



ASSET GUIDE 1.3

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PURPOSE OF THIS GUIDE

When people see Marten Transport, they see a commitment to quality. To maintain that commitment we must bring the same level of quality to our brand itself. By maintaining the integrity of logos, colors, photography and other elements, Marten will be unmistakable. This guide was created to help you use the Marten name and brand correctly.

When should I use this guide?

Any time Marten Transport's logo, colors, typefaces, or photography is being used this guide needs to be consulted. This might be the case for printing business cards, updating a website or social network, or making a t-shirt.

Who should I contact if I have questions?

Ashleigh M. Bridgmon | Ashleigh.Bridgmon@marten.com

BRAND OVERVIEW

History

Marten Transport was founded in 1946 by a 17-year-old Roger Marten. While it started as a dairy delivery route in the Modena, Wis. area, by the 1960s the fleet of tractor-trailer combinations was serving the greater Midwest and Eastern Seaboard. Around this time Marten built their headquarters in Mondovi, Wis., which still stands today.

Roger Marten remained involved with the company until his death in 1993 and was succeeded by his son Randy Marten, who is the current CEO.

In recent years, Marten Transport has shifted to predominantly regional routes, adding routes in Arizona, Tennessee, Florida, Kansas, and Pennsylvania and enabling Marten to provide added service and value to customers and employees.

Commitment to Customers

Marten Transport strives to be the premier supplier of time and temperature sensitive transportation and distribution services to customers in the United States, Canada and Mexico. We serve customers with demanding delivery deadlines, as well as those who ship products requiring modern temperature controlled trailers to protect goods.

With Marten as your provider, you gain our experienced trained personnel, customized equipment, state-of-the-art technology, and our commitment to continuous improvement. The value we add contributes to our customers' bottom line. Every mile of the way, as an extension of your company, we are committed to understanding not only your needs, but also meeting your expectations and the expectations of your customers.

Commitment to Employees

Marten Transport's employees are our most important asset. We go to great lengths to enable individuals to gain the skills they need to develop to their fullest potential. Marten prides itself on being a place where people can build long-term professional relationships.

We back this promise with a wide range of programs, including comprehensive benefits, tuition reimbursement, scholarships, and a commitment to a healthy work-life balance.



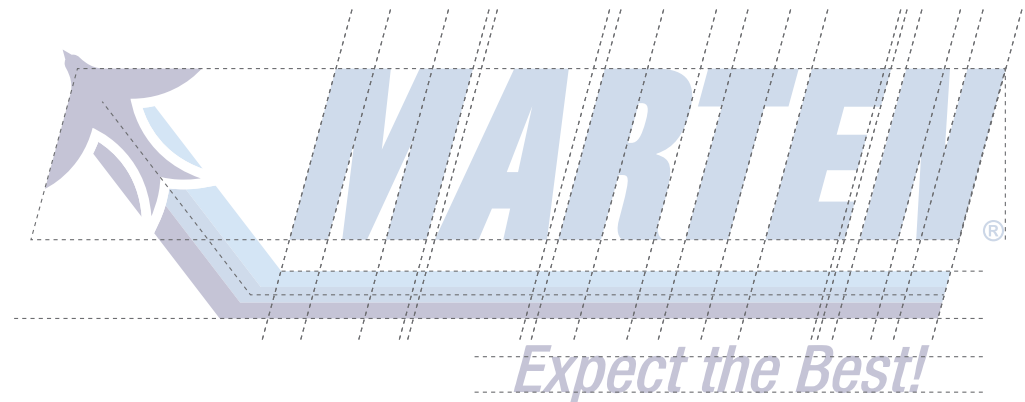
LOGO

PRIMARY LOGO

The new logo reveals a clean and perfectly balanced modern variation. When all updated elements are working together they create a strong, upward movement that feels solidly built.



Expect the Best!



Expect the Best!

APPROVED PRIMARY LOGO USAGE

The Marten Transport logo can be used in different formats, depending on the use and background.

The Marten logo is a nationally registered trademark and must follow USPTO laws. Please see the trademark section of this book for more information about the use of these logos.



FULL-COLOR LOGO

This is the primary Marten logo and should be used whenever possible.



ONE-COLOR LOGO

The one-color logo is to be used in instances where the full-color option will not be effective. I.e. screen printing, certain vinyl graphics, spot-color printing, being displayed on a colored background, etc.

You may only use the one-color logo in white or Marten **blue**, or in **black** when the end product is greyscale.



SMALL-SCALE LOGO

When the logo is shown with a width between 1.5" and 1", this version of the logo should be used. It has the tagline removed for simplicity and legibility.

APPROVED PRIMARY LOGO USAGE

The Marten Transport logo can be used in different formats, depending on the use and background.

