



# **Section X**

# **Standards**

Revised: February 18, 2014

**X. STANDARDS**

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## AGENT STANDARDS

**Agent Communication Standards** – National Van Lines Agent Communication Standards are designed to ensure that all customer needs and expectations are met. If not, they will ensure that any problems are resolved. The goal is to promote repeat business by exceeding customer expectations.

- Call Customer Prior to Packing - The booking agent must call the customer 24 to 48 hours prior to packing to advise of the packing crew's estimated time of arrival.
- Call Customer Prior to Loading/Delivery – The booking agent of a self-haul shipment must call the customer no later than 4:00 p.m. on the business day (Monday thru Friday) prior to pickup/delivery to advise of the driver's estimated time of arrival. (As it relates to deliveries, this standard applies only on shipments delivering direct to residence.)
- Post Delivery Follow-up - The booking agent must call the customer within three (3) days after delivery.
- Telephone Communications - Agency personnel must:
  - Answer the phone within three rings.
  - Retrieve messages at least three times a day.
  - Whenever leaving their desks, advise whoever will be answering the phone when they expect to return.
  - Return phone calls during the same business day.
- E-mail Communications - Agency personnel must:
  - Retrieve messages at least three times a day.
  - Reply to e-mail requests within 24 hours.
- Cell Phone Communications – Cell phones have become an important part of the sales process. Striving to make a good impression on the customer as well as the general public, sales people should:
  - Always leave their cell phones in the car when going into a customer's residence for a survey or office for an account call. Exceptions can be made when absolutely necessary, but the sales person should make the customer aware of the possibility of an incoming call.
  - Cell phones should be kept on vibrate.
  - Make smart choices when selecting ring tones.

**Agent Equipment Standards** - National Van Lines Agent Equipment Standards are designed to ensure that all equipment complies with DOT regulations and is properly maintained and equipped for National Van Lines service. The goal is to provide a consistently positive image of National Van Lines and its agency family to the public by ensuring that our best form of advertising – our equipment – is clean and non-offensive.

- Inspection Frequency - All vehicles qualified in National Van Lines service must be inspected at least four times per year — specifically, in January, April, July and October. All inspections must be performed by facilities and mechanics that have been certified by National Van Lines.
- Appearance - All vehicles qualified in National Van Lines service must be cleaned inside and out on a regular basis and appearance must be at acceptable levels at all times (Weather permitting).
- Visual Display - All vehicles qualified in National Van Lines service must be free of graphic and/or written displays which are obscene, suggestive, and/or offensive to the public; for example, mud flaps with naked women, graffiti, C.B. handles, etc. are not acceptable.
- Graphic Standards - All vehicles qualified to perform any National Van Lines service must meet National Van Lines Graphic Standards within 180 days of being qualified with National Van Lines. This standard applies to all vehicles handling first, second, and third proviso shipments. It encompasses all interstate and National Van Lines registered intra-state activity, including APU's, origin and destination storage, shuttle, and new products shipments.
  - All vehicles operating in National Van Lines committed fleet must conform to current vehicle paint specifications.
  - Local vehicles that are not typically registered with National Van Lines — such as packing vans, packing trucks, or straight trucks — must conform to all paint specifications.
  - All information reflecting an affiliation to National Van Lines — including logos, National Van Lines vehicle identification numbers, etc. — must be removed from any other unit not qualified with National Van Lines and not painted to specifications. Specifically, all National Van Lines identification must be removed from any unit that does not conform completely to the aforementioned graphic standards.

**Agent Facility Standards** – National Van Lines Agent Facility Standards are designed to maintain a positive image of National Van Lines and its agency family and to provide safe, secure storage which will ensure shipment integrity.

- Clearly Identified as a National Van Lines Agent - All agencies must be identified as an Agent for National Van Lines within 180 days of becoming an agent. Identification must be a sign that is no smaller than 4' x 6', or in compliance with local ordinances.

