

BRAND STANDARD

2024

Ditch Witch[®]



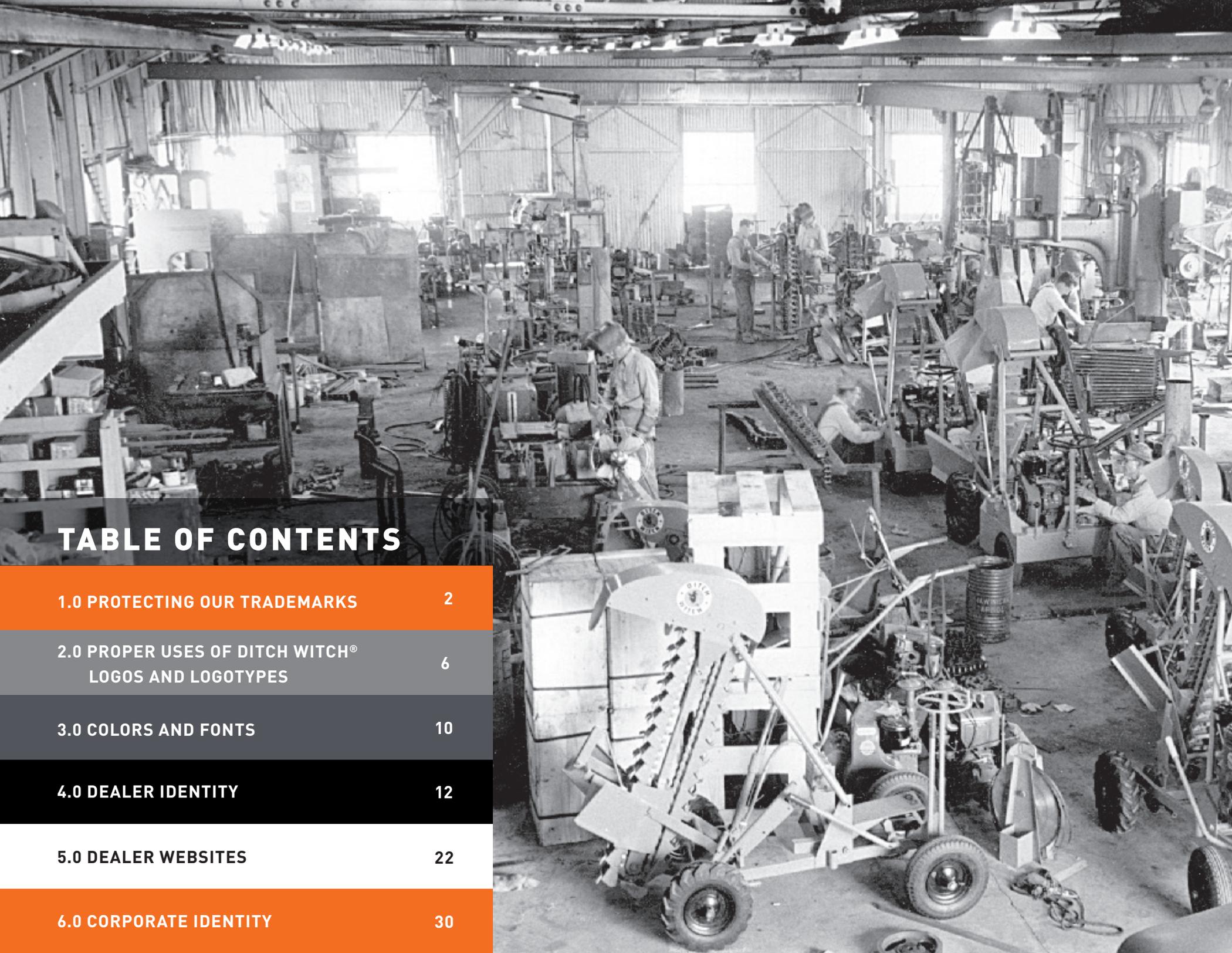


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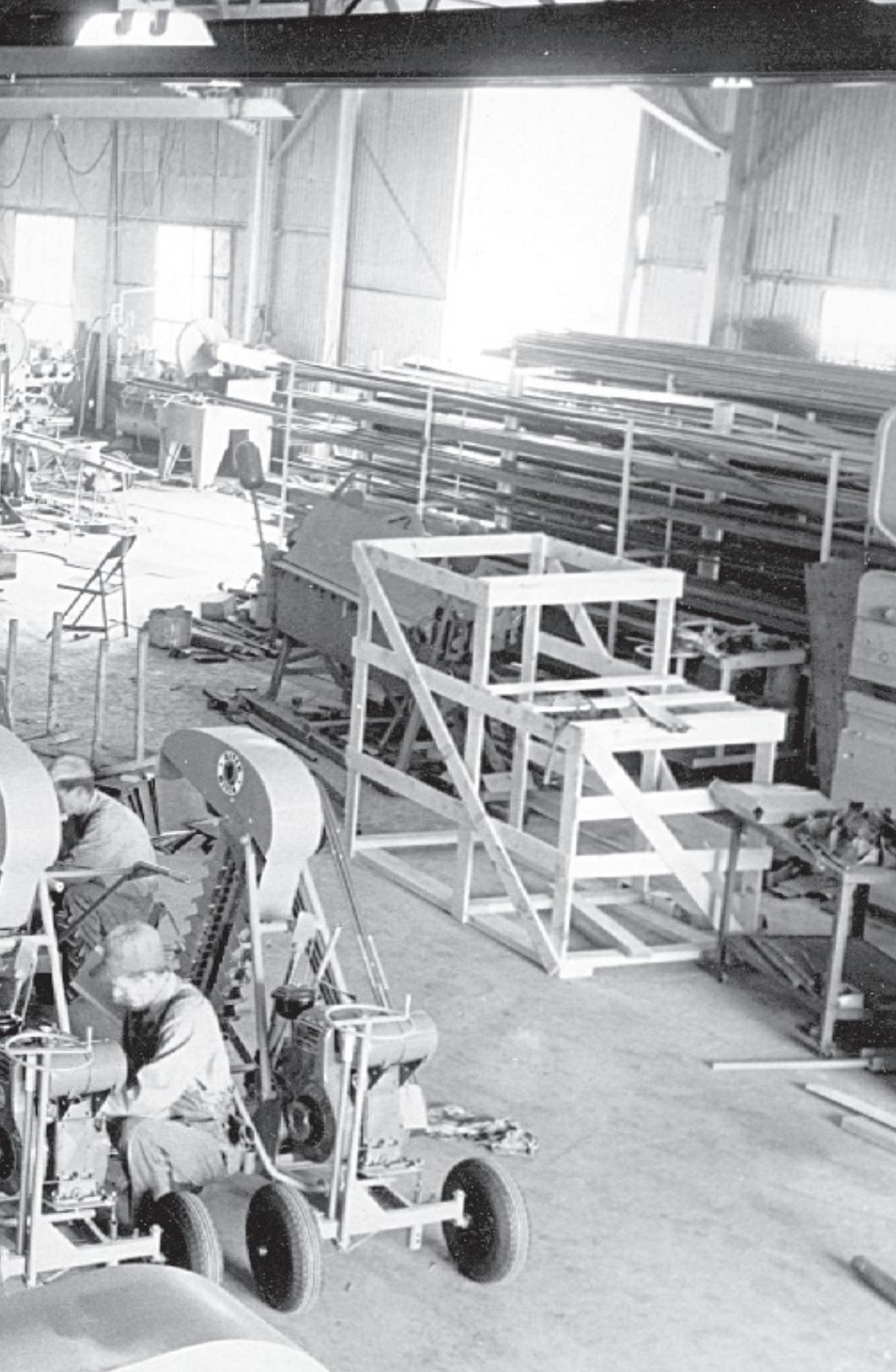
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THE MEANING OF THE BRAND

Built into the Ditch Witch® brand is 75 years of innovation, experience and leadership in the underground construction industry.

Ed Malzahn's industry-shaping compact trencher started a company—and a name—that came to represent all of the best things about the American dream and the American work ethic.

The brand also stands for something beyond ingenuity, craftsmanship, reliability and all of the other qualities of Ditch Witch equipment. The Ditch Witch brand is the promise of a true partnership with our customers. Malzahn's first trencher was inspired by a direct customer request, and every piece of equipment we've developed since then has been carefully designed and manufactured to provide real solutions to real challenges on the jobsite.

