



Brand Style Guidelines

AIM Mail Centers Branding

This guide contains brand design guidelines with standardized foundational design elements—including logos, color palettes, typography, and more—to create a cohesive brand experience across all locations. These elements aim to unify and create a stronger, more identifiable brand image system-wide. Please refer to each section for detailed guidance on proper usage and application to ensure the AIM Mail Centers brand is represented in a consistent way across all assets.

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Brand Values

Brand values reflect core beliefs that are clear and actionable. These values represent aspects of the customer experience that drive customer loyalty. They are a tool used to guide culture, offerings, interactions, brand image and communications throughout the customer experience.

Trust

Knowledgeable, Professional, Reliable, Accountable

Community

Local, Neighborly, Engaged, Collaborative

Empowerment

Supportive, Helpful, Accommodating

Diversity

Diversification of Services & Products, Flexible to Meet the Various Needs of People & Communities

Convenience

Adaptable, Accessible, Simple, No-Fuss

Writing About the Brand

Brand Messaging & Tone

Brand messaging (what is communicated) and tone (how it is communicated) are essential in shaping the overall brand experience and driving sales by using clear, concise language in a unique way that resonates with consumers. Integrating emotional drivers into messaging inspires customers to take action, creating a stronger connection with the brand. The goal is to deliver professional, credible, and consistent content across all locations, ensuring a cohesive and reliable brand presence that supports long-term growth.

Guidelines



Do:

- Highlight key brand differentiators in a clear and concise manner that reflects brand values.
- Use words that reflect a helpful and professional tone.



Don't:

- Write in a way that is overly humorous or sarcastic.
- Overpromise and exaggerate service and product offerings.
- Write lengthy or wordy messaging.



Correct Examples

“Where Office Tasks Get Done”

“Compare Shipping Rates”

“Get More Done in One Stop”

“More Ways to Ship”

“Professional Services. Expert Help.”



Incorrect Examples

“We Know Our Ship.”

“We’ve got all the ship to choose from so you can save on ship.”

“Your Business is Ours to Handle”

“Experts at your service for all of your professional needs.”

Including Legal Language

To protect the brand and its assets, all designs that include registered brand marks need to include appropriate legal language. This helps ensure compliance with trademark, copyright, and other regulatory requirements while maintaining brand integrity.



Include Basic Legal Language on all designs to indicate each location is independently owned and operated by licensed franchisees, and that registered brand marks are used under license.

Example of Basic Legal Language for items created by a franchisee or third party:

©2025. AIM Mail Centers® locations are independently owned and operated by licensed franchisees of Annex Brands, Inc. AIM Mail Centers® registered marks are owned by Annex Brands, Inc. and used under license.



For designs that include coupons/offers, include Coupon/Offer Legal Language on each coupon/offer. **See Promotional/Offers section for Coupon/Offer Legal Language example and format guidelines.**

Brand Name & Logos

The AIM Mail Centers brand name and logos are the cornerstone of the brand's visual identity and it should be prominently featured on all designs and communication materials. Consistent and correct use of the brand name and logos strengthens brand recognition across all audiences.

Primary Logos

No tagline

Horizontal layout



Stacked vertical layout



Brand Name in Written Form

AIM Mail Centers

AIM Mail Center

Favicon

Website icon for web browsers



Secondary Logos

Includes tagline

Horizontal layout



Stacked vertical layout



Profile Image

For social platforms



Apparel Logo

For logowear



Guidelines

- The image quality of the logo must be in focus and clear. Not pixelated or blurry.
- The AIM Mail Centers logo must appear on all communications and marketing collateral.
- Logos may not be modified in any way, neither cropped or cut in any way. This includes, but is not restricted to, type, the vertical line, outlines, and embellishments. Do not create secondary or tertiary logos, as this is confusing to audiences and dilutes the brand image.
- Logos and stylized wordmarks must include registered trademark symbol (®), with the exception of certain signage and embroidery.
- The brand name "AIM Mail Centers" should always be written as three words with, "AIM" in all caps.
- The brand name "AIM Mail Centers" should be non-possessive, and never as "AIM's Mail Centers", "AIM's", or "AIM Mail Centers'" in written copy.

