

MOTOR VEHICLE AND GENERAL WORK EQUIPMENT  
PAINT FINISHES AND MARKINGS

1. GENERAL

1.01 This section provides for the standards and application of paint finishes, and markings for company-owned motor vehicles and general work equipment.

1.02 This section is being reissued to provide for changing the finish color of vehicles from Green to the System standard White and Grey-Green colors and the application of striping and new Bell Seal and Company Name markings.

1.03 The standard finishes in this section apply to factory paint finishes on new vehicles and equipment as well as repainting of vehicles and equipment in service.

1.04 No markings, signs, posters, etc., other than that provided for in this section shall be placed or displayed on motor vehicles or general work equipment.

1.05 The paint and other material required for finishing and marking vehicles and general work equipment is secured as provided in the Motor Vehicle Section of the Supply Catalog.

1.06 With the exception of the passenger cars assigned to Company officers and any other vehicles as may be individually approved by the Vice President-Operations, all company-owned vehicles and general work equipment shall be finished in the standard Bell System White or White and Grey-Green automotive paint and identified with the standard Bell System Markings as provided in this Section and in the AT&T Co. BSP, Section 720-030-010, "Vehicle Marking".

1.07 The vehicles included in the exception

in 1.06 shall be finished in a conservative color.

2. PAINT FINISHES

2.01 When repainting or touch-up work is performed either by Telephone Company employees or outside concerns, apply the standard paint to all normally painted exterior vehicle surfaces including fenders, wheels, etc., but excluding any chrome, stainless steel or other metallic finishes.

2.02 Paint the underside of the fenders, chassis, etc., in the black chassis paint only when such surfaces are not treated with a rust preventive grease.

2.03 Generally the factory finish of the interiors of passenger cars and cabs of trucks will not need to be refinished. However, use a paint color comparable to the original interior finish if the appearance of the surfaces warrant repainting.

2.04 When repainting work is performed, caution must be observed that paint films do not cover working parts of the equipment, such as bearings and other moving components.

2.05 So that a ready record is available as to the kind of paint and service life of repainted vehicle finishes, stencil or hand paint in an appropriate space on the right side of the "fire wall" under the hood the letters REP and the month and year repainted and whether the paint used was synthetic (S) or acrylic (A) enamel. Example - REP, 5-70 (A)

Passenger Cars

2.06 Passenger cars, including "carry-alls",

panels, step vans (walk-in type), station wagons and pickup vehicles, shall be painted the standard Bell System White color. (See Exhibits 1, 2, 3, 4 and 6)

Van Type Trucks

2.07 The van vehicles shall be painted in two-tone, white and grey-green colors. The upper portion of the vehicles are painted white down to a point midway of the location of the ochre strip (See Exhibit 7). The lower portion of the vehicles (including wheels, bumpers, etc.) are painted grey-green. The ladder brackets are painted white.

Cab Type Trucks

2.08 The cab, front bumper and fenders and all wheels of cab trucks, such as the standard, SU-76, SC-90, LC-90, CSM-96 and LW-108 body trucks, are painted white (See Exhibit 5). The bodies of such trucks including the rear bumper, rear fenders (if any) and the overhead or side mounted extension ladder racks and small cranes are painted grey-green.

2.09 The aerial ladders, booms with personnel lifts and pole derricks (including derrick suspended diggers) are painted white. However, that portion of the aerial ladder, boom and derrick, including stabilizing jacks, attached to and below the top of the body is painted grey-green. (See Exhibit 6)

Trailers

2.10 Splicers carts and similar box type trailers are painted in two-tone, white and grey-green colors. The upper portion of the trailers are painted white down to a point midway of the location of the ochre strip (See Exhibit 8). The lower portion of the trailers, including the wheels, are painted grey-green.

2.11 Racks for storing miscellaneous items

of equipment or tools mounted above the blue stripe of trailers are painted white. Racks installed below the ochre strip are painted grey-green.

2.12 Trailers such as the pole, cable reel, power (HESCO type), etc., are painted Highway Yellow, including the wheels. No stripes are to be applied, however, Bell Seals of an appropriate size are placed on the right and left sides and on the rear (if possible) of such trailers.

Other Vehicles and Work Equipment

2.13 Reference should be made to the Bell System Vehicle Graphics Manual for the painting and marking treatment of vehicles or work equipment not covered by paragraphs 2.06, 2.07, 2.08, 2.09, 2.10 or 2.11.

3. PAINT MATERIALS

3.01 Acrylic enamel paint is used by vehicle manufacturers as the original vehicle finish. The material has advantages over the synthetic enamels such as better color retention and resistance to oxidation. These advantages should result in a longer service life of the finish with less maintenance.

3.02 The standard White and Grey-Green colors are available in both acrylic and synthetic enamel. However, the acrylic enamel is recommended for use when complete repainting of vehicles is required. Acrylic enamel is not recommended for touch-up or spot painting. (See 3.05)

3.03 The techniques and procedures for applying acrylic enamel differs from synthetic enamel. Also special primers and reducers are required if a satisfactory job is to be obtained.

3.04 Assurance must be made that the concerns who repaint our vehicles with acrylic enamel are experienced in its ap -

plication and that they use the proper under-coat and reducing materials.

3.05 Acrylic lacquer is recommended for professional touch-up and spot painting work of previously acrylic enamel painted surfaces. Synthetic enamel is used for touch-up and spot painting of previously synthetic enamel painted surfaces.

3.06 Also available are spray cans of enamels that match the white and grey-green paint colors and the blue and ochre colors of the striping materials. These paints are used for touching-up small areas where the paint or striping materials have been damaged.

#### 4. VEHICLE MARKINGS

4.01 Vehicle markings consist of the standard reflective Blue and Ochre striping and Bell Seal and the non-reflective Company name (logo). The extent of marking application and location is designed specifically for each type of vehicle or work equipment as shown in the Exhibits of this Section. No deviations from these specifications shall be made.

4.02 Kits of specially die cut striping is used for each of the makes of van type vehicles. Straight pieces of striping, available in 50 foot rolls, is used on other type vehicles.

4.03 Five sizes of the Bell Seal are used. They are available in 4 1/4" dia., 7" dia., 10" dia., 15 1/2" dia., and 24" dia.

4.04 Three sizes (capital letter height) of the Company name (SOUTHWESTERN BELL) are used. Each size, indicating the height of the capital letters, is assigned a code letter prefix; A-3 1/4", E-2" and G-1 5/8". The code number "118" is also assigned to the Company name "Southwestern Bell".

4.05 The method and procedure for applying the Striping, Bell Seals and Company name markings are outlined in detail in the AT&T Co. BSP Section 720-030-010.

4.06 Do not use the Company name on the rear of pick-up or open body trucks such as the line and cable placing trucks.

#### Legislative Markings

4.07 Apply legislative markings to the exterior vehicle surfaces only in a size, manner and to the extent necessary to meet the requirements of state or local motor vehicle laws. The requirements generally consist of markings describing vehicle weight and load capacities, operating headquarters locations, etc.

