



LOGISTICS⁺®

PASSION FOR EXCELLENCE

**BRANDING & SOCIAL
MEDIA GUIDELINES**



MESSAGE FROM CEO

(FROM A NOVEMBER 29, 2017, EMAIL TO ALL EMPLOYEES)

SINCE THERE ARE SO MANY NEW FOLKS AT LOGISTICS PLUS (COOL!) I WANT TO LET ALL THE NEWBIES KNOW (AND REMIND THE "OLD TIMERS") OF SOME THINGS WE NEED TO KEEP IN MIND.

- When asked, I've always said that LP is a "Solutions Company". We are not just "forwarders" or "brokers" or "customs compliance" or "warehousing" or "3pl" or "4pl" or "fulfillment" or "logistics analytics". We provide SOLUTIONS.
- When asked who is our competition, I always say "Ourselves. Our goal is to get better every day."
- We have very few rules here, but one rule is don't ever say "that's not my job." (if something needs to get done, and you can help do it please do).
- Find ways to YES. Any company can give excuses/reasons why their answer is no. Most everything is doable. Find a way.
- "Just do it!" Don't be an obstacle get 'er done. Have a DONE list, rather than a to do list. If there is no good reason to wait 'til tomorrow, then just do it now and cross it off your list.
- Don't let laziness EVER be an excuse for not doing something.
- Is it a stumbling block or a steppingstone? Oftentimes, that's for you to decide.
- With the crazy growth, everything/everyone is stretched. That's a good thing (if you don't like growing pains, try dying pains on for size). But that does not mean we still don't show patience and courtesy to everyone we deal with. Like Craig's sign says, "Be nice or leave." Loud doesn't make you right. Treat everyone with respect always. If the customer didn't need us, we wouldn't have a job. Remember who pays for ALL of our paychecks.
- Leave room for doubt. None of us know everything. And we can all learn from everyone.
- No walls. One company. No matter what department we are in, we are all in this together. Connect dots/don't build fences or walls.
- Simple rule for life is the age old golden rule: Do unto others as you'd have them do unto you. Everyone follows that, automatically we've got a better world to live in.
- Done preaching, but these DO have meaning. Thanks for taking a minute out of your busy day to consider them.



Jim Berlin, CEO, Logistics Plus

INTRODUCTION

PASSION FOR EXCELLENCE

Logistics Plus, Inc. (LP) is a 21st Century Logistics Company™ and a leading worldwide provider of transportation, warehousing, fulfillment, global logistics, business intelligence, technology, and supply chain solutions. The company was founded in 1996 in Erie, PA by local entrepreneur, Jim Berlin. Today, Logistics Plus has annual global sales of over \$600M and 1,200+ employees located in 50+ countries around the world. The company is consistently recognized as one of the fastest growing privately owned transportation and logistics companies, a top 3PL, a top freight brokerage and warehousing provider, a leading project cargo manager, and a great place to work. With our trademark Passion for Excellence™, we put the 'plus' in logistics by doing the big things properly, plus the countless little things that ensure complete customer satisfaction and success. We manage Global Logistics + So Much More.



Jim Berlin came up with the Logistics Plus® brand name because he wanted to create a company where the status quo was unacceptable. He wants his customers to know that, when it comes to managing all aspects of logistics, his company will go above and beyond the call of duty to get the job done. To put it more bluntly, he wants to be known as the company that “gives a shit” (or “GAS” as he likes to say).

The Logistics Plus logo was designed with this idea in mind. Hence the “+” emblem in the upper right portion of the logo. Jim also wants to convey that we manage all modes of logistics: Ground, Air, Ocean, and Rail. For that reason, the “O” in the logo is used to visually illustrate this idea. In the late 1990s the tagline “PASSION FOR EXCELLENCE” was added to the logo to further convey the notion that we love what we do. It also underlines that it is our people that put the “plus” in logistics by doing the big things properly, and the countless little things, that together ensure complete customer satisfaction and success. As a global, flat organization, it is up to all employees to champion the brand.





BRAND GUIDELINES





THE LOGISTICS PLUS NAME & TRADEMARK

GUIDELINES & TIPS FOR BEST PRACTICES

When a company has the same name as its brand, there are special challenges in ensuring that we are using the name and the trademark in ways that will best protect our trademark rights. A lot depends on context.

WHEN “LOGISTICS PLUS” REFERS TO “LOGISTICS PLUS INC.”

When referring to the company, Logistics Plus is a noun. As with other nouns, in this context, the word can be used as possessive.

Examples

- Logistics Plus signed a new logistics contract.
- Recent growth at Logistics Plus is impressive.

User tip: If the words “Logistics Plus” in the sentence can be replaced by the term “the company” or “Logistics Plus, Inc.” without corrupting the meaning, then the reference is to the company and use as a noun is correct.

USING “LP” IN PLACE OF “LOGISTICS PLUS”

When referring to the company, it is also acceptable to use the initials “LP” as a noun. Before doing so, the company name should be referenced first to give meaning to the initials.

Examples

- Logistics Plus (LP) inked a new logistics contract. LP will now provide services to ABC company.
- Recent growth at Logistics Plus has been impressive. LP’s domestic revenue is up significantly.
- Logistics Plus (LP) is in many countries. The LP Mexico division has four offices.



THE LOGISTICS PLUS NAME & TRADEMARK

WHEN LOGISTICS PLUS REFERS TO THE LOGISTICS PLUS BRAND

When the term “Logistics Plus” is used as a brand name, it differentiates the services that the company offers from those provided by others.

