BRAND GUIDELINES

RELEASE - JANUARY 2026

TRANSIT
A subsidiary of Morgan Truck Body, LLC

CONTENTS

Introduction 3

Morgan Truck Body 4

Morgan Canada Corporation 11

Morgan TRANSIT Corporation Inc 17

Department Marks 24

Authorized Service Providers 26

Social Media Posting Guidelines 28

INTRODUCTION

Thank you for taking the time to thoroughly review this brand guide.

The details and instructions outlined in this document are to be strictly adhered to. Any initiatives, both online and offline, that do not conform to these brand guidelines must be approved by Stephen Vajda in both Marketing and Risk Management.

Stephen Vajda
stephen.vajda@morgancorp.com
Direct: 610-781-0946

Morgan Risk Management
mrm@morgancorp.com
Direct: 610-286-2223 or 610-286-2737

MORGAN TRUCK BODY

PRIMARY & TAGLINE LOGOS

Below are the Morgan Truck Body logos with taglines included. The primary color logo is preferred and should be used whenever possible. Only use the tagline and alternative versions when necessary. 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.

Bodies That Move Business™

ALTERNATIVE LOGOS

Black

Black & White

White

Grayscale

LOGO PADDING

Maintain an area of padding as shown below that is free of other elements.
This helps our logo appear clean and uncluttered.

Download Links

All Formats | AI | EPS | SVG | PNG

PROHIBITED LOGO USES

No modifications may be made to the approved Morgan Truck Body logo.

Do not change the color of the logo.

Do not distort the logo vertically or horizontally.

Do not change the proportion or reposition any of the logo elements.

Do not rotate the logo.

Do not skew the logo.

Do not subtract any elements from the logo.

Do not add any elements to the logo.

Do not change the typeface of the logo wordmark.

BRAND COLORS

The approved brand colors for Morgan Truck Body 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 2746 C

C	M	Y	K
100	96	10	4

R	G	B
10	31	143

HEX
#0A1F8F

BASE

WHITE

C	M	Y	K
0	0	0	0

R	G	B
255	255	255

HEX
#FFFFFF

ACCENT & CTA

PANTONE 187 C

C	M	Y	K
22	100	91	14

R	G	B
173	23	43

HEX
#AD172B

PRIMARY TYPOGRAPHY

PRIMARY FONT FAMILY

Proxima Nova

PRIMARY STYLES

Light, *Light Italic*, Regular, *Italic*, **Medium**, ***Medium Italic***, **Semi-Bold**, ***Semi-Bold Italic***, **Bold**, ***Bold Italic***

SECONDARY TYPOGRAPHY

SECONDARY FONT FAMILY

Proxima Nova Condensed

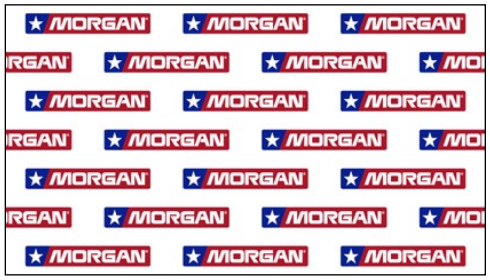
SECONDARY STYLES

Light, Light Italic, Regular, *Italic*, **Medium**, ***Medium Italic***, **Semi-Bold**, ***Semi-Bold Italic***, **Bold**, ***Bold Italic***

VIDEO CONFERENCE BACKGROUND

These are the approved video conferencing backgrounds for Morgan Truck Body. Use these backgrounds whenever you are engaging in a video conference while representing Morgan Truck Body in any capacity.

Download Background



Download Background

Download Background

Download Background

Download Background

Download Background

Download Background

Download Background

Download Background

PRODUCT NOMENCLATURE

Use of Morgan's product names must strictly adhere to the spelling, case formatting, and composition shown below whenever it is used in sentences and/or headlines. The only exception is if a headline uses uppercase formatting.