4.08 Generally state and local marking requirements permit some latitude in the size and location of the markings. Unless such laws specify otherwise, use pressure sensitive black non-reflective 1" letters and numbers applied in the typical location on the left side of the vehicle as shown in Exhibit 9.

4.09 If the legislative markings specifically require a size and/or location which differs from that provided in 4.08, then the application of the markings should conform with the legislative specification.

#### 5. REMOVAL OF MARKING MATERIALS

5.01 Since the marking materials adhere extremely well, they are therefore hard to remove. They may be ground off; but this is slow and the material clogs the abrasive wheel. The best method is to use a sharp rigid putty knife. Start at the side and, with steady pressure, scrape the seal or letters off. Generally, this method separates the finish paint coat from the prime. The edges should be feathered and the surface repainted.

6. MOTOR VEHICLE GROUP DESIGNATION AND  
NUMBER DECAL

6.01 Every company-owned vehicle is assigned a group designation and number as outlined in BSP V62.304 "Procedures Relating to Motor Vehicle Investment and Expense and Other Administrative Data".

6.02 The standard group designation and number decal, Form SW-6536 consists of a pressure sensitive, 2 3/4" X 1 1/2" mylar coated decal having blank spaces in which the individual pressure sensitive numerals, comprising the complete (8 digit) motor vehicle number, are applied and the entire decal is covered with a 3 1/4" X 2" clear mylar overlay.

6.03 After the individual numerals are mounted on the face of Form SW-6536, the decal is applied on the vehicle (See 6.04). The numbered decal is then covered with the clear mylar overlay to protect the decal from damage and deterioration.

6.04 The motor vehicle number decals are installed on the glove compartment door or on the right side metal surface of the vehicle cab. In addition, a number decal is also mounted on the rear body surface of light trucks in the locations as shown in Exhibit 10.

6.05 Secure the group designation and number decal, Form SW-6536, on stationery requisitions from Western Electric Company stock.

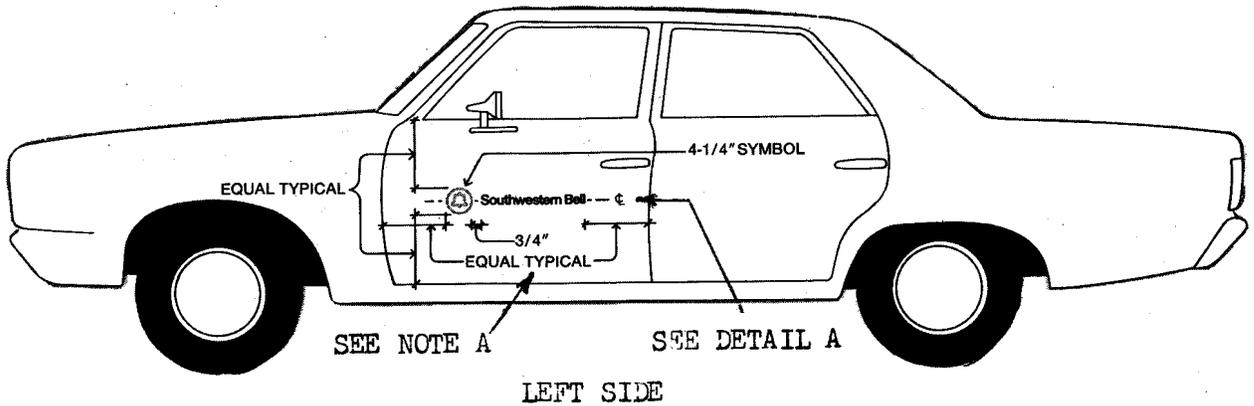
6.06 The pressure sensitive card mounted numerals, which are applied on the number decal Form SW-6536, may be secured from the office of the Plant Operations Engineer. Requests for the numerals (144 numerals per card) should be directed to the Printing and Stationery Supervisor - St. Louis.

7. TREATMENT OF PAINT FINISHES, MARKINGS AND  
NUMBER DECALS OF VEHICLES TO BE RETIRED

7.01 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 Bell Seals, Company name and striping decals which identify the vehicle or equipment with the Telephone Co. Repaint only the area of the removed markings using the standard white or grey-green 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.

EXHIBIT 1  
PASSENGER CARS

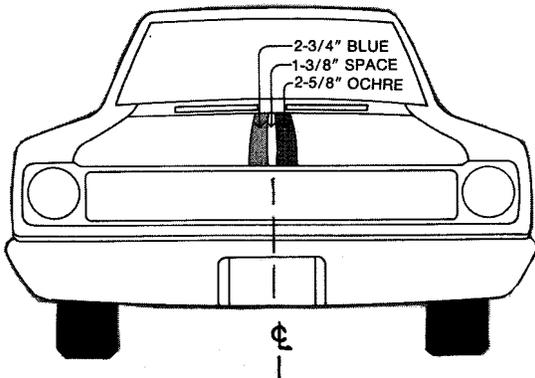
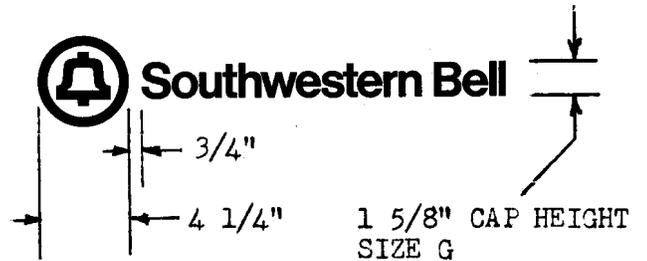


PAINT ENTIRE CAR BELL WHITE  
WHEELS NOT COVERED BY WHEEL  
COVERS TO BE WHITE

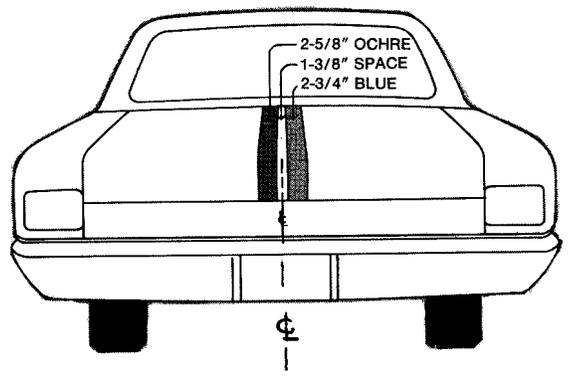
RIGHT SIDE SAME AS LEFT EXCEPT  
THAT THE BELL SEAL ALWAYS APPEARS  
TO THE LEFT OF THE COMPANY NAME  
(LOGO).

