



Schneider brand standards

A guide to building and maintaining
the Schneider brand.



**We do what we promise, and
the rest takes care of itself.**

All Schneider built this company to last on a foundation of determination and character. We continue to walk in those giant footsteps every day.

At Schneider we:

- › Exist to be a great and enduring enterprise, one that is closely held and creates value for our stakeholders.
- › Are a superior provider of services and our pursuit of safety, excellence and innovation will not be outdone.
- › Treat our customers, suppliers and associates with the utmost integrity without exception.
- › Are committed to beneficial, lasting relationships as both an employer and a leader in the community.

If our way was the “easy way” anyone could do it, but we’re not just anyone.

We are Schneider.

This document has been prepared by corporate marketing department as a guide for associates and vendors to promote proper use of the company’s brand. Each time we communicate—verbally, in video or in writing—we have an opportunity to strengthen the Schneider brand.

Adhering to these guidelines will help ensure Schneider:

- › Differentiates itself effectively and consistently from competitors.
- › Communicates in a consistent manner that customers easily recognize.
- › Protects the legal status of Schneider’s brand, logo and trademarks.
- › Is positively positioned among customers, associates, shareholders and the general public.

Corporate Marketing is accountable for providing guidance and approval of how our brand is represented.

Please email any request or questions to
MarketingBrandStandards@schneider.com.

Logomark

The logomark is the foundation of the Schneider brand and represents all elements of the Enterprise. It embodies everything we are and everything we do—the summary of all the promises we make to our customers.

It is defined as the combination of the word Schneider and a line graphic forming an arrow. The logo is displayed on everything used to identify and promote the company and should always be applied from original, digital artwork and should never be scanned or copied. Always place the logo in a horizontal position. Do not angle, flip, twist or turn the logo in any way. **Electronic files can be found here.**



Staging

To ensure the logo has impact and legibility, it should be free of distortion and have a minimum “clear space” area—setting it apart from graphic elements or typography.

As illustrated below, calculate the minimum clear space based on the height of the lower stripe. The clear space must equal the height of the stripe from the top, bottom, left and right of the logo.



Small Scale Reproduction

Please make sure to reproduce at a high enough resolution. When scaling the logo in a small space, the spaces between the letters and line should not fill in.

There is no maximum size rule. Size the logo in a tasteful and appropriate way, remembering that it should be free of distortion and have a minimum “clear space” area. Do not stretch or skew the logo in any way.

Usage

Approved colors for the Schneider logo are orange, black or white.

Use black or white logos for single-color applications involving black or another color other than Schneider orange.

The logo may be placed on a solid or non-patterned background.

Apparel

The Schneider logo must appear in its entirety on all apparel (including the register mark).

The logo should not be altered, stretched or distorted. The logo should be in orange, black or white depending on color of apparel selected. Tone-on-tone is acceptable if the thread color matches the apparel color.

Contact **Corporate Marketing** for review or feedback prior to ordering to ensure there are no delays in the process once the order is placed.

To order apparel, please contact **Corporate Purchasing**.

Incorrect logomark usage

Below are examples of incorrect use of the logomark. If you are uncertain about usage, please contact **Corporate Marketing**.

AS A WATERMARK



WITH AN OUTLINE



WITH A DROP SHADOW



ON AN ANGLE OR VERTICAL



SKEWED OR ON A PATH



WITH A PATTERN IN IT OR ON A PATTERN



IN A NON-APPROVED COLOR



Corporate color palette

Consistent and accurate use of approved colors enables all audiences to easily recognize Schneider communications. Maintaining the integrity of these colors helps in building the Schneider brand equity.

For questions regarding color palette, please contact **Corporate Marketing**.

