

# Brand Style Guidelines

### **Pak Mail 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 Pak Mail 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.



### **Correct Examples**

"Where Office Tasks Get Done"

"Compare Shipping Rates"

"Get More Done in One Stop"

"More Ways to Ship"

"Professional Services. Expert Help."



### Don't:

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



### **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. Pak Mail® locations are independently owned and operated by licensed franchisees of Annex Brands, Inc. Pak Mail® 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 Pak Mail 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 Logo**

No tagline



### **Secondary Logo**

Includes tagline



### **Brand Name in Written Form**

Pak Mail

### **Favicon**

Website icon for web browsers



### **Profile Images**

For social platforms





### **Guidelines**

- · The image quality of the logo must be in focus and clear. Not pixelated or blurry.
- · The Pak Mail 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 "Pak Mail" should always be written as two separate words with a space between, and with the "P" in "Pak" and the "M" in "Mail" capitalized.
- The brand name "Pak Mail" should be non-possesive, and never as "Pak Mail's" in written copy.

### **Logo Color Options**



Two-Color



Full-color Gradient



PACK IT  $\oplus$  SHIP IT  $\oplus$  CRATE IT  $\oplus$  FREIGHT IT





One-Color 100% Black



100% White on Dark Backgrounds







One-Color 60% Black



Full-color Gradient (Freight Specific)





### **Guidelines**

Make sure the logo is much darker or lighter than the background color or imagery. Logos should have
adaquate 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 'P' in 'Pak Mail'









### **Incorrect Logo Usage**



Do not distort or alter the proportions of the logo





Do not create custom taglines





Do not recreate the type or substitute another typeface





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





Do not alter the color or spacing of the letters





Do not alter or tilt the tagline





Do not place graphics or text in the clear space area





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

- x PakMail
- x pakmail
- x Pak Mail's
- **X** PAKMAIL

### **Logos for Apparel**

The purpose of logo wear is to enhance brand awareness and build customer trust through a polished and cohesive appearance. Branded Pak Mail 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 Logo (no tagline) on medium to dark, solid-color apparel items.
- Only use the Two-Color Primary 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 Secondary Logo with the tagline, the Freight Specific logo, the Full-Color, or other color logos.
- 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**

### **Burgundy**

CMYK 25, 100, 75, 25 Hex # 971934 RGB 151, 25, 52

CMYK 100, 85, 30, 20 Hex # 1b3a6a RGB 27, 58, 106

#### Yellow

CMYK 5, 30, 100, 0 Hex # f1b51c RGB 241, 181, 28

Secondary

### Black CMYK 0, 0, 0, 100 Hex # 231f20 RGB 35, 31, 32

### White CMYK 0, 0, 0, 0

Hex # FFFFFF RGB 255, 255, 255

### **Dark Grey**

CMYK 0, 0, 0, 60 Hex # 808285 RGB 128, 130, 133

### **Light Grey**

CMYK 0, 0, 0, 20 Hex # d1d3d4 RGB 209, 211, 212

#### **Light Yellow**

CMYK 0, 0, 30, 0 Hex # ffeebd RGB 255, 238, 189

### Brown

CMYK 25, 40, 60, 0 RGB 195, 154, 115

#### Red

CMYK 0, 100, 80, 0 Hex # ed1a3b RGB 237, 26, 59

### Dark Burgundy

CMYK 30, 100, 70, 45 Hex # 720b29 RGB 114, 11, 41

#### **Teal**

CMYK 90, 40, 25, 0 Hex # 007fa4 RGB 0, 127, 164

#### **Annex Blue**

CMYK 80, 45, 0, 0 Hex # 2f7dc1 RGB 47, 125, 193

### Medium Green

CMYK 75, 20, 100, 0 Hex # 4e9b47 RGB 78, 155, 71

#### **Dark Green**

CMYK 90, 35, 100, 30 Hex # 036434 RGB 3, 100, 52

### **Guidelines**



#### Do:

- Make sure to use proper color specs for print & digital assets.
- Use the Pak Mail 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 abcdefghijklmnopgrstuvwxyz 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 Business Mailboxes** Headline We're Here So You Don't Have To Be Subheadline 1 When you're running your own business, you're busy scheduling staff, ordering inventory, meeting with customers, and planning ahead. The more time you can save, the more **Body Text** efficient you'll be. Let your local Pak Mail help. By renting a private business mailbox at Pak Mail, you can rest assured that your sensitive business documents will be safe, secure, and confidential. Why Rent a Mailbox for your Business at Pak Mail? Subheadline 2 Street Address - When you rent a mailbox at Pak Mail, you get a real street address for your business. **Body Text** Package Receiving - Not only will Pak Mail collect your mail, but they will sign for and accept packages as well. Each location is independently owned and operated. Services, products, pricing, and hours may vary by location. For franchise Fine Print information call 866.964.3142 or visit www.pakmail.com/franchising. @2025 Annex Brands, Inc. **Example 2 Example 3** Headline Pak Mail Grandville Headline **Your Home Office** √ Shipping & Packing 4370 Chicago Dr. SW #B Grandville, MI 49418 √ Mailboxes **Body Text Body Text** √ Office Services (616) 531-9790 us293@pakmail.com √ Notary & Fax √ And More **Visit Our Website** Headline pakmail.com/us293 Website URLs: Bold & Italic

### **Graphic Elements**

#### **Icons**

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

Monoline One-Color Icons













































































Location Icons























**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**





### **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.





**CLICK TO SAVE** 



GET COUPON





SAVE NOW!!

### Incorrect Examples





### **Guidelines**



### Do:

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

### X Don't:

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

### **Photography**

Brand photography for Pak Mail 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**















### **Carrier Logos**

Pak Mail 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 Pak Mail logo, no bigger than 25% the size of the Pak Mail 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.

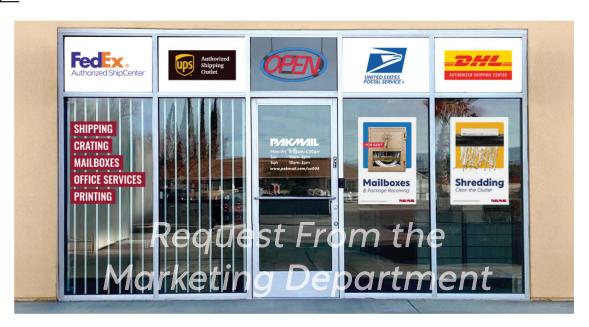
### **Request Design of Storefront Window Graphics**



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.



#### 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. Pak Mail® locations are independently owned and operated by licensed franchisees of Annex Brands, Inc. Pak Mail® 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.



# \$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. Pak Mail® locations are independently owned and operated by licensed franchisees of Annex Brands, Inc. Pak Mail® registered marks are owned by Annex Brands, Inc. and used under license. Expires: 12/31/25





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





### **Design Examples**













### **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.





• If <u>created or modified</u> by a franchisee or third-party vendor in alignment with branding guidelines and <u>submitted</u> for review in the current year to the Marketing Department and <u>approved</u> 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 <u>not in like-new condition</u>.
- If contains a personal email address or non-approved secondary website not managed by Annex Brands.
- If <u>unauthorized</u> or <u>disapproved for use</u> 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)

> 7580 Metropolitan Dr Ste 200 San Diego, CA 92108-4419

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