



The GlobalTranz Brand

GLOBALTRANZ®
Freight driven by technology.

Introduction:

What is a brand?

- The brand is not a logo or tagline.
- The brand is a promise, one that is made or broken daily.
- In the absence of a brand story, people will create their own.
- Every point of contact is a point of brand contact.
- A brand is built in the minds of both the company and the consumer. This takes time and consistency.

These rules set the groundwork for consistent brand communications.

Your brand book is a living document of how the GlobalTranz brand looks, feels and communicates, and will provide you with the tools to represent that brand across every touchpoint.

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GLOBALTRANZ

GLOBALTRANZ

The

Visual Brand



Primary Logo and Tagline Usage



GLOBALTRANZ®

Full-color logo



GLOBALTRANZ®

Freight driven by technology.

Full-color logo with tagline



Minimum clear space



GLOBALTRANZ®

One-color logo



GLOBALTRANZ®

Freight driven by technology.

One-color logo with tagline



GLOBALTRANZ®

Do not change color of the logo



GLOBALTRANZ®

One-color logo black



GLOBALTRANZ®

Freight driven by technology.

One-color logo black with tagline



GLOBALTRANZ®

Do not rebuild the logo



Reversed logo



Reversed logo with tagline



Do not use on complicated backgrounds

GTZ Square Logo Usage



Full-color logo



Minimum clear space



One-color logo



One-color logo black



Do not change the color



Do not rebuild the logo



Reversed logo



Do not use on complicated backgrounds

GlobalTranz Agent Logo Usage

GLOBALTRANZ® Agent

Full-color logo



Minimum clear space

GLOBALTRANZ® Agent

One-color logo

GLOBALTRANZ® Agent

Do not change color of the logo

GLOBALTRANZ® Agent

One-color logo black

GLOBALTRANZ® Agent

Do not rebuild the logo



Reversed logo



Do not use on complicated backgrounds

Powered by GlobalTranz Logo Usage

Powered by GLOBALTRANZ®

Full-color logo

Powered by GLOBALTRANZ®

One-color logo

Powered by GLOBALTRANZ®

One-color logo black



Reversed logo



Minimum clear space

Powered by GLOBALTRANZ®

Do not change color of the logo

Powered by GLOBALTRANZ®

Do not rebuild the logo



Do not use on complicated backgrounds

When to Use Each Logo Version

Primary Logo

The primary logo is the main logo we use. If in doubt, use it. Internal communications, and external communications not related to sales and marketing, all will use the primary logo.

Primary Logo with Tagline

This logo is what we use for outward facing advertising, marketing, sales and recruiting.

GTZ Square Logo

This logo has two distinct uses. One, as a logo for social media. The other is as a product prefix for GTZ technology products.

GlobalTranz Agent and Powered By GlobalTranz Logos

These logos are for freight agents to use on their business materials.

Color Palette

PMS 2925 C80 M40 Y0 K0 R0 G134 B212 HEX 0086D4			
PMS 292 C53 M17 Y0 K0 R94 G181 B253 HEX 5EB5FD		PMS 300 C96 M70 Y5 K1 R0 G90 B162 HEX 005AA2	
PMS 172 C0 M82 Y90 K0 R253 G85 B42 HEX FD552A			
PMS 164 C0 M58 Y71 K0 R254 G136 B84 HEX FE8854		PMS 200 C16 M100 Y100 K7 R195 G26 B11 HEX C31A0B	
PMS 433 C80 M65 Y58 K56 R38 G50 B56 HEX 263238	PMS 431 C71 M48 Y41 K13 R84 G110 B122 HEX 526B76	PMS 7543 C46 M28 Y26 K0 R144 G164 B174 HEX 8FA4AE	PMS 642 C18 M9 Y9 K0 R207 G216 B220 HEX CFD9DE

Typography

Verb Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Verb Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Graphic Elements



Headline bars and angle overlay use a 10 degree skew and are set to hard light blend mode over the background image when using InDesign. When using Photoshop, the bars are set to 70% transparency.

