

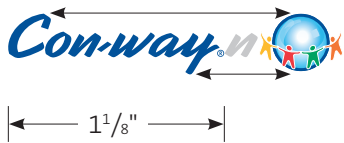
# The Con-way Community Relations Icon

Con-way is committed to giving back to the communities it serves through its employee volunteers and other corporate contributions. The Community Relations icon reflects all Con-way organizations' common core values of Integrity, Commitment and Excellence, and can be used when supporting a community event or organization.

The Community Relations icon must be used with a Con-way operating company logo. To maintain effectiveness of the Community Relations icon, avoid using it with other values-themed icons associated with an operating company or the brand line "Never Settle for Less." There may be events or opportunities where this is unavoidable. In such cases, it is recommended that the values-themed icon and the Community Relations icon be separated by a large enough space to maintain the integrity of each respective icon and/or logo. Examples are shown with the Con-way Inc. logo.

When used with an operating company logo, the minimum width for the operating company logo is  $1\frac{1}{8}$ ". The height of the Community Relations icon is the same as the operating company logo, with the top of the "C" in Con-way aligning with the top of the globe in the Community Relations icon.

The minimum clear space between the operating company logo and Community Relations icon is the width of the "n" in Con-way. For more information about clear space, see "Clear Space/Minimum Size" on the Brand Standards Web site.



When the operating company logo and Community Relations icon with text are used together, the sizing and alignment remain as outlined above. The minimum clear space between the logo and icon with text is the width of one (1) operating company logo.

There may be times when cost or printing technique prohibits the use of the full-color icon. In these cases, the single-color Con-way blue (PMS 287) is preferred and may be substituted. Black and reversed (white) versions also are available. Clear space minimums still apply.

For more information, please contact the Con-way Marketing Department at (734) 757-1617.



COMMUNITY



RELATIONS

