



BRAND GUIDE

2021

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How to **USE THIS GUIDE**

This brand guide has been developed for use by TRANSCAERSM. This guide may also be used for approved vendors, organizations, and third-parties who require guidance when applying aspects of the TRANSCAER brand to materials not developed by TRANSCAER. This comprehensive set of visual brand guidelines is important for authorized entities utilizing the TRANSCAER brand and must be followed in order to put forth a strong, consistent and professional identity.

Special circumstances may allow for deviation from this guide; such instances must be reviewed on a case-by-case basis. For questions regarding the use and/or content contained herein, please contact the marketing department at marketing@chemtrec.com.

The visual standards outlined in this guide are designed to accommodate both print and digital applications. Visit the Marketing Materials section to view examples.

STRENGTH

The power of a visual brand is often rooted in the strategic positioning set forth by an organization. It is of vital importance to recognize the strength infused within the individual brand elements and how they work together as a whole. When the brand is applied effectively, the TRANSCAER brand becomes more recognized and more brand awareness is generated.

CONSISTENCY

Because of the nature of its work, TRANSCAER materials will be seen by an array of audiences. The public and professional personality of TRANSCAER, created by the continuous use of brand elements, must be consistent at all levels, from internal communications to public-facing press releases.

The standards set forth in this guide are to be used for all TRANSCAER materials whenever possible. Any materials that do not carry this consistent look and feel will contribute to the dilution of TRANSCAER’s general tone and message. Recognition of the brand by audiences is integral to enhancing the TRANSCAER brand, lending credibility to both tone and message.

About **THE BRAND**

TRANSCAER'S VISION

The TRANSCAERSM Vision is to be recognized by emergency responders, industry, government and others as a leader in training on hazardous materials transportation incidents.

TRANSCAER'S CHARACTER

TRANSCAER engages with emergency responders, shippers, carriers, industry leaders, industry associations, ACC members, and the government to educate and assist communities near major transportation routes about hazardous materials, and promote safe transportation and handling of hazardous materials.

These interactions, and TRANSCAER's brand personality, are illustrated by a series of traits which make up TRANSCAER's character in messaging and visualization:

- Clean
- Smart
- Modern
- Innovative
- Responsible
- Responsive
- Informed
- Connected
- Accessible

TAGLINES

Taglines (slogans or message lines) can be used to convey a concise, appealing message about TRANSCAER. Using taglines on collateral materials can help to strengthen campaigns for both the public and internally within TRANSCAER. Below is the approved TRANSCAER tagline:

“Assisting communities and preparing responders for hazmat incidents.”

In order to create another tagline, departments should engage with the marketing team as a “first stop” when drafting message content.

TRANSCAER'S ELEMENTS

The visual elements contained in this guide are designed to embody the TRANSCAER character. There is an underlying brightness and minimalism to many of the elements, fostering a presentation of TRANSCAER that is consistent with the brand adjectives.

- Colors
- Logos
- Graphics
- Typography
- Photography
- Marketing Material

These brand elements should also be included on all materials when appropriate:

- TRANSCAER logo
- Website URL

How to **APPLY THE BRAND**

In order to assist TRANSCAER staff in meeting core goals and objectives, as well as to communicate pertinent information to the public, visual communication tools are created internally and through approved third-party vendors. It is imperative that items such as handouts, brochures, presentations, fact sheets, one pagers and trade show displays represent TRANSCAER and convey the TRANSCAER brand by using the tools and resources found in TRANSCAER’s Brand Guidelines. As a general rule, all TRANSCAER marketing and collateral materials should be TRANSCAER branded. This means they should contain TRANSCAER fonts, colors, image styles, graphics, and logo standards.

There are instances in which a campaign or group may create materials outside of the standard TRANSCAER brand. To find out if your materials meet the standard criteria, please contact the marketing team for review and approval prior to use.

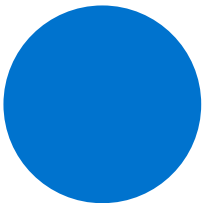
TRANSCAER’s marketing team should be consulted when creating new collateral or trade show materials, including booths and displays, in order to ensure TRANSCAER’s brand guidelines have been appropriately applied. Additionally, materials should be shared with the marketing team after development so that they may be made available to other TRANSCAER staff.

COLORS

The TRANSCAER color palette is designed to enhance the overall visual identity of the brand. The hues are bright, sophisticated and chosen to work well together. The palette provides a guide not only for creating aesthetically pleasing materials, but also for bolstering the familiarity of materials and making them easily recognizable as part of the TRANSCAER family.

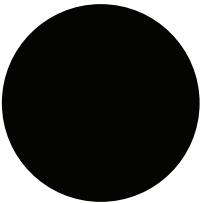
PRIMARY PALETTE

TRANSCAER’s brand colors, blue and black, should be the first choice when creating TRANSCAER materials. They work well together and help form the core visual identity for the TRANSCAER brand. TRANSCAER white may also be used with TRANSCAER blue and TRANSCAER black.



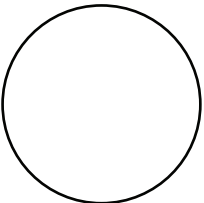
TRANSCAER Logo Blue:

PMS 285 C
R: 0 G: 113 B: 206
C: 91% M: 53% Y: 0% K: 0%
HEX: 0071CE



TRANSCAER Logo Black:

PMS Black
R: 35 G: 31 B: 32
C: 0% M: 0% Y: 0% K: 100%
HEX: 231F20



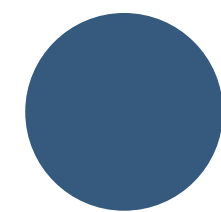
TRANSCAER Logo White:

PMS White 11-0601 TPX Bright White
R: 255 G: 255 B: 255
No CMYK Available
HEX: FFFFFFFF

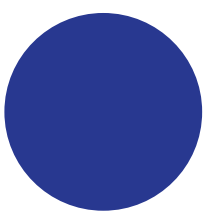
SECONDARY COLORS

SECONDARY PALETTE

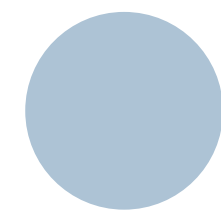
To provide more design flexibility and increase the visual appeal of the brand, these secondary colors have been chosen for their complementary qualities. The use of secondary colors is highly recommended to enhance the brightness and friendliness of layouts.



