



Atlas[®]
go new places.[™]

**Vehicle Identification
Program**

General Guidelines for Atlas Fleet Graphics

Atlas is proud of our heritage and brand. Below are rules for the branding of a vehicle to Atlas standards.

Vans & Sprinters

It is the policy of Atlas to use Polyurethane Enamel Paint. To insure uniform paint and color quality, all material must be ordered from Atlas Terminal Company. Telephone 800-638-9797, ext. 2333. Allow 10 days for shipping.

Vehicles must be painted white with black undercarriage. Chrome-plated, stainless steel and polished aluminum parts need not be painted.

Position the stylized "A" symbol pounce pattern (ROADSIDE) on driver's side of vehicle. Top of "A" must be positioned as shown in the diagram. Mark pattern on vehicle. Repeat this application on the curbside of the vehicle. Be sure to use the CURBSIDE "A" symbol. On both the roadside and the curbside, the bar on the "A" symbol always comes from the right and is open to the left. Save patterns for other similar vehicles.

Mark and paint the light blue (upper) and dark blue (lower) vehicle bands, and the "A" symbol. Bands must extend all around the vehicle and are separated by a 1.75" white painted stripe. Note: The dark blue band does NOT extend all the way to the bottom of the vehicle. Proper positioning of the pounce pattern and maintaining the correct width of the blue bands will allow for a white area under the dark blue band. The width of the white area will vary depending upon type and size of vehicle. When paint is completely dry, proceed with proper decal application, according to diagram. Follow application instructions in graphic kits.

Any style lettering may be used for agency identification on vehicles leased to Atlas. However, white is the only color allowed for use. Colored vinyl, shading, or outlining is not allowed. An agency logo may be used in conjunction with the agency identification on the equipment. However, white is the only color allowed. Agency identification, including a logo if used, may be displayed only in the blue bands on the vehicle sides, centered between the "A" and the back of the vehicle and in the blue bands on the back of the vehicle.

Pack Vans

It is the policy of Atlas to use Polyurethane Enamel Paint. To insure uniform paint and color quality, all material must be ordered from Atlas Terminal Company. Telephone 800-638-9797, ext. 2333. Allow 10 days for shipping.

Vehicles must be painted white with black undercarriage. Chrome-plated, stainless steel and polished aluminum parts need not be painted. Stainless steel rear doors ARE NOT ALLOWED on any equipment leased to Atlas.

Position the stylized "A" symbol pounce pattern (ROADSIDE) on driver's side of vehicle. Top of "A" must be positioned as shown in the diagram. Mark pattern on vehicle. Repeat this application on the curbside of the vehicle. Be sure to use the CURBSIDE "A" symbol. On both the roadside and the curbside, the bar on the "A" symbol always comes from the right and is open to the left. Save patterns for other similar vehicles.

Mark and paint the light blue (upper) and dark blue (lower) vehicle bands, and the "A" symbol. Bands must extend all around the vehicle and are separated by a white painted stripe. The width of the white painted stripe depends on the size of the Pac Van you are painting. Refer to specific layout page. Note: The dark blue band does NOT extend all the way to the bottom of the vehicle. Proper positioning of the pounce pattern and maintaining the correct width of the blue bands will allow for a white area under the dark blue band. The width of the white area will vary depending upon type and size of vehicle. When paint is completely dry, proceed with proper decal application, according to diagram. Follow application instructions in graphic kits.

Any style lettering may be used for agency identification on vehicles leased to Atlas. However, white is the only color allowed for use. Colored vinyl, shading, or outlining is not allowed. An agency logo may be used in conjunction with the agency identification on the equipment. However, white is the only color allowed. Agency identification, including a logo if used, may be displayed only in the blue bands on the vehicle sides, centered between the "A" and the back of the vehicle and in the blue bands on the back of the vehicle.

Detailed instructions for the tractors and trailers may be found on the specific layout pages.

Straight Trucks

It is the policy of Atlas to use Polyurethane Enamel Paint. To insure uniform paint and color quality, all material must be ordered from Atlas Terminal Company. Telephone 800-638-9797, ext. 2333. Allow 10 days for shipping.

Straight Trucks must be painted white with black undercarriage. Chrome-plated, stainless steel and polished aluminum parts need not be painted. Stainless steel rear doors ARE NOT ALLOWED on any equipment leased to Atlas.

Position the stylized "A" symbol pounce pattern (ROADSIDE) on driver's side of truck body. Top of "A" must be positioned as shown in the diagram. Mark pattern on truck body. Repeat this application on the curbside of the truck body. Be sure to use the CURBSIDE "A" symbol. On both the roadside and the curbside, the bar on the "A" symbol always comes from the right and is open to the left. Save patterns for other similar truck bodies.

Mark and paint the light blue (upper) and dark blue (lower) vehicle bands, and the "A" symbol. Bands must extend all around the straight truck body and are separated by a 2.75" white painted stripe. Note: The dark blue band does NOT extend all the way to the bottom of the truck body. Proper positioning of the pounce pattern and maintaining the correct width of the blue bands will allow for a white area under the dark blue band. The width of the white area will vary depending upon type and size of truck body. When paint is completely dry, proceed with proper decal application according to diagram. Follow application instructions in graphic kits.

Any style lettering may be used for agency identification on straight trucks leased to Atlas. However, white is the only color allowed for use. Colored vinyl, shading, or outlining is not allowed. An agency logo may be used in conjunction with the agency identification on the equipment. However, white is the only color allowed. Agency identification, including a logo if used, may be displayed only in the blue bands on the truck body sides, centered between the "A" and the back of the vehicle and in the blue bands on the back of the straight truck.

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

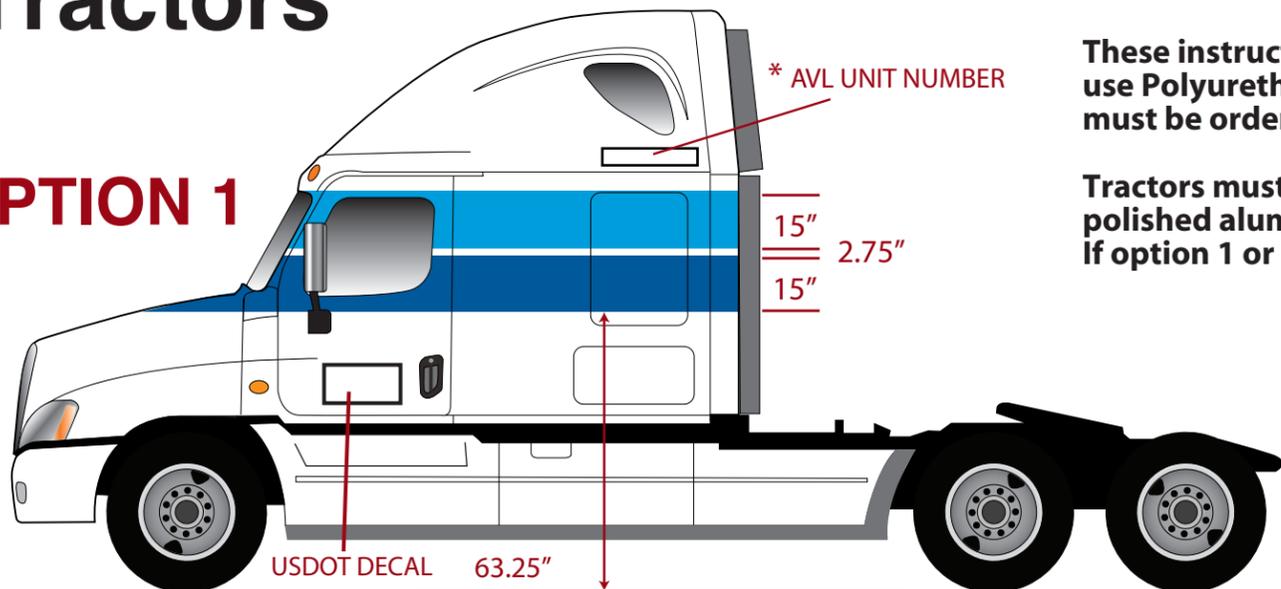
Tractors

TRACTOR PAINTING SPECIFICATIONS

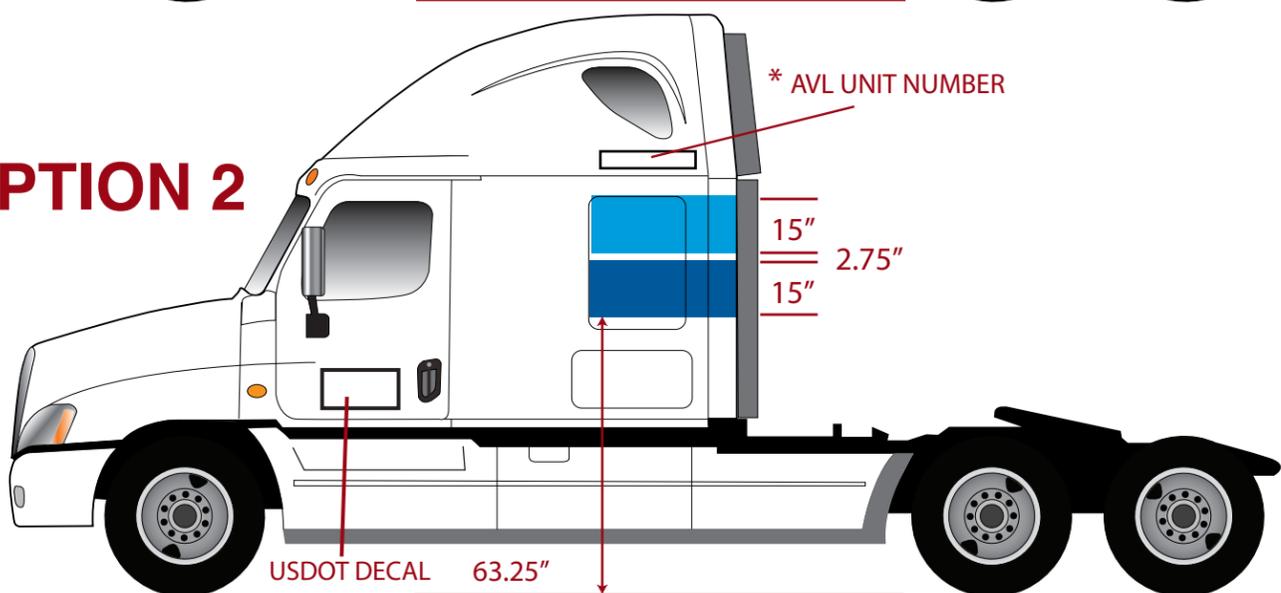
These instructions apply to all tractor models, conventional and cab-over. It is the policy of Atlas to use Polyurethane Enamel. To insure material allowance and uniform paint and color quality, all materials must be ordered from Atlas Terminal Co. Telephone: 812-424-4326, ext: 2333. Allow 10 days for shipping.

Tractors must be painted white with black or AVL dark blue undercarriage and white wheels. Chrome-plated and polished aluminum parts need not be painted. Atlas specifications allow 3 optional ways to paint a tractor. If option 1 or 2 is selected, a Pin Stripe not to exceed .25" may outline the blue bands.

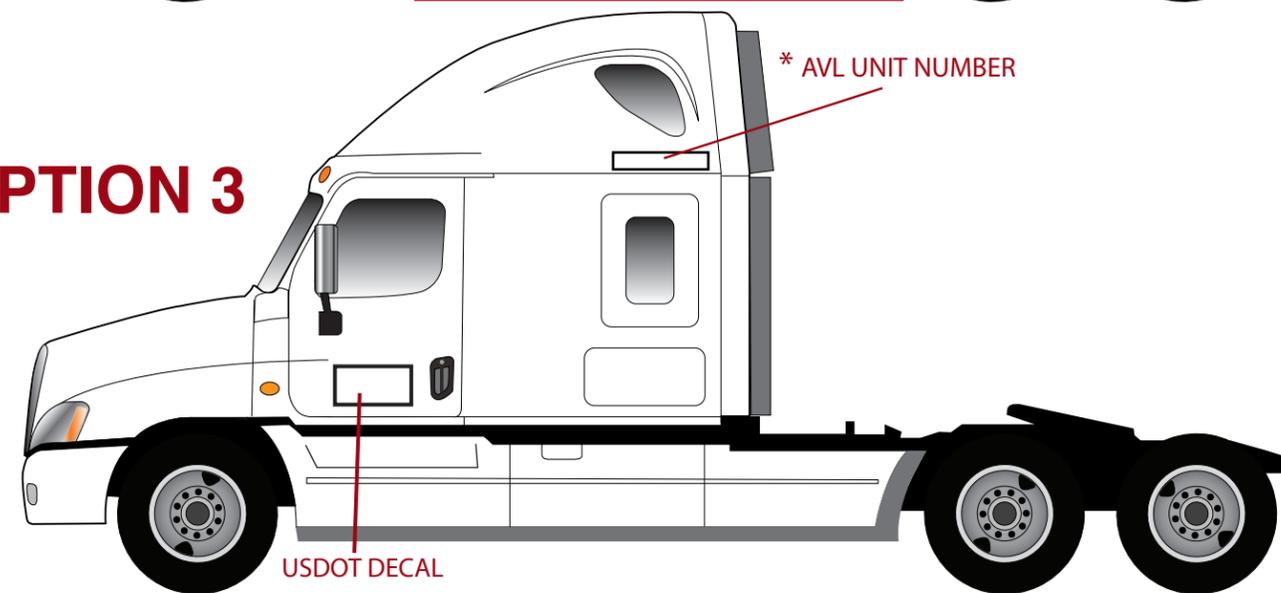
OPTION 1



OPTION 2



OPTION 3



OPTION 1: 15" upper light blue band and 15" lower dark blue band separated by a 2.75" white stripe extending horizontally the full length of the tractor. The bottom of the dark blue band must be 63.25" above the ground. Continuity of tractor and trailer bands must be maintained. Note: On some small conventional tractors, the top of the upper light blue band will extend above the tractor roof. In these cases the entire roof should be painted light blue.

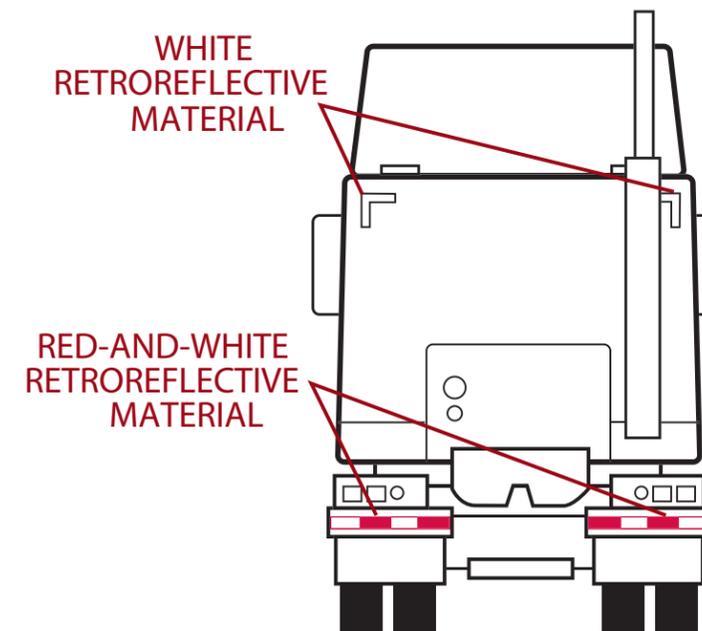
OPTION 2: 15" upper light blue band and 15" lower dark blue band separated by a 2.75" white stripe beginning horizontally at the back of the tractor and then once the continuity of the tractor and trailer is obtained the bands may stop or extend in any reasonable direction. The bottom of the dark blue band beginning at the back of the tractor must be 63.25" above ground. If you are extending the bands in any direction other than horizontally, as shown in Option 1, prior to painting, submit a sketch of your design to Fleet Regulation for approval.

OPTION 3: A solid white tractor is acceptable provided the proper permit decals are applied.

These measurements will work for most units; for exceptions contact Atlas Terminal Co.

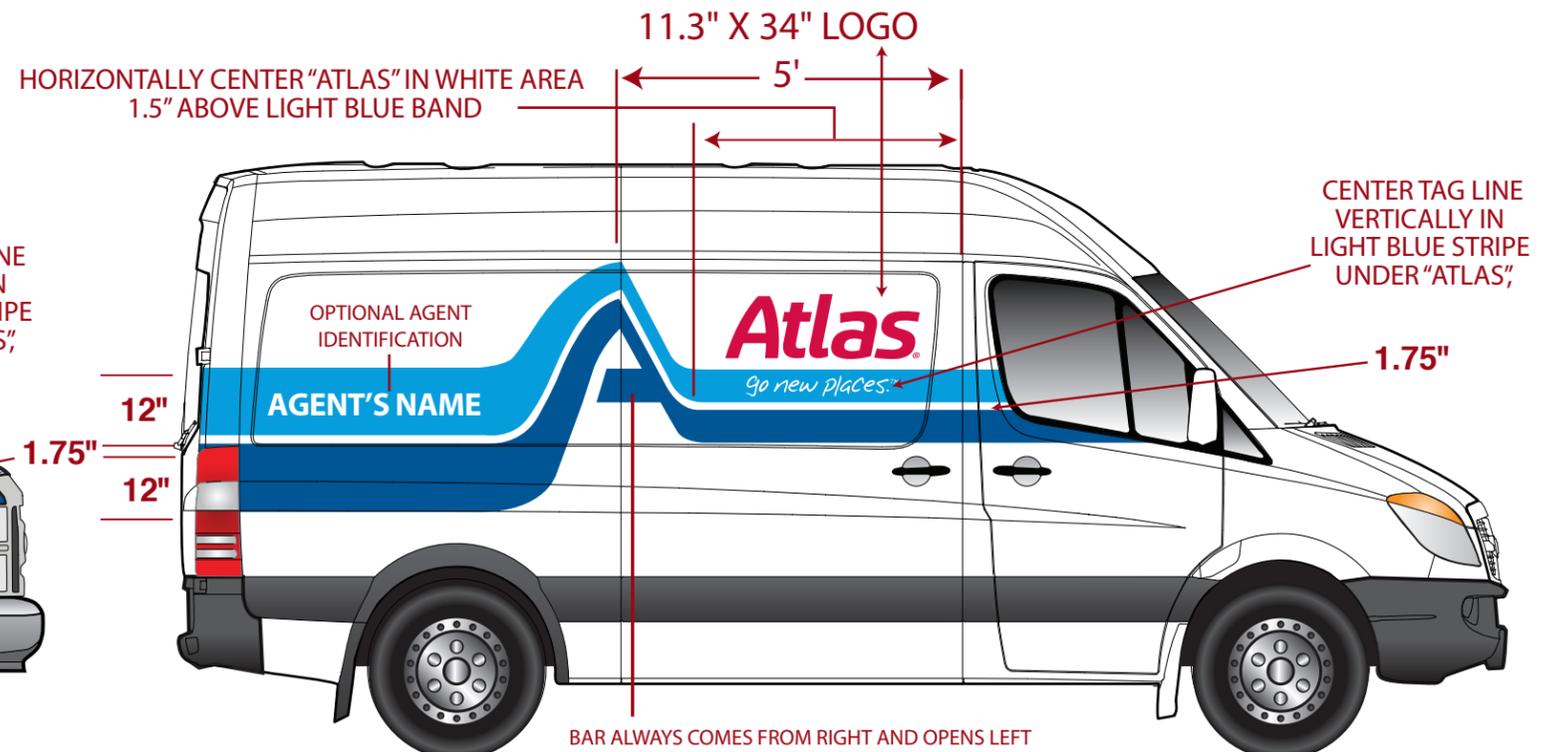
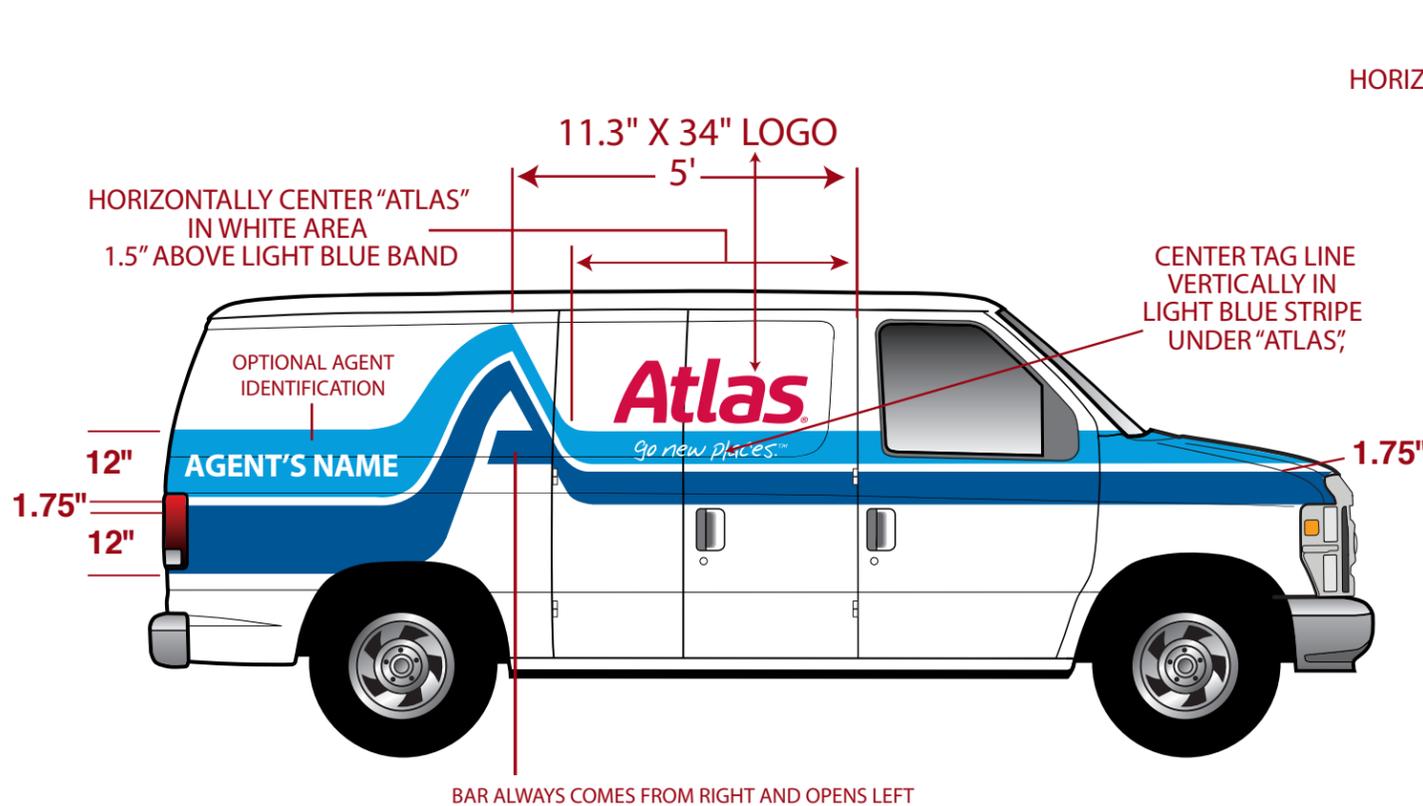
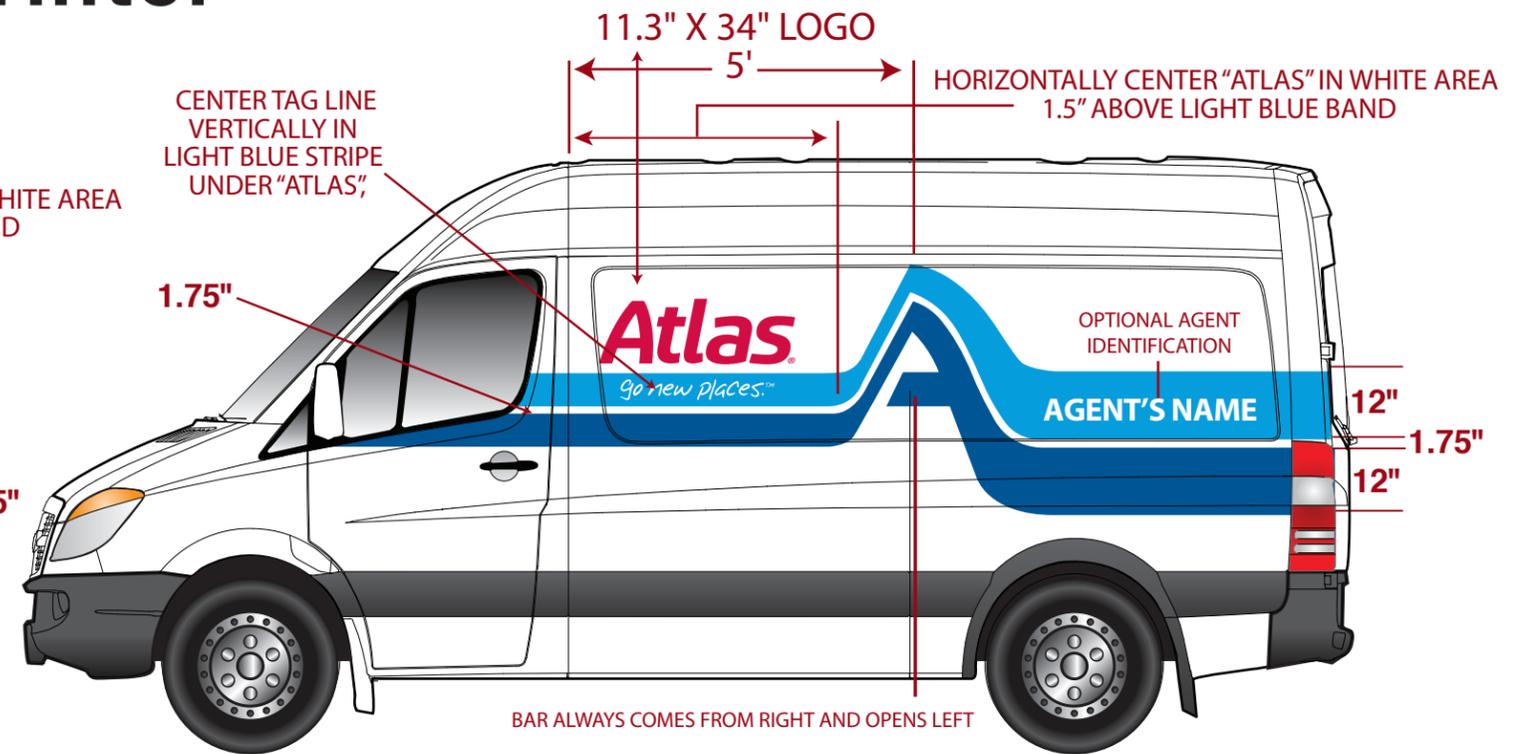
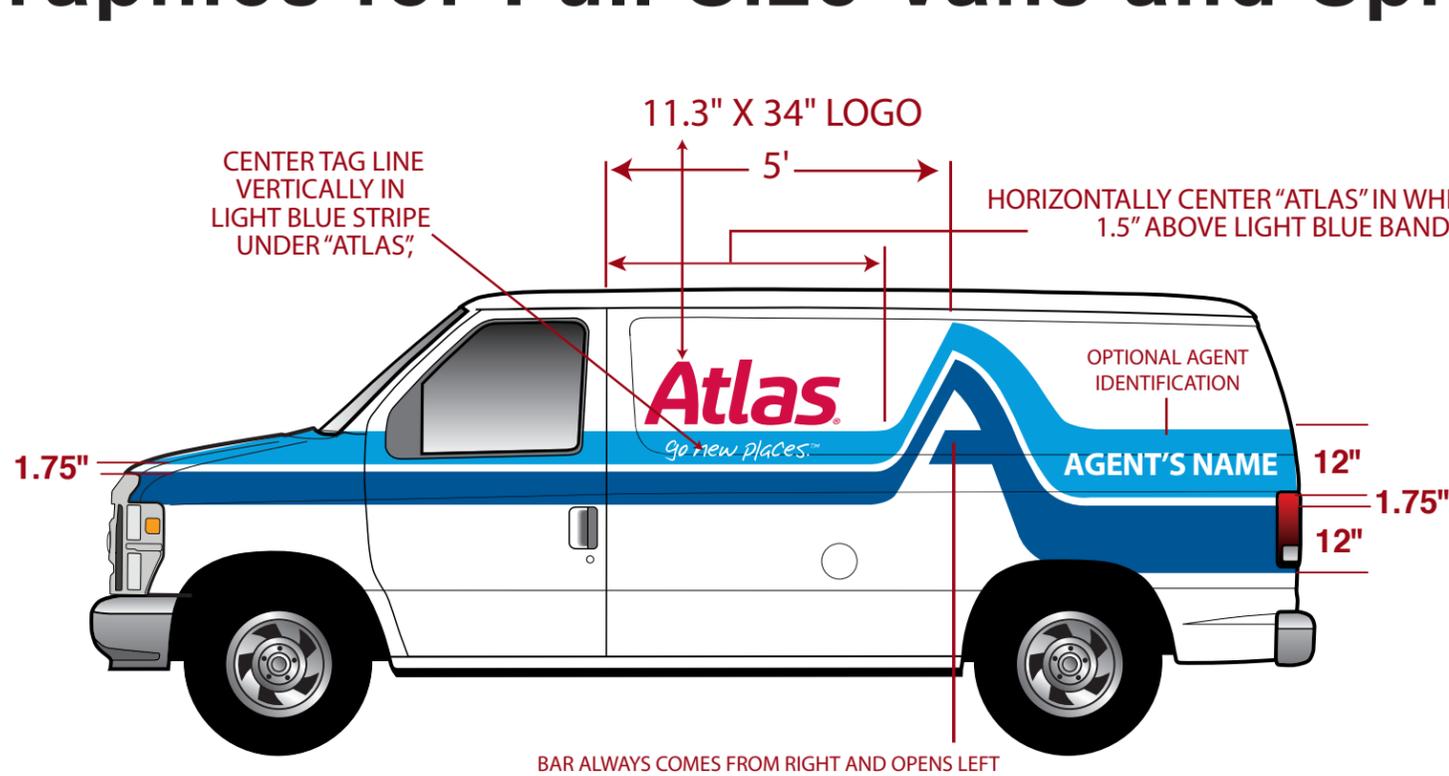
* Unit number location placement: On each side of cab placed horizontally where plainly visible and on the front passenger side no higher than the bottom of the windshield and no lower than the bottom of the bumper.

