

ESTES CORPORATE STYLE GUIDE

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THE ESTES IDENTITY

Welcome To The Estes Brand Style Guide

As a freight transportation company with nearly a century of expertise, our brand is built on a legacy of trust and decades of commitment to our customers, teammates, and communities.

In this guide, you'll learn about the key elements that have shaped our brand over the decades and continue to help us maintain its integrity in an evolving industry. From our logo and typography to our tone of voice and imagery, these standards are in place to build recognition, trust, and customer loyalty. Whether you're an Estes employee or an external partner, please use this manual as your roadmap for showcasing the Estes brand in a way that represents our values and our vision.



ABOUT BRAND STANDARDS

Guidelines for consistency and clarity

Brand standards are a set of rules and guidelines that define how a brand's identity should be presented across various platforms and media. These standards are put in place as a way to ensure **consistency** and **clarity** in the way a brand communicates its values, voice, and visual identity to the public.

Estes' brand standards are designed to help us:

- Inform public perception of the Estes brand and ensure its in alignment with our core values
- Reinforce our unique identity and differentiate ourselves from our competitors in the marketplace
- Promote customer trust by reinforcing exactly who we are and what our customers can expect from us
- Mitigate the risk of brand misrepresentation through approved messaging and graphic elements
- Encourage brand loyalty by making it easier for customers to recognize and resonate with our brand

Whether you're creating marketing and sales materials, advertisements, website content, press releases, or signage, please refer to this guide to make sure the materials you create are compliant with the Estes brand.



OUR BRAND BACKSTORY

Core values, industry differentiators, and brand positioning

Several years ago, we teamed up with a consultancy of nationally recognized brand strategists to conduct a quantitative customer research survey. The goal: Find out what our customers felt set Estes apart from the competition. The results of the survey were statistically significant, and showed our **three biggest differentiators** in the LTL industry to be:

- We do the right thing by our customers every time
- We go the extra mile to take care of our customers and when they're in a jam, we bend over backwards to help
- We are transparent and honest when problems arise

This research revealed a powerful set of core values that now underscore our brand identity, and drive our brand voice, tone, and communication style.

Our Primary Value

We always go the extra mile to take care of our customers.

Our Supporting Value

We're ethical, honest, and committed to doing right by our customers when problems arise.

OUR BRAND VOICE

Writing style, tone, taglines, and boilerplate

Our brand voice is the distinct style, tone, and personality we use to communicate with our audience across all channels and platforms. It defines how our brand "speaks" and helps shape how we are perceived by our customers and the public.

We Are Straightforward

We speak in simple, uncomplicated language that ensures our message is clear, easy to understand, and accessible to all. We use active voice, and avoid slang, technical speak, and whimsical or hyperbolic language. While we can be clever and witty, we are not irreverent.

We Are Genuine

We care about our customers and speak to them in a way that makes it clear that we value them and the relationship we've built. We incorporate many interpersonal words and phrases into our messaging (such as "together," "partnership," "help") to build connections that encourage dialogue and reinforce the value we place on trust and relationships.

We Are Helpful

We understand the challenges today's LTL shippers face and take a proactive approach to communicating with them about their unique needs. We speak in supportive, solution-oriented language that demonstrates our ability to relate to our customers' challenges, as well as our willingness to help.

Note: Our brand voice should remain consistent across all platforms, from social media to advertisements, emails, websites, and Customer Care.

OUR BRAND VOICE

Writing style, tone, taglines, and boilerplate

Below, please find some words and phrases we commonly use to describe Estes in our copy.

Estes Descriptors

- Largest privately owned freight transportation company in North America
- Asset-based
- Reliable
- Committed
- Fiercely dedicated employees
- Comprehensive suite of freight shipping solutions
- Backed by a robust fleet and vast nationwide network
- A carrier you can count on

Estes…

- gets your shipments where they need to go, when they need to get there
- delivers exceptional experiences that keep its customers coming back
- helps you streamline your freight operation
- delivers peace of mind
- operates for good
- goes the extra mile
- does it all

> **“Estes makes freight shipping easy.”**

OUR BRAND VOICE

Writing style, tone, taglines, and boilerplate

Our Tone

Estes' tone is conversational. We use direct, second-person pronouns (such as "you") to make our customers feel as if we're speaking directly to them. We avoid complicated "corporate-speak" and "technical jargon" in favor of simple, straightforward phrases that evoke the feeling of a more casual, friendly two-way conversation.

