

BRAND GUIDE

VERSION 1.2 | 2023



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Introduction

Introduction

The following pages outline the guidelines to be used for all Covenant Logistics branded materials - physical and digital.

Together, the elements covered in this guide establish a full brand identity system that creates cohesion and uniformity across all mediums and platforms. They have been thoughtfully and intentionally designed to create the strongest brand possible for your company.

It is essential to the success of the brand that the logo, typography, and colors always be applied with care and respect in every application according to this guide.

Design Terms

Throughout this guide we'll use common design language when referring to different aspects of your brand. Understanding what exactly these words mean will help you fully understand and implement your branding to it's fullest.

Brand Identity is the perception the world has of a company. It is made up of several components; a general aesthetic, logo, color, typography, imagery, tone etc. and is developed with a focus on who the company wants to appeal to, as well as the core message they want to communicate.

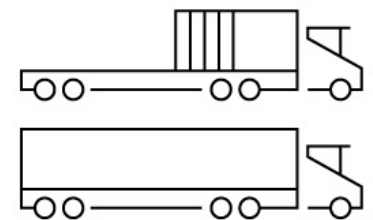
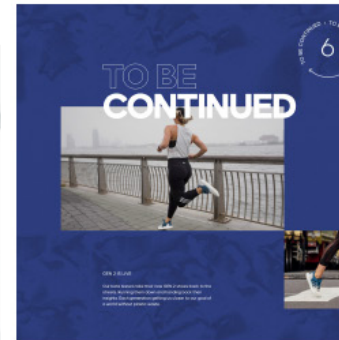
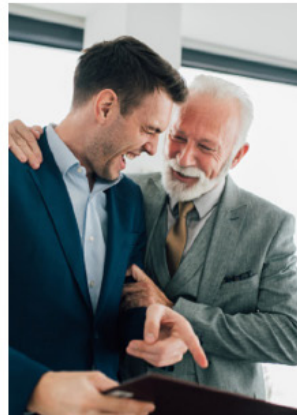
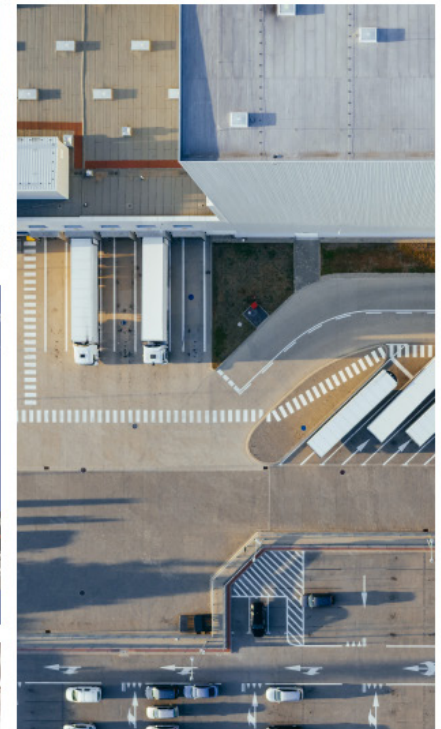
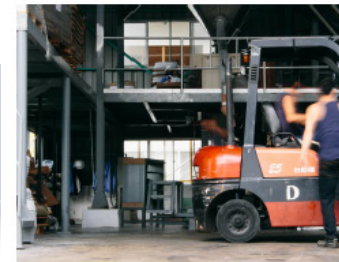
Logos are one of the many components that represent a brand. They are unique symbols designed to be an easily recognizable visual representation of a brand.

Logomark or brand mark refers to an image or symbol which represents a brand, and usually does not include the name of that company (e.g. the Nike swoosh).

Combination Marks are just as they sound - a combination of the logomark and logotype. This allows greater freedom for the logo mark and logotype to be used together and separately as needed.

Brand Foundation

Covenant Logistics delivers measurable value and continuous improvement of customer supply chains through collaboration, partnership, and engineered data-driven logistics and transportation solutions.



