

# franchise applications

business card

stationery

PowerPoint

RFP cover

fax coversheet

e-mail signature

grammar style

building signage

trucks

boxes

yellow pages

marketing materials

web sites

# franchise applications

## business card

### Production Specifications:

#### Paper:

Strathmore Ultimate 100lb. Cover Bristol (U.S.)

Conqueror 300gsm Brilliant White Wove (Europe)

#### Ink:

Blk, PMS 158, PMS 877

#### Size:

3.5" x 2" (U.S.)  
51mm x 90mm (Europe)

#### Name:

Univers 67 Condensed Bold  
8pt. type, 8pt. leading, 10pt. kerning  
100% Pantone 158C

#### Title:

Univers 47 Condensed Light  
8pt. type, 11pt. leading, 10pt. kerning  
100% Pantone 877C (SIRVA Platinum)

#### Email address:

Univers 47 Condensed Light  
8pt. type, 15pt. leading, 10pt. kerning,  
100% Pantone 158C

#### Telephone, Fax and Mobile:

Univers 47 Condensed Light  
8pt. type, 15pt. leading, 10pt. kerning,  
8pt. space after Mobile  
See example for color

#### Address:

Univers 47 Condensed Light  
8pt. type, 15pt. leading, 10pt. kerning  
100% Pantone 877C (SIRVA Platinum)

#### Tagline:

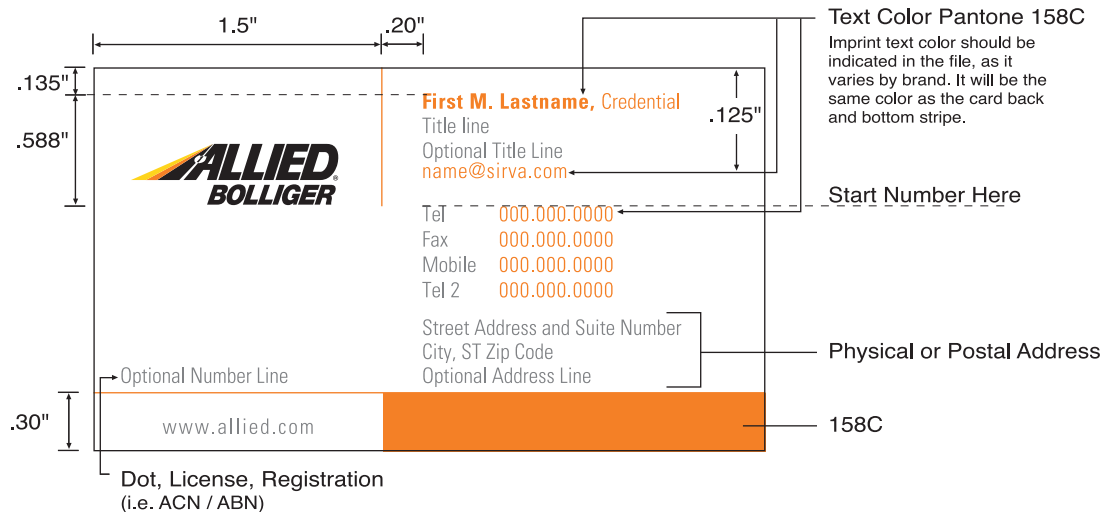
Univers 57 Condensed Oblique  
8pt. type, 10pt. leading, 20pt. kerning  
100% White

#### Web address:

Univers 47 Condensed Light  
8pt. type, 10pt. leading, 20pt. kerning  
100% Pantone 877C (SIRVA Platinum)

#### SIRVA Description:

Univers 57 Condensed  
7pt. type, 10pt. leading, 3pt. kerning  
100% White



## Allied Business Card

Consistency across all Allied franchises in regards to look-and-feel of the materials, and paper and printing quality, is critical in maintaining a strong corporate identity.

Your marketing representative in your region will set up a template and send you the artwork so that you can print locally.



# franchise applications

## business card (cont.)

### Production Specifications:

#### Paper:

Strathmore Ultimate 100lb. Cover Bristol (U.S.)