The Marten logo is a nationally registered trademark and must follow USPTO laws.

MARTEN



WORDMARK

The wordmark is used when the logo is shown when the width is between 1" and .75". The full logo should never be smaller than .75" wide.

BIRD SYMBOL

The bird icon may be used to represent the Marten logo only when the logo must be used at .5" or smaller. I.e. app icons and favicons.



LOGO OVER IMAGERY

If the Marten logo is being placed on top of an image, please put a white rectangle behind it with rounded corners. Please allow sufficient margin space between the edge of the logo and the edge of the white box. When placing the box over an image, please do not place it directly over a truck.

NON-APPROVED PRIMARY LOGO USAGE

Do not use the logo in any way other than explained on the previous page. See images to the right for specific examples of how the logo **should not** be used.



Do not stretch or squish the logo.



Do not put an outline around the logo.



Do not use a non-approved color for the logo.



Do not use the full-color logo on a colored background.



Do not place the white box with the logo over the truck.



Do not place a drop shadow behind the logo.



Do not outline the logo.



Do not re-size elements of the logo.



Do not put the logo over an image.



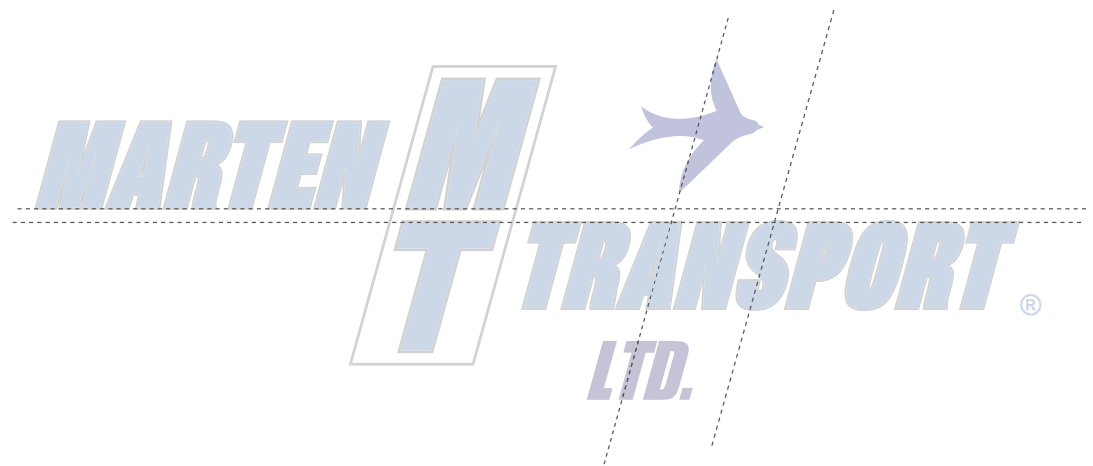
Do not scale the logo all the way up to the edges of the white box.

THROW-BACK LOGO

The Throwback logo is the original Marten Transport logo and should only be used in a few situations:

- The Throwback logo can be used in reference to the history of the company. For example, the Throwback logo can be used on the website when discussing the history of the company or for use in any wall/displays at the headquarters office to show the history of the company.
- The Throwback logo can be used on Marten apparel.
- The Throwback logo can be used on stationary and email signatures
- The Throwback logo can be used for any internal communication, events, or decoration.

The Marten throwback logo is a nationally registered trademark and must follow USPTO laws.



EDITORIAL STYLING

EDITORIAL STYLING

Marten Transport

Use Marten Transport on first reference in a paragraph, then Marten on second reference within the same paragraph.

GOOD EXAMPLE

Marten Transport is a leader in the industry, which is why you should want to work for **Marten**.

Perspective

Use first person on second reference to Marten Transport.

GOOD EXAMPLE

Marten Transport is a leader in the industry because of **our** commitment to quality.

Names

Use first and last names on first reference, and last name on second reference.

Exception: With any Marten last names, use both first and last names on all references.

GOOD EXAMPLE

Roger Marten remained involved with the company until his death in 1993 and was succeeded by his son **Randy Marten**, who is the current CEO.

BAD EXAMPLE

Roger Marten remained involved with the company until his death in 1993 and was succeeded by his son **Randy**, who is the current CEO.

TYPOGRAPHY

TYPE USAGE

TYPE USAGE

Marten Transport has purchased the rights to use the fonts presented in this guide for specific purposes and a number of users at Marten and at Marten's marketing partners will have access to them. Any purposes not outlined here may need to be accounted for or may be unable to be used.

Acceptable font usage:

- Website updates for Marten.com
- Printed materials (business cards, letterhead, brochures, apparel, etc.)