CONSPICUITY MARKINGS ON TRACTORS



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

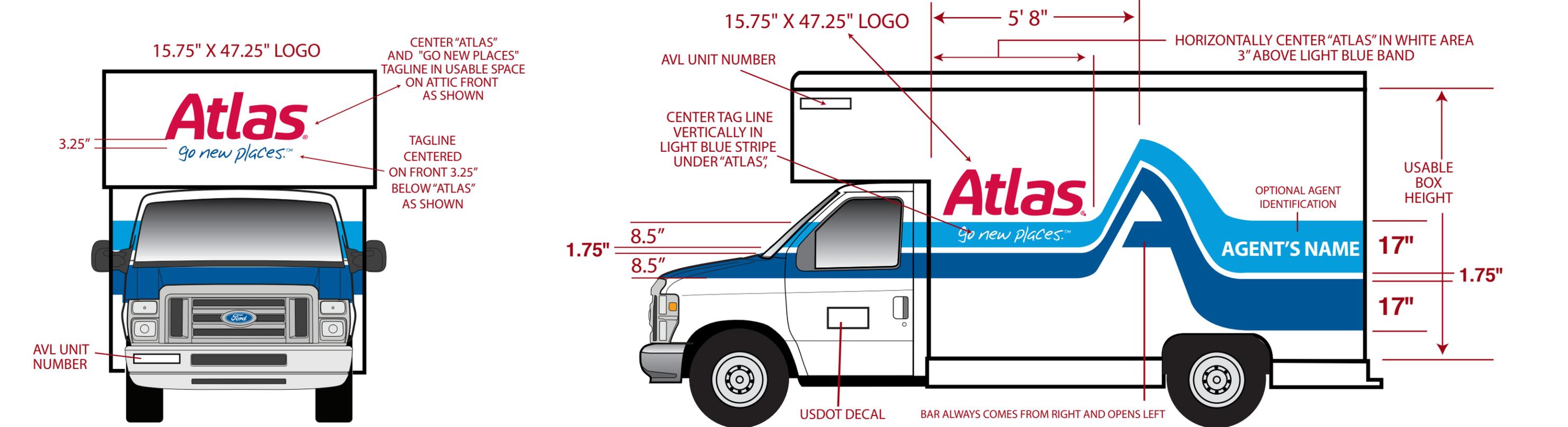
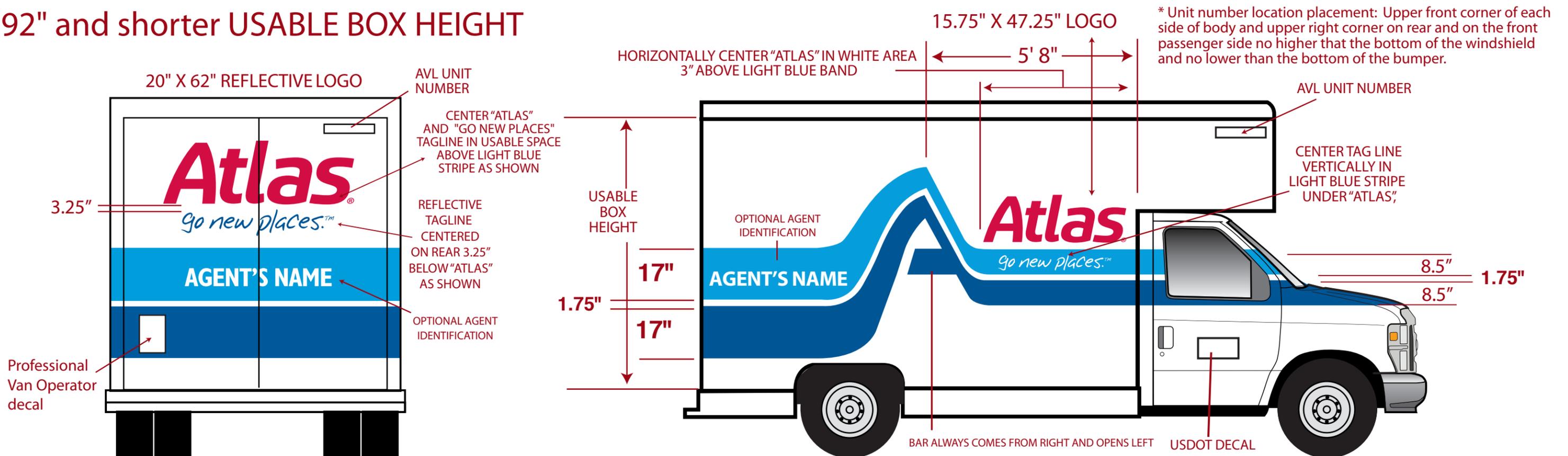
Graphics for Full Size Vans and Sprinter



Both blue stripes must continue on rear. Agent ID if used is placed in blue bands.

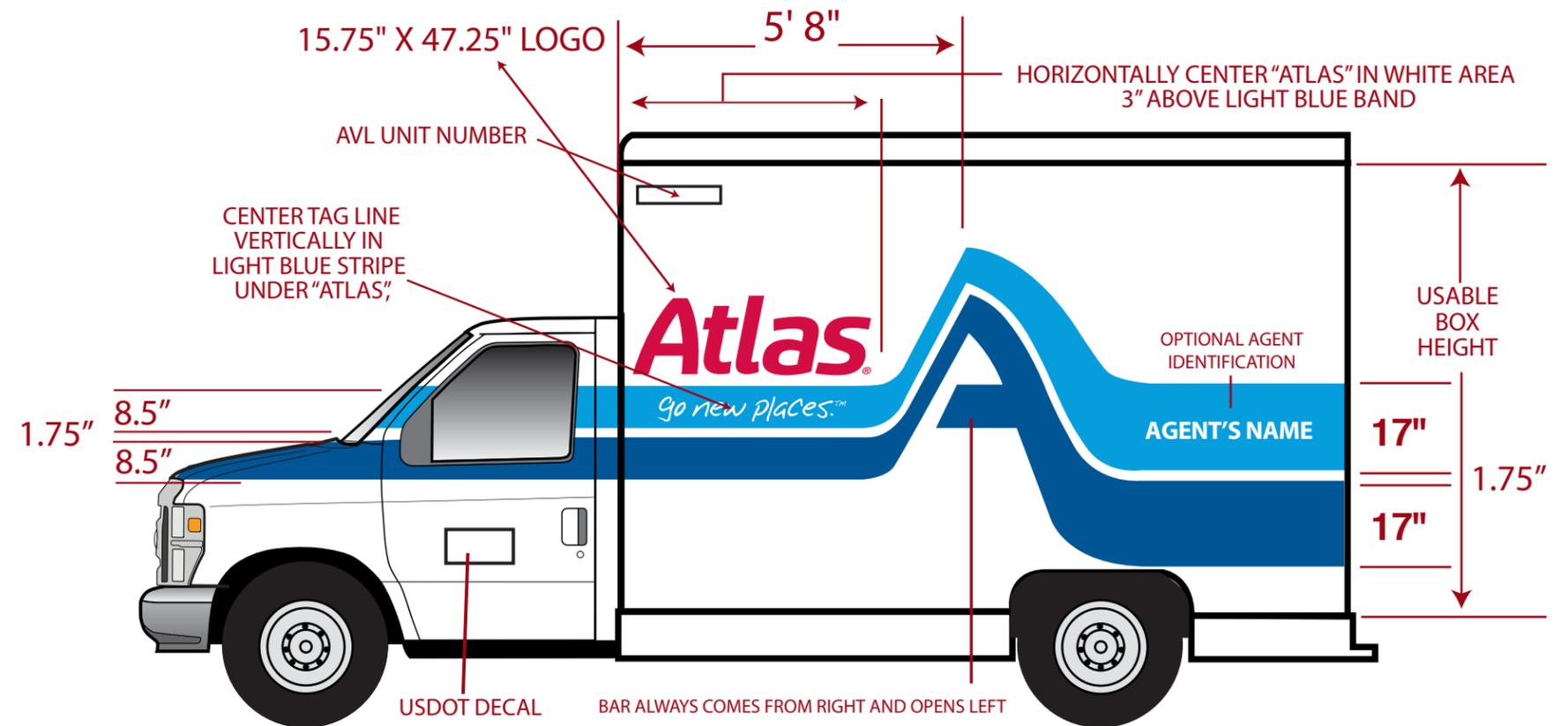
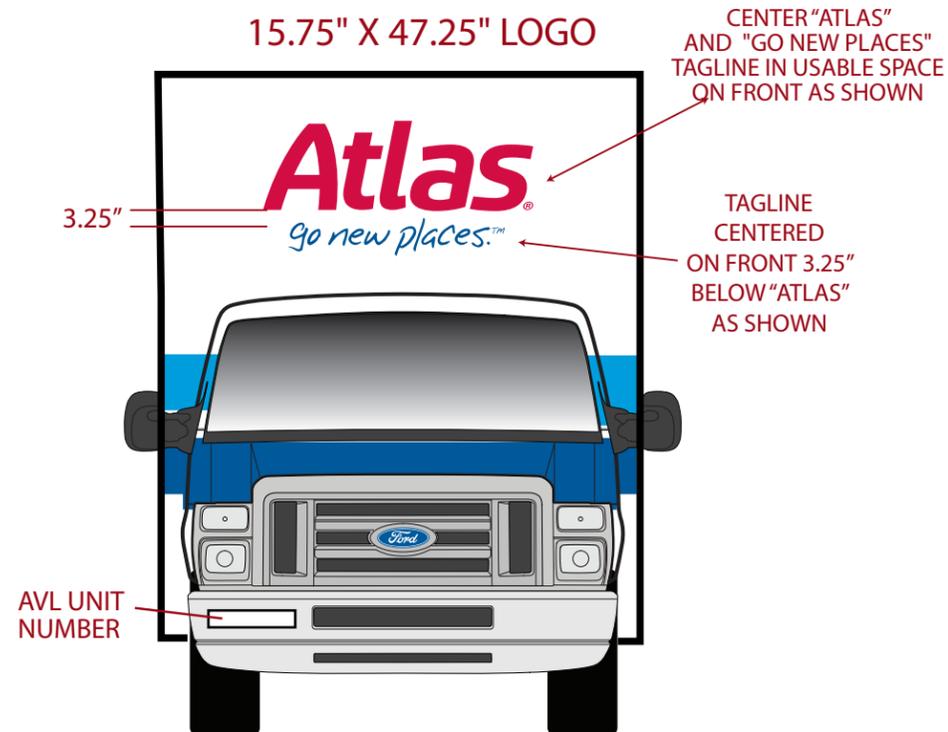
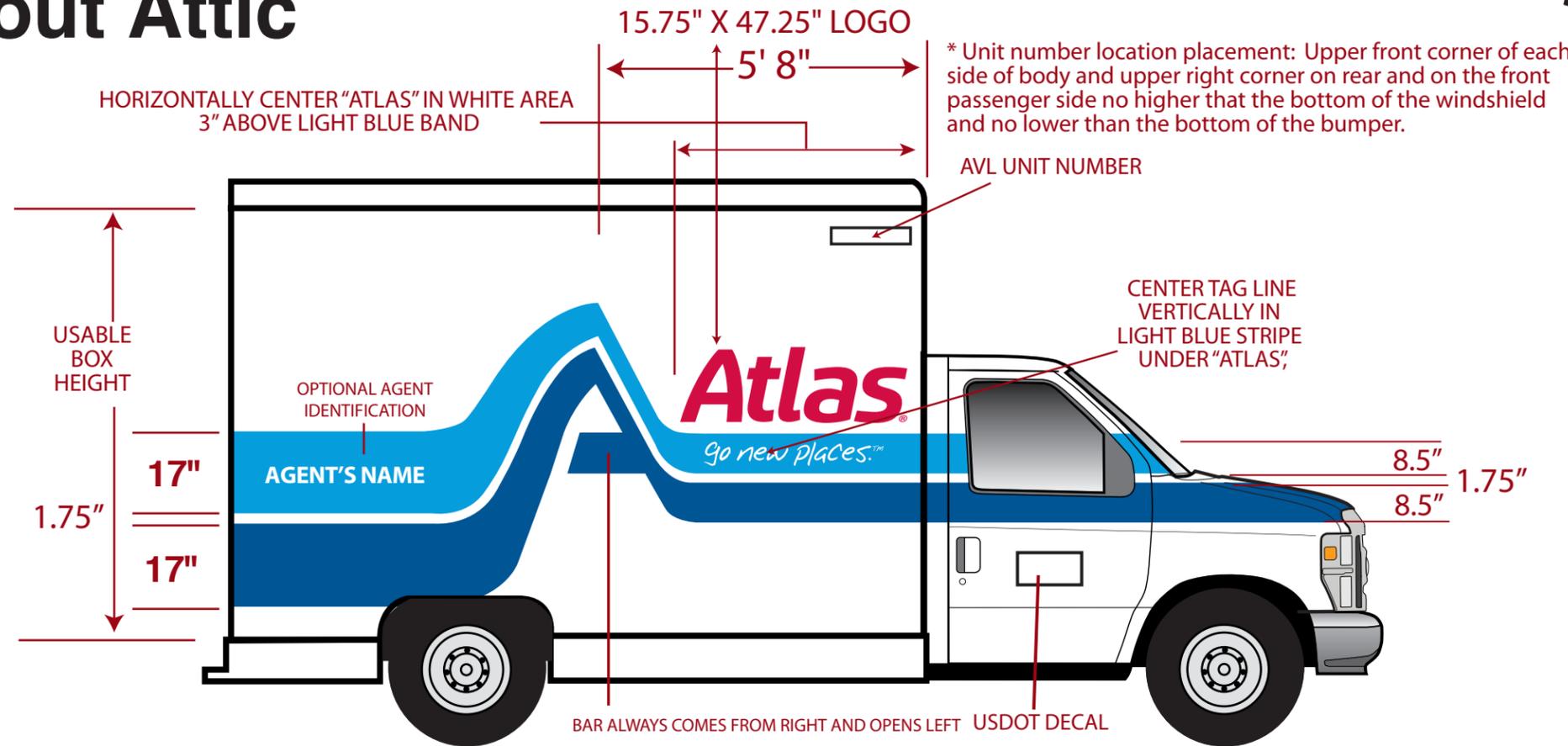
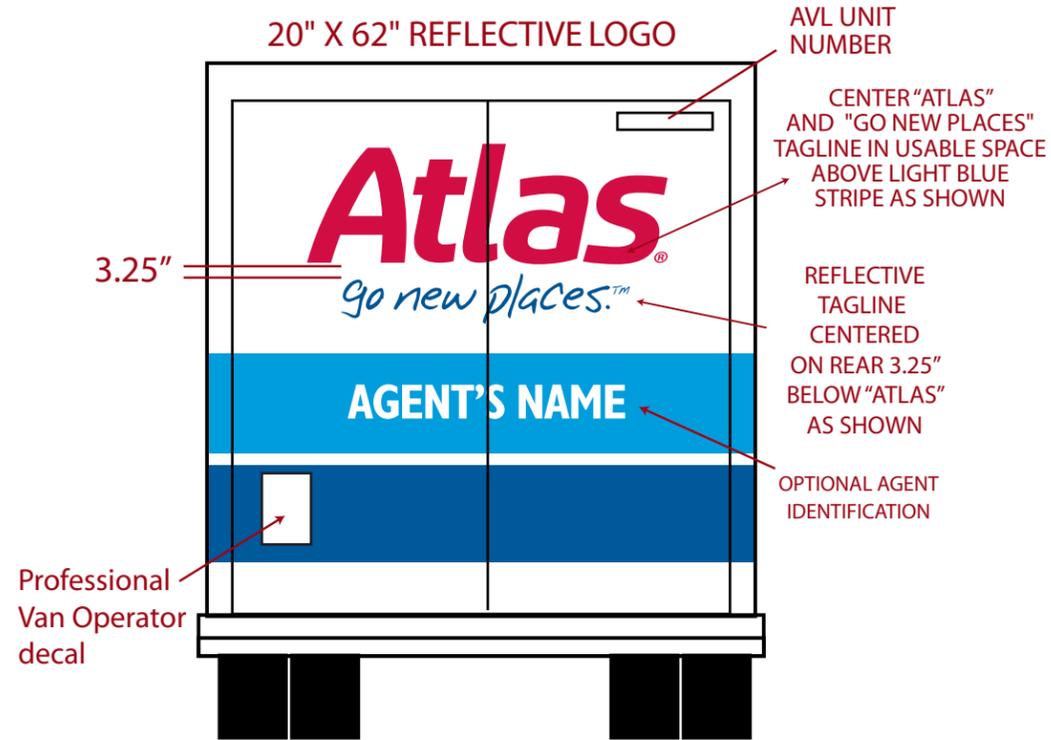
12ft-14ft Pack Vans with Attic

92" and shorter USABLE BOX HEIGHT



12ft-14ft Pack Vans without Attic

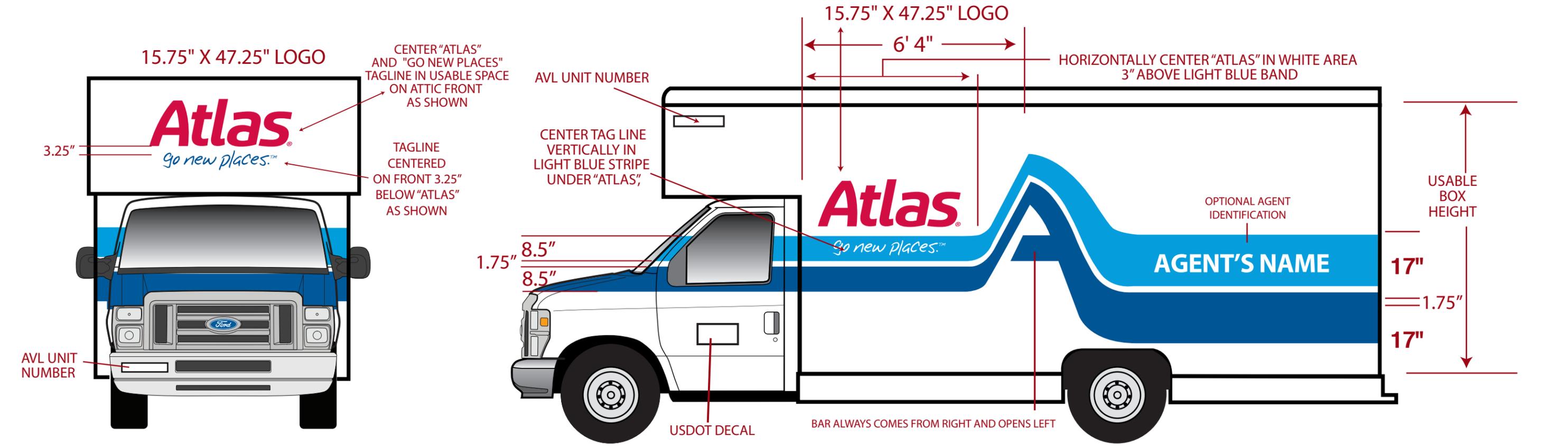
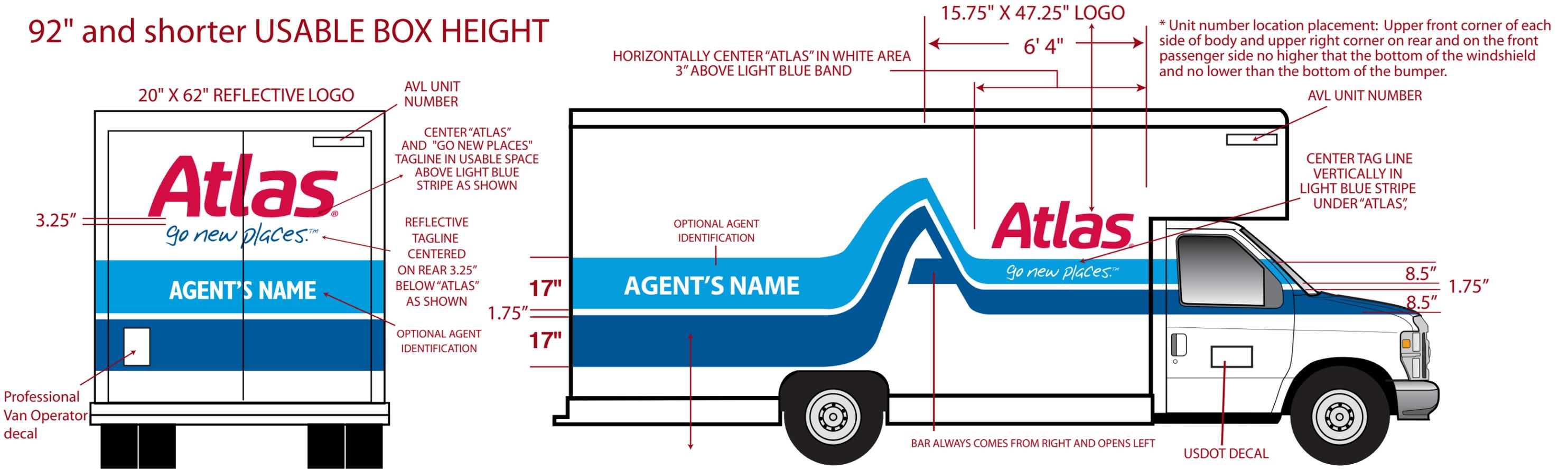
92" and shorter **USABLE BOX HEIGHT**



* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher that the bottom of the windshield and no lower than the bottom of the bumper.

