

EV Cargo

Brand & Identity Guidelines

V2: May 2022

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1: THE BRAND

EV Cargo was created to seamlessly manage the supply chain needs of the world's leading brands.

Our own brand is founded on values of world-class technology, innovation, global reach and sustainability – all of which is underpinned by the very best people in the industry.

But while these are fundamental to everything we do, our brand is also hugely influenced by what and how we communicate with others. Our visual identity – our style, content and look – is what instantly differentiates EV Cargo from the competition, allows us to stand out in crowded markets and communicate with strength and clarity.

Wherever EV Cargo sets foot, including all of our customer touch-points, we must create the same impression and, as we embark on our journey to grow EV Cargo over the next five years, we must ensure that our brand and message remains consistent across every aspect of our operation.



Heath Zarin,
Chief Executive Officer

These guidelines provide a definitive reference resource for all of our communications, including stationery, livery and marketing. They are designed to ensure the integration of all our business units by introducing the basic building blocks of the EV Cargo visual identity.

Our identity is how we communicate with our customers, the market and the outside world in general. In many instances it is an opportunity to create a positive first impression and long-lasting engagement with our audience.

These guidelines are to ensure consistency rather than be a set of rigid regulations. They can be adapted by our marketing team to meet various applications and if you have any queries about how the EV Cargo brand should be used please contact marketing@evcargo.com.

Thank you.

A handwritten signature in black ink, reading "Heath Zarin". The signature is fluid and cursive, with the first name "Heath" and last name "Zarin" clearly distinguishable.

Heath Zarin, Chief Executive Officer



OUR MISSION

We manage supply chains for the world's leading brands.

This is what we do today, the everyday focus of our people in serving and creating value for our customers, powered by relentless operational excellence and deep domain knowledge.



OUR VISION

We will transform logistics into a technology industry.

This is what we want to achieve in the future, a paradigm shift in how the logistics industry thinks about itself and is perceived by its customers and investors, an industry where value accrues to those able to best develop and deploy transformational technology to power their operating model and customer proposition.



OUR VALUES

We always aim for growth, innovation and sustainability.

Growth

We put the success of our customers' business at the heart of everything we do.

We underpin our long term success with financially sustainable activities, relationships and expenditures, always.

Our increasing scale and ongoing investment provides all of our people with the opportunity to realise their full potential.

Innovation

We keep our services fresh and relevant for our customers, delivering great value, always.

We embed technology in all that we do to make ourselves easy to work with and easy to work for.

We relentlessly seek out new ways to work more effectively and better serve our customers.

Sustainability

We work hard to minimise the environmental impact of our own and our customers' global operations.

Our workplaces create a safe and fair environment for all of our people to work and develop their careers.

We are ethically responsible and active members of our local and global communities, seeking to do the right thing, always.

Brand Truths

We do the right thing. ALWAYS

EV Cargo is built on integrity and trust. We are true and genuine professionals focused on delivering change within the logistics industry, using technology and innovation to pioneer sustainable global supply chains.

Commitment to customers

We value long-term, successful business relationships. They are critical in logistics, and failure is not an option. We've made a commitment to our customers that they can trust EV Cargo to deliver their goods, day after day, no matter what challenges we face. Our strength is the ability to add value and go the extra mile to ensure success.

Perform with passion, strength in diversity

Passion drives success and gives us the power to deliver the best possible service. Our people are passionate about the services they provide and our diverse workforce gives us real strength in depth. We have the agility to respond to changing conditions and make informed, decisive choices.

THE BRAND

EV Cargo Brand truths

The EV Cargo brand is underpinned by a number of important brand truths which help guide our long-term business ambitions and the unrivalled service we deliver to customers.

Growing together

EV Cargo is a young but highly experienced business and our strategy is firmly on growth. We will only achieve that by promoting a culture of personal development and empowering our individual employees to grow alongside us and share in our success.

Be ambitious, chase your dream

We are driven by ambition, that's what sets us apart from the competition and will enable us to become one of the top global logistics businesses.

Tone of Voice

Warmth

While technology will play a greater role in future logistics solutions, the warmth of a friendly employee, from customer service to delivery driver, will help set EV Cargo apart.

We are an engaging company that empathises with our customers' needs and this understanding is reflected in the friendly way we communicate.

Expertise

We are experts in delivering trusted and credible supply chain solutions for some of the world's leading brands.

We have some of the best and most-respected trailblazers in logistics who are energised to deliver leadership and leverage that expertise.

Integrity

Our integrity reassures customers that their goods are safe in our hands and we will deliver a supreme service with honesty and pride.

We need to be consummate professionals no matter what the challenge. We are seriously good at what we do, that's down to our integrity at all levels of the business.

Dynamism

We are pioneering change within global supply chains and that is firmly reflected in our dynamic approach and can-do attitude.

We are motivated to provide solutions to problems and challenges in a responsive, agile and dynamic way.

2: LOGO



This is our primary logo and should be used in the first instance

Alternative options

It won't always be possible to use our main logo. Don't worry, there are alternatives. Use one of our secondary logos on black, grey or orange backgrounds or use our primary logo on its own dedicated white background.





