



PACK IT  SHIP IT  CRATE IT  FREIGHT IT

Pak Mail Style Guide

**The following booklet contains the style guide for the Pak Mail brand only. If you have questions regarding style guides for PostalAnnex+, PostalAnnex (new logo), AIM Mail Center, Navis Pack & Ship, Parcel Plus, Handle With Care Packaging Store, Sunshine Pack & Ship or Annex Copy Center 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. The Pak Mail 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 Pak Mail 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 Pak Mail 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 Pak Mail trademarks and is your resource for guidance and clarification in applying proper use.

This Pak Mail Style 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 Pak Mail Colors and Fonts

Section Description

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

Pak Mail Colors

The Pak Mail logo consists of four colors with a gradient: a red, a yellow, a dark and a light gray. These colors must be reproduced accurately and consistently to make the Pak Mail brand instantly recognizable to anyone.

PMS

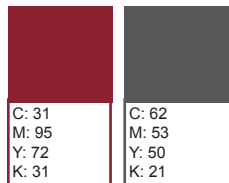


The Pak Mail color specifications are defined here for use in print, on the web and exterior signs.

Print

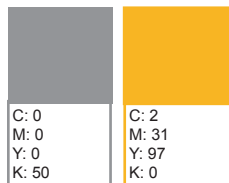
The Pak Mail colors can be recreated accurately in several ways for print. The required colors for the Pak Mail logo can be reproduced in several formats.

CMYK



For full process color

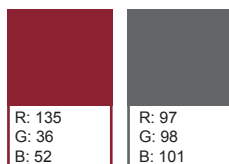
CMYK (cyan, magenta, yellow and black):
 Pak Mail red is c: 31, m: 95, y: 72, k: 31
 Pak Mail gray is c: 62, m: 53, y: 50, k: 21
 Pak Mail light gray is c: 0, m: 0, y: 0, k: 50
 Pak Mail yellow gradient is c: 2, m: 31, y: 97, k: 0 for both coated and uncoated printing.



For spot printing

The Pantone Matching System (PMS) colors are PMS 202 and PMS Cool Gray 10 for both coated and uncoated printing.

RGB



For the Web

RGB (red, green and blue):
 Pak Mail red is r: 135 g: 36 b: 52, and
 Pak Mail gray is r: 97 g: 98 b: 101.

Pak Mail 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 Pak Mail 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.

Century Gothic Font Family

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), Graphic Interchange Format (.gif) and Portable Network Graphics (PNG)

.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 “vectored 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.

.png – This file format was created to replace .gif files, improving the data compression resulting in lower file sizes. It’s the new standard for images used on the Internet.

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 than 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.

Many of the file types for the Pak Mail logo, icons and vendor logos mentioned in this manual are available for download from the 360° system. You can find them in the Library > Marketing & Communications. If you have questions on file types not covered in this document, please contact the Annex Brands’ Marketing Communications Department.

To download Pak Mail logo 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 Pak Mail 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, .gif or .png |
| Other desktop publishing software | .eps |
| Advertising/Promotional Pieces (posters, shirts, banners, pens, etc.) | .eps |

Section 2

Pak Mail Logo Guidelines

Section Description

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

Pak Mail Logo

The Pak Mail logo consists of the stylized word “PAKMAIL” all in caps in red with a yellow stroke. The overall logotype has a radial gradient with its center point between the “A” and “K”. The tagline consists of the dark gray words “PACK IT, SHIP IT, CRATE IT, FREIGHT IT” separated by a linear box icon between each word. The box icon is a slightly lighter gray color. The register trade mark is positioned next to the diagonal effect on the “L.”



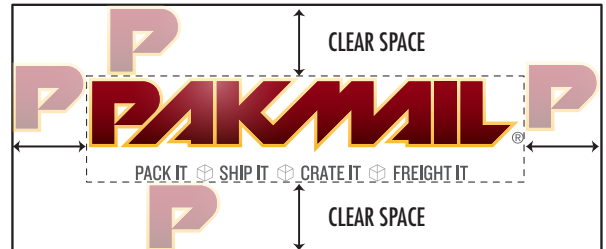
PACK IT  SHIP IT  CRATE IT  FREIGHT IT

Correct:

Pak Mail logo

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 Pak Mail mark room to breathe. This white space ensures the Pak Mail 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 the size of the "P" in the Pak Mail portion of the logo.



Clear Space: "Pak Mail" portion of the logo.

Correct Logo Usage

When using Pak Mail in text, notice that “Pak Mail” is capitalized.

Correct: Pak Mail

Incorrect: PakMail

Incorrect: Pak mail

The Pak Mail logo may be used alone or with the tagline.

Both versions have four approved variations.

1. The most common is the full-color version of Pak Mail.
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. An 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.



PACK IT SHIP IT CRATE IT FREIGHT IT

Correct: 4 color version with gradient



PACK IT SHIP IT CRATE IT FREIGHT IT

Correct: One color version - PMS 200



PACK IT SHIP IT CRATE IT FREIGHT IT

Correct: Black & White version



PACK IT SHIP IT CRATE IT FREIGHT IT

Correct: Solid one-color version

Incorrect Logo Usage

Please see the following samples of incorrect uses of the Pak Mail logo. It applies to the horizontal and vertical versions of the Pak Mail logo. If you have any additional questions on use of the Pak Mail logo that is not covered in this section, please contact the Marketing Communications Department at the Home Office.



Do not reverse colors or use other color combinations.



Do not alter the size of the text.



Do not change the layout of the logo.



Do not stretch or twist logo.



Do not create custom taglines.



Do not place over non-neutral backgrounds.



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

Section 3
Annex Brands Copyright Statement

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