Brand Style Guidelines

FUSABLE

Introduction

This document outlines the foundations and systems behind the brand's visual and verbal identity. Use it to apply the brand with consistency and clarity across every expression and environment.

Contents

Brand Foundation

Brand foundations is the core of our brand
strategy. It defines the principles that shape
how we look, sound, and show up in the world.

Brand Positioning Strategy

Brand positioning is the process of intentionally defining what your brand will be known for and who you're for. It establishes a clear place in the market and guides internal identity and messaging decisions.

The success of a business hinges on the profitability and sustainability of its growth — keeping things moving. But that has its challenges and often requires organizations to identify problems before they cause negative impacts.

Tasked with understanding the market in order to stay ahead of it, but bound by the strength of technology, data, and vendors. That's where Fusable comes in.

We know this industry well, because we've been here longer than anyone else. For decades, we've worked to create the best possible media and data solutions to help our clients improve sales, mitigate risk, and thrive. We do this through an unmatched dedication to our customers — their success is our success.

Brand Attributes

Brand attributes are key characteristics that shape how the brand is perceived. They inform every expression of the identity and serve as a benchmark for consistency and alignment.

Catalyst

We help businesses accelerate their growth.

Integral

We are a vital part of how businesses operate.

Confident

We trust our data and our purpose.

Archetypes

Archetypes provide a universal framework for the brand's personality and behavior. They help create a recognizable and relatable presence that resonates with the audience.

The Specialist

When you want a job done right, call the expert. The Specialist represents brands that prioritize trust, accuracy, and understanding. They are considered to be the best at what they do, often described as dependable and highly committed.

Their confidence puts people at ease. Defined by depth, dedication, and precision, they are efficient problem-solvers who shape a world where customers gain clarity and focus. No fluff and no generalizations — the Specialist is a reliable source of truth, credible authority, and down-to-earth personality.

Verbal Identity

Verbal identity is how our brand talks. It helps us choose the right words and tone so everything we say feels clear and true to who we are. Use this as a guide anytime you're writing or speaking for the brand.

Purpose

Purpose answers, "Why is Fusable in business beyond making money?" It is unchanging and remains true for the lifetime of our brand.

To transform complex data into actionable intelligence for the right decision makers at the right time.

Vision

Vision answers, "What does the world look like if Fusable lives our purpose and achieves our mission?" It is aspirational and idealistic, inspiring us to achieve our goals.

Profitable growth and more effective risk management for the businesses we serve.

Mission

Mission answers, "How does this actually get done?" It is an ambitious but achievable goal that describes what Fusable does, for whom, and how it gets done.

Delivering data, insights, and expertise to the construction, trucking, and agricultural markets — and those that serve them.

Brand Voice

Brand voice communicates our personality. More than what's said, voice guides how Fusable speaks and sounds.

To convey our personality, voice draws inspiration from our brand attributes and archetype to create a verbal effect that is truly unique, and which builds recognition, loyalty, and trust.

Our voice will remain consistent over time and adjusts tonally to fit the occasion.

Pragmatic

As in specific and concise,
but not jargony or cold.

Engaging

As in confident and energized,
but not boastful or frantic.

Accessible

As in clear and approachable,
but not detached or unprofessional.

Unique Selling Proposition (USP)

The USP highlights what makes the brand different or better than competitors. It identifies a unique advantage that fulfills a need or desire for the audience.

Brand

For decades, we've delivered deep domain expertise, specialized intelligence, and trusted media to the audiences who power trucking, agriculture, and construction.

Platform

The only platform that curates specialized market data for trucking, agriculture, and construction.

Value Proposition

The value proposition defines the tangible benefit customers receive. While the USP explains differentiation, the value proposition answers why that difference matters.

Brand

Accelerate sales, build your brand, and mitigate risk with insights and data tailored to your market.

Platform

Turn complex data about your market into clear insights that help you de-risk decisions, uncover hidden opportunities, and move faster with confidence.

Elevator Pitch

Our elevator pitch is a summary of what we do and why it's important. It is short enough to be shared during a brief interaction and high-level enough that anyone can understand it.

Fusable helps businesses buy, sell, finance, and insure with greater speed and intelligence. Purpose-built for agriculture, construction, and trucking, we offer specialized data and decades of industry expertise to companies that want to gain a competitive advantage in a volatile market.

Our long-standing media brands deepen that advantage, offering thought leadership and precise audience reach that work to power targeted, data-driven digital strategies for our clients.

Whether you need to drive sales, strengthen your brand, or manage risk, Fusable is your trusted partner, delivering intelligence to help you move with purpose and perform with confidence.

Brand Story

Our brand story narrates our identity to the world and creates an emotional connection with our audience. It explains how our brand perceives itself, how others perceive us, and what to expect of us.

Use it internally or externally, either in full or in part, in places such as our website, employee handbooks, sales decks, scripts, and speeches.

Industries like agriculture, trucking, and construction keep the world moving. It's only because of the people in these industries, and those who support them, that economies grow and our most essential needs get met.

The work is meaningful, but that doesn't mean it's easy. The people in these fields navigate mounting challenges: shifting regulations, global supply chain disruptions, and economic pressures that are hard to predict.

Amid all this uncertainty, how do businesses continue running, let alone stay competitive?

They turn to data. But the information they rely on is often fragmented, inconsistent, and hard to act on.

Fusable transforms this noise into clarity.

Our deep industry expertise began more than a century ago with the advent of our media publications. To this day, they provide news and in-depth coverage on the challenges, emerging trends, and evolving needs of every stakeholder in the value chain.

Through the years, we've evolved to deliver even more value with a range of products and services that help you achieve your goals: a suite of features that aggregate market-specific data, surfacing what matters most, and digital services that leverage the reach of our media brands and expertise of our data to get you in front of critical decision-makers at the right time and place.

Whatever your goals may be — driving sales, strengthening your brand, or managing risk — Fusable is your partner, and we're dedicated to helping you move forward with purpose and confidence so that, together, we can keep the world moving forward.

Logo

The Fusable logo is how people recognize us. It's the signature we use everywhere. Follow these guidelines to use it the right way and build brand equity.

Logotype

Our logotype is our primary logo.

Logomark

Our logomark is standalone symbol that serves as a shorthand for the brand. Use it for avatars, favicon, and other collateral where space is limited or when the full logo is not necessary.

Logo on Backgrounds

Use these examples as a guide for placing the Fusable logo on color and imagery. Always maintain strong contrast and clarity, whether on brand colors, light backgrounds, or photography.
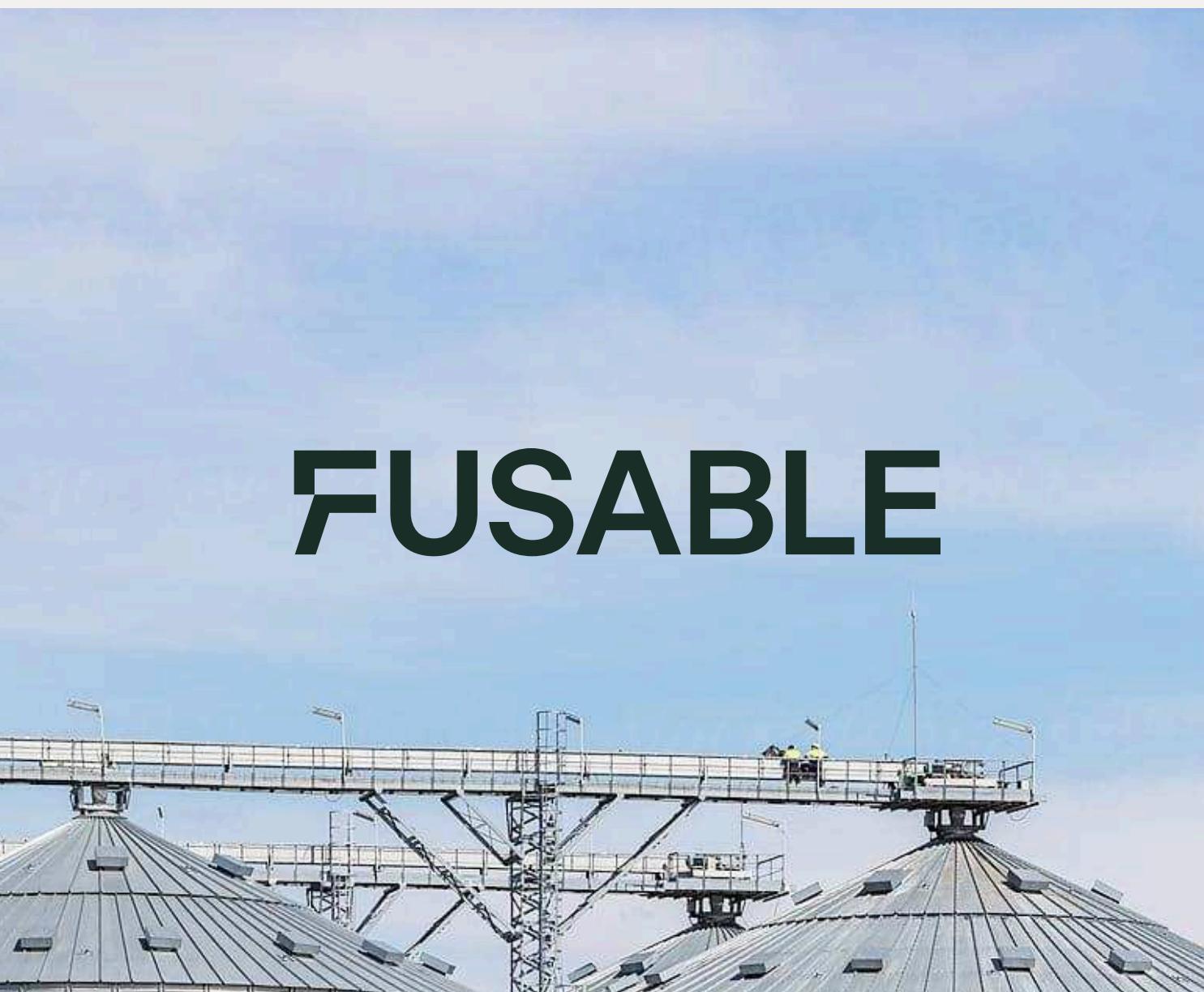
Social Media Avatars

Use the logomark on a Forest background for all platform avatars. For square avatars, the mark is centered with breathing room. For circular avatars, it's optically adjusted to feel centered and balanced.

Favicon

The favicon is the small icon that appears in browser tabs and web bookmarks. It is designed to maintain brand recognition at the smallest scale.

Light Theme
Light-mode browsers with the favicon.

Dark Theme
Dark-mode browsers with the favicon.

F Fusable

F Fusable

Minimum Sizes

Establishing a minimum size keeps our logo clear and legible. Avoid scaling below the recommended sizes to maintain its recognizability across applications.

W 16px

F

W 80px
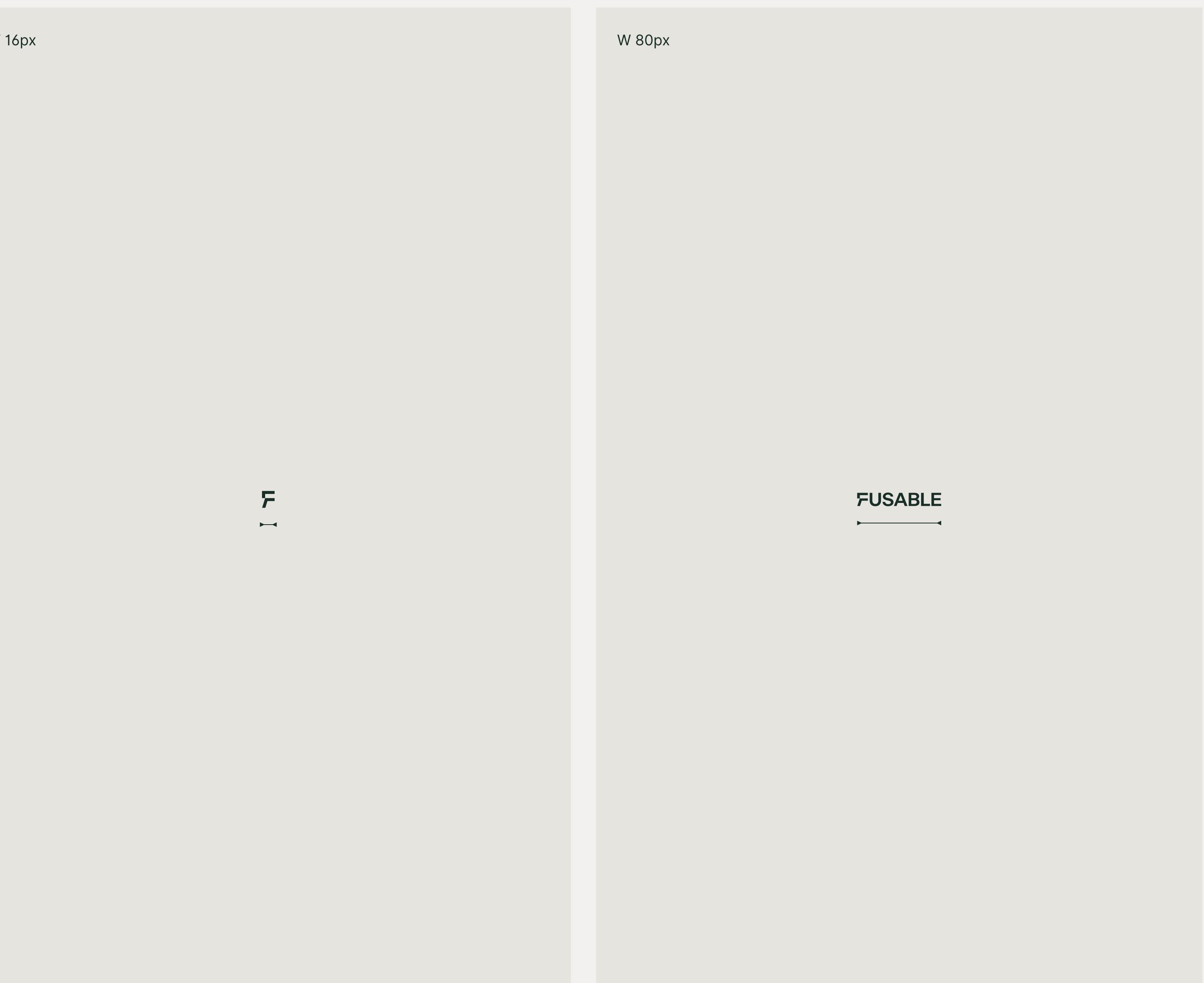
FUSABLE

Co-Branding

When placed alongside another logo, both should have equal visual weight and spacing. Proper alignment helps maintain clarity and distinction between the brands.

Clear Space

A clean, uncluttered presentation helps the logo stand out. Avoid crowding it with text, images, or other design elements. Keep it separate from edges, folds, or other distractions. Use best judgment and refer to examples throughout this document for guidance.
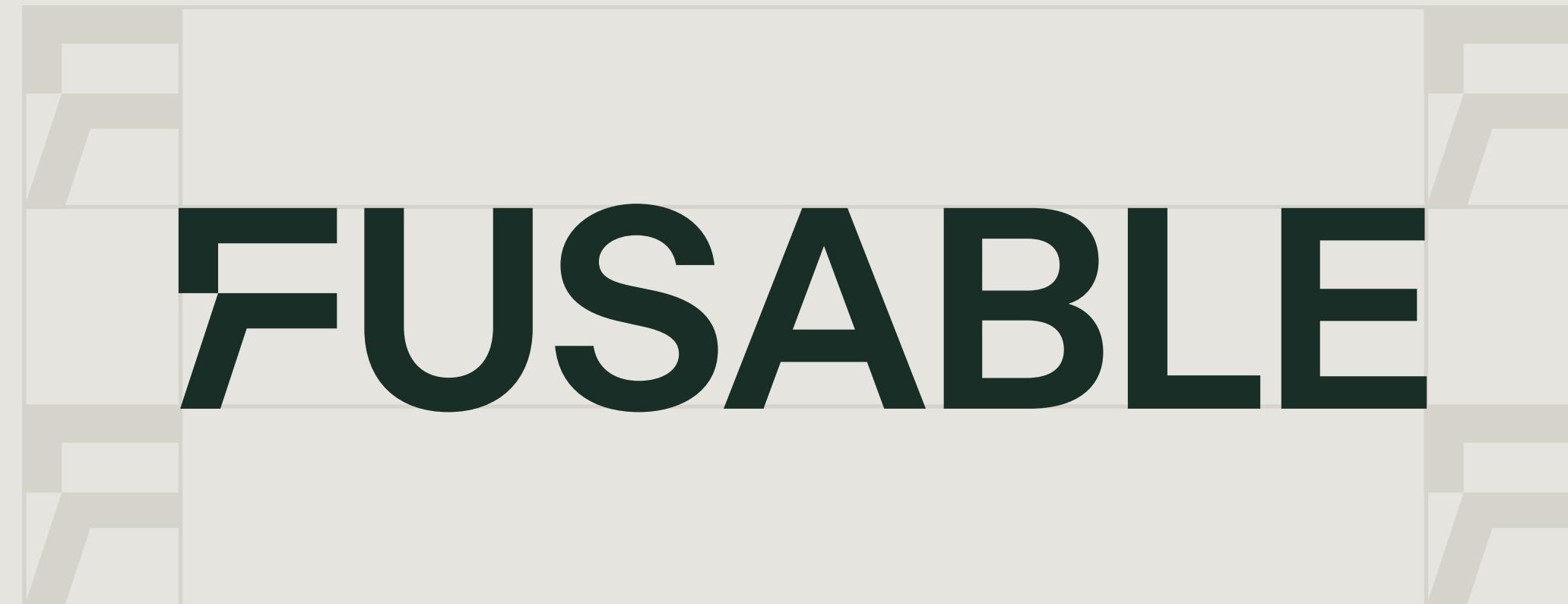
Incorrect Usage

A strong brand identity succeeds when used consistently. To keep the brand recognizable and professional, avoid misusing the logo in ways outlined on this page.

Don't create alternative lockups of the logo.

Don't use unapproved colors for the logo.

Don't outline any part of the logo.

Don't apply any special effects to the logo.

Don't rotate the logo.

Don't stretch the logo to fill space.

Color

Color helps people remember the Fusable brand.
It conveys our personality and helps our brand
resonate with our customers. Follow these
guidelines to stay consistent and recognizable.

Primary Palette

The primary colors define the brand's core visual identity. These colors are the foundation for all visual communication and used most frequently.

	Forest	Dune Dark	Dune Mid	Dune Light
PANTONE COATED	PANTONE 5535 C	Warm Gray 1 C	-	-
PANTONE UNCOATED	PANTONE 5535 U	Warm Gray 1 U	-	-
CMYK	80 / 57 / 69 / 66	15 / 12 / 18 / 0	9 / 7 / 10 / 0	4 / 3 / 4 / 0
RGB	26 / 46 / 40	214 / 211 / 203	229 / 228 / 223	242 / 241 / 239
HEX	#1A2E28	#D6D3CB	#E5E4DF	#F2F1EF
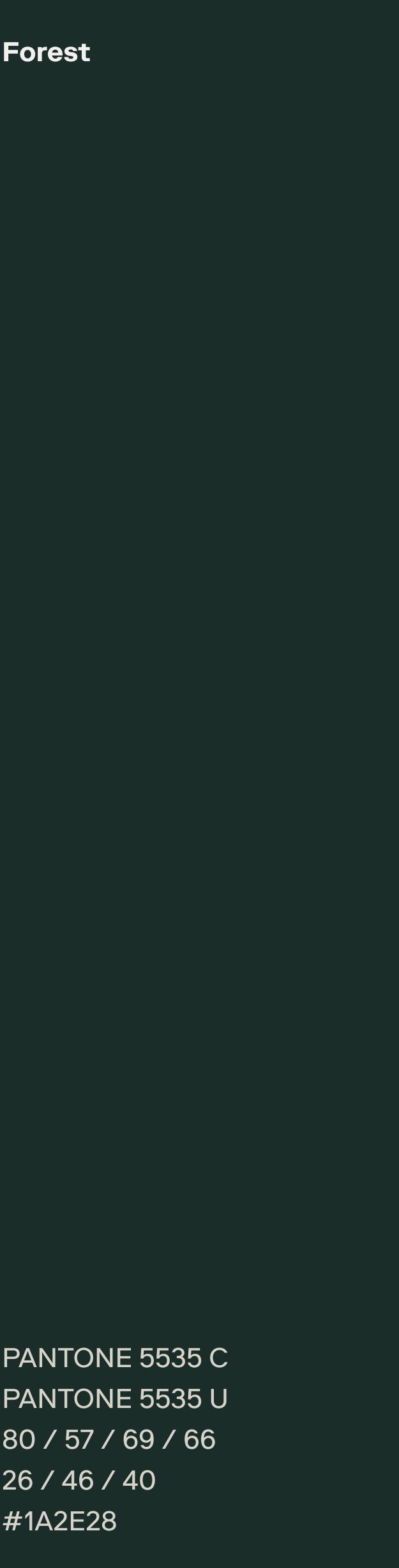
Secondary Palette

Secondary colors complement the primary palette, adding flexibility and depth. They help create contrast and hierarchy without overpowering the brand's core identity.