Primary colors



Orange
PMS: 165
CMYK: 0/68/98/0
RGB: 248/95/20
HEX: F85F14



Black
Printing

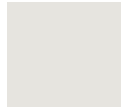


Black
Onscreen/Digital
RGB: 35/27/21
HEX: 231B15



White

Secondary colors



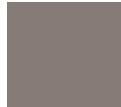
Warm Gray 1
CMYK: 3/3/6/7
RGB: 215/210/203
HEX: D7D2CB



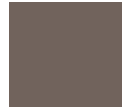
Warm Gray 3
CMYK: 9/11/13/20
RGB: 191/184/175
HEX: BFB8AF



Warm Gray 5
CMYK: 11/13/16/32
RGB: 172/163/154
HEX: ACA39A



Warm Gray 7
CMYK: 16/23/23/44
RGB: 150/140/131
HEX: 968C83



Warm Gray 9
CMYK: 23/32/34/51
RGB: 131/120/111
HEX: 83786F



Warm Gray 11
CMYK: 26/36/38/68
RGB: 110/98/89
HEX: 6E6259

Complementary colors

These colors are to be used primarily for charts, graphs and maps. They may be used in illustrative images where appropriate.



PMS: 2766
CMYK: 100/95/40/35
RGB: 25/35/80
HEX: 1B224E



PMS: 7461
CMYK: 100/40/5/0
RGB: 40/120/180
HEX: 2A7BB7



PMS: 7489
CMYK: 60/15/90/0
RGB: 130/170/90
HEX: 83A757

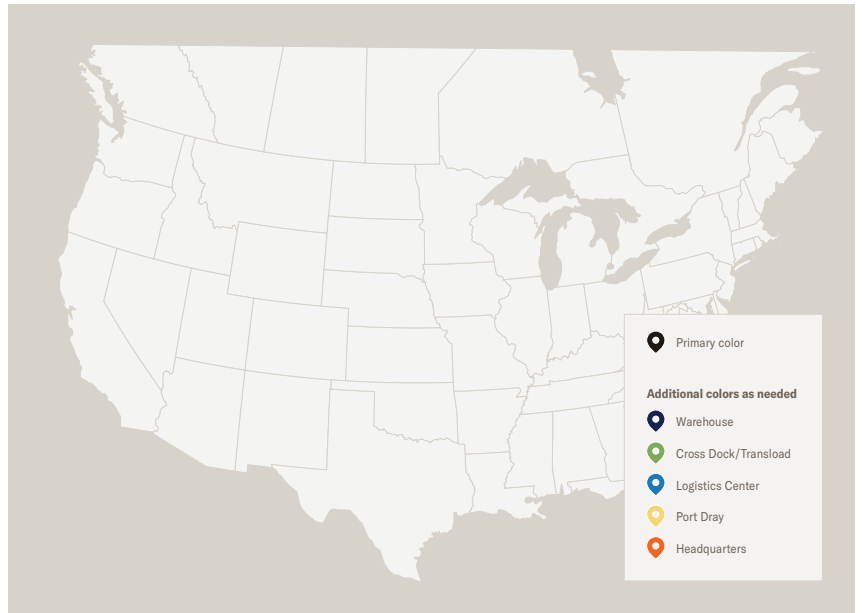


PMS: 1215
CMYK: 0/15/65/0
RGB: 245/215/120
HEX: F6D679

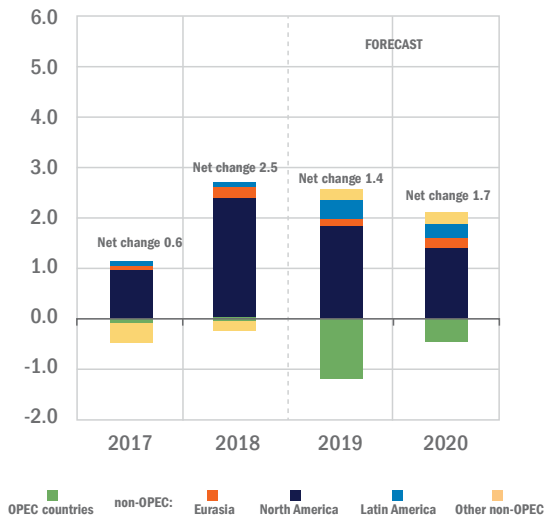


CMYK: 0/90/75/10
RGB: 217/58/61
HEX: D93A3D

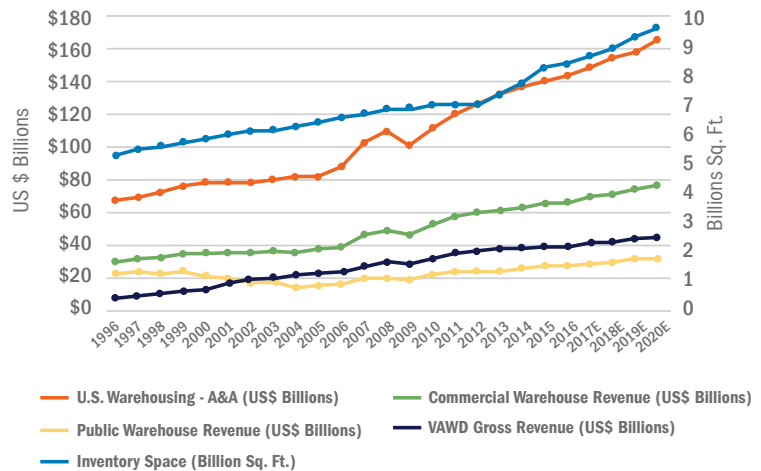
**Corporate color palette—
complementary color usage**



Components of annual change
million barrels per day



U.S. Warehousing Market
1996-2020E



Corporate color palette usage

Printed Collateral

The four-color process (CMYK) breakdown of the Schneider orange should be used for all printed collateral unless it is determined to be a two- or one-color piece. In those instances where it is not four color, the PMS color should be used or matched as closely as possible.

On-screen

For on-screen applications (computer or television), please use the RGB (Red-Green-Blue) formulas.

Digital

For digital applications please use these colors and its corresponding RGB combination:

Orange	RGB: 248/95/2
Warm Gray 1 (30%)	RGB: 243/241/239
Warm Gray 1 (60%)	RGB: 232/229/225
Warm Gray 8	RGB: 140/130/121
Warm Gray 11	RGB: 110/98/89
Black	RGB: 35/27/21

