



**SONSRAY**



2022 **Brand**  
Guidelines

A brand is made from many different pieces that work together. We've created this brand tool box which has everything you need to know to keep building ours.

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# **PURPOSE** of this Guide

The purpose of this guide is to help employees familiarize themselves with how to effectively produce materials that align with the Sonsray brand. Our objective is to maintain a consistent application of visual elements in all communications including online and offline print materials.

## **NAVIGATING** the Guide

The best way to use this guide is as a PDF. Use the interactive buttons in the top right of each page to navigate through the guide.

# BRAND Purpose

The “Super S” emblem that crowns our Sonsray logo serves as our brand identity but, more importantly, unifies the Sonsray family of companies under a common operation with a shared vision;

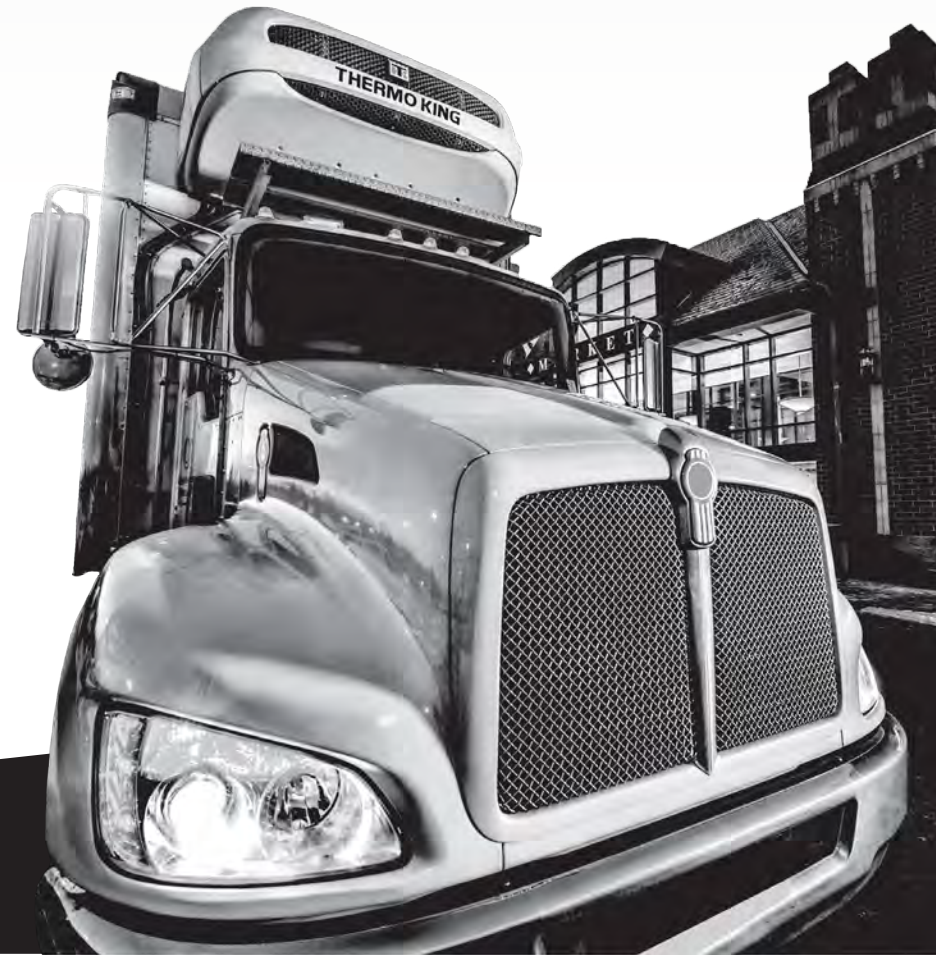
*“To make a difference in the places we live by offering solutions to build a better tomorrow.”*

## Our personality

Experienced, Informed, tech-savvy, future oriented, open, honest, innovative, exploratory, energetic, responsible, fun, approachable.

## Our values

- Learning from each other
- Sharing and connecting
- Innovation and technology
- Openness and integrity



# COMPANY Core Values

At Sonsray, we are tackling new challenges together and building a team for tomorrow. Across industries and throughout our business, we are defining roles and driving towards a shared destination.

<b>INTEGRITY</b>	<b>PASSION</b>	<b>PEOPLE</b>	<b>SOLUTIONS</b>	<b>SUCCESS</b>
Act with uncompromising honesty and compassion in all that we do. Create results we feel proud of.	Committed to moving mountains with the power of teamwork. Tackle each project with energy and excellence.	Enrich and strengthen our local communities. Practice self-awareness, and strive to create a diverse and inclusive workplace.	Support our customers with superior resources and industry knowledge. Earn the respect of our customers with personalized, high quality service.	Value and develop our employees' diverse talents. We celebrate initiative and leadership both at home, and in our partnerships.

# LOOK And Feel

Brand visual identity is one of the most important assets of our organization. It represents how we are perceived and recognized. If we convey a clear and consistent identity every time we communicate, people will come to know and appreciate who we are and what we stand for.

As our brand expands across the United States, reaching new communities and individual business owners, it is important that we present a consistent face to industries.

To evolve this brand requires commitment from all who touch it. This set of visual communication guidelines is our first step on that journey. You are entrusted with this brand. It is vital that you follow these guidelines to ensure that every aspect of our visual branding is implemented correctly and with maximum impact.





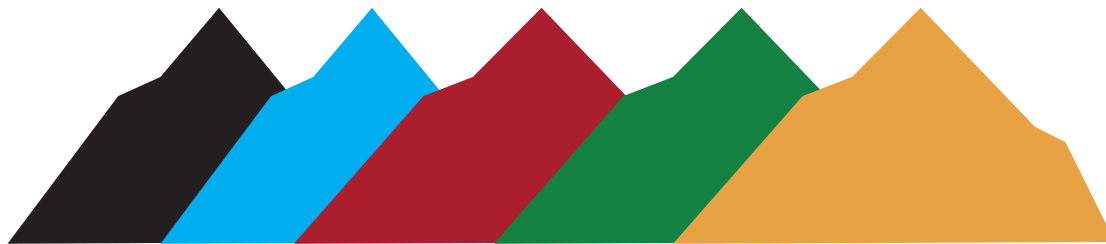
# COMPANY Names

The registered company names of the Sonsray family.

- **Sonsray**
- **Sonsray Rentals**
- **Sonsray Rental & Leasing**

## Proper Usage

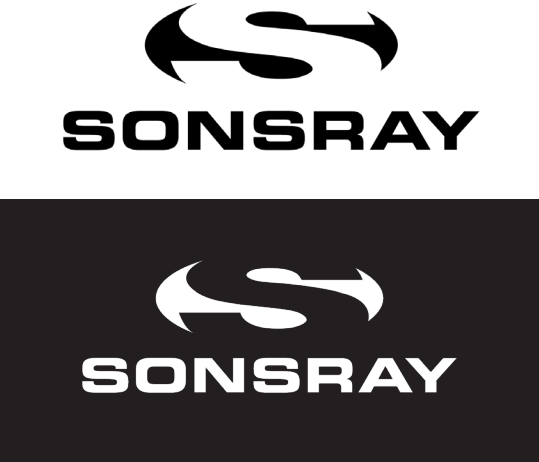
Each name can be used alone for all advertising, marketing, and recruiting, (ie. websites, letterhead, employee bios, business cards, etc.).





# MASTER BRAND Logo

The Sonsray logo including the “Super S” above the word Sonsray is our most powerful symbol. It is our guarantee of quality, trust and integrity. It should be the most consistent element in our communications.



*This Sonsray Logo is to be used exclusively unless otherwise authorized.*

## Style

In an abstract way the “Super S” of our logo represents a certain personal quality that is part of who we are individually and as a company.

Primary Black



Hex #231f20  
RGB 35/31/32  
CMYK 0/0/0/100

Secondary White



Hex #ffffff  
RGB 255/255/255  
CMYK 0/0/0/0

For questions, please contact the marketing team.

[marketing@sonsray.com](mailto:marketing@sonsray.com)



# SONSRAY FLEET SERVICES

## Logos

These are a subdivision of Sonsray Inc. and are part of the Sonsray Mountain Movers family.



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The Sonsray logo along with the Thermo King logo represents our Thermo King product lines in addition to Trailer and Transport Refrigeration Services plus Service Repair, Parts, and Van Conversions.



# COLOR Usage

Consumers associate our colors with our brand. Our colors represent Sonsray. Hence color consistency is key to forming a cohesive, professional image and maintaining recognition. This means achieving consistent visual representation both online and offline.



Hex: #1c9ad6  
RGB: 28/154/214  
CMYK: 75/25/0/0  
Pantone: 299C



Hex #231f20  
RGB 35/31/32  
CMYK 0/0/0/100



Hex: #95999c  
RGB: 149/153/156  
CMYK: 44/34/33/1  
Pantone: 17-5104

*It's important that the colors used to represent our brand adhere to this guideline.*

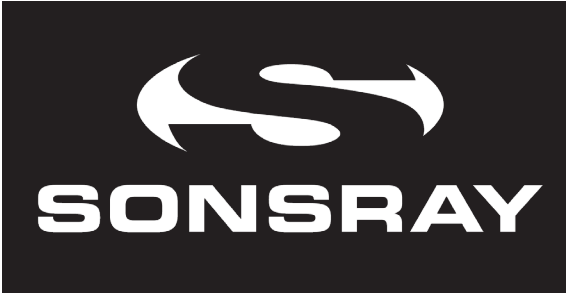




# SONSRAY MACHINERY

## Construction Logo

This is a subdivision of Sonsray and is part of the Sonsray Mountain Movers family.



