WALKER

Visual Identity
Guidelines

Introduction

This guideline provides a single, uniform Walker brand and the proper presentation and usage for it. The consistent use of a single logo, badge, and tag line will clearly define the Walker experience.

The Walker brand is a valuable business asset and a key communication tool. Consistent brand management will promote stability, product advancement, and the unmatched customer experience of working with Walker. We are confident that these efforts will have a significant impact on the impression of Walker in the crowded commercial mower market.

The brand guidelines in this book identify visual expressions of our brand and the guidelines for their use. Co-op funds are offered for promotions, placements or signage that accurately follow Walker guidelines. Assets are available for download at walker.com and at walkerdealer.com. For questions regarding Walker branding guidelines, please contact Walker at marketing@walker.com.

Table of Contents

Main Logo - Full Color

Logos shown on the following pages are the only approved graphic representation of the Walker name. They must not be modified or altered.

The main Walker logo is made up by using a combination of the logotype (the word "WALKER") and the Walker badge. The logotype has been created using a hand drawn block font. The badge has been designed to not only identify Walker, but to also show uniformity, detail and stability.

A white stroke exists around the entire main logo to allow the brand to stand out on dark backgrounds.

All Walker logo files can be downloaded at walkerdealer.com.

Main Logo on a Light Background

Main Logo on a Dark Background

Main Logo in Single Color

Main Logo Reversed

Main Logo - Single Color

Single color and Reversed
The main Walker logo is available in single color and reversed for black and white publications.

Colors other than black and white can be used with these logos for embroidery and screen printing so long as the logos are shown in a single color that provides a strong contrast to the background. These logos can not be used with multiple colors, gradients, or shown with low contrast to the background.

All Walker logo files can be downloaded at walkerdealer.com.

Logo with Tag Line
- Full Color

Walker's tag line is an optional addition to the logo. When printed in conjunction with the Walker logo, the tag line is sized 60% of the size of the logo. The official logo with tag line should be used to ensure proper size relationship.

This logo should only be used when the tag line can be clearly read. Otherwise, the main logo will need to be used.

When printed on a dark background, the white Fast, Easy, Beautiful graphic should be used.

For use of the tag line separate from the Walker logo see page 10.

All Walker logo files can be downloaded at walkerdealer.com.

Logo with Tag Line on a Light Background

Logo with Tag line on a Dark Background

Logo with Tag Line in Single Color

WALKER
Fast, Easy, Beautiful Mowing

Logo with Tag Line Reversed

WALKER
Fast, Easy, Beautiful Mowing

Logo with Tag Line
- Single Color

Single color and Reversed
The logo with tag line is available in single color and reversed for black and white publications, screen printing, and embroidery.

Colors other than black and white can be used with these logos for embroidery and screen printing so long as the logos are shown in a single color that provides a strong contrast to the background. These logos can not be used with multiple colors, gradients, or shown with low contrast to the background.

All Walker logo files can be downloaded at walkerdealer.com.

Vertical Logo - Full Color

The vertical logo is an alternative to the main logo, to be used only if it more appropriately fits in the space than the main logo.

As with the main logo, the vertical logo must not be modified or altered. Guidelines for Proportion and Clear Space can be found on page 16.

The vertical logo is made up by using a combination of the logotype (the word "WALKER") and the Walker badge. The logotype has been created using a hand drawn block font. The badge has been designed to not only identify Walker, but to also show uniformity, detail and stability.

A white stroke exists around the entire main logo to allow the brand to stand off dark backgrounds.

All Walker logo files can be downloaded at walkerdealer.com.

Vertical Logo on a Light Background

Vertical Logo on a Dark Background

Vertical Logo - Full Color
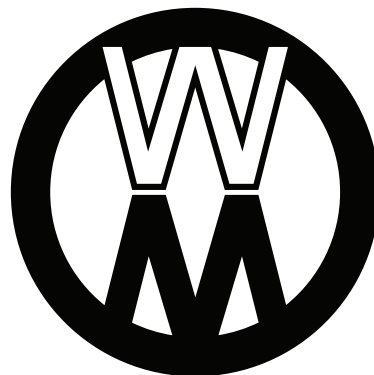Shown here on a dark background.