Building/Room Paint Specs

When specifying Schneider orange paint, use Sherwin Williams paint color SW6885 Knockout Orange.

Corporate fonts

GT America becomes primary Schneider typography for branded touchpoints and communications.

For everyday communications, please use Franklin Gothic Demi for headlines (13 pt./13 pt), Franklin Gothic Demi Italic for subheads (11 pt./13 pt.) and Arial for body copy (11 pt./13 pt.)

When working in Word or PowerPoint, do not bold and italicize using the using the buttons.



Type examples for branded pieces

High-level representation:

Large Hero Typography

Intro copy

Subheads

Small Titles / SMALL TITLES

General body copy

Paragraph styles**Headline**

Font: GT America Bold / Franklin Gothic Demi
Case: Sentence case
Size / leading: 30 pt / 34 pt
Position: Left-aligned at the third column
Color: Black
Vertical justification: Centered
Example:

Knowledge Hub style guide

Intro copy

Font: GT America Light / Arial
Case: Sentence case
Size / leading: 12 pt / 14 pt
Space after: 0.125 in
Position: Left-aligned at the third column
Color: Black
Placement: Two baseline grid lines after header box

Example:

Intermodal transportation is the movement of freight by combination of rail and road, requiring in addition to the tractor, shipping containers and chassis to complete the move.

Subhead

Font: GT America Bold / Franklin Gothic Demi
Case: Sentence case
Size / leading: 13 pt / 16 pt
Position: Left-aligned at the first column
Space after: 0.0833 in
Color: Black
Placement: One baseline grid line after header box

Example:

What is an asset-based intermodal carrier?

General body copy

Font:	GT America Light / Arial
Case:	Sentence case
Size / leading:	10 pt / 12 pt
Position:	Left-aligned at the third column
Space after:	0.125 in
Color:	Black
Placement:	One baseline grid line after section line

Example:

Intermodal freight is loaded into shipping containers, which are large, standardized boxes that can be easily moved between the chassis used with an over-the-road tractor and the intermodal train.

