



MARKETING & COMMUNICATIONS BRAND STANDARDS



PROPERLY MANAGED AND EXECUTED, THE
Advanced Tracking Technologies Inc.
IDENTITY IS OUR MOST POWERFUL MARKETING TOOL.

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LOGO OBJECTIVES



The Logo is a crucial component of all PMG Holding companies. Studies indicate that a single logo/logo family, used by all employees is the best strategy for consistent brand recognition.

The logo was designed with five objectives in mind:

- To create a mark that assists in fulfilling the ATTI mission.
- To develop a brand that represents an international caliber of expertise and service.
- Representation of the voice and approach of the company while establishing trust with clients.
- Create a classic design, with built-in heritage and familiarity, while showing the organization is very much 21st century.
- Develop a strong brand, logo and mark, that embodies the rich culture of the organization while communicating forward thinking for years to come.

The ATTI logo should appear prominently on all promotional items and branding applications.

IDENTITY MANAGEMENT

This manual is designed to help ATTI employees apply the ATTI identity with consistent high quality.

It is essential that you understand and apply the policies set forth in this manual. They have been developed to enhance the value of the ATTI brand symbols through consistent, high quality presentation. To effectively apply these identity policies, each department must have a process in place that enables execution of these policies. The following identity management process should be implemented throughout your organization.

7 STEPS FOR CONSISTENT BRAND PRESENTATION

- 1. COMMIT TO A GOAL.** You can achieve consistent presentation of the ATTI identity only if you make a 100% compliance a goal of your organization.
- 2. PROVIDE LEADERSHIP.** Your leadership is important to make this happen in any department or organization you manage.
- 3. ESTABLISH A PROCESS.** Proper presentation of the ATTI identity should be treated as any other established business practice. Develop a “final check and approval” system for every identity application.
- 4. KNOW THE POLICIES.** The ATTI identity policies are documented for global application in this manual.
- 5. COMMUNICATE THE GOAL.** Provide copies of the standards manuals for your organization and suppliers. Make identity compliance an accountability issue.
- 6. AUDIT YOUR ORGANIZATION.** The only way to know where you stand with respect to a goal of 100% application commitment is to regularly audit your department(s).
- 7. MONITOR YOUR PROGRESS.** When each of these steps has been implemented, monitor your progress regularly and communicate the status with everyone on your team(s).

IDENTITY APPLICATION CHECKLIST

To confirm that the ATTI corporate identity is applied properly and is reproduced to the highest standard, review all the of the policy points in this Identity Checklist. If the answer is "Yes" to each point, you can confidently release any project carrying the ATTI brand.

PRE-RELEASE CHECKLIST FOR IDENTITY STANDARDS

1. Is the ATTI identity art correct as compared to the Basic Identity Standards?
2. Is the identity presented in the proper color for the application?
3. Is the identity presented in the proper size?
4. Has the identity been positioned properly for the application?
5. Has the clear space rule been observed? (Allow at least 1/2 of the total logo width all the way around logo.)
6. Is the background upon which the identity is applied unobtrusive, providing a clear presentation?
7. If the insignia (mark) is used alone, have the guidelines for such use been followed?
8. Has the application been reviewed and approved by the Director of Marketing?

**** If you have any questions or concerns about the correct use of the identity or applications, please contact Johnny Lantz: 713.353.6123***

MARKETING MATERIALS & ACTIVITIES

MARKETING COLLATERAL

All marketing collateral as of 10/1/14 will be produced by the ATTI design team and must be approved by the Director of Marketing. This will drive and maintain the consistency of the ATTI brand (look and message). Printed materials should be avoided whenever possible as they can become dated very quickly and thus become obsolete and a waste of resources. While certain situations create the need for printed collateral, the ATTI philosophy is to focus on electronic delivery of our message, such as a PDF, PowerPoint presentation, or iPad based applications. The goal should be to drive your customers and contacts to your website for further information.

Marketing materials include:

- Printed and electronic materials such as: sale sheets, brochures, booklets, newsletters, announcements, and invitations
- Promotional materials/giveaways for both internal and external distribution, such as: shirts, hats, pens, mugs, stickers, etc. Anything intended for distribution on behalf of the company
- Advertisements
- Trade show booths and materials
- Web advertisements
- Signage

TRADE SHOWS

Each year, ATTI reviews potential trade shows and conferences to attend and have a booth presence to showcase our products to a variety of different demographics. These opportunities develop brand awareness, provide competitive intelligence, and give us a chance to meet customers face-to-face.