WHEN USING “LOGISTICS PLUS” IN TEXT AS A BRAND NAME

- Always use as an adjective that modifies (precedes) a noun.
- If possible, display in a manner that distinguishes it from other text (such as being represented with a different font, color, bolded or in all caps).

In this context, the adjective **Logistics Plus** will modify nouns such as: solutions, services, technology, etc.

Examples

- Our **Logistics Plus** freight forwarding solutions help shippers source air, ocean, ground, and rail transportation.
- The **Logistics Plus** network includes locations around the world.
- **Logistics Plus** technology solutions include freight management, freight forwarding and supply chain management.
- **Logistics Plus** 4PL solutions power the supply chains of many prominent companies.
- It’s **Logistics Plus** people that make the difference.
- The **Logistics Plus** website is www.logisticsplus.com or simply logisticsplus.com.



THE LOGISTICS PLUS NAME & TRADEMARK

USE OF ® THE AND ™ SYMBOLS

Use of trademark symbols gives notice to others that your brand is a trademark. The ® symbol can be used if your brand (or “mark”) is registered. The ™ symbol is used when the brand is not registered. It means that the company claims trademark rights to the brand (but hasn’t filed or received registration).

Please use a ® or ™ on the first and/or most prominent use of the trademark in any document or written piece. Generally speaking, it is not necessary to use the symbol every time that trademark appears in text. At present, it is correct to use the ® symbol for Logistics Plus and the ™ symbol for all other trademarks.

Examples

- **Logistics Plus®** North American solutions include LTL, truckload and warehousing services.
- Use the **Logistics Plus® eShipPlus ™** transportation management system (TMS) to quote LTL shipments, create bills of lading, schedule shipments, create reports, and more.
- The **MyLogisticsPlus ™** supply chain management portal helps LP customers manage global trade compliance, track global shipping, develop business intelligence reports, and more.
- **eWorldPlus™** (powered by **CargoWise One®**) is part of the **Logistics Plus®** suite of technology solutions.
- Logistics Plus people have a **Passion For Excellence ™**.
- Logistics Plus established the first and only **National Logistics Day ™** on June 28th ,
- Logistics Plus is now considered **A 21st Century Logistics Company ™**.

THE LOGISTICS PLUS LOGO

PROPER USAGE

The **Logistics Plus**® logo should always appear in full color, or in all black or all white form. It should never be twisted, turned, stretched, or altered in any way. If you ever need a Logistics Plus logo, it can be downloaded at logisticsplus.com/logo or you can email marketing@logisticsplus.com.

As shown below, the logo can be used with or without the tagline (although with the tagline is generally preferred for most treatments). Occasional "limited use" variations may also be introduced from time to time for special events or milestones, e.g., anniversaries, holidays, etc. Old versions of the logo are not permitted.



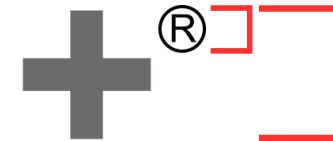
THE LOGISTICS PLUS LOGO

SIZING & SPACING

There should always be a clear area (“white space”) between our logo and other text or graphics and especially next to other brands’ logos. To define this area, measure the height of the + in our logo and use this measurement to create the boundary of clear space around the logo as defined below.

Taglines should always be the same distance as the top of the + in our logo

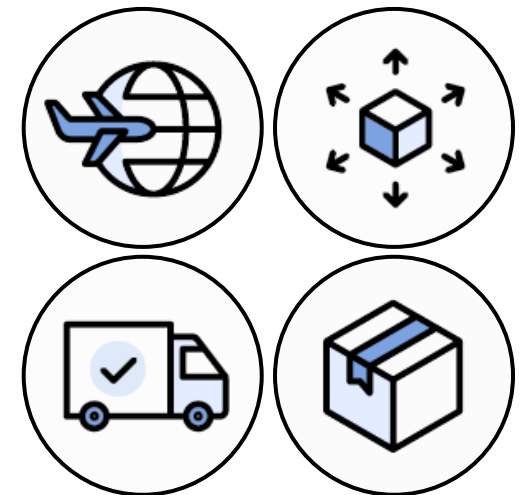
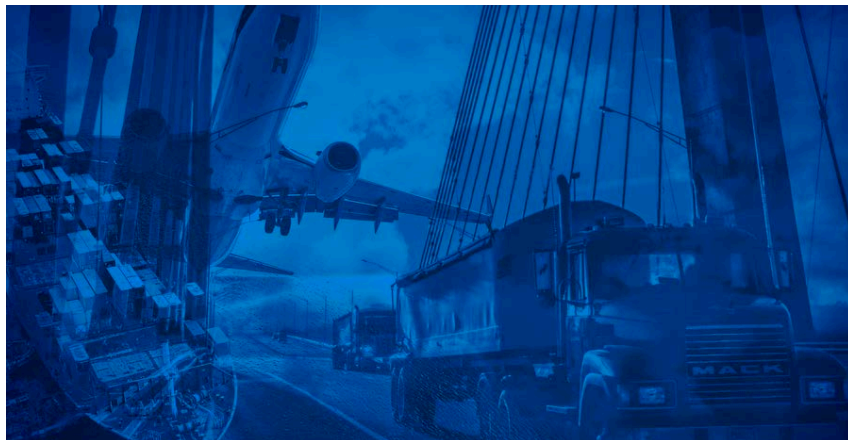
Our logo shouldn’t be printed any less than 0.75” wide.



