



SHIPWELL BRAND STANDARDS GUIDE

SHIPWELL

LIVE WELL, SHIPWELL



Table Of Contents

Logo Standards	1
Area of Non-encroachment	2
Color Standards	3
Icon Standards	4
Fonts and Typefaces	5
Stationery Package	6
Home Page	7
Tradeshow Booth	8
Home Page	9
Apparel	10
Web Banner	11
Social Media Icons	12



SHIPWELL BRAND STANDARDS GUIDE

Logo

The Shipwell logo is comprised of type with the addition of a small icon. Three dashes latch on to the "S" indicating speed/moving forward, reflective of Shipwell's innovative thinking.

The logo symbol, colors, type, and size ratio create a recognizable visual identity for Shipwell and should not be recreated and/or altered in any way. To ensure a consistent and accurate usage of the Shipwell logo artwork, always use approved reproduction files.

The Shipwell logos can be used as they appear below: in black, Pantone Neutral Black and Pantone 306 and an outline option used in the business cards.

FULL COLOR LOGO



**PANTONE NEUTRAL
BLACK**



PANTONE 306

BACK AND WHITE LOGO



OUTLINE LOGO





SHIPWELL BRAND STANDARDS GUIDE

Area of Non-encroachment

Wherever the Shipwell logo appears, it should always be clearly visible. In no instance should text or any other visual element overlay the logo. The area of non-encroachment for the Shipwell logo is the size of the "E" in the Shipwell logo as presented below.





SHIPWELL BRAND STANDARDS GUIDE

Corporate Colors



Black

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

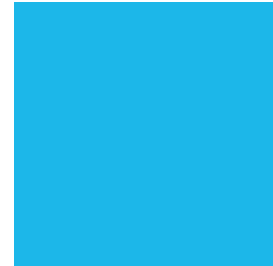
R: 35 G: 31 B: 32



Pantone Neutral Black:

C: 64 M: 59 Y: 60 K: 41

R: 75 G: 72 B: 70



Pantone 306:

C: 74 M: 7 Y: 2 K: 0

R: 0 G: 179 B: 230

The main colors for Shipwell are Pantone Neutral Black and Pantone 306. The neutral accent color used by Shipwell is Black. These are the **ONLY** official colors for Shipwell. The exact color is dictated by Pantone PMS (Process Match System). Note: In all cases refer to this system for breakdowns and always match to the drawdowns. Purchase orders to printers and vendors should specify that orders will not be paid if the color does not match the PMS Shipwell color specifications.

In the event that the PMS color needs to be converted to four-color process (CMYK), the correct breakdown percentages are:

PMS Neutral Black U = C: 64 M: 59 Y: 60 K: 41

PMS 306 U = C: 74 M: 7 Y: 2 K: 0

In the case that the PMS color needs to be converted to RGB color scheme (for use in electronic media and on screen), the correct breakdown is:

PMS Neutral Black = R: 75 G: 72 B: 70

PMS 306 = R: 0 G: 179 B: 230

No screens of any of the Shipwell colors are acceptable for use.



SHIPWELL BRAND STANDARDS GUIDE

Icon

The Shipwell logo includes a small icon consisting of three dashed lines attached to the left side of the "S" and shrinks incrementally. The dashed lines represent speed and movement, symbolizing Shipwell's promise of optimization and forward thinking.

The icon can be used as is or a badge icon for a mobile application. The icon simplifies Shipwell's logo while still capturing Shipwell's driven attitudes and goals.



ICON AS IS



ICON AS APPLICATION BADGE



Typefaces

Shipwell uses the typeface Barlow and Montserrat for all collateral pieces. Barlow is a sans serif typeface (also used in the logo). Montserrat is also a sans serif typeface that serves as a nice alternative. Refer to individual spec pages for size and color usages.

The Shipwell logo is composed of Barlow Black Italic.

NOTE: Arial is acceptable for word processing applications but is strictly prohibited in any other application.