- Conditions of Roof - The roof(s) of an agent's warehouse facility(s) must be in acceptable condition and free of leaks, as determined by safety engineer's inspection.
- Debris Isolated and Located in Designated Area & Overall Appearance - Yard and dock areas must be free of debris.
- Area Clear of "Junk" Vehicles and Equipment - Yard and dock areas must be cleared of "junk" vehicles and equipment.
- Condition of Storage Containers - All storage containers must be structurally sound and damage free.
- Household Goods Separated from Contaminating Materials - National Van Lines agents must remove all contaminating materials from the general area of household goods storage.
- Storage Lots Located Inside Warehouse - National Van Lines agents are not allowed to store household goods in any place other than inside a National Van Lines-approved storage facility. (This does not apply to vehicles or boats).
- Sprinkler System/Fire Alarm System - All National Van Lines agents must have either a sprinkler system or a fire alarm system to guard against loss or damage to household goods stored in their warehouse.
- General Fire Hazards - All National Van Lines agents must take steps to ensure that their facilities are free of fire hazards. This includes (but is not limited to) keeping the facility's heating/cooling system area free of debris and flammable materials, ensuring that electrical wiring and lighting are in good order, having regular inspections by the Fire Department and/or insurance carrier, and not keeping flammables in or around the facility.
- Facility Secure from Theft - All National Van Lines agent facilities must be secure from theft.
- Insect/Rodent Control - All National Van Lines agents must have their facilities inspected and serviced on a regular basis.

**Agent Process Standards** – National Van Lines Agent Process Standards are designed to ensure that our customers are provided with an accurate cost for the services which we have agreed to provide and to obtain the customer's authorization for these services. This will ensure customer satisfaction and promote better utilization of equipment. These standards will also promote a system-wide commitment by all agents to service our customer's needs.

- Revision to the Estimate/Order for Service - Agents must obtain customer authorization for any changes to estimates (binding and non-binding) prior to loading.
- Pricing Accuracy - Agents must carefully document all services--items not-to-go, bulky items, third-party, SIT, shuttle services, etc.--and must obtain customer's signed

approval prior to loading. Agents also must make sure that all paperwork — including the estimate — is provided to the driver on or before the day of loading.

- Packing Accuracy - Agents must use an appropriate number of cartons necessary to achieve ideal density while affording maximum damage protection (no balloon-packing).
- Military Paperwork-DD1850 Form - The driver/delivering agent must present the DD1850 form to the military transferee, obtain the member's signature, and return appropriate copies to the Domestic Military Department.
- Hours of Operation - Agencies must open on Saturdays at the request of the Operations Department as determined by seasonal/regional needs.
- Refusal of Business - No agent may refuse to perform origin or destination agent services.
- Promptness of Service - Agents must provide drivers with prompt service when an appointment has been set up. Specifically, agents must:
  - Paperwork should be prepared and ready in advance of the driver's arrival. At a minimum, drivers should be provided with all paperwork within one (1) hour of their arrival at the agency.
  - Provide drivers with acceptable labor, at a fair rate, within one (1) hour of their arrival at the agency (drivers must advise agents in advance when arrival plans are altered.)
  - Allow drivers to load/unload SIT shipments within three (3) hours of their arrival at the agency.
  - Provide paperwork at the assigned origin agent location (24 hours prior to the loading day) -- especially when assigned origin agent is a branch or permanent additional warehouse location.
- Stretch-Wrap - All upholstered furniture is to be stretched-wrapped by the origin agent when an APU has been assigned, or the hauling agent on a direct pickup.

If the origin (APU) agent fails to stretch-wrap, the hauling agent is responsible, and the origin (APU) agent will be debited appropriately.

Prior to stretch-wrapping an upholstered piece, it is mandatory to take an accurate inventory of the item on the inventory and condition report.

If the hauling agent fails to stretch-wrap and the shipment is to be stored at destination, the receiving warehouse is responsible for stretch-wrapping upholstered furniture.

All equipment qualified with National Van Lines and in interstate service must have a minimum of four rolls (one (1) case) of stretch-wrap film.

## DRIVER STANDARDS

**Driver Communication Standards** – National Van Lines Driver Communication Standards are designed to keep trip schedules current which will ensure on-time pickup and delivery. The goal is to ensure that customer expectations are met.

- Daily Check Calls - All drivers hauling National Van Lines shipments are required to call the Operations Department daily at (800) 777-6851. This includes uncommitted drivers doing self-haul. When it is not possible for the driver to call, the hauling agent must make the call to the Operations Department. If the driver is not assigned a National Van Lines dispatcher, the driver or agent will need to contact the hauling agent's regional scheduler.
- Call Customer 24 Hours Prior to Load/Delivery - Drivers are required to contact the customer a full 24 hours prior to load/delivery to advise of the estimated time of arrival to load and/or deliver.
- Call Origin and Destination Agent 24 Hours Prior to Load/Delivery - Drivers are required to contact the origin agent and destination agent 24 hours prior to load/unload to verify paperwork completion and to arrange for sufficient, quality labor to assure proper and timely servicing of individual shipments.
- Professionalism - Drivers and helpers must interact with the customer, general public and each other in a business-like manner, which means they are courteous, respectful, responsive, helpful, cooperative, etc. Also, they must project a professional image by being on time, neat, clean, well groomed and in uniform.
- Call Booking Agent to Report Weight & Services - Drivers are required to call the booking agent during the next working day after leaving the customer's origin residence to report the weight, additional services, etc.
- Cell Phone Communications – Drivers must have a cell phone and should:
  - Carry their phones with them while in residence, but all calls should be kept to a minimum. Personal calls should be returned at a more appropriate time.
  - Cell phones should be kept on vibrate.
  - Make smart choices when selecting ring tones.
- Utilization of Hand-Held Cell Phones – National Van Lines has adopted the Federal Standards for hand-held cell phone utilization. National Van Lines will not conduct any business with a van operator while the operator is utilizing a hand-held cell phone while operating his vehicle.

