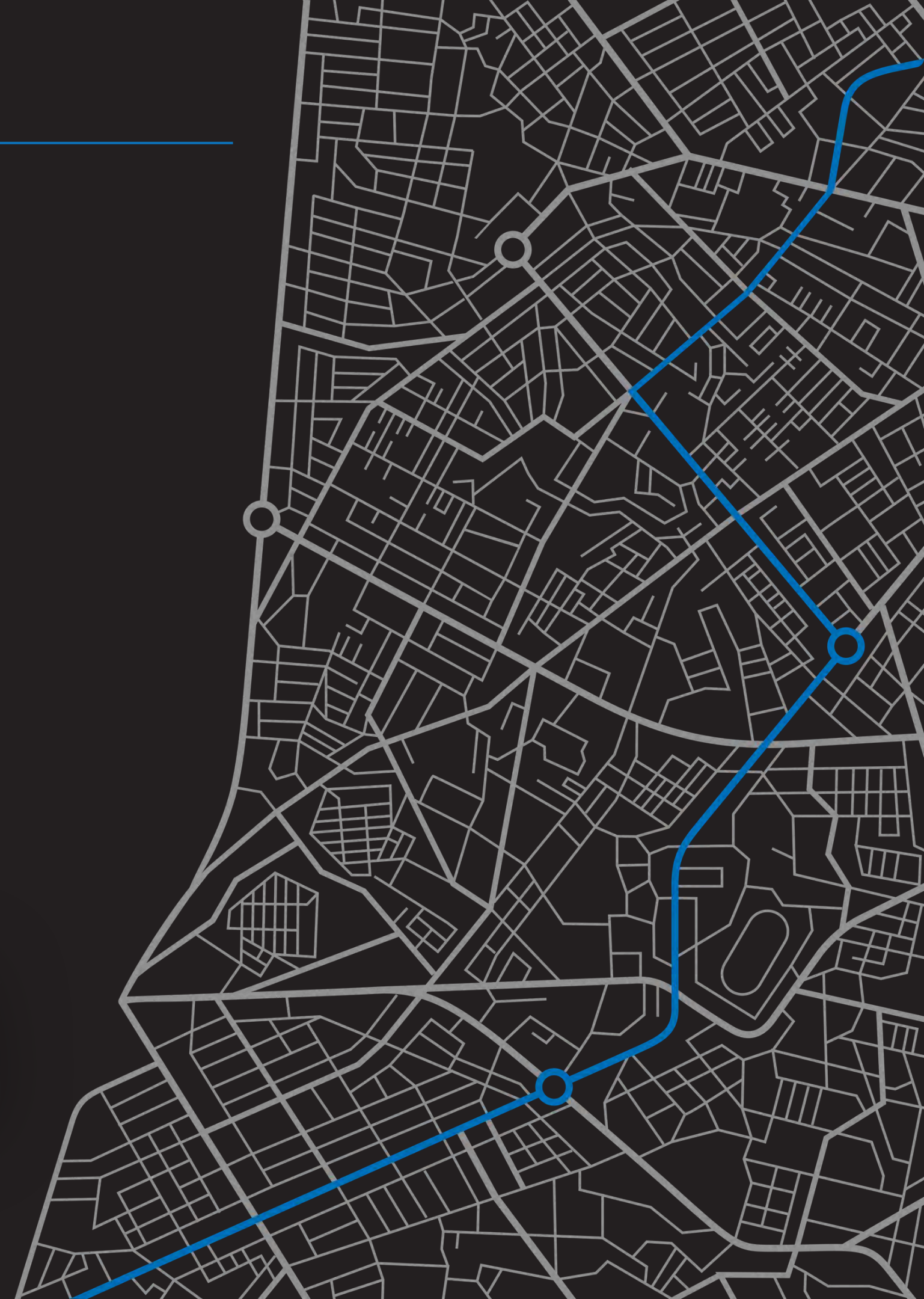




Brand Guidelines





These guidelines reflect Midwest Refrigerated Services commitment to remain true to our brand and the people, products, and services it represents. Communicating a consistent message of who we are is essential to presenting a unified image of our company.

MRS's visual brand identity, including our logo, tagline, typeface, colors, and imagery, are valuable company assets. They help us provide a simple, clear, and direct message to the world.

These guidelines outline how we can use MRS brand elements to unify our company's image. When these elements are repeatedly used together, they become the foundation for telling the stories of our brand, our products, our services, and our people.



Our Vision

To grow a customer-centric integrated network of refrigerated warehouses and transportation services that delivers a seamless logistics experience by leveraging technology, expertise, and innovative ideas.

Our Mission

We support our customers with the highest quality food and cold chain logistics services. We provide an ethical, safe, and profitable environment for the success of our company, employees, and customers. We commit to being a positive influence within the communities where we operate.



Our Purpose is:

Whether you're a manufacturer, food processor, or distributor, we want to help you **RETHINK REFRIGERATED.**



Coming Soo



MIDWEST Values

Our Midwest Values

Modesty

Acting with quiet confidence, respect, and humility in how we carry ourselves/interact with others.

Integrity

Doing what is right even when it's difficult. Be honest.

Dependability

Being reliable and following through on commitments.

Work Ethic

Bringing your best effort every day to achieve quality results.

Efficiency

Delivering results through continuous improvement and innovation.

Safety

Ensuring the wellbeing of our community, customers, and team members is our number one priority.

Trust

Being accountable, transparent, and fostering teamwork.

The MRS Story



It Started With Ice

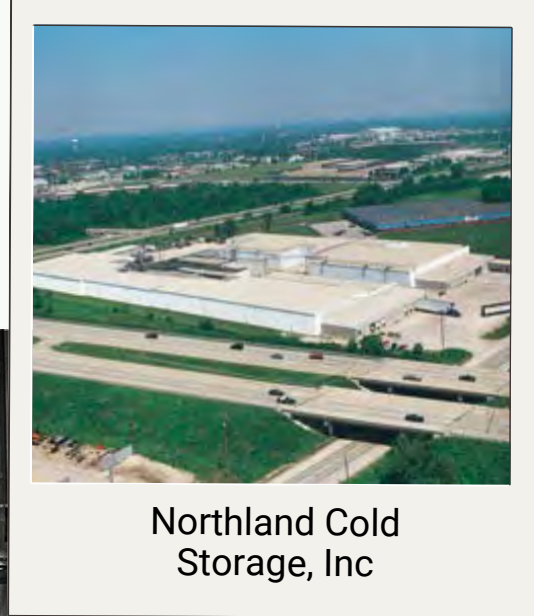
In the **1940s**, the Pokel family founded Plymouth Ice and Coal Company.

In the **1960s**, the second generation, expanded to Green Bay, WI and renamed the company Northland Cold Storage.

In the **1990s**, the third generation, started Geneva Lakes Cold Storage and Wisconsin Logistics in Darien, WI.

In **2008**, started Midwest Refrigerated Services and began offering comprehensive 3PL services.

Today, MRS continues to grow and innovate, rooted in a legacy of excellence and family focused operations.



Brand Strategy



Brand Voice

The MRS voice is the heart of our brand—it shines through our words, design, sound and overall experience with MRS. It sounds like your friendly, intelligent coworker: helpful, inspiring and has a heart.

Helpful

Empathetic, encouraging, and intuitive • A supportive partner to our customers, employees, and the planet

Inspiring

Solutions-oriented and optimistic • Deep knowledge of our product benefits • Engaging and supportive

Has A Heart

Fun, friendly, imaginative, lighthearted, humble, plainspoken, warm, familiar, and inclusive.