DRY FREIGHT

Gold Star

Proscape-Van

Furniture Mover

Curtainsider

CityMax

Mini-Mover

PVW

REFRIGERATED

Cold Star

PLATFORM & DUMP

ProStake

MHP

LandscaperPro

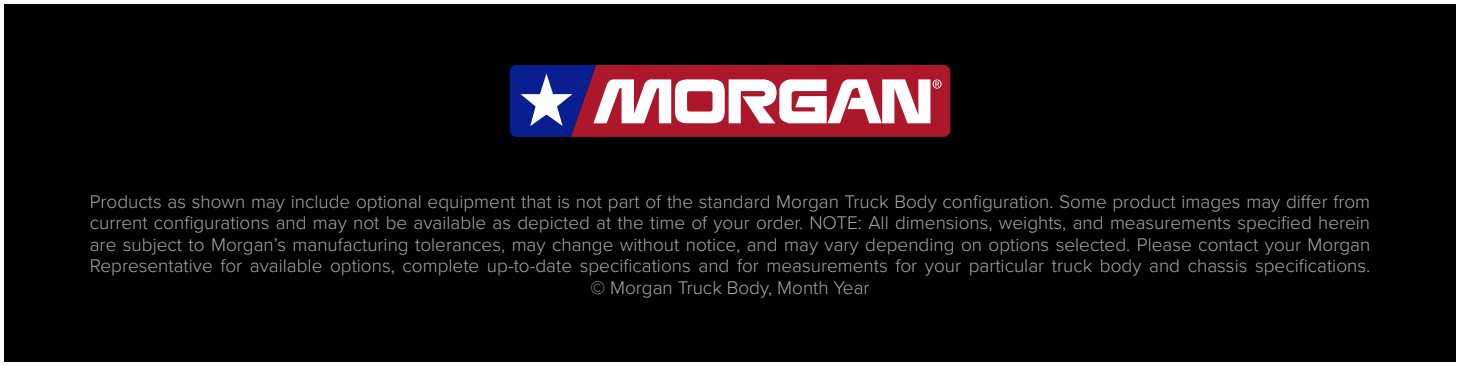
Dump Body

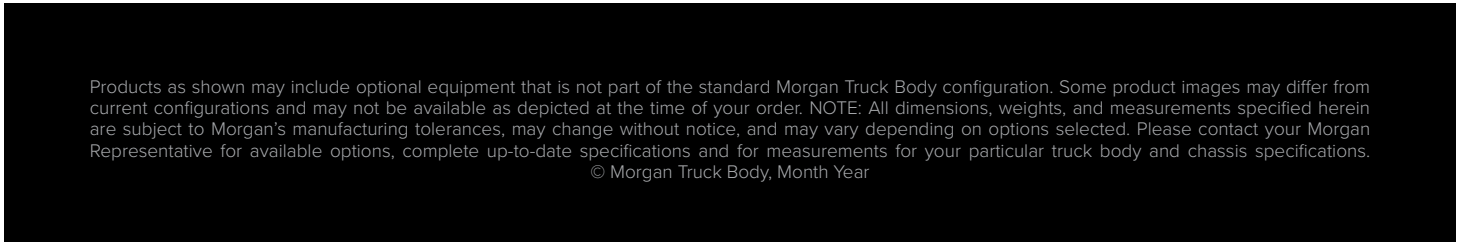
SPECIALTY

MSU
[MORGAN SERVICE UNIT]

BOILERPLATE

All Morgan print, web, digital, and visual sales and marketing communications must include the following qualifying statement and disclaimer, as formatted and without alteration, other than updating the month and year of publication. See examples below, any questions, please contact **Stephen Vajda** (stephen.vajda@morgancorp.com) in Marketing.





MORGAN CANADA CORPORATION

MORGAN CANADA CORPORATION

PRIMARY & TAGLINE LOGOS

Below are the Morgan Canada Corporation logos with taglines included. The primary color logo is preferred and should be used whenever possible. Only use the tagline and alternative versions when necessary. 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.

ALTERNATIVE LOGOS

Black

Black & White

White

Grayscale

LOGO PADDING

Maintain an area of padding as shown below that is free of other elements.
This helps our logo appear clean and uncluttered.

Download Links

All Formats | AI | EPS | SVG | PNG

PROHIBITED LOGO USES

No modifications may be made to the approved Morgan Canada Corporation logo.

Do not change the color of the logo.

Do not distort the logo vertically or horizontally.