**Driver Equipment Standards** – National Van Lines Driver Equipment Standards are designed to ensure that all equipment complies with DOT regulations and is properly maintained and equipped for National Van Lines Service. The goal is to provide a consistently positive image of National Van Lines and its agency family to the public by ensuring that our best form of advertising – our equipment – is clean and non-offensive.

- Inspection Frequency - All vehicles qualified in National Van Lines service must be inspected at least four times per year — specifically, in January, April, July and October. All inspections must be performed by facilities and mechanics that have been certified by National Van Lines.
- Appearance - All vehicles qualified in National Van Lines service must be cleaned inside and out on a regular basis and appearance must be at acceptable levels at all times (Weather permitting).
- Visual Display - All vehicles qualified in National Van Lines service must be free of graphic and/or written displays which are obscene, suggestive, and/or offensive to the public; for example, mud flaps with naked women, graffiti, C.B. handles, etc. are not acceptable.
- Graphic Standards - All vehicles qualified to perform any National Van Lines service must meet National Van Lines Graphic Standards within 180 days of being qualified with National Van Lines. This standard applies to all vehicles handling first, second, and third proviso shipments. It encompasses all interstate and National Van Lines registered intra-state activity, including APU's, origin and destination storage, shuttle, and new products shipments.

All vehicles operating in National Van Lines committed fleet must conform to current vehicle paint specifications.

Local vehicles that are not typically registered with National Van Lines — such as packing vans, packing trucks, or straight trucks — must conform to all paint specifications.

All information reflecting an affiliation to National Van Lines — including logos, National Van Lines vehicle identification numbers, etc. — must be removed from any other unit not qualified with National Van Lines and not painted to specifications. Specifically, all National Van Lines identification must be removed from any unit that does not conform completely to the aforementioned graphic standards.

**Driver Process Standards** – National Van Lines Driver Process Standards are designed to ensure that no customer service failures occur and that all drivers are assigned trips in an equitable manner.

- Trip Refusal - No driver may refuse a planned trip without a justifiable reason.
- Labor – The driver must hire quality labor and ensure that they are in uniform. Never allow a customer to help load/unload their shipment.



- Load and Deliver on Time – The driver should not commit to a load or delivery date with the customer until he has completed all assigned loadings and is ready to run. If his schedule changes for any reason, the driver must notify the Operations Department immediately and contact any customers who he has given a firm load or delivery date.
- Load/Delivery Delay - All drivers must load, deliver, and make extra pickups and deliveries per registration and/or as agreed to with the customer and agent, or as directed by the Operations Department. Drivers also must communicate to the Operations Department all agreements made with the customer.
- Load/Unload Hours - All drivers must arrive at the origin or destination agent or customer's residence between 8:00 and 10:00 a.m. and must finish loading/unloading by 7:00 p.m., unless otherwise agreed to with the customer. When two or more shipments have been scheduled for the same day, the driver must call to inform the origin/destination agent when each shipment will be loaded/unloaded, i.e. morning or afternoon. (This applies to shipments weighing 4,000 pounds or more.)
- Military Paperwork - All drivers must return copies of paperwork (legible inventories, weight tickets, etc.) to the origin agent the next business day following the load day as required by the military installation.
- Military Delivery – Shipments need to be cleared for delivery through the military Operations Department. If the driver thinks SIT is likely, then he should take the shipment to the destination agent indicated on the paperwork and they will clear with the military Operations Department. If the driver thinks direct delivery is likely, the driver should work directly with the Military Operations Department to clear for delivery.
- Military Paperwork - DD1850 Form - The driver/delivering agent must present the DD1850 form to the military transferee, obtain the member's signature, and return appropriate copies to the Military Department.
- Warehouse Loading/Unloading - All drivers must obtain enough labor to load/unload shipments into/out of storage in a reasonable\* time frame.