The Sonsray logo along with the CASE Construction logo represents our CASE Construction Equipment product lines in addition to Service Repair, Parts and attachments.



---

*Subdivisions of Sonsray with limited use for specific purposes only. All of which must be approved by Marketing prior to use.*

# COLOR Usage

Consumers associate our colors with our brand. Our colors represent Sonsray. Hence color consistency is key to forming a cohesive, professional image and maintaining recognition. This means achieving consistent visual representation both online and offline.



Hex: #eca542  
RGB: 236/165/66  
CMYK: 6/39/85/0  
Pantone: 157C



Hex #231f20  
RGB 35/31/32  
CMYK 0/0/0/100



Hex: #95999c  
RGB: 149/153/156  
CMYK: 44/34/33/1  
Pantone: 17-5104

*It's important that the colors used to represent our brand adhere to this guideline.*





# SONSRAY MACHINERY

## Agriculture Logo

This is a subdivision of Sonsray and is part of the Sonsray Mountain Movers family.



The Sonsray logo along with the CASE Agriculture logo represents our CASE Agriculture/Farm product lines in addition to Service Repair, Parts and attachments.



---

*Subdivisions of Sonsray with limited use for specific purposes only. All of which must be approved by Marketing prior to use.*



# COLOR Usage

Consumers associate our colors with our brand. Our colors represent Sonsray. Hence color consistency is key to forming a cohesive, professional image and maintaining recognition. This means achieving consistent visual representation both online and offline.



Hex: #ac1e2e  
RGB: 172/30/46  
CMYK: 22/100/87/15  
Pantone: 201C



Hex #231f20  
RGB 35/31/32  
CMYK 0/0/0/100



Hex: #95999c  
RGB: 149/153/156  
CMYK: 44/34/33/1  
Pantone: 17-5104



*It's important that the colors used to represent our brand adhere to this guideline.*



# SONSRAY RENTAL & LEASING Logo

This is a subdivision of Sonsray and is part of the Sonsray Mountain Movers family.



The Sonsray Rental & Leasing logo represents our Temperature Controlled Trailers and Container Rental Fleet.

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*Subdivisions of Sonsray with limited use for specific purposes only. All of which must be approved by Marketing prior to use.*



# COLOR Usage

Consumers associate our colors with our brand. Our colors represent Sonsray. Hence color consistency is key to forming a cohesive, professional image and maintaining recognition. This means achieving consistent visual representation both online and offline.



Hex: #3b8048  
RGB: 59/128/72  
CMYK: 78/27/90/13  
Pantone: 2424C



Hex #231f20  
RGB 35/31/32  
CMYK 0/0/0/100



Hex: #95999c  
RGB: 149/153/156  
CMYK: 44/34/33/1  
Pantone: 17-5104

*It's important that the colors used to represent our brand adhere to this guideline.*





# SONSRAY RENTALS Logo

This is a subdivision of Sonsray and is part of the Sonsray Mountain Movers family.



The Sonsray Rentals logo represents our Construction and Agriculture Rental equipment.



This version of the rentals logo is used to mark our equipment. It is a recognized brand in the industry.

*Subdivisions of Sonsray with limited use for specific purposes only. All of which must be approved by Marketing prior to use.*

*This logo is to be placed on machines only and is used for marketing purposes upon authorization.*



# COLOR Usage

Consumers associate our colors with our brand. Our colors represent Sonsray. Hence color consistency is key to forming a cohesive, professional image and maintaining recognition. This means achieving consistent visual representation both online and offline.



Hex: #ac1e2e  
RGB: 172/30/46  
CMYK: 22/100/87/15  
Pantone: 201C



Hex #231f20  
RGB 35/31/32  
CMYK 0/0/0/100



Hex: #95999c  
RGB: 149/153/156  
CMYK: 44/34/33/1  
Pantone: 17-5104



*It's important that the colors used to represent our brand adhere to this guideline.*

# PARTNERSHIP Logo Lockups

As our dealerships partner with our primary product lines of Thermo King, CASE Construction and CASE Agriculture, there is great brand value in using both the product line logos along with the Sonsray brand. This guideline shows the proper usage of combining both logos.

**Note:**

*Each of our dealership brands have their own guidelines on logo and color usage. As a dealership, we adhere to these guidelines as well.*

## *Horizontal Lockups*















Vertical Lockups



# COLOR PALETTE Summary

The primary colors of our branding logos consists of these colors for each respective company.

			<p>Hex: #1c9ad6          RGB: 28/154/214          CMYK: 75/25/0/0          Pantone: 299C</p>	
		<p>Agriculture</p>		<p>Hex: #ac1e2e          RGB: 172/30/46          CMYK: 22/100/87/15          Pantone: 201C</p>
		<p>Construction</p>		<p>Hex: #eca542          RGB: 236/165/66          CMYK: 6/39/85/0          Pantone: 157C</p>
				<p>Hex: #3b8048          RGB: 59/128/72          CMYK: 78/27/90/13          Pantone: 2424C</p>
				<p>Hex: #ac1e2e          RGB: 172/30/46          CMYK: 22/100/87/15          Pantone: 201C</p>

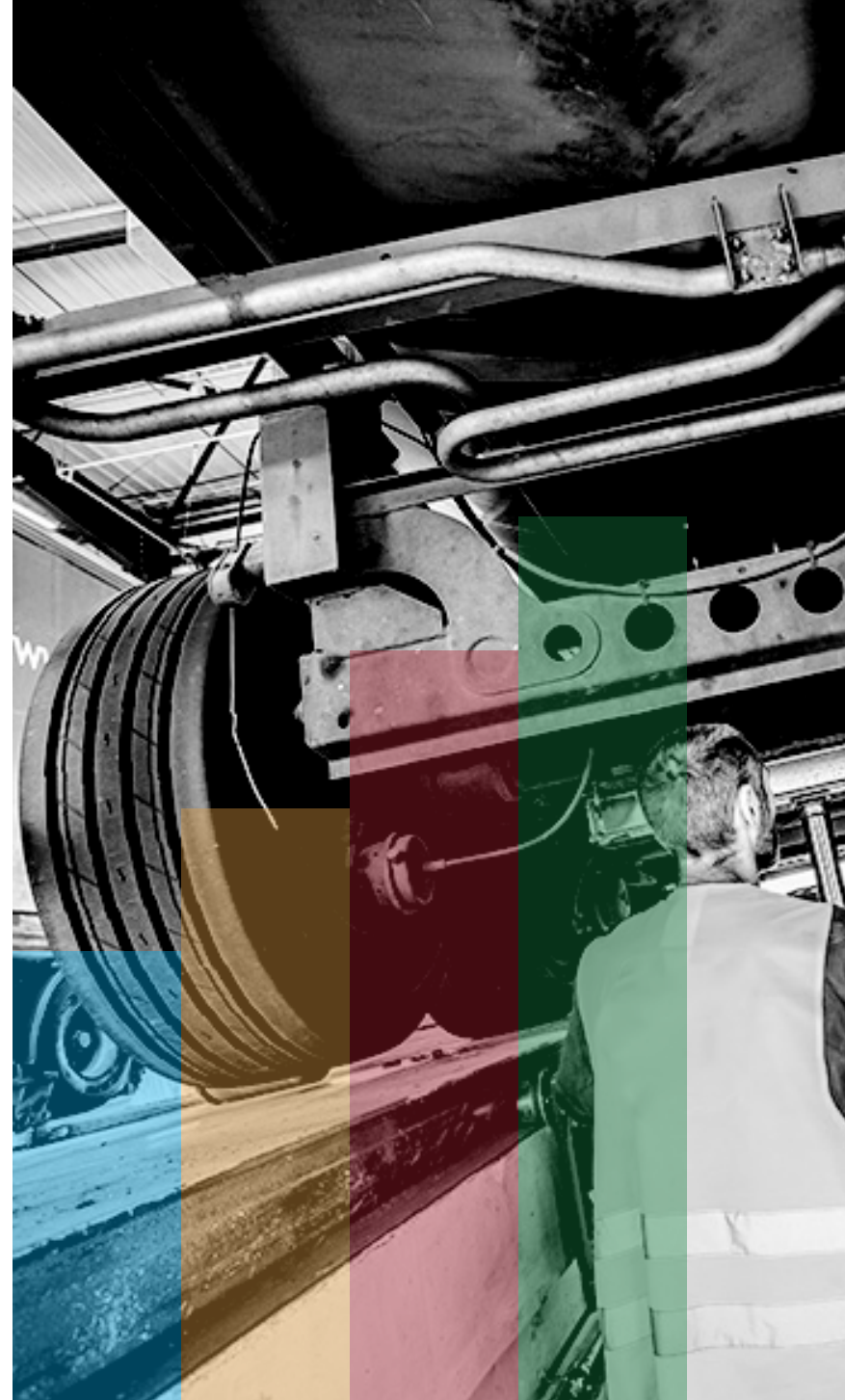
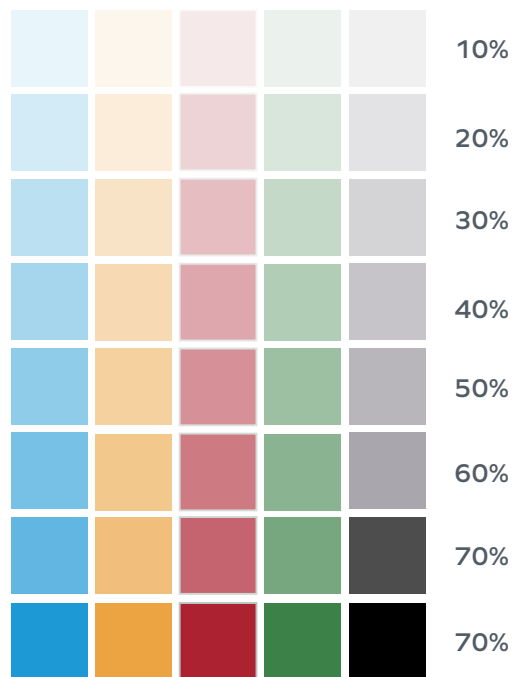