Conqueror 300gsm Brilliant White Wove (Europe)

#### Ink:

Blk, PMS 158, PMS 877

#### Size:

3.5" x 2" (U.S.)  
51mm x 90mm (Europe)

#### Name:

Univers 67 Condensed Bold  
8pt. type, 8pt. leading, 10pt. kerning  
100% Pantone 158C

#### Title:

Univers 47 Condensed Light  
8pt. type, 11pt. leading, 10pt. kerning  
100% Pantone 877C (SIRVA Platinum)

#### Email address:

Univers 47 Condensed Light  
8pt. type, 15pt. leading, 10pt. kerning,  
100% Pantone 158C

#### Telephone, Fax and Mobile:

Univers 47 Condensed Light  
8pt. type, 15pt. leading, 10pt. kerning,  
8pt. space after Mobile  
See example for color

#### Address:

Univers 47 Condensed Light  
8pt. type, 15pt. leading, 10pt. kerning  
100% Pantone 877C (SIRVA Platinum)

#### Tagline:

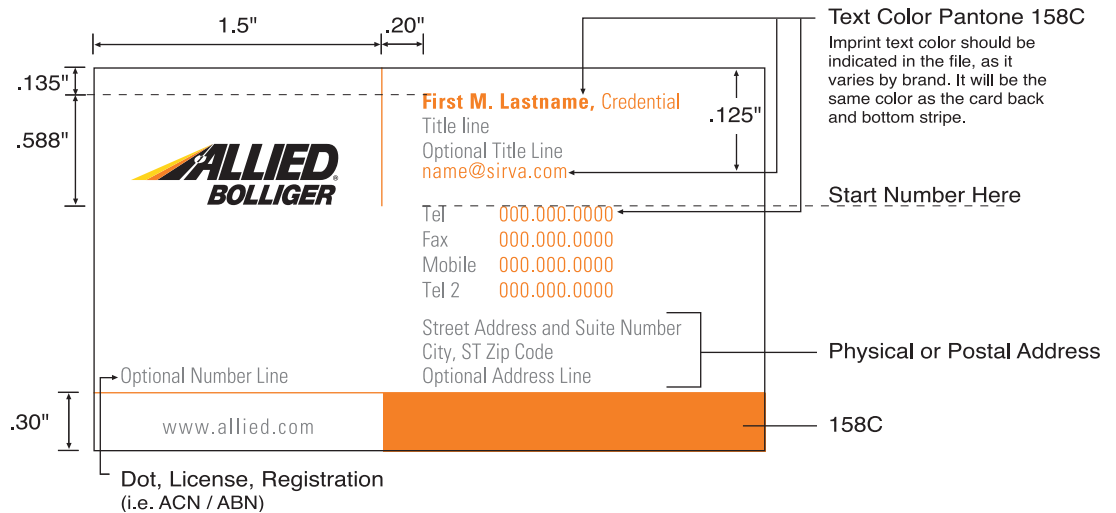
Univers 57 Condensed Oblique  
8pt. type, 10pt. leading, 20pt. kerning  
100% White

#### Web address:

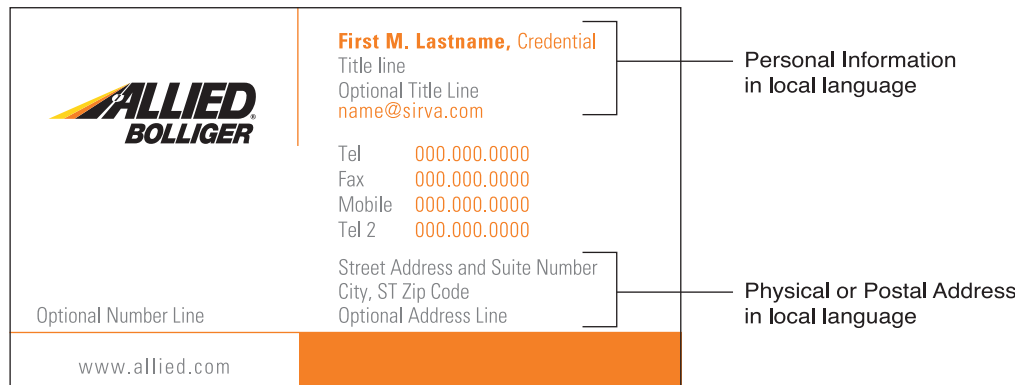
Univers 47 Condensed Light  
8pt. type, 10pt. leading, 20pt. kerning  
100% Pantone 877C (SIRVA Platinum)

