Introduction

What is corporate identity?

A corporate identity is the fundamental style, quality, character and personality that distinguishes one company from all others. Corporate identity plays a crucial role in laying the foundation for recognition and preference among customers, employees, vendors, investors and the general public.

A strong corporate identity can be a powerful tool in the marketplace. A well-articulated, consistent and legally protected corporate identity provides the recognition and reliability necessary to succeed in a competitive market environment.

In this guide, we examine the basic elements of our corporate identity and the standards for their use. The legal protection for these and other marks allows us to keep others outside our company from using them.

However, to preserve these rights, the marks must be consistent in their appearance and their use. This is important not only for legal reasons, but also because a mark is a company asset; its consistent appearance and correct usage increase its recognition and strength in the marketplace. Important details that help us present a consistent image strengthen our presence in worldwide markets — you can either reinforce or undermine our corporate image depending on how closely you follow our standards. Our goal is to project the same professional image, regardless of application.

We have created this guide to help avoid common misrepresentations. We urge you to refer to this manual often and to please help us by following these basic guidelines. Please be sure to familiarize yourself with the information in this manual before downloading and using any of the files. The guidelines apply to all visual communications materials for TRAX International Corporation and all of its subsidiaries. Remember that you are preserving the integrity of TRAX’s most valuable asset: our image in the market.

Questions about application of the logo, artwork, or any other graphic element should be directed to the TRAX International Creative team by emailing creative@traxintl.com. This manual will continue to be updated as necessary.

Please Note: The TRAX graphic standards are confidential and for TRAX employees only. If you must provide files to vendors, please download the appropriate file(s) and either email them or deliver them to the vendor on disk.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
TRAX is a Single Brand Company

ALL products come under, and leverage, the corporate name (brand).

Two of the biggest benefits of a single brand strategy are increased brand awareness and cost efficiencies.

By focusing our resources on the TRAX brand, we create greater awareness across all of our product and service offerings. This strategy reinforces that each individual element has a strong, integrated relationship to a greater whole.

If TRAX were to continue attempting to support standalone brands, those brands would continue to be managed independently, having their own logos, colors, identity standards, etc.

Managing standalone brands is fragmenting and tasking on our promotional and marketing dollars.

At a practical level, the single brand strategy assures that every marketing effort, every sales engagement, every press and analyst discussion supports not only the product and technology that is being promoted, but also reinforces the entire TRAX brand as a whole.
## TRAX Personality

### Corporate Values

- Precision
- Unity
- Continuous Improvement
- Technical Excellence
- Expertise

### TRAX’s Attributes

- Technical
- Trustworthy
- Flexible
- Accomplished
- Successful
- Creative
- Visionary
- Experienced
- Global
- Innovative
- Diverse

TRAX is an employee-owned corporation striving to provide the highest level of professional technical products and services to both government and commercial sectors. Our mission is to deliver innovative solutions to our clients, while providing our employee shareholders with a challenging and rewarding career.
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1. Logotype & Corporate Identity
Corporate Logotype

The TRAX logotype is the key element in our corporate communications program. As such, strict adherence must be paid in maintaining uniform design characteristics that will allow for a ready identification of the TRAX logotype. Those characteristics, described in this section, are authorized artwork, minimum size, and coloration.

**Always use authorized artwork.**

Precise, consistent reproduction of the TRAX logotype is essential to reflect our high standards of excellence. Through its careful use, we communicate the same attention to detail we bring to the products and services we offer our customers.

Furthermore, an easily identifiable logotype adds value to any branded components of TRAX communications elements.

The complete TRAX logotype should be considered an inviolable piece of artwork, each element forming a whole that cannot be modified, rearranged, or disassembled. **Never redraw and/or recreate the “TRAX” letterforms, or reset and/or retype “International” as part of the logotype.**

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
Corporate Logotype Usage

Prior to downloading the logotype, please familiarized yourself with the usage guidelines covered in this section of the style guide.

With the assistance of a professional printer, the production of the following materials has been streamlined:

• Letterhead
• Envelopes
• Business Cards
• Folders
• Inserts
• Brochures

These materials are available to all TRAX subsidiaries and contracts and, therefore, are not to be reproduced. To obtain these materials please request approval from your supervisor, obtain an approved Purchase Order, then complete the appropriate order form by visiting www.bebetterdomore.com, then click on eClarke.