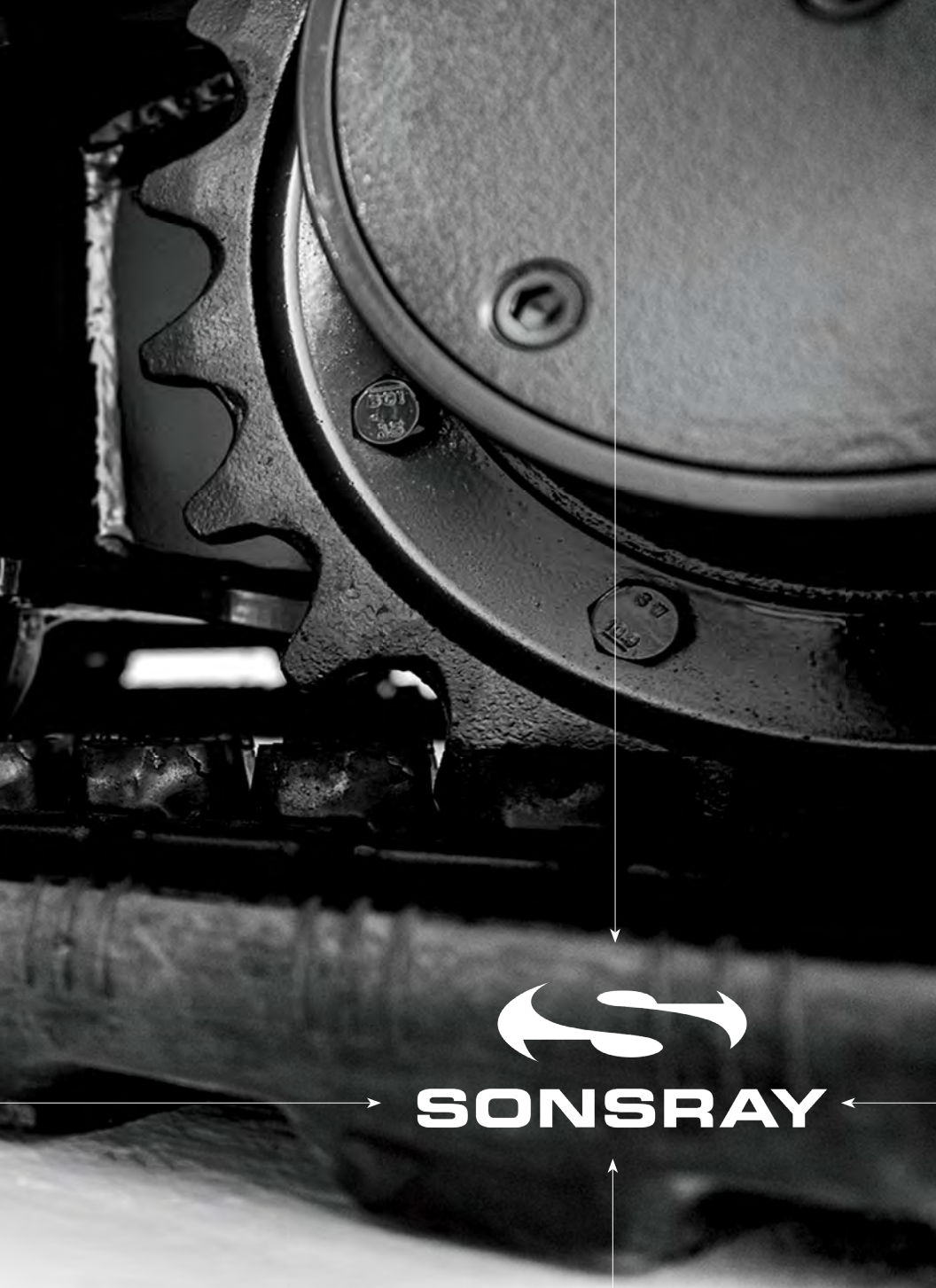
*Logo wording and "Super S" are only allowed in Black or White depending on background color.  
 (Excluding Rental and Leasing.)*

# TINTS & Shades

Tints are the mixture of the brand colors with white, which increases lightness. Shades are the mixture of the brand colors with black, which reduces lightness.

These variations are preferred choices for choosing font colors and other various graphic elements in our print and online materials.

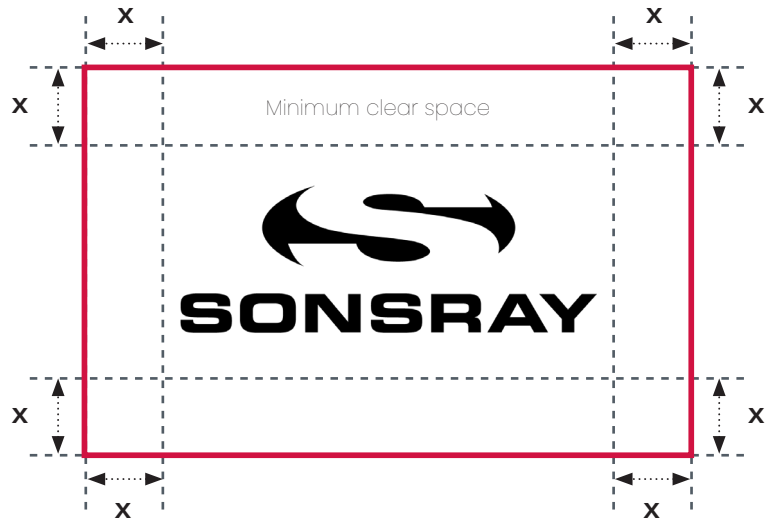




# CLEAR Space

Clear space is separating the logo from other elements such as headlines, text, imagery and the outside edge of printed materials. The "x" equals to the height/weight of the logo.

Clear space is separating the logo from other elements such as headlines, text.



*This rule of thumb applies to all Sonsray Branding logos.*



# MIN/MAX Sizes

The minimum size described includes the clear space and is applicable for displays of 72 DPI. If the display screens have higher DPI/retina, minimum size should be adopted proportionally.

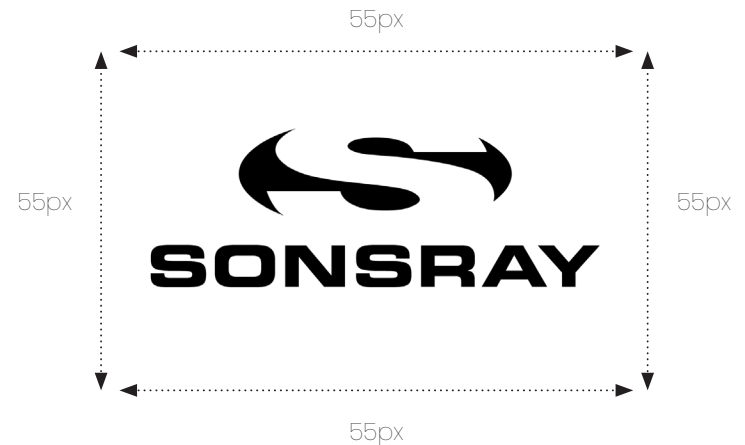
## On screen

The minimum logo width for web pages and applications is 55x55px.

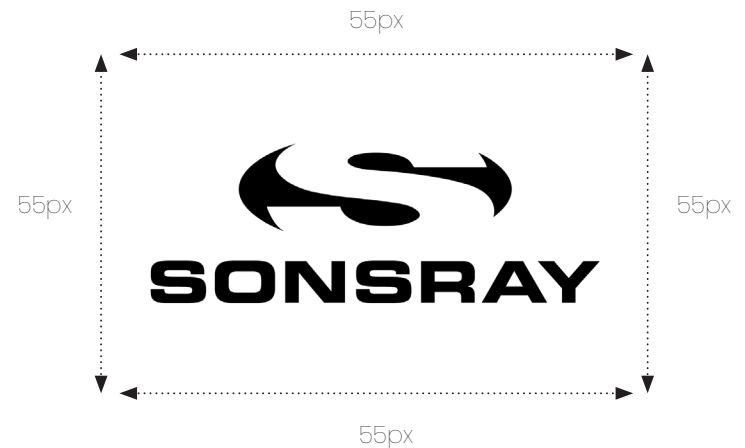
## In print

The minimum logo width for print is 13mm. The optimal width for A4 print is 49mm.

