

# BRAND GUIDE



**TRANSPLACE**

2020



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## HOW TO USE THESE GUIDELINES

A brand is an identity that ensures a unique experience between its products/services and those interacting with them. These guidelines were developed to help us work together in creating a consistent experience in everything we do — through all of our communications and in our brand interactions.

This document outlines the master brand's visual elements and offers guidance on best practices when applying the visual system to your collateral. Using these guidelines will enable a thoughtful and systematic approach to facilitate a unified Transplace experience.

# INTRODUCTION

## DEFINING OUR BRAND IDENTITY

A brand is an identity that creates unique experiences and relationships between organizations, services they provide and the people interacting with them in three core ways:

- Words and messages conveying the brand's attributes
- Visual assets featuring and depicting the brand
- Interactions between people representing the brand and those considering whether or not to engage with the brand

A brand image is the result of everything we do — as such, communicating through consistent visual and verbal messages is crucial to maintaining a powerful and trusted brand.

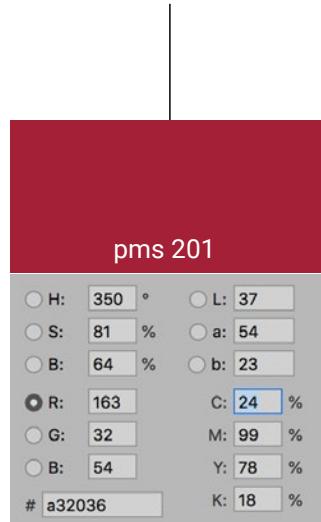
## TRANSPLACE MISSION

Achieve supply chain excellence for our customers - North American manufacturers, retailers, and distributors - as the premier provider of managed transportation, consulting, & TMS solutions; and intermodal, truck brokerage, and cross-border trade services.

Exceed customer expectations through superior quality and value. Our assets are people, proven processes, proprietary technology and scale.

## CORPORATE LOGO

**TRANSPLACE**



CORPORATE LOGO COLOR

### Treatment of Logo

This is the preferred version for all printed and digital applications including all printed publications, advertising, billboards, posters, flyers and product packaging; as well as website, emails, and other digital platforms.

### Clear Area and Minimum Size

The minimum exclusion zone margin for our logos is based on the bounding box dimensions of the letter E in the logographic. With all logos, a clear space, or x height, value of 2x must be maintained on all sides. When Transplace's corporate color is used behind the logo, it must extend to a minimum of the same dimensions as 2x on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our Rest Easy tagline, may trespass on this space.



Logo must not be reproduced at a size smaller than 1" in width.

**TRANSPLACE**

1"

# CORPORATE LOGO USAGE

## Color Treatment of Logo

The full-color logo or master logo is our preferred version and should be used across all communication vehicles, where possible. This is the visual foundation of the Transplace brand.



Pantone 201



Pantone 5473



Pantone 3285



Pantone 383



Do not change colors



Do not change proportions



Do not add drop shadows

## Best Practices

We appreciate creativity, but there is a right way and a wrong way to present our logo.



Do not outline



Do not rotate the logo



Do not place logo on a busy background



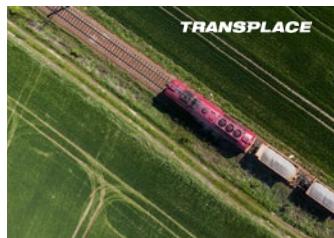
Do not crop



Do not use the color logo  
on a color background

# CORPORATE **LOGO** USAGE

Dark Background  
Negative logo is  
preferred.



Light Background  
Use the preferred full  
color logo.



## Incorrect Usage

Legibility is of the utmost of importance. We maintain high standards by refraining from placing the logo on images that appear busy or textured.



## Background Control

We want to ensure our logo remains clear and legible. Only use the logo on backgrounds that promote clarity and legibility.

Legibility is of the utmost of importance. We maintain high standards by refraining from placing the logo on images that appear busy or textured.