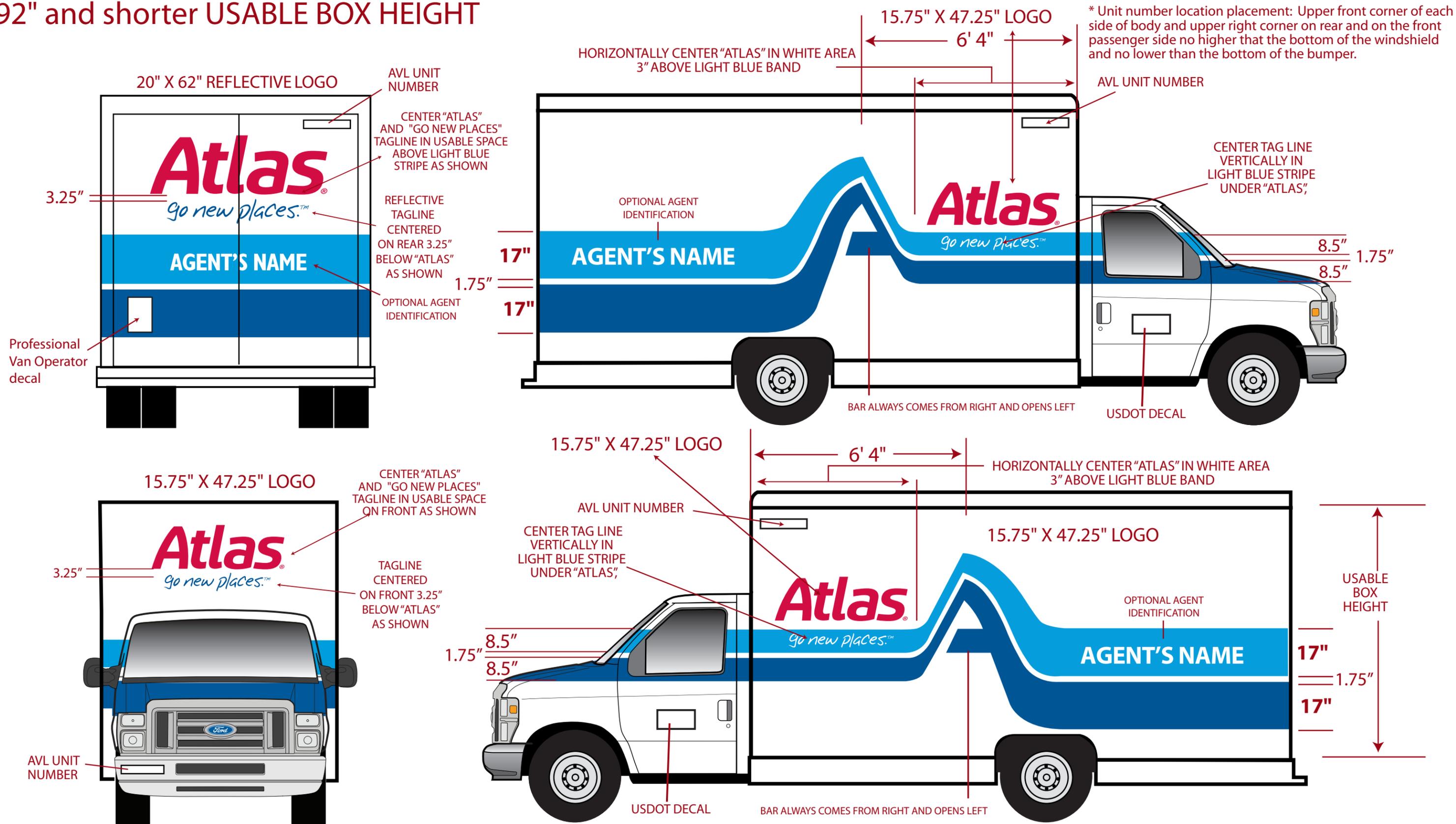
15ft-16ft Pack Vans with Attic

92" and shorter USABLE BOX HEIGHT



15ft-16ft Pack Vans without Attic

92" and shorter USABLE BOX HEIGHT

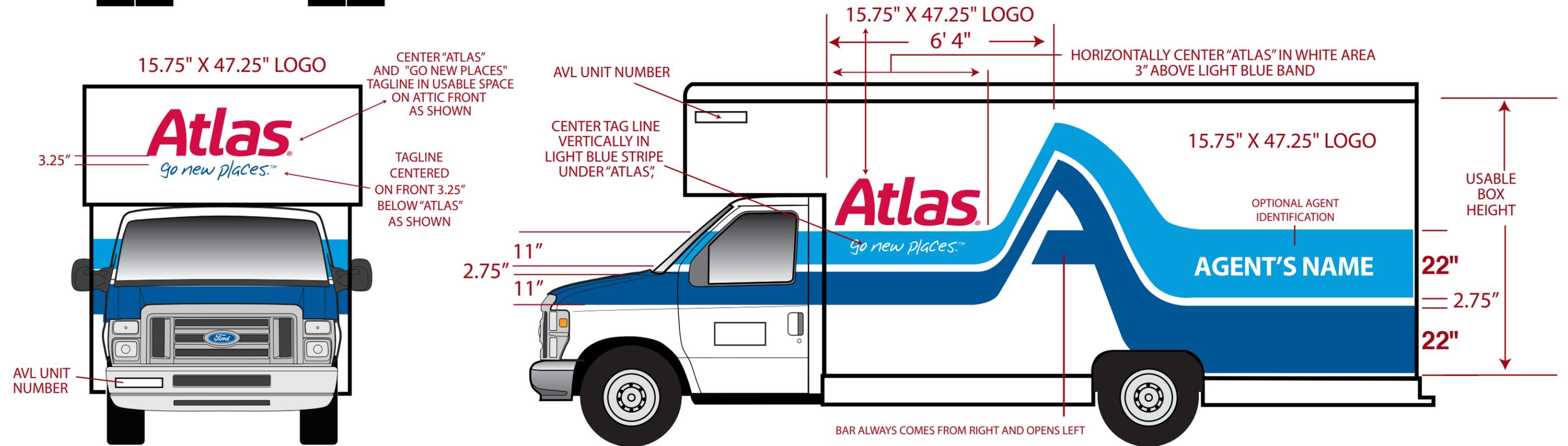
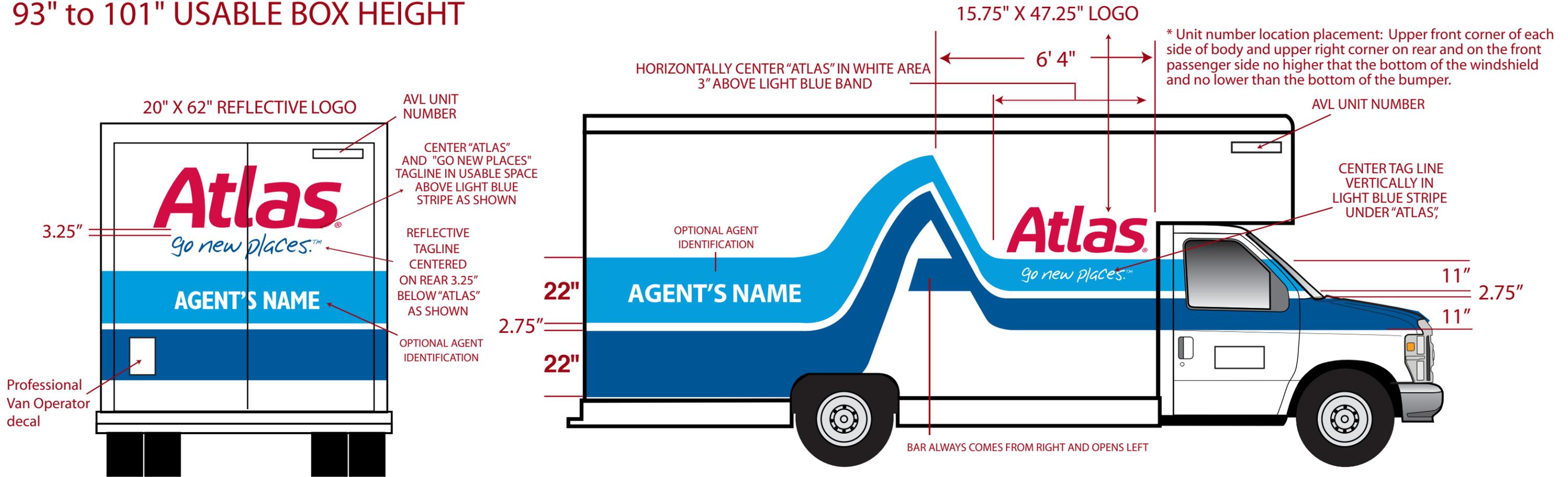


* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher than the bottom of the windshield and no lower than the bottom of the bumper.

GRAPHIC KIT - ATLAS 1500 POUNCE PATTERN - 904PV

15ft-16ft Pack Vans with Attic

93" to 101" USABLE BOX HEIGHT



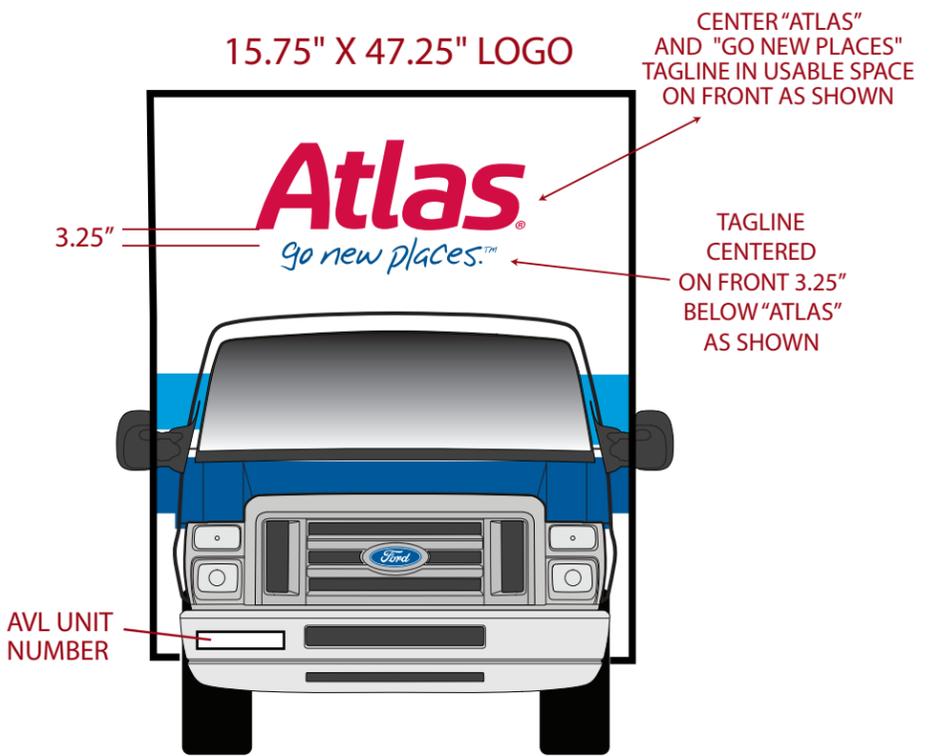
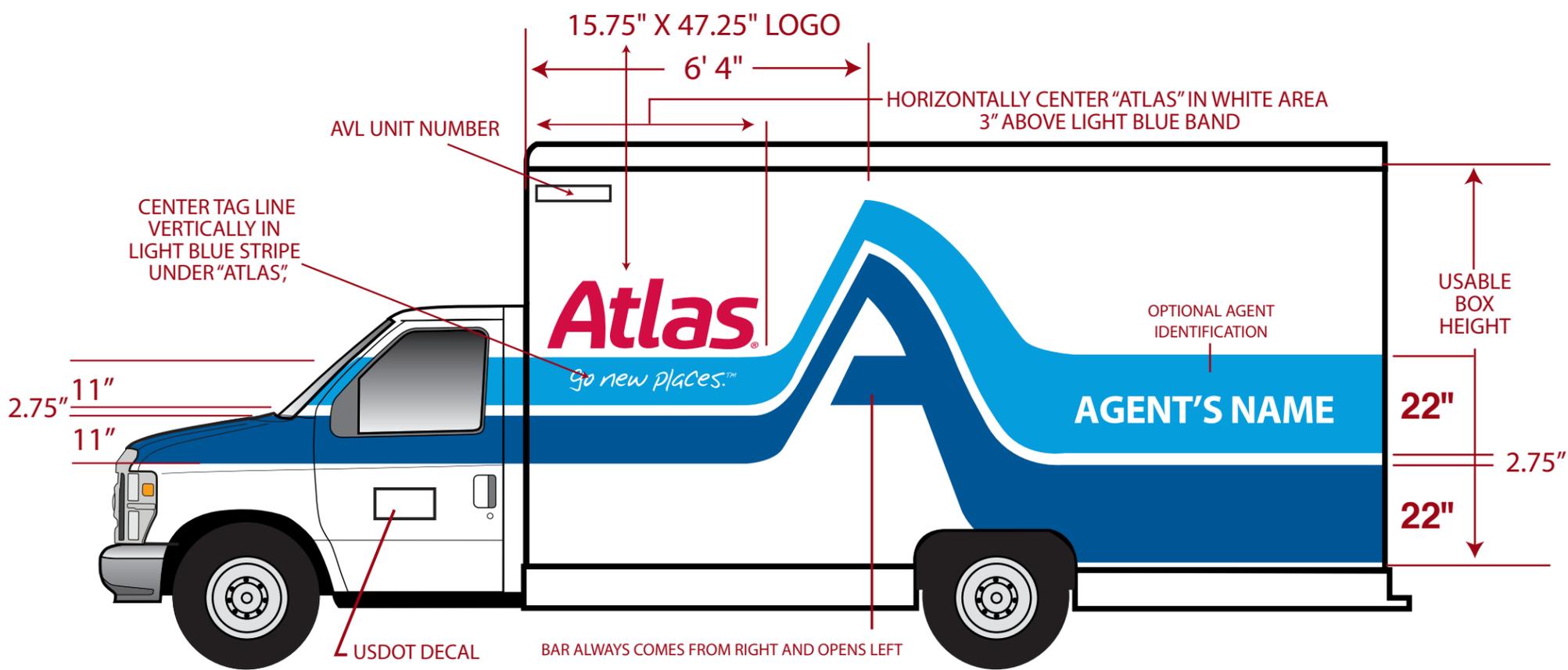
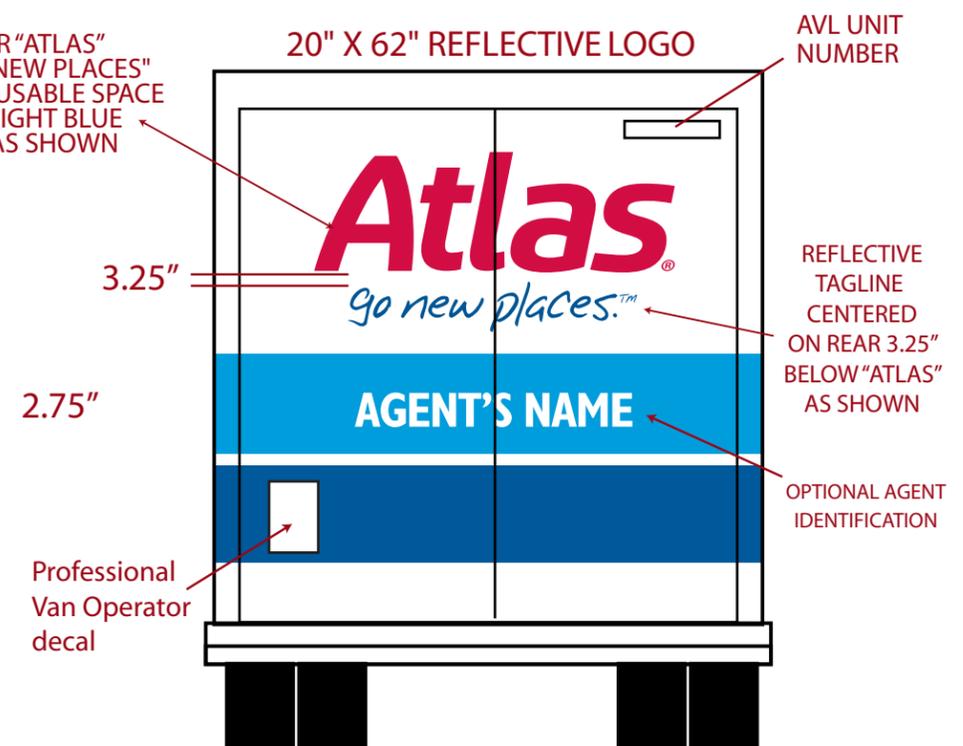
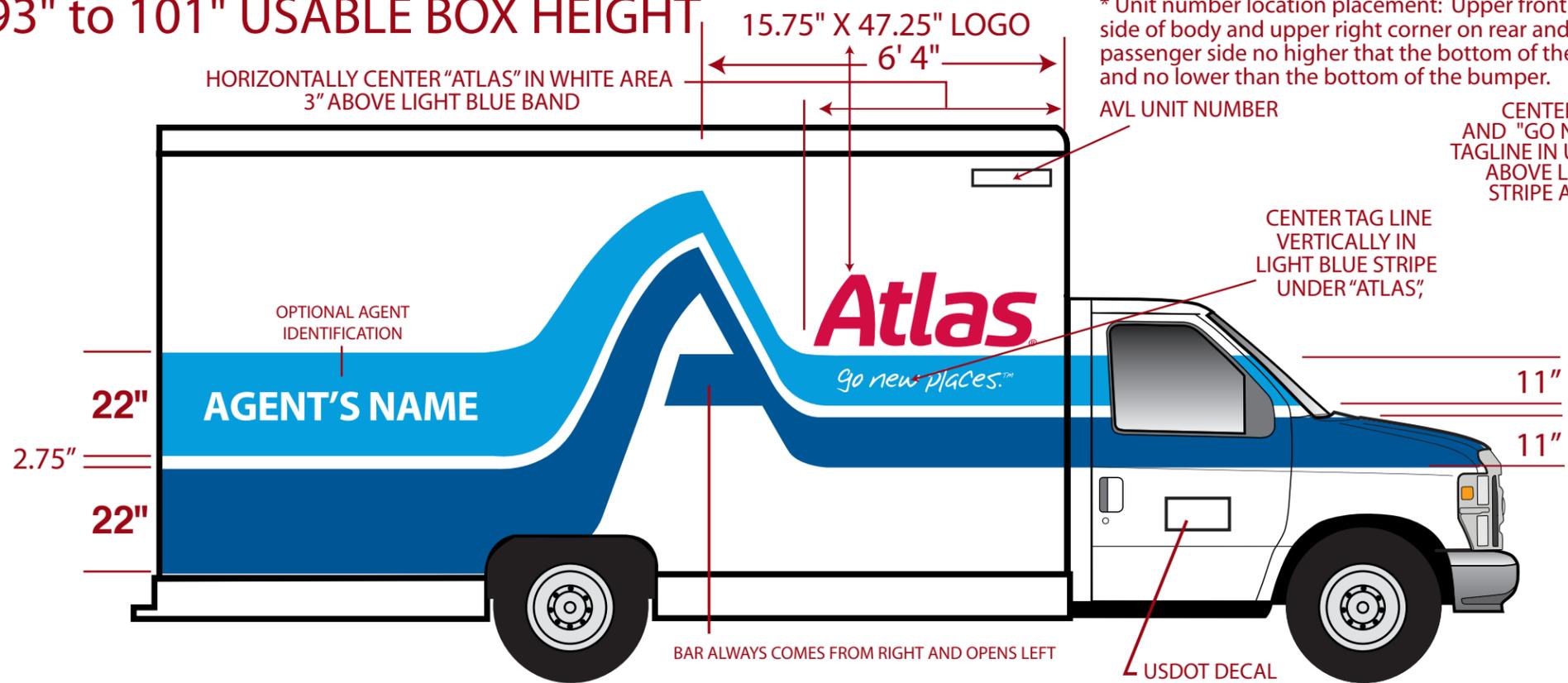
GRAPHIC KIT - ATLAS 1500 POUNCE PATTERN - 2804

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

15ft-16ft Pack Vans without Attic

93" to 101" USABLE BOX HEIGHT

* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher that the bottom of the windshield and no lower than the bottom of the bumper.

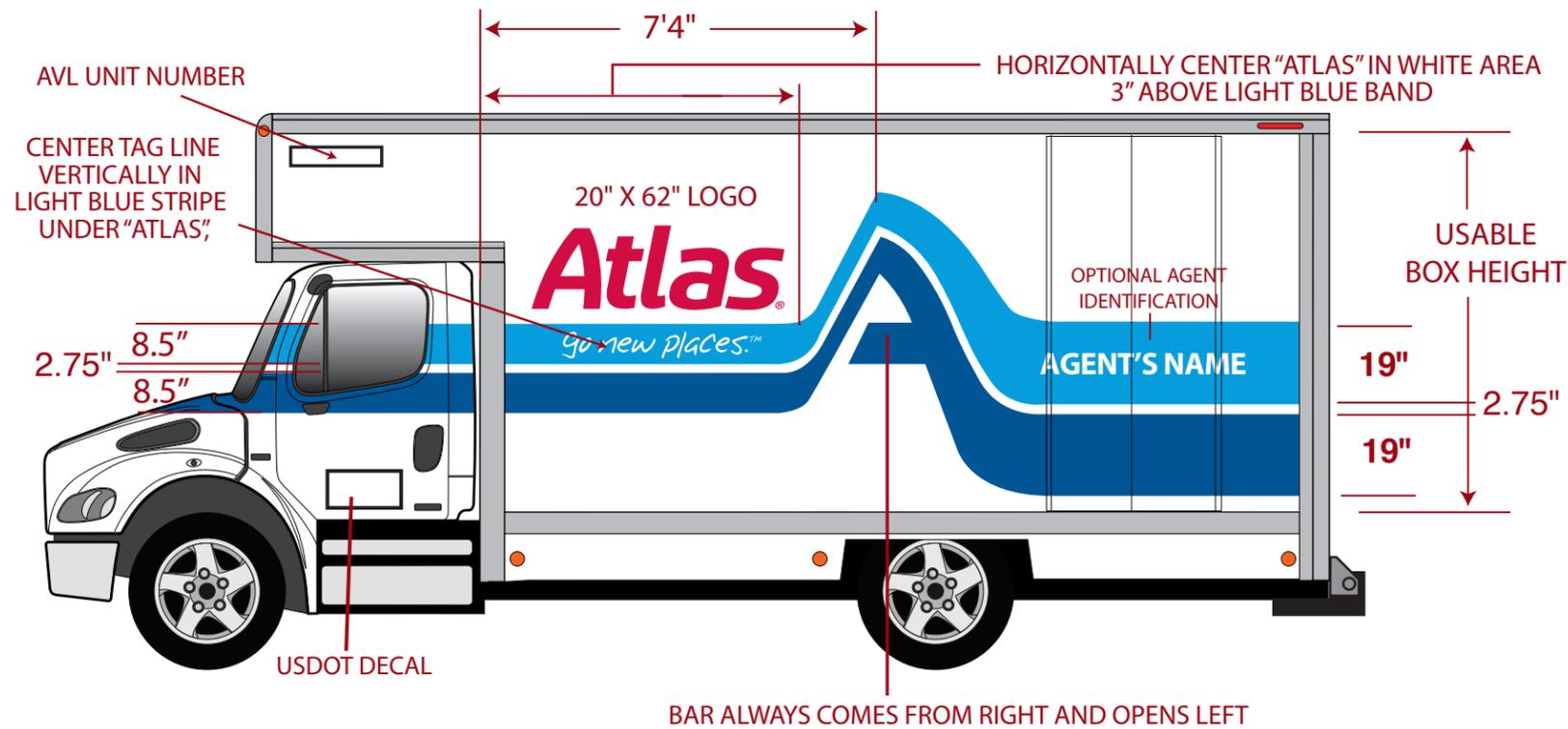
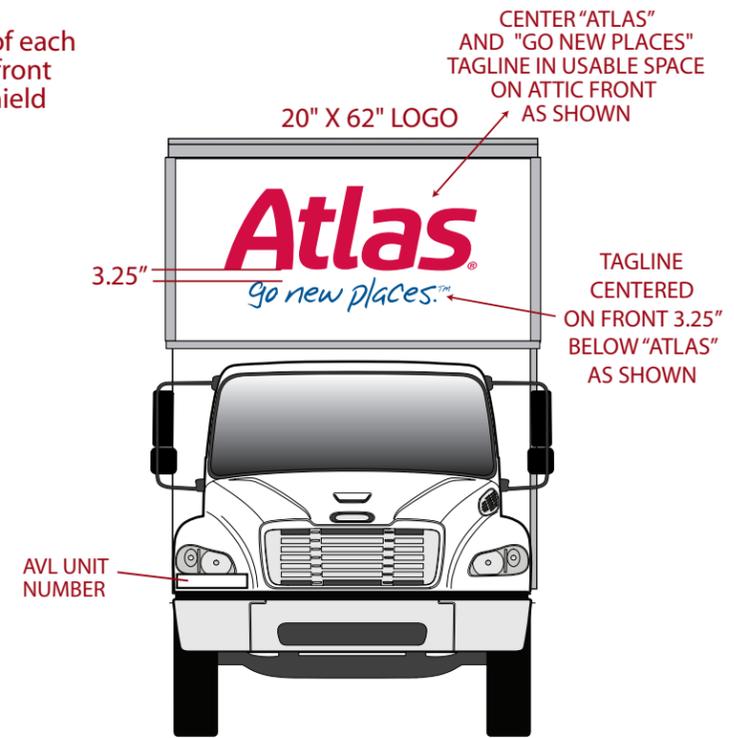
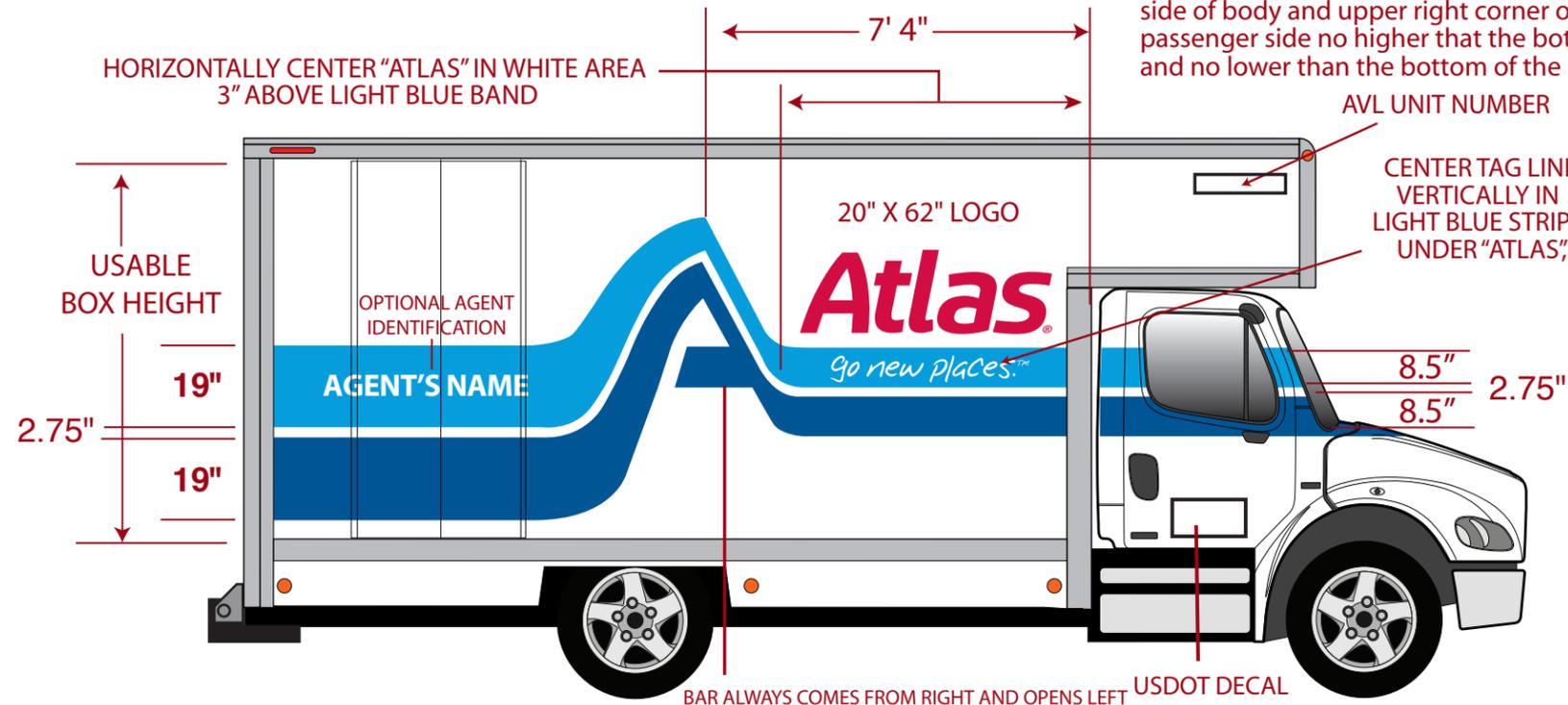


