



**BRAND STYLE GUIDE 2024**





## 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.



A man and a woman are hiking away from the camera on a dirt path through a dense, sun-dappled forest. The woman, on the left, is wearing a dark blue tank top, black shorts, and a blue and grey Dutchmen backpack. The man, on the right, is wearing a maroon t-shirt and light-colored shorts. The forest is lush with green foliage, and sunlight filters through the trees, creating a bright and natural atmosphere.

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.

# 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.



# 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

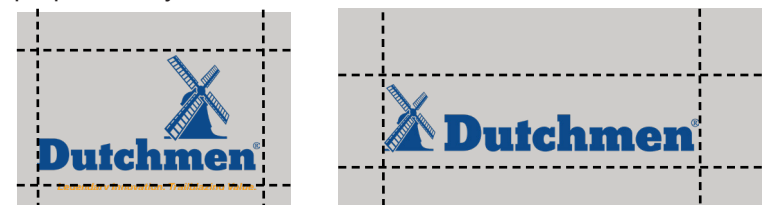


- A. Full Logo Vertical - This is the primary logo and should be used when possible.
- B. Full Logo Horizontal - Used in strong horizontal spaces.

# 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.



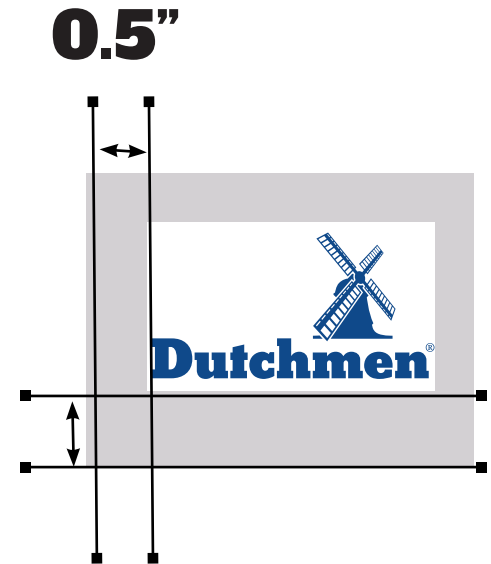
# Size

Minimum height of logo.



# Isolation

0.625"

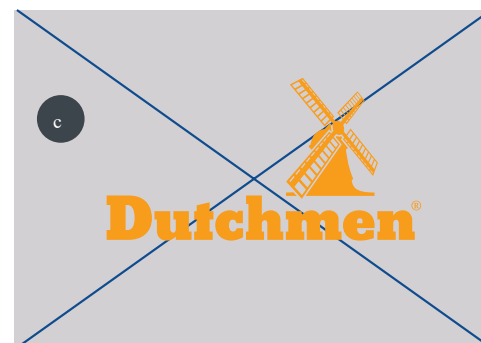
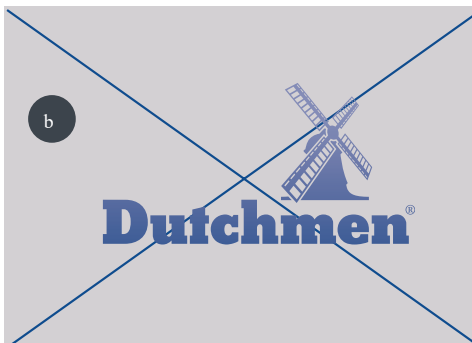
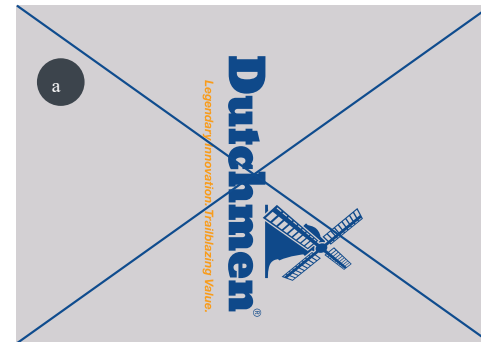


# Errors

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



# 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  
Our Lasting Commitment To Quality
2.  INDUSTRY'S BEST  
3 YEAR STRUCTURAL WARRANTY  
Dutchmen
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.



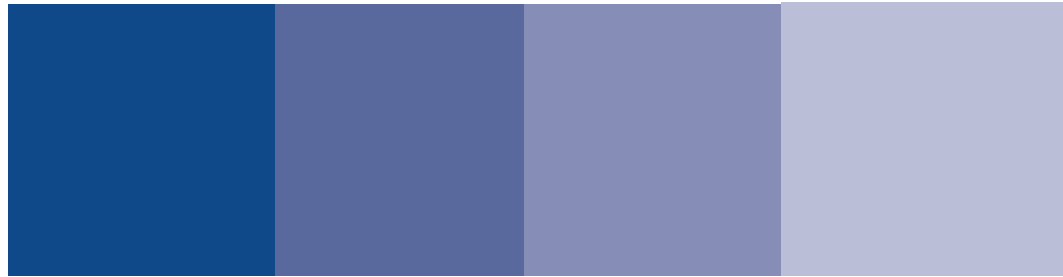
## Background

Can be used in print and web materials. Opacity 8% (See page 1 for example)





# Palette



C100 M80 Y15 K5 / Pantone 2728c / Web #0047bb /



C00 M00 Y00 K00 / Pantone 130c / Web #f2a900 /



C80 M70 Y60 K30 / Pantone 432c / Web #3e454d /

# Typography

## Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890**

## Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

## Alfa Slab One

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890**

## Helvetica Neue Bold

Appropriate for web and print designs.  
Use for Bold, Headlines, Sub Header  
(h2)

## Helvetica Neue Roman

Appropriate for web and print designs.  
Use for subheaders and reversed copy  
(h3, h4, h5, h6)

## Helvetica Neue Thin

Appropriate for web and print designs.  
Use for body copy. Tracking 25

## Alfa Slab One

**Appropriate for web and print  
designs.**

**Use for Bold and Main Header  
(h1)**

# 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**



**Dutchmen**<sup>®</sup>

*Legendary Innovation. Trailblazing Value.*