#### SIRVA Description:

Univers 57 Condensed  
7pt. type, 10pt. leading, 3pt. kerning  
100% White



### Front



### Back

## Allied Business Card (multiple language)

In many countries you may wish to create business cards in two languages. Please follow the template above, featuring one language on the front and a second language on the reverse.



# franchise applications

## stationery

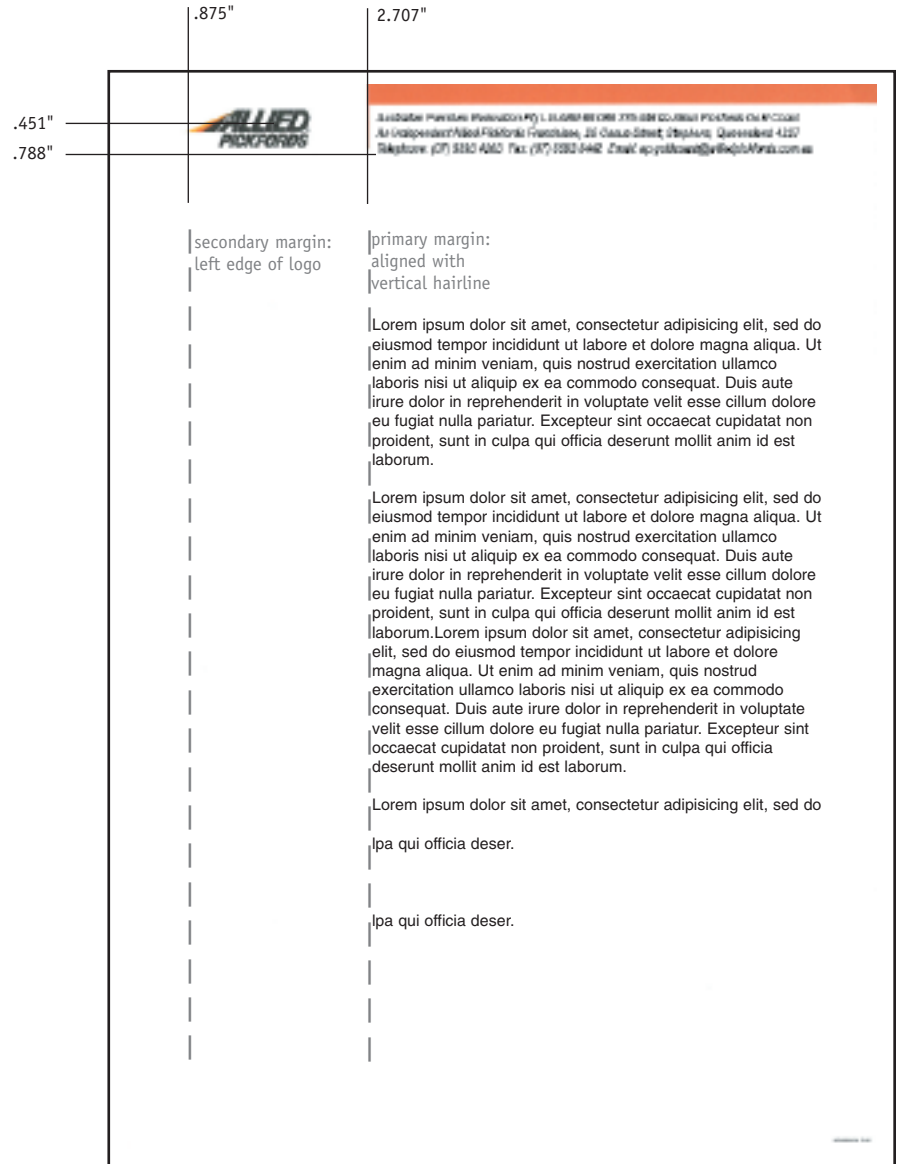
### Production Specifications:

**Paper:**  
Hammermill Accent Opaque 24lb.

**Ink:**  
Blk, PMS 158, PMS 877

**Size:**  
8.5" x 11" (U.S.)  
210mm x 297mm (Europe)

**Imprint text color**  
For Allied stationery text should be SIRVA Platinum (PMS 877) or 40% black.



## Allied Letterhead

The address and contact details should be aligned in block format at the top of the letterhead.

