BRANDING GUIDELINES PRIME INC.

PRIME inc.

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1.1 ABOUT

PRIME WAYS

At Prime, we have built a strong and enviable reputation for providing superior transportation services throughout North America.

Our commitment to providing unsurpassed world-class customer service continues as we seek new methods, technical advances and systems which enable us to meet the ever-increasing demands of the shipping industry.

1.2 BRAND HISTORY

MISSION:
Our mission is to prosper while providing excellent service to our customers.

POLICY:
Our policy is to do your best, do what's right, and treat others the way you want to be treated.

THE STORY

Robert E. Low started Prime in Urbana, Missouri, in 1970 with one dump truck. Robert's vision of providing the ultimate in customer satisfaction enabled Prime to expand rapidly to become a $50 million operation by 1980, when the company relocated corporate headquarters to Springfield, Missouri. The early 80's ushered in an era of deregulation, a national economic slow-down, and an unprecedented purge in the trucking industry.

Prime, though they downsized operations considerably, remained resolute and diligent in their efforts. As a result, the company focused primarily on those areas of expertise which had proven to be most profitable. Emphasis was placed initially on refrigerated business and later expanded to include flatbed and brokerage services. Cost controls, customer service enhancements, and an aggressive effort to recruit the most qualified personnel in the industry enabled Prime to continue to prosper while providing superior and reliable transportation services.

Since 1986, Prime has experienced a steady growth in revenue every year. Prime's personnel, equipment, and technology remains on the cutting edge of the transportation industry, and the company's growth remains steady and well-managed. Prime continues to position itself to serve customers well into the new millennium.

1.3 PRIME VALUES

BUILT ON VALUES

Prime did not become a multi-billion dollar company without the dedication to our mission, policy, and primary values. These values are the foundation to how our company is run and our employees are treated. It is because of these values that we continue finding success as a brand.

Please note that the descriptions of our values have been edited and condensed to fit this text.

CUSTOMERS

Customers. Finding, serving and keeping customers guarantees our existence.

PROFIT

To remain free and provide security for our company and associates, we must earn a profit.

SERVICE

We will provide quality service that meets or exceeds our customers' requirements.

EXCELLENCE

Our goal is to be the best. We will strive for total quality and continuous improvement.

GROWTH

We will seek growth and challenge for our company and associates, while maintaining security and stability.

TECHNOLOGY

We will use cost effective technology to improve our productivity to the mutual benefit of our company, associates and customers.

ENVIROMENT

We will use our abilities and resources to protect the environment. We are responsible citizens of the beautiful planet Earth.

SAFETY

We will operate safely. We will not exchange the safety of an associate or the public for economic gain.

PRODUCTIVITY

Productivity improvement is the only true way to increase earnings for our company.

VALUE

We will price our service at rates that are a value to our customers. We will produce services that possess the best value

ASSOCIATES

We believe our independent contractors and employees are truly team members, and we call them associates. We will respect all associates as members of our Prime family.

FUN

We will provide a work environment that is enjoyable. We will select associates, vendors and customers that we can get along with and enjoy. We believe that life is too short not to have fun.

SHARE

We will share with our associates fairly based on their contribution to our prosperity.

PRIME inc.
>> driven by the best
PRIME inc.
>> driven by the best

2.1 PRIMARY LOGO

CONSISTENCY:
All Prime branding should compliment and remain consistent with the original Prime logo. While it has been a lasting identifier for the company, it has also had its own role in the success and recognition of Prime.

USING THE LOGO:
The Prime logo should be used on all internal and external communication materials, marketing materials, sub-brand materials, merchandising, trucks, visable affiliate and partnership materials, signage, advertising, promotions, and many more instances.

ICONIC PRIME LOGO

The original Prime logo has become an iconic symbol on interstates and highways across the United States. With its deep shadow and strong edges, the logo is bold, deliberate, and commands attention from its audeince, even while on the side of a moving truck.

The original Prime logo has long been an symbol of the brand's values and identity, and will remain as such. It has kept style through the bulk of Prime's history as a growing multi-billion dollar business, holding its own in both successfully communicating the past and what the future holds for the brand.