We know the jobsite the way our customers know it. We know what it takes to get the job done in the most efficient way possible. We know that efficiency is profitability, and profitability is success. Everything we do for the customer is based on this knowledge. **WE'RE IN THIS TOGETHER.**

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1.0

PROTECTING OUR TRADEMARKS

Proper use of Ditch Witch® trademarks is essential to protect our exclusive rights to these marks. Misuse of trademarks can result in the loss or impairment of trademark protection. Please keep the following in mind as you use our trademarks.

- 1.1 Ditch Witch® Trademarks Are Not Generic Terms
- 1.2 Identifying the Proper Trademark Owner
- 1.3 Dealers May Not Use Ditch Witch® in Their Corporate Name
- 1.4 Authorized Dealer Identification
- 1.5 Use Our Trademarks Only With Genuine Ditch Witch® Equipment
- 1.6 Registered Trademarks of The Charles Machine Works, Inc. as They Apply to the Ditch Witch® Brand
- 1.7 Use of ™ Rather Than ®
- 1.8 Proper Use of Ditch Witch® Trademarks
- 1.9 Obsolete Design Marks and Logotypes
- 1.10 Use of Ditch Witch® Marks in Conjunction With Other Brand Marks Owned by The Toro Company
- 1.11 Use of Ditch Witch Marks With Marks Owned by Other Brands
- 1.12 Infringement and Misuse
- 1.13 Report Unauthorized and/or Incorrect Use of Ditch Witch® Trademarks
- 1.14 Exceptions and Variations





1.1 DITCH WITCH® TRADEMARKS ARE NOT GENERIC TERMS

A generic term is the common descriptive name of a product such as a “trencher” or a “ditcher.” The words “aspirin,” “escalator,” “cellophane,” “zipper” and “linoleum” were once all registered trademarks. Through misuse, they became generic terms available for use by anyone.

We do not want people to think of any trenching machine as a “ditch witch.” Rather, we want our customers and the public to regard Ditch Witch equipment as a brand.

CORRECT USE

A Ditch Witch® attachment.

INCORRECT USE

Ditch Witch's attachment.

The easiest rule to remember is not to use the words Ditch Witch or other trademarks as a noun. A trademark is an adjective, which should always be followed by a noun.

1.2 IDENTIFYING THE PROPER TRADEMARK OWNER

When needed, the following statement should appear in advertising material, usually in small print at the bottom of the piece:

Ditch Witch and  are registered trademarks of The Charles Machine Works, Inc.

Use the same degree of care with third-party trademarks as you would with ours.

1.3 DEALERS MAY NOT USE DITCH WITCH® IN THEIR CORPORATE NAME

Refer to the sales and service agreement. Our dealers have a license to use the trademark Ditch Witch as part of their trade name, e.g., Ditch Witch of Oklahoma. Dealers cannot register their corporate name using Ditch Witch®, since Ditch Witch® is already registered.

1.4 AUTHORIZED DEALER IDENTIFICATION

Authorized dealers should always be identified as such. This form of identification informs customers that each dealer is an independently owned and operated business.

1.5 USE OUR TRADEMARKS ONLY WITH GENUINE DITCH WITCH® EQUIPMENT

Our trademarks are to be used only in connection with equipment manufactured or sold by the Ditch Witch Division. Except for purely promotional items (such as pens and wearables), the Ditch Witch design marks and logotypes should not be used to identify parts or equipment made by another company. Such misuse would misrepresent the goods as being manufactured by the Ditch Witch Division.

1.0 PROTECTING OUR TRADEMARKS

1.6 REGISTERED TRADEMARKS OF THE CHARLES MACHINE WORKS, INC. AS THEY APPLY TO THE DITCH WITCH® BRAND

The rules in this policy apply to all registered trademarks of the company. At present, the registered trademarks of The Charles Machine Works, Inc. in the United States are:



CMW®, Ditch Witch®, DrillLok®, DuraTooth®, Fluid Miser®, Hawkeye®, HDD Advisor®, Jet Trac®, MoleTrac®, Orange Armor®, PinPoint®, PowerHouse®, Power Pipe®, Quick Grip®, RockMaster®, Roto Witch®, SaverLok®, SplineLok®, SplineLok II®, Super Witch®, TriHawk®, Underground Advantage®, Zahn®

1.7 USE OF TM RATHER THAN ®

For pending marks and marks not registered, the ™ symbol is used rather than the ® symbol. Once registered status (if applicable) has been granted, ™ is replaced with ®. When either symbol is used, it should be adjacent and superscript to the preceding word.

Where the trademark first appears on a page, or where it is most prominently displayed on the page, ® or ™ should be used adjacent to the trademark that is used in printed text. When using a registered mark or trademark in a heading or title, the ® or ™ symbols must be used.

Fiberblade™, HXT™, Kodiak™, Low Profile Sprocket™, Omni Bit™, Orange Intel™, Pirahna™, Reload™, Rock Monster™, SmartThrottle™, SolidState™, SwitchBack™, TriTrax™, Warlock™, Warthog™

Note: All trademarks, whether registered or pending registration, are used as adjectives and must be followed by a noun.

CORRECT USE

A Ditch Witch® trencher keeps on growing in value.

INCORRECT USE

Ditch Witch® keeps on growing in value.





1.8 PROPER USE OF DITCH WITCH® TRADEMARKS

The words Ditch Witch may appear in a wide range of type styles (bold, italics, various fonts, etc.), but they should always appear in the same type style as the text in the document (letter, advertisement, etc.). They should never be set apart from the rest of the text in any form, such as using boldface print, quotation marks or italics.

CORRECT USE

We sell and service Ditch Witch® equipment.

INCORRECT USE

We sell and service "Ditch Witch®" equipment.

The trademark should never be altered or used in part to make a slogan or phrase, such as "Ditch Hitch," "Which Witch?," or any other combination of different words.

1.9 OBSOLETE DESIGN MARKS AND LOGOTYPES

Use of all old-style design marks, such as those surrounded by globes, is not acceptable. Only the current Ditch Witch design marks and logotypes, as defined in this policy, may be used to identify our company and products.

The Ditch Witch Division reserves the right to use past design marks. Flexibility may be provided for specific promotional materials with approval from dealermarketing@ditchwitch.com.

1.10 USE OF DITCH WITCH® MARKS IN CONJUNCTION WITH OTHER BRAND MARKS OWNED BY THE TORO COMPANY

Only authorized Ditch Witch dealers and other brands owned by The Toro Company (TTC) may use Ditch Witch trademarks and other identifying marks owned by the Ditch Witch Division with approval. All instances of the Ditch Witch logo along with other division brand logos must ensure the prominence of the Ditch Witch brand. The marks of TTC-owned brands must be no more than ½ the size of Ditch Witch marks.

1.11 USE OF DITCH WITCH MARKS WITH MARKS OWNED BY OTHER BRANDS

It is prohibited to use any trademark, service mark, logotype, design mark or other identifying mark owned by the Ditch Witch Division in conjunction with a mark belonging to any other entity or used to identify another entity's products or services without express written consent of the Ditch Witch Division. This prohibition includes, without limitation, use of Ditch Witch marks in physical proximity to other marks on letterheads, business cards, advertising signs, vehicle marking kits, dealer websites and similar applications. When consent is granted identifying marks should appear no more than ½ the size of Ditch Witch marks.

1.12 INFRINGEMENT AND MISUSE

Trademarks owned by the Ditch Witch Division will not be made available to any second party for any use whatsoever without express written consent of the corporate image team. Any promotional item using a Ditch Witch trademark will be available only from the Ditch Witch Division and/or authorized dealers with approval from the corporate image team. When advertising competitor parts, they must be labeled "compatible" (e.g., Vermeer®-compatible pipe).

1.13 REPORT UNAUTHORIZED AND/OR INCORRECT USE OF DITCH WITCH® TRADEMARKS

We encourage all members of the organization to be good stewards of the Ditch Witch brand. All unauthorized use of the trademarks listed above and the design trademark or any counterfeit or imitation of these trademarks should be promptly reported to the corporate image team.

1.14 EXCEPTIONS AND VARIATIONS

Whenever possible, the official Ditch Witch logotypes should be used on all company displays, literature, manuals, business cards, letterhead, etc. Flexibility may be provided for specific promotional materials with approval from the corporate image team.



