



# Visual Guidelines

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# Logo Usage

The AirFreight.com logo is at the center of our brand's visual identity. It provides a visual representation of the brand, our key messages, and our mission. As a powerful symbol and asset, the logo should be presented in its full intended form at all times—uncorrupted and unaltered. You can download the vertical logos [here](#), and the horizontal logos [here](#).

## Color Usage

The full-color logo should take precedence over other color formats. It's designed to be displayed on a Starfleet blue or white background.

Please note: Take care to employ reversed or black-and-white versions of the logo on the appropriate background.

## Proper Naming Convention

AirFreight.com is a trademark identity; when it is used as a company name, it should be spelled out as "AirFreight.com." When we refer to air freight as a service, it is two words, "air freight."

### Full-Color Logo - Vertical

[Download](#) ↓



### Black Logo - Vertical

[Download](#) ↓



### White Logo - Vertical

[Download](#) ↓



### Full-Color Logo - Horizontal

[Download](#) ↓



### Black Logo - Horizontal

[Download](#) ↓



### White Logo - Horizontal

[Download](#) ↓

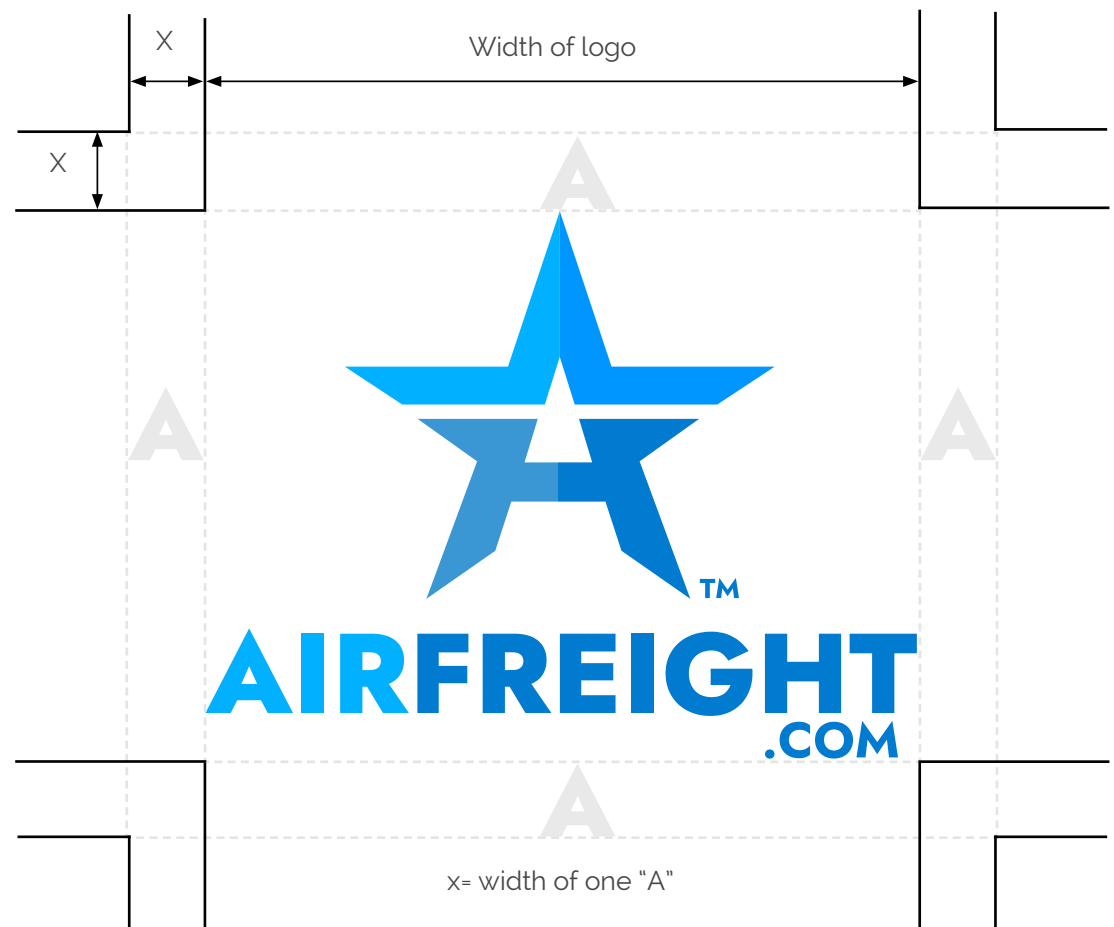


# Clear Space

In order to retain the logo's identity, always be sure to leave a clear perimeter around the logo. A protective field of clear space the height and width of the AirFreight.com "A," indicated on the right with the value "x," should surround official marks at all times.

