



# 2022 PUBLISHED BRAND GUIDELINES

# **Elevating the Morgan Olson brand above and beyond in 2022**

This interactive PDF contains Morgan Olson trademarked logos.

Please follow these guidelines when using our MORGAN OLSON logo.  
You'll find helpful download links within this PDF.  
Simply find the file format you desire and begin downloading.

If you have any questions, please contact the Morgan Olson marketing department at [marketing@morganolson.com](mailto:marketing@morganolson.com).

Thank you for your Business!

Morgan Olson Marketing

## APPROVED LOGO

This is the approved Morgan Olson logo. You can click on one of the download links below the logo to download the format you need, or click the All Formats button to download all formatted files.



### DOWNLOAD LINKS



## LOGO PADDING

Maintain an area of padding equal to half the height of the logo on all four sides that is free of other elements. This helps our logo appear clean and uncluttered. If the Morgan Olson logo is to be used in conjunction with the brand slogan, HOME OF THE WALK-IN STEPVAN or ALWAYS DELIVERING, refer to the Logo / Tagline Pairing section on page 2 of this document for proper usage.



## LOGO / TAGLINE PAIRING

The approved brand taglines for Morgan Olson HOME OF THE WALK-IN STEPVAN and ALWAYS DELIVERING. The brand tagline can be used as a stand-alone statement, or it can be paired with the Morgan Olson logo in the following formats.

Version 1 is intended for walk-in step van subject matter, and Version 2 is for subjects not related to walk-in step vans.



VERSION 1

VERSION 2

### DOWNLOAD LINKS - VERSION 1



### DOWNLOAD LINKS - VERSION 2



## ALTERNATE LOGOS

Below are the alternative black, white, and grayscale Morgan Olson logos. Only use these logos when necessary. The primary color logo is preferred and should be used whenever possible.



Black

White

Gray

### DOWNLOAD LINKS



# PROHIBITED LOGO USES

No modifications should be made to the approved Morgan Olson logo.



Do not change the color of the logo.



Do not distort the logo vertically or horizontally.



Do not rotate the logo.



Do not skew or slant the logo.



Do not add any elements to the logo.



Do not change the typeface of the logo wordmark.



Do not remove the registered trademark



# BRAND COLORS

The approved brand colors for Morgan Olson are listed below. The Pantone colors should be used whenever possible. For all other uses, choose the appropriate CMYK, RGB, or HEX color.

## PRIMARY



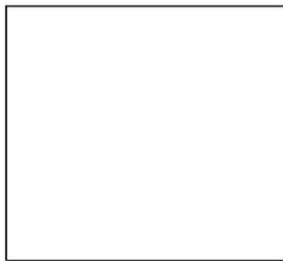
Pantone 2748

C	M	Y	K
100	92	0	10

R	G	B
33	54	139

HEX
#21368b

## BASE



White

C	M	Y	K
0	0	0	0

R	G	B
255	255	255

HEX
#ffffff

## ACCENT & CTA



Pantone 187

C	M	Y	K
22	100	86	14

R	G	B
172	26	47

HEX
#ac1a2f

# Our BOILERPLATE statement

A boilerplate describes a company in its simplest terms.

## **MORGAN OLSON LLC**

Morgan Olson is the leading walk-in step van body manufacturer in North America, producing over 15,000 vehicles annually. Almost everything ordered online is delivered by a Morgan Olson Walk-In Stepvan. Other vital industries served by Morgan Olson include all major parcel package delivery companies, laundry services, baking and snack foods, service & utility vehicles, and the ever-growing mobile cuisine food trucks.

For more information about Morgan Olson walk-in step vans, visit [www.morganolson.com](http://www.morganolson.com) or email [info@morganolson.com](mailto:info@morganolson.com). To see how Morgan Olson Walk-In Step Vans pay for themselves, see the video here <https://vimeo.com/548421951>



Products as shown may include optional equipment that is not part of the standard Morgan Olson body configuration. Some product images may differ from current configurations and may not be available as depicted at the time of your order.

NOTE: All dimensions, weights, and measurements specified herein are subject to Morgan Olson's manufacturing tolerances, may change without notice, and may vary depending on options selected. Please contact a Morgan Olson Sales Representative for available options, complete up-to-date specifications and for measurements for your particular truck body and chassis specifications. © Morgan Olson 2022