## SOCIAL MEDIA LOGO



Transplace Blog T



Transplace Corporate T

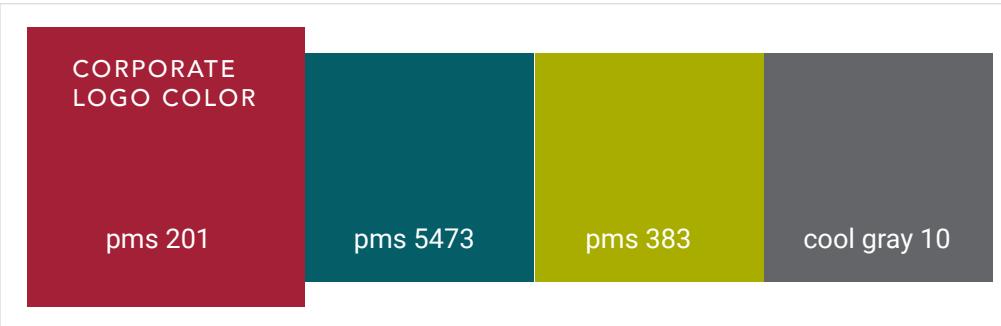
### Social Media and Mobile App Usage

This version is for use only when a square icon is needed, such as profile images for all social media sites.

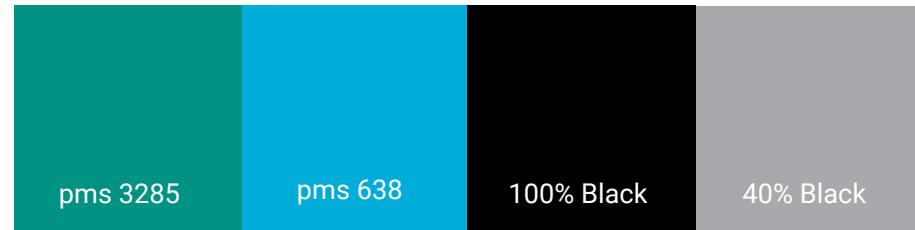
There is a solid T logo which is used when referencing the Transplace blog. There is also the outline T which is referencing Transplace as a whole.

# COLOR PALETTE

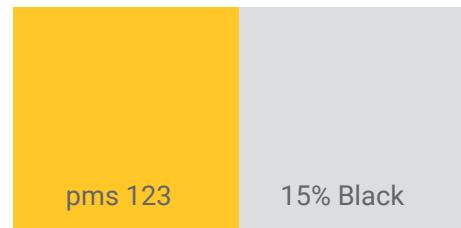
PRIMARY  
BRAND  
COLORS



SECONDARY  
BRAND  
COLORS



LEVEL 3 ACCENT COLORS



## Complete Color Palette

Color plays an important part in helping people recognize our brand even before they read our name or see our logo. Our color palette communicates that we are a bold, vibrant and forward-looking company.

**The Primary Brand Colors** are to be used in larger areas, as the main or background color. Primary colors can also be employed in text and headlines, and should be used in conjunction with the secondary colors.

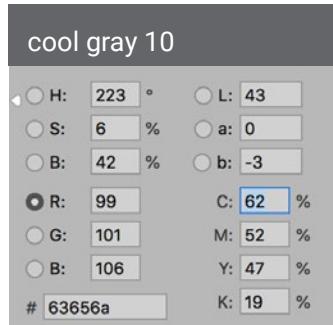
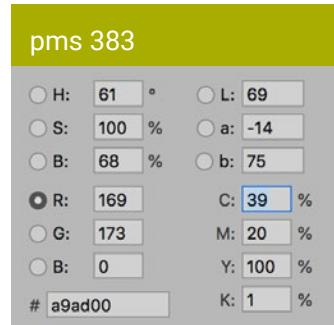
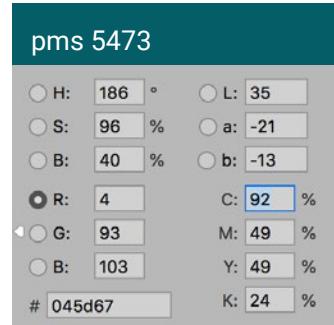
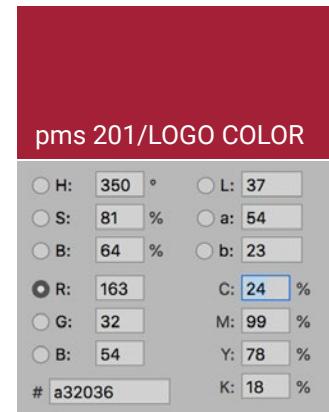
**Secondary Brand Colors** are meant to accent the primary colors and provide emphasis in smaller areas such as subheads, graphic elements, etc.