Acceptable, upon approval:

- Digital advertising (social media, digital banner ads, video pre-roll)

Not currently acceptable:

- Mobile apps
- Website updates for other domains (such as Drive4Marten.com)

If you have access to these fonts, do not share them with other users (even within the company) for any reason.

If you do not have access to these fonts or need new licenses purchased, contact Ashleigh M. Bridgmon for solutions.

HEADER ONE
NEUE HELVETICA 107
COMPRESSED BLACK ITALIC
ALL CAPS

HEADER TWO
NEUE HELVETICA PRO
99 COMPRESSED BLACK
ALL CAPS

Header Three
Proxima Nova Light, Title Case

HEADER FOUR
PROXIMA NOVA BLACK, ALL CAPS

Body One: Proxima Nova Light.
This is used for the majority of copy at size 8-10pt. Line spacing is always 3pts higher than the type size.

Strong Body: Proxima Nova Bold.
This is used for emphasized copy within a body paragraph.

COLORS

COLOR USAGE

The blues shown to the right are the official Marten colors to be used for all marketing materials. It is important that these color guides are always used for the correct area of usage.

If you're looking to use only one of the blues, Marten Blue is the primary color.

When creating marketing materials, you may also use light grey, dark grey, and white for the typography. Please do not use black, as it is too dark and fights with Marten Blue 2.

Marten Orange 1 is the primary accent color to draw attention to emphasized information. Marten Orange 1 and 2 can be used to create a gradient accent color. Marten Orange 2 should not be used as a standalone color.

For All Marketing Material

Color Name	Pantone	CMYK/Print				RGB/Digital			HEX/Web
Marten Light Blue	298 C	67	2	0	0	20	187	237	14BBED
Marten Medium Blue	307 C	100	22	2	18	0	125	177	007DB1
Marten Dark Blue	280 C	100	85	5	22	20	55	125	14377D
Marten Light Orange	N/A	0	45	100	0	247	155	28	F79B1C
Marten Dark Orange	N/A	2	65	100	0	242	121	34	F27922

PHOTOGRAPHY

PHOTO AND IMAGE USAGE

Included on this page are several photos that use the appropriate colors, angles, and filters to represent the Marten brand. It's important to show bright blue skies and rich colors in each photograph.

When a truck is being shown, it must be shown with the cab facing towards the left side of the frame either directly to the side or coming towards the front - never driving away from the viewer.

Do not crop the logo on the side of the truck.

Example: If you can see the bird, the whole bird must remain in the photo. if you can see the “Marten” wordmark, the whole wordmark must appear in the photo. However, the photo can be cropped in between the bird and the wordmark.



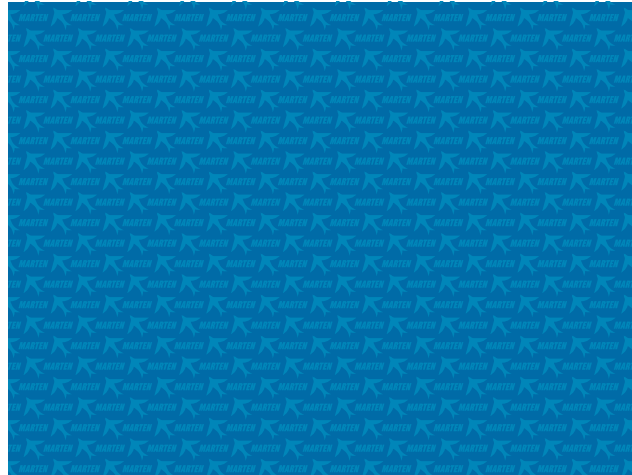
SUPPORTING ELEMENTS

SUPPORTING ELEMENTS

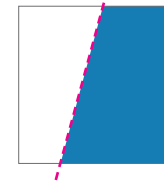
Textiles and patterns may be used to add visual interest to marketing materials.

- The logo may never be placed on top of a textile.
- The colors of the provided textiles may never be changed or adjusted.
- Textiles may never be flipped, rotated or reversed.
- Textiles may not be used together, please use only one or the other per project.
- The bird symbol may also be used as a supporting element, only if the logo in it's full form appears in the design as well. The bird may never be shown at any other angle than the way it is represented in the logo.
- The Marten ribbon may be used horizontally.
- Any angle utilized in a design must appear at a 255° angle. This is the angle that the Marten wordmark is slanted.
- The Chrome Bird element should only be used in a limited capacity within recruiting campaigns and collateral.

Marten Textile



Angle



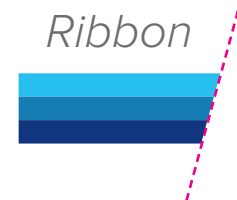
Bird Symbol



Marten Color block



Ribbon



Chrome Bird





DOWNLOAD THE ASSET GUIDE

Marten.com/Assets