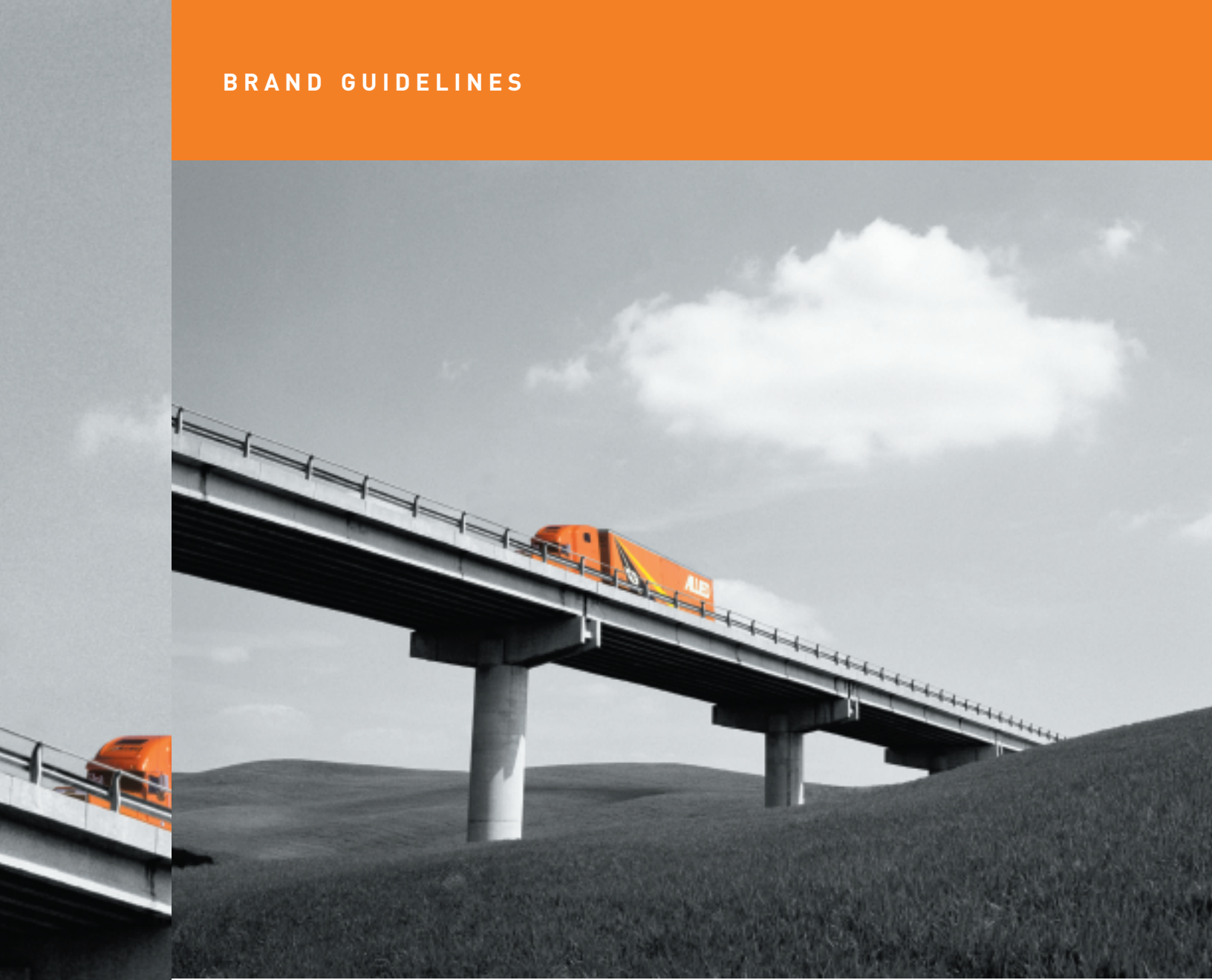


BRAND GUIDELINES



Allied Global Brand Standards
Version 1.0
January 2006



the brand

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the brand

using this style guide

Who should use this manual

All employees, agents, franchisees and representatives should be familiar with the company's Global Brand Standards as explained in this publication. When creating communications in any form that uses the Allied logo, the standards shown on the following pages should be referenced to and followed as closely as possible.