### ON SCREEN



### IN PRINT



# USAGE Of Logo Over Photos

- Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable
- Avoid placing the logo on complicated imagery or in backgrounds that are too logistic or too dark
- Keep the logo versions and colors in mind and use your best judgment to select the most appropriate choice for the background to which it is being applied
- Choose photos and graphics and that best represent our product lines

*This rule of thumb applies to all Sonsray Branding logos.*

## CORRECT



## INCORRECT



# COLOR And Backgrounds

A

The primary logotype is always in either black or white with a varying background that is well contrasted

B

The primary logotype in white can be used with photos where legibility is not compromised

C

The primary logotype in white can be used with photos

*This rule of thumb applies to all Sonsray Branding logos.*

A



B



C



# PROHIBITED Use

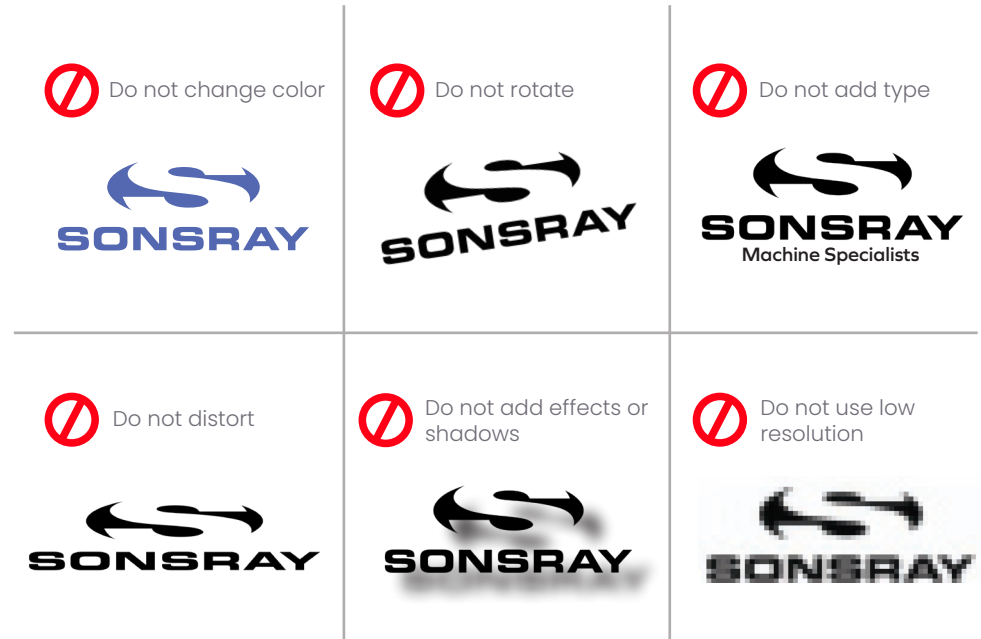
To preserve the integrity of our brand, our logo must have consistency in its appearance. Ensure that our logo is clearly recognizable by using it properly and do not alter it under any circumstances.

Consider the logo version and the background it is placed on to provide the best legibility. The examples shown here illustrate various improper applications and prohibited use of our logos in order to maintain a cohesive look over the online and offline channels.

***It is important to not get the logo mixed up and lose the visibility.***

## Dont's

- Don't recolor the logos
- Don't skew the logos
- Don't apply any effects
- Don't place the logo on complex backgrounds or photography without proper overlays in order to maintain logo visibility



*This rule of thumb applies to all Sonsray Branding logos.*

# TONE Of Voice

The guide tone of voice verbal and written communication represents the way we are recognized and distinguished in the market.

## Offline channels

Through offline channels like print collaterals, signage, client interactions, and online channels like websites, online ads, emails, presentations, etc. our tone of voice is:

- Smart and confident
- Engaging and honest
- Human and sincere
- Fun and energetic

Our communication, external and internal represents how we should behave with our customers and our employees.

## Our communication

- Show you expertise and be helpful
- Be cautious of using jargons
- Empower and encourage
- Always promote Sonsray in a positive light
- Be specific, use facts to support claims
- Share information and ideas
- Be polite and respectful
- Be open and show genuine interest



# USING Type

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

## A Good Rule Of Thumb

- Large type: Set the leading 2 points lower than the text's point size
- Medium size type: Set the leading to the same as the text's point size
- Small type: Set the leading 2 points higher than the text's point size

*This won't always be right, but leading can most easily be adjusted from there.*

## Leading

Line spacing, called leading, is critical to setting professional looking type that is easy to read. Leading should be set tight, but not too tight.

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### Examples

Leading that is too loose leaves too much distance between lines.

*18 pt type / 30 pt leading*

Leading that is too tight leaves too little distance between lines.

*18 pt type / 18 pt leading*

The reader won't even notice when the leading is just right.

*18 pt type / 22 pt leading*

# TYPE STYLE

## Examples

Text elements in Sonsray branding follow specific type specs as detailed on the following pages.

We have included our main and most basic typesetting styles for Adobe Creative Cloud suite programs such as Photoshop, Illustrator and InDesign.



**Headline (H1)**  
Poppins Bold  
Size: 24 pt  
Leading: 29 pt  
Tracking: 0

**Service Specialist in Refrigeration, and Heavy Equipment**

**Introduction (H2)**  
Poppins Regular  
Size: 18 pt  
Leading: 21 pt  
Tracking: 0

Equipment is our business, from East to West we strive for the best.

**Subheadings**  
Poppins Medium  
Size: 12 pt  
Leading: 14 pt  
Tracking: 0

To laborer dolore magna aliquam erat volutpat. consectetur.

**Body text**  
Poppins Light  
Size: 11 pt  
Leading: 16 pt  
Tracking: 10

To laoreet dolore magna aliquam erat volutpat. consectetur adipiscing elit, sed diam nonummy nibh euismod. Consectdiam.

**Bullet Style**  
Poppins Light  
Size: 10 pt  
Leading: 16 pt  
Tracking: 10

- ut laoreet dolore magna
- aliquam erat volutpat. consectetur adipiscing
- elit, sed diam nonummy nibh euismod.

**Captions**  
Poppins Italic  
Size: 9 pt  
Leading: 14 pt  
Tracking: 10

*To laoreet dolore magna aliquam erat volutpat.*

# HEADING Typography

Our typography not only helps ensure that our materials are recognized as Sonsray communications, it also helps create a distinctive visual identity.



All approved fonts are to be used to increase contrast.

## SAMPLE FONT STYLE: #1

# Equipment

Aa Aa Aa Aa **Aa**

*Aa* ***Aa*** ***Aa*** ***Aa*** ***Aa***

Thin Light Regular Medium Bold

## SAMPLE FONT STYLE: #2

# Equipment

Aa Aa Aa Aa **Aa**

*Aa* ***Aa*** ***Aa*** ***Aa*** ***Aa***

Thin Light Regular Medium Bold



# PHOTOGRAPHY Style

We use photography to communicate our brand lines with our audience. Hence, both in-house and purchased stock imagery must comply with the bullet points below.

## Do's

- Proper ownership of artwork copyright.
- Photos used must be of high quality.
- **Imagery types:** construction, agriculture, transport refrigeration, products in action, people using our products or services, etc.





# COMPANY Slogans & Taglines

Our slogans and taglines help us to communicate what we do and the attitude we strive for in our business. "Together We Move Mountains" is our signature slogan and represents our mother company Sonsray as well as all of our subdivisions.



*Together*  
**WE MOVE MOUNTAINS**





**TOGETHER WE MOVE MOUNTAINS  
WE BUILD CITIES  
WE CULTIVATE & HARVEST  
WE TRANSPORT ESSENTIALS  
FROM FARM TO TABLE  
FOR A BETTER TOMORROW**

*Limited Usage: Use only when  
space for tagline is reasonable.*



# DIGITAL QR Codes

QR Codes are easy way to unify our physical and digital spaces. We incorporate them in our marketing strategy to encourage interaction and provide our customers with relevant information instantly.

FAST  
SIMPLE  
DIRECT

*These codes are not active. Contact the marketing team for custom and active codes.*

[marketing@sonsray.com](mailto:marketing@sonsray.com)



Construction



Agriculture



Thermo King



Rental & Leasing



Construction Rentals

# EQUIPMENT DECAL Placement

We have an extensive line of equipment and attachments. Please refer to the Decal Placement Guide for instructions as to where to adhere our machine decals.



## DECAL PLACEMENT GUIDE


SONSRAY - Best Practices






*Take every opportunity to promote Sonsray and the brands we offer.*

Advertising the Sonsray Machine brand name is an ongoing and vital process, especially when it comes to promoting our products and services. One of the most effective identifiers is the decal we adhere to our equipment. The Sonsray logo and phone number should always be displayed in a manner that is easy to spot for existing customers as well as potential future clients. Strategic placement of the decals shown in this guide are the company standards for all Sonsray Machinery assets. As always, use the guidelines for information and details such as "Work Safely only". Because we care so much, make this the best case our professionals should show in all aspects of our business including everything we send us "Word". Hence, this is just how your department helps maintain these standards.

