AIRFREIGHT
.COM
™

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 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

Full-Color Logo - Horizontal
Download

Black Logo - Vertical
Download

Black Logo - Horizontal
Download

White Logo - Vertical
Download

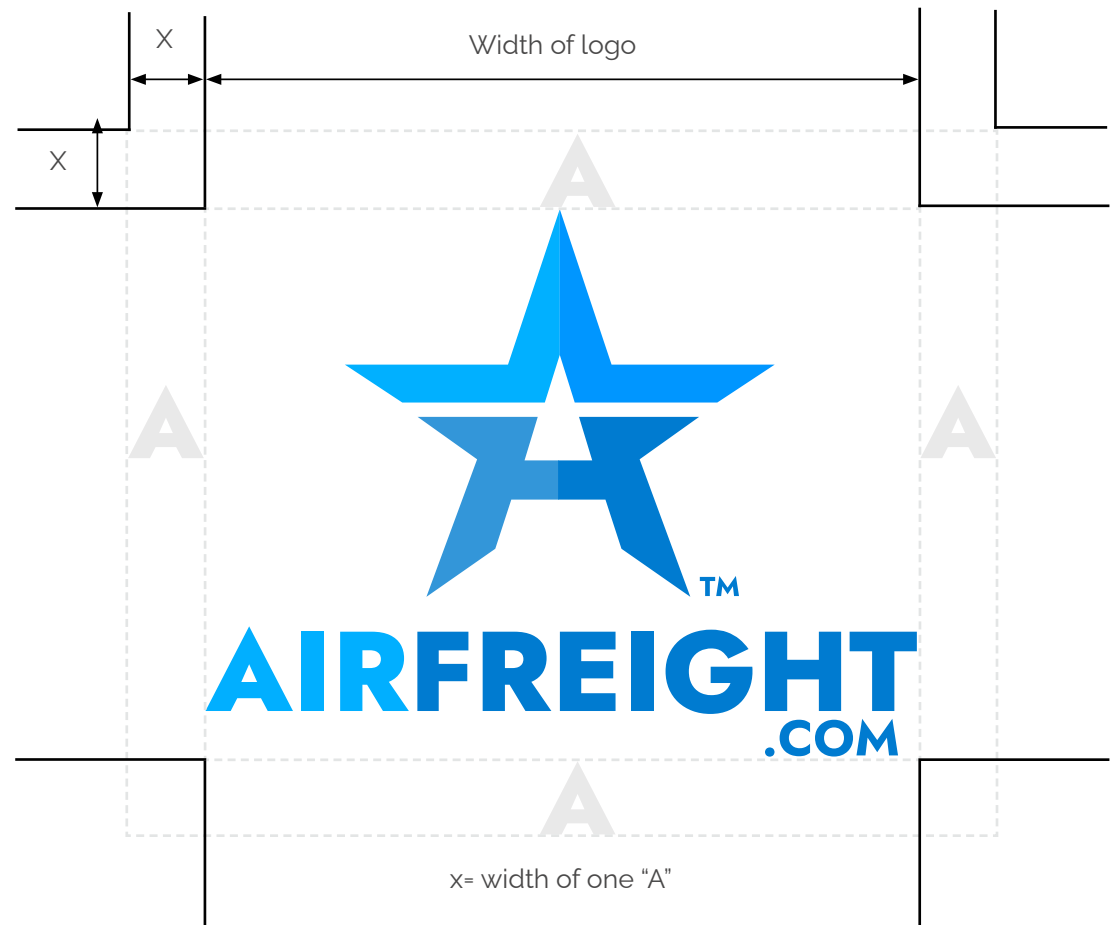### White Logo - Horizontal
Download

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

X

Width of logo

X

x= width of one "A"

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

X

X

Width of logo

x= width of one "A"

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.

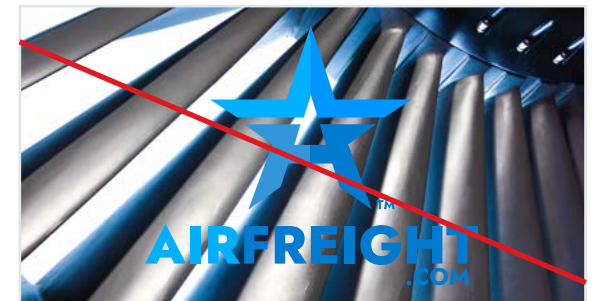**DO NOT** alter the colors of the logo.

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

Full Truck Load

Sub-brand Logos

Expedited Freight

Same Day Delivery

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

Raleway: 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

Science Blue
#007bcf

RGB	CMYK	PANTONE
R: 0	C: 91	285C
G: 123	M: 53	
B: 207	Y: 0	
	K: 0	

Starfleet Blue
#0096ff

RGB	CMYK	PANTONE
R: 0	C: 77	2925C
G: 150	M: 25	
B: 255	Y: 0	
	K: 0	

Krishna Blue
#01b0ff

RGB	CMYK	PANTONE
R: 1	C: 65	298C
G: 76	M: 10	
B: 255	Y: 1	
	K: 0	

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	CMYK
R: 0	C: 91
G: 123	M: 53
B: 207	Y: 0
	K: 0

Bái Sè White
#edeff0

RGB	CMYK
R: 237	C: 6
G: 239	M: 3
B: 240	Y: 3
	K: 0

Windswept Beach
#e3e5e5

RGB	CMYK
R: 227	C: 10
G: 229	M: 6
B: 229	Y: 7
	K: 0

Pig Iron
#494848

RGB	CMYK
R: 73	C: 66
G: 72	M: 60
B: 72	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.

FirstName LastName
Title

Office **(800) Air-Freight**
Direct **(123) 456-7890**
E-mail **Name@AirFreight.com**
Web   **AirFreight.com**

Air Freight | Air Charter | Expedited Trucking Services

Case Studies

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

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 comprimize image quality, while scaling above 100% leads to a decrease in quality.

Best Results for Print Purposes

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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