**Level 3 Accent Color** is meant to be used sparingly, but where emphasis is needed. Such as a button, arrow or rules.

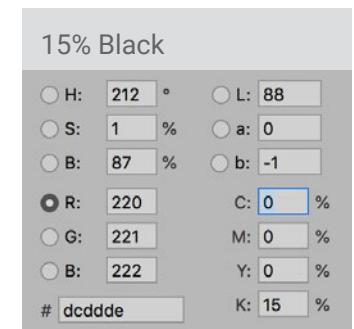
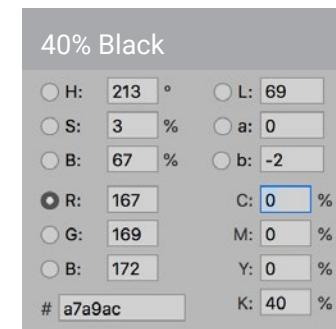
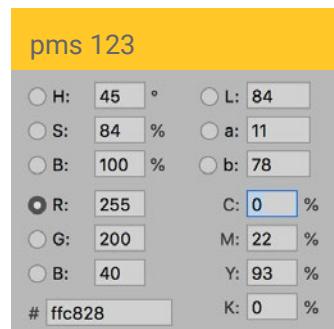
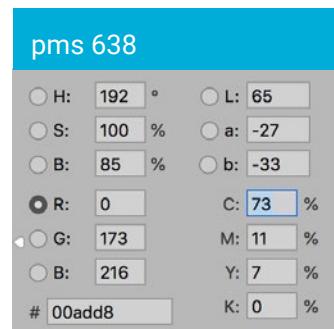
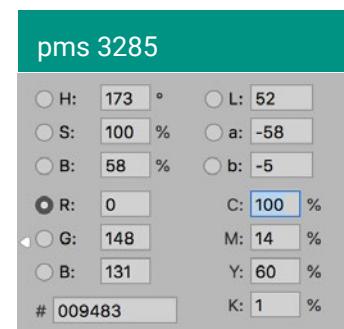
You'll notice the colors are listed in levels that indicate the hierarchy of the order they should be used. However, the primary colors should always dominate the main color focus of the materials.

# COLOR PALETTE BREAKDOWN

## PRIMARY BRAND COLORS



## CORPORATE LOGO COLOR



# TYPOGRAPHY

## PRINT & COLLATERAL

AVENIR LIGHT (HEADLINE WORDS TO DE-EMPHASIZE)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 1 2 3 4 5 6 7 8 9 0

AVENIR BOOK (TEXT & SUB HEADS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 1 2 3 4 5 6 7 8 9 0

AVENIR BLACK (HEADLINES & WORDS TO EMPHASIZE)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj 1 2 3 4 5 6 7 8 9 0**

FUTURA CONDENSED MEDIUM / ALL CAPS (ACCENTS & CALLOUTS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## DIGITAL / WEB & EMAILS

ROBOTO BOLD / (HEADLINES / SUBHEADS)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 1 2 3 4 5 6 7 8 9 0**

ROBOTO REGULAR (CALLOUTS AND SOME SUBHEADS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 1 2 3 4 5 6 7 8 9 0

## POWERPOINT FONT

FRANKLIN GOTHIC BOOK (BODY COPY)

Aa Bb Cc Dd Ee Ff Gg Hh Ii 1 2 3 4 5 6 7 8 9 0

FRANKLIN GOTHIC MEDIUM (HEADLINES)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii 1 2 3 4 5 6 7 8 9 0**

HEADLINE SHOWN AS  
**EXAMPLE OF STYLE**

## Avenir (Print/Collateral)

Avenir is our typographic “voice” and our primary corporate typeface. The font is an essential part of the Transplace personality that brings unity and clarity to all our communications.

Avenir is a flexible, clean and agile typeface. Its weights are finely tuned for use both on screen and in print. Consistency and strength in its geometric construction make our typeface crisp and distinctive yet still approachable.

## Roboto (Digital: web/emails)

Roboto is our font of choice for the website and any other digital application, such as emails and landing pages. It is similar in look and feel to Avenir, but is web friendly and open-source. It can be accessed for free at google.com.

## Franklin Gothic (PowerPoint)

For consistency and compatibility reasons, we have chosen Franklin Gothic as a standard desktop font that has a similar look and feel to Avenir and Roboto.