THE LOGISTICS PLUS LOGO

DESIGN ICONS

The **Logistics Plus**® circle and plus icons are important visual elements to our logo and identity. These icons, or designs that incorporate these same shapes, i.e., circles and pluses, are encouraged.





THE LOGISTICS PLUS LOGO

LOGO FORMATS

Logistics Plus® logos and graphics can be provided in a variety of digital formats. Here is a quick guide to some of those formats and when best to use each.

GIF - This is one of the first formats to be widely used to share images and graphics on the web. Today, the format is still widely used for simple web graphics as it has a lossless compression for simple lines and solid colors for electronic display. GIFs are best used where small image sizes are required, such as **Outlook signatures**. GIFs are also good for small **web banners** because they can be layered to provide an animated effect when needed.

JPG - The JPEG is one of the most common raster file formats. It's a format often used by digital cameras as it was designed primarily for electronic use. The main drawback with JPEG compression is that it is "lossy," meaning each time the file is edited and re saved in JPEG format, the quality degrades. JPGs are best used in **Word and PPT documents with white backgrounds**.

PNG - This file format designed specifically for web graphics as an improved non patented replacement for the GIF. One of the other major advantages of PNG files is the ability to contain transparency either full or partial (using an added alpha channel). This gives webmasters and designers more flexibility to create dynamic graphics and layouts on the web. PNGs are good for web applications, and for **Word and PPT documents with color backgrounds** where you need portions of the logo or image to be transparent.

EPS - This is the most universal "vector" (scalable) image format. These files are usually the preferred format for sending vector graphics to print not only because PostScript documents are **designed for printing**; but it is also widely compatible and flexible (also making them good for **signs and large print** applications). Other vector formats usually require the specific software package they were created in to open them, where EPS files are more universal. Other common vector formats include .AI (Adobe Illustrator) and SVG (scalable vector graphic).

To download a zipped (.zip) file of the **Logistics Plus** logo in EPS, JPG and PNG formats, please visit logisticsplus.com/logo

If you have any questions or require alternative formats, please email marketing@logisticsplus.com

THE LOGISTICS PLUS LOGO

LOCALIZATION

The **Logistics Plus**[®] logo is like the flag of a nation. Its appearance, elements and colors are considered sacrosanct and should not vary in any way. That said, Logistics Plus is a global company. We are proud of our diversity and that we have employees of many nationalities located at offices all around the world.

To express our regional commitments, it is permitted to augment the **Logistics Plus** logo with the name and flag of the country in which an office or employee is located as illustrated below.



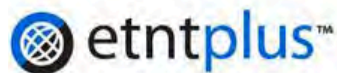
Please email marketing@logisticsplus.com if you need a special treatment not shown above.



THE LOGISTICS PLUS LOGO

SPECIALIZED LOGOS

The following are proper logo treatments for **Logistics Plus®** specialized solutions. In general, most of our services and solutions do not require specific logo treatments. However, due to the special technologies that support the following solutions, complementary logos are used to help to underline the uniqueness of these solutions in the marketplace.



Please email marketing@logisticsplus.com if you need a special treatment not shown above; or if there are new solutions for which brand guidelines have not yet been established.



DESIGN SPECIFICATIONS

COLOR PALLETTE

This is our color palette for print and digital materials. Although exceptions can be made, staying within the color palette reinforces a consistent brand and image in the marketplace.

