



go new places.®

Atlas®

Identity Guide

Modified 12.2023

Contents

Introduction	3
The Corporate Mark	4
▪ Pantone® & Four-Color Process Specs	
▪ Acceptable Uses	
▪ File Download Info	
The Font Family	7
▪ Usage Guidelines	
▪ Font Download Info	
Communications	8
▪ Stationery	
Advertising Grids.....	10
▪ Usage Guidelines	
▪ Grid Download Info	
In-Service Pieces	12
▪ Signage & Vehicles	
▪ File Download Info	



Introduction

To Headquarters' Staff, Atlas Agents, Graphics Providers

Consistent

A consistent and coherent approach is necessary as our new identity is communicated not just through our advertising but through every aspect of our contact with customers and stakeholders.

Clarity and Effectiveness

This guide is intended to set guidelines and standards by which the clarity and effectiveness of our message can be maintained across the many users of the Atlas brand.

IMPORTANT! *(an excerpt from the Atlas Van Lines, Inc.'s Rules - Part 2)*

Use of Marks (Atlas Rule 2-II-1-1)

All advertising that makes reference to or uses the Atlas name or logo must receive prior written approval from the appropriate department. Internet sites and other electronic forms of advertising are included in this requirement. An approval control number will be issued at the time of approval. (Atlas Rule 2-II-1-2)

An agent may not advertise "long distance or interstate moving" unless the advertisement indicates that the agent is an agent of Atlas and Atlas' DOT number appears in a conspicuous place in legible type in the advertisement (U.S. DOT No.125550). (Atlas Rule 2-II-1-4)

Violations of this Rule 2-II-1 are subject to nonrefundable fines up to \$1,000. (Atlas Rule 2-II-1-5)

For the complete Atlas Advertising Policy, please visit
<https://atlasnetnp.atlasworldgroup.com/SiteCollectionDocuments/Rules.aspx#2>

We Welcome Your Questions









Any questions regarding the contents of this guide should be directed to
Atlas Headquarters, Corporate Marketing – 800-638-9797 – marketing@atlasworldgroup.com



The Corporate Mark

Pantone® and Four-Color Process Specs

Pantone Matching System (PMS)

	PMS 299	C:87 M:18.5 Y:0 K:0	
	PMS 294	C:100 M:56 Y:0 K:18.5	
	PMS 200	C:0 M:100 Y:65 K:15	
	70% Process Black	C:0 M:0 Y:0 K:70	

4-Color Process



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Single-Color Use



PMS 299



PMS 294



PMS Black



White
For Color Backgrounds

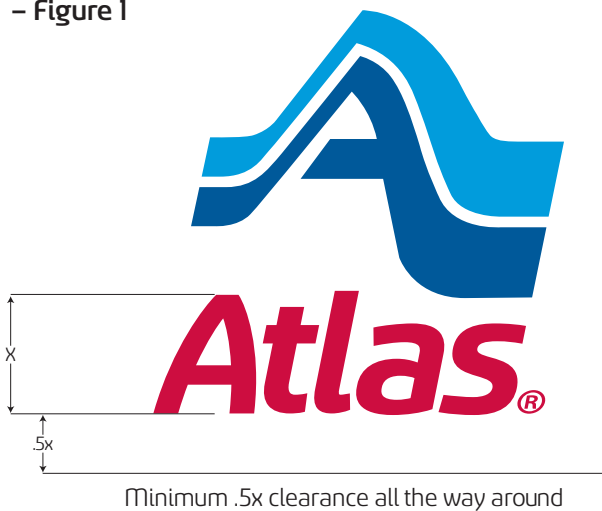
- Any deviations from colors above require written approval.
- For more detailed logo options and specs, download the Atlas Logo files. (see pg. 6)



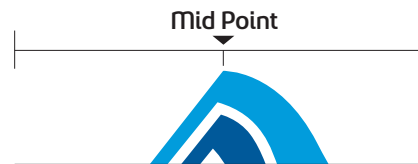
The Corporate Mark, continued

Acceptable Uses

Placing the Mark (Logo) – Figure 1



Note: When centering the mark, simply center the top tip of the "Flying A"



Combination of Logo Elements



Note: Maintain the relationship as shown above for the spacing of the elements (The X and the .5x spacing as detailed in Figure 1).

