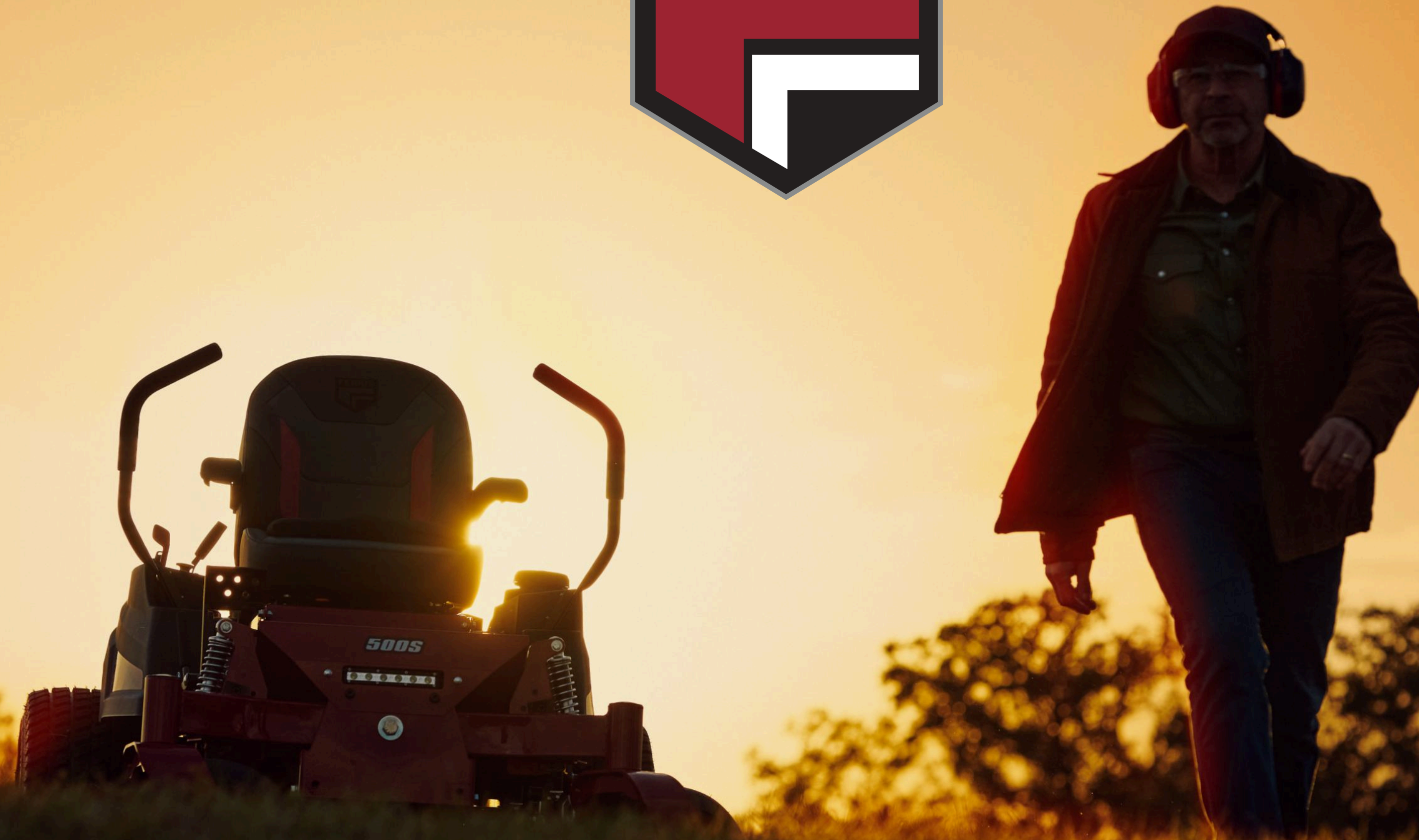


FEELS LIKE A FERRIS™



CAMPAIGN STYLE GUIDE

03.16.26

TABLE OF CONTENTS

This document outlines core components of the FEELS LIKE A FERRIS™ campaign. Together, these building blocks create a simple system to keep every execution consistent, recognizable, and true to the campaign.