Keep it clean

Don't crowd our logo. There should be an exclusion zone around the logo, equivalent to half the height of the R.

Size matters

The minimum size for the logo is 32mm or 90 pixels.
There is no maximum size.



Solid principles

If the logo is being used with a transparent background and is not sufficiently clear then it should sit on a tab of solid colour. The tab must also respect the exclusion zone around the logo.



Keeping in shape

Don't squeeze or stretch our logo. If it doesn't fit in the space, have another look at the design of what you are working on. Corrupting our logo is never the answer.



Setting the right tone

C: 0
M: 65
Y: 100
K: 0

C: 69
M: 63
Y: 61
K: 54

C: 0
M: 0
Y: 0
K: 100

Pantone
158

Pantone
Black 7

Pantone
Black 6

LOGO

EV Cargo Business unit logos



LOGO

EV Cargo
Business unit brands

Powered by

The **Powered by EV Cargo** logo is also incorporated into the Palletforce logo.



Palletforce

C: 0
M: 65
Y: 100
K: 0

C: 45
M: 45
Y: 50
K: 0

C: 0
M: 0
Y: 0
K: 100

3: TYPOGRAPHY

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular (for email use only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sabon LT Pro Roman (Palletforce Networker)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Impact (Social graphics and advertising)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Muli (Company reports)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

4: ADVERTISING

ADVERTISING

EV Cargo
Advert consistency

All advertising must be under the EV Cargo brand, not individual business units.



Leadership.

Leaders in global distribution

Technology.

Enabling efficiency & growth

Solutions.

A solution for every industry



Global.

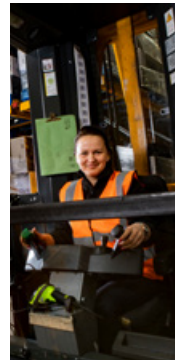
Leaders in worldwide distribution

Innovative.

Technology-based solutions

Efficient.

Giving you a competitive edge





Solutions.

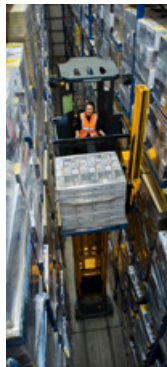
Leaders in global distribution

Sectors.

Tailored solutions for every sector

Efficiency.

Helping you to grow & improve



Your supply chain, simplified

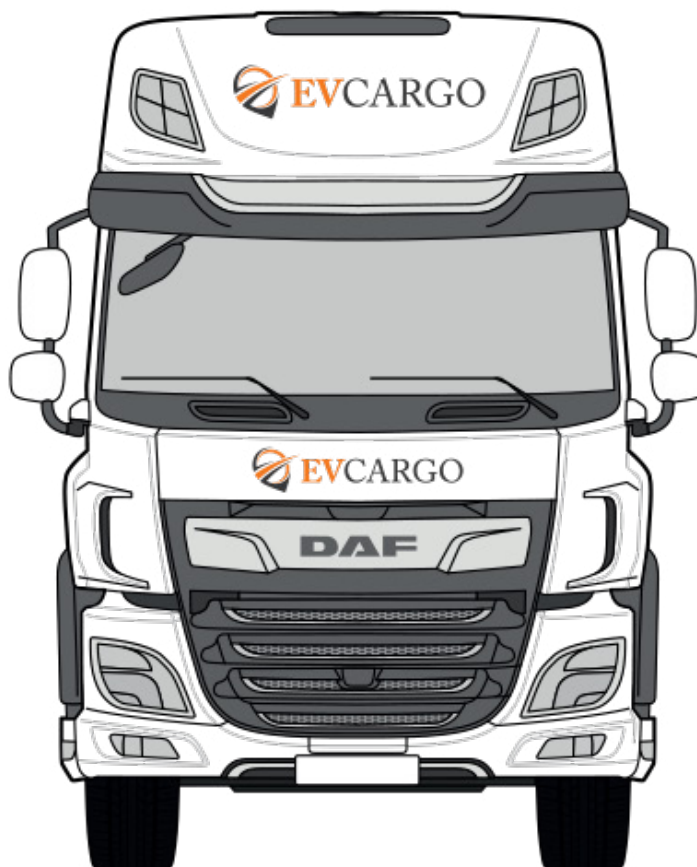
Highly integrated and bespoke end-to-end logistics solutions. Underpinned by technology and data analytics, our solutions provide seamless visibility and control of shipments and inventory from source to shelf or final user