\* Reasonable is defined as 1,500 pounds per hour.

- Stretch-Wrap - All upholstered furniture is to be stretched-wrapped by the hauling agent at the time of loading at no cost to the customer, when loading directly from residence.

Prior to stretch-wrapping an upholstered piece, it is mandatory to take an accurate inventory of the item with the Inventory and Condition Report.

If the origin (APU) agent fails to complete the stretch-wrapping of upholstered furniture, the hauling agent must perform the service for the customer, and the origin (APU) agent will be debited accordingly. If the hauling agent also fails to stretch-wrap and the shipment is to be stored at destination, the receiving warehouse is responsible for stretch-wrapping upholstered furniture, and the hauling agent will be responsible at 100% for all transit damage noted on the warehouseman's Exception Report.

All National Van Lines registered equipment in interstate service must have a minimum of four (4) rolls (one case) of stretch-wrap.

**Driver Safety Standards** - National Van Lines Driver Safety Standards are designed to prevent accidents, personal injury and property damage. Drivers should drive their vehicles safely, courteously and consistent with local traffic control laws. The goal is to establish trust and confidence with current and potential customers and to adhere to Federal guidelines.

- Prevent Accidents - All drivers in National Van Lines service must operate their vehicles in a defensive and safe manner to prevent and avoid accidents. In the event of an accident, drivers must notify the Safety Department immediately, even if the incident appears to be minor.
- Moving Violations - All drivers in National Van Lines service must operate their vehicles safely and in compliance with all established traffic laws, rules, and regulations.
- Adherence to National Van Lines Safety Policies - All drivers in National Van Lines service adhere to established National Van Lines safety policies and procedures as well as DOT rules and regulations as defined in F.M.C.S.R.
- Driver Logs – Drivers must keep their logs current to their last change of duty status and mail their logs to the Safety Department weekly.

**Driver Uniform Standards** - It is National Van Lines Policy that all drivers conform to Uniform Standards which are designed to provide a consistently positive image of National Van Lines and its agency family to the public. The goal is to instill in our customers a confidence that the individuals providing services are knowledgeable and professional.

This mandatory policy applies to all agents — specifically, to all agency personnel who provide services on National Van Lines shipments. Such personnel include packers, new products mileage fleet drivers, committed long haul drivers, uncommitted drivers, short-haul drivers, co-drivers, warehouse personnel, and agency-supplied helpers.

This policy also applies to owner-operators who have independent contracts with agents to service National Van Lines shipments, as well as any full-time or part-time help employed by the driver.

This policy is in effect under all circumstances whenever the aforementioned personnel are at the customer's origin or destination residence, at any National Van Lines agency, at National Van Lines corporate headquarters, or while on duty in National Van Lines service.

Individuals are in uniform when wearing any approved color-coordinated apparel appearing in the online ordering system. For a complete list of the items available go to Supply Orders on the Agent Network ([www.nationalvanlines.com/network](http://www.nationalvanlines.com/network)). If weather conditions call for a jacket, cap, vest, etc. These items must match those in the on-line ordering system. Shoes must be dark brown or black and leather topped.

T-shirts must have National Van Lines or National Van Lines agent identification and may be worn by the driver and crew in place of the regular uniform shirt only during the loading and

unloading of shipments and only after obtaining the customer's permission to do so. All apparel must be clean and neat in appearance.

Following is a list of items that are NOT acceptable for agency personnel and drivers: Non-National Van Lines blue jeans or cut offs, T-Shirts for packers as well as for drivers and loading crews first meeting the customer, sandals, clogs, denim or leather jackets, cowboy hats, or any article of clothing with anything other than the National Van Lines.

Shirts, t-shirts, jackets, coveralls and caps must bear an agency identification and/or National Van Lines logo.

Drivers utilizing casual labor are responsible for their appearance. Casual labor is defined as any individual not directly employed by a National Van Lines agency and includes warehouse personnel who do not have any direct contact with the customer. At a minimum these individuals must wear a t-shirt meeting the specifications outlined here. When necessary, the driver is responsible for providing casual labor with an appropriate t-shirt.

## **DRIVER CHECKLISTS**

### **Checklist for Communicating with Origin Agents:**

1. Do you have labor available?
2. Where will I pickup paperwork?
3. Have mattress cartons been left at residence?

### **Checklist for Communicating with the Crew:**

1. Explain that they must be in uniform or provided with a National Van Lines T-shirt.
2. Advise them to watch language and behavior at ALL times – you never know when the customer will appear.
3. Advise NO SMOKING in residence, in or near trailer.
4. Explain that they must refer all customer questions to you.
5. Explain that they must check with you about any pieces they are concerned about handling.