Logo Color Options



Full-color on White/Light Background



100% White on Dark Backgrounds



Full-color on White/Light Background



One-Color 100% Black



One-Color 60% Black



One-Color 100% Black



Guidelines

- Make sure the logo is much darker or lighter than the background color or imagery. Logos should have adequate contrast when layered on top of any color or image. Ensure the logo is clearly visible and doesn't get overpowered by any imagery.

Logo Usage & Clearspace

Clearspace Requirements

To ensure the integrity and visual impact of the logo, the appropriate “clearspace” must be maintained on all sides. Specific clearspace required around the logo is indicated below as “x”, which is half the height of the total logo height.



1/2 the height of the logo height



Incorrect Logo Usage



Do not distort or alter the proportions of the logo



Do not alter the color or spacing of the letters



Do not create custom taglines



Do not alter or tilt the tagline



Do not recreate the type or substitute another typeface



Do not place graphics or text in the clear space area



Do not add any glow, or busy background patterns, textures or colors that compete with the logo



Do not adjust the name format or add punctuation/symbols when written

- x AIMail Center
- x Aim mail center
- x AiM Mail Centers
- x AIMailCenters
- x AIM Mail Center's
- x AIM

Logos for Apparel

The purpose of logo wear is to enhance brand awareness and build customer trust through a polished and cohesive appearance. Branded AIM Mail Centers logo wear and name tags help customers identify team members. Branded logo wear is to be worn when working in center and while conducting business in the field to present a professional brand image.

Guidelines



Do:

- Use the White Primary Apparel Logo (no tagline) on medium to dark, solid-color apparel items.
- Only use the Full-Color Primary Apparel Logo (no tagline) on white or light, solid-color apparel items.
- Size the width of the logo between 3" to 4".
- Use thread/ink color(s) that are the closest match to the brand logo color(s).



Don't:

- Use the standard Primary Logo or the Secondary Logo with the tagline.
- Use other color versions of the logo.
- Place the logo on apparel that has a pattern or print design.
- Embroider the logo on apparel made of a thin or see-through fabric.
- Size the logo smaller than 1/4" in height.

Embroidered Logo Wear



Printed Logo Wear



Brand Colors

Primary	<div>Blue</div> <div>CMYK 100, 80, 0, 10</div> <div>Hex # 034694</div> <div>RGB 3, 70, 148</div>		<div>Annex Blue</div> <div>CMYK 80, 45, 0, 0</div> <div>Hex # 2f7dc1</div> <div>RGB 47, 125, 193</div>	
	<div>Red</div> <div>CMYK 0, 100, 80, 0</div> <div>Hex #ed1a3b</div> <div>RGB 237, 26, 59</div>		<div>Navy</div> <div>CMYK 100, 85, 30, 20</div> <div>Hex # 1b3a6a</div> <div>RGB 27, 58, 106</div>	
Secondary	<div>Black</div> <div>CMYK 0, 0, 0, 100</div> <div>Hex # 231f20</div> <div>RGB 35, 31, 32</div>	<div>White</div> <div>CMYK 0, 0, 0, 0</div> <div>Hex # FFFFFFFF</div> <div>RGB 255, 255, 255</div>	<div>Dark Grey</div> <div>CMYK 0, 0, 0, 60</div> <div>Hex # 808285</div> <div>RGB 128, 130, 133</div>	<div>Light Grey</div> <div>CMYK 0, 0, 0, 20</div> <div>Hex # d1d3d4</div> <div>RGB 209, 211, 212</div>
	<div>Ice Blue</div> <div>CMYK 20, 0, 0, 0</div> <div>Hex # c7eafb</div> <div>RGB 199, 234, 251</div>	<div>Medium Green</div> <div>CMYK 75, 20, 100, 0</div> <div>Hex # 4e9b47</div> <div>RGB 78, 155, 71</div>	<div>Dark Green</div> <div>CMYK 90, 35, 100, 30</div> <div>Hex # 036434</div> <div>RGB 3, 100, 52</div>	<div>Burgundy</div> <div>CMYK 25, 100, 75, 25</div> <div>Hex # 971934</div> <div>RGB 151, 25, 52</div>
	<div>Bright Yellow</div> <div>CMYK 0, 10, 100, 0</div> <div>Hex # ffdd00</div> <div>RGB 255, 221, 0</div>	<div>Yellow</div> <div>CMYK 5, 30, 100, 0</div> <div>Hex # f1b51c</div> <div>RGB 241, 181, 28</div>	<div>Brown</div> <div>CMYK 25, 40, 60, 0</div> <div>Hex # c39a73</div> <div>RGB 195, 154, 115</div>	

Guidelines



Do:

- Make sure to use proper color specs for print & digital assets.
- Use the primary brand colors with the highest color ratio in a design. Limiting use of colors from the secondary color palette for accents only.
- Make sure text and background color contrast comply with accessibility requirements to meet WCAG 2.1 AA guidelines for web and digital designs.