Estes Taglines

Corporate tagline: At Estes, going the extra mile isn't just what we do—it's who we are

Approved alternate taglines:

- Going Above And Beyond The Call of Delivery
- A Driving Force In The Future Of Freight
- From Short-Haul To Long-Haul, Estes Does It All
- Estes Has You Covered
- Estes Makes Freight Shipping Simple

Estes Boilerplate

Estes is North America's largest privately owned freight carrier. As an asset-based transportation provider with a global footprint, Estes combines nearly a century of regional freight shipping expertise with the resources, reach, and reliability of a national carrier. Backed by its more than 300 North American service centers, nearly 7,000 next-day lanes, and fleet of more than 10,500 tractors, Estes is committed to getting America's freight where it needs to go, when it needs to get there. And with its continued investment in leading-edge technology, as well as the support of its more than 24,000 employees, Estes always goes the extra mile to deliver exceptional experiences that keep its customers coming back. The carrier's comprehensive freight shipping solutions include Less Than Truckload (LTL), Volume LTL and Truckload, Time Critical Guaranteed, Custom Shipping and Logistics, and Final Mile. From short-haul to global freight forwarding—Estes does it all.



BRAND LANGUAGE

Key terminology and how we refer to our business, services, and network

The Estes Name

Our company should be referred to as “Estes” whenever possible. “Estes Express Lines” should only be used to differentiate our parent company from its other divisions and affiliate companies.

Service Center vs. Terminal

At Estes, our locations have always been more than just terminals. These facilities are where our teams manage freight, solve problems in real time, and deliver the service our customers depend on. The term service center captures that experience more clearly, with language that’s grounded in the people and expertise behind every shipment.

Using “Service Center” and “Terminal”

Use “service center” when:

- Communicating with internal audiences
- Positioning our network in marketing, sales, and other public-facing materials
- Describing the experience or value we deliver

Use “terminal” when:

- Industry clarity is important
- The audience expects standard terminology
- Required by or referencing established Estes systems or documentation

BRAND LANGUAGE

Key terminology and how we refer to our business, services, and network

When helpful, use both for clarity:

"Estes' nationwide network of local service centers—often referred to in the LTL industry as terminals—combines regional expertise with national reach."

Application

Both **service center** and **terminal** are correct and understood in the LTL industry.

In general:

- Prioritize service center in new employee, customer, and public-facing content
- Use terminal where industry clarity, system references, or context requires

Aim for consistency across materials, but not at the expense of clarity.



COPY STANDARDS

Rules that ensure consistency and clarity across all written materials.

AP Style Guidelines (With Exceptions)

We typically follow AP Style Guidelines. Some notable exceptions include:

Serial Commas

Estes uses serial (or Oxford) commas. The serial comma is one that is placed before the final item in a list of three or more terms, and usually comes before the conjunction ("and"/ "or).

> **Example**: Are you most interested in learning about Estes' LTL, Time Critical Guaranteed, and Final Mile shipping?

Title Capitalization For Headers

We use title caps for headers, capitalizing the first letter of each word. We use sentence caps for subheads, capitalizing only the first letter of the first word.

We never use ALL CAPS in body copy. We do use ALL CAPS in headers and calls-to-action.

Postal Abbreviations

We use USPS abbreviations in our copy, such as AL for Alabama, or PR for Puerto Rico.

Website URLs And Email Addresses

We do not use capital letters or include "www." when referencing web addresses or use capital letters in email addresses in our copy.

> ***INCORRECT***: Visit www.Estes-Express.com to learn more!
> ***CORRECT:*** Visit estes-express.com to learn more!

End Of Sentence Punctuation

We use punctuation marks at the end of every sentence of body copy (periods and the occasional exclamation or question mark). We do not use punctuation marks at the end of headers, subheads, bullet points, or taglines.



OUR GRAPHIC ELEMENTS

Colors and logos

Our graphic design elements are important because they work together to create a visual expression of our brand's identity. Elements like our color palette, our logos, and our marks play a key role in how the public perceives, remembers, and relates to our brand. Over the decades, our graphic elements have become a powerful anchor in our customers' minds and have helped us to build long-term Estes brand loyalty.



Estes Yellow

Pantone 116 C

CMYK C=0 M=16 Y=100 K=0
RGB R=255 G=205 B=0

Estes Red

Pantone 485 C

CMYK C=6 M=98 Y=100 K=0
RGB R=218 G=41 B=28

Black

Pantone Black

CMYK C=63 M=62 Y=59 K=94
RGB R=45 G=41 B=38

Our Primary Color Palette

Estes' primary color palette consists of essential colors that make up the foundation of our brand's visual identity. We use these colors to ensure consistency and brand recognition across all channels and touchpoints.