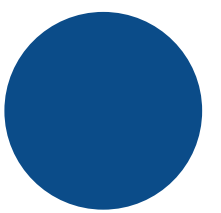
BLUE 1: PMS 294
R: 55 G: 90 B: 125
C: 85% M: 63% Y: 31% K: 12%
HEX: 375A7D



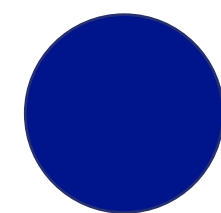
BLUE 4: PMS 2728
R: 43 G: 57 B: 144
C: 100% M: 95% Y: 5% K: 0%
HEX: 283990



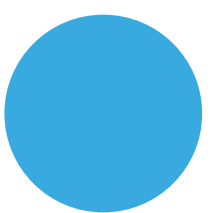
BLUE 2: PMS 544
R: 173 G: 196 B: 214
C: 31% M: 15% Y: 9% K: 0%
HEX: ADC4D6



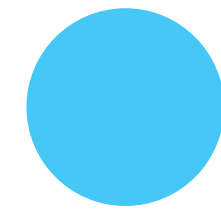
BLUE 5: PMS 2145
R: 16 G: 75 B: 137
C: 100% M: 79% Y: 18% K: 4%
HEX: 104889



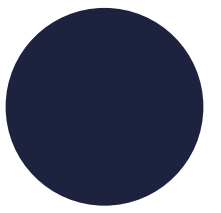
BLUE 3: PMS 2738
R: 41 G: 49 B: 113
C: 100% M: 95% Y: 24% K: 13%
HEX: 293171



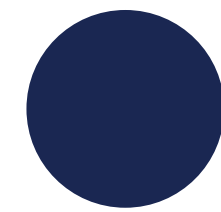
BLUE 6: PMS 292 C
R: 57 G: 170 B: 224
C: 68% M: 16% Y: 0% K: 0%
HEX: 39AAE0



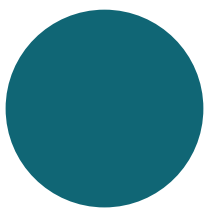
BLUE 7: PMS 305 C
R: 69 G: 200 B: 245
C: 59% M: 0% Y: 0% K: 0%
HEX: 45C8F5



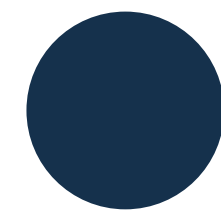
DARK BLUE 3: PMS 532
R: 32 G: 36 B: 63
C: 90% M: 84% Y: 46% K: 51%
HEX: 20243F



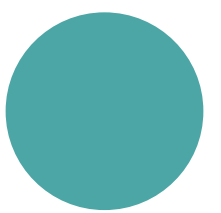
BLUE 8: PMS 2756
R: 26 G: 39 B: 82
C: 100% M: 91% Y: 38% K: 35%
HEX: 1A2752



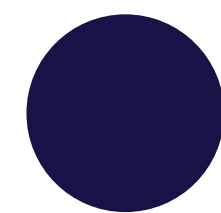
GREEN 1: PMS 322
R: 4 G: 102 B: 117
C: 91% M: 47% Y: 43% K: 16%
HEX: 046675



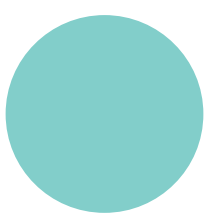
DARK BLUE 1: PMS 2766
R: 25 G: 50 B: 77
C: 95% M: 78% Y: 44% K: 41%
HEX: 082154



GREEN 2: PMS 7465
R: 79 G: 165 B: 166
C: 68% M: 17% Y: 36% K: 0%
HEX: 4FA5A6

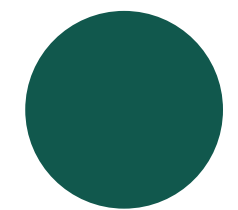
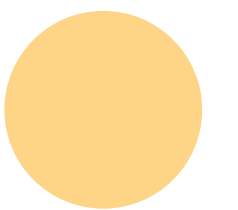
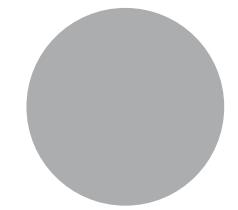
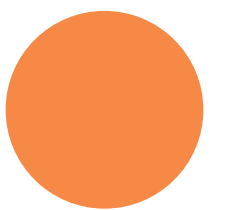
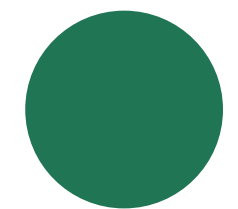
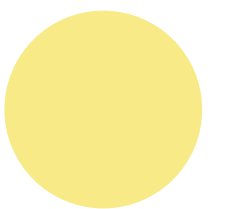
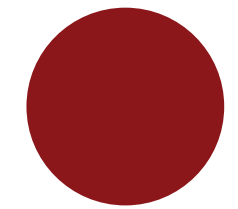
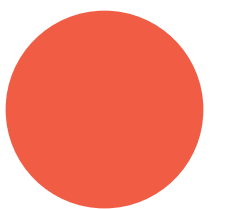
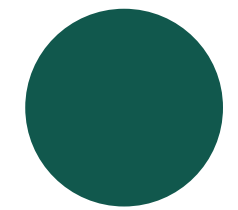
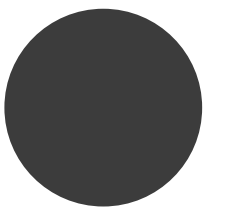
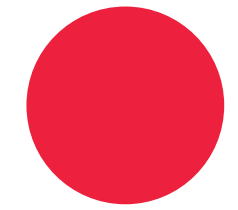
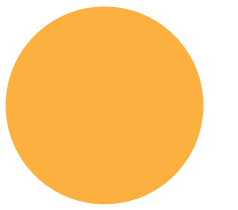
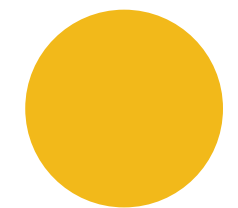
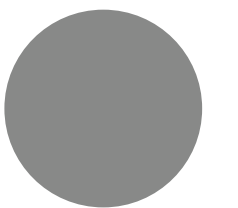
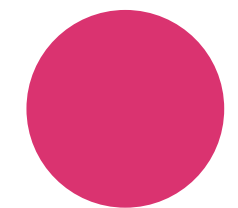