2.0

PROPER USE OF DITCH WITCH® LOGOS AND LOGOTYPES

Black's Law Dictionary defines the word "trademark," in part, as including "any word, name, symbol, or device, or any combination thereof adopted and used by a manufacturer or sold by others."

- 2.1 Proper Use of Ditch Witch® Logos
- 2.2 Proper Use of Ditch Witch® Logotypes
- 2.3 Proper Combined Use of Ditch Witch® Logo and Logotypes



2.0 PROPER USE OF DITCH WITCH® LOGOS AND LOGOTYPES



2.1 PROPER USE OF DITCH WITCH® LOGOS

The logo should be used exactly as pictured (FIGURE 1A-1B). If a one-color application is necessary, the black outlined version is preferred (FIGURE 1C-1D). The inverse one-color logo can be used for promotional materials on black, white or gray (FIGURE 1E-1J).



FIGURE 1A



FIGURE 1B



FIGURE 1C



FIGURE 1D



FIGURE 1E



FIGURE 1F



FIGURE 1G



FIGURE 1H



FIGURE 1I

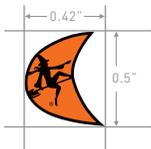


FIGURE 1J

Logos should never be altered.

PROPER LOGO SIZE

The logo should not be smaller than 0.42"(w) x 0.5"(h), on screen or printed.



Incorrect use: The logo is not intended to be used in a state or country outline, cropped, modified in any way or with any other artistic variations.

Always place the ® in the location shown.

2.2 PROPER USE OF DITCH WITCH® LOGOTYPES

The Ditch Witch trademarks become a logotype when they are printed in the unique typeface that we have chosen as our signature. The logotype should be printed in black ink (FIGURE 1G-1H) and should never be used in place of the primary logo but instead as a secondary mark.



FIGURE 1G



FIGURE 1H

On a dark background it should be white (FIGURE 1I-1J).



FIGURE 1I



FIGURE 1J

Never alter logotypes in any way. Never use the logotype within the text of a letter, advertisement, mailer, etc. Rather, use the trademark as discussed in section 1.8.

INCORRECT USE

Contact your local **Ditch Witch** dealer.

CORRECT USE

Contact your local Ditch Witch® dealer.

For questions about specific usage of the logo please contact dealermarketing@ditchwitch.com

Any use of the Ditch Witch logo outside of brand standards may warrant the removal of logo at dealer expense. All logo usage should be approved by the corporate image team prior to installation and application.

2.0 PROPER USE OF DITCH WITCH® LOGOS AND LOGOTYPES



2.3 PROPER USE OF DITCH WITCH® LOGO AND LOGOTYPES

The logo and logotype are not to be used together as one graphic. If both are used on the same piece, they are to be two clearly separate marks, except in the case of dealer-specific logos (see section 4.1). Additionally, the moon should always be taller than the logotype.



FIGURE 1K



FIGURE 1L



Ditch Witch®

SUBSITE
ELECTRONICS

WE'RE IN THIS TOGETHER.

HAMMERHEAD
TRENCHERS

R
ER

My

GENERAL
PUMP PRO

ARIES
GENERATION
L RIGS





3.0

COLORS AND FONTS

Maintaining color and font consistency across materials associated with the Ditch Witch® brand means our customers can easily recognize our branding.

3.1 Corporate and Dealer Identity Colors and Fonts



3.0 COLORS AND FONTS



3.1 CORPORATE AND DEALER IDENTITY COLORS AND FONTS

DITCH WITCH® COLORS FOR CORPORATE AND DEALERS

 PMS: 165C
CMYK - 0/70/100/0
RGB - 243/112/33
Web/Hex - #FF6600

 PMS: BLACK
CMYK - 40/30/30/100
RGB - 0/0/0
Web/Hex - #000000

 PMS: 11C @ 13% Tint
CMYK - 18/13/13/0
RGB - 206/208/209
Web/Hex - #CED0D1

 **WEB ONLY**
RGB - 110/110/110
Web/Hex - #6E6E6E

Instruct your printer to use PMS 165 Orange as shown. The burnt orange color used on equipment is not the same color used in printing trademarks.

DITCH WITCH FONT FOR CORPORATE GRAPHICS AND MARKETING MATERIALS

HEADLINE FONT:
DIN PRO BLACK

ALTERNATE HEADLINE FONT:
DIN PRO BOLD

BODY COPY FONT:
DIN Pro Regular

DITCH WITCH FONT FOR DEALER GRAPHICS AND MARKETING MATERIALS

HEADLINE FONT:
HELVETICA NEUE LT STD BOLD

ALTERNATE HEADLINE FONT:
HELVETICA NEUE LT STD BOLD ITALIC

DEALER LOCATIONS:
HELVETICA NEUE LT STD BOLD



4.0

DEALER IDENTITY

Consistency throughout the dealer network is the key to strong branding. Brand recognition is growing all the time, so it's important to keep our identity consistent.

- 4.1 Guidelines for Dealer Logo
- 4.2 Dealer Identity Package
- 4.3 Approved Dealer Signage and Examples
- 4.4 Signage Standards for Dealers Using a Ditch Witch DBA (Doing Business As)
- 4.5 Signage Standards for Dealers Using a Non-Ditch Witch DBA
- 4.6 Fleet Graphics Standards for Dealers Using a Ditch Witch DBA
- 4.7 Fleet Graphics Standards for Dealers Using a Non-Ditch Witch DBA



4.0 DEALER IDENTITY



4.1 GUIDELINES FOR DEALER LOGO



Helvetica LT Std Bold font
Orange: PMS 165C

Space between the bottom of the ® and the baseline of the logotype (A) is equal to the space between the baseline of the logotype and the baseline of the dealer name (C).

Height of dealer name under 22 characters (D) is 48% of the height of the logotype (B).

Height of dealer name over 23 characters (D) is 40% of the height of the logotype (B).



The logo should not be smaller than 1.4"(w) x 0.5"(h), on screen or printed.

Ditch Witch
of Oklahoma

DEALER LOGOTYPE



DEALER LOGO WITH WEBSITE EXAMPLE



DEALER LOGO WITH MONIKER EXAMPLE

Dealer DBAs must be centered. In instances when dealers do not use Ditch Witch of XXXX as their DBA, the use of the Ditch Witch logo should follow all guidelines within this guide. Approval is needed if using a logo other than what appears in this guide. Please send logos to the corporate image team (page 1).

If incorporating the dealer website or other dealership branding with the logo, it should always be centered under the logotype.

All instances of deviation must be approved by corporate image team.

Note: Special dealer logos available upon request.

CRESCENT CLUB LOGO



When using the Crescent Club logo, the year received must be stated. NOTE: Crescent Club logo with year available upon request.

Crescent Club logo will be a business card option only within the year of announcement. Example: If Crescent Club is awarded in 2019, the logo will be available for use on business cards in 2020.

4.0 DEALER IDENTITY

4.2 DEALER IDENTITY PACKAGE



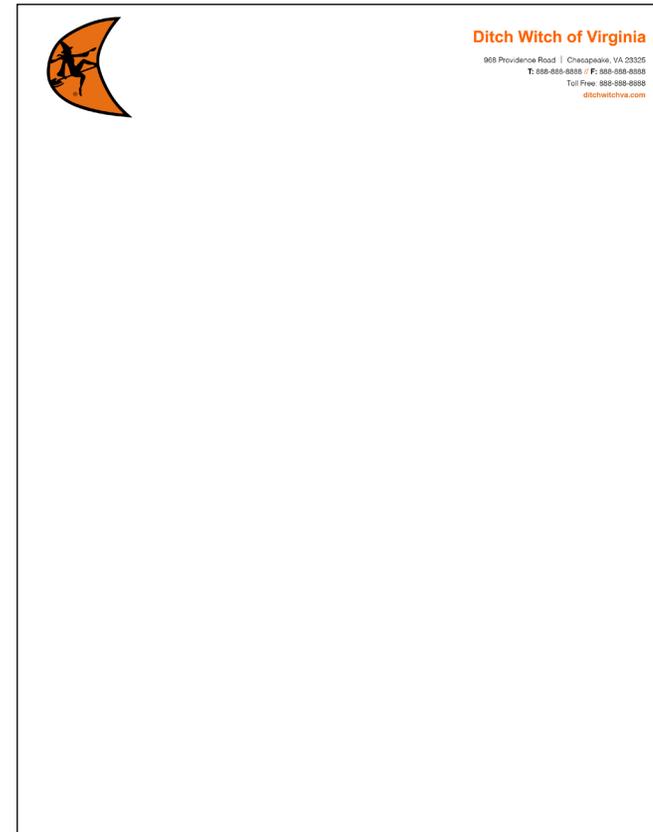
FRONT

BACK

BUSINESS CARD



DEALER ENVELOPE (FRONT)



DEALER LETTERHEAD



PO Box 66 | 1959 W Fir Ave | Perry, OK 73077-0066
T: 580.XXX.XXXX // F: 580.XXX.XXXX
Toll Free: 888.XXX.XXXX

EMAIL SIGNATURE



4.3 APPROVED DEALER SIGNAGE AND EXAMPLES

The corporate design mark and logotypes are separate elements and should not be used together as one graphic, except in the case of dealer-specific logos. When both elements are needed for signage, be sure they are scaled proportionately and do not appear to be one graphic—the mark should always be taller than the logotype. All Ditch Witch dealerships should use either their dealer DBA logo or the corporate design mark and logotype in exterior signage, unless otherwise approved.