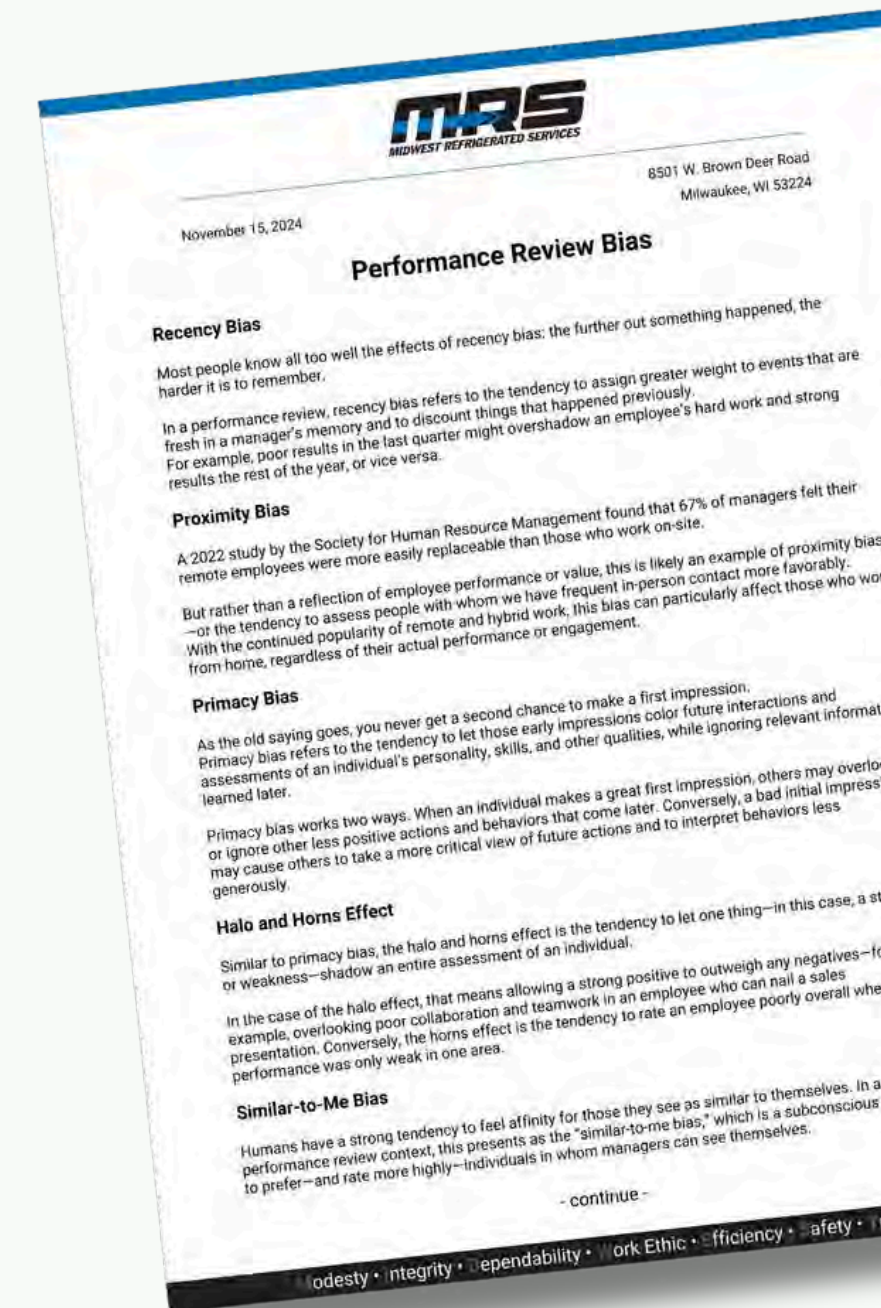


Copy Principles

These help us uphold the unique MRS voice and tone, and to align our copy across partners and functions. This ultimately leads to better—and more efficient—reviews and decisions.

Our copy principles are:

- 1) Keep it simple
- 2) Be approachable
- 3) Make it memorable
- 4) Respect our readers
- 5) Be compelling



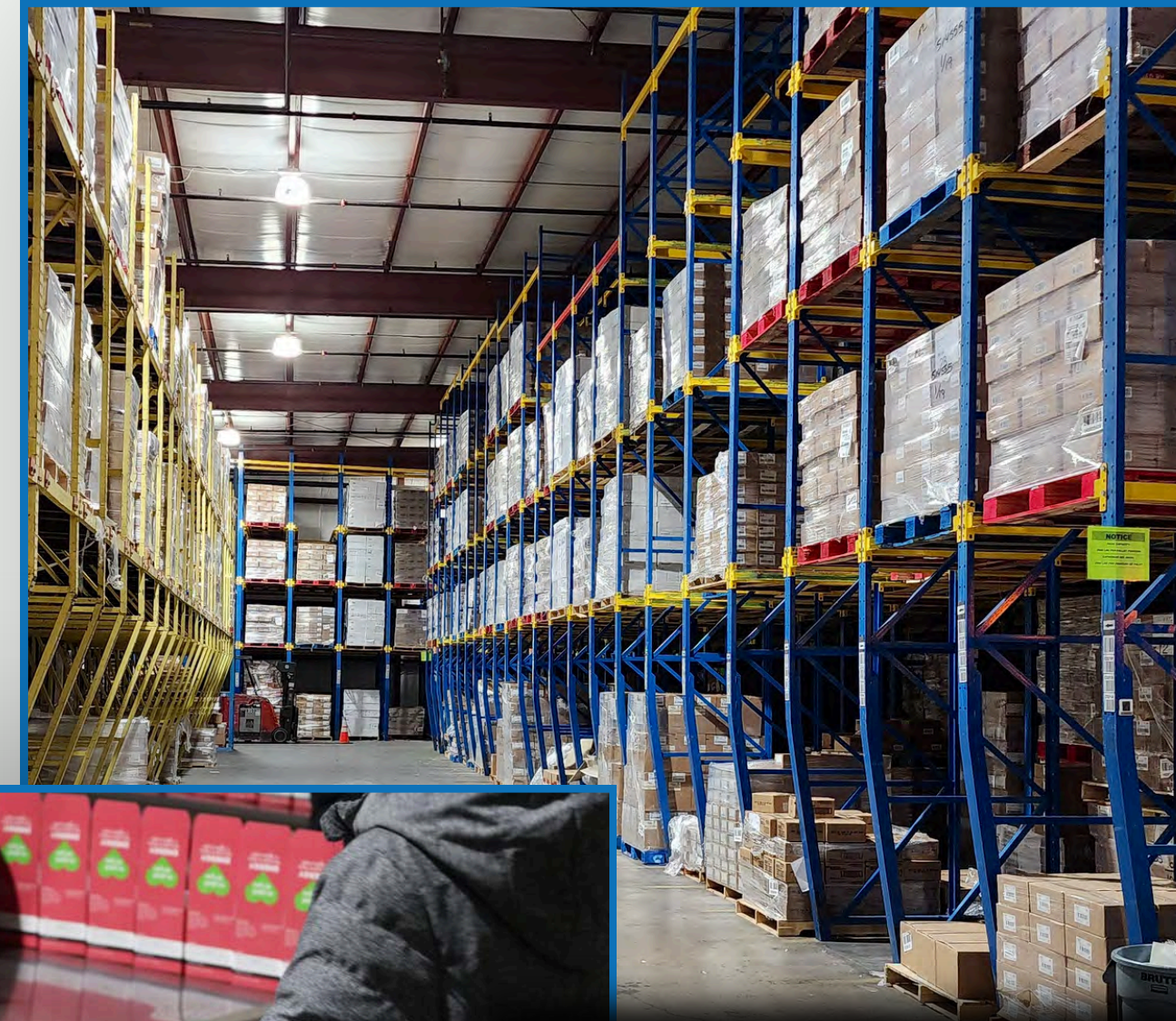
How To Describe Who We Are and What We Do

Short and sweet

MRS is a leading 3PL provider in the Midwest.

Less short, still sweet

MRS is on a mission to make companies' logistic operations simpler, more pleasant, and more productive. It is the 3PL company that improves processes by rethinking transportation, logistics, warehousing, and value-added services seamlessly for companies, and keeping products flowing for people across the nation. To learn more about MRS, visit MidwestRefrigerated.com or follow us on our social accounts.



MRS Language Rules

It should go without saying, but it's still worth stating: Never use exclusionary terms, cultural appropriation, ableist or misgendering language, or anything that could be interpreted as a slur. This includes references to pop culture, the use of slang, most abbreviations or anything else that might resonate with only a few people, but not most people.

Website

We always uppercase MidwestRefrigerated.com. We kindly suggest you avoid using it to start a sentence.