Because of its clean style, the logo can be used in various colors as shown on the following spread. However, the colors should remain within the brand's color palette to continue building brand recognition for the logo and brand.

ORIGINAL PRIME INC. LOGO

2.2 COLOR VARIATIONS

PRIMARY LOGO

The original Prime logo should be used whenever possible to officially represent the company. The logo can be used on the specified color options shown directly to the right.

Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These colors are primarily those not shown from the Prime color palette. These should be used with discretion on a situational basis.

2.3 DRIVE FOR PRIME LOGO

WHAT IS A SUB-BRAND?
A sub-brand is when a main brand creates a secondary brand whose attributes are distinctive from its parent brand, yet remains related through all aspects of their style and guidelines of use.

THE MANY FACES OF PRIME:
Prime has already extended its parent brand to hold many other child or sub-brands. These brands help Prime work narrowly to better reach a specified market.

Currently operating sub-brands for Prime include: Prime Intermodel, Prime Logistics, Prime Floral, and Drive for Prime.

DRIVE FOR PRIME

The Drive for Prime badge logo is a modernized approach to Prime's already operating Drive for Prime sub-brand. This badge design is a complimentary piece that will be used to target Prime's younger audience. While still utilizing the original Prime logo, the badge's identity will not sway from that of its parent brand.

The Drive for Prime badge logo will be utilized among all Drive for Prime marketing materials so that the audience can familiarize themselves with the identity. This includes the Drive for Prime website, separate Drive for Prime stationary and other print materials, and Drive for Prime display ads.

DRIVE FOR PRIME BADGE LOGO:

2.4 COLOR VARIATIONS

DRIVE FOR PRIME LOGO

The Drive for Prime logo badge should be used to officially represent the Drive for Prime sub-brand. The logo can be used on the specified color options shown directly to the right.

Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These colors are primarily those not shown from the Prime color palette. These should be used with discretion on a situational basis.

2.6 CLEAR SPACE

CLEAR SPACE:
The legibility and distinction of all Prime and Drive for Prime logotypes are very important. To ensure the logotype is highly visible, always separate it from its surroundings.

The area of isolation, or minimum required clear space, surrounding all logotypes should have an adequate amount of space as shown in the diagrams below. Do not allow any other graphic elements to penetrate this area of isolation.

SIZE REQUIREMENTS:
To ensure the logo is always legible, we have developed requirements for the minimum size at which it may be used for both print and on-screen applications. For legibility reasons, our logo should never appear less than 3/8" tall in printed materials, and no less than 36px tall in the digital realm.

ORIGINAL PRIME LOGO

The clear space designated around the original Prime logo is illustrated below. The amount of clear space needed to ensure that the Prime logo effectively communicates, as well as holds its ground among competing elements, is the width of the logo on every side of its perimeter.

DRIVE FOR PRIME LOGO

The clear space designated necessary to the Drive for Prime logo badge is illustrated directly to the right. Similarly to the original Prime logo, the amount of clear space needed to ensure effective communication and hiearchy is the width of the original Prime logo, found in the middle of the badge, on each side of the badge's perimeter.

2.7 LOGO TREATMENT

PRIMARY LOGO

The Prime logo must be used correctly to ensure its visual impact. Consistent use of the logo increases trust in the organization and makes it more recognizable.

While this is not intended to be a complete list, the examples on the right illustrate incorrect uses of the Prime logo. Always reproduce the logo from the approved artwork.

Even though they are not shown, the same examples illustrated on the next page apply to the Drive for Prime sub-brand badge logo.