This clear space will ensure a prominent and clean presentation of all AirFreight.com logos.

Vertical Logo



# Clear Space

In order to retain the logo's identity, always be sure to leave a clear perimeter around the logo. A protective field of clear space the height and width of the AirFreight.com "A," indicated on the right with the value "x," should surround official marks at all times.

This clear space will ensure a prominent and clean presentation of all AirFreight.com logos.

Horizontal Logo



# Improper Logo Usage

A consistent, unaltered AirFreight.com logo reinforces our visual identity. Proper logo usage helps onlookers recognize the brand, and it fortifies the messages of our organization.

To maintain the logo's integrity, only use artwork in its original, intended form. Never modify, adjust, or corrupt the logo in any way.



**DO NOT** change proportions of the logo.



**DO NOT** alter the colors of the logo.



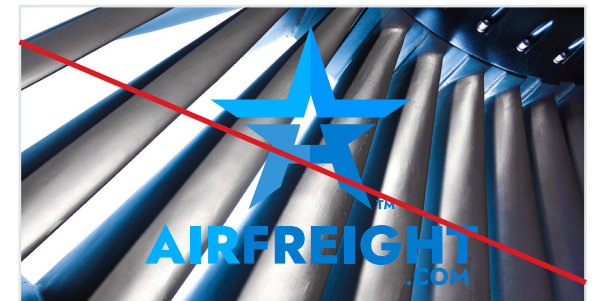
**DO NOT** add a drop shadow or filter effect.



**DO NOT** add elements to the logo.



**DO NOT** place the logo at an angle.



**DO NOT** place the logo on complex patterns or images.

# Sub-brand Logos

HotShot Trucking

[Download](#) 



Full Truck Load

[Download](#) 



# Sub-brand Logos

Expedited Freight

Download 



Same Day Delivery

Download 



Same Day Air

Download 





# Typography

The brand's typography should promote consistency and follow a clear, pleasant visual hierarchy. Only use the approved AirFreight.com fonts listed to the right.

The primary brand fonts are Jost and Raleway. Use Jost for headlines and subheads. Use Raleway for body copy or descriptive copy. Both are Google fonts.

We use Veranda as our secondary typeface system. It is the safe alternative to Jost and Raleway for everyday internal and external communication when it's not possible or suitable to use our primary typefaces.

## Primary Font - Headlines and Sub Headers

Jost

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+<>

## Primary Font - Body

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+<>

## Secondary Font

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+<>

### Download from Google Fonts

Jost: [fonts.google.com/specimen/Jost](https://fonts.google.com/specimen/Jost)

Raleway: [fonts.google.com/specimen/Raleway](https://fonts.google.com/specimen/Raleway)

# Brand Color Palette

AirFreight.com brand-approved colors are modern and fresh.

Take care to never deviate from the approved primary color palette.

## Primary Colors



### RGB

R: 0  
G: 123  
B: 207

### CMYK

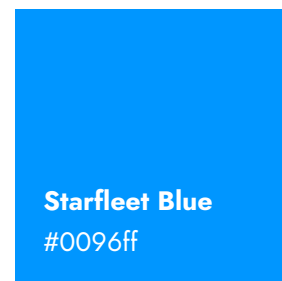
C: 82  
M: 47  
Y: 0  
K: 0

### PANTONE

285C

### STAR ICON

Bottom Right



### RGB

R: 0  
G: 150  
B: 255

### CMYK

C: 77  
M: 25  
Y: 0  
K: 0

### PANTONE

2925C

### STAR ICON

Top Right



### RGB

R: 1  
G: 176  
B: 255

### CMYK

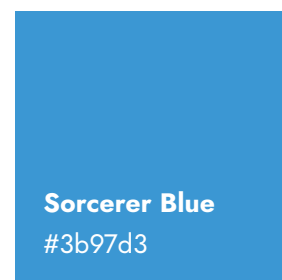
C: 66  
M: 17  
Y: 0  
K: 0

### PANTONE

298C

### STAR ICON

Top Left



### RGB

R: 59  
G: 151  
B: 211

### CMYK

C: 71  
M: 36  
Y: 0  
K: 0

### PANTONE

279C

### STAR ICON

Bottom Left

# Brand Color Palette

AirFreight.com brand-approved colors are modern and fresh.

Take care to never deviate from the approved primary color palette.

