

## INTRODUCING

# ACI Last Mile Network's New Brand

### Why the change?

ACI Last Mile Network, aka ACI, is a logistics solutions company best known for its industry leading print media distribution. Through its regional subsidiaries, ACI has traditionally provided local delivery systems for print publishers throughout the country. Now with the growth of e-commerce, ACI is expanding its scope to include last mile parcel distribution, strongly positioning ACI in the e-commerce ecosystem. As part of our strategic vision and effort, ACI is not only re-purposing its regional operating subsidiaries to effectively handle parcel delivery, it's also working with publishers and distributors around the country to form a national, product-agnostic delivery network, for the collective benefit of print publishers and e-commerce companies alike.

### New Name

For our new identity, it was vital to keep "ACI" as part of the brand story. After all, most clients refer to us as ACI. The term "Last Mile" refers to the unique distribution channel we collectively own in the home-delivery space. "Network" reflects our strategic partnerships with publishers and distributors, as well as our innovative technology that drives our progress.

### Identity Evolution



### Trademarked New Identity



Highly stylized, italic letterforms show strength and ties to our company's legacy. The rocket represents speed, accuracy and energy, while the icon carried by the rocket represents the delivery of both print media and e-commerce parcels.

### Tagline and Branding Statements

*From print to parcels*

*From print to parcels we are the last mile*

*Two Channels. Millions of Doorsteps. One Powerhouse.*

### New Brand

**Vision** | Continue to own the last mile and to be the most trusted logistics partner for e-commerce and media companies.

**Mission** | To be the most effective last mile delivery network in the country.

**Values** | Integrity ■ Innovation ■ Relationships

**Culture** | We're a family.



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