



Annex Copy Center ***Style Guide***

**The following booklet contains the style guide for the Annex Copy Center brand only. If you have questions regarding style guides for the PostalAnnex+, AIM Mail Centers, 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 2011, the Annex Copy Center brand has become known not only for expert, friendly customer service, but for the right equipment, knowledgeable staff, and great prices making it a first choice in print production. 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 Annex Copy Center 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 Annex Copy Center 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 Annex Copy Center trademarks and is your resource for guidance and clarification in applying proper use.

This Annex Copy Center Guide is available in Adobe Acrobat® Portable Document Format (PDF) on www.annexbrands.com/logos with username of annex_logos and password 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 – Annex Copy Center Colors and Fonts

Section Description

Using the Annex Copy Center (Annex Copy) colors and fonts correctly is vital for establishing consistency with our brand. This section defines the approved colors and fonts for various applications.

Annex Copy Center Colors

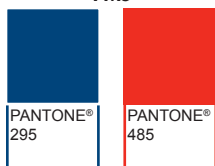
The Annex Copy logo consists of two colors: a blue and a red. These colors must be reproduced accurately and consistently to make the Annex Copy brand instantly recognizable to anyone.

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

Print

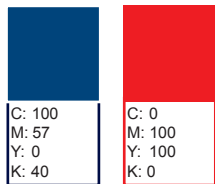
The required colors for the Annex Copy logo can be reproduced in several formats.

PMS



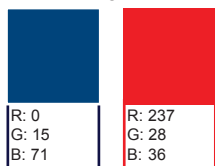
For spot printing, the Pantone Matching System (PMS) colors are PMS 295 and PMS 485 for both coated and uncoated printing.

CMYK



For full process color – CMYK (cyan, magenta, yellow and black):
Annex Copy blue is
c: 100 m: 80 y: 0 k: 70, and
Annex Copy red is
c: 0 m: 100 y: 100 k: 0
for both coated and uncoated printing.

RGB



To reproduce the Annex Copy colors for the Web –
RGB (red, green and blue):
Annex Copy blue is r: 0 g: 15 b: 71, and
Annex Copy red is r: 237 g: 28 b: 36.

Annex Copy Center Fonts

The Annex Copy logo consists of two typefaces or fonts to be used in all printed materials. Again, this is to create a consistent look and feel for the Annex Copy brand. Helvetica Neue LT Std Heavy Extended is recommended for the primary typeface and Spring Lp Regular is the secondary typeface.

Helvetica Neue LT Std Heavy Extended

Designed by Linotype Staff. Helvetica grew in popularity throughout the 1960's and 1970's. More versions of the family were introduced, and this led to vast confusion: the same weight is often referred to by two different names, design features often vary from one face to another, and so on. In the early 1980's, Linotype remedied this situation by redrawing the entire Helvetica family. Differences in alignment were corrected, subtle features were made consistent from one face to another, and all the weights and widths were designed to work together as one family. This new drawing is called Neue Helvetica (German for New Helvetica), and incorporates an easy-to-use numbering system to identify various styles and weights.

In MAC menus is called Helvetica Neue LT Std 83 Heavy Extended and in Windows/PC menus is called HelveticaNeueLT Std Med Ext + bold.

Spring LP Regular

Spring is a lively contemporary script modeled on the brush lettering of its designer, Garrett Boge. Since its release in 1988, Spring has been used frequently in national advertising campaigns and point-of-purchase displays. The family consists of two weights, Light and Regular. Both hold up well under the kinds of manipulations favored by advertising art directors, such as increased slanting and condensing/expanding.

In MAC menus is called Spring LP Std and in Windows/PC menus is called Spring LP Regular.

This font can be utilized by purchasing it online, www.adobe.com, www.linotype.com or 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 Annex Copy logos, go online to www.annexbrands.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 Annex Copy Center logos in color or black & white, in .eps or .jpg format. The UPS, FedEx, USPS and DHL approved logos are also available to download.

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 - Annex Copy Center Logo Guidelines

Section Description

One of the main benefits of being an Annex Brands franchisee is the strength of the Annex Copy brand, including the logo for identity. The Home Office, your staff and vendors all take part in working together to keep the Annex Copy 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.

Annex Copy Center Logo

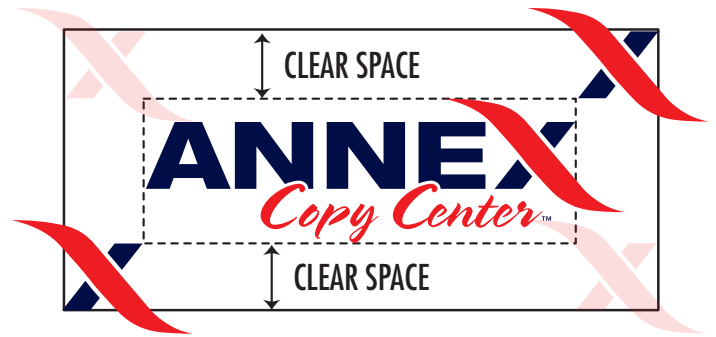
The Annex Copy logo consists of blue "Annex" text all caps and red "Copy Center" text below in script. One of the legs in the "x" in "Annex" is stylized as a swash and extended beyond the x-height top and bottom.



Correct: *Annex Copy Center logo*

Annex Copy Center - 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 Annex Copy mark room to breathe. This white space ensures the Annex Copy logo is being represented in the best possible manner without interference from any other graphic elements. Please refer to the sample shown to the right to see the minimum clear space required. We are defining the clear space as the height of the "x" not with the stylized leg in "Annex"



Clear Space = X-Height

Correct Logo Usage

The Annex Copy logo may be used in the following formats:

1. The most common is the two-color version with the Annex Copy 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 Annex Copy Center logo. If you have any additional questions on use of the Annex Copy logo that is not covered in this section, please contact the Marketing Communications Department at the Home Office.



Do not stretch or twist the logo.



Do not condense the 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.

Section 3 – Annex Brands Copyright Statement

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Contact Information

Marketing Communications Department
Annex Brands, Inc.
7580 Metropolitan Dr.
Suite 200
San Diego, CA 92108

Ph: 619.563.4800 (Toll-Free: 1.800.456.1525)
Fx: 619.563.9850 (Toll-Free: 1.800.846.8644)

www.annexbrands.com
marketing@annexbrands.com

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