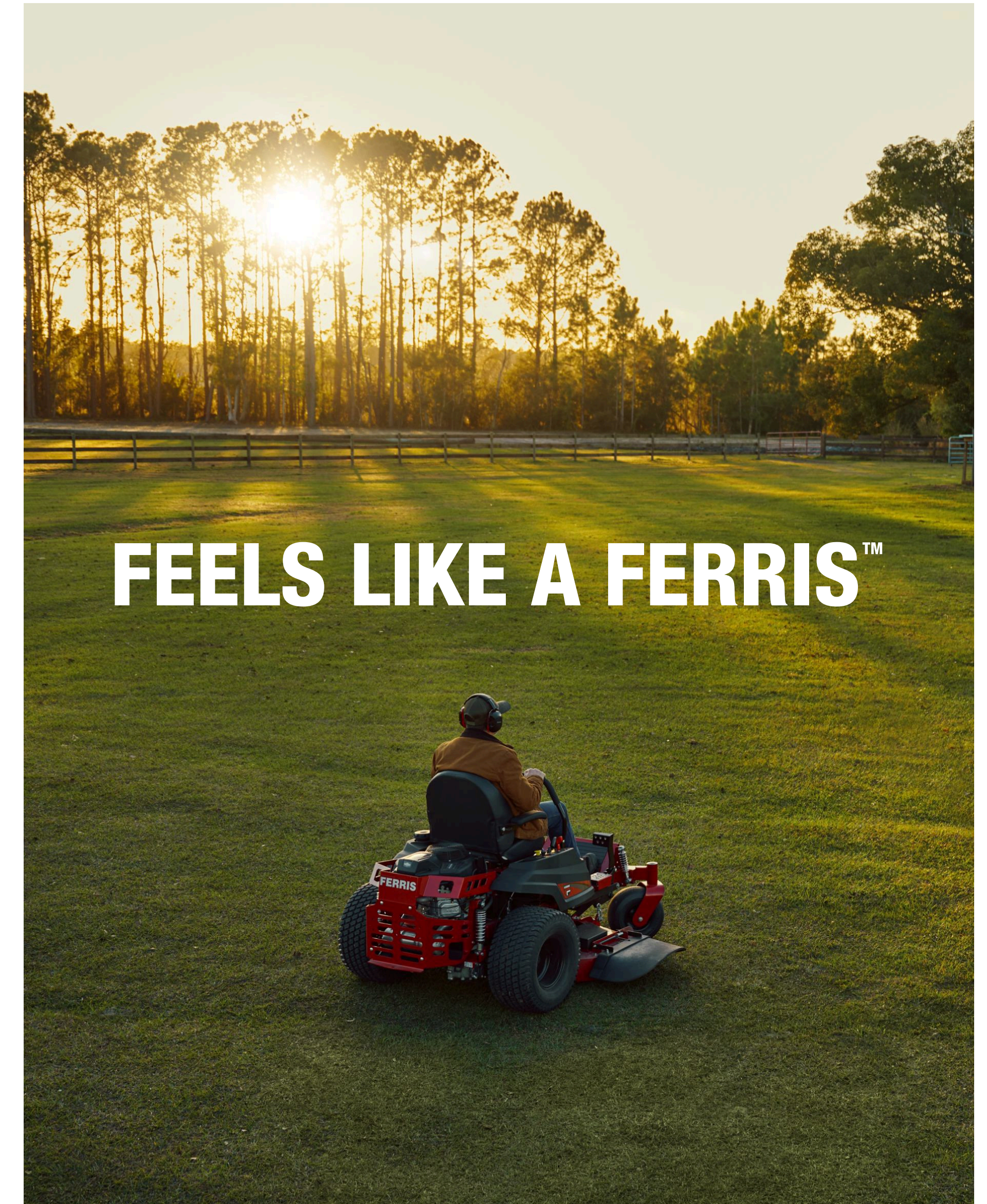
- 01** Messaging: Platform
- 02** Messaging: Voice & Tone Attributes
- 03** Campaign Lockup
- 04** Ad Layout Guide
- 05** Photography Treatment

Our core platform expresses Ferris' unique value in the market. It translates our patented suspension technology into a tangible experience. As part of our logo lockup, this message is a constant expression of the Ferris difference, reinforcing both our product and customer benefits.

Landscapers: A smoother ride keeps crews less fatigued and more productive.

Homeowners: A chore that feels easier, smoother, and more comfortable.

Dealers: A simple sales truth: once someone rides a Ferris, the difference sells itself.