PRIMARY COLORS

LOGISTICS PLUS BLUE

R:5 G:101 B:215

C:84 M:62 Y:0 K:0

HEX #0565D7

ASTRAL BLACK

R:000 G:00 B:000

C:75 M:68 Y:67 K:90

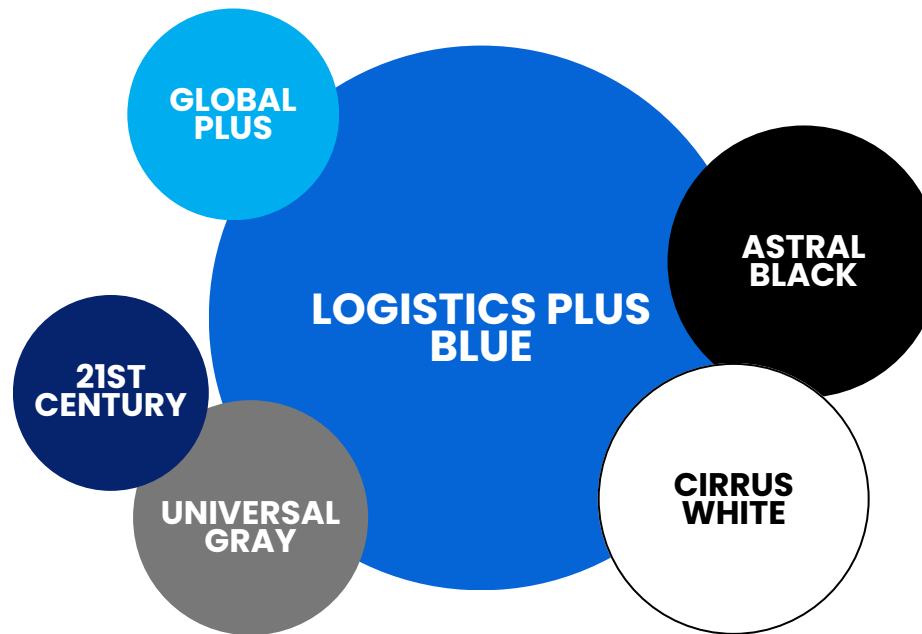
HEX #000000

CIRRUS WHITE

R:255 G:255 B:255

C:00 M:00 Y:00 K:00

HEX #FFFFFF



SECONDARY COLORS

GLOBAL PLUS

R:0 G:174 B:239

C:69 M:14 Y:0 K:0

HEX #00AEEF

21ST CENTURY

R:6 G:35 B:109

C:100 M:94 Y:27 K:20

HEX #06236D

UNIVERSAL GRAY

R:120 G:120 B:120

C:54 M:46 Y:45 K:11

HEX #787878



DESIGN SPECIFICATIONS

TYPEFACES

Our primary fonts are PT Sans Narrow (for headlines) and Arial (for body text). Other sans serif fonts such as Arial Narrow and Calibri may be substituted when primary fonts are not available. A new font may be introduced for special designs or situations.

HEADLINES

PT SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

HEADLINES

PT SANS NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

HEADLINES & BODY

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

*PT Sans Narrow is a Google font and can be downloaded at <https://www.google.com/fonts/specimen/PT+Sans+Narrow>



DESIGN SPECIFICATIONS

TYPEFACES

Our primary fonts are PT Sans Narrow (for headlines) and Arial (for body text). Other sans serif fonts such as Arial Narrow and Calibri may be substituted when primary fonts are not available. A new font may be introduced for special designs or situations.

BODY

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

BODY

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

DESIGN SPECIFICATIONS

PHOTOGRAPHY

We love to use photographs and images to showcase our employees, customers, projects and events. For a more branded look, we sometimes add filters to our photography consistent with our color palette.



MARKETING MATERIALS

OUTLOOK SIGNATURES & BUSINESS CARDS

To provide a very consistent and credible look to the Logistics Plus® brand, it is important that all employees of the company use a similar template in their email communications and on business cards. Please use the following templates.

EMAIL SIGNATURES

John Doe Operations Manager
O: +1.000.0000.000 | M: +1.000.000.000
Logistics Plus, Inc., 1406 Peach Street, Erie, PA 16501 USA



www.logisticsplus.com

(include your LinkedIn profile URL)

<https://fpukrainerelief.com>

Logistics Plus Inc. (LP) is a 21st Century Logistics Company. With our trademark *Passion for Excellence™*, we put the 'plus' in logistics by doing the big things properly, plus the countless little things that ensure complete customer satisfaction and success. This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. You should not forward or copy this email if you are not the named addressee. Please consider the environment before printing this email.

John Doe
Operations Manager



Logistics Plus, Inc.
O: +1.000.0000.000
M: +1.000.000.0000

john.doe@logisticsplus.com

www.logisticsplus.com

(include your LinkedIn profile URL)

John Doe
Operations Manager
Logistics Plus, Inc.
+1.000.000.0000
+1.000.000.0000

External mail signatures should have a clean, simple appearance

External emails should have legal/confidentiality statement at the bottom

Internal emails and secondary replies should be shorter and contain no advertising or images (other than LP logo)

BUSINESS CARDS



Back side showcasing locations and/or services



MARKETING MATERIALS

BROCHURES & PRESENTATIONS

Approved company brochures, flyers and presentations are all available for viewing and download on the **Logistics Plus®** website at logisticsplus.com/marketing-flyers and by contacting marketing@logisticsplus.com. News clippings, case studies and videos are also available under the **News** menu tab on logisticsplus.com.



MARKETING MATERIALS

BRANDED TEMPLATES

Approved **Logistics Plus**® templates are also available to employees for letters, memos, flyers, presentations, etc. You can access these branded templates on the LP Brand SharePoint Page. If you do not have share drive access, please email marketing@logisticsplus.com for assistance.



BRAND CHAMPIONS!

USING OUR LOGO

The Logistics Plus® name and logo are registered trademarks of Logistics Plus, Inc. and may not be used without written consent or altered in any manner. Without authorization, the Logistics Plus logos and trademarks may only be used only for editorial purposes (public newspapers, news magazines, trade publications, and broadcast media), educational purposes (teaching, scholarship, and research), and marketing purposes (agents, re sellers and customers).

Our employees are the true “brand champions” of the company by virtue of their PASSION FOR EXCELLENCE ! All of our employees are expected to follow the brand guidelines and encouraged to proudly display the Logistics Plus logo and colors at every opportunity.





SOCIAL MEDIA GUIDELINES



WHY DO WE NEED A SOCIAL MEDIA GUIDE?

SOCIAL MEDIA BRANDING

Logistics Plus social media presence should be consistent with overall branding. This includes everything from your logo and branding colors to how you use emojis and hashtags. In other words, it's a set of rules that dictate how you present your brand.

Why bother creating a social media style guide? Because consistency is key on social. Your followers should be able to easily recognize your content, no matter where they see it.