	Fault	Volt	Metal	Plum	Sky
PANTONE COATED	4011 C	4015 U	5565 C	2093 C	551 C
PANTONE UNCOATED	166 U	584 C	4185 U	2093 U	551 U
CMYK	10 / 70 / 82 / 1	23 / 9 / 78 / 0	53 / 27 / 42 / 1	37 / 35 / 10 / 0	38 / 9 / 13 / 0
RGB	219 / 107 / 66	205 / 205 / 94	128 / 158 / 148	163 / 158 / 190	154 / 200 / 213
HEX	#DB6B42	#CDCD5E	#809E94	#A39EBE	#9AC8D5

	Fault	Volt	Metal	Plum	Sky
CMYK	26 / 76 / 89 / 17	42 / 29 / 90 / 5	64 / 41 / 53 / 14	56 / 52 / 30 / 5	58 / 31 / 32 / 1
RGB	164 / 80 / 49	154 / 154 / 70	96 / 118 / 111	122 / 118 / 142	115 / 150 / 160
HEX	#A45031	#9A9A46	#60766F	#7A768E	#7396A0

Tertiary Palette

Tertiary colors are used similarly to our secondary palette but are used sparingly.

	Brick	Soil	Mint
PANTONE COATED	697 C	4495 C	2255 C
PANTONE UNCOATED	2350 U	139 U	2255 U
CMYK	32 / 83 / 69 / 28	37 / 51 / 92 / 18	49 / 0 / 58 / 0
RGB	137 / 59 / 61	146 / 111 / 51	133 / 207 / 144
HEX	#893B3D	#926F33	#85CF90
	Brick	Soil	Mint
CMYK	38 / 83 / 70 / 46	45 / 57 / 94 / 36	65 / 21 / 71 / 3
RGB	103 / 44 / 46	109 / 83 / 38	100 / 155 / 108
HEX	#672C2E	#6D5326	#649B6C

Neutral Palette

Tertiary colors provide subtle accents to enhance visual expression. They should be used sparingly and never dominate or replace primary and secondary colors.

Forest 80

Forest 60

Forest 40

Forest 20
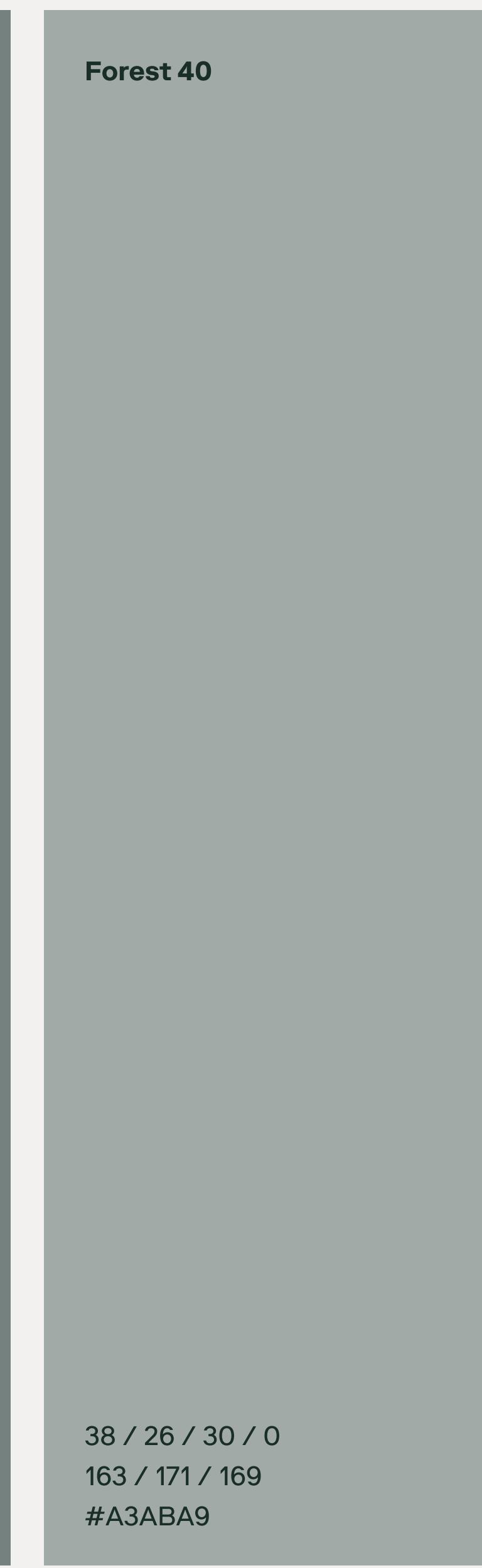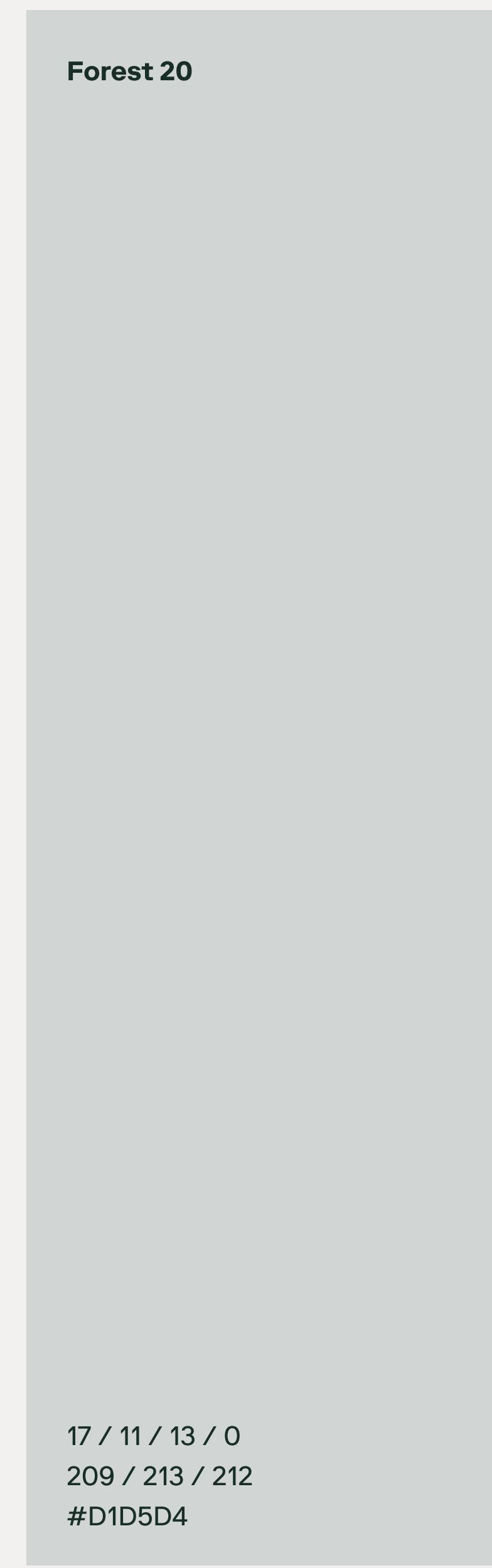
	Forest 80	Forest 60	Forest 40	Forest 20
CMYK	70 / 51 / 59 / 32	56 / 40 / 46 / 8	38 / 26 / 30 / 0	17 / 11 / 13 / 0
RGB	72 / 88 / 83	118 / 130 / 126	163 / 171 / 169	209 / 213 / 212
HEX	#485853	#76827E	#A3ABA9	#D1D5D4

Accessibility

Our color system meets WCAG AA standards for contrast and readability. Approved combinations are accessible across a variety of applications.

Use caution with text at 14px or smaller. Colors marked with * meet contrast requirements at this size when used in bold. Refer to the table for combinations that require extra attention at small sizes.

NOTE: Use "Accessibility Orange" (#C2552D) for UI/ buttons, small labels, and elements with copy under 18px (or under ~14px if bold). This shade meets WCAG AA contrast with white text for normal-size text (typically 16px–18px and below).

Aa

Aa   Aa   Aa

Aa   Aa

Aa* Aa*   Aa Accessibility   Aa

Aa   Aa

Aa   Aa*

Aa   Aa

Aa   Aa

Aa   Aa*

Aa*   Aa

Typography

Our typography organizes information, sets the tone, and keeps everything consistent. Use it with care to make things clear, readable, and on-brand.

Riforma

Riforma is our primary typeface. We use it for
headlines, subheadings, and paragraph text.

AaBbCc

Alternative Fonts

When the primary font can't be used, we default to our alternative font. Alternative fonts aren't always a one-to-one match but will keep the essence of the branded type system consistent.

Riforma / Primary font used by brand and marketing contributors

AaBbCc

Arial / Alternative font for company-wide usage

AaBbCc

Headings

Use Reforma Bold for all headlines. Apply a consistent type scale to create hierarchy, improve readability, and guide the eye.

Raw data.

Raw data.

Raw data.

Raw data.

Paragraphs

Use Reforma Regular for body text.

When you work with us, you gain access to a team of experts who know your industry — and the internal and external forces affecting it. That's because we're deeply embedded in agriculture, and have been for decades.

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Hierarchy

This example shows how type styles can work together to create hierarchy. While not prescriptive, consistent size relationships help establish clarity and rhythm across brand materials.

Headlines

Turn data into clarity.

Standard Heading / Paragraph

Turn data into clarity.

When you work with us, you gain access to a team of experts who know your industry — and the internal and external forces affecting it. That's because we're deeply embedded in agriculture, and have been for decades.

Small Heading / Paragraph

Purchase Profiles
Search for prospects by activities, firmographics, equipment ownership, and purchase history.

Risk Intelligence
Get true valuations and risk profiles fully integrated with your existing systems.

We make your data actionable.

↳ Find new buyers

↳ Predict their buying cycles

↳ Understand your market share

Speak with an advisor →

Photography

Photography brings our brand to life. It captures real
people, real moments, and real environments —
helping us feel grounded, human, and trustworthy.

Principles

Grounded Realism

Photos should feel human. There's natural posture, believable environments, and light that feels authentic. We strive to build real trust, especially with the audiences Fusable serves.

Visual Restraint

We don't embellish our photos with design. We let the message lead and the photography support. We're a brand of little visual clutter.

Context Casting

These aren't generic "business people." They're real dealers, operators, and advisors — people who know their space.

Ownable Mood

We're not just looking for better stock. We're trying to build a brand. Desaturated greens and neutrals pair well with the brand palette. The slower pace of the expressions evokes focus and care.

Portrait Photography

Our portrait photography is natural and focused, not posed or smiling for the camera. Expressions should feel grounded and present. Show people in their working environments. Use natural or soft artificial light with depth of field.
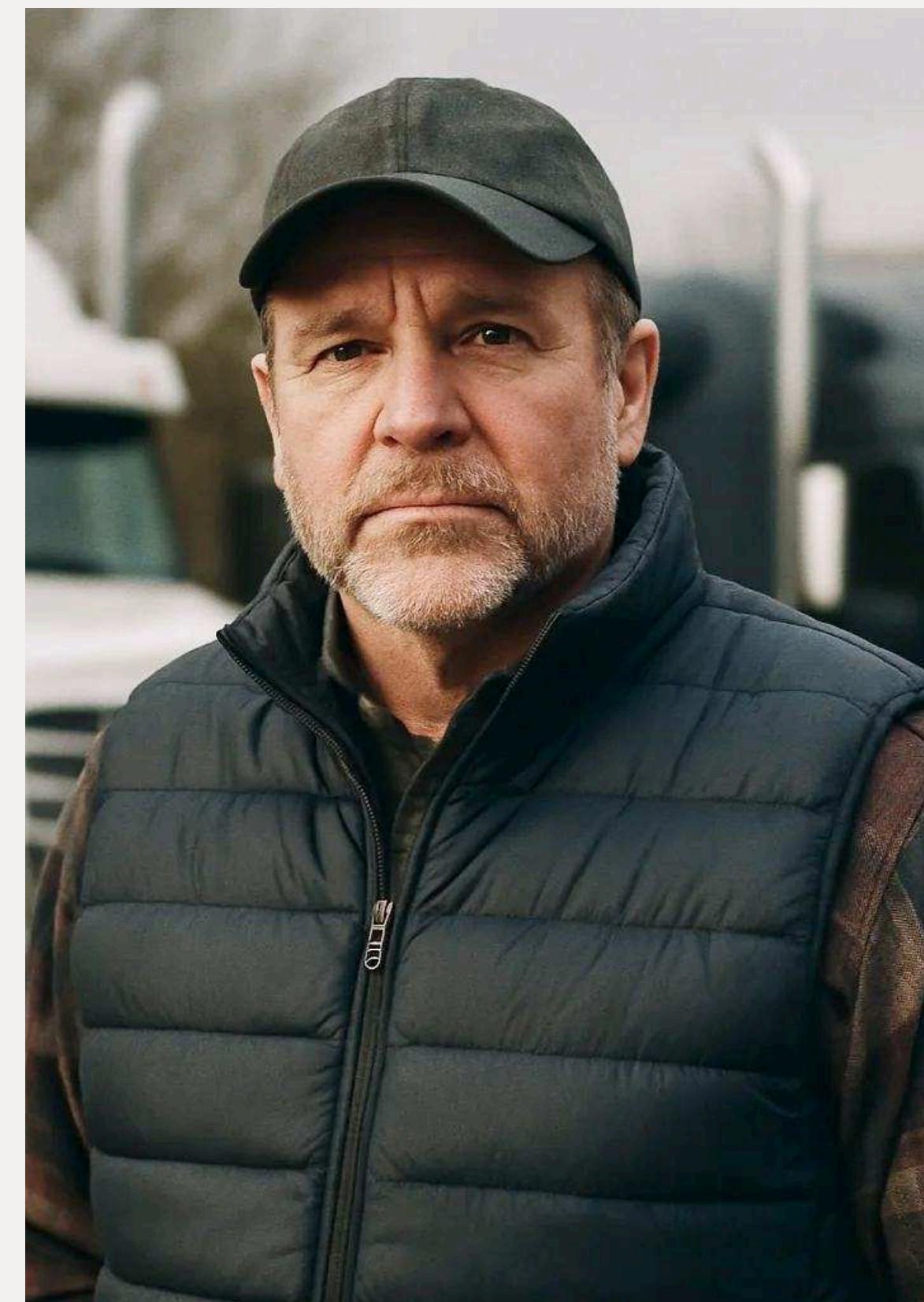
Landscape Photography

