BOSS SNOWPLOW Brand Quick Reference Guide

The BOSS Standard

Everything we do at BOSS Snowplow revolves around one goal: giving snow and ice removal professionals the tools and support they need to Restore Order when winter weather brings chaos.
Our promise is simple: we will always Back You Up.

BOSS Naming Standards

Correct

- ✔ BOSS Snowplow
- ✔ BOSS Owners Group
- ✔ VSI by BOSS Snowplow
- ✔ BOSS Genuine Parts

Incorrect

- ✖ Boss Snowplow
- ✖ Boss
- ✖ Boss snowplow
- ✖ boss
- ✖ BOSS Snowplows
- ✖ BOSS Plow

- Always write **BOSS** in all caps.
- Capitalize **Snowplow** when part of the official brand name.
- First reference should be **BOSS Snowplow** when no logo is present.
- After first mention, **BOSS** may be used alone if context is clear.
- When uncertain, default to **BOSS Snowplow**.

The BOSS Tone

Reliability. Innovation. Performance.

These pillars define how we show up and guide every message we deliver.

- **Reliability** isn't optional—it's expected
- **Innovation** drives everything we do
- **Performance** is proven in the field

The BOSS Voice

- **Premium**, not generic
- **Bold**, not passive
- **Confident**, not uncertain
- **Reliable**, not inconsistent
- **Trustworthy**, not misleading
- **Empowering**, not intimidating

How To Write like BOSS

DO

- Lead with action and strong verbs
- Be direct and to the point
- Focus on the customer and their work
- Write like someone in the field
- Be consistent across all channels

DON'T

- Use weak qualifiers ("might," "could," "maybe")
- Over-explain or dilute the message
- Make BOSS the only focus
- Sound robotic or overly corporate
- Shift tone or style between channels

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BOSS Snowplow Premium Logo

BOSS Snowplow Single Color Logo | Approved Colors

BOSS Red | Black | White

Non approved BOSS Snowplow Logos

Stretched or distorted

Modified or recolored Premium Logo

AI-generated or recreated logos

Effects or styling Premium Logo

Color

BOSS Red
Pantone 485C
BOSS RED
R:238 G:49 B:36
C:0 M:100 Y:100 K:0

Medium Red
Pantone 484C
Medium RED
R:179 G:35 B:23
C:0 M:195 Y:100 K:29

Dark Red
Pantone 483C
Dark RED
R:122 G:22 B:0
C:0 M:91 Y:100 K:60

White
White
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

Black
Black
R:0 G:0 B:0
C:75 M:68 Y:67 K:90

Typography

Primary: Helvetica Neue **Secondary:** Arial **Display Type:** **Bold. Clean. Sans Serif. Easy to Read.**

Visual Style

Real Work.



Real Conditions.



Real People.



ALL MATERIALS MUST BE SUBMITTED AND APPROVED BY BOSS MARKETING PRIOR TO PRODUCTION OR PUBLICATION.