



# ***AIM Mail Centers Style Guide***

*\* The following booklet contains the style guide for the AIM Mail Centers brand only. If you have questions regarding style guides for the PostalAnnex+, Navis Pack & Ship, Handle With Care Packaging Store or Sunshine Pack & Ship brands or use of the Annex Brands, Inc. logo, please refer to the appropriate section of the Annex Brands Style Guide.*



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## Introduction

One of the benefits of being a member of the Annex Brands' franchise system is having access to award-winning marketing materials. Having served customers since 1986, the AIM Mail Centers franchise has become known not only for expert, friendly customer service, but also for eye-catching posters, flyers, direct-mail pieces and newspaper inserts. A common element in all our marketing materials, whether in electronic or print form, is the use of our logo, icons, and related artwork.

Using this artwork correctly helps preserve the intrinsic value of the logo. On the contrary, incorrect usage adversely affects its value and jeopardizes or weakens its trademark protection and the legal right to keep people from altering or copying our trademarks for their own use. Through proper use of our materials, the AIM brand is strengthened, resulting in credibility for our customers, vendors, and the public at-large.

We have created this manual as a guide in establishing a consistent brand image throughout the AIM system. Its purpose is to provide clear, concise guidelines for proper use of our copyrighted and trademarked materials. In the event you encounter a situation not covered in this manual, please contact the Annex Brands' Marketing Communications Department to discuss your project before proceeding. The Department has authority and responsibility for the maintenance and control of the AIM trademarks and is your resource for guidance and clarification in applying proper use.

This AIM Mail Centers Guide is available in Adobe Acrobat® Portable Document Format (PDF) on [www.PostalAnnex.com/logos](http://www.PostalAnnex.com/logos) password is a11logos (where the 2nd and 3rd characters are numbers.) When viewing the .pdf file, please note some images and colors may be subject to distortion due to differences in computer monitor displays using Red/Green/Blue (RGB) technology versus print materials that use either Cyan/Magenta/Yellow/Black (CMYK or 4-color) or Pantone Matching System (PMS) ink processing.

## Section 1 – AIM Mail Centers Colors and Fonts

### Section Description

Using the AIM Mail Centers (AIM) colors and fonts correctly is vital for establishing consistency with our brand. This section defines the approved colors and fonts for various applications.

### AIM Mail Centers Colors

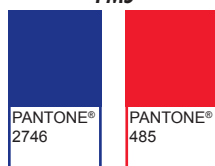
The AIM logo consists of two colors: a blue and a red. These colors must be reproduced accurately and consistently to make the AIM brand instantly recognizable to anyone.

The AIM blue and red color specifications are defined here for use in print, on the web and exterior signs.

### Print

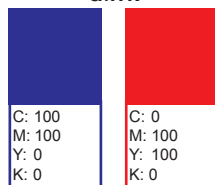
The required colors for the AIM logo can be reproduced in several formats.

#### PMS



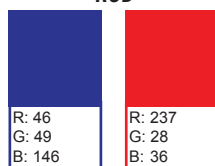
For spot printing, the Pantone Matching System (PMS) colors are PMS 2746 and PMS 485 for both coated and uncoated printing.

#### CMYK



For full process color – CMYK (cyan, magenta, yellow and black): AIM blue is c: 100 m: 100 y: 0 k: 0, and AIM red is c: 0 m: 100 y: 100 k: 0 for both coated and uncoated printing.

#### RGB



To reproduce the AIM colors for the Web – RGB (red, green and blue): AIM blue is r: 46 g: 49 b: 146, and AIM red is r: 237 g: 28 b: 36.

### AIM Mail Centers Fonts

The Annex Brands' Home Office has selected two typefaces or fonts to be used in all printed materials. Again, this is to create a consistent look and feel for the AIM brand. Myriad is recommended for the primary typeface and Futura is the secondary typeface. Both Myriad and Futura are available in a variety of styles and weights including bold, italic, oblique, extended bold, etc.

#### Myriad – Sans-Serif Typeface

Designed by Robert Slimbach and Carol Twombly for Adobe Systems. Myriad is easily distinguished from other sans-serif fonts due to its special “y” descender (tail) and slanting “e” cut. Myriad is similar to Frutiger.

This font is available with most standard operating systems.

#### Futura – Sans-Serif Typeface

First presented by the Bauer Type Foundry in 1928, Futura is commonly considered the major typeface development to come out of the Constructivist orientation of the Bauhaus movement in Germany. Paul Renner sketched the original drawings and based them loosely on the simple forms of circle, triangle and square. San-serif refers to the absence of serifs, or embellishments on characters.

This font can be utilized by purchasing it online, [www.adobe.com](http://www.adobe.com), [www.linotype.com](http://www.linotype.com) or [www.fonts.com](http://www.fonts.com).

### Electronic File Format Guide

This section is a guide on file formats and the different file types appropriate for various programs.

Some of the most common file types are Encapsulated Post Script (.eps), Joint Photographic Experts Group (.jpg) and Graphic Interchange Format (.gif).