Use shots that capture the full environment: construction sites, farmland, forestry, logistics, and industrial settings. Slight overcast or golden hour can add a soft tone, but clarity is more important than dramatic lighting. The tone is straightforward and grounded. These are working landscapes; let them speak for themselves.
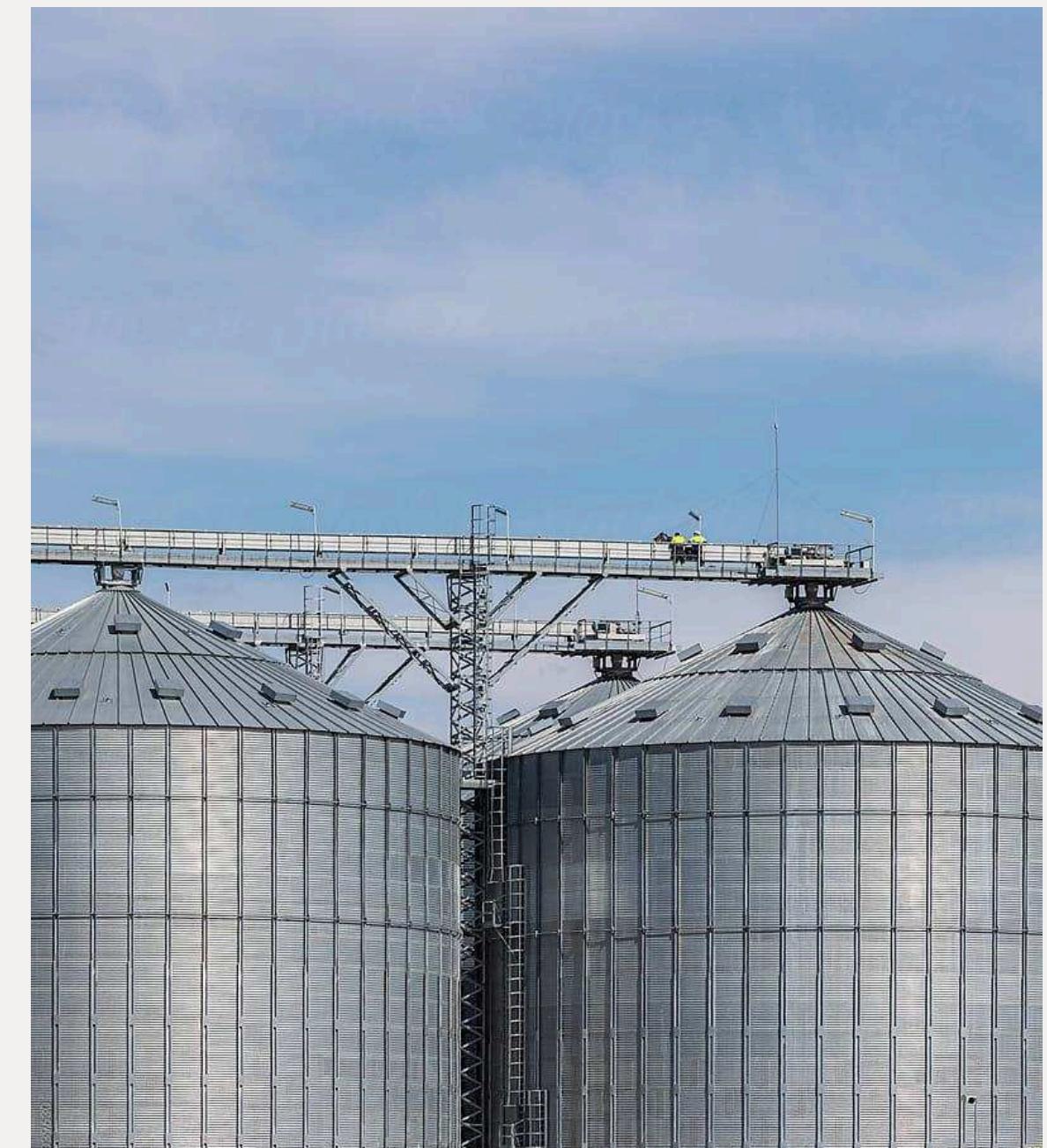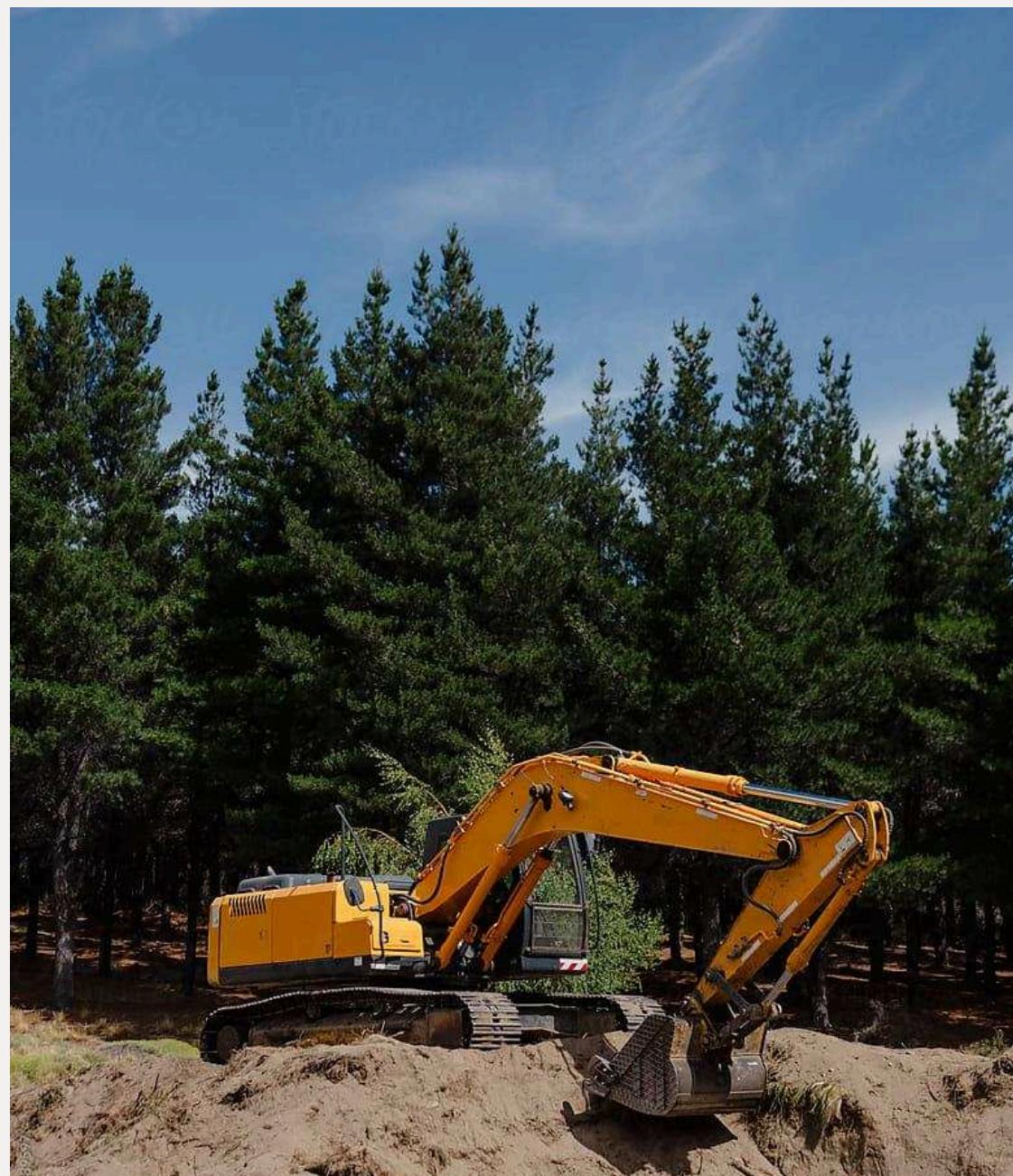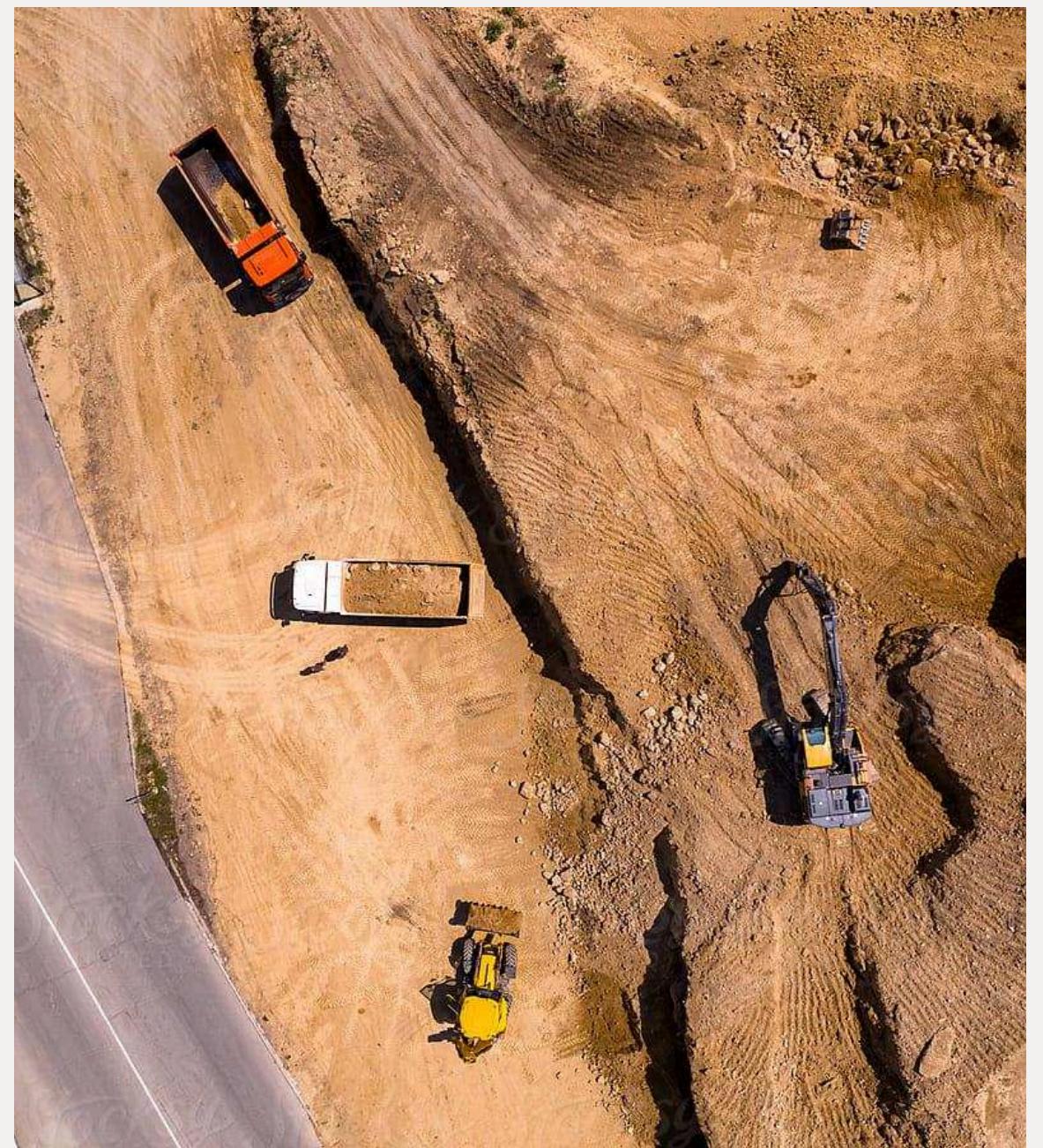
Industry Photography

We aim to highlight industry-specific settings on-site, where the work happens. Keep the framing simple. Let the tools, gear, and environment tell the story. Prioritize authenticity over polish.

Curating Stock Photos

Stock photos can weaken a brand when they feel staged or generic. This guide outlines common stock photo clichés to avoid so we can choose images that feel more real, relatable, and aligned with the people we're trying to reach. This doesn't mean to avoid every instance below, but use it as a compass to select more authentic photos.

- Staged handshakes
- Staged posing
- Everyone is smiling and working
- Forcing "fun" in a group shot

Styles to Avoid

When selecting imagery, it's important to avoid common visual tropes that feel stylized or exaggerated. This includes dramatic lighting, intense angles, and effects that prioritize spectacle over authenticity.

- Sunbursts
- Dramatization
- Wide-angle distortion
- Strong or low angles
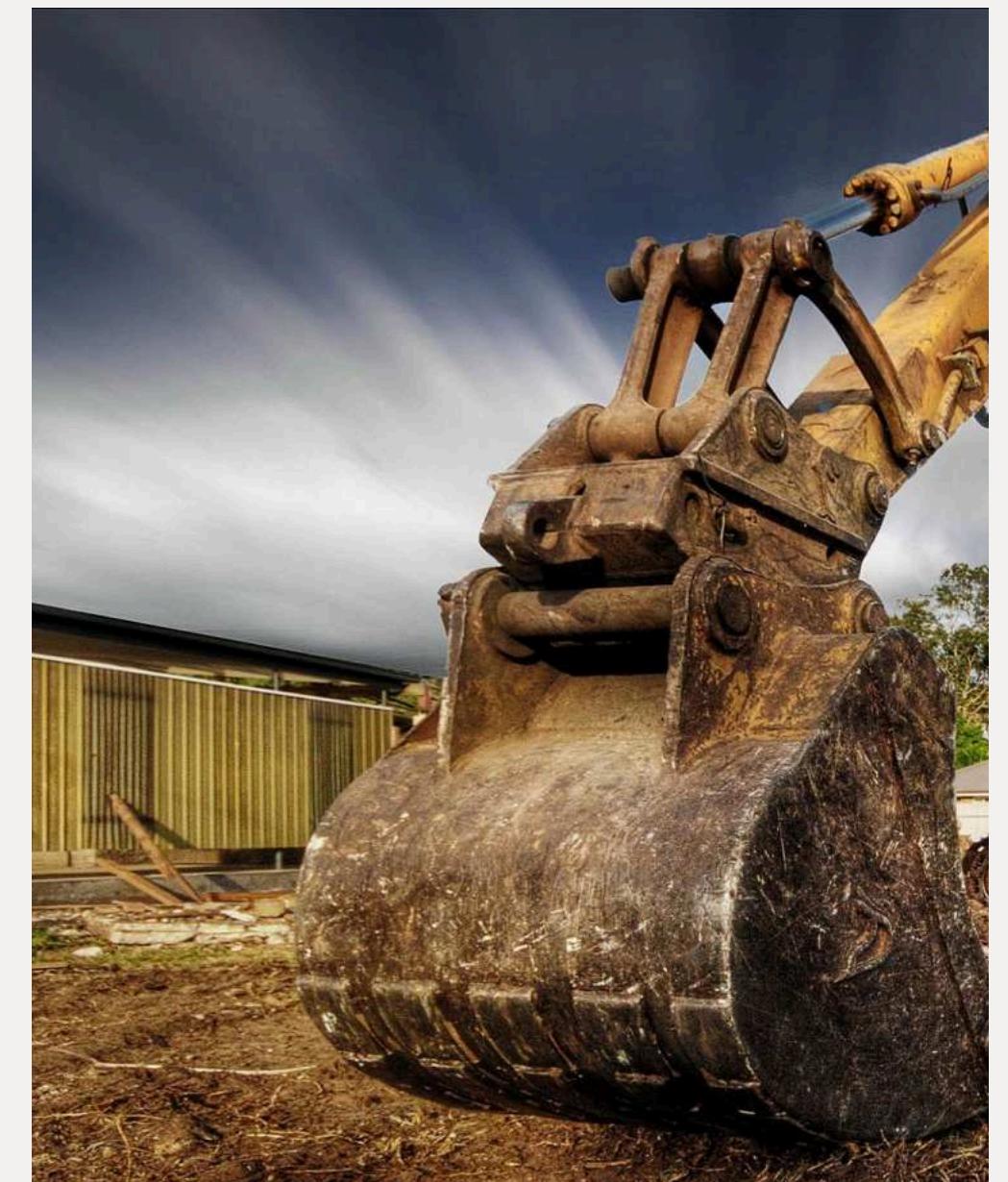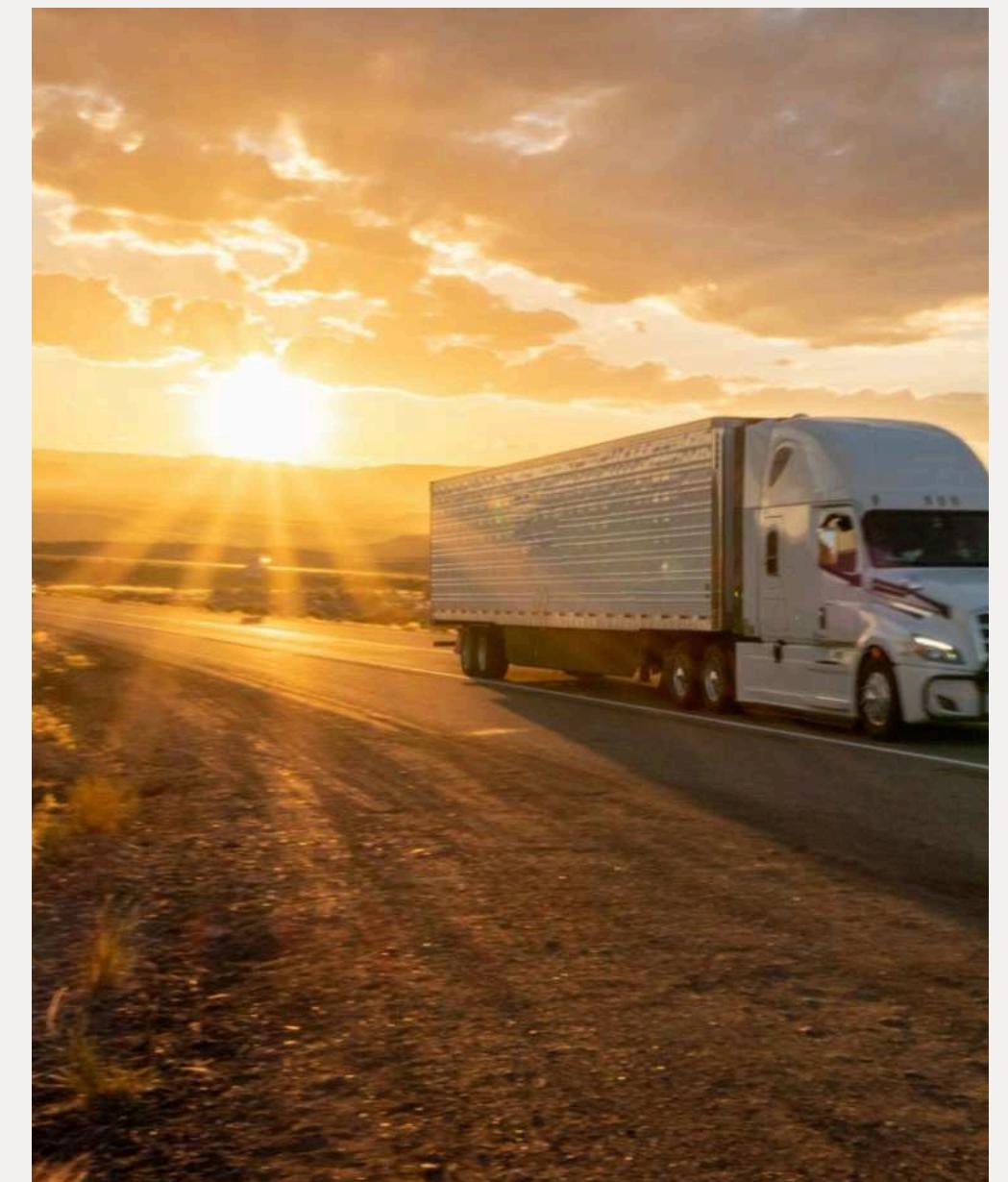
Styles to Look For

These visual cues help photos feel more grounded, human, and believable. When curating imagery, look for natural light, thoughtful framing, and compositions with less visual clutter.

- Foreground depth for mood and texture
- Tight framing, zoomed-in on subject
- Natural lighting, muted tones (avoid over-saturation)
- Clean composition with breathing room or negative space

Iconography

Icons are quick visual cues. They help people
navigate and understand actions, bringing
clarity to complex ideas in our marketing.

Utility Icons,
Google Material

We use the Google Material Symbols Sharp icon set with a base weight of 400. Icons can be accessed at fonts.google.com/icons or through the Material Symbols Figma plugin.

fonts.google.com/icons

Figma Plugin
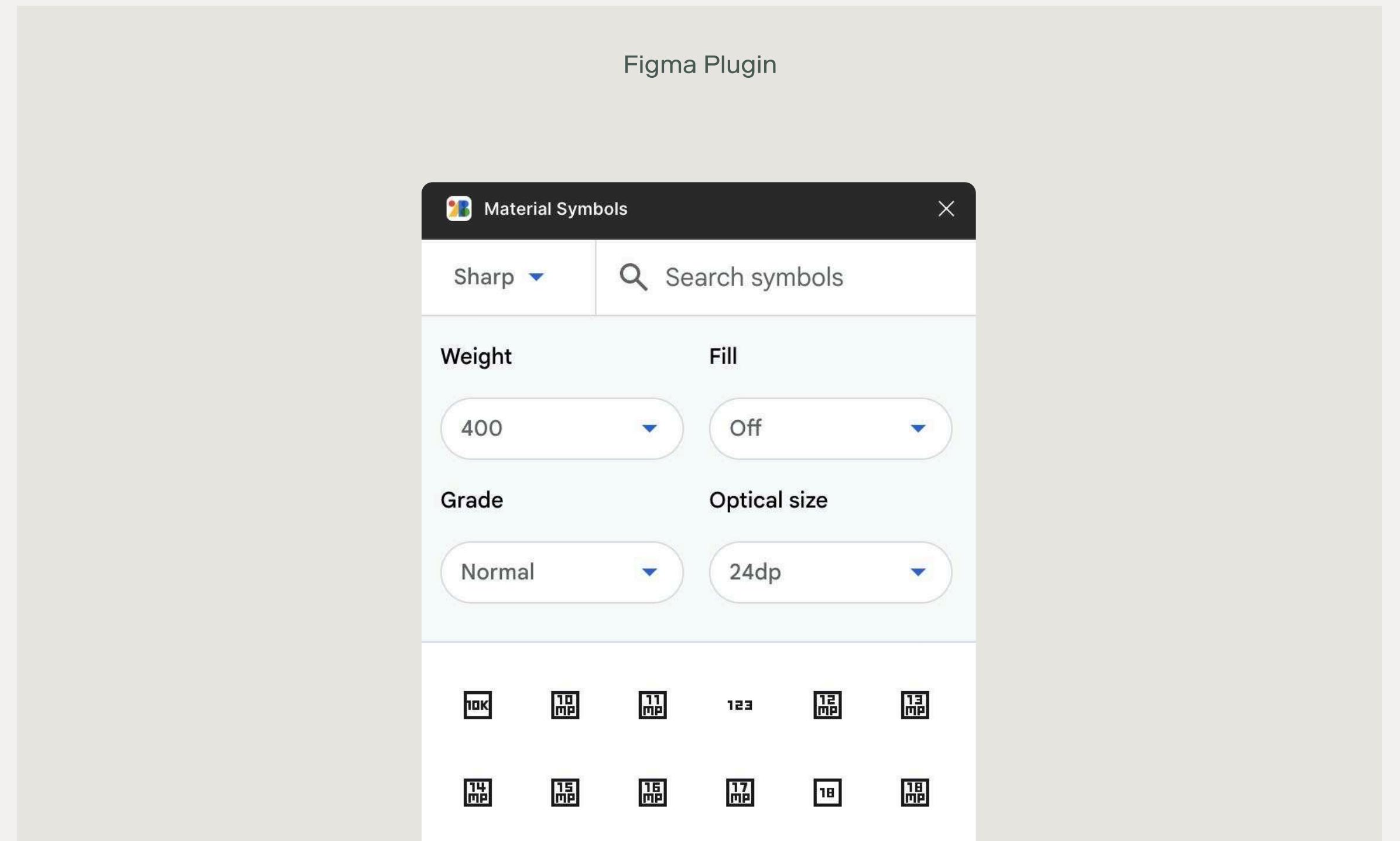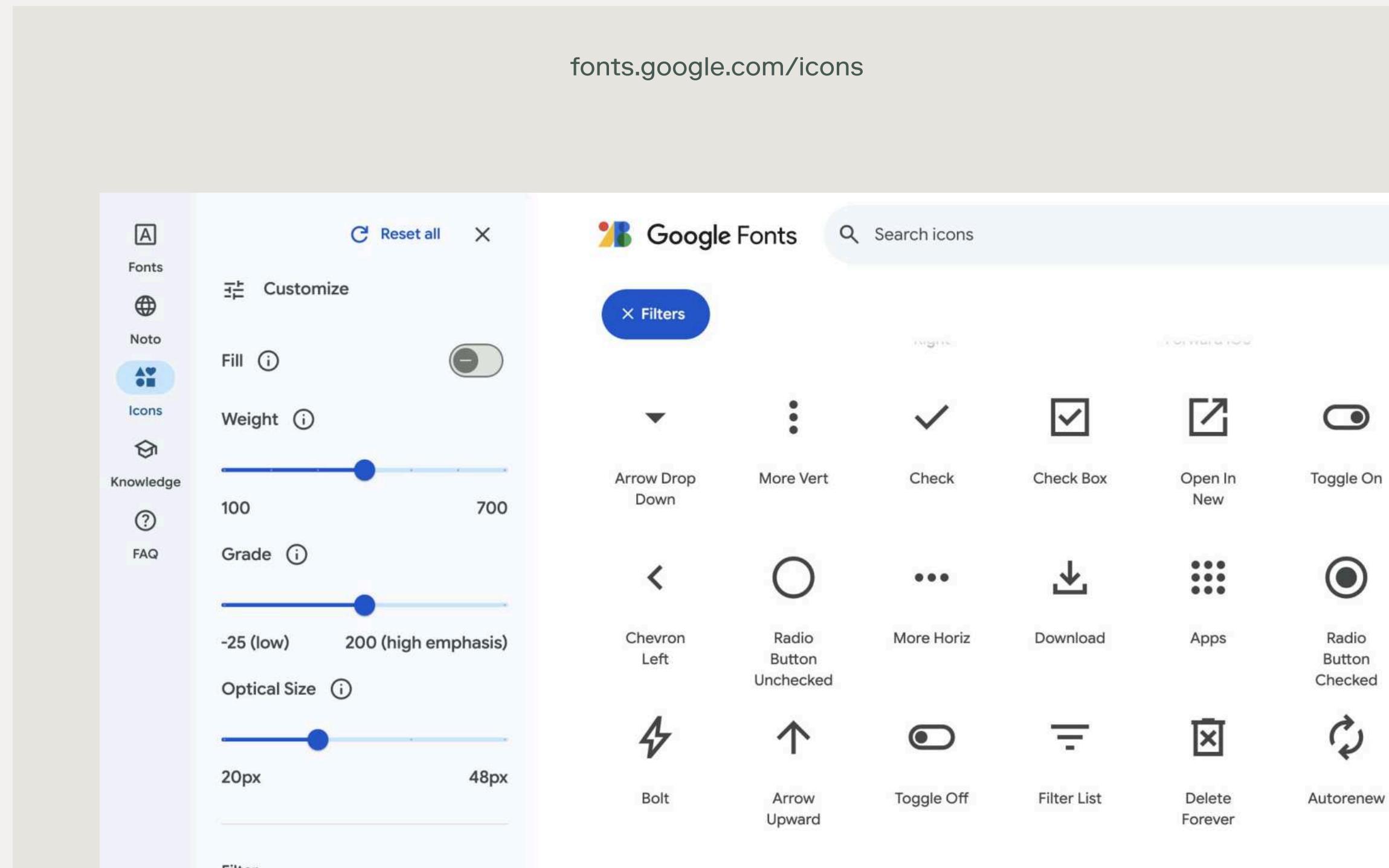
Iconography, Dark