DO NOT combine or use the logo in the following manner



The Corporate Mark, continued

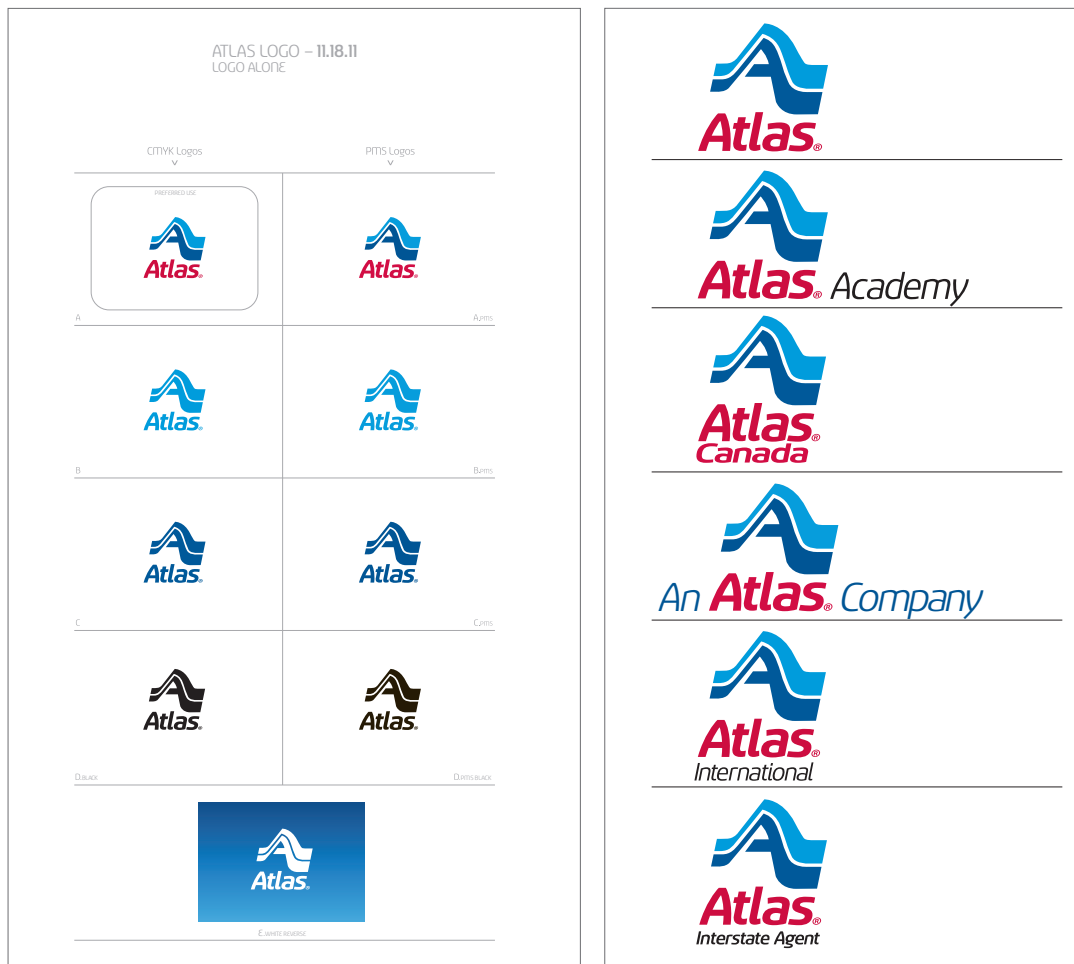
Downloadable Files

Downloads/Links



<https://atlasloop.atlasworldgroup.com/online-store?Erc=100>

Example of Atlas Logo Art Files Available for Download



Example of Atlas Subsidiary Logo Art Files Available for Download



The Font Family

Usage Guidelines

Large Headlines

Headline

Sancoale - Regular (7" shear)

Headline

Sancoale - Medium

Medium Subheads (20 pt. or larger)

Medium Subhead

Sancoale - Light

Medium Subhead

Sancoale - Medium

Small Subheads (18 pt. and below)

Small Subhead

Sancoale - Medium

Small Subhead

Sancoale - Bold

Body Copy (9.5 - 10.5 pt.)