Vertical Logo - Single Color

Single color and Reversed
The vertical logo is available in single color and reversed for black and white publications, screen printing, and embroidery. Use of the single color and reversed vertical logo must follow the same guidelines as the full color vertical logo.

Colors other than black and white can be used with these logos for embroidery and screen printing so long as the logos are shown in a single color that provides a strong contrast to the background. These logos can not be used with multiple colors, gradients, or shown with low contrast to the background.

All Walker logo files can be downloaded at walkerdealer.com.

Vertical Logo Reversed

Vertical Logo - Full Color
Shown here in white on a dark background.

Tag Line - Full Color

The Walker tag line declares the distinctiveness of the company and product bearing its name.

The tag line may stand by itself on promotional materials provided if:

1) The logo with tag line can not be used.

2) The main or vertical Walker logo is also somewhere on the promotional material.

3) The tag line is never printed taller than the "Walker" logo type of the Walker logo presented on the same material.

4) The tag line is printed in a single color: black, Walker Gray (see page 18), white, or Walker Yellow (see page 18)*.

5) The tag line is printed with a strong contrast to the background it is on.

6) The tag line graphic is printed in proportion, as provided with no artistic effects applied.

All Walker logo files can be downloaded at walkerdealer.com.

*The tag line can be shown in additional colors for embroidery and screen printing so long as the tag line is shown in a single color that provides a strong contrast to the background. The tag line can not be shown with multiple colors, gradients, or shown with low contrast to the background.

Gray Tag Line on a Light Background

Fast, Easy, Beautiful Mowing

Tag line on a Dark Background

Fast, Easy, Beautiful Mowing

Tag Line in Single Color

Fast, Easy, Beautiful Mowing

Tag Line Reversed

Fast, Easy, Beautiful Mowing

Tag Line - Single Color

Single Color and Reversed
The tag line is available in single color and reversed for black and white publications, screen printing, and embroidery. Use of the single color and reversed tag line must follow the same guidelines as the full color tag line.

Colors other than black and white can be used with these logos for embroidery and screen printing so long as the logos are shown in a single color that provides a strong contrast to the background. These logos can not be used with multiple colors, gradients, or shown with low contrast to the background.

All Walker logo files can be downloaded at walkerdealer.com.

Badge - Full Color

The badge may stand by itself providing it is not positioned near text or other logos that may be confusing to Walker brand identity.

Single color and Reversed
The badge is available in single color and reversed for black and white publications, screen printing, and embroidery.

Colors other than black and white can be used with the reverse and single color badge in embroidery and screen printing so long as the badge is shown in a single color that provides a strong contrast to the background. The reverse and single color badge can not be used with multiple colors, gradients, or shown with low contrast to the background.

The Walker badge files can be downloaded at walkerdealer.com.

Badge on a Light Background

Badge on a Dark Background

Badge in Single Color

Badge Reversed

Badge - Single Color

Single color and Reversed
The badge is available in single color and reversed for black and white publications, screen printing, and embroidery. Use of the single color and reversed badge must follow the same guidelines as the full color badge.

Colors other than black and white can be used with these logos for embroidery and screen printing so long as the logos are shown in a single color that provides a strong contrast to the background. These logos can not be used with multiple colors, gradients, or shown with low contrast to the background.

All Walker logo files can be downloaded at walkerdealer.com.

walker.com - Full Color

Walker's corporate website is one of our most powerful marketing tools. To help promote usage of the website, and for consistency, we encourage use of the walker.com graphic in marketing materials.

When used it needs to meet the following requirements:

1) It is never printed larger than the Walker logo.

2) It is printed in a single color: black, Walker Gray (see page 18), white, or Walker Yellow (see page 18)*.

3) It is printed in proportion as provided with no artistic effects applied.

*The walker.com graphic can be shown in additional colors for embroidery and screen printing so long as it is shown in a single color that provides a strong contrast to the background. The walker.com graphic can not be shown with multiple colors, gradients, or shown with low contrast to the background.

The walker.com files can be downloaded at walkerdealer.com.

Gray walker.com on a Light Background

walker.com

walker.com on a Dark Background

walker.com

walker.com in Single Color

walker.com

walker.com Reversed

walker.com

Single color and Reversed
The walker.com graphic is available in single color and reversed for black and white publications, screen printing, and embroidery. Use of the single color and reversed walker.com graphic must follow the same guidelines as the full color walker.com graphic.