GRAPHIC KIT - ATLAS 1500 POUNCE PATTERN - 2804

17ft - 19ft Truck Bodies with Attic

92" and shorter USABLE BOX HEIGHT

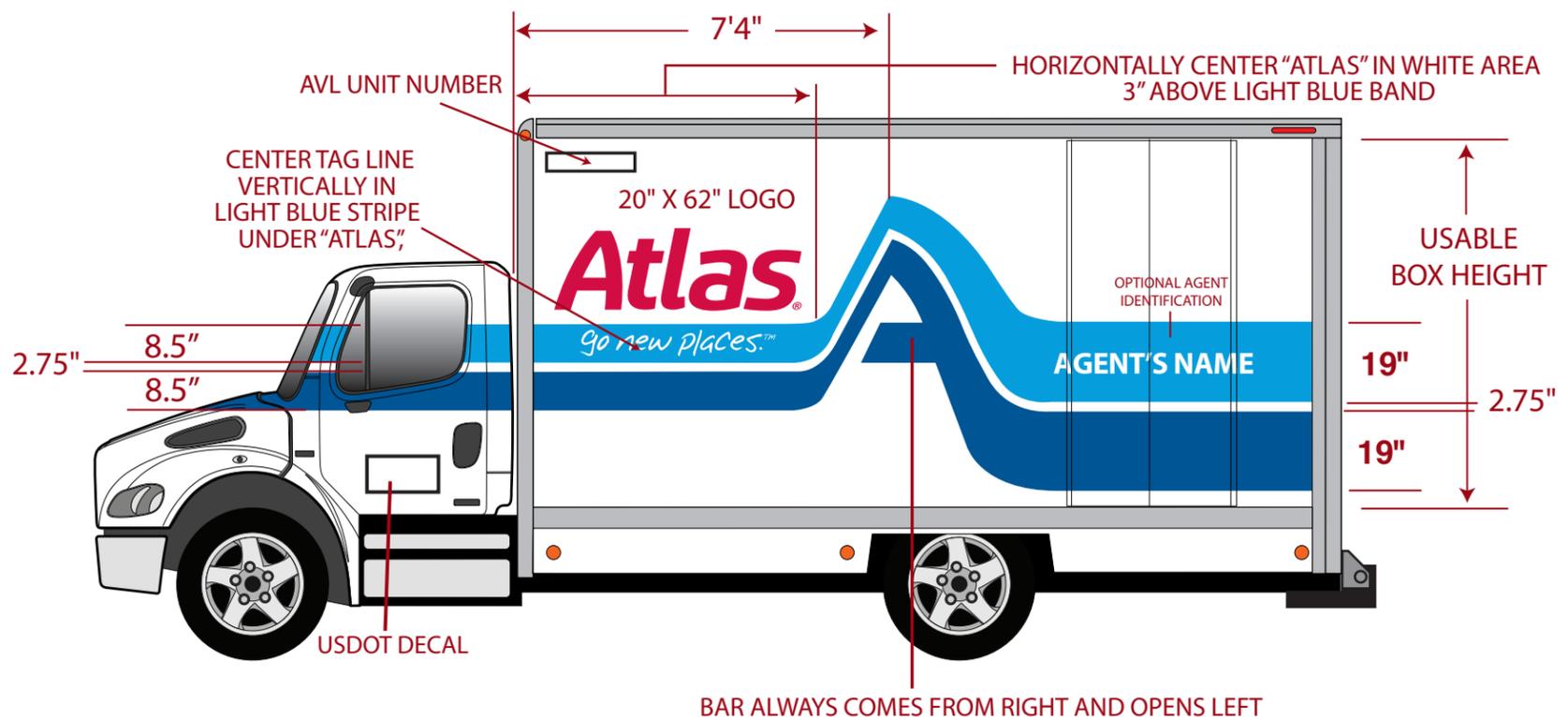
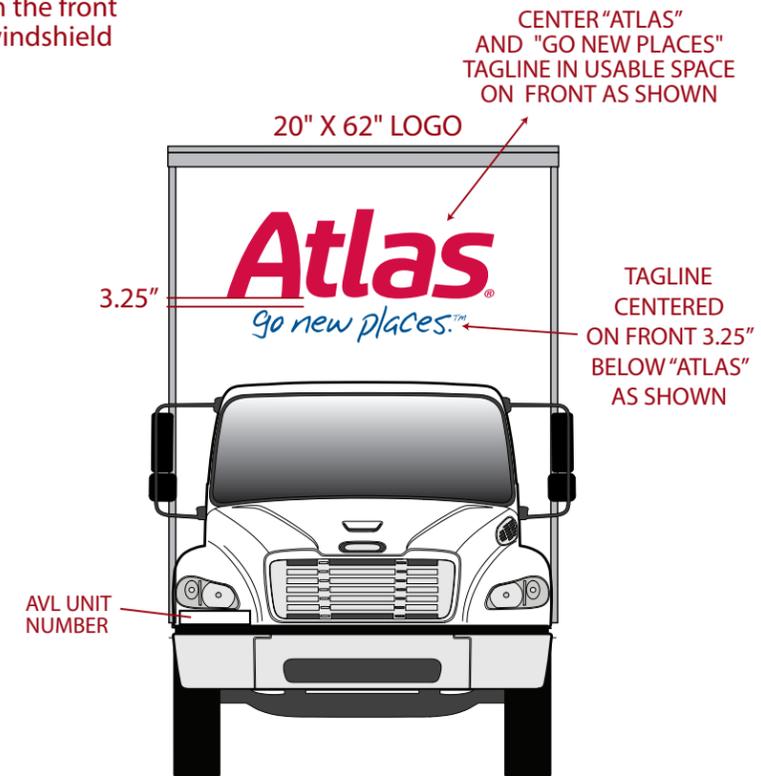
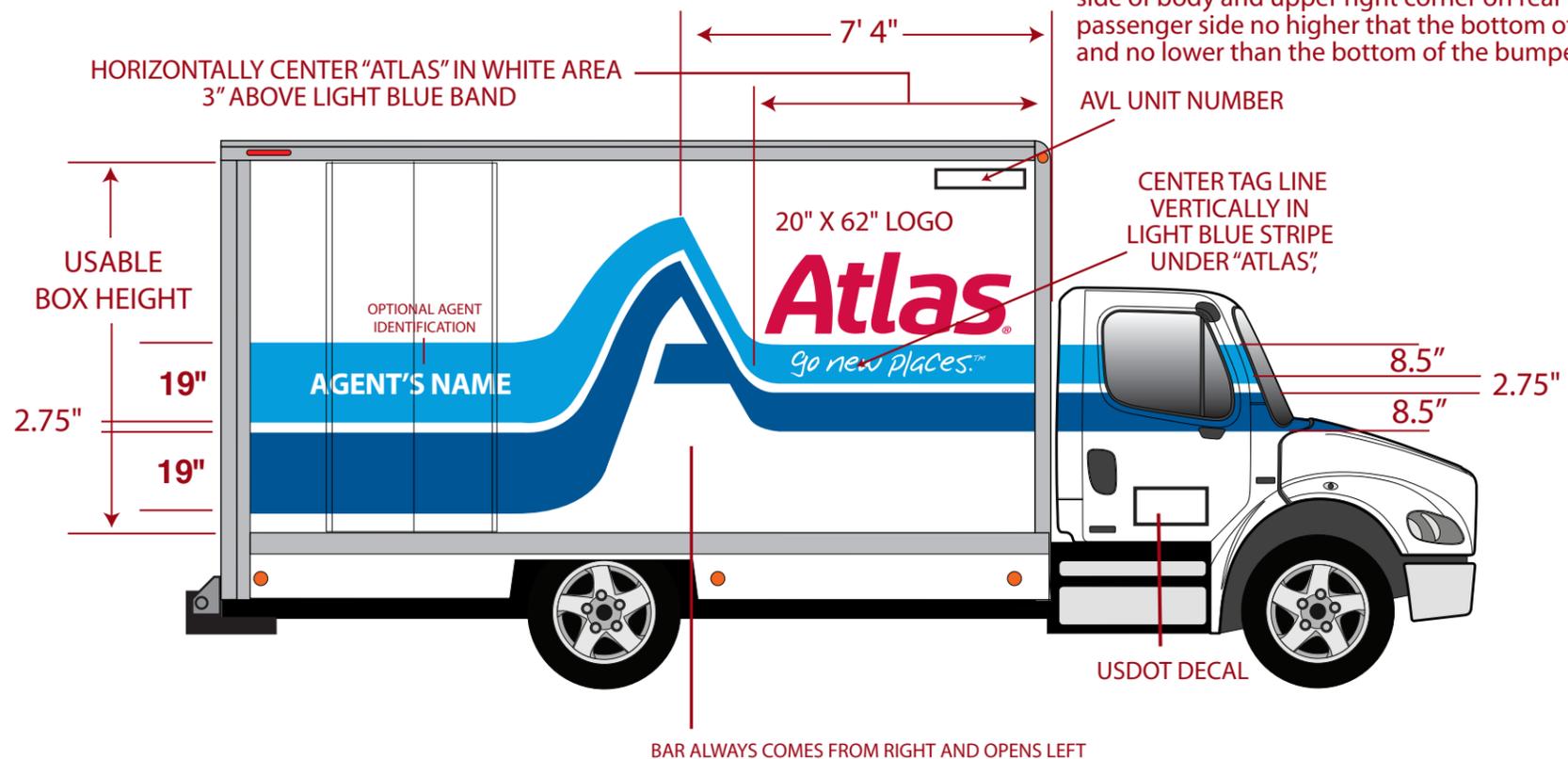
* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher that the bottom of the windshield and no lower than the bottom of the bumper.



17ft - 19ft Truck Bodies without Attic

92" and shorter USABLE BOX HEIGHT

* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher than the bottom of the windshield and no lower than the bottom of the bumper.



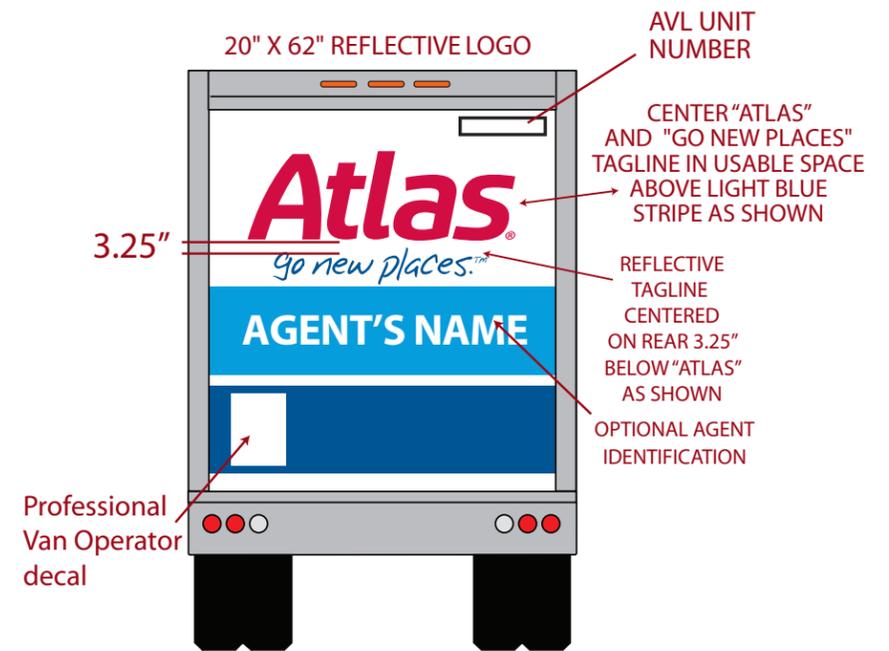
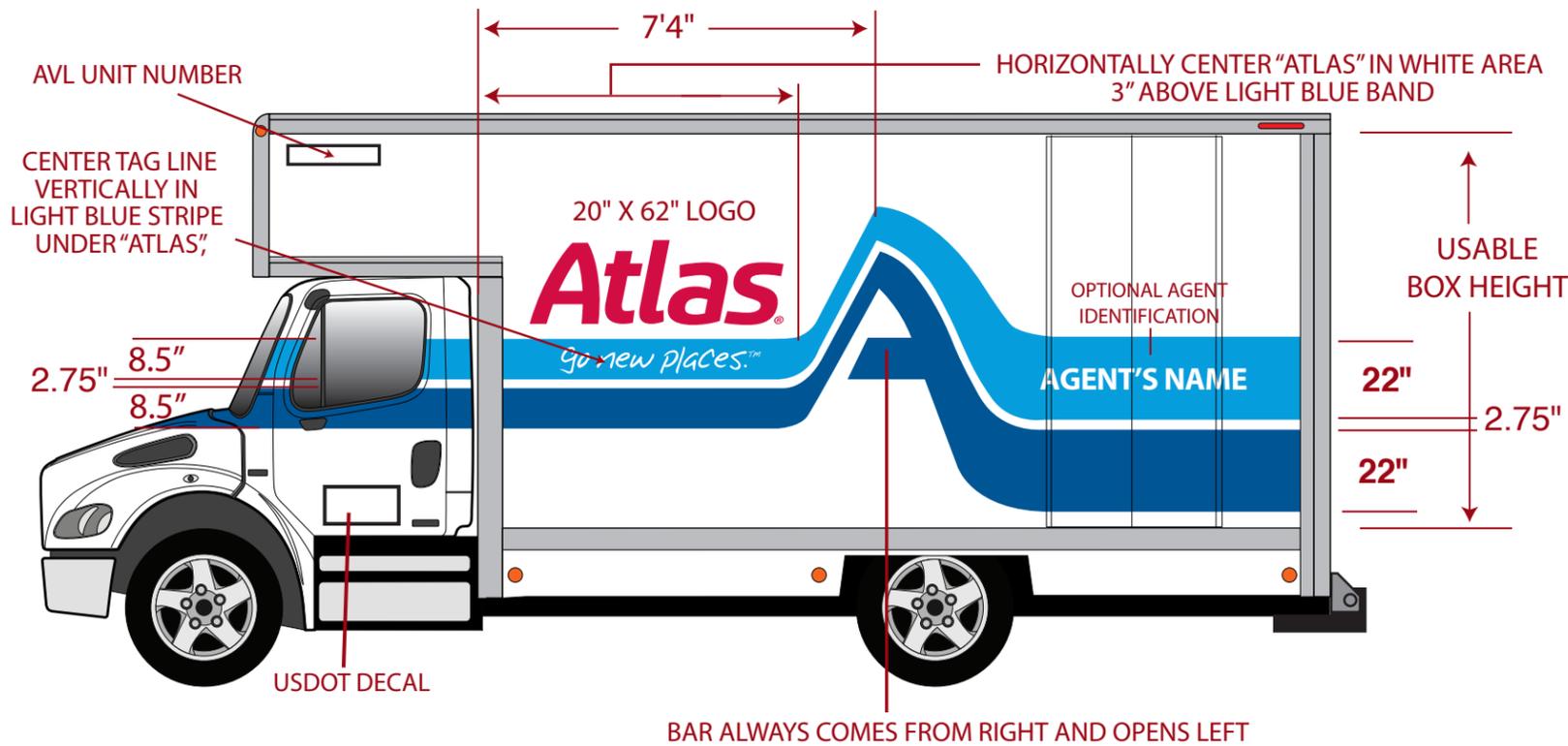
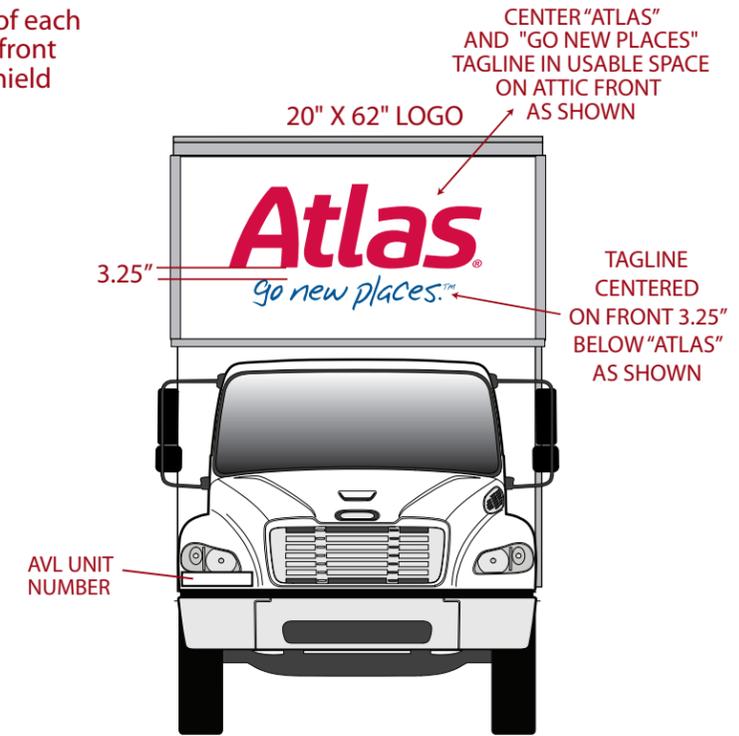
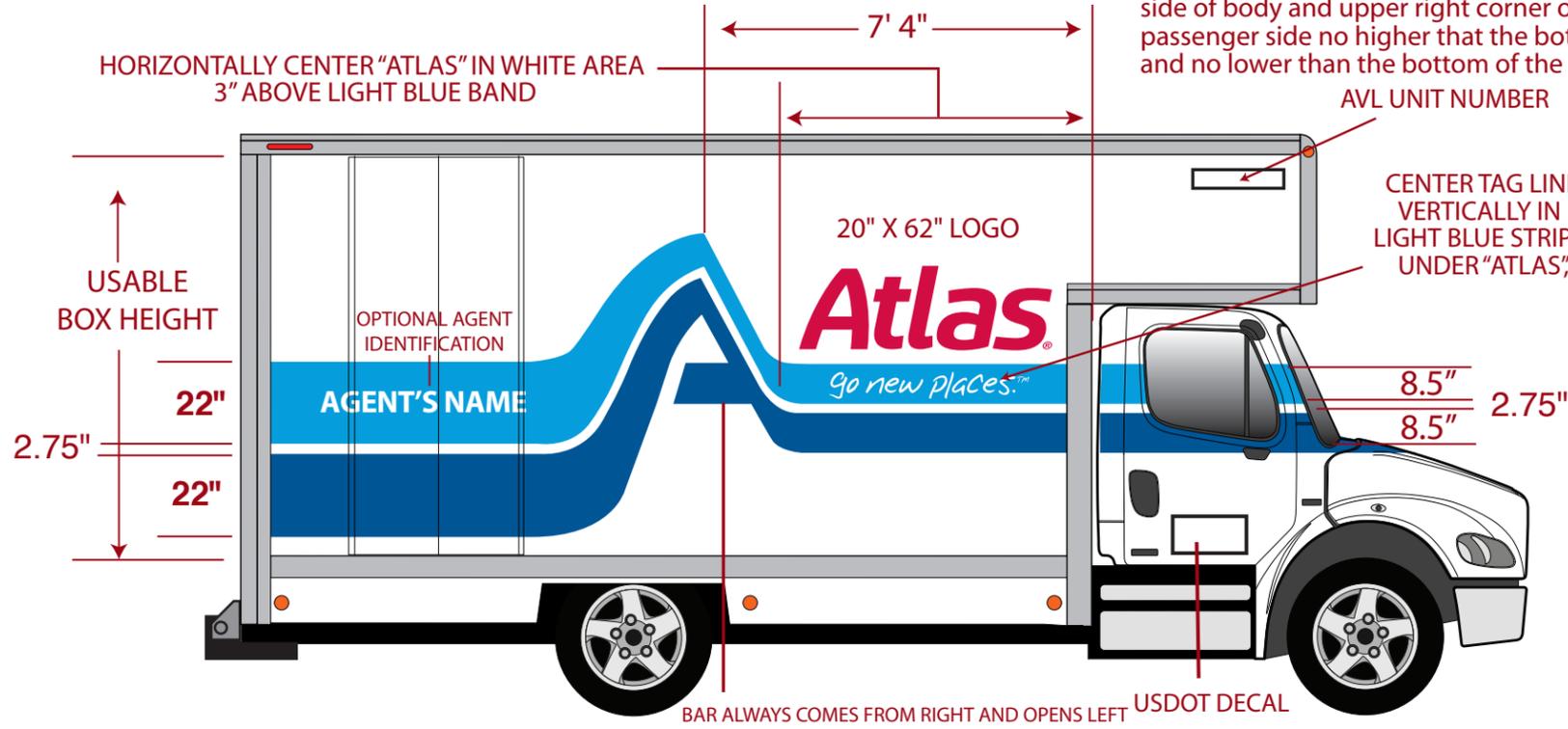
GRAPHIC KIT - ATLAS 1700 POUNCE PATTERN -2304

