

Channel Partner

Brand & Image Guidelines

For all distributors, resellers, OEM partners, and authorized representatives of the ENFORCER brand and Transport Security, Inc.

1. Purpose

These guidelines define how channel partners may represent the ENFORCER brand and Transport Security, Inc. (TSI) in any marketing, sales, digital, or physical materials. Consistent and accurate brand representation protects the equity we have built with fleet operators, insurers, and end customers — and ensures that every partner benefits from a unified market presence.

Following these rules is a condition of every channel partnership. Partners are responsible for ensuring their own employees, agencies, and any subcontracted designers follow them as well.

2. Brand Overview

The two marks

TSI markets one primary consumer-facing brand (ENFORCER) under one corporate entity (Transport Security, Inc.). Partners should understand how each is used.

Mark	How it is used
ENFORCER®	The product brand. Use ENFORCER when referring to the product family, model line, or any specific SKU (e.g., ENFORCER trailer door lock, ENFORCER king pin lock). Always set in full uppercase. Always include the ® symbol on first use in any document or web page.
Transport Security, Inc.	The corporate entity. Use when referring to the company, its history, manufacturing capabilities, warranty, or legal relationships. May be abbreviated as "TSI" after first full use in any single document.
ABLOY®	A third-party technology referenced in TSI products. Partners may note that TSI products use "ABLOY® cylinder technology" but must not imply partnership, endorsement, or co-branding with ABLOY. Do not use the ABLOY logo in partner materials.

Voice

TSI sells to fleet security directors, operations leaders, and risk managers. The brand voice is direct, practical, and field-credible. Avoid consumer-marketing language, superlatives, and unverifiable performance claims. If a statement cannot be supported by a published TSI case study, spec sheet, or approved data point, do not use it.

3. Logo Usage

Approved logo lockups

TSI provides two official logo files for partner use:

- Primary (black) — for use on white and light backgrounds.
- Reverse (white) — for use on black, red, and dark photo backgrounds.

Both files are available from TSI on request. Do not attempt to recreate, trace, or rebuild the logo from a screenshot or low-resolution copy. Request the original vector file.

Clear space and minimum size

- Clear space: Maintain a clear space around the logo equal to the height of the red "E" icon. No text, imagery, or graphic elements may enter this zone.
- Minimum print size: 1.0 inch wide.
- Minimum digital size: 120 pixels wide.

Aspect ratio

The ENFORCER logo has a fixed width-to-height ratio of approximately 3.7:1. Always scale width and height proportionally. Never stretch, squish, or distort the logo under any circumstances. A 2-inch wide placement must be approximately 0.54 inches tall. If in doubt, hold Shift while resizing, or request a properly sized file from TSI.

Logo don'ts

Do	Do not
Use the official vector file provided by TSI.	Recreate, retrace, or rebuild the logo in any software.
Place on clean, high-contrast backgrounds.	Place on busy photography, patterns, or low-contrast colors.
Scale proportionally at 3.7:1.	Stretch, condense, skew, or rotate the logo.
Use approved black or white versions only.	Recolor the logo, apply gradients, shadows, bevels, or outlines.
Keep the logo as a single, locked unit.	Separate the icon from the wordmark or rearrange elements.
Maintain the required clear space.	Crop the logo or crowd it with other text or graphics.

4. Color Palette

The ENFORCER brand uses a restrained palette. Partners should use these colors when producing co-branded materials and when placing the logo against solid backgrounds.

Color	HEX	RGB	Use
ENFORCER Red	#D81F28	216 / 31 / 40	Primary brand accent
Near Black	#151515	21 / 21 / 21	Wordmark, body text
White	#FFFFFF	255 / 255 / 255	Backgrounds, reverse logo

5. Product Naming & Approved Copy

Product names

- Always set ENFORCER in full uppercase. Never "Enforcer" or "enforcer."
- Always set ABLOY in full uppercase when referenced.
- Use the correct model number as published in the current TSI catalog. Do not paraphrase, shorten, or invent SKUs.
- First use of ENFORCER® and ABLOY® in any document or page must include the ® symbol.