NOTE A: EXAMPLE SHOWS VERTICAL  
OPTICAL CENTER, ALLOWING FOR BODY  
MOULD OR TRIM - BODY MOULD AND/OR  
TRIM MUST BE CLEARED BY 1" (TOP OR  
BOTTOM OF BELL SYMBOL AT CENTER LINE)  
MINIMUM

DETAIL A -



FRONT VIEW



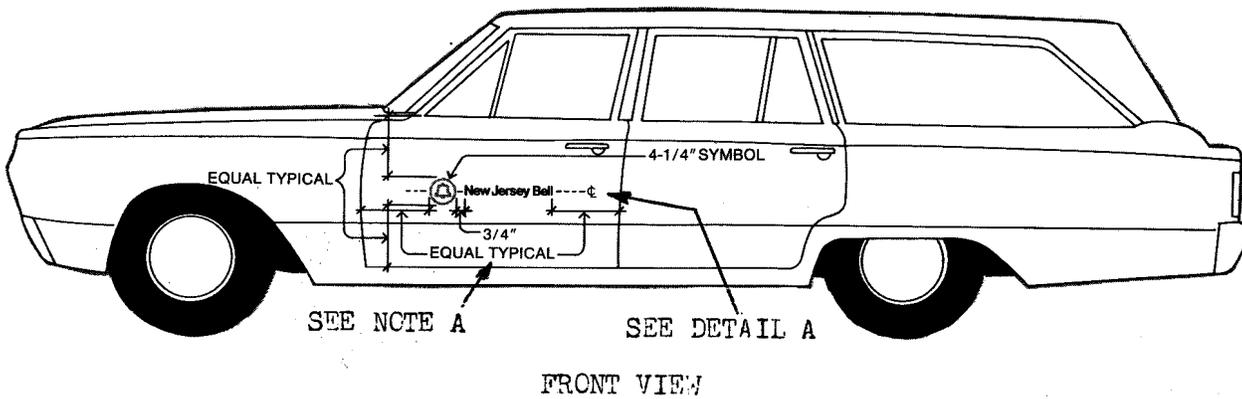
REAR VIEW

STRIPES TERMINATE AT FRONT AND  
BACK END OF HOOD UNIT AND DECK LID  
OR TRIM EDGE THEREON.

CENTER 1 3/8" WHITE STRIPE  
ON CENTER LINE OF HOOD  
AND DECK.

EXHIBIT 2

STATION WAGON VEHICLES



PAINT ENTIRE VEHICLE BELL WHITE.

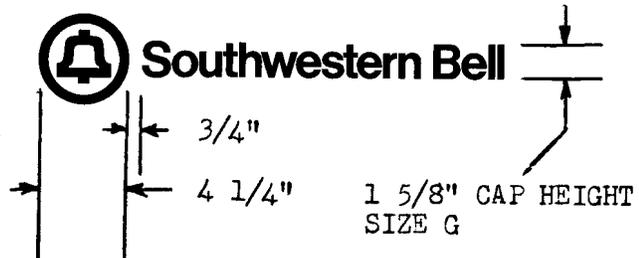
WHEELS NOT COVERED BY WHEEL COVERS TO BE WHITE.

NOTE A: EXAMPLE SHOWS VERTICAL OPTICAL CENTER, ALLOWING FOR BODY MOULD CR TRIM - BODY MOULD AND/CR TRIM MUST BE CLEARED BY 1" (TOP OR BOTTOM OF BELL SYMBOL AT CENTER LINE) MINIMUM

CENTER 1 3/8" WHITE STRIPE ON CENTER LINE OF HOOD

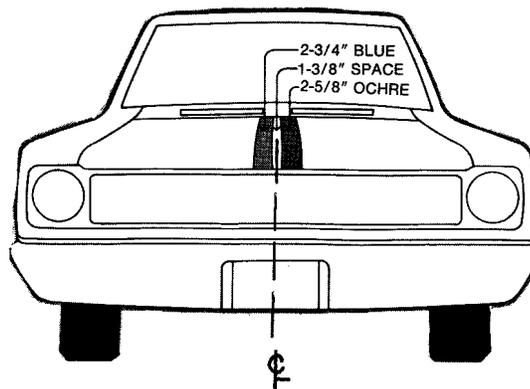
RIGHT SIDE SAME AS LEFT EXCEPT THAT THE BELL SEAL ALWAYS APPEARS TO THE LEFT OF THE COMPANY NAME (LOGO).

DETAIL A -

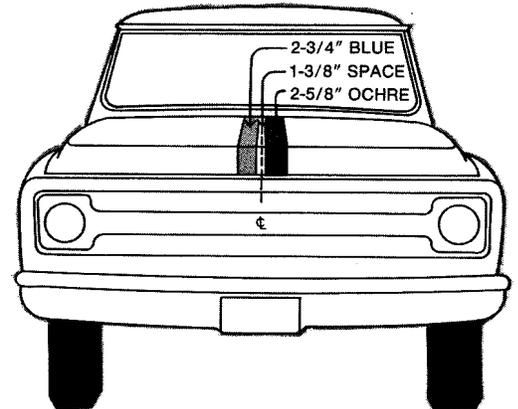
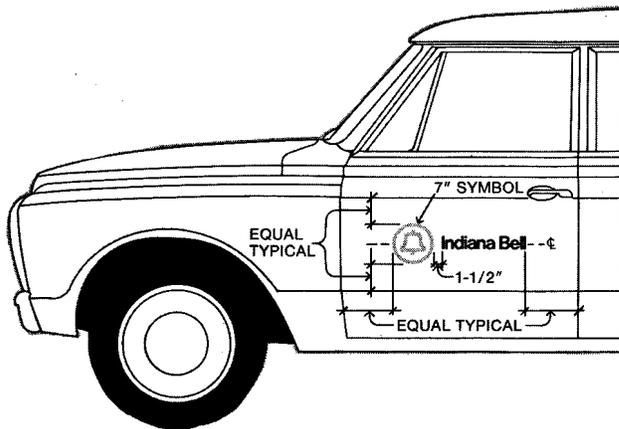


STRIPES TERMINATE AT FRONT AND BACK END OF HOOD UNIT OR TRIM EDGE THEREON.

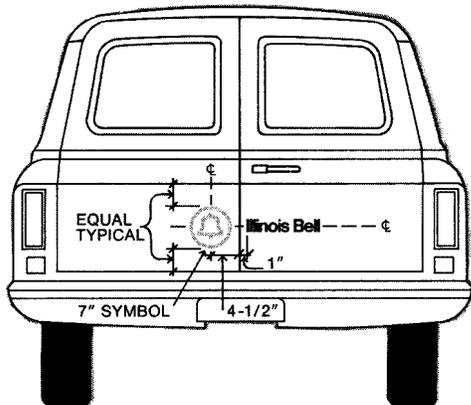
THERE ARE NO STRIPES OR MARKINGS ON THE REAR OF STATION WAGONS.