More details, as well as samples, of these materials can be found on pages 2-1 through 2-4.

Each TRAX subsidiary and contract may also have the need for materials to be printed in-house, such as:

• Customer Invoices
• Customer Work Orders
• Customer Contracts
• Purchase Orders
• Expense Reports
• Fax Cover Sheets

When creating and printing these materials, please use the guidelines provided on pages 1-3 through 1-7.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
Corporate Logotype Guidelines

Minimum Size

The TRAX logotype should never be reproduced smaller than the minimum size shown here -- 1 inch in width.

Preferred usage: Blue logo on any color background.

Logotype coloration

The examples shown here demonstrate the correct coloration of the TRAX logotype.

The coloration of the TRAX logotype, for professional print purposes, is PMS Reflex Blue with a 100% screen for the bottom portion, and 60% screen for the top portion of the letterforms, and PMS Process Black with a 20% screen for all gray portions of the logo. The entire logo utilizes several outline effects and, therefore, will show up on a background of any color without the need for any adjustments.

Alternative usages: Grayscale logo on any color background OR white logo on any dark colored background, or on glass surfaces.

If full-color is not possible, then a grayscale version OR a white version should be used.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
Unacceptable Uses of the Logotype

The TRAX logo is a representation of the company and to preserve its identity requires using the logo consistently, according to the logo guidelines. Always use the electronic artwork provided.

- Do not alter the logo in any way.
- Do not substitute colors.
- Do not use the logo as a repeated pattern, such as in a background or border pattern.
- Do not translate the trademarks -- they must appear in English.
- Do not reproduce the logo with any method (such as embroidery at very small sizes) that cannot hold the true shape of the letterforms.
- Do not rotate the logo to run vertically.
- Do not place logo on any high contrast, varying color background that will not allow clear legibility.
- Do not place the logo in any type of shape, such as a box. It should always appear as a stand-alone image.

Incorrect use of colors. The logo should be displayed in the provided colors.

Incorrect proportions. Do not alter the proportions or dimensions (likely to occur during resizing).

Incorrect use of white logo. Only use the white version of the logo on dark colored backgrounds.

Incorrect use of logo effects. Do not reproduce the logo with any type of shadow or outline effects.

Part of the logo is missing. For legal purposes the entire logo must remain intact.

Incorrect use of colors. The logo should always use a single shade of blue; never with the old ‘wave’ or other modifications. When full-color is not an option the solid white or grayscale logo should be used.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
# PMS Color Values for Professional Printing

## Primary Color Palette (Logo)

The primary color palette has been instituted to give the logo visual uniformity throughout all TRAX communications materials.

TRAX’s primary color palette for professional printing consists of PMS Reflex Blue and PMS Black. Using the approved primary colors for the logo will lend an appropriate look in all professional print applications.

## Accent Colors

Additional colors are offered for use as accents that may be used in conjunction with the primary colors. This accent color is secondary and should not be used to represent the logo nor should it be the predominant color on any piece.

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1797</td>
<td></td>
</tr>
<tr>
<td>PMS 142</td>
<td></td>
</tr>
<tr>
<td>PMS 367</td>
<td></td>
</tr>
</tbody>
</table>

## Complimentary Color Palette

The complimentary color palette is offered for use on backgrounds and other such elements, which may be used in conjunction with the primary and accent colors. These colors should not be used to represent the logo, however, they may be the predominant color on some pieces.

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 660</td>
<td></td>
</tr>
<tr>
<td>PMS 453</td>
<td></td>
</tr>
<tr>
<td>PMS 5807</td>
<td></td>
</tr>
<tr>
<td>PMS 658</td>
<td></td>
</tr>
<tr>
<td>PMS 656</td>
<td></td>
</tr>
<tr>
<td>PMS 7485</td>
<td></td>
</tr>
<tr>
<td>PMS Black</td>
<td></td>
</tr>
</tbody>
</table>


To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
Color Values for In-House Printing

The primary color palette has been instituted to give the logo visual uniformity throughout all TRAX communications materials.