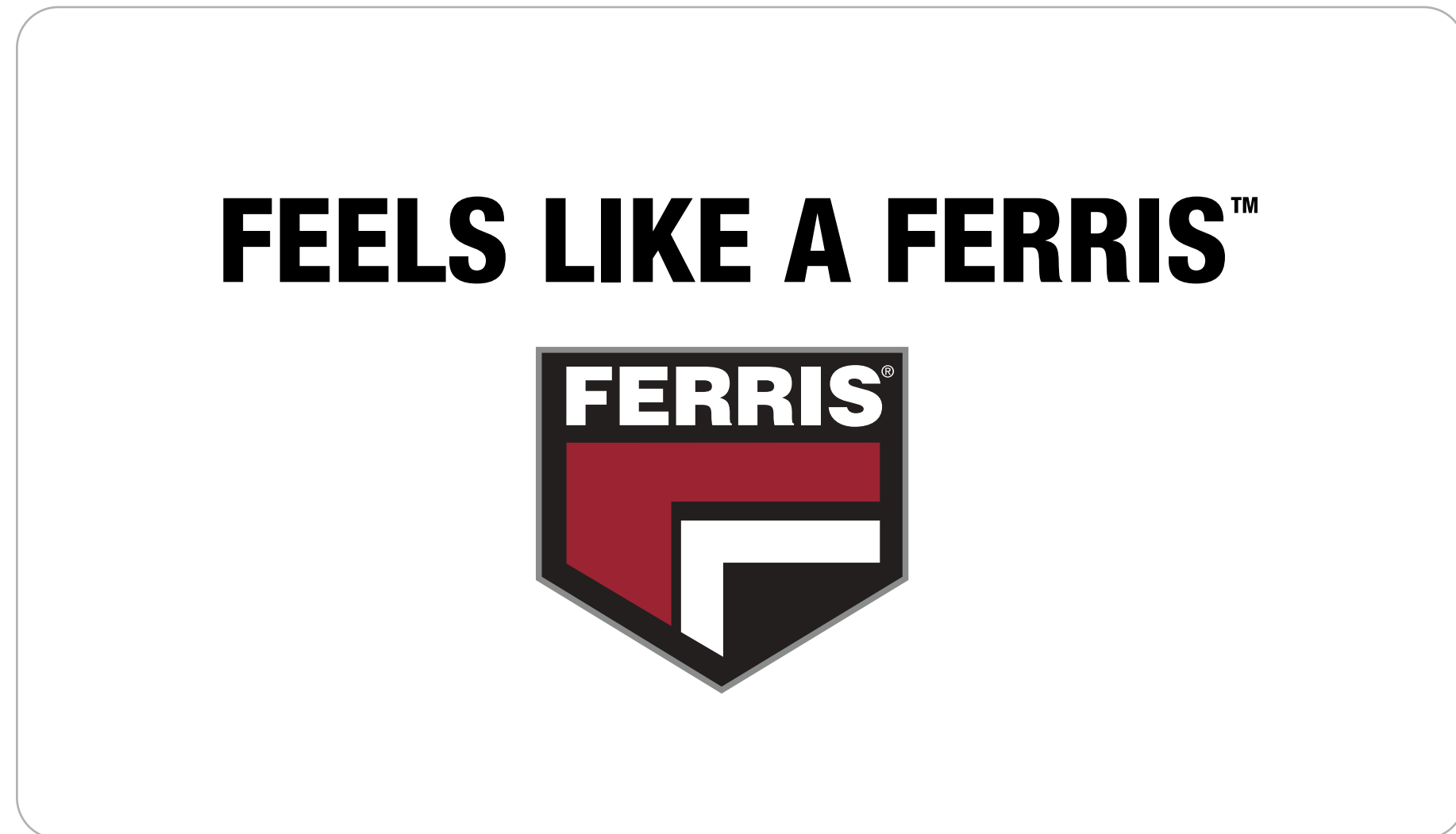
Clear, not overly technical: We communicate in straightforward language people immediately understand. We translate our innovative engineering into direct advantages (comfort, control, productivity) rather than relying on complicated language.

Confident, not boastful: We speak with quiet authority grounded in real product performance. The tone is assured and matter-of-fact, letting the ride experience prove the claim rather than using platitudes or exaggerated promises.

Practical, not poetic: Our messaging stays rooted in the realities of the job. Even when we describe the feeling of the ride, the language remains purposeful and focused on outcomes that dealers, landscapers, and homeowners actually care about.



This lockup serves as the primary signature across campaign executions. Two approved configurations are provided to ensure maximum flexibility across formats. Use the version that best fits the layout, while maintaining clear spacing and visual balance between the logo and headline.



The stacked lockup is the **primary version**.
Use the a stacked lockup for centered or vertical layouts.

*Both lockups can be used in black or white text depending on the visual context



The horizontal lockup is the **secondary version**.
Use the horizontal lockup for wider compositions when there is a clear lack of space.

