PARCEL PLUS®

Parcel Plus
Style Guide

PARCEL PLUS
Your Pack and Ship Solution

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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 Parcel Plus brand 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. Incorrect usage adversely affects its value and jeopardizes or weakens 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 Parcel Plus 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 Parcel Plus 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. This Department has authority and responsibility for the maintenance and control of the Parcel Plus trademarks and is your resource for guidance and clarification in applying proper use.

This Parcel Plus 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 the number 1) 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 – Parcel Plus Colors and Fonts

Section Description
Using the Parcel Plus colors and fonts correctly is vital for establishing consistency with our brand. This section defines the approved colors and fonts for various applications.
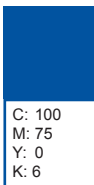
Parcel Plus Center Colors
The Parcel Plus logo consists of three colors: a blue, a red and black. These colors must be reproduced accurately and consistently to make the Parcel Plus brand instantly recognizable to anyone.

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

Print
The required colors for the Parcel Plus logo can be reproduced in several formats.

PMS

PANTONE® Process Black
PANTONE® Reflex Blue
PANTONE® 185

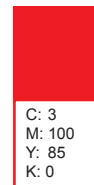For spot printing, the Pantone Matching System (PMS) colors are PMS Process Black, PMS Reflex Blue and PMS 185 for both coated and uncoated printing.

CMYK

C: 0 M: 0 Y: 0 K: 100
C: 100 M: 75 Y: 0 K: 6
C: 3 M: 100 Y: 85 K: 0

For full process color – CMYK (cyan, magenta, yellow and black): Parcel Plus Black is c: 0, m: 0, y:0, k: 100 Parcel Plus blue is c: 100, m: 75, y: 0, k: 6, and Parcel Plus red is c: 3, m: 100, y: 85, k: 0 for both coated and uncoated printing.

RGB

R: 0 G: 0 B: 0
R: 0 G: 37 B: 150
R: 231 G: 0 B: 51

To reproduce the Parcel Plus colors for the Web – RGB (red, green and blue):
Parcel Plus black is r: 0, g: 0, b: 0
Parcel Plus blue is r: 0, g: 37, b: 150
Parcel Plus red is r: 231, g: 0, b: 51.

Parcel Plus Center Fonts
The Parcel Plus logo consists of one typeface or font to be used in all printed materials. Again, this is to create a consistent look and feel for the Parcel Plus brand. Americana Extra Bold is recommended for the primary typeface.

Americana Extra Bold

Appropriately named, Americana was designed by Richard Isbell for American Type Founders in 1966 in honor of the then upcoming U.S. Bicentennial. The most distinguishing feature about Americana is its extremely large x-height. The letter proportions are very wide, with short ascenders and descenders. Americana works well for short texts, such as headlines or ad copy.

In MAC and in Windows/PC menus menus is called Americana ExtraBold

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 "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.

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.

To download Parcel Plus logos, go online to www.annexbrands.com/logos; the current password is "a11logos" (where the 2nd and 3rd characters are the number 1) 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 Parcel Plus 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 (posters, shirts, banners, pens, etc.)	.eps

Section 2 - Parcel Plus Logo Guidelines

Section Description

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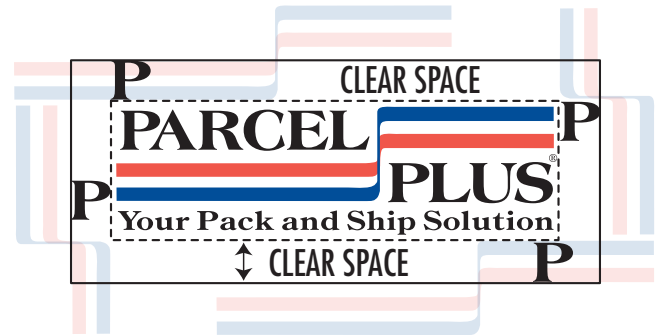
Parcel Plus Logo

The Parcel Plus logo consists of "Parcel" and "Plus" text all caps in black diagonally divided by two interweaved bars of blue and red connecting both words as one unified element. The "Your Pack and Ship Solution" tagline sits at the bottom with the same width of the Parcel Plus logotype on top.

Correct: *Parcel Plus logo*

Parcel Plus - 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 Parcel Plus mark room to breathe. This white space ensures the Parcel Plus 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.

Clear Space = Height of the "Parcel Plus" characters or height of the pararell red and blue bars

Correct Logo Usage

The Parcel Plus logo may be used in the following formats:

1. The most common is the three-color version with the Parcel Plus with black letters and blue and red bars.
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: *Three-color version*

2.

Correct: *Black & white version*

3.

*Correct:*   *Solid white version*

4.

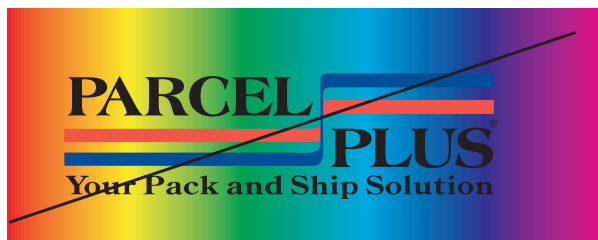*Correct:*   *Solid one-color version*

Incorrect Logo Usage

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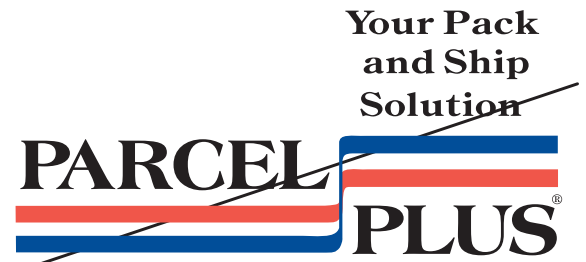

Do not reverse colors or use other color combinations.

Do not stretch or twist the logo.

Do not change the layout of the logo.
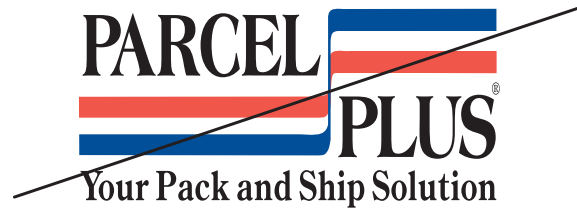
Do not condense the logo.

Do not create custom taglines.

Do not place over a non-neutral background.

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

Section 3 – Annex Brands Copyright Statement

Annex
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