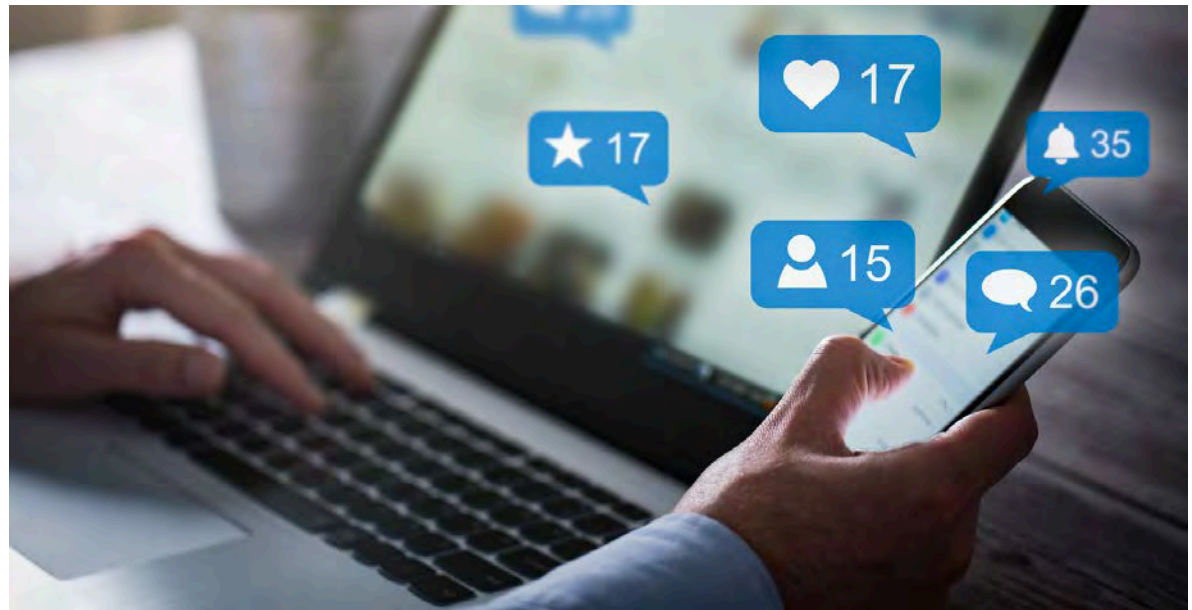
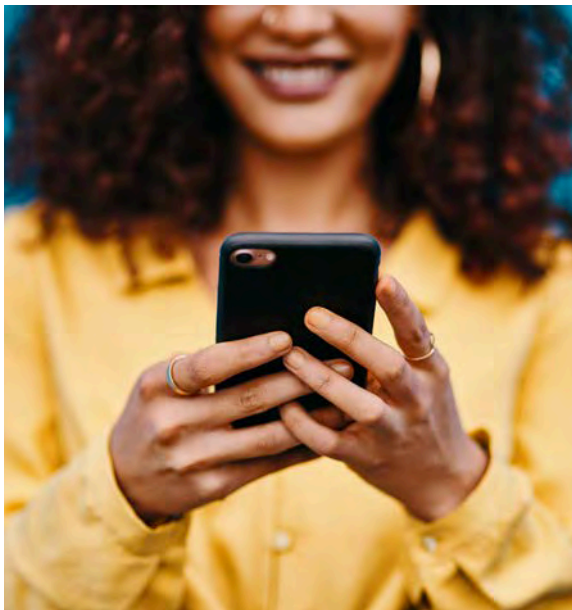


DIGITAL BRANDING FOOTPRINT

BRAND IMAGE

Logistics Plus social media presence should be consistent with overall brand. LP's social media should reflect its branding well. We have a positive voice with a passion for excellence, and we would like to maintain that on social media.

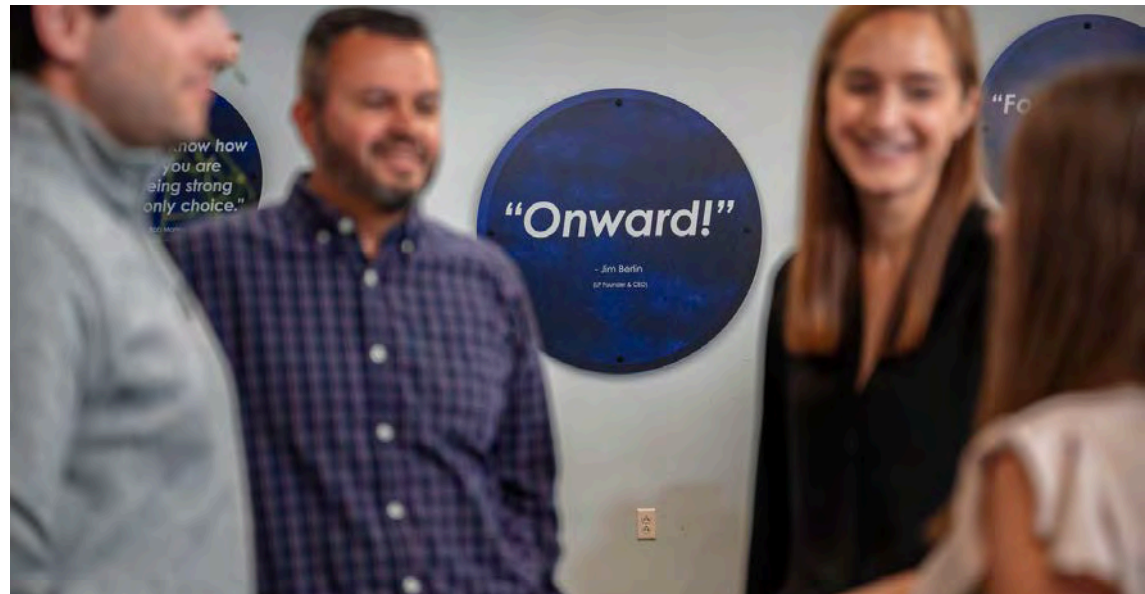
Keep in mind that Logistics Plus, Inc. (LP) is a 21st Century Logistics Company™ and a leading worldwide provider of transportation, warehousing, fulfillment, global logistics, business intelligence, technology, and supply chain solutions. That is our brand, and it's important to keep a positive and appropriate image for the type of social media that is being used.



