

## Cole International's Logo and Brand Guidelines




### Who do they apply to?

Cole International employees, customers, consultants, outside vendors, and other third parties.

### What do they mean?

Cole International's logos and its service brands (i.e., ColePac, ColeCargo, Cole Portal) are intellectual property of Cole International and are valuable assets of the corporation. Our logo is a Registered Trademark therefore cannot be used without our permission. Therefore, our logos and brands must be used properly.

**The use of Cole International logos for any purpose without expressed written consent from Cole International - Marketing is strictly prohibited. These logos include:**

- Symbol / Icon logo "C" 
- Typeface logo "Cole" or "Cole International", 
- or the Corporate Logo "symbol + typeface" 

### What does this mean for employees?

- Do not incorporate Cole International's logos into your own communications, documents, reports and electronic messages, unless using a branded template created and provided by Marketing. These are available on the Intranet. <http://internal1.cole.ca/formmanagementapp/forms.do?category=100035>
- Do not distribute Cole International's logos or suggest consent for use by a customer, consultant, outside vendor or other third parties.
- All third-party requests for any of our logos must be submitted to Marketing to ensure they follow the Corporate Logo and Brand Guidelines. Managers can submit a Logo Request form (found on the Intranet under "Quick Links) to Marketing and upon approval, Marketing will provide the logo direct to the third-party along with Corporate Logo guidelines for its use.
- Ensure the spelling of our service brands are correct (i.e., ColePac, ColeCargo, Cole Portal) and no variations of the words are used in their place (e.g., Cole Pac, Cole Cargo, Client Portal, Online Portal, etc.) If you are unsure, please refer to the website.

*PLEASE NOTE: Cole International reserves the right to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in Cole International's sole judgment, does not comply with its guidelines or might otherwise impair Cole International's rights in the logo. Cole International further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.*

*Don Lucky*

President, CEO – Cole International