5: VEHICLE LIVERY

VEHICLE LIVERY

EV Cargo
Tractor units

DAF XF

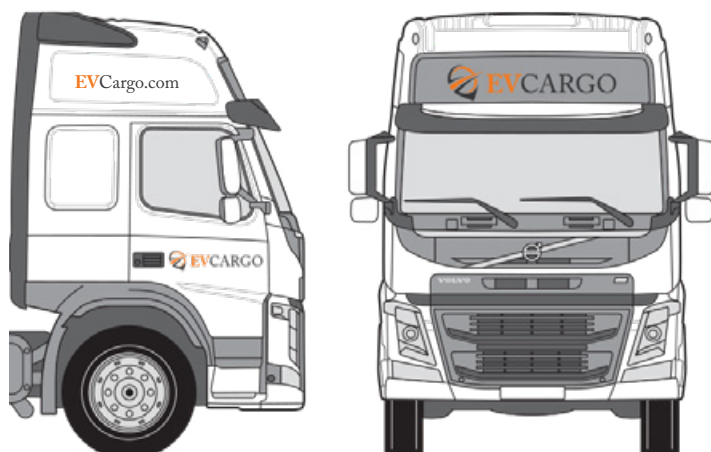


Vinyl colour references



M7-139 Pumpkin M7-196 Graphite

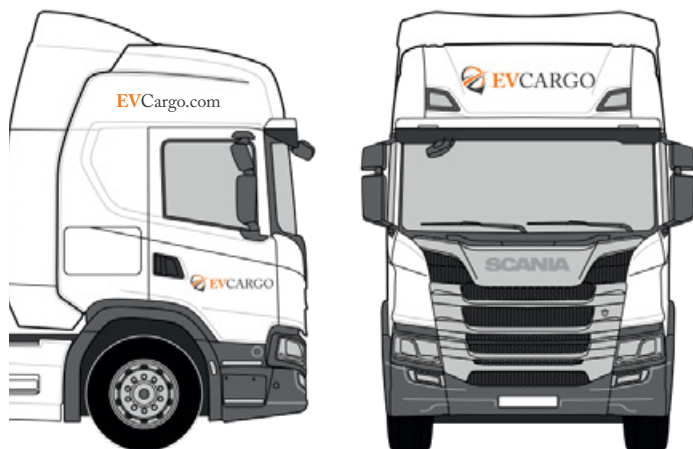
Volvo FM



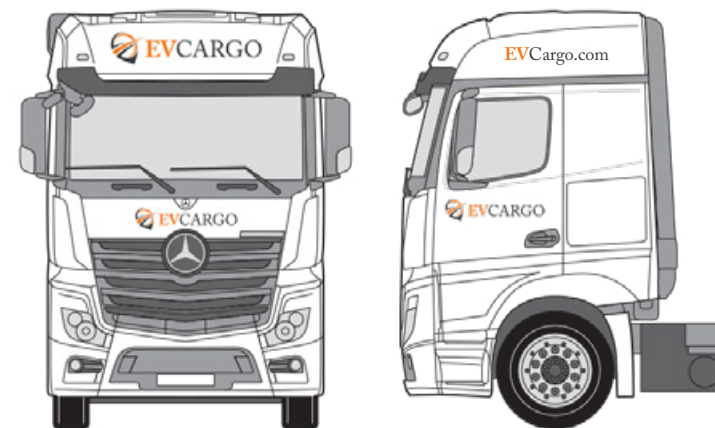
Renault T



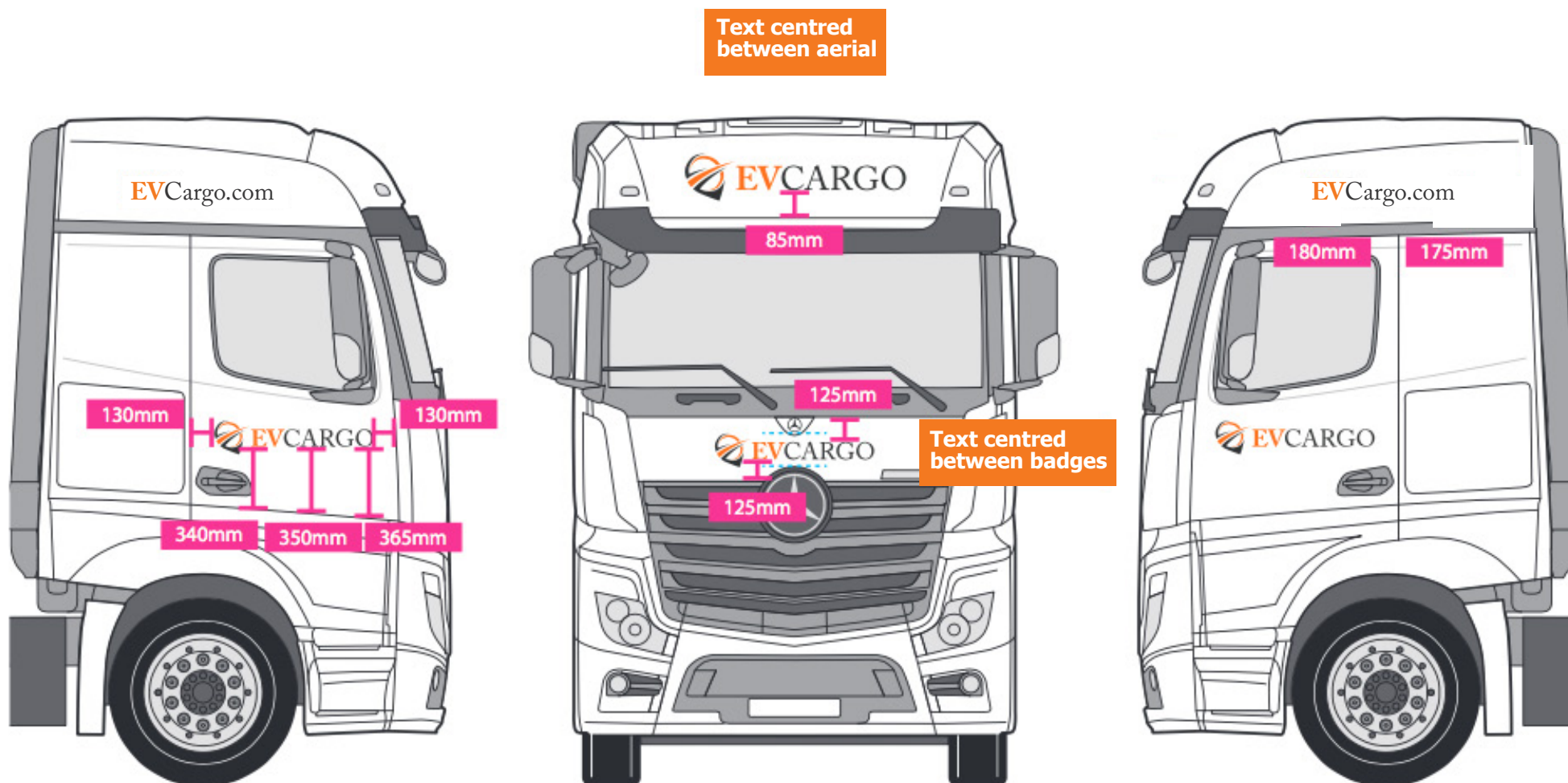
Scania G



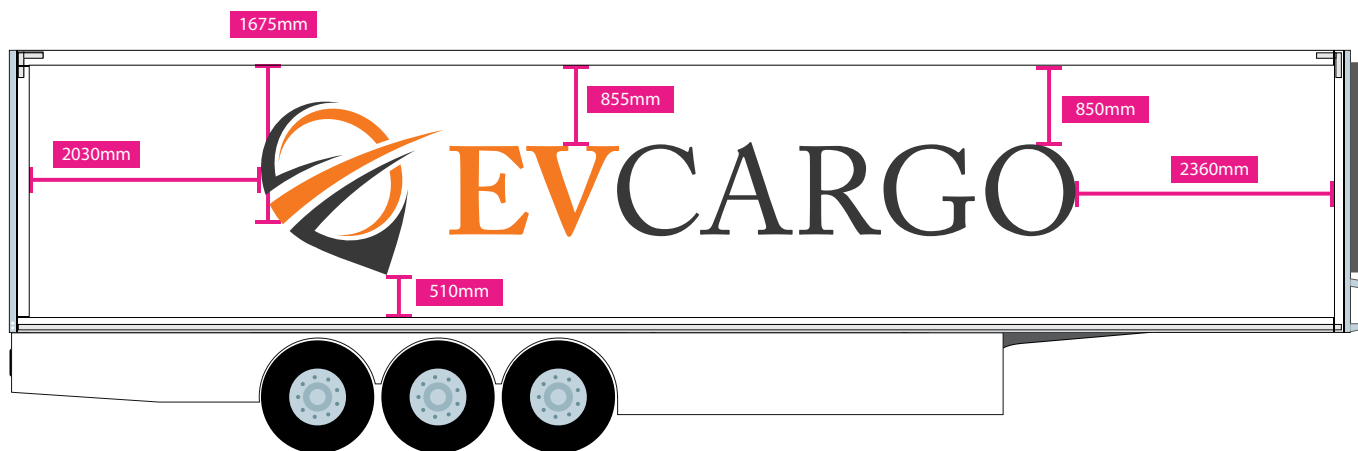