TriMark Signworks is the preferred vendor for exterior signage. All dealer signage proposals must be approved by dealer marketing production and installation.

Daytime Appearance

Ditch Witch[®]

Daytime Appearance—Raceway Mounted w/Posterized Background

Ditch Witch[®]

Nighttime Appearance

Ditch Witch

HALO-LIT CHANNEL LETTERS

For information on facility guidelines, contact dealermarketing@ditchwitch.com.

Daytime Appearance

Ditch Witch[®]

Nighttime Appearance

Ditch Witch

WHITE, FACE-LIT CHANNEL LETTERS



HALO-LIT DEALER LOGO



DAY AND NIGHT MOON LOGO

**SUPPLEMENTAL FACILITY LOGOS
AVAILABLE UPON REQUEST**

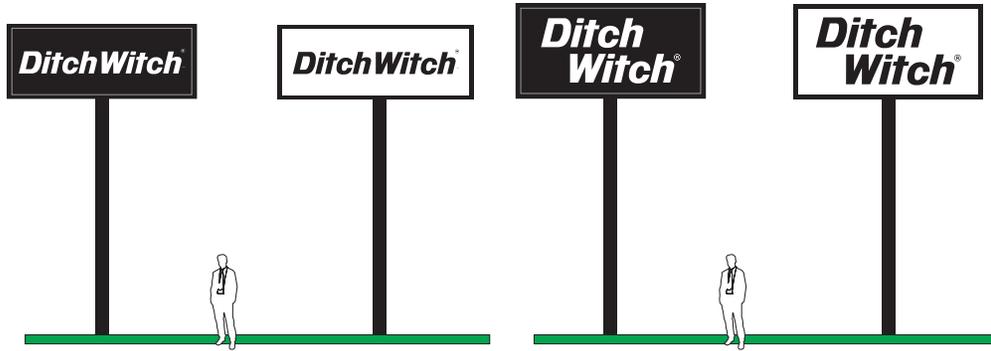


Ditch Witch[®]

of the Rockies

Parts & Service Center

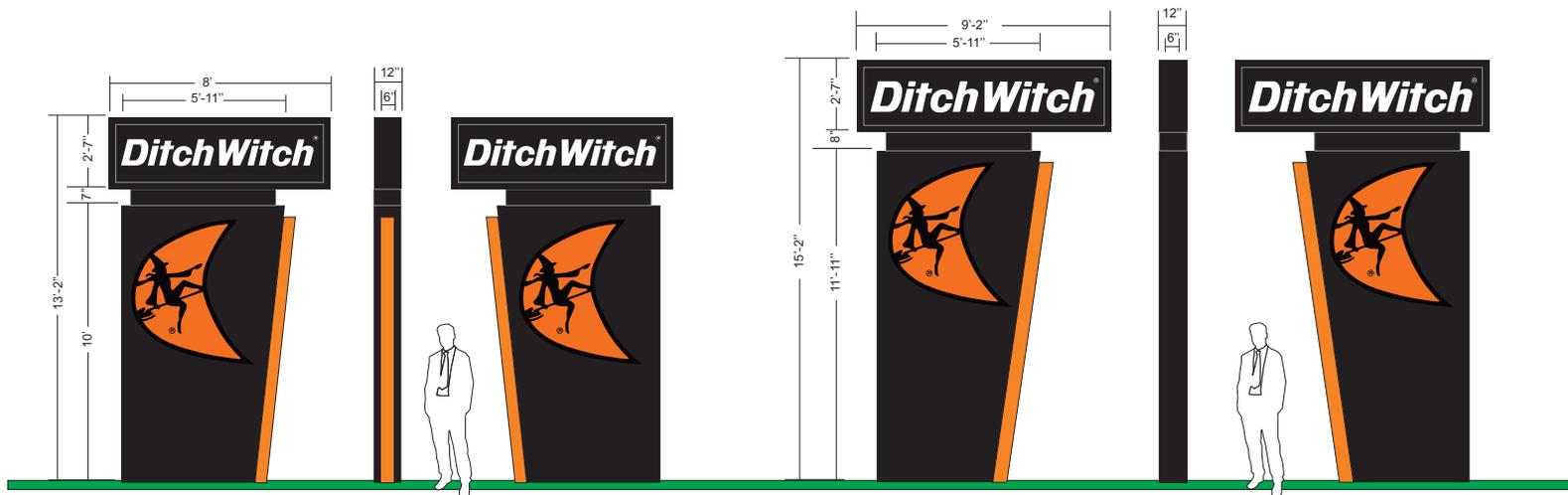
4.0 DEALER IDENTITY



DOUBLE-FACE LIGHTED POLE SIGN



MONUMENT SIGN



SITE PYLON SIGN



4.4 SIGNAGE STANDARDS FOR DEALERS USING A DITCH WITCH® DBA (DOING BUSINESS AS)

FACILITY

1. When placing the Ditch Witch logo with other brands' marks, they must be half the size of the Ditch Witch mark - includes other Ditch Witch Division brands (Subsite®, American Augers®, Trencor®, Hammerhead®, and Radius®).
2. When using the Ditch Witch logotype and/or dealer logo, all other brand logotypes must be half the size of the words Ditch Witch.
3. Representing any brands outside The Toro Company (TTC) is contingent on showing all Ditch Witch Division brands. A limit of two other non-TTC brands may be present with the Ditch Witch Division brands' logos.
4. Non-TTC brands must not appear too closely grouped with TTC brands with an appropriate hierarchy. (TTC brands should be more prominent.)
5. Non-TTC brands may not be on the same freestanding sign as Ditch Witch Division marks. They require their own free-standing sign, still maintaining the half-size rule, with a limit of two.
6. Follow the above guidelines for both indoor and outdoor signage.

4.5 SIGNAGE STANDARDS FOR DEALERS USING A NON-DITCH WITCH DBA (DOING BUSINESS AS)

FACILITY

1. Ditch Witch signage is required on the building and/or a free standing sign.
2. Ditch Witch marks must be at least half the size of other marks on the building and/or sign.
3. No more than three brands' marks (including Ditch Witch) and the DBA name may be shown.

 **SUBSITE**®

 **AMERICAN
AUGERS**®

 **TRENCOR**®

 **HAMMERHEAD**®

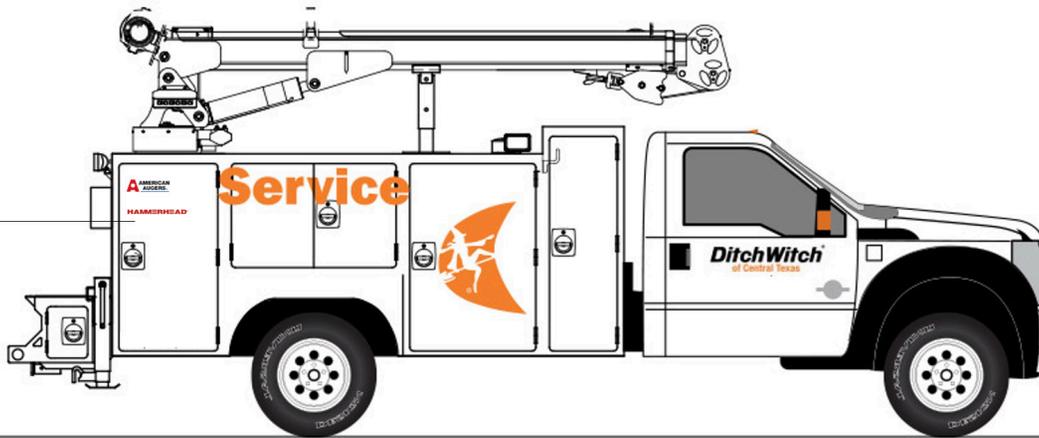
 **radius**®
TOOLS FOR HDD PROFESSIONALS



Kit # U38626-01

Any combination of Ditch Witch Division logos is approved.