**EXHIBIT 3**  
**CARRYALL, PANEL AND PICKUP**

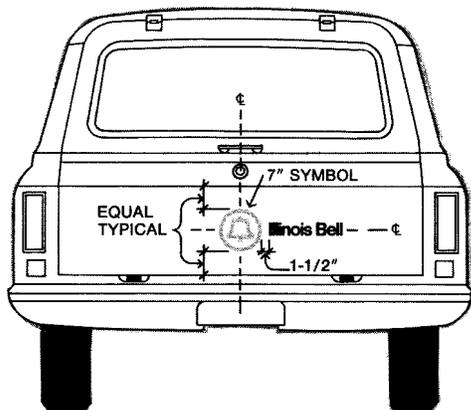


FRONT VIEW



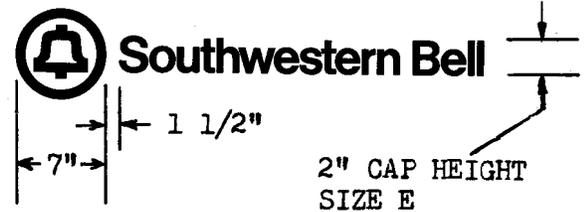
REAR VIEW

NO STRIPE ON REAR OF VEHICLE



REAR VIEW

DETAIL A



PAINT ENTIRE VEHICLE BELL WHITE

WHEELS NOT COVERED BY WHEEL  
 COVERS TO BE WHITE

NOTE A: EXAMPLE SHOWS VERTICAL  
 OPTICAL CENTER, ALLOWING FOR BODY  
 MOULD OR TRIM - BODY MOULD AND/OR  
 TRIM MUST BE CLEARED BY 1" (TOP OR  
 BOTTOM OF BELL SYMBOL AT CENTER  
 LINE) MINIMUM

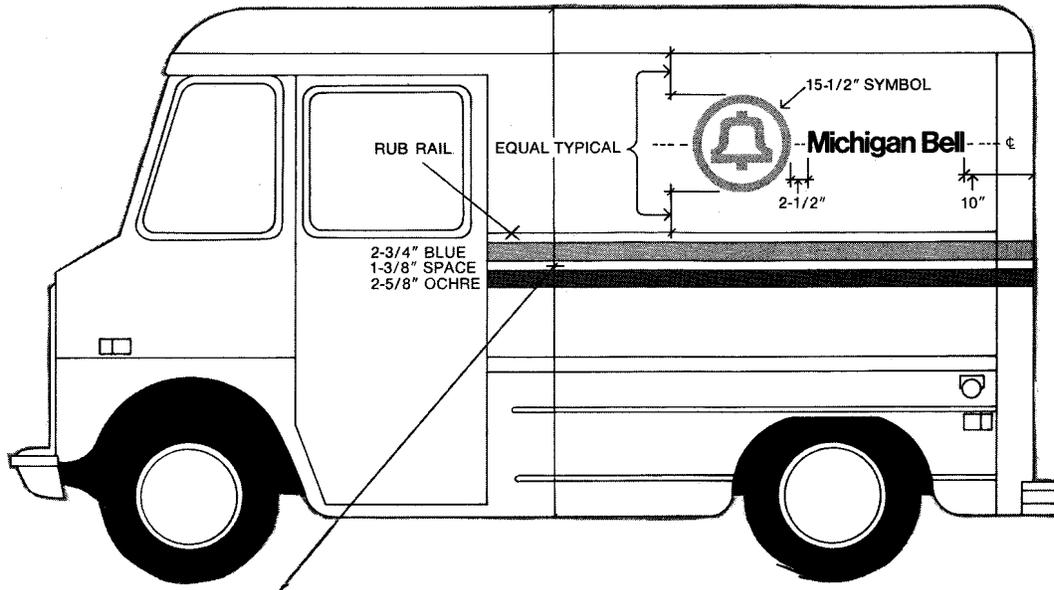
CENTER 1 3/8" WHITE STRIPE  
 ON CENTER LINE OF HOOD

RIGHT SIDE SAME AS LEFT EXCEPT  
 THAT THE BELL SEAL ALWAYS PRECEEDS  
 THE COMPANY NAME (LOGO).

STRIPES TERMINATE  
 AT FRONT AND BACK  
 END OF FRONT HOOD

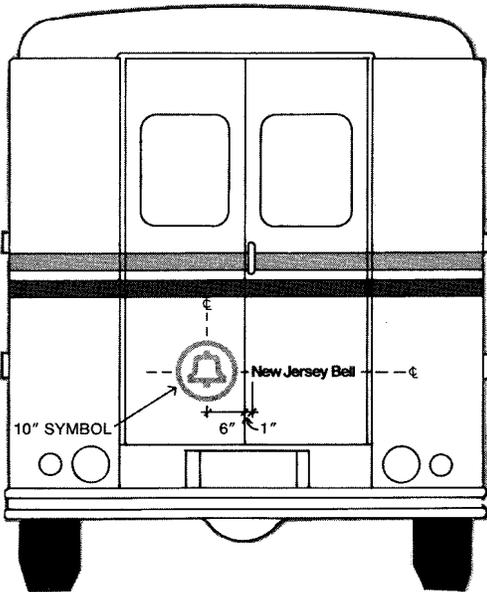
EXHIBIT 4

STEP VAN - WALK-IN TYPES



STRIPES SHOULD BE PLACED AT CENTER OF VEHICLE.  
WHEN RUB RAILS OCCUR NEAR CENTERLINE, STRIPES  
SHOULD BE TANGENT WITH RUB RAIL.

ENTIRE VEHICLE PAINTED BELL WHITE.



STRIPES ARE APPLIED FROM THE REAR  
OF THE DOOR OPENING AROUND THE  
REAR TO THE DOOR OPENING ON THE  
OPPOSITE SIDE. NO STRIPES ON FRONT  
OF VEHICLE.

LOGOTYPE SPEC.

SIDES	SIZE A	3 1/2" CAP HEIGHT
REAR	SIZE E	2" CAP HEIGHT

PLACEMENT OF LOGO TYPE AND  
BELL SEAL ON REAR:

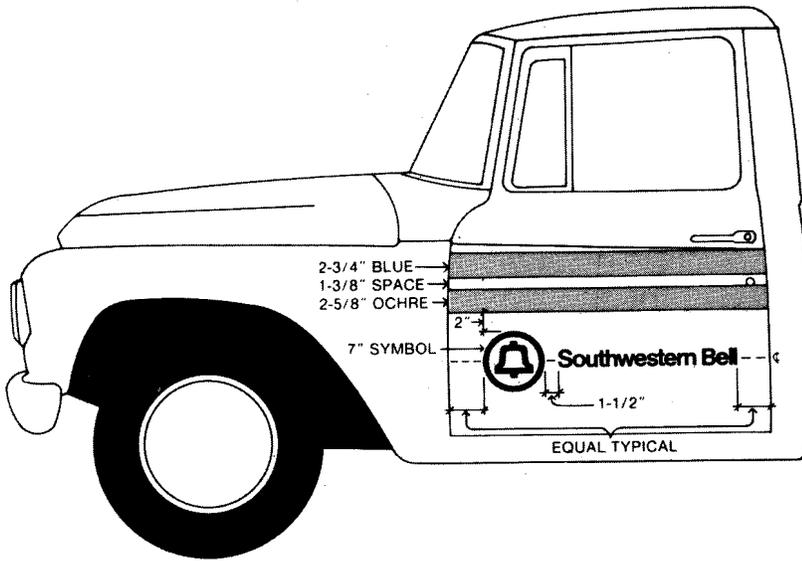
VERTICAL - CENTER OF SEAL  
6" FROM EDGE OF LEFT DOOR.

