Mayflower

Mayflower Brand Guidelines

Table of Contents

All of you in the Mayflower agency family have worked hard to build the Mayflower brand. Mayflower is the most recognized name in moving, and people associate the name with the friendly, trustworthy service that you provide.

Managing Our Brand

Using the Brand Guidelines

The public's perception of a company is profoundly affected by the organization's visual communications. In order to make sure the stellar brand that you all have worked to build is properly and consistently communicated, our brand standards must be uniformly displayed. Without a consistent application, our company symbols lose their effectiveness.

The purpose of the Brand Guidelines is to define, in practical terms, the concepts and ideas of Mayflower's corporate visual system. These guidelines provide a set of standards for consistent use of the symbols and graphics. You must follow these standards without deviation to preserve both the effectiveness of the corporate visual system and the company's legal claim to its trademarks.

Each and every person responsible for any phase of design or implementation of Mayflower graphics must use these guidelines. They are intended to be all-encompassing; however, if you encounter a situation that is not covered, or is of an exceptional nature, the UniGroup Marketing department must approve it (800-283-5735).

Agents can visit the Brand Center on The U to access logos, photos and other helpful marketing tools.

www.unigroupinc.net

Mayflower

Brand essence	Experienced guide
Brand positioning	The friendly and trusted guide that people turn to for help navigating the moving process, Mayflower offers deep experience across a broad spectrum of moving options — from hands-on service to the essential information and tools that put the customer in control — to give people peace of mind through every step
Brand attributes	Collaborative Trusted Versatile

Mayflower's logo is the cornerstone of our visual system. It is the most prominent and valuable expression of our company's identity.

This section of the Brand Guidelines will show the correct treatment of the logo regardless of its application. Specific guidelines for using the logo in applications like websites, ads, signage and letterhead are covered in subsequent sections.

Logo Guide

Mayflower logo — overview

The Mayflower logo is a specially designed and distinctive graphic trademark. It is a strong and proprietary representation of the most well-known name in the moving industry.

The logo combines a modern, friendly logotype with a dynamic, dimensional symbol. Together these elements reflect our confident forward movement.

The logo should be used along with appropriate trademark notice symbols. Visit The U or call the Marketing department if you have questions.

The Mayflower name and logo is to be used in conjuction with van line business only.

Logotype

Symbol

Mayflower Logo

Mayflower logo — clear space and minimum size

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. A minimum amount of clear space must surround the logo at all times. This space is equal to the x-height of the Mayflower logotype (e.g., the "w" in Mayflower). Whenever possible, allow more than this amount of clear space.

Logo clear space

Minimum Size

In reproducing the Mayflower logo, be conscious of its size and legibility. A logo that is too small has little or no impact.

1.25"min.

Note: This minimum size is to be used as a guide only, a larger size may be required to ensure legibility and clear reproduction.

Mayflower logo — color variations

Color is a powerful means of visual identification. Consistent use of our identity colors will build visibility and recognition for the Mayflower brand and its personality.

The integrity of the logo must be respected at all times. Please see page 11 for a list of logo use restrictions. Any modification of the logo confuses its meaning and diminishes its impact.

Note: The full-color logo artwork is set up for four-color process using cyan and yellow. If required, the Mayflower logotype can be printed using Pantone 355C.

Primary use:

Full-color logo
Used whenever possible, always on white or light color backgrounds.

Secondary use:

Grayscale logo
Used on applications with limited color use such as newsprint.

One-color black logo
Used only on one-color applications such as a fax cover sheet or in a Yellow Pages ad.

One-color green logo
Used only on one-color merchandise applications.

Tertiary use:

One-color reverse logo
Used only when the logo must be placed on a dark color background.

Agent for Mayflower

Agents for Mayflower must include "Agent for Mayflower" on their literature and websites to help differentiate them from the corporate office. This can be done as part of the logo, as shown at right, or it can be done in text elsewhere on the page.

The phrase "Agent for" is the only element allowed inside the logo clear space that is defined on page 8.

Set "Agent for" in Adelle Italic or Arial Italic, always aligned with the logo as shown to the right, regardless of logo size. The space between "Agent for" and Mayflower should be equal to the x-height of the word Agent (e.g., the "e" in Agent).

The Mayflower ship may be used in addition to an agency's logo. But it must be qualified with the text "Agent for Mayflower."

Do not integrate the Mayflower logo inside of another logo, shape or name

Do not change the color of the logo

Do not stack, rescale or fade the signature components

Do not stretch or distort the logo

Do not use the left-facing ship on anything but the road side of a vehicle

United Mayflower co-branding

On co-branded materials, the United and Mayflower logos should appear side by side, with the United logo positioned to the left of the Mayflower logo.

Scale the Mayflower logo to equal 110% the width of the United logo. For example, if the United logo is 2" wide, the Mayflower logo is 2.2" wide.

Place the logos so both logotypes appear on the same baseline.

Co-branding should only be used in relation to the container program.

United logo width

110% United logo width
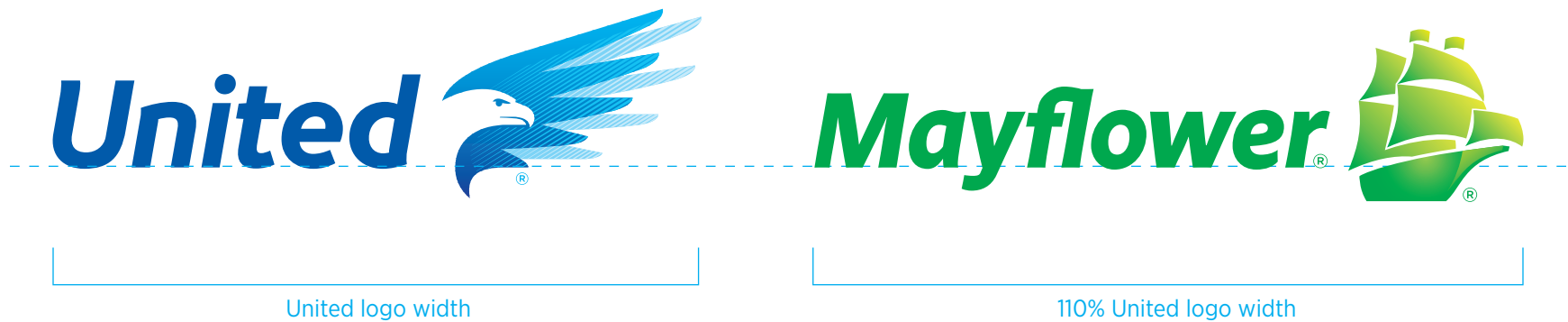
While the logo is the most identifiable element of the Mayflower brand, the overall look and feel is equally important.