These layouts demonstrate how the campaign system adapts across different ad formats. Use them as a layout guide so each execution remains clear, balanced, and unmistakably Ferris.



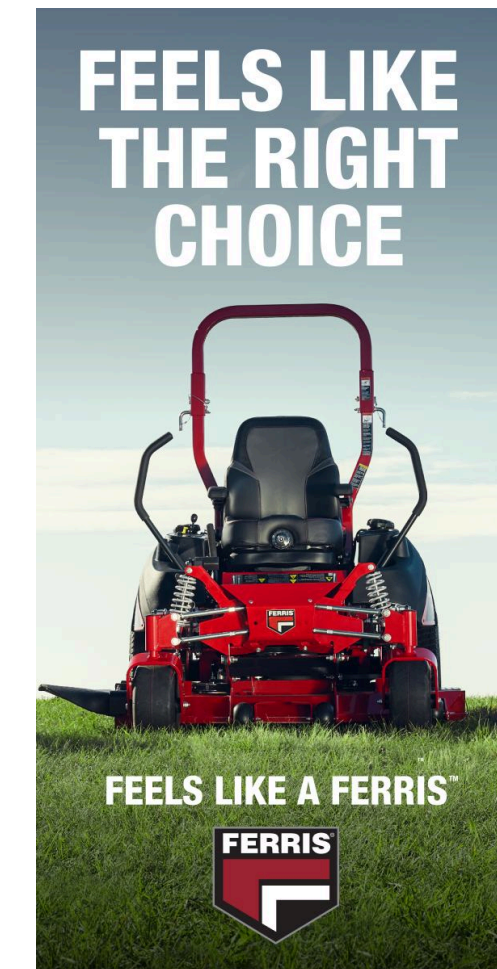
VERTICAL HERO

Use bold headlines at the top to immediately capture attention, with supporting copy layered over the image without competing with the subject. The scale of the campaign lockup should not compete with the headline.



HORIZONTAL HERO

Integrate the headline into the negative space of the scenery. The campaign lockup should sit clearly at the end of the visual read, reinforcing the message without interrupting the action.



SMALL BANNERS

These formats prioritize product presence while maintaining strong campaign recognition. Keep messaging concise and legible for quick reads at smaller scales. Depending on banner size restriction, use the appropriate lockup version.



PHOTOGRAPHY TREATMENT OVERVIEW

Photography should feel natural, cinematic, and situated in real outdoor work environments. Capture operators using Ferris mowers in authentic moments, balancing wide lifestyle shots, product-forward angles, and close-up details.

Use natural light, ideally early morning or late afternoon, to create warmth, depth, and atmosphere. The overall tone should feel confident and product-focused while reinforcing the ease, productivity, and satisfaction of the Ferris experience.

Photography should be color graded to feel grounded in natural color. Maintain rich greens and deep Ferris reds while keeping overall contrast slightly elevated for impact.

Use subtle warmth and natural highlights to create depth without appearing overly stylized. Final images should feel clean, sharp, and realistic, enhancing the scene while balancing a believable but elevated look.





The sky should never be blown out, bring some color in, add some shading or vignetting to avoid an overly flat look.

The red of the Ferris machines should be isolated and made consistent across all photos

Brighten up and saturate the grass but keep the temperature of it natural. Avoid making the grass feel overly filtered or artificial.

While coolness can be infused into the shadows, generally there should be warmth in the highlights. Avoid the sky from getting blown out and appearing stark white.



Introduce warmth into the grass when you need it to compliment the overall tonality of the background and the sky.



For additional depth and editorial feel some coolness can be introduced into the shadows.

Introduce a slight vignette into the sky to avoid an overly flat look. Make sure there is always an element of warmth in the sky. The color should never go stark white.



Isolate the mower to brighten the red, without making it look unrealistically bright.



Add some overall warmth into the sky.

When lights are active, tone down the exposure and brightness to avoid an overly distracting element in the photo.



Make sure there is always an element of warmth in the sky. The color should never go stark white.

Isolate the mower to individually brighten the red, without making it look unrealistically bright.

Example of a more stylizing lighting condition. Add a vignette to avoid flatness. Lean into the foreground falling into darkness and don't over-expose.



Brighten the sky to contrast against a darker foreground. Add some overall warmth into the sky.



In darker settings lift the exposure subtly, the photos should appear overall warm, watch for skin tones to not feel overly effected, matching the natural surrounding light.



For photos that are shot near or just past sunset, lean into the darker look, the image should reflect the blue hour. Do not over-expose, but make sure to isolate the mower and saturate/brighten the red a bit to make it the focal point.