Corporate Marketing Contacts

The primary contact person for **Corporate Marketing** is Kim Hildreth. Any questions regarding Allied graphic standards, logo usage, stationery, collateral materials, or promotional items should be directed to her or the contacts listed here.

SIRVA Moving Services-United States:

Kim Hildreth
Tel: 1.630.570.3807
kim.hildreth@sirva.com

SIRVA Moving Services-Canada:

Nicole Nickel-Lane
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the brand

standards

A brand is a set of assets (or liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service.

- David Aaker

Implementing brand standards helps create clarity and consistency in the market and across our businesses.

Ultimately, a brand is a collection of perceptions in the mind of the consumer. Through consistent branding, we will work to influence those perceptions as we build the Allied brand. That's why we've developed this manual. It provides the proper usage of the Allied logo, as well as taglines, colors, fonts and message tone. Keep it handy, as it will help you promote a unified corporate identity and strengthen the Allied brand.

- A strong brand is a direct result of consistent, relevant differentiation in the market.
- Individual brands benefit from association with a strong parent brand.
- Brand standards signal to a consumer that he or she can expect a certain experience from the product or service being purchased.

essentials

logo

color palette

imagery

typography

The Allied brand will be built through the consistent use of design, messages and language.

essentials

logo

Allied Brandmark

The brandmark, or logo, is the principal visual element of the identification system. It incorporates the word "Allied", the merging black highway and interstate number "1", and in some applications, the corporate colors. These items are contained as one mark, and may not be separated into individual elements. The word "Allied" is a unique hand-drawn logotype which is not available commercially at any typographic service.

Since the Allied logo is registered with the U.S. Patent and Trademark Office, the registered trademark designation "®" must always be used in the position indicated for all logo applications and approved versions around the world.



essentials

logo (cont.)



Three color logo



One color logo

Logo

The three color mark must be used unless the design does not permit. The mark may reverse out to white from any solid color, photograph or illustration as long as the mark maintains its original form and is recognizable.

The logo should never be cropped and should appear in its complete form. The logo can appear on a graphic background if the background does not interfere with the readability or legibility of the logo.

Reproduction of the logo should only be made from authorized reproduction materials, or otherwise furnished by SIRVA, to ensure crisp, undistorted and accurate reproduction. Please do not attempt to recreate the logo.



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logo (cont.)

Brandmark Color Variations

One-Color

When used in a one-color format, the logo may be reproduced in black, orange or white. Black is preferred. It may not appear in any other colors.

In one-color reproduction, the yellow and orange accents to the left of the highway are dropped. The logo may never be produced in any screen or mezzotint.



Reverses

When used on a predominately dark background, the one-color logo may be reversed from the background color.



Single-color application



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logo size and isolation

Size and Space Requirements

The Allied logo represents the company and its family of brands. Correct use of the logo ensures that our visual identity remains consistent across all applications. Whether you are using the Allied brand or one of the variations, please download the correct logo and adhere to the following guidelines for size, layout and composition.

Logo size

When reducing the logo, Allied should not be smaller than 1/3" x 1"



Areas of isolation

When using the Allied logo, allow for an adequate amount of space around it. This space is to be determined by measuring 50% of the logo height and marking off this distance from the outermost boundaries. To ensure readability and easy identification of the logo, no text, graphics or edges should fall within this space.

 = 50% of logo height  = clearance



essentials

descriptors and localized logos

Allied Family of Logos

In many cases, you will need to call out a specific localized logo within the Allied family. This format is allowed for International, Special Products, Adam, Arthur Pierre, Bolliger, Kungsholms, Lemuir, Majortrans, Pickfords, Rettenmayer and Varekamp. Any other use of a business unit format should be reviewed by Marketing, as additional extensions of the Allied logo may lead to brand dilution and confusion. Departments may not add their specific department name to the Allied logo. A department name must be set apart from the logo (see Areas of Isolation).

All of the guidelines outlined in the previous pages for the Allied logo apply to the Allied localized logos.

Descriptor format

Brand descriptor's maximum cap height is 1/2 the height of the Allied logo.



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descriptors and localized logos (cont.)

Logo Size

When reducing a logo, it should not be smaller than 1/3" x 1".



