



SIERRA REBRAND

MARINE AMERICAS MARKETING-LITCHFIELD

Mobile living made easy.

 **DOMETIC**



SIERRA - THE CURRENT BRAND

Mobile living made easy.

 DOMETIC

SIERRA - THE BRAND

A BRIEF HISTORY

Sierra has established itself as a leader in the marine parts aftermarket field for several decades and that longevity has of course seen it's history of company branding. The Sierra brand and logo has undergone several variations, all encompassing its ties to the marine world and keeping itself a recognizable entity.



1966



1970



1982



1988



1993



1994



2003



2013



2016



CURRENT LOGO



COLOR SCHEME

SIERRA - THE BRAND

AN EVOLVING BRAND

Combining two the Prime Line channels into Sierra makes sense on many levels. Sierra has the prominent presence of the three and will help push the OPE/ATV and outdoor power equipment channels further sharing the same name with a brand customers trust.

All three brands currently share the same focus and that is delivering quality products along with exceptional customer service with decades of experience and positive reputation.

Sierra offers solutions for aftermarket repair parts that are reliable, that perform and are backed by an industry-leading warranty. With over 8,000 SKUs, we have a wide spectrum of solutions for marine, outdoor power equipment and ATV/UTV platforms that not only perform, but comply with relevant safety and quality standards. Meeting and exceeding customer expectations is our ultimate goal.



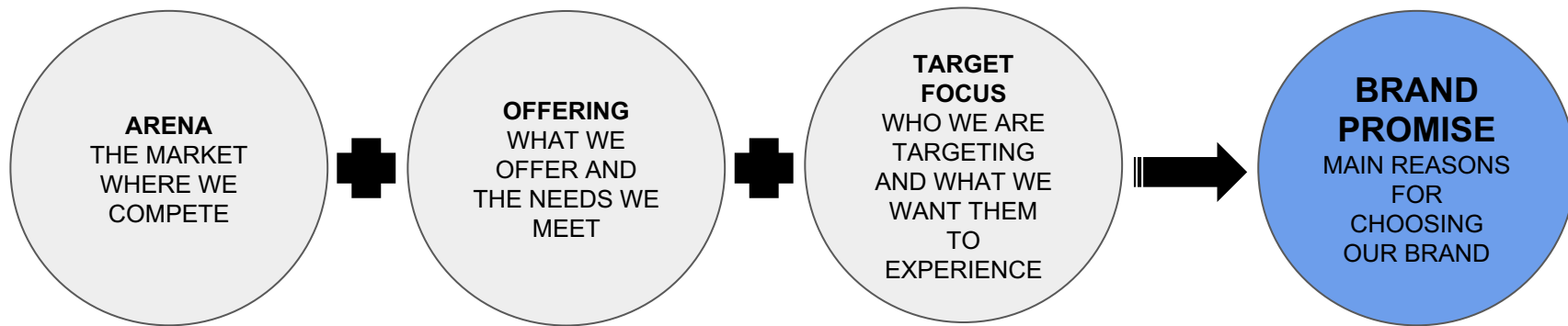


SIERRA – BRAND STRUCTURE

Mobile living made easy.

 **DOMETIC**

NEW BRAND PLATFORM STRUCTURE



THE SIERRA ARENA

OUR COMPETITIVE MARKET

We will now be the leading aftermarket parts supplier specializing in mobile living with a focus in marine and outdoor exposure.



SIERRA & MOELLER OFFERING

Filtration, tanks, engine and drive parts, lubricants, gears and carburetors



RV AND ATV REPAIR PARTS

Replacement parts for a variety of your mobile living appliances and amenities, as well as service parts for the current ATV/UTV offering.



(PRIME LINE) REPAIR PARTS

Accessory parts for low horsepower engines used in residential and commercial equipment

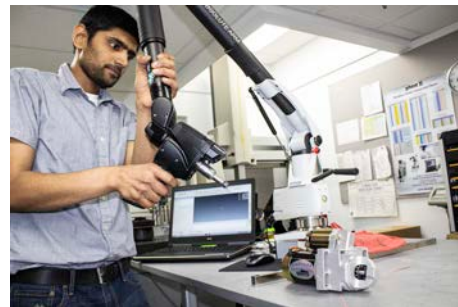
THE SIERRA OFFERING

WHAT WE OFFER AND THE NEEDS WE MEET

We offer a valued partnership with global Dealers as well as the sources to improve their aftermarket consumer relationships while maintaining an invasive product offering.

Our products need the biggest focus with Dealers to gain a storefront presence and become the parts of choice to repair and maintain engines platforms we support.

- Wide selection of aftermarket parts for Marine, RV, and OPE
- Partner relationship with Dealers
- Competitive pricing
- Educational tools for Dealers and Consumers
- Extensive Customer Service



THE SIERRA BRAND PROMISE

WHY CHOOSE US?

Choosing Sierra means you are choosing to be in a reliable partnership giving you access to an extensive offering of quality aftermarket parts, exceptional customer service, and the tools to keep you and your clients moving.

Sierra offers thousands of aftermarket products to support marine engines, outdoor power equipment, and ATV/UTV engine platforms. All of our replacement parts fit just like the parts they replace to ensure precise, worry-free installation.

- Design and Quality
- Global Partnership
- Expert Education
- Solutions
- Opportunities
- Customer Service



A dark, moody photograph of a rocky coastline. The foreground is dominated by large, dark, textured rock formations on both the left and right sides, framing a view of the ocean. The water is dark with some whitecaps. In the distance, a small sailboat is visible on the horizon under a cloudy, overcast sky. The overall tone is somber and atmospheric.