List header

Font:	GT America Light / Arial
Case:	All caps
Size / leading:	14 pt / 18 pt
Space after:	0.0833 in
Paragraph rule:	Rule below
Weight:	0.5 pt
Color:	Black
Rule color:	R=255 G=100 B=24
Tint:	100%
Width:	Column
Offset:	0.0625 pt
Placement:	Two baseline grid lines under illustration

Example:

TRANSCONTINENTAL

List copy

Font:	GT America Light / Arial
Case:	Sentence case
Size / leading:	9 pt / 12 pt
Space after:	0.125 in
Color:	Black

Example:

Secure capacity coast to coast

Copyright page text

Font:	GT America Light
Case:	Sentence case
Published text:	8 pt / 9.6 pt Warm gray 11 (RGB) Align bottom
Web and copyright:	8 pt / 9.6 pt Warm gray 11 (RGB) Align bottom
Collateral identifier:	6 pt / 7.2 pt Warm gray 1 (RGB) 60% Align bottom

Example:

Published December 2019 | Last Updated June 2020
schneider.com © 2020 Schneider
BULK-BP-100-S-JUL2020

Miscellaneous

Column grid:	Five columns
Column gutter:	0.1667 in
Margins:	0.375 in
Baseline grid:	InDesign default
Section space:	Three grid lines after last text

Iconography

Iconography is the use of images and symbols to portray a subject. A refreshed icon library has been designed to connect to Schneider's isometric illustrations with black outlines and selective use of orange.

Functional icons

Base iconography with primary use for proprietary applications. Contact **Corporate Marketing** for appropriate use.

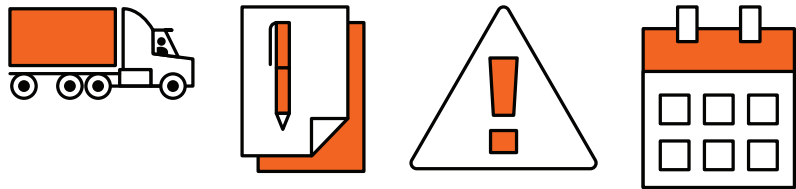
Example:



Medium icons

Mid-level iconography with primary use for day-to-day projects. Assets are available via **Communication Standards** on Compass. If you need a specific icon not currently represented, please contact **Corporate Marketing** for assistance.

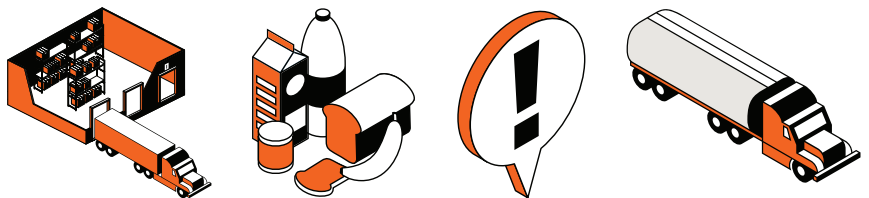
Example:



Isometric illustrations

A new isometric illustration style conveys more complex concepts in a dynamic, modern and proprietary style. Assets are available via **Communication Standards** on Compass. If you need a specific illustration not currently represented, please contact **Corporate Marketing** for assistance.

Example:



Photography

Schneider strives to promote the latest in technology and equipment via the company's photographic files. In order to maintain image consistency, Corporate Marketing has selected photos and made them available via **Communication Standards** on Compass. If you need a specific image not currently represented, please contact **Corporate Marketing** for assistance.

New brand elements

Incorporating the forward-leaning angle of the Schneider logo along with using less orange elements and expanding the range of secondary, warm grays, has been the basis for the overall redesign of corporate materials.

Below is a representation of elements that show how the new brand look can be adapted to assigned areas within a piece or as part of a project. We do not design to an absolute, we promote consistency of look and feel.

If you have any questions with anything in this section, please contact **Corporate Marketing** for assistance.