TRAX’s primary color palette for in-house use consists of a combination of blues (based upon Pantone 282C) and gray, which are provided here in CMYK, RGB, and Hex values. Using the approved primary colors for the logo will lend an appropriate look in all in-house print and electronic applications.

**Accent Colors**

Additional colors are offered for use as accents that may be used in conjunction with the primary colors. This accent color is secondary and should not be used to represent the logo nor should it be the predominant color on any piece.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB Value</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C14 M98 Y93 K4 R201 G40 B45 c9282d</td>
<td>C14 M98 Y93 K4 R201 G40 B45</td>
<td>c9282d</td>
</tr>
<tr>
<td>C5 M27 Y77 K0 R242 G188 B87 f2bc57</td>
<td>C5 M27 Y77 K0 R242 G188 B87</td>
<td>47a8f7</td>
</tr>
<tr>
<td>C30 M2 Y64 K0 R188 G213 B130 bcd582</td>
<td>C30 M2 Y64 K0 R188 G213 B130</td>
<td>bcd582</td>
</tr>
</tbody>
</table>

**Complimentary Color Palette**

The complimentary color palette is offered for use on backgrounds and other such elements, which may be used in conjunction with the primary and accent colors. These colors should not be used to represent the logo, however, they may be the predominant color on some pieces.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB Value</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C84 M56 Y0 K0 R42 G110 B187 2a6ebb</td>
<td>C84 M56 Y0 K0 R42 G110 B187</td>
<td>2a6ebb</td>
</tr>
<tr>
<td>C21 M16 Y35 K0 R203 G198 B169 cbc6a9</td>
<td>C21 M16 Y35 K0 R203 G198 B169</td>
<td>cbc6a9</td>
</tr>
<tr>
<td>C33 M17 Y1 K0 R168 G192 B226 a8c0e2</td>
<td>C33 M17 Y1 K0 R168 G192 B226</td>
<td>a8c0e2</td>
</tr>
<tr>
<td>C13 M6 Y4 K0 R217 G226 B234 d9e2ea</td>
<td>C13 M6 Y4 K0 R217 G226 B234</td>
<td>d9e2ea</td>
</tr>
<tr>
<td>C10 M6 Y25 K0 R229 G227 B197 e5e3c5</td>
<td>C10 M6 Y25 K0 R229 G227 B197</td>
<td>e5e3c5</td>
</tr>
<tr>
<td>C12 M2 Y18 K0 R223 G232 B212 dfe8d4</td>
<td>C12 M2 Y18 K0 R223 G232 B212</td>
<td>dfe8d4</td>
</tr>
</tbody>
</table>

Black, white, and any shade of gray.

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To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
Typography

TRAX has adopted the following typeface because of its legibility, professional appearance, and broad selection of attributes. The selected typeface should be used on all TRAX print communications materials.

Ensuring readability

To ensure easy readability of text, do not use below 9 point for body copy. Text should be flush left, ragged right. Hyphenating a word at the end of a line is strongly discouraged.

Font Family for Public Literature

Myriad Pro Standard Family
OpenType Font (Windows and Mac Platforms)
ABCDEFHJKLMNPQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz
Myriad Pro Light Condensed
Myriad Pro Light Condensed Italic
Myriad Pro Condensed
Myriad Pro Condensed Italic
Myriad Pro Semibold Condensed
Myriad Pro Semibold Condensed Italic
Myriad Pro Bold Condensed
Myriad Pro Bold Condensed Italic
Myriad Pro Black Condensed
Myriad Pro Black Condensed Italic
Myriad Pro Light
Myriad Pro Light Italic
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Semibold
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic
Myriad Pro Black
Myriad Pro Black Italic

Alternative Fonts

Arial Narrow
Arial Narrow Italic
Arial Narrow Bold Italic
Arial Narrow Bold
Arial
Arial Italic
Arial Bold Italic
Arial Bold
Tahoma
Tahoma Bold
Helvetica
Helvetica Oblique
Helvetica Bold Oblique
Helvetica Bold
Times New Roman
Times New Roman Italic
Times New Roman Bold Italic
Times New Roman Bold

*Note: The Times New Roman font should only be applied to text which is in paragraph format, such as a letter or document.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
2. Templates & Guidelines
Print Applications
Standard 8.5” x 11” Letterhead

Size
8 1/2” x 11”

Logotype
2” in width

Typography
Contact information (bottom of letterhead):
9 point Myriad Pro Semibold Condensed, upper and lower case, separated by bullets, centered on the bottom of the page, PMS Reflex Blue in color.