DARK BLUE 2: PMS 2757
R: 6 G: 13 B: 73
C: 100% M: 98% Y: 32% K: 46%
HEX: 060D49



GREEN 3: PMS 571
R: 130 G: 207 B: 202
C: 47% M: 0% Y: 24% K: 0%
HEX: 82CFCA

SECONDARY COLORS

	GREEN 4: PMS 553 R: 19 G: 88 B: 77 C: 88% M: 43% Y: 67% K: 34% HEX: 13584D		YELLOW 2: PMS 7403 R: 255 G: 212 B: 136 C: 0% M: 17% Y: 54% K: 0% HEX: FFD488		GRAY 3: PMS Cool Gray 6 R: 172 G: 173 B: 176 C: 34% M: 27% Y: 26% K: 0% HEX: ACADB0		ORANGE 1: PMS 1575 R: 255 G: 138 B: 66 C: 0% M: 56% Y: 80% K: 0% HEX: FF8A42
	GREEN 5: PMS 7740 R: 35 G: 118 B: 84 C: 84% M: 31% Y: 77% K: 18% HEX: 237654		YELLOW 3: PMS 2002 R: 249 G: 232 B: 132 C: 3% M: 4% Y: 59% K: 0% HEX: F9E884		RED 1: PMS 188 R: 140 G: 24 B: 27 C: 27% M: 100% Y: 100% K: 31% HEX: 8C181B		ORANGE 2: PMS 2026 R: 255 G: 91 B: 66 C: 0% M: 79% Y: 76% K: 0% HEX: FF5B42
	GREEN 6: PMS 361 R: 70 G: 171 B: 108 C: 73% M: 8% Y: 77% K: 0% HEX: 46AB6C		GRAY 1: PMS 5395 R: 61 G: 61 B: 61 C: 68% M: 61% Y: 60% K: 50% HEX: 3D3D3D		RED 2: PMS Red 032 R: 238 G: 34 B: 61 C: 0% M: 98% Y: 78% K: 0% HEX: EE223D		ORANGE 3: PMS 1375 R: 251 G: 176 B: 64 C: 0% M: 35% Y: 85% K: 0% HEX: FBB040
	YELLOW 1: PMS 109 R: 241 G: 184 B: 28 C: 5% M: 28% Y: 100% K: 0% HEX: F1B81C		GRAY 2: PMS Cool Gray 9 R: 136 G: 136 B: 136 C: 49% M: 40% Y: 41% K: 5% HEX: 888888		RED 3: PMS 205 R: 217 G: 55 B: 112 C: 10% M: 93% Y: 34% K: 0% HEX: D93770		

COLORS

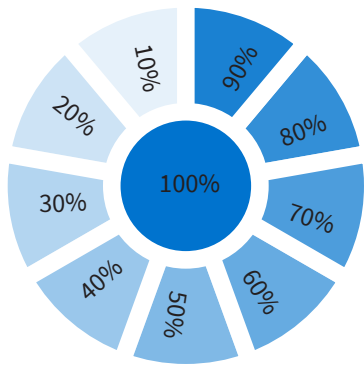
VALUES

All printed materials should be either PANTONE® spot-colors (coated or uncoated, as designated by the paper type used in printing) or their CMYK equivalent. For online and digital materials, use the RGB or HEX values.

TINTS

Many of the colors in the primary and secondary palettes lend themselves to various tints. Tints can be used in conduction with their respective full-tint colors. They should never be used without the full-color nearby. The color tints may range from 100 percent opacity (full-tint) to 10 percent.

