

P R E M I E R T R U C K R E N T A L

# BRAND GUIDELINES



W E R E N T T R U C K S A N D T R A I L E R S

ALL-TERRAIN | PICKUP TRUCKS | DUMP TRUCKS | FLATBEDS | SERVICE BODIES | MECHANIC CRANE TRUCKS | UTILITY AND EQUIPMENT TRAILERS

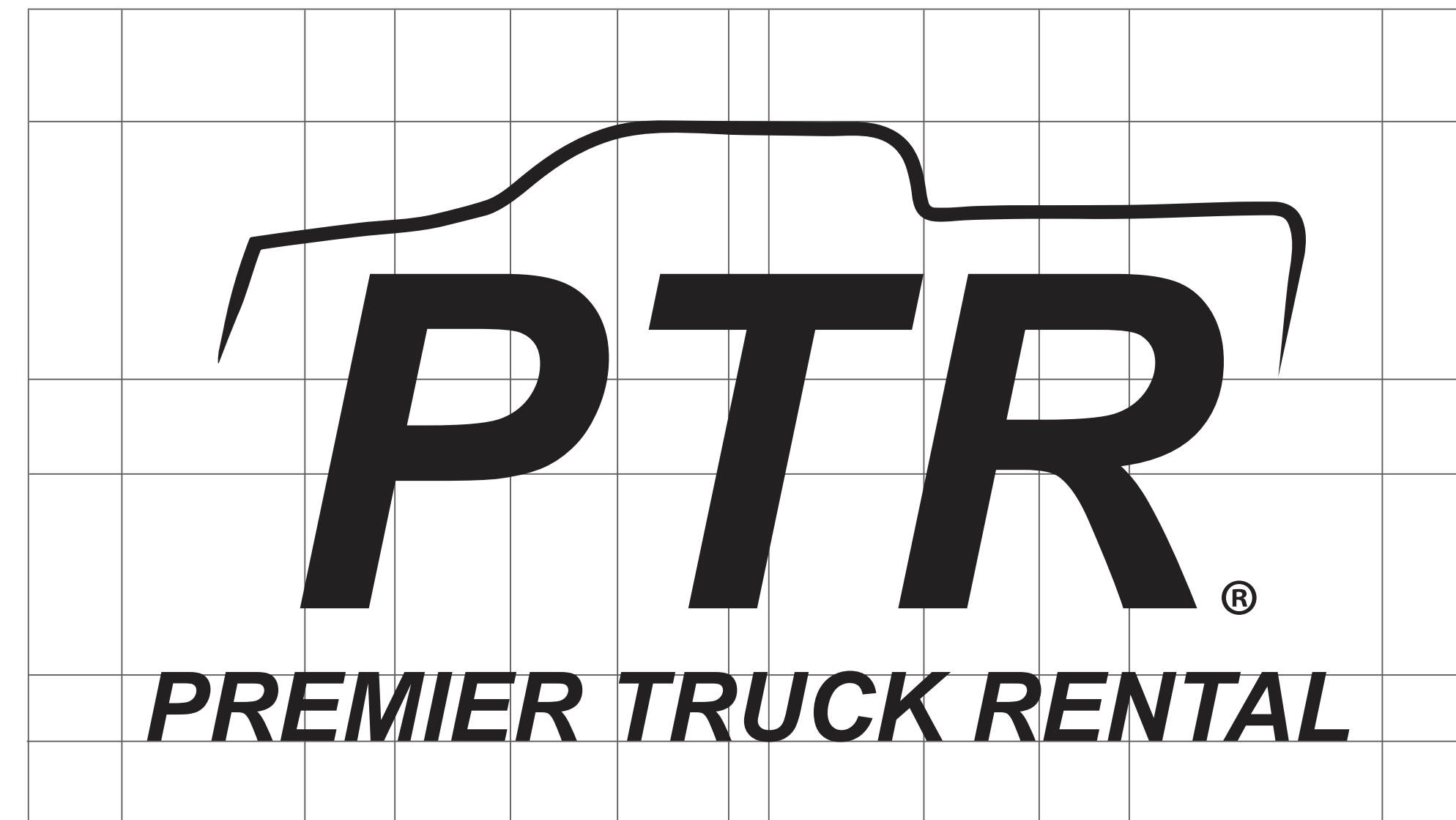
# PRIMARY LOGO

## Usage

This logo is to be used in application to gain brand awareness. Customer facing applications such as, events, shows, collateral, and advertsing where viewers will need more context about PTR.