Flyer and posters

These are used throughout the Enterprise for a varying degree of topics. When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

Schneider FreightPower

Check out the new Schneider FreightPower® app and boost our app store optimization

Visit the app store on your mobile device Search by one of these keywords:

- Schneider
- Trucks
- Trucks
- Trucks
- Carrier app

Find Schneider FreightPower® and download

Searching with these specific track identifiers helps our search results when carriers look for the app

Using the Schneider FreightPower® app

Search by one of these keywords:

- FreightPower
- FreightPower
- FreightPower
- FreightPower
- FreightPower

This has been setup linked to a Specific Carrier in PROCD that will allow you to search for both OTR and STTA freight

- You won't be able to book NOW on any leads
- The user will NOT have any leads assigned to them, as the association portion of the app will show 0 results

This is for internal use only. Carriers should choose "Sign up now" at the bottom of the login screen

[Learn more](#)

SCHNEIDER

Do more for your business

The tools you need for in the office or on the go

Time is money, and maximizing your business is a priority. Schneider FreightPower® is an online portal and mobile app that gives you more access to essential freight services, anywhere you go. Spend less time searching for leads that are worth having. Unparalleled access to a vast network of carriers makes it one of the most important and useful Schneider FreightPower®.

Powerful features help fuel your business from any device.

- Instantaneous leads
- Instantly book loads
- GPS tracking
- Fleet management
- Trig information

Mobile app

Download the Schneider FreightPower® app from the app store and register for an account through the app.

Online portal

Visit Schneider.com, select Register and then Go to the app to register.

Schneider FreightPower

Questions? Contact us at FreightPowerCarrier@schneider.com or 800-368-2000

SCHNEIDER

Proud to hire those who serve

Schneider understands one simple, profound truth: It's all about people. Because of your professionalism and service, we encourage you to stay on this account and become a member of the Schneider team. You'll be rewarded right from the moment you apply.

As a current driver on this account:

- You will retain your verified date of hire (used in determining longevity and paid time off).
- You will be eligible for benefits 30 days after date of hire.
- Vacation days will be awarded to bridge the gap between your original and Schneider hire dates.

Class A drivers

- \$5,000 sign-on bonus available.
- Receive \$1,000 on the next check after completing your first load.

Class B drivers

- \$5,000 sign-on bonus available.
- Receive \$1,000 on the next check after completing your first load.

SCHNEIDER

To apply, click or visit url.com/applyhere

Call 800-368-2000 for more information. Phone line only. ©2016 Schneider. CDOT 121

SCHNEIDER

Drive on. Satisfied.

Up to \$5,000 sign-on bonus available.

Schneider understands one simple, profound truth: It's all about people. Because of your professionalism and service, we encourage you to stay on this account and become a member of the Schneider team. You'll be rewarded right from the moment you apply.

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SCHNEIDER

To apply, click or visit url.com/applyhere

Call 800-368-2000 for more information. Phone line only. ©2016 Schneider. CDOT 121

SCHNEIDER

Good health. Delivered.

For prospective driver candidates

Schneider has designed a comprehensive benefits package with your needs in mind.

Apparel allowance for your mobile work life.

Health plan features

Plan	Annual Premium	Monthly Premium	Annual Deductible	Out-of-Pocket Maximum
Basic	\$1,200	\$100	\$1,000	\$5,000
Standard	\$1,800	\$150	\$1,000	\$5,000
Enhanced	\$2,400	\$200	\$1,000	\$5,000
Comprehensive	\$3,000	\$250	\$1,000	\$5,000

Dental coverage

Annual maximum benefit: \$1,000. Plan includes dental and vision coverage for you and your dependents.

Health savings account

Annual maximum benefit: \$1,000. Plan includes dental and vision coverage for you and your dependents.

Life insurance

Annual maximum benefit: \$1,000. Plan includes dental and vision coverage for you and your dependents.

Disability insurance

Annual maximum benefit: \$1,000. Plan includes dental and vision coverage for you and your dependents.

SCHNEIDER Gate automation testing in progress

A large photograph showing a Schneider truck at a gate with a chain-link fence in the foreground. The scene is overlaid with a semi-transparent orange filter.