Attributions

Here are a few handy things to remember about job titles:

- Capitalize job titles in pull quotes and display copy, but not in running text
- Abbreviate CEO, CFO, COO, CTO, VP, Sr.
- Don't abbreviate uncommon acronyms, like Chief Technical Operations Officer
- Co-founder, not Co-Founder

Punctuation

Use standard punctuation in body copy (err on the side of no exclamation points!). Headlines, buttons, links and eyebrows should not have any punctuation, outside of commas and question marks. Keep headlines short enough that they don't feel like they need punctuation—a complete sentence can look out of place without a period.



One
Brand

One
MRS



Midwest Refrigerated Services has many different departments and services. We will always be one brand, one vision, one voice. While we encourage each department and service to stand out from the competition, remember that we only succeed together.



Our Logo

Logo Info

Our logo is the primary brand asset that worldwide audiences see. To communicate a unified image of our company, this element must always be used consistently and never altered in any way.

- If you have permission to use our logo, please use the correct files and follow these guidelines—there's no need to recreate or reinvent anything.
- Speaking of permission, don't use our logo in any advertising, apparel or merchandise without our approval.
- We prefer to use our "Standalone Logo" in most situations.

By downloading and/or using our brand logo, you acknowledge and agree to abide by the Trademark & Copyright Usage Guidelines, these brand guidelines, and any other rules that may apply to the particular materials used.



Main Logo



Secondary Logo



Standalone Logo

MRS's standalone logo is the primary and preferred version of the MRS logotype. This version must be used whenever possible. Use of any other version of the MRS logo must be approved by the Marketing team on a case-by-case basis.

This is the only approved logo for signage, equipment, marketing and digital materials. Exceptions include: apparel, safety gear and promotional items. The logotype should never be retypeset or recreated. Digital master artwork should always be used for any application.

The logotype under the main MRS logo is Franklin Condensed Gothic Semi Bold Italic (Franklin Gothic SSi Semi Bold Italic)



Logo Clearspace

Everyone likes a little personal space. Our logo does too. Make sure it can breathe by reserving clear space equal to the height and width of the “M” on all sides. This space is needed around the logo to prevent it from becoming cluttered by surrounding artwork, images or the edge of a page

MINIMUM SIZE:

Don't make people squint.



Icon

There are rare instances when the Icon can be used on its own (e.g., on business cards and mobile browser icons). Special permission must be given to use the MRS Icon when it is not part of the standard brand signature.



MRS Icon

Arrow

USING THE MRS ARROW The MRS arrow is used to signify moving forward. The arrow which is always in MRS Blue (In some limited and approved cases it can be white), should never be flipped or moved from its original position.

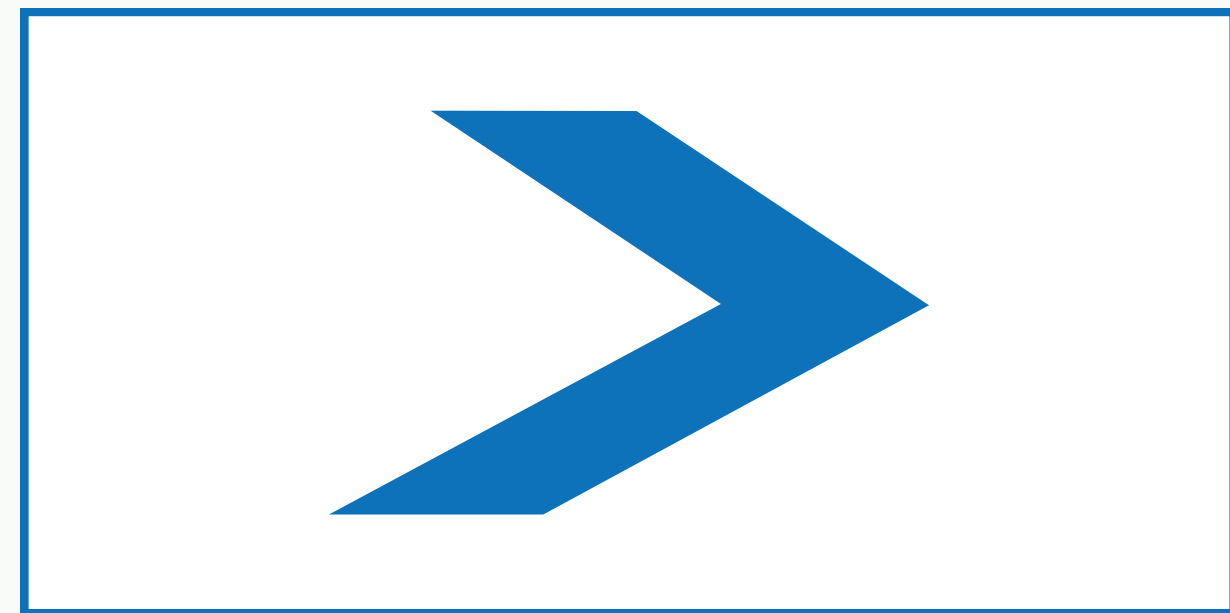
Do not use the arrow as a pointer. Refrain from placing text inside the arrow.

If so it need to be pre-approved by Marketing

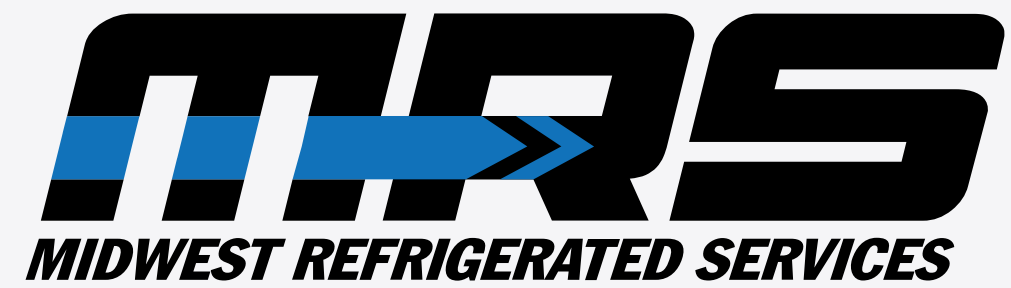
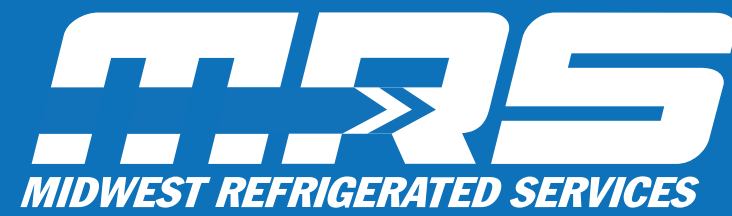
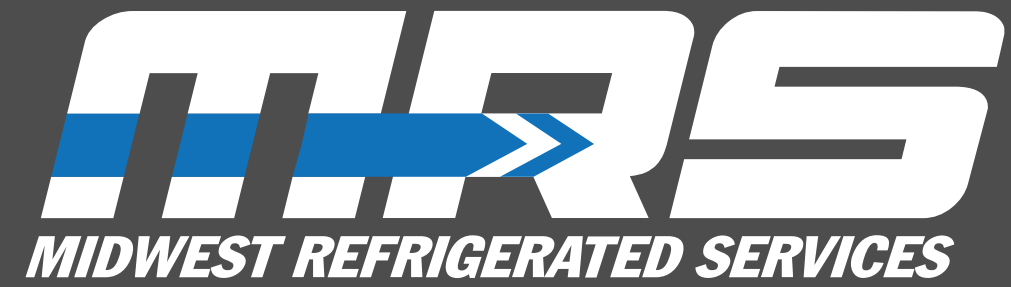
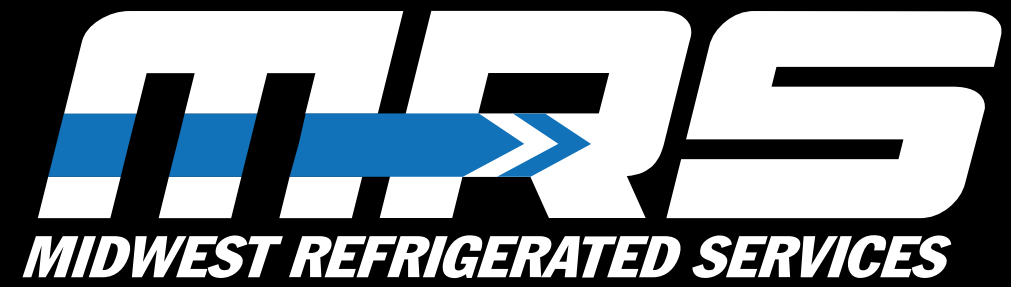


DO NOT FLIP THE ARROW

Flipping the arrow to point to the left signifies going backwards.



