

CORPORATE IDENTITY AND BRAND STANDARDS MANUAL FOR MILEONE AUTOMOTIVE

AND ALL AFFILIATED BRANDS

As a market leader, MileOne has built a reputation as the company that delivers innovation to aid and delight its customers. Our well-respected brand is our most valuable asset. It embodies all that we stand for, conveys the beliefs and principles upon which we operate and serves as our introduction in any forum.

Recently, our corporate brand has been modernized and adapted to build upon and protect our reputation. As we continue to communicate with a variety of audiences, from customers to vendors, suppliers to partners, consistent application of our revitalized brand is crucial to maintaining MileOne's image.

This manual contains guidelines, rules and examples for upholding the brand throughout all aspects of MileOne's corporate and marketing communications. The Corporate Marketing department can provide expert and authoritative assistance on applications requiring further detail.

If you have any questions regarding the use of the MileOne identity that are not addressed within this document, contact the Marketing department at Marketing@MileOne.com

WELCOME

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Futura Light Condensed Oblique
 Futura Medium Condensed
Futura Medium Condensed Oblique
Futura Bold Condensed
Futura Bold Condensed Oblique
Futura Extra Bold Condensed
Futura Extra Bold Condensed Oblique
 Futura Light
Futura Light Oblique
 Futura Book
Futura Book Oblique

WHAT IS A BRAND?

What is a brand?

It is the emotional and psychological relationship you have with your customers. Strong brands elicit options, emotions, and sometimes physiological responses from customers. Logos are not brands, they are merely representations of brands. They are the entry point and the shortcut to the brand for your mind. Brands are not concrete, they are thoughts, feelings, and relationships between a business and a customer. Your brand is the foundation of all your marketing activities.

Brand Advocates

We must embody the MileOne brand and our divisional brands (Heritage, MotorWorld, Silver Spring, Herb Gordon, Annapolis) in words and actions, in everything we do, every day. Each and every MileOne employee is responsible for upholding brand standards outlined in the document.



Approval and Editing Process

All external and internal communications and promotional materials, including posters, brochures and pamphlets, must comply with our brand standards.





Futura Light Condensed
Futura Light Condensed Oblique
 Futura Medium Condensed
Futura Medium Condensed Oblique
Futura Bold Condensed
Futura Bold Condensed Oblique
Futura Extra Bold Condensed
Futura Extra Bold Condensed Oblique
 Futura Light
Futura Light Oblique
 Futura Book
Futura Book Oblique

MILEONE'S BRAND

MileOne's Vision

Create a customer-focused integrated network of automotive sales and service with the largest selection of manufacturer brands, easily accessible through convenient locations dedicated to allowing the customer to control the sales and service relationship.

MileOne's Mission

To create an unparalleled car buying, ownership and service experience that puts the customer's needs first and results in a lifetime relationship with us. We will give our customers access to the car industry on their terms through empowered and well-trained employees who reinforce our mission every day.

MileOne's Values

Our values reflect our core ideologies and drive the decisions we make. Our values are:

- Integrity.
We are open, honest and responsible for following through on our commitments.
- Collaboration.
We seek opportunities to partner with customers, fellow associates and suppliers.
- Innovation.
We nurture creative thinking that adds value.
- Knowledge.
We encourage continuous development of our skills and expertise to better serve our customers.

These value statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving every associates' day-to-day decision making and are the tools to help bring the brand to life.



Minimum clearance around the logo should be determined using the "O" from "ONE" in the logo.



PMS 300

c-100, m-43, y-0, k-0
r-9, g-90, b-165
#0079C1



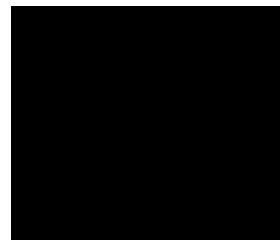
PMS 360

c-60, m-0, y-79, k-0
r-107, g-189, b-70
#73C167



PMS 123

c-0, m-24, y-94, k-0
r-255, g-194, b-17
#FFC425



Black

c-60, m-60, y-40, k-100
r-0, g-0, b-0
#000000

FONTS:

Futura Light Condensed
Futura Light Condensed Oblique
Futura Medium Condensed
Futura Medium Condensed Oblique
Futura Bold Condensed
Futura Bold Condensed Oblique
Futura Extra Bold Condensed Oblique
Futura Light
Futura Light Oblique
Futura Book
Futura Book Oblique
Futura Medium
Futura Medium Oblique
Futura Heavy
Futura Heavy Oblique
Futura Bold
Futura Bold Oblique
Futura Extra Bold
Futura Extra Bold Oblique

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for the web and .pdf for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the MileOne logos are available by contacting the Marketing Department. Even if you have a previous file on record if you are unsure it is the most current version please contact Marketing. Always be safe rather than sorry.

Application Sizes

The minimum application size for the MileOne logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the "box" to the right side.

Logo Properties and Limits

The MileOne logo should occupy its own space. Always maintain a generous "safe" area. The minimum clearance can be determined by using the "O" in the "ONE" portion of the MileOne logo as a guide no matter what size the logo is.

Logo Color Options

You have 4 basic options from which to choose:

- Full Color version
- Full Color on dark background
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background.



Full Color version



Full Color on
dark background



All-Black version



Reversed version

MileOne Logo Use

For approved logo usage, please refer to the previous pages.

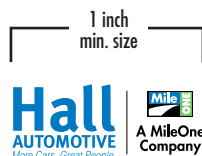
MileOne Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own MileOne logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.



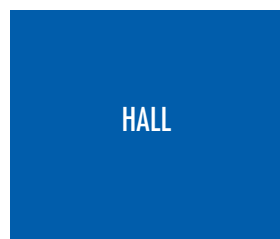


Minimum clearance around the logo should be determined using the "a" from "Hall" in the logo.



FONTS:

Futura Light Condensed
Futura Light Condensed Oblique
 Futura Medium Condensed
Futura Medium Condensed Oblique
Futura Bold Condensed
Futura Bold Condensed Oblique
Futura Extra Bold Condensed
Futura Extra Bold Condensed Oblique
 Futura Light
Futura Light Oblique
 Futura Book
Futura Book Oblique
 Futura Medium
Futura Medium Oblique
Futura Heavy
Futura Heavy Oblique
Futura Bold
Futura Bold Oblique
Futura Extra Bold
Futura Extra Bold Oblique



PMS 286

c-100, m-66, y-0, k-2
r-0, g-51, b-160
#0033A0



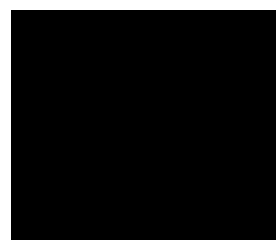
PMS 360

c-60, m-0, y-79, k-0
r-107, g-189, b-70
#73C167



PMS 300

c-100, m-43, y-0, k-0
r-9, g-90, b-165
#0079C1



Black

c-60, m-60, y-40, k-100
r-0, g-0, b-0
#000000

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for the web and .pdf for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Hall logos are available by contacting the Marketing Department. Even if you have a previous file on record if you are unsure it is the most current version please contact Marketing. Always be safe rather than sorry.

Application Sizes

The minimum application size for the Hall logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the "Hall" to the right side of "A MileOne Company"

Logo Properties and Limits

The Hall logo should occupy its own space. Always maintain a generous "safe" area. The minimum clearance can be determined by using the "A" in the "Hall" portion of the logo as a guide no matter what size the logo is.

Logo Color Options

You have 3 basic options from which to choose and a supplemental logo for specialized usage:

- Full Color version
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background.
- Hall Signature Certified version, is a special logo designed to only be used in conjunction with Hall's official division logo for use in certified used vehicle promotions. This logo should never be used solely as a Hall brand identity.



Full Color version



All-Black version



Reversed version



Hall Signature Certified logo

Hall Logo Use

For approved logo usage, please refer to the previous pages.

Hall Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own Hall logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.



Logo and Dealership name
to resemble its own logo



Logo and Dealership name
to resemble its own logo



Without the "A MileOne
company" tag



Altered approved logo colors



Stretched or Manipulated



Logo on white block on
dark backgrounds



Minimum clearance
around the logo should
be determined using
the "M" from the logo.



