

OUR BRAND BOOK



YOUR FREIGHT, OUR PRIORITY.



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INTRODUCTION

SECTION 1

WORKING WITH OUR BRAND

OUR VISION

To provide global time-critical delivery solutions to our customers, no matter what the geography, size, weight, distance or mode of transport.

OUR MISSION

To partner with and support our customers by adding speed and flexibility to their supply chains.

Operating 24/7/365 we display a constant commitment to providing the fastest, most cost-effective and reliable solutions, time and time again.

OUR VALUES



INNOVATION

Our unique market-leading technology, global network of suppliers and 24/7 control centres, allow us to design and deliver solutions that are faster, more cost-effective and more reliable than our competitors.



ETHICS

We believe in transparency and honesty, and we keep our promises. We have company policies and train our staff to ensure alignment across the entire company.



PERFORMANCE

We aim to grow our business by providing the highest levels of service quality, at all times, exceeding our customers' expectations.



PEOPLE

Our people are our biggest asset; their knowledge, dedication and skills are at the heart of our business.

CONSISTENCY IS EVERYTHING

A brand is much more than a logo. Our brand is the reputation we have built and it's one of the most valuable assets we have. To make it truly powerful it needs to be applied consistently. This guide will help to familiarise you with the core brand elements and assist you in producing dynamic and powerful communications which represent our brand consistently.

If you've got any questions, just ask our Group Head of Marketing, Emma Cooper:

☎ +44 (0)7813 348875

✉ emma.cooper@priorityfreight.com



SECTION 2

LOGO

PRIMARY LOGO



YOUR FREIGHT, OUR PRIORITY.

In some cases, a black and white logo may be required. In these instances, the same usage rules apply, but the following versions may be used. If in doubt, please check with the marketing department.



IMPROPER LOGO USE

To maintain the integrity of the Priority Freight logo and to promote the consistency of the brand, it's important to use the logo as described in these guidelines.



✗ do not squash the logo



✗ do not pull the icon away from the logo



✗ do not rotate the logo



✗ do not stretch the logo



✗ do not pull freight away from the logo



✗ do not rotate the icon

Promotional merchandise

We must follow our corporate social responsibility and may not add our branding to alcohol, lighters or bottle openers.

HOW TO USE THE LOGO

Ensure you are using the logo on appropriate brand collateral.

The logo must be used on the front of all material produced by Priority Freight, both printed and online, such as:

- Stationery
- Customer documentation
- Advertising materials
- Presentations
- Internal communications
- Web pages
- Videos
- Exhibitions
- Building signage
- Vehicle livery

It must always be reproduced from a master file to ensure consistency and quality. This can be supplied as high resolution JPG, PNG or EPS file on request.

MINIMUM SIZE

The logo must always be displayed at a size large enough to read. This will vary based on the resolution of the medium it is being used in - but as a general rule it should be no smaller than 12mm (0.38") or 50 pixels in height.



12mm min height



Always try to get the logo
bigger than 12mm in height

CLEAR SPACE

To ensure our logo is clearly visible in all applications, surround it with sufficient clear space - free of type, graphics and other elements that might cause visual clutter - to maximise the recognition and impact of our identity. A clear space of 50% of the symbol's height should be maintained. In special circumstances, when a 50% clear zone isn't available or possible, use the second option of 25% clear space.

The strapline must always appear below the main logo, except in special circumstances, to be discussed with the marketing department on a case-by-case basis.



CONTRAST

Contrast is important. Use a white logo on dark backgrounds and a colour logo on white backgrounds. Our logo may also be used on an image background with sufficient contrast.



YOUR FREIGHT, OUR PRIORITY.