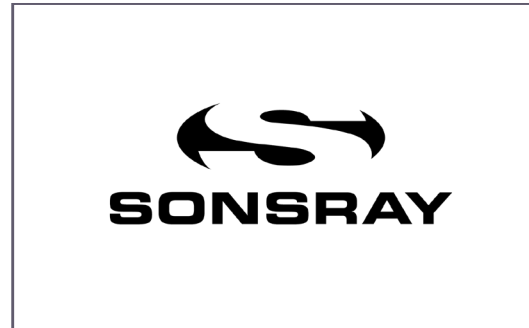


# BUSINESS CARDS

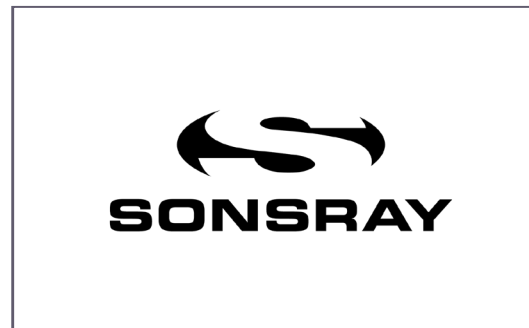
## SINGLE BRANDED

Our letterhead is as important as our brand, in that it represents Sonsray and can impart a first impression to our potential customers.

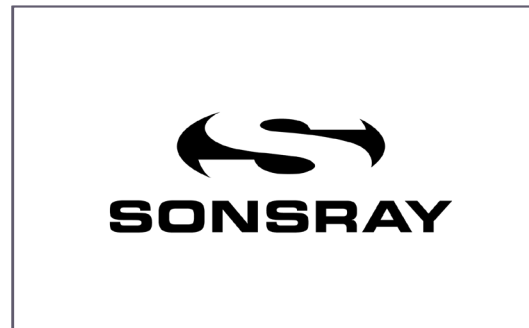
Sonsray SSC



Sonsray Fleet Services



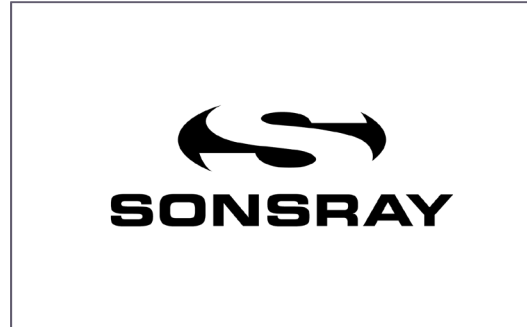
Sonsray Machinery Construction



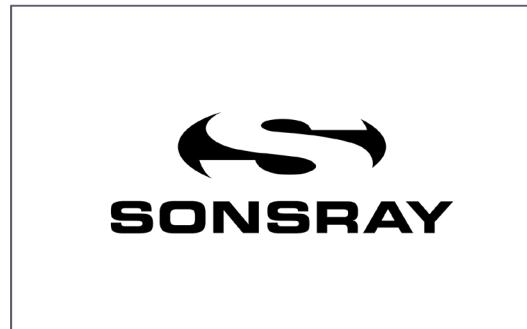
# BUSINESS CARDS

SINGLE  
BRANDED  
CONTINUED

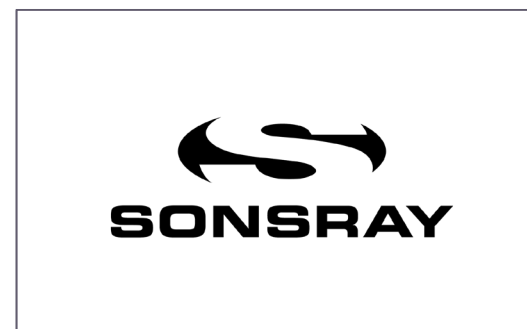
Sonsray Machinery Agriculture



Sonsray Rental & Leasing



Sonsray Rentals



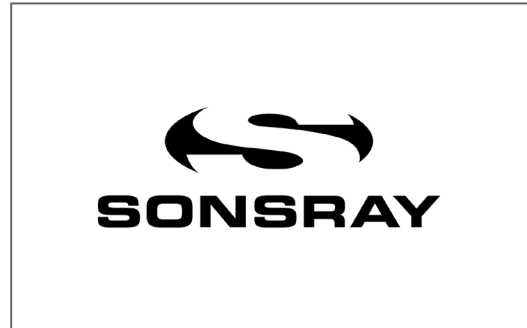
# BUSINESS CARDS

SINGLE & MULTI-BRANDED

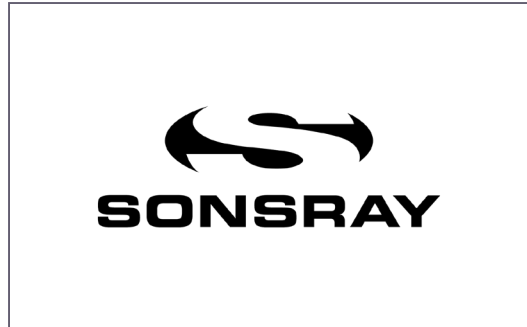
TK Services - East



Dual Machinery (CASE CE & CASE IH)



Dual (Construction & Fleet Services)





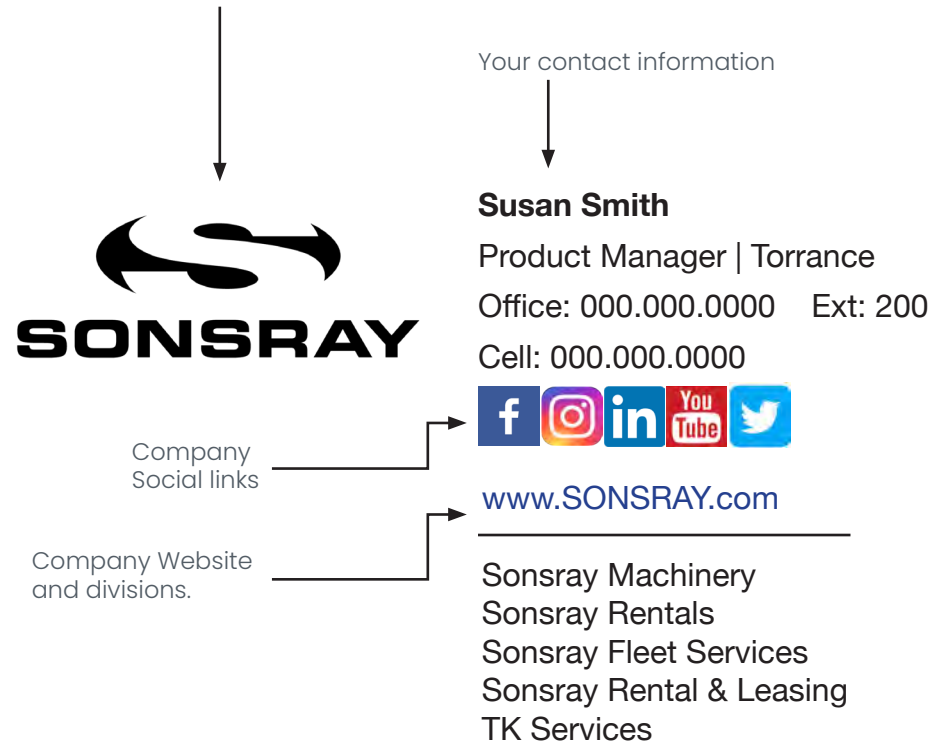
# STANDARD EMAIL Signature

A signature is the perfect opportunity to brand every message you send. It establishes and reinforces who you are as a company. By creating a cohesive email signature for each employee on your team, you create brand recognition in every person to whom your employees send emails.

*It's important that we maintain a professional unified presence in all company communication in house to our customers. Hence creating your own version of the company email signature is not permitted.*

The Signatures are positioned at the bottom of all company emails

Use the Sonsray logo regardless of the division you are employed by.





# STANDARD SIGNAGE

## Core Values Posters

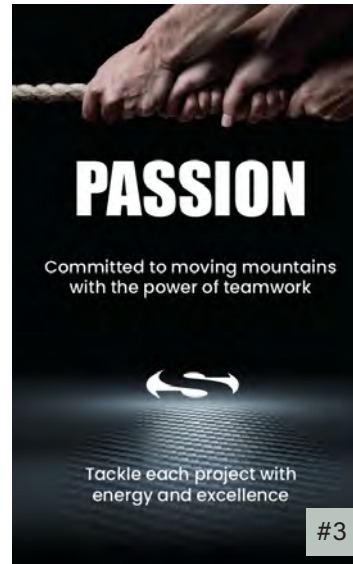
### Hanging Guidelines

1. Please arrange posters with the “Together We Move Mountains” poster first in the line-up. Following that, #2-#6 must be hung together in order.
2. Please space equally, level and hang in a non cluttered area
3. These are meant to be customer facing. If space allows, please hang in showroom



**Follow these 3 easy rules for hanging pictures, and your new showroom art will look professional.**

1. Hang your Art by its Center. The artwork’s center should be 57 inches from the ground to match average eye level.
2. Adjust Rule #1 When Hanging Art Close to Shelving or Counters space.
3. Treat Multiple Pieces of Art Above as One Unit.