Your marketing representative in your regions will set up a template for letterhead and send you the artwork so you can print locally.





# franchise applications

PowerPoint  
Presentations



image to come

## PowerPoint Presentation

PowerPoint® and RFP templates will be available Q1, 2006. Your marketing representative in your region will forward to you the new template.

# franchise applications

## RFP Cover

**Production Specifications:**

TBD

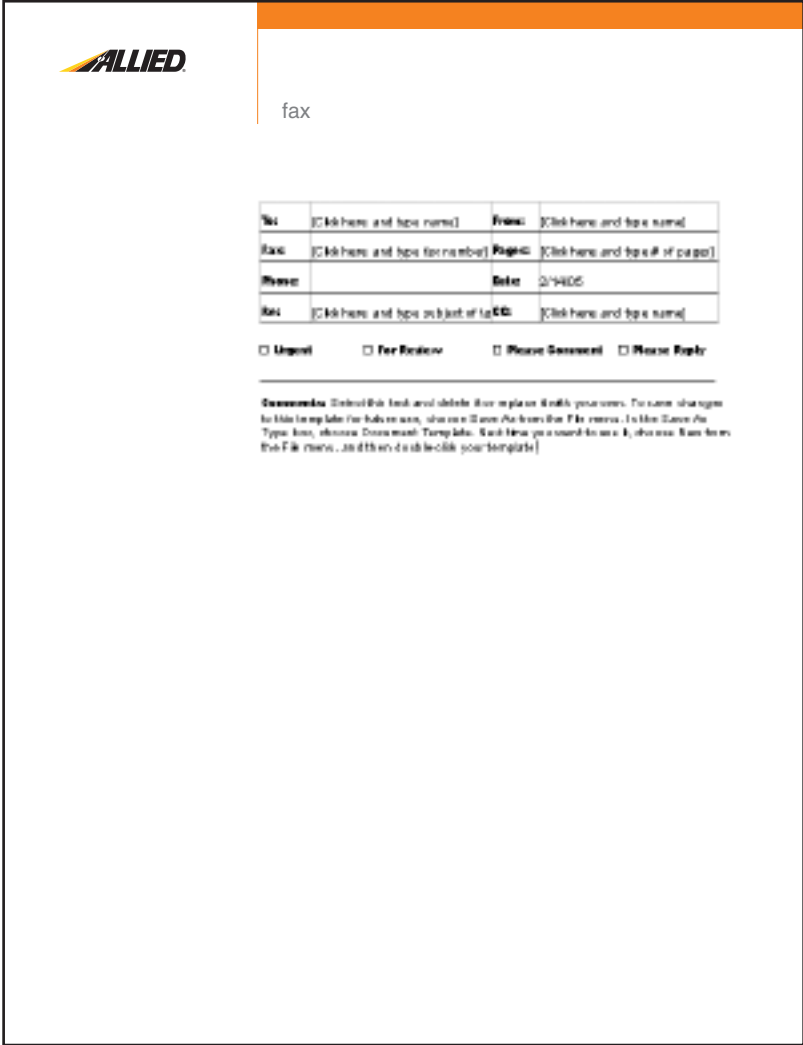
image to come

## RFP Cover

PowerPoint® and RFP templates will be available Q1, 2006. Your marketing representative in your region will forward to you the new template.

# franchise applications

## fax coversheet



The screenshot shows a fax coversheet form for Allied. At the top left is the Allied logo. Below it, the word "fax" is written. The form contains several fields for recipient information, a table for sender details, and checkboxes for urgency and review status. A "Comments" section at the bottom provides instructions for editing the form.