ATTI currently has two separate booths in its inventory. The 10'X20' booth is for larger trade shows and a 10'X10' booth for smaller trade shows and events. Over the next year or so, both booths' graphics will be redone to reflect our brand standards.

To ensure ATTI is presenting a cohesive message to our customers, a tradeshow plan will be provided prior to each event outlining expectations. We also wear matching attire to further build upon our brand's consistency, look and feel. While some details seem trivial, such as shoes being solid black, instead of multi-colored, when not adhered to fully detract from the overall message of our image.

ATTI SIGNATURE



The ATTI corporate signature is a visually distinctive presentation of our name, made up of our insignia and logotype, shown above. The ATTI logotype is unique – made of custom letter forms designed to convey our name effectively across all applications, from a small package label to a billboard.

The ATTI logo & type were carefully developed to express our name and brand image. The logo may not be re-created, re-drawn, or re-configured under any circumstances. Please only use the approved master reproduction art for the signature and follow explicitly all standards and specifications outlined in this manual for its use.

The design of the logo allows ATTI to be presented as a stand alone company while reinforcing the company is part of a larger, more robust enterprise.

All PMG Holding logos should never be stored on a computer or external drive. To protect the integrity of the original files, the ATTI logo will be available for download in the marketing folder on the server.

GRAPHIC STANDARDS

To maintain unity and clarity across the numerous and varied applications of our signature, 3 versions of the ATTI signature can be used. From the main color signature to black and white versions.

No matter what the situation, one of these versions will work to clearly identify ATTI. Variations of the versions shown on these pages are not to be used under any circumstances.

Color



Black



White



LOGO USAGE

CORRECT



INCORRECT

Distort



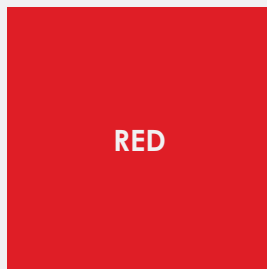
Add or Remove



Special Effects



BRAND COLORS



CMYK

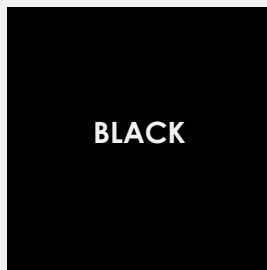
C - 5
M - 100
Y - 100
K - 1

RGB

R - 223
G - 30
B - 38

PANTONE

C -
U -



CMYK

C - 0
M - 0
Y - 0
K - 100

RGB

R - 35
G - 31
B - 32

PANTONE

C - 425
U - 425

BRAND FONTS

Century
(Universal)

Century Gothic Regular

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic

Bookman
(Letters/Email)

Bookman Old Style Regular

Bookman Old Style Italic

Bookman Old Style Bold

Bookman Old Style Bold Italic

Serpentine
(ATTI Products)

Serpentine Bold

BUSINESS CARD



ATTI[®]
Advanced Tracking Technologies, Inc.

6001 Savoy Drive, Suite 301
Houston, Texas 77036

John Smith
Account Manager

P: 713.353.6071
F: 713.353.6071
E: jsmith@AdvanTrack.com



www.AdvanTrack.com

ENVELOPE



Advanced Tracking Technologies, Inc.
6001 Savoy Drive, Suite 301
Houston, Texas 77036



LETTERHEAD



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P: 713.353.6065 | 800.279.0035

F: 713.353.6050

E: info@AdvanTrack.com

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March 8, 2014
Jane Smith
1234 Scott Ave.
Somewhere NY 45678
Dear Ms. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc finibus ornare ultricies. Vestibulum quis ipsum dignissim, pulvinar ante ultrices, tincidunt orci. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In vel risus pharetra orci imperdiet elementum. Sed aliquam vestibulum rhoncus. Pellentesque id nulla sed purus pretium facilisis. Morbi quis scelerisque elit, et consectetur risus. Aliquam erat volutpat. Nam tempus feugiat nibh, vitae pellentesque sem posuere a. Pellentesque vitae nisl laoreet, finibus nibh quis, placerat est. Suspendisse ut euismod nibh. Fusce luctus nisl diam, eget aliquet leo sagittis sed. Ut efficitur semper scelerisque. Donec orci tortor, facilisis non porta sit amet, porta id diam. Maecenas vitae pulvinar lectus. Fusce tincidunt dolor lectus, vel efficitur turpis fermentum egestas.

