XPORT

Identity Guidelines

2018

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XP**O**RT

The XPORT logo is at the heart of the brand identity and can be considered the single strongest communicative identity element. The consistent use of logo size and placement will reinforce a sense of professionalism, control and quality that can be associated with the XPORT brand. Using only approved logo artwork will help to ensure applications continually build brand awareness and promote easy recognition.

The Signature

Symbol

XP○RT
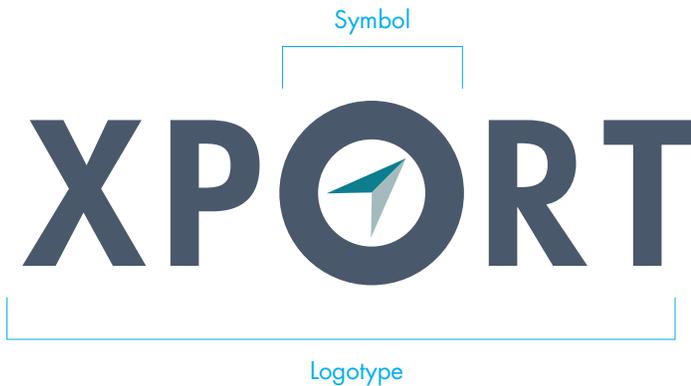
Logotype

The Corporate Signature is a stand-alone visual representation of XPORT. It is composed of the Compass and the XPORT Logotype. The XPORT logo always appears with the Compass in the approved proportional relationships.

Guiding Principles:
- Use the preferred three-color positive logo
- Use an upper left placement on a white background, whenever possible
- Use a consistent logo size and placement on like materials
- Use only approved logo colors and formats
- Maintain the recommended logo clearspace

Width of "T"= X

T

XP⊙RT

X

X

X

X

XP⊙RT

LOGISTICS TOOLS FOR THE SHIPPING INDUSTRY

X

X

X

X

Clear space is there to make sure the logo can still "breathe" and is not crowded by other elements.

The logo must be surrounded by a minimum amount of clear space. Thus, the logo is separated from images, text, or the edge of the format.

The minimum clear space is the width of the "T" in "XPORT." This specification must be maintained around all four sides of the logo.

Minimum Size

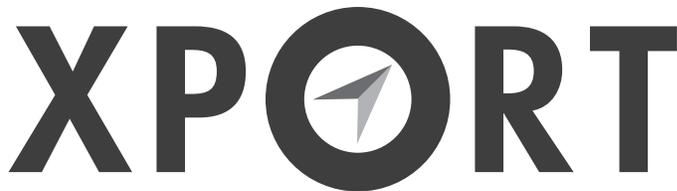To ensure clear legibility, the XPORT logo should never be reproduced smaller than the minimum size of 1.75" wide.

Color Formats

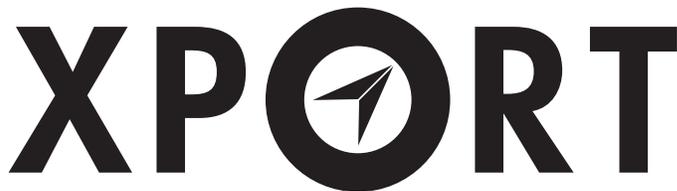**XPORT**

XPORT

XPORT

XPORT

The 3-color positive logo is preferred and should be used on a white background whenever possible. The 1-color logo formats are to be used when printing limitations restrict the use of the preferred signature. When printing in black, the 1-color grayscale logo is preferred, as it is a better representation of the dimensional qualities in the preferred signature. The solid 1-color signature formats should be used only when printing production will not permit the use of the tinted version (e.g. silk-screening).

.png is a raster file that has a transparent background and is made for digital purposes

.jpg is also a raster file that is used for digital purposes but has a white background

.eps is vector-based and is to be used in printed material

Signature Misuses

Do not use a scanned logo or copy/paste from an internet application. Only use approved electronic artwork files for reproductions.

Do not add graphics, symbols, or other elements to the logo.

Do not outline the logo.

Do not alter the color of any logo component.

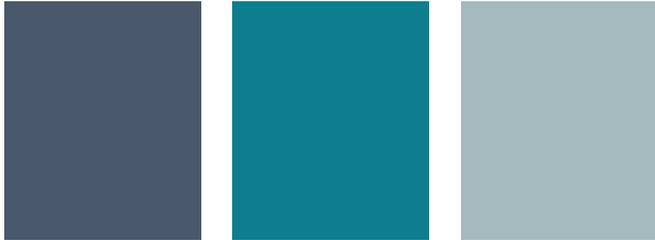Do not place the logo on busy or distracting backgrounds.

Do not rearrange the logo components.

Do not scale the logo horizontally or vertically to fit a given space. Always scale the logo proportionately.

Do not use the symbol by itself, unless approved by the Marketing department.

Do not typeset the logo.

Color Palette

With consistent and correct use, the XPORT colors will become a recognizable brand identity element. Dominant use of the primary colors should be used to establish the new identity and begin building equity in color as a brand asset.

Secondary colors should be used sparingly and never in a way that overpowers the primary colors. These colors are intended to complement the primary colors adding brightness and energy as needed and may be used for color-coding, thematic treatments, etc.