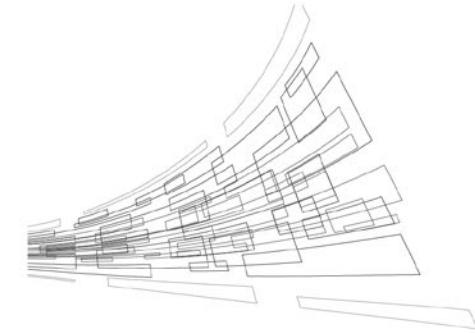
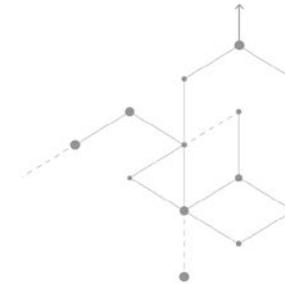
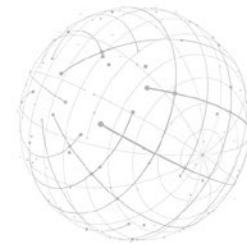
Franklin Gothic should be used for all day-to-day business communications created in desktop programs such as PowerPoint and MSWord.

Body copy should always appear in  
Cool Gray 10.

# GRAPHIC ELEMENTS

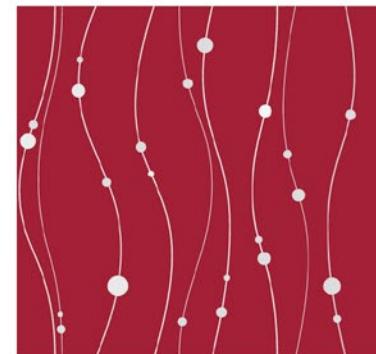
## ARROWS, DOTS & LINES

Along with the photography of the brand, these shapes are the core of the new Transplace brand. They are meant to represent roads, water channels, highways, railroad tracks, and air travel routes. They represent motion, connections and forward movement.



These elements are meant to support the photography and the subject of discussion. They are meant to be part of the background and should be used sparingly.

No more than three of these graphic elements should be used on the same page.

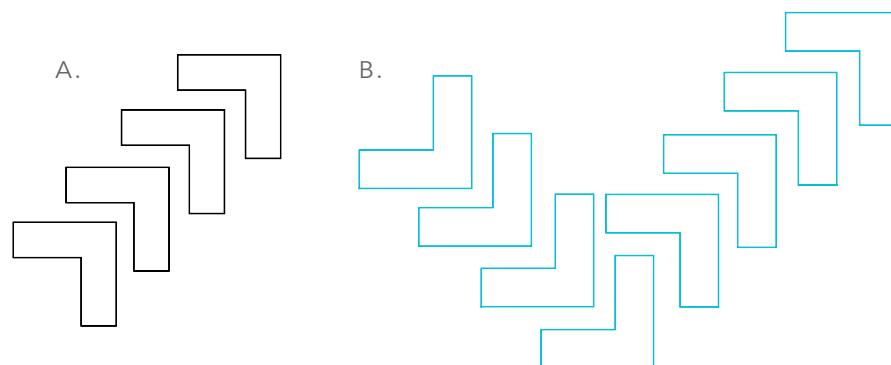


# GRAPHIC ELEMENTS

## GRAPHIC ELEMENTS USAGE

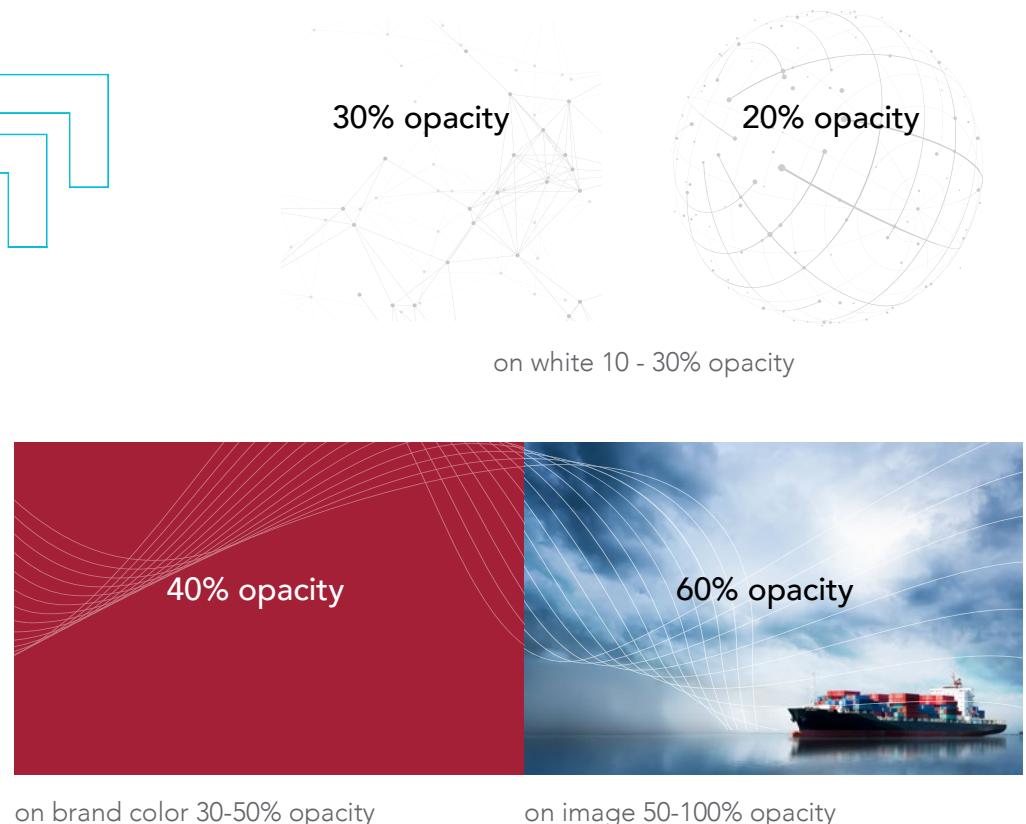
### FINE LINED ARROWS:

These are intended for use as background accents over an image, a solid color, or white. They should always be pointing up and to the right, or end pointing up to the right (ex.B). They should be used in sets of three or more. They are typically used in medium gray or an approved color from the brand, with a rule at .5pts or .75 pts depending on scale of piece. Opacity can be set to lighten them up. They should never be overwhelming.



### DOTS & LINES:

These can be used as a transparent image under photos or color bars, or running off page to fill in white space. They should always appear in white or gray, and be used minimally, as an accent. Opacity can be light so they blend in with the background. They should never be overwhelming.



# PHOTOGRAPHY

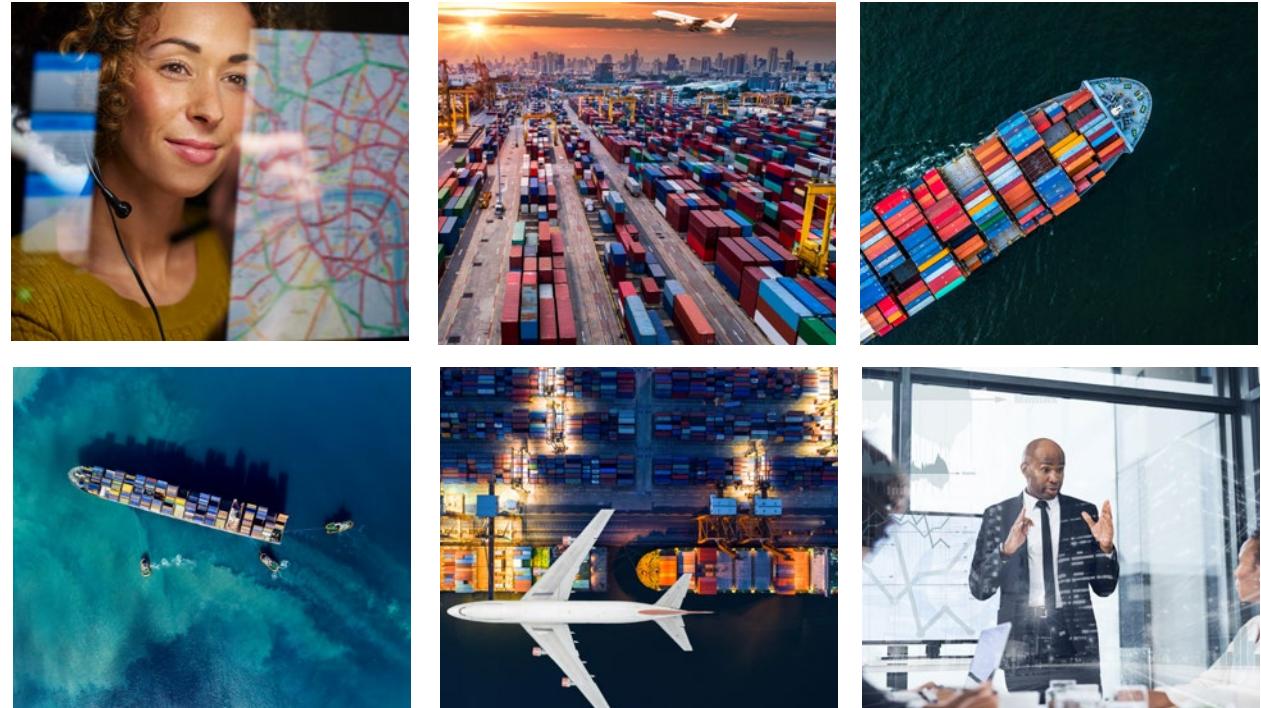
## PHOTOGRAPHY USAGE

The Transplace brand is composed of many elements. One of the most noticeable is the photography style. The use of transportation and logistics imagery as a primary focus was carefully chosen to represent the brand by being cutting edge and technologically forward.