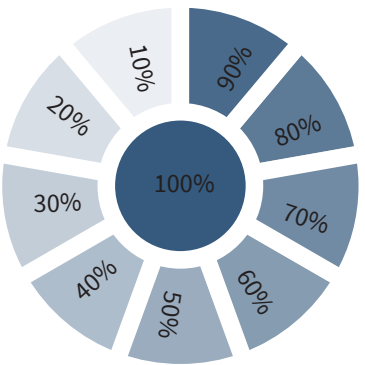
TRANSCAER LOGO BLUE



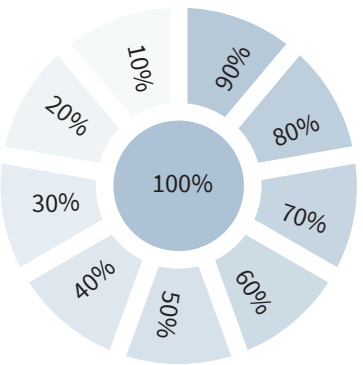
TRANSCAER LOGO BLACK



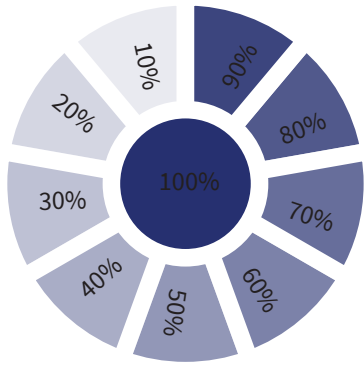
BLUE 1



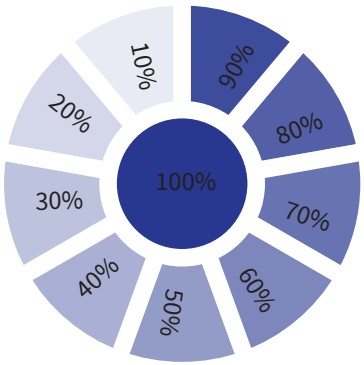
BLUE 2



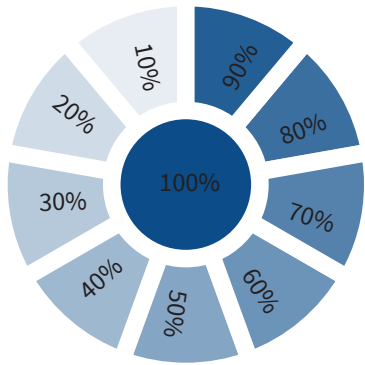
BLUE 3



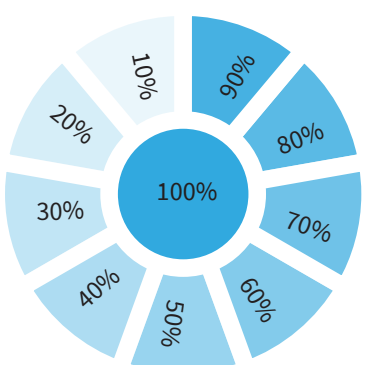
BLUE 4



BLUE 5

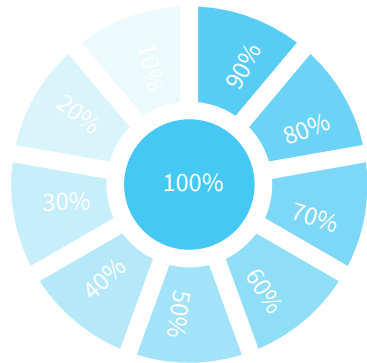


BLUE 6



COLORS

BLUE 7



BLUE 8



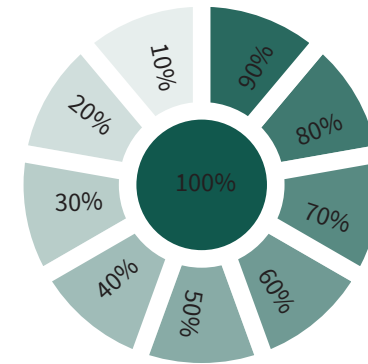
DARK BLUE 1



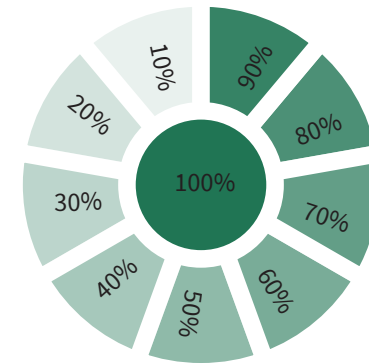
DARK BLUE 2



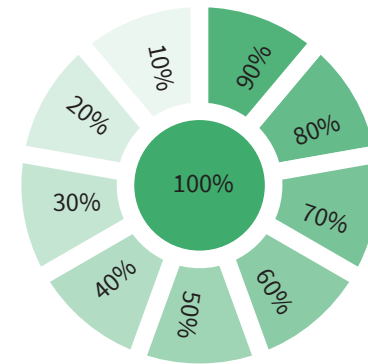
GREEN 4



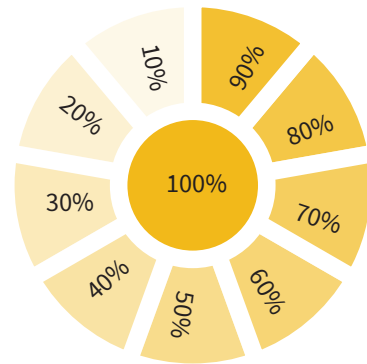
GREEN 5



GREEN 6



YELLOW 1



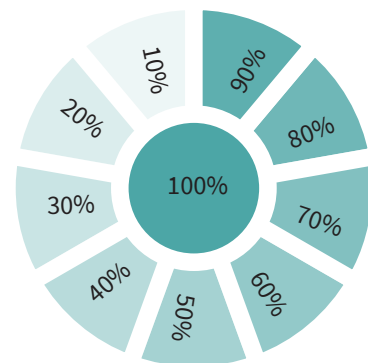
DARK BLUE 3



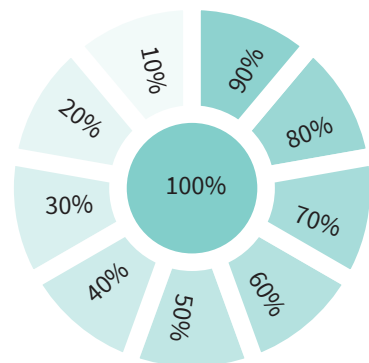
GREEN 1



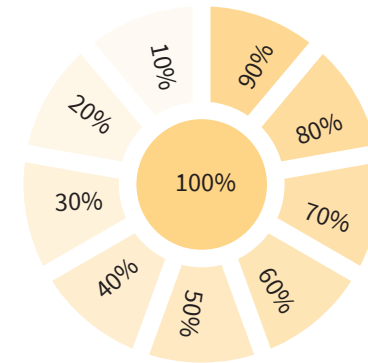
GREEN 2



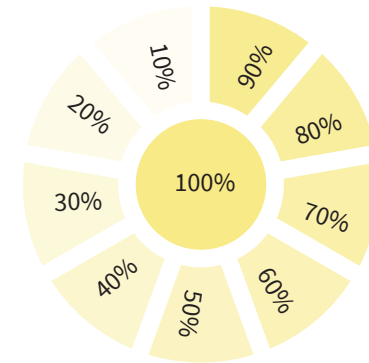
GREEN 3



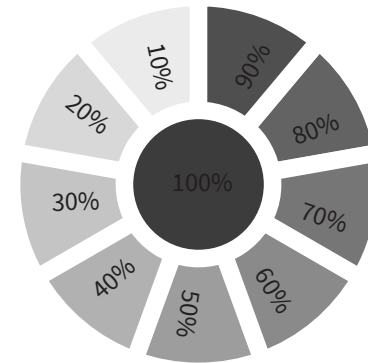
YELLOW 2



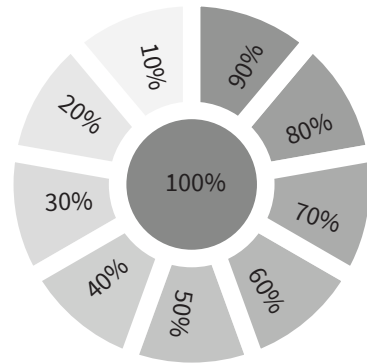
YELLOW 3



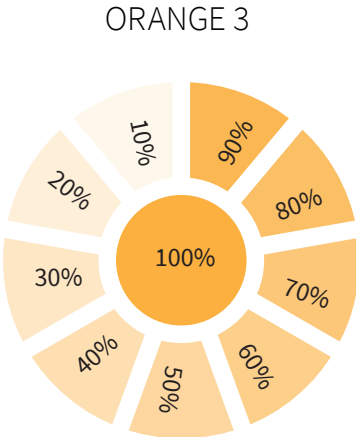
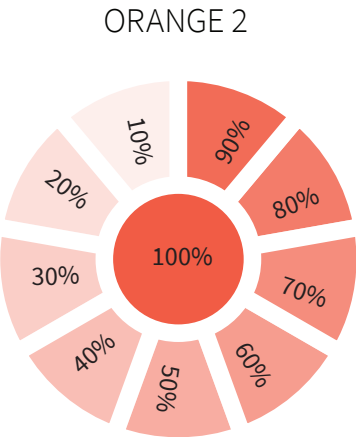
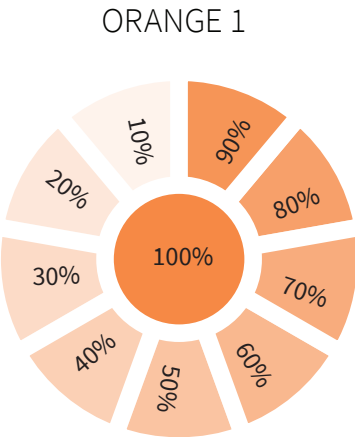
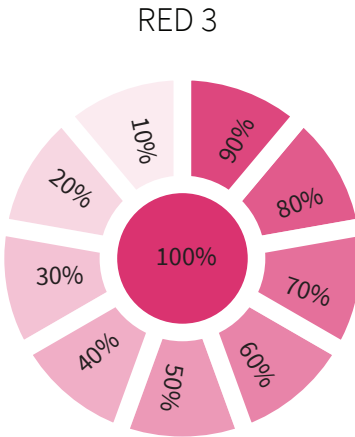
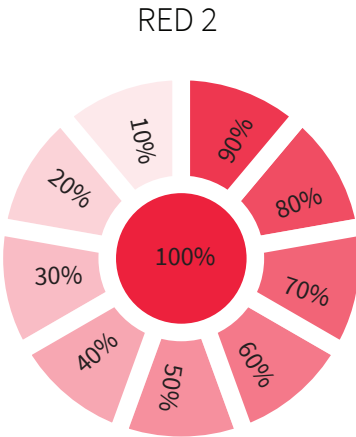
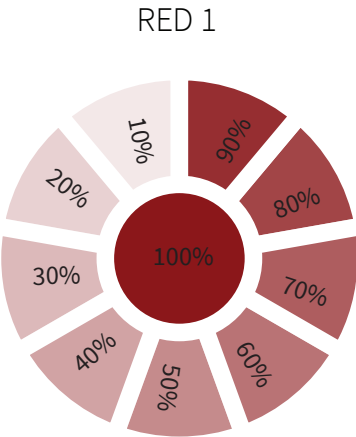
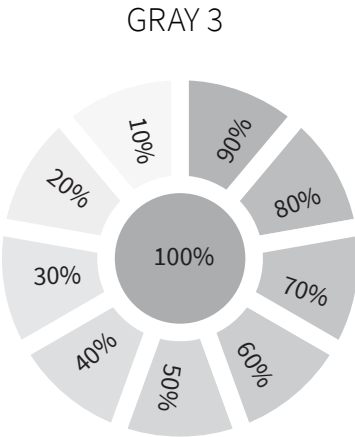
GRAY 1



GRAY 2



COLORS



LOGOS

TRANSCAER LOGO

There are primary and secondary logos of TRANSCAER. The logos should never be altered in any way from the approved versions as printed herein.

LOGO COMPONENTS

When the TRANSCAER logo appears on materials other than routine business collateral, it is recommended that other brand elements be included (e.g. graphic elements, colors).

The TRANSCAER logo should always appear with the service mark (SM). On the primary TRANSCAER logo the service mark should be on the bottom right side of the circular TRANSCAER logo. On the secondary TRANSCAER logos the mark should be above the last R of the word “TRANSCAER”. This service mark should scale appropriately with the logo and the logo should never appear with the mark altered or omitted.

