Worksport

BRAND GUIDE

WORKSPORT BRAND GUIDE

Edition 2026. Logo, colour, typography and product wordmark rules for Worksport Ltd. (Nasdaq: WKSP) as used on worksport.com and investors.worksport.com.



WHO WE ARE

Worksport is an American manufacturer of hard tonneau covers and truck-bed solar and portable power systems, built at its 152,000 sq. ft. campus in West Seneca, New York.

Founded in 2011, Worksport designs, develops and manufactures its covers in-house and owns the intellectual property behind them. NEXUS and HD3 are its flagship covers; SOLIS and COR unite as a mobile power system; subsidiary Terravis Energy builds the AetherLux™ heat pump with ZeroFrost™ technology.

Boilerplate

Worksport Ltd. (Nasdaq: WKSP) is a U.S.-based manufacturing enterprise that, through its subsidiaries, designs, develops, manufactures, and owns the intellectual property on a variety of tonneau covers, solar integrations, portable power systems, and clean heating & cooling solutions. Additionally, Worksport's hard-folding cover, designed and manufactured in-house, is compatible with all major truck models and is gaining traction with newer truck makers including the electric vehicle (EV) sector. Worksport seeks to capitalize on the growing shift of consumer mindsets towards clean energy integrations with its proprietary solar solutions, mobile energy storage systems (ESS), and Cold-Climate Heat Pump (CCHP) technology. Terravis Energy's website is terravisenergy.com.

Writing the name

- "Worksport": one word, capital W, never WorkSport or WORKSPORT in copy.
- First reference in financial coverage: "Worksport Ltd. (Nasdaq: WKSP)".
- Product names are capitals: NEXUS, HD3, AL4, AL3, SC4, SC3, SOLIS, COR.
- Terravis Energy, AetherLux™ and ZeroFrost™ are title-case.
- Locations: "Worksport Campus, West Seneca, New York" for the factory and HQ; "Ozark, Missouri" for R&D.

Voice

- Plain, direct and confident. Built by truck owners for truck owners.
- Lead with what the product does, then the proof: made in the U.S., certified, tested.
- Short sentences. No hype words. Numbers where we have them.

THE WORKSPORT LOGO

The in-line full logo is the primary mark. It pairs the emblem with the word-mark; on light backgrounds the emblem is Worksport Blue and the word-mark black. The emblem may be used on its own.



Full logo, colour on light. Primary.



Full logo, colour on dark.



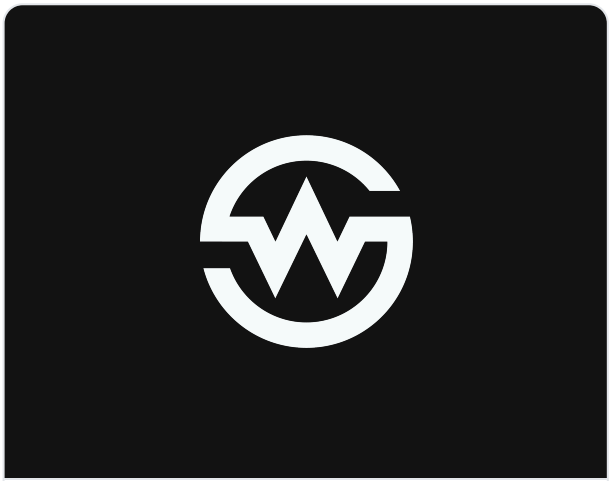
One-colour white, on blue or photography.



One-colour black, on light.



Emblem, blue. Favicons, social avatars, small spaces.



Emblem, white on dark. Also available in black.

CLEAR SPACE AND MISUSE

Keep clear space on every side of the logo at least equal to the width of the “P” in the word-mark. Nothing else sits inside that space. Minimum size on screen is 120 px wide for the full logo; below that use the emblem alone.



Nasdaq lockup

For investor materials a “Nasdaq: WKSP” lockup is supplied in black and white. Use it beside, never inside, the Worksport logo.

Nasdaq | WKSP

Do not



Stretch or squash



Rotate



Recolour



Add effects or outlines

- Do not place the colour logo on busy photography. Use the white version over a darkened area.
- Do not redraw the emblem or set the word-mark in another typeface.
- Do not use the stacked logo with the emblem anywhere but centred above the word-mark.

