



Dutchmen[®]

Brand Guidelines

2023



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The Dutchmen Brand

Our History

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01





Make every journey your own.

- Dutchmen produces several brands of towable recreational vehicles that are sold throughout the United States and Canada.
- Dutchmen produces travel trailers, fifth wheels, and toy haulers
- Dutchmen brands include Aspen Trail, Astoria, Atlas, Coleman Light, Coleman Lantern, Colorado, Kodiak, Voltage, and Yukon



Our History

You may remember Dutchmen's original slogan, "If it ain't Dutch, it ain't much." Dutchmen RV has a meaningful longevity, having celebrated its 35th anniversary with the release of model year 2023. Dutchmen was founded with innovative floorplans, bringing more standard features for less money to the market. This tradition has continued throughout our history, as we continue to deliver award winning floorplans with trailblazing value.

In 1991, Dutchmen was the first OEM acquired by THOR Industries, creating a landmark in Dutchmen's history. The acquisition provided THOR's financial strength and stability, giving consumers peace of mind after their purchase.

Key Values

Everything we do at Dutchmen RV is driven by our key values.

Legendary Innovation, Trailblazing Value

Dutchmen was founded on innovative floorplans, bringing more standard features for less money to the market. We continue to deliver on this over 35 years later, delivering legendary innovation for trailblazing value.

The Soul of RVing

RVing is who we are. RVing is about feeling boundless excitement as you reach your next destination. Whether you're boondocking off-the-grid or hooked up at a campsite, each new day unfolds and limitless adventure awaits. RVing is about immersing yourself in laughter and storytelling with family and friends around the campfire. Making memories you won't soon forget. This is Dutchmen. This is the soul of RVing.

The Dutchmen Connection

No matter which Dutchmen RV you choose or where you park it, at Dutchmen you're family. Connect with other RVers in the Dutchmen community. Sharing adventures is a great way to get inspired and get on the road. Gather 'round our social media campfires so we can share some stories with you! When you see another Dutchmen on the road or at the campsite, you know your fellow travelers share the soul of RVing with you.

Dutchmen RV
dutchmen.com





Relationships

- Dutchmen RV is a division of Keystone RV, a subsidiary of THOR industries.
- While we are owned by Keystone RV, and a subsidiary of THOR industries, we are a separate entity. Our brands are Dutchmen and should not be affiliated with Keystone.
- At Dutchmen RV, we innovate, design, and produce our own RVs. We are the proud manufacturer of our RV brands: Aspen Trail, Astoria, Atlas, Coleman Light, Coleman Lantern, Colorado, Kodiak, Voltage, and Yukon.

Visuals

Logo & Usage

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Typography

Approved Language

02



Logo and Usage



Full Logo Vertical - This is the primary logo and should be used when possible.



Logo with out Tagline - Used only when the reproduction methods do not allow tagline to be clearly read



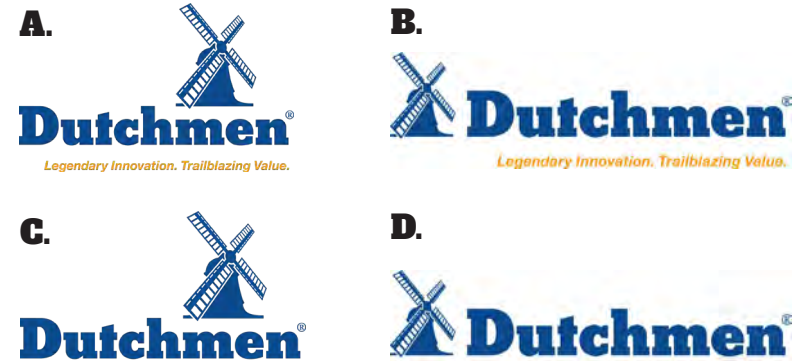
35th Anniversary Logo - This logo should be used in place of the regular logo until the release of model year 2024.

Logo

The Dutchmen logo appears both horizontal and vertical format and can be used as layout dictates. For consistency only use one format per design piece.



Usage

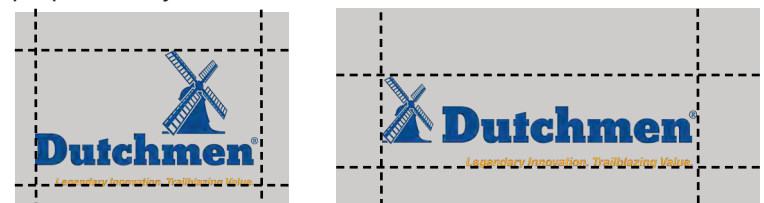


- A. Full Logo Vertical - This is the primary logo and should be used when possible.
- B. Full Logo Horizontal - Used in strong horizontal spaces.
- C/D. Logo with out Tagline - Used only when the reproduction methods do not allow tagline to be clearly read example: embroidery on shirts.