HORIZONTAL - OPTICALLY EQUAL  
BETWEEN BOTTOM OF OCHRE  
STRIPE AND BOTTOM OF DOOR.

LOGOTYPE AND BELL SEAL PLACEMENT  
ON SIDES IS DETERMINED BY 10"  
MEASUREMENT FROM REAR OF BODY.

WHEN WINDOWS OCCUR IN LOWER REAR DOOR  
PANELS, A 10" SEAL ONLY SHOULD BE  
PLACED ON THE LEFT REAR BODY PANEL  
BENEATH THE STRIPES, OPTICALLY CEN-  
TERED IN THE AREA.

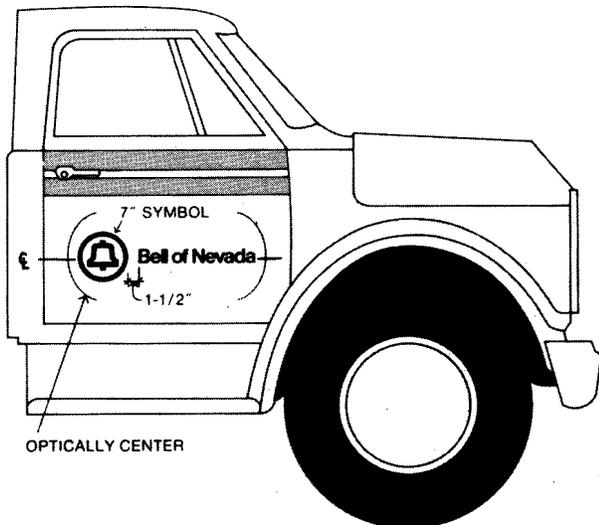
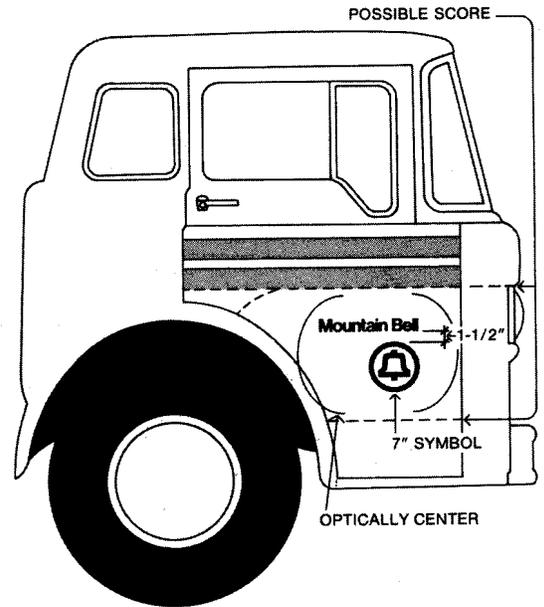
EXHIBIT 5  
TYPICAL TRUCK CABS



ALL BELL SYMBOLS ARE 7" DIAMETER.  
ALL LOGOTYPES ARE SIZE E, 2" CAP  
HEIGHT.

THE BELL SYMBOL ALWAYS APPEARS TO  
THE LEFT OF THE LOGOTYPE EXCEPT  
ON THE TILT CAB WHERE THE SYMBOL  
IS ABOVE THE LOGOTYPE.

ENTIRE CAB TO BE BELL WHITE.  
BODY TO BE BELL GREY-GREEN  
EXCEPT FOR PICKUP WHICH IS  
BELL WHITE. ALL WHEELS TO  
BE BELL WHITE.



TRUCKS WITH LADDERS, LIFTS, AERIAL EQUIP-  
MENT, ETC., WILL FOLLOW THE SAME PATTERN.  
CAB PAINTED WHITE AND BODY GREY-GREEN.  
THE LADDER, LIFT OR OTHER EQUIPMENT WILL  
BE PAINTED WHITE. SEE EXHIBIT 7.

EXHIBIT 6

CAB TRUCK BODIES

PICTURED ARE THREE BODY VARIATIONS BEHIND ONE CAB TYPE. THE CAB IS WHITE WITH THE SYMBOL, LOGOTYPE AND STRIPES ON THE DOORS UNAFFECTED BY THE BODY TYPE. THE PICKUP BODY IS ALSO WHITE; HOWEVER, OTHER BODIES AND REAR BUMPERS ARE GREY-GREEN EXCEPT FOR AERIAL OR OTHER MOBILE EQUIPMENT, WHICH IS WHITE. WHEELS, WHEEL COVERS AND FRONT BUMPERS ARE TO BE WHITE.

