



Authorized Reseller

DAT Identity Guide for Authorized Resellers

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Authorized Reseller

DAT Identity Guide for Authorized Resellers

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Introduction

Reseller Identity Guidelines

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Welcome to the DAT Authorized Reseller Program! Resellers are a vital part of DAT's business strategy. Mutual success is our goal. A proven track record shows that combining your expertise and relationships with our industry-leading products and award-winning customer support equals increased profits.

About DAT

DAT operates the largest spot freight marketplace in North America. Transportation brokers, carriers, news organizations and industry analysts rely on DAT for market trends and data insights derived from 100 million annual freight matches and a database of \$33 billion of market transactions. Founded in 1978, DAT Solutions, LLC is a wholly owned subsidiary of Roper Technologies (NYSE:ROP), a diversified technology company and constituent of the S&P 500, Fortune 1000 and Russell 1000 indices. www.dat.com

The DAT Authorized Reseller Program

Companies that have established customers in the trucking industry play a pivotal role to get the best products to the audiences who need them. As a result, we developed the DAT Authorized Reseller Program to establish best practices for a mutually beneficial business relationship.

Recurring Revenue - Resellers participate in a revenue-sharing plan – and receive revenue every month. Resellers are responsible for marketing and selling to end users, while DAT provides support and billing.

Trusted Brand – DAT's brands are the most trusted in our industry. Your customers will know they are working with reliable carriers and high-paying brokers.
Free Support – Our award-winning support team (Recognized by ICMI International Customer Management Institute in 2007, 2010 and 2016) provides free reseller support six days a week, via phone, email or chat.

When you become an Authorized Reseller you get:

- A monthly recurring revenue stream based on an attractive revenue sharing system
 - Product training for all DAT Load Boards along with technical and customer support from our award-winning staff
 - The ability to proudly display the DAT Authorized Reseller logo that identifies you as an industry-leading provider of the best transportation products on the market today.
 - Customizable marketing materials, utilizing the official DAT Authorized Reseller logo to help you leverage the recognition associated with DAT brands
 - Differentiation from your competitors
 - An expanded product portfolio
 - A single source for Load Boards and the tools you want to sell to your customer base.
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Authorized Reseller

What's required of you?

This Program supports Authorized Resellers for DAT-branded advertisements, promotions, and market activities that feature DAT products and prominently display DAT trademarks. DAT will monitor the use of all trademarks, branding, and other marketing content.

Reseller Identity Guidelines

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As a participant in the DAT Authorized Reseller Program you represent DAT, our products and company brands. Because of the value we place on our name, we require the following:

- Find and sell to customers - There are no required minimums but the more customers you reach, the more revenue you receive.
- You must be in the trucking industry - Your primary business must be as a provider of products and/or services for the trucking industry, e.g. carriers, drivers, brokers, dispatchers, trade associations, training products, schools etc.
- Marketing materials require pre-authorization - All marketing materials that mention DAT products or brands must use pre-authorized copy and graphics or must be submitted to DAT for authorization. This includes any print, website or online marketing content. See "Online Marketing" section below.
- Complying with DAT's brand guidelines – DAT products cannot be represented in a negative, misleading or deceptive manner. Complete brand guidelines can be found within this document.
- Email marketing best practices – You must at all times comply with the US government CAN SPAM Act - Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003. Please review the Federal Trade Commission's website for complete understanding and compliance with this law at www.ftc.gov.
- You are responsible for expenses - Any sales, marketing, administrative or other expenses incurred by you in connection with participation in the Reseller Program are your sole responsibility.
- Complying with copyright use – As an Authorized Reseller, you are granted temporary permission by DAT Solutions, LLC to use its registered trademark, product names, logos and images, for the express purpose of marketing and selling DAT products. You will not remove any copyright or other proprietary notices incorporated on or in DAT products, logos, or content.
- Using the DAT brand - Rebranding of DAT products is not allowed under the Authorized Reseller Program. Examples of rebranding include, but are not limited to affixing stickers, labels or covering or changing DAT's name/logo in any way.
- Using the Authorized Reseller logo – After authorization, the use of the special DAT Authorized Reseller logo is required.
- Program compliance is enforced – DAT reserves the right to periodically review reseller marketing activities and reassess a reseller's program eligibility.