Colors other than black and white can be used with these logos for embroidery and screen printing so long as the logos are shown in a single color that provides a strong contrast to the background. These logos can not be used with multiple colors, gradients, or shown with low contrast to the background.

All Walker logo files can be downloaded at walkerdealer.com.

Proportion and Clear Space

Proportion

The width to height measurements of the logo have a 4:1 (W:H) scale and should be precisely kept while using the logo.
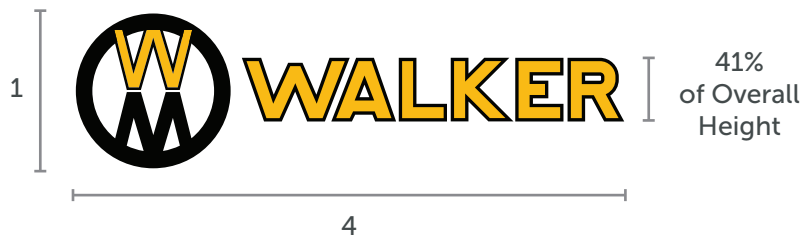
The relative position and size of the WALKER in relation to the badge has been predesignated in height and width. When used in correct proportion, the height of the word WALKER is 41% of the overall height of the badge. The proportions should not be altered in any way.
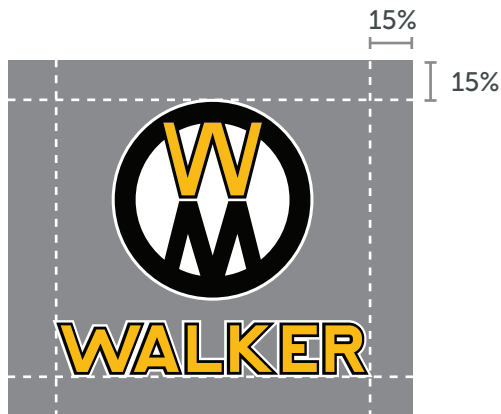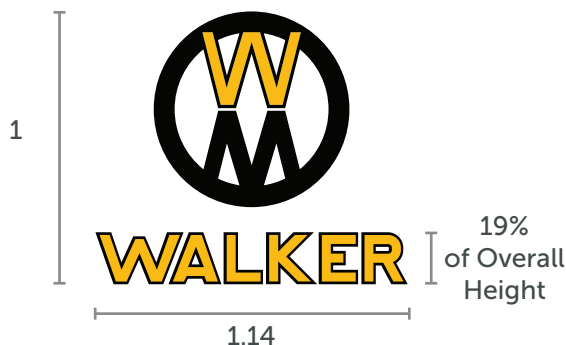
Clear Space

A clear space measurement of 15% from the edge of all Walker logos is required. Text or other logos should not be used within the clear space range except the Walker Tag line as shown in this guide. A clear space box can be determined by multiplying the overall logo dimension by 1.30 and matching horizontal and vertical center with the logo.

Extreme care should be given any time the Walker brand is co-branded in an advertising space with other product.

Scale and proportion requirements apply to all variations of the Walker logo.

1

4

41% of Overall Height

15%   15%

15%

15%

Proportion and Clear Space

Proportion
The width to height measurements of the logo have a 1.14:1 (W:H) scale and should be precisely kept while using the logo.

The relative position and size of the WALKER in relation to the badge has been predesignated in height and width. When used in correct proportion, the height of the word WALKER is 19% of the overall height of the full logo. The proportions should not be altered in any way.

Clear Space
A clear space measurement of 15% from the edge of all Walker logos is required. Text or other logos should not be used within the clear space range except the Walker Tag line as shown in this guide. A clear space box can be determined by multiplying the overall logo dimension by 1.30 and matching horizontal and vertical center with the logo.

Extreme care should be given any time the Walker brand is co-branded in an advertising space with other product.

Scale and proportion requirements apply to all variations of the Walker logo.

Color Palette

Consistency of color provides a strong visual link to Walker's brand identity across a wide range of applications. The values provided here should be matched to ensure the colors are always produced accurately.