## Construction

Primary Logo consist of a large, bold abbreviation of Premier Truck Rental (PTR) with an outline of a truck above. In addition, the full name "PREMIER TRUCK RENTAL" spelled out bottom center.



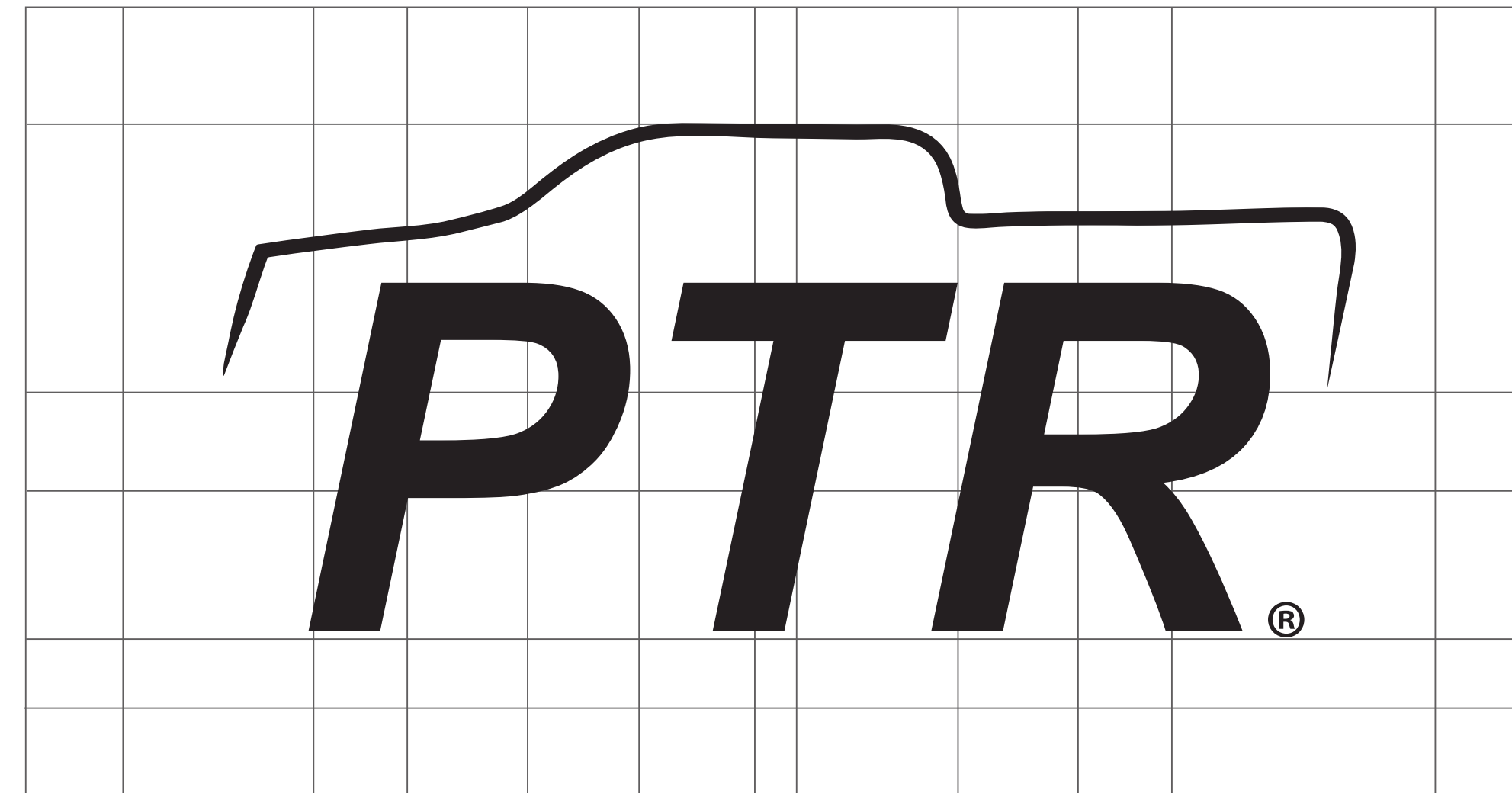
# SECONDARY LOGO

## Usage

This logo is to be used in application to where brand is recognizable. Customer facing applications such as, events, shows, collateral and to push a call to action.