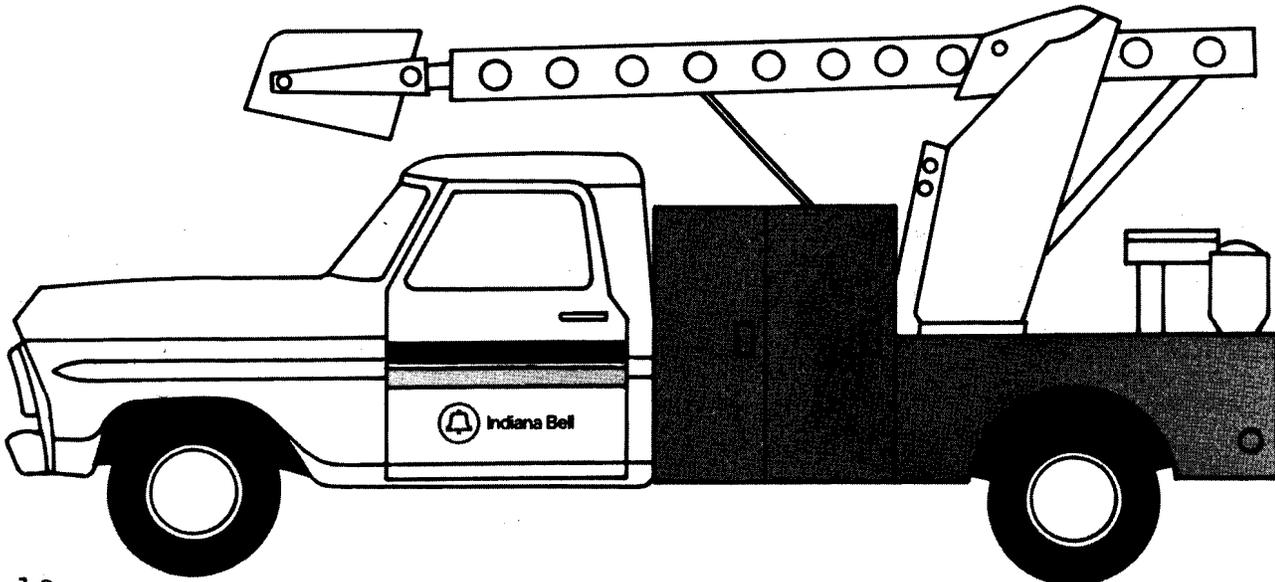
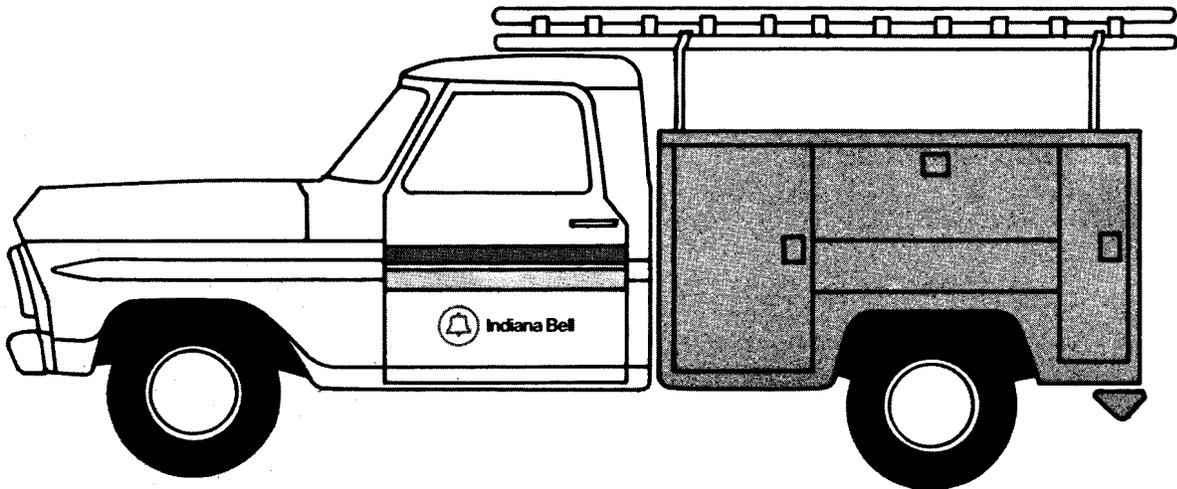
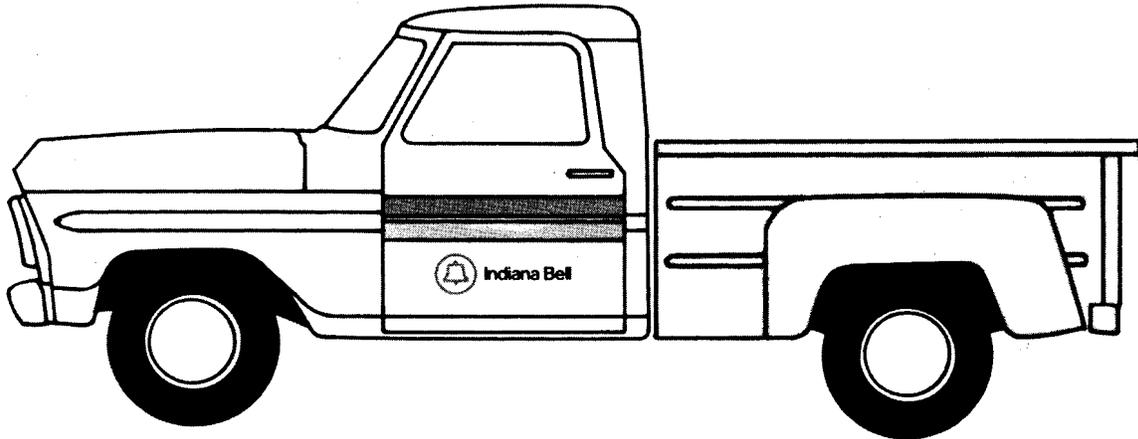
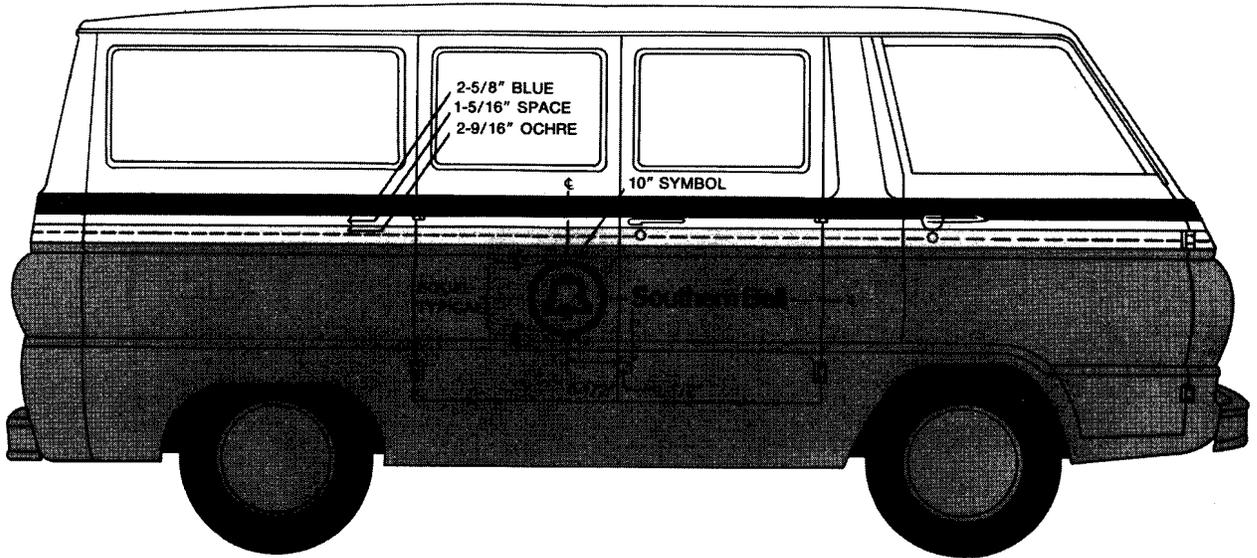
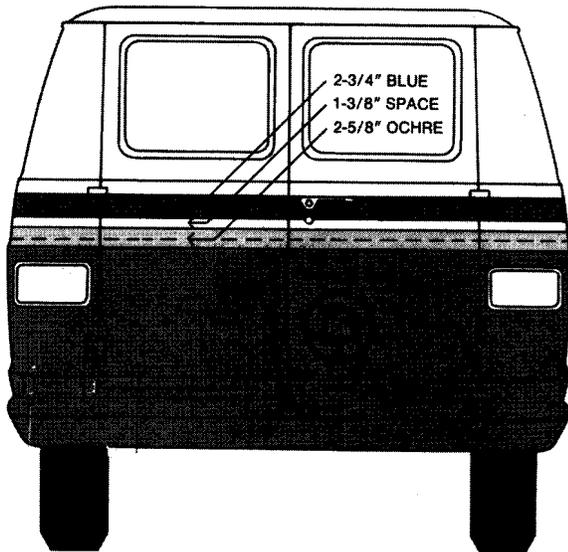


