




BRANDING GUIDELINES

The official brand font and colors should be used in all Roadrunner marketing and communications to project a consistent visual identity. This includes all sales collateral, advertisements, digital assets, promotional items and printed materials.


BRAND FONT: ARIAL

The Arial font is available in nine weights and each weight can be used in brand collateral. Narrow – *Narrow Italic* – **Narrow Bold** – *Narrow Bold Italic* – Regular – *Italic* – **Bold** – *Bold Italic* – **Black**


BRAND COLORS



Roadrunner Dark Blue
CMYK: 100 – 72 – 27 – 11
RGB: 0 – 73 – 135
HEX: #004987

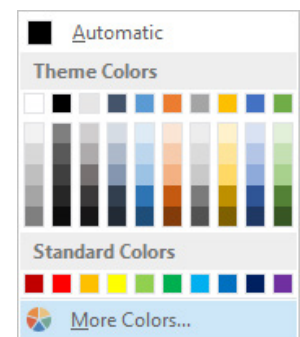


Roadrunner Light Blue
CMYK: 53 – 29 – 11 – 0
RGB: 125 – 159 – 194
HEX: #7d9fc2

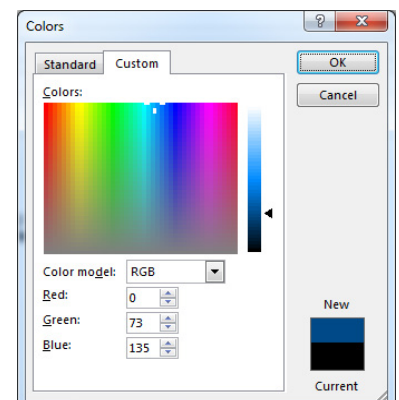


Roadrunner Grey
CMYK: 58 – 51 – 51 – 19
RGB: 105 – 103 – 103
HEX: #696767

Step 1: Highlight text. Click on the 'Font Color' drop down arrow in the top ribbon bar of the program. Next to the color wheel icon, click 'More Colors...'



Step 2: In the Custom tab, insert the values (of the respective brand color listed to the right) into the corresponding boxes. Click 'OK'





EMAIL SIGNATURES

All employees should follow the below email signature guidelines to project a consistent brand identity through electronic communications. The following design and structural elements should be included.

FONT

Arial size 10

COLOR

All text should be Black or Roadrunner Blue (Red: 0 - Green: 73 - Blue: 135)

For instructions on applying the correct brand colors, please see the official brand colors on the Branding Guidelines.

STRUCTURE

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First Last (Bold)

Job Title (Italic)

Roadrunner Transportation Systems (Bold)

Office: 555.555.5555

Cell: 555.555.5555

flast@rrts.com

1431 Opus Place, Suite 530

Downers Grove, IL 60515

www.rrts.com

Please see the supplemental Email Signatures How to Guide for step by step instructions.

Company name listed in the signature will be the company brand name.

(e.g. Roadrunner Freight, Roadrunner Temperature Controlled, Roadrunner Truckload Plus, Roadrunner Intermodal Services, Active on Demand, Ascent Global Logistics, etc.)

Additions such as inspirational quotes and graphics are not permitted.

Promotional messages must be approved by brand leadership and the brand department.

The -- (double hyphen) should be included above the name to help external email clients identify signature blocks.

Please note a standard email disclaimer will also be included in every message automatically. If you already have a standard email disclaimer in your custom email signature, please remove it to avoid duplicate information.



EMAIL SIGNATURES

HOW TO GUIDE

Step 1: Open a New Email. Following the Roadrunner email signature guidelines, insert and format contact information in the body of the draft email. Double check information is accurate.

Step 2: Copy the inserted and formatted signature from the email draft (*Highlight, right click and select 'Copy'*).

Step 3: In the Outlook email client, navigate to 'File' (*upper left section on the ribbon*) and click 'Options' (*second from the bottom*).

Step 4: Under 'Mail' (*second from the top*) click the 'Signatures...' button (*third from the top on the right*).

Step 5: Under 'Select signature to edit' click the 'New' button.

Step 6: Name the new signature. Click 'OK'.

Step 7: Paste the contents of your signature into the 'Edit Signature' dialogue box. Click the 'Save' button.

Step 8: In the 'Choose default signature' section, use the drop down arrow to select the new signature (*name from step 6*) for 'New messages:' and 'Replies/forwards:'. It is strongly recommended to use the full signature on all new messages, replies and forwards.

Step 9: Send a test email to yourself.

If issues are encountered or if Webmail is primarily used instead of the Outlook email client, please contact the Help Desk at hdesk@rrts.com.