INCORRECT USAGE

1. DO NOT ALTER THE PROPORTIONS OR REPOSITION ANY OF THE LOGO ELEMENTS.
2. ALWAYS USE THE COMPLETE LOGO.
3. DO NOT SKEW OR DISTORT THE LOGO OR ANY OF THE LOGO ELEMENTS.
4. DO NOT CHANGE THE COLORS OF THE LOGO ELEMENTS.
5. DO NOT CHANGE THE COLOR COMBINATIONS OF THE LOGO EVEN IF THE COLORS CHANGED ARE BRAND COLORS.
6. DO NOT PLACE THE LOGO ON A BACKGROUND WITH INSUFFICIENT CONTRAST.
7. DO NOT ADD ANY EXTRA TEXT OR ELEMENTS TO THE LOGO.
8. DO NOT APPLY ANY EFFECT TO THE LOGO (EMBOSS, DROP SHADOW, ETC.).
9. DO NOT CROP THE LOGO.
10. DO NOT ADD AN OUTLINE TO THE LOGO OR TO ITS TEXT.

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2.8 TYPOGRAPHY

BEBAS NEUE:
Bebas Neue is a modern font with clean, straightforward lines and characteristics that provide a touch of warmth. Its overall style is reminiscent of the font choice used in Prime's classic logo, making it a nice choice for the website that stays true to Prime's brand.

FF GOOD:
FF Good is a sturdy, highly legible font. Its subtle, yet strong, characteristics pair well with bolder fonts, making it a suitable choice for subheadings.

OPEN SANS:
Open Sans is a modern humanist font with characteristics that provide a friendly, welcoming appearance. It is a highly legible font, which makes it a great choice for body content.

USING FONTS

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. This is why typography is such an essential component of our brand's visual identity.

We have specific typefaces and typography guidelines that must be implemented to insure that the Prime and Drive for Prime materials remain constant across all platforms, both internally and externally. These guidelines are laid out within this document.

HEADINGS

BEBAS NEUE | BOLD

SUBHEADINGS

FF GOOD | LIGHT

PARAGRAPH TEXT

OPEN SANS | Regular **Bold** ***Bold Italic***

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ
1234567890
AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ
1234567890
AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ
1234567890
AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ
1234567890
AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ
1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOopQqRrSsTtUuVvWwXxYyZz
1234567890

2.9 PRIMARY COLOR PALETTE

USING COLOR

Beyond our logo, color is the most recognizable aspect of our brand identity. Our brand colors reflect our heritage, our voice, and our vision as a company. Using color in the appropriate manner is one of the easiest ways to make sure our materials and communications reflect a cohesive Prime brand image.

CORRECT USAGE:
The Prime primary color palette is shown to the right. When using color builds, always use the color values listed. They were adjusted for the best reproduction in print and on screen.

PRIME PURPLE

The color purple has been a long-standing color in Prime's branding. In order to stay consistent with Prime's clean and bold style, we chose a vibrant purple to create an exciting visual experience that's appealing to both men and women. This dark purple fosters a youthful look that captures users' attention. In addition, the dark purple adds a clear contrast from Prime's secondary colors.

R: 59
G: 38
B: 110

HEX
#3B266E

C: 46
M: 65
Y: 0
K: 57

2.10 SECONDARY COLOR PALETTE

USING COLOR

Beyond our logo, color is the most recognizable aspect of our brand identity. Our brand colors reflect our heritage, our voice, and our vision as a company. Using color in the appropriate manner is one of the easiest ways to make sure our materials and communications reflect a cohesive Prime brand image.

CORRECT USAGE:
The Prime secondary color palette is shown to the right. When using color builds, always use the color values listed. They were adjusted for the best reproduction in print and on screen.

ACCENT COLORS

For an accent color, we chose a complimentary green that pairs nicely with the primary purple. This green offers a more subtle, yet sturdy, color option. Additionally, we incorporated a dark gray with violet tones that complemented the primary purple color. We added three lighter shades of the dark gray (medium gray, light gray and a very light gray) to include more color options.

R: 59 G: 60 B: 64	R: 87 G: 89 B: 95	R: 135 G: 137 B: 145	R: 237 G: 238 B: 239	R: 89 G: 110 B: 38
HEX #3B3C40	HEX #57595F	HEX #878991	HEX #EDEEEF	HEX #596E26
C: 8 M: 6 Y: 0 K: 75	C: 8 M: 6 Y: 0 K: 63	C: 7 M: 6 Y: 0 K: 43	C: 1 M: 0 Y: 0 K: 6	C: 19 M: 0 Y: 65 K: 57

3.1 REAL-LIFE APPLICATION

STATIONARY

The stationary design for Prime is a crucial element for maintaining brand consistency. Business cards, letterheads, folders, envelopes, and much more, speak and provide information to external audiences who are typically unfamiliar with the brand.