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

17ft - 19ft Truck Bodies with Attic

93" and taller **USABLE BOX HEIGHT**

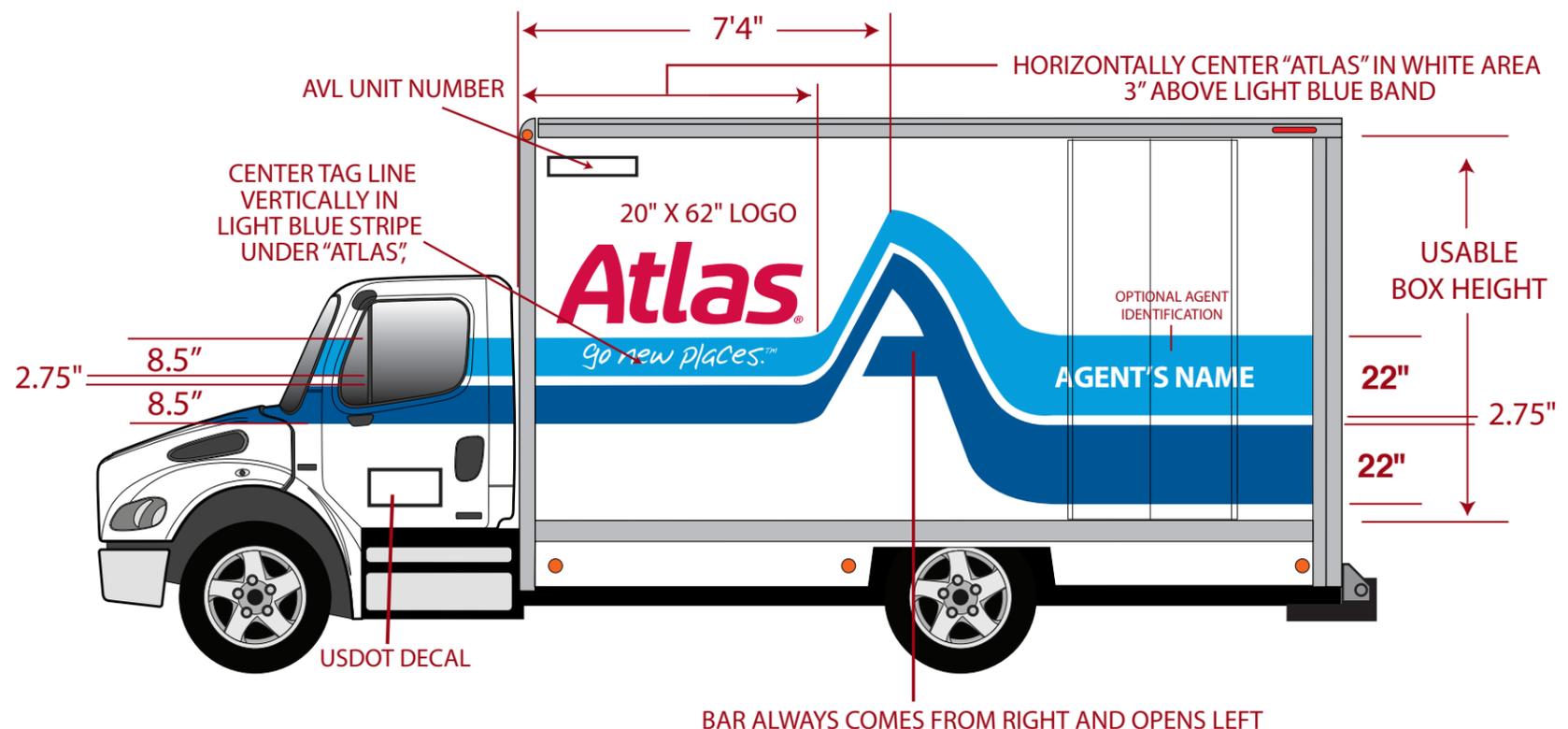
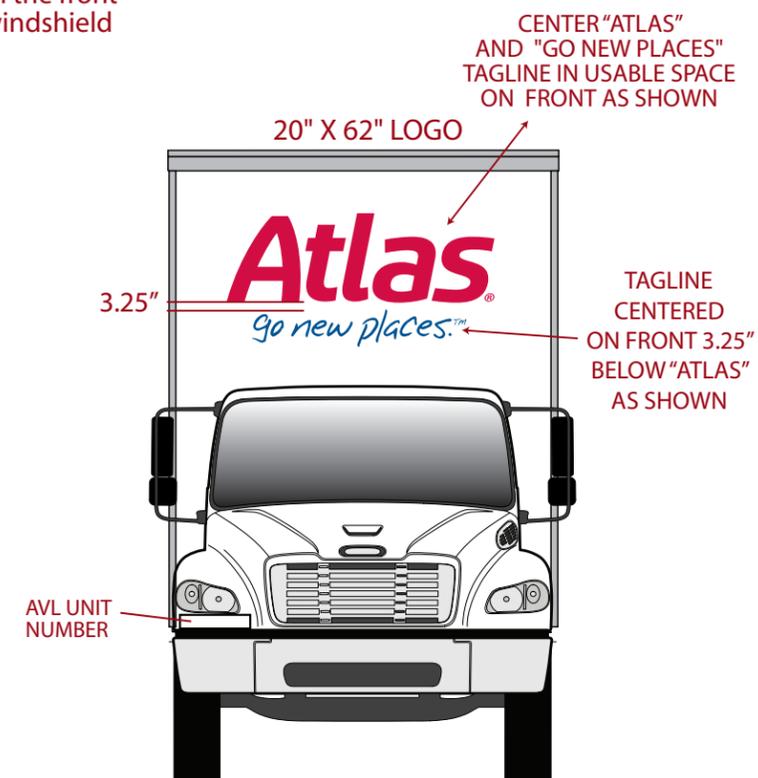
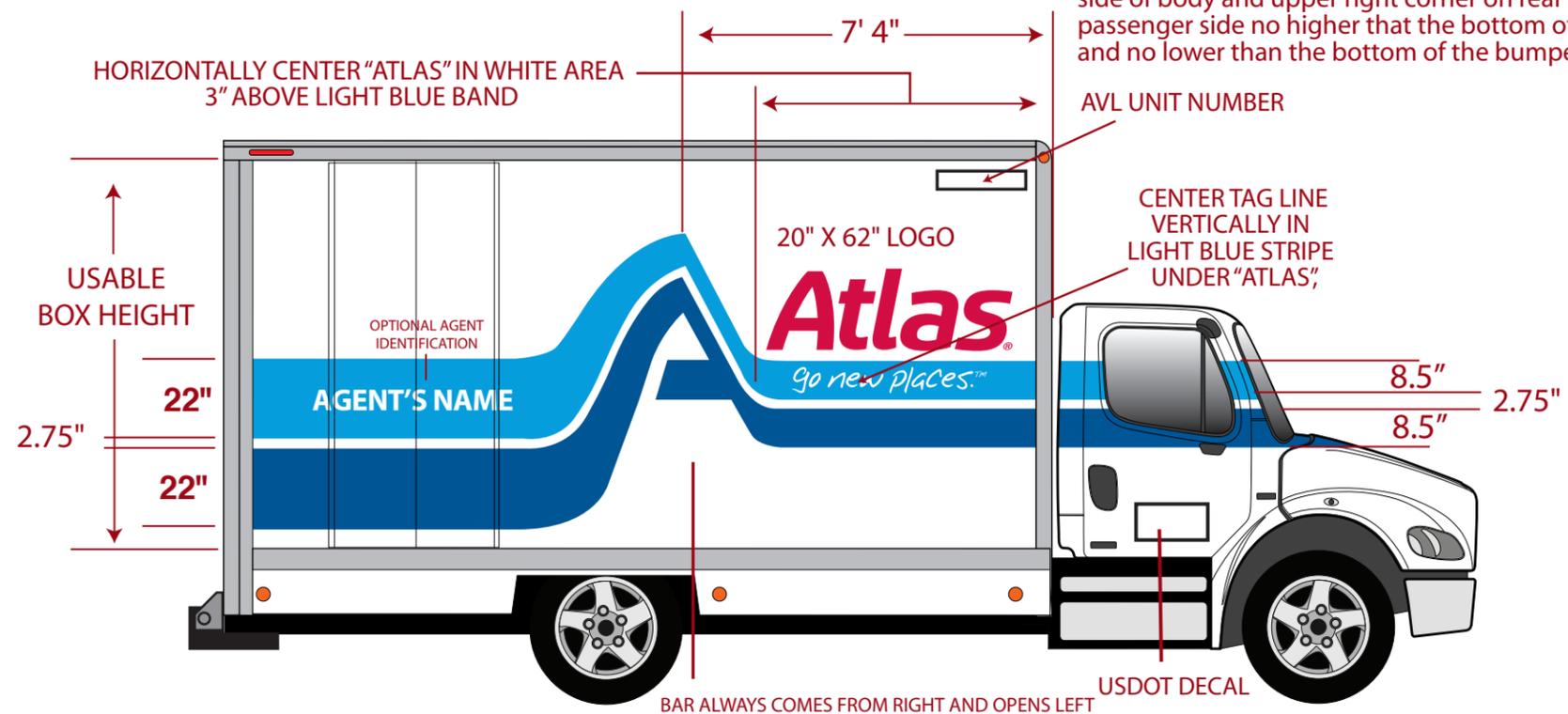
* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher than the bottom of the windshield and no lower than the bottom of the bumper.



17ft - 19ft Truck Bodies without Attic

93" and taller USABLE BOX HEIGHT

* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher that the bottom of the windshield and no lower than the bottom of the bumper.

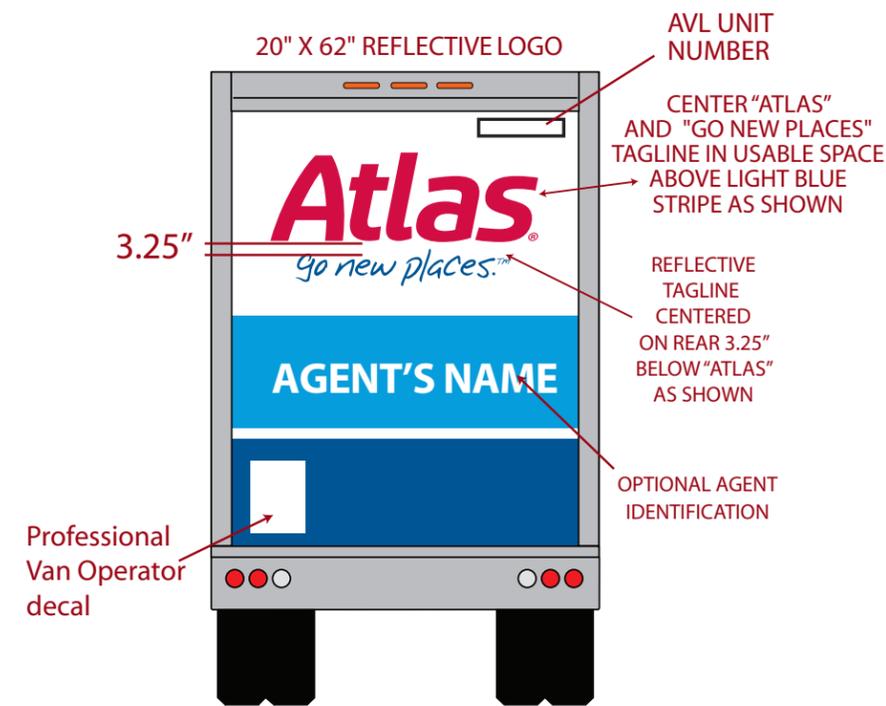
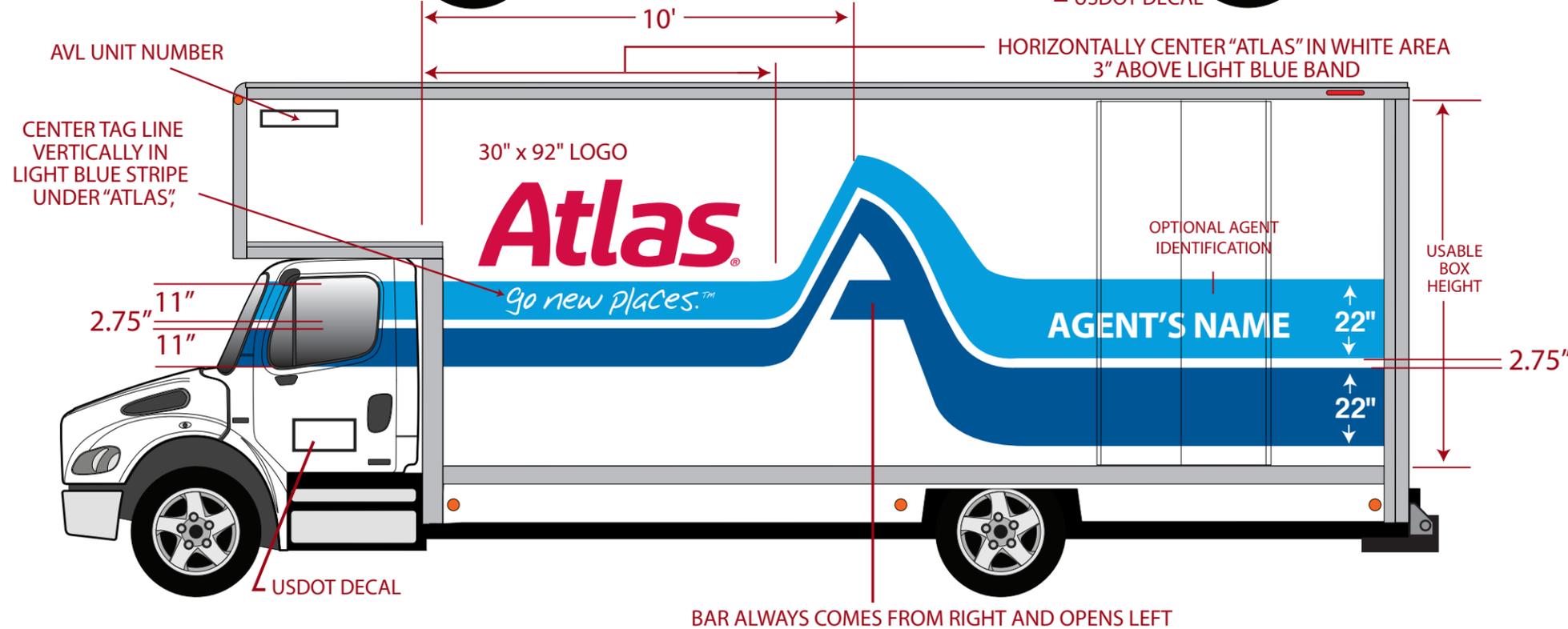
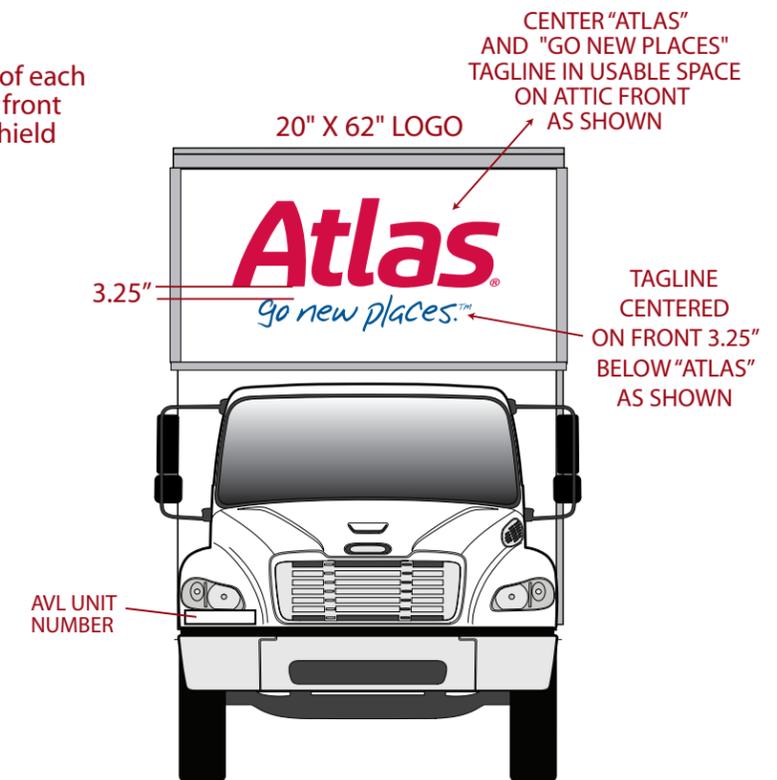
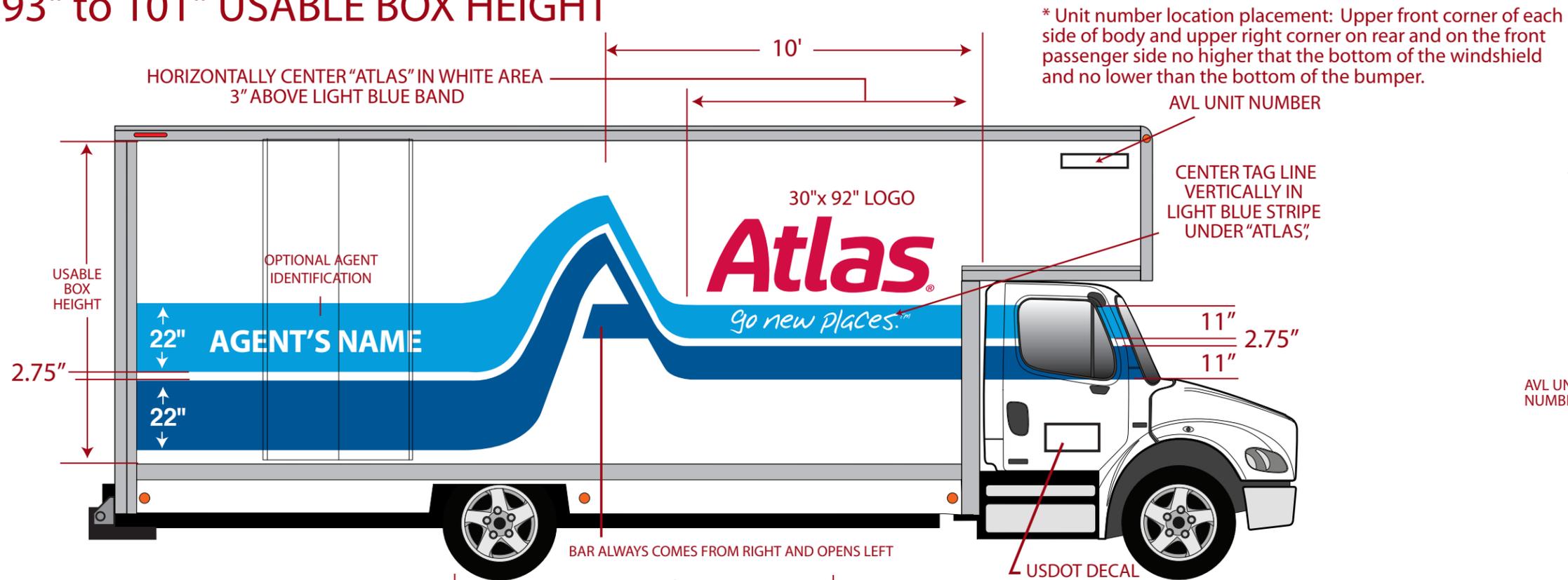


GRAPHIC KIT - ATLAS 1700 POUNCE PATTERN -2804

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

20ft - 24ft Truck Bodies with Attic

93" to 101" USABLE BOX HEIGHT

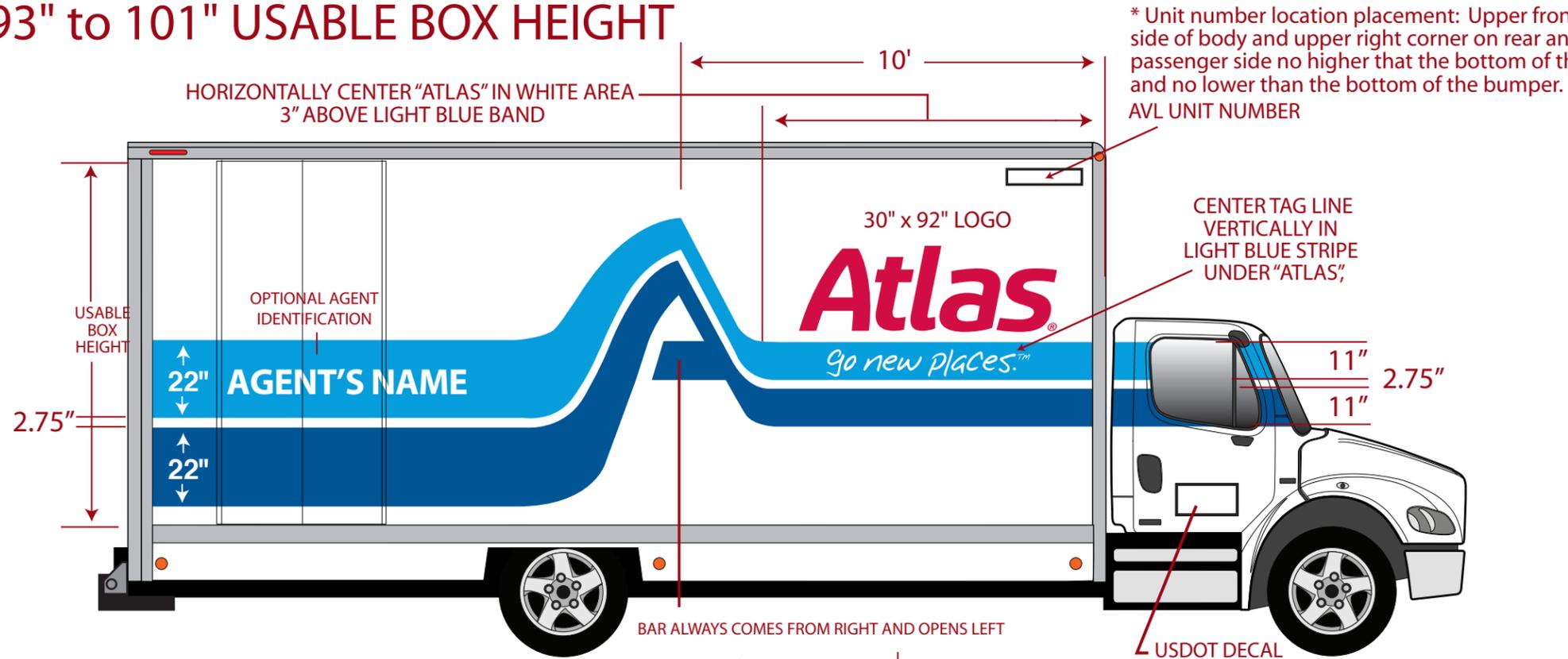


GRAPHIC KIT - ATLAS 2000 POUNCE PATTERN - 2804

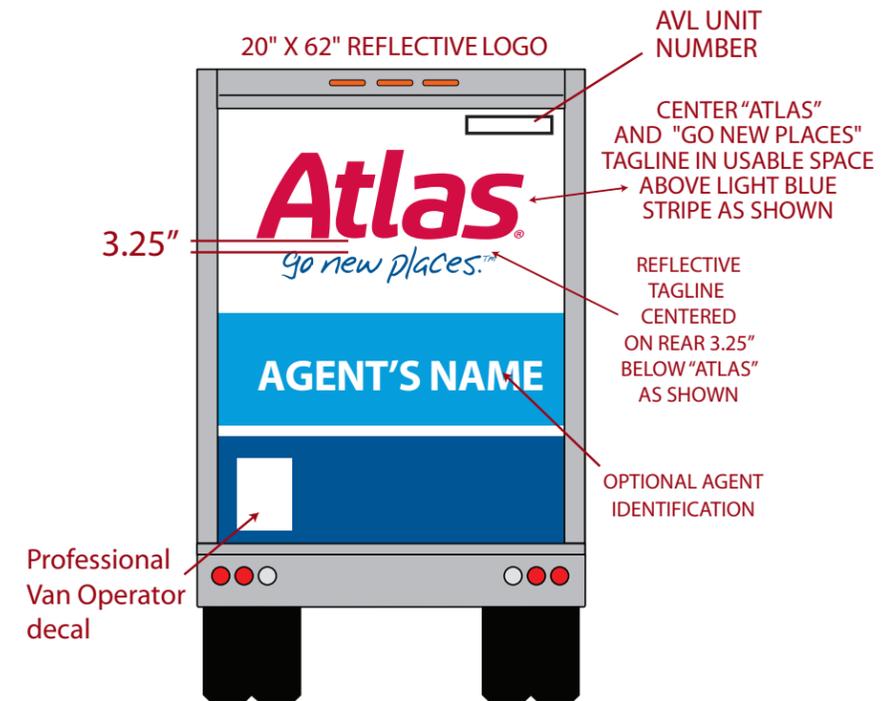
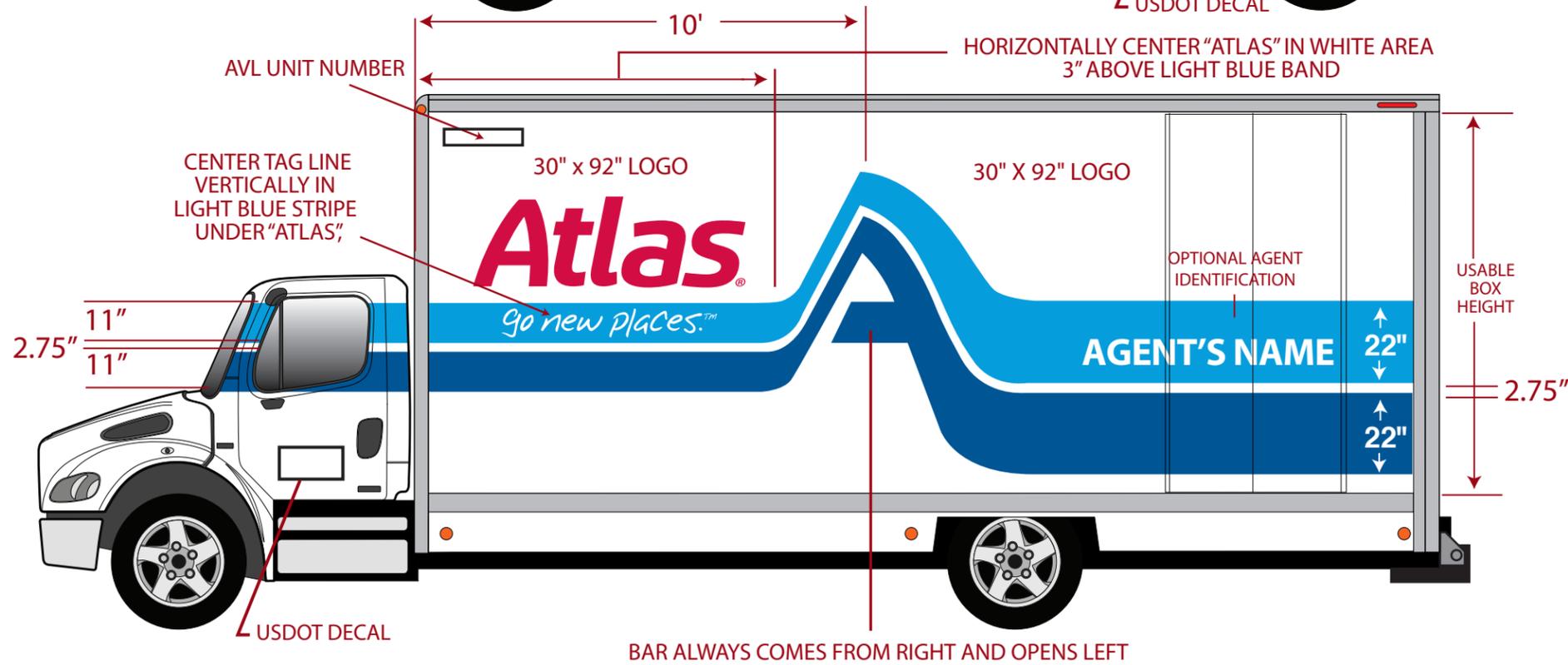
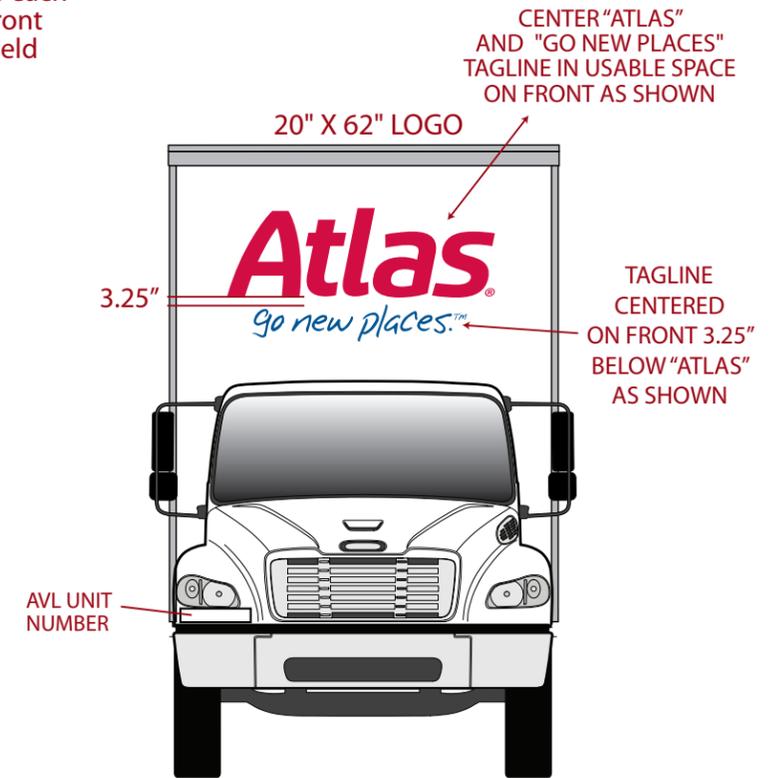
Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