FONTS:

Futura Light Condensed
Futura Light Condensed Oblique
 Futura Medium Condensed
Futura Medium Condensed Oblique
Futura Bold Condensed
Futura Bold Condensed Oblique
Futura Extra Bold Condensed
Futura Extra Bold Condensed Oblique
 Futura Light
Futura Light Oblique
 Futura Book
Futura Book Oblique
 Futura Medium
Futura Medium Oblique
Futura Heavy
Futura Heavy Oblique
Futura Bold
Futura Bold Oblique
Futura Extra Bold
Futura Extra Bold Oblique



PMS 186

c-0, m-100, y-81, k-4
r-227, g-25, b-55
#E31937



PMS 360

c-60, m-0, y-79, k-0
r-107, g-189, b-70
#73C167



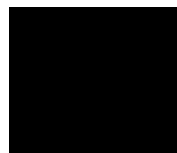
PMS 424

c-0, m-0, y-0, k-65
r-119, g-120, b-123
#77787B



PMS 300

c-100, m-43, y-0, k-0
r-9, g-90, b-165
#0079C1



Black

c-60, m-60, y-40, k-100
r-0, g-0, b-0
#000000

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for the web and .pdf for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the MotorWorld logos are available by contacting the Marketing Department. Even if you have a previous file on record if you are unsure it is the most current version please contact Marketing. Always be safe rather than sorry.

Application Sizes

The minimum application size for the MotorWorld logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the "M" to the right side of "A MileOne Company".

Logo Properties and Limits

The MotorWorld logo should occupy its own space. Always maintain a generous "safe" area. The minimum clearance can be determined by using the "M" in the "MotorWorld" portion of the logo as a guide no matter what size the logo is.

Logo Color Options

You have 3 basic options from which to choose and a supplemental logo for specialized usage:

- Full Color version
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background.



Full Color version



All-Black version



Reversed version

MotorWorld Logo Use

For approved logo usage, please refer to the previous pages.

MotorWorld Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own MotorWorld logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.





Minimum clearance around the logo should be determined using the "O" from "ONE" in the logo.

FONTS:

Futura Light Condensed
Futura Light Condensed Oblique
 Futura Medium Condensed
Futura Medium Condensed Oblique
Futura Bold Condensed
Futura Bold Condensed Oblique
Futura Extra Bold Condensed
Futura Extra Bold Condensed Oblique
 Futura Light
Futura Light Oblique
 Futura Book
Futura Book Oblique
 Futura Medium
Futura Medium Oblique
Futura Heavy
Futura Heavy Oblique
Futura Bold
Futura Bold Oblique
Futura Extra Bold
Futura Extra Bold Oblique
 AkzidenzGroteskBQ- XBdCndAlt



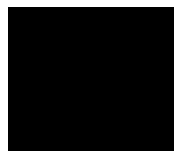
PMS 300

c-100, m-43, y-0, k-0
r-9, g-90, b-165
#0079C1



PMS 360

c-60, m-0, y-79, k-0
r-107, g-189, b-70
#73C167



Black

c-60, m-60, y-40, k-100
r-0, g-0, b-0
#000000

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for the web and .pdf for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the divisional logos are available by contacting the Marketing Department. Even if you have a previous file on record if you are unsure it is the most current version please contact Marketing. Always be safe rather than sorry.

Application Sizes

The minimum application size for the MileOne Divisional logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the "box" to the right side.

Logo Properties and Limits

The logo should occupy its own space. Always maintain a generous "safe" area. The minimum clearance can be determined by using the "O" in the "ONE" portion of the logo as a guide no matter what size the logo is.

Logo Color Options

You have 4 basic options from which to choose:

- Full Color version
- Full Color on dark background
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background.



Full Color version



Full Color on dark background



All-Black version



Reversed version

Divisional Logo Use

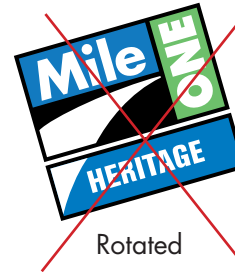
For approved logo usage, please refer to the previous pages.

Divisional Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own Divisional logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.