Subject matter should range between depicting the different modes of transportation and different aspects of logistics and supply chain moments.

Because the Transplace brand is based on ideas of forward movement and streamlining within the transportation and logistics industry, we want photography that conveys that idea.

Colorful, clear images with interesting angles and views that show depth are important to the look.



## BEST PRACTICES WHEN CHOOSING OR SHOOTING IMAGERY:

- Try to choose images that mimic our color palette
- Be sure the image is professionally created and high-resolution
- Be sure you have the rights to use the image
- Select photos that fit with the layout
- Ensure the subject matter of the photo is relevant

Please refer to the APPENDIX for the full library of available images

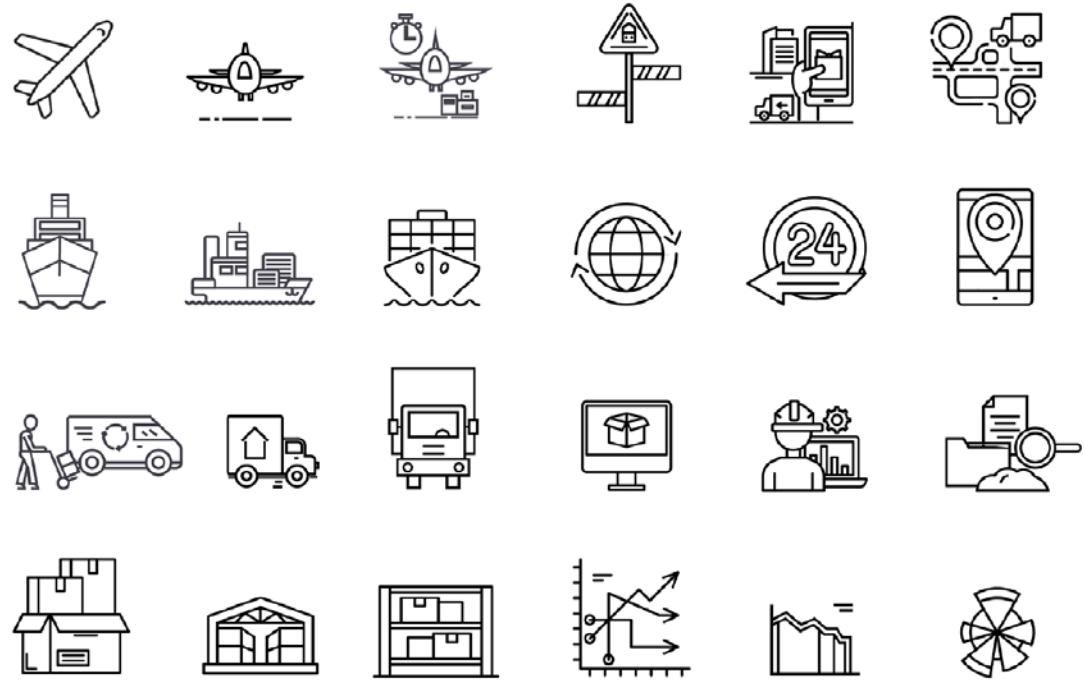
# ICONOGRAPHY

## ICON USAGE

Icons can be used as parts of charts and diagrams, or to support a communications concept. They are a quick visual way to communicate an often complex idea.

The outlined style shown has been chosen as an important part of the Transplace brand. Please do not deviate from this style. It is important to keep the same line weight for readability, and be careful to not display them too small.