### **Checklist for Communicating with the Customer Upon Arrival – things you should re-emphasize:**

1. Explain that any concerns about crew, belongings, etc. should be brought to you.
2. Discuss schedule – explain adequate loading time and its importance.
3. Conduct a pre-load tour of the residence. Locate all storage areas – set aside an area for “not going” items.
4. Ask about needed articles – tickets, wallets, jewelry and other small items that could be misplaced. Because the home will be open and there will be additional traffic, etc., develop a script to make this a positive statement.
5. Discuss safety of small children and pets.
6. Advise that NO one is allowed on the walk boards or in the trailer.

**Pre-Load Checklist:**

- Call origin agent a minimum of 24 hours prior to loading
  - Arrange labor:
    - request that they be in uniform
    - verify payment – method and hourly rate
  - Confirm arrival time.
  - Get directions, if necessary.
- Call the customer 24 hours prior to loading
  - Verify address – ask for major cross streets, etc.
  - Confirm access to the residence:
    - Explain the requirements to safely position your vehicle in front of the residence
    - Do others park on the street in front of the house? If so, will you be able to ask them to move?
    - Is this a gated community, apartment or condominium property? Have arrangements been made with management/security?
    - Has elevator been reserved?
  - Verify arrival time.
  - Explain your process. For example, “I will be picking up labor from the agency at 8 am and should be there between 9 and 10 am.” Remind them that it generally takes longer to drive that distance in a large commercial vehicle, etc.”
  - Ask if they have made any changes since they last spoke with their sales representative.
  - Confirm all packing is complete:
    - boxes sealed and marked
    - pictures, mirrors and glass tops are packed in mirror cartons
    - lamp bases and lamp shades packed
    - mattresses packed or cartons are available
    - plastic tote cartons – have lids and are sealed with tape
    - necessary items are marked “Load Last, Unload First”
  - Confirm all appliances are ready to go:
    - refrigerator cleaned out, shelves secured, glass packed
    - washer and dryer disconnected
  - Confirm that any specialty items have been crated or serviced - pool tables, waterbeds, etc.

- Confirm if there are bulky articles (auto, piano, hot tub).
- Confirm that items stored in attic or crawl space have been brought into the main living area.
- Confirm if there are any items that are at another location.
- Confirm that any hazardous materials have been separated and clearly marked DO NOT SHIP (i.e. propane tanks, aerosol cans, gasoline).
- Confirm that gasoline has been drained from any gas-powered tools such as leaf blowers and lawn mowers.
- Confirm that any articles that are NOT to be moved have been separated and marked. Suggest using a separate closet or small room, clearly marked.
- Pets & Children:
  - Have arrangements been made for childcare?
  - Is there a place in the home where a pet can be kept safely “out of danger?”
- Explain expectations:
  - Give the customer a good idea of how long a shipment this size will take to inventory and load.
  - They need to be present during the entire loading process.
  - You will do a walk through with them at the beginning and the end of loading.
  - Ask what their travel plans are.
- Call Operations and the Booking Agent with any discrepancies, changes, etc. as soon as possible!

**Delivery Checklist:**

- Call destination agent a minimum of 24 hours prior to delivery.
  - Arrange labor:
    - Request that they be in uniform.
    - Verify payment – method and hourly rate.
  - Confirm arrival time.
  - Get directions, if necessary.
- Call the customer 24 hours prior to loading
  - Verify address – ask for major cross streets, etc.
  - Confirm access to the residence.
    - Explain the requirements to safely position your vehicle in front of the residence.
    - Do others park on the street in front of the house? If so, will you be able to ask them to move?
    - Is this a gated community, apartment or condominium property? Have arrangements been made with management/security?
    - Has elevator been reserved?
  - Verify arrival time.
  - Explain your process. For example, “I will be picking up labor from the agency at 8 am and should be there between 9 and 10 am.” Remind them that it generally takes longer to drive that distance in a large commercial vehicle, etc.”
  - Verify payment amount and method of payment. If credit card, have the customer contact the Credit Department at (800) 323-1962 ext. 2956.
  - Pets & Children :
    - Have arrangements been made for childcare?
    - Is there a place in the home where a pet can be kept safely “out of danger?”
  - Explain expectations:
    - Give the customer a good idea of how long a shipment this size will take to deliver.
    - They need to be present during the entire delivery process and that it is their responsibility to mark off each item as it enters the residence and direct you or your helper where the item is to be placed.
    - You will do a walk through with them at the end of the delivery.
- Call Operations and the Booking Agent with any discrepancies, changes, etc. as soon as possible!