Areas of Isolation

When using any Allied logo, allow for an adequate amount of space around it. This space is to be determined by measuring 50% of the height of Allied and marking off this distance from the outermost boundaries. To ensure readability and easy identification of the logo, no text, graphics or edges should fall within this space.

X = 50% of logo height [dashed box] = clearance



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agent/representative logos

Agent Logo

Agents for allied Van Lines are licensed to use the Allied logo in conjunction with their own identity, subject to the terms outlined in their agency agreement or contract.

United States

When used by an agent in the United States, the words “An Interstate Agent for Allied Van Lines” must always appear in the exact position and typography illustrated below.



Canada

When used by an agent in Canada, the words “Agent for Allied Van Lines” must always appear in the exact position and typography illustrated below.



Representative Logo

The following logo is approved for use by authorized representatives of the Allied network across the globe.



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logo variations

Examples of when to use the appropriate logo:



- When referring to Allied global capabilities and the collective Allied brands around the world
- When marketing more than one line of Allied business
- For thought leadership efforts that could support marketing efforts for more than one Allied brand
- When marketing domestic moving services in the North American theater, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Corporate-owned assets (e.g. trucks) and corporate office signage



- When marketing Allied moving services in the Asia Pacific theater, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Moving materials such as boxes, uniforms, trucks and office signage
- When marketing Allied moving services in specific European countries (UK, Czech Republic, Russia, Hungary and Poland), including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Moving materials such as boxes, uniforms, trucks and office signage



- When marketing Allied international moving services in North American theater, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Office signage
- Identity for specific operation centers in Europe (Switzerland):
 - Employee business cards and stationery
 - Office signage



- When marketing Allied high-value products moving services in the United States, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Office signage
 - Moving materials associated with specialized service, including trucks



- When marketing corporate moving services in Denmark, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Office signage
 - Moving materials (trucks, boxes, uniforms) and building signage



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logo variations (cont.)

Examples of when to use the appropriate logo:



- When marketing corporate moving services in France, Belgium and Luxembourg, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Office signage
 - Moving materials (trucks, boxes, uniforms) and building signage



- When marketing corporate moving services in Italy and Spain, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Office signage
 - Moving materials (trucks, boxes, uniforms) and building signage



- When marketing corporate moving services in Sweden, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Office signage
 - Moving materials (trucks, boxes, uniforms) and building signage



- When marketing corporate moving services in India, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Office signage
 - Moving materials (trucks, boxes, uniforms) and building signage









- When marketing corporate moving services in Norway, including:
 - All marketing and promotional materials
 - Web sites
 - External and internal communications
 - Employee business cards and stationery
 - Office signage
 - Moving materials (trucks, boxes, uniforms) and building signage

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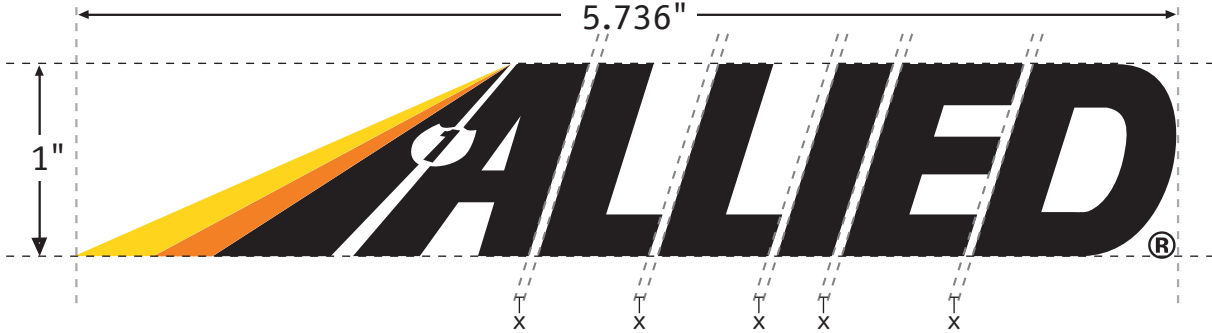
logo variations (cont.)