Don't:

- Eyeball or guess at a specific color.
- Use colors from the secondary color palette as primary colors.
- Use more than 4 colors in one design.

Typography

Font Selections

Headlines - **Rustica Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Alternatives: Proxima Nova, Roboto, Futura, Calibri, Aptos - Bold Weight

Subheadlines - **Rustica Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Alternatives: Proxima Nova, Roboto, Futura, Calibri, Aptos - Regular or Medium Weight

Body - Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Alternatives: Rustica, Roboto, Futura, Calibri, Aptos - Regular Weight

Fine Print - Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Alternatives: Proxima Nova, Roboto, Calibri - Regular, Book or Light Weight

Where to Purchase and Download Fonts

Primary:

Rustica (fonts.adobe.com/fonts/rustica)

Proxima Nova (fonts.adobe.com/fonts/proxima-nova, befonts.com/proxima-nova-font.html)

Barlow (fonts.google.com/specimen/Barlow)

Alternatives:

Roboto (fonts.google.com/specimen/Roboto)

Futura PT (fonts.adobe.com/fonts/futura-pt, font.download/font/futura-pt, myfonts.com)

Calibri (Microsoft font)

Aptos (Microsoft font)

Text Hierarchy

The following examples demonstrate the correct text hierarchy, proportions, and font styling for headlines, subheadlines, body copy, website links, and fine print.

Example 1

Headline

Business Mailboxes

Subheadline

We're Here So You Don't Have To Be

Body Text

In today's fast-paced, digital environment, businesses require efficient and flexible solutions for managing their mail and correspondence. AIM Mail Center in Broomfield, CO is your trusted provider of business mailbox services.

Our private mailbox rental services provide safe and secure mail and package receiving for businesses and working professionals. When you rent a business mailbox, you get an actual street address you can list as your official business address. If privacy and security for your mail and packages are what you are looking for, you can rent our private mailboxes in different sizes.

In addition, we go the extra mile to accept and secure packages for our customers, reducing the risk of packages getting stolen from their doorsteps by porch pirates.

Fine Print

Each location is independently owned and operated. Services, products, pricing, and hours may vary by location. For franchise information call 866.964.3142 or visit www.aimmailcenters.com. ©2025 Annex Brands, Inc.

Example 2

Headline

AIM Mail Center #119

Body Text

6969 N Port Washington Rd
Ste 150B
Glendale, WI 53217

(414) 797-0099
aim119@aimmailcenters.com

Headline

Visit Our Website

Body

aimmailcenters.com/119

Website URLs:
Bold & Italic

Example 3

Headline

Your Home Office

Body Text

- ✓ Shipping & Packing
- ✓ Mailboxes
- ✓ Office Services
- ✓ Notary & Fax
- ✓ **And More**

Graphic Elements

Icons

The following icons have been designed to represent the variety of products, services and operations.

Monoline One-Color Icons



Location Icons



Check Mark Icons



✓ Correct Examples



✗ Incorrect Examples



Graphic Elements

Flags

Text centered within a rectangle shape with either the left or right side angled diagonally with the top corner extended farther out than the bottom corner. Width and height can vary based on content inside the flag shape.

✓ Correct Examples



✗ Incorrect Examples



Guidelines

✓ **Do:**

- Provide balanced and adequate amount of clearspace around text content within the flag, callout, or button shape.
- Use colors from the brand color palette.
- Make sure text and shape color contrast comply with accessibility requirements to meet WCAG 2.1 AA guidelines for web and digital designs.

✗ **Don't:**

- Include more than one flag, callout, or button within a design.
- Use non-branded colors.