This is standard icon usage for dark mode. Use Dune or secondary colors for clear contrast against dark surfaces.
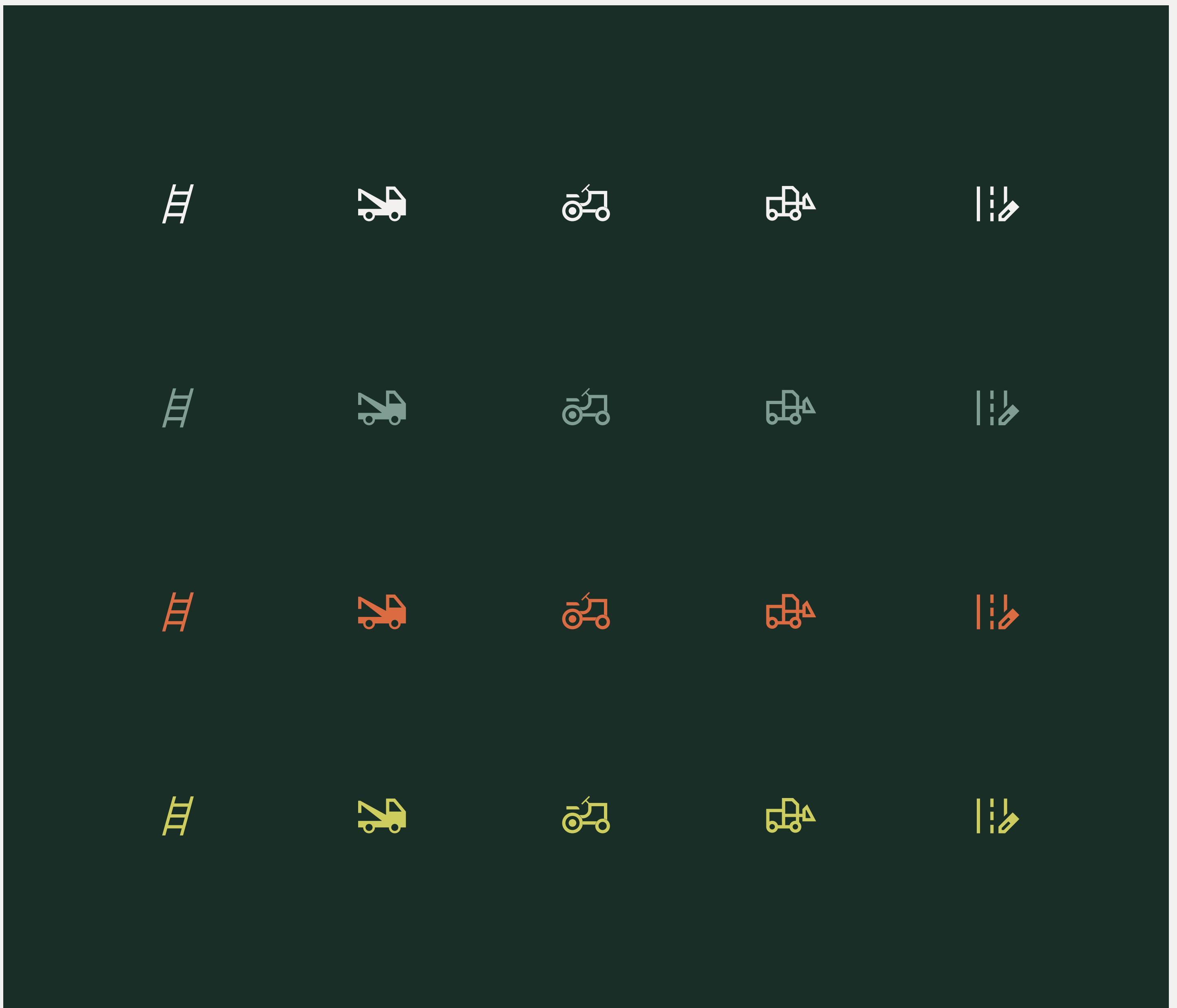
Iconography, Light

This is our standard icon usage for light mode. Consider using our dark colors for visibility. For example, we're using Metal Dark and Volt Dark in rows two and four to create more contrast.

Industries

Construction

Use data to build the right relationships with the right buyers.

Agriculture

Insights on equipment ownership, purchase cycles and more.

Finance

Make the right investments at the optimal rate.

Machine Tooling

Predict buying cycles to time your relationship building.

Marketing Icons, Dark

Our marketing icons use a two-tone color system to support storytelling. Use these icons in marketing materials like landing pages, decks, and explainer graphics.

Stroke width: 1.5pt
Style: Minimal, designed to feel technical but approachable
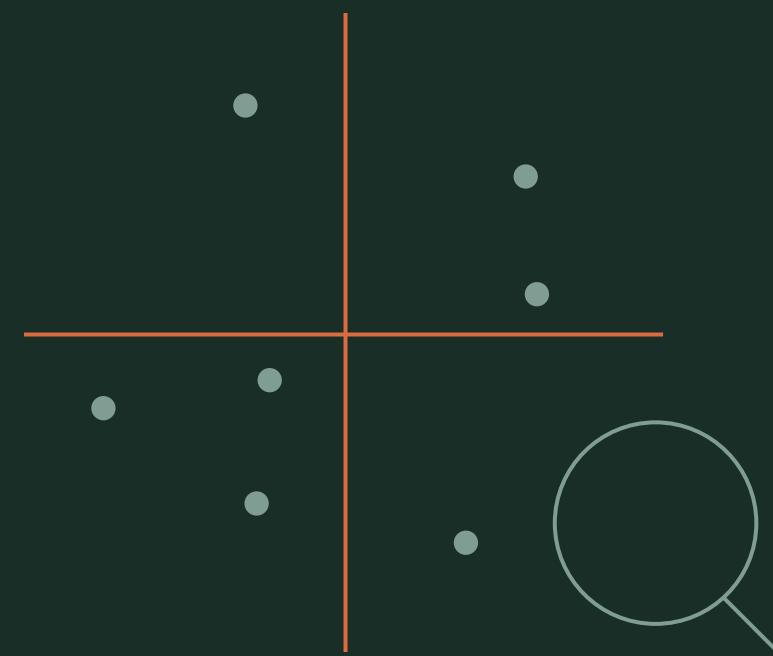
Purchase Profiles
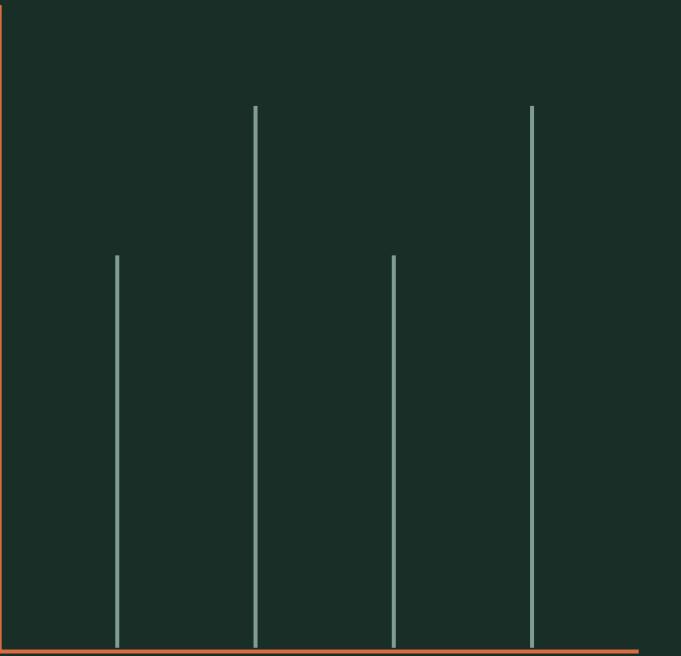
Dynamic Market Views

Risk Intelligence

Marketing Icons, Light

Our marketing icons use a two-tone color system to support storytelling. Use these icons in marketing materials like landing pages, decks, and explainer graphics.

Stroke width: 1.5pt
Style: Minimal, designed to feel technical but approachable
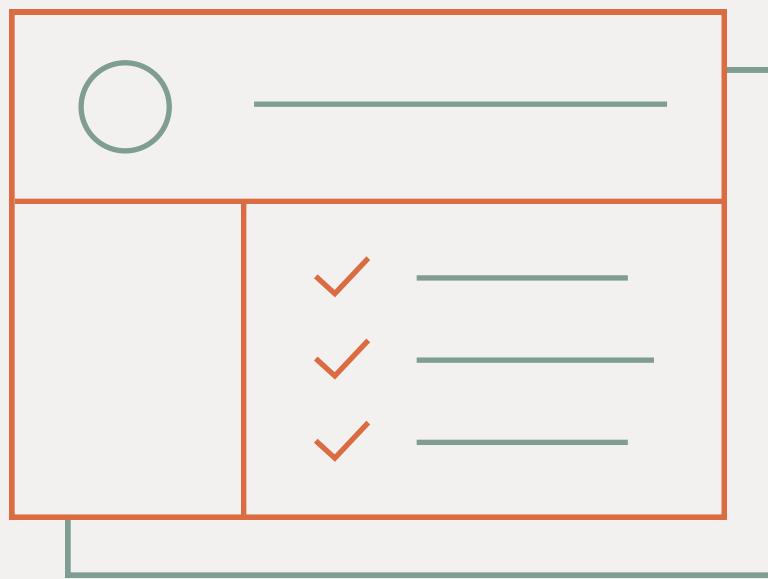
Market Views

See market changes and trends in brand loyalty and segment potential.
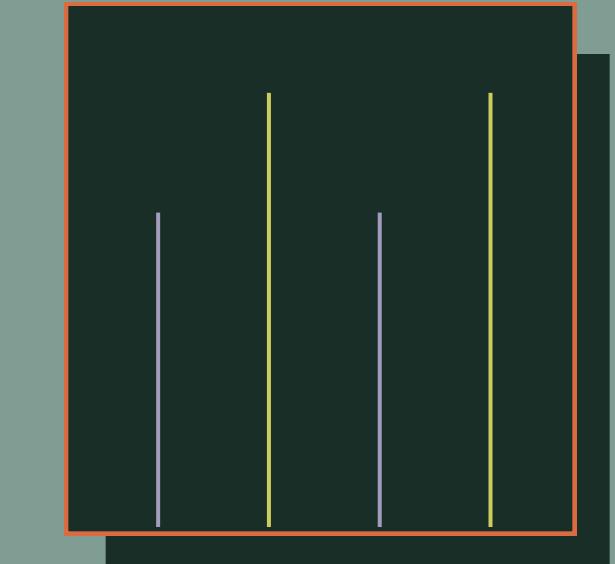
FUSABLE

Risk Intelligence

Get true valuations and risk profiles fully integrated with your existing systems.

FUSABLE

Get true valuations and risk profiles fully integrated with your existing systems.

Dealers

See market changes and trends in brand loyalty and segment potential.

Data Visuslization

We use data visuals to turn complex information into something clear and meaningful. Charts, graphs, and other visuals should feel smart, focused, and easy to understand.

Color Usage

Primary and secondary colors should be used most often in charts and data visuals. Tertiary colors are available when more differentiation is needed. Use them with intent, based on context and the complexity of the information.

Primary

■ Forest

Secondary

■ Fault

■ Volt

■ Metal

■ Plum

■ Sky

Tertiary

■ Brick

■ Mint

■ Soil

Primary and secondary colors

Primary, secondary, and tertiary colors
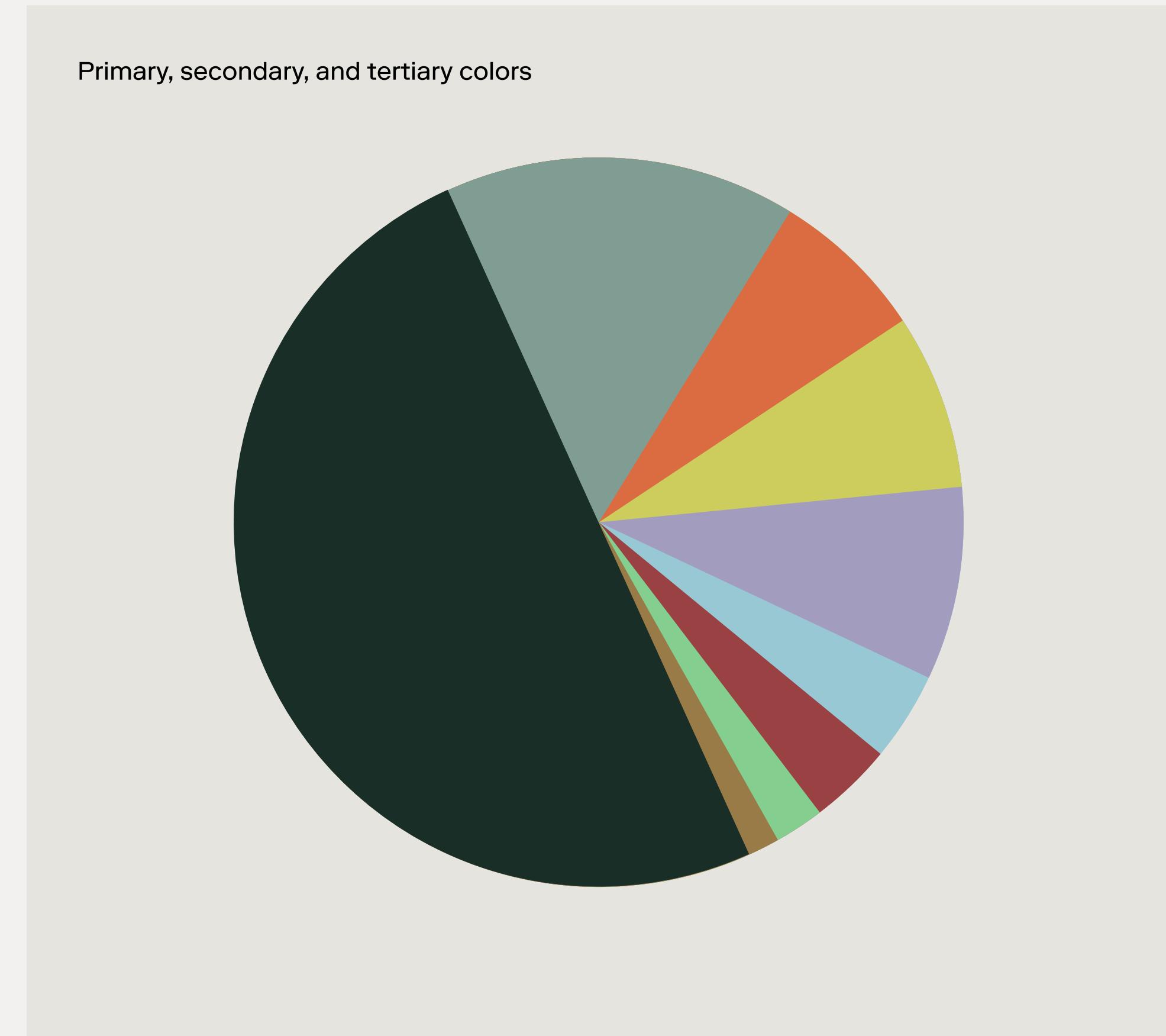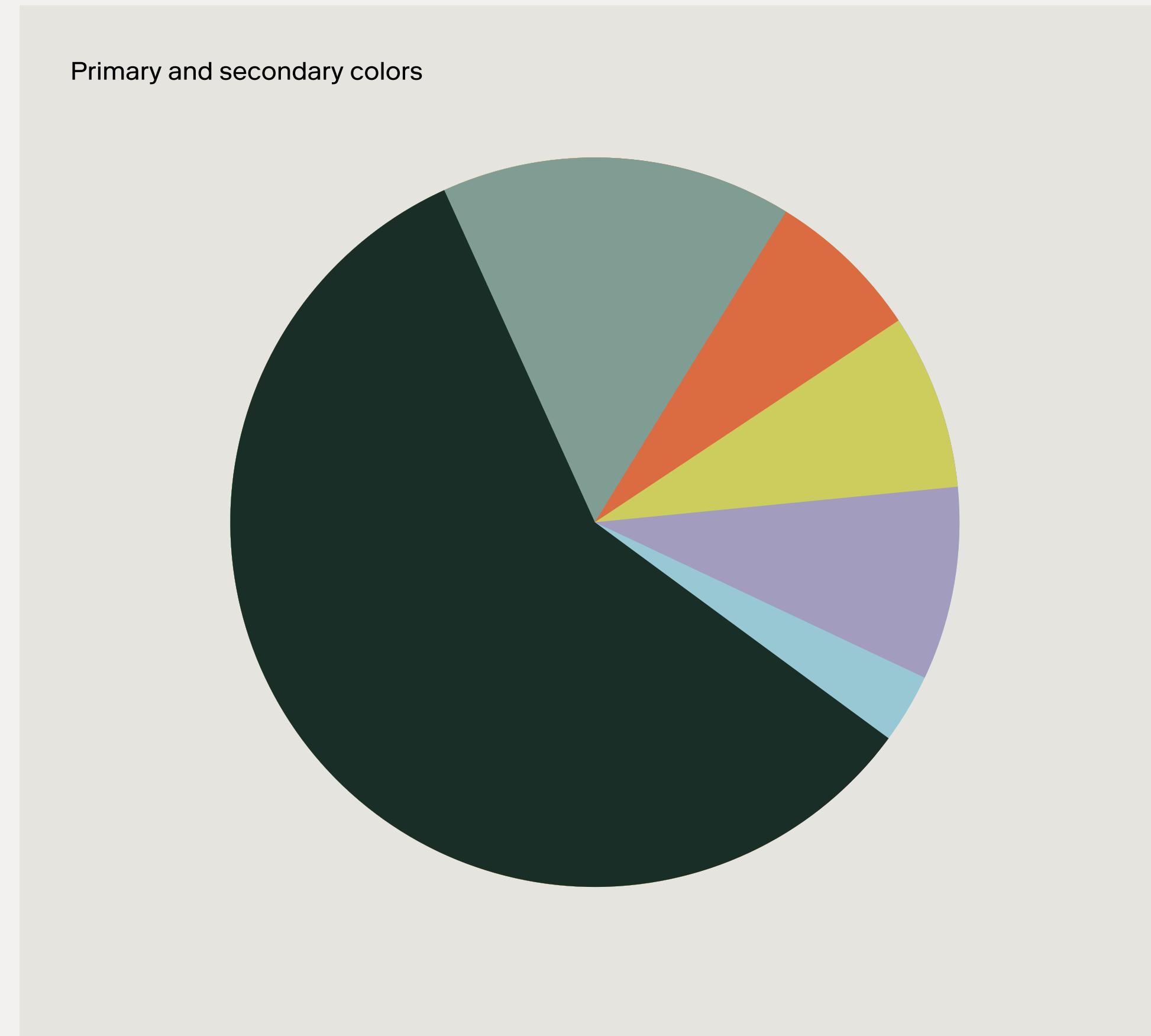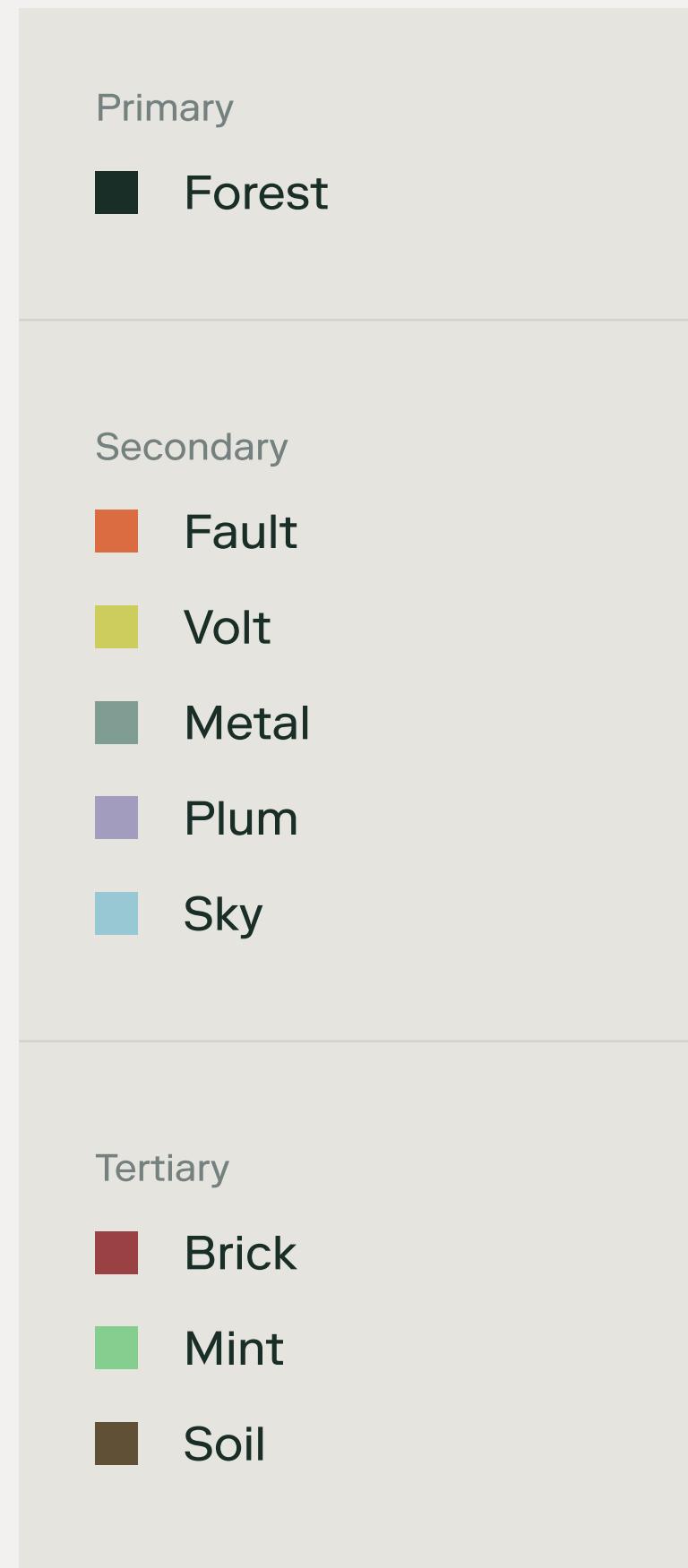
Bubble Chart