- AMERICAN AUGERS
- HAMMERHEAD
- radius
- SUBSITE
- TRENCOR



CURBSIDE



TAILGATE



ROADSIDE

Witch Moon
U38582-01
17.59" x 23.46"
#076 Orange
3 Per Vehicle

Small Genuine DW Circle
U38581-01
11.52" x 11.74"
Digital
1 Per Vehicle

Ditch Witch Name
U38580-01
23.85" x 3.65"
#061 Black
3 Per Vehicle

Witch Moon
U38582-01
17.59" x 23.46"
#076 Orange
3 Per Vehicle

Service
U36539-01
49.63" x 9.79"
#076 Orange
2 Per Vehicle

AMERICAN AUGERS*
U38602
6.75" x 2.125" (Digital)
1 per vehicle

TRENCOR*
U38603
11.55" x 2.18" (Digital)
1 per vehicle

4.0 DEALER IDENTITY

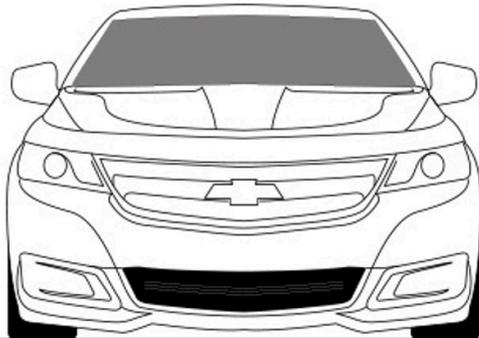
4.7 FLEET GRAPHICS STANDARDS FOR DEALERS USING A NON-DITCH WITCH DBA (DOING BUSINESS AS)

All sizes are standard (white vehicles are preferred). To order fleet graphics, visit Dealer Marketing on Dealer Central and select Fleet Graphics. If interested in fleet wraps, contact dealermarketing@ditch-witch.com.

NEW RENDERING

1. When a dealer's DBA is displayed on the front door panel, Ditch Witch marks must appear on the rear quarter panel and/or back of the vehicle.
2. Non-TTC brands' marks may not appear on any Ditch Witch Division sales vehicle, excluding the dealer's DBA.
3. If a service vehicle requires multiple brands, Ditch Witch must be at least equal size to other brands' marks.

Kit # U38625-01



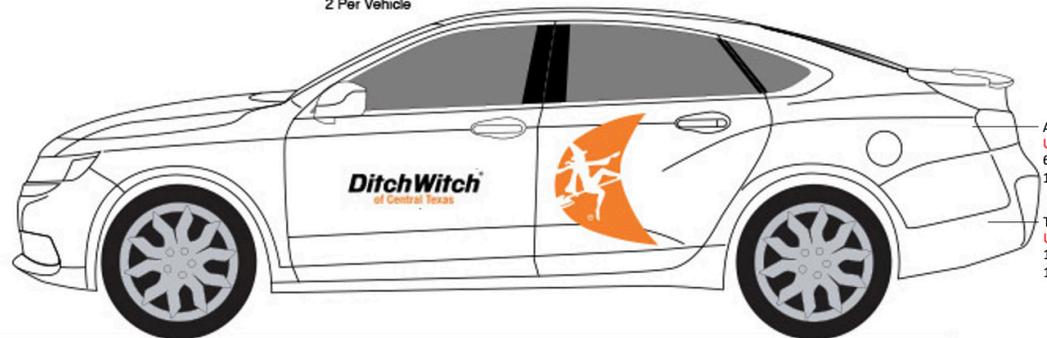
FRONT



CURBSIDE



BACK



ROADSIDE

Small Genuine DW Circle
U38581-01
 11.52" x 11.74"
 Digital
 1 Per Vehicle

Witch Moon
U38582-01
 17.59" x 23.46"
 #076 Orange
 2 Per Vehicle

AMERICAN AUGERS®
U38602
 6.75" x 2.125" (Digital)
 1 per vehicle

TRENCOR®
U38603
 11.55" x 2.18" (Digital)
 1 per vehicle



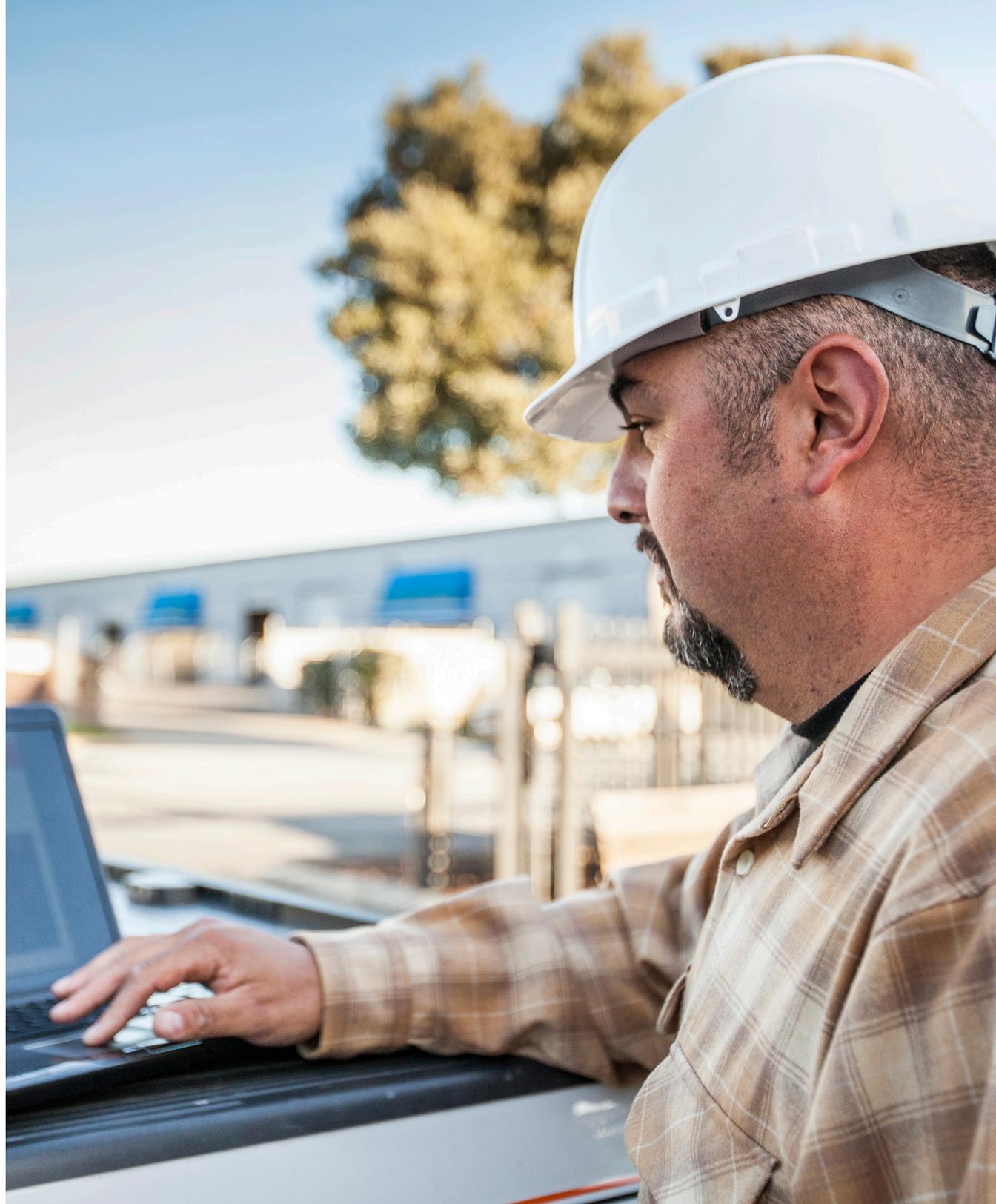


5.0

DEALER WEBSITES

Websites are often the first place a customer will go for information. Maintaining the integrity of the brand across all sites shows legitimacy and helps build our reputation.