Because of this, it is important for the design of all stationary and other real-life application materials to be parallel and adhere to the brand standards previously discussed in this booklet.

3.2 DIGITAL AD EXAMPLES

DIGITAL ADVERTISING

Digital advertising will be a large part of introducing and reinforcing the Prime brand to external audiences.

All Prime digital advertisements must remain consistant and follow the design and branding elements explained in this booklet, This will be key in keeping the Prime brand as well as the Drive for Prime sub-brand consistent through all digital advertising.

3.3 PRINT AD EXAMPLES

TRADITIONAL ADVERTISING

Traditional advertising will be utilized to introduce and reinforce the Prime brand to external audiences.

All Prime traditional advertisements must remain consistant and follow the design and branding elements explained in this booklet, This will be key in keeping the Prime brand as well as the Drive for Prime sub-brand consistent through all aspects of traditional advertising.

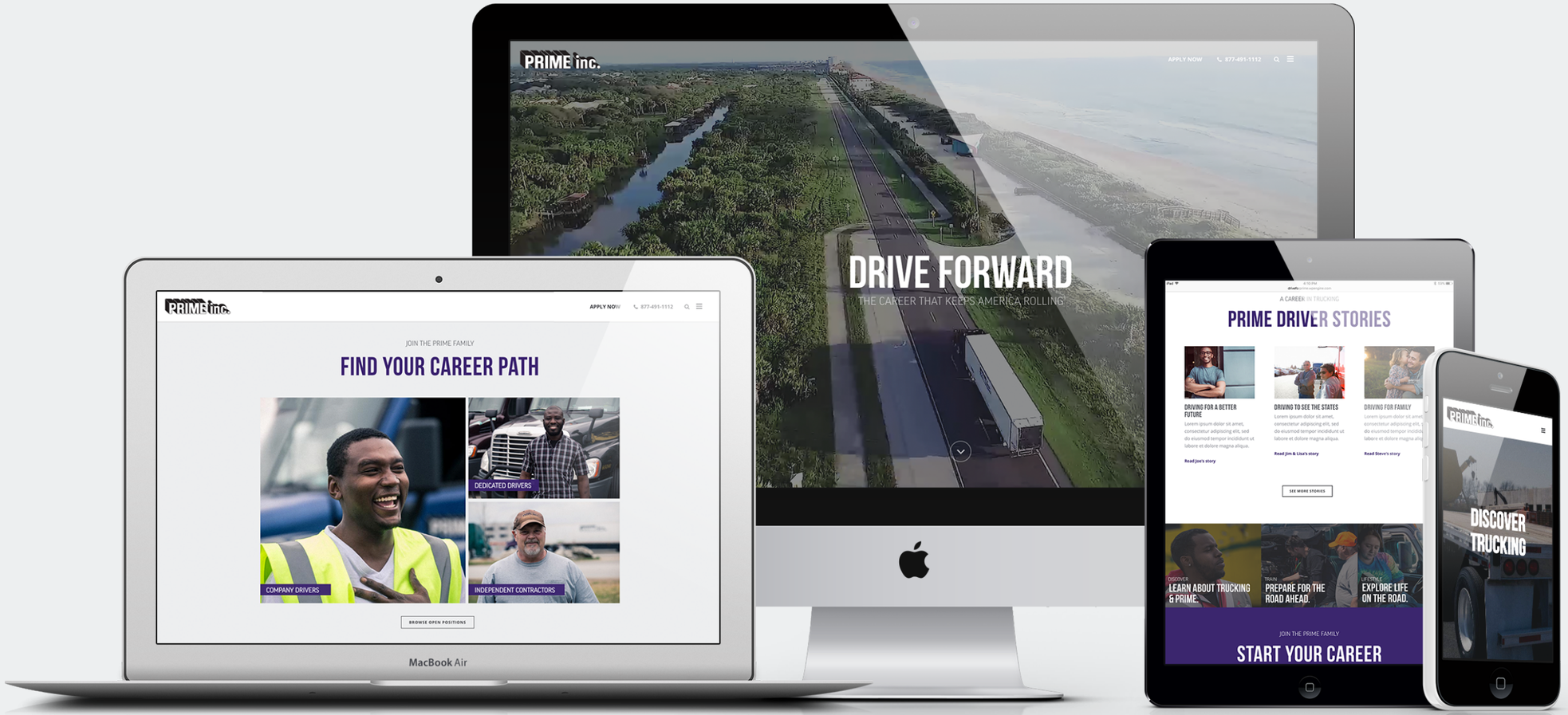
3.4 WEBSITE APPLICATION

WEBSITE MOCKUP

The Drive for Prime website is one of the most crucial digital components as it will work as a hub for all digital communications.

The website's design was carefully considered, and all added material must be parallel and adhere to the brand as well as the website's design.

RESPONSIVENESS:
The Prime and Drive for Prime website must be responsive to adapt to the dimensions of various mobile and tablet devices. These designs must adhere to the same standards as mentioned above for the website.



PRIME INC.

4.1 WEBSITE GUIDELINES

COHESIVE WEBSITES