Call-to-Action Callouts & Buttons

Text centered within a rectangle shape typically with rounded corners. Width and height can vary based on content within the shape.

✓ Correct Examples



✗ Incorrect Examples



Photography

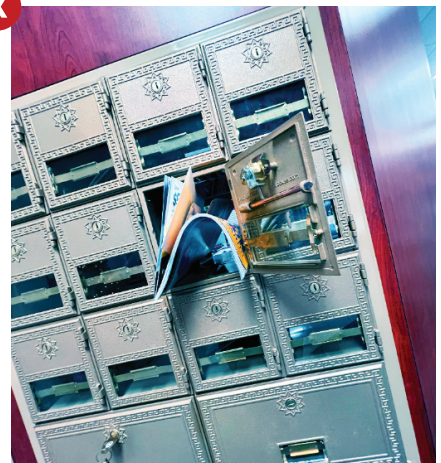
Brand photography for AIM Mail Centers reflect brand values and presents the customer experience in a professional, clean, and welcoming environment. Brand photography is warm and bright, with natural color tones that create an inviting and approachable aesthetic. Images have neutral contrast, and avoid any harsh tones that could detract from the overall feel. The focus of each photo should highlight the subjects and their actions, capturing authentic, genuine expressions rather than overly posed or staged appearances. Images are primarily shot at eye level or from a bird's-eye view, to ensure that angles remain clean and professional without feeling awkward. Every image reflects the brand's professionalism and expertise to convey a sense of trustworthiness and competence in each visual representation.



Correct Examples



Incorrect Examples



Carrier Logos

AIM Mail Centers locations must be approved by each carrier as an Authorized Ship(ping) Center to utilize carrier logos under license. **For brand guidelines on logo usage, colors, and spacing specs, please visit individual carrier websites for full brand guidelines.**

Guidelines

✓ Do:

- Size carrier logos smaller than the AIM Mail Centers logo, no bigger than 25% the size of the AIM Mail Centers logo.
- When multiple carrier logos are displayed together, evenly size carrier logos in height, with clearspace in between and around the logos. (Reference carrier brand guidelines).
- Ensure you are authorized by each carrier for use of logos and use only the current approved Authorized Ship(ping) Center carrier logos, unless otherwise instructed.
- Reference each carriers' brand guidelines for logo usage.

✗ Don't:

- Alter, modify, or change the proportions of carrier logos.
- Use primary carrier logos instead of Authorized Ship(ping) Center logos, unless otherwise instructed.

Correct Examples



Storefront Window Graphics

All Storefront Window Graphics **must be designed and approved for your location by the Annex Brands Marketing Department** and professionally installed by an approved vendor, without modification to the design or placement of graphics.

Guidelines



Do:

- Submit the Storefront Design Request Form for a custom design from the Marketing Department.
- Follow instructions that will be provided by the Marketing Department for professional printing and installation of your final design via the current approved vendor for storefront window graphics.



Don't:

- Design, print or install your own storefront window graphics.
- Modify design files provided by the Marketing Department or modify placement of window graphics.
- Utilize a third-party not approved by the Marketing Department for design, printing, or installation of window graphics.

Request Design of Storefront Window Graphics



Scan QR Code or use link below to submit a Storefront Design Request Form
bit.ly/StorefrontRefreshForm

Questions? Contact the Design Team at design@annexbrands.com

Example



Promotional Offers

Contact marketing@annexbrands.com for approval of offers, coupon codes, and programming of coupon codes into PostalMate.

Promotional offers (such as coupons, discounts, etc.) must align with content guidelines, include required design elements, and be **approved for use** prior to publishing or distribution.

- The offer type/discount amount and all communications that promote the offer must include required elements and be approved for use by the Annex Brands Marketing Department. Programming of coupon codes into PostalMate may also be required depending on the offer type.
- Approval must be recent (within 12 months) and items must be resubmitted every 12 months for approval to reuse.
- Approved offers provide a moderate discount amount to incentivize customers to redeem, with a minimum value of at least 10% off or \$5 off. Select products/services such as postage, notary, and commission-based services should not be discounted. Reference Brand Marketing Campaigns for examples of approved offers.

Required Design Elements

Various elements must be incorporated into the communications that include the offer (*e.g., print or digital ad, audio scripts, email communications, etc.*) AND into the offer itself (*e.g., coupon*).