STANDARD USE

The logo should always appear in its entirety and without distortion. Never use a different typeface to recreate the logo type. Always reproduce the logo from artwork provided by TRANSCAER.

OWNERSHIP

All service marks (including the TRANSCAER logo) contained herein are the property of TRANSCAER, which retains all rights and ownership in the service marks. The service marks cannot be used other than in accordance with the terms and conditions set forth in this guide. TRANSCAER reserves the right to alter the terms and conditions for use of the service marks based on TRANSCAER’s sole discretion but will notify and consult with all relevant parties in any such circumstance. Use of the service marks by any entity other than the specific entity approved by TRANSCAER is prohibited.

LOGOS

TRANSCAER PRIMARY LOGO

The TRANSCAER circular logo is the primary logo and should be used whenever possible.

TRANSCAER Logo in Two Colors



TRANSCAER Logo in Black Color



TRANSCAER Logo in Blue Color



The TRANSCAER primary and secondary logos are also available in white.

TRANSCAER SECONDARY LOGOS

The secondary logo is a simplified version of the primary logo. Use one of these logos when the space is limited in the design and details in the circular logo would get lost.

TRANSCAER Logo without Tagline



TRANSCAER Logo without Tagline in Box



TRANSCAER Logo with Tagline



TRANSCAER Logo with Tagline in Box



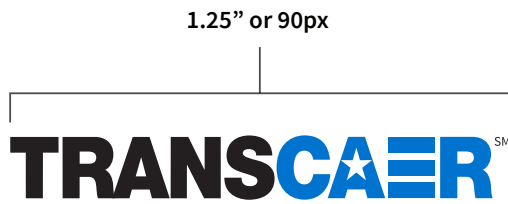
LOGOS

HOW TO APPLY THE TRANSCAER SECONDARY LOGO



MINIMUM SIZE

Do not reproduce the logo smaller than 1.25 inches or 90 pixels wide. This minimum size is determined by the distance between the left side of the T and the right side of the registration symbol. The logo type should always retain the same size ratio to the identity statement.