Praesent placerat libero ac nisi malesuada blandit. In in est ex. Pellentesque vestibulum egestas lacus, nec viverra tortor auctor vitae. Vestibulum faucibus ac tortor eget dapibus. Nullam sed volutpat elit, eu laoreet ligula. Quisque diam nisl, fringilla et sem et, tempus finibus est. Donec quis justo vitae libero eleifend aliquet rutrum sed tortor. Duis est mauris, iaculis nec mi a, luctus maximus sapien. Donec eleifend condimentum pulvinar.

Etiam vel augue rutrum, luctus eros et, facilisis elit. Pellentesque erat lacus, efficitur sed porttitor tincidunt, sodales nec purus. Phasellus in lectus venenatis, gravida justo eget, gravida arcu. Nulla at neque vitae lacus molestie tincidunt. Cras sit amet dolor in lorem pretium pretium nec interdum neque. Donec rutrum dui sit amet purus scelerisque porttitor. Quisque pretium nibh eu malesuada pellentesque. Pellentesque rutrum arcu et metus posuere placerat. Suspendisse potenti. Suspendisse accumsan nulla vitae est posuere dictum.

Thank You,

Sincerely,
Mr. Smith

EMAIL SIGNATURE

ATTI employees must adhere to the specified email signature below. Email providers offer a number of cute and fun backgrounds and style options; however, these elements are often distracting and annoying to our business recipients. Inserting a company logo creates an attachment, which can be frustrating to recipients as they launch multiple attachments within the email. Therefore, avoid using backgrounds and unnecessary inserts/attachments.

The email signature identifies you, your contact information, and the company. As such, it should be easy to follow for the recipient. Multiple fonts, sizes and colors are distracting to readers; limit your font styles to three variations of the same font and the size to 12 point if using Times New Roman or similar size if using a different font style.

ELEMENTS OF THE SIGNATURE BLOCK

- Name | Company name
- Title
- Physical address
- Phone number(s)
- Fax Number (if applicable)
- Email address
- Company website
- Confidentiality statement

APPROVED FORMAT

Thank you for your recent order of 1,000 units.

Best regards,

John Smith | Advanced Tracking Technologies, Inc.
Account Manager
6001 Savoy Drive, Suite 301
Houston, TX 77036

P: 800.279.0035 ext. 6123 / 713.353.6123

F: 713.353.6050

E: jsmith@AdvanTrack.com

www.AdvanTrack.com

Confidentiality Notice: The contents of this e-mail are confidential and are intended only for the use of the recipient(s) unless otherwise indicated. If you have received this e-mail in error, please notify the sender(s) immediately by telephone. Please destroy and delete the message from your computer. Any form of reproduction, dissemination, copying, disclosure, modification, distribution and/or publication of this e-mail is strictly prohibited unless expressly authorized by the sender(s). No person, without written confirmation of the contents of this e-mail, should rely on it. While this e-mail and the information it contains are supplied in good faith, no member of ATTI shall be under any liability in respect of the contents of this e-mail or for any reliance the recipient may place on it. This e-mail is sent for information purposes only and shall not have the effect of creating a contract between the parties.

POWER POINT TEMPLATE



POWER POINT TEMPLATE GUIDELINES

In an effort to provide consistent, professional, and meaningful presentations we've created a PowerPoint template and provided best practices and usage guidelines.

PPT GUIDELINES

Always note whether the content is proprietary or not. For example:

“ATTI Confidential & Proprietary”

“ATTI Cleared for Public Release”

Fonts

- Select sans-serif fonts such as Arial or Helvetica.
- Use no font size smaller than 24 point.
- Clearly label each screen.
- Use a single sans-serif font for presentation.
- Avoid italicized fonts as they are difficult to read quickly.
- No more than 6-8 words per line.
- For bullet points, use the 6 x 6 Rule. One thought per line with no more than 6 words per line and no more than 6 lines per slide.
- Use dark text on light background.
- Do not use all caps except for titles.

Graphics and Design

- Keep the background consistent and subtle.
- Use only enough text when using charts or graphs to explain clearly label the graphic.
- Keep the design clean and uncluttered. Leave empty space around the text and graphics.
- Use quality clipart and use it sparingly. The graphic should relate to and enhance the topic
 - of the slide.
- Try to use the same style graphics throughout the presentation (e.g. cartoon, photographs)
- Limit the number of graphics on each slide.
- Check all graphics on a projection screen before the actual presentation.
- Avoid flashy graphics and noisy animation effects unless they relate directly to the slide.
- Limit the number of transitions used. It is often better to use only one so the audience knows what to expect.

* All capabilities briefing must be approved by both the Director of Sales and the Director of Marketing.