Mercedes Actros



Logo placement



Fridge trailer



Curtainside trailer



White colour references

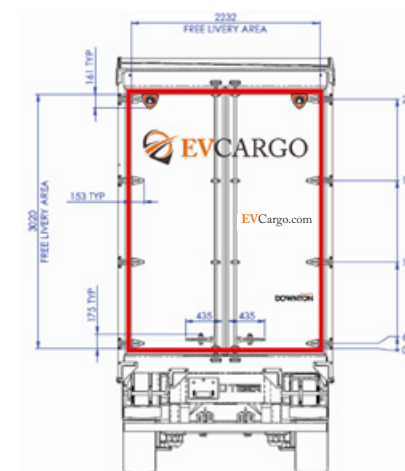
Curtains: SIOEN 9917

Panels: RAL 9003

Double deck trailer



High trailer





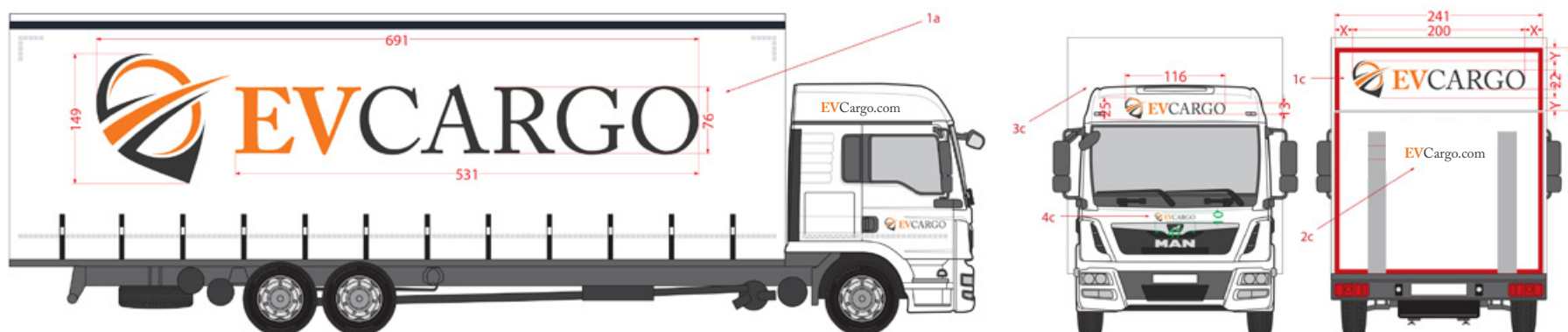
Double deck trailer



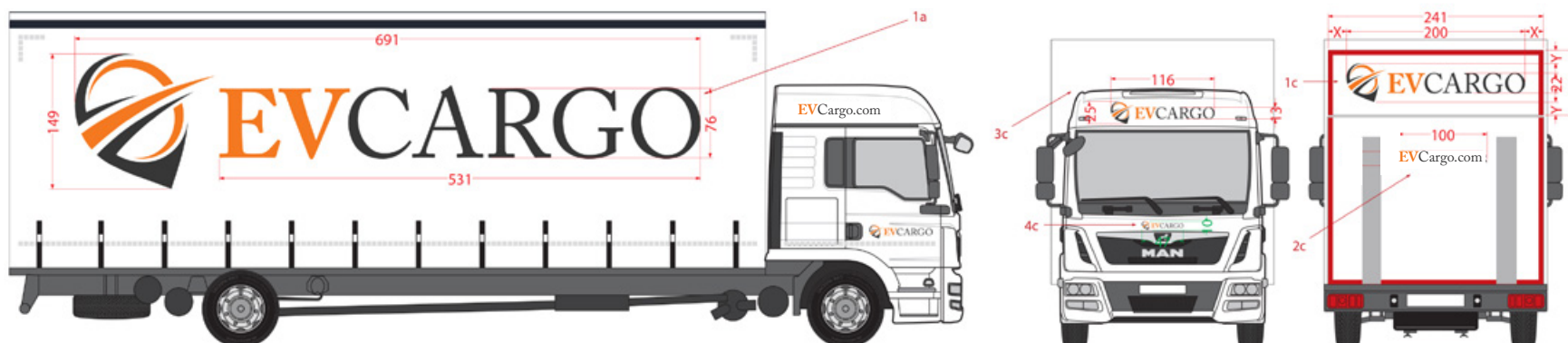