Online Marketing Requirements

- Choosing the domain name - Resellers may not use website domain names with any branded DAT terms or any identical or virtually identical DAT trademark as a second level domain. Use of www.datpowerproducts.com or www.truckersedgeloads.com or anything similar is strictly prohibited.
- Search engine/pay-per-click policy - Resellers must follow DAT's brand guidelines and use best practices for search engine optimization, avoiding 'grey hat' tactics. See addendum below for guidelines of best SEO practices. Resellers may not purchase pay-per-click keywords or ads that include DAT or other branded terms.
- Website content - Resellers are responsible for the entire content of their own websites.
- Mirror websites (or sites that have similar content) are not in compliance - Resellers' website content will follow guidelines for patents, copyrights, trademarks or other commercial protection rights, including all images. Sites cannot be mistaken for any website that is operated by DAT.

Thank you for complying with the reseller requirements. We are pleased to have you as a participant in the DAT Authorized Reseller Program.



Authorized Reseller

Brand Nomenclature in Text

Core Identity Guidelines

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Following are guidelines for using the various brand nomenclature types in text, and correct trademark and copyright use.

Referring to the legal entity

Use DAT Solutions, LLC when referring to the company legal entity. After the full legal entity name is first used in a written document, "DAT" may be used as an abbreviation.

DAT used in text

Effective August 1, 2016, the former master brand "DAT Solutions" has been discontinued and replaced with DAT. When referring to the master brand in text, always use DAT.

Register and Trademarks

A register mark should be used following the DAT name the first time it is used within a communication. If a DAT logo is present, no other ® in text is required. In cases when two brand names are joined together, use only one mark at the end of the second brand name, e.g. DAT Keypoint®, DAT CarrierWatch®. Please refer to the legal department at DAT for a current list of copyrights and trademarks owned by DAT Solutions, LLC.

Note: Press releases are exempt from copyright and trademark requirements because news agencies remove copyright and trademarks from all press releases prior to wire distribution.

For public-facing communication the following copyright statement is required in the footer: "© 2017 (or current year) DAT Solutions, LLC. All rights reserved. All trademarks are the property of their respective owners."

DAT product names used in text

When referring to product names in text, they should always be preceded by DAT, e.g. DAT RateView™, and typeset in the same font weight. In cases when two brands are joined together, use only one trademark or registered mark at the end of the second brand name, e.g. DAT Keypoint®, DAT CarrierWatch®. Please refer to the legal department at DAT for a current list of copyrights and trademarks owned by DAT Solutions, LLC.

When referring to other miscellaneous nomenclature in text, they should always be preceded by DAT (e.g. DAT Trendlines, DAT Broker News) and typeset in the same font weight.



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Authorized Reseller Logos

Reseller Identity Guidelines - All Load Boards

Shown on this page is the DAT primary logo configuration on a white background. While the full color DAT configuration is always preferred, the single color configurations shown may be used when printing multiple colors. Shown on this page are trademark and copyright statements for each of the brand signatures identified in this guide.

DAT Authorized Reseller



Authorized Reseller

DAT should always have ® as shown here. There should also be a line of text somewhere on the communication piece which states "©20XX DAT. All rights reserved. All trademarks are the property of their respective owners."

DAT Express



DAT does not have a ® as shown here for all product names.

DAT TruckersEdge



Because DAT and TruckersEdge are both registered trademarks, only one ® is required as shown here. There should also be a line of text somewhere on the communication piece which states "©20XX DAT Solutions. All rights reserved. All trademarks are the property of their respective owners."



Authorized Reseller

Authorized Reseller Logo Use on White Backgrounds

Shown on this page is the DAT primary logo configuration on a white background. One of these color configurations should be used when printing, on websites and other collaterals when white backgrounds are available.

Full color



Alternative single gray color



Alternative single black color





Authorized Reseller

Authorized Reseller Logo Use on White and Colored Backgrounds

Reseller Identity Guidelines

Shown here is the DAT Authorized Reseller logo. While the full color configurations on white backgrounds are always preferred, the single color configurations shown on this page may also be used when printing on white backgrounds is not the chosen option.

Full color on white



Authorized Reseller

Alternative gray on white



Authorized Reseller

Alternative black on white



Authorized Reseller

Full color on gray background



Authorized Reseller

Single color on gray background



Authorized Reseller

Alternative black on gray background



Authorized Reseller

Full color on blue background



Authorized Reseller

Single color on blue background



Authorized Reseller

Full color on black background



Authorized Reseller

Single color on black background



Authorized Reseller



Authorized Reseller

Clear Space & Minimum Size

Reseller Identity Guidelines

A clear space around the logo will ensure visibility and impact while providing a clean and professional presentation. Use the safety zone between the logo and other graphic elements, such as typography, images and other logos.