- 5.1 Guidelines
- 5.2 Fonts
- 5.3 Colors
- 5.4 Homepage
- 5.5 Photography
- 5.6 Development
- 5.7 Dealers Not Using the Ditch Witch® Name
- 5.8 API File



5.0 DITCH WITCH® DEALER WEBSITES



5.1 GUIDELINES

Our customers are flooded with imagery and messages from numerous sources; maintaining consistency across all websites associated with Ditch Witch means our collective customers can easily recognize whom they are working with and understand the value and quality they are getting. It also ensures ease of finding the right product, which benefits us both.

As a dealer utilizing the Ditch Witch name, you have the opportunity to utilize our brand and leverage its awareness; and in return, we require that you adhere to a set of brand standards pertaining to your Ditch Witch website, which are set in this section.

For dealers using Commercial Web Services for website management, these requirements are already met in the provided website template. For dealers not using Commercial Web Services, please share these requirements with your website developer to ensure brand standards are met.

5.2 FONTS

All websites must use the Roboto font family throughout the site.

Headlines: Depending on their size, headlines can use the following weights of Roboto: Regular, Medium, or Bold; should be written in all caps

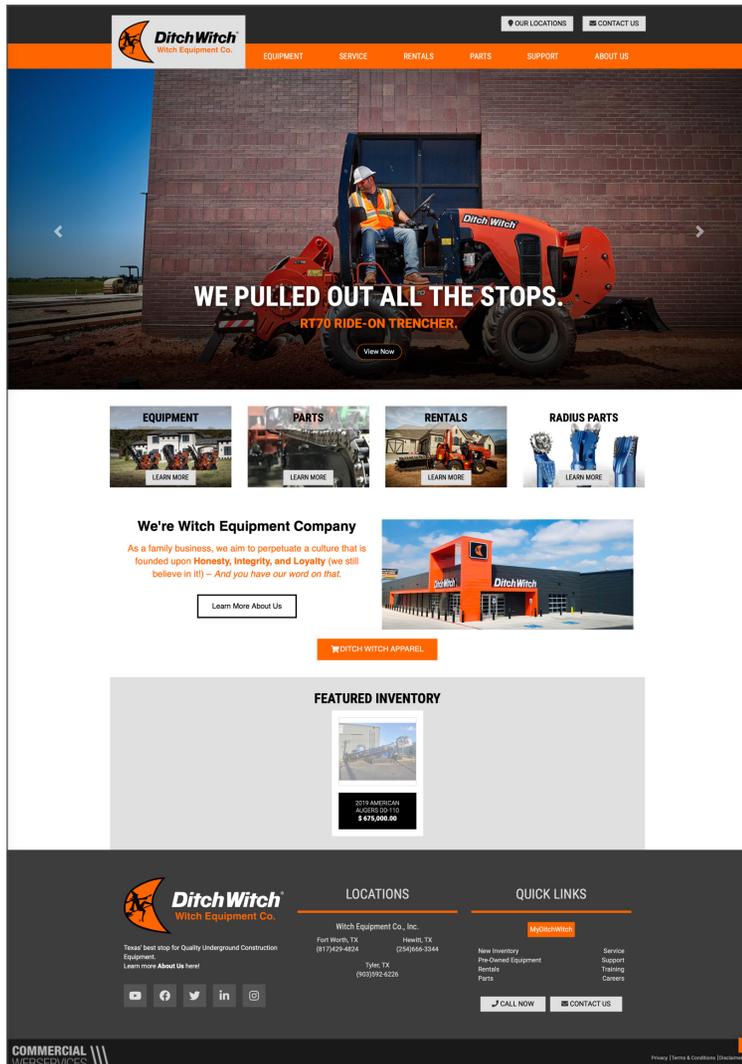
Body text: Must use Roboto Regular; should be written in sentence case

HEADLINE FONT:
ROBOTO REGULAR
ROBOTO MEDIUM
ROBOTO BOLD

BODY COPY FONT:
Roboto Regular

Do not use any other weights of Roboto or any other font family. You can access and embed Roboto on your website through Google Fonts. Further details about font usage are included in other sections.

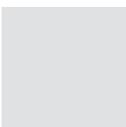
Roboto may not be available or suitable for use for dealers for countries outside of the U.S. If you encounter any issues with using Roboto, please contact Dealer Marketing.



5.0 DITCH WITCH® DEALER WEBSITES

5.3 COLORS

You may only use colors included in the Ditch Witch color palette on your website. The hex codes for the Ditch Witch color palette are:

 Orange #FF6600	 Black #000000	 Light Gray #CED0D1	 Dark Gray #6E6E6E
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More information about our color palette can be found under the Proper Use section.

5.4 HOMEPAGE

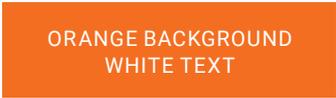
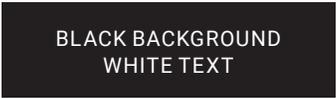
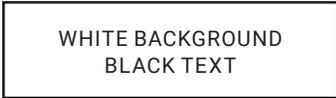
The homepage of your website must follow a consistent layout and must include two primary content areas:

- Navigation bar
 - Brand window
- You may place other featured content areas below the brand window.

NAVIGATION BAR

The navigation must be programmed to remain at the top of the screen when scrolling (i.e., be “sticky”). This ensures that the logo and navigation for the site are visible even as you scroll down the page.

Logo: You must use your approved dealer logo in the top left corner of the website. The logo should be 225px wide (height will vary depending upon your logo design).
Color: The navigation may be any of the following color combinations in Roboto Regular, 14px, written in all caps:

 ORANGE BACKGROUND WHITE TEXT	 DARK GRAY BACKGROUND WHITE TEXT	 BLACK BACKGROUND WHITE TEXT	 WHITE BACKGROUND BLACK TEXT
---	--	---	--

Font: Roboto Regular, 14px, written in all caps



CATEGORIES

The following categories and subcategories should be used to represent all Ditch Witch Division brands in the navigation bar:

- Equipment (Must be listed first in the navigation)
 - Directional Drills
 - Trenchless
 - Vacuum Excavators
 - Trenchers
 - Stand-On Skid Steers
 - Electronics
 - Auger Boring
 - Mud Pumps and Cleaning Systems
 - Pre-Owned Equipment
 - Other Product Lines
- Service
 - Orange Intel
 - Warranty
 - Operator Manual
 - Service Request Form
- Parts
 - Current Offers
 - Parts Lookup
 - Catalogs
 - Request Form
 - Radius®
- About Us
 - Our Company
 - Map and Hours
 - Careers

You may choose to include the following categories in the navigation:

- Rentals
- Events and Tradeshow
- Support (If not listed in the navigation, this category must appear in the footer)
 - Training*
 - Financing*
 - Current Offers*
 - Safety*

**If not listed in the navigation, these categories may appear as individual links in the footer separate from Support.*

BRAND WINDOWS

A brand window should be placed immediately below the navigation. The brand window can be a single image or a carousel of images. U.S. Dealers are prohibited from using photography of Ditch Witch products, parts, services or offers as a hero image on a website that is not exclusive to the Ditch Witch brand. As an example, this applies to any corporate site that links to a Ditch Witch dealer site.

Dealers can only feature Ditch Witch®, Subsite®, Hammerhead®, American Augers®, Radius®, and Trenchor® products in their brand windows. Any other brands are prohibited.

Each image must use a corresponding headline; a subheadline is optional.

Headline:

Color: White or black

Font: Roboto Regular, no smaller than 24px, title case

Subheadline:

Color: Orange or white

Font: Roboto Regular, no smaller than 24px, title case

Call to action:

CALL TO ACTION

You may add a call to action button on a brand window. The button should be orange with white text and placed below the headline/subheadline.

NON-DITCH WITCH PRODUCT LINES

You may only place logos/links to other Ditch Witch Division websites at the bottom of the homepage, immediately above a footer (if one is present).

You can make equipment from other Non-Ditch Witch Division brands available to your customers on the “Other Product Lines” landing page. You may not list any other brands by name in any of the drop-down menus on the homepage.

5.0 DITCH WITCH® DEALER WEBSITES

5.5 PHOTOGRAPHY

As a Ditch Witch dealer, you may use our professional, high-quality photography on your website. You may access and download these photographs from the Ditch Witch Dealer Marketing Platform.