## Secondary Colors

**Pearl**  
#f7f9fa

RGB

R: 247

G: 249

B: 250

CMYK

C: 2

M: 1

Y: 1

K: 0

**Bái Sè White**  
#edeff0

RGB

R: 237

G: 239

B: 240

CMYK

C: 6

M: 3

Y: 3

K: 0

**Windswept Beach**  
#e3e5e5

RGB

R: 227

G: 229

B: 229

CMYK

C: 10

M: 6

Y: 7

K: 0

**Pig Iron**  
#494848

RGB

R: 73

G: 72

B: 72

CMYK

C: 66

M: 59

Y: 58

K: 40

# Photography Style

Images used in AirFreight.com materials should always be crisp and clear. They should depict speed and movement and be abstract and close-up images of air and ground freight and dramatic ground and air transportation stock images. For more guidance, please refer to the approved examples to the right.



# Icon Style

When used in moderation, icons can clarify communication, spark visual engagement, and quickly send a message.

For AirFreight.com designs, iconography should include sleek, thin-lined linear icons using the Starfleet Blue color from the primary brand colors.



# Business Cards

The design samples on the following pages are intended to demonstrate a look and feel that can be applied to any form of AirFreight.com communications. These designs illustrate the use of consistent elements and an easily identifiable AirFreight.com identity.





# Case Studies



PGA TOUR SHIPPING EMERGENCY

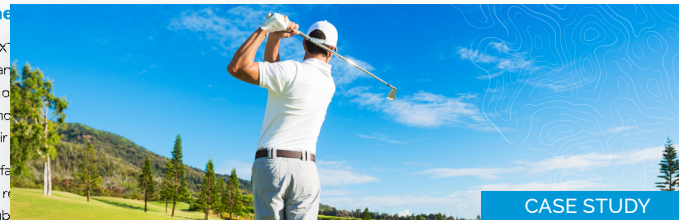
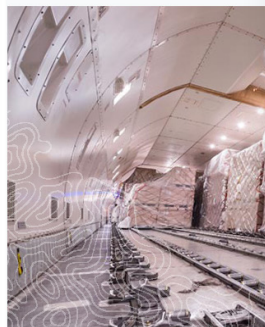
## THE PROBLEM

### A Missing Label, a Lost Package, and a Looming Deadline

When [Proteus](#) (now known as FLEX) experienced a shipping emergency, the event planners needed to get canopies located inside each pavilion for one of the tour's opening ceremonies in California using FedEx's next-day air service.

Unfortunately, the item's label had been lost. A representative from Proteus reached out to AirFreight.com. They had already contacted a number of other logistics companies in the past, but none were able to help.

The rep was thrilled when one of our representatives reached out. After we listened to his problem, we



CASE STUDY



## How AirFreight.com SOLVED A PGA TOUR SHIPPING EMERGENCY

### AirFreight Overview

AirFreight.com is a logistics company that specializes in airborne deliveries. Founded in 2006, our company helps hundreds of organizations transport and deliver their products.

AirFreight.com primarily ships by air, which allows us to complete a delivery in the U.S. or Canada within hours. We utilize numerous cargo airline services, vetting each one carefully to ensure it has the capacity and resources to transport various sizes of cargo safely. Real-time tracking technology helps minimize or prevent delays, while also giving customers the exact location of their shipments.

To prepare for unexpected delays or possible issues when dealing with ground shipments, we analyze current traffic patterns, weather reports, and the layout of each potential route, ultimately selecting the quickest, most efficient one. With air shipments, we identify multiple flights that can carry out customer deliveries in the case one plane can't route to the final delivery.

# File Format Usage

For best results in printing or manufacturing, use the vector format of the logo (.eps file format). This type of file ensures the highest quality in crispness and accuracy, no matter how small or large the logo is reproduced.

For best results on the web, use the vector format of the logo (.svg file format), and for other digital use cases such as PowerPoint, where the .svg file cannot be used, use the raster format of the logo. These are .jpg or .png files.

## Best Results for Digital Purposes

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**File Format:** .png

**Resolution:** 72 dpi

**Usage:** This pixel file is best utilized for detailed, high-contrast web graphics due to its smaller size and transparent background. Scaling above 100% leads to a decrease in quality. Save at 2x for smaller graphics such as icons.

**File Format:** .jpg

**Resolution:** 72 dpi

**Usage:** This pixel file is a good alternative for website imagery due to its smaller size. Its lossy compression can compromise image quality, while scaling above 100% leads to a decrease in quality.

## Best Results for Print Purposes

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**File Format:** .eps

**Resolution:** Vector

**Usage:** This file format, which is the highest quality and infinitely scalable, is the preferred format for spot and CMYK color offset printing, wide-format display, and premium items such as hats, shirts, mugs, and so on.

**File Format:** .PDF

**Resolution:** 300 dpi

**Usage:** This secure file format is the preferred file format for high-resolution print items such as brochures, flyers, and posters.





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