Curtainside trailer



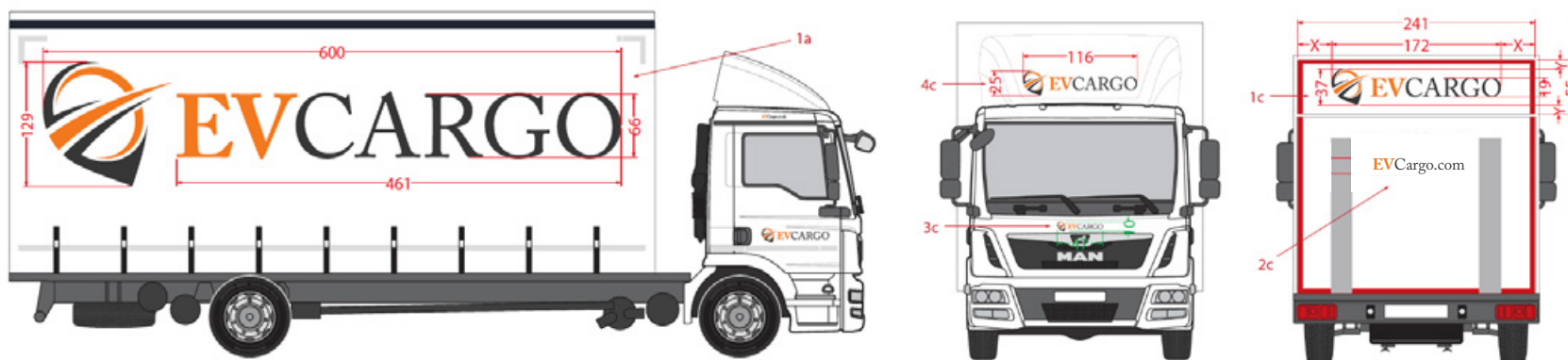
26T Rigid



18T Rigid



7.5T Rigid



Transit Van



VEHICLE LIVERY

EV Cargo
Rigid livery

Vinyl colour references



M7-139 Pumpkin M7-196 Graphite

7.5T Rigid



18T Rigid



Double deck trailer

The logo should be centred vertically but closer to the back of the trailer than the front.