Do not change the proportion or reposition any of the logo elements.

Do not rotate the logo.

Do not skew the logo.

Do not subtract any elements from the logo.

Do not add any elements to the logo.

Do not change the typeface of the logo wordmark.

BRAND COLORS

The approved brand colors for Morgan Canada Corporation 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 2746 C

C	M	Y	K
100	96	10	4

R	G	B
10	31	143

HEX
#0A1F8F

BASE

WHITE

C	M	Y	K
0	0	0	0

R	G	B
255	255	255

HEX
#FFFFFF

ACCENT & CTA

PANTONE 187 C

C	M	Y	K
22	100	91	14

R	G	B
173	23	43

HEX
#AD172B

PRIMARY TYPOGRAPHY

PRIMARY FONT FAMILY

Proxima Nova

PRIMARY STYLES

Light, *Light Italic*, Regular, *Italic*, **Medium**, ***Medium Italic***, **Semi-Bold**, ***Semi-Bold Italic***, **Bold**, ***Bold Italic***

SECONDARY TYPOGRAPHY

SECONDARY FONT FAMILY

Proxima Nova Condensed

SECONDARY STYLES

Light, Light Italic, Regular, *Italic*, **Medium**, ***Medium Italic***, **Semi-Bold**, ***Semi-Bold Italic***, **Bold**, ***Bold Italic***

PRODUCT NOMENCLATURE

Use of Morgan's product names must strictly adhere to the spelling, case formatting, and composition shown below whenever it is used in sentences and/or headlines. The only exception is if a headline uses uppercase formatting.

DRY FREIGHT

Gold Star

Proscape-Van

Furniture Mover

Curtainsider

CityMax

Mini-Mover

PVW

REFRIGERATED

Cold Star

PLATFORM & DUMP

ProStake

MHP

LandscaperPro

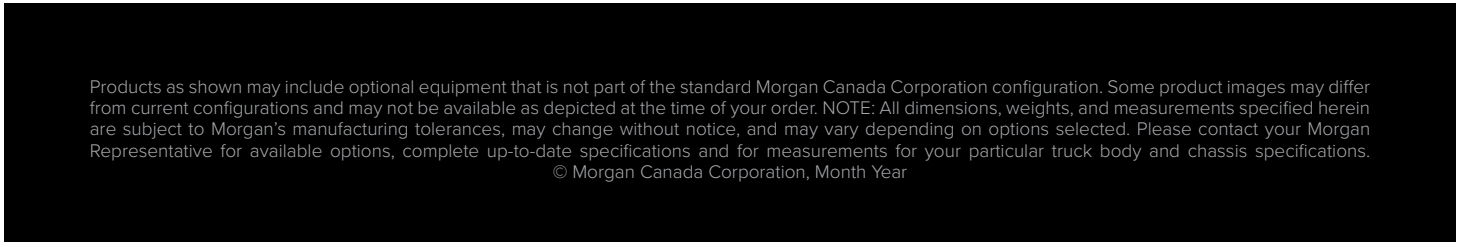
Dump Body

SPECIALTY

MSU
[MORGAN SERVICE UNIT]

BOILERPLATE

All Morgan print, web, digital, and visual sales and marketing communications must include the following qualifying statement and disclaimer, as formatted and without alteration, other than updating the month and year of publication. See examples below, any questions, please contact **Stephen Vajda** (stephen.vajda@morgancorp.com) in Marketing.



MORGAN TRANSIT CORPORATION INC

MORGAN TRANSIT CORPORATION INC

PRIMARY & TAGLINE LOGOS

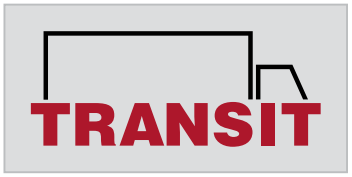
Below are the Morgan TRANSIT Corporation Inc logos with taglines included. The primary color logo is preferred and should be used whenever possible. Only use the tagline and alternative versions when necessary. You can click on one of the download links below the logo to download the format you need, or click the All Formats button to download all formatted files.

ALTERNATIVE LOGOS

One-Color | Black | White | Grayscale

LOGO PADDING

Maintain an area of padding as shown below that is free of other elements.
This helps our logo appear clean and uncluttered.