20ft - 24ft Truck Bodies without Attic

93" to 101" USABLE BOX HEIGHT

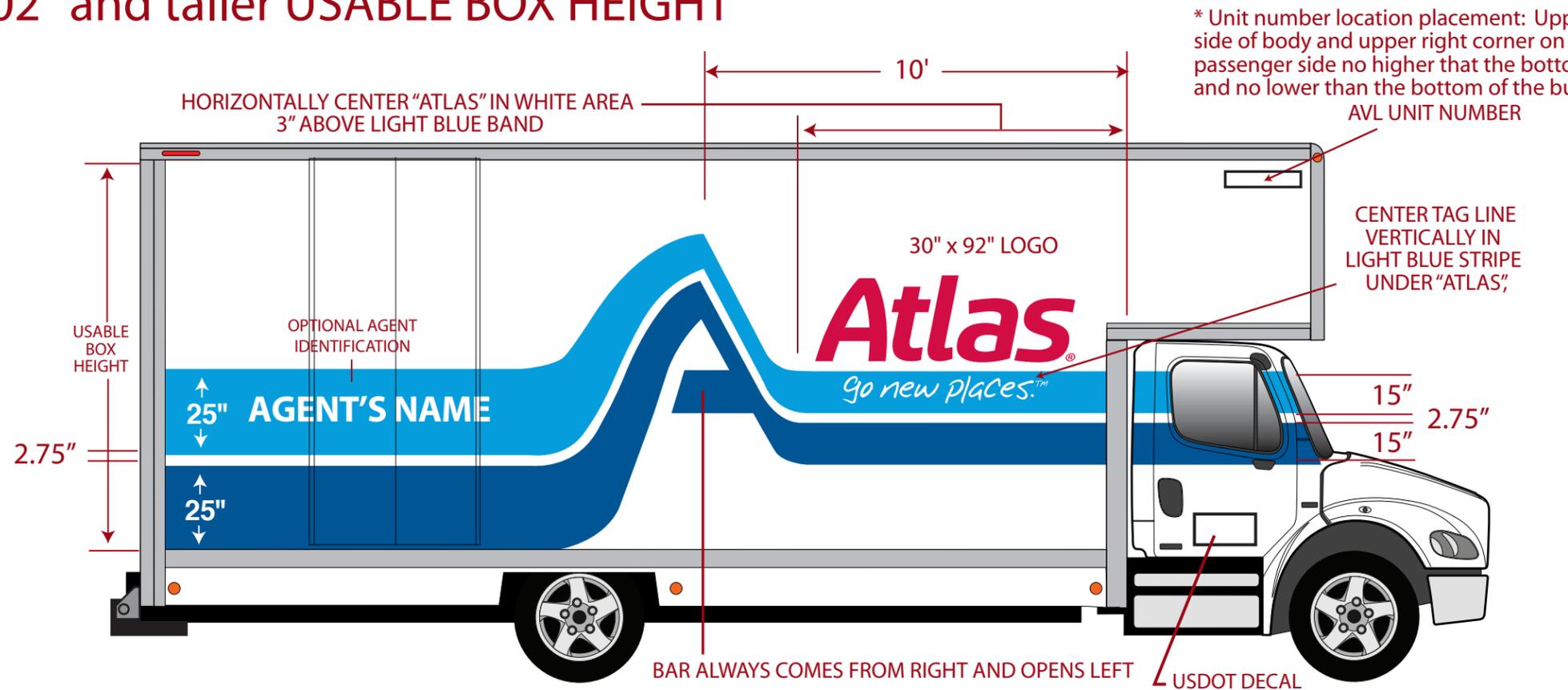


* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher than the bottom of the windshield and no lower than the bottom of the bumper.

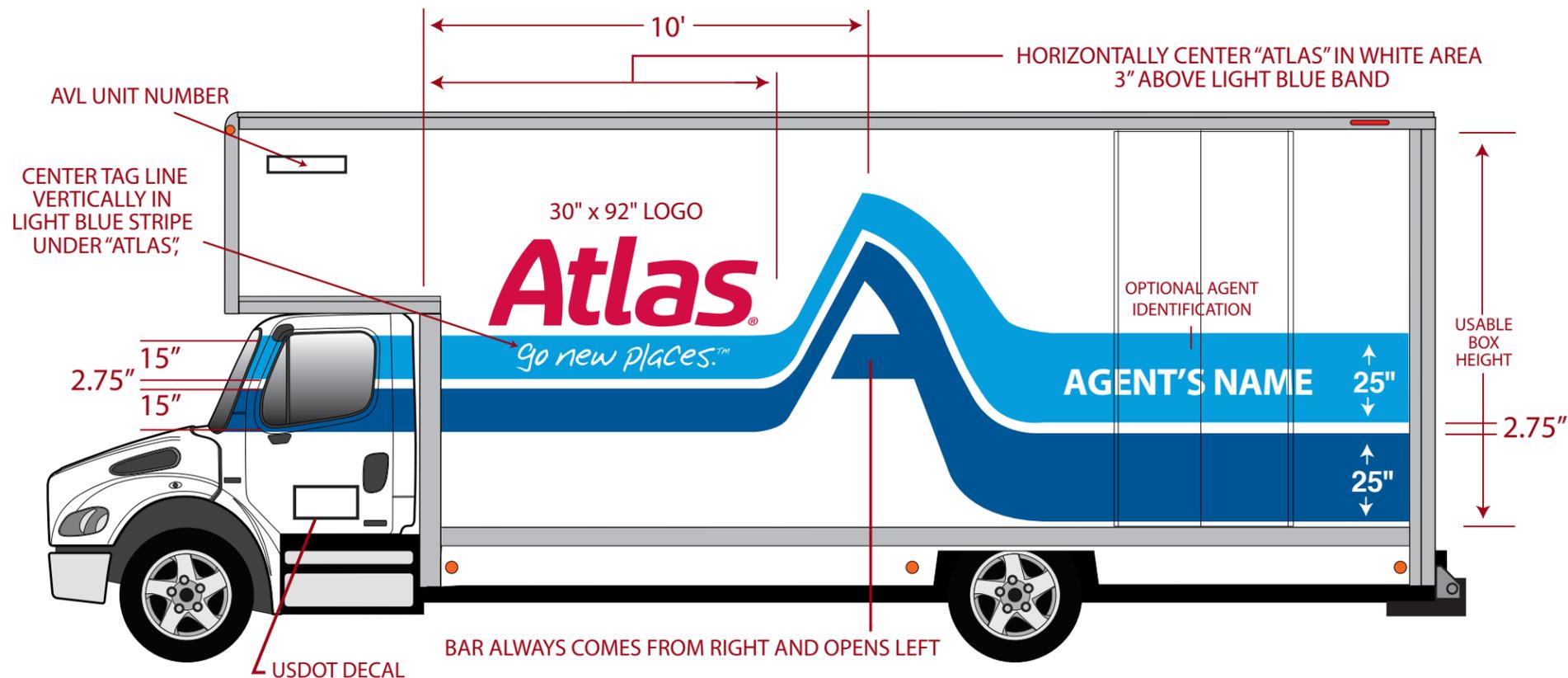
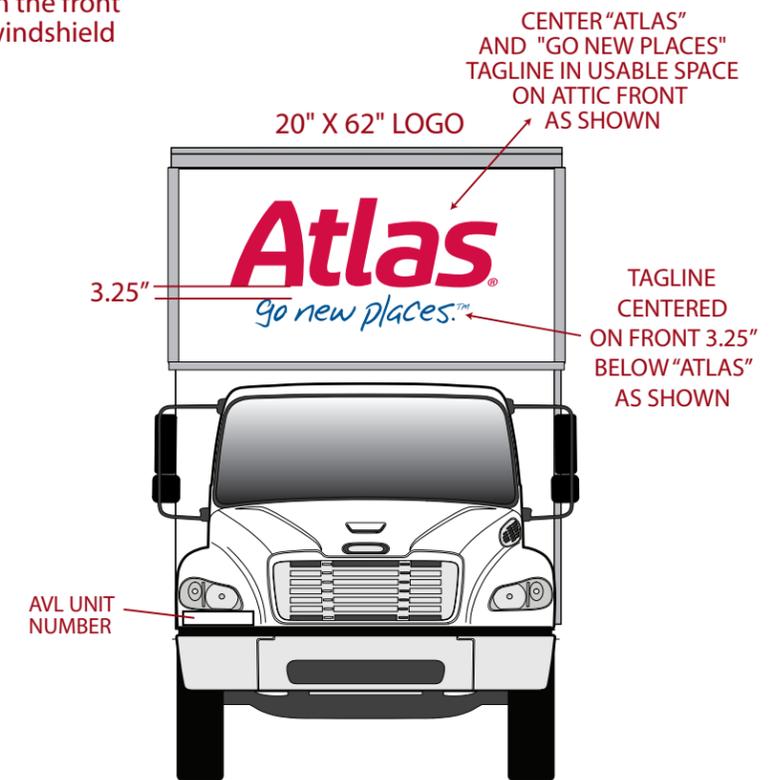


20ft - 24ft Truck Bodies with Attic

102" and taller **USABLE BOX HEIGHT**



* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher that the bottom of the windshield and no lower than the bottom of the bumper.

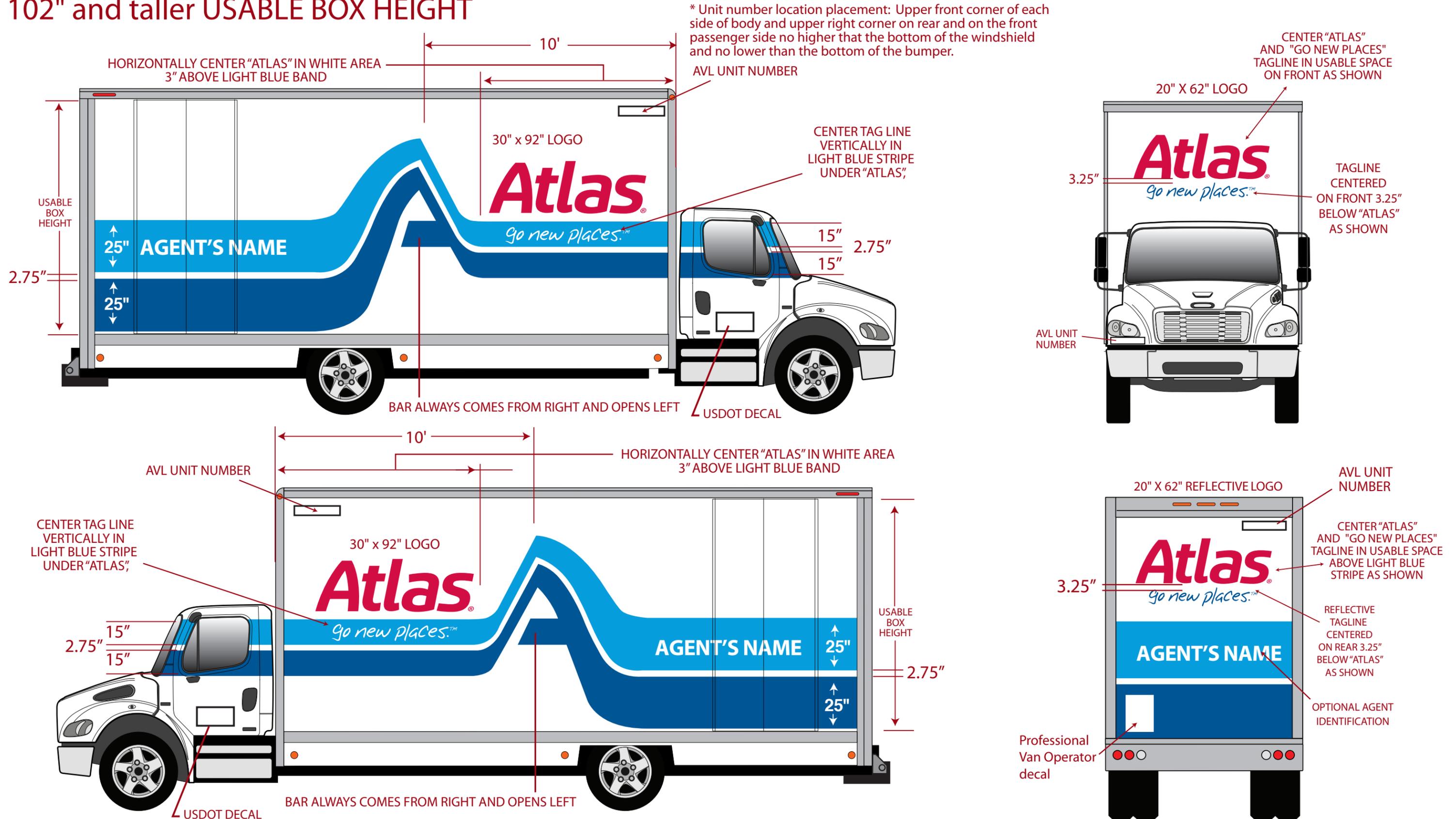


GRAPHIC KIT - ATLAS 2000 POUNCE PATTERN - 3404

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

20ft - 24ft Truck Bodies without Attic

102" and taller USABLE BOX HEIGHT



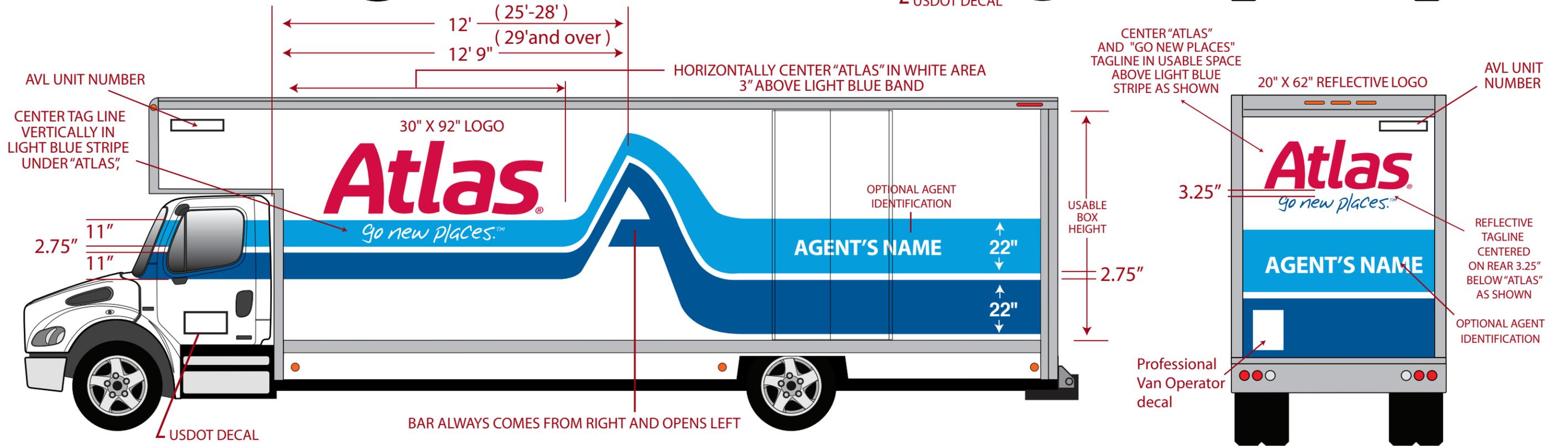
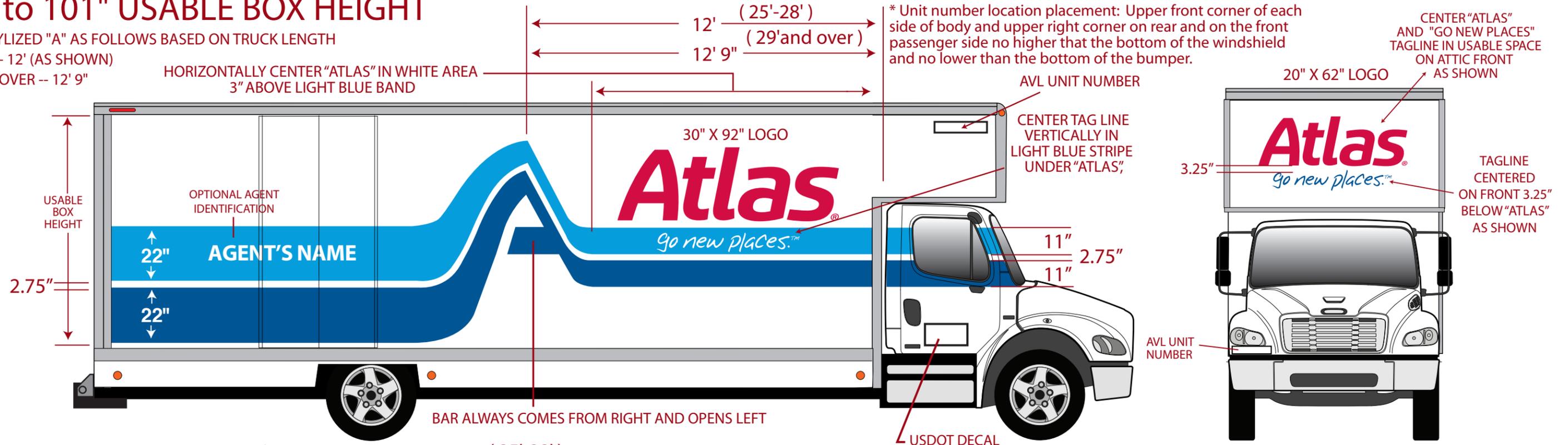
GRAPHIC KIT - ATLAS 2000 POUNCE PATTERN - 3404

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

25ft and over Truck Bodies with Attic

93" to 101" USABLE BOX HEIGHT

* SET STYLIZED "A" AS FOLLOWS BASED ON TRUCK LENGTH
 25'-28' --- 12' (AS SHOWN)
 29' AND OVER -- 12' 9"



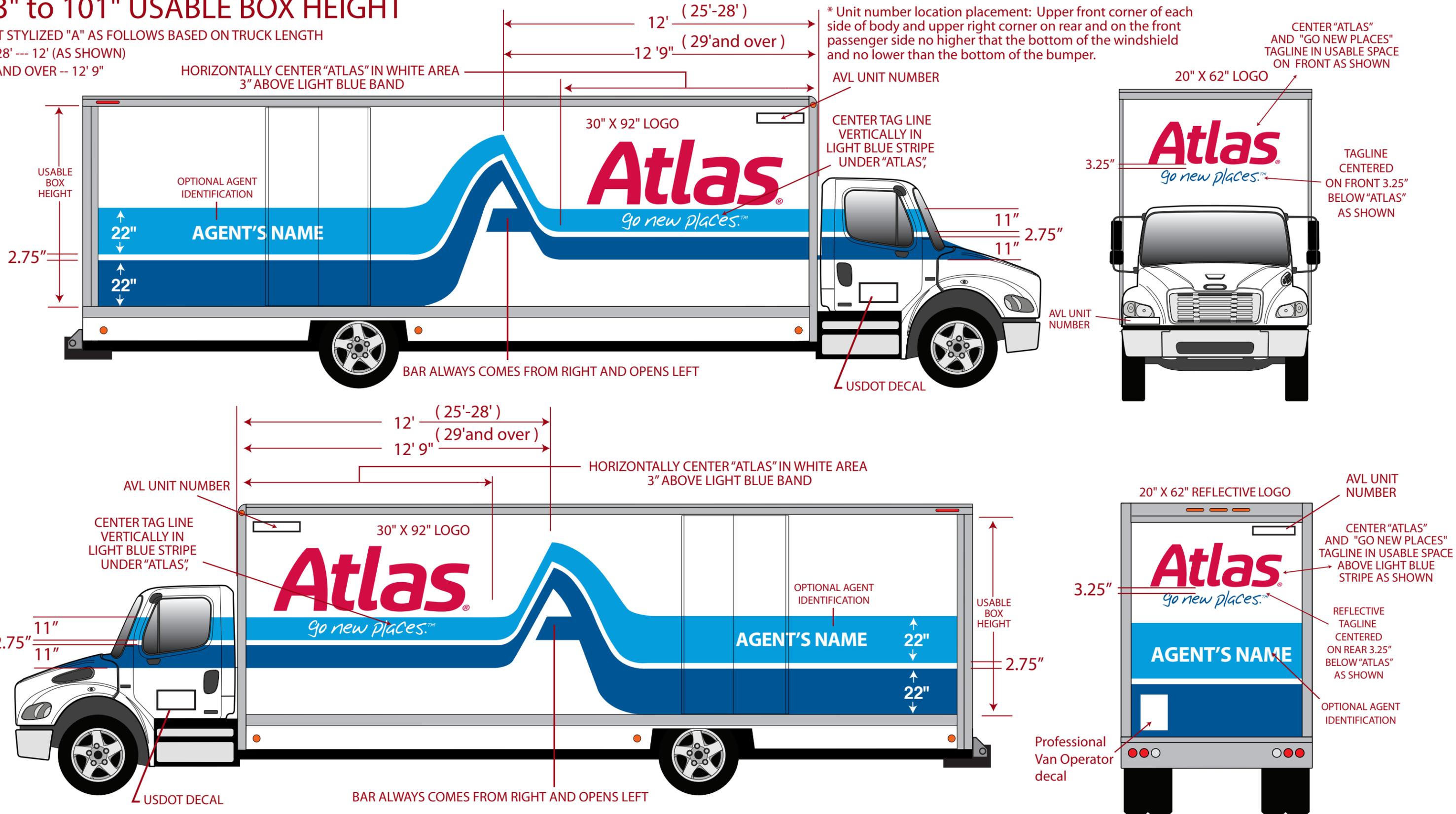
GRAPHIC KIT - ATLAS 2500 POUNCE PATTERN - 2804

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

25ft and over Truck Bodies without Attic

93" to 101" USABLE BOX HEIGHT

* SET STYLIZED "A" AS FOLLOWS BASED ON TRUCK LENGTH
 25'-28' --- 12' (AS SHOWN)
 29' AND OVER -- 12' 9"