**.eps** – This file format works best for print, and for such programs used for high end graphics such as Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Sometimes this is referred to as a “vected format”, meaning it can be enlarged or reduced without changing the resolution or clarity.

**.jpg** – This file format is a rastered graphic and is best if used with Web sites, and such programs as Microsoft Word and Microsoft PowerPoint.

**.gif** – This file format is a rastered graphic and is best if used with Web sites.

Neither .gif’s nor .jpg’s should be used in printed materials because they are usually lower-resolution. Lower-resolution images usually are smaller in file size then higher-resolution images, making them preferred for use on the web. The problem with low-resolution files in printed materials is they often appear “grainy” or pixilated and thus don’t help create a finished high-quality printed piece.

To download AIM Mail Centers logos, go online to [www.postalannex.com/logos](http://www.postalannex.com/logos); the current password is “a11logos” (where the 2nd and 3rd characters are numbers) but is subject to change without notice. Contact the Marketing Communications Department if you are having difficulty in downloading logos. On that page you can download the AIM Mail Centers logos in color or black & white, in .eps or .jpg format.

Software & other formats	Preferred File Types
Microsoft Word	.jpg or .gif
Microsoft Publisher	.jpg or .gif
Web sites	.jpg or .gif
Other desktop publishing software	.eps
Advertising/Promotional Pieces <i>(posters, shirts, banners, pens, etc.)</i>	.eps

## Section 2 - AIM Mail Centers Logo Guidelines

### Section Description

One of the main benefits of being an Annex Brands' franchisee is the strength of the AIM brand, including the logo for identity. The Home Office, your staff and vendors all take part in working together to keep the AIM brand strong. To ensure our logo looks its best, we have created the following requirements for use of the logo, along with samples of correct usages.

### AIM Mail Centers Logo

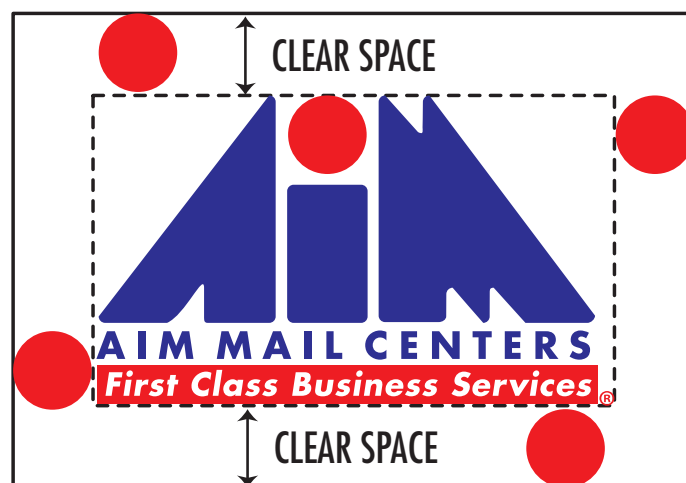
The AIM logo consists of a large blue and red "AiM". The words "AIM MAIL CENTERS" are below that in caps all in blue and then underneath that is a red bar with the tagline of "First Class Business Services".



Correct: *AIM Mail Centers logo*

### AIM Mail Centers - Clear Space Around Logo

Most corporate logos and brands incorporate the concept of clear space. Clear space is basically the white space required to allow the AIM mark room to breathe. This white space ensures the AIM logo is being represented in the best possible manner without interference from any other graphical elements. Please refer to the sample shown to the right to see the minimum clear space required. We are defining the clear space as at least the height of the dot in the "i" in the "AiM" portion of the logo, whatever its size.



*Clear Space = Height dot in "i"*



## Correct Logo Usage

The AIM Mail Centers logo may be used in the following formats:

1. The most common is the two-color version with the AIM blue and red.
2. A grey scale or solid black version can be used in black and white printing and other one-color instances.
3. Solid white may be used over dark backgrounds.
4. The logo produced all in one color other than black is approved in some circumstances. For example, when embroidering the logo onto clothing, you may color the logo a different shade of the color of the clothing (i.e. light green on a dark green shirt). Another example of approved use is if all logos of companies in a marketing piece are in one color (i.e. orange). You may color the logo to be consistent with all the other logos. Currently, these are the only two approved uses of the coloring of the logo other than the three shown above. If you have questions about a specific color for the logo, please contact the Marketing Communications Department.

1.



Correct: Two-color version

2.



Correct: Black & white version

3.



Correct: Solid white version

4.



Correct: Solid one-color version

## Incorrect Logo Usage

Please see the following samples of incorrect uses of the AIM logo. If you have any additional questions on use of the AIM logo that is not covered in this section, please contact the Marketing Communications Department at the Home Office.



*Text extends beyond AIM symbol.  
Do not alter the size of the text.*



*Do not stretch or twist logo.*



*Do not place over a non-neutral background.*



*Do not reverse colors or use other color combinations.*



*Do not change the layout of the logo.*



*Do not create custom taglines.*



*Do not place graphics or text in the clear space area.*

**Annex Brands Copyright Statement**

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