



BAILEY

BRAND GUIDE

WHO WE ARE

Since our founding in 1949, Bailey has been dedicated to providing end-to-end material handling solutions that keep our customers running efficiently. At our 12 locations throughout Tennessee, north Georgia, and southeastern Kentucky, we offer forklifts and other equipment from leading brands, including Crown, Cat Lift Trucks, Mitsubishi Forklift Trucks, Jungheinrich, Kalmar, and Hoist, as well as rentals and 24/7 parts & service. With 12 locations, 200+ certified technicians, and a 4-hour response time guarantee, we guarantee you will get the support you need when you need it.

Our Intralogistics Solutions go beyond forklifts, delivering you the warehouse design, racking, automation, and storage solutions you need in One Material Handling Solution.

We are proud to be family-owned and operated, certified woman-owned, and the first TRUE Zero Waste forklift dealership in the nation.

THE LOGO



PRIMARY LOGO

The primary logo may be used with or without the descriptor, according to the space available and format required.



With descriptor on light background



Without descriptor on light background



With descriptor on dark background



Without descriptor on dark background

STACKED LOGO

The stacked logo may also be used with or without the descriptor, according to the space available and format required.



BAILEY

EQUIPMENT & INTRALOGISTICS

With descriptor



BAILEY

Without descriptor

THE ICON

The icon may be used separately as long as the full logo is present somewhere in the document or other marketing materials.



TAGLINE LOGOS

Bailey tagline logos may only be used in conjunction with the main logo. They are separate brand identifiers intended for use on the same marketing communication.

Be mindful of the distance between the main logo and tagline logos. They should both have adequate breathing room.

See examples in [BRAND IN ACTION](#).

With icon

Boxed

 **ONE**
MATERIAL
HANDLING
SOLUTION

ONE MATERIAL HANDLING **SOLUTION**

 **ONE** MATERIAL
HANDLING **SOLUTION**

 **EQUIPMENT**
DONE RIGHT

EQUIPMENT DONE RIGHT

 THE **GREEN**
EQUIPMENT COMPANY

THE **GREEN** EQUIPMENT COMPANY

 **INTRALOGISTICS**
DONE RIGHT

INTRALOGISTICS DONE RIGHT

 WE'RE **(NOT JUST)**
A FORKLIFT COMPANY

WE'RE **(NOT JUST)** A FORKLIFT COMPANY

LOGO GRID AND CLEAR SPACE

The spacing of the logo should never be adjusted. When placing any of the logos, there should be ample space around it to avoid crowding or constriction. These clear space guidelines are a minimum, having more space around the logo is encouraged.



INCORRECT USAGE

Maintaining logo integrity is critical for an effective consistent brand. Only use the provided digital assets and never alter the logo in any way.

Here are some examples of what not to do.



Alter the spacing



Change the colors



Skew or shear it



Squoosh or stretch it



Rotate it



Add a drop shadow

BLACK & WHITE USAGE

In cases where a black and white logo is required, the grayscale versions shown here are acceptable.

The logo features the word "BAILEY" in a bold, sans-serif font. The letter "A" is stylized with a white triangle pointing upwards, integrated into its center. Below the word "BAILEY" is the tagline "EQUIPMENT & INTRALOGISTICS" in a smaller, all-caps, sans-serif font.

EQUIPMENT & INTRALOGISTICS

Grayscale light on dark background

The logo features the word "BAILEY" in a bold, sans-serif font. The letter "A" is stylized with a dark gray triangle pointing upwards, integrated into its center. Below the word "BAILEY" is the tagline "EQUIPMENT & INTRALOGISTICS" in a smaller, all-caps, sans-serif font.

EQUIPMENT & INTRALOGISTICS

Grayscale dark on light background

FONTS



BRAND FONT

Our brand font is Gotham. Gotham Bold should be used in headlines. Gotham Black is also acceptable. Paragraph copy should be in Gotham Book. Gotham Light is also acceptable.

GOTHAM BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BOOK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our Mission

Bailey Company endeavors to provide superior material handling products and service to its customers. By investing in our employees and treating our customers with respect, we strive for mutually successful long-term relationships.

WEB FONT

Montserrat Bold should be used in headers and Montserrat Light should be used in paragraph copy.

MONTERRAT BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MONTERRAT LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our Mission

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COLORS + PATTERNS



**DEEP SEA
BLUE**

CMYK 94 • 82 • 44 • 68
RGB 5 • 21 • 47
HEX 05152F
PMS 2965

**LAPIS
BLUE**

CMYK 100 • 46 • 16 • 0
RGB 0 • 118 • 170
HEX 0076AA
PMS 7689

**BERMUDA
GREEN**

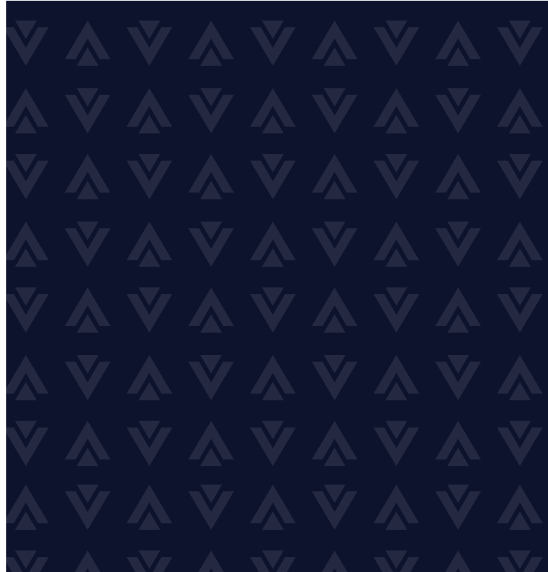
CMYK 62 • 0 • 42 • 0
RGB 89 • 194 • 170
HEX 59C2AA
PMS 563