**Driver Paperwork Checklist:**

**COD, National Van Lines Account & GSA**

- Original Bill of Lading – signed by shipper at origin & destination (unless delivered to storage) with delivery address.
- Original Weight Tickets and/or reweigh tickets, if applicable.
- Original Rider to Inventory, if applicable.
- Original Packing Report (Form 806) (shipper signed and initialed) for each service performed by the driver.
- Original signed Revision to the Estimate/Order for Service, when applicable.
- Original household goods inventory signed and initialed each item at delivery, with shipper's name and bill of lading number.
- Original signed vehicle inventory, if applicable.
- Original GBL (GSA Shipments only).
- All COD funds collected by the driver.

**Military**

- Original Bill of Lading – signed by shipper at origin & destination (unless delivered to storage) with delivery address.
- Original Weight Tickets and/or reweigh tickets, if applicable.
- Original Rider to Inventory, if applicable.
- Original household goods inventory signed and initialed each item at delivery, with shipper's name and bill of lading number.
- Original signed vehicle inventory, if applicable.
- Original military form DD619 for services performed by driver.
- Original form DD1850 Notification of Loss & Damage at delivery.
- Original form DD1851 Notification of Loss or Damage after delivery.



## GRAPHIC STANDARDS

**Standards** - When using the graphics and logos contained in the graphics files, you are agreeing to abide by these standards. If you have any questions about the usage of these materials, please contact the Marketing Department at (800) 323-1962 ext. 2927.

Agents have a contractual responsibility to indemnify National Van Lines from liability that results from local and intrastate business. The best way to do that is the proper use of the National Van Lines logo. Following are some guidelines:

- Whenever the National Van Lines logo is used, include the wording “Agent for National Van Lines for Interstate Relocations” along with National Van Lines US DOT number 76628 and Motor Carrier number MC42866 (See Graphics Standards).
- Do not give customers who are moving locally or within your state (intrastate) brochures which are exclusively for interstate shipments. Examples: Complete Information About Your Move, Ready to Move, How Does Replacement Value Protection Compare to the Carrier’s Basic Liability Program and Not All Trucks Are Created Equal.
- When servicing local and intrastate shipments, if you are using a vehicle that is identified and decaled as “National Van Lines,” use removable door placards showing your trade name and identification numbers to cover the National Van Lines door decals. Make certain that your drivers show proper information and paperwork if they are stopped and identify that they are operating under local authority.
- Do not use the National Van Lines logo on your local Bills of Lading.
- Do not use National Van Lines inventory forms or inventory stickers for permanent storage or Intrastate SIT shipments.
- Do not use National Van Lines claims forms for your local or intrastate shipments.
- If you use an electronic estimating program, make certain that when printing local or intrastate estimates you have designated your agency as the “carrier.”
- You acknowledge National Van Lines sole and exclusive ownership of the National Van Lines logo and graphics and you shall not take any action inconsistent with such ownership, such as adopting, using, registering, or attempting to register any logo or trademark confusingly similar to the logo or graphics.
- If National Van Lines makes available to you a logo or graphics for downloading, National Van Lines hereby grants to you a non-exclusive, non-assignable, non-sublicenseable, royalty-free license to use the logo and graphics.
- You may not use the name “National Van Lines” or the National Van Lines Logo or graphics to disparage National Van Lines, its data and/or services in any way that in National Van Lines sole business judgment and discretion may diminish or damage the goodwill in National Van Lines name or Logo, including, but not limited to uses that

could be deemed obscene, pornographic, political, religious, fraudulent, racially or ethnically prejudicial, or excessively violent, or to encourage unlawful activities.