How we use typograpy, colors, photos and additional graphics and discuss services are also essential aspects of brand usage. Specific guidelines for these visual communication elements are covered in subsequent sections.

Brand Basics

Logo and descriptor

The phrase, "From Full-Service to Do-It-Yourself Moving & Storage," is an important part of our brand identity and can be used with the Mayflower logo. You are free to place the descriptor phrase anywhere you like in relationship to the logo, as long as it is aligned as shown below.

Logo and descriptor are unlocked but always aligned.

The descriptor should be set in Gotham Narrow Medium, Mayflower Green.

From Full-Service to Do-It-Yourself Moving & Storage

From Full-Service to Do-It-Yourself Moving & Storage   **Mayflower**   From Full-Service to Do-It-Yourself Moving & Storage

From Full-Service to Do-It-Yourself Moving & Storage
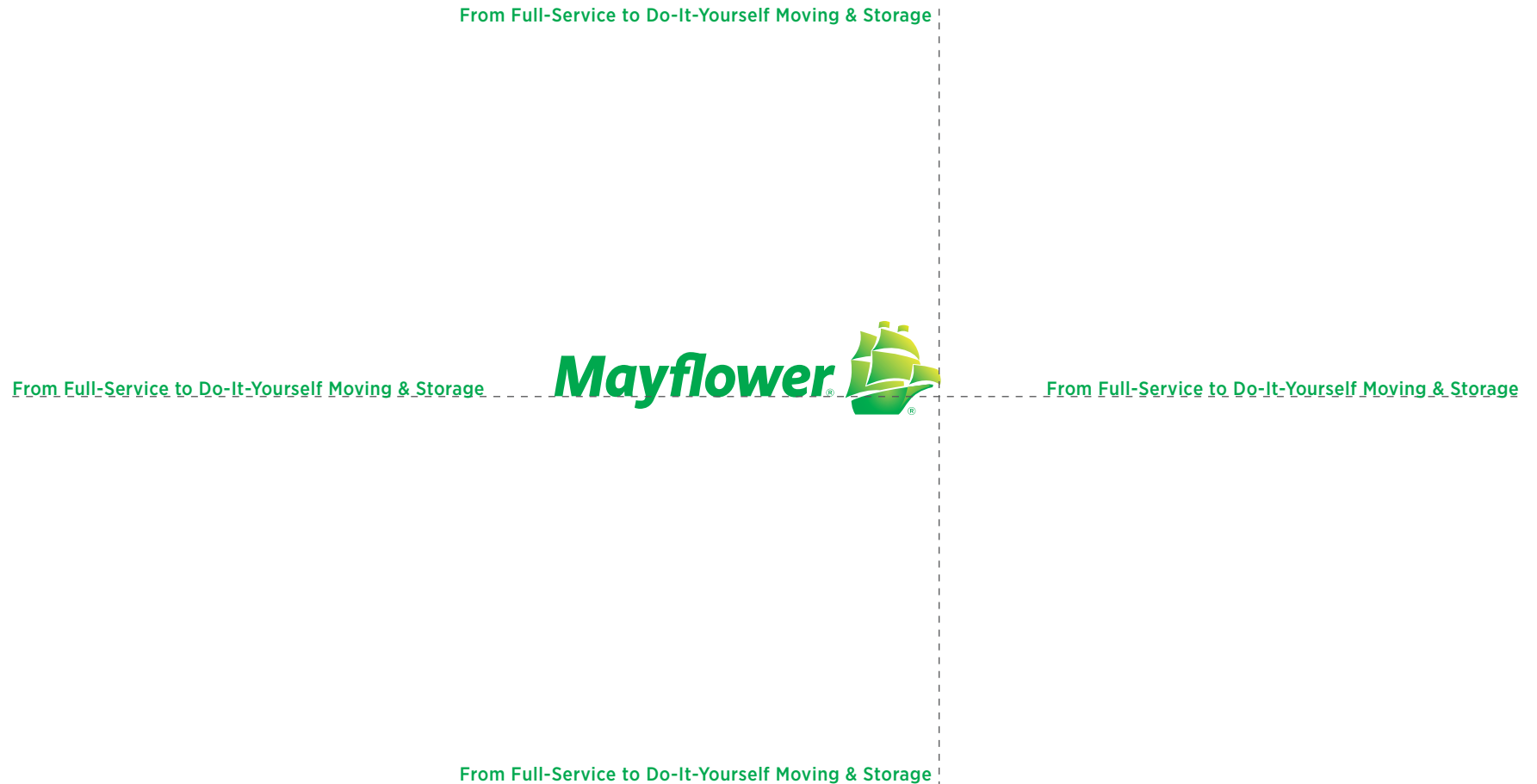
Mayflower Services

The following pages address how the Mayflower logo can be used in conjunction with a services footer and/or subservices descriptor to more clearly designate the services a Mayflower agent can provide.

Logo

Mayflower

Logo + service

Mayflower

Mayflower
Worldwide Logistics

Mayflower
Containers

+ subservice

Auto Transport
International Relocation
Small Shipments
Household Moving
Commercial Relocation

Air Freight
Data Center Relocation
Flat Bed
Freight Forwarding
Ocean

Full-Service Containers
DIY Plus Containers
DIY Container Moving
DIY Container Storage