- Brand design, content and messaging in alignment with current brand guidelines.
- Prominent display of the logo and/or brand name.
- Location information such as the address or brand website must be included.
- Main Offer Language of the approved offer/discount amount using proper verbiage (typically highly visible in a large font such as a subheadline).
- Coupon/Offer Legal Language plus a coupon code and expiration date.

See *coupon/offer format guidelines* on the following page. See *Basic Legal Language guidelines* in the *Writing About the Brand* section.

Promotional Offers

Typical Coupon/Offer Format

Main Offer Language, Coupon Code, Coupon/Offer Legal Language, expiration date (not to exceed 12 months), and design style guidance shown within coupon offer example directly below.



\$[Amount] OFF

[Service]

Coupon Code: [approved coupon code format]

[Repeat of main offer language + minimum spend amount if required for offer or max discount + services/products included in offer]. Offer excludes [services/products excluded]. Select items or services may be excluded. Cannot combine other offers. One-time use per customer. Valid in-store at participating locations only. Offer is subject to change without notice. AIM Mail Centers® locations are independently owned and operated by licensed franchisees of Annex Brands, Inc. AIM Mail Centers® registered marks are owned by Annex Brands, Inc. and used under license. **Expires:** [MM/DD/YY]

Alternative format:

If the Main Offer Language and Coupon/Offer Legal Language are not together in a coupon format, the communications must include the Main Offer Language with either ‘*Restrictions apply’ or an asterisk ‘*’ directly after it, AND the Coupon/Offer Legal Language must be easily accessible (e.g., in the footer area of the communications that contain the offer) and include an asterisk ‘*’ in front of the Coupon/Offer Legal Language.



Correct Example



\$5 OFF

Any Purchase of \$25 or More*

Coupon Code: 50FF25F

\$5 off \$25 coupon excludes notary, postage, mailbox renewal, virtual mailbox, LiveScan/fingerprinting, and commission-based services. Select items or services may be excluded. One-time use per customer. Cannot combine other offers. Valid in-store at participating locations only. Offer is subject to change without notice. AIM Mail Centers® locations are independently owned and operated by licensed franchisees of Annex Brands, Inc. AIM Mail Centers® registered marks are owned by Annex Brands, Inc. and used under license. Expires: 12/31/25



Incorrect Example

\$5 Off

A PURCHASE

*Restrictions Apply. Limit one coupon per use. Valid at AIM Mail Center location at Gerald Square in New York.
Expires: 1/31/25



Correct Example

**AIM MAIL CENTERS®**
First Class Business Services

11875 Pigeon Pass Road Ste B13
Moreno Valley, CA 92557

(951) 485-4440
aim164@aimmailcenters.com



PRESORTED STANDARD
U.S. POSTAGE PAID
2EVEYDOOR
ECRWSS

LOCAL
POSTAL CUSTOMER

Your Local Home Office

- ✓ Shipping & Packing
- ✓ Live Scan
- ✓ Mailboxes
- ✓ Notary & Fax
- ✓ Shredding
- ✓ And More

Extended Holiday Hours
Mon-Fri 8:30am-7pm, Sat 9am-5pm



SPECIALS!

\$10 OFF

Any Shipment of \$50 or More*

3 Months FREE

With 12 Month Mailbox Agreement**



Visit Our Website for More Info
www.aimmailcenters.com/164

*Includes \$10 off shipping for any one FedEx, UPS or DHL shipment of \$50 or more. Excludes USPS shipping and postage. Select packaging items or services may be excluded. One-time use per customer. Cannot combine other offers. Valid in-store at participating locations only. Offer is subject to change without notice. Each location is individually owned and operated. ©2024 Annex Brands, Inc. Expires: 12/31/24 - Coupon Code: 10OFFSHIP

**Excludes mailbox renewals and virtual mailboxes. New mailbox customers only. 16 month offer includes 3 free months with 12 month prepaid mailbox agreement. Select services may be excluded. Cannot combine offers. One-time use per customer. Valid in-store at participating locations only. Offer is subject to change without notice. Each location is individually owned and operated. ©2024 Annex Brands, Inc. Expires: 12/31/24 - Coupon Code: 3MTHFREE