Employee Assistance Program

Work Life Balance

Group Term Life Insurance

Accident Death and Dismemberment (AD&D)

Business Accident Transportation

Travel Accident Program

Group Term Life Insurance - Supplemental

Employee Assistance Program

Work Life Balance

Group Term Life Insurance

Accident Death and Dismemberment (AD&D)

Business Accident Transportation

Travel Accident Program

Group Term Life Insurance - Supplemental

SCHNEIDER

NEW TEAM referral bonuses

Refer more. Earn more.

\$10,000 per formed team with at least one year of experience

\$5,000 paid out after three weeks and \$5,000 paid out after six months

Two easy ways to refer

Schneider Compass

Select "Refer a Driver" at the bottom of the home screen. Enter the candidate's information and submit.

Referral Card

Hand out referral cards with your name and driver number to prospective drivers. Ask them to give your information as they apply. Referral cards are available at most Schneider facilities at Driver Services.

Questions?

See Driver Referral Program details on Compass or call the Referral Team at 920-592-6133.

The referral program is subject to change.

Infographic example

We are moving the designs from a vertical format to a tiled presentation making an easier transition to social media and read in a mobile environment. There will be more to come on design in the near future.

Use a wide screen PowerPoint format to develop the image for utilization in presentations.

Shipping PPE: Global logistics expertise ensures delivery of medical supplies amid pandemic

Amidst the coronavirus pandemic, it's crucial to ensure medical professionals have access to the supplies and personal protective equipment (PPE) they need. Schneider is helping international manufacturers quickly deliver hundreds of shipping containers of PPE and medical products to hospitals and retailers within the U.S.

In one month, Schneider imported 29 containers of supplies and PPE from China and stayed, transloaded and moved them via truck from the Los Angeles port to their final destinations.

How Schneider imports and ships PPE and medical supplies

Strong relationships with global freight forwarders and customs brokers make importing medical supplies seamless

Multimodal transportation services ensure freight is moved from the port to its destination efficiently

An established network of assets and drivers means shipments are expedited – sometimes delivered within 24 hours

Award-winning technology provides open communication and visibility into freight's progress

Through its award-winning technology, decades of transportation experience and strong relationships, Schneider efficiently imports and provides fast delivery of medical supplies and PPE to American hospitals, retailers and more.

PowerPoint templates

Templates have been created and are available via **Communication Standards** on Compass.



Trade publications

These are used throughout the Enterprise for a varying degree of topics. When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

SCHNEIDER

Schneider named a 'Best Employer for Women' by Forbes in 2020

Forbes 2020 THE BEST EMPLOYERS FOR WOMEN

We're committed to providing a positive environment for female associates by:

- Having secured parking lots and operating facilities across the country.
- Working with drivers to find the right job that fits their lifestyle.
- Giving drivers the miles they need to provide for their families.
- Having experts available 24/7 to ensure every load is successful.
- Equipping trucks with technology that promotes safety and driver comfort.

Find your perfect driving job

us.jobs@schneider.com
800-44-PRIDE

SCHNEIDER

Time spent in the military = Higher starting pay at Schneider

Become a Schneider driver and take advantage of our Credit for Military Experience Program. We reward your military service with a higher starting pay rate.

If you drove truck in the military:
100% of pay time in the military translates to Schneider experience.

If you served in a non-transportation capacity in the military:
1 year of your time in the military translates to Schneider experience.

Other benefits veterans have access to at Schneider:

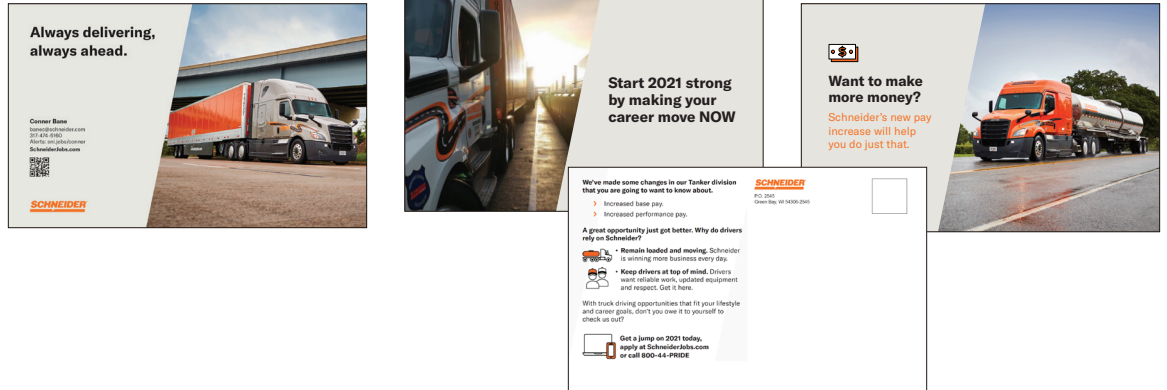
- Opportunity to earn up to \$20,000 in additional pay each month with the Military Apprenticeship Program
- Guaranteed base rate for veteran and non-veteran drivers
- High priority of going across the country, schedule and flexing
- Military veterans who work with veterans:
- 100% of pay time in the military translates to Schneider experience.