Use this chart as a reference for applying brand colors to data visualizations on light and dark backgrounds.

Left chart (dark background):
- 59.6%
- 10.3%
- 8.7%
- 11.7%
- 9.7%

Legend:
- Skid Steer
- CTL
- Mini Excavator
- Wheel Loader
- Backhoe

Right chart (light background):
- 59.6%
- 10.3%
- 8.7%
- 11.7%
- 9.7%

Legend:
- Skid Steer
- CTL
- Mini Excavator
- Wheel Loader
- Backhoe
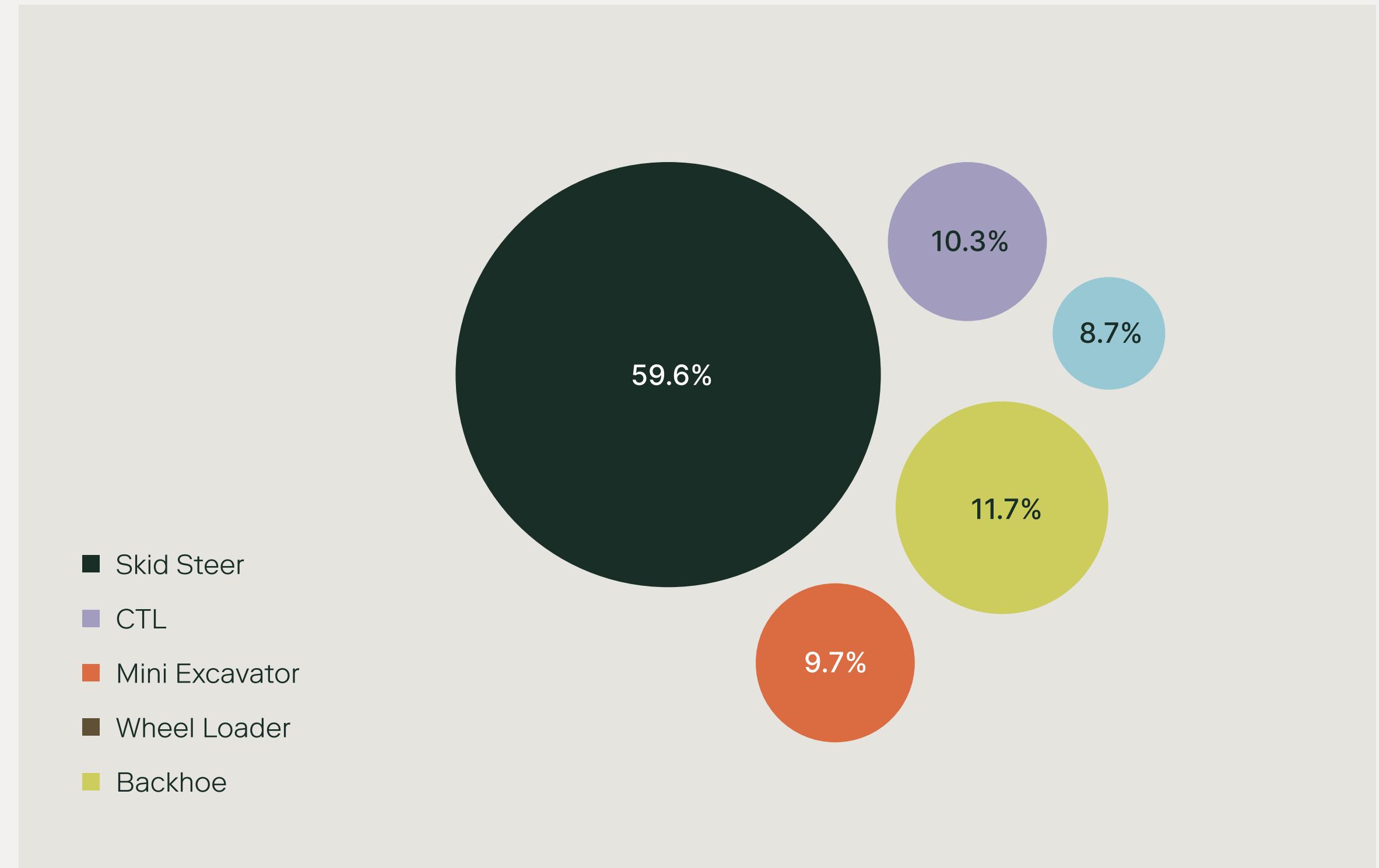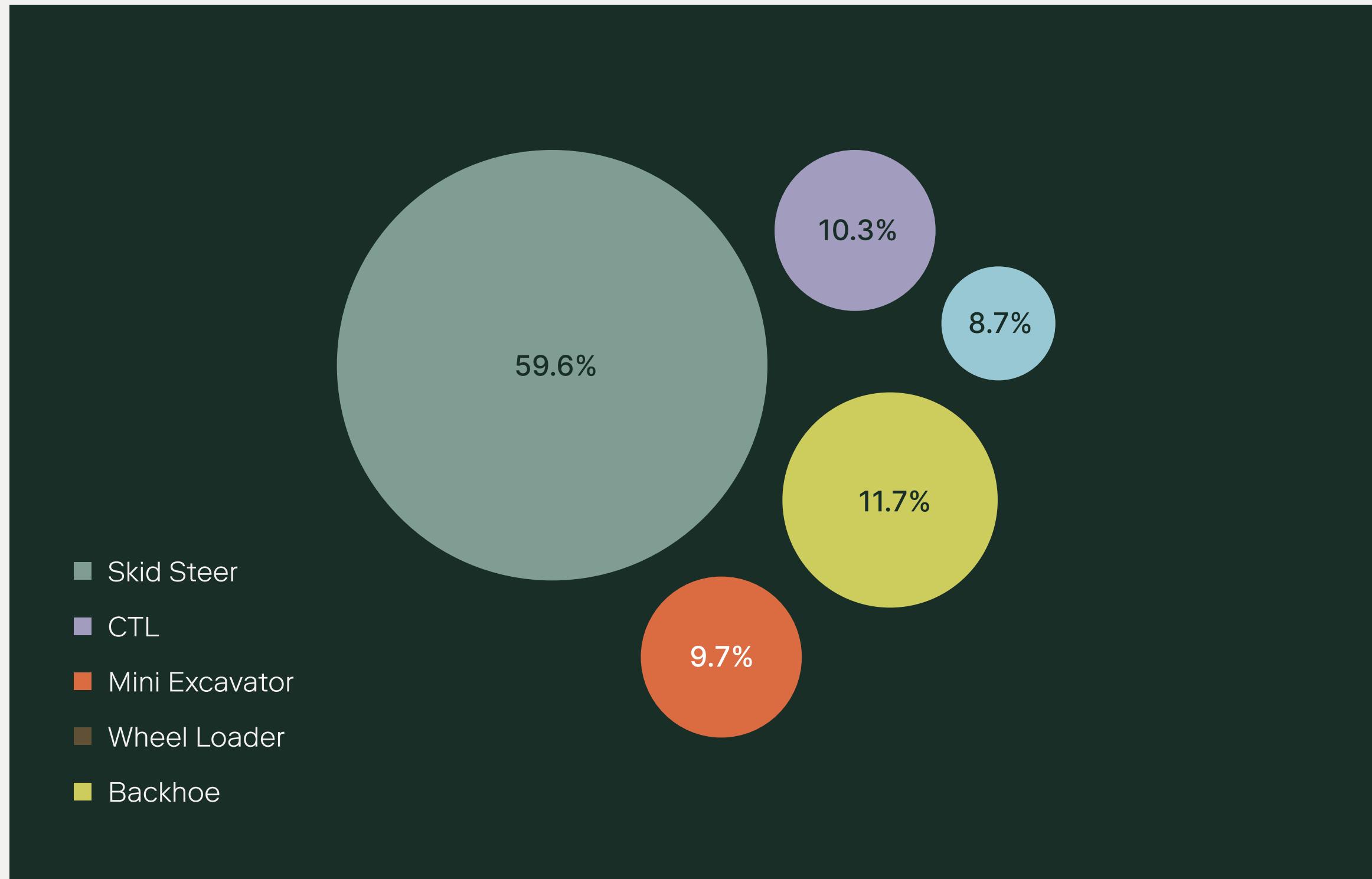
Bar Chart, Dark

Use this chart as a reference for applying brand colors to data visualizations on dark backgrounds.

- ■ Skid Steer
- ■ CTL
- ■ Mini Excavator
- ■ Wheel Loader
- ■ Backhoe

521

Skid Steer | 400
Compact Track Loader | 345

Skid Steer | 521
Mini Excavator | 323

Skid Steer | 445
Wheel Loader | 290

Skid Steer | 620
Backhoe | 390

Bar Chart, Light

Use this chart as a reference for applying brand colors to data visualizations on light backgrounds.

■ Skid Steer
■ CTL
■ Mini Excavator
■ Wheel Loader
■ Backhoe

Skid Steer	400
Compact Track Loader	345
Skid Steer	521
Mini Excavator	323
Skid Steer	445
Wheel Loader	290
Skid Steer	620
Backhoe	390
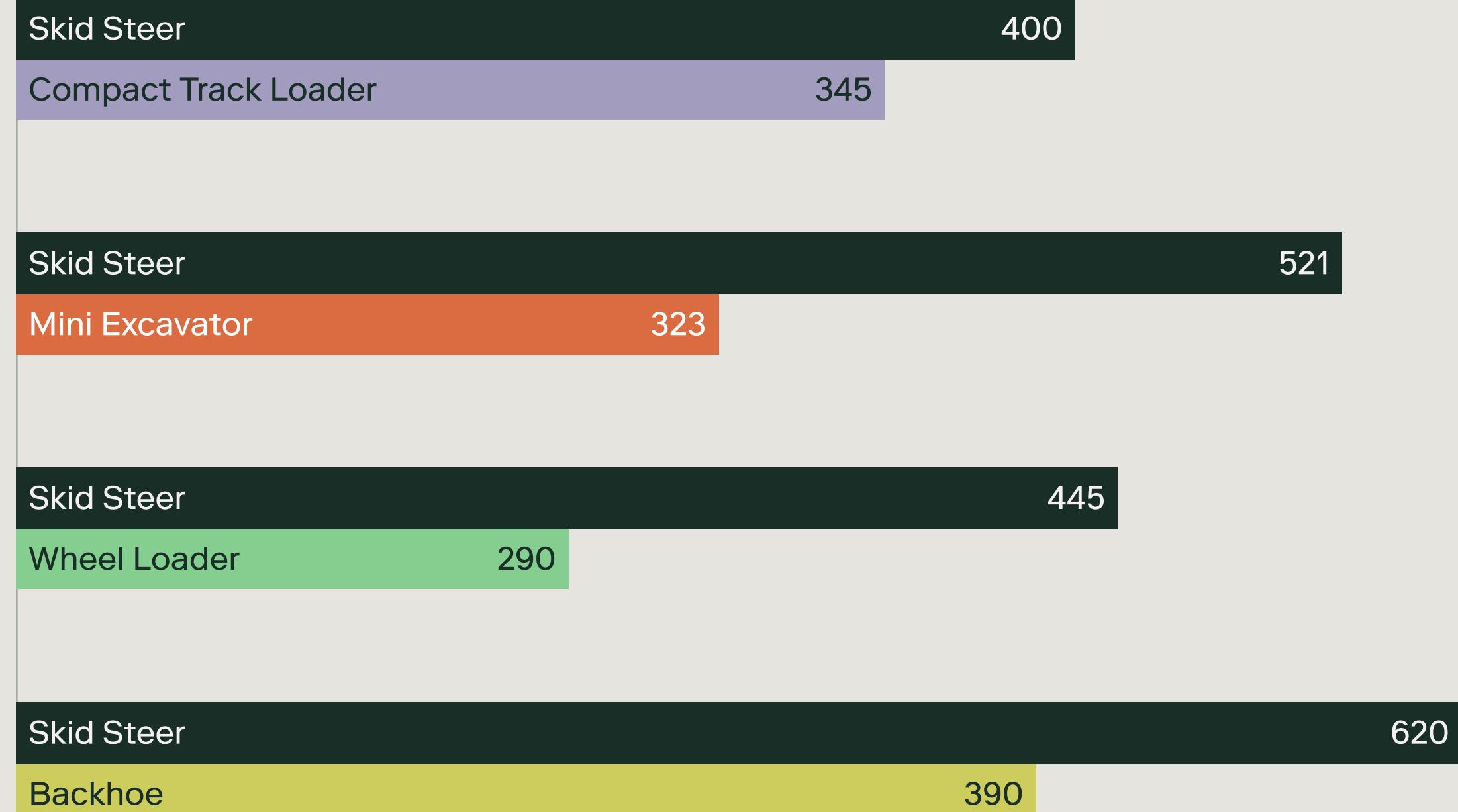
Dot Density

Use this chart as a reference for applying brand colors to data visualizations on dark backgrounds.
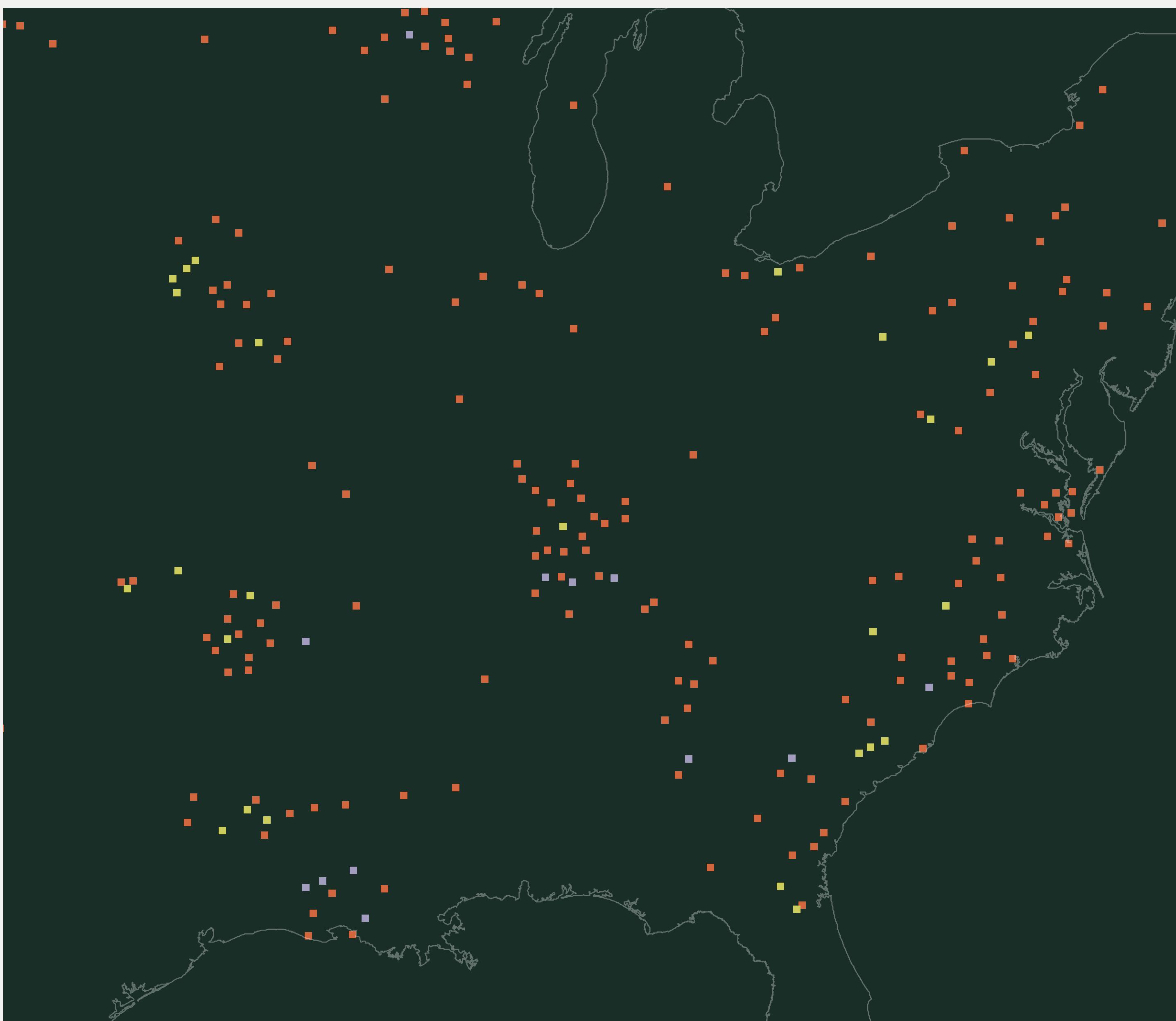
Block Chart

Use this chart as a reference for applying brand colors to data visualizations on dark backgrounds.