Design Examples




Mailbox Services

AIM Mail Center #0000
P: (000) 000-0000
aim000@aimmailcenters.com
www.aimmailcenters.com/000

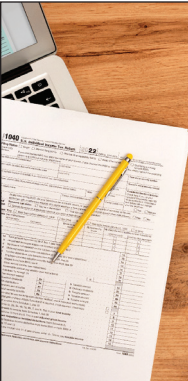
Trusted & Convenient Notary



Official Journal of Notarial Acts

INKLESS StampPrinter

AIM MAIL CENTERS®
First-Class Business Services



- ✓ PRINT
- ✓ SCAN
- ✓ FAX
- ✓ SHRED
- ✓ SEND

AIM MAIL CENTERS®

New Customer Special!

2 Months Free*

Mailboxes & Package Receiving



AIM MAIL CENTERS®
Restrictions Apply

Where Print Projects Get Done



AIM Mail Center #28
5510 Hickory Blvd Suite B
Chantilly, VA 20151
aim28@aimmailcenters.com

Your Home Office

- ✓ Shipping & Packing
- ✓ Mailboxes
- ✓ Office Services
- ✓ Printing
- ✓ And More

Visit Our Website
aimmailcenters.com/28



Scan QR Code with your phone's camera for store & service information.

We're Open:
Mon-Fri 9:00am - 7:00pm
Sat 10:00am - 2:00pm



Let us help with your next print project!

Whether you're working on a large project or a small-scale design, our high-quality large-format prints are the perfect solution for bringing your ideas to life with precision and clarity.













We Can Print

- ✓ Business Cards
- ✓ Banners & Posters
- ✓ Photos
- ✓ Flyers
- ✓ Postcards & Invites
- ✓ And More!



Shredding

Clear the Clutter

AIM MAIL CENTERS®

Design Approval Process

IMPORTANT NOTICE: All designs created or modified by a franchisee or third-party vendor must be submitted to the Annex Brands Marketing Department for review and approval prior to production or publication.

Ways to Submit Designs/Brand Content for Review & Approval

Designs/brand content must be submitted to the Annex Brands Marketing Department for review and approval each year **prior to use** and resubmitted **each year for reapproval prior to reuse**.

1. Email marketing@annexbrands.com to request approval for use in the current year (12 months).
2. Submit for pre-verification via the Matching Funds Request Form in advance if planning to utilize items for Matching Funds during the current Matching Funds Fiscal Year (July 1 – June 30).

<https://bit.ly/MatchingFundsForm>



What is Typically Approved for Use?

Designs/brand content are typically approved by the Annex Brands Marketing Department based on the following, unless otherwise specified:

- If created and provided by the Marketing Department in the current year and not modified in any way.

Franchisee Link to Download Ready-to-Use Designs/Brand Content: <https://bit.ly/360MarketingDept>
For 360 Intranet Login Access, please contact services@annexbrands.com



- If created or modified by a franchisee or third-party vendor in alignment with branding guidelines and submitted for review in the current year to the Marketing Department and approved for use in the current year.

Refer to the Storefront Window Graphics page for the approved design and installation process.

What is Typically Not Permitted?

Designs/brand content are typically not permitted based on the following, unless otherwise specified:

- If outdated, damaged, or faded and not in like-new condition.
- If contains a personal email address or non-approved secondary website not managed by Annex Brands.
- If unauthorized or disapproved for use by the Marketing Department.
- Reuse of items previously approved and not resubmitted in the past 12 months for approval to reuse.

QUESTIONS? Contact design@annexbrands.com or marketing@annexbrands.com

WANT TO REQUEST A CUSTOM DESIGN? Fill out and submit an online request form at:

<https://bit.ly/ABDesignRequestForm>





Annex Brands Mission

To provide the dream of business ownership through Franchising;
and from this dream, value is added to the lives of our Franchisees,
Employees, Stakeholders and their communities.

Annex Brands Vision

Building a Franchise Network to provide more service to more people
in more places.

Contact Information

Annex Brands Marketing Department

marketing@annexbrands.com

design@annexbrands.com

P: (619) 563-4800 (Toll-Free: 1.800.456.1525)

F: (619) 563-9850 (Toll-Free: 1.800.846.8644)

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[**www.annexbrands.com**](http://www.annexbrands.com)

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