

Branding Guide

InfoMart, Inc.



March 2006

InfoMart, one of the country's largest privately-owned consumer reporting agencies, provides pre-employment background screening to companies nationwide. Our services include criminal histories, credit and driving records, drug testing, personality assessments, and verifications of education and previous employment. We take pride in our dedication to customer service, technology solutions, and accurate information reporting.

A dedication to quality, an attitude that embraces innovation, and a passion for unparalleled service - these are the qualities that have defined InfoMart for more than a decade, and the commitment we bring to our clients.

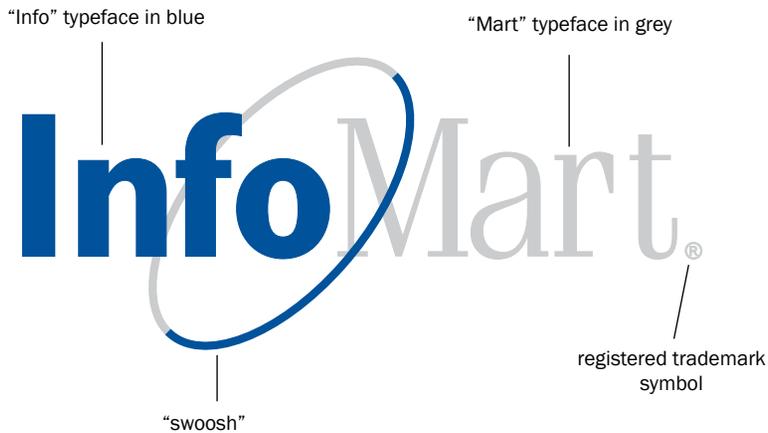
This guidebook establishes the rules and guidelines for using all brand names, trademarks and logos owned by InfoMart, Inc. The consistent use and display of company-owned trademarks as well as the supporting elements is critical to building strong brand recognition and awareness. Adherence to strict branding guidelines helps protect our trademarks and logos from competitive infringement.

The content of this document should be interpreted as a framework within which our various communications efforts should be developed. Any deviation from the specifications outlined in the guidebook must be approved by a member of InfoMart's Media Department.

While there is no desire to have every printed or broadcast message look identical, it is extremely important that each message should look, sound and feel like it identifies InfoMart—with consistent and accurate branding principles and creative treatments in place.

The following brands are owned by InfoMart, Inc. and are used for marketing the company and its services. The InfoMart logo consists of three parts — “Info” in blue, “Mart” in grey, and a dual-colored “swoosh” that encircles the text.

Logo Elements



The stroke thickness of the swoosh should remain in proportion with the size of the logo. The swoosh should be slightly thicker than the left side of the “M” in “Mart.”



Minimum Size

The logo should never be smaller than 0.75” across. Exceptions can be made for promotional items (pens, lapel pins, etc.).



Minimum Clear Space

The minimum clear space around the InfoMart logo is “x” on all sides, where “x” equals the distance between the top of the “M” in “Mart” and the top of the swoosh. This is the minimum clear space recommendation, however the logo looks best with as much clear space as possible.



InfoMart Logo Family

The following logos are also registered trademarks of InfoMart, Inc. and are used in marketing the company and its software.



“Get the Whole Story” is InfoMart’s signature slogan. The “Get the Whole Story” logo is a black square with white text. This logo should never be reversed (black text on a white square). It is acceptable for the letters to be the same as the background color.



WebASAP is InfoMart’s online system for ordering and receiving background screening results. *WinASAP* is *WebASAP*’s predecessor, a Windows-based version of the software. Additionally, there is an Enterprise version of *WinASAP* also available. The logos are as follows:



Improper Usage

Do not rotate, stretch, skew, squeeze, shear, repropotion, reposition or otherwise change the logo. Do not combine the logo with any other graphic elements or colors. Do not place the logo on a patterned background.