Body: 10 - 12 point Myriad Pro Regular, upper and lower case, PMS Black in color. If Myriad Pro is not available please use one of the alternative fonts listed on page 1-7.

Usage
Professionally printed letterhead is provided and, therefore, is not to be reproduced on an in-house printer. To obtain letterhead please check the office supplies, or to print more you will need approval from your supervisor and contact your TRAX Assigned Point of Contact on the bottom of the Branded Items and Professionally Printed Materials page http://branding.traxintl.com/brandeditems.html.

Although it is requested that all employees use the professionally-printed letterhead for print applications, some applications may require an electronic version instead. Should an electronic version of the letterhead be required, a downloadable version (in several file formats) may be obtained from branding.traxintl.com.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
Standard #10 Envelope

Size
9 1/2” x 4 1/8”

Logotype
2” in width

Typography
Return Address:
9 point Myriad Pro Semibold Condensed, upper and lower case, flush left, PMS Black 20% Saturation in color.
Address: 9 - 12 point Myriad Pro Regular, upper and lower case, PMS Black in color. If Myriad Pro is not available please use one of the alternative fonts listed on page 1-7.

Usage
Professionally printed envelopes are provided and, therefore, are not to be reproduced. To obtain envelopes please check the office supplies, or to print more you will need approval from your supervisor and contact your TRAX Assigned Point of Contact on the bottom of the Branded Items and Professionally Printed Materials page http://branding.traxintl.com/brandeditems.html.
Business Cards

Size
3 1/2” x 2”

Logotype
2” in width

Typography
Employee Name and Contact information:
9 point Myriad Pro Bold, upper and lower case, left and right justified, PMS White in color.

Contract Name (if applicable):
8 point Myriad Pro Semibold Italic, upper and lower case, centered, PMS Black 5% Saturation in color.

Usage
Professionally printed business cards are provided and, therefore, are not to be reproduced. To obtain business cards you will need approval from your supervisor and contact your TRAX Assigned Point of Contact on the bottom of the Branded Items and Professionally Printed Materials page http://branding.traxintl.com/brandeditems.html.
Brochure

A small 5 1/2" x 8 1/2" bi-fold brochure is available and includes the TRAX logo, along with a brief overview of all the corporate capabilities. It’s intended use is for distribution to the general public at events/meetings, as well as lobby areas in all TRAX buildings.

To obtain brochures please check the office supplies, or to print more you will need approval from your supervisor and contact your TRAX Assigned Point of Contact on the bottom of the Branded Items and Professionally Printed Materials page http://branding.traxintl.com/brandeditems.html.

Sample brochure showing the old logo. New brochure is white and will use the updated logo.
Oversized Formats: Banners and Trade Show Displays

In specialized, large-format uses, such as trade show booth graphics, banners, signage, posters, etc., one must follow all of the guidelines mentioned previously in these graphic standards. Furthermore, one must be vigilant to ensure that specialized high-resolution artwork is used to eliminate the change in pixelization that occurs. Do not “size-up” artwork from an Internet image. Do check with vendors prior to producing artwork; follow their requirements to avoid a low-resolution, pixelized image.

To assist in the effort to ensure high quality graphics for large-format uses, TRAX has provided all subsidiary logos in vector format. All logos are available at branding.traxintl.com. Please download the appropriate vector graphics and email or create a disc to provide to your vendor(s); the TRAX branding web page is for TRAX employees only.

Above images show the old logo. New materials will use the updated logo.
3. Templates & Guidelines
Electronic Applications
E-mail Signatures

An e-mail signature is a block of text appended to the end of an e-mail message. Most e-mail clients, such as Microsoft Outlook and Entourage, can be configured to automatically append an e-mail signature with each new message.

TRAX employees are encouraged to create professional e-mail signatures for your assigned TRAX e-mail account, however, we ask that you adhere to the following guidelines:

• The signature should be displayed as plain text in any of the fonts listed on page 1-7 (no HTML, images, or other rich text), and should be separated from the body of the message by a single blank line. Usage of graphics of any kind, even the logo, is discouraged.