To ensure legibility, the logo should be used no smaller than the minimum size shown on this page in the vast majority of cases. Usage in software applications can be under the minimum, dependent on legibility. Exceptions must be approved by the DAT marketing department.

DAT Authorized Reseller minimum clear space and minimum size



DAT Express minimum clear space and minimum size



DAT TruckersEdge minimum clear space and minimum size





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Examples of Incorrect Logo Use

Reseller Identity Guidelines

To build brand equity and protect trademark registration of the DAT logo, it is important to retain consistent and correct use. Always reproduce the logo from original artwork, and in general, do not alter or attempt to recreate the logo in any way. The examples on this page show incorrect uses but are not exhaustive in the possibilities.

Do not use the previous DAT logo



Do not use the logo without the ® registration



Do not alter the space between letters



Do not stretch the logo in any way



Do not use the previous DAT logo colors



Do not use unapproved logo colors



Do not alter the logo in any way



Do not append product or category names to the logo mark





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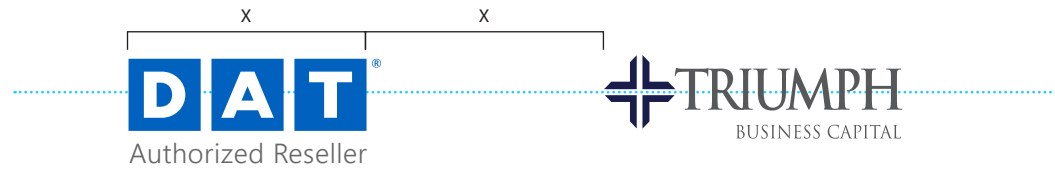
Applying Co-Branding

Reseller Identity Guidelines

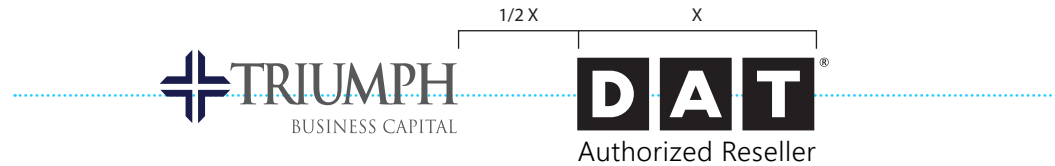
Shown here are appropriate uses for the DAT logo when co-branding with other logos. Horizontally or vertically align the two logos so they are visually equal in size. The logos should not be positioned closer to each other than shown here.

Note: it is always preferred to use the full color DAT logo, but black may be used when the DAT colors are not available. The DAT logo should never use the co-branded entity colors. There is no requirement pertaining to the order in which the co-branded logos appear.

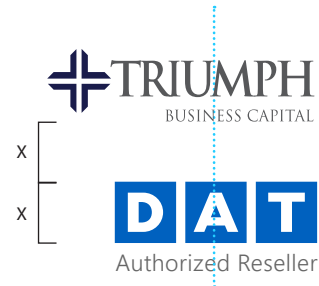
Horizontal Configuration: DAT Full Color Co-Branded Entity



Horizontal Configuration: DAT Black and White Co-Branded Entity



Vertical Configuration: DAT Below Co-Branded Entity





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Graphic System Color Palette

DAT blue (Pantone 3005) is the primary brand color and should be used as the predominant color or to highlight graphic elements.

DAT gray (Pantone Cool Gray 10) is another secondary accent color for graphic elements needing differentiation.

Red (Pantone 1797) is the primary color, along with 100% black, for DAT TruckersEdge.

White is the predominant background color for all logos.

Following are general application uses for the various color modes:

- Pantone®: Offset and silk-screen printing
- CMYK: Process offset printing
- RGB and Web Hex colors: Web, video and Microsoft software applications

Reseller Identity Guidelines

Shown here are specifications for spot (Pantone®), process (CMYK), RGB and hex color builds for secondary graphics used within various DAT products and communications. Do not use this page for color matching. Always refer to a Pantone® swatch book or the color formulas specified here.

Note: Any screen tint ranging from 5-95% of these colors may be used.