MRS Symbol





Incorrect Logo Usage

A consistent and easily identifiable look helps maximize brand impact. It is important not to experiment with variations of the logo.

Type Alterations

Do not stack, stretch, distort, add outlines or alter the MRS logo in any way.

Color Alterations

Do not alter logo or symbol colors, or logo color relationships. Do not “mix and match” color palette elements, and do not deviate from true MRS Blue.

Graphic Treatments

Do not enclose the logo in any kind of border or add elements such as drop shadows or “glow” effects. Do not add graphic elements to the logo



Our Tagline

Midwest Values . . . Nationwide Service

In certain instances, the tagline may be used independently of the logo. Examples include usage on digital banners and interior signage. The tagline must always be typeset in MRS Roboto Bold on an MRS primary color palette background (see p. 22). Our trademarked tagline must include three spaced periods between “Values” and “Nationwide” per our application. No stacked version is to be approved.

Consistent usage of our tagline helps build recognition of our brand and ensures that it is always rendered with the proper impact and legibility. Please default to the MRS standalone logo to avoid situations that would result in a misrepresentation of the tagline.

Please see our trademark [here](#)

All Roads Lead To MRS

The “All Roads Lead to MRS” background is an official branded graphic asset designed to visually represent MRS’s expansive logistics network and our commitment to keeping supply chains moving. Inspired by real road maps and GPS navigation, this background features roadway-style lines on a black backdrop, symbolizing the interconnected paths that businesses take to get their products where they need to go.

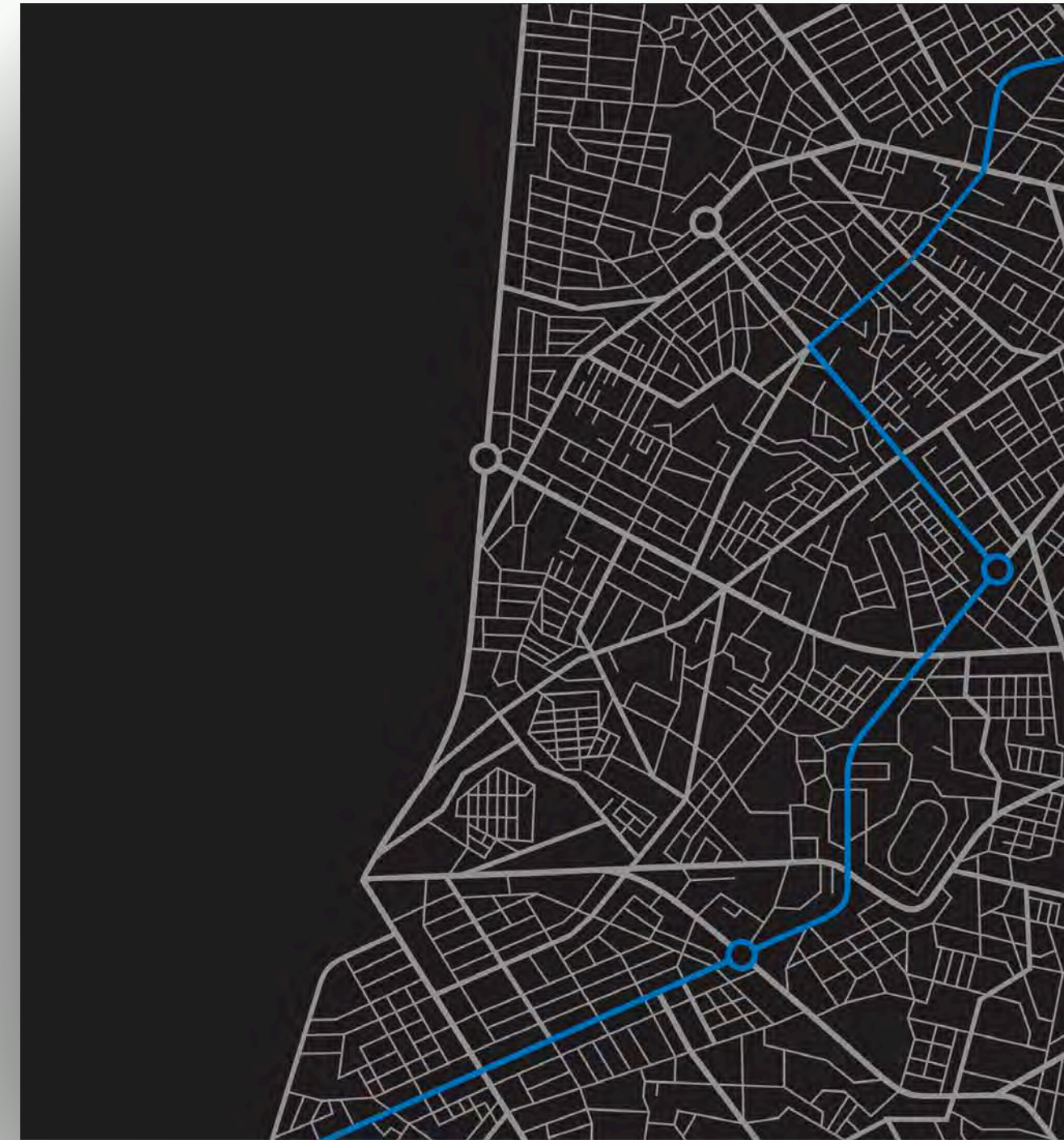
At the heart of the design is a bold MRS Blue line, resembling a GPS navigation route, reinforcing our message that no matter where your products are coming from or going, MRS is the reliable partner that keeps them moving—cold, clean, correct, and on time.

Creative Intent & Usage

- **Symbolism:** Represents our nationwide transportation reach, our seamless logistics coordination, and our role as a trusted guide in the supply chain.
- **Versatility:** This background can be incorporated into various digital and print assets, including presentations, social media graphics, website banners, video backgrounds, and marketing materials.
- **Brand Consistency:** By standardizing this asset across our creative, we ensure a recognizable and cohesive visual identity that aligns with our “Midwest Values... Nationwide Service” messaging.