SOME ITEMS TO LOOK OUT FOR...

ATTENTION TO DETAIL

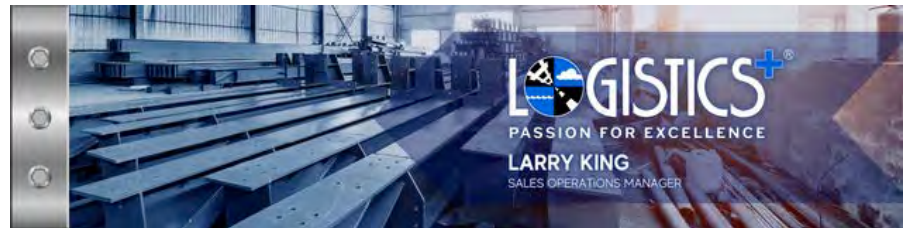
- Spelling
- Positive Wording
- Inclusive Speech
- Appropriate Imagery
- On-Brand Imagery
- Call to Action (contact/website info)
- Socially Friendly Tones
- Short & Sweet Content
- Welcoming Atmosphere
- Tone of Message



LINKEDIN BANNER

LINKEDIN IMAGE

You can request a custom LinkedIn banner through marketing@logisticsplus.com for your own LinkedIn profile. Below are examples of past banners made for LP employees.



FACEBOOK

INFORMATIONAL SOCIAL MEDIA

People look to Facebook for social interaction. This is the platform where we have the most interaction with families, friends, and our employees of LP.

People of older ages like Millennials, Gen X and Baby Boomers connect the most on this platform.



INSTAGRAM

SHARING SOCIAL MEDIA

Instagram is populated mostly by younger generations such as Millennials and Gen Z. Something posted on Instagram should be colorful, eye-catching, and also be easy to share with others. One of the biggest mis-steps on Instagram are posts that include low quality/dull images, or overly saturated wordy images. Those do not do well, so keep that in mind.

Strong images get shared the most on this platform.

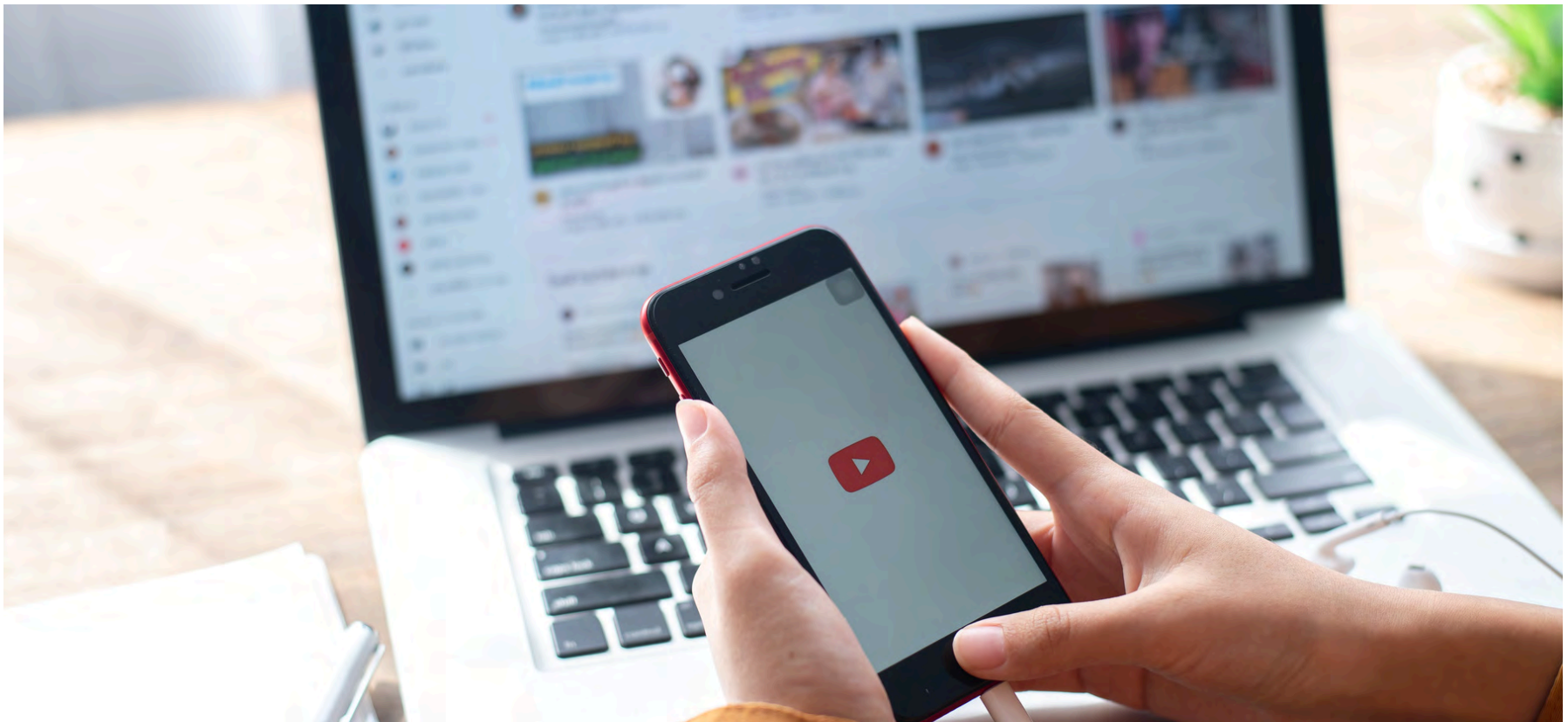


YOUTUBE

VIDEO PLATFORM

YouTube is a great way to show animations and videos. It's good for company updates, promo videos, and to show progress on projects. With this platform you can create dialogue and interact with chat.

