



PostalAnnex Style Guide

**The following booklet contains the style guide for the PostalAnnex (new logo) only. If you have questions regarding style guides for PostalAnnex+, Pak Mail, 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 Brand franchise system is having access to award-winning marketing materials. Having served customers since 1985, PostalAnnex has become known not only for expert, friendly customer service, but also for eye-catching posters, flyers, direct-mail pieces, newspaper inserts and television and radio commercials. A common element in all our marketing materials, whether in electronic or print form, is the use of our logo, tagline, icons, and related artwork.

Using this artwork correctly preserves the intrinsic value of the logo. 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 PostalAnnex brand is strengthened, resulting in credibility to our customers, vendors, and the public at-large.

We have created this manual to be a guide in establishing a consistent brand image throughout the PostalAnnex 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 PostalAnnex trademarks and is your resource for guidance and clarification in applying proper use.

This PostalAnnex Style Guide (for stores opened in 2016-present) is available in Adobe Acrobat[®] Portable Document Format (PDF) on the website www.annexbrands.com/logos. 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 PostalAnnex Colors and Fonts

Section Description

The PostalAnnex colors and fonts are vital for establishing consistency with our brand. This section defines the approved colors and fonts for various applications.

PostalAnnex Colors

The PostalAnnex logo consists of three colors: red, blue and black. These colors must be reproduced accurately and with consistency to increase brand awareness and make PostalAnnex instantly recognizable to anyone.

The PostalAnnex red, PostalAnnex blue and PostalAnnex black color specs are defined here for print, Web, exterior sign, and interior paint usage.

PMS



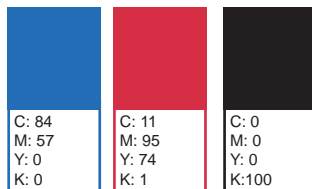
Print

The PostalAnnex colors can be recreated accurately in several ways for print.

For spot printing

The Pantone Matching System (PMS) colors are PMS 660, PMS 711, and PMS Process Black for both coated and uncoated printing.

CMYK



Full Color Process

CMYK (cyan, magenta, yellow and black)

PostalAnnex blue is

c: 84 m: 57, y: 0, k: 0

PostalAnnex red is

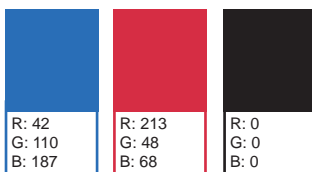
c: 11, m: 95, y: 74, k: 1

PostalAnnex black is

c: 0, m: 0, y: 0, K: 100

for both coated and uncoated printing.

RGB



For Web

RGB (red, green and blue)

PostalAnnex blue is

r: 42, g: 110, b: 187

PostalAnnex red is

r: 213, g: 48, b: 68

PostalAnnex black is

r: 0, g: 0, b: 0

For exterior signage

The PostalAnnex color specs should be 3M vinyl colors, PostalAnnex red, Light Tomato Red and the PostalAnnex blue, Bristol Blue. Please contact the Franchise Services Department for any questions regarding exterior signage.

For interior paint

The PostalAnnex color specs should be as follows: Dunn Edwards Lace Veil or call the Home Office for a custom mix formula from Home Depot. Please contact the Annex Brands' Franchise Services Department for more information on interior paint colors.

PostalAnnex 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 of the PostalAnnex brand. Times New Roman is recommended for the primary typeface and Futura is the secondary typeface. Both Times New Roman and Futura are available in a variety of styles and weights including bold, italic, oblique, extended bold, etc.

Times New Roman – Serif Typeface

Futura 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 “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.

.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 PostalAnnex 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 PostalAnnex logos (for stores opened in 2016-present) 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 PostalAnnex 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 **PostalAnnex Logo Guidelines**

Section Description

One of the main benefits of being an Annex Brands franchisee is the strength of the PostalAnnex logo. The Home Office, your staff and vendors all take part in working together to make the PostalAnnex brand strong. To keep our logo looking its best, the Home Office has created the following requirements for use of the logo. Samples of these specifications are provided along with as samples of correct and incorrect usages.

PostalAnnex Logo

The PostalAnnex logo consists of the blue “Postal” and red “Annex” text which is custom created text made specifically for PostalAnnex. Notice the “T” and “A” in Postal are connected as well as the “A” and “N” and “E” and “X” in Annex. This is how you know that our logo has been custom created for PostalAnnex to use. PostalAnnex is a registered trademark, indicated by the ® symbol in the lower right area of the mark.

PostalAnnex Logo with Tagline

The PostalAnnex tagline “YOUR HOME OFFICE” was created to communicate the main strength of PostalAnnex: a customer can go to any of our stores and find all the tools needed for an office in one place. They can ship, fax, copy, pack, mail, etc. in one convenient location.