To:	[Click here and type name]	From:	[Click here and type name]
Fax:	[Click here and type fax number]	Pages:	[Click here and type # of pages]
Name:		Date:	2/14/05
Re:	[Click here and type subject of fax]	CC:	[Click here and type name]

Urgent     For Review     Please Comment     Please Reply

**Comments:** Enter text here and delete the replace # with your own. To save changes to this template for future use, click on Save As from the File menu. To Use Save As Type: New, choose Document Template. Each time you want to use it, choose New from the File menu. As it is a default template.

### Fax Coversheet

You can get this template from the marketing representative in your region.

# franchise applications

## e-mail signature

Signatures should be black and/or grey only. Recommended font is Arial at 9pt.

T = Telephone  
F = Fax  
C = Cell Phone  
M = Mobile Phone  
E = E-Mail

## E-mail Signature

All Allied franchises and partners should use the following e-mail signature format.

John Smith  
Allied  
Job Title  
  
T 123.123.4567  
F 123.123.4567  
M 123.123.4567  
E john.smith@domain.com  
www.allied.com

12345 Main St.  
Anytown, AB 12345, Country

## E-mail Signature Format

Franchises should use the proposed signature format for e-mail 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. In addition, phone numbers can be expressed in a format as typically used in your local country. However, brand specific colors should not be used. All e-mail signatures should be created in black and/or grey only. The font size should be 8,9, or 10. Larger fonts should not be used. The following items are **NOT ACCEPTED** in internal or external business e-mail messages:

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

# franchise applications

## grammar style

### Industry and Product Terminology

- Use Web, Web site and Web-related terms.
- Use net, Internet, intranet and extranet.
- Use e-commerce, e-business, etc. Do not break these terms at the “e-” point at the end of a line.
- Use e-mail within the text and E-mail at the beginning of a sentence.
- Use online, offline, onsite, offsite and dot-com.
- On all product names, the trademark, service mark or service mark term is necessary on the first reference only.
- Use titles such as account executive (AE) and business development manager (BDM) on the first reference; AE or BDM on subsequent references.
- Brand names should always appear on one line - not two.

### Addresses and Calls to Action

- The Web address can appear with or without the www.
- Call to action lines should include all necessary information for the target audience to contact Allied. The order of the choices may vary. For Example: “For more information, contact your account manager at name@sirva.com, call 800.000.0000 or visit our Web site at www.allied.com.”
- When referring someone to the Web site, use the terms “visit” or “go to”.
- When a lengthy Web or e-mail address cannot fit on one line, it can be broken at a symbol mark. Do not divide a sequence of letters.

# franchise applications

## grammar style (cont.)

### Legal and Copyright Information

When using the Allied name or Allied logo in external written or electronic communications, please follow these copyright statement guidelines.

#### United States

© 2005 Allied Van Lines, Inc. U.S. DOT No. 076235  
ALLIED and the ALLIED ROADWAY DESIGN are registered trademarks and service marks of Allied Van Lines, Inc.

For marketing materials produced outside the United States, please consult your local legal counsel for appropriate trademark language.

When mentioning **Six Sigma** in external written or electronic communications, please follow these copyright statement guidelines.

Six Sigma is a registered trademark and service mark of Motorola, Inc.

### Miscellaneous Grammar Guidelines

- Use the “–” dash to denote abrupt pauses, with space between joined words. For example: Dash length and spacing should be consistent throughout the document – ensuring readability.
- Do not use contractions unless necessary for conversational tone.
- Do not use a final comma in conjunction with “and” or “or” in a series listing unless it is necessary for clarification. The use of a final comma can be important when listing technological and industry terms that need specific differentiation. Always consider what will be most clear for the reader.
- Italicize names of publications, articles or books.
- Spell out numbers one through nine; use numerals for 10 and above. Headlines and bullets can be exceptions when necessary; numerals should always be used before “percent” and after currency signs.
- Money in round amounts of a million or more may be expressed partly in words, e.g., \$12 million, \$6.25 million. Such expressions of money should appear on one line together and not be broken onto two lines.
- Always use a comma to set off the year when it follows the month and day.
- Spell out names of states unless preceded by the city.
- Use periods/full stops after bullet points that are complete sentences or when the introductory phrase plus the bullet point makes a complete sentence.