## Construction

Secondary Logo consist of a large, bold abbreviation of Premier Truck Rental (PTR) with an outline of a truck above.



# SPACE LOGO

## Clear Boundaries

When applying the logo in practice please leave approximately 30% visual space around parameter.



# LOGO

## VERSIONS IN COLOR

Approved usage of color: Black, Gray, &  
White

Logo is not to be applied in orange or  
any other secondary color.



# WATERMARK

## OVERLAYS

When applied over a solid dark background, use 40%-60% opacity.

When applied over a solid light background, use 25%-40% opacity.

When applied over a dark photograph, please use an overlay 50-75% opacity and #ffffff logo at 100%

When applied over a light photograph, please use an overlay 50-75% opacity and #000000 logo at 100%



# FULL SPECTRUM

UNITING COLOR  
WITH BRAND

TRUE BLACK

RGB: 0 0 0  
CMYK: 100 100 100 100  
HEX: 000000  
PANTONE:

PTR ORANGE

RGB: EF6928  
CMYK: 1 73 96 0  
HSB: 18 83 93  
PANTONE:

MOSTLY WHITE

RGB: EBEBEB  
CMYK: 0 0 0 8  
HSB: 18 0 92  
PANTONE:

GRAPHITE

RGB: 232323  
CMYK: 71 65 64 72  
HSB: 16 0 13  
PANTONE:

PTR RED

RGB: 601D14  
CMYK: 33 96 99 50  
HSB: 7 78 37  
PANTONE:

# PRIMARY TEXTURES

## VERSIONS IN COLOR

Textures that represent common tones  
are acceptable.

INDUSTRIAL  
GRIT  
STRONG  
HALF TONES  
ENERGY



CEMENT

HALFTONE

ASPHALT



# TYPEFACE

Roboto Bold

Aa

abcdefghijklmnopqurstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
+880123456789  
@#%&\*+!

Font

**Roboto**

Style

AaBbCcDdEeFfGgHgliJjKkMmNn  
1234567890 @#\$%&\*?

Roboto Regular

Aa

abcdefghijklmnopqurstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
+880123456789  
@#%&\*+!

Paragraph

Logo Clear Dem Am good that Secturit Qui Do-  
lores Que Design sit Be Excepudae Con Rem-  
quid lorem Itatin Remporeius It's this Dolup-  
tatiis dollor Design.

# ROBOT TYPEFACE WEIGHTS

**Bold**

Roboto  
Bold

Regular

Roboto  
Regular

Light

Roboto  
Light

# BODY COPY

Roboto Regular

Riatet et, volesti que nistiur ioreperio illore volo bea vero dit, odit sintiusa  
ilitis eum faci blab ipsam et anim voluptae non nosa non reprerum  
nimet, ut plit officit, aut voles aut vel molo venduntius vit eostis mod  
minvendi sequi aut ea et elitone veribus eostiur auda conet,

quo occatet acerum faccupitur andi od ullorum rat por sus et pla dolorero  
id mintur, corate corest que est pa plibus, sus lgenis qui iliquo  
doluptates et proinullant

**Aa**

Aa Bb Cc Dd Cc Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

# HEADERS

H1 & H2

HEADERS SHOULD BE IN ALL CAPS

**AaBb**

**Roboto Bold**

# IMPACT HEADERS

H1

HEADERS SHOULD BE IN ALL CAPS

65pt FONT w/ 6.5 STROKE = 10%

AaBb

NO STROKE

AaBb

**Roboto Black**

# HEADERS & DECORATIVE

H1 & H2

To be used on print and compressed digital artwork.