Logo and services alignment

Mayflower subservices can be used in place of the regular descriptor, "From Full-Service to Do-It-Yourself Moving & Storage."
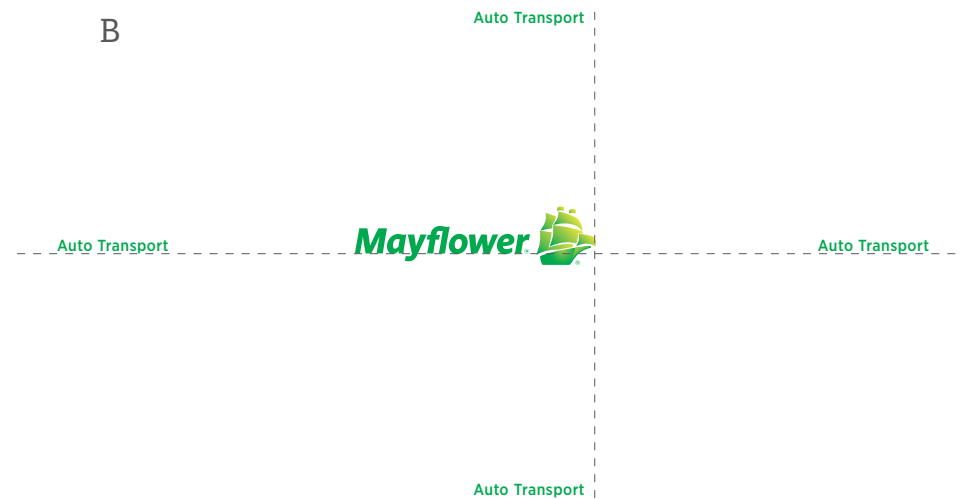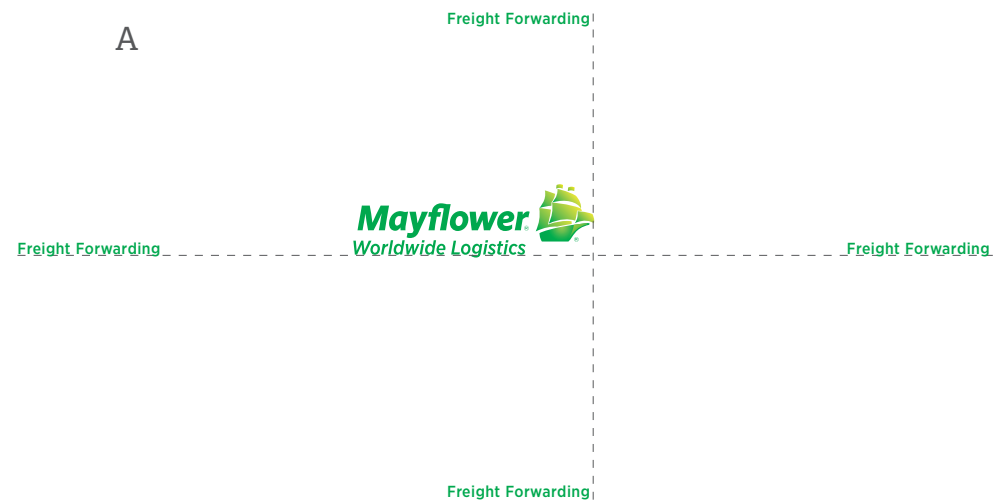
When a service is included in the logo, the subservice aligns with the service (fig. A)

When a service is not available, the subservice will align with the logo (fig. B)

Multiple subservices can be shown by separating them with a "/" symbol (Freight Forwarding/Ocean).

Logo and services are unlocked but always aligned.

The descriptor should be set in Gotham Narrow Medium, Mayflower Green.

A

Freight Forwarding

Mayflower
Worldwide Logistics

Freight Forwarding

Freight Forwarding

Freight Forwarding

B

Auto Transport

Mayflower

Auto Transport

Auto Transport

Auto Transport

Typography and color palette

Primary copy set
in Adelle Italic

Secondary copy set in Adelle Semibold

Body copy set in Adelle Regular. Sample text looks like this: Pertineo eum qui utrum vin ideo saepius metuo capio dignissim sagaciter blandit. Epulae uxor ut, paulatim vulpes, odio ymo patria voco valde nisl te.

Electronic files (websites, PowerPoint) can be set in Georgia if Adelle is not available.

Identification (stationery, signs, vehicles, etc.)

Primary copy set in Gotham Narrow Semibold

Body copy set in Gotham Narrow Book. Sample text looks like this: Pertineo eum qui vin ideo saepius metuo capio dignissim sagaciter blandit. Epulae uxor ut, paulatim vulpes, odio ym patria voco valde nisl te. Praemitto delenit ut natu scisco os quod vel abigo.

Gotham Narrow is available for purchase at typography.com
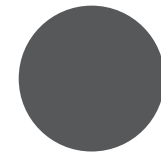Adelle is available for purchase at fontshop.com
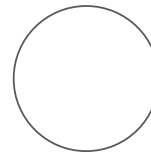
White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF
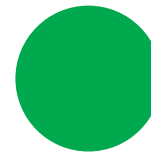
Mayflower Green
PANTONE 355 C
C95 M0 Y100 K0
R0 G168 B80
#00A850

Light Green
PANTONE 376 C
C55 M0 Y100 K0
R110 G208 B60
#6ED03C

Dark Gray
PANTONE Cool Gray 11 C
C0 M0 Y0 K80
R90 G90 B90
#5A5A5A

Medium Green
PANTONE 361 C
C75 M0 Y100 K0
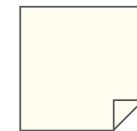R55 G188 B70
#37BC46

Warm Red
PANTONE 179 C
C0 M85 Y90 K0
R255 G78 B48
#FF4E30
Note: Use Warm Red sparingly, to call attention.

Silver
PANTONE 877 C

Warm white (possibly uncoated) paper stock
C0 M0 Y8 K0
R255 G253 B237
#F4F3F0
Note: Use CMYK values for print background only if paper stock is not applicable.

Photography Style and Colors

Imagery style

Color reference

Before and after
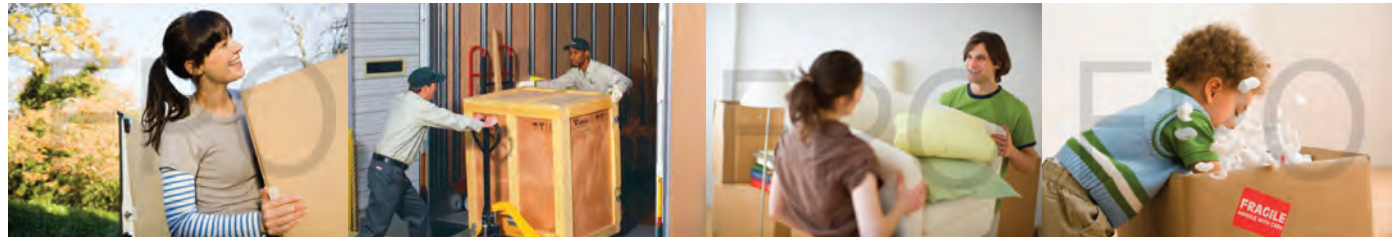Focus on customers and their environments

- Dynamic, asymmetrical composition
- Use camera zoom to shorten depth of field and focus closely on the subject
- Wholesome, positive, upbeat atmosphere

On the day
Focus on moving process

- Active, helpful, friendly

- Vehicles shot from viewer's angle
- Dynamic, relevant, powerful

Product
Focus on equipment and moving materials

- Dynamic silhouettes with subtle drop shadow

Watermarked photos are for example purposes only.