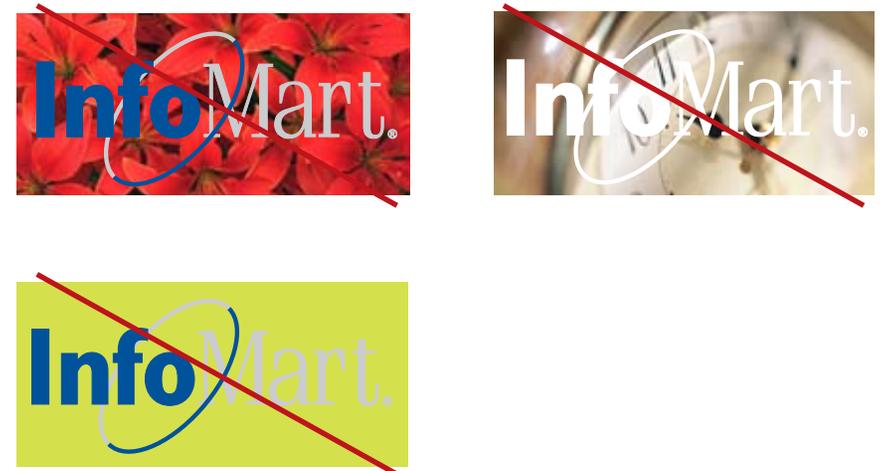


Color & Backgrounds

It is preferred to have the InfoMart logo on a solid white background. For promotional items (shirts, etc.) it is acceptable to place the logo on black. The logo can be converted to a single solid color to contrast with the background. Whenever possible, the solid logo should appear as black, white or another color from the InfoMart palette (see page 6).

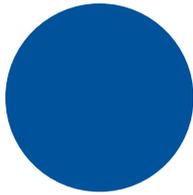


Avoid placing the logo on any background that reduces its legibility.



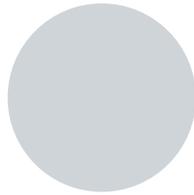
Color Palette

Color is an important part of the InfoMart brand. The following colors are to be used as much as possible to reinforce the InfoMart image. Additional colors can be incorporated, but do not use colors that conflict with this palette.



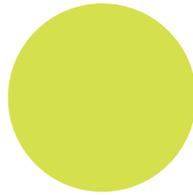
Blue

PANTONE PANTONE 287
Process Color C100 M68 Y0 K12
RGB R0 G81 B154
Hex 003696
Websafe Hex 003399



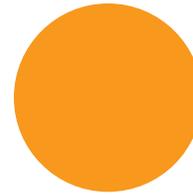
Grey

PANTONE PANTONE 428
Process Color C0 M0 Y0 K23
RGB R204 G204 B204
Hex CCCCCC
Websafe Hex CCCCCC



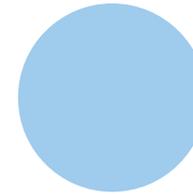
Lime Green

PANTONE PANTONE 389
Process Color C20 M0 Y85 K0
RGB R213 G224 B77
Hex B4E718
Websafe Hex CCFF00



Orange

PANTONE PANTONE 144
Process Color C0 M48 Y100 K0
RGB R248 G151 B29
Hex F8971D
Websafe Hex FF9933



Light Blue

PANTONE PANTONE 283
Process Color C35 M9 Y0 K0
RGB R159 G203 B237
Hex 9FCBED
Websafe Hex 99CCFF

The correct and consistent use of typography plays a big role in establishing a look for all printed messages developed by or for InfoMart. The Franklin Gothic font family should be used for all print applications. All marketing communications materials for InfoMart should display this font. If Franklin Gothic is not available, Arial is an approved substitute.

The use of other typefaces should be limited to special applications, such as when type is used as an illustrative device, or for important call-outs. Discretion should be used when formatting body copy with bold or bold italic treatments.

Personality

Always capitalize the “M” of InfoMart.

Never separate or hyphenate “Info” and “Mart” (i.e. Info Mart, Info-Mart).

Typically, do not include “Inc.” after InfoMart unless writing about the company in an official or formal manner that requires the legal company name.

InfoMart’s software products are to be written in the following formats: *WebASAP*, *WinASAP* and *WebCrim*. Software names should appear in italics in body text. Italics are preferred, but not necessary, if the name appears in headline text.

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Photography Style

Photography used when portraying InfoMart's image should appeal to a wide variety of business people while communicating a sense of security, technology and human interaction. Photography should be clean and professional. Images of people should be friendly, approachable and well-groomed. Priority should be placed on reflecting gender and racial diversity.

Whenever possible, photography should be used in InfoMart image pieces. Professional illustration may be utilized, but with a specific purpose (chart, graph, etc.). DO NOT USE CLIP ART.