Standard trailer

The logo should be centred vertically but closer to the back of the trailer, with the rear of the logo in line with the rear trailer wheel.



Large Rigid

The logo should be centred vertically but slightly closer to the back of the trailer.



Small Rigid

The logo should be centred vertically and horizontally.



Back-door Member Details

Individual member details should sit on the right side under the Palletforce web address, working around door handles and hinges. For double-deck trailers with wrap back curtains, the member details can sit centrally.



6: COMMUNICATIONS

Email Footer Style



John Smith
Head of Brand Guidelines

t: +44 (0) 1234 567 | m: +44 (0) 1234 567 899
e: john.smith@evcargo.com | w: www.evcargo.com



Out-of-Office Message

To maintain consistency across all business divisions, please use the following text for your out-of-office message.

Thank you for your email. I am currently out of the office until [insert date]. If your message is urgent, please contact [insert details] who will deal with your inquiry.

Letterheads, Business Cards, Compliment Slips



Referencing EV Cargo

There are several business units within EV Cargo, each with its own chief executive, and, for us to meet our growth ambitions, we must always refer to EV Cargo in a consistent way and adopt a united approach.

EV Cargo is a global business, the single entity that we all work under.

It is not a group of businesses, a network or a partnership and we do not want to refer to operating companies as that doesn't portray a seamless business approach.

However, we can say "EV Cargo's Palletforce", for example.

It's imperative that we adopt the mindset that EV Cargo is a single global logistics business where we all play an individual role in its future growth strategy.

7: PHOTOGRAPHY



Picture power

Our photography serves two main purposes: it helps to promote the innovative and exciting services that we offer customers and it shows off the people across our company who help to make EV Cargo such a successful, growing business.

To keep a consistent style across the business, all images to be used should come via the marketing team.



Focusing on our business

There are times where we will want to highlight the services we offer and the scale of our business. For press releases, we will usually want to focus on our vehicles and infrastructure to give a clear indication of what we can provide for our customers. Our brand and logos should be to the fore.

We must show ourselves in the best light at all times and project a professional, modern image. Vehicles must be clean and in excellent condition. All unnecessary clutter should be removed from work spaces. All workers pictured must be wearing appropriate clothing and safety gear in all photographs.



Putting people in the picture

Our workers are a great asset and photographs our staff are an excellent way to promote our business and its core ethos. Our photography should reflect our brand values and show the human face of our operation. Real people, doing real jobs which bring real benefits to our customers.

It can often be beneficial to show the branding of client companies in these photographs to reinforce the association of EV Cargo with some of the biggest brands in the world. Staff must be appropriately dressed in all photographs and be wearing any necessary safety equipment.

8: SIGNAGE

Tahoma Regular Grey

The Tahoma Regular font in grey is recommended across all signage, eg welcome signs, directional signs, office names and instruction signs.



Tahoma Bold Orange

Use this font sparingly, on areas you want to stand out or draw attention to on signage headers and important instruction signage.



Tahoma Bold, Black or White

The Tahoma Regular font in grey is recommended across all signage, eg welcome signs, directional signs, office names and instruction signs.



Main sign logo placement



Large Fascia Signage: Large EV Cargo logo, centred to the panel.

Example size

Sign: 7600 x 3050 mm Logo: 6360 x 1350mm

Signage layout



Welcome signage: Centralised EV Cargo logo at top of the sign. 'Welcome to' text on the first line, with 'EV Cargo + depot location' on the second line. The font – Tahoma Regular – is the same size for both lines.

Example size

Sign: 1500 x 750mm Logo: 980 x 210mm Font: 350pt

Signage layout



All vehicles parked at owner's risk. EV Cargo will not accept any liability for damage caused while on site.

Informational signage: Centralised EV Cargo logo at top of the sign. Use Tahoma Regular font for the main message.

Example size

Sign: 450 x 300mm Logo: 300 x 65mm Font: 86pt

Signage layout



Generic signage: Centralised EV Cargo logo at top of the sign. Use Tahoma Regular font for the main message.

Signage layout



Instruction signage: Centralised EV Cargo logo at top of the sign. 'Important instruction' text in Tahoma Bold orange, with the instructions in a smaller font in grey below.

Signage layout



Large safety signage headers: The EV Cargo logo should be positioned in the top right. The instructional and informational heading should be aligned to the top left and the sizing and positioning should mirror the logo size.

Signage layout



Directional signage: The EV Cargo should be centralised at the top. Use Tahoma Regular in grey for the message. Use squared orange arrows, of the appropriate length for the sign, but always narrower than the EV Cargo logo.