Guidelines for Use

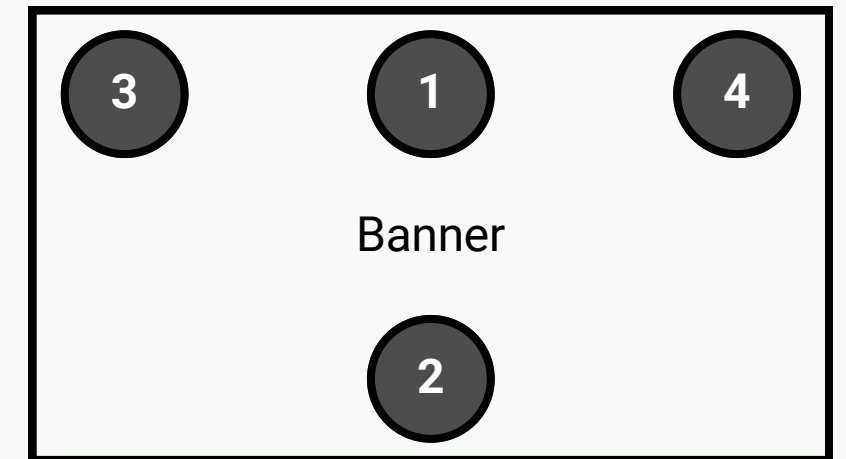
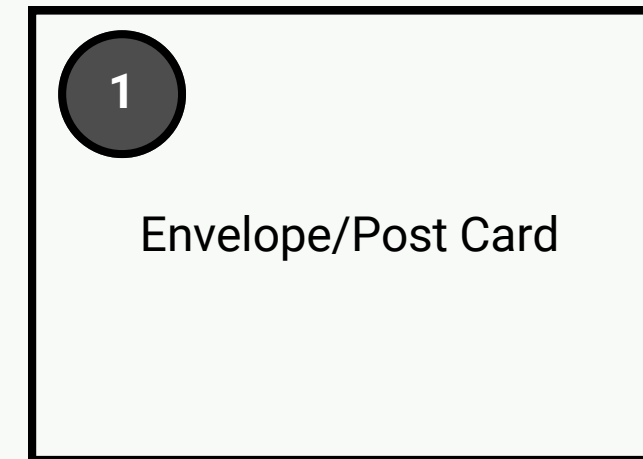
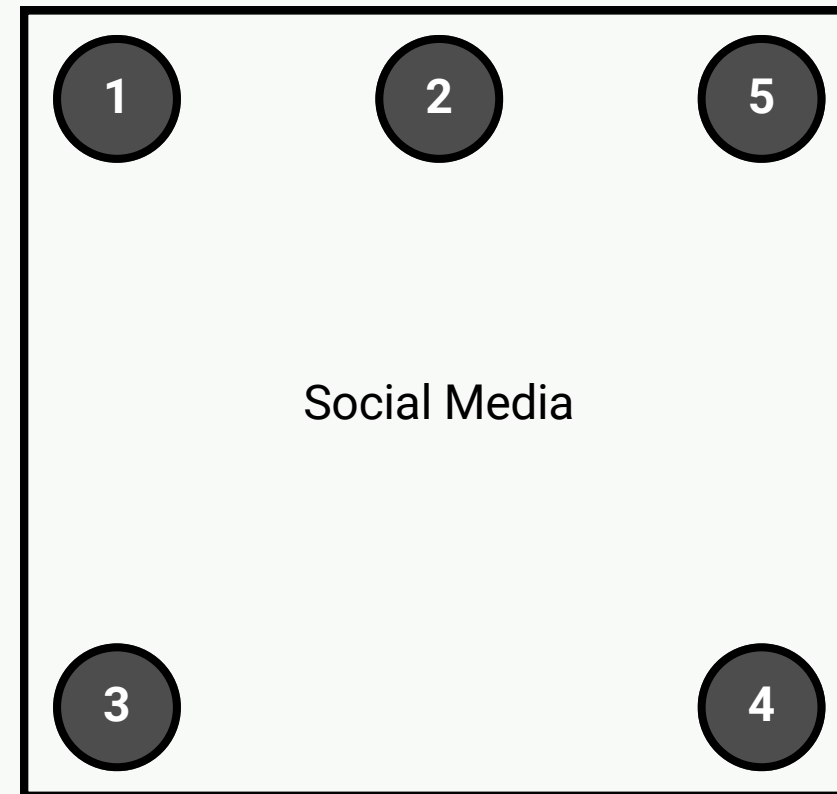
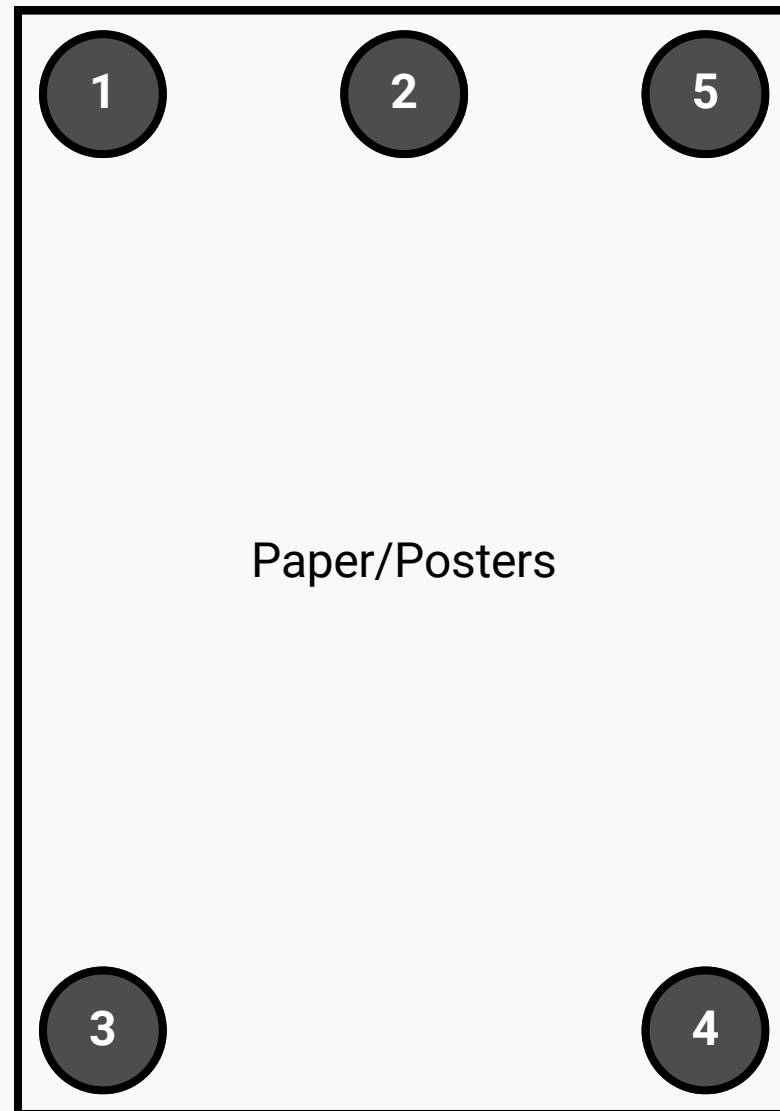
- **Color Integrity:** The MRS Blue navigation line should remain in its official brand color (#0D72B9)
- **Placement:** When used in social graphics, presentations, or promotional materials, the background should not overpower text or key visual elements but should enhance the overall theme.
- **Scaling:** Ensure it maintains its high resolution for clarity.
- **Pairing with Content:** Ideal for campaigns or messaging that emphasize movement, efficiency, and logistics, reinforcing MRS’s ability to connect businesses with warehousing, transportation, and value-added services.



Correct Logo Placement

The following are examples of logo placement on digital media. MRS logo is permitted in any space with a number. Spacing from every edge is equal to two times the M in the text of Midwest. Do not place two or more logos on any single created asset.

See "Stationary" for info about logo placement on memos and documents.



This is the correct spacing from the edge

Our Colors



Brand Colors

Color plays a central role in MRS's brand system. It should be used pervasively, presenting MRS as a lively, colorful brand. The full palette is divided into three categories, shown on this page.

Primary Palette

MRS Blue – meaning that if only one color is to be used for the brand, it should be MRS Blue. The MRS Arrow is primarily in this color unless approved. MRS Black is the default main color of the logo or any tagline text.

Accent Palette

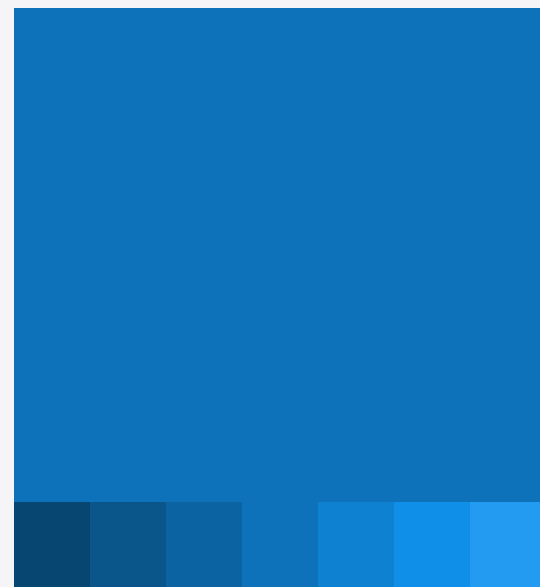
Two additional color: MRS Yellow & MRS White
There are no clear rules for MRS White color, use it wisely and make sure the content stands out. MRS Yellow is ONLY to be used in call to actions and must be approved by marketing for use in anything. MRS Yellow should never be use on the logo.

Web Palette

These web colors are variations of white and black that help eliminate fuzziness and eye strain on the end user.