Videos that range from 2-10 minutes do best on this platform.



TWITTER/X

FAST-PACED SOCIAL MEDIA

Twitter is the most fast-paced social media. It's ever changing and has a current character limit of 25,000 per post. Twitter is where people go to share something quickly, but it's the least formal type of social media. It's good for sharing small videos, multiple images, and small victories.

Keep in mind that trending on Twitter isn't always a good thing.

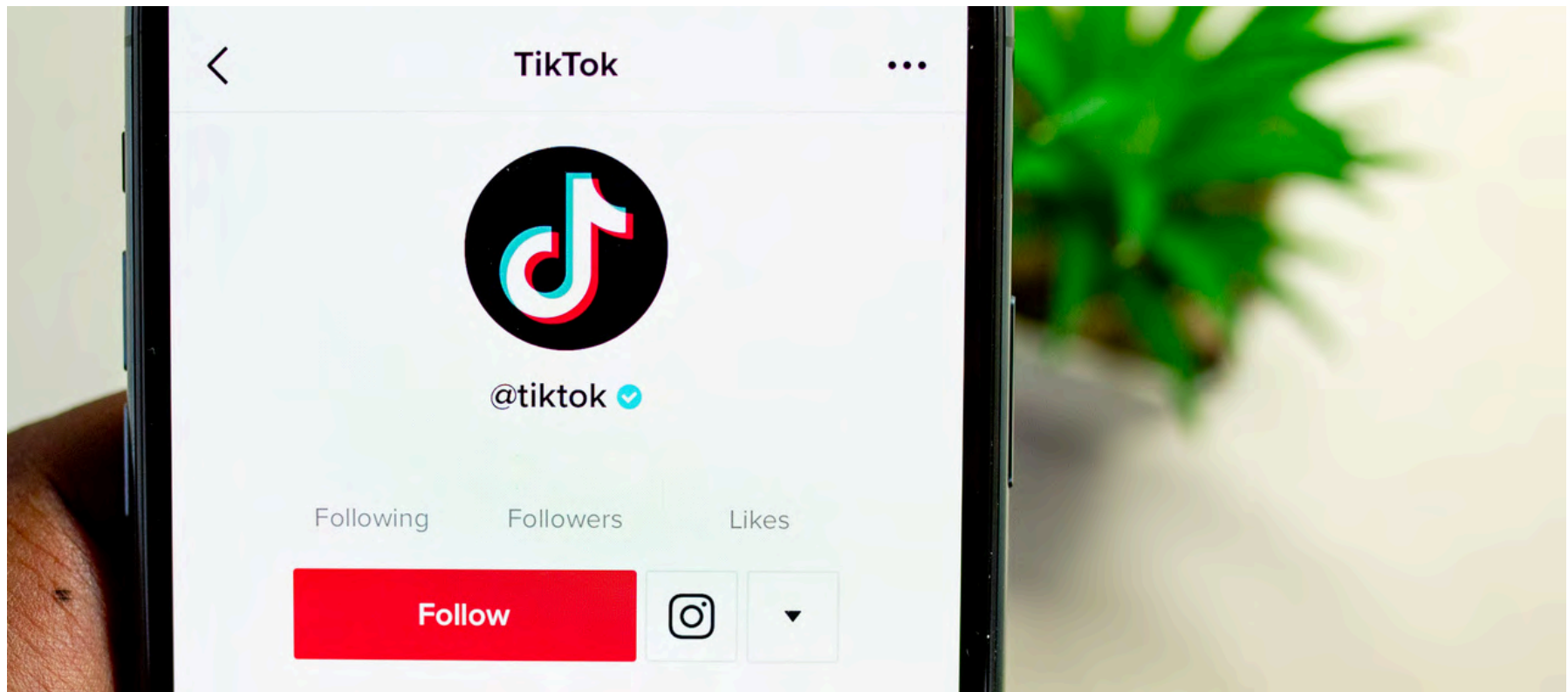


TIKTOK

LIGHT-HEARTED SOCIAL MEDIA

TikTok is mainly populated by Gen Z (85% of it to be exact). It's for fun, and should be positive with comical content. Research popular sounds and trends to boost your account. DO NOT have a business account. You won't have full access to some sounds as a business account. Warning: filled with spam/bot accounts.

Keep it 7-15 seconds, and use POPULAR sounds. That will boost the views.



NEED CONTENT?

CONTENT CREATION

We have a Social Media Graphic Designer in our Corporate Marketing Department who creates many of the graphics you see on our social media and printable content.

Need a graphic? Ask the Marketing Team! They can help you create content for your branch, or lead you in the correct direction in social media posting.

