



INDEPENDENT

THE SUNSET CHAMP A

Independent Truck Company looks toward the future with new branding, consisting of:

- A new icon

One that brings with it a change in what the company represents. Rather than a cross, an object that's tethered to the ground, the new icon represents a star, hoisted into the sky as a constant reminder of what it is to be above all others – the best.

This symbol also represents a shift in the company's formerly exclusionary branding toward a message of plurality – its lines extend in all directions, toward all corners of the earth and to humans of all types.

- A new tag line

RISE ABOVE. Not just a Black Flag song, but a call to reach for the stars, and to rise above hatred, bigotry, and oppression.

- A new typeface

One that's solid, sturdy, and stable. Just like the trucks.

- A new, but familiar color

A shift away from black & red to an active orange, a reference to the color of Independent Trucks' tride & true bushings.