The tagline is an actual font, Futura LT Medium, in all caps, which is also one of PostalAnnex’s approved fonts. This tagline should always be created in this font.

The tag line is also a registered trademark and the ® symbol should always be shown with the mark at the end of “YOUR HOME OFFICE”

The tagline should NEVER be resized to extend to the whole length of the PostalAnnex logo, stretched in any unproportional manner, placed over any busy graphic or other dark colors. The beginning of the tagline should start between the “s” in “Postal” and end between the second “n” in “Annex.” One should not substitute other fonts in the tagline or change the message of the tagline to be anything other than “YOUR HOME OFFICE” The tagline should always be centered under “PostalAnnex” and should always remain proportional in Futura LT Medium, in all caps. The tagline went through an extensive approval process at the Home Office and should not be altered in any manner. Please refer to the sample illustrations for what is and is not proper use of the tagline.

PostalAnnex Tagline Color

The approved color for the tagline is BLACK. Please refer to page 3.3 for a detailed description of the approved color. If the PostalAnnex logo is in black and white, the tagline should also be in black and white.

The image shows the PostalAnnex logo in its correct format: the word "POSTAL" in blue and "ANNEX" in red, both in a bold, sans-serif font. A registered trademark symbol (®) is located at the bottom right of the word "ANNEX".

Correct: PostalAnnex logo without tagline

The image shows the PostalAnnex logo without the registered trademark symbol (®). A diagonal line is drawn over the logo to indicate it is incorrect.

Incorrect: PostalAnnex logo without tagline, missing the ® symbol

The image shows the PostalAnnex logo with the tagline "YOUR HOME OFFICE" centered below it. The logo is in blue and red, and the tagline is in black, all in a sans-serif font. A registered trademark symbol (®) is at the bottom right of "ANNEX".

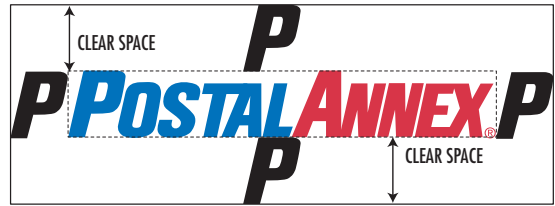
Correct: PostalAnnex logo with tagline

The image shows the PostalAnnex logo with the tagline "YOUR HOME OFFICE" centered below it, but without the registered trademark symbol (®). A diagonal line is drawn over the logo to indicate it is incorrect.

Incorrect: PostalAnnex logo with tagline, missing the ® symbol

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 PostalAnnex mark room to breathe. This white space ensures the PostalAnnex logo is being represented in its best possible manner without interference from any other graphic elements. Please refer to the samples shown to the right to see the minimum clear space required.



Clear space = size of plus mark



Clear space = size of "P"

Correct Logo Usage

When using PostalAnnex in text, notice there are no breaks in the word. It is one word with the “A” capitalized.

Correct: PostalAnnex

Incorrect: Postal Annex

The PostalAnnex logo may be used alone or with the tagline.

Both versions have four approved variations.

1. The most common is the two-color version with the PostalAnnex blue and red, and black tagline.
2. Solid black 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.



Correct: 1. two-color version



Correct: 3. solid black version



Correct: 3. solid white version



Correct: 4. solid one-color version

Incorrect Logo Usage

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



*Do join or disjoint characters.
(The letters "L" & "A" are not connected. The letters "T" & "A", "A" & "N" and "E" & "X" are connected)*



Do not create custom taglines



Do not switch the colors



Do not modify the layout & position of the tagline



Do not stretch or twist logo



Do not stretch or twist the tagline



Do not place over non-neutral backgrounds



Do not alter the color the tagline



Do not reverse colors or use other color combinations



Do not place graphics or text in the clear space area

Section 3 **Logo Usage - Embroidery**

Section Description

Usage of the PostalAnnex brand must be consistent. To ensure proper use, the following guidelines have been established for producing embroidered logos.

PostalAnnex Embroidered Apparel

According to your franchise agreement, you and every employee in your store must wear PostalAnnex logo apparel. This helps customers in your store identify the store's staff instantly.

Thread Color

We have several different thread options available for apparel. The following colors are approved for embroidering the logo.

PostalAnnex brand apparel

On light colored shirts - Tuxedo Red (2420) and Blue (2220)

On dark colored shirts - All white

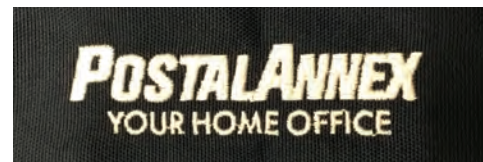
(Please note that tone-on-tone embroidery is not approved for use on in-store embroidered apparel. Tone-on-tone is reserved for Home Office staff or by exception if requested in writing to the Marketing Communications Department.)