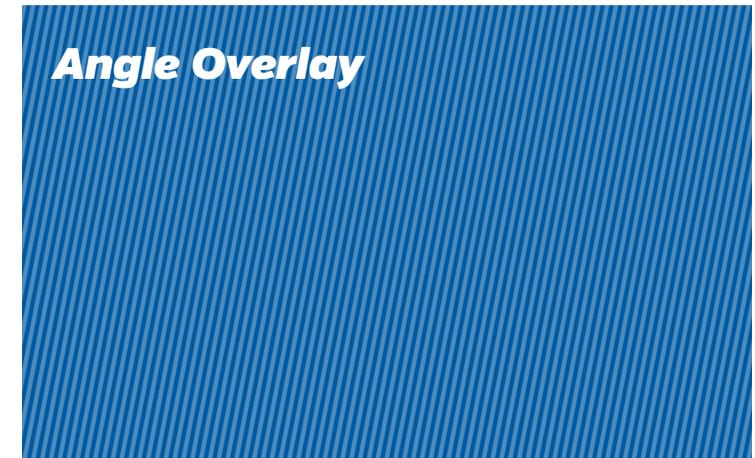


Image Styles

We want candid images that use movement, light and personality to showcase our company and industry. Images should be real with minimal editing, portraying GlobalTranz as a grounded and transparent company.

Candid Portraits



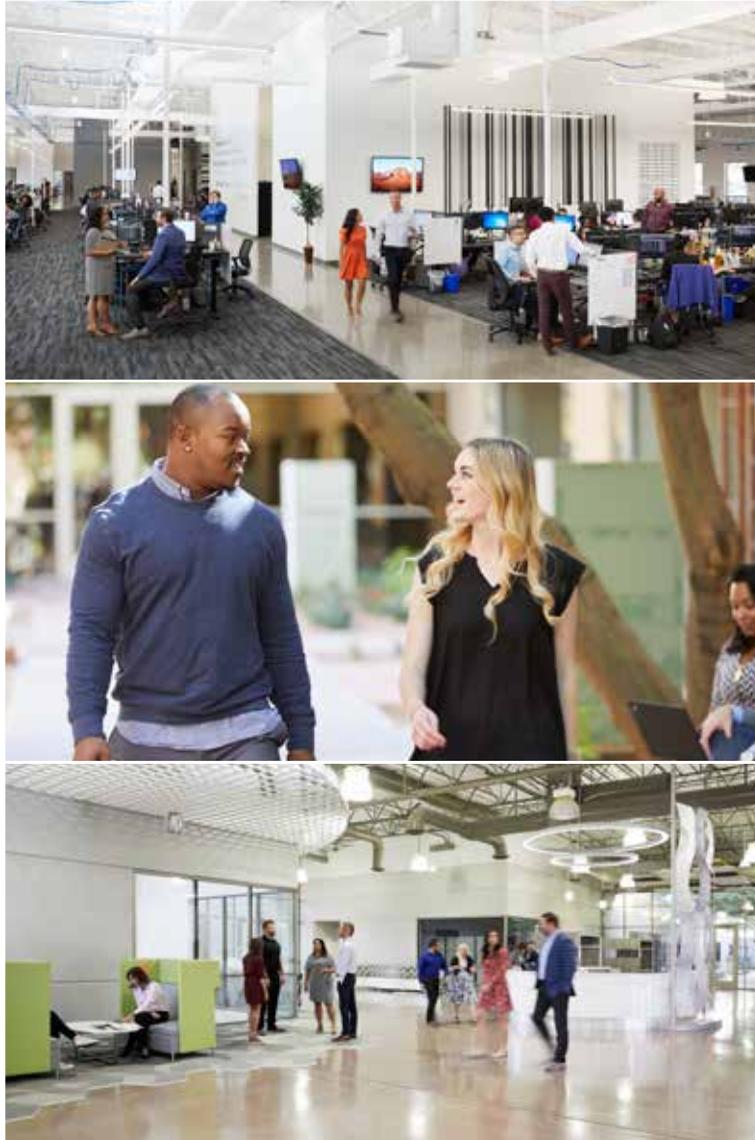
Collaborative Culture



Workplace Environment

Transportation in Action

Technology & Networks



The

Brand in Words



Brand Promise

***We are the
future of freight.***

Our Brand Promise is our internal rallying cry. It is who we are. It is the promise we make or break each day. And here is what it means to us:

We don't settle for the status quo. Instead, we set our sights on what's next in the industry and deliver proactive solutions for our customers. Everything we do is focused on redefining the future of freight. Continuously enhancing our technology and user experience. Anticipating shippers' needs and adding service lines that strengthen our capabilities. Hiring the best logistics minds and talent in the industry. GlobalTranz is the future of freight and we are in the driver's seat.