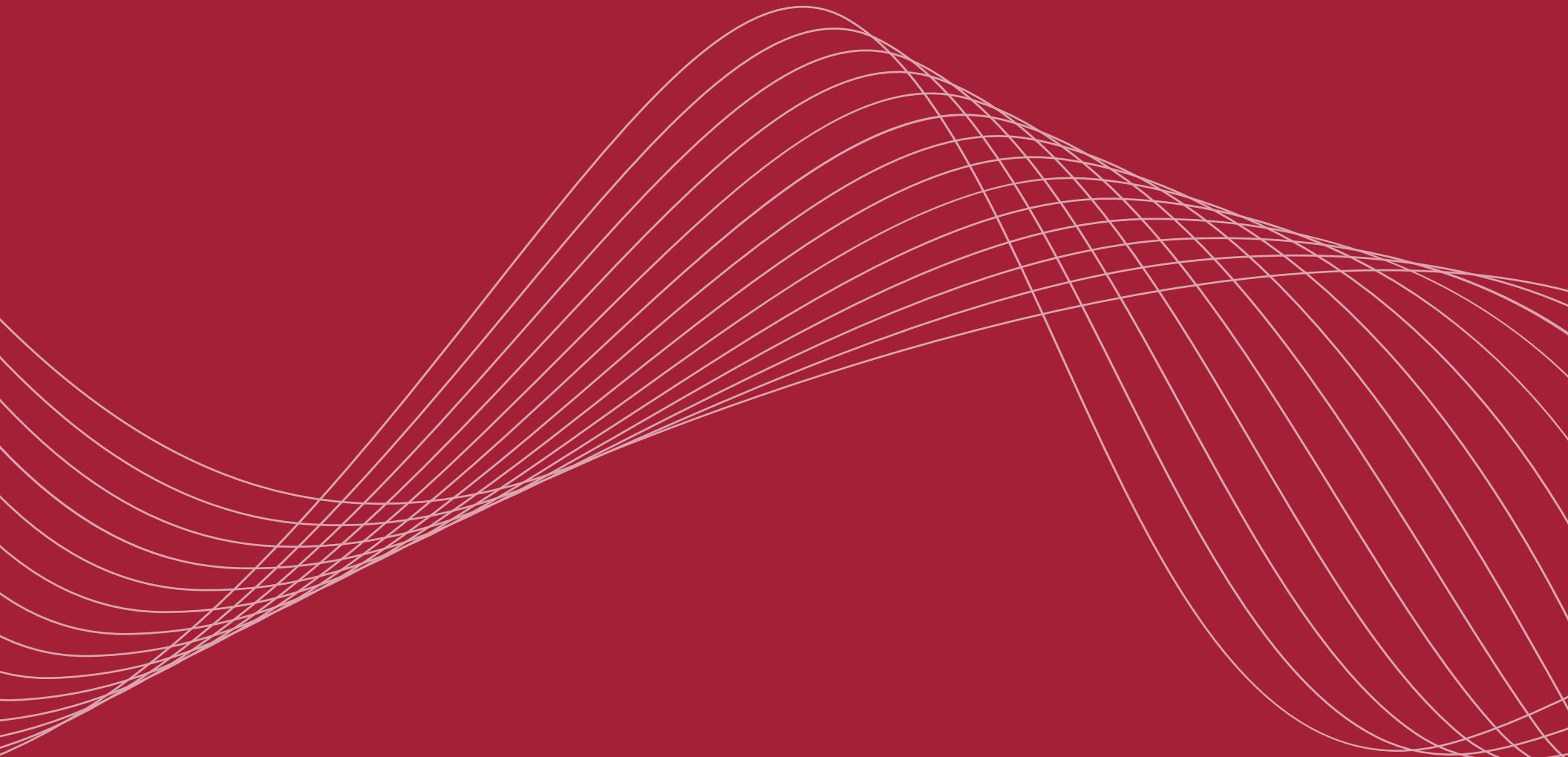
Icons should be used in the grays from the brand palette or in white when on a brand color.



Please refer to the  
APPENDIX for the full  
library of available icons.

