

## Policy for lettering and logos on Corporate Vehicles

MBI-owned vehicles are valuable assets that provide vital transportation for both students and staff. It's important that most of them carry the Institute's corporate identity for the following reasons:

1. Vehicles carrying MBI identity may be less susceptible to vandalism and theft because of perceived religious affiliations.
2. Drivers of these vehicles may tend to speed less and/or avoid "stretching" traffic laws because of the potential embarrassment of being stopped or ticketed by a police officer.
3. Drivers and occupants may tend to take better care of the Institute's property if they sense they are being watched by the public as they travel in or occupy the vehicle, not to mention that we always obey the law!
4. Corporate identity on our vehicles is a great advertising tool.

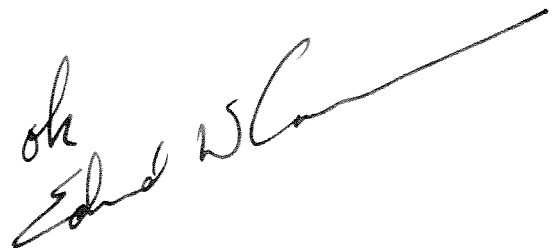
Therefore, all corporate pool vehicles, except as noted below, will bear MBI's logo and lettering, identifying it as MBI-owned. Any deviation from the standards that follow must be approved by Executive Management.

### Logo and Lettering Standards

- Cars, vans, trucks, buses: 12" logo on each front side door.
- Logo use on backs of buses or other unique vehicles will be determined case by case as directed by Executive Management.
- Public Safety: 12" logo on each front side door, 10" logo on tailgate, plus lettering to read "Public Safety" on each quarter panel and tailgate.
- 2" lettering stating vehicle's purpose on some vehicles (such as Mail Services, etc.), determined case by case, as directed by Executive Management.

### Exceptions

- Stewardship Representatives' vehicles
- Moody Publishers' vehicles
- Executive vehicles



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