SIERRA – A NEW IDENTITY

CURRENT LOGO

Take Sierra from marine-only repair parts manufacture...

To a global marine, RV, OPE and small engine parts manufacture helping dealers and consumers get the most out of their time and money with reliable replacement parts for any type of engine.

We want Sierra to be our customers first choice when they need to get their engines up and moving.



THE SOLUTION



- Uppercase all letters using a bold typeface to demonstrate strength and dominance.
- Overlap to give the logo a sense of movement.
- Logo mark includes an abstract “S” showing multiple pieces coming together also the concept of hands shaking or 2 wrenches intertwining.
- This mark also takes the shape of a nut representing the mechanical knowledge that Sierra brings to the customers tool box.

THE COLOR – CURRENTLY USE PMS 280



PROS

- Recognizable with customers

CONS

- Recognizable with customers as MARINE

THE SOLUTION – PMS: 539 | CMYK: 98.75.50.57



- Keep blue in the pallet to honor the current brand recognition.
- Dark blue conveys an industrial atmosphere relating more to our dealers.



THE SOLUTION



- Easily converted to an all black or white option



- Dual color logo option adds a secondary color.
- To be used on solid white or black background.

APPLIED BRANDING



TYPOGRAPHY

FIRA SANS ULTRA

Fira Sans Ultra is a bold, modern font to be used for headline text in the first line of a product name on retail packaging. This font will only be used in all capitol letters.

AVENIR

Avenir Book, Black and Black Oblique offer a simple, easy to read option for subtext. Avenir Heavy/Heavy Oblique will be utilized as sub-heads and call-outs. And the Book option will be used for other small copy on the packaging.

FIRA SANS ULTRA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () < > ? ; : ' " |

Avenir Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () < > ? ; : ' " |

Avenir Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () < > ? ; : ' " |

Avenir Black Oblique

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () < > ? ; : ' " |

PMS SECONDARY COLOR OPTIONS

FUEL SYSTEMS



INTERNAL ENGINE



GAUGES



IGNITION SYSTEM



OIL/LUBE



COOLING SYSTEM



DRIVE PARTS



ELECTRIAL SYSTEM



**TOOLS/SHOP
SUPPLIES**



- Mimic the current category separation with subtle secondary colors.
- Possibly look into combining similar categories
- All product channels will follow this method.

APPLIED BRANDING BOXES AND BOTTLES

OIL/LUBE ●



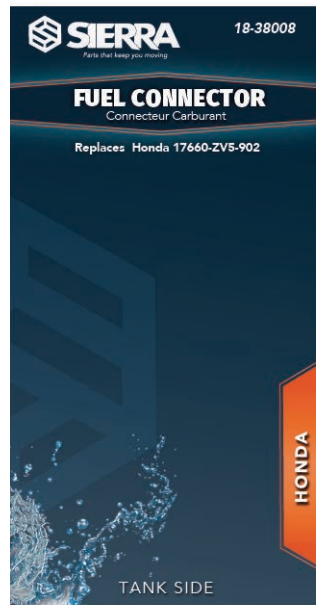
FUEL SYSTEMS ●



OIL/LUBE ●



APPLIED BRANDING RETAIL PACKAING CARDS



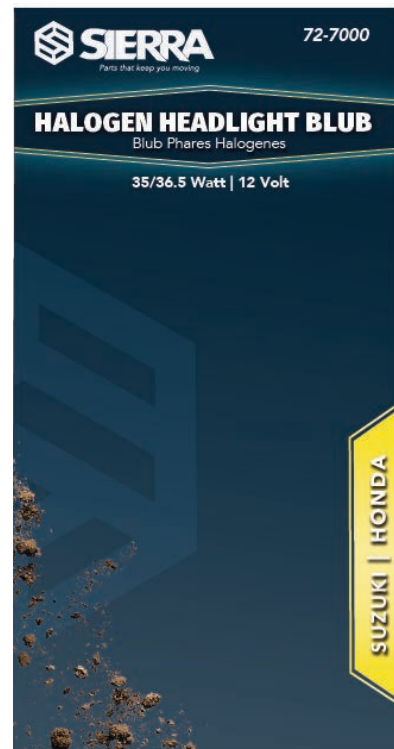
FUEL SYSTEMS



INTERNAL ENGINE



DRIVE PARTS



ELECTRIAL SYSTEM



- Water splash for Marine
- Grass clippings for OPE
- Dirt for ATV/RV

APPLIED BRANDING

- Product Ad
- Transportation Box
- Product Case



SIERRA
Parts that keep you moving

CORROSION IS A LEADING CAUSE IN MARINE STARTER FAILURES. SIERRA'S NEW LINE OF MARINE STARTERS ARE ENGINEERED TO MINIMIZE THE OPPORTUNITY FOR WATER TO ENTER THE SYSTEM AND PREVENT WATER ACCUMULATION, PROVIDING MANY YEARS OF RELIABLE SERVICE.

IMPROVED HOUSING	DUCKBILL VALVE	PAINTED SURFACE
In order to prevent water intrusion, Sierra's new line of starters are designed to seal off the internal components from the extreme elements found in the marine environment.	Preventing corrosion is vital to the reliability of your starter. Should moisture find a way into the housing, Sierra has incorporated a one-way valve and relief cuts to remove moisture and prevent water accumulation.	The starter housing is painted to prevent rust and corrosion on the exterior surface while keeping your starter looking like new after many years of service.

sierraparts.com



SIERRA
Parts that keep you moving

SAE 5W-30
FULL SYNTHETIC MARINE ENGINE OIL
12- 1 QT. (946mL) BOTTLES
TOTAL: 3 GAL (11.35L)
PART# 18-955



Parts that keep you moving