NOTE:  
See Page 55 for  
ordering materials  
from the Sonsray  
Marketing Team.

↖ This poster can be hung as part of the set or separately. Spacing requirement items 2-4 still apply.

These posters have been approved. *Note: Only "approved" materials are allowed to be posted throughout the stores*



# STANDARD SIGNAGE

## Motivational Posters

### Hanging Guidelines

1. Please space equally, level and hang in a non cluttered area
2. These are meant to be customer facing. If space allows, please hang in showroom
3. Don't hesitate to contact marketing with any questions you may have



**Follow these 3 easy rules for hanging pictures, and your new showroom art will look professional.**

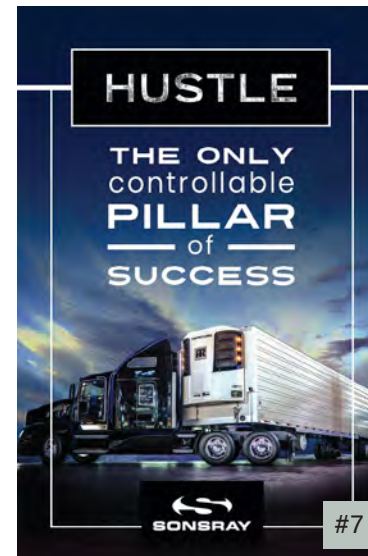
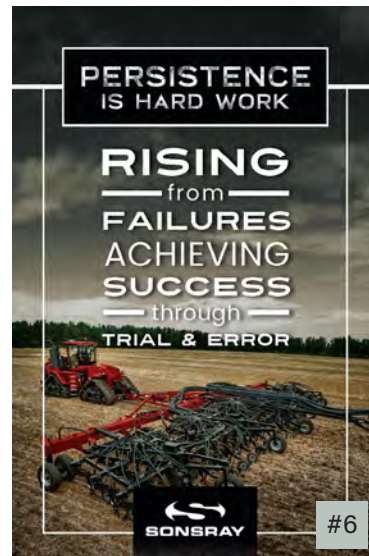
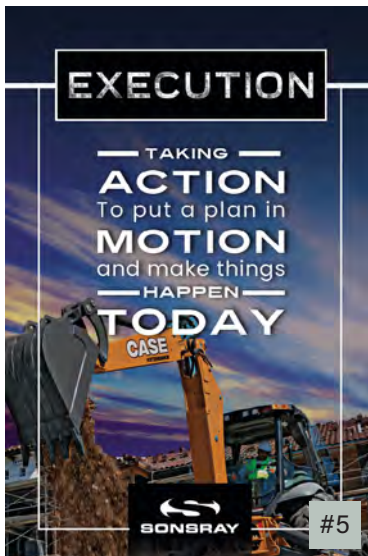
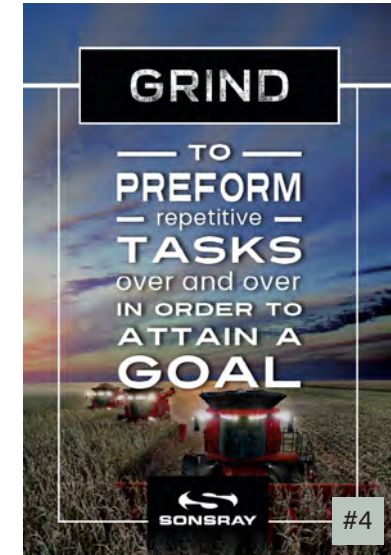
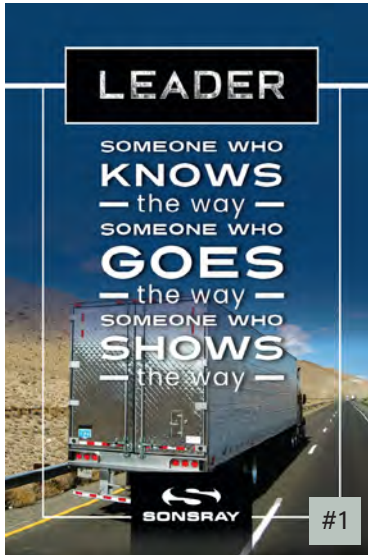
1. Hang your Art by its Center. The artwork's center should be 57 inches from the ground to match average eye level.
2. Adjust Rule #1 When Hanging Art Close to Shelving or Counters space.
3. Treat Multiple Pieces of Art Above as One Unit.

*Can be hung as part of a set or separately. Spacing requirement items 2-4 still*

24 versions to choose

These posters have been approved. Note: Only "approved" materials are allowed to be posted throughout the stores.

For custom versions speak with the marketing department.



NOTE: See Page 55 for ordering materials from the Sonsray Marketing Team.

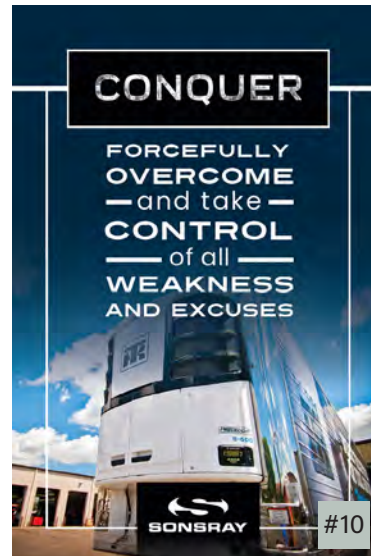
Continued



**GRIT**

STRENGTH  
— of —  
CHARACTER  
PERSEVERANCE  
and —  
PASSION  
for long-term  
GOALS

SONSRAY #9



**CONQUER**

FORCEFULLY  
OVERCOME  
— and take —  
CONTROL  
— of all —  
WEAKNESS  
AND EXCUSES

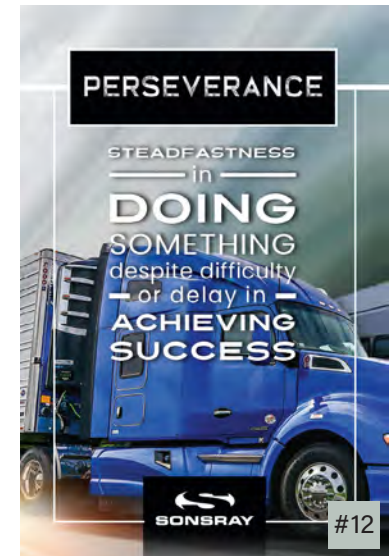
SONSRAY #10



**CONQUER**

FORCEFULLY  
OVERCOME  
— and take —  
CONTROL  
— of all —  
WEAKNESS  
AND EXCUSES

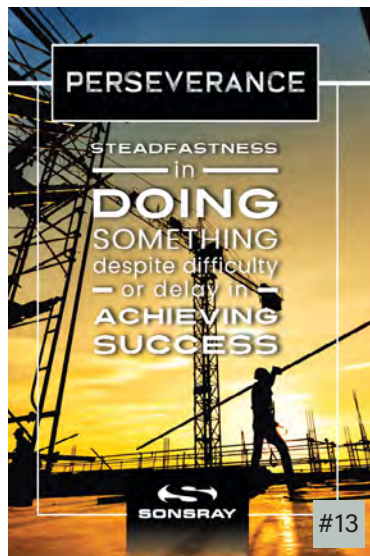
SONSRAY #11



**PERSEVERANCE**

STEADFASTNESS  
— in —  
**DOING**  
SOMETHING  
despite difficulty  
— or delay in —  
**ACHIEVING**  
SUCCESS

SONSRAY #12



**PERSEVERANCE**

STEADFASTNESS  
— in —  
**DOING**  
SOMETHING  
despite difficulty  
— or delay in —  
**ACHIEVING**  
SUCCESS

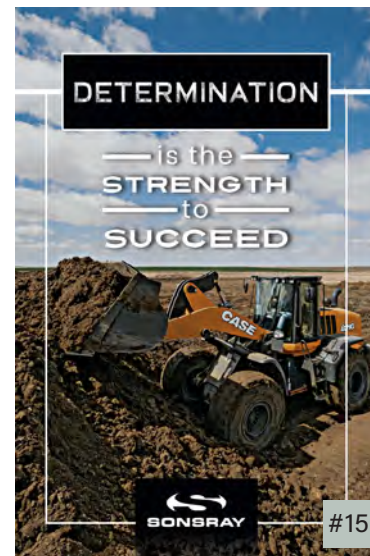
SONSRAY #13



**DETERMINATION**

— is the —  
STRENGTH  
— to —  
SUCCEED

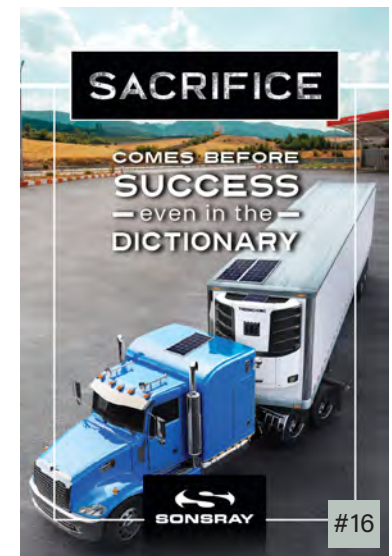
SONSRAY #14



**DETERMINATION**

— is the —  
STRENGTH  
— to —  
SUCCEED

SONSRAY #15



**SACRIFICE**

COMES BEFORE  
**SUCCESS**  
— even in the  
DICTIONARY

SONSRAY #16

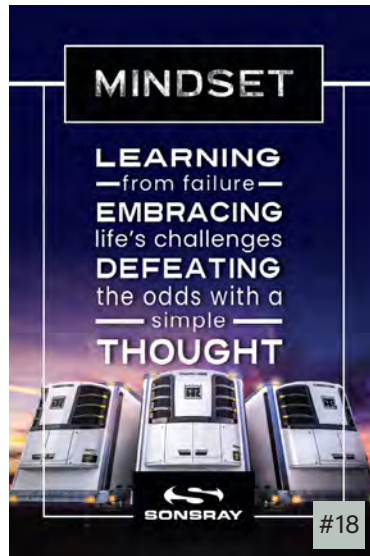
NOTE:  
See Page 55 for  
ordering materials  
from the Sonsray  
Marketing Team.

