



Section X

Standards

January 2, 2020

STANDARDS

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AGENT STANDARDS

Agent Communication Standards – National 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 pick up/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 Agent Equipment Standards are designed to ensure that all equipment complies with DOT regulations and is properly maintained and equipped for National service. The goal is to provide a consistently positive image of National 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 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.
- Appearance - All vehicles qualified in National 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 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 service must meet National Graphic Standards within 180 days of being qualified with National. This standard applies to all vehicles handling first, second, and third proviso shipments. It encompasses all interstate and National registered intra-state activity, including APU's, origin and destination storage, shuttle, and new products shipments.
 - All vehicles operating in National committed fleet must conform to current vehicle paint specifications.
 - Local vehicles that are not typically registered with National — such as packing vans, packing trucks, or straight trucks — must conform to all paint specifications.
 - All information reflecting an affiliation to National — including logos, National vehicle identification numbers, etc. — must be removed from any other unit not qualified with National and not painted to specifications. Specifically, all National identification must be removed from any unit that does not conform completely to the aforementioned graphic standards.

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

- Clearly Identified as a National Agent - All agencies must be identified as an Agent for National 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 agents must remove all contaminating materials from the general area of household goods storage.
- Storage Lots Located Inside Warehouse - National agents are not allowed to store household goods in any place other than inside a National-approved storage facility. (This does not apply to vehicles or boats).
- Sprinkler System/Fire Alarm System - All National 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 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 agent facilities must be secure from theft.
- Insect/Rodent Control - All National agents must have their facilities inspected and serviced on a regular basis.

Agent Process Standards – National 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).
- Full Service Packing- Full service packing rates apply based on the net weight of the shipment and includes all cartons and containers furnished by the packing agent as well

as the packing of such cartons and containers. All cartons and containers furnished remain the property of the customer/consignee and are to consist of new, unused materials.

- 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 be open Monday through Friday from 9 am to 5 pm (local time) and 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 and in interstate service must have a minimum of four rolls (one (1) case) of stretch-wrap film.

DRIVER STANDARDS

Driver Communication Standards – National 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 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 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 has adopted the Federal Standards for hand-held cell phone utilization. National 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 Driver Equipment Standards are designed to ensure that all equipment complies with DOT regulations and is properly maintained and equipped for National Service. The goal is to provide a consistently positive image of National 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 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.
- Appearance - All vehicles qualified in National 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 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 service must meet National Graphic Standards within 180 days of being qualified with National. This standard applies to all vehicles handling first, second, and third proviso shipments. It encompasses all interstate and National registered intra-state activity, including APU's, origin and destination storage, shuttle, and new products shipments.

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

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

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

Driver Process Standards – National 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 arrive at the customer's residence with adequate labor to help load or unload the shipment. The driver must hire quality labor and ensure that they are in uniform. Never ask a customer for assistance in finding labor and never allow a customer to help load/unload their shipment, even if they volunteer or insist. If that customer gets injured, the possible lawsuit could be extreme.
- 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 registered equipment in interstate service must have a minimum of four (4) rolls (one case) of stretch-wrap.

Driver Safety Standards - National 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 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 service must operate their vehicles safely and in compliance with all established traffic laws, rules, and regulations.
- Adherence to National Safety Policies - All drivers in National service adhere to established National 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 Policy that all drivers conform to Uniform Standards which are designed to provide a consistently positive image of National 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 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 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 agency, at National corporate headquarters, or while on duty in National 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 visit shopNVL.com. If weather conditions call for a jacket, cap, vest, etc., these items must be similar to those shown in the on-line ordering system. Shoes must be dark brown or black and leather topped.

T-shirts must have National or National 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 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.

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

Drivers utilizing casual labor are responsible for their appearance. Casual labor is defined as any individual not directly employed by a National 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 pick up 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 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 and adequate amount of 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 and adequate amount of 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 and 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 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. 2945.