HEADERS SHOULD BE IN ALL CAPS

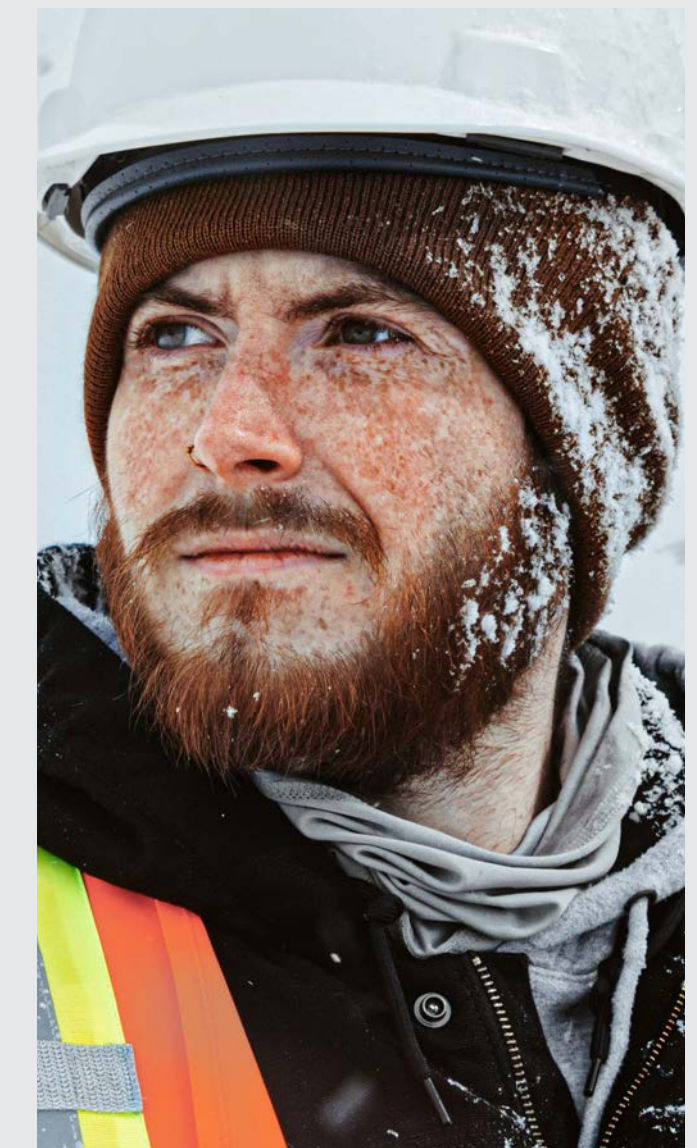
**AaBb**

**Korolev Condensed Bold**

# IMAGERY

## PHOTOGRAPHY & VIDEO STYLE

INDUSTRIAL  
GRIT  
STRONG  
SOLID  
DEPENDABLE  
ENERGY  
SMART





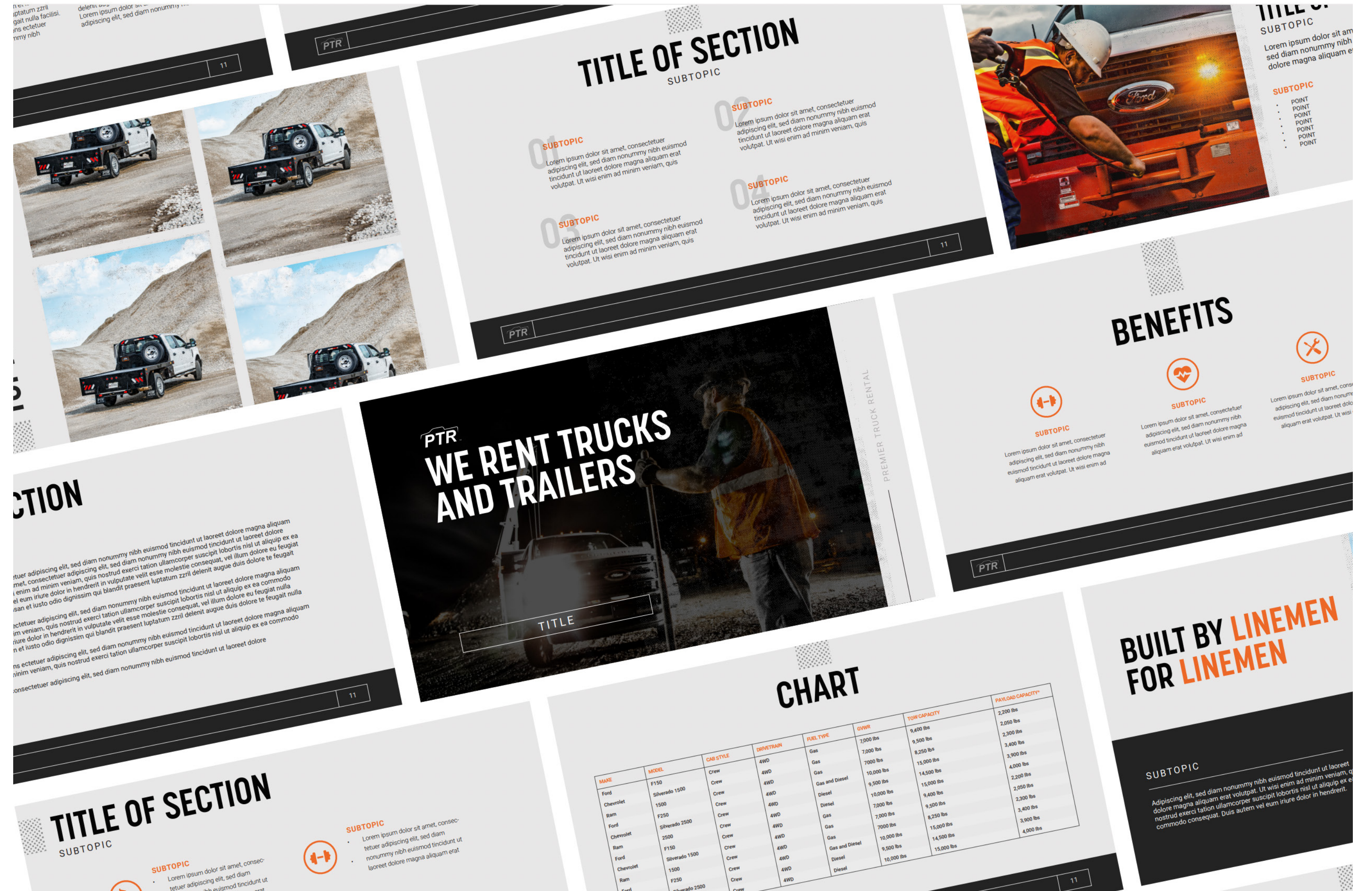
INSPIRATION





INSPIRATION

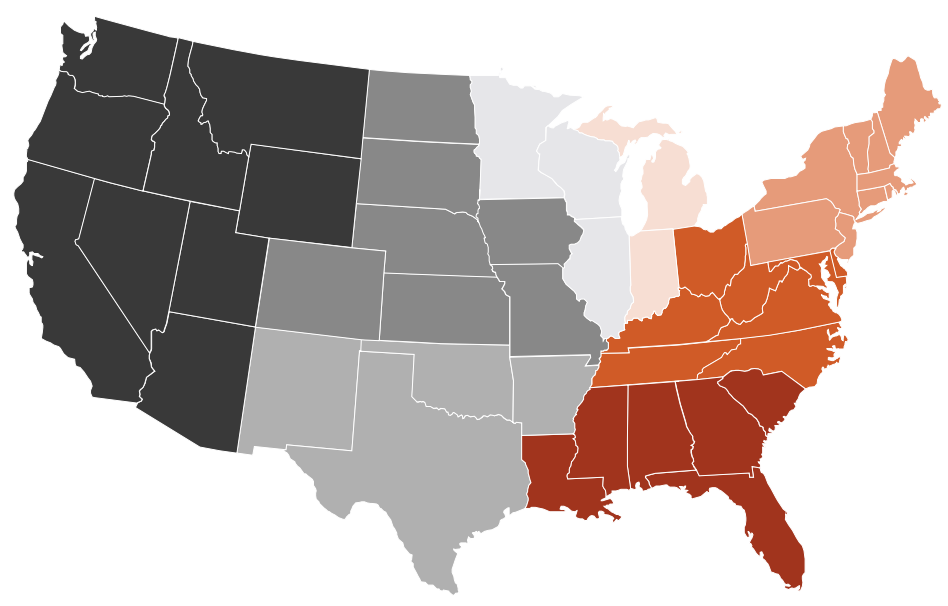
# PRESENTATIONS



MAKE	MODEL	CAB STYLE	DRIVE/TEAM	FUEL TYPE	GVWR	TOW CAPACITY	PAYLOAD CAPACITY
Ford	F150	Crew	4WD	Gas	7,000 lbs	9,400 lbs	2,200 lbs
Ford	Silverado 1500	Crew	4WD	Gas	7,000 lbs	9,500 lbs	2,050 lbs
Chevrolet	1500	Crew	4WD	Gas	7,000 lbs	8,250 lbs	2,300 lbs
Ram	F250	Crew	4WD	Gas	10,000 lbs	15,000 lbs	3,400 lbs
Ford	Silverado 2500	Crew	4WD	Gas	10,000 lbs	14,500 lbs	3,300 lbs