Keywords

Approachable

Practical

Relevant

Bright

Simple

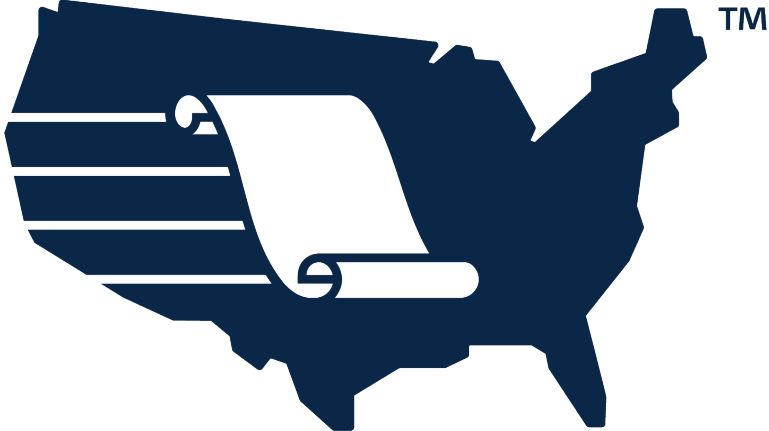
Clean

Primary Elements

The logo is to be used across primary brand applications. It is our signature and our most recognizable assets, making it crucial we use the logo simply and consistently across all mediums.

All logos should have the updated Trademarks visible.





Element Rules

In order to maintain consistency across all platforms, there are a set of guidelines in place to maintain proper size, spacing, and color of the primary elements.

In addition to the rules on what you should do, there are a number of stylistic applications that should ever be applied to the logo. It is crucial to maintain these standards in order to ensure the logo and brand integrity.



In order to ensure the visibility and readability of the logo, a certain amount of clear space must surround it. While this is the minimum amount of space that should exist between the logo and other objects, a larger amount of space is recommended whenever possible.



MINIMUM WIDTH: 2"



MINIMUM WIDTH: 0.75"

The Covenant Logistics logo was made to be reduced to a small size, but every logo has its limitations. To maintain legibility, the logo should not be used at a size smaller than the specified dimensions shown above. The logo can be made as large as necessary, depending on use and designer's discretion.



ONE COLOR | BLUE

ONE COLOR | WHITE

ONE COLOR REVERSED | WHITE ON BLUE

ONE COLOR REVERSED | WHITE ON BLACK





DO NOT
COMPRESS OR DISTORT THE LOGO



DO NOT
ALLOW THE LOGO TO BECOME ILLEGIBLE



DO NOT
CHANGE THE COLOR OF THE LOGO

DO NOT
ADD ANYTHING TO THE LOGO



DO NOT
REARRANGE THE ELEMENTS



DO NOT
APPLY STYLISTIC EFFECTS TO THE LOGO



Typography

Typography

Typography is a major part of our identity. When used correctly, it helps create and maintain a consistent and coherent look and feel. It is as important to our brand as our logo is in creating a uniform brand experience.

Avenir Next LT Pro

Avenir Next LT Pro is an approved brand font. This font is used for headers, sub-heads, and body. It can be displayed in sentence case with kerning set to optical and tracking set to 0 or in title case with kerning set to optical and tracking set to 130.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz / 1234567890

FAMILY

Regular

Demi

Bold

SPECIMEN

Natus error voluptatem accusantium.

Totam rem aperiam eaque ipsa, quae.

A invento veritatis et quasi architecto.

Color Palette

Color Palette

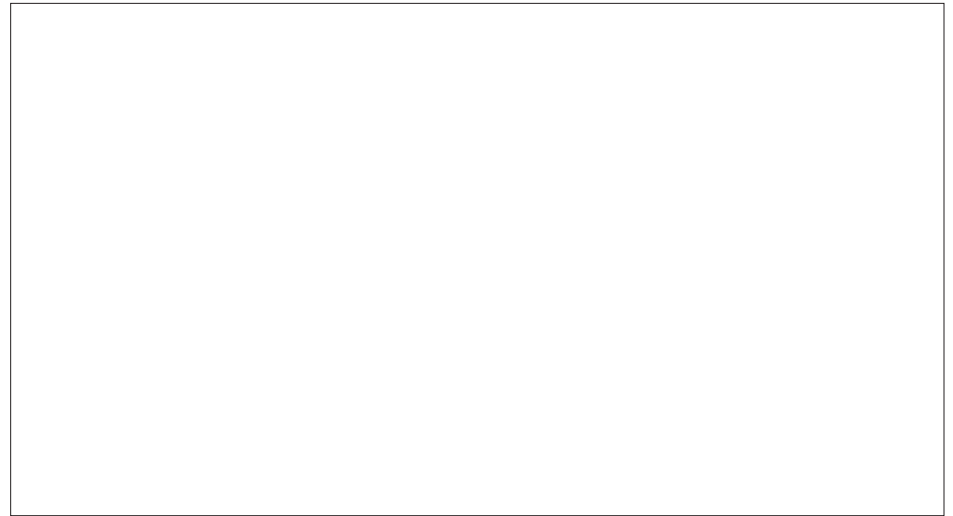
As one of the most impactful elements of a brand, color is a strong tool in creating a visually harmonious experience.