EXHIBIT 7  
VAN TRUCKS



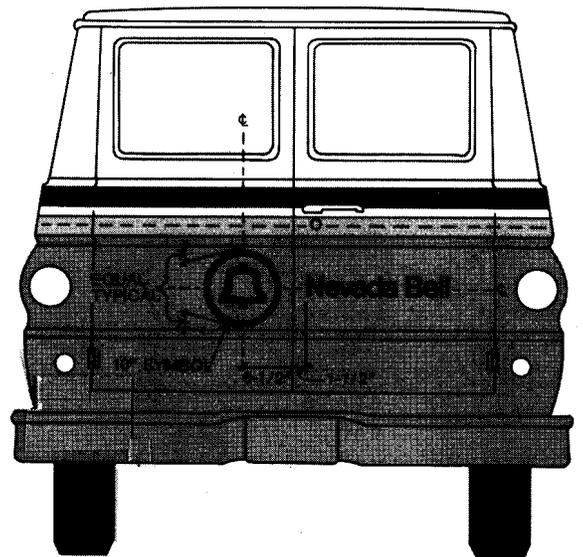
RIGHT SIDE  
LOGOTYPE E, 2" CAP HEIGHT



REAR VIEW -  
LOGOTYPE E, 2" CAP HEIGHT

(APPLICABLE TO ALL VANS EXCEPT  
1970 AND EARLIER MODEL DODGE  
VANS)

ON MODELS WITH LICENSE BRACKET AND  
LIGHT ON LEFT DOOR PLACEMENT OF  
BELL SEAL AND LOGOTYPE IS BY MEASURE-  
MENT INDICATED ABOVE.

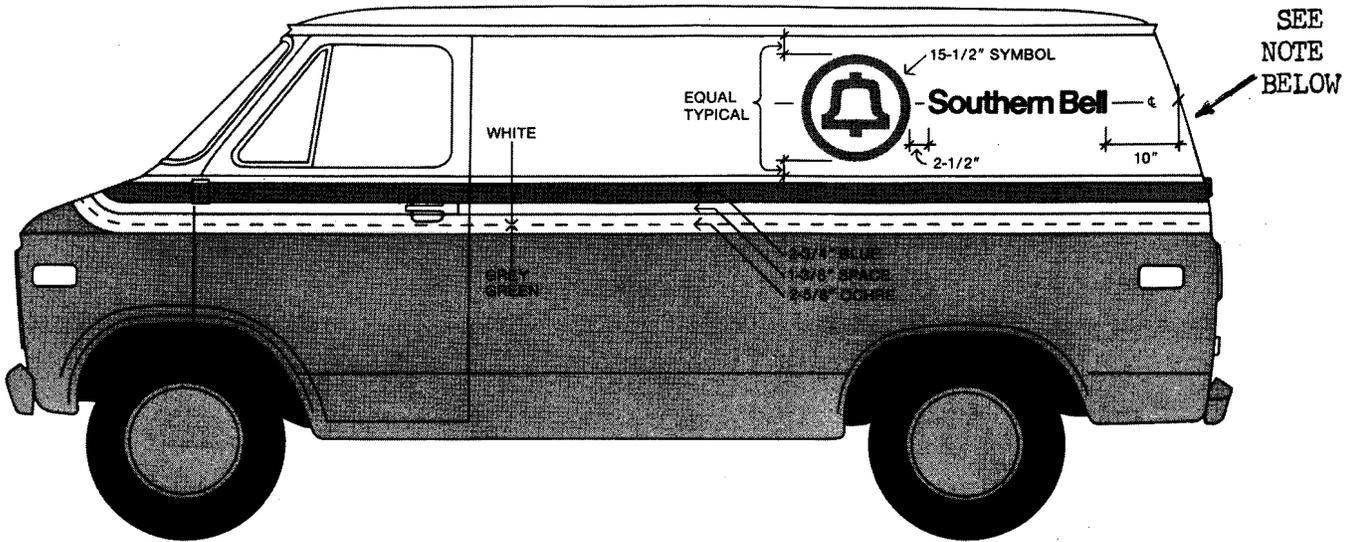


REAR VIEW -  
LOGOTYPE E, 2" CAP HEIGHT

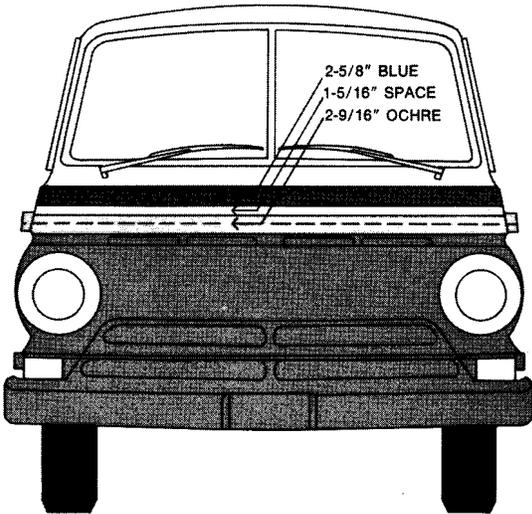
(APPLICABLE TO 1970 MODEL  
AND EARLIER DODGE VANS)

PLACEMENT OF BELL SEAL AND LOGOTYPE-  
HORIZONTAL - VISUALLY CENTER IN AREA.  
VERTICAL - CENTER LINE OF BELL SEAL  
6 1/2" FROM DOOR SEAM. LOGOTYPE 1 1/2"  
FROM DOOR SEAM.

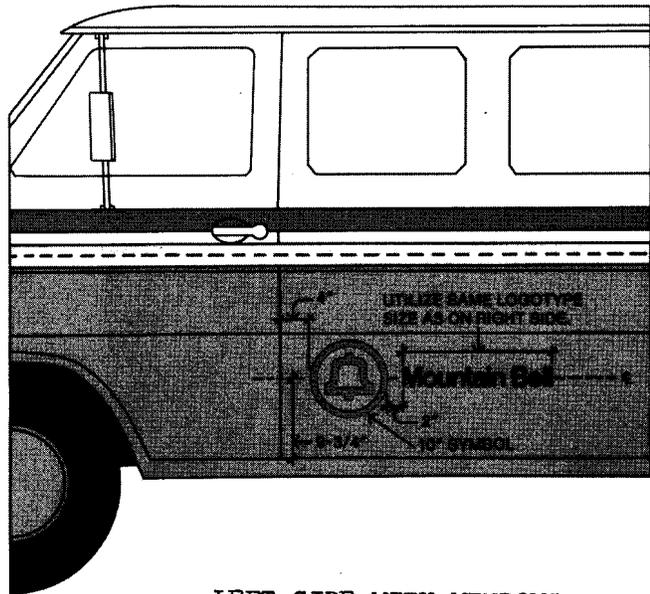
EXHIBIT 7, cont.