Division name block without the MileOne



Rotated



Stretched or Manipulated



On black with a white frame



Altered approved logo colors



Logo on white block on dark backgrounds

Division Wide Logo Signage Use

For approved logo usage, please refer to the previous pages.

Divisional Logo Misuse

- NEVER USE IN ANY INSTANCE EXCEPT FOR OUTDOOR SIGNAGE.
- Never use anything but the approved and provided logo.
- Never attempt to create your own Divisional logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.





Minimum clearance around the logo should be determined using the "A" from "Allstate" in the logo.



FONTS:

Optima Bold

Univers LT Std 53 Extended

Futura Light Condensed

Futura Light Condensed Oblique

Futura Medium Condensed

Futura Medium Condensed Oblique

Futura Bold Condensed

Futura Bold Condensed Oblique

Futura Extra Bold Condensed

Futura Extra Bold Condensed Oblique

Futura Light

Futura Light Oblique

Futura Book

Futura Book Oblique

Futura Medium

Futura Medium Oblique

Futura Heavy

Futura Heavy Oblique

Futura Bold

Futura Bold Oblique

Futura Extra Bold

Futura Extra Bold Oblique

PMS 300

c-100, m-43, y-0, k-0
r-9, g-90, b-165
#0079C1

PMS 360

c-60, m-0, y-79, k-0
r-107, g-189, b-70
#73C167

PMS 123

c-0, m-24, y-94, k-0
r-255, g-194, b-17
#FFC425

Black

c-60, m-60, y-40, k-100
r-0, g-0, b-0
#000000

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for the web and .pdf for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Allstate Leasing logos are available by contacting the Marketing Department. Even if you have a previous file on record if you are unsure it is the most current version please contact Marketing. Always be safe rather than sorry.

Application Sizes

The minimum application size for the Allstate Leasing logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the "A" to the right side of the "e".

Logo Properties and Limits

The Allstate logo should occupy its own space. Always maintain a generous "safe" area. The minimum clearance can be determined by using the "A" in the "Allstate" as a guide no matter what size the logo is.

Logo Color Options

You have 3 basic options from which to choose:

- Full Color version
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background.



Full Color version



All-Black version



Reversed version

Allstate Leasing Logo Use

For approved logo usage, please refer to the previous pages.

Allstate Leasing Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own Allstate Leasing logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.



NOT an approved logo



Rotated



Stretched or manipulated



NOT an approved logo



Altered approved logo colors



Logo on white block on dark backgrounds



Minimum clearance around the logo should be determined using the "A" from "Allstate" in the logo.



PMS 280

c-100, m-85, y-5, k-22
r-1, g-33, b-105
#012169



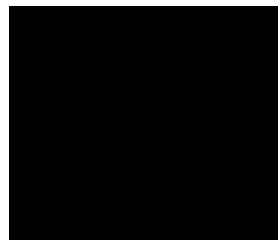
PMS 360

c-60, m-0, y-79, k-0
r-107, g-189, b-70
#73C167



PMS 123

c-0, m-24, y-94, k-0
r-255, g-194, b-17
#FFC425



Black

c-60, m-60, y-40, k-100
r-0, g-0, b-0
#000000

FONTS:

Futura Light Condensed
Futura Light Condensed Oblique
Futura Medium Condensed
Futura Medium Condensed Oblique
Futura Bold Condensed
Futura Bold Condensed Oblique
Futura Extra Bold Condensed
Futura Extra Bold Condensed Oblique
Futura Light
Futura Light Oblique
Futura Book
Futura Book Oblique
Futura Medium
Futura Medium Oblique
Futura Heavy
Futura Heavy Oblique
Futura Bold
Futura Bold Oblique
Futura Extra Bold
Futura Extra Bold Oblique

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for the web and .pdf for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Allstate Auto Rentals logos are available by contacting the Marketing Department. Even if you have a previous file on record if you are unsure it is the most current version please contact Marketing. Always be safe rather than sorry.

Application Sizes

The minimum application size for the Allstate Auto Rentals logo is 1.0 inch or 2.54 centimeters. The width is measured from the left side of the "triangle" to the right side of the "s".