Cohesive websites play a large role in maintaining consistency across sub-brands. The elements that should remain consistent range from large details such as layout structures, to the smallest details such as button design and tab functionality. Because of Prime's various sub-brands, all future website design for Prime or any of its sub-brands should reference this section to make sure the brand image remains consistent across all of its digital spaces.

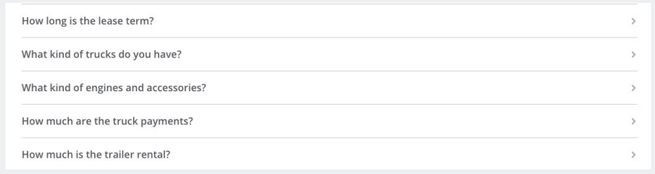
WEBSITE ELEMENTS

Please note that while some website elements are shown, not all are able to be explained. For a complete reference please refer to the Drive for Prime website at driveforprime.com.

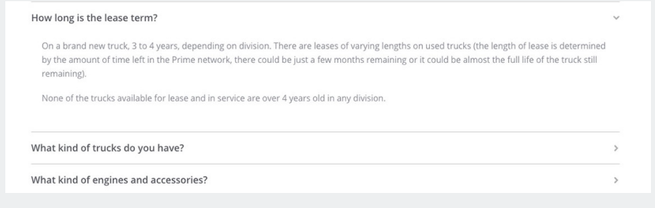
TOGGLE ELEMENTS

The toggle element has two different states, default and selected. The use of toggles is acceptable for text-heavy sections, such as FAQs. To improve the user experience and reduce the amount of text displayed at a given point, use toggle elements that follow the format shown below.

1. DEFAULT STATE: THE TOGGLE TITLE, BEFORE AND AFTER DIVIDERS, AND RIGHT ANGLE ARROW ICON ARE DISPLAYED ONLY.



SELECTED STATE: THE TOGGLE TITLE, BEFORE AND AFTER DIVIDERS, DOWN ARROW ICON, AND NESTED CONTENT ARE ALL DISPLAYED.



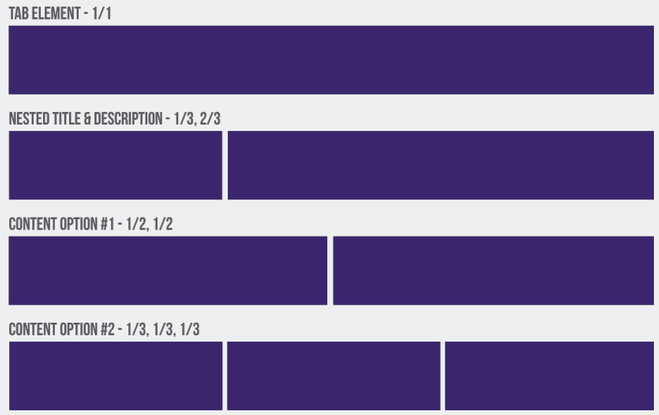
TAB ELEMENTS

Tab elements organize content and display only one categorized content tab at a time. This allows the users to select the tab category they wish to view, minimizing the amount of content users can consume at any given point and creating a more meaningful user experience. Follow the format shown below for the use of tab elements on the website.