Color Specifications



Authorized Reseller

DAT Express™

DAT TruckersEdge®



DAT Blue

Pantone® 3005

CMYK Process
C: 89 M: 64 Y: 0 K: 0
PMS to CMYK:
C: 100 M: 34 Y: 0 K: 2

RGB:
R: 0 G: 98 B: 190

Web Hex
0062be



DAT Gray

Pantone®
Cool Gray 10

CMYK Process
C: 0 M: 0 Y: 0 K: 70

RGB
R: 102 G: 102 B: 102

Web Hex
666666



TruckersEdge Red

Pantone® 1797

CMYK Process
C: 0 M: 100 Y 100 K 0

RGB
R: 237 G: 28 B: 36

Web Hex
FFF000



Authorized Reseller

Graphic System Typography: Segoe UI
Desktop Productivity Applications

Shown here is the Segoe UI font family for use in all desktop productivity applications, such as Microsoft Word, Powerpoint, Outlook, etc. See pages following for Apple and web applications

Segoe UI Font Family

Segoe UI Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Segoe UI Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Segoe UI Semilight
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Semilight Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Semibold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Semibold Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789



Authorized Reseller

Graphic System Typography: Lato
Web & Software Product Applications

Shown here is the Lato font family for use in all web and software product applications.

Lato Font Family

Lato Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lato Light Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Lato Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lato Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Lato Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Lato Bold Italic

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

Lato Black

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Lato Black Italic

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***



Authorized Reseller

Shown here is the Myriad Pro font family for use in all Apple graphic applications.

Graphic System Typography:
Myriad Pro
Apple Graphic Applications

Myriad Pro Font Family

Myriad Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

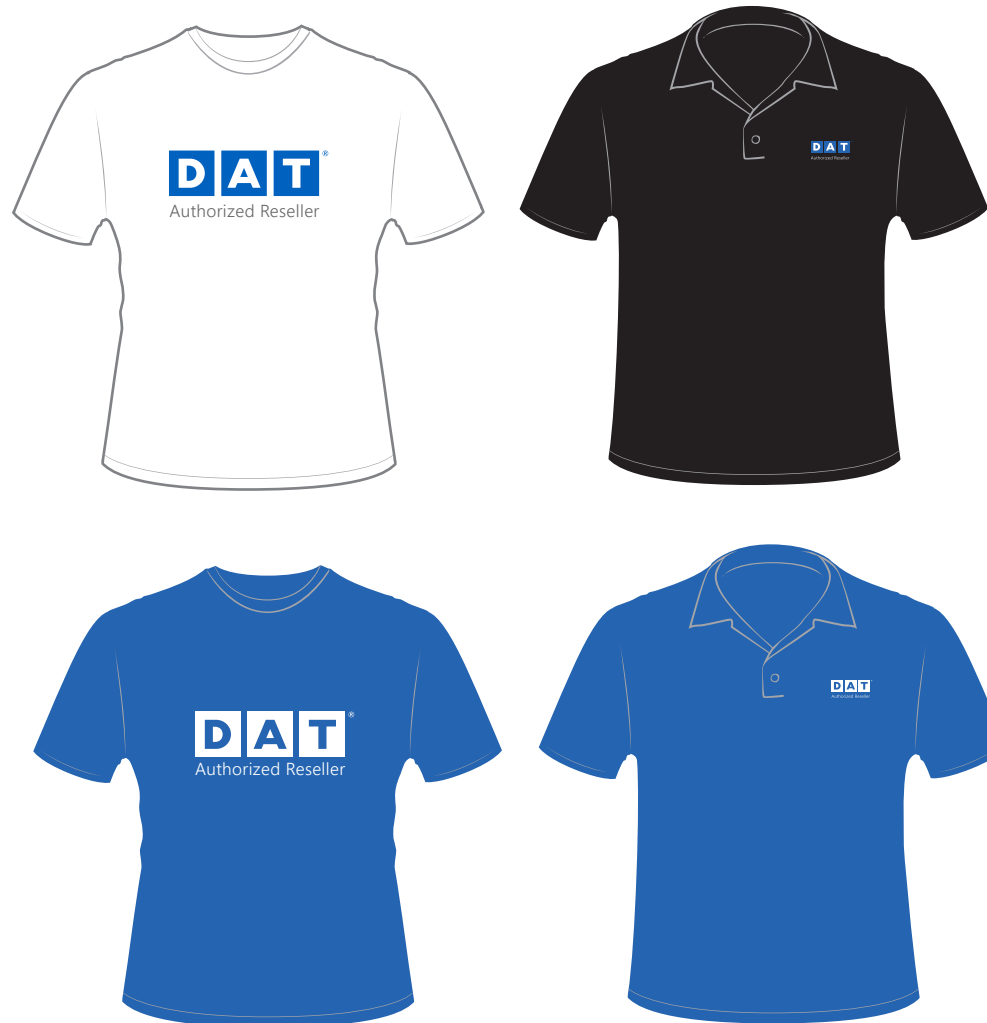


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Promotional T-Shirt Examples