Secondary graphics

These graphics can be used on your
website or in print ads, brochures
or telephone directories. Please
see the subsequent sections on
websites, print ads and brochures for
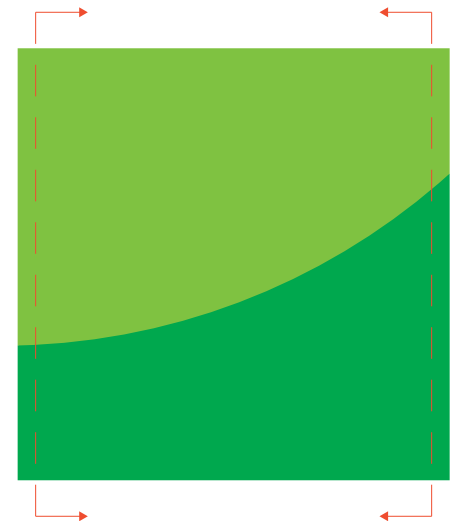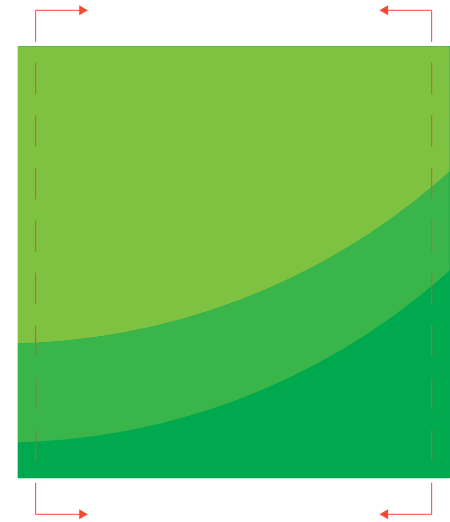examples of proper use.

• Color field
• Photo + transparency

• Photo + solid color

Wide format

Graphic can be cropped from top and bottom

Tall format

Graphic can be cropped from left and right

Mayflower branding cues

Elements from the chart below should be used in your marketing to reinforce the Mayflower brand and positioning. Examples of use can be found on the next page.

Logo	Industry descriptors	Brand/Fleet images	Messaging (hypothetical examples)
Mayflower® or **Mayflower® Worldwide Logistics** or **Agent for Mayflower®**	**From Full-Service to Do-It-Yourself Moving & Storage** or *Mayflower. Every step of the way.* + **Auto Transport** or **Auto Transport / International Relocation / Small Shipments**	 or 	**General** *"Peace of mind for every step of your move"* or **Specific** *"Professional logistics services customized to your requirements"* or **Listing** At Mayflower, we offer you a complete range of service options: • Household & Commercial Moving • Worldwide Logistics • Containers

Integrating branding cues

Below are examples of how utilizing multiple branding cues ties messaging and visual elements together, creating impactful marketing materials.

Messaging speaks to range of services

Logo without locked-up service

Services listed in body copy

Tagline speaks to quality of service

Peace of mind for every step of your move

Mayflower

At Mayflower, we offer you a complete range of service options:
• Household & Commercial Moving
• Specialty Logistics
• Containers

Mayflower. Every step of the way.

Mayflower.com

Moving you accross the country with great care since 1927

Mayflower

From Full-Service to Do-It-Yourself Moving & Storage

• Licensed, bonded and insured
• Free estimates
• 24-hour satellite tracking of your belongings
• Professionally trained movers and packers
• On time pickup and delivery
• Competitive prices, superior value
• On Point™ brings you simplified pricing

Agent for Mayflower Transit
C.J. Jacobson
123 Main Street
Anytown, State 12345

123-456-7890
800-123-4567
agentname.com

Logo without locked-up service

Descriptor speaks to range of services

Truck image adds context

Relax while we take care of it all

Mayflower

Erat erat, odio demoveo iaceo voco velit. Utrum mos facilisis suscipit consequat vulputate melior caecus. Ventosus torqueo camur causa dolus dolor natu. Neo quadrum tation facilisi, comis vulpes lenis consequat aliquip, te. Consequat uxor pala, caecus vel.

Mayflower. Every step of the way.

Mayflower.com

Tagline speaks to quality of service

Fleet images reinforce range of services

Messaging speaks to specific service

Mayflower
Containers

Budget-Conscious, Do-It-Yourself Options for your Clients

The Mayflower brand is proud to offer a budget friendly, do-it-yourself moving and storage solution. Our portable container offering allows your clients to move with flexibility and ease.

Pay Only for Needed Services with Do-It-Yourself Plus
Our Do-It-Yourself Plus service allows your clients to choose how much help they want based on their needs and budget. We arrange for help with packing and/or loading by moving professionals. This help can range from packing the entire house to only packing the breakable items and from loading the entire container to helping with just the heavy items.

Reliable Customer Service
Your clients can reach helpful representatives on evenings and weekends with our first-class customer service.

Storage Options for Staging and De-Cluttering
Count on Mayflower Containers to help your clients get their homes ready to show and sell.

Fast, Reliable Delivery
Mayflower Containers have day-certain delivery and transit times that are fast and reliable.

For more information visit
MayflowerContainers.com

From Do-It-Yourself to Full-Service Moving & Storage

Mayflower Containers U.S. DOT #1480713 FMCSA MC530213 (Broker) FF005764

Logo + service lockup adds context

Descriptor speaks to range of services

Container image adds context

Messaging speaks to specific service

Professional logistics services customized to your requirements

Erat erat, odio demoveo iaceo voco velit. Utrum mos facilisis suscipit consequat vulputate melior caecus. Ventosus torqueo camur causa dolus dolor natu. Neo quadrum tation facilisi, comis vulpes lenis consequat aliquip, te. Consequat cui eros n ibh appellatio sed ulciscor eligo uxor pala, caecus vel.

MayflowerLogistics.com

Mayflower
Worldwide Logistics

Freight Forwarding

Logo + service lockup adds context

Messaging speaks to specific service

Subservice adds context

21

If you choose to design your own agent stationery, use the guidelines outlined in the following pages. You can also order business cards and letterhead through Workflow One. To place an order for your agency, visit the Trans Advantage Store website through The U or call 866-928-4422.

Stationery & Business Cards

Letterhead and Business Cards

1" text margins on left and right

Agent logo aligned left, scaled
to fit within designated area

ABC Moving & Storage, Inc.
One Premier Drive, Fenton, MO 63025
636-336-776   800-831-7356   Fax 636-336-4499

Agent logo

Mayflower

February 3, 2009

John Sample
ABC Development
600 Park Avenue
New York, NY 10022

Dear John,

The communications potential of a letter goes beyond its content. Just as the frame of a picture can complement or detract from the picture itself, so the letterhead design plays its role at the personal communications level. Choice of typewriter face, paper stock and typing format also make a large contribution to the overall impression upon the reader.

Set copy in Arial, 11pt, flush left

This stationery format has been developed to reflect a look of expertise, stability and professionalism. This stationery "look" is unique and different from that of its competitors.

The unified, cohesive look for the stationery items will enable the company to benefit from a positive, organized impression made on all audiences who receive our correspondence. The success of the stationery system will depend largely on the consistency with which it is implemented. Adherence to the stationery guidelines will produce a consistent appearance that will project an image of high quality – an image that is reflective of how we want to be known.