Clear Space

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, or lessen the image of the mark.

The minimum clear space is defined as the height of the windmill. This minimum space should be maintained as the logo is proportionally resized.



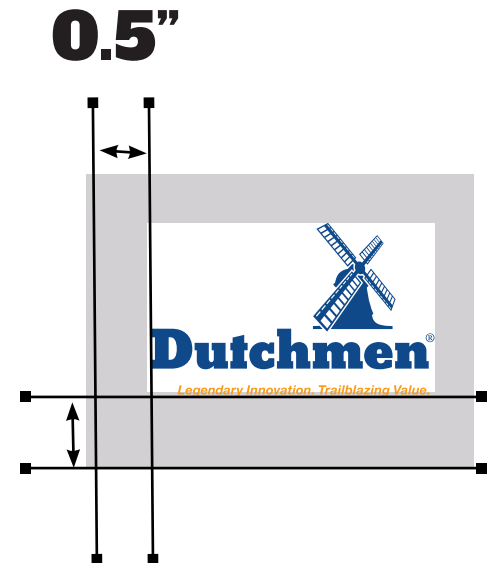
Size

Minimum height of logo.



Isolation

0.625"

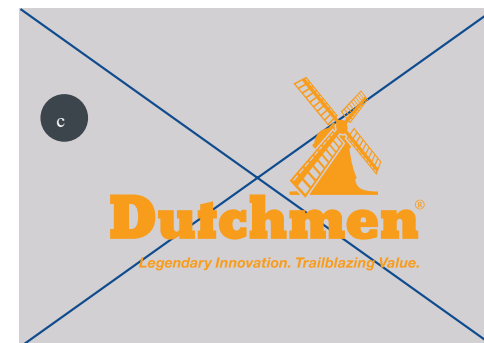


Errors

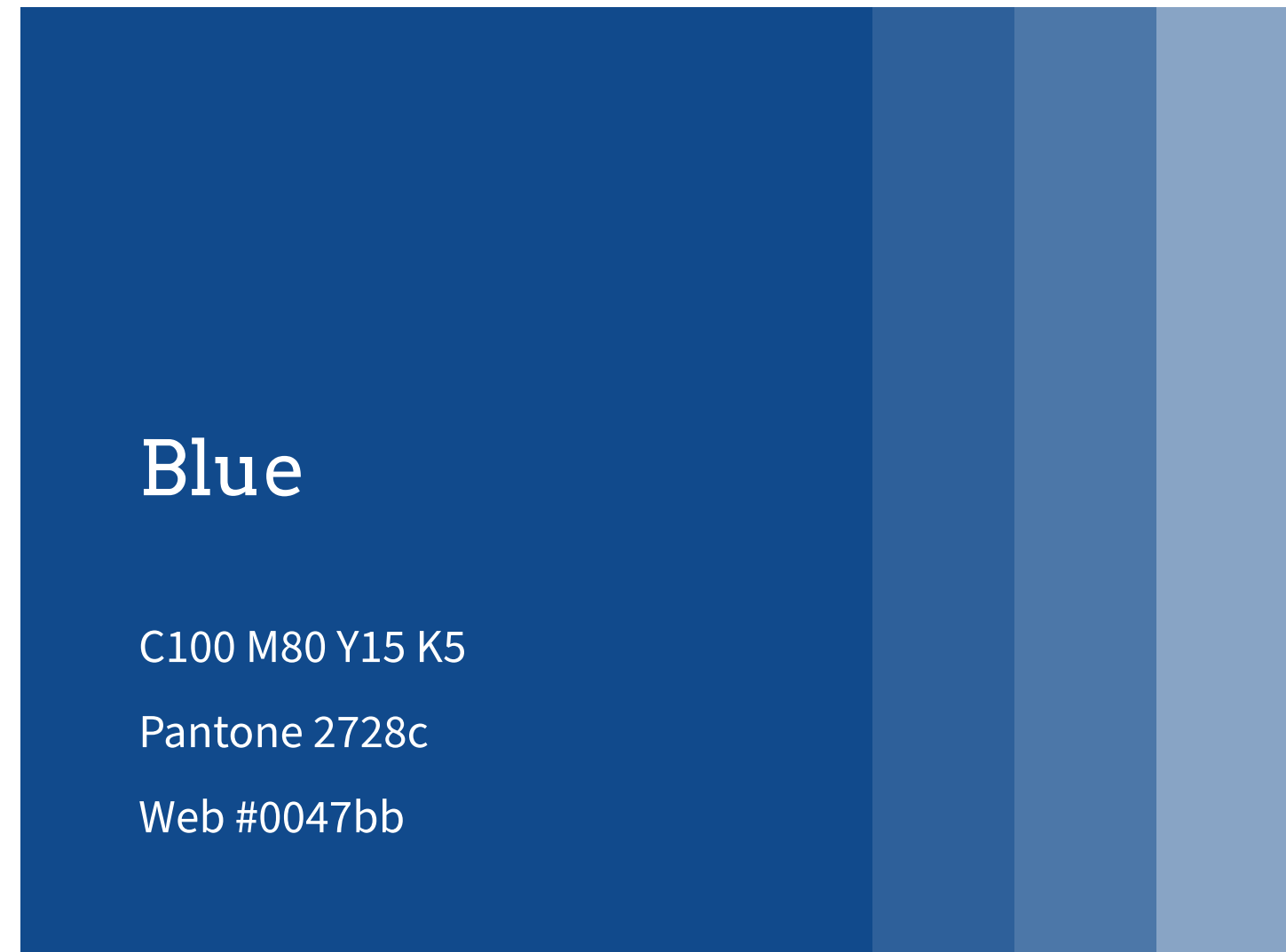
Ensure not to do the following

A. Dark on Dark | B. Busy Backgrounds |
C. Distort | D. Rotate | E. Gradient |
F. Change Colors

- Do not recreate the typography
- Do not squash or stretch the logo
- Do not use drop shadows or other text styles
- Do not move the windmill away from the Dutchmen typography
- Do not alter the color in any way
- Do not use a custom tagline under the Dutchmen logo
- Do not use **KEYSTONE** or **Keystone Logo** in any way



Brand Colors

A color palette for blue, consisting of a large dark blue square on the left and three vertical bars of decreasing width and increasing lightness on the right.