# Bulk purchases in the last 180 days

◼ Purchases made

◼ No activity
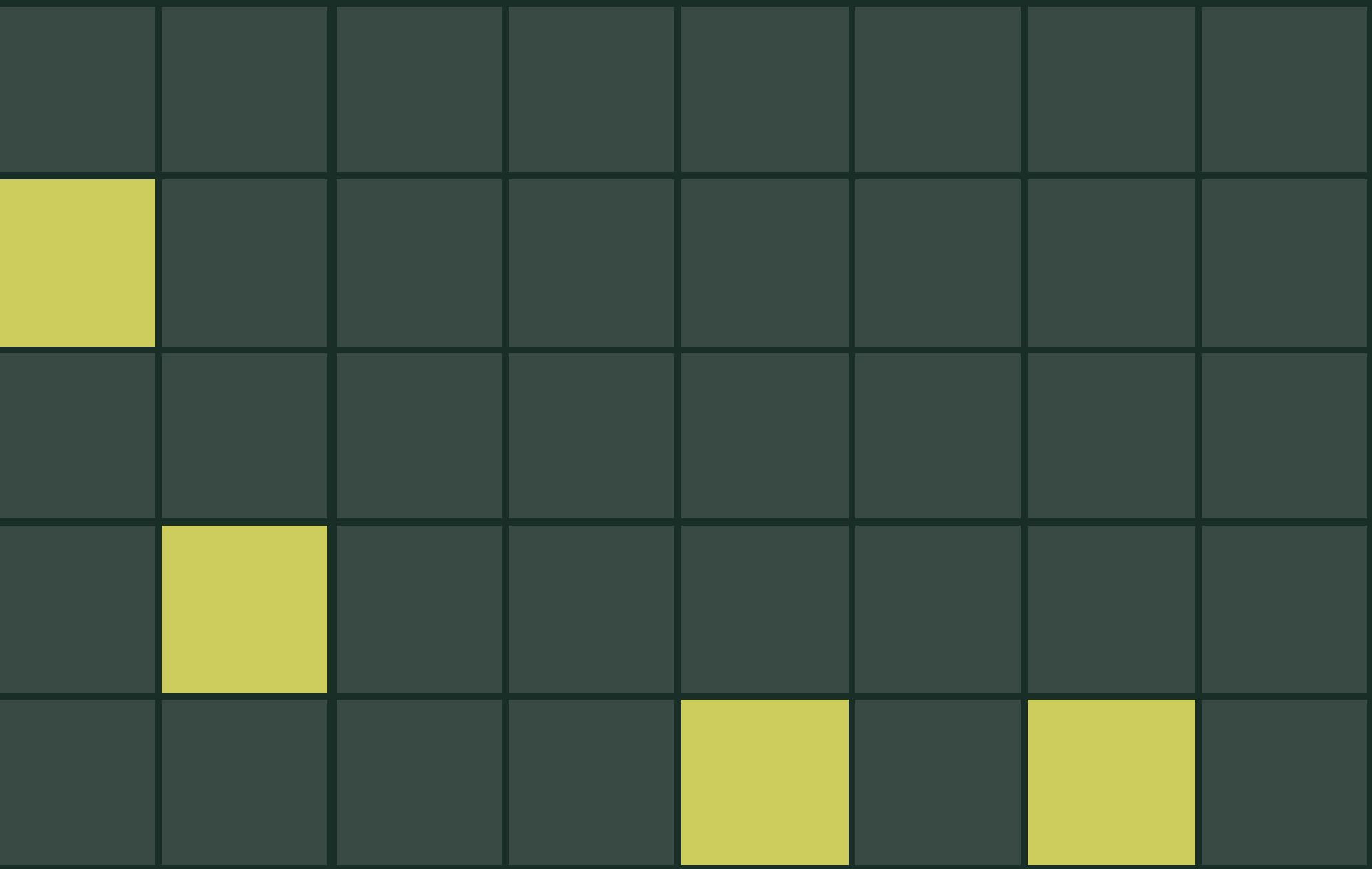
Column Chart

Use this chart as a reference for applying brand colors to data visualizations on light backgrounds.

In just three years, we have overtaken every legacy alternative.

2022   2023   2024
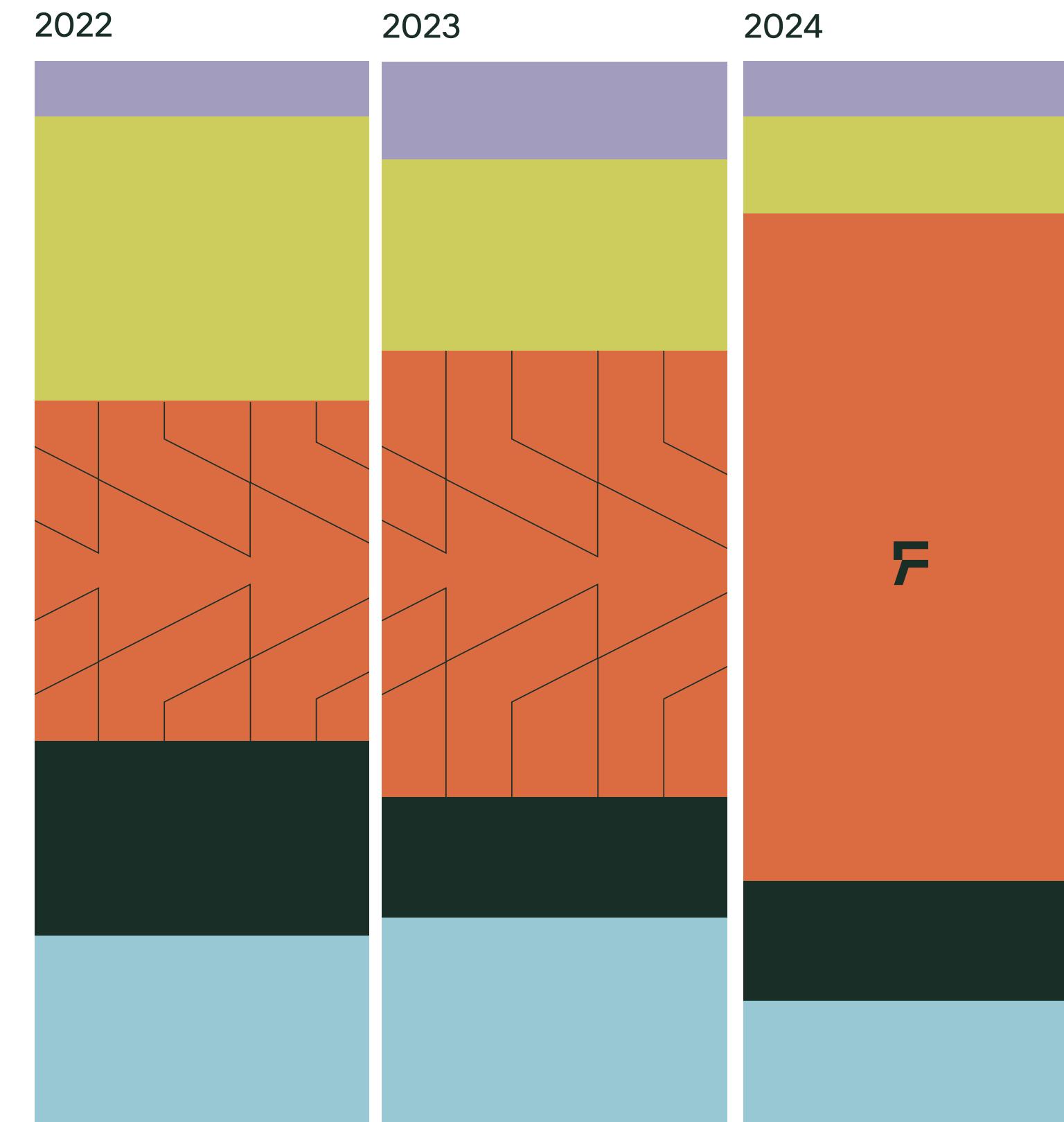
Line Chart

Use this chart as a reference for applying brand colors to data visualizations on dark backgrounds.

JAN   FEB   MAR   APR
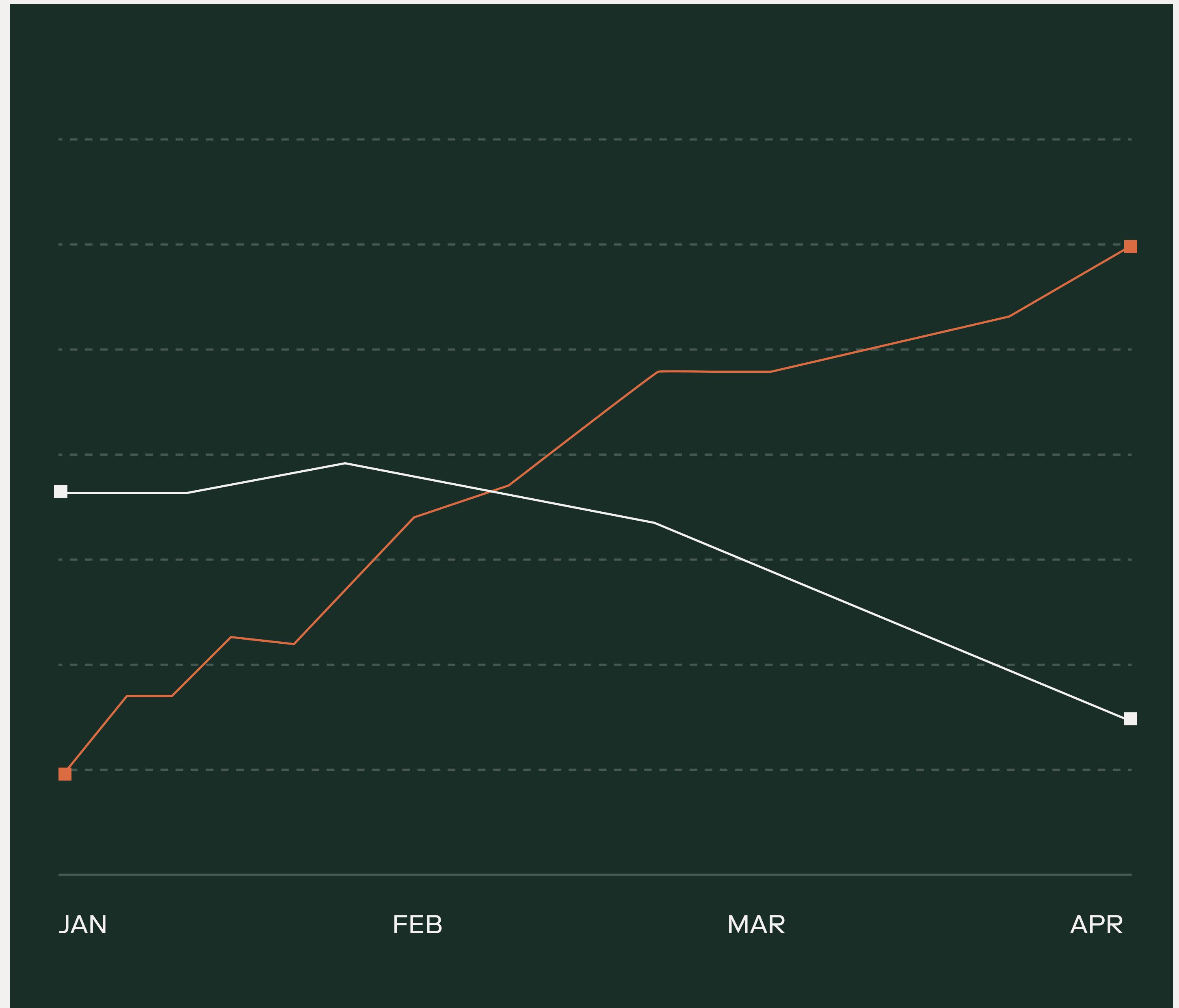
Pattern

Patterns add texture and rhythm to our brand. They
support layout, reinforce identity, and bring energy
without distraction. Use them with intention.

Composing Patterns

Our patterns are designed to be masked, scaled, and repositioned to fit different layouts. Adjust them within a frame to create a balanced and intentional composition.
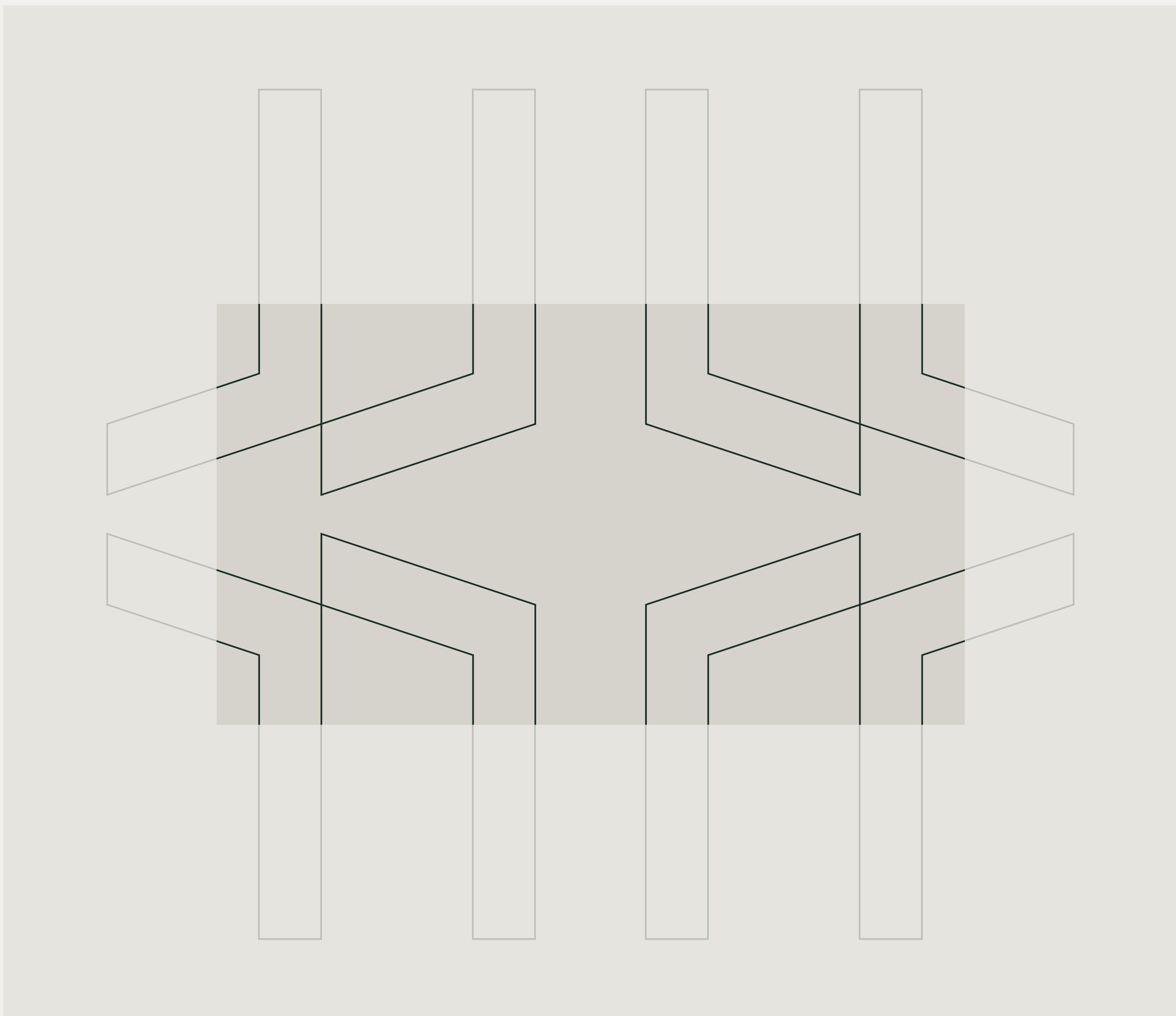
Asymmetrical Layout

Use pattern as a background element with offset composition. This adds energy and direction, especially when paired with concise messaging.

FUSABLE

Fusable bridges the gap between raw data and real-world results.
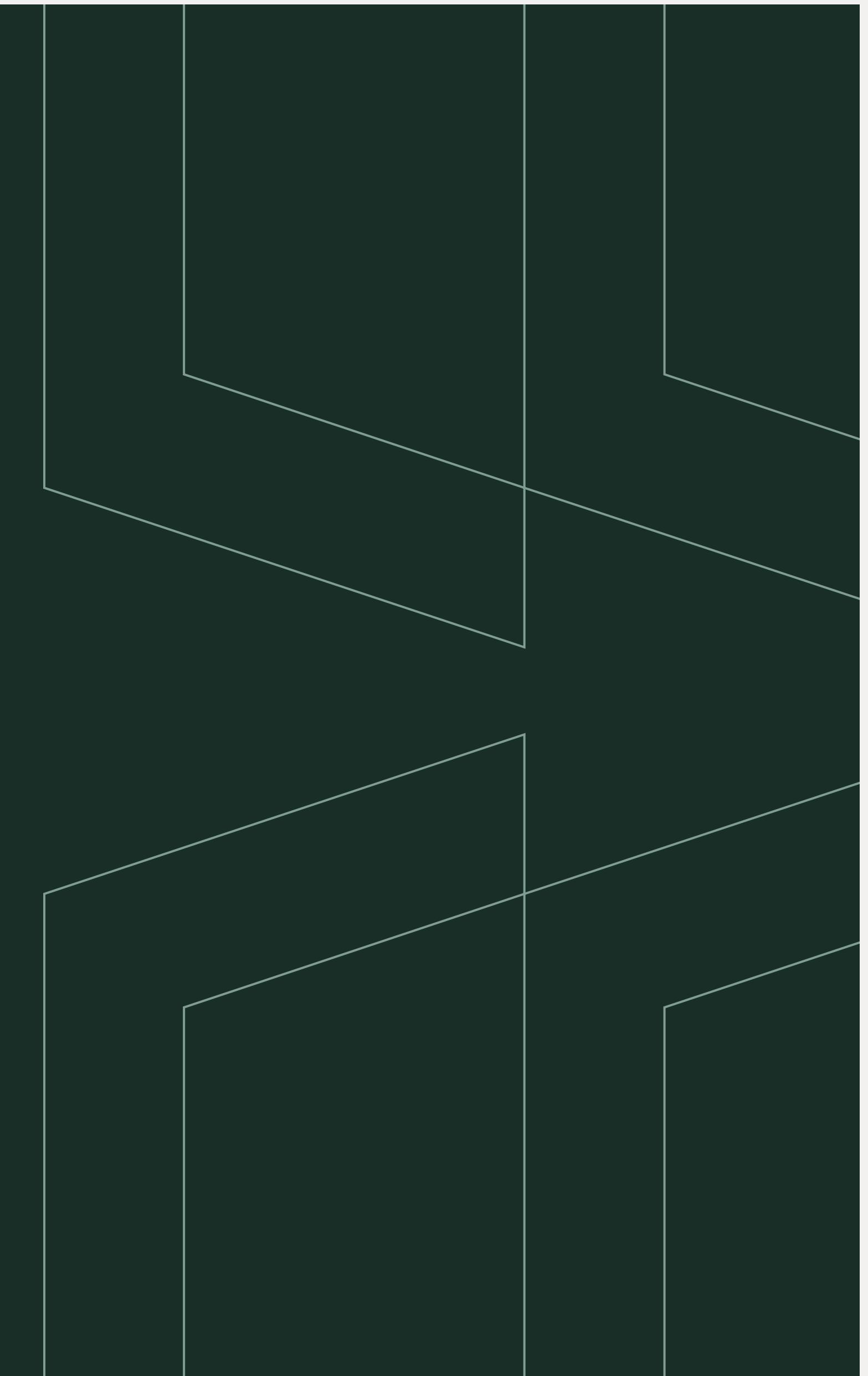
Symmetrical Layout

Center the pattern to create balance and emphasis. This works well when the message or logo needs to feel iconic or anchored.