Arrow style

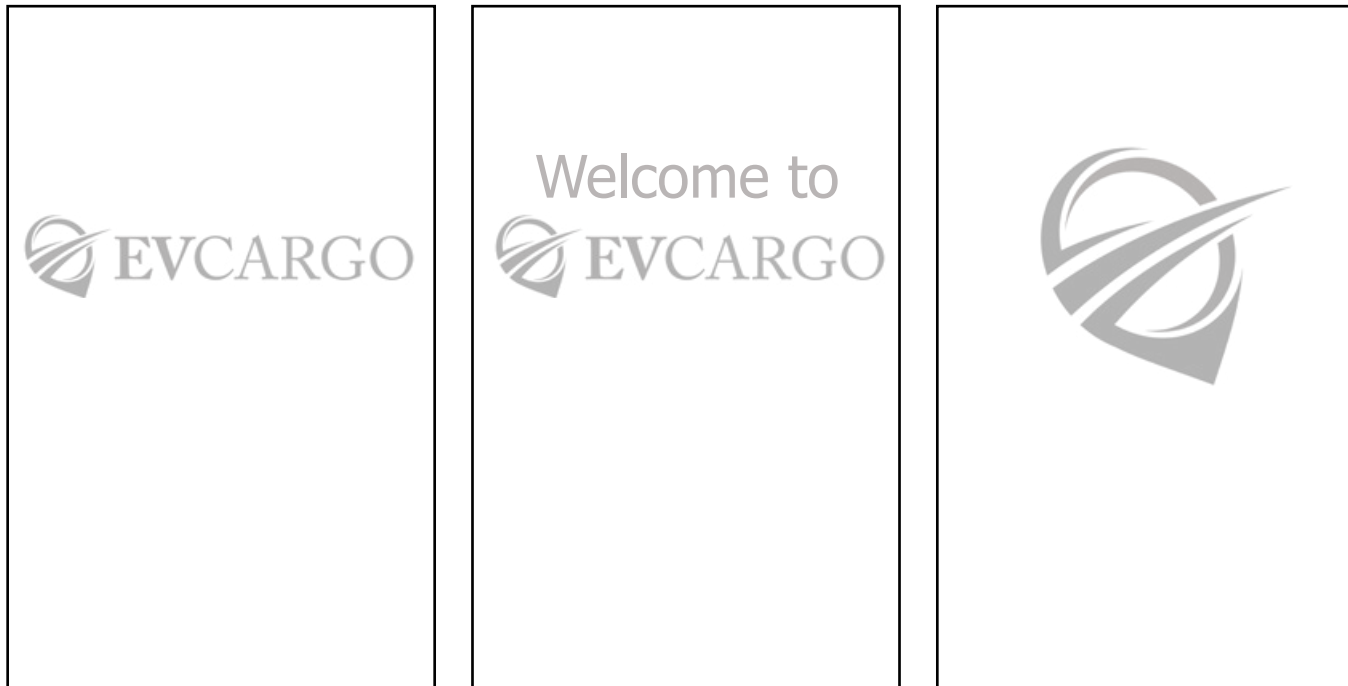


Arrows: On a long, landscape sign, use the arrow on the same line as the text. More than one arrow can be used on a sign, but all arrows must be the same size.

Signage examples

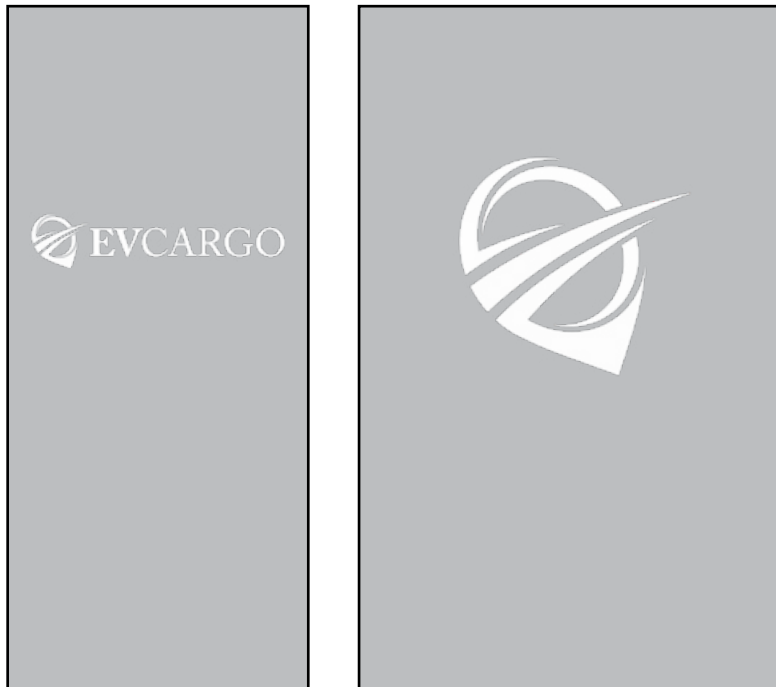


Window layouts



Reception doors and windows: The main entrance doors should have a 'Welcome to EV Cargo' cut silver etch. The windows should have cut silver etch EV Cargo logo with the icon to be used on larger windows only to fill more space.

