

network representative applications

logo

business card

stationery

email signature

building signage

web sites

trucks

advertising

network representative applications

logo

Representatives of the Allied network are permitted to use the Allied brand as an endorsement to support your local brand, providing your company with a clear global value proposition for your international customers.

Logo

The following two logo's are approved for use by representatives of the Allied network as an endorsement with your local brand on business cards, collateral, email signatures, Web sites and stationery.

The Allied International logo can be used in Europe and South America.



The Allied Pickfords logo can be used in Asia Pacific.



network representative applications

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 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.



network representative applications business card



SAMPLE OF PERMITTED LOGO SIZE

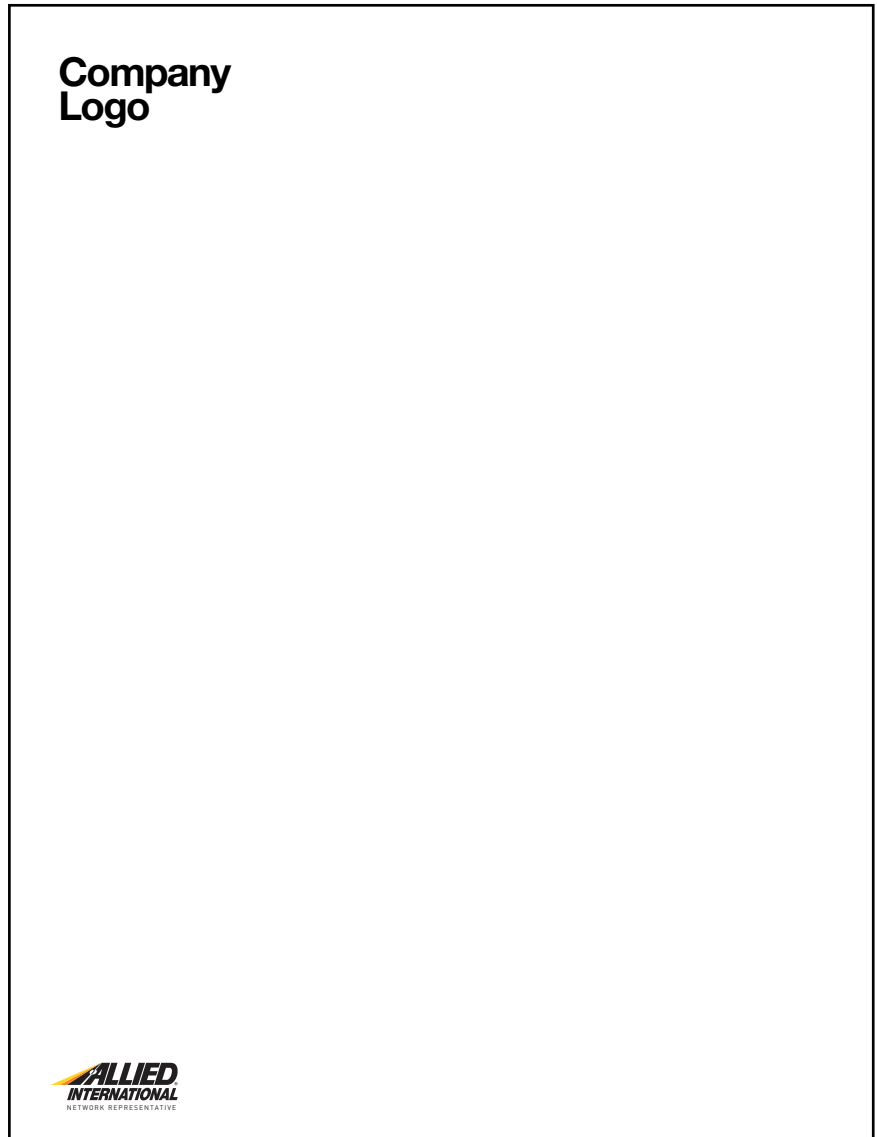
Business Card

Consistency across the entire Allied network in regards to look-and-feel is critical in maintaining a strong corporate identity. In applying the Allied Network Representative logo to a business card, it should be used only as a support to your own company logo per the diagram design above. The logo may not exceed 3/4 of the size of your company logo.

Designs must be approved by your regional Marketing Representative prior to production.

network representative applications

stationery



Stationery / Letterhead

You may add the Allied Network Representative logo to your existing stationery, which includes items such as fax cover sheets, envelopes and note pads. The Allied logo is permitted to be depicted between 3/4 to full size of your own logo. Please contact your regional Marketing Representative for design approval prior to production.

network representative applications email signature

Signatures should be black with no bold or italic font.
Recommended font is Arial at 9 or 10pt.

T = Telephone
D = Direct Line
F = Fax
C = Cell Phone
M = Mobile Phone
E = Email

Email Signature

Allied Network Representatives should create Allied-branded email signatures for all staff. The following example illustrates the recommended format.