FUSABLE
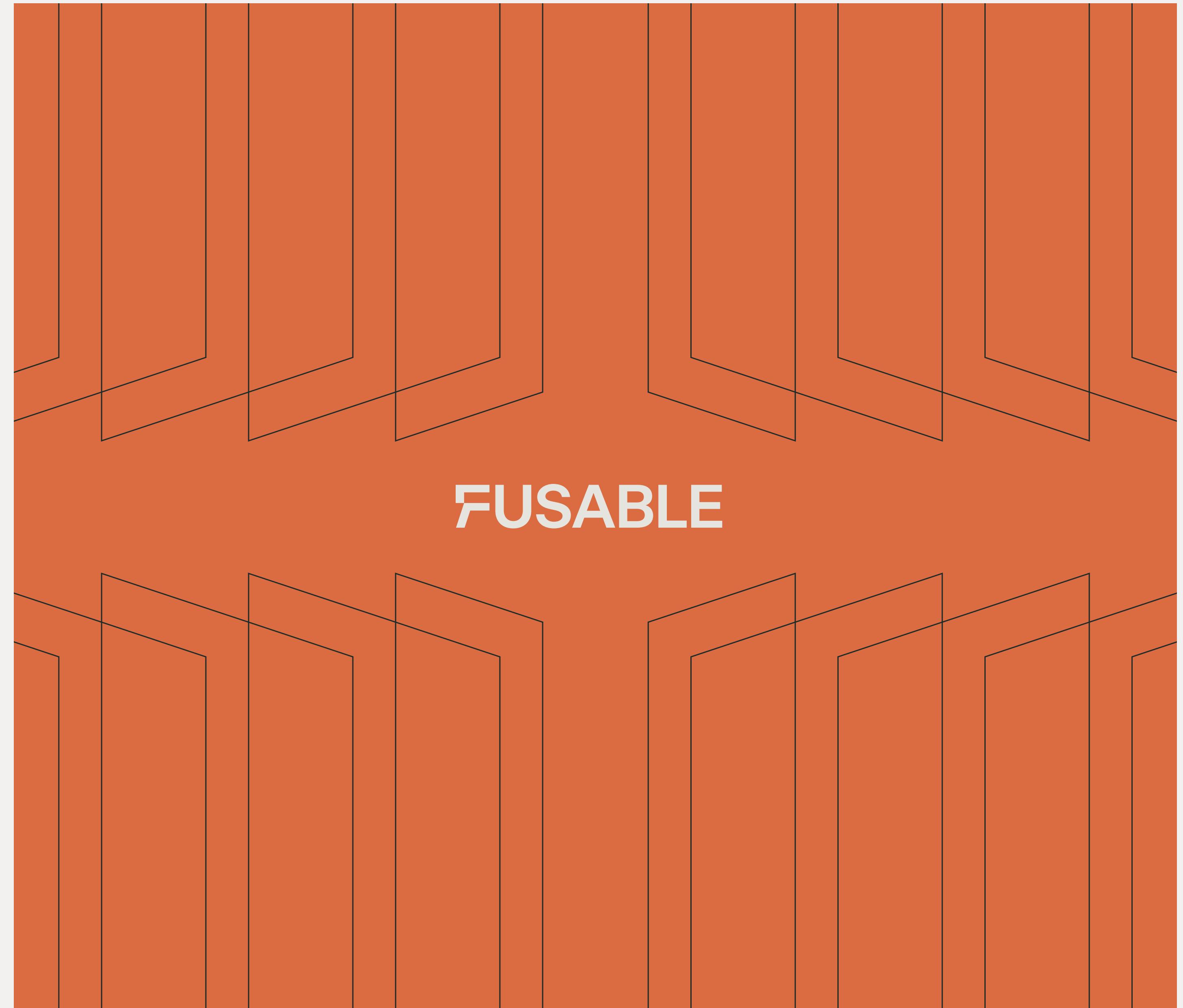
Freeform Layout

Break from the grid. Use enlarged or cropped pattern shapes to bring motion and personality. Best suited for expressive layouts.
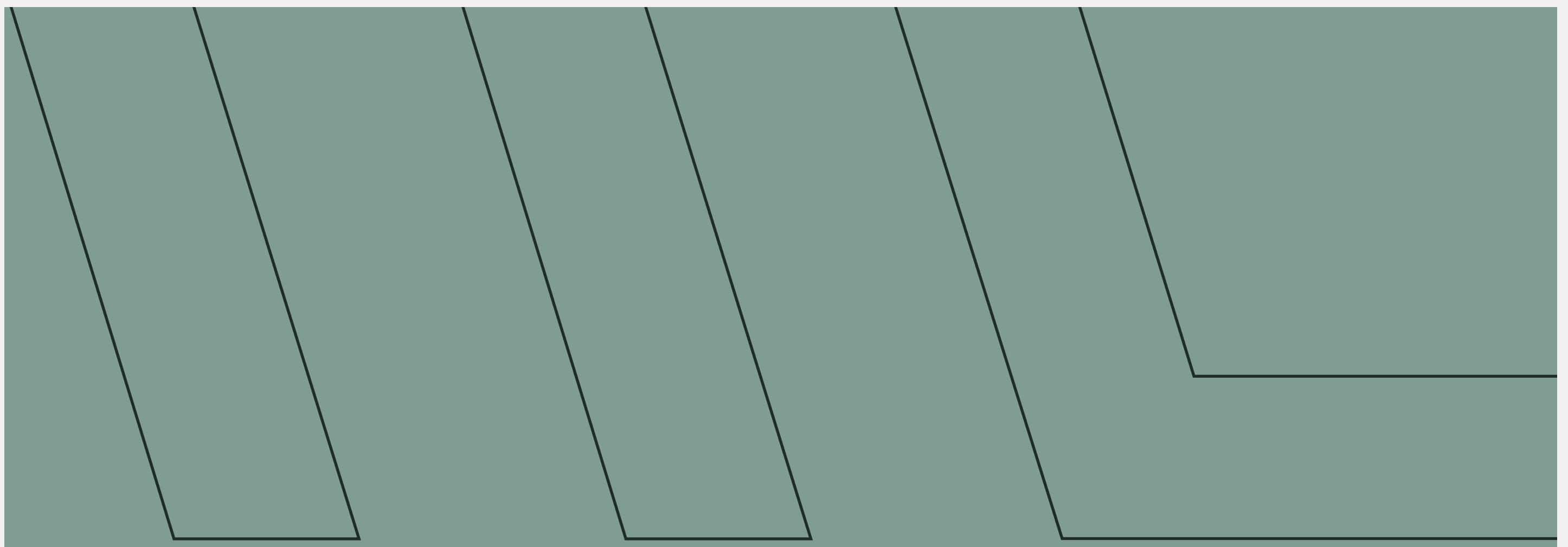
Turn raw data into clarity.
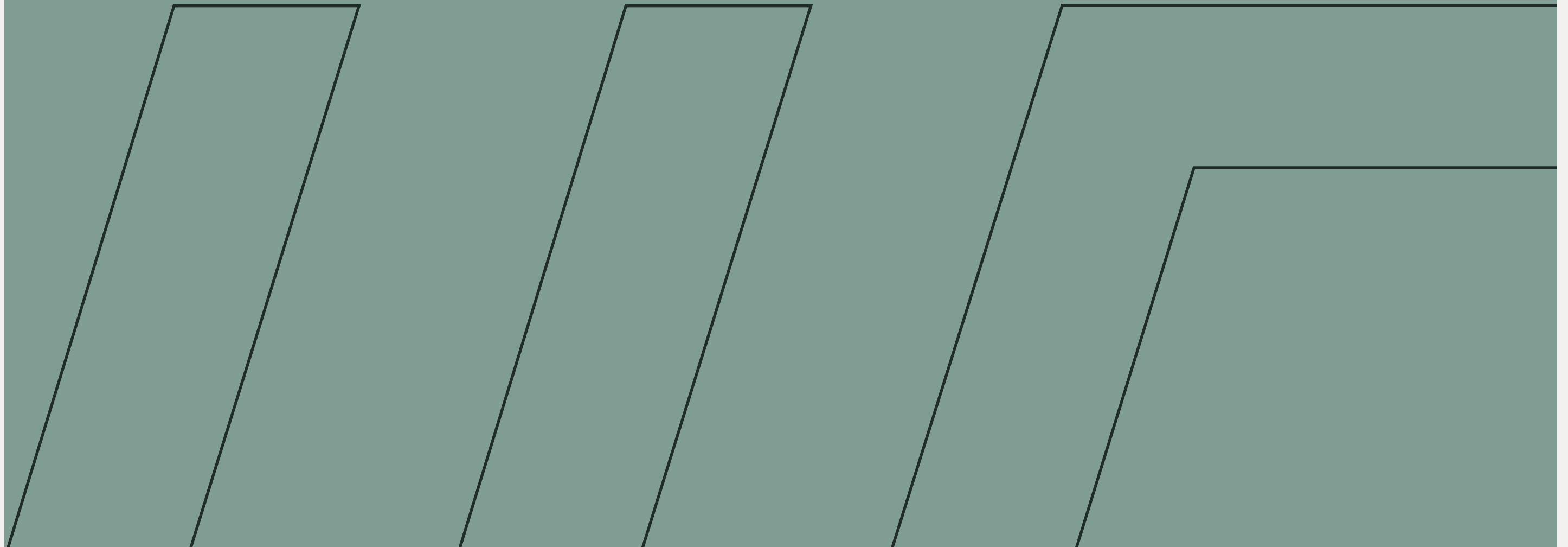
Pattern with Data Points

Overlay key data points directly on the pattern. This creates a layered graphic that pairs form with function. Keep spacing readable and points legible.
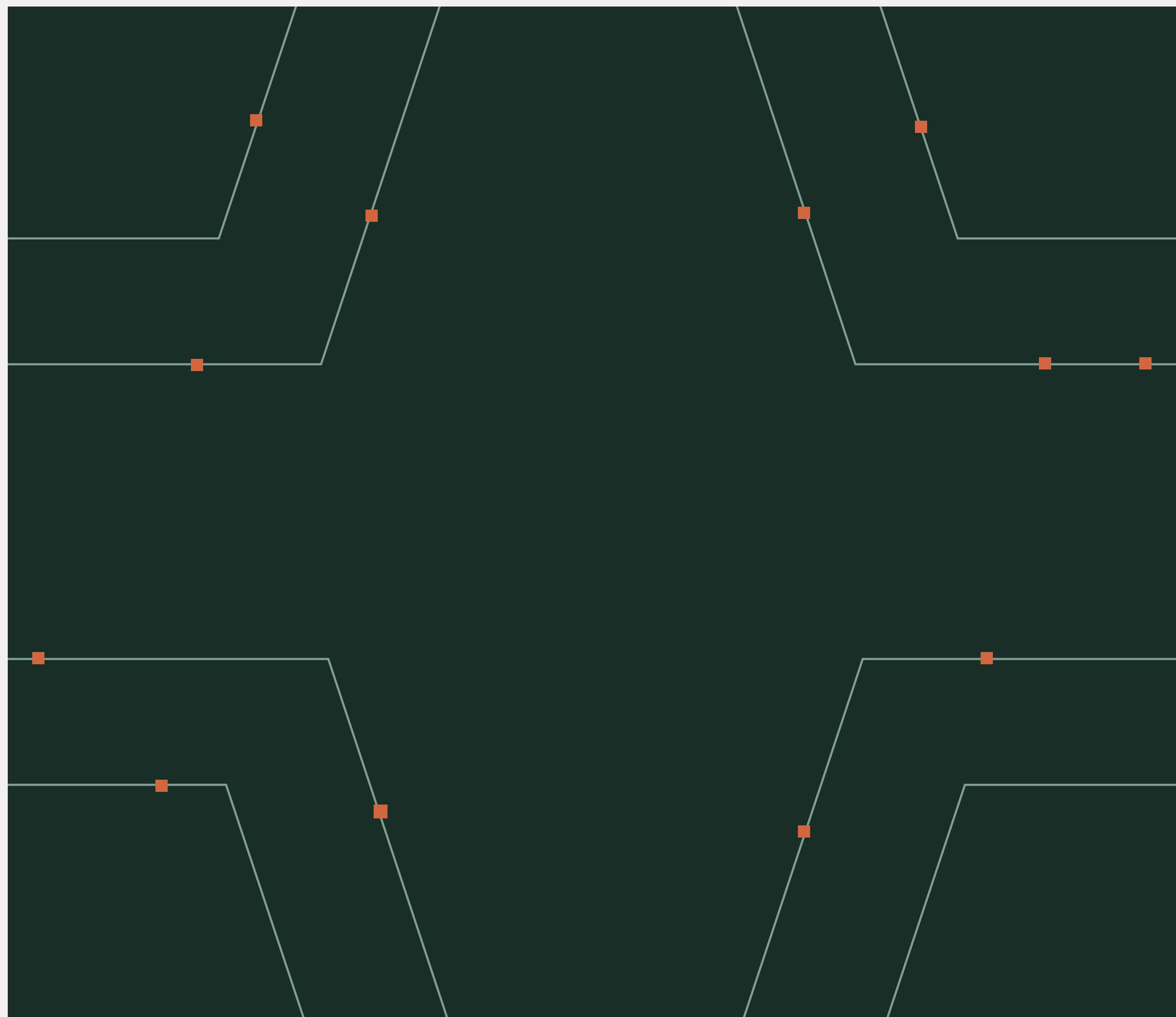
Pattern with Trailing Data Point

Draw connections using a data point, graphic lines, or motion paths. Use the pattern as a base to support these elements without overwhelming the message.
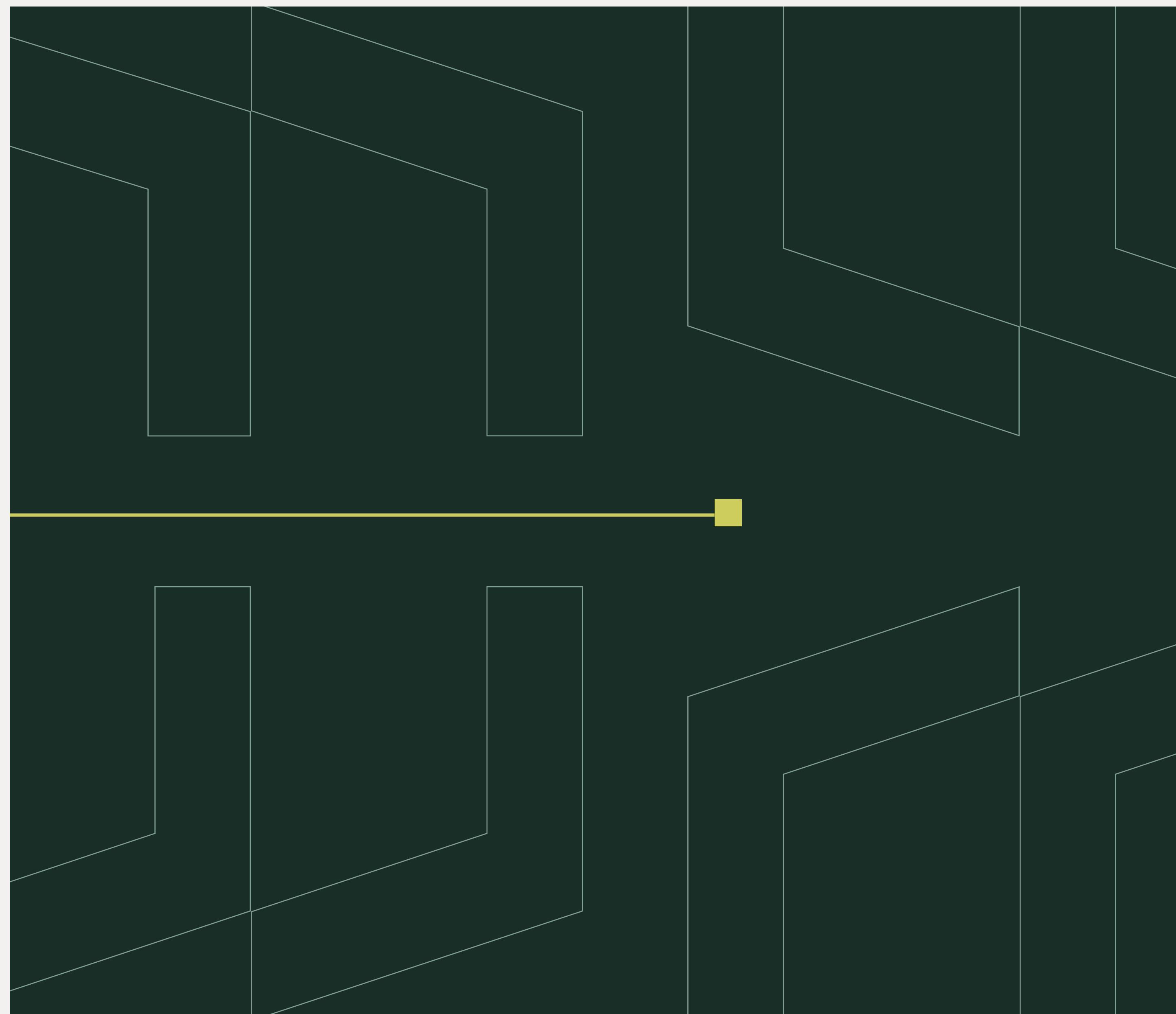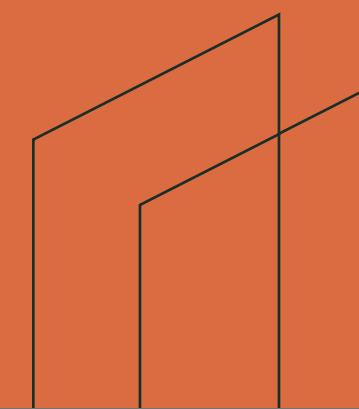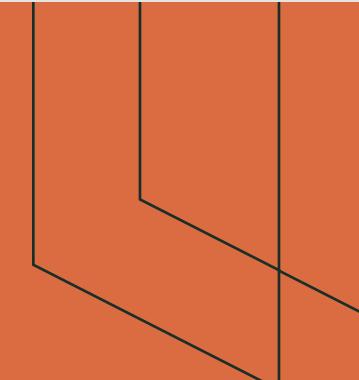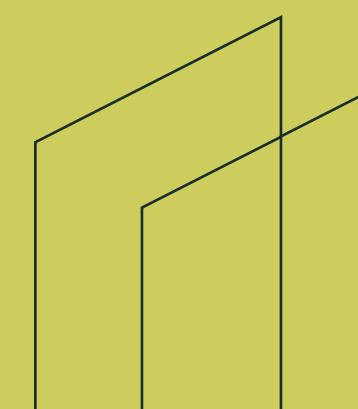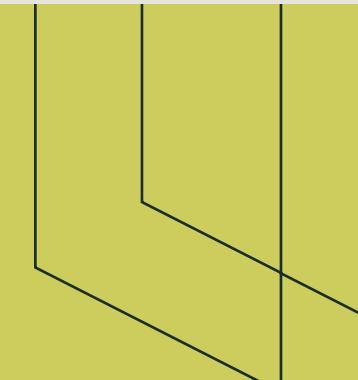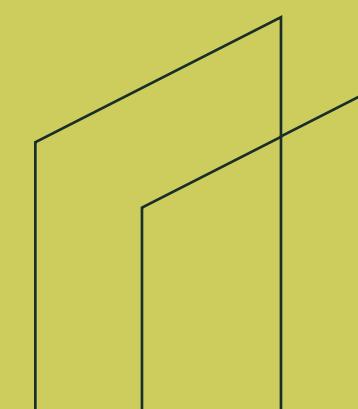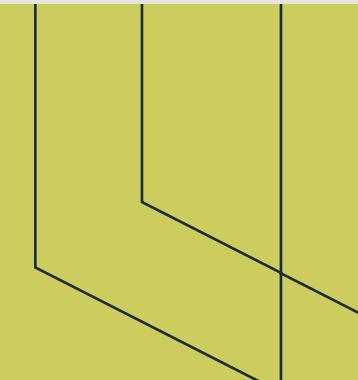
Sub-Brands

Sub-brands help us speak to different audiences while preserving our core identity. They allow us to focus and specify various offerings, all under the Fusable umbrella.

Brand Architecture

Fusable is the parent brand that connects and supports a portfolio of specialized sub-brands. Each retains its own name and positioning, while sharing a unified visual system.