Logo Properties and Limits

The Allstate logo should occupy its own space. Always maintain a generous "safe" area. The minimum clearance can be determined by using the "A" in the "Allstate" portion of the logo as a guide no matter what size the logo is positioned at.

Logo Color Options

You have 3 basic options from which to choose:

- Full Color version
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background.



Full Color version



All-Black version



Reversed version

Allstate Auto Rentals Logo Use

For approved logo usage, please refer to the previous pages.

Allstate Auto Rentals Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own Allstate Auto Rentals logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.



NOT an approved logo



NOT an approved logo



Rotated



Altered approved logo colors



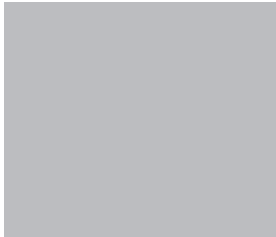
Stretched or manipulated



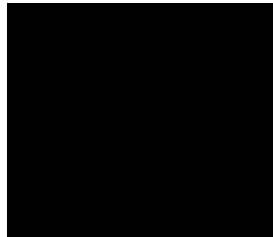
Logo on white block on dark backgrounds



Minimum clearance around the logo should be determined using the "n" from "Atlantic" in the logo.



10-38% Gray gradient screens are used in the "Atlantic" portion of the logo.



Black

c-60, m-60, y-40, k-100
r-0, g-0, b-0
#000000

FONTS:

321Impact

Akzidenz-Grotesk BQ Extra Bold Condensed Italic

Futura Light Condensed

Futura Light Condensed Oblique

Futura Medium Condensed

Futura Medium Condensed Oblique

Futura Bold Condensed

Futura Bold Condensed Oblique

Futura Extra Bold Condensed

Futura Extra Bold Condensed Oblique

Futura Light

Futura Light Oblique

Futura Book

Futura Book Oblique

Futura Medium

Futura Medium Oblique

Futura Heavy

Futura Heavy Oblique

Futura Bold

Futura Bold Oblique

Futura Extra Bold

Futura Extra Bold Oblique

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for the web and .pdf for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Atlantic AutoSports logos are available by contacting the Marketing Department. Even if you have a previous file on record if you are unsure it is the most current version please contact Marketing. Always be safe rather than sorry.

Application Sizes

The minimum application size for the Atlantic AutoSports logo is 1.0 inch or 2.54 centimeters. The width is measured from the left side of the "A" to the right side of the "c".

Logo Properties and Limits

The Atlantic AutoSports logo should occupy its own space. Always maintain a generous "safe" area. The minimum clearance can be determined by using the "n" in the "Atlantic" portion of the logo as a guide no matter what size the logo is.

Logo Color Options

You have 3 basic options from which to choose:

- Full Color version
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background.



Full Color version



All-Black version



Reversed version

Atlantic AutoSports Logo Use

For approved logo usage, please refer to the previous pages.

Atlantic AutoSports Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own Atlantic AutoSports logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.



Partial logo missing elements



NOT an approved logo



Rotated



Altered approved logo colors



Stretched or manipulated



Logo on white block on dark backgrounds



Futura Light Condensed
Futura Light Condensed Oblique
 Futura Medium Condensed
Futura Medium Condensed Oblique
 Futura Bold Condensed
Futura Bold Condensed Oblique
 Futura Extra Bold Condensed
Futura Extra Bold Condensed Oblique
 Futura Light
Futura Light Oblique
 Futura Book
Futura Book Oblique

STANDARD COMMUNICATION

Every day, MileOne stationary makes an impression on thousands of customers, prospects, suppliers, shareholders and other important publics. These impressions must always be positive. All MileOne business stationary must be clear and professional. The pieces should “family” with one another, including stationary created for corporate and divisional use.

Examples

The following pages show examples of corporate stationary.