Tagline

Freight Driven by Technology

Our tagline is our external marketing and advertising message distilled to its essence. Its meaning showcases that we are at the forefront of logistics technology, and that powers everything we do.

Brand Story

GlobalTranz is changing how businesses move freight while gaining control and visibility of their supply chain. Through our technology-driven logistics solutions, industry expertise, and extensive carrier relationships across all modes of transportation, GlobalTranz provides the solutions, services, and savings that enable shippers to respond to customer demands at the speed of business.

Mission

Deliver the future of freight through innovative technology and logistics solutions.

Core Values

We do the right thing.

With integrity at our core, we do what we say we'll do. If we make a mistake, we'll make it right.

We lead the way.

Driven to be the best in the industry, we continue to raise the bar in everything we do.

We make it happen.

Can't isn't a part of our vocabulary. We're smart, resourceful and determined to find a way.

We are better together.

United around a common goal, we believe in the power of collaboration and partnership.

We create positive change.

Inside our walls or out in the community, we set out to make a difference.

Attributes

We are:

Pioneering

Smart

Driven

Intuitive

Professional

Experienced

Empowering

Relatable

We are not:

Aggressive

Bombastic

Stodgy

Trendy

Corporate

Detached

Slick

Voice and Tone

Innovative, forward-looking technology is at the core of GlobalTranz, along with our industry expertise, service offerings and strategic partnerships. These key competitive differentiators live equally at the forefront of our brand messaging and positioning.

Copy tonality is modern and direct, using shorter power statements and a straightforward, no-nonsense style. Copy feels crisp, efficient and professional, demonstrating our deep understanding of the industry. To keep it feeling human, copy should also be relatable by focusing on how our technology and our people help solve the day-to-day issues experienced by shippers, carriers and agents.

Copy Sample

Original copy sample:

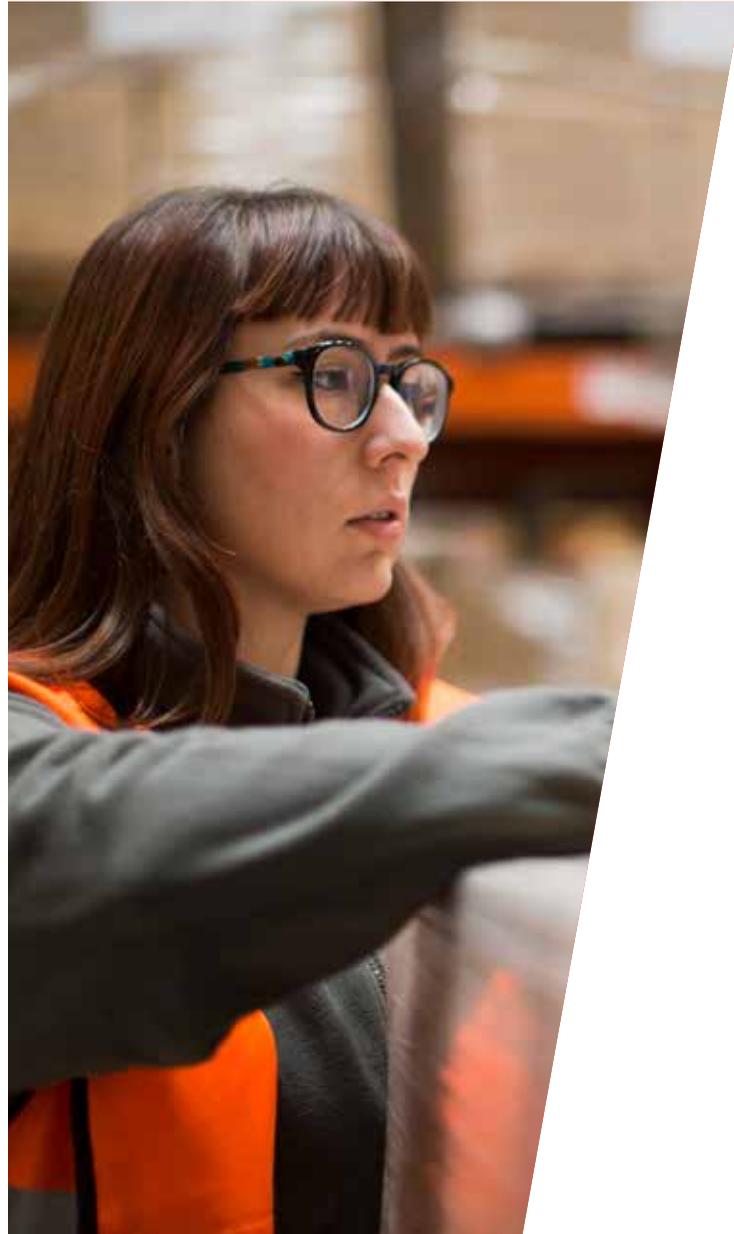
GlobalTranz CarrierRate is an innovative freight management technology platform that gives shippers access to an extensive carrier network and competitive freight shipping rates. Find the best carrier and rate for your specific less-than-truckload (LTL) or truckload (TL) shipment needs to ensure safe, on-time freight delivery. Whether you're a shipper or a freight agent, it's time to upgrade your freight management technology.