CREATIVE PROCESS

ADVERTISING PROJECT REQUEST

Julio Ramirez will produce all advertising and design projects and must be approved by Director of Marketing of Communications. When contacting Julio Ramirez, you will need to provide the following information for each project:

Billing Contact and Email Address:

Project Title:

Account # or PO: *(if applicable)*

Deliver finished project to:

Due Date / Reason: *(if applicable)*

Target Audience: *(who are recipients and what is their demographic info)*

Delivery Method: *(mailed, delivered individually, are we producing or delivering files, etc)*

Quantity:

Size/Specs/Reason:

Purpose of Project:

Specific Message/Text or Wording:

Specific Photography: *(if applicable)*

Special Offer: *(if applicable)*

Other Requirements:

**** All text should be pre-approved and considered final. One round of revisions is included in the process.***

PRESS AND MEDIA INQUIRIES

PRESS RELEASES

Media coverage has been an important method of furthering the awareness of ATTI. By releasing a steady stream of noteworthy “stories,” we have experienced an increase in coverage through various media outlets. Tone, message, and content are key elements, which again allow us to improve the brand identity. All “stories” must be vetted and released through the Director of Marketing.

Please advise the Director of Marketing of any newsworthy events, such as: contract awards, meeting or beating milestones, innovations, new hires, partnerships, and community or company awards. Every effort will be made to provide feedback or approval of press releases within 24 hours.

MEDIA INQUIRIES

All media inquiries should be forwarded to the Director of Marketing. When inquiries are received – be it via email, personal contact, telephone – advise the inquirer that we are happy to talk further, but these inquiries must go through the Director of Marketing. Suggested response regarding inquiries from any media or researchers: “Would you email your questions to me or better yet, contact our Director of Marketing.”

About Advanced Tracking Technologies Inc.

The following is the standard boilerplate:

Advanced Tracking Technologies, Incorporated (ATTI) is a Houston-based GPS tracking manufacturer. As an industry leader in GPS based fleet management, ATTI is committed to assisting companies reduce operating costs and manage mobile assets more efficiently.

CRISIS COMMUNICATIONS

TYPES OF “EMERGENCIES”

- Fire, flood or natural disaster that destroys critical property
- Workplace accident resulting in injury, death, or damage
- Workplace violence
- Death of an executive

AUTHORIZED SPOKESMEN

In the event of an emergency, only Paul Glass or Trey Jernigan are authorized to speak on behalf of the company. Employees should never speak to the press on behalf of any PMG Holding company or as a representative of the ATTI.

The chain of contact:

- Paul Glass
- Trey Jernigan
- Johnny Lantz

Communicating to:

FIRE, FLOOD OR NATURAL DISASTER THAT DESTROYS CRITICAL PROPERTY

Media/press – The ATTI Director of Marketing will issue a release to local media if the damage is significant enough to garner public concern.

Employees – Paul Glass/Trey Jernigan, or a representative they designate will contact employees via email or telephone based on the nature of the incident. Email to employees unless damage requires action on part of the employee, in which case employees will be contacted via telephone.

Employee families – Will not be contacted.

Contractors/customers/vendors – Will be contacted by an assigned representative to address how damage may impact schedules, delivery, and success.

CRISIS COMMUNICATIONS II

WORKPLACE ACCIDENT RESULTING IN INJURY, DEATH, OR SIGNIFICANT DAMAGE

Employees – Paul Glass/Trey Jernigan, or a representative they designate will contact employees via email or telephone based on the nature of the incident. Email to employees unless damage requires action on part of the employee, in which case employees will be contacted via telephone.

Employee families – Paul Glass/Trey Jernigan will contact the impacted employee's family.

WORKPLACE VIOLENCE

Employees – Paul Glass/Trey Jernigan, or a representative they designate will contact employees via email or telephone based on the nature of the incident. Email to employees unless damage requires action on part of the employee, in which case employees will be contacted via telephone.

Employee families – Paul Glass/Trey Jernigan will contact the impacted employee's family via telephone or in person.

DEATH OF A COMPANY EXECUTIVE(S)

Media/press – The ATTI Director of Marketing will issue a release media via normal PR channels and also to local media.

Employees – Paul Glass/Trey Jernigan, or a representative they designate will contact employees via email or telephone.

Employee families – Paul Glass/Trey Jernigan will contact the impacted employee's family via telephone or in person.

Contractors/customers/vendors – Will be contacted by an assigned representative to address how damage may impact schedules, delivery, and success.

CONTACT INFO

Questions Regarding Marketing?

Johnny Lantz

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