Guiding Principles:
- Always use primary colors in the logo
- Primary colors and white should be the dominant color signal
- Accent colors should be used sparingly and in combination with the primary colors
- Use the recommended four color process and RGB color build equivalents
- Accent colors are intended to add visual interest, evoke mood or character, support communicative theme, etc.

Primary Color Palette

CMYK
75/59/42/21
RGB
74/89/107
WEB
4a596b

CMYK
86/36/38/6
RGB
10/126/142
WEB
0a7e8e

CMYK
36/18/21/0
RGB
165/186/191
WEB
a5babf

Three specific colors have been designated as our primary colors. They are the only approved colors that can be used in the logo. Pay careful attention that they are reproduced accurately in all applications.

The charts listed beneath the swatches provide color formula standards for various reproduction techniques. Always use these formulas when reproducing XPORT's logo.

Secondary Color Palette

CMYK
89/73/39/27
RGB
44/67/97
WEB
2c4361

CMYK
50/20/90/2
RGB
140/165/75
WEB
8ca54b

CMYK
27/97/100/31
RGB
140/32/27
WEB
8c201b

CMYK
37/75/79/42
RGB
111/59/44
WEB
6f3b2c

CMYK
12/37/100/0
RGB
225/164/38
WEB
e1a426

CMYK
12/16/91/0
RGB
229/201/56
WEB
e5c938

In addition to XPORT's primary colors, a secondary color palette has been developed to add depth to layouts. These colors are intended to complement the three primary colors and are not meant to replace them.

One of the three primary colors should always appear as the primary color signal. Colors within the accent palette may be combined within a layout as needed or used to color code communications such as brochures, websites, banners, and so on.

Futura

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s
t u v w x y z

1 2 3 4 5 6 7 8 9 0

Futura is our preferred corporate typeface for marketing publications, advertising, signage, and other external communication materials. This font family, designed in the 1920's, is a classic, geometric typeface and is used for the logotype. Futura comes in a wide range of styles and weights making it very versatile.

To purchase Futura, go to https://www.fonts.com/font/linotype/futura

For digital applications, CABIN should be used to stand in for Futura and can be accessed through Skyfonts for digital applications: https://skyfonts.com/

Clarendon

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

The corporate serif font is Clarendon. The letter x-height enhances readability, and the openness of the counters is complimentary to the counters in Futura. Clarendon is recommended for use in lengthy body copy and for call outs.

To purchase Clarendon, go to https://www.fonts.com/font/linotype/clarendon

For digital applications, MERRIWEATHER should be used to stand in for Rockwell and can be accessed through Skyfonts for digital applications: https://skyfonts.com/
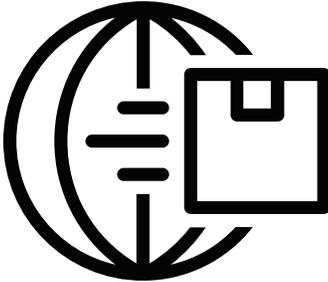
General Typographic Rules

Keep lines of text to a reasonable length, around 70 characters. Long lines of text make the eyes grow tired, it's more difficult to find the next line of text, and this results in losing the attention of the reader. An options is to break things up into columns.

Make sure to avoid widows and orphans. A widow is a very short line—usually one word, or the end of a hyphenated word—at the end of a paragraph or column. Like a widow, an orphan is a single word, part of a word or very short line, except it appears at the beginning of a column or a page. This results in poor horizontal alignment at the top of the column or page.
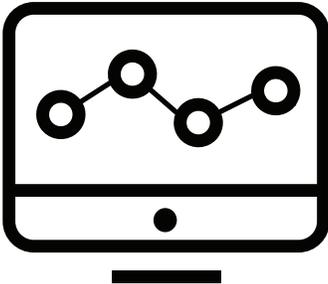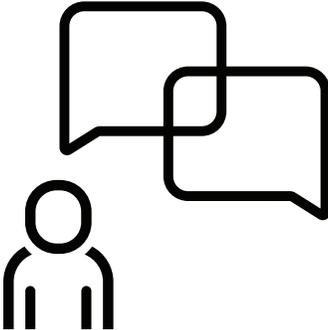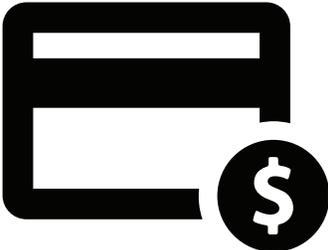
Web Icons

Rate Tool

Working at the Speed of Need

Analytics Driven

Customer Service

Pay

Business Card

XPORT
LOGISTICS TOOLS FOR THE SHIPPING INDUSTRY

Mario Bruendel
Owner

949-668-1010
mario@xportforwarding.com
www.xportforwarding.com

Specifications

Finished Size:
3-1/2" x 2"

Color:
4/2

Logo:
2" in width

Suggested Online Printing:
https://www.moo.com/us/
products/business-cards.html

Typesetting:
- Employees' names and titles
  are typeset in 10/12 pt
  Futura Heavy, and set in the
  "evergreen" color from the
  XPORT logo
- Phone numbers are typeset
  in 9.5/12 pt Futura Medium,
  and set in the "steel gray"
  color from the XPORT logo
- Email and web address are
  typeset in 10/12 pt Futura
  Medium, and set in the "steel
  gray" color from the XPORT
  logo