CLEAR SPACE

To ensure visual integrity of the logo, a relative amount of clear space should surround the logo on all sides. The amount of clear space can be easily determined by using elements of the logo itself, so that it changes according to the relative size of the logo. Never reduce the amount of clear space beyond this minimum.

The appropriate amount of clear space can be determined as x, which is the height of the T. If you increase the size of the logo then you must increase the size of the clear space accordingly.



COLOR

The TRANSCAER logo is designed to be reproduced in full- color. The logo colors are blue, black, and white. The color information for each logo is below:



Black and Blue Logo

Black color

Pantone Black
HEX: 231F20

R: 35 G: 31 B: 32
C: 0% M: 0% Y: 0% K: 100%

Blue color

Pantone 285 C
HEX: 0071CE

R: 0 G: 113 B: 206
C: 91% M: 53% Y: 0% K: 0%



White and Blue Logo

White color

Pantone White 11-0601 TPX
HEX: FFFFFFFF

R: 255 G: 255 B: 255
No CMYK Available

Blue color

Pantone 285 C
HEX: 0071CE

R: 0 G: 113 B: 206
C: 91% M: 53% Y: 0% K: 0%



Black Logo

Black color

Pantone Black
HEX: 231F20

R: 35 G: 31 B: 32
C: 0% M: 0% Y: 0% K: 100%



Blue Logo

Blue color

Pantone 285 C
HEX: 0071CE

R: 0 G: 113 B: 206
C: 91% M: 53% Y: 0% K: 0%

LOGOS

HOW NOT TO APPLY CHEMTREC LOGO



DO NOT use any colors other than the TRANSCAER brand blue, black, and white.



DO NOT incorporate other art into the logo.



DO NOT use the logo on a complex background.



DO NOT change the typeface of the logo text.



DO NOT distort the logo in any way.



DO NOT apply a drop shadow to the logo.

ACC®, TRANSCAER® AND CHEMTREC® PROGRAM LOGOS

In an effort to provide maximum value, there may be specific opportunities that call for a more refined and highly focused approach. Such efforts, although supported through the current brand scheme, likely are focused on an audience much narrower than the primary brand accommodates. Although preference should always be given to the TRANSCAER primary brand, separate or additional identities must include transparency; including the relationship to TRANSCAER.



The American Chemistry Council (ACC) represents a diverse set of companies engaged in the business of chemistry.



Responsible Care® is the chemical manufacturing industry's environmental, health, safety and security performance initiative.



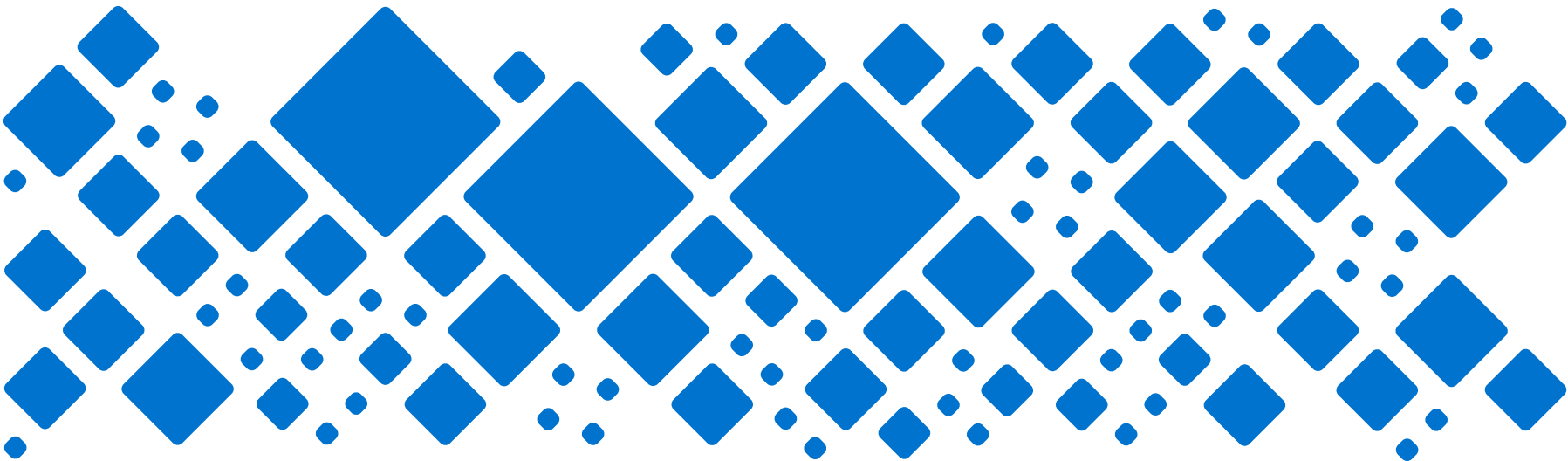
CHEMTREC is the definitive resource and solutions provider for hazardous materials and dangerous goods response.