Examples of when to use the appropriate logo:

	<ul style="list-style-type: none">• When marketing corporate moving services in Germany, including:<ul style="list-style-type: none">- All marketing and promotional materials- Web sites- External and internal communications- Employee business cards and stationery- Office signage- Moving materials (trucks, boxes, uniforms) and building signage
	<ul style="list-style-type: none">• When marketing corporate moving services in Netherlands, including:<ul style="list-style-type: none">- All marketing and promotional materials- Web sites- External and internal communications- Employee business cards and stationery- Office signage- Moving materials (trucks, boxes, uniforms) and building signage
	<ul style="list-style-type: none">• When U.S.-based Allied agents create their own local marketing materials (e.g. yellow page ads, direct mail, newspaper ads)• On agent-owned shuttle/straight trucks
	<ul style="list-style-type: none">• When Canada-based Allied agents create their own local marketing materials (e.g. yellow page ads, direct mail, newspaper ads)
	<ul style="list-style-type: none">• When authorized representatives use as an endorsement in conjunction with their local brand (e.g. business cards, stationary, advertising and trucks)
	<ul style="list-style-type: none">• When marketing the Allied online brand in marketing collateral

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logo scale



Three color logo shown @ 1 inch



Zoom detail of space between letters

Logo Scale Example

At 1 Inch: Total Height

Total height = 1 in
Total width = 5.736 in

Space between letters:
x = .05"

At 10 Inches: Total Height

Total height = 10 in
Total width = 57.36 in

Space between letters:
x = 0.5"



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logo misuse

When using an Allied logo, it must maintain its intended proportions. The logo design can not be altered, stretched or enhanced in any fashion. Following are some common examples of logo misuse:



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brand colors

The preferred logo appears in a three-color format, utilizing black for the word “Allied”, the merging highway, and number “1”; orange and yellow accents appear to the left of the highway. This format represents the only acceptable color application of the logo. The logo cannot appear in a two-color format at any time.

When reproduced in color, the color accents must appear in the order shown: yellow to the left, orange in the middle and black to the right.



	Name	PMS (coated)	PMS (uncoated)	CMYK	RGB	HEX
Logo 	Black	Black	Black	0-0-0-100	0-0-0	#000000
	Orange	158	158	0-60-94-0	255-102-0	#FF6600
	Yellow	116	116	0-15-94-0	255-217-17	#999999

Note: The “Allied Orange” color is new. It was changed from the previous PMS 165 to eliminate the “fluorescent” quality when produced in large color blocks. You should transition to PMS 158 for all Allied materials except for trucks.

essentials

color palette

	Name	PMS (coated)	PMS (uncoated)	CMYK	RGB	HEX
<div style="display: flex; justify-content: space-between;"> <div style="border-right: 1px solid black; padding-right: 10px;"> <p>B2B</p> </div> <div style="border-right: 1px solid black; padding-right: 10px;"> <p>B2C</p> </div> </div> <div style="margin-left: 20px;"> <p>Allied</p> </div>	Black	Black	Black	0-0-0-100	0-0-0	#000000
	Orange	158	158	0-60-94-0	254-102-13	#FF6600
	Yellow	116	116	0-15-94-0	255-217-17	#999999
	Dk Gray	424	424	0-0-0-60	102-102-102	#666666
	Lt Gray	422	422	0-0-0-40	153-153-153	#999999
	Red	485	485	0-100-100-0	255-0-0	#FF0000
	Purple	258	258	30-70-0-0	153-51-153	#993399
	Blue	300	300	100-40-0-0	0-102-153	#006699
	Teal	3125	3125	83-0-23.5-0	51-153-153	#339999
	Green	3278	3278	100-0-60-0	0-153-102	009966
Silver	877	877	0-0-0-40	153-153-153	#999999	

B2B - Business to Business Communications
 B2C - Business to Consumer Communications

Use these PMS numbers only when printing on uncoated paper

Use these value to create colors in Microsoft based documents, such as PowerPoint. Select more colors> custom, then enter RGB values.

Allied Color Palette

These colors are not representative for all SIRVA owned brands. They are to be used on Allied-branded materials only.



essentials

imagery

Allied Orange

Because the color orange is so positively associated with Allied, it is used as a dominant color throughout all Allied marketing materials. Beginning with the black and white signature images and supported by photographs of packaging materials, employees and destinations, the images convey a modern, professional image.