Primary Palette



MRS Blue

PANTONE Process Blue C

PMS: 1177 MADEIRA

CMYK 93 | 38 | 0 | 27
RGB 13 | 114 | 184
HEX/HTML 0d72b9

Black

CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
HEX/HTML 000000

*Use for print

White

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX/HTML ffffff

*Use for print

Accent Palette



Yellow

CMYK 0 | 34 | 94 | 0
RGB 255 | 169 | 16
HEX/HTML ffa910

*Use for Call To Action

MRS Environmental

CMYK 100 | 0 | 78 | 20
RGB 0 | 204 | 45
HEX/HTML 00cc2d

MRS Environmental is only to be used for environmental initiatives.

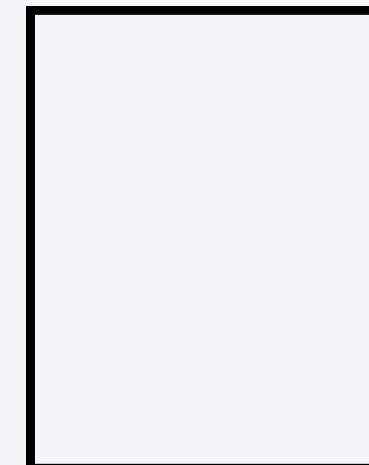
Web Palette



MRS Web Black

CMYK 72 | 67 | 59 | 79
RGB 35 | 31 | 32
HEX/HTML 231f20

*Use for digital



MRS Web White

CMYK 5 | 4 | 3 | 0
RGB 245 | 245 | 247
HEX/HTML f5f5f7

*Use for digital

For embroidery thread colors, MRS Blue: 1177 Madeira, black or 1010 Madeira Silver

Ensure that activations comply with accessibility standards for your region. For further guidance, please refer to [webaim.org/resources/contrastchecker](https://www.webaim.org/resources/contrastchecker) for compliancy standards.

MRS Color Guide

MRS Blue should be used in all possible brand instances. That means all public-facing corporate branding applications should be printed with this Pantone color. Accurate, color-consistent swatches have been created by Pantone specifically for this ink formulation, found in various Pantone color swatch books.

Apply With Intention

When showcasing a product-driven message, be sure to use proper color association so that the integrity of the product is consistent.

Exercise Restraint

Be selective in how colors are used within a composition or component.

Balance is Key

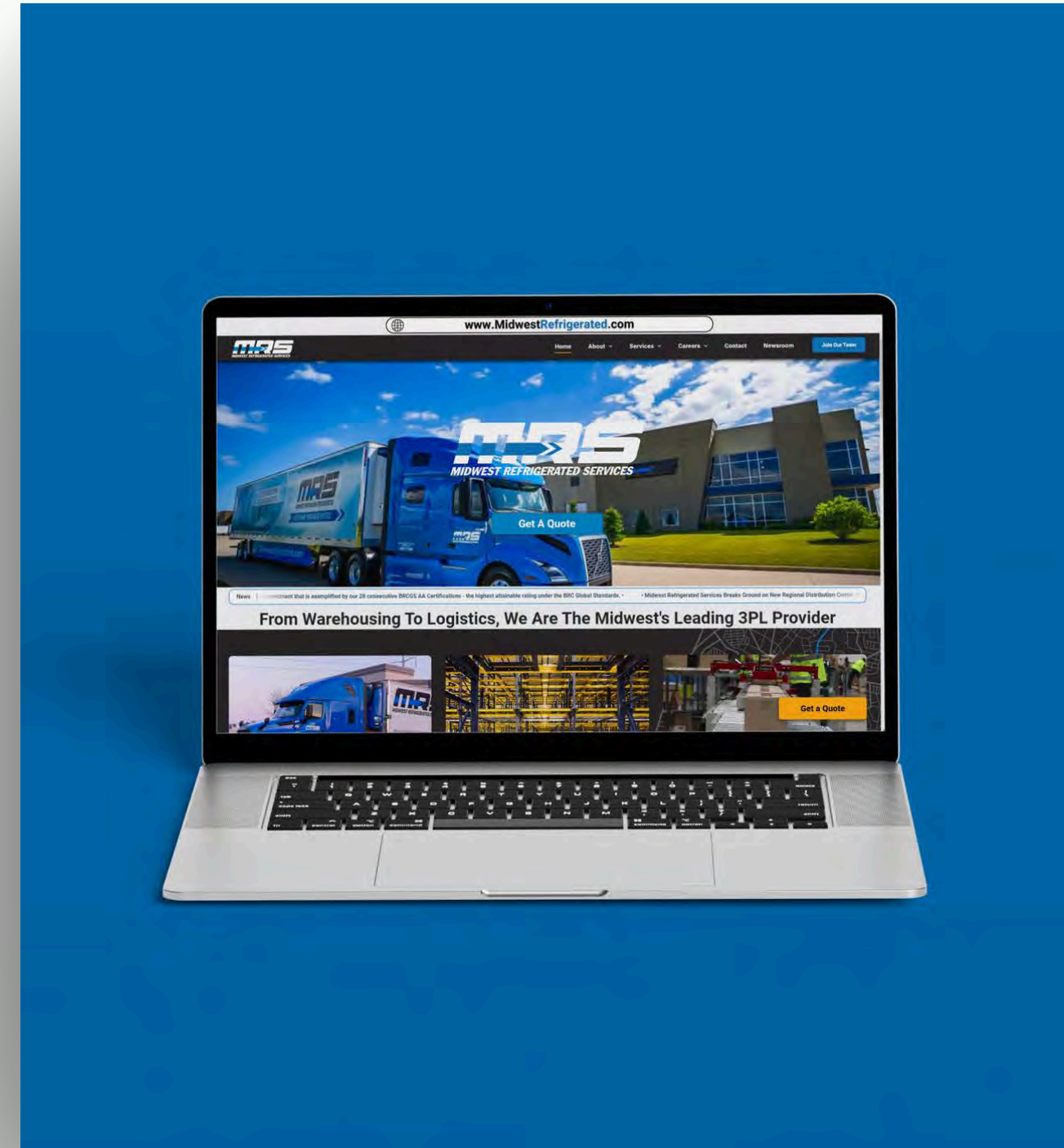
Sometimes color can be the focal point, other times it may be supplementary to a message, person, or character. Explore how color can support a message instead of overpowering it.

Reference your end use

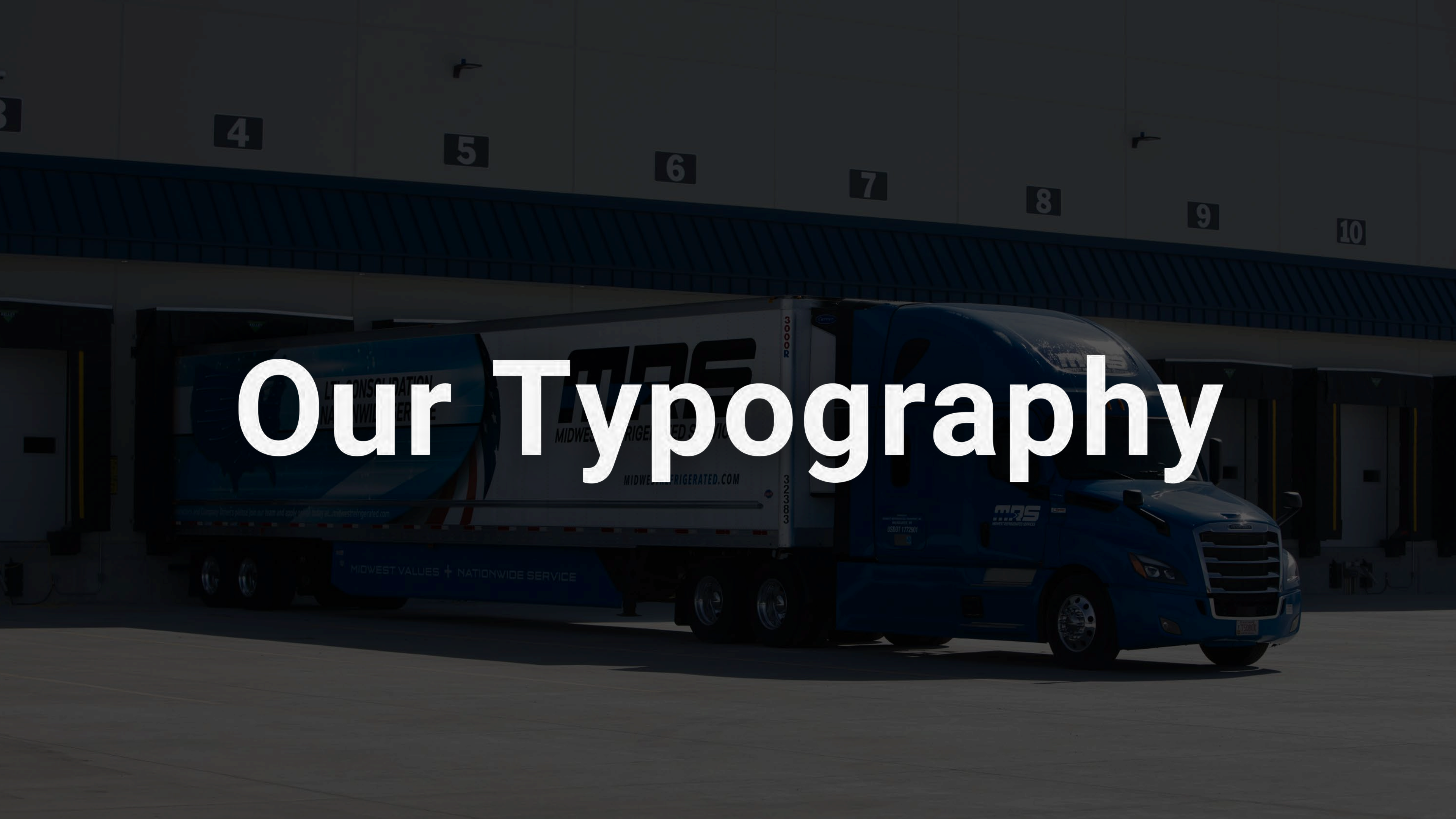
Consider the environment, concept, and application of your designs to determine what color to use.