# franchise applications

building signage

## Interior Signage



Franchises must manage signage locally. Signage must contain the local Allied logo and The Careful Movers.

# franchise applications

## trucks

### Truck Branding

The Allied orange trucks are our most recognizable brand contact points around the globe. Your Allied livery must include as a minimum:

- 1) The Roadway
- 2) The local Allied brand
- 3) Telephone number or Web site

Your marketing representative will supply you with the tools and templates to apply an Allied livery to a vehicle.

Please ensure that you gain approval and sign off from your regional marketing representative.

Detailed truck brand guidelines will be developed and distributed in 2006.



# franchise applications

## boxes

### Box Branding

Allied Franchises and partners should provide packing materials that meet the standards, size and quality of the service charter.

All cartons and packing materials to simply carry the Allied brand without the local derivative.

On two of the four panels (opposite one another) boxes need to include the Allied logo and the allied.com url. On the remaining two panels, the "Relax. We Carry The Load." tagline should appear with the Allied logo as illustrated below. If you wish to incorporate any other design elements to the boxes (e.g. quality logos, contents, rooms, fragile), please get your artwork approved by one of the marketing contacts listed on page 3.



# franchise applications

yellow pages

## Yellow Page Guidelines

Yellow Pages are unique from country to country and need to be tailored to the local market as necessary. Illustrated below are several examples of templates that are available for you to customize for your local market. Your marketing representative in your region will supply you with a range of design templates which can be customized locally. In addition, you must get your ads approved by your marketing representative to ensure consistency with Allied Global branding.

**relax.**  
**we carry**  
**the load.**

- Free Estimates
- Ask about our guaranteed Price Package
- No contact person from start to finish
- Licensed, insured and bonded
- Full replacement coverage available
- Professional, safe, courteous
- Credit card payments accepted

**ALLIED**

**BERGER**  
MOVING PROFESSIONALS  
AN INTERNATIONAL SERVICE

816-921-4191  
800-443-7111  
7500 E. 39th Terrace  
Kansas City, MO  
www.allied.com

**trusted.**  
**respected.**

- Free Estimates
- Ask about our guaranteed Price Package
- One-stop garage from start to finish
- Licensed, insured and bonded
- Full replacement coverage available
- Professional, safe, courteous
- Credit card payments accepted

**ALLIED**

**BERGER**  
MOVING PROFESSIONALS  
AN INTERNATIONAL SERVICE

816-921-4191  
800-443-7111  
7500 E. 39th Terrace • Kansas City, MO  
www.allied.com

**Relax. We carry the load.**

- Volledig verzorgde verhuizingen van huis-tot-huis naar elke bestemming, waar ook ter wereld
- Bedrijfsverhuizingen
- Meer dan 800 eigen vestigingen in ruim 40 landen

**ALLIED VAREKAMP**

Email: [info@alliedvarekamp.nl](mailto:info@alliedvarekamp.nl)  
[www.alliedvarekamp.com](http://www.alliedvarekamp.com)

Bel/Call **0900 2222666** (lokaal tarief/Local rate)



# franchise applications

## marketing materials

### Printed Materials

All Allied-branded marketing materials will be coordinated/produced by the marketing representative in your region. Your representative will supply artwork for materials to you. Your marketing representative must sign off on your artwork to ensure consistency with Allied Global Guidelines.



# franchise applications

## web sites

### Global Allied Homepage

All Allied Web sites will link to a central global splash page at allied.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

Your Allied country home page must follow a pre-defined template to ensure consistency worldwide.

- Minimum requirements
- Allied logo
- Reference to Allied in (Country)
- Map of country should be in the same position on each country Web site
- **No reference to A SIRVA Company**

All Allied Web sites will also have access to a country specific Allied url (e.g. bg.allied.com). Your marketing representative in your region must sign off on all Web sites.