Estes Yellow is our hero color and represents our brand's energy, optimism, and commitment to innovation. Use this color generously for callouts, charts, graphics, and backgrounds.

Estes Red is our accent color and represents our passion for getting our customers' freight where it needs to go, when it needs to get there. Use this color to draw attention to specific design elements you want to highlight, such as headers and callouts. **To ensure legibility, never use red as a background for text.**

Black is our primary neutral tone and strongly supports our hero and accent colors, while also representing the strength of our fiercely dedicated workforce and the authority of our vast footprint. Use this color for body text, outlines, key visual elements, and to enhance contrast and legibility.

Our Secondary Color Palette

Estes' secondary color palette consists of supporting neutral colors that complement our primary brand colors and help them stand out.

Estes Gray is a neutral tone that represents the balance, professionalism, and stability that comes with nearly a century of industry experience. Use this color for subtle backdrops and secondary design elements to maintain a clean, sophisticated look.

White is a neutral tone that represents the simplicity, ease, and transparency our customers have come to expect when shipping with Estes. Use white for negative space, backgrounds, and improving readability.



CMYK
C=8 M=5 Y=7 K=16
RGB
R=200 G=201 B=199

Estes Grey

CMYK
C=44 M=34 Y=22 K=77
RGB
R=83 G=86 B=90

**Use Rich Black for printing when you need a dense, dark color effect*

OUR GRAPHIC ELEMENTS

Colors and logos

Our Logos And Marks

Logos are graphic design elements created to help a company increase brand awareness, develop customer trust and loyalty, and enhance brand recall. As a company that's worked through the decades to build a solid reputation for reliability and service, the Estes name is our brand. And our logos and marks were designed with this in mind.

Permission To Use The Estes Logo And Marks

Estes employees, vendors, contractors, customers, competitors, media, or members of the general public must not use the Estes logo or marks without Estes' prior permission.

To use the Estes logo or marks for any project, you must first complete a logo agreement, which details the legal terms and conditions for using our logo. The agreement will be drafted by our Creative Services and Brand Department and will need to be signed by both parties. Please allow up to two weeks for this process.

To request a logo agreement, contact us at brand@estes-express.com. In your email, please be sure to include the following information:

- The official name of the company requesting the agreement
- Details on how the logo will be used
- The official address of the company requesting the agreement
- The name of the contact who will be signing the agreement
- The email address of the contact who will be signing the agreement
- The official title of that contact
- Your preferred file format, black and white or color

Note: We reserve the right to refuse permission to use Estes trademarks. In cases where our logos are used or reproduced without permission, or if there's a misuse of an Estes trademark, we will take legal action to protect our brand. Asking permission is the best way to avoid such actions.


539869
ESTES
www.estes-express.com
YOU'RE NEEDED
1-877-WRK 4 ESTES
www.work4estes.com
CAUTION
THIS VEHICLE MAKES WIDE TURNS
LIFT HERE
WHITING
ABS

OUR GRAPHIC ELEMENTS

Colors and logos

The Estes Parent Brand

The Estes parent brand features three distinct marks: the **wordmark**, the **logomark**, and the **combined logo and wordmark banner**. Understanding when and how to use each mark is crucial for maintaining brand integrity and consistency across all marketing and communication touchpoints. On the following pages, you'll find mark variations and detailed guidelines to help you determine which mark to use and when to use it.

Estes Wordmark

Ethical and honest, with nearly a century of freight shipping expertise, Estes has worked through the decades to build a reputation for reliability, exceptional service, and a willingness to go the extra mile for our customers. Our name is our pledge, which is why the Estes wordmark is the primary mark in most cases, and should:

- Always appear crisp, undistorted, and unobscured
- Never be recreated with another font, redrawn, or traced
- Always appear with a registration mark alongside it (as shown in the example)
- Always be given space on all sides equal to half the height of the logo
    - For example: If your wordmark measures 1.5 inches x 2.8 inches, the space around the wordmark should equal to 0.75 inches



The wordmark is most often displayed in **Pantone 116C** or **Pantone 115U**. An outlined version for lighter backgrounds is available, as are versions for digital publication.