COLOUR

Worksport Blue is the brand colour and the only accent. Black and white carry the rest. On worksport.com the dark text and surfaces use the values below; print uses Pantone 285 C for the blue.

Worksport Blue
#0072CE · RGB 0 114 206 · Pantone 285 C

Black
#121212 · logo black #191919 in print

White
#FFFFFF

Blue, hover
#005FAD

Blue tint
#E8F2FC · backgrounds behind blue text

Surface grey
#F5F7F9 · lines #E3E6EA

Supporting colours used on the site only for status, never for branding: promo red #C8442A, success green #1B7F3B, review gold #F5B301.

TYPOGRAPHY

POPPINS

Poppins is the brand typeface for web, print and presentations: headlines in 700 to 800, body in 400 to 500. It is free on Google Fonts, so it works everywhere from the website to a slide deck.

Headlines are set in capitals with tight letter-spacing (-2% to -3%). Body copy is sentence case, 15 to 16 px on screen, line-height 1.5.

Aa	Aa	Aa	Aa	Aa
Regular 400	Medium 500	Semibold 600	Bold 700	Extra 800

Display type in advertising

Anton and Russo One are used for big display headlines in ads, social and video. Both have one weight; skew them -10° to -14° for an italic. Use them for the headline only, never for body copy.

Legacy

Avenir was the previous brand family and still appears in older collateral. Replace it with Poppins as material is refreshed; do not mix the two in one piece.

Fallbacks

Where Poppins cannot load (email, system documents) use the system sans-serif stack: system-ui, -apple-system, Segoe UI, Arial.

PRODUCT WORDMARKS

Each product has a wordmark in black and white, in a short form and a full form with the descriptor. Wordmarks appear on the cover badge, packaging, product pages and ads. They never replace the Worksport logo; the Worksport logo appears elsewhere on the same piece.



NEXUS · flip-up hard tonneau cover



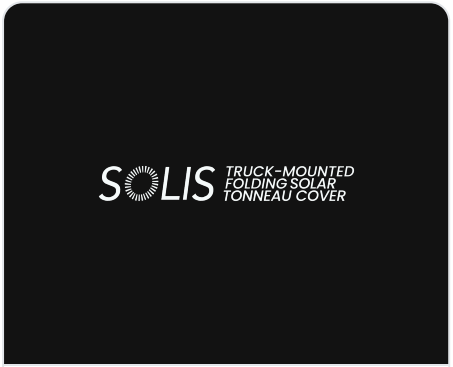
HD3 · heavy-duty tri-fold



AL4 · premium hard folding



AL3 · hard tri-fold



SOLIS · solar tonneau cover



COR · portable battery generator



SC4 · soft cover



SC3 · soft cover

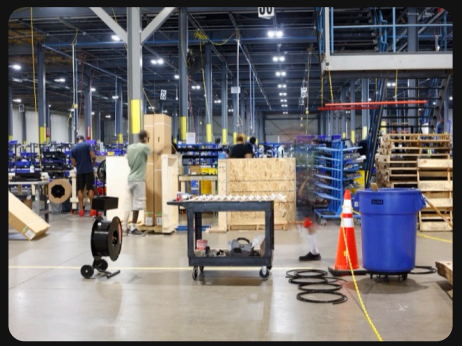
PHOTOGRAPHY

Worksport photography is real trucks in real places: job sites, trailheads, driveways, the factory floor. Natural light, the product in use, the truck owner in frame where it helps. Studio renders are used for product detail and configurator views.

- Show the cover doing its job: open, closed, loaded.
- Keep the Worksport or product badge visible where the shot allows.
- Text over photography sits on a darkened area, in white, in Poppins.
- Credit “Photo: Worksport Ltd.” for editorial use.









Where the files live

- Press kit: logos, photography and this guide, at the Worksport press kit page.
- Master files: Box, Marketing › 1. Corporate Branding and 3. Media Repository.

Questions about the brand: theskar@worksport.com · Worksport Ltd., 2500 North America Drive, West Seneca, NY 14224 · worksport.com