Body Copy

Sancoale - Regular

Body Copy Emphasis

Sancoale - Medium

Font Download Info

www.myfonts.com/fonts/insigne/sancoale/

www.linotype.com/870427/Sancoale-family.html



Communications

Stationery

The Atlas Print Shop

The Atlas Print Shop can work directly with agents to create the artwork for Atlas Agency Stationery –AND–the print shop can provide the necessary printing for:

- Letterhead
- Business Cards
- #10 Business Envelopes
- 10" x 13" Catalog Envelopes

Contact: Vince Stone (Atlas Headquarters, Print Shop – 800-638-9797 #2610 – vinston@atlasworldgroup.com)

Example of Atlas Business Cards and Stationery

Standard - No Agent Logo

Logo Option 2
Smaller Agent Logo

Logo Option 3
Larger Agent Logo

Letterhead

XYZ Moving & Storage, Inc.
Street Address
City, State Zip
000-000-0000
800-000-0000
cell: 000-000-0000
fax: 000-000-0000
jdoe@xyzmoving.com
www.xyzmoving.com

Envelope

Stationery imprints are in **BLACK INK** - except for Atlas logo.
If requested, agents can add extra colors for agency logo/frame/etc...
there is an extra charge for each additional color other than black.

Taglines are optional... agents can provide their own, have **NO taglines**, or use the standard tagline **go new places.™**

agent website, email, etc.



Communications, continued

Atlas Boilerplate Components

Download boilerplate components at the link below:



<https://atlasloop.atlasworldgroup.com/online-store/boilerplate-components-package>

Example of Boilerplate for Small Publications



visit us at atlasvanlines.com
contact us at 800-852-6683

Atlas Van Lines • 1212 St. George Road • Evansville, IN 47711
Atlas Van Lines (Canada) Ltd. • P.O. Box 970 • 485 N. Service Road, East • Oakville, Ontario L6J 5M7
www.atlasvanlines.ca

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TM & © 2024 AWGI LLC	Atlas Van Lines, Inc. U.S. DOT No. 125550	Form No. BROXXXXX
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Example of Boilerplate for Larger (wider) Publications



visit us at atlasvanlines.com
contact us at 800-852-6683

Atlas Van Lines • 1212 St. George Road • Evansville, IN 47711 • www.atlasvanlines.com
Atlas Van Lines (Canada) • P.O. 970 • 485 N. Service Road, East • Oakville, Ontario L6J 5M7 • www.atlasvanlines.ca

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Advertising Grids

The Atlas Grids

The Atlas look can be accomplished by using the **FONT FAMILY** as shown in this document, and by placing the fonts on the **GRIDS** as shown below.

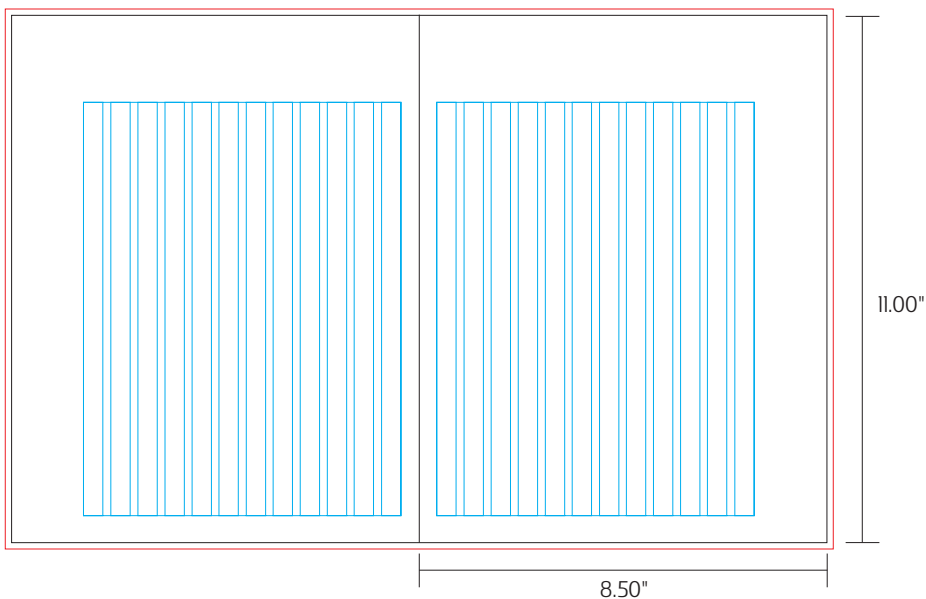
Atlas Grids

Download all of the Atlas Grids at the link below:

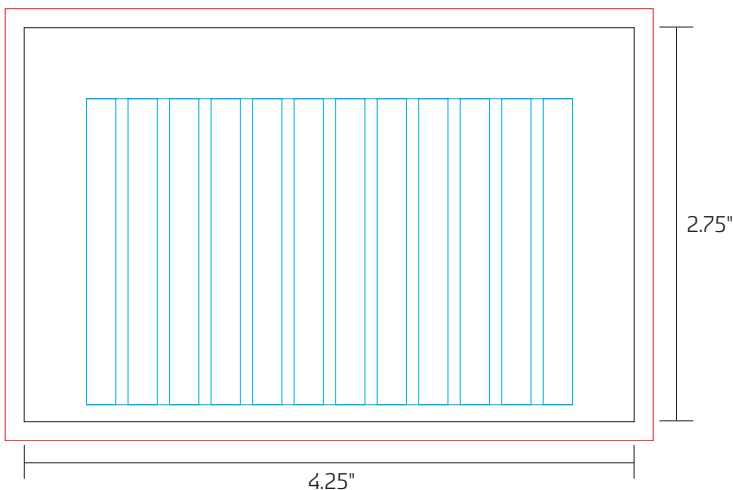


<https://atlasloop.atlasworldgroup.com/online-store/template-grids-package>

Example of 2-Page Spread (8.5"x11" pages) Shown at 25%

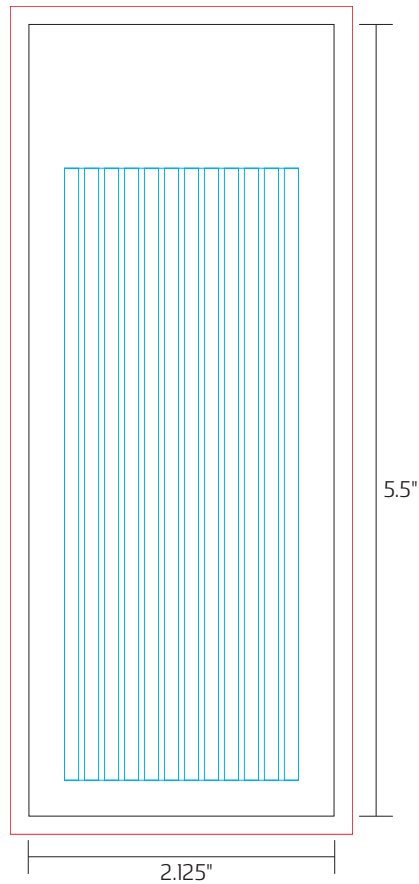


Grid for 1/2-Page Horizontal (8.5"x11" page) Shown at 75%

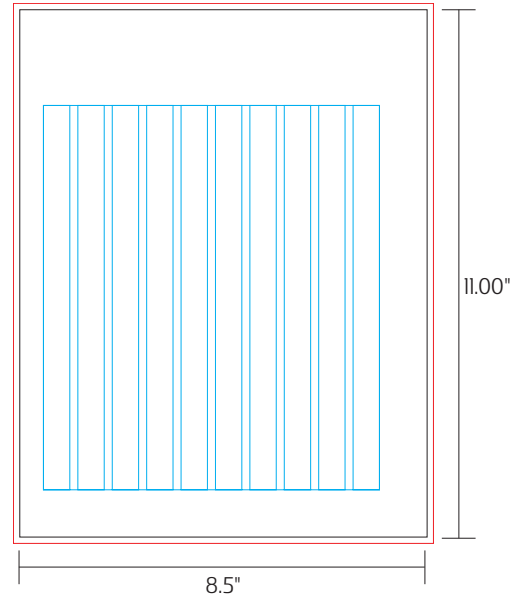


Advertising Grids, *continued*

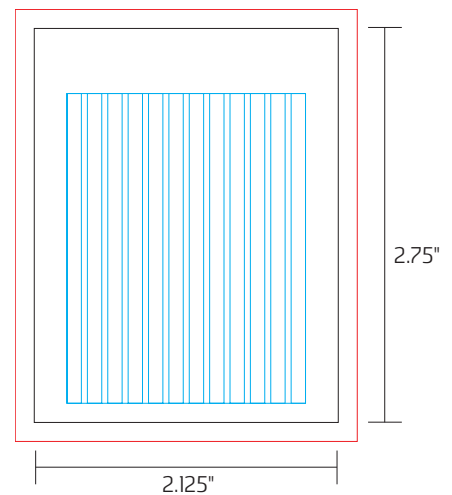
Grid for 1/2-Page Vertical (8.5"x11" page) Shown at 75%