The Covenant Logistics color palette should be used for all marketing. Specific color values are provided for all printing techniques and digital formats. It is important for the brand colors to remain consistent across all platforms.



PRUSSIAN BLUE

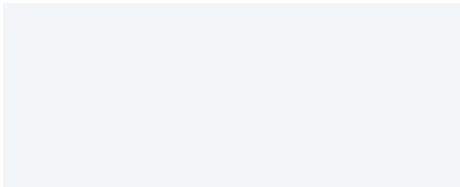
RGB: 6, 40, 73
CMYK: 92, 45, 0, 71
HEX: #062849
PMS: 7463 C



WHITE

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF

SECONDARY



LIGHT BLUE

RGB:
CMYK:
HEX: #FOF3F6
PMS:



SHADOW BLUE

RGB: 121, 136, 162
CMYK: 25, 16, 0, 36
HEX: #7988A2
PMS: 4135 C

TERTIARY



LEGACY RED

RGB: 206, 39, 19
HEX: #CE2713

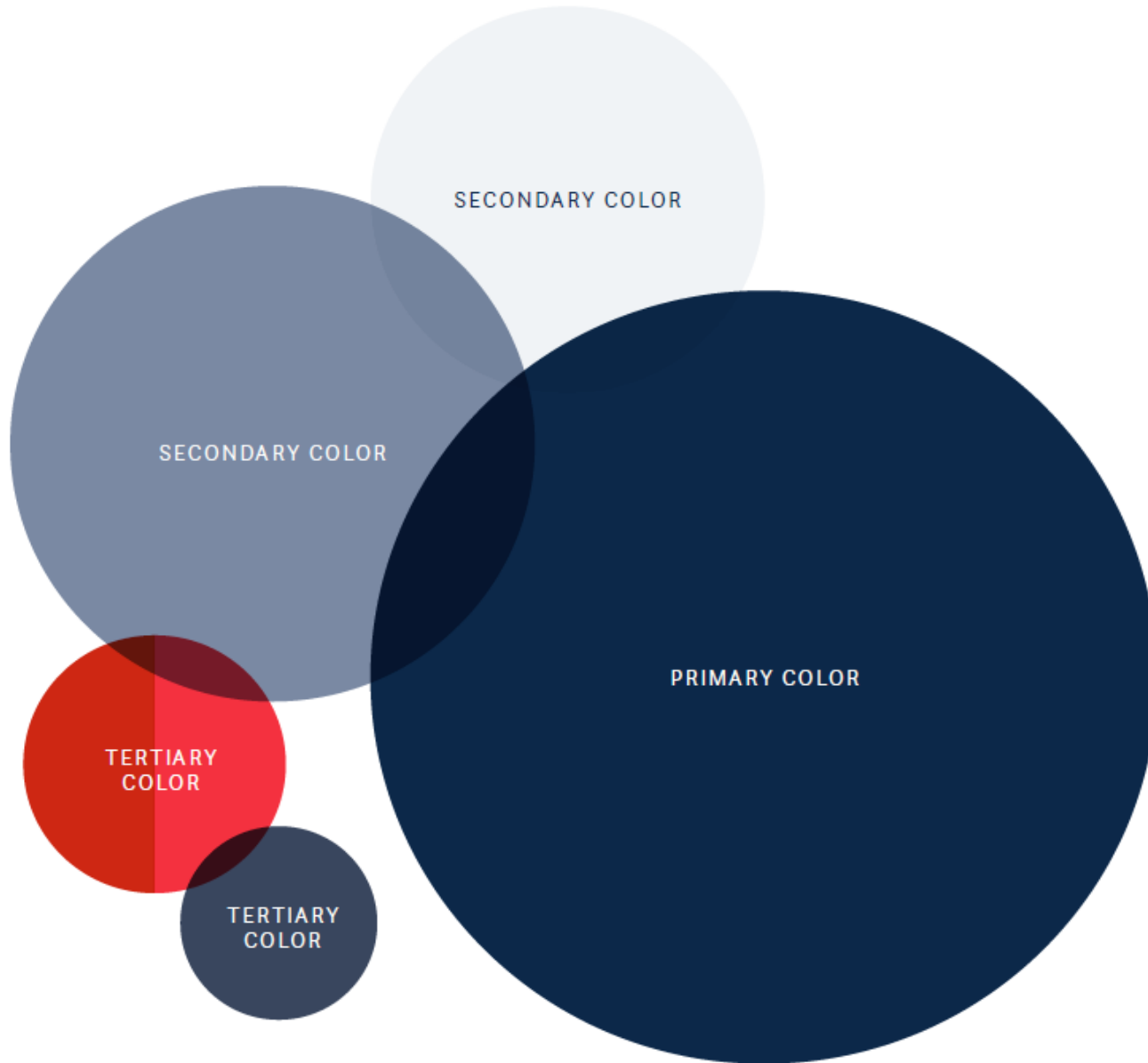
LEGACY RED

CMYK: 0, 92, 76, 0
PMS: 3556 C
Pantone Red 032 62.00
Pantone Orange 021 46.00
Pantone Black 1.00



INDEPENDENCE

RGB: 56, 70, 94
CMYK: 40, 26, 0, 63
HEX: #38465E
PMS: 2379 C



Shown here is the proportional usage of various colors in the palette. This should direct how often to use of certain color in an application.

PRINT



LEGACY RED - PRINT

CMYK: 0, 92, 76, 0

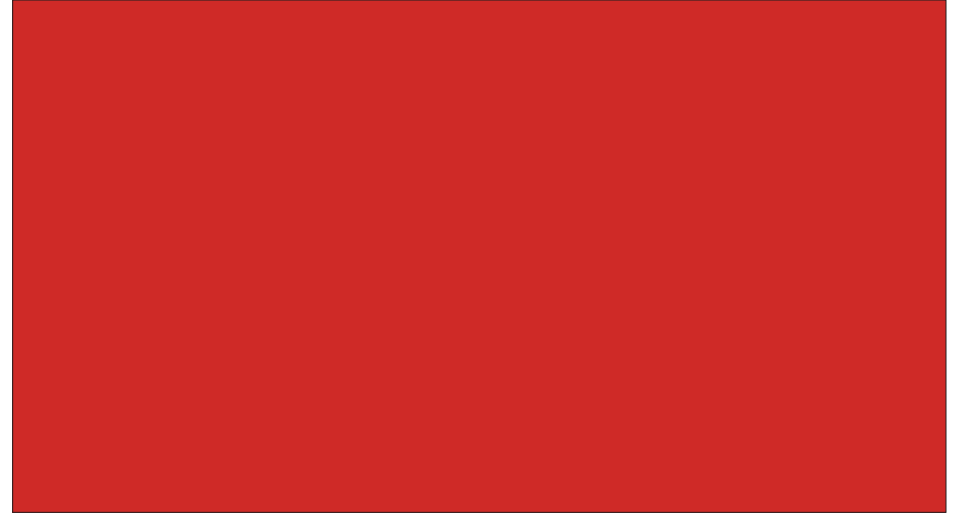
PMS: 3516 C

PANTONE Red 032 62.00

PANTONE Orange 021 46.00

PANTONE Black 1.00

WEB (DIGITAL)