OUR GRAPHIC ELEMENTS

Colors and logos

Usage: The wordmark is used for print, digital media, promotional items, signage, and videos. All applications require approval from the Marketing Department, and external partners must sign a logo agreement prior to use. The wordmark can also be used as a watermark on Estes materials, provided the entire logo appears at the same opacity.

The wordmark is available in the following variations:

Outlined

Black

White

Incorrect Usage

- Do not stretch or distort
- Do not recolor, redraw, or apply additional effects
- Do not obscure
- Do not incorporate the wordmark into a sentence
- Do not reposition or remove* its registration mark



DO NOT stretch the wordmark



DO NOT recolor, redraw, or apply additional effects



DO NOT obscure



DO NOT incorporate the wordmark into a sentence

**Sometimes the wordmark will appear without the registration mark when the printing process cannot accommodate the mark's size. These versions can only be used with special permission from the Marketing department.*

OUR GRAPHIC ELEMENTS

Colors and logos

Estes Logomark

The Estes logomark—also known as the Powerball—is a stylized "E" embedded within a banded circle. Both components have a strong dimensional effect that reinforces Estes' identity in the industry. The logomark is prominently displayed on all Estes equipment, including the thousands of trailers that transport our customers' freight daily.

Logomark Guidelines

- It should always appear crisp, undistorted, and unobscured
- It should never be recolored, redrawn, or traced
- The stylized "E" and circle should always appear together
- It's made using Pantone Black, 116 C, and 485C
- Use the outline version on dark backgrounds
- Use a flat version when beveling cannot be reproduced
- Always include a registration mark alongside it (as shown in the example)
- Give space on all sides equal to a quarter of the height of the logomark
    - For example: a 100px x 100px logomark should be given 25px of space on all sides



Usage: The logomark is used for print, digital media, promotional items, signage, videos, and on trucks. All applications require approval from the Marketing department, and external partners must sign a logo agreement prior to use.

OUR GRAPHIC ELEMENTS

Colors and logos

The logomark is available in the following variations:



Default



Flat
(For use when beveling is not possible)



Outline
(For use on dark backgrounds)



Grayscale
(For use in black and white publications)



Monotone
(For when a one-color logo is required)

Incorrect Usage

- Do not stretch or distort
- Do not recolor, redraw, or apply additional effects
- Do not obscure
- Do not incorporate the logomark into a sentence
- Do not reposition or remove* its registration mark

**Sometimes the wordmark will appear without the registration mark when the printing process cannot accommodate the mark's size. These versions can only be used with special permission from the Marketing department.*



DO NOT stretch or distort



DO NOT recolor, redraw, or apply additional effects



DO NOT obscure



DO NOT incorporate the logomark into a sentence

OUR GRAPHIC ELEMENTS

Colors and logos

Estes Banner: Combined Logomark And Wordmark

The Estes banner incorporates both the logomark and the wordmark to deliver a unified and impactful representation of our brand identity. **The banner is used on our tractors, trailers, and uniforms ONLY.**

Banner Guidelines

- It must appear clear, crisp, and undistorted
- It should never be recolored, redrawn, or traced
- Always include a registration mark alongside the stylized “E” logomark (as shown in the example)
- Give space on all sides equal to a quarter of the height of the banner
    - For example: a 100px x 100px banner should be given 25px of space on all sides

Usage: The banner is exclusively used for Estes tractors, trailers, and uniforms. All applications require approval from the Marketing department.



OUR GRAPHIC ELEMENTS

Colors and logos

Estes' Sub-Brand Logomarks

Under the Estes parent brand, we have associated sub-brands that serve unique markets and needs. These sub-brands feature logomarks that incorporate key design elements from the Estes parent brand, ensuring a cohesive and unified identity.

On the following pages, you'll find our sub-brand logomark variations and detailed guidelines to help you determine which mark to use and when to use it.

Estes Retail Guarantee Logomark

The ERG logomark is used exclusively for our Estes Retail Guarantee product.

Logomark Guidelines

- Make sure it is precisely proportioned
- Do not alter its shape, color, or orientation in any way
- It's made using Pantone 116C
- Give space on all sides equal to a quarter of the height of the logomark
    - For example: a 100px x 100px logomark should be given 25px of space on all sides

Usage: The ERG logomark is used for print, digital media, promotional items, signage, and videos. All applications require approval from the Marketing Department, and external partners must sign a logo agreement prior to use.





OUR GRAPHIC ELEMENTS

Colors and logos

Estes Logistics Logomark

The Estes Logistics logomark is used exclusively for our Custom Shipping and Logistics service.