- National Van Lines approved colors are: Blue (PMS 281) and Red (PMS 185). When enlarging or reducing the logo, make sure the size of the ® is compatible with the reproduced logo size.
- With the exception of size, you may not alter the appearance of the National Van Lines Logo. The National Van Lines Logo must stand by itself and must include a minimum amount of 30 pixels of empty space around it so as to avoid unintended associations with any other objects including, but not limited to, type, photography, borders, and edges. You may not use the National Van Lines Logo as a feature or design element of any other logo. The logo may not be combined with any other symbols including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.
- All materials containing the National Van Lines logo must be approved, in writing, in advance by the Marketing Department. Any materials created and used that are not approved by National Van Lines will constitute a breach of these Graphic Standards. The agent will be responsible for all expenses incurred to correct this breach.
- National Van Lines reserves the right to discontinue, alter or modify the National Van Lines logo or graphics at any time without notice.
- National Van Lines makes no warranties regarding the logo, and hereby disclaims all warranties that might otherwise be implied by law. Neither party shall be liable for any indirect, incidental, consequential, punitive, or special damages arising out of or related to this agreement, even if such party has been advised of the possibility of such damages. You agree to defend, indemnify and hold harmless National Van Lines, its officers, directors, employees, agents and affiliates for any loss or damage (including legal fees) caused to National Van Lines arising out of your use of the National Van Lines name, logo or graphics.
- Upon termination of the Agent Agreement by either party, agent will immediately cease use of the National Van Lines logo, name and graphics.
- Program Requirements - Files that end in .JPG, .JPEG, .GIF, and .TIF are more universal and can be opened on most computers. These files can be viewed in Windows Internet Explorer and most word processing software like Microsoft Word or newsletter, brochure type software like Publisher.
- Files that end in .EPS or .PSD and even some .PDF are higher quality files and can require more sophisticated software. .EPS files are “vectored” files – meaning they can be enlarged significantly without losing resolution. These files are what sign companies generally require. These files are also requested by printing companies when they are producing a high quality product like a brochure. You will need a program like Photoshop, Adobe Illustrator or Quark to view these files.

- Following are some samples of the graphics that are available to you. A Graphics CD can be ordered by contacting the Purchasing Department at (800) 323-1962 ext. 2946.

**National Van Lines Logo** - The most current version of the National Van Lines logo has “Worldwide” as one word – not hyphenated (see below). This logo can be used in ads. Always include this in conjunction with U.S. DOT # 76628 for yellow page ads. This logo must stand alone and must include a minimum amount of 30 pixels of empty space around it.



It is important if you need to resize the logo that it be done in proportion to its original size.



The National Van Lines logo can only appear in the following PMS colors:



Blue PMS 281



Red 185 PMS 185



Black



White



Gold Metallic

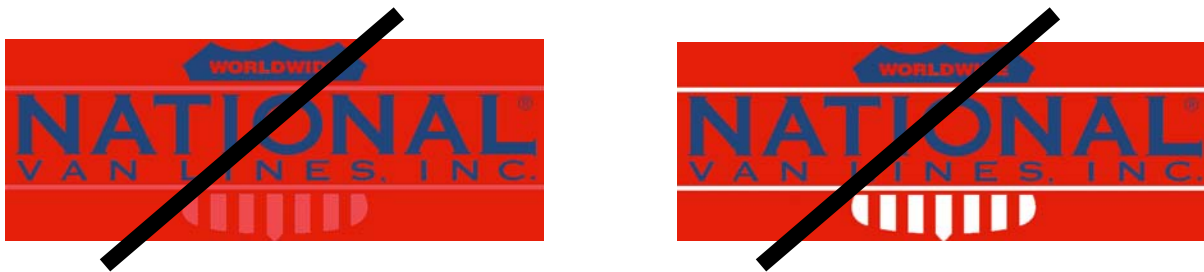


Silver Metallic

If you are attempting to use the logo on a background such as blue, you should use solid red, black, white, gold metallic or silver metallic. The following options are NOT acceptable:



If you are attempting to use the logo on a background such as red, you should use solid blue, black, white, gold metallic or silver metallic. The following options are NOT acceptable:



Creating the logo in any color other than its original colors, solid blue (PMS 281), solid red (PMS 185), black, white, gold metallic or silver metallic is unacceptable.



Any alteration to the National Van Lines (shield) logo is unacceptable. The National Van Lines logo is a registered trademark and cannot be used as the basis to create a logo for any other purposes by any individual or any organization, including agent representatives.



National Van Lines is an Employee-Owned company. This logo may only be used when referring to National Van Lines, not individual agencies.



**Women's Business Enterprise National Council Member Logo** - National Van Lines is also a certified woman owned business. This logo may only be used when referring to National Van Lines, not individual agencies.



**ProMover Logo** - The National Van Lines agency family is authorized to use the ProMover logo on their individual marketing materials.



# ProMover Graphics Standards Guide

**American Moving & Storage Association - Effective January 1, 2009**

**Introduction** - The ProMover logo is in many ways just as essential to the program's success as the business principles behind it. One is not effective without the other. Consumers will not readily recognize your company as a participant in this national certification program unless you widely promote it. Your use, in fact, is a critical component in the broader effort to establish the logo as the "seal of approval" potential customers across the country (and eventually, around the world) will look for.

