



STYLE GUIDE



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INTRODUCTION

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GLOSSARY

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LETTER FROM THE GRAPHIC ARTS DEPARTMENT

Dear Reader,

One of our core values as a company is to look good, which means sending clear messages about our company's brand to all of our internal and external audiences. This group includes: customers, potential customers, legislation, vendors, current and potential employees as well as the general public. Our brand is more than our logo - it's our easily recognizable "look": **clean, orderly, fast, professional... RED**. This guide was established to help the company send a consistent, positive brand message through printed media, signage and online media outlets. As a team, we must work together to ensure that we are accurately portraying our company, R. J. Corman, as a professional, high-quality railroad operator and service provider.

If you require any additional information or further assistance in regard to the guidelines laid out in this style guide, please contact the Graphic Arts Department.

Benny Gettinger
Director, Corporate Relations

GLOSSARY

ALL CAPS – refers to text in which all letters are capitalized

Brand – marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products; an effective brand strategy gives you a major edge in increasingly competitive markets

Body Text – the main portion of printed text in a document

Color Palette – the selection of acceptable colors to be used

Heading Text – word, phrase or sentence at the beginning of a written passage that defines what it will be about

Identity System – the group of logos, color palettes and designs that, when used together, easily identify the company they represent

In-hands Date – the absolute last day that your product can be delivered

Logo – graphic representation or symbol of a company name or trademark

Pixelation – the blurring, or creation of pixel-like patches created by over-enlarging an image

Resolution – the number of pixels in an image, often identified by the width and height of the image

Safe Zone – the required distance to be left around the perimeter of an image or graphic

Sans-serif – a category of typefaces that do not use serifs(*definition below*), or small lines at the ends of characters

Sentence Case – when you only capitalize the first letter of the first word in phrase, like you would in a sentence

Serif – a category of typefaces that use serifs, or small lines at the end of characters

Stationery – writing paper such as letterhead, notecards and the appropriate matching envelopes

Stylize – to give a conventional or established stylistic form to

Title Case – when the first letter of each word is capitalized, except for certain small words such as articles or prepositions

Typeface – a particular design of type, commonly known as “font”

ADVICE, APPROVALS AND RESOURCES

Graphic Arts Department

The Graphic Arts Department is responsible for maintaining the company's internal and external branding. Inquiries regarding proper use of company logo graphics, or any media not outlined in this guide, should be directed to Benny Gettinger.

Logo Usage

The Graphic Arts Department regulates the use of the company name, logo (past or present) and all other identifying marks, including:

- Use of logos on printed material
- Use of logos on merchandise
- Use of logos by other external groups, within or outside the R. J. Corman family of companies

Stationery, Cards and Bid Proposals

The Graphic Arts Department is the preferred manager of all company logo stationery products, including:

- Business cards
- Letterhead and envelopes
- Document Template
- Bid proposals

Employees and Employee Groups

Individual employees are not permitted to use any identifiable company marks such as the company logo or the train insignia. Companies may use their designated logo, provided they follow the guidelines in this manual. (see Logos section) Use of the identity system, including the R. J. Corman name and logo, on commercial goods and specialty items such as T-shirts and hats is not permitted unless approval is granted by the Graphic Arts Department.

MISSION AND VISION

The purpose of providing the information below is to ensure that all employees have access to the correct verbiage of each of these statements with correct grammar and spelling. If an employee wishes to print any of these ideals, they should be presented exactly as they are written below.

Mission Statement

Through our dedicated employees, we will be the best service provider by our total commitment to customer satisfaction, increasingly efficient operations and asset utilization while providing an ever-improving safe and rewarding work environment.

Vision

To be the best service provider to the railroad and related industries

Philosophy

At R. J. Corman, each of our employees strives to uphold our key values, or “Big Rocks” every day. We believe that if we all focus on these things, our Vision to be the best service provider to the railroad and related industries will remain true.