Chevrolet	2500	Crew	4WD	Gas	10,000 lbs	15,000 lbs	4,000 lbs
Ram	F150	Crew	4WD	Gas	7,000 lbs	9,400 lbs	2,200 lbs
Ford	Silverado 1500	Crew	4WD	Gas	7,000 lbs	10,000 lbs	2,050 lbs
Chevrolet	1500	Crew	4WD	Gas and Diesel	9,500 lbs	15,000 lbs	2,300 lbs
Ram	F250	Crew	4WD	Diesel	10,000 lbs	14,500 lbs	3,400 lbs
Ford	Silverado 2500	Crew	4WD	Diesel	10,000 lbs	15,000 lbs	4,000 lbs

# TERRITORY MAPS

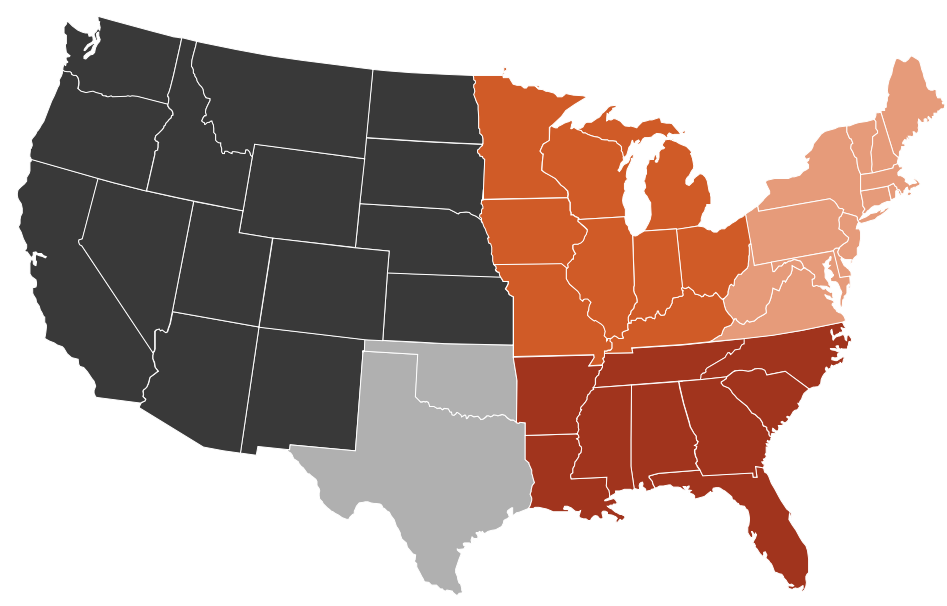
**TERRITORIES BY MANAGER**



Territory Manager-TM	Inside Sales-ISR	Rental Coordinator-RC
<b>Northeast</b> Stephen Taglieri TM Isaac Muter ISR Chastitye Geiger RC	<b>Southeast</b> Scott Adamo TM Madison Bodigon ISR Chastitye Geiger RC	
<b>East Central</b> Dan Nagel TM Shane Trigg ISR Chastitye Geiger RC	<b>South Central</b> Dave Doolin TM Sara Wise ISR Megan Friend RC	
<b>Michiana</b> Brandon Fehn TM Chandler Shady ISR Carrie Brubaker RC	<b>North Central</b> Brandie Cotton VP Carrie Brubaker RC	
<b>Upper Midwest</b> Andy DelaGarza TM Chandler Shady ISR Carrie Brubaker RC	<b>West</b> Shane Trigg ISR Megan Friend RC	

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**FIELD SERVICE MAP**



Manager	Field Service
Jordan Burke C: 260-615-4085	(844) 221-0420
<b>Northeast</b> Sean Patterson C: 260-888-4593	<b>South Central</b> Ben Gatchell C: 260-888-4288
<b>Midwest</b> Ryan Hanen C: 260-228-9382	<b>Service Support Email</b> fieldservice@rentptr.com
<b>Plains / West</b> Doyle Brickey C: 260-460-0202	

