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# News

## **D.W. Morgan Company Updates Its Brand Identity**

From “The PartnerShipping People” to “Supply On Demand;” Morgan’s changing tagline traces the firm’s growing profile as a supply-chain solutions provider for global manufacturers.

**Pleasanton, CA, January 12, 2007**— D.W. Morgan Company a leading supply chain consulting, transportation management and logistics firm, has revised its corporate graphic identity, updating the logotype and introducing a new “Supply On Demand” tagline, company officials announced today.

“When I founded this company in 1990, we were in business just to move goods,” said Morgan CEO and Founder David W. Morgan. The original mark, identifying Morgan as ‘The PartnerShipping People,’ showed our commitment to getting that job done on-time, as a true partner to our customers.”

“Now, our clients rely on us for far more. We coordinate entire manufacturing and distribution processes. And, we provide critical information: These days, real-time data has become as important as deliveries. So, ‘Supply On Demand’ describes exactly what we do—help clients respond to consumer demand with the right goods in the right place at the right time.”

In addition to the new tagline, Morgan updated the main logotype for the first time since introducing the now-familiar blue sphere design in 1997. The Morgan name is now rendered in a san-serif face that expresses the company’s culture of accessibility, personal service and custom solutions. The uniform-weight letterforms, based on British designer Sebastian Lester’s Scene typeface were created for maximum legibility in all sizes, media and weights. That’s particularly important for an enterprise whose brand identity mark appears in everything from small, low-resolution web pages to the sprawling side of an 18-wheeler truck.

Morgan expects to phase in usage of its new identity in all forms over the course of 2007.

**About D.W. Morgan Company:**

Since its founding in 1990, D.W. Morgan Company has become one of the world's most trusted supply-chain consulting and transportation management firms. The company has provided services for a Who's Who of global Fortune 1000 companies, including Cisco Systems, Inc., Hewlett-Packard, Infinera, Kaiser Permanente, Redback Networks/Ericsson, Advanced Fibre Communications (now a division of Tellabs), Lockheed Martin, Oracle, NCR, Applied Biosystems and Philips Electronics. Morgan pioneered the concept of "whole-process management." Under this model, Morgan oversees every link in a company's supply chain—from procurement of raw materials to distribution of finished goods. With its innovation and expertise, Morgan dramatically improves efficiency and reduces costs for clients.

Morgan has earned widespread acclaim for its work with its clients. It has twice been named Cisco Systems Supplier of the Year, Diversity (2005, 2003); in 2004, it earned Computerworld Honors / Smithsonian Laureate status; was chosen for Aberdeen Group's 2006 "Best Practices in International Logistics; Global Logistics and Supply Chain Strategies magazine's "100 Great Supply Chain Partners" list; included in Supply and Demand Chain Executive magazine's 2005 "Top 100 Supply Chains" and the 2006 "Top 20 Provider Pros to Know"; and won the Northern California Supplier Development Council's 2005 Supplier of the Year award. Morgan is certified as a Corporate Plus minority-owned business by the National Minority Supplier Development Council (NMSDC), winner of Minority Business News' 2006 Top 100 U.S. Minority-Owned Businesses" and as a Small, Historically Disadvantaged Business (SDB) by the U.S. Small Business Administration.

The company's headquarters is located at 6685 Owens Drive, Pleasanton, CA 94588; (925) 460-2700, fax (925) 251-0250. Morgan also maintains regional offices in San Jose, Calif; Atlanta; Los Angeles; Tampa, Fla.; and Dallas-Ft.Worth, Tex. or Austin, Tex. An Asia-Pacific subsidiary, D.W. Morgan Pte., Ltd., is based in Singapore to serve the Pacific Rim manufacturing and supply-chain needs of Morgan clients. To learn more, please visit <http://www.dwmorgan.com/>.