Safety Principles

Developed by our corporate officers, the core safety principles held by the R. J. Corman family of companies are listed below:

1. We Expect Zero Injuries
2. Working Safely is a Condition of Employment
3. We Are Committed to Safety Training
4. Job Safety is Important to Each of Our Families
5. Safety is Good Business

Big Rocks

Safety

Customer is #1

Look Good

Efficiency = Work Smart

Fair and Respectful Treatment

Leadership Model

Lead by Example

Embrace the Future, Build on the Past

Measure, Improve, Innovate

Champion Unity

Act with Pride of the R. J. Corman Brand



LOGOS

STANDARDS

ACCEPTED LOGOS

MINIMUM SIZE AND SAFE AREA

STUTTER STRIPE

LOGO TREATMENTS TO AVOID

RETIRED LOGOS

CHEVRON

STANDARDS

The R. J. Corman logo consists of the words “R. J. Corman” and the designated company title in Arial Black typeface. The logo may appear in red, black, silver or white. The logo has two standard configurations that are approved for use. Each acceptable configuration is shown below.

Standard Horizontal



Standard Stacked



It is not necessary to use the logo when “R. J. Corman” is used within a sentence. In this case, R. J. Corman should be written as R.(space)J.(space)Corman. The phrase “R. J. Corman” should also always appear on one line of text, in order to do this hold down the Alt. key and type 0 1 6 0 on the number pad instead of using a space where required. The company name should never appear as RJ Corman or R.J. Corman, aside from within the logo or stylized as Rj Corman.

Standard Typed

R. J. Corman

ACCEPTED LOGOS

Reproduction

All R. J. Corman logos are available in black, red and white. They should not be altered in any way. In order to maintain high reproduction quality, logos should not be scanned or reproduced from a previously printed version or photocopy. If you have a need for a logo that is not being met, please contact the Graphic Arts Department directly.

Consistency

In order to maintain effective use of the company's brand, please follow all standards outlined in this guide. Misuse of the company logo, typeface and colors prevents us from representing a unified image and can reflect negatively on the company. The R. J. Corman logo is a registered trademark.



ACCEPTED LOGOS (Continued)

Rj Corman
Railroad Services



Rj Corman
Railroad Company



Rj Corman
Railroad Company



NE
NASHVILLE & EASTERN

Rj Corman
Railroad Company



OH
OWEGO & HARFORD

Rj Corman
Railroad Group



Rj Corman
Railroad Switching
Company



Rj Corman
Railroad Company



NW
NASHVILLE & WESTERN

Rj Corman
Railroad Company



L
LEHIGH LINE

Rj Corman
Material Sales



Rj Corman
Signaling



Rj Corman
Railroad Company



TRANSIT SOLUTIONS GROUP

Rj Corman
Railroad Company



LS
LUZERNE & SUSQUEHANNA

Rj Corman
Distribution Centers



Rj Corman
Storm Team



Rj Corman
Railroad Company



TRANSIT SOLUTIONS GROUP

Rj Corman

SOURCE

ONE SOURCE
TO THE RAILROAD INDUSTRY

SOURCE
TO THE RAILROAD INDUSTRY

MINIMUM SIZE AND SAFE AREA

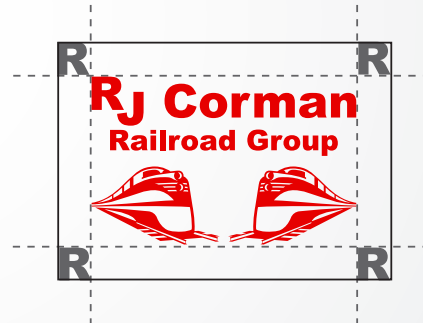
Minimum Size

The horizontal logo should never be printed smaller than 1.5" wide. The stacked logo should never be printed smaller than .75" wide.



Safe Area

A minimum safe zone equal to the height and width of the capital R in "R. J. Corman" is required on all sides of the logo.