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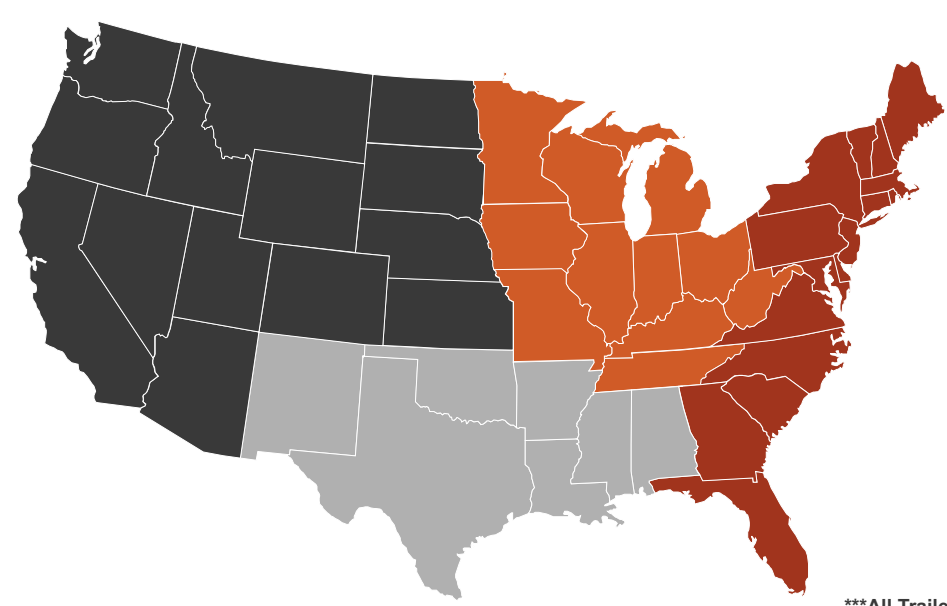
**PREMIER PARTNERS MAP**  
OUTSIDE YARDS



<b>OSY Manager</b> Tanner Johnson C: 260-467-9262
<b>OEM Support</b> Nathan Burke C: 260-820-1654
<b>North Central</b> Mitchell Teusch C: 260-446-4021
<b>South Central</b> Derek Nelson C: 260-442-2040
<b>Southeast</b> Rhett Carpenter C: 260-222-1821

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**LOGISTICS MAP**



<b>East</b> Kim Rafferty C: 260-222-1799
<b>Midwest</b> Traci Niverson C: 260-227-1021
<b>South</b> Dara Raney C: 817-301-5574
<b>West</b> Ryan Eisenhut C: 260-257-9022

\*\*\*All Trailers and Non-Motorized moves will go through Ryan Eisenhut

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# PRINT TREATMENTS

PREMIER TRUCK RENTAL

**THANK YOU  
TOUR**

RENTAL INFO PREMIER  
TRUCK

FORT WORTH, TEXAS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

PTR PTR

# CATALOG



# SPREAD



## ABOUT US

Founded in 2014, Premier Truck Rental (PTR) was started with the vision of providing customized truck and trailer solutions to contractors across the United States.

Run by a father-daughter duo, our organization has grown tremendously over the last 9 years, having over 140+ employees, multiple outside yards across the nation and 2 locations: Fort Wayne, Indiana and Fort Worth, Texas.