Signature for new emails:

David Abrecht
Altus Logistics (Vietnam) Ltd
Sales and Marketing Relocations

T: +123.123.4567
D: +123.123.4567
F: +123.123.4567
M: +123.123.4567
E: david.abrecht@XYZ.com.XX

an Allied Pickfords Network Representative (Your country name)
www.alliedpickfords.xx

Address Line 1
Address Line 2
Address Line 3

Signature for replies and forwards (do not use for new emails):

David Abrecht
Altus Logistics (Vietnam) Ltd
Sales and Marketing Relocations

Email Signature Format

Network Representatives should use the proposed signature format for email communications. Please note, these are suggested ways to format your signature, but some flexibility can be allowed in the type of contact information you wish to include. Phone numbers can be expressed in a format that is typically used in your local country. Always include a country code and use the period sign "." to separate groups of numbers. All email signatures should be created in black using Arial font size 9 or 10. All letters should be the same size with no bold, italic or background color.

The following items are **NOT ACCEPTED** in internal or external business email messages:

- Brand specific colors
- Logos of any kind
- Graphics or pictures
- Scriptures
- Quotations (sports, political, etc.)
- Product/Service promotion

network representative applications

building signage

Interior Signage / Decor

Current practice has been for Allied to provide one interior sign. Network Representatives must manage all other signage locally. From time-to-time, Allied may provide branded posters, which may be hung on your customer foyer.

Exterior Signage



The preferred exterior building signage design represents your local company name at the top and the Allied International Network Representative logo at the bottom. Any other design must be pre-approved by your regional Marketing Representative.

network representative applications web sites

Allied Portal

All Allied Web sites will link to a central global splash page at alliedtoallied.com where consumers can choose their country of origin.



The global portal will direct leads to all owned operations and franchises. A customer will choose the country that they are moving from and will be directed to the local Allied country Web site for owned operations and franchises.

Allied Country Homepage

Basic Allied country-specific Web sites and URLs may be made available to Network Representatives. Work will be completed by the appropriate regional marketing office. Requests for site establishment or content changes are to be made through your regional Marketing Representative.



Company Website

Network Representatives are encouraged to place the Allied International Network Representative logo on their company Web sites, as well as link their sites to the global portal at www.alliedtoallied.com.



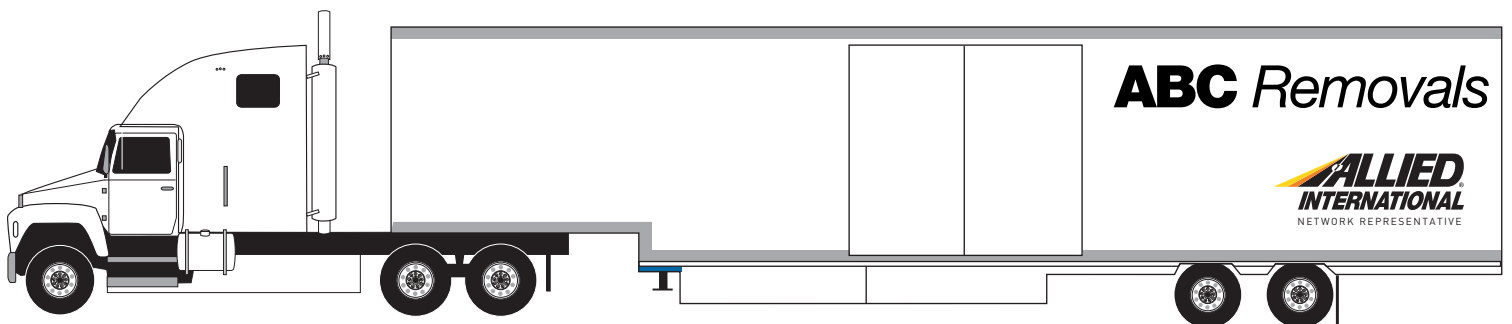
network representative applications

trucks

Trucks

In the past, Allied permitted fully-branded Allied International trucks to be utilized. Following a change of policy, only the Allied International Network Representative logo may be utilized on new trucks or re-painting initiatives. Network Representatives may use the Allied International Network Representative logo on the sides or rear of company trucks, as an endorsing sub-logo during the term of their Agreement.

The logos should be no larger than 3/4 of the size of your own company logo. Please obtain prior approval from your regional Marketing Representative by submitting a reasonably accurate drawing or photo of the truck upon which you wish to add the Allied International Network Representative logo.



network representative applications

advertising

Advertisements

The Allied International Network Representative logo may be used on Yellow Pages and other advertisements, but the logo should not exceed 3/4 the size of your company logo. Please send your regional Marketing Representative a sample or concept of any ad featuring the Allied name prior to usage.

Sales and Marketing Materials

The Allied International Network Representative logo may be used on literature that is directly related to the scope of the Network Representative Agreement. The logo may not exceed 3/4 of the size of your company logo.

Use of brand endorsement is limited to the term of the Network Representative Agreement. Removal of any names and trademarks must occur within 30 days of the termination or expiration of the Agreement at the expense of the Network Representative, unless extended officially by the issuing SIRVA entity.

Use of all Allied names and marks must be approved by your regional Marketing Representative prior to production. The Marketing Representative is encouraged to support and promote the Allied brand. Please also refer to the Allied Brand Guidelines http://network.alliedintl.com/AVL_Core_Guidelines.pdf for additional logo information.