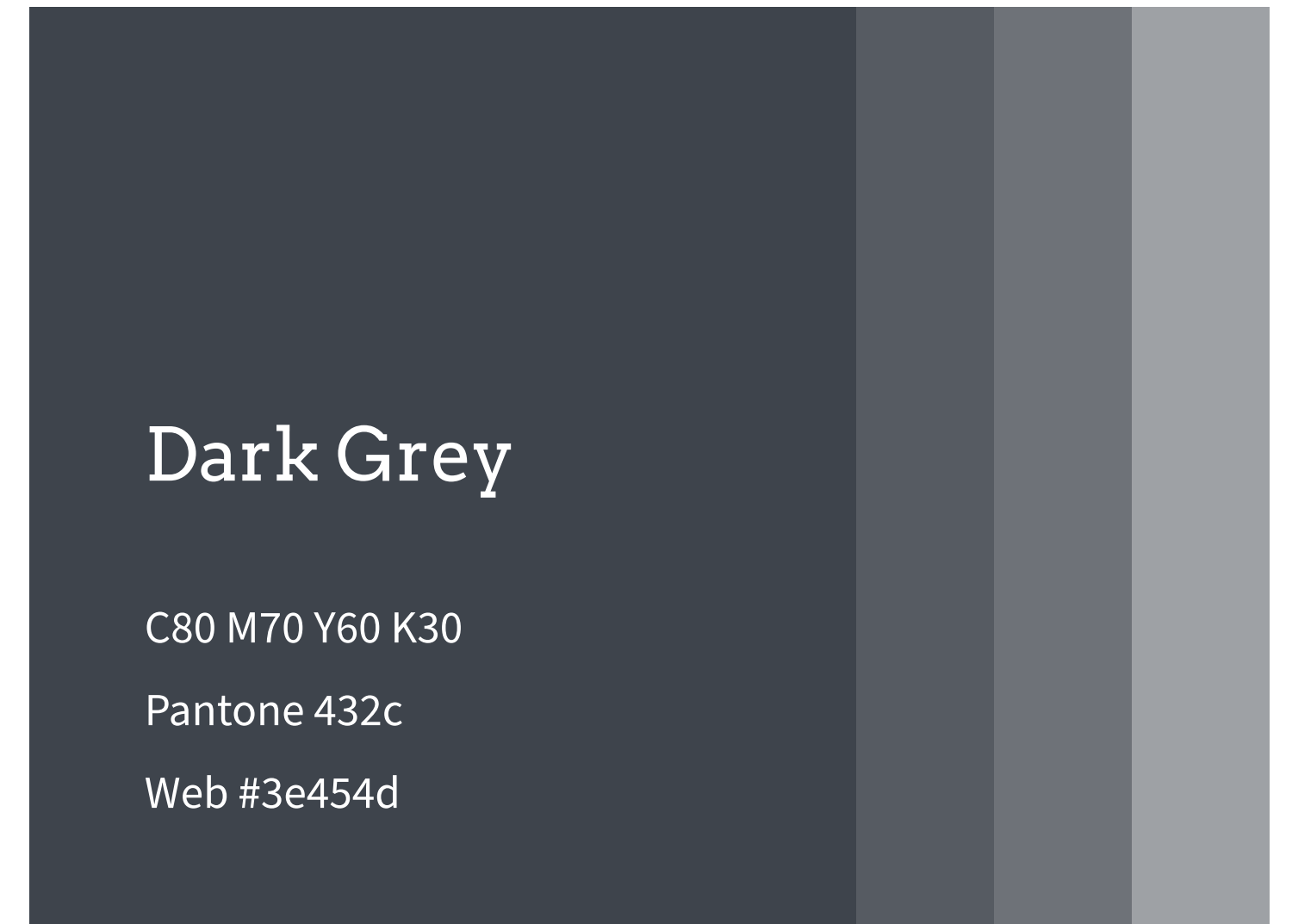
Blue

C100 M80 Y15 K5
Pantone 2728c
Web #0047bb

A color palette for yellow, consisting of a large golden-yellow square on the left and three vertical bars of decreasing width and increasing lightness on the right.

Yellow

C00 M00 Y00 K00
Pantone 130c
Web #f2a900

A color palette for dark grey, consisting of a large dark grey square on the left and three vertical bars of decreasing width and increasing lightness on the right.

Dark Grey

C80 M70 Y60 K30
Pantone 432c
Web #3e454d

Graphic Elements

Icons

Icons can be used in print and web materials to call out featured content. They should maintain a consistent size through out the entirety of the piece. Equal spacing with no crowding, keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, or lessen the image of the mark. They must appear in this exact order for consistent messaging.

Key Feature Icons

1.  100% PRE-DELIVERY INSPECTION
2.  3 YEAR STRUCTURAL WARRANTY
3.  Dutchmen PARTS & SERVICE



Organic Edges

Can be used to add an organic edge to an image, field of color or website container. These should always be blue.



Background

Can be used in print and web materials. Opacity 8%



Typography

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890

Headline

Arvo / Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Sub Headline

Arvo / Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Bodycopy

Source Sans Pro / Regular

Approved Language

- When referring to our company both in written and verbal form, we are Dutchmen RV.
- When referring to a specific Dutchmen RV brand, the brand should come after “Dutchmen”
For example, the Dutchmen Aspen Trail.
- When referring to a specific Dutchmen RV floorplan or trailer, the brand should come after
“Dutchmen,” followed by the floorplan/model. For Example, the Dutchmen Aspen Trail
