Annex BRANDS®

PostalAnnex⁺
Your Home Office®

PostalAnnex®
YOUR HOME OFFICE

PAKMAIL®
PACK IT ⬥ SHIP IT ⬥ CRATE IT ⬥ FREIGHT IT

AIM AIM MAIL CENTERS
First Class Business Services

N NAVIS®
PACK & SHIP

HANDLE WITH CARE Packaging Store®
The Packaging & Shipping Experts℠

PARCEL PLUS®
Your Pack and Ship Solution

sunshine *Pack & Ship*®

ANNEX
Copy Center™

Annex Brands Style Guide

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Introduction

Annex Brands, Inc., formerly Postal Annex+, Inc. was established following the 2007 acquisition of the Handle With Care Packaging Store (HWCPS) brand. The new logo includes a brown "box" graphic that is representative of the company's roots as a mail and parcel center as well as newer ventures, including crate-building. Even more significantly, it represents the diversity of brands under the Annex Brands, Inc. flag coming together.

One of the benefits of being a member of the Annex Brands franchise system is having access to award- winning marketing materials. Correct usage of these materials increases their value each time they are used correctly. Incorrect usage adversely affects the value and jeopardizes or weakens trademark protection along with the legal right to keep people from altering or copying our trademarks for their own use.

We have created this manual to be a guide in establishing a consistent brand image throughout the Annex Brands system. Its purpose is to provide clear, concise guidelines for proper use of our copyrighted and trademarked materials. Each topic is divided into separate sections for relevant Annex Brands, PostalAnnex+, PostalAnnex (New Logo), Pak Mail, AIM Mail Center, Navis Pack & Ship, Parcel Plus, Handle With Care Packaging Store, Sunshine Pack & Ship and Annex Copy Center information.

In the event you encounter a situation not covered in this manual, please contact the Annex Brands Marketing Communications Department to discuss your project before proceeding. The Department has authority and responsibility for the maintenance and control of the Annex Brands trademarks and is your resource for guidance and clarification in applying proper use.

This Annex Brands Style Guide is available for download in Adobe Acrobat® Portable Document Format (PDF) on the website www.annexbrands.com. When viewing the .pdf file, please note some images and colors may be subject to distortion due to differences in computer monitor displays using Red/Green/Blue (RGB) technology versus print materials that use either Cyan/Magenta/Yellow/Black (CMYK or 4-color) or Pantone Matching System (PMS) ink processing.

Section 1
Annex Brands Colors and Fonts

Section Description

The Annex Brands colors and fonts are vital for establishing consistency with our brand. This section defines the approved colors and fonts for various applications.

Annex Brands Colors

The Annex Brands logo consists of two colors: a grey and a brown. These colors must be reproduced accurately and with consistency to protect brand identity.

The Annex Brands grey and Annex Brands brown color specs are defined here for use in print.

Print

The Annex Brands colors can be reproduced in several formats for print.

When printing the Annex Brands logo use the following guidelines:

PANTONE® 425	PANTONE® 730	Printing on white/light-colored stock:
		For printing on coated stock use the Pantone Matching System (PMS) colors. Use PMS 425 for the Annex Brands Text and PMS 730 for the "box" graphic.
PANTONE® 425U	PANTONE® 7511U	When printing on uncoated stock use PMS 425U for the Annex Brands text and PMS 7511U for the "box."
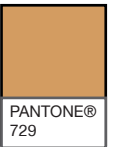
PANTONE® 729	WHITE	Printing on black or dark colored stock:
		On coated stock use white for the Annex Brands text and PMS 729 for the "box."For uncoated stocks use white for the Annex Brands text and PMS 7511U for the "box."
PANTONE® 7511U	WHITE	

Annex Brands Fonts

The Annex Brands Home Office has selected one typeface or font to be used in all printed materials. Again, this is to create a consistent look and feel for Annex Brands, Inc. Helvetica is the recommended typeface and is available in a variety of styles and weights including bold, medium, oblique, bold oblique, etc.

Helvetica - Neue Sans Serif Typeface

This font can be utilized by purchasing it online, www.adobe.com, www.linotype.com or www.fonts.com.

Section 2
Annex Brands Logo Guidelines

Section Description

We are all responsible for working together to make our brands strong. We have created the following requirements for use of the logo. Samples of these specifications are provided along with samples of correct and incorrect usages.

Annex Brands Logo

The Annex Brands logo consists of the grey Annex Brands text and a brown "box" graphic.

The Annex Brands logo should be in proportion with "Annex" in a larger font centered over "Brands." While "Annex" is in both capital and lowercase letters, "Brands" should always be in all caps when using the logo.

This logo has gone through an extensive approval process and should not be altered in any manner. Please refer to the sample illustrations on pages 1.5 and 1.6 for what is, and is not, proper use of the logo.

Clear Space Around Logo

Most corporate logos and brands incorporate the concept of clear space. Clear space is basically the white space required to allow the Annex Brands logo room to breathe. This white space ensures the logo is being represented in the best possible manner without interference from any other graphic elements. Please refer to the sample shown below to see the minimum clear space required.

Clear Space = size of the interior of the box symbol.

Correct Logo Usage

> *Correct:*   *Annex Brands*
>
> *Correct:*   *Annex Brands, Inc.*
>
> *Incorrect:* *AnnexBrands*

The Annex Brands logo has three approved variations. (Please see the samples in the right column.)

1. The most common is the two-color version with the Annex Brands grey and brown "box."
2. Solid white with a tan "box" may be used over dark backgrounds.
3. Solid black can be used in black and white printing and other one-color instances.

1.

2.

3.

Incorrect Logo Usage
Please see the following samples of incorrect uses of the
Annex Brands logo. If you have any additional questions on use of the
Annex Brands logo that is not covered in this section, please contact
the Marketing Communications Department at the Home Office.

Do not modify location of the "box"

Do not place on a non-neutral background

Do not alter the format of the text

Do not stretch or warp

Do not reverse the colors

Do not stretch or warp

Section 3
Logo Usage - Embroidery

Section Description
Usage of the Annex Brands logo must be consistent. To ensure proper use, the following guidelines have been established for producing embroidered logos.

Thread Color
The approved thread type is Ackermann isacord polyester thread. The following colors are approved for embroidering the logo.

Annex Brands apparel
On light-colored shirts - Charcoal (1375) for the Annex Brands text and Tan (0941) for the "box."

On dark-colored shirts - White for the Annex Brands text and Light Tan (0832) for the "box."

Correct Embroidered Logo Usage
When embroidering the Annex Brands logo, the same guidelines apply that are described in Section 2, page 1.4 with regards to the overall look of the logo. See samples in the right-hand column for more details.

Correct: *Annex Brands logo on light colored shirt*

Correct: *Annex Brands logo on dark colored shirt*

Section 4
Annex Brands Copyright Statement

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