GRAPHIC KIT - ATLAS 2500 POUNCE PATTERN - 2804

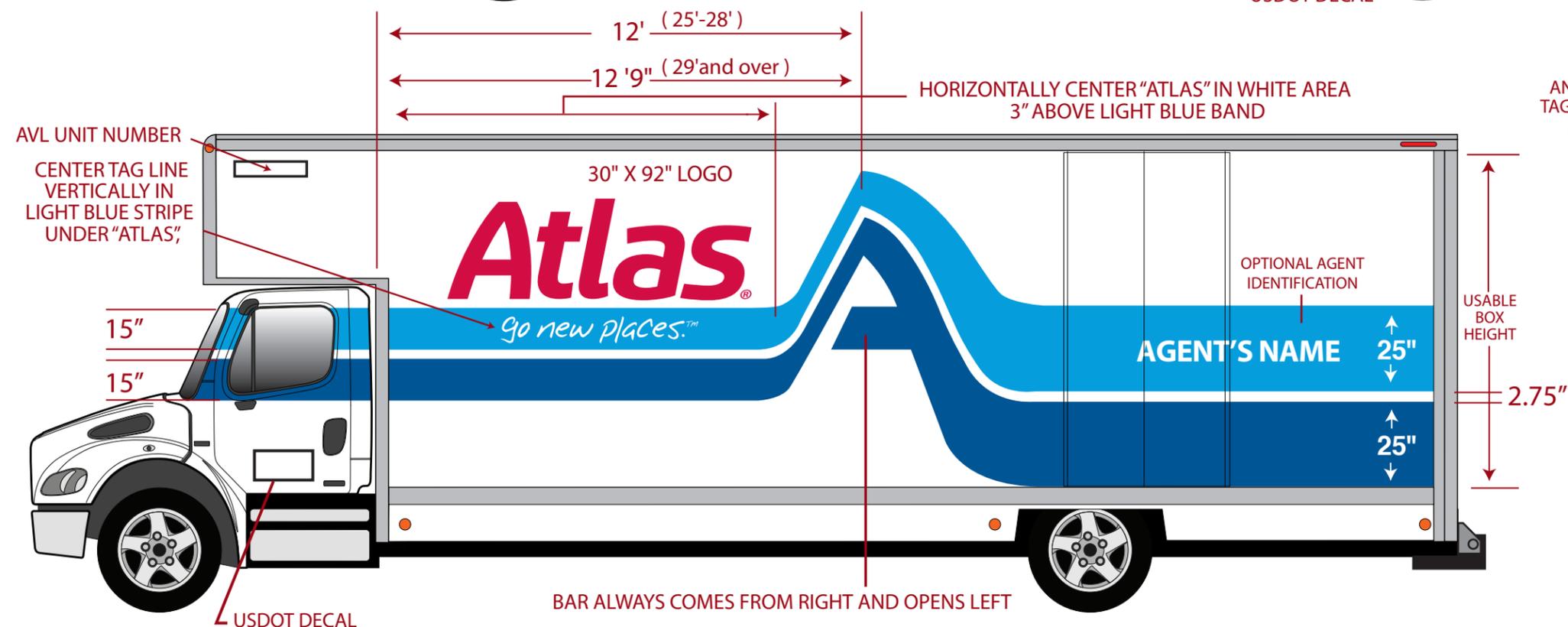
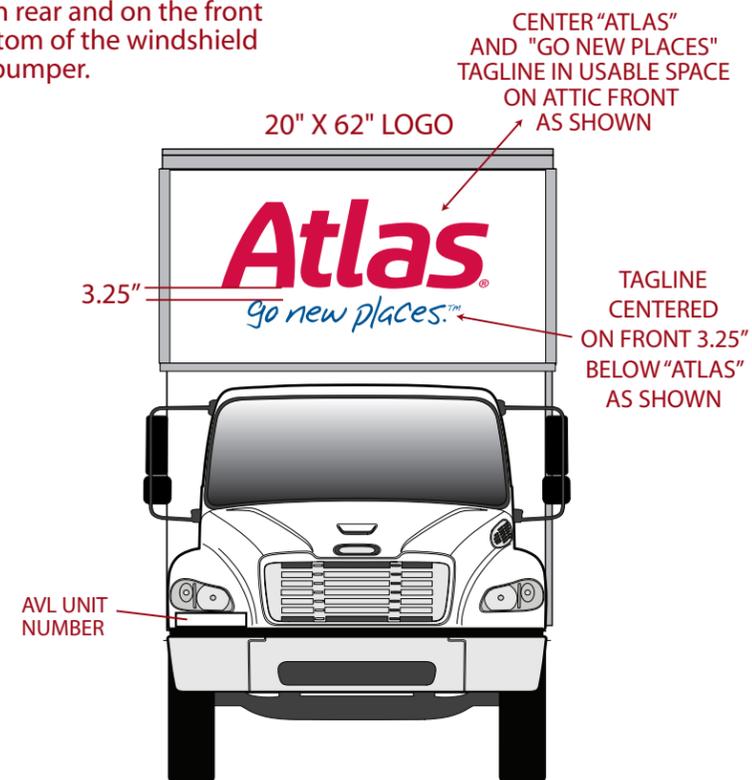
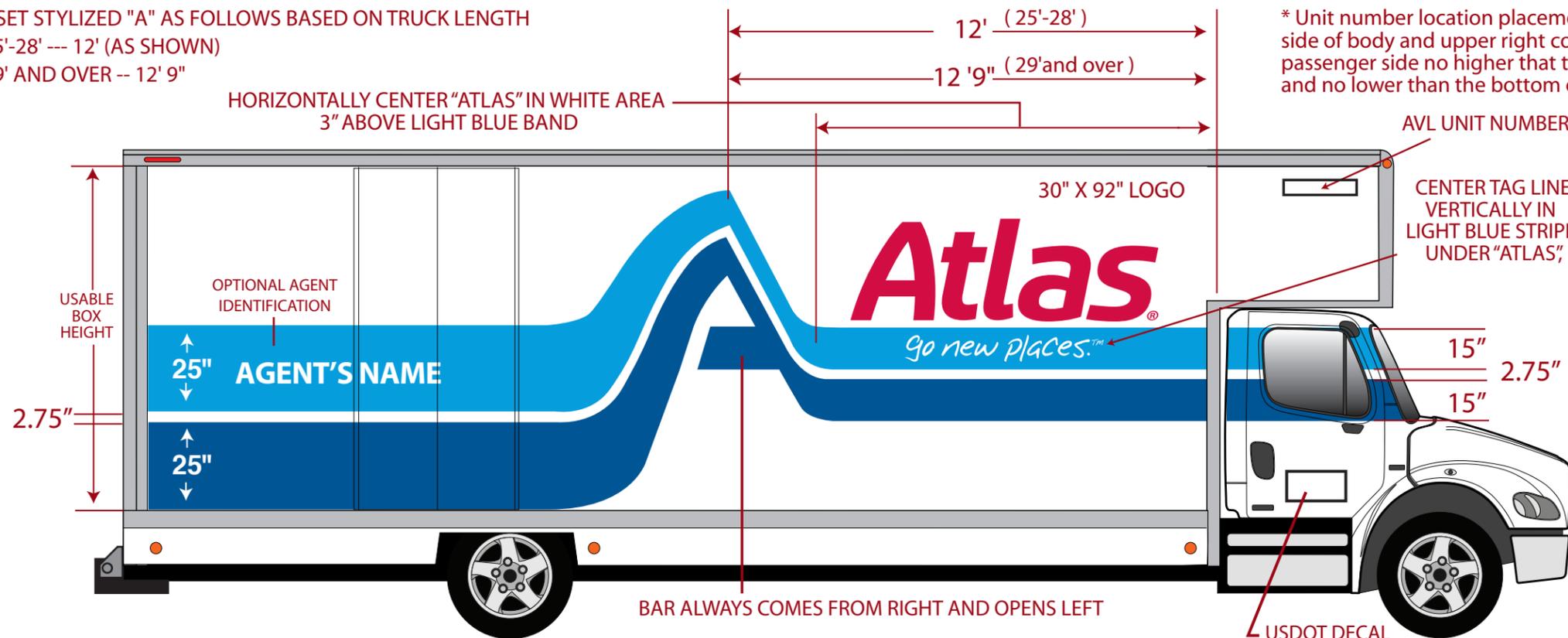
Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

25ft and over Truck Bodies with Attic

102" and taller USABLE BOX HEIGHT

* SET STYLIZED "A" AS FOLLOWS BASED ON TRUCK LENGTH
 25'-28' --- 12' (AS SHOWN)
 29' AND OVER -- 12' 9"

* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher that the bottom of the windshield and no lower than the bottom of the bumper.



GRAPHIC KIT - ATLAS 2500 POUNCE PATTERN - 3404

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

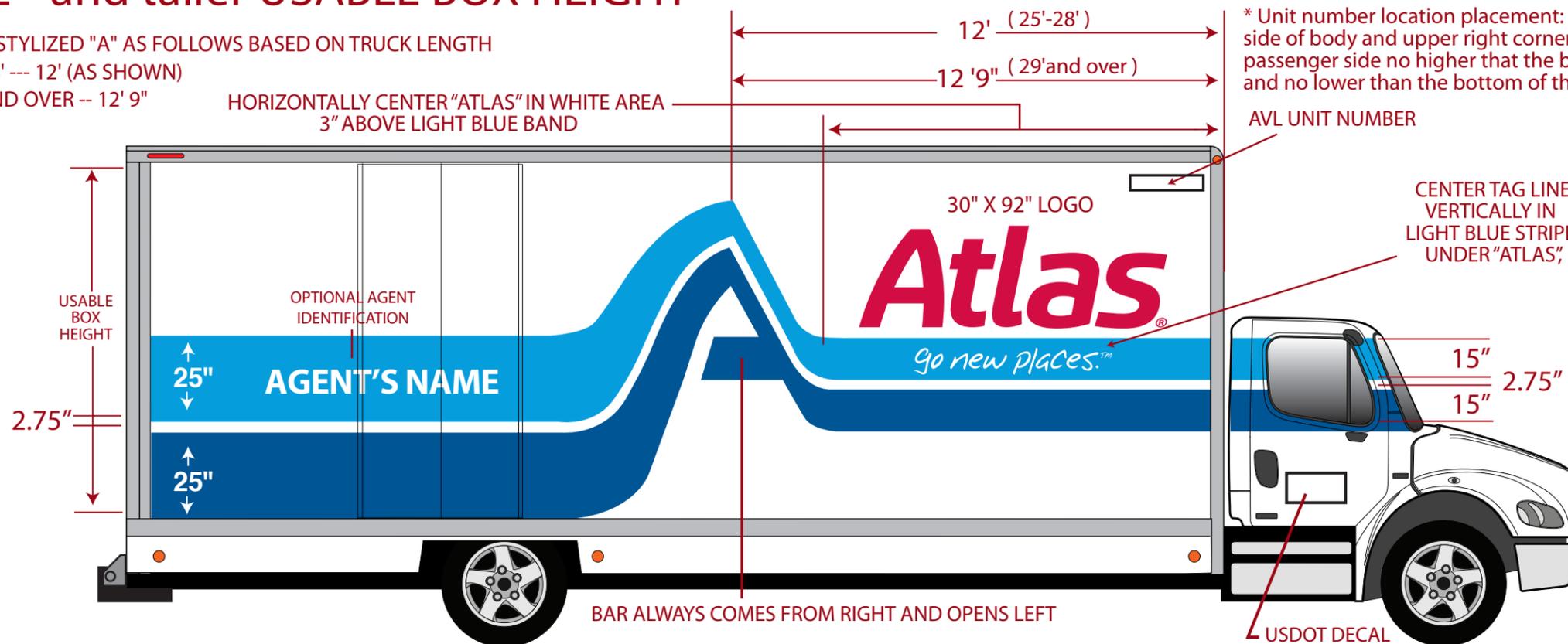
25ft and over Truck Bodies without Attic

102" and taller USABLE BOX HEIGHT

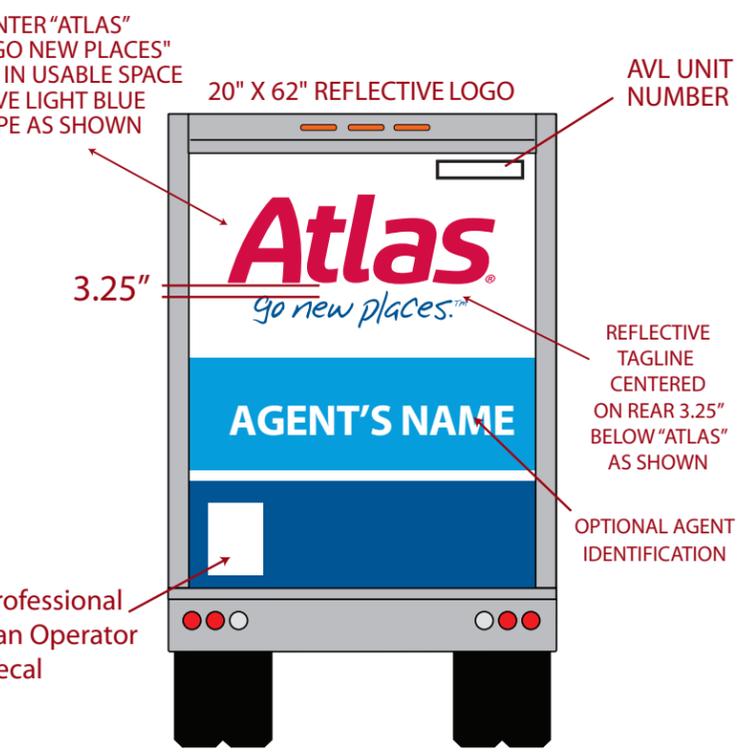
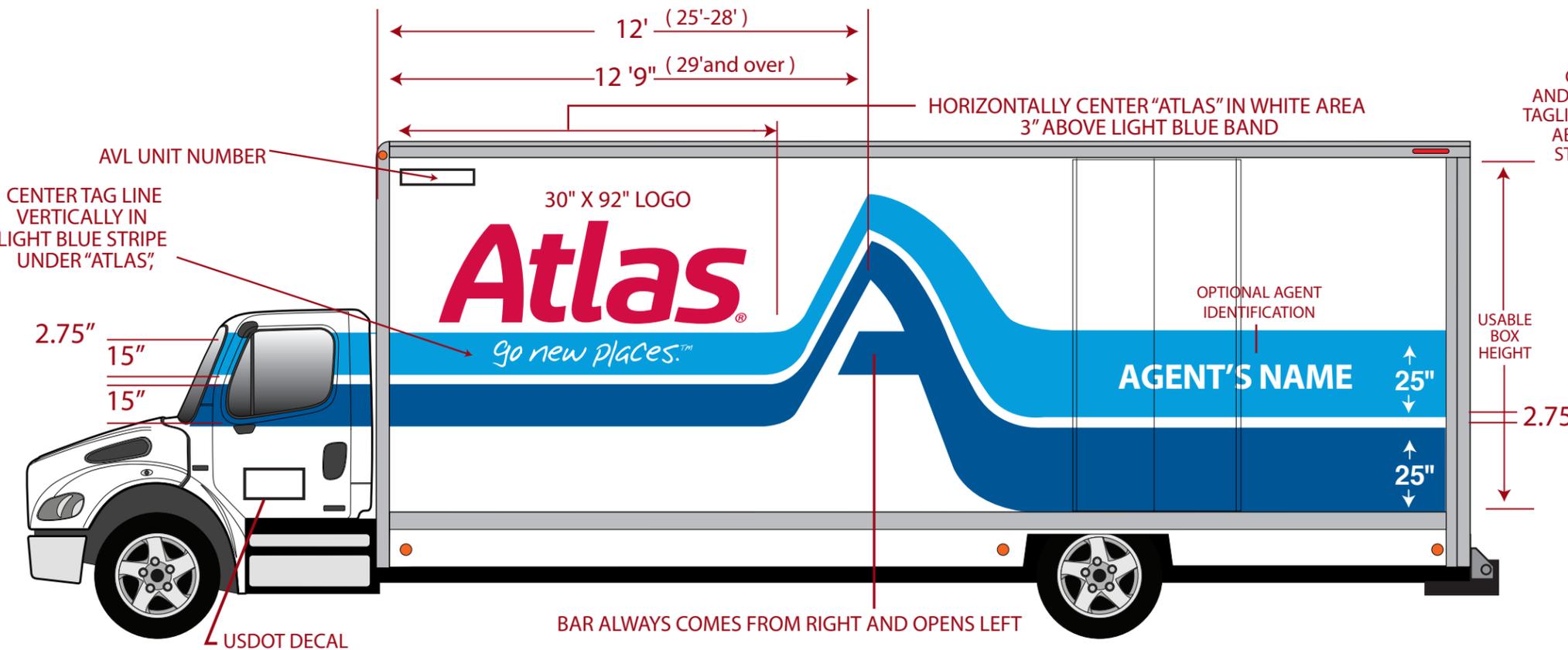
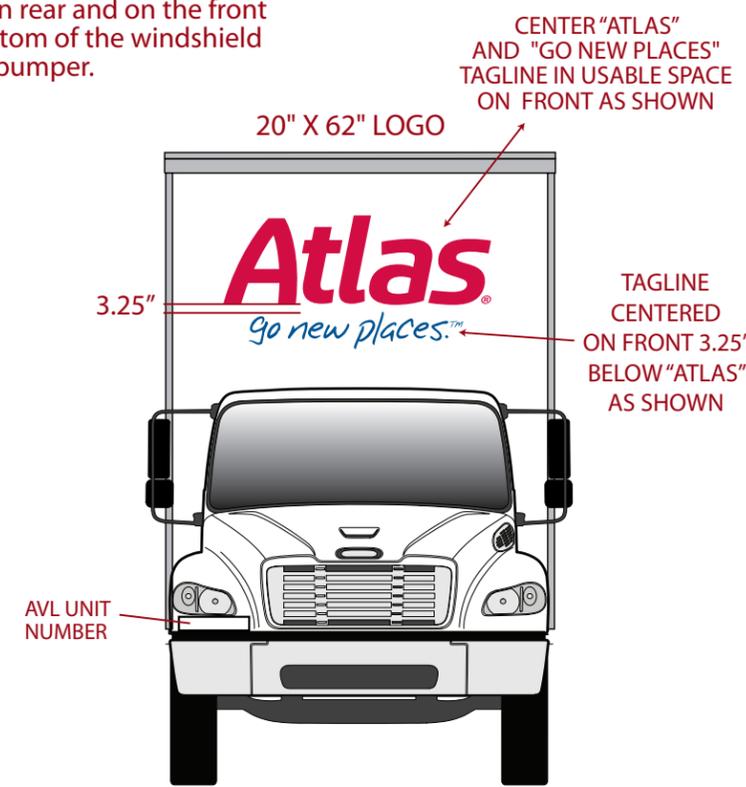
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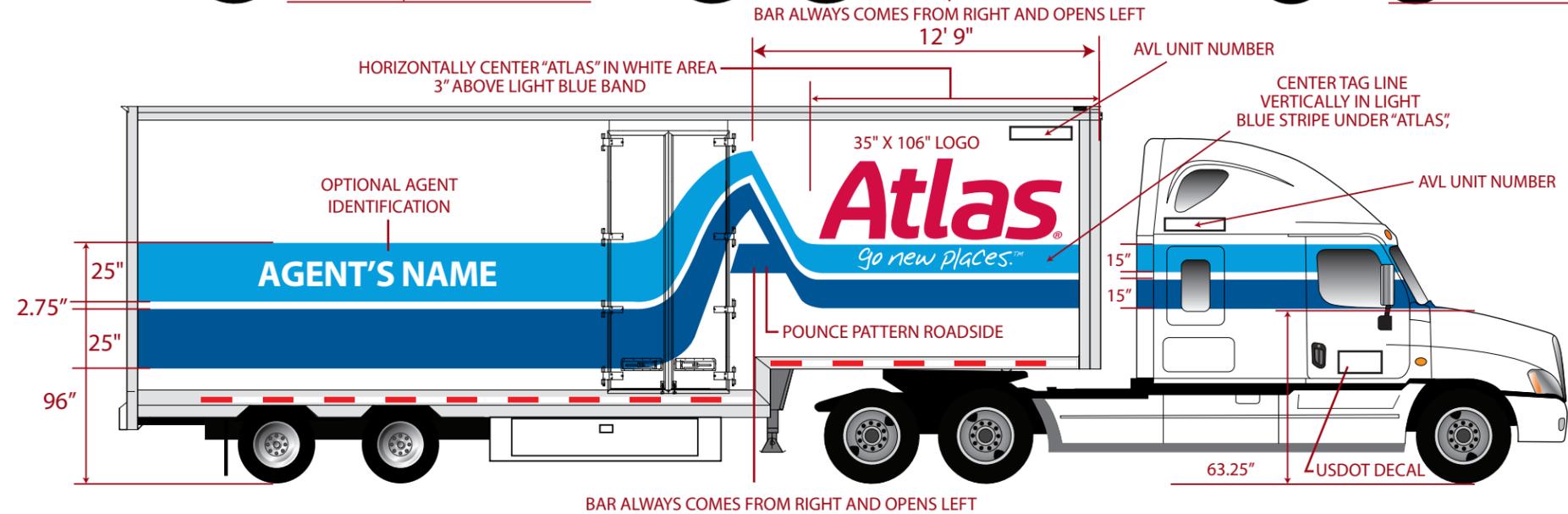
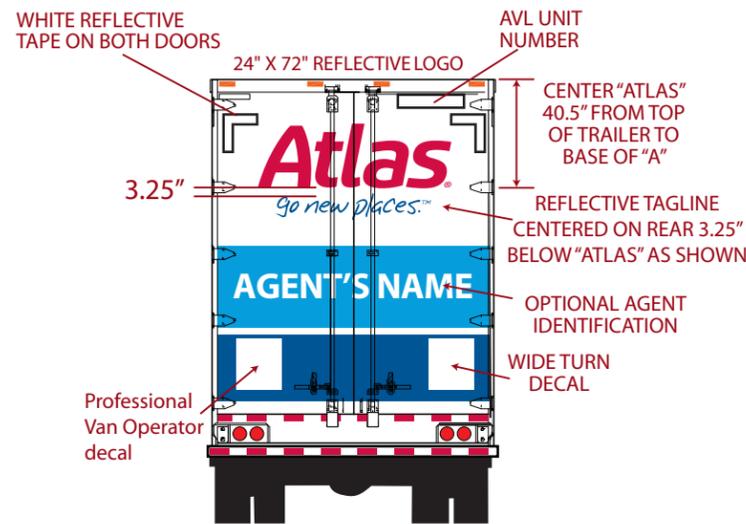
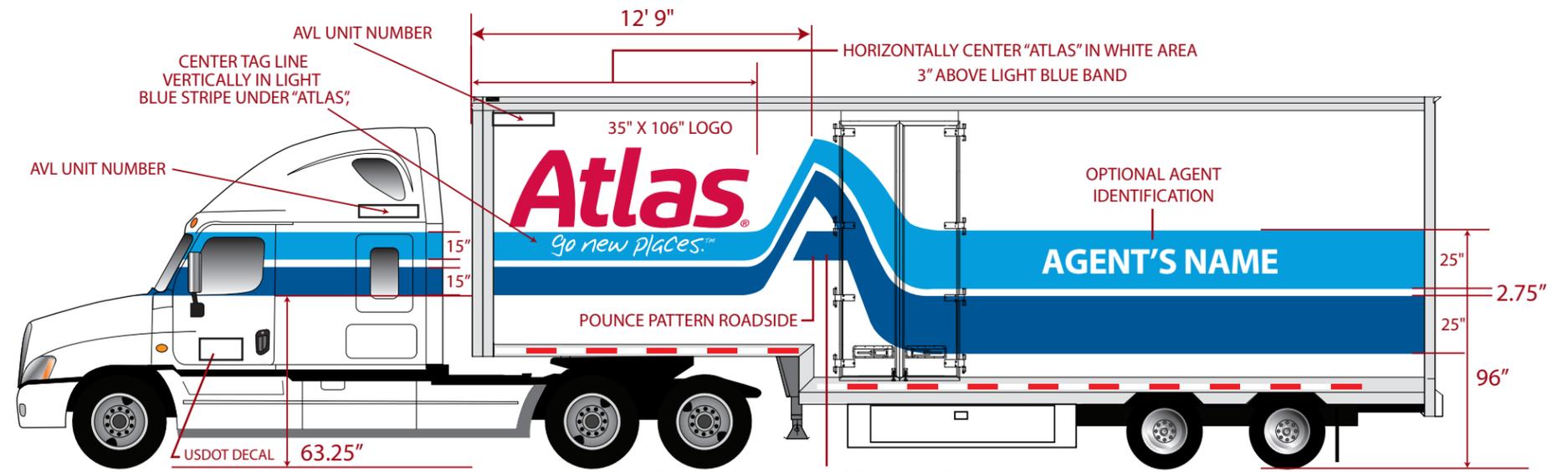
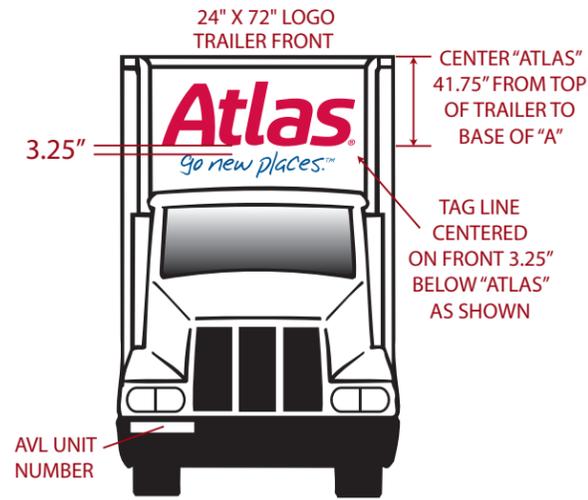
* Unit number location placement: Upper front corner of each side of body and upper right corner on rear and on the front passenger side no higher that the bottom of the windshield and no lower than the bottom of the bumper.