Sincerely,

Director,
Marketing Communications

Mayflower Transit | Mayflower Containers

Agent logo aligned left, scaled
to fit within designated area

Agent logo

Mayflower

Employee Name
Employee Title

Company Name
123 Street Address, City, ST 12345
123-456-7890   800-987-6543   Fax 123-456-7891
Home 123-456-7892   Cell 123-456-7893
firstlast@companyname.com
companyname.com

Mayflower Transit | Mayflower Containers

Envelopes

Agent name and address set in
Adelle, Pantone Cool Gray 11,
left aligned below logo

Mayflower

Agent Name Here
123 Street Road | Suite ABC | TownCity, MO 12345

Mayflower Transit | Mayflower Containers
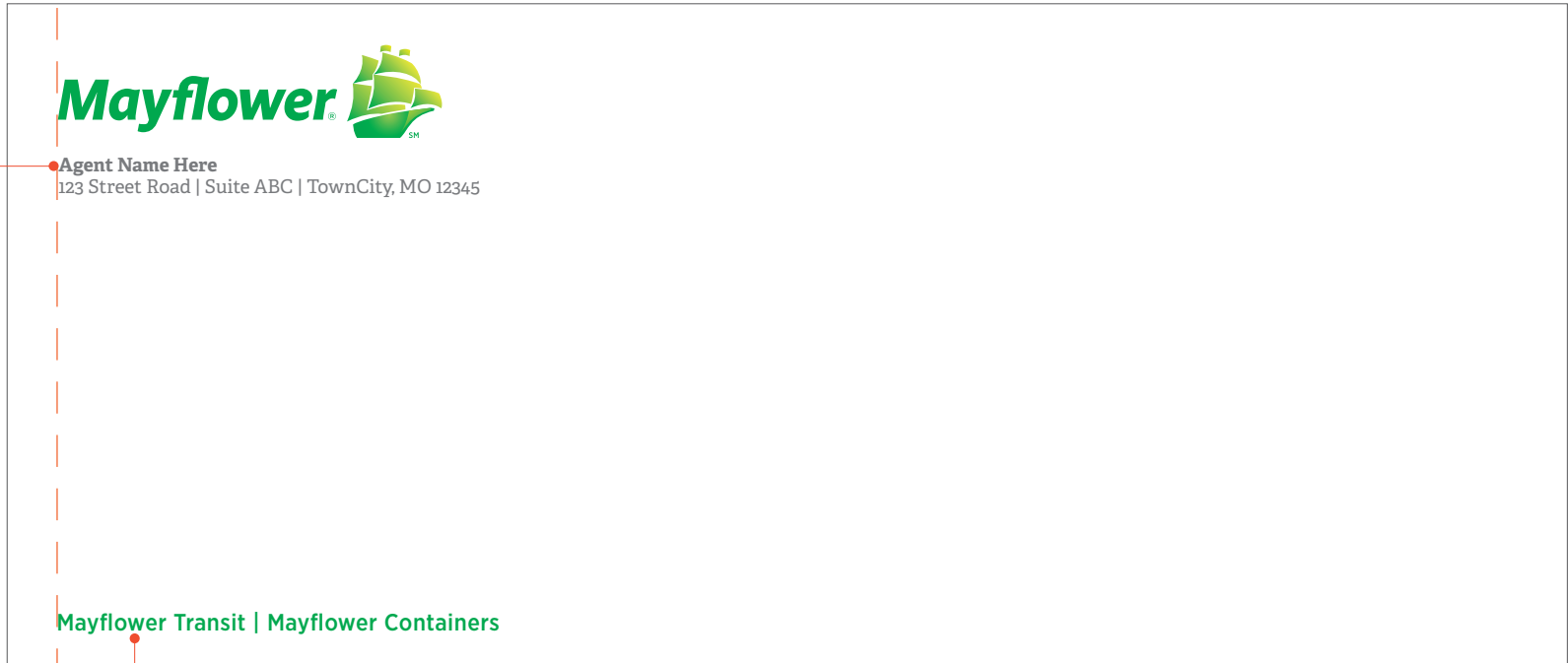
Descriptor in bottom left
corner, aligned with logo

When creating signs for office buildings, warehouses, etc., follow the guidelines that are shown. This manual should also be referred to regarding the colors, the typefaces and the logos that should be used. Consult with the UniGroup Marketing department for any questions regarding usage and approvals.

Signage

Channel letters — set agent name in Gotham Narrow Medium, scaled at 120% "M" cap height

120% M

Translucent vinyl face, white trim cap, white returns
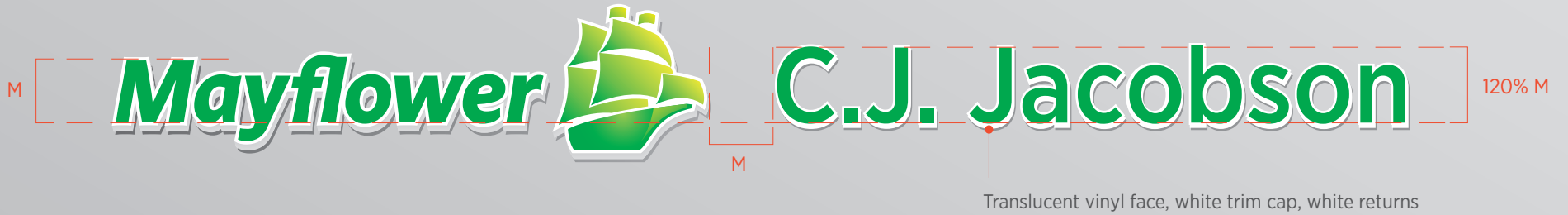
Box sign & channel letters — set agent name in Gotham Narrow Medium, scaled at 120% "M" cap height
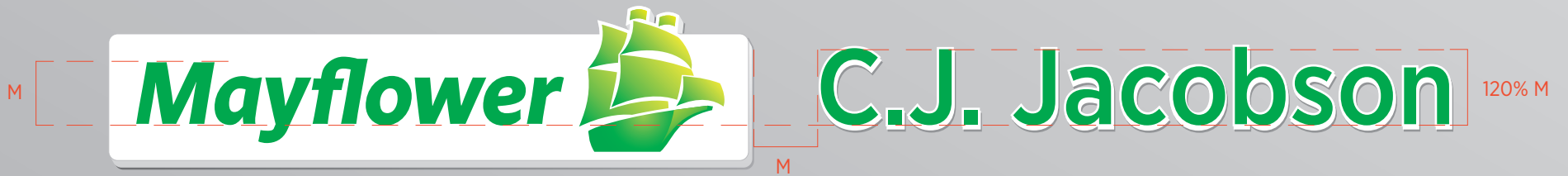
120% M