You should only use Ditch Witch-approved photography when referencing and showcasing Ditch Witch products and images must be kept up-to-date.

5.6 DEVELOPMENT

For dealers who are not working with Commercial Web Services for your website development, please adhere to the following development guidelines:

RESPONSIVE DESIGN

Websites should utilize responsive web design so that they are mobile-friendly and viewable on phone, tablet and desktop environments.

SECURITY

All site and content, including any static assets, must be served under a valid, trusted and non-self signed SSL certificate. This is a cybersecurity best practice and also ensures your site ranks as high as possible on web searches. The hosting provider for your website can ensure that your site meets these requirements.

You will know if your site is secure if the following two things happen:

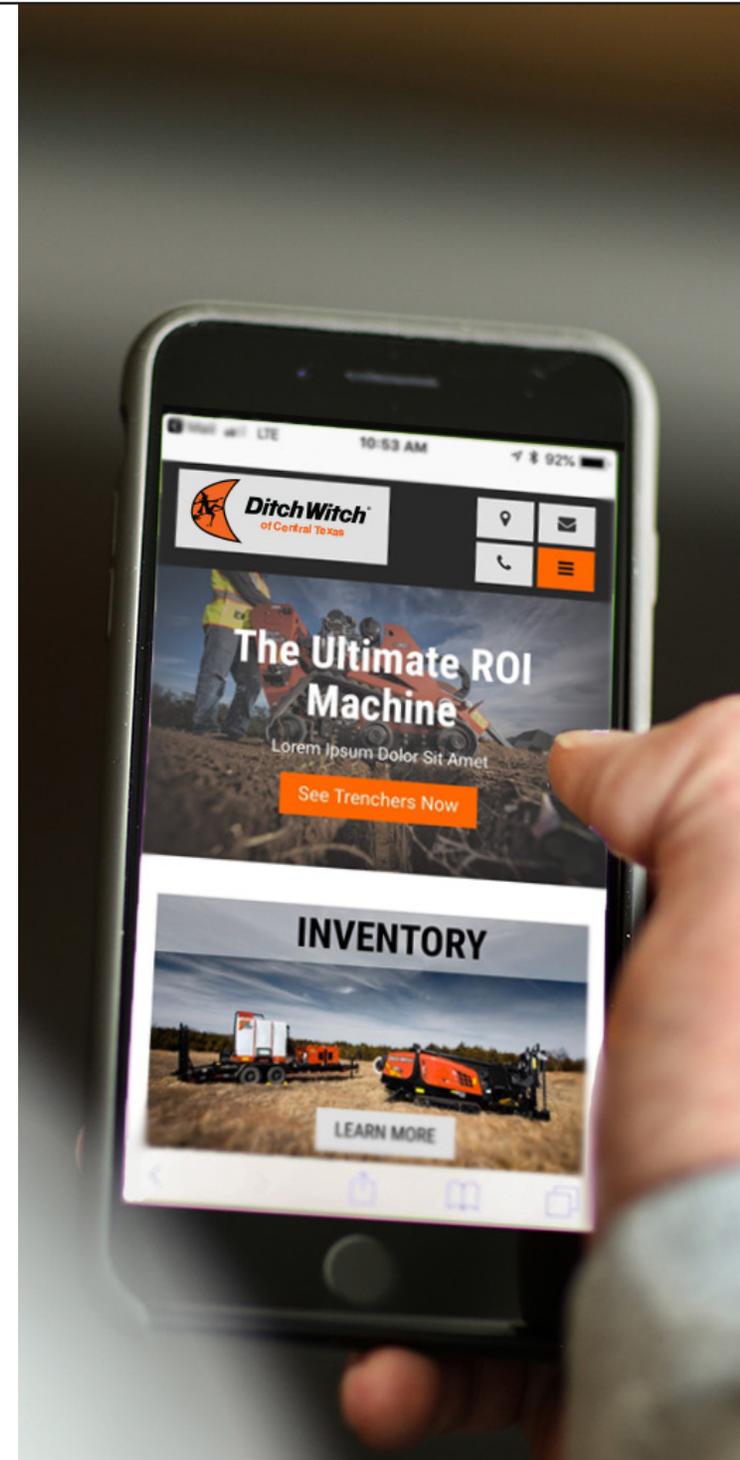
When you type in `http:mycompanywebsite.com` it will automatically redirect to `https://mycompanywebsite.com`. When you look next to the URL in the address bar of your browser you will see a small lock icon next to it. SSL certificates expire on a three-month or annual basis. Please ensure the certificate is checked per your hosting provider's recommendations.

CODING

All content should be written using HTML4 and CSS3 standards, avoiding the use of iframes and frames/framesets. It is recommended that you avoid the use of Flash as it is not compatible with many devices and can cause security issues with your site.

NEW EQUIPMENT AND PARTS PRICING

In accordance with dealer policy, dealers are prohibited from including new Ditch Witch equipment or parts pricing on websites unless it is an approved factory platform or program.





5.7 DEALERS NOT USING THE DITCH WITCH NAME

As a Ditch Witch dealer, you have the opportunity to leverage Ditch Witch assets and offerings. We understand that you have your own brand standards and may even work with multiple suppliers. The guidelines below help ensure our collective customers are aware that you are a Ditch Witch dealer and can easily access Ditch Witch products from your website.

While your website does not need to maintain a Ditch Witch look and feel, your homepage must make it clear that you are a Ditch Witch dealer and make Ditch Witch products easy to access.

The following standards ensure this clarity and accessibility:

DITCH WITCH LOGO

In addition to all of the usage, size and spacing requirements listed under Section 2.0 Proper Use of Ditch Witch Logos and Logotypes you must also adhere to the following rules regarding use of the Ditch Witch logo:

- If you display any supplier logos on the homepage of your website you must also include a Ditch Witch logo. The logo must be of comparable size to any other supplier logos displayed and must be visible on your homepage. The logo needs to link users to a page displaying Ditch Witch-only content and products. If you only use your own company logo on your homepage this standard does not apply.
- Any page on your website that exclusively features Ditch Witch products must also include the Ditch Witch logo.
- You cannot use the Ditch Witch corporate logo in place of your own logo. It must be clear that your company is a distinct entity from the Ditch Witch Division.
- You cannot create a logo lockup with the Ditch Witch logo. That is, you may not visually place your logo immediately next to the Ditch Witch logo making them look as though they are a single unit.

NAVIGATION BAR

Ditch Witch products need to be easily accessible from your navigation bar, and it should take no more than one click to access them. That is, you must have a direct link somewhere in your navigation bar to Ditch Witch products. There are two options for how to achieve this accessibility; you may use one or both of the following:

THROUGH AN EQUIPMENT OR PRODUCT CATEGORY

You can list Ditch Witch with other suppliers underneath a category called Equipment (New or Used) or Products. You may utilize one sub-menu in your navigation bar if you want to categorize equipment by type before listing the supplier.

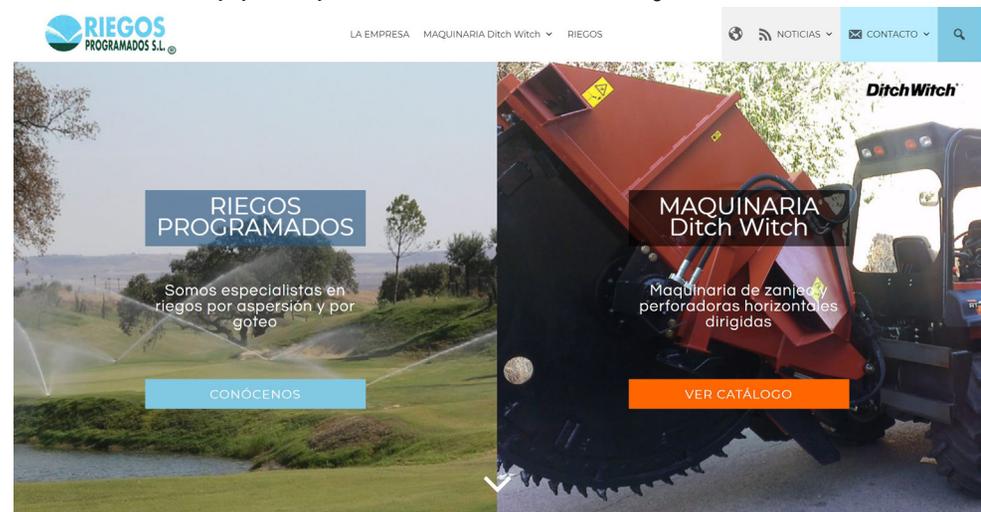
For example, both of the following are compliant with these website standards:

THROUGH A PARTNERS OR SUPPLIERS CATEGORY

You may choose to have a separate category on your navigation bar that lists your partners or suppliers and list Ditch Witch within that category.