BARLOW BLACK - HEADLINES, SUBHEADS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BARLOW MEDIUM - BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

MONTSERRAT REGULAR - BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



SHIPWELL BRAND STANDARDS GUIDE

Stationery Package

Every organization depends on a variety of business documents. The following three pages provide examples for the approved stationery design for Shipwell's brand standards.

Letterhead

Full color is 4.25" and placed in upper left corner .5" from the top edge and .75" from the left edge.



515 Congress Avenue,
Suite 2650 Austin, TX 78701
512-333-0898
Shipwell.com

Barlow Medium 12 pt Black

.5" x 3.5" Pantone 306

.5" x 3.5" Pantone Neutral
Black

.5" x 3.5" Pantone 306

Size: 8.5" x 11" (flat)

Color: 2/0

Bleeds: 0

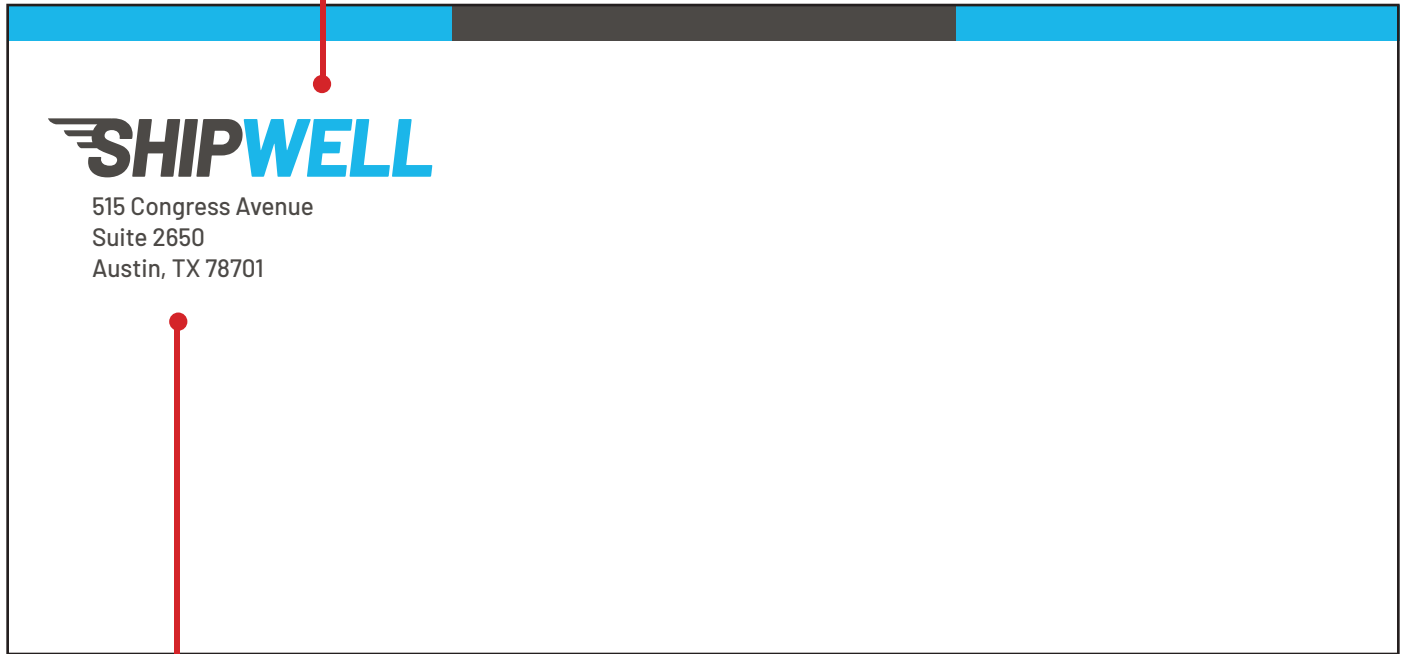


SHIPWELL BRAND STANDARDS GUIDE

Stationery Package Continued

#10 Envelope

Full color is 2.75" and placed
in upper left corner .75"
from the top edge and .125"
from the left edge.