Logo

Note: Measurement from left to right of "box"

Rule

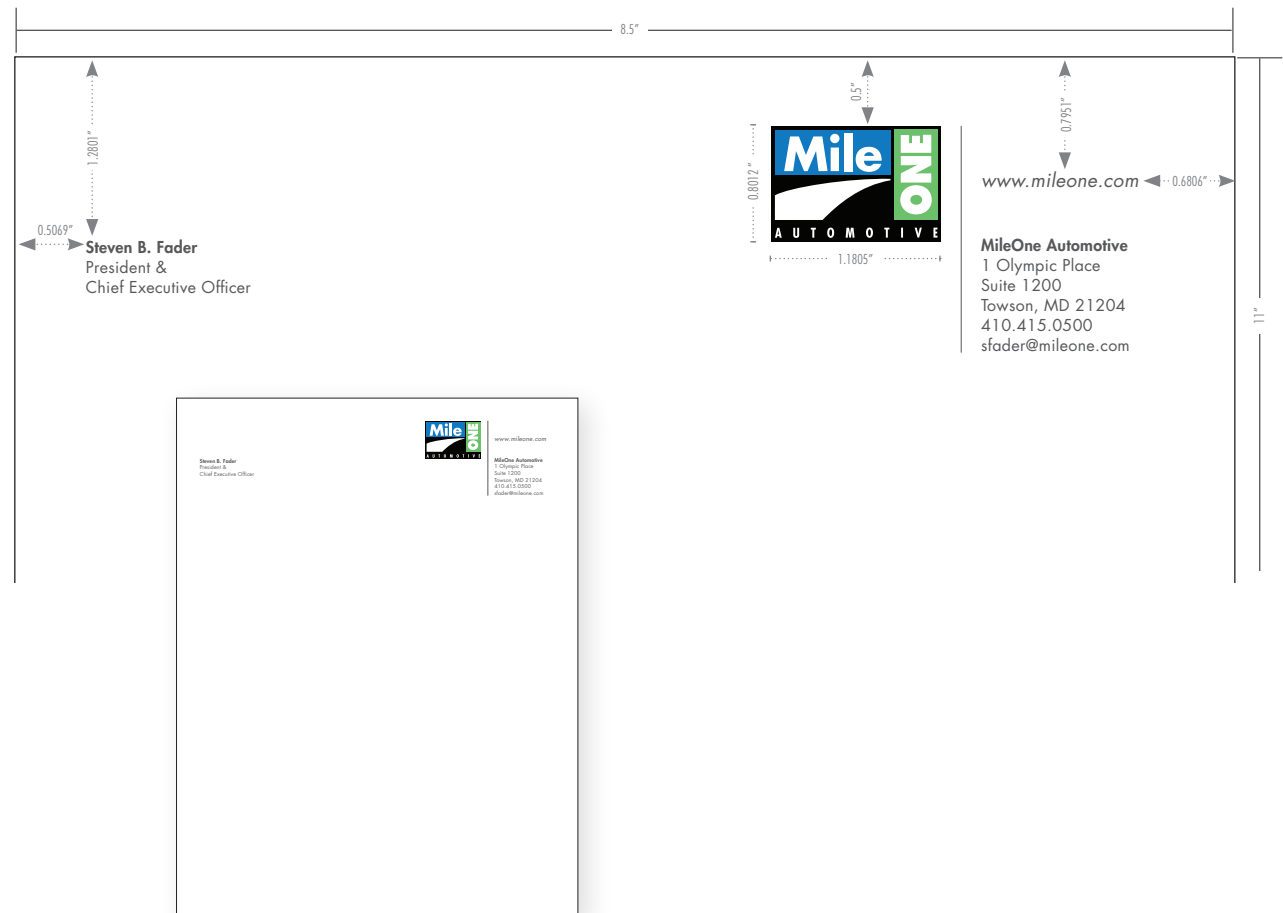
Weight of rule is .25 point.

The length of the rule is 1.5735"

Text

First line of type with person's name is Futura Std Heavy; point size is 8. The following line with the person's title is Futura Std Book; point size is 8. The website url is Futura Std Book Oblique; point size is 9.5. MileOne Automotive is Futura Std Heavy; point size is 8. The lines below are Futura Std Book; point size is 8. Leading for entire block of text is 9.6 points. Text is flush left.

SIZE IN INCHES (letter)



Logo

0.6373" wide x 0.4325" high; measurement from left to right of "box" and top to bottom.