How Color Affects Reading:

<https://uxplanet.org/basicdesign-never-use-pure-black-in-typography-36138a3327a6>



Our Typography



Typography

Typography is one of our most important brand elements. And legibility is key. That's why MRS uses Roboto font family for all print and digital communications. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the regular family, which can be used alongside the Roboto Condensed family and the Roboto Slab family.

Use Arial when Roboto is not available.

This is the sole alternate typeface for use in instances in which Roboto fonts are not available. For example, Arial may be used for PowerPoint presentations.

- Arial Bold
- Arial Regular

Aa

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (!@#%&)

Aa

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (!@#%&)

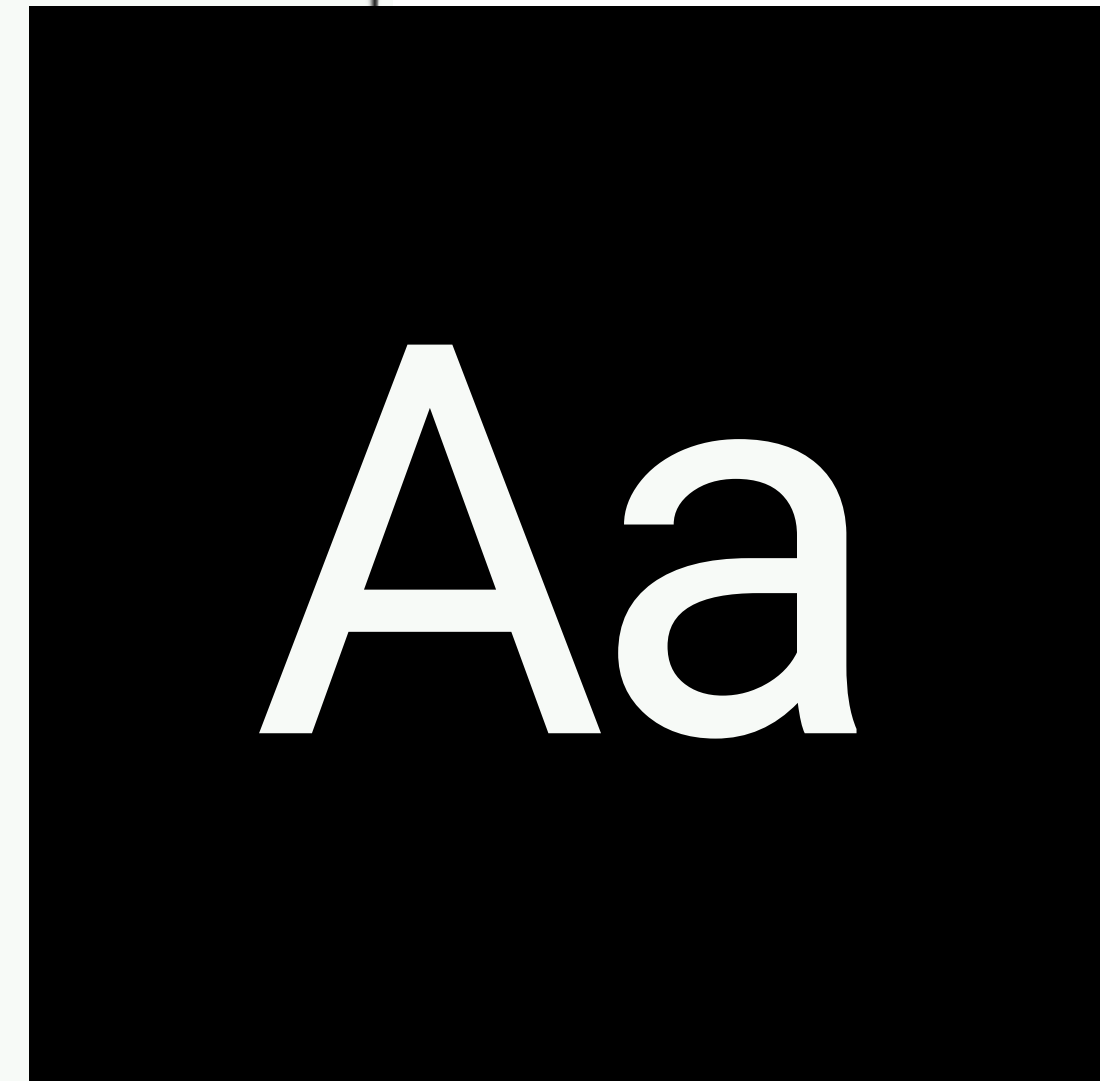
Aa

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (!@#%&)



How To Use The Font

Headline

WE LOVE OUR CUSTOMERS

Subhead

Welcome to Midwest Refrigerated Services

Body copy

Midwest Refrigerated Services is a full-service 3PL company providing refrigerated logistics services for the food industry. Based in Milwaukee, WI, we operate the largest fresh and frozen 48 state LTL consolidation pool, and offer multiple sites with cooler, and air-conditioned storage, distribution and cross-docking services.

Alt Subhead

Midwest Values . . . Nationwide Service

Bold

From Warehousing To Logistics, We Are The Midwest's Leading 3PL Provider

List

- Warehousing
- Transportation
- Value-Added Services

Pull Quote

"We look forward to helping you Rethink Refrigerated with Midwest Refrigerated Services."

CDL Class A Drivers wanted at MRS | Local | Regional | OTR | Top drivers earn up to \$90,000+ | Up to \$3,000 sign-on bonus

- 🔥 401(K) with Company Match
- 🚚 Referral Bonus and Safety Bonus
- ✅ Paid Time Off
- 🚪 Driver Lounge
- 👨‍⚕️ Medical, Dental, Vision and Life Insurance

What are you waiting for? Apply now! 📍

Big Rigs, Big Benefits
Join MRS Today!

Milwaukee, WI
Apply at Drive4MRS.com

Wisconsin Truckers Wanted - Apply Today!

- Medical Plans
- Dental Plans
- Vision Plans
- Supplemental Health Plans
- Additional Perks

With PTO/Holiday Pay, Retention/Referral Bonus, and so much more. Midwest Refrigerated Services is the right choice to continue your career and take care of your family!

Benefits depend on if you are a company driver or owner operator. Midwest Refrigerated Services, Inc. is an Equal Opportunity Employer and a drug-free workplace. For more details visit MidwestRefrigerated.com

WWW.DRIVE4MRS.COM
CDL Class A Drivers wanted at MRS
Top drivers earn up to \$90,000+ | Up to \$3,000 sign-on bonus [Apply Now](#)

👍❤️ 1.5K 35 Comments 23 Shares

👍 Like 💬 Comment ➦ Share

Keep In Mind...