LEGACY RED - DIGITAL

RGB: 206, 43, 39

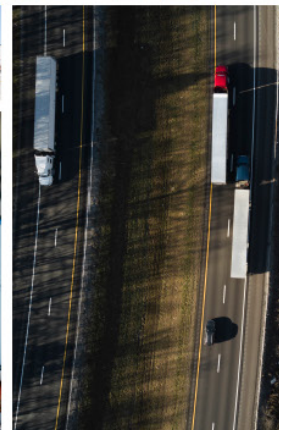
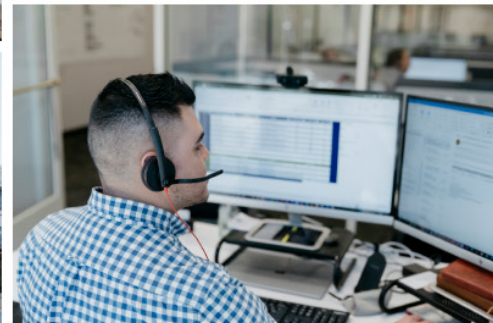
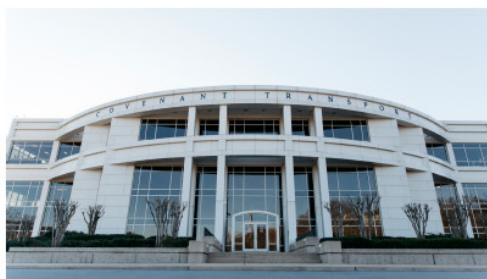
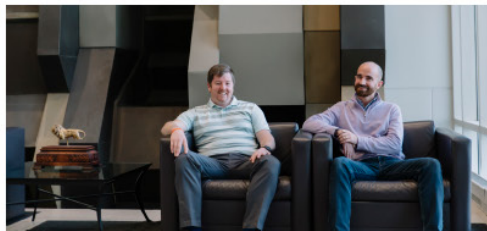
HEX: #CE2713

Because of the way color is reproduced in print versus on the web, there will be situations where a different color value must be used to maintain the visual integrity of the brand to the eye. Listed above are the values to be used on branded print material (brochures, documents, etc.) and the values to be used in the digital space (social media, websites, etc.) It is essential that the values listed are applied correctly to maintain a cohesive look and feel for the Covenant brand.

Photography

Photography

The photographs below provide an example of how photography is treated within the Covenant brand. Images should highlight people and portray the business in an uplifting and encouraging light.



Other Elements

Other Elements

The elements below are to be used as an extension of the brand. They may be used as accents in both digital and print design to support the primary logo and overall voice of the brand.



TRANSPORTATION



PEOPLE & CULTURE



LOGISTICS



EMPATHY



SERVANTHOOD



VIRTUE

EXAMPLE

John Smith · Covenant · Director of Business Development · Dedicated Contract Carriage · (m) 414.465.9931

DO NOT:

- Add the Covenant logo or any other logo
- Add any additional information
- Change the color to anything other than what is shown in the example
- Add any hyperlinks or links to social media / LinkedIn

Email Signature

Your email signature should follow the same brand standards we have listed in this document. Your name should be bold and Prussian Blue, followed by "Covenant", your title, your department, and your preferred contact phone number in Shadow Blue with regular font.

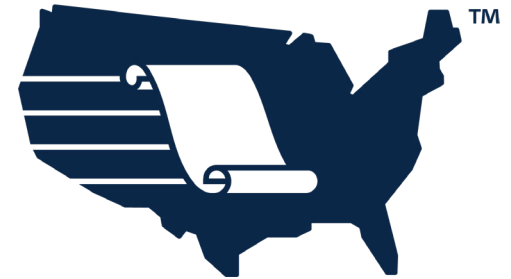
Overview

Overview

This outline may be quickly referenced for logo, typography, and color overview when detailed examination of the brand elements is not required. This summary page cannot take the place of the full Brand Guidelines detailed herein.



PRIMARY LOGO



LOGOMARK

PRUSSIAN BLUE

RGB: 6, 40, 73
 CMYK: 92, 45, 0, 71
 HEX: #062849
 PMS: 7463 C

WHITE

RGB: 255, 255, 255
 CMYK: 0, 0, 0, 0
 HEX: #FFFFFF

TERMINA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz / 1234567890

LIGHT BLUE

RGB:
 CMYK:
 HEX: #F0F3F6
 PMS:

LEGACY RED

RGB: 206, 39, 19
 HEX: #CE2713

LEGACY RED

CMYK: 0,92,76,0
 PMS: 3556 C

SHADOW BLUE

RGB: 121, 136, 162
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INDEPENDENCE

RGB: 56, 70, 94
 CMYK: 40, 26, 0, 63
 HEX: #38465E
 PMS: 2379 C



Questions?

For continuity questions or help implementing
the Covenant Logistics brand, contact Emily
Tomas etomas@covenantlogistics.com