Address: Barlow
Medium 12 pt Black

Size: 9.5" x 4.125" (folded)

Color: 2/0

Bleeds: 0



SHIPWELL BRAND STANDARDS GUIDE

Stationery Package Continued

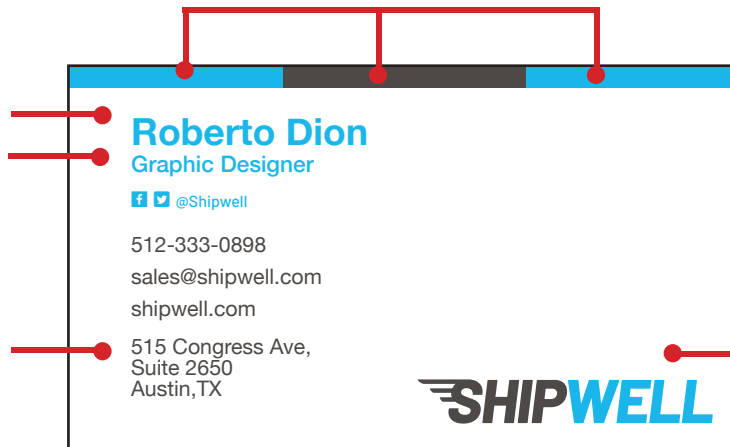
Business Card

The blue rectangles are 1.125" long and the grey rectangle is 1.5" and are .125" tall.

Name:
Helvetica Neue
Bold 14 pt black

Position:
Helvetica Neue
Regular 8.5 pt
black

Contact:
Helvetica Neue
regular 8 pt
black



Full color is 1.6" wide and placed .125" off of the right edge and is .125" from the bottom edge.



Outline logo is 3.125" long and .125" in from the left and right side.

Size: 3.5" x 2" (folded)

Color: 3/0

Bleeds: 0



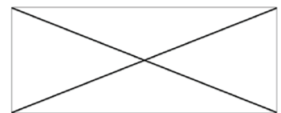
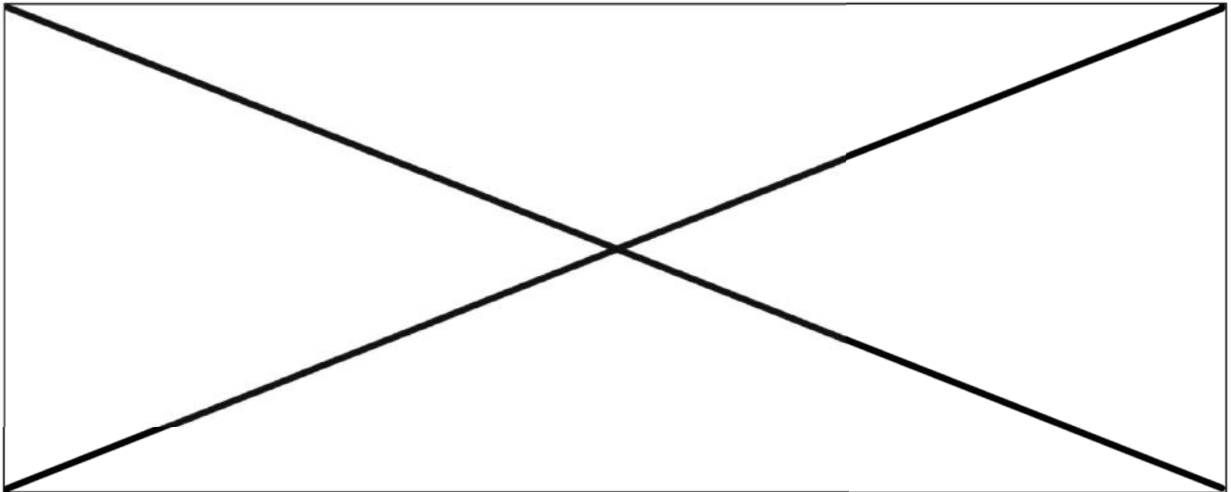
SHIPWELL BRAND STANDARDS GUIDE

Home Page

The new Shipwell homepage retains many familiar features from the previous design but now has a call to action present. The register button will allow those to come to the website with an easily obtainable objective that leads to conversions on Shipwell's end. The page still leaves space for large images, video or gifs.