TAB RULES

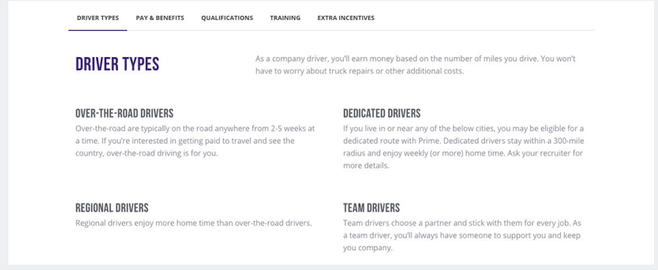
By default, one tab should be selected. Tabs should be placed above the content it relates to. The minimum number of tabs you can use is two. Only one content panel can be displayed at a time. The tab label should be a noun. The selected tab should have a dark purple underline.

GRID SIZE



TYPOGRAPHY

Nested Tab Title: Bebas Neue, 46px, #3b266e
Content Heading: Bebas Neue, 20px, #57595f



4.2 BUTTON DESIGN

BUTTON ELEMENTS

To remain consistent, the Prime website should use two different types of buttons, flat and outline. Every button should include a call-to-action and a link. Flat buttons are for high-priority CTAs and should be used less often. Follow the rules to the right for button usage.

FLAT BUTTON STYLE

Border Radius: 0px
Size: Medium
Font Family: Open Sans
Text Size: 12px
Text Letter Spacing: 1px
Padding: 14px 24px

LIGHT BACKGROUND

Background Color: #3b266e
Hover BG Color: #291b4d
Text Color: #ffffff

DARK BACKGROUND

Background Color: #ffffff
Hover BG Color: #edeeef
Text Color: #3b3c40

OUTLINE BUTTON STYLE

Border Radius: 0px
Size: Medium
Font Family: Open Sans
Text Size: 12px
Text Letter Spacing: 1px
Padding: 14px 24px

LIGHT BACKGROUND

Border Color: #3b3c40
Hover BG Color: #3b3c40
Text Color: #3b3c40
Hover Text Color: #ffffff