LOGO TREATMENTS TO AVOID

The following is a list of logo treatments to avoid. These representations do not correctly portray the company brand and should not be used.

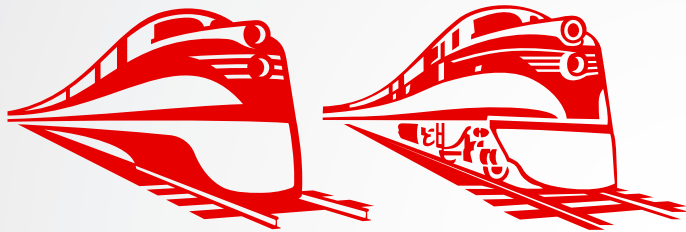


R. J. CORMAN
ALL CAPS

2020 LOGO UPDATE



to suit – that’s part of what makes us the best service provider to the railroad and related industries and a big component of our brand. Refreshing our logo shows that we stay up-to-date and current as times change.



Questions about the implementation of the new logo should be directed to Tyler Adkins, Graphic Arts Manager at tyler.adkins@rjcorman.com.

As the 2020 logo is being phased in this logo has begun the retiring process. It’s use is still allowed but for material or reprints, having documents updated by the Graphics Arts department is preferred.

This logo was introduced first quarter of 2020. All newly printed materials going forward will contain this iteration. As the railroad industry and our clients’ needs change, we also adapt and evolve

What Has Changed

The wordmark (“Rj Corman _____”) remains the same, but the train mark contains several noticeable differences while keeping to the look and feel of the original. While many of the inner details have been simplified, the outer contours remain very similar to the previous version.

- Unnecessary details have been removed for better reproducibility.
- Lines have been smoothed out for a cleaner look.
- Perspective issues have been corrected