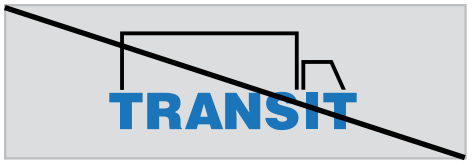


Download Links

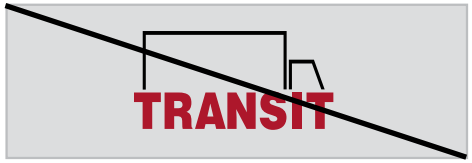
All Formats | AI | EPS | SVG | PNG

PROHIBITED LOGO USES

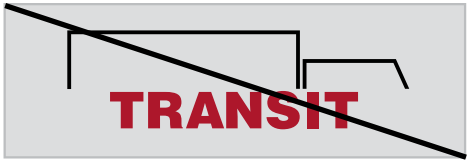
No modifications may be made to the approved Morgan TRANSIT Corporation Inc logo.



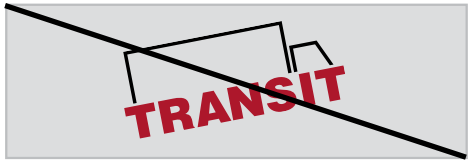
Do not change the color of the logo.



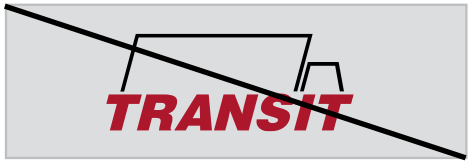
Do not distort the logo vertically or horizontally.



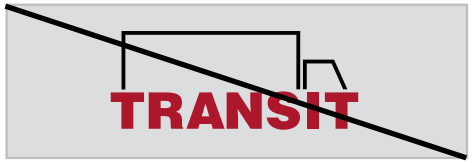
Do not change the proportion or reposition any of the logo elements.



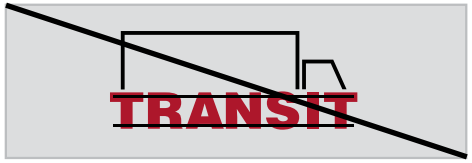
Do not rotate the logo.



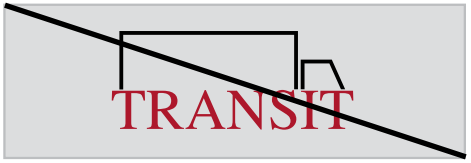
Do not skew the logo.



Do not subtract any elements from the logo.



Do not add any elements to the logo.



Do not change the typeface of the logo wordmark.

BRAND COLORS

The approved brand colors for Morgan TRANSIT Corporation Inc 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 187 C

C	M	Y	K
22	100	91	14

R	G	B
173	23	43

HEX
#AD172B

BASE

BLACK

C	M	Y	K
0	0	0	100

R	G	B
0	0	0

HEX
#000000

PRIMARY TYPOGRAPHY

PRIMARY FONT FAMILY

Proxima Nova

PRIMARY STYLES

Light, *Light Italic*, Regular, *Italic*, **Medium**, ***Medium Italic***, **Semi-Bold**, ***Semi-Bold Italic***, **Bold**, ***Bold Italic***

SECONDARY TYPOGRAPHY

SECONDARY FONT FAMILY

Proxima Nova Condensed

SECONDARY STYLES

Light, Light Italic, Regular, *Italic*, **Medium**, ***Medium Italic***, **Semi-Bold**, ***Semi-Bold Italic***, **Bold**, ***Bold Italic***

VIDEO CONFERENCE BACKGROUND

These are the approved video conferencing backgrounds for Morgan TRANSIT Corporation Inc. Use these backgrounds whenever you are engaging in a video conference while representing Morgan TRANSIT Corporation Inc in any capacity.

Download Background

Download Background

Download Background

PRODUCT NOMENCLATURE

Use of Morgan's product names must strictly adhere to the spelling, case formatting, and composition shown below whenever it is used in sentences and/or headlines. The only exception is if a headline uses uppercase formatting.