Approved claims

The following statements may be used in partner marketing without further approval, provided they are not altered:

- "ENFORCER® products are manufactured in the United States by Transport Security, Inc."
- "ENFORCER® locks use ABLOY® cylinder technology."
- "Trusted by leading fleet operators across North America."

Prohibited claims

Partners may not publish the following without written approval from TSI:

- Specific theft-reduction percentages, dollar savings, or ROI figures.
- Named customer references (UPS, FedEx, Walmart, J.B. Hunt, Penske, Swift, Werner, Covenant, etc.).
- Insurance-related claims, coverage promises, or premium-reduction guarantees.
- Statements implying exclusivity, sole-source status, or regional monopoly unless formally granted in a partner agreement.
- Comparisons with named competitors.

6. Product Photography & Image Use

TSI provides a library of approved product photography to authorized partners. Request the current kit from the TSI marketing contact.

Rules for product images

- Use only photography provided or explicitly approved by TSI.
- Maintain original aspect ratios. Never stretch, squish, or distort a product image.
- Do not recolor products, alter finishes, remove or change model markings, or composite TSI products into scenes without approval.
- Do not crop so aggressively that the product becomes unidentifiable or ambiguous.
- For lifestyle, in-use, or on-vehicle photography featuring TSI products: submit to TSI for written approval before publication.

7. AI-Generated Content Policy

This section governs any use of generative AI (image generators, video generators, or AI-assisted design tools) in connection with TSI brands, logos, or products. It applies regardless of the tool used.

Absolute prohibitions

The following are not permitted under any circumstance:

- AI-generated versions of the ENFORCER logo or the Transport Security, Inc. wordmark.
- AI reinterpretations, "remixes," stylizations, or artistic variations of either logo.
- AI-generated packaging, labels, badges, or model-number graphics that depict or imitate TSI products.
- AI-generated text overlaid on product imagery that fabricates product names, model numbers, taglines, or claims.

Conditional use of AI product imagery

AI-generated imagery that depicts TSI products may be considered for partner use only if every one of the following is true:

- The depiction is a true one-to-one representation of the actual product. Shape, proportions, hardware, fittings, finish, color, and any visible markings must match the real product exactly.
- No element of the product is fabricated, invented, embellished, or altered.
- Any text, logo, or model designation appearing on or near the product is legible, accurate, and matches TSI's current catalog.
- The image has been submitted to TSI in advance and received written approval before publication.

Important technical limitation

At the time these guidelines are written, no publicly available image-generation model has been trained on TSI's product catalog. TSI products are specialized industrial hardware with distinctive shapes, cylinder housings, and mounting details that general-purpose models do not render accurately. In practice, partners who attempt to generate ENFORCER product imagery with AI tools will almost always produce outputs with distorted shapes, fabricated parts, invented model numbers, or nonsense wordmarks.

Partners should treat AI-generated product imagery as a high-risk path. If a partner chooses to attempt it, they do so knowing that the vast majority of outputs will fail the one-to-one standard above and will not be approved for publication. Real product photography, supplied by TSI, is strongly preferred in every case.

Use of AI in non-product marketing

AI tools may be used for partner-side work that does not depict TSI brands, logos, or products — for example, generic industry imagery, background textures, stock-style photography of trucks or warehouses that do not feature TSI hardware, or internal ideation. These uses do not require approval, provided no TSI asset is involved.

8. Co-Branding

When the ENFORCER logo appears alongside a partner's own logo:

- Use a vertical or horizontal divider (a thin rule or generous white space) between the two marks. Do not visually merge them.
- Size the two logos to equal visual weight. This is usually equal height rather than equal width.
- Maintain the ENFORCER logo's required clear space around the full lockup.
- Do not create a new combined mark, icon, or emblem that fuses the two brands.
- Do not place "Authorized Distributor," "Official Reseller," or similar designations inside or touching the ENFORCER lockup. Place such text as a separate line of supporting copy.