LEFT SIDE  
LOGOTYPE A, 3 1/4" CAP HEIGHT



FRONT VIEW



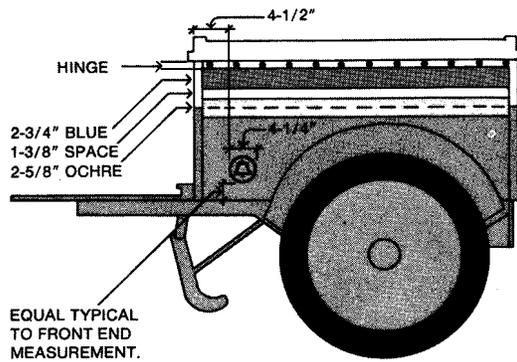
LEFT SIDE WITH WINDOWS  
LOGOTYPE E, 2" CAP HEIGHT

TOP PORTION OF VEHICLE TO BE BELL WHITE. BOTTOM TO BE BELL GREY-GREEN. WHEELS TO BE GREY-GREEN.

THE DOTTED LINE THROUGH THE OCHRE STRIPE INDICATES THE JUNCTURE OF WHITE AND GREY-GREEN PAINTS. MASK SO THAT THE WHITE MEETS THE GREY IN THE AREA THAT IS TO BE COVERED BY THE OCHRE STRIPE.

NOTE: DUE TO THE RADIUS OF THE REAR EDGE OF THIS VEHICLE, THIS MEASURING POINT MUST BE OPTICALLY DETERMINED. IT SHOULD BE THE EDGE OF THE VEHICLE WHEN VIEWED IN PROFILE, AS SHOWN. THE MEASUREMENT IS MADE ALONG THE EXTENDED CENTER LINE OF THE LOGOTYPE. THE LOGOTYPE AND BELL SEAL ARE VISUALLY CENTERED HORIZONTALLY IN THE PANEL AREA.

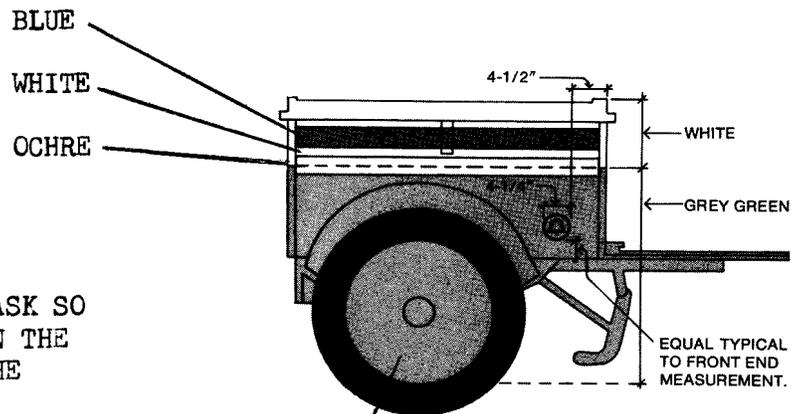
EXHIBIT 8  
SPLICER CARTS



BOTTOM OF LID  
BOTTOM OF HINGE

ON THOSE SPLICER CARTS HAVING A VISIBLE HINGE, BUTT TOP OF BLUE STRIPE TO BOTTOM OF HINGE. ON TRAILERS WITH HIDDEN HINGE, POSITION TOP OF BLUE STRIPE TO ALIGN WITH BOTTOM OF LID.

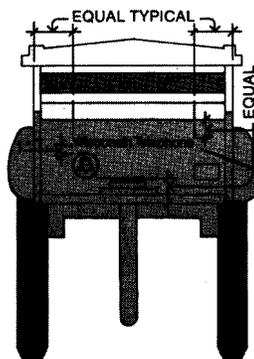
LEFT SIDE



WHEN PAINTING SPLICER CARTS, MASK SO THAT THE WHITE MEETS THE GREY IN THE AREA THAT IS TO BE COVERED BY THE OCHRE STRIPE.

RIGHT SIDE

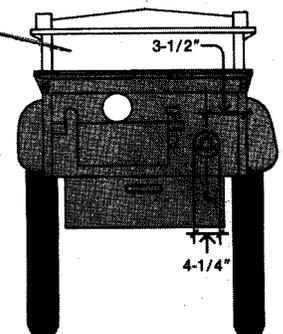
GREY-GREEN



FRONT VIEW

SIZE G - LOGO  
1 5/8" CAP HEIGHT

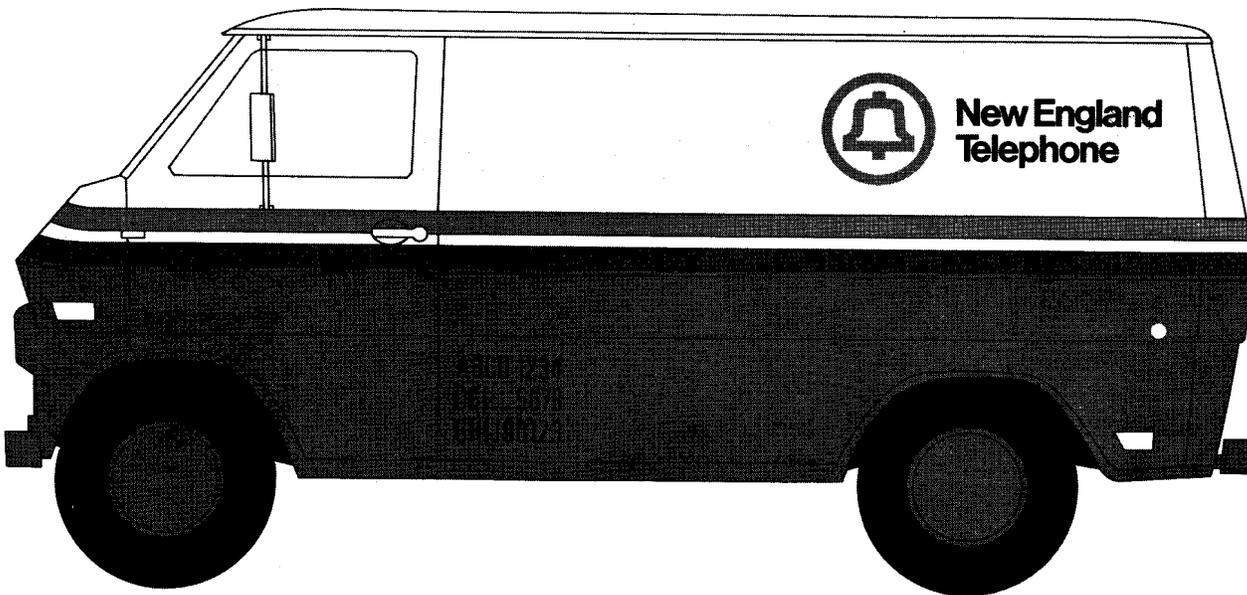
NO STRIPES



REAR VIEW

EXHIBIT 9  
LEGISLATIVE MARKINGS

WHILE ACTUAL SPECIFICATIONS VARY FROM STATE TO STATE, THIS INFORMATION MUST BE DISPLAYED LEGIBLY, IT IS IMPORTANT THAT IT BE PLACED IN A POSITION SO AS NOT TO DETRACT FROM THE COMPANY IDENTIFICATION. THE INFORMATION MUST BE GROUPED COMPACTLY AND IN A RECTANGULAR FORM.



LOCATION OF MOTOR VEHICLE GROUP DESIGNATION  
AND NUMBER DECAL - FORM SW-6536