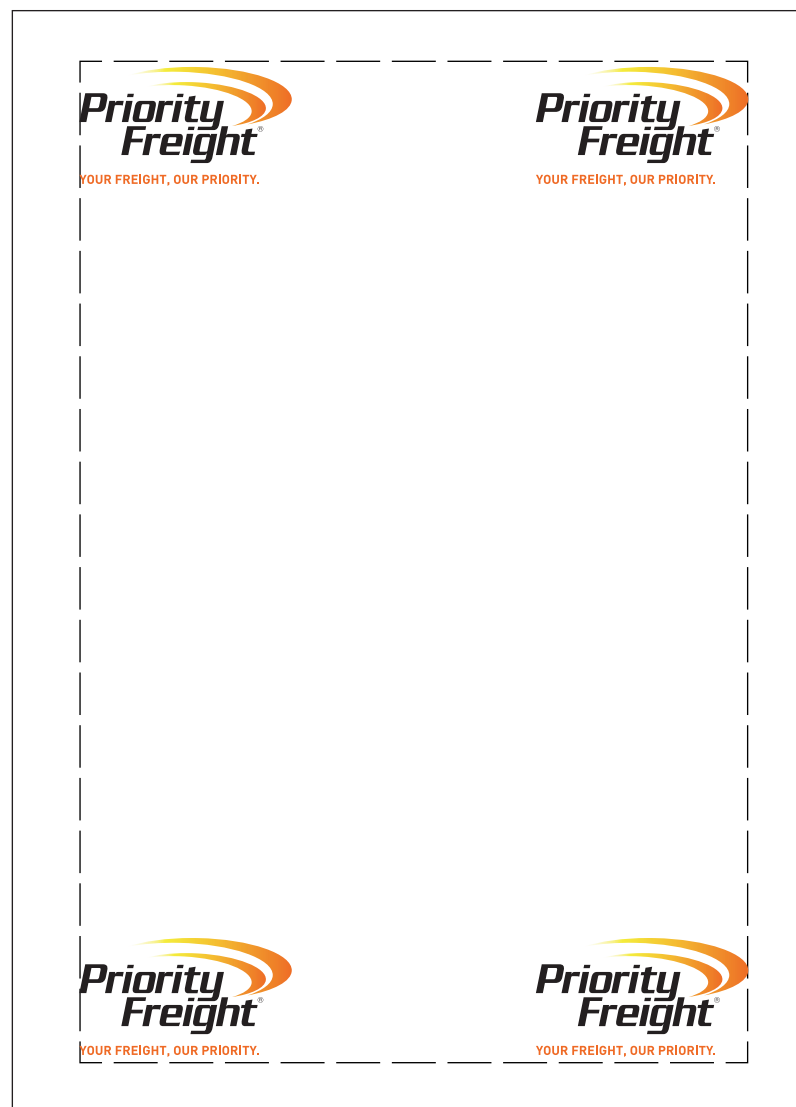


YOUR FREIGHT, OUR PRIORITY.



PREFERRED LOGO POSITION

The logo can be placed in any of the four corners, depending on the document that is being produced. See details on headers and footers within the external and internal design areas of the brand guidelines.





SECTION 3

COLOUR

PRIMARY COLOURS

The primary brand colours are to be used in the first instance.



C4 M78 Y100 K0
R227 G82 B5
#e35205
PMS: 166



C100 M72 Y34 K21
R1 G66 B106
#01426a
PMS: 7694



C3 M9 Y92 K0
R254 G221 B0
#fedd00
PMS: Yellow



C96 M85 Y55 K83
R254 G221 B0
#0c0e18
PMS: Black 6C

SECONDARY COLOURS

To add more flexibility for design, a secondary palette is available to support the primary brand colours. These extended colours should only be used when absolutely necessary. Our preference is to only use the primary palette across most communications.



C5 M37 Y88 K0
R239 G171 B46
#efab2e
PMS: 143



C100 M0 Y0 K0
R0 G159 B227
#009fe3
PMS: 291



C59 M36 Y22 K1
R115 G144 B171
#7390ab
PMS: 645 C



C25 M18 Y20 K0
R200 G201 B199
#c8c9c7
PMS: Cool Grey 3

GRADIENTS

Our gradients can be used accross the brand instead of solid colour. They can be utilised on various elements such as icons, brand shapes, and within the header.