Window layouts



Boardroom/meeting room windows (only applicable if the windows can be seen from outside): For tall, thin windows use the EV Cargo logo in a reverse cut silver etch. For large windows, to fill more space, use the EV Cargo icon in a reverse cut silver edge.

Reception layout



Reception wall acrylics: EV Cargo logo, two-colour cut vinyl to clear acrylic on a solid white background, depending on wall colour.

Sizes

Standard size: 1000 x 300mm **Larger size:** 1500 x 450mm

Signage layouts



All MOT visitors please
report to window.

Please do not enter the office

Generic internal signage: All internal signage should follow the same rules as for external signage.

Signage layouts

Fuel incentive



Internal noticeboard headers: The EV Cargo logo should be positioned to the right of the sign. The instructional or informational heading, in Tahoma Bold orange, should be left aligned and the sizing and positioning should mirror the logo.

Reception layout



Reception windows (only applicable if internal windows are located inside reception): Use the EV Cargo logo, cut silver etch. Use one size for all window sizes to ensure consistency.

Signage rules

Don't use any font other than Tahoma.



Don't use a solid orange background on signage.



Don't use divisional logos on any external signage.

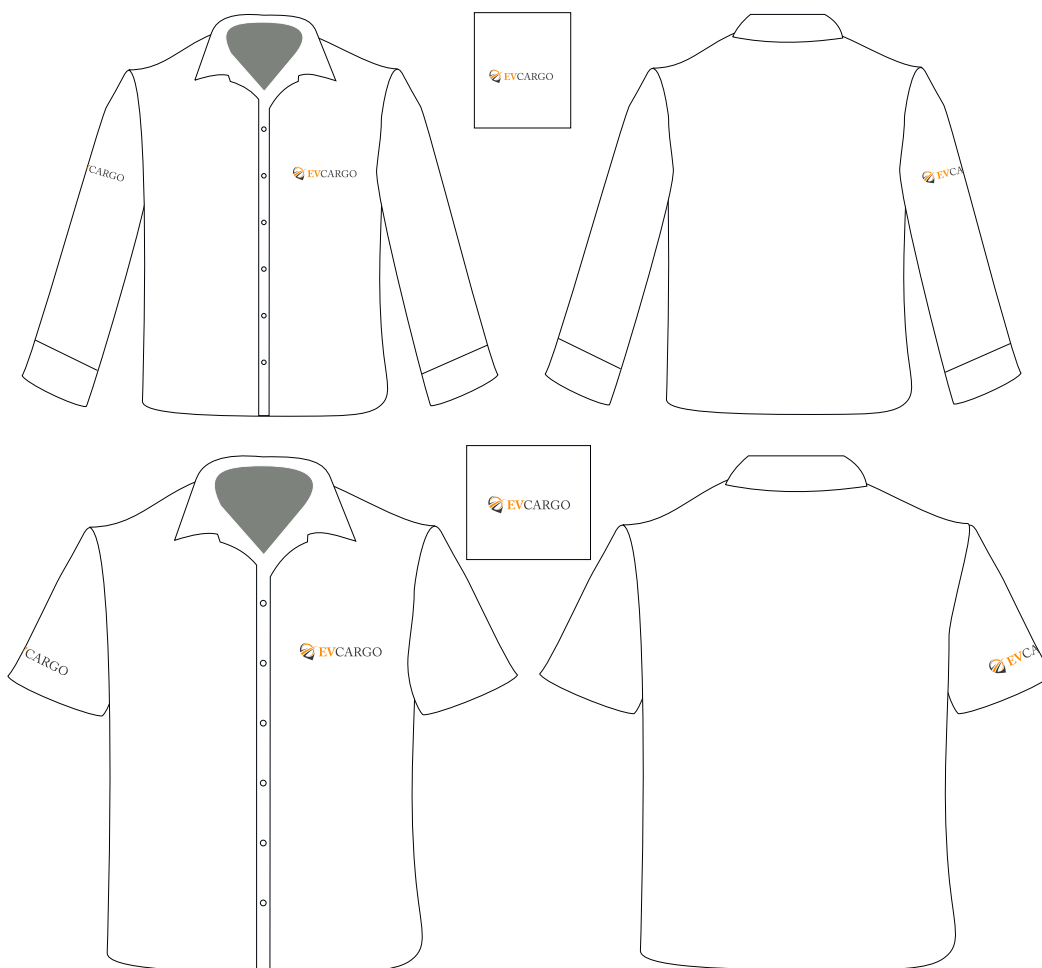


Don't change the layout of the EV Cargo logo.



8: UNIFORMS

Clothing design



Clothing: The colour codes for the cotton for embroidering uniforms are: 1001 – white and 1278 – orange. The uniforms use Madeira cotton.

Logo placement: Left breast, right sleeve (in line with the logo on the breast).

Logo size: 100mm in length.

Clothing design



Hi-vis jackets



9: MISCELLANEOUS

Approval process

For items which don't have a specific template outlined in these brand guidelines, all artwork must be sent to marketing@evcargo.com.

Approval will be sent within 48 hours.