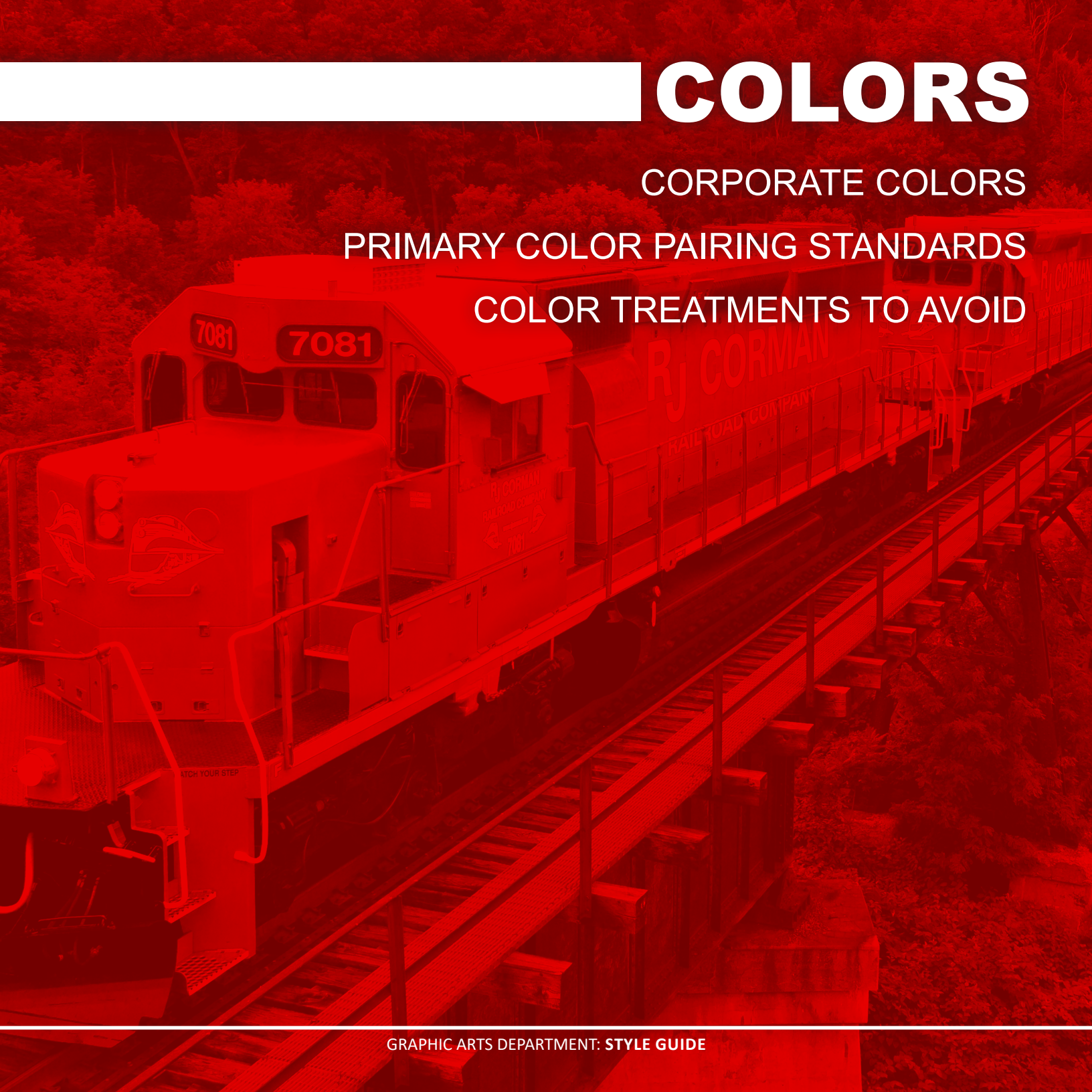


COLORS

CORPORATE COLORS

PRIMARY COLOR PAIRING STANDARDS

COLOR TREATMENTS TO AVOID



CORPORATE COLORS

The official colors of R. J. Corman are Red PMS 186 and silver, represented by Cool Grey 1. The four colors shown below create the official R. J. Corman color palette. Please contact the Graphic Arts Department for more specific information about the appropriate application of these four colors.



Pantone	PMS 186	COOL GREY 1	BLACK	WHITE
RGB (Screen)	230 0 0	217 217 214	0 0 0	0 0 0
HEX/HTML (Screen)	E6000	D6D9D6	000000	FFFFFF
CMYK	0 100 80 0	0 0 0 10	0 0 0 100	0 0 0 0
Dupont	774816X			

Alternative Use of Metallic Silver

Silver, as a color and a metal, relates best to the colors in the R. J. Corman color palette. Silver metallic inks, silver foils and silver-like metals and vinyls are preferred over gold or bronze colors. Metallic silver thread may also be used when embroidering products such as shirts or hats. It is appropriate to use silver in a location where you would ordinarily use Cool Grey 1.

PRIMARY COLOR PAIRING STANDARDS

There are four primary color pairings that are used when creating products for the company. Those color pairings are shown below. If you have questions about the acceptability of an alternate color pairing, please contact the Graphic Arts Department.

When printing the R. J. Corman logo on documents using the Microsoft Office Suite, the preferred red color is R230. One exception to this rule is if you are printing material from a black and white printer, in this situation the logo color should be black.

Red on White



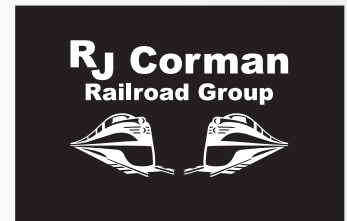
Red on Cool Grey



White on Red



White on Black



When logos appear on yellow equipment, they should appear in the black and white format shown below.

Graphic Boom with Shadow



Horizontal Badge



Vertical Badge



COLOR TREATMENTS TO AVOID

The following are color treatments to avoid when using R. J. Corman company logos.



Colors other than red, white or black should not be used.



Using various levels of transparency should be avoided.



Shades of pink or orange-red should not be used.



The red R. J. Corman logo should not appear on a black background.