Logomark Guidelines

- Make sure it is precisely proportioned
- Do not alter its shape, color, or orientation in any way
- It's made using Pantone 116C and Black
- Give space on all sides equal to a quarter of the height of the logomark
    - For example: a 100px x 100px logomark should be given 25px of space on all sides

Usage: The Estes Logistics logomark is used for print, digital media, promotional items, signage, and videos. All applications require approval from the Marketing department, and external partners must sign a logo agreement prior to use.

The Estes Logistics logomark is available in the following variations:

ESTES
LOGISTICS

Default

ESTES
LOGISTICS



Signage Only
(For conference displays and posters)

OUR GRAPHIC ELEMENTS

Colors and logos

Estes SureMove Logomark

The Estes SureMove logomark is used exclusively for our SureMove long-distance moving service.

Logomark Guidelines

- It must be precisely proportioned
- Do not alter its shape, color, or orientation in any way
- It's made using Pantone 485C and Pantone Cool Gray 3
- Give space on all sides equal to a quarter of the height of the logomark
    - For example: a 100px x 100px logomark should be given 25px of space on all sides

Usage: The Estes SureMove logomark is used for print, digital media, promotional items, signage, and videos. All applications require approval from the Marketing department, and external partners must sign a logo agreement prior to use.

The Estes SureMove logomark is available in the following variations:





OUR BRAND IMAGERY

Photography and image editing guidelines

Estes uses high-quality photography to illustrate our reliable freight solutions and the significant value we bring to our customers and the industry. When choosing photography for public-facing materials, we place great emphasis on:

Our assets: By using images that showcase our robust fleet and vast network of service centers, we depict Estes as the one carrier customers can count on for all their freight shipping needs.

Our leading-edge technology: We use images that illustrate and highlight the many ways Estes is investing in advanced technology and digital solutions to make freight shipping easier for our customers.



OUR BRAND IMAGERY

Photography and image editing guidelines

Estes Truck Imagery

At Estes, our robust fleet of tractor trailers is our brand signature. To maintain the integrity and authenticity of our brand, we have strict guidelines regarding the use of truck photography:

Image Sourcing: Only the use of Estes-approved truck imagery is permitted. Visit our image library for a curated collection of approved images, which are each available for download in multiple sizes to suit a variety of needs.

Note: Any use of this imagery must be approved by the Estes Marketing Department prior to publication. All digital and print pre-production proofs can be emailed to marketing_department@estes-express.com.

Accurate Representation: Images of Estes trucks must not be digitally altered or manipulated. This includes, but is not limited to:

- Changing colors or modifying the appearance of our trucks
- Removing or editing logos or branding on our trucks
- Adding graphics or elements that do not exist on our trucks in real life

Lighting and Enhancements: While general photo editing, such as adjusting brightness, contrast, or sharpness, is allowed, these edits should not distort the true appearance of our trucks or misrepresent their features.

OUR BRAND IMAGERY

Photography and image editing guidelines

Photoshop And Other Editing Tools

We recognize that creative needs sometimes require our trucks to be integrated into various visual environments. We permit the use of Photoshop and other editing tools to place our trucks into existing imagery, provided the integrity of the truck and its branding remains intact.

Maintaining Truck Integrity: When photoshopping or digitally placing Estes trucks into other images, the truck's appearance must remain unaltered. This includes:

- No changes to the truck's color, logo, or branding
- No modifications to the truck's shape, size, or design elements
- No additions or removals of any truck features, including decals or signage

Contextual Relevance: The placement of the truck within the new environment must be realistic and relevant to the context of the scene. The truck should appear naturally integrated into its surroundings (e.g., proper scaling, perspective, and lighting).

Permissible Adjustments: Edits to match lighting, shadows, and reflections to the new environment are allowed, as long as these do not distort the appearance of the truck or obscure key branding elements.

No Misleading Use: The truck should not be placed in a context that misrepresents Estes' services or capabilities. For instance, do not place the truck in locations where our services are not offered or in scenarios that could be perceived as unrealistic or unsafe.

By adhering to these guidelines, we ensure that the Estes brand remains authentic and consistent, even when our trucks are incorporated into different visual contexts.