[REGISTER](#)

[SHIPPERS](#) | [3PL](#) | [CARRIERS](#) | [WHY SHIPWELL?](#) | [COMPANY](#) | [LOGIN](#)



[PRIVACY](#) | [TERMS](#) | [LINKS](#)

COPYRIGHT COMPANY 2020; ALL RIGHTS RESERVED



SHIPWELL BRAND STANDARDS GUIDE

Trade Show Booth

Shipwell's trade booth installation is simple but elegant. Applying the brand's colors to their fullest potential. The large logo seen on the white wall would be done through a vinyl transfer and could be replaced with a banner if needed.

3' x 6' Small Booth

10' x 10' Large Booth





SHIPWELL BRAND STANDARDS GUIDE

Apparel

Shipwell's welcoming colors and modern logo lend itself well to the world of fashion. The logo is simple and creative, lending itself well to things like shirts, hats and other business accessories. These items would be for employees, friends and family.

One color screenprint center chest. Shipwell outline logo is 8" to scale.



Two color screenprint on upper left chest. Shipwell logo is 4" to scale.



Two color embroidery on center hat. Shipwell logo is 4.5" to scale.



Two color screenprint on center chest. Shipwell logo is 8" to scale.



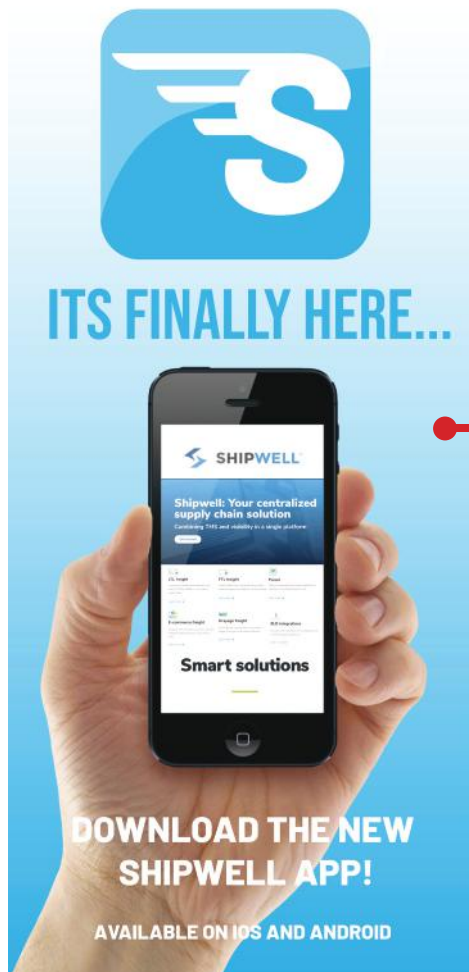
SHIPWELL BRAND STANDARDS GUIDE

Web Banner

Shipwell's new app badge must be seen. This is a "leaderboard banner" advertising the new Shipwell App to make accessing your TMS dashboard that much easier. This banner could be used across out social media and the text is easily stackable and can be re imagined for different size specifications on social media, as seen in the iPhone X advertising example.



728 x 90 pixel "Leaderboard Banner"



iPhone X sized advertisement

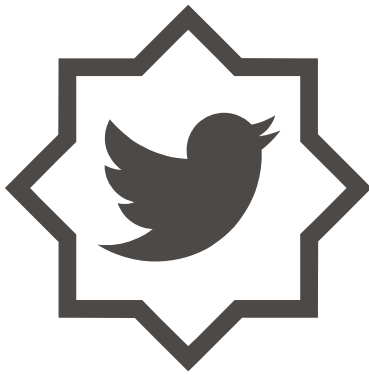


SHIPWELL BRAND STANDARDS GUIDE

Social Media Icons

Social media has become one of the most dominant ways of advertising a business. Shipwell is well aware of this and has branded social media icons to create a visual distinction from their competitors. Shipwell is currently on Twitter and Facebook.

Adding a distinctive border, company colors and fonts to the handles, these social media icons are unmistakably Shipwell's.



@shipwell



@shipwell