Rewritten copy sample:

Quote, book and manage your freight shipments, all from the same platform. With GTZship you can search competitive TL and LTL rates from our extensive carrier network and book immediately for on-time delivery. It's simple, intuitive and designed to make your job easier.

Need help with your shipment? No problem—just call our experienced team and we'll work with you to make it happen.

Key Messages: Shippers



Full Services & Logistics Solutions

GlobalTranz offers shippers a full suite of freight and logistics solutions, from connecting shippers with carriers to taking on an organization's entire logistics needs:

- Multimodal shipping services include: truckload, LTL, expedite, intermodal, air & ocean, parcel & small package shipping
- Managed logistics solutions include: managed transportation, supply chain management, special project logistics

Shippers have the flexibility to quote and book TL and LTL shipments themselves using our proprietary GTZship software application, or contact our the GlobalTranz team to assist with everything from quoting to booking.

GlobalTranz is a full-service logistics provider. We're a strategic partner helping shippers find the most efficient, cost-effective and timely way to transport their goods. As organizations look for ways to save on costs for shipping, warehousing, logistics, procurement and similar supply chain functions, GlobalTranz is ready to step in and provide everything from consulting on cost-saving measures to taking on part or all of an organization's transportation and logistics management.

Pricing & Depth of Carrier Capacity

GlobalTranz offers tier 1 pricing, with a network of more than 120 LTL and 30,000 TL carriers, enabling us to negotiate exceptional rates. Our deep and diverse carrier base ensures we can offer shippers the capacity they need to operate at the speed of business.

Technology

Technology is at the foundation of the logistics industry, and GlobalTranz is at the forefront of developing technology solutions that help shippers work smarter and make a noticeable impact on their bottom line.

Fast, intuitive and available on demand, GTZship aggregates rate information across a large number of carriers, enabling shippers to easily obtain multiple rate quotes, book their load and track shipments—all from the same tool.

Key Messages: Carriers



Demand & Flexibility

With over 25,000 direct customers and freight agents, GlobalTranz is a tier 1 partner with a diverse customer base that ensures we have loads to fill a variety of carriers, from vans to reefers to flatbeds. Carriers have the freedom to indicate preferences for partials, expedites or standard shipments, with the option for one-time loads or dedicated lanes, depending on timing and capacity.