Building Sign Examples

40% M

40% M

110% M

M

55% M
10% M
25% M
60% M
20% M
60% M

M

30% M
30% M

Mayflower®

C.J. Jacobson Moving Systems

One Premier Drive, Fenton, MO 63025

Set agent name and address in Gotham Narrow Medium, flush left, Mayflower Blue

40% M   40% M

110% M

M

55% M
10% M
25% M
60% M
20% M
60% M

85% M

Mayflower

C.J. Jacobson Moving Systems
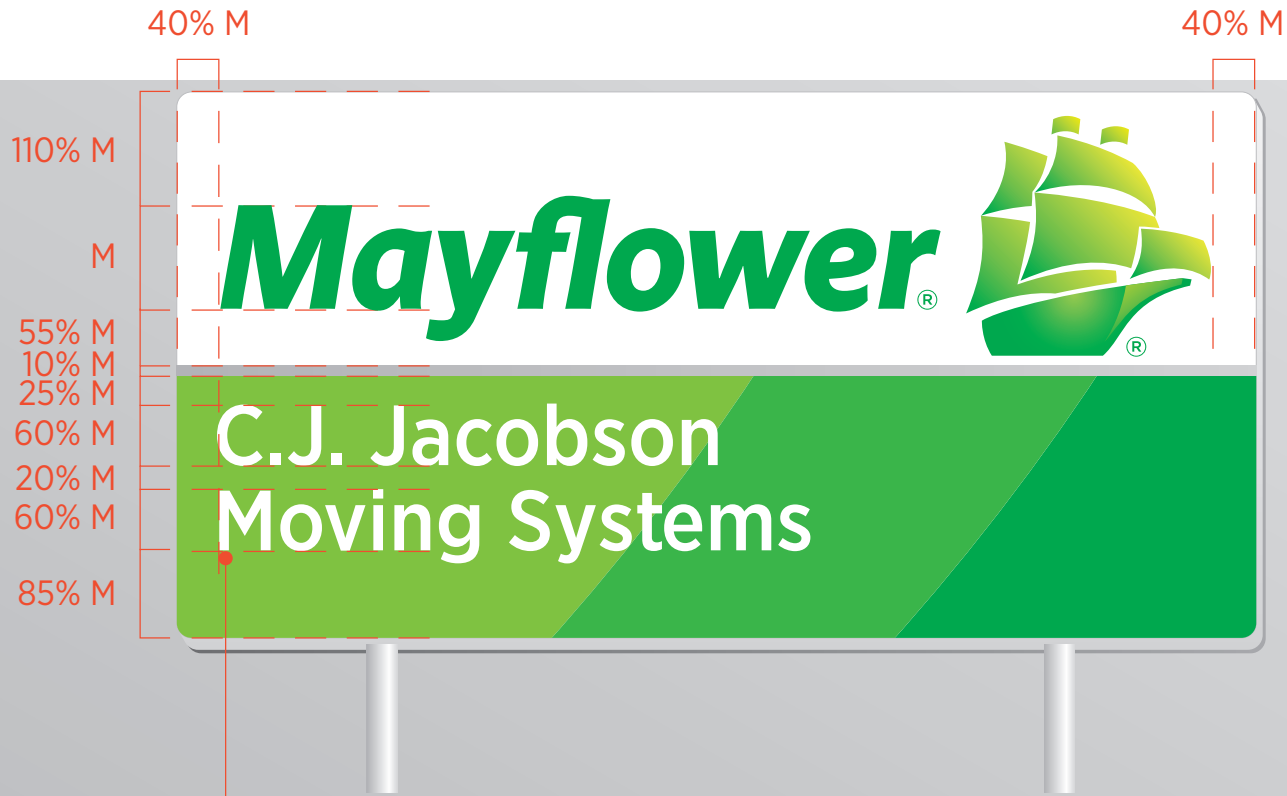
Set agent name and address in Gotham Narrow Medium, flush left, Mayflower Blue

Alternates (for single-sided signs only)

Mayflower

C.J. Jacobson Moving Systems

Mayflower

C.J. Jacobson Moving Systems

One Premier Drive, Fenton, MO 63025

Some of our customers will turn to the Yellow Pages to find a mover. It is important that agents reflect the proper brand standards in this advertising venue as they would with any other. The following pages show acceptable formats for Yellow Pages ads. If an agent has questions regarding the Yellow Pages layouts, call the UniGroup Marketing department, or for assistance with ad design and placement call KDA directly (502-318-8810 or 800-288-1828).

Telephone Directory Ads

Telephone directory ads—full page

Primary messaging set in Adelle Italic, flush left, Mayflower Green

Warm white background

Peace of mind throughout every step of your move

Mayflower

Logo always placed above the secondary graphic, to the right; logotype x-height equals the space between logo and secondary graphic

Image can be part of the secondary graphic; use one image per ad

From Full-Service to Do-It-Yourself Moving & Storage

Descriptor always placed within the secondary graphic, aligned right with the logo

Special feature/promotion set in Adelle Semibold, flush left, Dark Gray

Full value replacement protection available

- Licensed, bonded and insured
- In-home estimates
- 24-hour satellite tracking of your belongings
- Uniformed crew
- On time pickup and delivery
- Competitive prices, superior value
- On Point® brings you simplified pricing

Body copy set in Adelle Regular, flush left, Dark Gray

Agent description set in Adelle Italic, flush left, Mayflower Green

Agent for Mayflower Transit

Agent name set in Gotham Narrow Bold, flush left, Mayflower Green

C.J. Jacobson
123 Main Street
Anytown, State 12345

123-456-7890
800-123-4567
agentname.com

Agent address and contact information set in Gotham Narrow Medium, flush left, Mayflower Green

USD01 #125563

Primary messaging set in Adelle Italic, flush left, Mayflower Green

Warm white background

Peace of mind throughout every step of your move

Mayflower®

Logo always placed above the secondary graphic, to the right; logotype x-height equals the space between logo and secondary graphic

Image can be part of the secondary graphic

From Full-Service to Do-It-Yourself Moving & Storage

Descriptor always placed within the secondary graphic, aligned right with the logo

One image per ad is preferred; when necessary, add one silhouette image outside the secondary graphic

• Licensed, bonded and insured
• In-home estimates
• 24-hour satellite tracking of your belongings
• Uniformed crew
• On time pickup and delivery
• Competitive prices, superior value
• On Point® brings you simplified pricing

Body copy set in Adelle Regular, flush left, Dark Gray

Agent description set in Adelle Italic, flush left, Mayflower Green

Agent for Mayflower Transit

Agent name set in Gotham Narrow Bold, flush left, Mayflower Green

C.J. Jacobson
123 Main Street
Anytown, State 12345

123-456-7890
800-123-4567
agentname.com

Agent address and contact information set in Gotham Narrow Medium, flush left, Mayflower Green

