



# ACERTUS<sup>®</sup>

*Relentless Drive to Deliver*

## 2021 Style Guide



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## Welcome

This style guide contains the brand standards and visual DNA for the ACERTUS brand. It provides guidance on correct use of our logo, typography, colors, vector graphics and general graphic direction. Using this guide sets the tone for our overall brand experience and will ensure a consistent look, feel and identity across all ACERTUS communication efforts. Reference this style guide when developing branded materials for use both internally and externally.

## About ACERTUS

ACERTUS offers world-class vehicle lifecycle solutions providing complete, end-to-end services to OEMs, dealers and fleet management companies. Our services encompass vehicle transportation, fleet logistics, national title and registration, innovative technology, compliance and care, storage locations and home delivery.

***Our Purpose:*** DELIVERING THE FUTURE NOW

***Our Strategy to Achieve Our Purpose:*** Optimize and Automate Automotive Logistics by Driving and Delivering Powerful Technology and Comprehensive Service Solutions

***Our Core Values to Achieve Our Strategy:*** Build & Grow, Keep Innovating, Raise Expectations

**Build  & Grow**

**Keep  Innovating**

**Raise  Expectations**

## Primary Logo

This full-color ACERTUS logo is the primary mark to be used on materials promoting the company.



	<i>Color</i>	<i>Pantone</i>	<i>CMYK</i>	<i>RGB</i>	<i>HEX</i>
●	ACERTUS Slate	PMS 432 C	78, 64, 53, 44	51, 62, 71	333E47
●	ACERTUS Orange	PMS 716 C	3, 67, 100, 0	237, 115, 0	ED7300

This 2-color version of the ACERTUS logo is for use when appearing on a black or dark gray background.



This white version of the ACERTUS logo is for single-color uses when appearing on a dark background other than black or gray or when a need exists to print in one color.



## Usage Requirements

The clear-space minimum around the ACERTUS logo must be equal to the height of the pin drop created by the negative space in the letter "C" in the word "ACERTUS." Clear space is proportional to the size of the logo.



Due to readability concerns, there are minimum sizes for the ACERTUS logo. On sizes below 1 inch, use the ACERTUS logo without the tagline. When using the version of the logo locked up with the tagline, the minimum horizontal size is 1.5 inches.

Do not alter the mark or allow the mark to interact with any surrounding design elements.

Logo should be displayed on a clean background to ensure legibility. Do not place the logo over a complicated photographic field.



Do not rotate the logo.



Do not add effects.



Do not alter proportions, i.e. stretch, bend, warp.



Do not move the elements of the logo.



Do not alter logo colors.



Do not crop the logo.



## ACERTUS Logo Lockups

The ACERTUS logo may be locked up with the ACERTUS tagline and various ACERTUS product or company logos. The lockups are available in premade arrangements. They should not be rearranged.





## Primary Color

<b>ACERTUS Slate</b> Serious, committed, tough	PMS 432 C 78, 64, 53, 44 51, 63, 72 333E48
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## Secondary Colors

<b>ACERTUS Gray</b> Lighter, complimentary version of Slate	PMS 431 C 66, 52, 44, 17 93, 103, 113 5D6771
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<b>ACERTUS Orange</b> Vibrant, has drive, friendly, energetic	PMS 716 C 3, 67, 100, 0 237, 115, 0 ED7300
--	---

*Use tints to complement the primary and secondary colors.  
Recommended levels are 60% and 10%.*



## Font Usage

Interstate is our primary font family. Clean and contemporary, this font provides a clear, straightforward brand voice from bold headlines to small body copy.

The Interstate type family includes 9 fonts approved for use:

### Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 ,;:()!?\$&#%

### Interstate Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 ,;:()!?\$&#%*

### Interstate Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 ,;:()!?\$&#%**

### Interstate Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890 ,;:()!?\$&#%***

### Interstate Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 ,;:()!?\$&#%**

### Interstate Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890 ,;:()!?\$&#%***

### Interstate Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 ,;:()!?\$&#%

### Interstate Thin Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 ,;:()!?\$&#%*

### Interstate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 ,;:()!?\$&#%

## COPY CONSIDERATIONS

In headlines and body copy, the brand name ACERTUS always appears in ALL CAPS. This format also applies to the URL and phone number:

ACERTUSdelivers.com  
1-855-ACERTUS

The ACERTUS brand name is registered and the logo carries a ®. This registration mark must always accompany the logo. There is no need for an additional registration mark following the ACERTUS name if mentioned in copy, as long as the registered logo appears along with that copy.

Always add a copyright statement to any ACERTUS communication. Use Interstate Italic, at a 6pt suggested size for a typical full-page ad.

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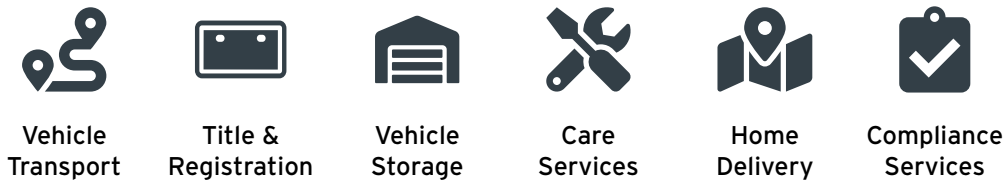
## Pin Drop

Taken from the negative space of the “C” and “E” of the word ACERTUS, the pin drop is a key ACERTUS graphic. The pin drop should only point to the right or down. Do not alter proportions, i.e. stretch, bend, warp.



## Service Icons

Icons were created for each service that ACERTUS offers. They can be reversed and used in any primary ACERTUS color. Always use icons with the proper text identifier.



## General Iconography

Iconography adds to ACERTUS’s visual language. Icons should be suggestive of the functionality with which they are associated.

ACERTUS uses one-color, filled icons with simple linework, subtle rounded corners and straight-on perspective. If filled icons are not available, stroked icons may be substituted. Strokes should always be styled with the same visual weight, medium in width. Filled and stroked icons should never be used in the same design.

## ACERTUS Companies

Our companies are different from our technology platforms, and while the coloring has been updated to bring more visual consistency, their initial logo treatments have been maintained in order to differentiate them from our products. They should always include the company tagline in the appearance and position shown below.



## ACERTUS Products

Our VINlocity technology platforms and applications, including Carrier, Driver, Courier are considered ACERTUS products and should always include the product tagline under the logotype in the appearance and position shown below.

The VINlocity application icons have been designed in different colors in order to easily differentiate them in Apple App Store and Google Play and should always be displayed in the appearance show below.



#ed7300



#5d6771



#b6b9bf



#f2f1f3

## ACERTUS Products (cont.)

Additional ACERTUS products include MetroLoads, FeeEstimator and VINlocity Trak, Title Edge and Optimizer. They should always include the product tagline in the appearance and position shown below.



## ACERTUS Departments

Department logos have been designed for internal publications.

**Business  
Intelligence**

**Finance \$  
Accounting**

**Learning  
& Development**

**M**arketing

**P**eople &  
**C**ulture

**P**roduct &  
**T**echnology



## Miscellaneous Logos

TBD



## THANK YOU

Appropriate, consistent and regular usage of these brand elements reinforce a cohesive visual system.

*To ensure proper usage of branding elements, we have developed this document of guidelines. For questions please contact:*

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