2850 BHS.



Dutchmen Tagline:

THE SOUL OF RVING



RVing is about feeling boundless excitement as you reach your next destination. Whether you're boondocking off-the-grid or hooked up at a campsite, each new day unfolds and limitless adventure awaits. Rving is about immersing yourself in laughter and storytelling with family and friends around the campfire. Making memories you won't soon forget. This is Dutchmen. This is the soul of RVing.

Moments

Web & Print Body Copy

Some surround themselves in the quiet wilderness. Other, the crashing waves at the oceanside. Yet, others relish in the ever active resort life. So, why do we do it? Well, it's different for everyone. For some, it's to remember the world around us. For others its another chance to bond. But for most, it's the feeling you get when you're away from it all. This is the Soul of RVing.

Print Headline - Alfa Slab One

Soul of RVing

Print Headline - Alfa Slab One
Uppercase

SOUL OF RVING

Web Headline - Helvetica Neue Bold

Soul of RVing

Web Headline - Helvetica Neue Bold
Upper Case

SOUL OF RVING

Our Brands

Travel Trailers

Aspen Trail
Astoria
Coleman Lantern
Coleman Light
Eddie Bauer
Kodiak

Fifth Wheels

Yukon

Toy Haulers

Voltage

03





Dutchmen Aspen Trail

Travel Trailer

Dutchmen Aspen Trail has the most dynamic range of floorplan options to fit any camping style. With more standard features than its competitors and a focus on quality, value, and design, Dutchmen Aspen Trail delivers the best RV in its class. Whether your trail leads across this great country or simply a staycation, the Dutchmen Aspen Trail is your base camp.

Dutchmen Aspen Trail offers the most dynamic range of floorplan options to accommodate any camping style, seamless integration of design elements that expertly balance comfort, timeless design, and performance.