To ensure consistent representation of our brand identity, always use high-quality vendors and reproduction methods.

Primary Walker Colors
Colors definitive of Walker corporate identity. Preferred use in printed and digital materials.

Secondary Walker Colors
Colors associated with Walker corporate identity. Alternate colors acceptable for use in printed and digital materials. Walker Dark Yellow is to be used only on yellow text headers on a white background.

Supportive Walker Colors
Colors to be used sparingly. Walker Blue, Walker Green, and Walker Red are typically used to identify Sales, Marketing, and Technical Walker departments, or singular points of interest. Walker Pale Yellow can be used as a background color.

Other Colors
Other colors can be used in larger promotional materials such as catalogs.

Primary Walker Colors

Walker Yellow	Walker Gray	White	Black
PMS 123 C	**PMS** 7540 C	**PMS** White	**PMS** Black C
RGB 250, 187, 20	**RGB** 68, 74, 76	**RGB** 255, 255, 255	**RGB** 100, 100, 100
CMYK 0, 28, 100, 0	**CMYK** 79, 69, 67, 25	**CMYK** 0, 0, 0, 0	**CMYK** 0, 0, 0, 100
HEX # fabb14	**HEX #** 444a4c	**HEX #** FFFFFF	**HEX #** 444A4C

Secondary Walker Colors

Walker Light Yellow	Walker Dark Yellow	Walker Light Gray	Walker Dark Gray
PMS 1205 C	**PMS** 7409 C	**PMS** Cool Gray 8 C	**PMS** 426 C
RGB 253, 222, 141	**RGB** 237, 173, 31	**RGB** 137, 139, 142	**RGB** 42, 45, 47
CMYK 1, 11, 53, 0	**CMYK** 6, 34, 100, 0	**CMYK** 49, 40, 38, 3	**CMYK** 40, 30, 30, 85
HEX # fdde8d	**HEX #** edad1f	**HEX #** 898b8e	**HEX #** 2a2d2f

Supportive Walker Colors
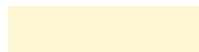
Walker Blue	Walker Green	Walker Red	Walker Pale Yellow
PMS 7689 C	**PMS** 575 C	**PMS** 7419 C	**PMS** 7499 C
RGB 35, 135, 195	**RGB** 117, 142, 78	**RGB** 193, 87, 94	**RGB** 255, 243, 209
CMYK 79, 36, 2, 1	**CMYK** 50, 20, 80, 20	**CMYK** 25, 80, 60, 0	**CMYK** 0, 3, 20, 0
HEX # 2387c3	**HEX #** 758e4e	**HEX #** c1575e	**HEX #** fff3d1

Museo Slab

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Museo Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Typography

Typography is an important element in displaying a unified identity. Type should not be stretched, skewed, or distorted.

Print
On printed materials, we use the font family Museo Slab and Museo Sans. Museo Slab is recommended for headers and Museo Sans is recommended for subheads and body copy with the use of appropriate weights.

Digital
On digital materials we encourage the use of Museo Slab and Museo Sans. If this is not possible, the default system fonts of Arial or Helvetica should be used.

Logo Misuse

To ensure consistency of the brand identity, only current Walker logos must be used. All previous, retired Walker logos are inappropriate for use.

Also, the logo must not be modified in any way, except as explained in this guide. Shown are a few common examples of logo misuse.

Examples of Retired Walker Logos
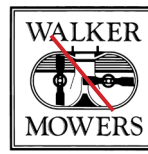
Examples of Common Logo Misuses

Examples of Common Photo Misuses

Flipped

Stretched or Skewed

Low Quality

Outdated Equipment

Color Distortion

Unauthorized Additions

Photo Usage

Effective and impactful photography is a critical element of the Walker brand.

Field images as well as cut out images of the product are provided by Walker, and can be obtained at walker.com. Simply navigate to the appropriate Tractor page, then scroll down to the Gallery section. Click on the image you would like to download, then in the new window, choose the appropriate download size.

Additional photos are available by email request to marketing@walker.com.

Images provided by Walker should never be flipped, stretched, or altered.

Images should always be high quality, 300 DPI for print and 72 DPI for digital.

All images must show up-to-date products.

Shown are a few common examples of photo misuse.

WALKER

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