However, you should be able to do basic requirements like taking high resolution images, recording video and audio, and creating basic social media posts with good, high quality images. Not every post needs to be a graphic. Only use graphics when it's appropriate like promos, advertisements, events, and other company accomplishments.



SOCIAL CONNECTIONS

HASHTAG USAGE

A hashtag is a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify digital content on a specific topic.

"spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them"

A good rule of thumb is no more than four (4) hashtags per post, and have them always pertain to the post. Most LP posts should also contain #LogisticsPlus, #PassionForExcellence, or #Logistics.

Refer to official company social media as an example.



MINIMUM REQUIREMENTS

SOCIAL MEDIA

Logistics Plus encourages at least one functional LinkedIn profile for each branch. This ensures all branches have an online presence that gives the company more reach and brand awareness.

You may use the official Logistics Plus social media accounts as a guideline. You may also contact Marketing for questions.

marketing@logisticsplus.com



OFFICIAL LINKEDIN

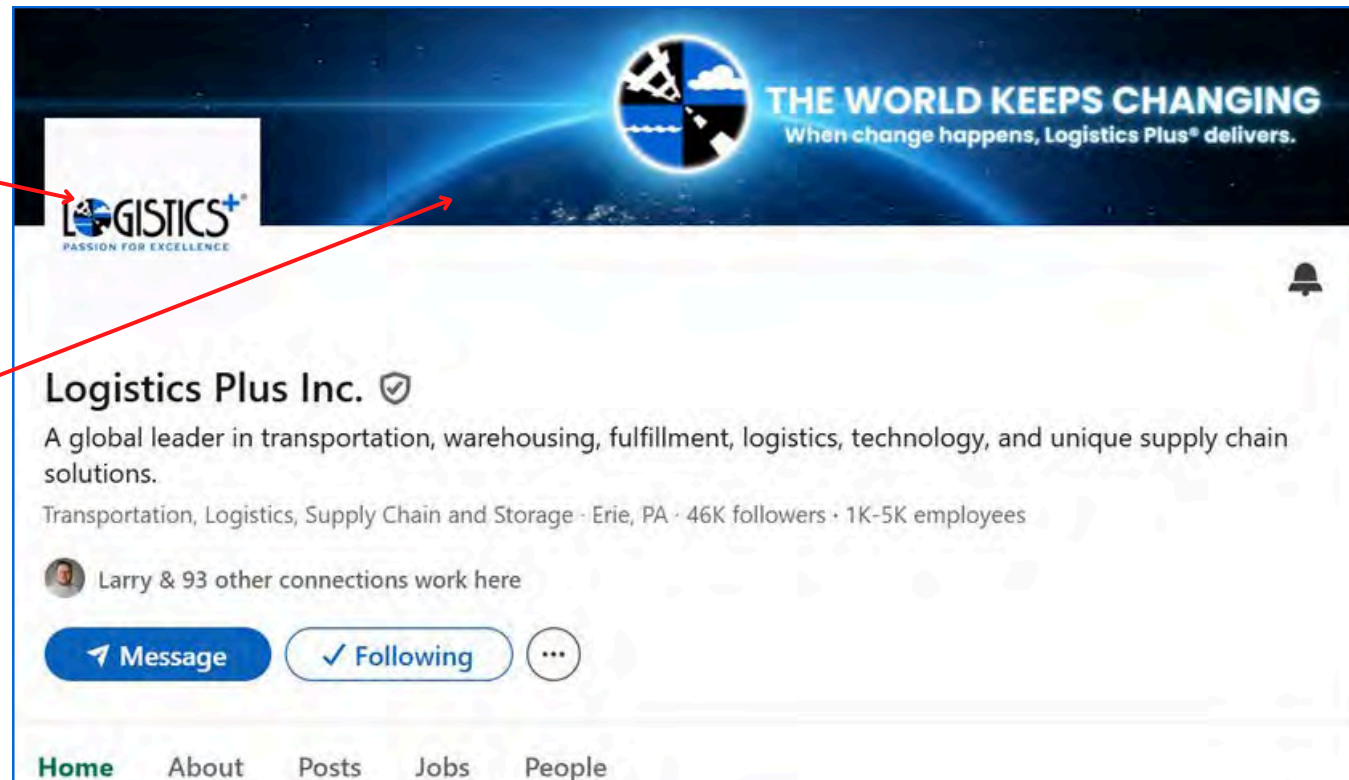
LP LINKEDIN PAGE

This is an image of the official Logistics Plus LinkedIn page. Use this for reference.

Icon Size:
268 (w) x 268 (h) pixels

Banner Size:
1584 (w) x 396 (h) pixels

They must be either
PNG or JPEG files.



USAGE RIGHTS

KEEP IN MIND

DO NOT use someone else's content. We may get in legal trouble if we don't buy usage rights, have a license of usage, get permission from the artist, or claim it as our own work.

It's important to remember that others work hard on the content they create, so be respectful and truthful when creating content. If something is free of use, still give the artist credit. If you worked hard for something that is free of usage they do ask for donations and credit mentions.

Give credit where credit is due. Thank you!



CONTACTING MARKETING

WORRIED ABOUT BRANDING?

If you run into a situation that you are unsure of, please feel free to reach out to marketing@logisticsplus.com and our Marketing Team will help you figure things out.

marketing@logisticsplus.com





LOGISTICS⁺®

PASSION FOR EXCELLENCE

THANK YOU

marketing@logisticsplus.com

logisticsplus.com