Look and Feel



InfoMart's company image strives to convey security, confidence, technology, innovation and flexibility. Image pieces should have a clean, professional look and feel.



"I will convince you that I didn't steal \$50,000 from my former employer."

Don't trust your bottom line to instinct. Let InfoMart's full suite of background screening services help you identify potential bad hires, because the risks are too high to allow even one. Call us today at 1-800-800-3774 to Get the Whole Story on your applicants.

InfoMart
800.800.3774
www.infomart-usa.com/LP
Visit A545 Booth 1470

GET THE WHOLE STORY.

"I will convince you that I don't run a shoplifting ring with my best friend."

Don't trust your bottom line to instinct. Let InfoMart's full suite of background screening services help you identify potential bad hires, because the risks are too high to allow even one. Call us today at 1-800-800-3774 to Get the Whole Story on your applicants.

InfoMart
800.800.3774
www.infomart-usa.com/LP

GET THE WHOLE STORY.

"I will convince you that I haven't been convicted of credit card fraud."

Don't trust your bottom line to instinct. Let InfoMart's full suite of background screening services help you identify potential bad hires, because the risks are too high to allow even one. Call us today at 1-800-800-3774 to Get the Whole Story on your applicants.

InfoMart
800.800.3774
www.infomart-usa.com/LP

GET THE WHOLE STORY.

GOT THE BEST EMPLOYEES? GET THE WHOLE STORY.

InfoMart began in 1989 with the vision of finding a faster, easier, and more accurate way to screen the growing needs of employers. Now, as one of the nation's leading information providers, our vision is reality.

Today, the stakes are too high to allow even one bad hire. Purified resumes, employee crime, security risks, negligent hiring lawsuits, and ineffective employees make pre-employment screening from InfoMart critical to your continued success. As one of the nation's leading information providers in the industry, InfoMart can help you screen and identify applicants with the greatest potential for future success.

We have combined a technologically advanced data acquisition network with years of industry experience and a expert customer service team, to bring you one of the highest rated screening services in the country. Each InfoMart program is tailored to the employer's industry and operational concerns to suit.

Contact InfoMart today to "Get the Whole Story" on your applicants. Call 800.800.3774 or log on to www.infomart-usa.com.

Criminal Search Solutions

Criminal Activity and the Multi-State Criminal Search

Workplace Violence and Employee Theft cost businesses billions of dollars a year in terms of theft, increased insurance costs and expensive lawsuits. The utilization of pre-employment screening services can be critical to the success of your company in managing this issue.

Businesses on Workplace Violence and Employee Theft

- Workplace violence costs employers \$30 billion annually
- The average event in a workplace violence costs at least \$1 million
- 30% of all business failures are caused by employee theft
- About 15% of all applicants admit to theft of merchandise from an employer

InfoMart offers the most comprehensive suite of background searches available in order to ensure you have the clearest picture of your potential employee. In addition to our County Criminal Searches, a Multi-State Criminal Search will give you "The Whole Story."

In separate studies conducted for an international food service company, the following was found:

- An additional 22% of all applicants listed reported criminal records not sought in original county jurisdiction search; this represents 35% of all criminal records found
- The Multi-State Criminal Search discovered criminal records not identified in the county jurisdiction search, including convictions for Child Molestation, Armed Robbery, Assault and Battery, Theft of Property, Possession of a Controlled Substance, and Sex Offense

The InfoMart Difference

Utilizing the industry's most comprehensive suite of criminal records, InfoMart's extensive capabilities are a combination of both jurisdictional and state records. This provides employers with a broader selection of options to expand the scope and depth of each criminal search.

Historically, employers have had to rely upon a single county jurisdiction criminal history search. The Multi-State Criminal Search broadens the search area and identifies criminal offenses identified in jurisdictions outside of an applicant's resident county or offenses occurring outside of the normally reported time frames.

A VIOLENT CRIME OCCURS EVERY 6 SECONDS. CAN YOU ACCOUNT FOR YOUR APPLICANTS' WHEREABOUTS?

You may not know where your applicants have been, but InfoMart does. And just like the 9,000 companies we serve, our pre-employment background screening services can help you Get the Whole Story on your applicants. Call us today for more information on our accurate, in-depth and customized screening solutions.