FUSABLE

| Iron Solutions | Price Digests | EDA | CAB | Equipment Watch | RigDig | Equipment Experts |

Sub-Brand Colors

Each sub-brand in our ecosystem uses a distinct primary and accent color to support differentiation while maintaining visual harmony across the family. Primary colors serve as the dominant brand color for each sub-brand. Accent colors support moments of emphasis. Shared neutral tones ground the sub-brands. Use this chart when designing for or referencing sub-brands.

IronSolutions	PriceDigests	EDA	CAB	EquipmentWatch	RigDig	EquipmentExperts
Primary	Primary	Primary	Primary	Primary	Primary	Primary
Accent	Accent	Accent	Accent	Accent	Accent	Accent
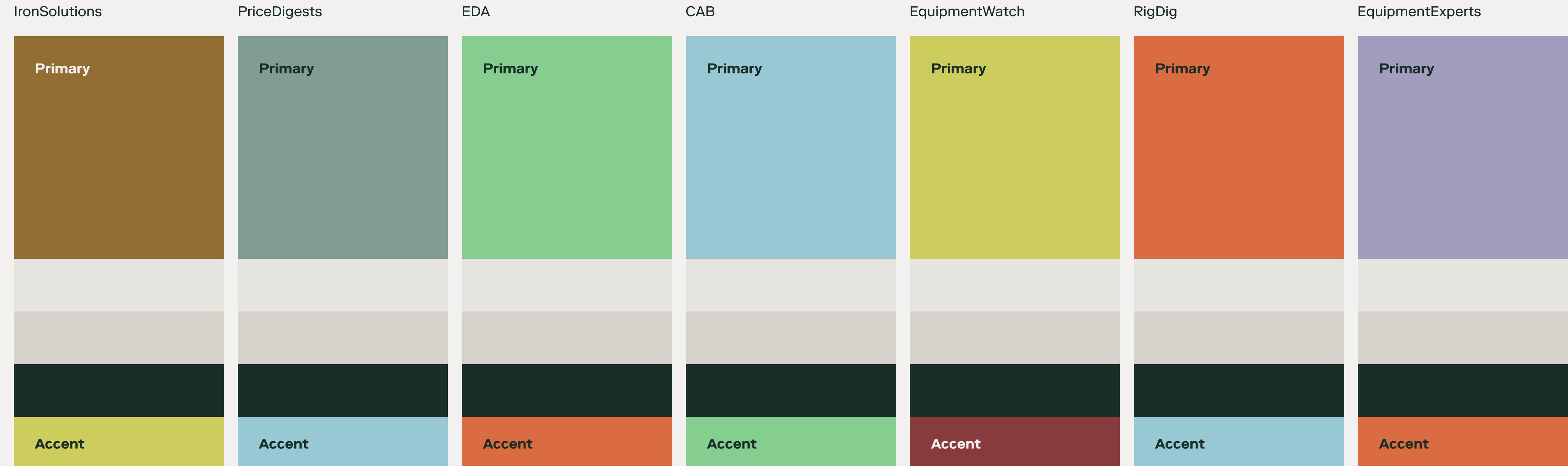
IronSolutions

IronSolutions logo and color palette.

Primary

Accent
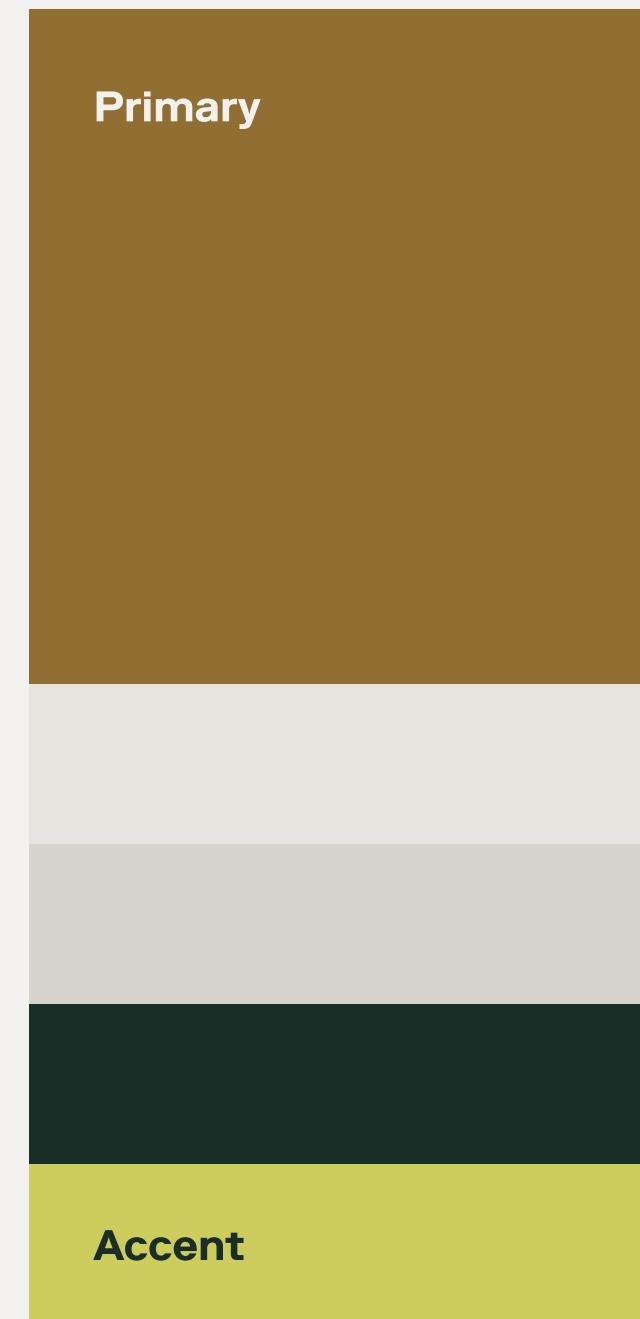
Iron
Solutions

PriceDigests

PriceDigests logo and color palette.

Primary

Accent

Price Digests

EDA

EDA logo and color palette.

Primary

Accent
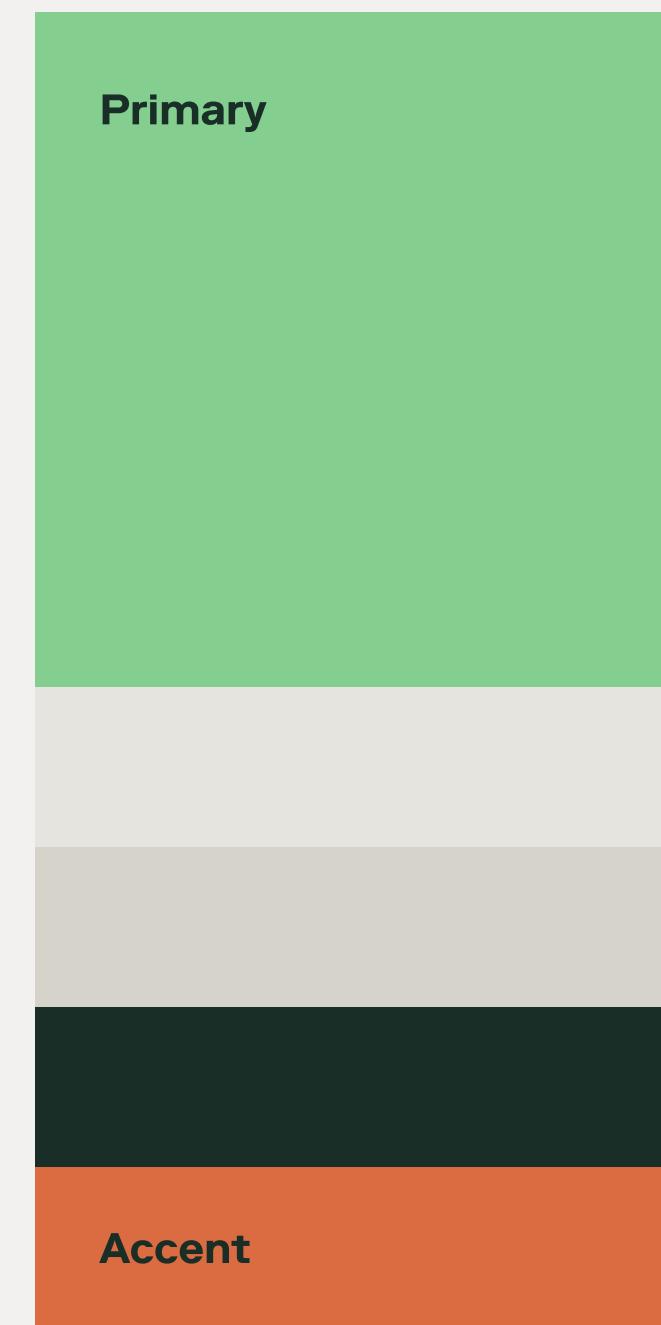
CAB

CAB logo and color palette.

Primary

Accent
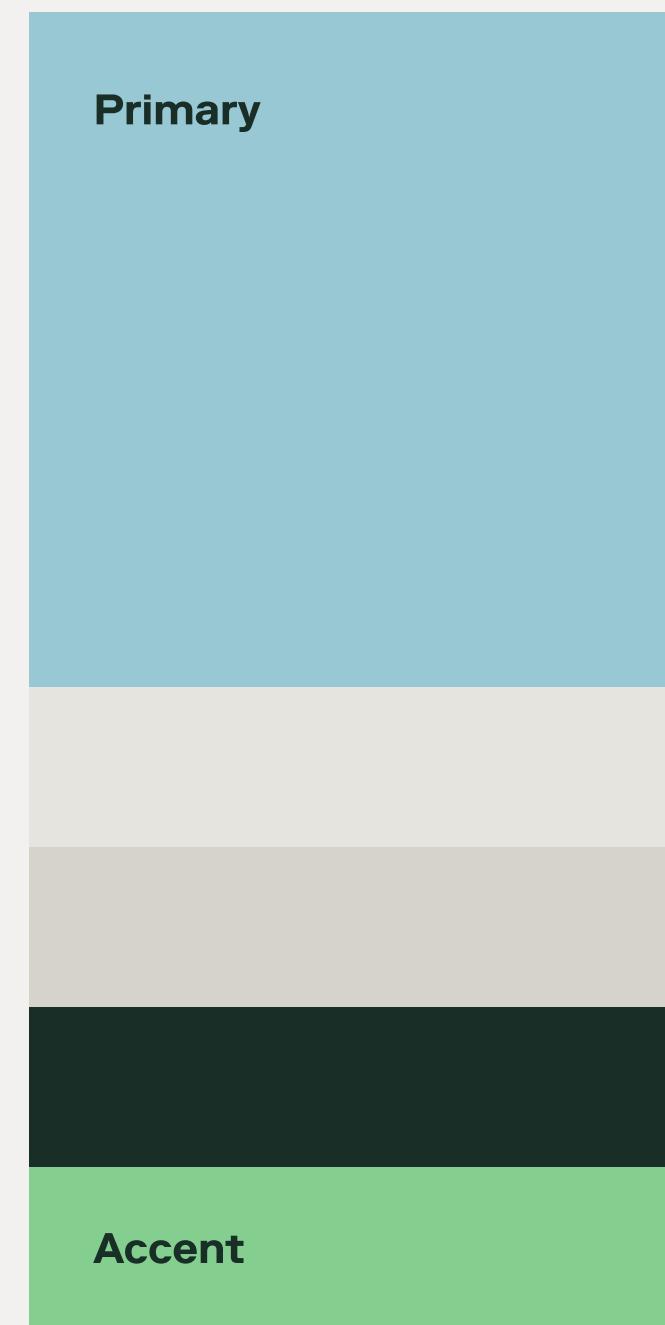
EquipmentWatch

EquipmentWatch logo and color palette.

Primary

Accent
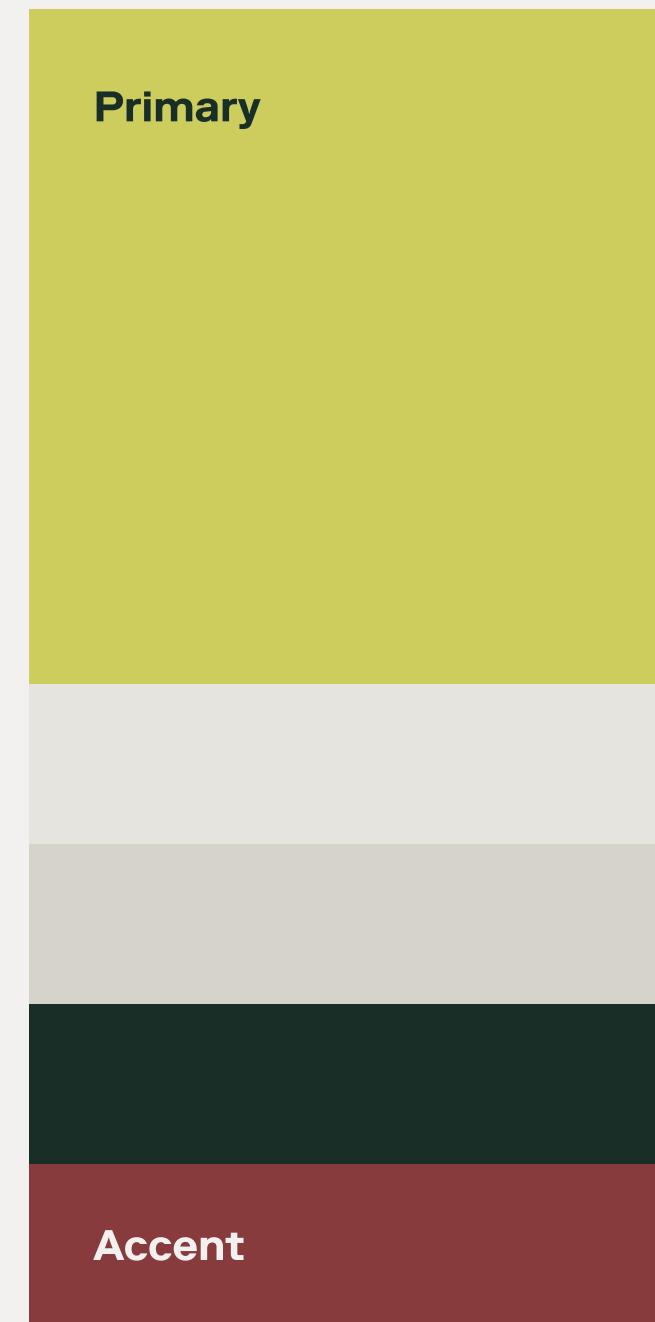
Equipment
Watch

RigDig

RigDig logo and color palette.

Primary

Accent
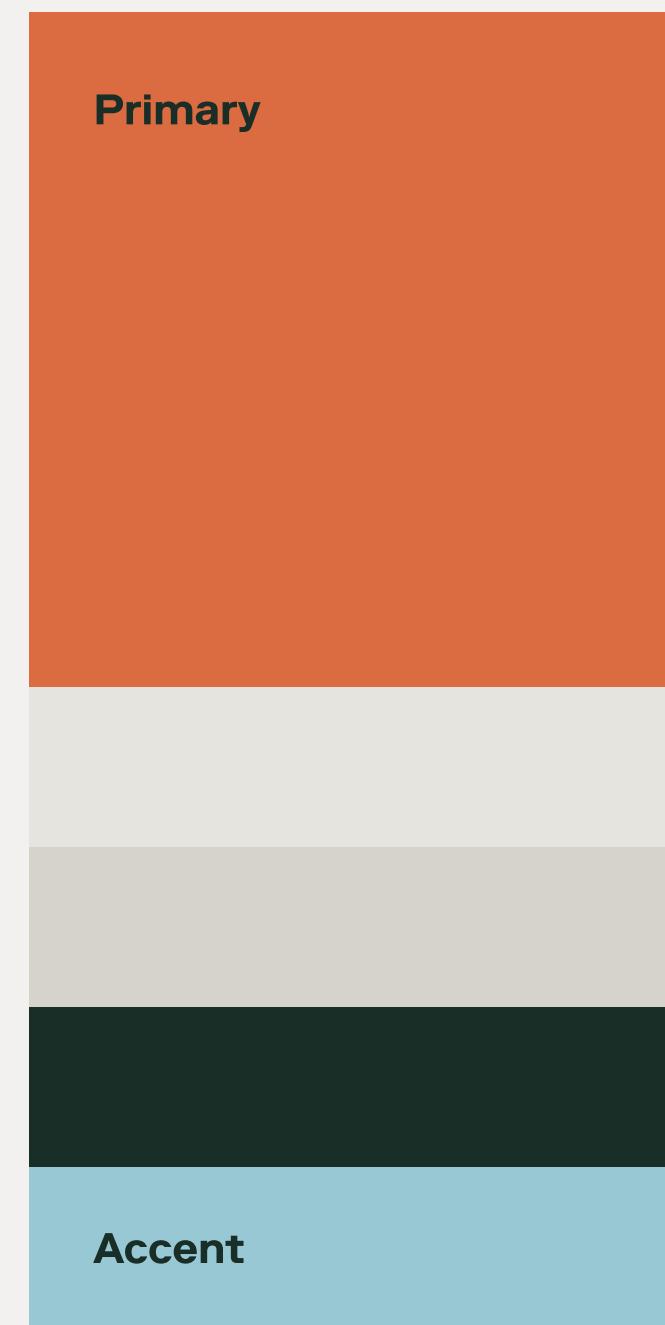
RigDig

EquipmentExperts

EquipmentExperts logo and color palette.

Primary

Accent
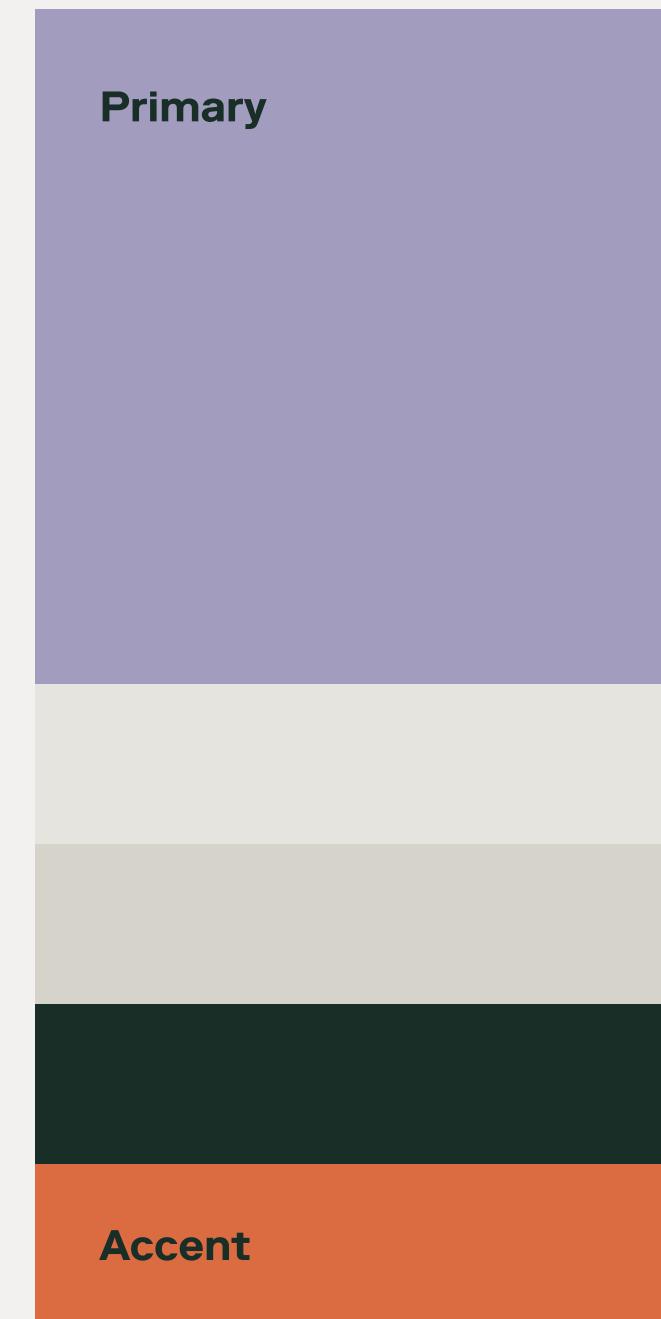
Equipment Experts

These guidelines are for the use of the Fusable team and associated agencies. If ever in doubt about applying this brand identity, please refer back to this document.

If you have any questions, please contact the Fusable design team.