Text

First line of type with person's name is Futura Std Heavy; point size is 13. The following line with the person's title is Futura Std Book; point size is 10.5 @ 75% shade of black. The direct, cell, and fax lines are Futura Std Heavy in small caps; point size is 5.95 @ 75% shade of black. The phone #'s are in Futura Std Heavy; point size is 10. The email address is Futura Std Book; point size is 10 @ 75% black. Leading for entire block of text is 12 points. Text is flush right. The address line is Futura Std Medium Condensed; point size is 8.5 points.

SIZE IN INCHES



Logo

Note: Measurement from left to right of "box"

Rule

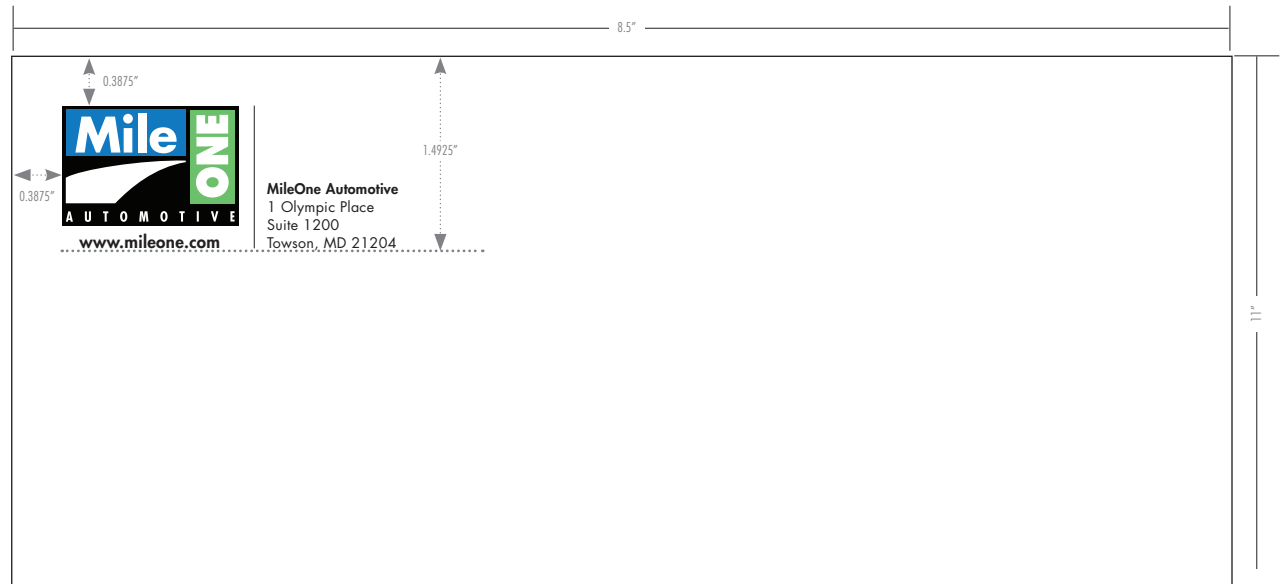
Weight of rule is .5 point.

The length of the rule is 1.1063"

Text

The MileOne URL is Futura Std Heavy; point size is 9.5. The company name is in Futura Std Heavy; point size is 8. The address is Futura Std Book; point size is 8. Leading for entire block of text is 9.6 points. Text is flush left. The website url and address are base aligned.

SIZE IN INCHES



For a strong corporate image, all e-mail messages should identify the sender in a standard and clear manner. Please follow the example shown.

It is possible to create a default e-mail signature through your e-mail program. As in the example, you can set up the program to automatically add your signature to the end of every e-mail you send.

E-mail signatures should be blue or black text. To keep a professional look and to minimize file size, do not add any additional graphics, logos, slogans, or messages to your e-mail signature.

Signature Standards

Your signature type should always be sans serif, never all caps; point size is 10 and should always include the following:

- Full Name
- Job Title
- Company Name
- Company Address
- Direct phone #
- Cell phone # (optional)
- Fax # (if applicable)
- Opt-Out clause (must be included in any emails directed to customers)

Example:

Firstname Lastname
Job Title
MileOne | Atlantic Automotive
1 Olympic Place, Suite 1120
Towson, MD 21204
Office: 123.456.7890
Cell: 123.456.7890
Fax: 123.456.7890

THANK YOU