



## **ATBS Logo Usage Guidelines**

### **Company Name**

We have changed the name of our company from American Truck Business Services to ATBS. The shortened version of our name already has widespread usage among our clients and partners. ATBS will be used exclusively in all communications and we will use this opportunity to introduce a new look and name for ATBS.

Any reference, written or verbal, to American Truck Business Services will be changed to ATBS. ATBS now stands for Advanced Transportation Business Solutions. All company communication, written or verbal will use ATBS instead of the longer version of the name.

### **The Logo**

ATBS logos are a visual signature of the company. Just as your personal signature always looks the same, the ATBS logo should appear in a specific and consistent manner throughout all internal and external communications.

The ATBS logo represents the company image and consistency will further the brand and ATBS in our customer's minds increasing recognition for the company throughout the industry. The ATBS logo uniquely identifies and promotes ATBS, its products and services.

All uses of the old logo will be changed to the new ATBS logo. All internal documents and templates should reflect the new logo, adhering to the following usage guidelines.

### **Logo Guidelines**

The following information covers specifics such as colors, size recommendations, space requirements and more. There are also clear guidelines regarding which version of the logo to use for various applications as well as specific PMS numbers from the Pantone Matching System to insure accurate and consistent use of colors.

The primary logo is supported by secondary logos that pertain to our various business divisions, products and services and speak to the breadth of our offerings. This allows us to uniquely position our products and services while supporting our overall brand. It is important that the integrity of the logo is maintained and the correct logo is used in all communications.

### **Description**

The new ATBS logo incorporates elements of our old logo but in a more streamlined and contemporary look. The primary logo uses the A from our previous logo representing the cab of a truck with an extended double cross bar representing the trailer of the truck. Above the line is TBS the parent company. In secondary logo versions, the TBS or truck is supported underneath by our various business divisions and offerings.

### **Primary Logo**

The primary logo is used when referring to ATBS' entire portfolio of products and services and the company as a whole.



## Color

The above logo is a two-color application. For all two-color applications the cross-bar will always be gold.

- Pantone 125
- RGB - Red 74%; Green 55%; Blue 0%
- CMYK - Cyan 0%; Magenta 26%; Yellow 100%; Black 26%

One-color applications should be depicted in grayscale as below or as all black:



- RGB - Red 55%; Green 55%; Blue 55%
- CMYK - Cyan 0%; Magenta 0%; Yellow 0%; Black 45%

No other color variations are permitted at this time.

## Size

There is some flexibility in the size of the logo depending on where and how it is being used. However, there are general guidelines regarding placement that should be followed when incorporating the logo in internal documents that will dictate the size used.

When resizing the logo, the aspect ratio must be maintained and all proportions remain constant.

### Letterhead and word documents

- The placement of the ATBS logo should be in the upper right of every document or letter whenever possible.
- The size of the ATBS logo for all documents should be the same or similar to the attached letter template example.
- ATBS general address, phone and website should appear as a footer as in the attached letter template. Direct contact information can be included on a second line in the footer.
- Fax templates should be similar to the attached.

### Email Signatures

- The logo should appear below your signature information with the appropriate space as outlined in the next section.
- The size should be no wider than the widest part of your signature.
- Follow all color and proportion guidelines as above.
- Attached is an example of the email signature with the logo.

## Space

A minimum area of protection, free of competing text or graphics will be maintained around all ATBS logos. The area of protection is consistent on all sides of the logo and should be approximately equal to the width of the right leg of the A. For example:



The area is required to ensure impact of the logo within a competitive environment and also ensures that no other elements are mistaken as part of the ATBS logo.

### **General guidelines**

The following information addresses the correct treatment of the ATBS logo for use in advertising, technical communications, marketing collateral and other printed web or visual material.

- The elements, proportions and colors may never be altered.
- The graphic must be displayed in a positive manner and not depict ATBS in a negative way.
- It must not be combined with other graphical elements or placed on a high contrasting background that dilutes the visibility of the logo or detracts from its prominence.
- It may not be taken apart, altered or proportionally resized.
- It may not be depicted with a border.
- It cannot be reduced or enlarged beyond what is provided in the guidelines.
- Once the logo is trademarked, all depictions of the logo must contain the trademark symbol.
- Redraws, distortions or animation are not permitted unless specified and agreed to.
- It will be used only in the promotion of ATBS products and services or the company as a whole.
- Written permission is required for other companies to use the logo and permission is generally granted only to those companies that have a direct business relationship with ATBS.
- Anyone improperly using the logo must correct deficiencies upon reasonable notice. Failure to comply within the set timeframe will result in revocation of the right to use the logo.

### **Secondary Logos & Usage**

The generic ATBS logo above is used when referring to the entire portfolio of ATBS products and services or in communications about the company as a whole. The following logos have been created for use with the various ATBS Business Groups.

Separate business group names cannot be combined under one logo. Either two logos must be used, or the generic logo must be used.

### **Business Services**

The ATBS Business Services logo represents the core business of ATBS. This logo will be used for all communication about ATBS Business Services, which include business consulting, triage, accounting, bookkeeping, taxes, premium services and payroll services.



**ATBS Education Services**

ATBS Education Services includes CABS, Course of Advanced Business Standards and CMC, Certified Master Contractor.



**ATBS New Truck Media**

New Truck Media is the business division that oversees ATBS radio, cable TV, internet and web applications and print media. Because the vehicles under New Truck Media exist to promote all of the ATBS products and services, separate logos represent the two main channels of communication under this business division.

Our radio program is ATBS Business & Beyond.



Our cable TV program is ATBS TurnAround.



**ATBS Canada**

ATBS has a partner to work with owner-operators that reside, work and pay taxes in Canada. ATBS Canada is part of our International Sales Division.



**ATBS Asset Management Services**

Asset Management Services includes Warranty, Warranty Administration, Policy Administration Maintenance Management Services (MMS), Customer Support and Breakdown Services.



**ATBS Leasco**

Leasco is ATBS' truck leasing company.



The above constitutes the guidelines for logo usage at this time.



Letter Template



# Facsimile Transmittal

To:	From:
Fax:	Pages: including cover sheet
Phone:	Date: Friday, March 07, 2008
Re:	

Fax Template

## Email signature template

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