# APPENDIX

**TRANSPLACE**



## PHOTOGRAPHY LIBRARY 1 OF 4



cargoship\_clouds



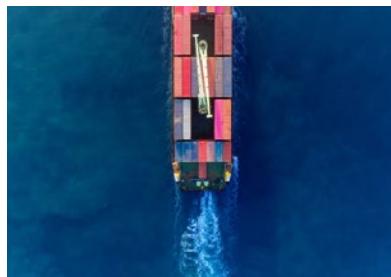
aerial\_cargoship\_bluewater



aerial\_cargoship\_angle



aerial\_cargoshipatdock



aerial\_cargoship\_bluewater



cargoship\_atdock1



logistics\_shipyard\_colorful



containers\_stack\_blue



shipyard\_logistics



worker\_containers\_colorful



containers\_railway\_colorful



aerial\_containers\_colorful

## PHOTOGRAPHY LIBRARY 2 OF 4



airplane\_overcoast



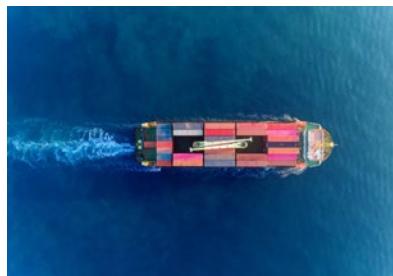
aerial\_planeovershipyard



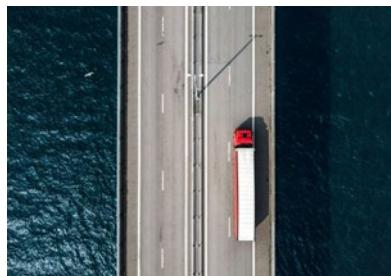
cargoplane\_takeoff



containertruck\_atloadingdock



highway\_fast\_citiescape



aerial\_truckonhighway



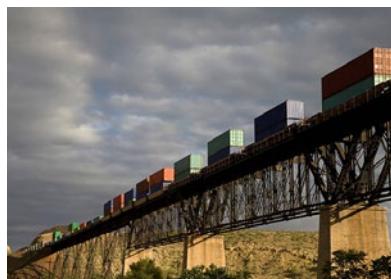
freightTrain\_fast



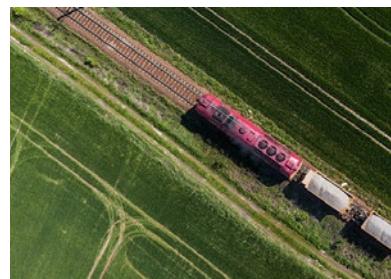
freightTrains\_ontracks\_colorful



trainspassing\_cargo



freightTrain\_onbridge



aerial\_railwaygreen



aerial\_tracks

## PHOTOGRAPHY LIBRARY 3 OF 4



canadacargo



mexicoforklift



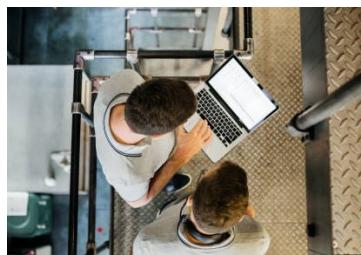
man\_inhardhat\_warehouse\_laptop



man\_incontrolroom\_blue



topographicMap



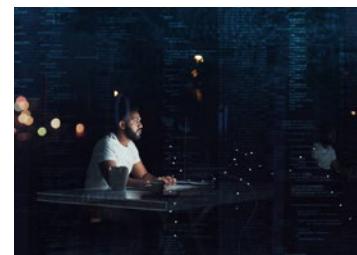
aerial\_2workers\_warehouse\_laptop



man\_inhardhat\_warehouse



businessman\_ontablet



manatcomputer\_night\_technology



woman\_headset\_map



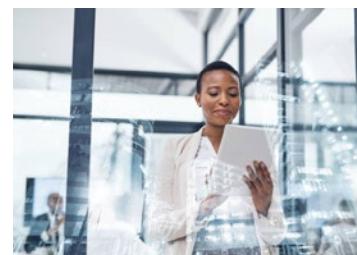
man\_atcomputer\_technology



3people\_inconference



man\_warehouse\_inventory



woman\_office\_tablet



backview\_controlcenterblue

## PHOTOGRAPHY LIBRARY 4 OF 4



capacity\_truck



Mexico\_truck\_atborder



several\_trucks



TMSconcept

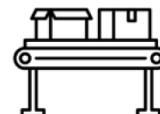
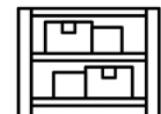
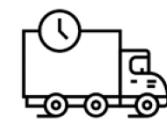
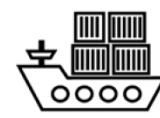
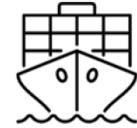


UStruck\_onroad

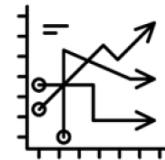
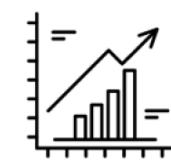
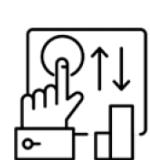
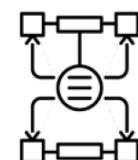


roadtruckboatcontainer

## ICON LIBRARY 1 OF 3



## ICON LIBRARY 2 OF 3



## ICON LIBRARY 3 OF 3