866-VETS-COL
schneiderjobs.com/military

Direct mail

These are used throughout the Enterprise for a varying degree of topics. When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

For internal printing, please use a postcard or tri-fold size for pieces.

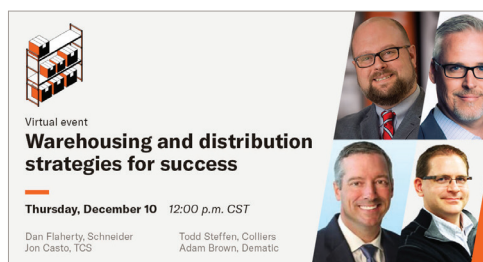


Virtual event graphics

For virtual events and webinars, please include topic, event specifics and photos of the speakers.

Please note that for the events we create the following: general social posts (two sizes), graphics for the event pages on social sites, two versions for the webinar site and an email header.

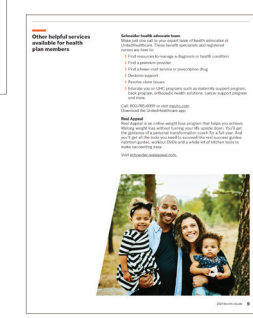
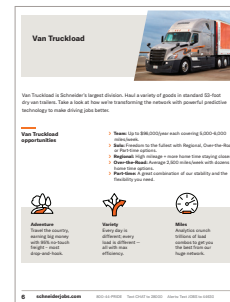
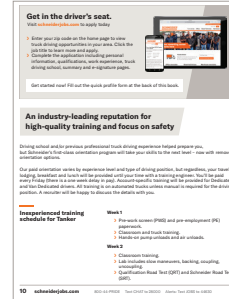
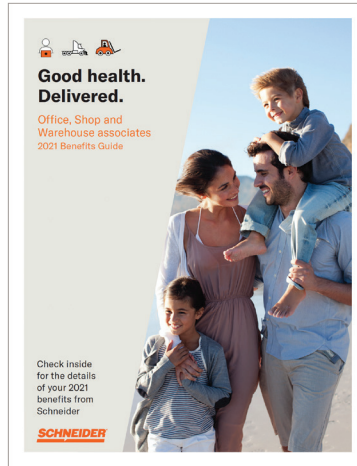
In most cases, there are pre- and post-event messages that are created as well.



Brochures

When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

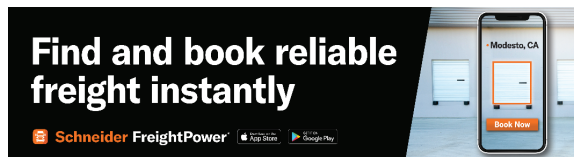
Sizes range from digest to full-page.