Correct Embroidered Logo Usage

When embroidering the PostalAnnex logo, the same guidelines apply that are described in Section 2, page 5 with regards to the Your Home Office tagline, registered trademark symbol and overall look of the logo. In addition to these guidelines, the tagline should never be any smaller than ¼" tall. See samples in the right-hand column for more details.



Correct: PostalAnnex logo in color on light colored shirt



Correct: PostalAnnex logo on dark colored shirt

Clear Space Around Embroidered Logo

In addition to the approved logos in section 3.9, we are also adding the option of listing your city near the PostalAnnex logo. This may be used in place of the YOUR HOME OFFICE tagline but should not be as close to the logo as the tagline (see samples here.) When listing your city it should be in Futura LT Medium flushed right with a clear space half the letter "P". The thread color is the same for the city as it would be for the YOUR HOME OFFICE tagline.

POSTALANNEX[®]

OF SPRINGFIELD

Correct:

PostalAnnex logo with city



Clear space = size of "P"

Incorrect Embroidered Logo Usage

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

~~**POSTALANNEX**[®]
OF SPRINGFIELD~~

Too close to logo

~~**POSTALANNEX**[®]~~

OF SPRINGFIELD

Too far away from logo

~~**POSTALANNEX**[®]~~

OF SPRINGFIELD

Not aligned right flush

~~**POSTALANNEX**[®]~~

of Springfield

Wrong font

~~**POSTALANNEX**[®]
OF SPRINGFIELD~~

Font too big

Section 4

Logo Usage - Exterior Store Signage

Section Description

Exterior store signage is the first thing a customer sees when they drive by or walk by your location. The following guidelines are in place so that every PostalAnnex location is equally identifiable to customers.

Store Sign Criteria

1. Individual metal channel letters.
Standard length: 13 ft; 2"
Standard height: 2 ft
Size may vary depending on individual shopping center criteria.
2. Logo type: EPS. file provided by Annex Brands.
Letters "L" & "A" are disconnected and letters "T & A", "A & N" and "E & X" are connected. Contact the Franchise Services Department to obtain the file.
3. Exterior sign colors:
3M vinyl colors,
PostalAnnex red, Light Tomato Red.
PostalAnnex blue, Bristol Blue.
(additional information on the PostalAnnex colors available in Section 1 of this guide.)
4. All logos have to have the registered trademark symbol on it. (see sample)
5. A color proof from the sign shop must be submitted to the Franchise Services Department for approval prior to production of the sign.

POSTALANNEX[®]

PostalAnnex sign logo with registered trademark inside the "x".



Sample of sign on typical store front.

Section 5 **Profit Center Icons**

Section Description

Since PostalAnnex is "YOUR HOME OFFICE" we have all the tools available for the office and, as a result, we have many services available to our customers. We offer so many services that the Marketing Communications Department has come up with 15 profit center icons to correlate with each of the different services. These icons are available for downloading in full-color and black and white from 360° Today under Library > Marketing & Communications > icons. This section goes into more detail about these icons and how you can use them to market your business.

Description of the Icons

1. **Shipping** - This icon represents one of PostalAnnex's main services. It can be used to represent all general forms of shipping from overnight to international.
2. **Packaging** - This icon can be used for packing supplies, packaging services, custom packing, etc.
3. **Notary** - Includes both in-store notary and traveling or mobile notary.
4. **Mailbox Rentals** - This icon can be used to represent all the different aspects of mailbox rentals, from the size of the box to the different personal services your store offers your customers (e.g. call-in mail check, mail forwarding, 24-hour access, etc.).
5. **Copying** - The copying icon can be used for black and white photocopying and black and white printing. You may also use this icon for color laser copying and printing when there is not room for the color copying icon.
6. **Color Copying** - The color copying icon can be used for color laser copying and printing.
7. **Office Supplies** - Paper, pens, pencils, envelopes, highlighters, staples, paper clips, or folders - this icon represents them all.
8. **Faxing Services** - Domestic, international and fax sending and receiving.
9. **Greeting Cards** - For everyday greeting cards to birthdays and special Holiday cards.
10. **Binding** - This icon represents all the various binding services you may offer including Unibind, comb binding, velo binding, spiral binding, bookletizing and tape binding.
11. **Laminating** - The laminating icon can be used for all pouch laminating as well as any oversized laminating you may outsource.
12. **Jumbo Shipping** - This icon was created to focus on large, oversized shipping and crate shipping.
13. **Passport Photos** - For use with passport photos, student id's, work id's, immigration photos, passport processing, etc.
14. **Key Cutting** - From double-sided, single-sided, car and truck keys, and designer keys - this icon covers them all.
15. **E-Business** - This icon is for Internet access and any other Web-based business you offer your customers.