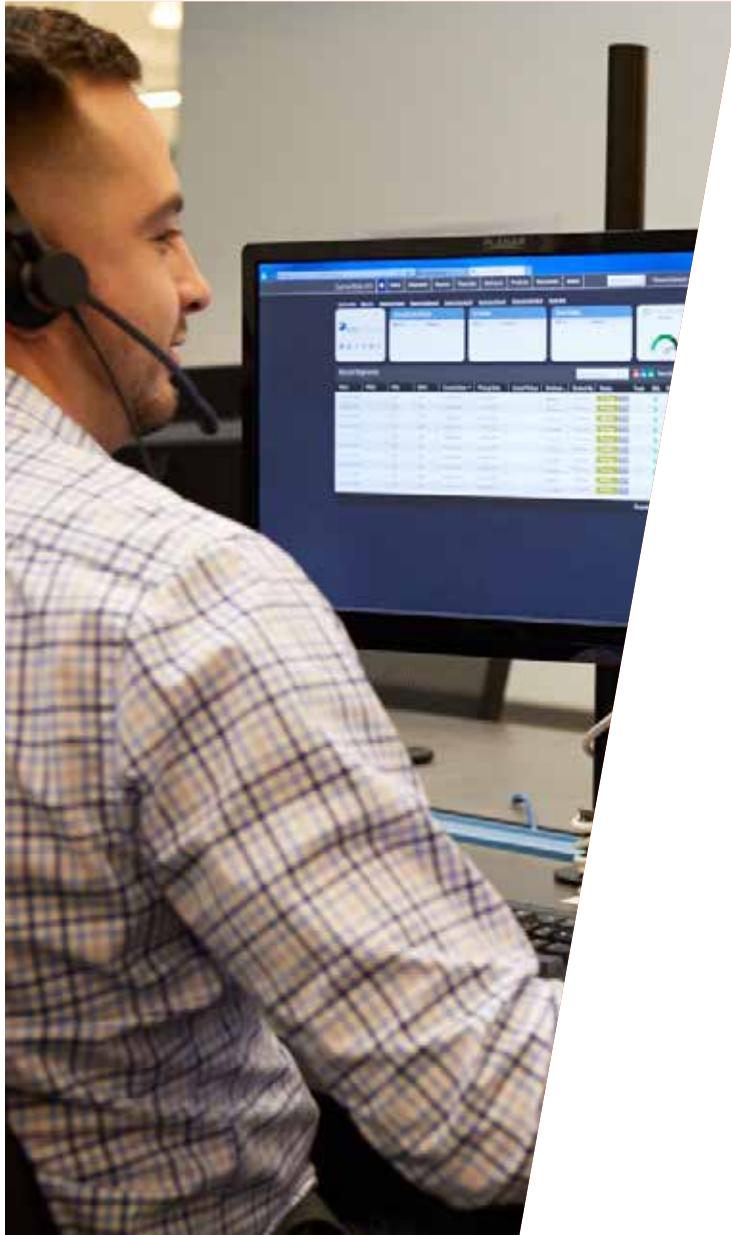
Relationship-Oriented

GlobalTranz deeply values and appreciates the role carriers play in this industry, and we understand their unique needs and challenges in working with freight brokerages. We take a much more personal, collaborative approach, spending time getting to know each carrier and their preferences so we can load pairing and improve their profitability.

Technology

The innovative GTZconnect platform is designed to streamline quoting and booking for shippers and carriers. Rates and availability are updated in near real time, ensuring carriers can quickly fill open capacity or eliminate the chance for overbooking. Carriers can easily manage the entire GlobalTranz book of business through the GTZ platform.

Key Messages: Freight Agents



Capabilities & Support

Freight agents are set up for success by the full depth of the diverse GlobalTranz carrier network, with more than 120 LTL and over 30,000 TL carriers available to handle clients' truckload, less-than-truckload and expedite shipping needs—all at the best rates. Agents can also offer their clients managed logistics solutions including full-service supply chain management services, with nationwide warehouse locations that keeps overhead low.

GlobalTranz freight agents receive unsurpassed sales, marketing and back-office support from a dedicated agent team, including:

- GlobalTranz support team to assist with unique or complex shipments
- Comprehensive agent toolkit, including branded materials, templates and marketing collateral
- One-on-one business consulting to help build a successful book of business

GlobalTranz freight agents have access to some of the most innovative technology in the freight and logistics industry to help them attract, maintain and build lasting relationships with clients. With GTZconnect, agents can:

- Manage all accounts from a central command post, where agents can track and manage all client contacts, shipments and records; analyze sales over time; and generate reports
- Back-office help with reporting, carrier payments, etc.
- Find aggregated rate information across a large number of carriers, enabling agents (or clients) to easily check multiple sources for rates, then book loads and track shipments—all from the same tool.

Fueled for Growth

GlobalTranz is a \$1 billion business and growing fast, earning recognition from key industry organizations for our innovative technology, rapidly expanding service offerings and accelerated growth:

- Transport Topics #13 Largest Freight Brokerage in US
- GlobalTrade Magazine Top 3PL for Technology
- Inbound Logistics 3PL to Watch

Earnings Potential

GlobalTranz gives freight agents an incredible opportunity to establish and grow their business, with competitive commission splits and annual year over year growth rates that often exceed 30-40%. And with no regional or territorial restrictions, agent earning potential is unlimited.



Freight Driven by Technology

If you have questions or need additional information call GlobalTranz marketing at 866-275-1407 or email Marketing@GlobalTranz.com