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

- Whenever the National logo is used, include the wording “Agent for National for Interstate Relocations” along with National US DOT number 76628 and Motor Carrier number MC42866.
- Do not give customers who are moving locally or within your state (intrastate) brochures that are exclusively for interstate shipments. Examples: Complete Information About Your Move,
- When servicing local and intrastate shipments, if you are using a vehicle that is identified and decaled as “National,” use removable door placards showing your trade name and identification numbers to cover the National door decals. Make certain that your drivers show proper information and paperwork if they are pulled over and identify that they are operating under local authority.
- Do not use the National logo on your local Bills of Lading.
- Do not use National inventory forms or inventory stickers for permanent storage or Intrastate SIT shipments.
- Do not use National 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 sole and exclusive ownership of the National 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 makes available to you a logo or graphics for downloading, National 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” or the National Logo or graphics to disparage National, its data and/or services in any way that in National sole business judgment and discretion may diminish or damage the goodwill in National 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 approved colors are: Blue (PMS 275) and Red (PMS 2350). 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 Logo. The National Logo must stand by itself and must include a minimum amount of 30 pixels of empty space around it to avoid unintended associations with any other objects including, but not limited to, type, photography, borders, and edges. You may not use the National Logo as a feature or design element of any other logo. The logo is not be combined with any other symbols including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.
- All materials containing the National logo must be approved, in writing, in advance by the Marketing Department. Any materials created and used without approved by National will constitute a breach of these Graphic Standards. The agent will be responsible for all expenses incurred to correct this breach.
- National reserves the right to discontinue, alter or modify the National logo or graphics at any time without notice.
- National 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, its officers, directors, employees, agents and affiliates for any loss or damage (including legal fees) caused to National arising out of your use of the National name, logo or graphics.
- Upon termination of the Agent Agreement by either party, agent will immediately cease use of the National logo, name and graphics.
- Program Requirements - Files that end in .JPG, .JPEG, .GIF, and .TIF are universal and are compatible with computers. These files are viewable in general browsers, Microsoft and Adobe platforms.
- Files that end in .EPS or .PSD are high-resolution files and require design software to open. .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 Photoshop, Adobe Illustrator or InDesign to view these files.
- Graphic files are available on the Agent Network under Library>>Images. If you do not find the file you require contact the Marketing Department at NVL_Marketing@nationalvanlines.com

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

Whenever the National logo is used, include the wording “Agent for National for Interstate Relocations” along with National US DOT number 76628 and Motor Carrier number MC42866.

The most current version of the National logo has “Worldwide” as one word – do not hyphenate. This logo can be used in ads. This logo must stand by itself and must include a minimum amount of 30 pixels of empty space around it to avoid unintended associations with any other objects including, but not limited to, type, photography, borders, and edges.



It is important if you need to resize the logo that it be done in proportion to its original size. 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 Logo. You may not use the National 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.

The National logo can only appear in the following colors:



Blue RGB 23/21/69



Red RGB 203/32/39



Black



White



Gold Metallic



Silver Metallic

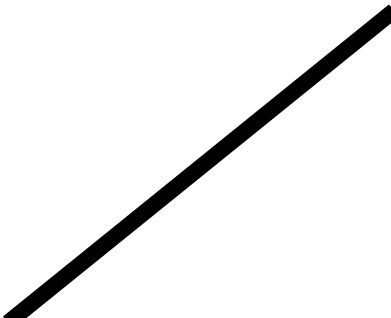
If you are attempting to use the logo on a background such as blue, you should use solid red, black, white, gold metallic or silver metallic. The following options are NOT acceptable:



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 (shield) logo is unacceptable. The National 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.



You acknowledge National sole and exclusive ownership of the National 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 makes available to you a logo or graphics for downloading, National 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" or the National Logo or graphics to disparage National, its data and/or services in any way that in National sole business judgment and discretion may diminish or damage the goodwill in National 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.

All materials containing the National logo must be approved, in writing, in advance by Marketing. Any materials created and used that are not approved by National will constitute a breach of these Graphic Standards. The agent will be responsible for all expenses incurred to correct this breach.

National reserves the right to discontinue, alter or modify the National logo or graphics at any time without notice.

National 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, its officers, directors, employees, agents and affiliates for any loss or damage (including legal fees) caused to National arising out of your use of the National name, logo or graphics.

Upon termination of the Agent Agreement by either party, agent will immediately cease use of the National logo, name and graphics.

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



Move For Hunger Member Logo - National is an official partner of Move For Hunger. If an agent has applied to become an official member you may use their logo.



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



[Click Here](#) for a copy of AMSA's ProMover Branding Guidelines.