The graphics standards in this guide must be followed to preserve both the effectiveness of the program and AMSA's legal claim to the logo. Please contact AMSA's director of public relations if you have questions or circumstances not covered here.

**ProMover logo** - The ProMover logo was carefully chosen to be a stylized bold capital "M" to convey the moving industry's strength and professionalism. Its stencil-like breaks suggest motion and precision. The strokes are equal width, evoking qualities of unity and strength.

A specific color scheme has been chosen with corresponding Pantone® Matching System numbers. These are the only colors that may be used; the logo may not appear in screens or percentages of these colors (although gray scale is acceptable). It is intended to only be used on a white or a light-value neutral color background. The logo is hues of Pantone® 287 as follows:



Here are the CMYK values:



Here is the logo in gray scale; however, the logo should be used in color whenever possible.



**Using the logo** - Use and display of the ProMover logo is restricted to AMSA members in good standing, who have also agreed to use it in certain ways, and widespread usage will reinforce its recognition by consumers and help brand your business.

The ProMover logo should never be altered or distorted in any way. It must not be redrawn, but rather reproduced photographically or digitally. The effectiveness of the logo depends on consistently correct usage as outlined in this guide.

The ProMover logo must always be used with the identifier word "PROMOVER" (upper case) centered below it with **MOVER** in boldface.

The logo should be used with the slogan (*Trust your move to a ProMover.*) whenever possible (the slogan ends with a period). Exceptions would be when the logo is reproduced on a small scale such as a business card where the slogan would become illegible (the slogan should generally not be used when the logo would be less than one inch high).

Be sure to always use only a digital or camera-ready version of the ProMover logo.

**Inclusion of MC or FF Number** - Each AMSA member must include its individual U.S. Department of Transportation Motor Carrier number or Freight Forwarder number as an integral part of the ProMover logo's use. The number (including the "MC" or "FF" prefix) must be inserted and centered between the legs of the "M" just below the downward point of the "M," and must be at least as tall as the slogan, and reproduced in black or blue in an easily-readable sans-serif font such as Arial.

The number is intended to both link the logo to each specific AMSA member as well as to allow consumers or regulators to compare the number with AMSA or DOT online databases to ensure the carrier is an AMSA member. **Numbered logos must be used in all cases** with the exception of displays smaller than one inch, such as business cards; or when impractical (such as embroidery or other use on apparel).

Here is an example of a correctly-numbered logo:



**Business papers** - The ProMover logo is recommended for use on all business documents (forms, letterhead, business cards, envelopes, etc.). The logo should also be used on news releases and promotional brochures to ensure the widest possible exposure to these two critical audiences.

**Web sites** - The logo should be used on company Web sites, but care should be taken to protect it from indiscriminate copying by disabling the ability to "right click" on the logo. Web site displays must be hyperlinked to either AMSA's consumer Web site page describing the program and including an MC/FF number look-up feature (<http://www.moving.org>), or in the case of van line agents, to the Web page designated by the van line if the van line so chooses.



Because of the current makeover of [www.moving.org](http://www.moving.org), AMSA cannot yet provide the exact page URL for linking; but this information will be available within 60 days.

**Vehicle usage** - Use of the ProMover logo on vehicles is strongly encouraged! Trucks and vans are essentially “rolling billboards” that can play an extremely important role in putting and keeping this logo in front of consumers. Placement on the rear of vehicles is especially desirable.

The logo may be applied or painted onto vehicles in any size; although a minimum vertical dimension of 12 inches is recommended for readability at a distance.

**Signage** - When creating signs or posters for office and warehouses, always follow the guidelines in this guide.

**Other uses** - the logo is available for use on uniforms, hats, clothing and other articles customarily used by the industry when purchased from an AMSA approved distributor in the promotion of the program. Members may apply to AMSA for written permission to license additional products.

**Unacceptable uses** –

1. Do not skew the proportions, including condensing or expanding
2. Do not substitute typefaces
3. Do not add a border around the logo or place it within another shape
4. Do not use the logo against visually-competitive backgrounds

**Additional requirements** - Additional restrictions on the use of the ProMover logo are contained in the signatory agreement each ProMover has completed. Please contact AMSA with any questions.

**Reporting unauthorized use** - AMSA will take enforcement action against those who use the logo without permission. Please report any suspected violations to AMSA immediately, whether on a vehicle, business card, Web site, or any other display.

Camera-ready reproduction artwork which can be reduced or enlarged photographically or digitally:



**PROMOVER**

*Trust your move to a ProMover.*



**PROMOVER**

***Trust your move to a ProMover.***