Outdoor and banners

When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

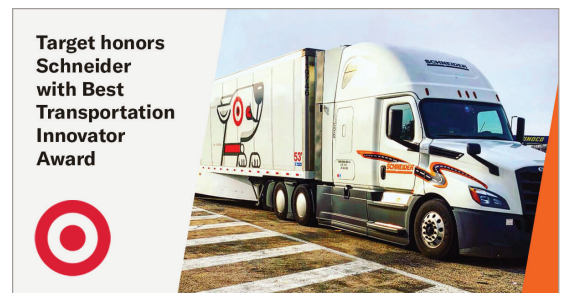
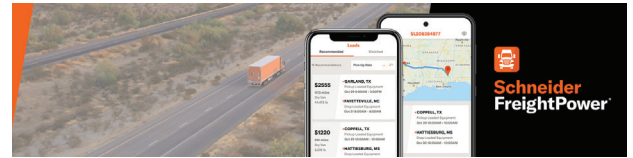
While the use of black works for large-scale media channels, warm gray should be used for small-scale projects.



Social graphics

When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

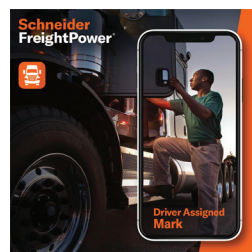
Sizes will vary.



Display ads

When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

Sizes will vary.



Sell sheets

When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

SCHNEIDER Bulk / Bulk Bulk Capacity

Unconstrain your supply chain with reliable Bulk delivery

Schneider Bulk provides your business innovative solutions to meet all its delivery needs. With coast-to-coast capacity, continually trained drivers and the best safety technology in the industry, we'll deliver all your specialty bulk materials with unmatched care and expertise.

Why Schneider?

- HIGHEST HIRING STANDARDS**
Focus on only safe, qualified drivers, no one else.
- SCHNEIDER-OWNED EQUIPMENT**
Means safer, well-maintained tanks and trucks.
- FLEXIBLE CAPACITY OPTIONS**
Does your size vary to get the job done right?

Resource collateral

This is the only group of documents that has a consistent look. When creating please take into consideration the goal of the project and keep in mind that may mean, in certain cases, a dissent from the overall standard.

SCHNEIDER Position Paper / What to consider for your industry distribution footprint

Supply chains in flux? What to do now?

Knacker's reactions to international disruption, like restoring, may not be the whole answer to fix your supply chain challenges.

The disruption buzz

You've most likely heard the buzz on the media, on trading, geopolitical, restoring, regional supply chains. China plus 1, is it really this the strategy of the future? Is it right for your business?

After the dust of disruption settles, the industry to bring everything back home must be tempered with the economics of a fiercely competitive market. It's important to remember the use of economic comparative advantage hasn't been repealed. The reality is that the world will remain a global marketplace, but the regions that lead by the best trading decisions are those that have and, in some cases, those that will. We have learned a lot since the offshoring news that started at the beginning of the century and we now know changing the lowest cost labor rate isn't the whole story.

Constructing a complete network analysis that includes all costs associated with total landed cost (i.e., materials, manufacturing, cost, labor rates, logistics and transportation, selling, general and administrative expenses (SG&A), and tariffs) is more important than ever as domestic variables change rapidly.

For several trade relations with China are changing as and so conditions inside the country, labor costs continue to increase, and tariffs continue to mount. Added to these hard variables the cost are soft variables that have increased in importance, such as risk mitigation, simplification, cost and time to change and unique customer requirements.

China labor costs impact Mexico's competitiveness in supplying goods to the US market

Costs associated with total landed costs include:

- Materials
- Manufacturing
- Logistics
- Transportation
- Selling
- General and Administrative
- Tariffs

SCHNEIDER Position Paper / What to consider for your industry distribution footprint

Moving beyond theory

So, what should a supply chain manager make of it? What actions should be taken? A supply chain manager should be proactive and not reactive to these changes. The supply chain manager should be proactive and not reactive to these changes. The supply chain manager should be proactive and not reactive to these changes.

Model formulation

The model's data and model formulation need to be consistent. The model's data and model formulation need to be consistent. The model's data and model formulation need to be consistent.

When to get started

Now Schneider's edge is still real. You can't ignore what you can't ignore. Transportation costs are rising and rising. Labor costs are rising and rising. Labor costs are rising and rising.

SCHNEIDER Position Paper / What to consider for your industry distribution footprint

Pricing an expert

When it comes to understanding the development of a model that will bring change and implementation, there are a number of ways to go about it.

Developing a model that will bring change and implementation, there are a number of ways to go about it.