OUR BRAND IMAGERY

Photography and image editing guidelines

Appearance Standards

At Estes, the individuals featured in our photography must represent the values and professionalism that are synonymous with the Estes brand. To ensure consistency with our brand image, we require that anyone photographed to represent our company adheres to the following appearance standards:

Clean And Tidy Appearance: All individuals must present a polished, neat, and professional appearance. This includes:

- **Groomed Hair:** Hair should be clean, styled, and well-kept
- **Appropriate Attire:** All subjects should be wearing Estes-branded attire that is clean, wrinkle-free, in compliance with Estes' safety standards, and appropriate to the context of the photograph
- **Professional Presentation:** All subjects should appear clean and well-groomed
- **Subtle And Professional Accessories:** If accessories are worn, they should be minimal and professional, aligning with Estes' overall image. Any jewelry, tattoos, or other adornments should not detract from a clean, polished look.

Expression And Posture: Photographs should capture individuals in positive, approachable, and professional stances, reflecting the company's values of professionalism, inclusivity, and competence.

TYPOGRAPHY

Typefaces

Estes uses Univers as the primary typeface for all marketing materials, ensuring a clean and professional appearance. Below is an example of how Univers can be used to create hierarchy in Estes communications.

HEADER
Subhead
Body

Coverage You Can Count On

Stress-free guaranteed shipping throughout the continental U.S. and Canada

When you need to make an urgent freight shipment, Estes has you covered. Back our robust fleet and vast terminal network, Estes offers the most Time Critical Guaranteed options in the industry including:

In instances where users do not have a Univers license, Arial may be used instead. Arial is also the preferred typeface for online communications.

HEADER
Subhead
Body

Round-The-Clock Support

Your peace of mind is our priority

At Estes, we're committed to taking care of our customers every step of the way. That's why we offer some of the best dedicated Customer Care in the industry, and comprehensive Guaranteed benefits that make it even easier to ship with us:


ESTES
LIFT HERE

OUR BRAND PRESENCE

Signage, co-branding, and our sales deck

Our Signage

Signage plays a crucial role in communicating our brand identity to customers, partners, and the public.

- **White Background:** All signage should feature the full color Estes wordmark on a white background. This ensures clarity and visibility
- **Size And Placement:** The wordmark should be the focal point of the signage. Ensure it is large enough to be legible from a distance
- **No Alterations:** Do not alter the Estes wordmark in any way, including resizing, recoloring, or adding effects

Estes Service Center Signage

Our Estes service center signage can be seen in the images below, and is used to create a consistent brand presence across all our Estes facilities.





OUR BRAND PRESENCE

Signage, co-branding, and our sales deck

Co-Branding Guidelines

Co-branding is a powerful strategy for leveraging the strengths of two or more brands. When creating co-branded materials, be sure they align with Estes' values, visual identity, and brand integrity.

Logos: When partnering with another brand, both company's logos should be displayed side by side. Maintain equal prominence for both logos to ensure a balanced representation.

Colors: Use Estes' color palette in conjunction with the partner brand's colors. Ensure the combination is visually appealing and does not clash. If the partner brand's colors conflict with Estes' color palette, opt to **use the black and white version of the secondary brand's logo.**

Backgrounds: Choose neutral or complementary colors that enhance both logos without overshadowing either.

Logo Placement: Place logos horizontally or vertically, ensuring there is sufficient space between them. Avoid crowding or overlapping.

Clear Space: Maintain clear space around both logos equivalent to the height of the logos to ensure visibility and recognition.

Design Approval: All co-branded materials must be submitted for approval to marketing_department@estes-express.com before production.



OUR BRAND PRESENCE

Signage, co-branding, and our sales deck

Our Sales Deck

Estes provides a robust PowerPoint template or sales deck for employees to use when promoting our company's values, services, and products. The deck contains several slide options tailored for different audiences and situations. Employees are not expected to use the deck in its entirety but select slides that best fit and resonate with their specific audience.

For convenience, the deck is divided into the following sections:

- Who We Are
- Sustainability
- Industry Awards And Rankings
- Growth And Expansion
- Our People
- Estes Services
- Technology Solutions



Employees can also use the blank, customizable slides at the end of the deck to incorporate their own customer-specific content, as needed.

Deck Guidelines: The black font color may be changed, but only to Estes red, yellow, or gray. We recommend using black as a primary color and all other colors sparingly for emphasis.

CONTACT

Now that you've familiarized yourself with our brand guidelines, we encourage you to apply these principles to all future projects. Thank you for helping us maintain and grow the Estes brand.

If you have any questions or need further clarification regarding our Estes brand guidelines, please contact our Marketing department.

Estes Corporate Office
3901 West Broad Street
Richmond, VA 23230
Email: marketing_department@estes-express.com



