

Priefert®

Rodeo & **Ranch Equipment**

**"Built by Ranchers,
for Ranchers."**™



Priefert Rodeo & Ranch Branding Guide

This branding guide is full of the insights and tactical knowledge you'll need to portray an accurate representation of Priefert in any media. Consider this a helpful resource. You won't need to follow it down to the letter when authoring content under your own name, but you can still use this as a reference to help you understand how Priefert should be positioned to our prospects and customers.

PRIEFERT RODEO & RANCH EQUIPMENT

COLORS



C:100 M:66 Y:0 K:1
R:0 G:94 B:171
#005eab



C:5 M:98 Y:100 K:1
R:226 G:35 B:26
#e2231a



C:66 M:64 Y:67 K:67
R:46 G:42 B:37
#2e2a25

PRIMARY LOGO



ALTERNATE FORMATS

ON BLACK



PRIEFERT ONLY



PRIEFERT ONE COLOR



OLD FORMATS | PLEASE DISCONTINUE USING



PRIEFERT TAGLINES

PRIMARY TAGLINES (COLORS USED BLACK OR WHITE)

Built By Ranchers, for Ranchers

Primary Use: Cattle Equipment, Ranch

**"Built by Ranchers,
for Ranchers."**

Easy on the Cow... Easy on the Cowboy

Primary Use: Squeeze Chutes & Cattle Equipment

**Easy on the Cow...
Easy on the Cowboy.**

Font: Akbar

The Buck Starts Here

Primary Use: Bucking Chutes

**The
BUCK STARTS
HERE**

Practice Like you Compete

Primary Use: Roping Chutes, Roping/Arena Equipment

**PRACTICE LIKE
YOU COMPETE**

Font: 28 Days later

TAGLINE USAGE EXAMPLES



PRIEFERT EQUINE

COLORS

Gold Texture



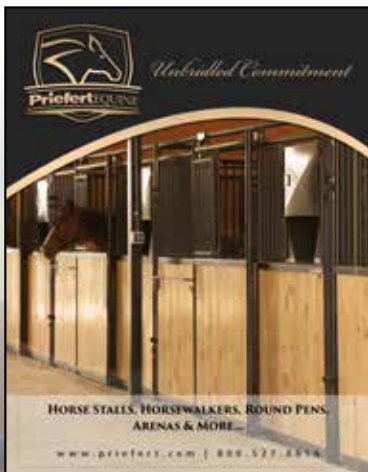
PRIMARY LOGO



ALTERNATE FORMATS



USAGE EXAMPLES



PRIMARY TAGLINE

Unbridled Commitment

Primary Use: Priefert Equine Equipment

Unbridled Commitment

Font: Bickham Script Pro

PRIEFERT FENCE

COLORS



C:100 M:66 Y:0 K:1
R:0 G:94 B:171
#005eab



C:5 M:98 Y:100 K:1
R:226 G:35 B:26
#e2231a



C:66 M:64 Y:67 K:67
R:46 G:42 B:37
#2e2a25



ALTERNATE FORMATS

ON BLACK



PRIEFERT ONE COLOR



PRIMARY TAGLINE

The Ponderosa Wood Post fence

Primary Use: Ponderosa Fencing

THE PONDEROSA
WOOD POST FENCE

USAGE EXAMPLES



PRIEFERT KENNELS

COLORS



C:100 M:66 Y:0 K:1
R:0 G:94 B:171
#005eab



C:5 M:98 Y:100 K:1
R:226 G:35 B:26
#e2231a



C:66 M:64 Y:67 K:67
R:46 G:42 B:37
#2e2a25

PRIMARY LOGO



ALTERNATE FORMATS

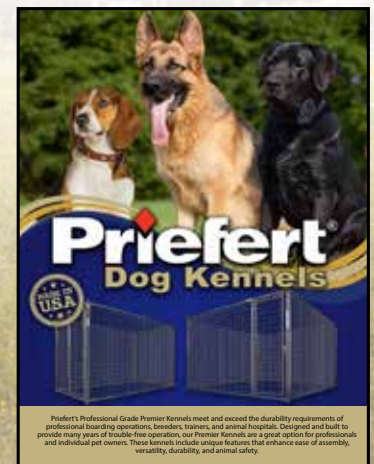
ON BLACK



PRIEFERT ONE COLOR



USAGE EXAMPLES



PRIEFERT WILDLIFE

COLORS

PRIMARY LOGO

SkullWorks Texture



ALTERNATE FORMATS

ON BLACK



ON GREEN



ONE COLOR



USAGE EXAMPLES



CONTACT INFORMATION



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