COLOR

Ditch Witch orange may only be used in the context of Ditch Witch-related content or products.



5.0 DITCH WITCH® DEALER WEBSITES

ACCEPTABLE URLS

The URL you choose must make it clear that you are a dealer of Ditch Witch products and not a corporate location. For example, if you want to use “Ditch Witch” in your URL, it must be accompanied by your dba, area of responsibility, country, region or other identifying descriptor.

ACCEPTABLE URLS:

www.[yourcompany]ditchwitch.com
www.[country/region]ditchwitch.com
www.ditchwitch[ofcountry/region].com

UNACCEPTABLE URL:

www.ditchwitch.[extension]

LANDING PAGE (OPTIONAL RECOMMENDATION)

A simple way to incorporate the Ditch Witch brand standards into your existing website is to house all Ditch Witch products and information on a Ditch Witch-only landing page. All logos and navigation drop-downs would drive to this landing page. Content for the page could include:

- New equipment
- Used equipment
- Information about Ditch Witch
- Product details
- News

Recommended URL: www.[insert dealer website name].com/ditchwitch

Ditch Witch dealers who choose to create a separate landing page for Ditch Witch may also use any of the layout and content area guidelines laid out for dealers using the Ditch Witch name on pages 1-3.

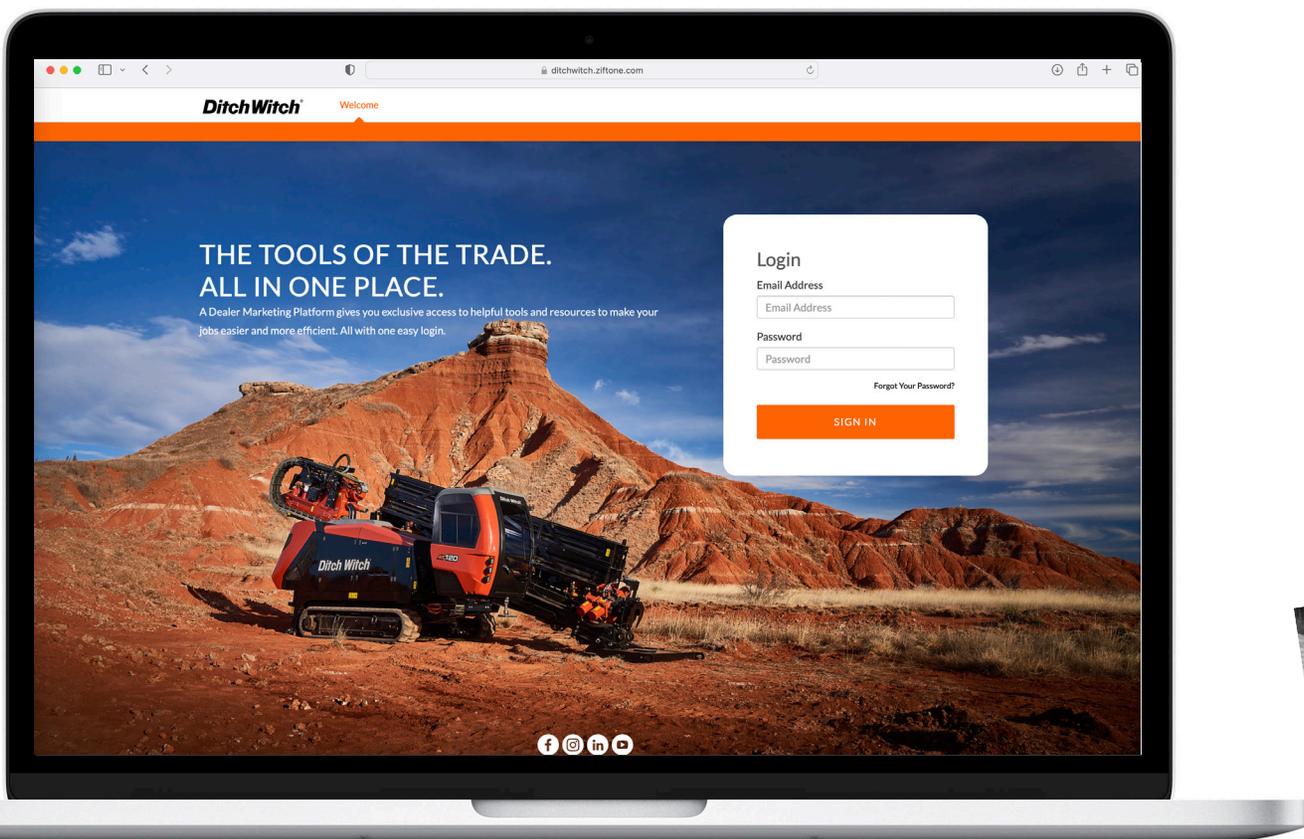
5.8 API FILE

For dealers not using Commercial Web Services, an API file is available for you to use. Please contact Dealer Marketing to request the files, or visit the Dealer Marketing section of Dealer Central.



DEALER MARKETING PLATFORM

Get exclusive access to helpful tools and resources to make your jobs easier and more efficient. Access the Dealer Marketing Platform through Dealer Central.



ITEMS AVAILABLE:

- Literature
- Business Cards
- Print Ads
- Digital Ads
- Social Ads
- Social Media Content
- Digital Marketing Campaigns and Analytics
- Photography
- Videos





6.0

DITCH WITCH® CORPORATE IDENTITY

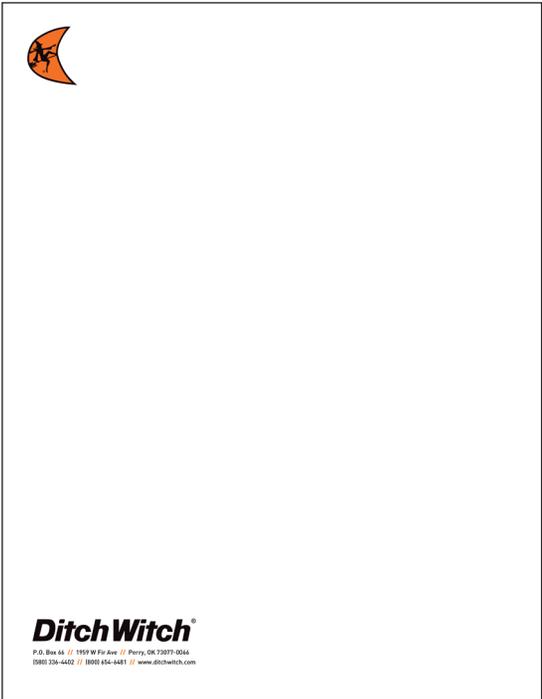
Keeping our recognizable branding consistent starts with corporate. It adds professionalism to our communication and builds trust with business partners and clients.

6.1 Corporate Identity



6.0 DITCH WITCH® CORPORATE IDENTITY

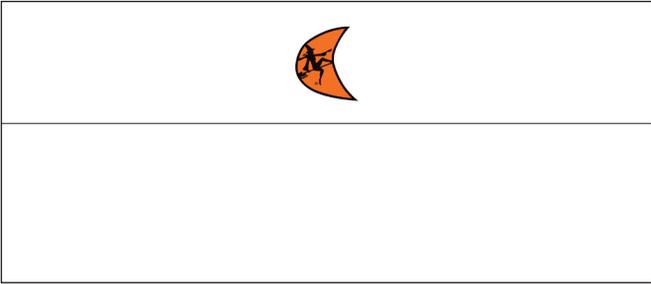
6.1 CORPORATE IDENTITY COLORS AND FONTS



CORPORATE LETTERHEAD



CORPORATE ENVELOPE (FRONT)



CORPORATE ENVELOPE (BACK)



FRONT



BACK

BUSINESS CARD



EMAIL SIGNATURE



ditchwitch.com/brand

For questions contact dealermarketing@ditchwitch.com

THE CHARLES MACHINE WORKS, INC. DITCH WITCH WORLDWIDE HEADQUARTERS PERRY, OK 73077-0066 U.S.A.