## OUR VALUES

**TAKE INITIATIVE** – Be a problem solver, not a problem.

**SHARE THE PROFITS** – We win together and we lose together.

**QUALITY** – What we do, we do well.

**SELF-EMPLOYED MENTALITY** – Take pride in your work and act like you own the place.

**NO GOSSIP** – Be someone you want to work with.

**CUSTOMER FOCUSED** – Work to keep internal and external customers happy.

**FAMILY** – Work hard, but family first.



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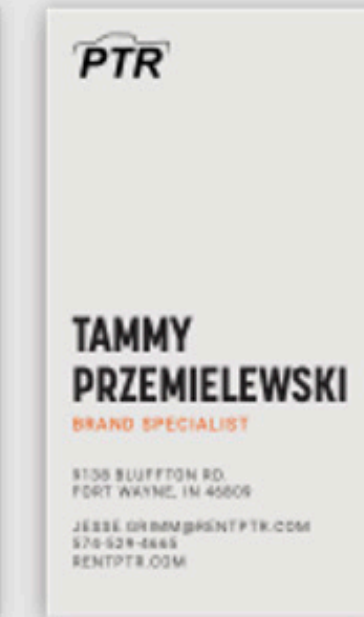
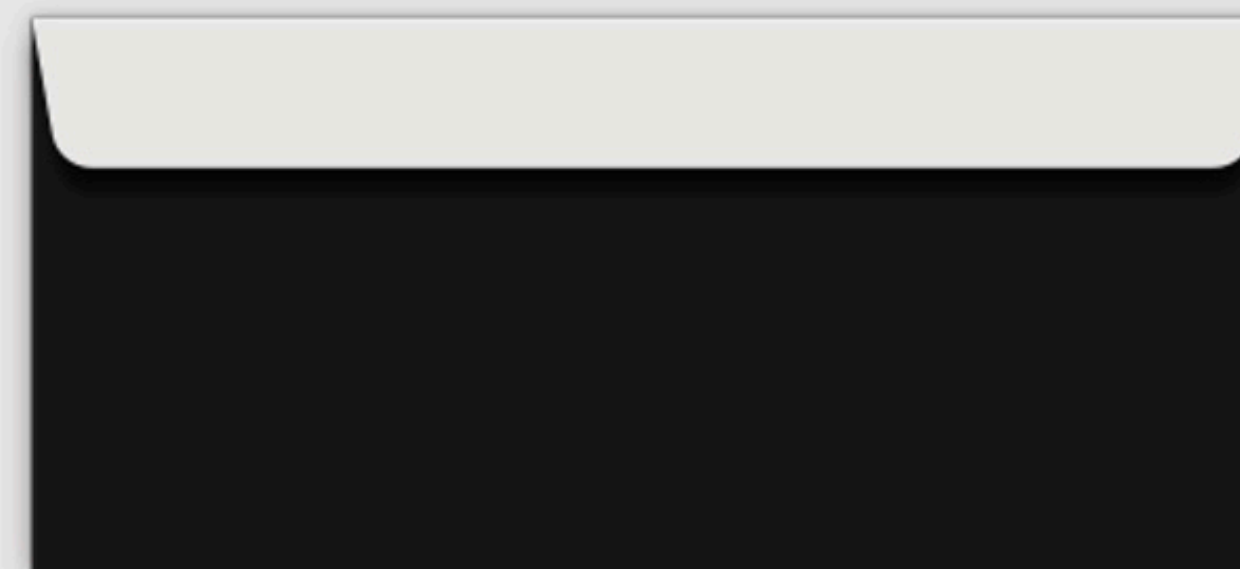
- 3 SERVICE BODIES
- 6 PICKUPS
- 8 ALL-TERRAIN
- 10 MECHANIC TRUCKS
- 12 FLATBEDS
- 14 FRAMERS
- 16 REEL LOADERS
- 18 DUMP BEDS
- 20 EQUIPMENT TRAILERS
- 22 UTILITY TRAILERS
- 24 MULTI-REEL TRAILERS
- 26 POLE & MATERIAL TRAILERS



VIEW MORE CONTENT ONLINE  
Open your camera app from your phone, point the camera at the QR code, then tap the link provided on your screen.



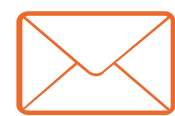
# STATIONARY SET



# BUSINESS CONTACT



9138 Bluffton Rd.  
Fort Wayne, IN 46809



Email: [info@rentptr.com](mailto:info@rentptr.com)  
Website: [RENTPTR.COM](https://rentptr.com)



Telephone: (844) 245-3338



[RENTPTR.COM](https://rentptr.com)



# ICONS



# EVENT MOOD BOARD

INDUSTRIAL  
GRIT  
STRONG  
SOLID  
DEPENDABLE  
ENERGY  
SMART





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## **BRAND GUIDELINES**

## **ABOUT**

PTR  
**Brand Guidelines**  
Version 1.0

## **PHONE**

Phone : (844) 245-3338

## **ONLINE**

RENTPTR.COM  
info@rentptr.com  
askmarketing@rentptr.com