CUTAWAY

CLASSIK™ / MULTI-USE

ARCTIK™ / REFRIGERATED

FRIO™ / REFRIGERATED

DRY FREIGHT

CLASSIK™ / MULTI-USE

XTREME™ / HEAVY LOAD

REFRIGERATED

ARCTIK™ / REFRIGERATED

FRIO™ / REFRIGERATED

BOILERPLATE

All Morgan print, web, digital, and visual sales and marketing communications must include the following qualifying statement and disclaimer, as formatted and without alteration, other than updating the month and year of publication. See examples below, any questions, please contact **Stephen Vajda** (stephen.vajda@morgancorp.com) in Marketing.

TRANSIT
A subsidiary of Morgan Truck Body, LLC

Morgan Transit Corporation Inc.
+1 844-382-0104
3600, Industriel Boulevard | Laval (Quebec) H7L 4R9

Products as shown may include optional equipment that is not part of the standard Morgan Canada Corporation 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's manufacturing tolerances, may change without notice, and may vary depending on options selected. Please contact your Morgan Representative for available options, complete up-to-date specifications and for measurements for your particular truck body and chassis specifications.
© Morgan Canada Corporation, Month Year

TRANSIT
A subsidiary of Morgan Truck Body, LLC

Products as shown may include optional equipment that is not part of the standard Morgan Canada Corporation 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's manufacturing tolerances, may change without notice, and may vary depending on options selected. Please contact your Morgan Representative for available options, complete up-to-date specifications and for measurements for your particular truck body and chassis specifications.
© Morgan Canada Corporation, Month Year

Products as shown may include optional equipment that is not part of the standard Morgan Canada Corporation 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's manufacturing tolerances, may change without notice, and may vary depending on options selected. Please contact your Morgan Representative for available options, complete up-to-date specifications and for measurements for your particular truck body and chassis specifications.
© Morgan Canada Corporation, Month Year

DEPARTMENT MARKS

DEPARTMENT MARKS

Department marks sub-branding allows for distinct identities of departments, groups, or functions while maintaining a cohesive connection to the overarching corporate brand. These guidelines outline the principles for effectively implementing sub-brands while ensuring consistency and alignment with our core identity.

Department marks must include one of the approved Brand logos. The logo should always be the most prominent element with the Department name in a single line below the logo. Do not create your own sub-brand logo files. For official department logo files, please contact stephen.vajda@morgancorp.com.

PARTS & SERVICE

Download All Logo Formats

Download All Logo Formats

GENUINE PARTS

Download All Logo Formats

Download All Logo Formats

AUTHORIZED SERVICE PROVIDERS

AUTHORIZED SERVICE PROVIDERS

Authorized Service Provider sub-branding logos allow for distinct identities of departments, groups, or functions while maintaining a cohesive connection to the overarching corporate brand. These guidelines outline the principles for effectively implementing sub-brands while ensuring consistency and alignment with our core identity.

Authorized Service Provider sub-branding logos must include one of the approved Brand logos. The logo should always be the most prominent element with the Department name in a single line below the logo. Do not create your own sub-brand logo files. For official department logo files, please contact stephen.vajda@morgancorp.com.

AUTHORIZED TRUCK BODY DISTRIBUTOR

Download All Logo Formats

Download All Logo Formats

AUTHORIZED REPAIR CENTER

Download All Logo Formats

Download All Logo Formats

AUTHORIZED PARTS DISTRIBUTOR

Download All Logo Formats

Download All Logo Formats

SOCIAL MEDIA POSTING GUIDELINES

All communication regarding company messaging, products, services, etc. should be coming from official Morgan accounts with content designed/reviewed by marketing to follow our branding guidelines and needs to be reviewed by Risk Management. The official post can then be reposted by individuals to expand distribution and engagement.

Stephen Vajda
stephen.vajda@morgancorp.com
Direct: 610-781-0946

Products as shown may include optional equipment that is not part of the standard Morgan Truck 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's manufacturing tolerances, may change without notice, and may vary depending on options selected. Please contact your Morgan Representative for available options, complete up-to-date specifications and for measurements for your particular truck body and chassis specifications.
© Morgan Truck Body, January 2026