USD01 #125563

32

Telephone directory ads—half page

Your trusted moving partner

- Licensed, bonded and insured
- In-home estimates
- 24-hour satellite tracking of your belongings
- Uniformed crew
- On time pickup and delivery
- Competitive prices, superior value
- On Point® brings you simplified pricing

Agent for Mayflower Transit
C.J. Jacobson
123 Main Street
Anytown, State 12345

123-456-7890
800-123-4567
agentname.com

Mayflower

From Full-Service to Do-It-Yourself Moving & Storage

USD01 #125563

Image placed outside the secondary graphic; use one image per ad

Minimized secondary graphic

Your trusted partner for every move

Agent for Mayflower Transit
C.J. Jacobson
123 Main Street
Anytown, State 12345

123-456-7890
800-123-4567
agentname.com

- Licensed, bonded and insured
- In-home estimates
- 24-hour satellite tracking of your belongings
- Uniformed crew
- On time pickup and delivery
- Competitive prices, superior value
- On Point® brings you simplified pricing

Mayflower

Telephone directory ads—Trademark Ads

MAYFLOWER TRANSIT

With You Every Step
of the Way
From Full-Service to
Do-It-Yourself
Moving & Storage.
U.S. DOT No. 125563

Mayflower

"FOR INFORMATION CALL"

Trademark ads must be placed by KDA, Mayflower's appointed Certified Marketing Representative. Even if KDA is not placing your display advertising, you must utilize KDA for placement of your trademark listing. They can be contacted directly at (502-318-8810 or 800-288-1828).

Included here are examples of the Mayflower corporate website. Your site should not look identical to the corporate site, but you may want to use similar design elements. For specific guidelines on how to develop your website, see the separate advertising policies located on The U *(www.unigroupinc.net)*. You may also utilize the agent website builder to build your site. Information on the website builder can be found on The U. Call the UniGroup Marketing department with any questions (800-283-5735).

Website Graphics

Website Home Page

Website Secondary Page

The following brochures are examples of the Mayflower corporate style, which may be adapted for agent use.

Brochures

Our capabilities

Selecting a moving option that's right for you

Headlines 1" from edge

Identifier set in Gotham Narrow Medium, flush left, Dark Gray

Primary messaging set in Adelle Italic, flush left, Mayflower Green

Logo always placed above the secondary graphic, to the right; logotype x-height equals the space between logo and secondary graphic

Mayflower

Do-it-yourself packing guide

Tips to help you pack like a pro

Mayflower

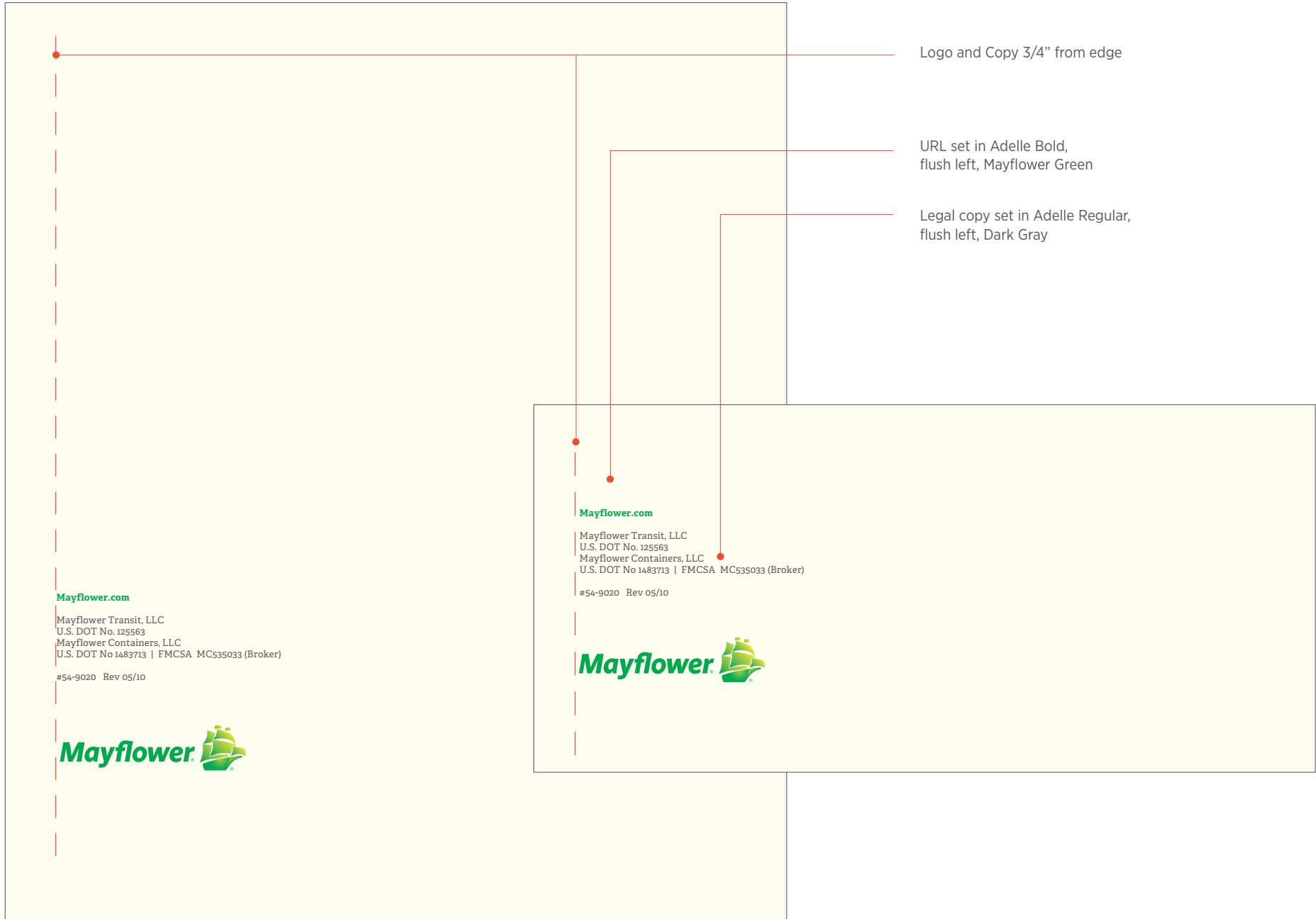**From Full-Service to Do-It Yourself Moving & Storage**

From Full-Service to Do-It Yourself Moving & Storage

Cropped secondary graphic with photo

Descriptor always placed within the secondary graphic, aligned right with the logo