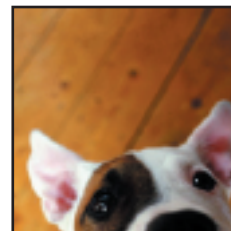
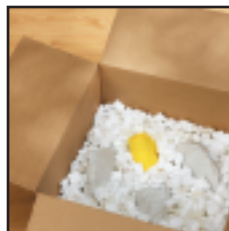
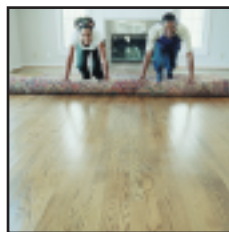
Signature Images

Allied signature images use black and white photography with one single bold orange accent that “pops” within the image. This photographic style helps reinforce the strong brand recognition we have with our orange trucks on the highway. This dramatic approach will also help to differentiate Allied over time, providing a unique image that we can own.

Guidelines for developing signature images are not available, as all images will be developed by Allied corporate marketing and distributed to local stakeholders as appropriate.

Secondary Images

Allied signature photography is often paired with images that represent steps in the moving experience or reflect items our customers value most. With each photograph, the composition should be simple and work within the clean, uncluttered feel of the marketing materials. It should also be representative of the diverse nature of our customers.



essentials

prohibited imagery



Signature imagery: restrictions

Signature Allied imagery should NOT:

- Be produced in full color
- Contain more than one person or object of main interest
- Be used without an orange accent
- Contain multi-colored, busy or flashy props or wardrobe
- Be used or have been borrowed from or shared with any other SIRVA brand



Secondary imagery: restrictions

- Be too outdated (clothing, furniture, household items)
- Be used or have been borrowed from or shared with any other SIRVA brand

essentials

typography

Adobe Garamond Use for headlines, major subheads, Allied "3-sentence" creative lines	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890-=[\];',./</i> <i>!@#\$\$%^&*()_+{} :"<>?</i>
Adobe Garamond Italic captions	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890-=[\];',./</i> <i>!@#\$\$%^&*()_+{} :"<>?</i>
DIN Regular body copy	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890-=[\];',./</i> <i>!@#\$\$%^&*()_+{} :"<>?</i>
DIN Bold bold copy, subheads	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890-=[\];',./</i> <i>!@#\$\$%^&*()_+{} :"<>?</i>

Allied Typefaces and Typography

Continuity in typographic style is critical in establishing a brand. These fonts should be used in all Allied materials. Whether they are developed for commercial or internal use. If a font is not available for an internal business document, Arial may be substituted.

global positioning and design

consumer/corporate positioning

consumer design elements

corporate design elements

special products positioning/design

global positioning and design

consumer/corporate brand positioning

Brand Positioning

The following positioning statements summarize the essence of the Allied brand in a manner that is relevant to our target audiences for these channels and differentiates us from our competition.

The positioning statement is not an advertising slogan or tagline, but provides direction when developing the tone and messaging for marketing/sales material.

Consumer Channel

Allied Van Lines is the professional moving company that efficiently handles your move so you can smoothly transition to your new life.

Corporate Channel

Allied Van Lines is the only professional moving company that has the global strength and stability to ensure consistent quality for all of your employee relocations.

Tagline

The tagline “Relax. We carry the load.” is to be used on all marketing materials developed for the corporate and consumer sales channels.

For the consumer channel, the “Relax” tagline resonates with consumers wanting to have “low involvement” in their moving event. These consumers are looking for professional expertise (backed up with facts/credibility to get the job done), but do not want to be bothered with the details of the move itself.

For the corporate channel, this same tagline resonates with the over-burdened HR/Procurement professionals looking for high quality moving services to fit seamlessly into their existing global relocation programs.