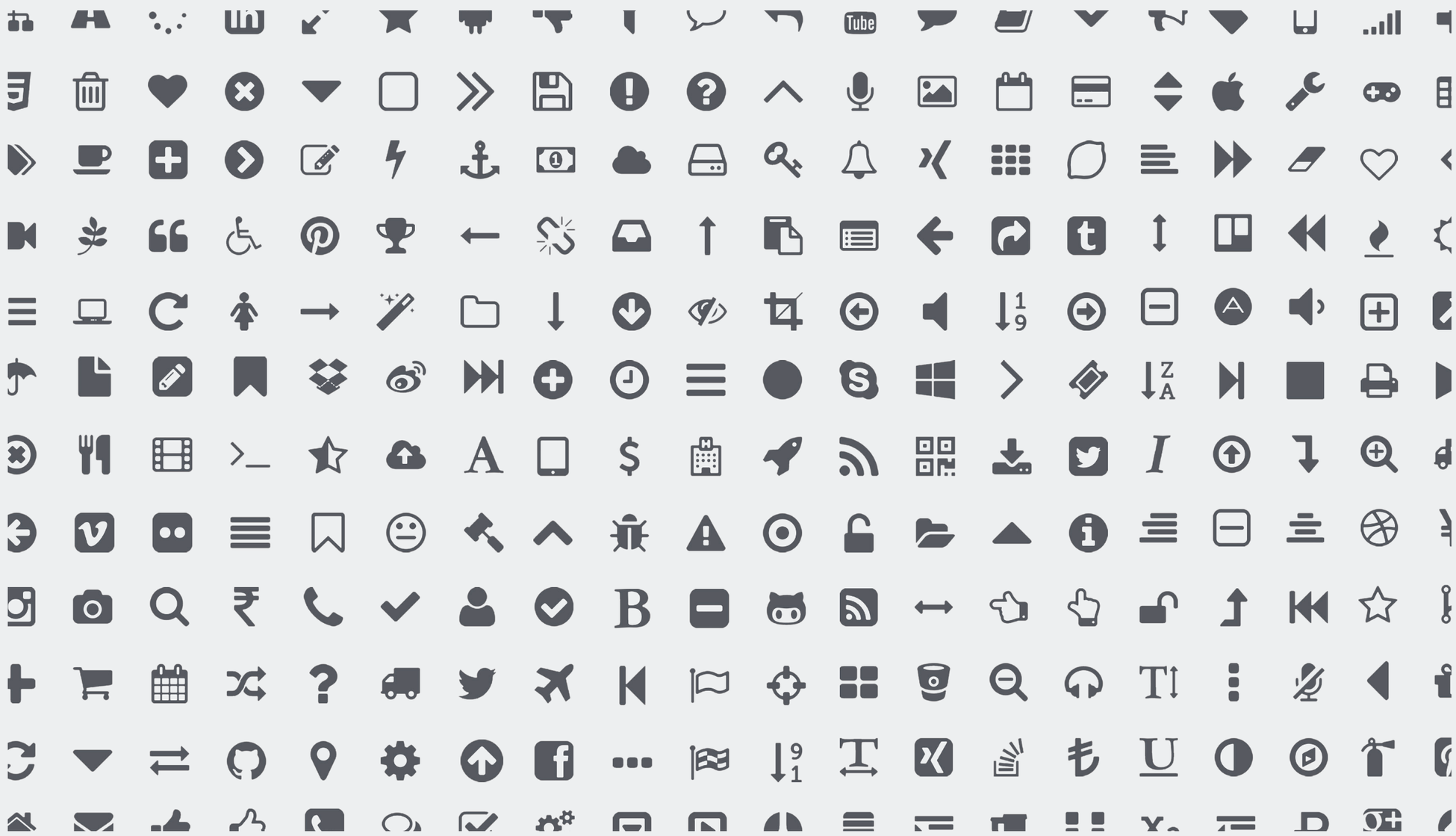
DARK BACKGROUND

Border Color: #ffffff
Hover BG Color: #ffffff
Text Color: #ffffff
Hover Text Color: #3b3c40

4.3 ICONS

FONT AWESOME

It is important to use and stick to a specified icon pack, as they remain visually similar no matter what the icon is. The pack Prime will use is called Font Awesome and can be downloaded and used for both web and print following the colored sections below.



FOR WEB USE:
To view the entire pack of icons or to use on the website as a design element, please visit:
http://fontawesome.io/icons/

FOR PRINT USE:
To view the entire pack of icons or use as a design element within a print piece, please visit:
http://www.flaticon.com/packs/font-awesome

U.S.N
PRIME inc.

5.1 LEGAL INFORMATION

LEGAL

Unauthorized use of Prime or Drive for Prime brand elements is prohibited.

We do not allow third parties to use Prime brand elements unless they have received prior written permission from us and the proposed use strictly complies with Prime's branding guidelines.

To request additional information, permission to use Prime brand elements, or request a copy of the official Prime branding guide, please contact us via the information located on the contact information page.

5.2 CONTACT INFORMATION

MAILING ADDRESS:
P.O. Box 4208
Springfield, MO 65808

PHYSICAL ADDRESS:
2740 North Mayfair
Springfield, MO 65803

NUMBERS:
DRIVER RECRUITING:
1-877-774-6356

GENERAL SWITCHBOARD
1-800-321-4552

SWITCHBOARD (CELLULAR)
1-417-521-3200

GENERAL FAX
1-417-521-6878

WEBSITES:
www.primeinc.com
www.driveforprime.com

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