Continued



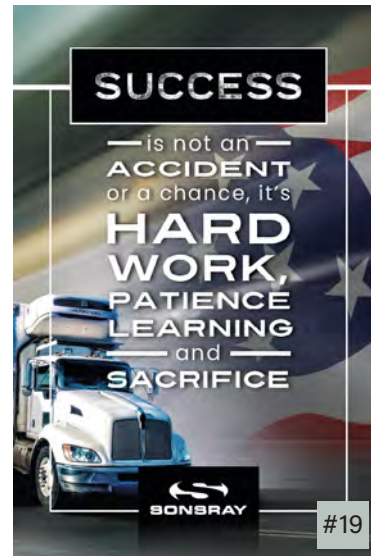
**SACRIFICE**  
— COMES BEFORE —  
**SUCCESS**  
— even in the —  
**DICTIONARY**

**SONSRAY** #17




**MINDSET**  
**LEARNING**  
— from failure —  
**EMBRACING**  
life's challenges  
**DEFEATING**  
the odds with a  
— simple —  
**THOUGHT**

**SONSRAY** #18



**SUCCESS**  
— is not an —  
**ACCIDENT**  
or a chance, it's  
**HARD**  
**WORK,**  
**PATIENCE**  
**LEARNING**  
— and —  
**SACRIFICE**

**SONSRAY** #19



**ENTREPRENEUR**  
**SOMEONE**  
— WHO —  
**JUMPS**  
off a cliff and  
**BUILDS**  
— a plane on —  
**THE WAY**  
— DOWN —

**SONSRAY** #20



**TALENT**  
— without —  
**HUSTLE**  
will only get  
you —  
**SO FAR**

**SONSRAY** #21



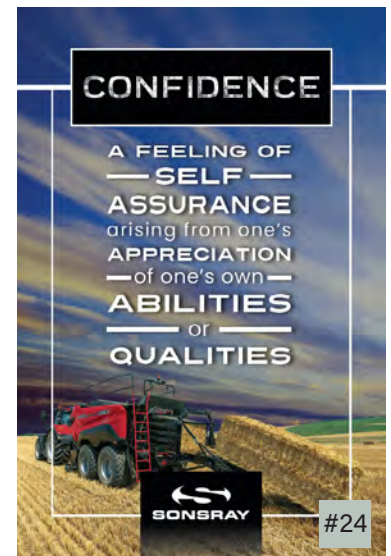
**TALENT**  
— without —  
**HUSTLE**  
will only get  
you —  
**SO FAR**

**SONSRAY** #22



**CONFIDENCE**  
A FEELING OF  
— SELF —  
**ASSURANCE**  
arising from one's  
**APPRECIATION**  
— of one's own —  
**ABILITIES**  
— or —  
**QUALITIES**

**SONSRAY** #23



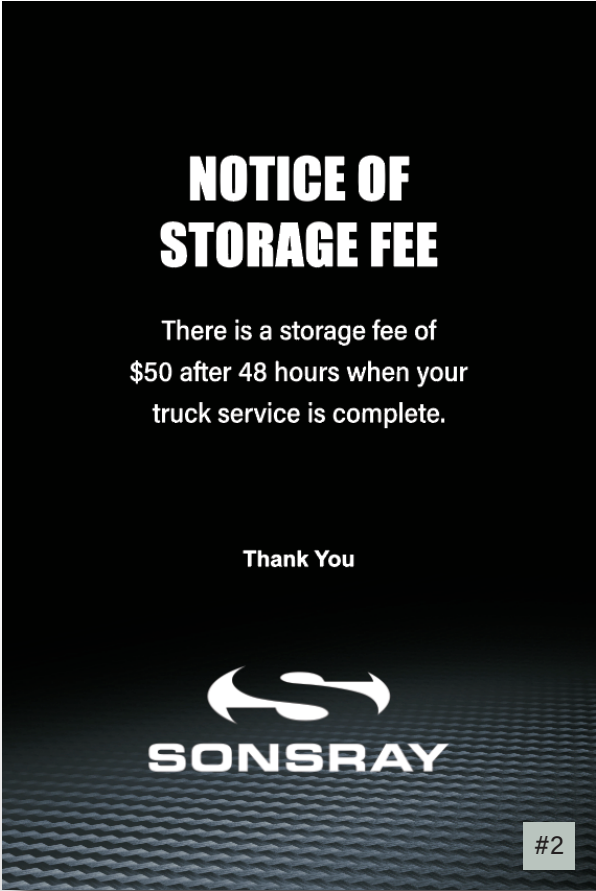
**CONFIDENCE**  
A FEELING OF  
— SELF —  
**ASSURANCE**  
arising from one's  
**APPRECIATION**  
— of one's own —  
**ABILITIES**  
— or —  
**QUALITIES**

**SONSRAY** #24

NOTE:  
See Page 55 for  
ordering materials  
from the Sonsray  
Marketing Team.

# DEPARTMENT NOTICE SIGNS

- Parts Return Policy
- Notice of Storage Fee



NOTE:  
See Page 55 for ordering materials from the Sonsray Marketing Team.



- Driver's Lounge
- Injury Free Days
- Safety

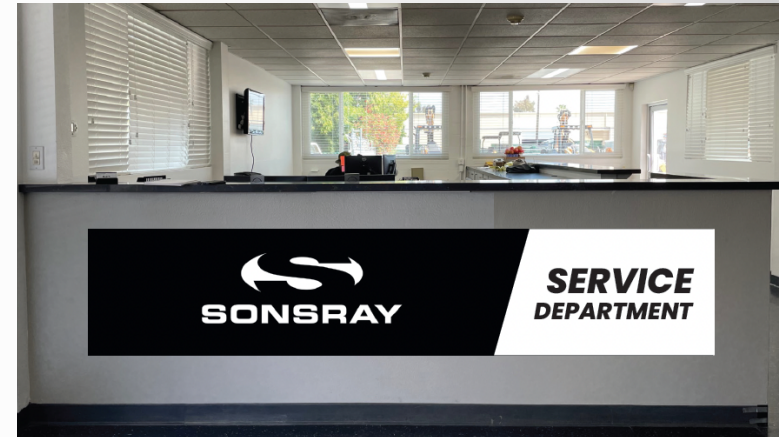


NOTE:  
See Page 55 for  
ordering materials  
from the Sonsray  
Marketing Team.