800.800.3774
www.infomart-usa.com/si
Visit ASIS Booth 1470

webASAP quick start guide

- ### login

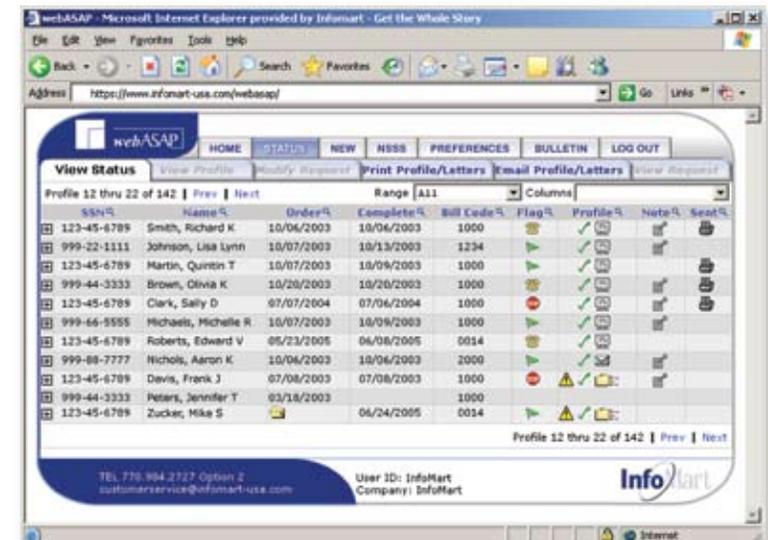
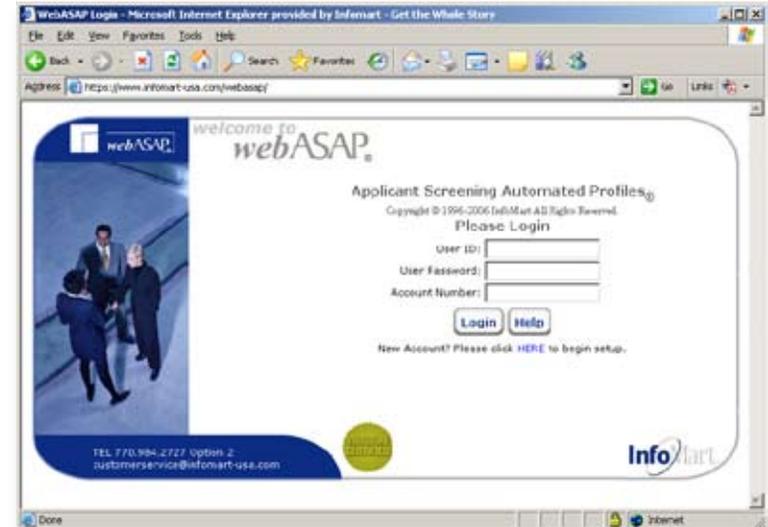
 - Go to <http://www.infomart-usa.com/webasap/>
 - Enter your User ID, Password and Account Number and click "login" to begin using webASAP
- ### enter a request

 - Click on the "REQUEST" link on the top menu bar
 - Enter the "Request ID" (or request ID number) in the "New ID# to Review" field
 - Click the "Submit New ID#" button; the ID# report will return in 3-5 seconds
- ### order services

 - At the "Request Identifier Services" tab, fill in all required fields, including Request Number, Current State of Residence, Billing Cycle and Services (if not pre-approved)
 - Click the "next" arrow to continue
 - Continue through both service tabs (County, Employment) and entering applicant data and pricing the "next" arrow until complete
 - See the "webASAP User Guide" for more detailed how to enter data in each service area
- ### view profile

 - Go to the "Status" tab to see a list of all pending and completed requests
 - To view a profile, click on the applicant name and then click "view profile"
 - If your company has active hiring orders, the "view" column will contain a "view applicant records" icon that will open the profile
- ### complete the request

 - Click the "View" button
 - webASAP will check for errors and processing and allow you to the confirmation page
 - If errors are found, you will be required to "Make Corrections"
 - If no errors are found, click the "Submit" button
 - Your request is complete and may be viewed on the Status page



For More Information



If you have any questions regarding these guidelines, contact us:

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