Keep headlines short and sweet in Roboto Bold.

Roboto Medium is great for subheads. Use Roboto Bold for emphasis.

Roboto Regular is great for subheads. Use Roboto Bold for emphasis.

Roboto Light is also great for subheads.

Though Roboto Bold is highly legible, it can be difficult to read in large amounts. Use Bold in body copy only for emphasis.

Line spacing

Comfortable line spacing is important for legibility and consistency.

This leading is much too tight.

Line Spacing:
0.84

The leading is just right.

Line Spacing:
1.2

This leading is too spaced out.

Line Spacing:
1.4





Imagery

Midwest Refrigerated Services Branding

Midwest Refrigerated Services Imagery



Like our brand voice, our photography direction aims to be clear, concise and human. It's one of the ways we make a great first impression. ***For pre-approved images, please see the marketing team. Do not post, print, or distribute any photos that have not been approved by the marketing team. This not only protects MRS but our customers as well.***

Midwest Refrigerated Services Branding

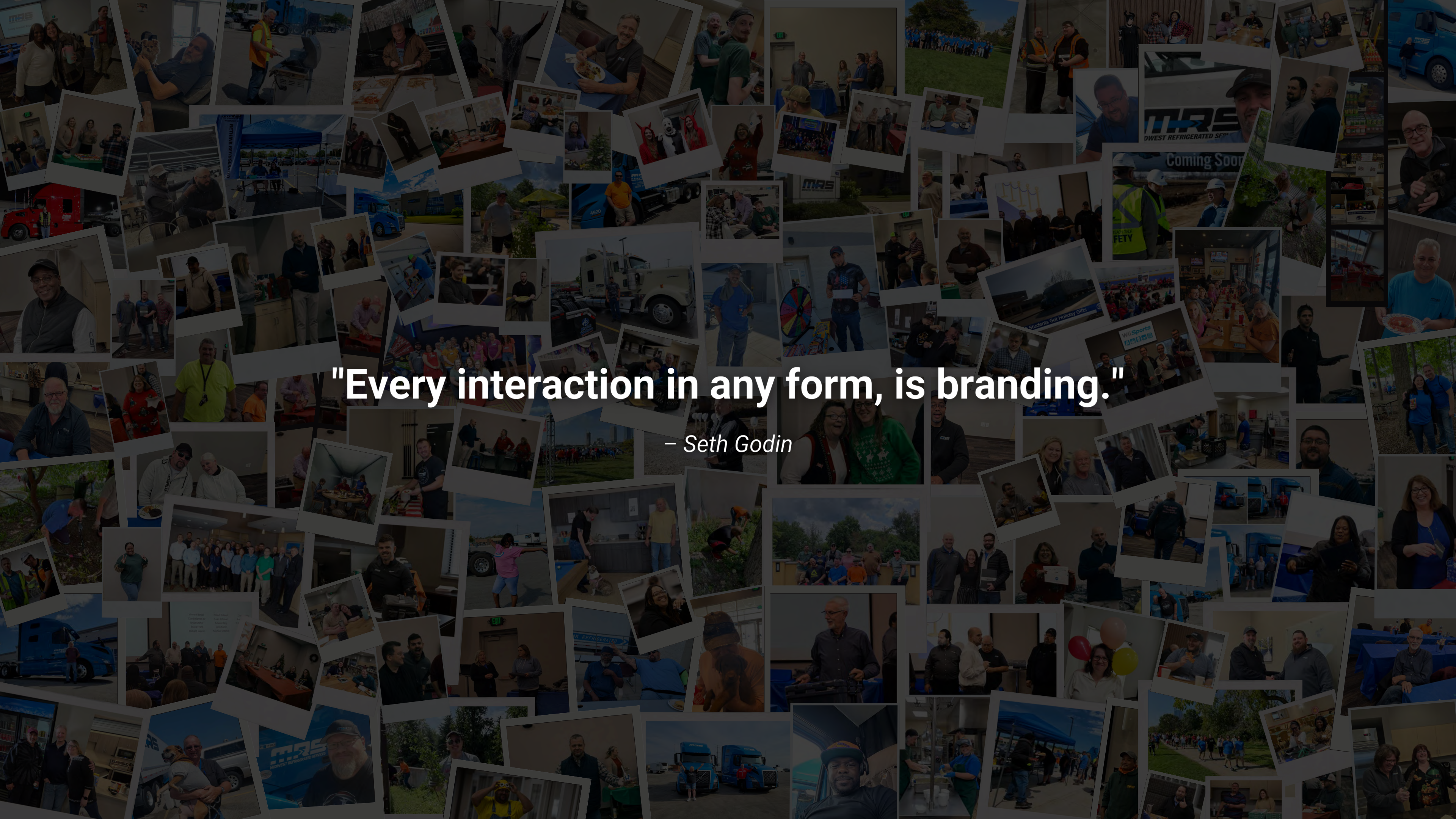
Midwest Refrigerated Services Imagery - Continued



Midwest Refrigerated Services Branding

Midwest Refrigerated Services Imagery





"Every interaction in any form, is branding."

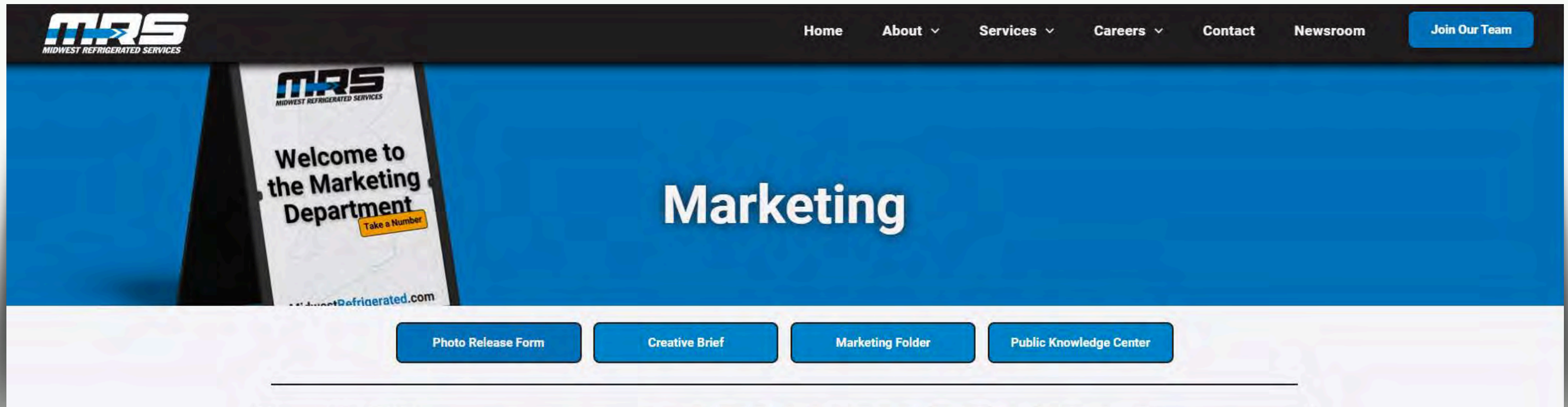
– Seth Godin

MRS Brand Center

The brand assets and templates that makeup Midwest Refrigerated Services brand identity are available at <https://midwestrefrigerated.sharepoint.com/sites/PublicKnowledgeBase> or MidwestRefrigerated.com/Marketing

The brand assets and templates available in that folder are updated on an ongoing basis. Designers, agencies, and business communicators may also contact MRS's Marketing team for brand training at any time to ensure that any planned communications will be "on brand." Due to assets being updated, we ask that you do not save and reuse assets. Instead, re-download when needed to make sure you are using the most up-to-date branded assets.

For information, contact: Marketing@MidwestRefrigerated.com



Thank You

Thank you for your efforts in adhering to the guidelines. We understand that they can be complex and challenging, and we truly appreciate the dedication and care you put into ensuring the brand's integrity. Your commitment is invaluable.

IF IN DOUBT

For more information regarding these materials or for help on any issues relating to the MRS brand, please contact:

Marketing@midwestrefrigerated.com