GRAPHICS

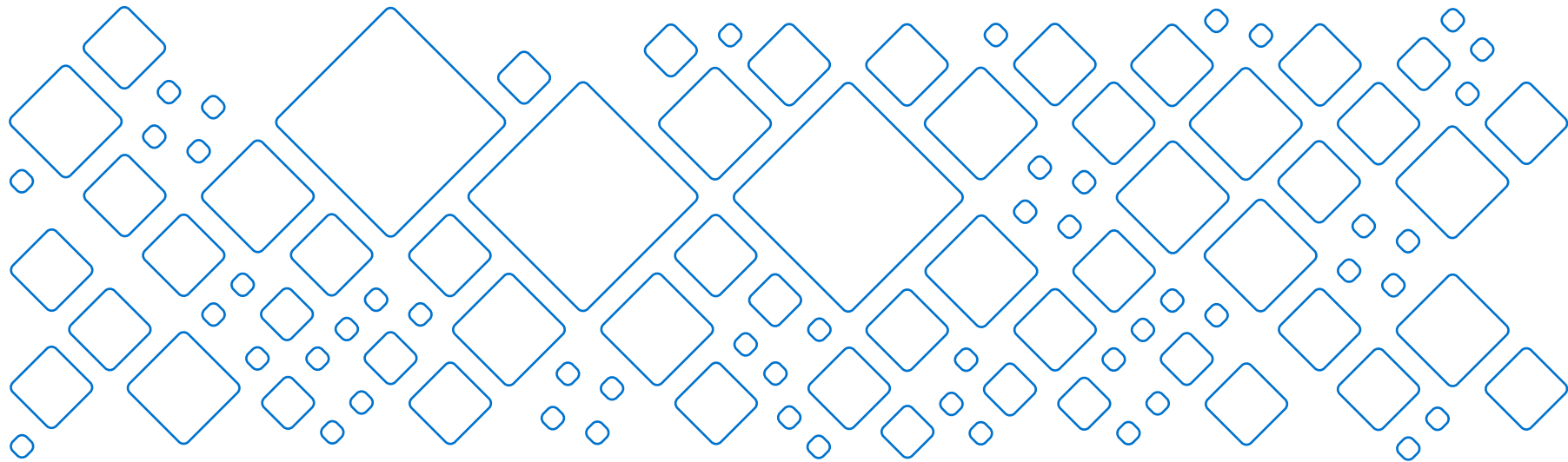
In addition to the typography and photography, the TRANSCAER brand utilizes graphic elements to enhance the visual appeal of materials and to further increase the recognizability of the TRANSCAER brand.

In particular, TRANSCAER has employed the symbol of the “diamond placard” as a prominent graphic element. The diamond shape is recognized in the transportation industry for its association with hazmat material placards that are used when shipping hazardous materials cargo and dangerous goods. There are a variety of templates available for download in the online version of the TRANSCAER Brand Guide.

DIAMOND PLACARD - FULL



DIAMOND PLACARD - OUTLINE



USING THE DIAMOND PLACARD GRAPHIC

The diamond placard graphic should not be altered below a width of 1/8th of an inch or below a height of 1/8th of an inch. The graphic should not be distorted in any way. The graphic should only be displayed in TRANSCAER’s approved primary and secondary colors. The opacity of the graphic should not be displayed below 10%. The graphic can be placed behind text and photos if the opacity is between 10% and 60%.

TYPOGRAPHY

PRIMARY TYPEFACES FOR DESIGNERS

Whenever possible these five fonts should be used as core elements of the TRANSCAERSM brand. Typefaces are chosen for their legibility, personality and availability.

Source Sans Pro should be used for headline/subhead/text.

Merriweather can be used occasionally for accent and title text where appropriate.

Roboto, Univers and Helvetica Neue can be used for web and digital media marketing materials.

SUBHEADS & TEXT

The Source Sans Pro font family is the approved typeface for all headlines, taglines, body text, captions and subheads. Source Sans Pro has been chosen for its friendliness, modern style and contrast in legibility. Source Sans Pro is an open source Google Font and has a number of weights available to assist with variances in design in both print and digital formats.

ACCENT

The Merriweather font family can be used where there is a need for a larger-sized flourished or accent typeface and should be used where appropriate.

Source Sans Pro

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

Merriweather

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

TYPOGRAPHY

Roboto

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The five boxing wizards jump quickly

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The five boxing wizards jump quickly
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The five boxing wizards jump quickly
The five boxing wizards jump quickly

Univers LT Pro

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

Univers LT Std

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

Helvetica Neue

The five boxing wizards jump quickly
The five boxing wizards jump quickly

The five boxing wizards jump quickly
The five boxing wizards jump quickly

TYPOGRAPHY

ADDITIONAL FONTS

If Source Sans Pro is unavailable, the Calibri type family (or Arial, if Calibri is not available) should be used instead of Source Sans Pro throughout all online or digital projects including Powerpoint, Microsoft Word, Excel, websites, and HTML emails.

- | | |
|-----------------------------------|---------------------------------|
| Calibri Regular | Arial Regular |
| <i>Calibri Italic</i> | <i>Arial Italic</i> |
| Calibri Bold | Arial Bold |
| <i>Calibri Bold Italic</i> | <i>Arial Bold Italic</i> |

PHOTOGRAPHY

Positive, light, colorful images help convey a sense of optimism and hope and are recommended. TRANSCAER’s marketing team has collected a library of approved images that are available in the online version of the TRANSCAER Brand Guide, which can be found in the marketing Brand Guide folder on SharePoint. These images accurately portray the desired tone, subject and message of ideal TRANSCAER photography.

IMAGES TO AVOID

Do not use images which contain negative subject matter, portray states of emergency or show harmful effects to either people or the environment. Do not use dark, monotone or irrelevant images. Do not use images which include specific services or the brands/logos of other companies unless relevant to the communication or article. Do not use comical or typical “stock-looking” photography.

BACKGROUND IMAGES

Background images are a great way to bring color and vibrancy to a layout. However, use caution when using images in the background, as several factors need to be addressed in order to retain legibility and visual cleanliness.

DARK OVERLAY

First, make sure your image contains minimal visual components, it is cropped appropriately, and the text/graphics will not be covering faces or other important elements of the composition.

Once you are sure the image is appropriate for a background, a dark overlay of 40-60% black may be applied to the image. This will ensure that light or white elements layered overtop the image are visible. The exact percentage of black overlay is dependent on the tone and quality of background image used.

PHOTOGRAPHY

COLOR OVERLAY

Just like the dark overlay, color may be used to soften or mute a background image so that other elements may be layered on top. This is a great technique for adding both TRANSCAER brand colors and TRANSCAER brand photography to a layout. Again, be cautious when choosing a photo to apply a color overlay. The less busy the better. A proper color overlay uses an TRANSCAER brand color at 50-75% opacity.

MARKETING MATERIALS

E-MAIL SIGNATURE

The email signature block promotes the TRANSCAER brand and also reinforces staff professionalism. It is important that all TRANSCAER signatures maintain a consistent look, including those sent via mobile device and tablets. TRANSCAER’s standard email signature template is required for all external email communications. TRANSCAER staff are responsible for creation of email signatures in adherence to this policy.