**MAIZE
YELLOW**

CMYK 0 • 29 • 85 • 0
RGB 253 • 187 • 64
HEX FDBB40
PMS 136

PATTERN

Our pattern is intended to be used as a subtle texture only in at 10% opacity.



COLORS + PATTERNS



ICONS

Our iconography is separated into two categories: Equipment and Intralogistics.

Equipment icons should always be in Lapis Blue and Intralogistics icons should always be in Bermuda Green. Both can also be used in white on the corresponding color.

Intralogistics



Automation



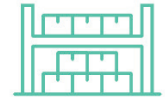
Fleet Management



Operator Training



Sustainability



Warehouse Solutions

Equipment



Aerial Lift



Centralized Billing Admin



Dock to Door



Financing



Forklift /
Forklift Sales



Motive Power



Parts & Tires



Reach Truck



Service 24/7

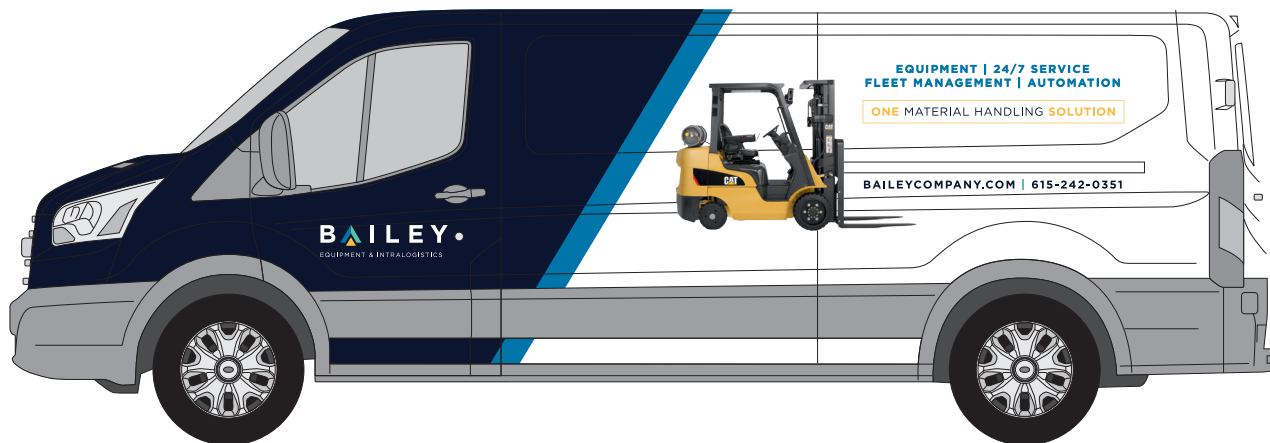
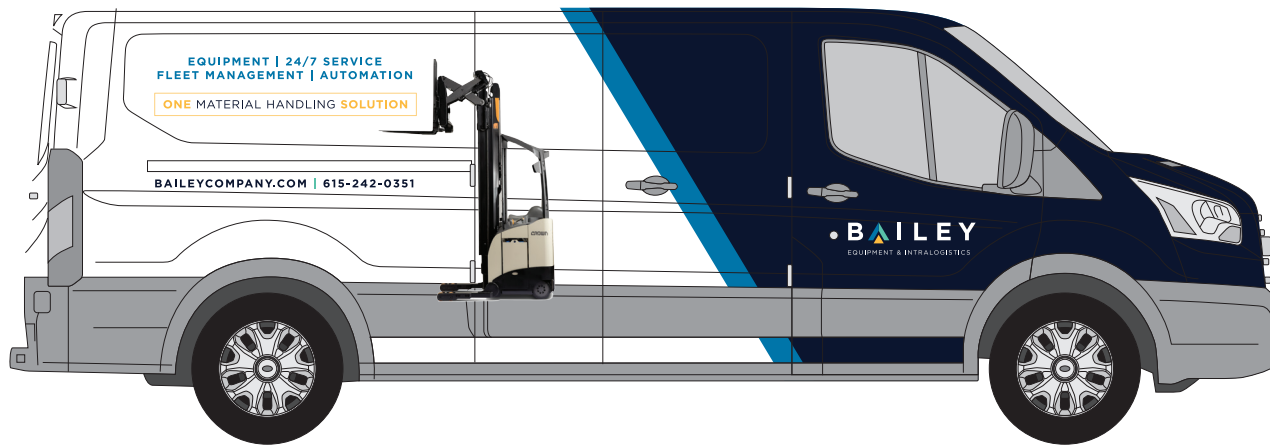
BRAND IN ACTION







VEHICLE GRAPHICS





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