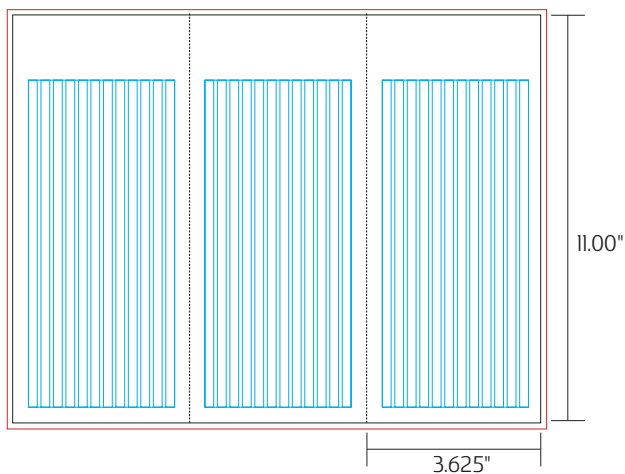
Grid for Small Sell Sheet (8.5"x11" page) Shown at 25%



Grid for 1/4-Page (8.5"x11" page) Shown at 75%



Grid for Tri-Fold (8.5"x11" page) Shown at 75%



In-Service Pieces (signage & vehicles)

Signage

In General

Follow the graphic guidelines for the usage of the mark with regard to color, placement, and acceptable uses.

IMPORTANT! (an excerpt from the Atlas Van Lines, Inc.'s Rules - Part 2)

Facility Identification

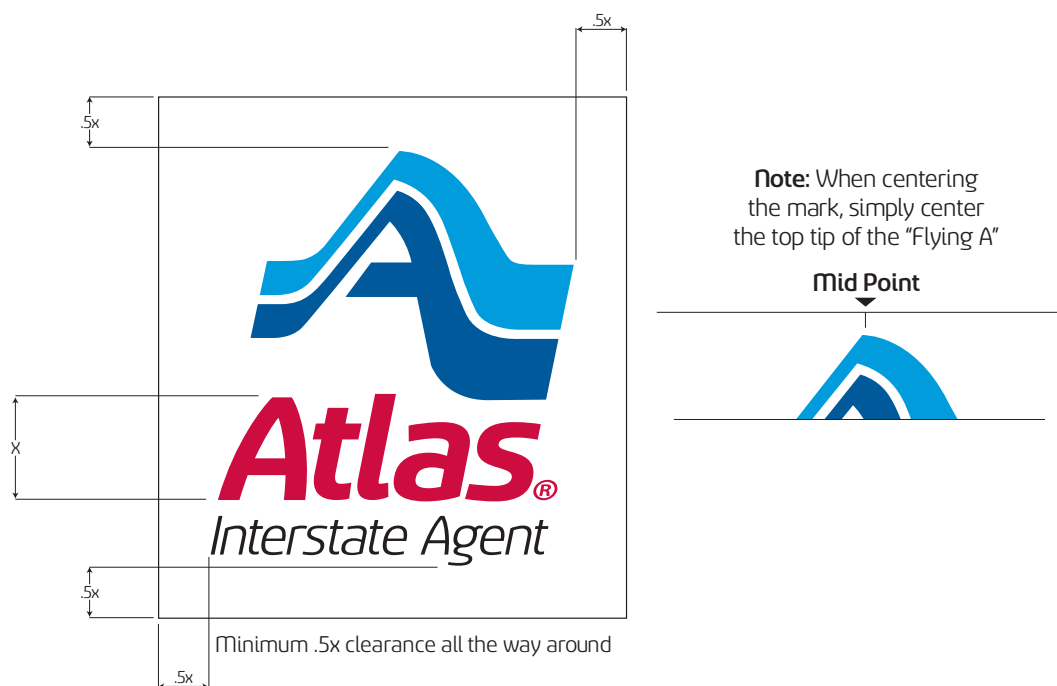
All agent facilities shall be identified with one of the following phrases: "Atlas Agent," "Atlas Van Lines Agent," "Atlas Van Lines Interstate Agent" or "Atlas Interstate Agent." This identification shall be prominently displayed by inscription, decals or signs and shall be in accordance with all local ordinances. **(Atlas Rule 2-3-7)**