GRAPHIC KIT - ATLAS 2500 POUNCE PATTERN - 3404

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

Drop Trailers less than 35ft



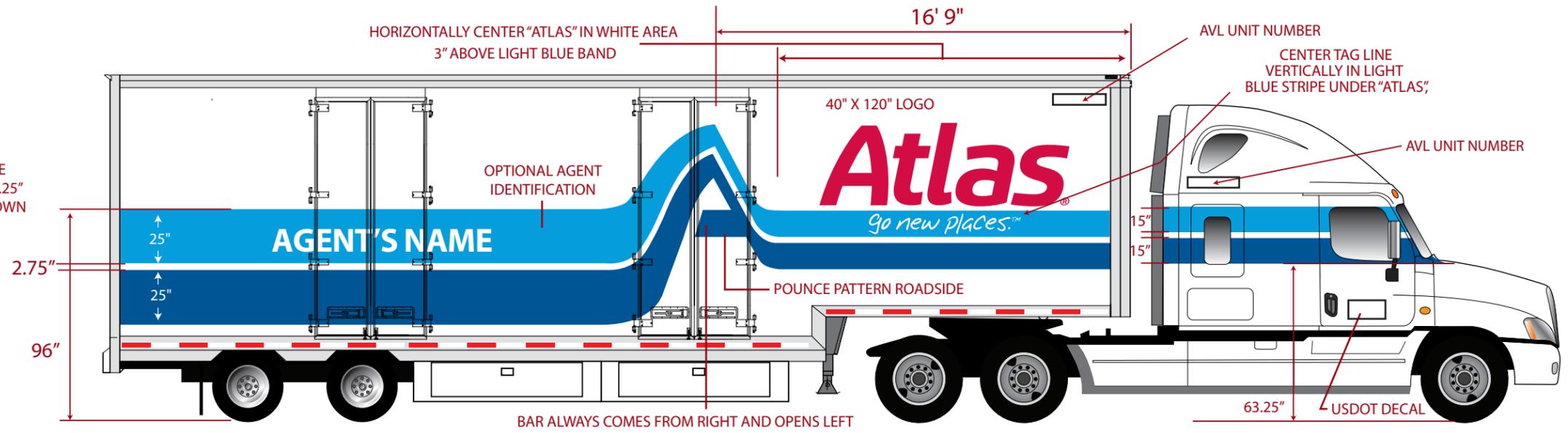
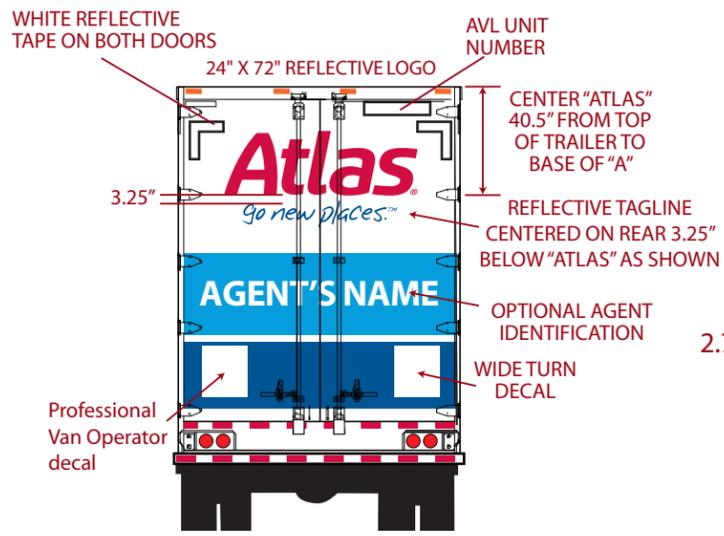
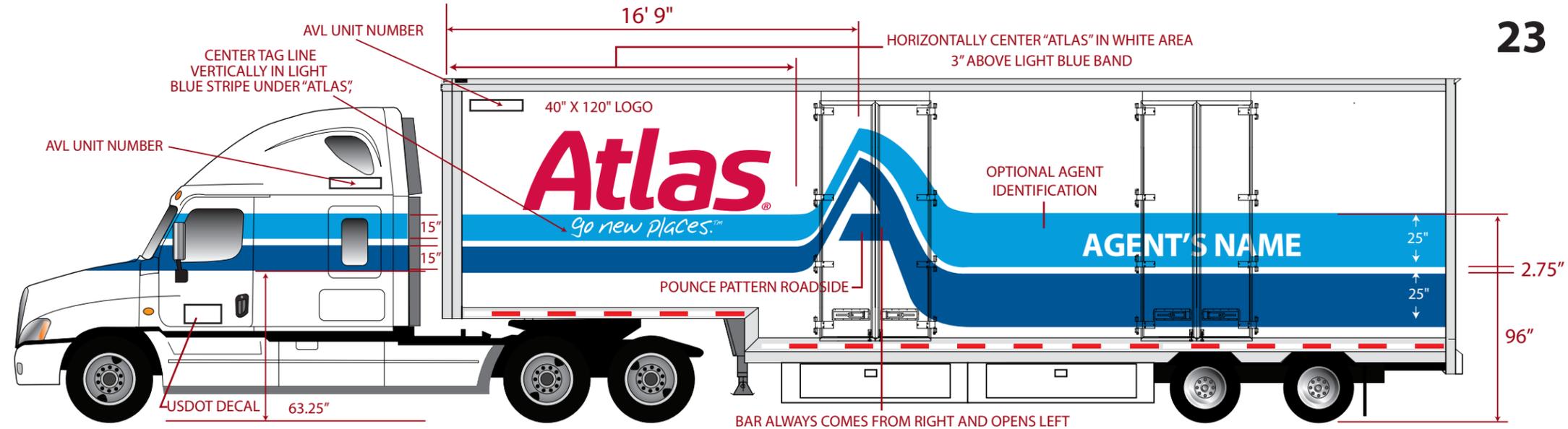
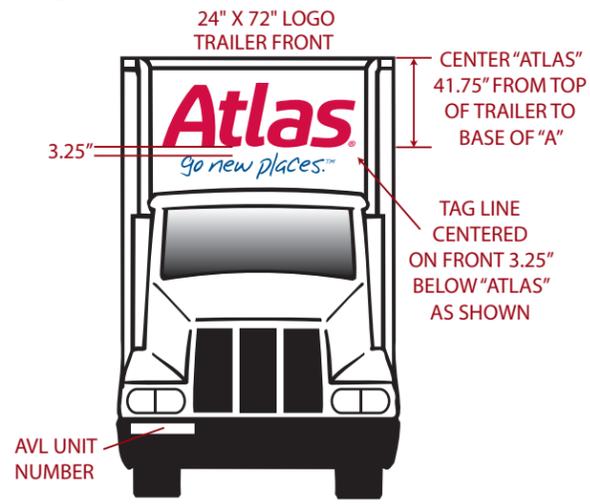
It is the policy of Atlas to use Polyurethane Enamel. To insure material allowance and uniform paint and color quality, all material must be ordered from Atlas Terminal Company. Telephone 800-638-9797, ext. 2333. Allow 10 days for shipping.

- Trailers must be painted white with black undercarriage (landing gear, spare tire brackets) and white wheels. Chrome-plated, stainless steel and polished aluminum parts need not be painted. Stainless steel rear doors ARE NOT ALLOWED on any equipment leased to Atlas.
- Position "A" symbol pounce pattern ROADSIDE on driver's side of trailer. Top of "A" must be positioned as shown from the front end of trailer. (See diagrams) Top of light blue band coming from the "A" symbol must be 96" above ground. Mark pattern on trailer. Repeat this application on the curbside of the trailer. However, be sure the "A" symbol CURBSIDE pounce pattern is used. On both the roadside and the curbside, the bar on the "A" symbol always comes from the right and is open on the left. Save patterns for other trailers.
- Mask and paint the light blue (upper) and dark blue (lower) trailer bands, and the symbol. Bands must extend all around the trailer and are separated by a 2.75" white painted stripe. Note: The dark blue band does NOT extend all the way to the bottom of the trailer. Proper positioning of the pounce patterns and maintaining the correct width of the blue bands will allow for a white area under the dark blue band. The width of the white area will vary depending upon type and size of trailer. When paint is dry, proceed with decaling according to diagram. Follow application instructions in marking kits.
- Any style lettering may be used for agency identification on vehicles leased to Atlas. However, white is the only color allowed to be used. Colored vinyl, shading, or outlining is not allowed. An agency logo may be used in conjunction with the agency identification on the equipment. However, white is the only color allowed to be used. Agency identification, including a logo if used, may be displayed only in the blue bands on the trailer or truck sides centered between the "A" and the back of the vehicle and in the blue bands on the rear of the vehicle.
- Apply "Caution this vehicle makes wide right turns" decal in the lower right hand corner of the dark blue band on the trailer rear as indicated.
- Apply "Pro-Driver" decal in the lower left hand corner of the dark blue band on the trailer rear as indicated.
- If cold decal application (below 65 degrees) cannot be avoided, use a heat gun to warm trailer-surfaces and decals during application.
- Federal law requires that all trailers have conspicuity (reflective tape on both sides and rear) markings.

GRAPHIC KIT - ATLAS 3500 POUNCE PATTERN - 3404

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

Drop Trailers 35ft to 47ft



It is the policy of Atlas to use Polyurethane Enamel. To insure material allowance and uniform paint and color quality, all material must be ordered from Atlas Terminal Company. Telephone 800-638-9797, ext. 2333. Allow 10 days for shipping.

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- Mask and paint the light blue (upper) and dark blue (lower) trailer bands, and the symbol. Bands must extend all around the trailer and are separated by a 2.75" white painted stripe. Note: The dark blue band does NOT extend all the way to the bottom of the trailer. Proper positioning of the pounce patterns and maintaining the correct width of the blue bands will allow for a white area under the dark blue band. The width of the white area will vary depending upon type and size of trailer. When paint is dry, proceed with decaling according to diagram. Follow application instructions in marking kits.
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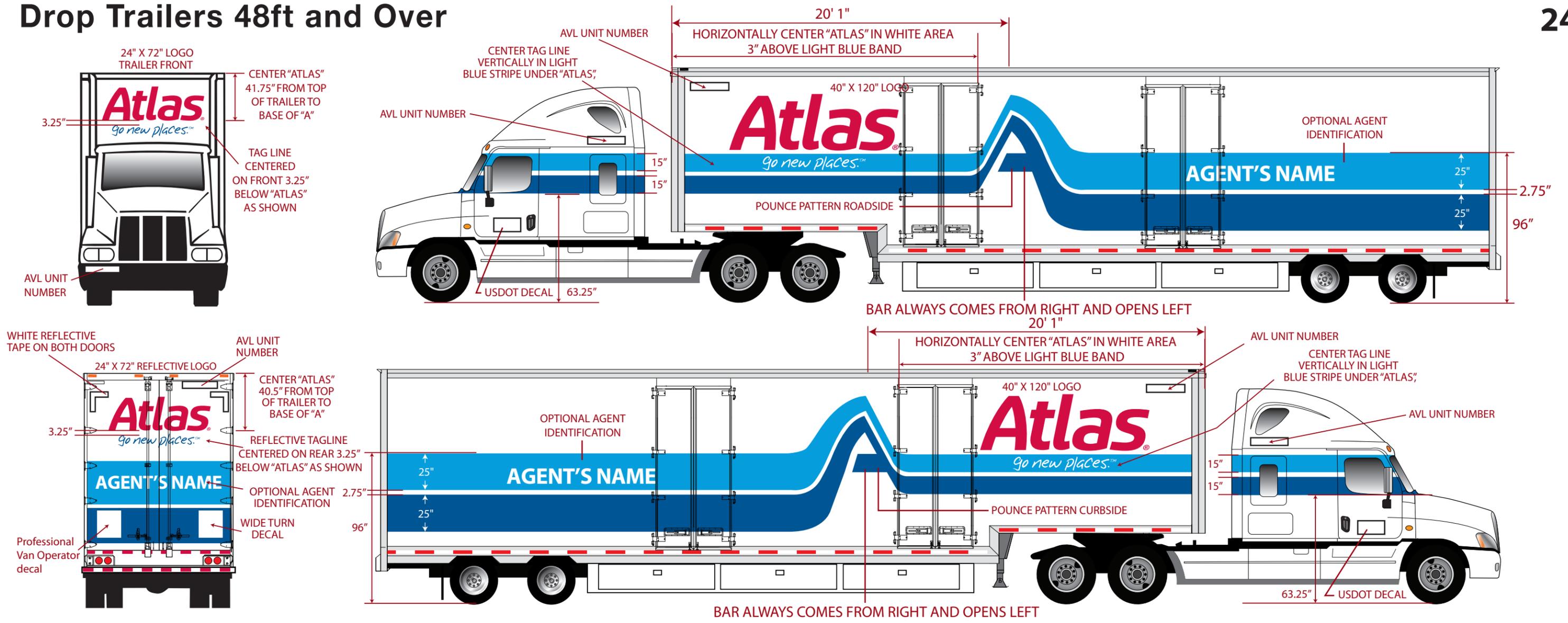
GRAPHIC KIT - ATLAS 3600 POUNCE PATTERN - 4504

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

*NOTE: PROTECT YOUR NEWLY PAINTED TRAILER-MAKE SURE TRACTOR STACKS ARE TRAILER ROOF HEIGHT

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

Drop Trailers 48ft and Over



It is the policy of Atlas to use Polyurethane Enamel. To insure material allowance and uniform paint and color quality, all material must be ordered from Atlas Terminal Company. Telephone 800-638-9797, ext. 2333. Allow 10 days for shipping.

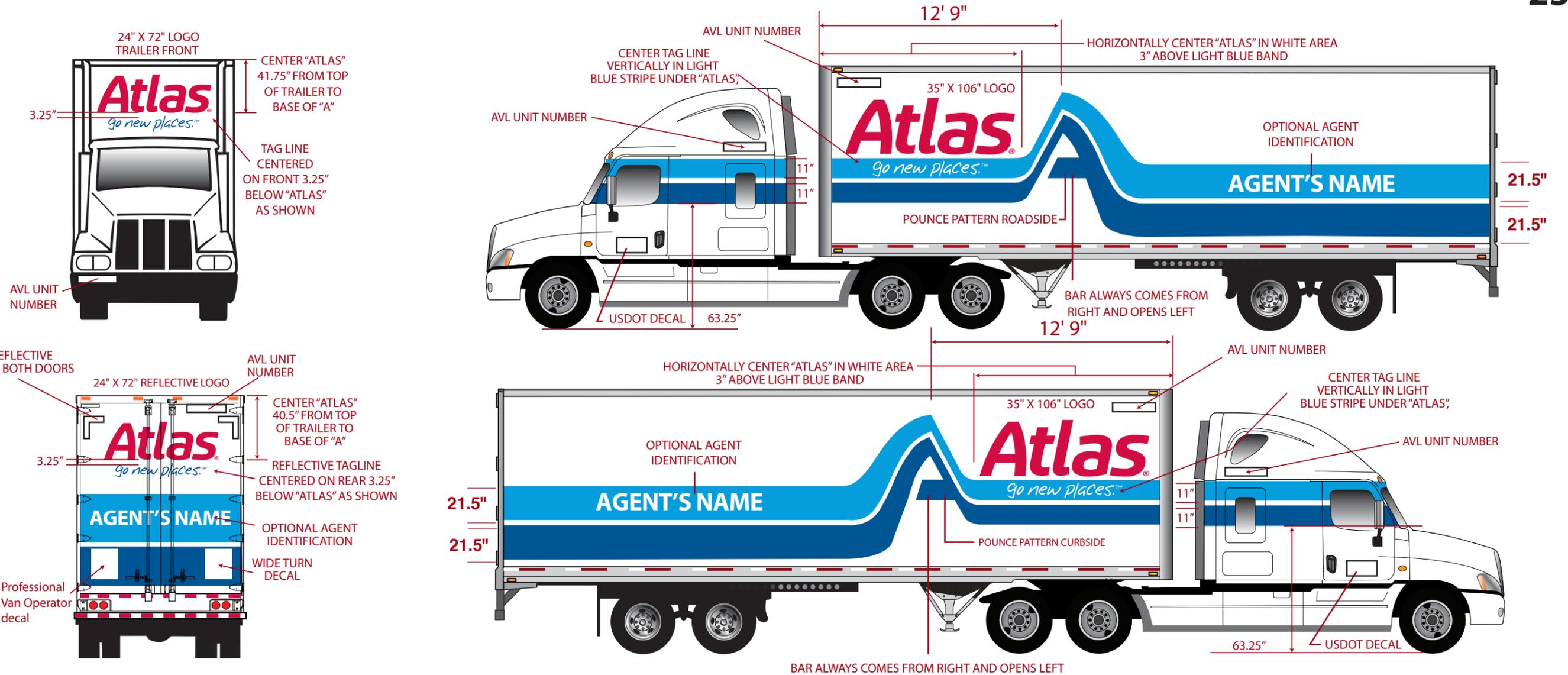
- Trailers must be painted white with black undercarriage (landing gear, spare tire brackets) and white wheels. Chrome-plated, stainless steel and polished aluminum parts need not be painted. Stainless steel rear doors ARE NOT ALLOWED on any equipment leased to Atlas.
- Position "A" symbol pounce pattern ROADSIDE on driver's side of trailer. Top of "A" must be positioned as shown from the front end of trailer. (See diagrams) Top of light blue band coming from the "A" symbol must be 96" above ground. Mark pattern on trailer. Repeat this application on the curbside of the trailer. However, be sure the "A" symbol CURBSIDE pounce pattern is used. On both the roadside and the curbside, the bar on the "A" symbol always comes from the right and is open on the left. Save patterns for other trailers.
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- Apply "Pro-Driver" decal in the lower left hand corner of the dark blue band on the trailer rear as indicated.
- If cold decal application (below 65 degrees) cannot be avoided, use a heat gun to warm trailer-surfaces and decals during application.
- Federal law requires that all trailers have conspicuity (reflective tape on both sides and rear) markings.

GRAPHIC KIT - ATLAS 3600 POUNCE PATTERN - 4504

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

*NOTE: PROTECT YOUR NEWLY PAINTED TRAILER-MAKE SURE TRACTOR STACKS ARE TRAILER ROOF HEIGHT

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.



1. On straight floor (freight style) trailers, the width of the blue bands behind the stylized “A” is dependent upon the paintable height of the trailer sides. The “A” pounce pattern must be positioned to allow 21.5” wide light and dark blue bands.
2. The 4504ft pounce pattern is designed for 21.5” light and dark blue bands on the sides rear of the “A”. The tip of the “A” must also fall below the bottom of the top rail. If, after proper positioning, it appears the dark blue band will fall on the bottom rail of the trailer, contact Atlas Terminal Company, ext. 2333 before proceeding.

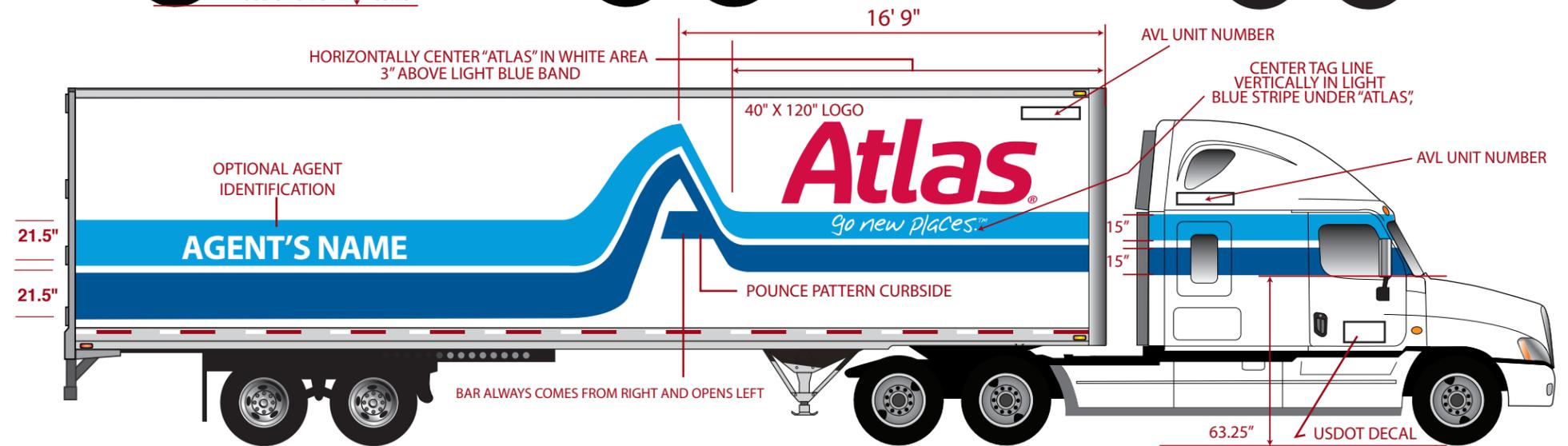
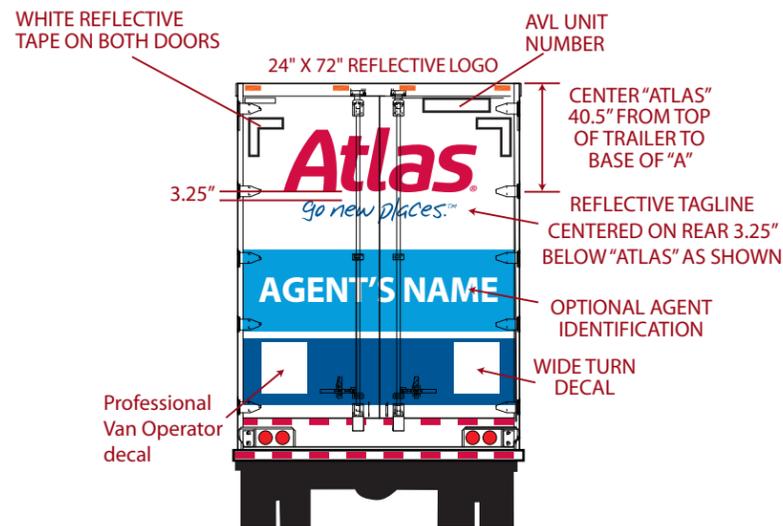
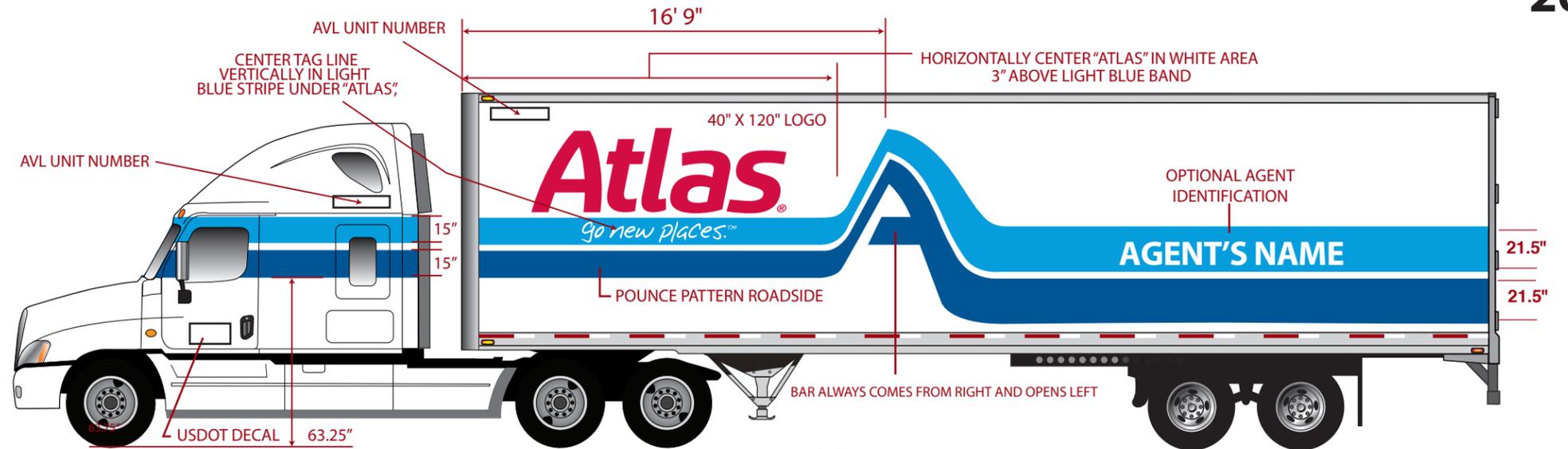
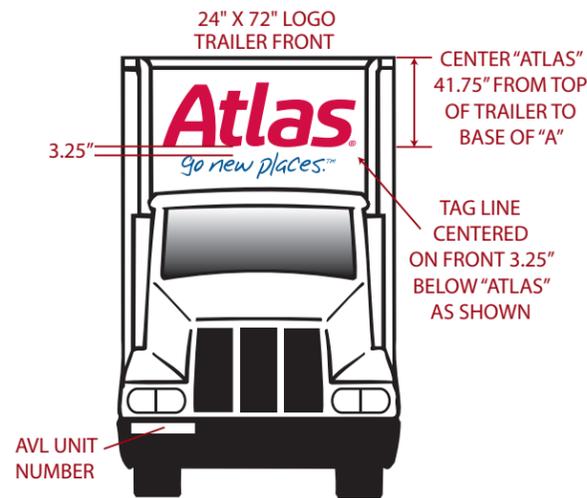
GRAPHIC KIT - ATLAS 3500 POUNCE PATTERN - 4504FT

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

*NOTE: PROTECT YOUR NEWLY PAINTED TRAILER-MAKE SURE TRACTOR STACKS ARE TRAILER ROOF HEIGHT

Call Atlas Terminal Company, ext 2333 with any questions regarding Atlas Graphic use or placement.

Freight Trailers 35ft to 47ft



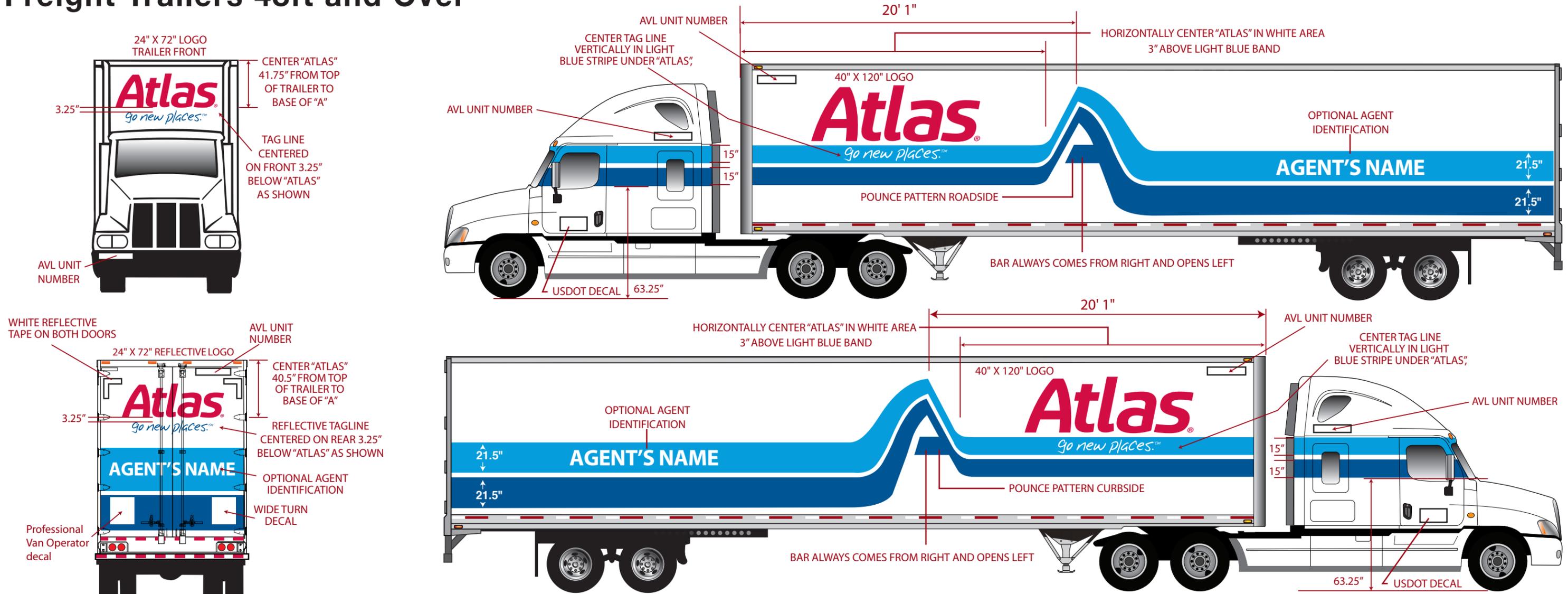
1. On straight floor (freight style) trailers, the width of the blue bands behind the stylized "A" is dependent upon the paintable height of the trailer sides. The "A" pounce pattern must be positioned to allow 21.5" wide light and dark blue bands.
2. The 4504ft pounce pattern is designed for 21.5" light and dark blue bands on the sides rear of the "A". The tip of the "A" must also fall below the bottom of the top rail. If, after proper positioning, it appears the dark blue band will fall on the bottom rail of the trailer, contact Atlas Terminal Company, ext. 2333 before proceeding.

GRAPHIC KIT - ATLAS 3600 POUNCE PATTERN - 4504FT

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

*NOTE: PROTECT YOUR NEWLY PAINTED TRAILER-MAKE SURE TRACTOR STACKS ARE TRAILER ROOF HEIGHT

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