

PACER LOGO USE REQUEST



Pacer logos may only be used by customers, organizations, drivers, carriers, employees and the media for legitimate business purposes related to or authorized by Pacer International. The logos may not be used for business activities unrelated to Pacer. Pacer logos are trademarks and service marks of Pacer International, protected under federal and state law and all use of the marks inures to the benefit of Pacer.

Permission for non-exclusive usage may be obtained by following these instructions:

Step 1 - Identify which of the following Pacer brand logo options you wish to use. A full color and a one-color version of each are available, as are versions without the tagline.

A) Corporate logo



B) Pacer/OWL co-branded logo



C) Pacer/RFI co-branded logo



Pacer Logo Use Request, continued

Step 2 - Download watermarked low-resolution [Pacer Logo Options](#), prepare a layout of your design showing how the Pacer brand artwork will be featured within your material in compliance with the Pacer Logo Design Guidelines.

Step 3 - Submit layout for approval to:

Kelly Bauer
Pacer International, Inc.
6805 Perimeter Drive
Dublin, OH 43016
kelly.bauer@pacer.com
(614) 923-1689
(614) 923-1439 fax

Upon approval, you will receive high-resolution artwork subject to our Terms of Use. This artwork is not to be distributed to others for use.

PACER LOGO DESIGN GUIDELINES

Pacer logos are to be used in compliance with our [Standards Manual](#), summarized below.

Do:

- Always include the statement "Pacer International service marks used by permission" in 5-point type or at the bottom of each page that includes a reference to Pacer or includes the Pacer corporate logo elements.
- Provide a minimum of ½ inch clear space around the logo.
- Use only the high-resolution electronic artwork provided by Pacer.

Do not:

- Do not alter the size or position of the corporate logo elements in relation to each other.
- Do not alter location or placement of the corporate logo elements in relation to each other.
- Do not rotate corporate logo elements, modify colors, add animation, or introduce other graphic elements.
- Do not place the corporate logo elements in a sentence as a replacement for a word.
- Do not place the corporate logo elements on busy or distracting backgrounds.
- Do not scale the corporate logo elements smaller than ½ inch.

PACER LOGO FAQs

Who can use Pacer branded artwork?

Customers, organizations, drivers, carriers, vendors, employees, and the media with a demonstrated legitimate business purpose related to or authorized by Pacer International can obtain permission for non-exclusive usage by following instructions contained in the Pacer Logo Use Request.

If you are a journalist representing the media, please contact

Bill Fahrenwald
James Street Associates
(708) 371-0110 x1#
bfahrenwald@jamesstreetassoc.com

Pacer Logo FAQs, continued

What logo options are available for use?

Pacer offers the following three logo options. A full color and a one-color version of each are available, as are versions without the tagline:

- 1) Corporate logo
- 2) Pacer/OWL co-branded logo
- 3) Pacer/RFI co-branded logo

How do I get permission to use the Pacer logo?

See our Pacer Logo Use Request, and use the watermarked low-resolution [Pacer Logo Options](#) provided, prepare a layout of your design showing how our logo will be featured within your material, and submit your layout to us for approval. Upon Pacer's approval, you will receive a high-resolution logo to be used in the approved layout.

When would a request be denied?

A request may be denied for one of the following reasons:

- 1) Requested usage does not comply with the Pacer Logo Use Request instructions or Pacer Logo Design Guidelines
- 2) Requested usage seeks an endorsement for Pacer
- 3) Requested usage does not reflect accurately or positively on Pacer

What should I do if my request is denied?

You can always change your design and resubmit a new request that meets our Pacer Logo Use Request instructions and Pacer Logo Design Guidelines.

How long will it take to receive a response to my request to use the Pacer logo?

Pacer endeavors to turn-around requests within 72 hours.

What if I make changes to my request after I receive approval?

If your layout and/or content changes at any time for whatever reason, you must resubmit the design for review and approval.

Who can I contact with questions?

Kelly Bauer
Pacer International, Inc.
6805 Perimeter Drive
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Terms of Use: All Pacer service marks and logos are trademarks of Pacer International, Inc., many are registered at The United States Patent and Trademark Office, and must appear with the appropriate indicia indicating same and may not be altered in any manner. Pacer International images may be used for editorial purposes in public media only. They may not be used for advertising, business or personal communication. Registered marks must appear with the ® indicia or the legend "registered trademark" or "reg. tm." Unregistered marks must appear with the "tm" indicia. Copying of images for further distribution or commercial use is prohibited without the express written consent of Pacer International, Inc., which also reserves the right to withdraw permission to reproduce copyright material.