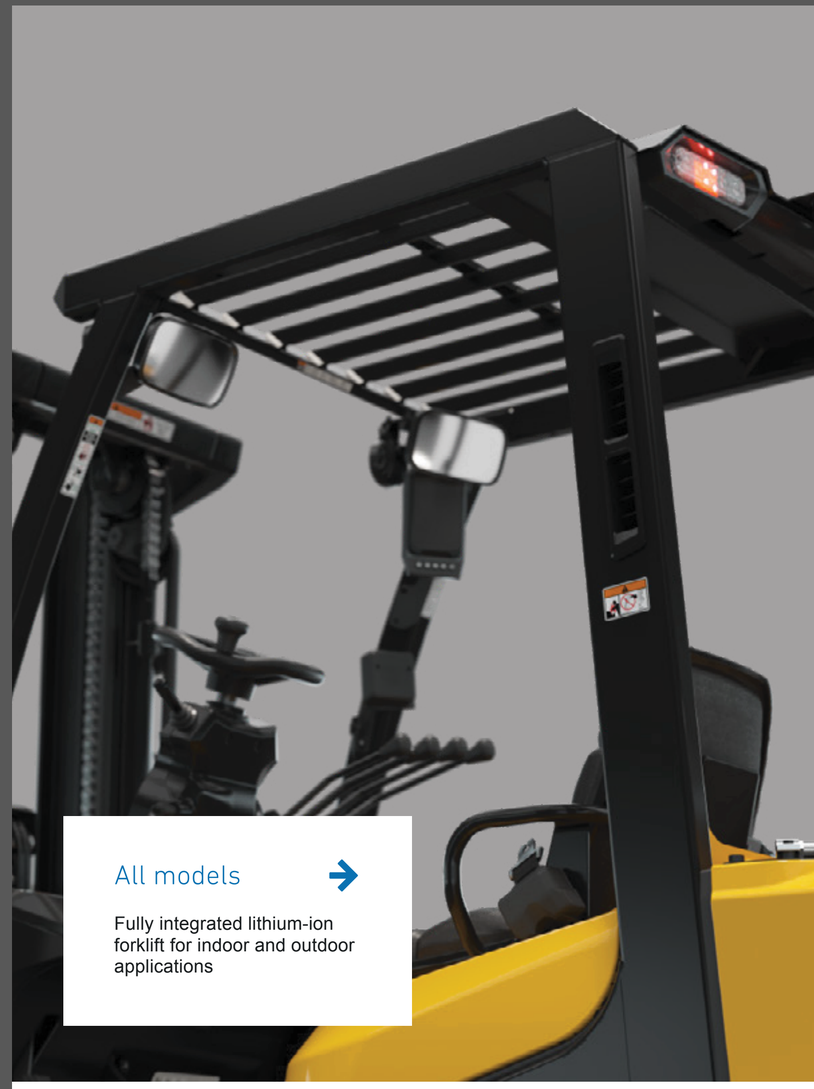
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Outsmart gravity



All models

Fully integrated lithium-ion forklift for indoor and outdoor applications

Outsmart gravity

ynamic Stability
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rklift for indoor and outdoor

Capacity 1400 - 2500 kg.
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Heavy duty, high capacity
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TECHNOLOGIES

Outsmart gravity



All models

Fully integrated lithium-ion
forklift for indoor and outdoor
applications

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