Reseller Identity Guidelines

Shown here are examples of promotional t-shirt designs. While not exhaustive in the possibilities, these examples serve as the general design direction for the overall brand application for all promotions materials.





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ADDENDUM: Dos and Don'ts for Search Engine Optimization

Addendum

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Black hat tactics are tricks that webmasters sometimes use to get high rankings with search engines. They are not legitimate and can get you penalized or banned from search engines. These include hidden text (either below the 'real' text or treated in the same color as the background), duplicate sites, keyword stuffing and more.

Grey hat tactics fall between the area of legitimate and spam tactics. Paid links, link farms, cloaking, mirrored content and a number of others stand a good chance of getting your website penalized by search engines.

There are several legitimate ways to optimize your site to position yourself to sell the most products:

1. SEO takes time. SEO isn't a one-time event. Google and others change their algorithms regularly, so what worked last year may not work this year. SEO requires a long-term outlook and commitment.
 2. Be patient. SEO isn't about instant gratification. Results often take months to see, especially if you are a small or newer online company.
 3. Learn about SEO. Study SEO and learn as much as you can. There are plenty of web resources and several books you can read. Google it!
 4. Use Google Analytics - it's free. You should have clearly defined goals for your SEO efforts, and you'll need web analytics software in place so you can track what's working and what's not.
 5. Build a great web site. If you want to show up on the first page of results you need to be one of the 10 best sites in the world on this topic. If it's not, make it better.
 6. Include a site map page. A site map will help spiders find all the important pages on your site, and helps the spider understand your site's hierarchy.
 7. Make SEO-friendly URLs. Use keywords in your URLs and file names, such as `yourdomain.com/red-widgets.html`. Related bonus tip: Use hyphens in URLs and file names, not underscores. Hyphens are treated as a "space," while underscores are not.
 8. Research keywords at the start of the project. Use the free versions of Keyword Discovery or WordTracker. Look at the relative volume of one keyword to another. Another good free tool is Google's AdWords Keyword Tool, which doesn't show exact numbers.
 9. Use a unique and relevant title and meta description on every page. The page title is an important on-page SEO factor. It's rare
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Authorized Reseller

ADDENDUM: Dos and Don'ts for Search Engine Optimization

Addendum

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to rank highly for a primary term (2-3 words) without that term being part of the page title. Related bonus tip: You can ignore the Keywords meta tag, as no major search engine today supports it.

10. Create great, unique content. This is important for everyone, but it's a particular challenge for online resellers. If you're selling the same widget that 10 other resellers are selling, and everyone is using the same descriptions, this is a great opportunity. Write your own product descriptions, using the keyword research you did earlier (see #9 above) to target actual words that searchers use, and make product pages that rank above your competitors.
 11. Use your keywords as anchor text when linking internally. Anchor text helps tells spiders what the linked-to page is about. Links that say "click here" do nothing for your search engine visibility.
 12. Build links intelligently. Begin with foundational links like trusted directories. Seek links from authority sites in your industry. If local search matters to you, seek links from trusted sites in your geographic area — the Chamber of Commerce, local business directories, etc. Analyze the inbound links to your competitors to find links you can acquire, too.
 13. Use press releases wisely. Developing a relationship with media covering your industry or your local region can be a great source of exposure, including getting links from trusted media web sites. Distributing releases online can be an effective link building tactic, and opens the door for exposure in news search sites.
 14. Start a blog. Search engines, Google especially, love blogs for the fresh content and highly-structured data. Beyond that, there's no better way to join the conversations that are already taking place about your industry and/or company. Reading and commenting on other blogs can also increase your exposure and help you acquire new links. Related bonus tip: Put your blog at your domain.com/blog so your main domain gets the benefit of any links to your blog posts. If that's not possible, useblog.yourdomain.com.
 15. Incorporate social media, like Facebook, Twitter and LinkedIn with your website.
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