All TRANSCAER signatures are to be in Calibri font, 10 pt, black color only. Arial is an acceptable substitute if Calibri is not available on your mobile device or tablet. Excluding approved social media icons, the email signature should not include any logos, slogans, quotes, or any other graphics. You are required to include your cell phone number in the email signature block **ONLY** if you receive a monthly mobile device stipend, or if you use an ACC-provided mobile device.

Below is a standard e-mail signature template:

Your Name
Your Title
TRANSCAERSM | CHEMTREC[®] | American Chemistry Council
2900 Fairview Park Drive | Falls Church, VA | 22042-4513
Office: Phone Number | Cell: Phone Number (If applicable)
Email Address | www.transcaer.com | www.chemtrec.com
Social media links (optional)

TRANSCAER realizes that some departments may need to promote upcoming conferences and/or travel. In this case, the same font, size, and color must be used. It should be displayed under the social media icons and should not exceed more than 2 lines.

MARKETING MATERIALS

TRANSCAER BUSINESS CARDS

TRANSCAER’s business cards are designed to be consistent with our brand guide to ensure a cohesive look and feel throughout all TRANSCAER business correspondence. TRANSCAER has two templates for all business cards. Logos and taglines are not to be added to this template without express permission from the marketing team. The template can be found in the online version of our brand guide.

PAPER TYPE

Printed materials representing the TRANSCAER brand should be printed on either 100 pound cover or 100 pound text weight paper whenever available. The coating on printed materials should be satin aqueous whenever available. If budget constraints or availability prevent such paper or coatings to be used, the nearest substitutes are allowable.

TRANSCAER LETTERHEAD

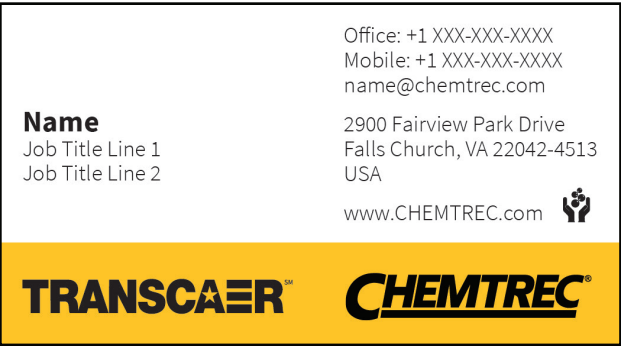
The TRANSCAER-approved letterhead is a great resource for internal and external business correspondence. There are two standard templates and they both have the TRANSCAER logo at the top left, and the address and website at the top right of the document.

The brand graphics are also incorporated in the template at the bottom right of the page.

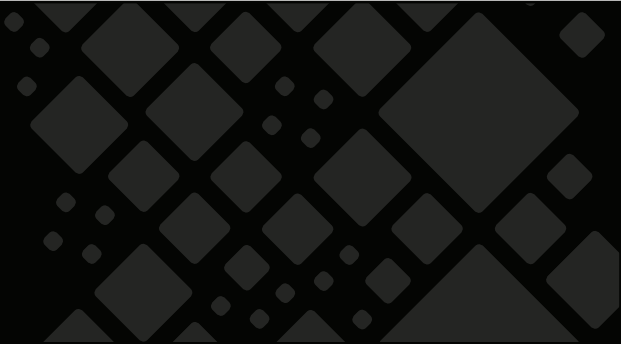
The templates should not be modified. The TRANSCAER Letterhead can be downloaded in the online version of the TRANSCAER Brand Guide.

TRANSCAER BUSINESS CARDS - Employee

FRONT



BACK

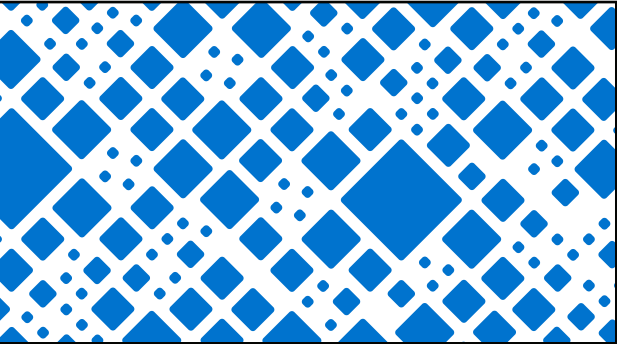


TRANSCAER BUSINESS CARDS - Coordinator

FRONT



BACK





Name Goes Here

Job Title Line 1

Job Title Line 2

Office: +1 XXX.XXX.XXXX

Mobile: +1 XXX.XXX.XXXX

name@CHEMTREC.com

2900 Fairview Park Drive

Falls Church, VA 22042-4513

USA

www.TRANSCAER.com

Date

To Name

Address 1

Address 2

Dear To:

This is the body text of your letterhead. All text is typeset in 11 pt. Source Sans Pro Light with a line spacing of exactly 14 pts. All body text is set flush-left, ragged-right. Avoid hyphenation. Only include one space after periods – do not double-space.

For new paragraphs, hit one hard line return. Continue typing your letter in 11 pt. Source Sans Pro Light with a line spacing of exactly 14 pts. All body text is set flush-left, ragged-right. Avoid hyphenation. Only include one space after periods – do not double-space.

For new paragraphs, hit one hard line return. Continue typing your letter in 11 pt. Source Sans Pro Light with a line spacing of exactly 14 pts. All body text is set flush-left, ragged-right. Avoid hyphenation. Only include one space after periods – do not double-space.

For new paragraphs, hit one hard line return. Continue typing your letter in 11 pt. Source Sans Pro Light with a line spacing of exactly 14 pts. All body text is set flush-left, ragged-right. Avoid hyphenation. Only include one space after periods – do not double-space.

When you have completed your letter, use a complimentary close and conclude it with a comma. Insert enough space for your signature (electronic or actual) and then spell out your formal name.

With best regards,

Your name goes here

www.TRANSCAER.com

2900 Fairview Park Drive, Falls Church, VA 22042-4513 • 1-703-741-5524 • transcaer@chemtrec.com