** Please note: Additional icons are available for services not mentioned here. Please contact the graphic designer in the Marketing Communications Department at the Annex Brands Home Office to request the files.*

Color Icons

Here are samples of what the color icons look like. Please note the icons should not be altered in any manner. The icons are available in cmyk in both .jpg and .eps format and are on 360° Intranet under Library > Marketing & Communications > Icons. If you need them in a different format, please contact the graphic designer in the Marketing Communications Department of the Home Office.



Black and White Icons

Here are the black and white icons. These icons, just like the their color counterparts, should not be edited in any manner. They are available in black and white in both .jpg and .eps format and are found on 360° Intranet under Library > Marketing & Communications > Icons. If you need them in a different format please contact the graphic designer in the Marketing Communications Department of the Home Office.



SHIPPING



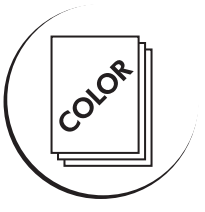
NOTARY



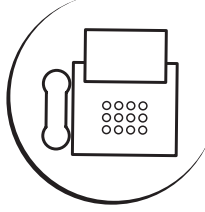
JUMBO SHIPPING



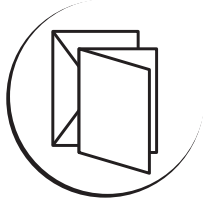
MAILBOX RENTAL



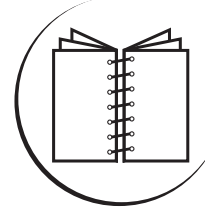
COLOR COPYING



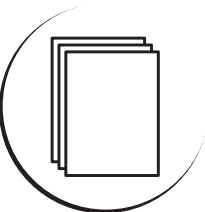
FAXING



GREETING CARDS



BINDING



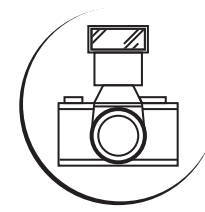
COPYING



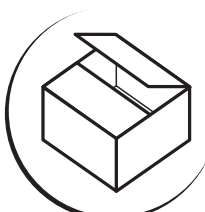
OFFICE SUPPLIES



KEY CUTTING



PASSPORT PHOTO



PACKAGING



E-BUSINESS



LAMINATING

Correct Usage for Color and Black and White Icons

In order for these icons to be effective, they must be reproduced with consistency. To do this the icons should always allow for ample room or “breathing space” around each icon (please see samples below.)



Correct: Clear space = no less than 1/8"



Correct: Clear space = no less than 1/8"



Approved: Full color icon



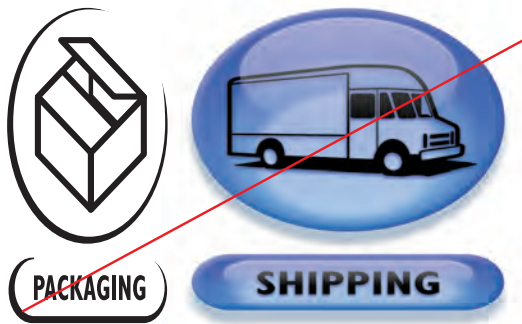
Approved: Black and white icon



Approved: Black and white icon on dark background

Incorrect Icon Usage

The following are samples of incorrect usage of the icons. If you have additional questions on use of the icons that are not covered here please contact the Marketing Communications Department at the Home Office.



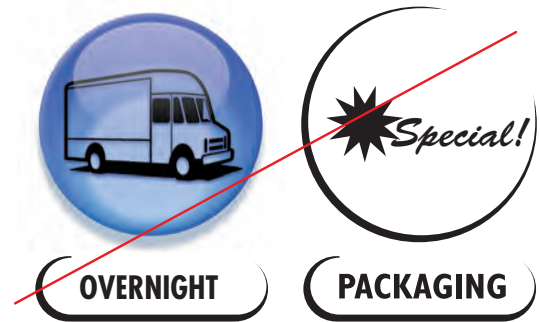
Do not stretch or twist icons



Do not place graphics or text in the clear space area



Do not place over non-neutral backgrounds



Do not modify or alter the icons



Do not alter the color of the icons

Section 6
Annex Brands Copyright Statement

©2016 Annex Brands, Inc. All rights reserved. All company names, products, registered and/or unregistered trademarks and copyrights belong to their respective companies. All materials contained in this document are confidential and for internal use only.

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