We will continue to use the tagline “The Careful Movers” on trucks and on some applications (e.g. signage, collateral) in countries where the Allied brand awareness is low and benefits from being linked closely to the word “moving”.

relax.
we carry
the
load.SM

 **ALLIED**[®]

 **ALLIED**[®]

global positioning and design

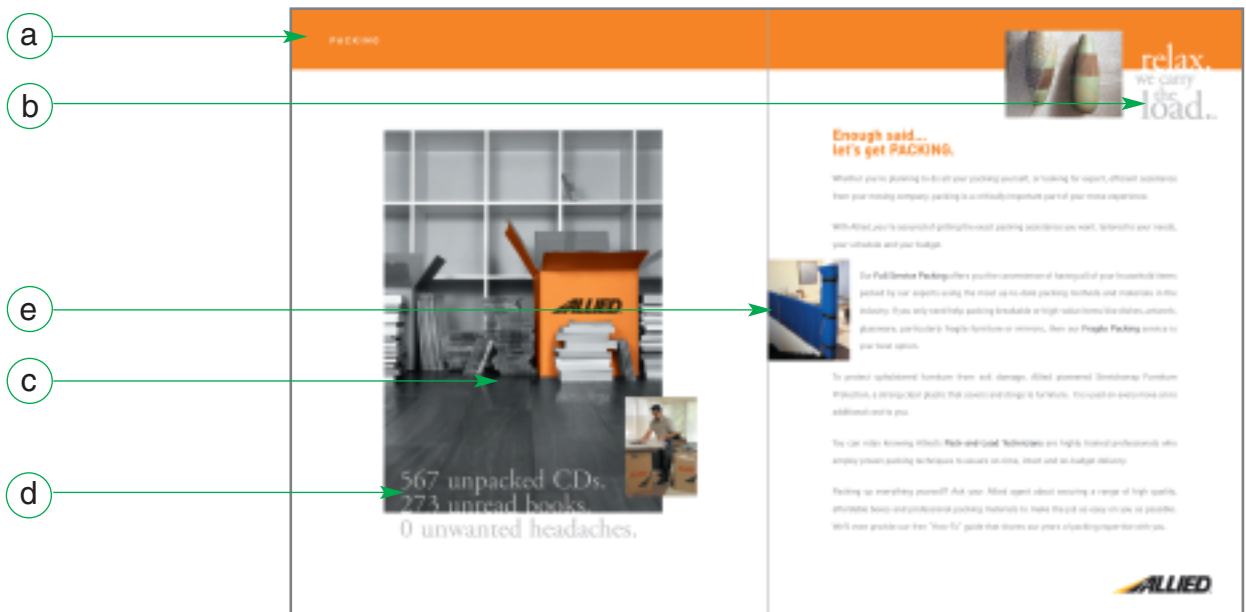
consumer channel design elements

Design

The new look of the consumer marketing materials provides a progressive framework from which to grow and broadcast our message.

From bold trucks to vibrant marketing materials, the Allied brand identity is distinguished around the world with the color orange.

- a. The color orange represents energy, power and strength. It is associated with joy, enthusiasm, creativity, success and stimulation. The color orange has high visibility and will continue to be the hallmark of the Allied brand and highlight our most important brand elements.
- b. "Relax. We carry the load." is our new consumer channel brand tagline.
- c. Black and white photography with a single item highlighted in orange is the new signature Allied brand imagery.
- d. The three-line photo caption treatment is used only with Allied signature imagery and as layout permits.
- e. Secondary imagery supports an innovative approach to moving and careful attention to detail.



global positioning and design

corporate channel design elements

Design

The new look of the corporate marketing materials provides a progressive framework from which to grow and broadcast our message.

From bold trucks to vibrant marketing materials, the Allied brand identity is distinguished around the world with the color orange.



- a. "Relax" tagline...
- b. Orange color block...
- c. Stripe...
- d. Angle...
- e. Call outs...



- d
- e

- b
- c

global positioning and design

Special Products
positioning/design

Brand Positioning

Allied Special Products offers specialty transport customers the most innovative solutions for their unique shipping challenges. We have extensive experience providing specialty transport services across a broad range of industries, thanks to the expertise of our agent network and the proprietary products we've developed based on that expertise.

Tagline

Whatever your challenge, Allied Special Products has the resources to create a customized transportation solution that delivers superior service and reliability. We specialize in "extra-ordinary moves."

extra-
ordinary
movesSM



The tagline "extra-ordinary moves" should be used on all marketing materials for specialty transport services.

global positioning and design

Special Products positioning/design (cont.)

Design

The new look of the Special Products marketing materials maintains the essence of the Allied brand by staying true to the brand colors and continued use of the Allied signature imagery (black/white images with orange accents). In order to give Special Products its own personality, however, you will notice that the color black is the predominant color and orange is used more as an accent color.