Primary gradient

C3 M9 Y92 K0

R254 G221 B0

#fedd00

PMS: Yellow

C4 M100 Y78 K0

R227 G82 B5

#e35205

PMS: 166

Secondary gradient

C75 M22 Y0 K0

R29 G157 B217

#009FE3

C60 M35 Y21 K5

R113 G144 B172

#7390AB

C100 M87 Y0 K0

R41 G68 B150

#294496

C70 M2 Y28 K0

R96 G183 B190

#60B7BE

C72 M100 Y0 K0

R98 G49 B140

#62318C

C2 M72 Y99 K0

R190 G99 B54

#BE6336



SECTION 4

TYPOGRAPHY

TYPOGRAPHY

Typography plays an important role in the consistency of our communications and ultimately the Priority Freight brand. All text should be left-aligned and should not be justified. When using bulleted lists, full stops should not be used at the end of the line. Widow and orphan words (single words appearing as a line) should be avoided when possible.

Our corporate typeface family is Interstate which is used for all headlines, titles and body copy.

INTERSTATE BOLD

YOUR FREIGHT, OUR PRIORITY

INTERSTATE REGULAR

YOUR FREIGHT, OUR PRIORITY

INTERSTATE LIGHT

YOUR FREIGHT, OUR PRIORITY

TYPOGRAPHY

Here is a simple example of how to use our brand typefaces.

If Interstate is not available

Please use Century Gothic for titles and Arial for body copy.

H1 - YOUR FREIGHT OUR PRIORITY

Leading paragraph - To establish a strong impact and guide the reader seamlessly into the rest of the text, consider formatting the opening paragraph in Interstate bold.

All H1 headers should be in caps, with closed up line spacing and can be used in white, black or primary orange colours depending on the background colour. H1 headers can be used for document titles and main titles within the documents.

Subheadings should be in Interstate Bold

All H2 headings should be in Interstate regular and written in sentence case. The sub-headings can appear in the black, white or primary orange colours depending on the background colour. H2 headers can be used as sub-headings within documents.

Body copy should be in Interstate Light and coloured to black or white:

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras rutrum aliquet nisi at interdum.



SECTION 5 ICONOGRAPHY

ICONOGRAPHY

To ensure consistency across documents, a range of icons have been developed and should be used in the following ways.

Service icons



Customs clearance



Tracking



Additional services



Warehousing



Air freight



On board courier



Air charter



Road freight

ICONOGRAPHY

Each icon should only be used alongside the subject area it has been specified for.

Values icons



Speed



Reliability



Security



Control &
visibility

ICONOGRAPHY

Icons can be used in black, white or primary orange as well as in gradient colours. Please see the following examples of appropriate icon use:



Air charter



Air charter



Air charter



Air charter



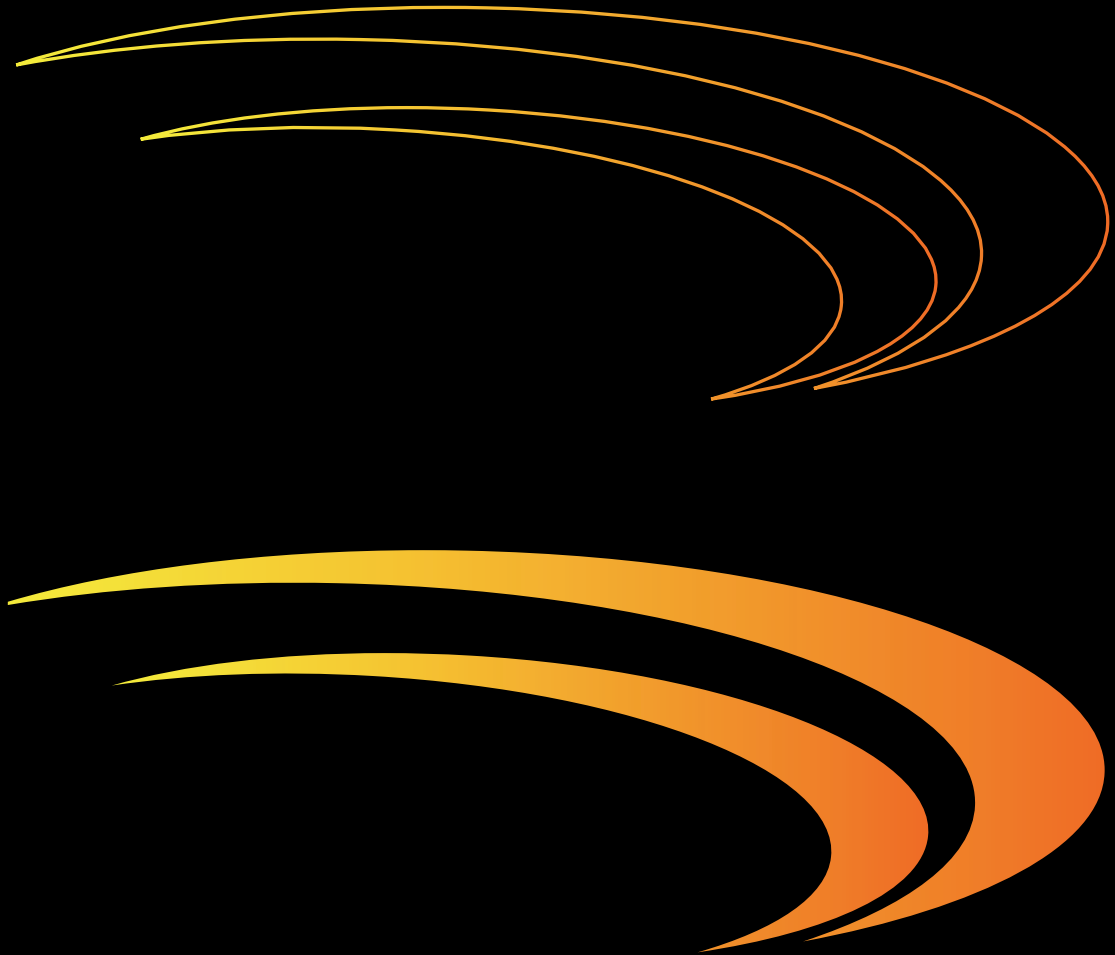
SECTION 6

BRAND MARKS

SWOOSH SHAPE

Primary use

The 'swoosh' icon from the logo can be used across the brand as a graphic element.



SWOOSH SHAPE

Secondary use

Utilising the secondary gradient swatches can introduce variety to the brand shape.



SWOOSH SHAPE

The swoosh can be used in the background to support designs in print and digital format.

Some things to consider when using the swoosh are:

- It can be used on white and black backgrounds
- It can be rotated at any angle
- It never appears in its entirety, it will always be cropped off the page
- It should only appear in the primary and secondary gradient swatches and never in the block colour e.g orange

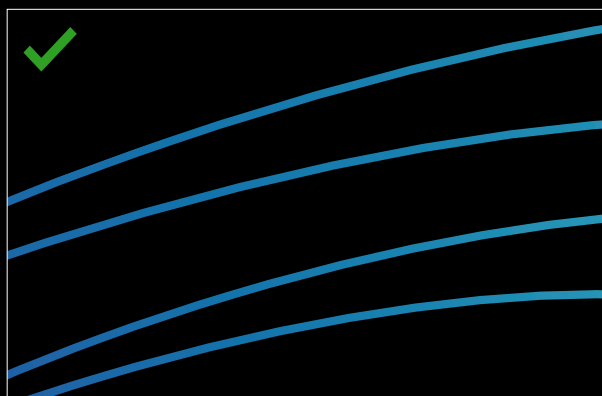
Correct use



Incorrect use



Non-gradient colour used



Complete shape in view

GEOMETRIC SHAPE

The geometric shape that appears in the header and footer can be used accross the brand as a shape. It can also be used alongside imagery as demonstrated here.





SECTION 7

PHOTOGRAPHY

PHOTOGRAPHY

When using photographs in your publicity material, these should be high resolution and/or professionally taken images.

Permission should be gained from those featured, for example, by displaying a sign at an event that photographs may be taken for publicity purposes, giving participants the opportunity to opt out of being photographed. In the case of children, parent/guardian permission must be obtained, without exception.

Imagery plays an important role in the brand's graphic style. It's one of the most powerful tools we have to express our brand. We use powerful images to reinforce our position in the market.

Illustration can be used to communicate a message, create personality or support written content. It can be used to support photography, or when a photograph isn't available.

Where possible, original photography should be used and stock imagery should be avoided. Photography should be focused around employees and the Priority Freight personality. The most up-to-date photography should be used, and images of employees that have left the company must not be used in new collateral.

The following should be taken into consideration when providing photography:

- All files should be at least 2mb and be of high resolution.
- The subject of the photograph should take up at least 60% of the image.