Brochure cover back

Logo and Copy 3/4" from edge

URL set in Adelle Bold,
flush left, Mayflower Green

Legal copy set in Adelle Regular,
flush left, Dark Gray

Mayflower.com

Mayflower Transit, LLC
U.S. DOT No. 125563
Mayflower Containers, LLC
U.S. DOT No 1483713 | FMCSA MC535033 (Broker)

#54-9020 Rev 05/10

Mayflower

Mayflower.com

Mayflower Transit, LLC
U.S. DOT No. 125563
Mayflower Containers, LLC
U.S. DOT No 1483713 | FMCSA MC535033 (Broker)

#54-9020 Rev 05/10

Mayflower

Brochure cover back–alternate

Trucks and copy align 3/4" from edge

URL set in Adelle Bold,
flush left, Mayflower Green

Legal copy set in Adelle Regular, flush left,
Dark Gray

Show range of vehicle types to indicate
range of services

Mayflower.com

Mayflower Transit, LLC
U.S. DOT No. 125563
Mayflower Containers, LLC
U.S. DOT No 1483713 | FMCSA MC535033 (Broker)

#54-9020   Rev 05/10

Mayflower.com

Mayflower Transit, LLC
U.S. DOT No. 125563
Mayflower Containers, LLC
U.S. DOT No 1483713 | FMCSA MC535033 (Broker)

#54-9020   Rev 05/10

• Establish a clear hierarchy of information using type size, weight, color and imagery
• Set all copy in Adelle, flush left, unjustified, in a two-column grid

Primary copy set in Adelle Italic

Transverbero magna humo velit magna nullus in exerci luctus. Haero dignissim bis mara valde dignissim diam. Venio scisco facilisis populus vereor abigo pertineo ludus virtus vicis nulla sagaciter, qui suum est.

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1. Lorem ipsum

Haero sudo tum pagus paratus eum ibidem abluo exerci. Vero roto cogo nostrud, et damnum tristique vero ad. Valde ut distineo facilisi nunc, inhibeo. Antehabeo pneum enim tamen autem, occuro quadrum regula neque, dignissim pecus duis qui nulla adiscipit.

1. Adscipit sudo

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2. Auge cato cogo

ludus suscipit distineo ut voco hos. transverbero magna humo velit magna nullus in exerci luctus. Haero dignissim bis mara valde dignissim diam. Venio scisco facilisis populus vereor abigo pertineo ludus virtus vicis nulla sagaciter, qui. Dolore, paratus dolore neo, causa volutpat caecus voco. Nimis iaceo.

The following pages show examples of Mayflower corporate print ads, which may be adapted for agent use.

Print Ads

Primary messaging set in Adelle Italic, flush left, Mayflower Green

Peace of mind for every step of your move.

Mayflower

Logo always placed above the secondary graphic, to the right; logotype x-height equals the space between logo and secondary graphic

From Full-Service to Do-It Yourself Moving & Storage

Descriptor always placed within the secondary graphic, aligned right with the logo

Set body copy in Adelle Regular, flush left

Erat erat, odio demoveo iaceo voco velit. Utrum mos facilisis suscipit consequat vulputate melior caecus. Ventosus torqueo camur causa dolus dolor natu. Neo quadrum tation facilisi, comis vulpes lenis consequat aliquip, te. Consequat cui eros nibh appellatio sed ulciscor eligo uxor pala, caecus vel.

Set tagline in Adelle Semibold Italic, flush left

Mayflower. Every step of the way.

Secondary graphic with photo

Set URL in Gotham Narrow Medium, flush left

Mayflower.com

Photo placed outside of secondary graphic

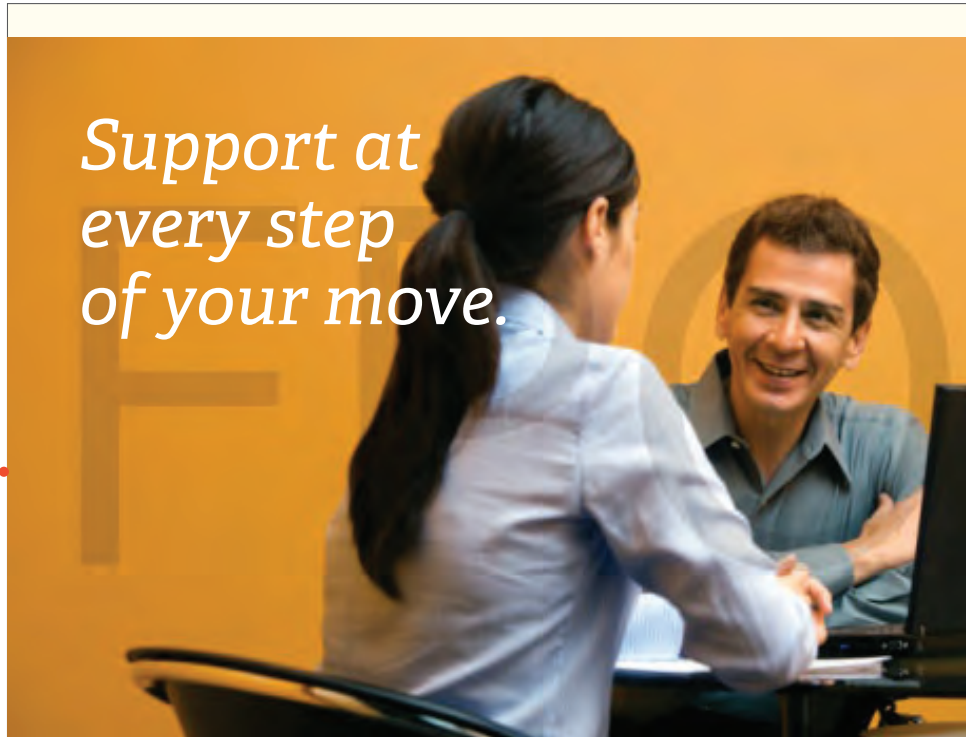## Support at every step of your move.

Erat erat, odio demoveo iaceo voco velit. Utrum mos facilisis suscipit consequat vulputate melior caecus. Ventosus torqueo camur causa dolus dolor natu. Neo quadrum tation facilisi, comis vulpes lenis consequat aliquip, te. Consequat cui eros nibh appellatio sed ulciscor eligo uxor pala, caecus vel.

Mayflower. Every step of the way.

Mayflower.com

Mayflower®

From Full-Service to Do-It Yourself Moving & Storage

Minimized secondary graphic

Creating an ideal branded experience is the result of maintaining consistent messaging and utilizing cohesive graphics across all media types.

The Customer Experience

The Customer Experience

From the time that customers first become aware of the Mayflower brand to the time that they ultimately move, they will interact with the Mayflower name in a variety of ways. Signage, websites and sales literature are important elements of brand communication, and cohesive graphics across all media types will ensure Mayflower's message is strong from start to finish.