• To ensure consistency with all other media, please use a period (.) instead of a dash (-) when typing phone numbers.

• Usage of witty or profound quotations are prohibited, as they may be considered unprofessional and offensive to some, especially in other countries or regions.

*Note: Some contracts may be required to include other types of information, such as disclaimer information. Please speak with your supervisor if you are unsure about the information that should be included in your e-mail signature.

Suggested format:

Name (necessary)
Title (optional)
TRAX International (necessary)
Name of Division/Contract (strongly encouraged)
Physical or Mail Address (optional)
E-mail Address (optional)
Website Address (optional)
phone: xxx.xxx.xxxx (optional)
fax: xxx.xxx.xxxx (optional)

Sample 1:

Mr. F. Craig Wilson
President
TRAX International
fcwilson@traxintl.com
phone: 702.434.6499 x100
fax: 702.434.5936

Sample 2:

Mr. F. Craig Wilson
TRAX International
www.traxintl.com
702.434.6499 x100

Sample 3:

Mr. F. Craig Wilson
TRAX International
Presentation Templates

The presentation templates are for general use by all TRAX subsidiaries and contracts. While creativity is encouraged, please keep the following guidelines in mind.

Guidelines

• Always use dark-colored backgrounds and light-colored text; light-colored backgrounds (especially pure white) are discouraged as they project an uncomfortable flashlight effect on your audience and, furthermore, do not conform to the overall corporate style.

• If using transitions and/or animations, keep them to a minimum and keep them consistent throughout presentation.

• Always display the TRAX logo on every slide.

• Use a monochrome color-scheme for backgrounds, secondary graphics, and text; use bright, contrasting colors to draw attention to primary elements.

Templates

Slide templates have been developed, for both Microsoft PowerPoint (Windows or Mac) and Keynote (Mac). The templates have been designed to be displayed using a typical 1024 x 768 resolution projector.

Templates may be downloaded from: branding.traxintl.com

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
TRAX backgrounds, which may also be used as screensavers, have been developed for general use by all TRAX subsidiaries and contracts. They have been designed for various display sizes and aspect ratios and may be downloaded from branding.traxintl.com.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
Website

A corporate website at http://www.traxintl.com is actively developed, managed, and maintained by the Corporate office. It serves as the online presence for TRAX International and all TRAX subsidiaries. As such, each subsidiary is discouraged from developing any website of its own.

However, each TRAX subsidiary and core business units will be represented within the website and are encouraged to manage the content that pertains to its own division.

News

News stories and events that are related to TRAX marketing efforts, bid proposals/awards, and other important articles are listed in the News section of the website. All divisions are also encouraged to use this feature and submit articles for consideration to the Corporate office.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
4. Merchandising
Merchandising Guidelines

It would be impossible for TRAX to predict all the opportunities that will arise featuring TRAX branded merchandise. Though room for creativity is essential in these instances, protecting brand identity is essential as well.

Use the following points when creating TRAX branded merchandise:

- Employees must obtain corporate approval for all merchandising bearing the TRAX brand.
- The use of the TRAX logo is encouraged wherever possible. Similar, but not identical, type treatments are discouraged.
- The utilization of varying color palettes to complement differing fabrics, surfaces, and textures is allowed; however, executing the TRAX logo on neon colors is prohibited.

Embroidery of Logo

- Be wary of applications where the TRAX logo is printed or embroidered so small as to lose integrity. It should always be legible and have smooth, even stitches used in its reproduction with no puckering of fabric around it.
- When embroidering the logo, choose thread as close to original colors as possible. Because the logo has a white outline it will show up on any color garment.

*Note: These are samples of how the TRAX graphic standards might be applied; these particular examples are not intended to be templates for all merchandising applications.

To obtain logos, photos, images, and other artwork, TRAX employees may visit branding.traxintl.com. Please contact a supervisor for a username and password.
5. Other Tools and Resources
Online Tools and Resources

To download logos, templates, and other artwork, TRAX Employees may access the branding web site at branding.traxintl.com. Speak with a supervisor to obtain a username and password.

This style guide, and all of the resources found on the TRAX branding web site, is confidential and for TRAX employee use only.

For general questions about this style guide, or about corporate branding, please email creative@traxintl.com.