9. Digital Use

Websites and landing pages

- Use the approved digital logo files. Do not rasterize, screen-capture, or re-save logos at low resolution.
- Link back to transportsecurity.com on any ENFORCER product page where possible.
- Reproduce product descriptions and specs exactly as published in TSI source materials.

Social media

- Use approved TSI photography or video. Do not create altered, filtered, or stylized versions that obscure product details.
- Do not make customer references, pricing claims, or performance claims without approval.

10. Approval Process & Enforcement

What requires pre-approval

- Any new customer-facing marketing asset (print, digital, video, OOH, trade show booth) that features the ENFORCER logo or TSI product imagery.
- Any lifestyle, in-use, or on-vehicle photography featuring TSI products.

- Any AI-generated or AI-assisted image that depicts TSI products.
- Any performance, savings, insurance, or customer-reference claim.
- Any co-branded lockup combining the ENFORCER logo with another brand.

How to request approval

Send a PDF or flat image proof, together with a short description of where and how the asset will be used, to:

Pepper Erdmann, Marketing
Transport Security, Inc.
pepper@transportsecurity.com

Allow five business days for review. Rush reviews can be requested but are not guaranteed.

Enforcement

- Published materials that violate these guidelines must be taken down or corrected within 5 business days of written notice from TSI.
- Repeated or material violations may result in suspension of partner status or termination of the partnership.
- TSI reserves the right to require a partner to remove or destroy non-compliant inventory, signage, or printed materials at the partner's expense.

11. Getting the Right Files

For approved logos, product photography, spec sheets, catalog copy, and the current list of approved claims, contact Pepper Erdmann at Pepper@transportsecurity.com. Always confirm you have the current version before going to print or launch.

Launching in May 2026, you will be able to download files directly from our site.

<https://transportsecurity.com/assets/>

Password: toolkit

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ENFORCER[®] Logo

Do's and Don'ts — Visual Reference

This visual reference accompanies the TSI Channel Partner Brand & Image Guidelines. Every example on the following pages uses the actual ENFORCER logo file. Compare each DO example against its paired DO NOT to understand what protects the mark and what damages it.

The correct mark

DO



Official ENFORCER lockup — unaltered, correct aspect ratio (3.7:1)

Use the vector file supplied by TSI. Preserve proportions. Maintain clear space equal to the height of the red E.

Shape & color violations

Never alter the geometry or palette of the mark

DO



Correct

Unaltered, 3.7:1 ratio, on clean white.

DO NOT



Stretched wide

Width pulled beyond the fixed 3.7:1 ratio. Distorts letterforms.

DO NOT



Squished / compressed

Height increased disproportionately. The wordmark becomes heavy and

DO NOT



Rotated

Never rotate the lockup, even for stylistic layouts.

DO NOT



Recolored

The mark must remain black or white. No blues, greens, or custom colors.

DO NOT



Added effects

No drop shadows, glows, bevels, outlines, or gradients.

Placement & integrity violations

Context, cropping, and legibility also matter

DO NOT



Busy background

Low-contrast patterns and photographs obscure the mark. Always use clean,

DO NOT



Cropped / cut off

Never crop, trim, or partially cover the lockup. Scale down instead.

DO



Adequate clear space

Leave at least the height of the red E as margin on every side.

One simple rule

If you are not sure whether an application is correct, stop and ask. Using the logo wrong once creates a problem that outlives the campaign. Request the official vector file and a short review from TSI before publishing anything.

Contact: Steven Baldwin, VP Marketing & Revenue Operations — Steven@transportsecurity.com

Inverse logo rules

High contrast only

Place the inverse logo on backgrounds where it remains clear and easy to read. This includes images and solid color surfaces with enough contrast.

Use only black or white for the one-color version, depending on what provides the best visibility.

DO

