TRANSPORTZ

ARGO HI-TECH INDIA PVT. LTD.

BRAND GUIDELINES

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OBJECTIVE

01.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

MASTER LOGO

02.

TRANSPORTZ

As suggested by the name, the brand is all about transporting goods from one location to another via trucks/large vehicles, having that in mind, Our Brand Logo features a carrier vehicle (where Z is its front, moving forward while carrying the letters R, A, N, S, P, O and R as the goods, while the Letter T and T are the two closing ends of the carrier.

The line connecting the two letters T and T is featured as the link/pathway of the two locations depicted by the upward arrows, which signifies the location icon.

Our brand Logo is a Wordmark, and not an Icon, which makes it more flexible and legible to be identified even from a farther distance, yet pleasing to the viewer's eye.

LOGO USAGE

03.

Logo must always have the safe area around it, which is equal to one time of space between the bottom line and text.

TRANSPORTZ

TRANSPORTZ

Don'ts

TRANSPORTZ X

Can't be used on similar color background

TRANSPORTZ X

Do not change the logo color other than specified in this document.

TRANSPORTZ X

Do not rotate or tilt the logo

TRANSPORTZ X

Do not distort the logo

TYPOGRAPHY

04.

ORKNEY LIGHT ITALIC
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 , . “ \ ” ! ?

ORKNEY REGULAR
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 , . “ \ ” ! ?

ORKNEY MEDIUM ITALIC
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 , . “ \ ” ! ?

ORKNEY BOLD ITALIC
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 , . “ \ ” ! ?

ORKNEY BOLD
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 , . “ \ ” ! ?

Typography is another important element of our brand. By controlling the type styles and alignment used, we further strengthen the visual distinctiveness of Transportz.

Our Primary Typeface is Orkney.

Orkney font is an open-supply, modern-day, geometric sans-serif font circle of relatives.
It is designed with the aid of Mikhail Sharada.
It helps the maximum of Latin & Cyrillic languages.

COLOR PALETTE

05.

COLOUR CODES

R | G | B	156 | 29 | 45
C | M | Y | K	25 | 100 | 84 | 22
HEX	#9C1D2D

COLOUR CODES

R | G | B	21 | 75 | 82
C | M | Y | K	90 | 55 | 54 | 36
HEX	#154B52

BRAND APPLICATION

06.

TRANSPORTZ
TRANSPORTZ
TRANSPORTZ
THE END