Photography credits

Should credits be a stipulation from the photographer, these shall be placed vertically to the left or the right of the image in the page margin. Should the image be full bleed, then the credit will be placed left or right, vertically within the image, in an area of sufficient contrast.



UNSUITABLE PHOTOGRAPHY

These are instances of inappropriate photography.



Out of focus



Subject too far away



Poor cropping



Bad lighting



Black and white



Bad angle



Obstruction accross lense



SECTION 8

PRINT GUIDELINES

BROCHURE

All brochures and company magazines:

- A4
- 250gsm cover, matt laminate
- 150gsm internal pages



LEAFLETS

Leaflets:

- A5 or DL
- 200gsm matt laminate



POWERPOINT PRESENTATION



Priority Freight Group

TIME-CRITICAL LOGISTICS SOLUTIONS

<CLIENT>

<Date>

2022 FACTS



€240m
SALES



86,000
PREMIUM FREIGHT
ROAD MOVEMENTS



10,000
PREMIUM AIR
FREIGHT JOBS



1,200
AIR CHARTERS
CARRIED OUT



50
ON BOARD
COURIER JOBS

15
MINS
AVERAGE
RESPONSE
TIME TO ROAD
ENQUIRIES



24/7
CONTROL
TOWER

22
LANGUAGES
SPOKEN

ABOUT PRIORITY FREIGHT

We are time-critical logistics specialists, helping you meet complex and urgent international transport challenges by adding speed and flexibility to your supply chain.

- Established in 1996
- Operating 24/7, 365 days a year
- Cost-effective, bespoke solutions to maintain supply chain integrity
- Extensive time-critical air and road transport experience
- Highly experienced, multilingual team of logistics specialists
- Bespoke TMS monitoring shipments globally with live updates
- Creative, adaptive logistics for complex challenges



PRIORITY CUSTOMS CLEARANCE

-  Dedicated customs management team and customer helpline
-  Customs storage facilities – own Customs Warehouse and ETSF at Dover, Heathrow and Coventry
-  Priority clearance – we can clear it faster with our AEOF status and we'll only do clearances for our time-critical logistics customers
-  Our Dover warehouse is located within our truck park facility just 3 miles from the port, with space for 150 trucks
-  We can also clear customs at any UK airport

TIME IS MONEY

Read our guide to understand how our customs management service can help you to minimise the impact of Brexit on your supply chain



priorityfreight.com/PostBrexitCustoms

SOP & TENDER DOCUMENTS



CLOTHING

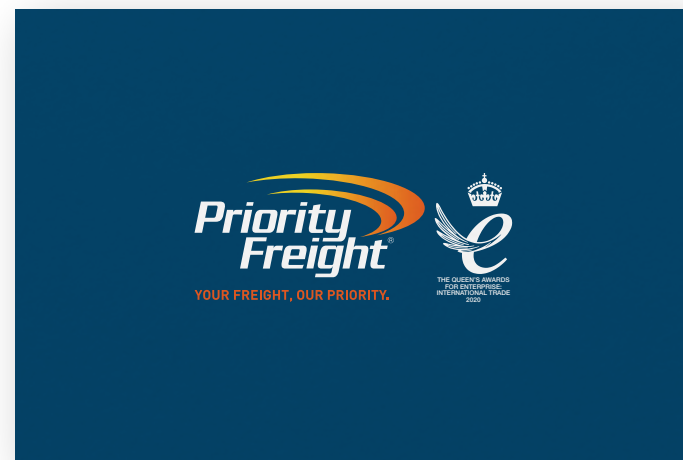
Use a white logo on dark background and a black logo on light background, as per examples above.



BUSINESS CARDS

Business cards can be ordered from the Marketing department, to the following specification:

- Double-sided
- 450gsm
- Silk
- Matt laminate



EXHIBITION PANELS

Exhibition graphics are arranged by the Marketing department and will follow the same guidelines as other print media.

The logo should be clear at all times. Artwork should follow the guidelines as above with regard to the specific illustrations and artwork.

When using the services boxes on exhibition boards, the small text should never be used across multiple panels as this will cause the text to become unaligned and unreadable during print and install.

Where possible continue the header graphic around all panels of the exhibition to create consistency and a sense of continuity.





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