Advertising Atlas Services

Use of Marks (Atlas Rule 2-II-1-1)

An agent may use the phrase "Atlas Van Lines Agent" or "Atlas Agent" or "Atlas Van Lines Interstate Agent" or "Atlas Interstate Agent" in connection with the agent's business name in advertising Atlas services at approved locations, including permanent sales offices, provided that at least one of these phrases is required. **(Atlas Rule 2-II-1-1)**

For the complete Atlas Advertising Policy, please visit
<https://atlasnetnp.atlasworldgroup.com/SiteCollectionDocuments/Rules.aspx#2>



In-Service Pieces, *continued*

Packaging Materials

Resources

Different resources are used across the country by agents in different regions to create packing boxes and materials.

When applying the Atlas logo to packing materials (by itself or in combination with an agent logo), all of the specifications as referred to in “The Corporate Mark” section of this document should be followed as nearly as possible.

The artwork for the Atlas Logo must originate from the artwork created by Atlas.



<https://atlasloop.atlasworldgroup.com/online-store/atlas-in-service-packaging>

Three Controlled Colors Match PMS 299,294,200	Two Controlled Colors Match PMS 294,200 (70% Screen Tint - PMS 294)	Two Controlled Colors Match PMS 294,200
		
	One-Color Match PMS 294	 
	One-Color Match PMS black	
		



In-Service Pieces, *continued*

Vehicles

Atlas Vehicle Graphics and Specifications

A complete guide of specifications and artwork for the Atlas paint program can be found on AtlasNet and the Atlas Loop.

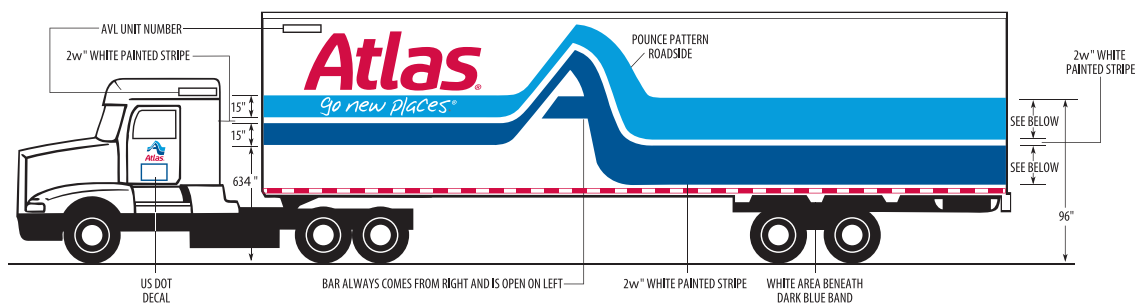
View the Vehicle Identification Program Guide on AtlasNet:

[https://atlasnetnp.atlasworldgroup.com/Departments/agencydevelopment/Documents/Vehicle%20Identification%20Program%20\(complete\).pdf](https://atlasnetnp.atlasworldgroup.com/Departments/agencydevelopment/Documents/Vehicle%20Identification%20Program%20(complete).pdf)

View on the Atlas Loop:

<https://atlasloop.atlasworldgroup.com/online-store/vehicle-identification-program>

ROADSIDE



NO MATERIAL ALLOWANCE WILL BE MADE BY ATLAS VAN LINES UNLESS THESE SPECIFICATIONS ARE FOLLOWED



OUR MISSION:
Every day we help you *go new places*,[®]
with expertise in moving and logistics,
bringing the world within reach.

THE ATLAS BRAND STANDS FOR:

Dreams.

We understand the importance of pursuing dreams for those we serve.

Answers.

We bring an unrivaled dedication to problem solving.

Global Reach.

We have a network of resources that connects our customers to best-in-class services throughout the world.

Cultivation.

We commit to the well-being of our people, our customers, our company, our communities and our planet.

Entrepreneurial Spirit.

We believe our customers and our future are best served by our network of independent agent owners.



visit us at atlasvanlines.com
contact us at 800-852-6683

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