



# COLORANT AND STOCKING DEALER

## 2021 VEHICLE BRANDING GUIDELINES FOR BEST PRACTICES

The Sansin Corporation has a clear Corporate Brand that is highly regarded and respected, representing trust, integrity and best in class. It is a powerful brand which must be carefully managed.

This policy aims to protect the Sansin corporate image and reputation to reflect a professional and attractive identity.

Drivers operating branded vehicles are brand ambassadors – their behavior behind the wheel affects our organization's image on the public roadway.

In order to portray a professional image to the public we request that:

1. Your branded vehicle is kept clean and damage free
2. No rust shall be visible on the vehicle, dings or dents are repaired
3. Safe and courteous driving practices are upheld
4. Current photos of the vehicle are submitted to Sansin yearly (**April 30th each year**)

We thank you for your cooperation in protecting the Sansin brand identity.