ASPEN TRAIL



Dutchmen Astoria

Travel Trailer

Dutchmen Astoria fifth wheels and travel trailers deliver highly visible, value-driven standard features. The inclusions and design are timeless, yet forward trending to address your desire for comfort and style.

Dutchmen Astoria is your retreat encompassing amenities for the upmost comfort.

The road to your destination isn't always easy that's why the Dutchmen Astoria offers amenities to make traveling uncomplicated.



ASTORIA



Dutchmen Coleman Lantern

Travel Trailer

Dutchmen Coleman Lantern travel trailers feature the first name in camping to help you get away from it all. Spacious floorplans and a long list of amenities will have you by the campfire before you know it.

Dutchmen Coleman Lantern branded floorplans are loaded with added value and innovative features yet light on weight.

Features are tailored for outdoor durability and function, designed for the perfect camping experience.





Dutchmen Coleman Light Travel Trailer

Whether you're wanting to enjoy the great outdoors or looking to create camping traditions of your own, the Dutchmen Coleman Light series is ready to usher you outside. This value-oriented Dutchmen Coleman lineup doesn't skimp on amenities or quality, which means you can continue to create camping traditions for years to come.

Dutchmen Coleman Light travel trailers are light enough to tow with an SUV, but don't skimp on standard features.

These trailers are still lightweight but with more floorplan options, designed with durability in mind for smaller tow vehicles.



Dutchmen Eddie Bauer

Travel Trailer

Eddie Bauer coming soon!



Eddie Bauer



Dutchmen Kodiak

Travel Trailer

The Dutchmen Kodiak is the leader in lightweight technology with its aluminum super-structure design so you can be comfortable wherever you roam. With units light enough to be towed by most SUV's, minivans, crossovers, and light trucks, we're sure to have the model that best fits your camping needs.

The Dutchmen Kodiak is feature rich in amenities with modern design touches.





Dutchmen Yukon

Fifth Wheel

The Dutchmen Yukon is luxury residential living in a fifth wheel, offering eight feet tall ceilings and beautiful modern amenities like residential kitchen appliances, a spa bathroom, and washer/dryer hookups. Designed for living, Dutchmen Yukon is your home away from home.

The Dutchmen Yukon luxury fifth wheel is designed for those looking for a residential feel when they travel.

With residential kitchen appliances, spa bathroom, custom wardrobe, washer/dryer hook ups, and a massive amount of storage— the Dutchmen Yukon will renew your spirit.





Dutchmen Voltage

Toy Hauler

The Dutchmen Voltage lineup offers more luxury, more durability, and more standard amenities than you ever imagined possible in a luxury toy hauler. From the exclusive Polar Breeze A/C system to the Zero-G ramp door, luxurious living areas, and master bedrooms with king-size beds, the Dutchmen Voltage checks every box you demand in a toy hauler.

The Dutchmen RV Voltage fuels your passion for the outdoors yet provides luxury comforts without missing a single detail.





Brand Anthem

For 35 years, Dutchmen has been driven by—and has built a reputation upon—two fundamental ideas: Innovation and Value. Since the beginning, we've sought to think and design outside of the box, to break the mold, to innovate. And all the while, offering more features, more options, and more amenities for the money than nearly all of our competitors.

Purchasing a Dutchmen has one goal in mind—to connect. And if innovation helps make the RV easier to use and plenty of amenities make the experience more enjoyable, then time spent connecting with family will be even better.

Legendary innovation and trailblazing value. It's the DNA of our brand. And it's why Dutchmen will continue to be the name camping families trust for years to come.

**LEGENDARY INNOVATION.
TRAILBLAZING VALUE.**



Dutchmen Difference

We've stood the test of times, since 1988 Dutchmen has maintain market leadership. Dutchmen is one of the oldest RV manufactureres in the industry. We've been helping families travel, explore, connect, and experience freedom si. Generation of families have enjoyed making memories in a Dutchmen.

At Dutchmen we have the right process, the right product and the right people.

Easier Shopping- With our newly designed website choosing and finding the product is made easier with our Shopping Tools, detailed floorplans, specifications, and 360 degree videos. Still have questions? You can send us an email and one of our Dutchmen team members will quickly respond to help.

Innovative - it's in our tag line so it must be true! Several of the Dutchmen brands have won awards year after year for their innovative floor plans and features.

Customer Service - our dedicated Customer Service team members are here to help you, their vast product knowledge will exceed your expectations.

Peace of Mind - we have the industry's best RV warranty, 100% pre-delivery inspection, and are the leader in parts and service.





Dutchmen[®]
Legendary Innovation. Trailblazing Value.