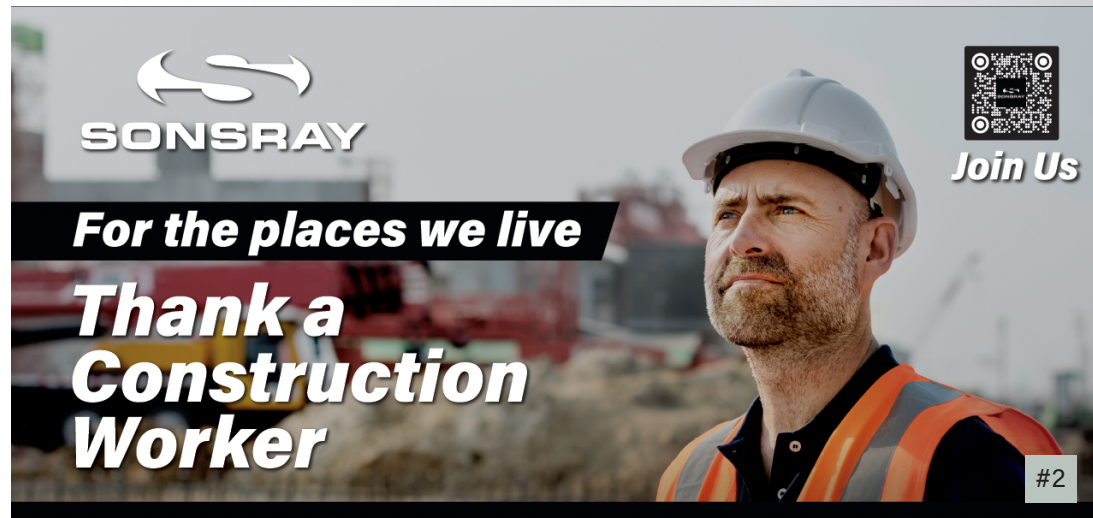
# IN-STORE SIGNAGE

## Parts & Service Counters



# IN-STORE SIGNAGE

## Industry Wall Posters

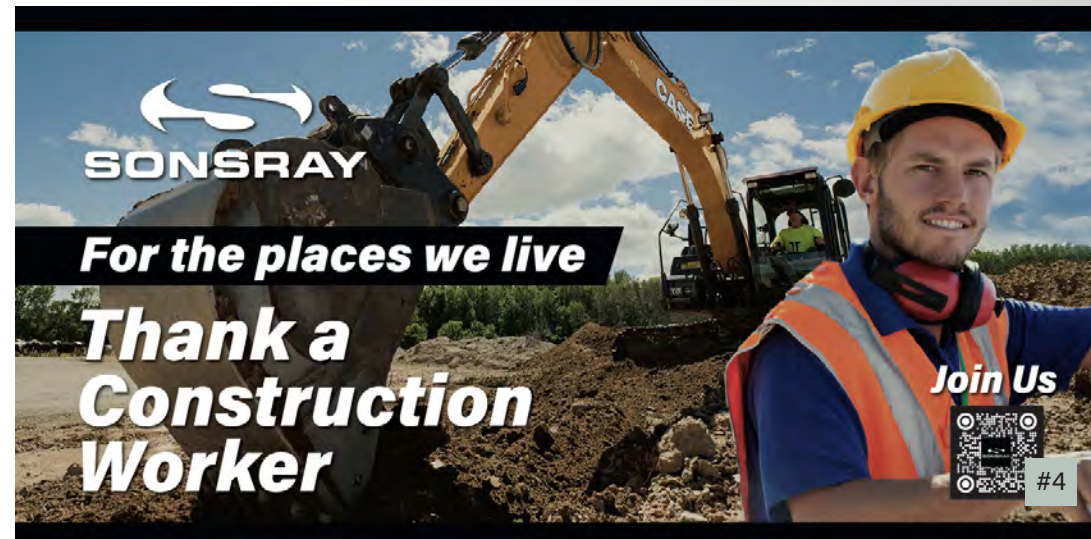


NOTE:  
See Page 55 for  
ordering materials  
from the Sonsray  
Marketing Team.

# IN-STORE SIGNAGE

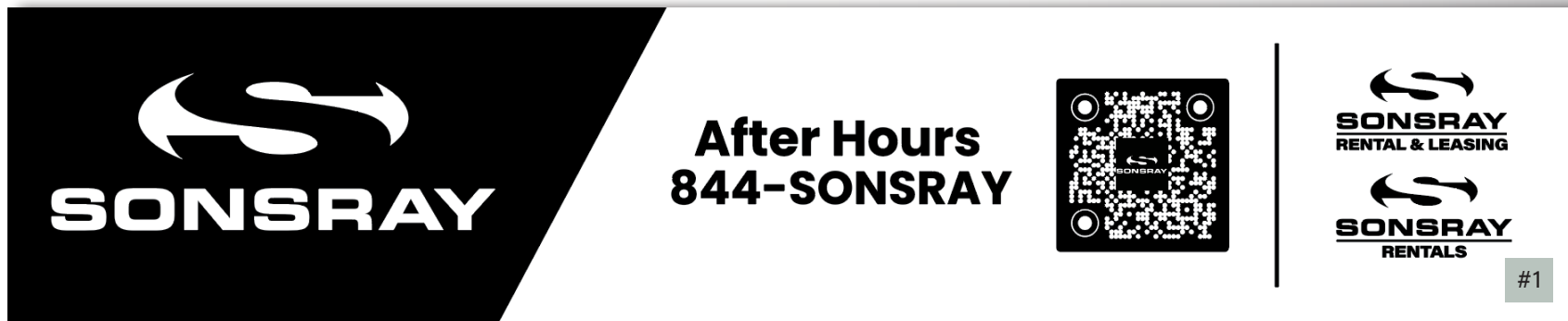
## Industry Wall Posters

NOTE:  
See Page 55 for  
ordering materials  
from the Sonsray  
Marketing Team.



# OUTSIDE SIGNAGE

## After Hours



# NEW HIRE Onboarding

It's essential for new members of Sonsray to be informed of the culture, ethics, and benefits of being a part of our team.



# MARKETING Requests

To submit a request to the marketing team, please fill out the Creative Marketing Requests form.

The QR code will take you to the form.  
We suggest adding this to your bookmarks for quick access.



## HOW IT WORKS

1. You fill out the form
2. We get a notification
3. We work on your request

*Simple as that!*

A screenshot of a web form titled "Creative Marketing Requests" with the SONSBRAY logo at the top. The form includes a header, a description, and several input fields: a dropdown menu for "Which Division are you Requesting for?", a dropdown menu for "Request Type", a text input for "Full Name", a text input for "Email address", and a text input for "Department (If Applicable)".

**Creative Marketing Requests**

This form is intended for Parts, Service and General Managers. If this is not your position, please ask your respective manager to submit for you.

Which Division are you Requesting for? \*

Choose one... ▾

Request Type \*

Choose one... ▾

Full Name \*

Enter your name

Email address \*

Enter your email address

Department (If Applicable)

Enter your answer

# ATTIRE Uniforms

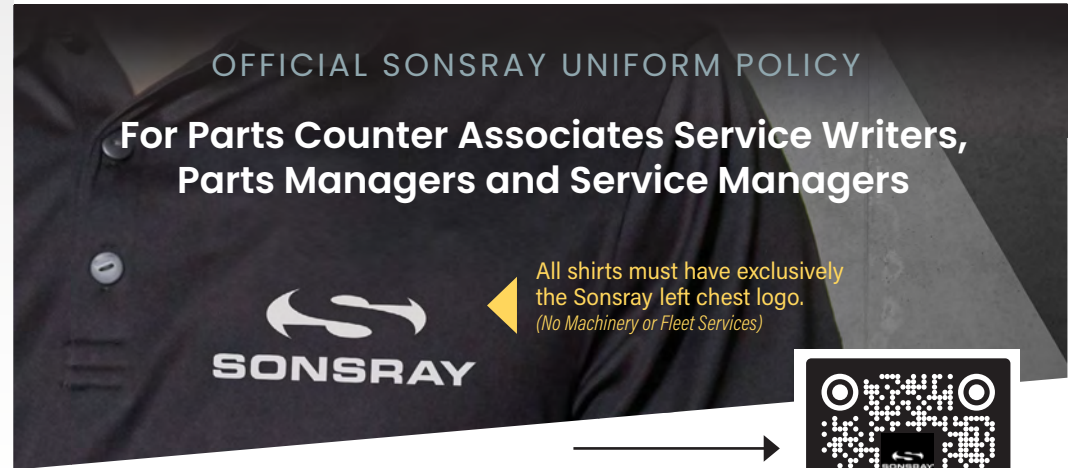
Sonsray provides 5 new work Shirts & 1 Hat upon hire and every 12 months. Employees may purchase additional shirts if desired at anytime.

Styles (Black only)  
Polo, Short Sleeve Oxford, Long Sleeve Oxford

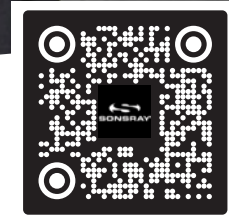
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*Note: These guidelines also apply to General & Account Mgrs. However they may wear shirt colors other than black.*

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→  
**Sonsray Apparel Shop**



Employees have the option of adding the CASE CE, IH or TK logos on the shoulder. Parts & Service are required to wear exclusively black polos.



# ATTIRE

## Appearance Basics

**Shirts** untucked must be long enough so your midsection doesn't show (even when you reach) and not longer than your back pockets. *Shirts advertising other companies or apparel brands are not permitted.*

**Trouser Styles** (Employees provide their own trousers/shorts) Bootcut, Capris, Cropped, Cuffed, Flat Front, Pegged, Pleat Front, Relaxed, Skinny, Slim, Straight, and Tapered.  
*NOT Allowed: Baggy, Cargo, Distressed, Pajamas, Saggy, Sweatpants, Tears/Holes, Workout attire.*

### **Bermuda shorts**

Bermudas are knee-length shorts (cuffed or uncuffed.)  
*Colors: Black, Navy, Charcoal, Dark Denim*

**Hats** are not mandatory. It must be a company branded baseball cap. One hat is provided annually and you can purchase more on the Sonsray Apparel Shop.

**Fingernails**, keep them neat & clean. Length & color is up to you. Footwear, must be closed toe, preferred steel toe, or composite. (we suggest slip-resistant.) Service Mgrs. are required to wear steel toed boots.) Parts & Service employees are eligible for the steel boot reimbursement program.

**Piercings** are acceptable as long as they are not offensive.

**Tattoos** are acceptable as long as they are not offensive.

**Jewelry**, please no extravagant or flashy jewelry.  
*Necklaces cannot be longer than 19" in diameter.*



## Our Contact Details

23935 Madison Street

Torrance, CA 90505

844-SONSRAY

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