

MOTOR VEHICLE AND GENERAL WORK
EQUIPMENT, PAINT FINISHES
AND MARKINGS

CONTENTS	PAGE
1. GENERAL	2
2. PAINT FINISHES	2
3. VEHICLE GRAPHICS	2
4. MOTOR VEHICLE GROUP DESIGNATION AND NUMBER DECAL	3
5. TREATMENT OF PAINT FINISHES, MARKINGS AND NUMBER DECALS OF VEHICLES TO BE RETIRED	3

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Page 1

SECTION SW 720-090-901

1.0 GENERAL

1.01 This practice provides for the standards and application of paint finishes and graphics for company-owned vehicles and work equipment.

2.0 PAINT FINISHES

2.01 Passenger cars, full-size vans, mini-vans, pick-up trucks, station wagons and hi-cube and cutaway vans should be painted white.

2.02 Cab type trucks should be painted white. The bodies of these trucks should be painted gray.

2.03 Power trailers should be painted a high-visibility yellow.

2.04 Spray cans of enamels that match the white and gray paint used for vehicles are available. These paints should be used for touching-up small areas where the paint has been damaged.

2.05 Reference should be made to the Common Look Standards for painting and marking treatment of vehicles not covered in this practice.

3.0 VEHICLE GRAPHICS

3.01 Graphics sizing and placement are covered in the Southwestern Bell Common Look Graphics Standards. Booklets can be obtained from Fleet Operations.

- 3.02 Graphics should be applied to all company vehicles with the exception of Security, Public Affairs, Sales Operations, Claims, state tax personnel, right-of-way engineers and fourth level managers.
- 3.03 Vehicle graphics consist of Visual Voices, Signature Lines, Taglines and Legislative Markings. Graphics application, including location, is designed specifically for each type of vehicle and work equipment. No deviations from these specifications shall be made.
- 3.04 Apply legislative markings to the exterior vehicle surfaces to the extent necessary to meet state or local requirements. These requirements generally consist of markings describing vehicle weight, load capacities, operating location, and department of transportation identification number. The Common Look Standards specify these markings be 1 1/2 inches. If legislative requirements mandate a different size, application should conform with the law.

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Page 2

SECTION SW 720-090-901

- 3.05 No decals, bumper stickers, signs or graphic materials not covered by the Common Look Standards shall be placed on vehicles or work equipment.
- 4.0 MOTOR VEHICLE GROUP DESIGNATION AND NUMBER DECAL
- 4.01 Every company-owned vehicle is assigned a group designation and number as outlined in SWB Practice SW 720-050-910, Motor Vehicle and Work Equipment Numbering.
- 4.02 The standard group designation and number decal, Form SW-6536, consists of a mylar coated decal having blank spaces in which the individual numbers are applied. Form SW-6536 can be obtained from Fleet Operations.
- 4.03 After the individual numbers are mounted on Form SW-6536, the decal is applied to the vehicle. The numbered decal is covered with a clear mylar overlay to protect the decal from damage.
- 4.04 Two decals shall be affixed to each vehicle. One should be placed on the dashboard and one on the rear left side exterior.
- 5.0 TREATMENT OF PAINT FINISHES, MARKINGS AND NUMBER DECALS OF VEHICLES TO BE RETIRED
- 5.01 Treat the finish and markings of vehicles and general work equipment that are removed from service for the purpose of retirement and before final disposition is made, as follows:

- a. Make no changes in the over-all paint finish.
- b. Completely remove all graphics which identify the vehicle or equipment with SWBT. Removal of graphics should be done in accordance with the manufacturer's specifications. Repaint areas as necessary using white paint.
- c. Retain the weight and other markings required by municipal or state vehicle laws in whatever condition they are in at the time of retirement.
- d. Remove and destroy the vehicle group designation and number decals.

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Page 3
3 Pages