



BRAND BOOK

Our brand defines who we are, what we do and what we represent as a courier company.

The following pages help ensure all members are working together to communicate the CARGUS brand with a consistent image and voice. It includes directions on how to use our logos, colors and typefaces.

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AUGUST 2K20

design **SEVER** pl.



01

BEHIND LOGO STORY

The logo represents the most important features of the brand.

SECURITY SAFETY

Safety of entrusted, items. Investment security (in business).

STABILITY BALANCE

Stable position on the market.

STRONG SOLID

Strong company.

DYNAMIC FORCEFUL

"Dynamic" - opposit to static, means fresh, open creative approach.

SPEEDY MOVEMENT

Swift, rapid. Movement from A to B.

MODERN PROGRESSIVE

Following trends. Progressive - growing, developing.



MESSENGER SERVICE

Box, parcel shape.
Subject of the business.



SECURITY SAFETY

Shield shape.
Safety of entrusted, items.
Investment security (in business).



SPEEDY/RAPID MOVEMENT

Fold / Arrow
Folding is a movement,
activity.
Arrow reflecting
progressive, future.



STABILITY BALANCE

Symmetrical
form

CARGUS

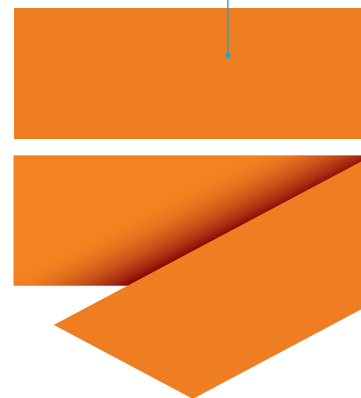
02

OUR LOGO

CARGUS logo is made up of two elements: the symbol - orange shield and the word CARGUS which we call our logotype.

Both of these elements have been specially designed to look just right, so please don't recreate or retyped them yourself. We have created master artworks of the logo for you to use.

SYMBOL



CARGUS

LOGOTYPE

FILES PATH

 CG LOGO / CG LOGO OGB

03

OUR SYMBOL

The symbol can be used alone (without logotype) e.g. as a embroidered badge, on tabs, zipper or as an applications icon.

The symbol can only appear in the orange gradient, orange, black or white.

The symbol cannot be rotated, twisted, embellished, manipulated or have any additional visual effects added to the artwork.

Never redraw! Always use the provided symbol files.



**ORANGE GRADIENT
VERSION**



**ORANGE
VERSION**



**BLACK
VERSION**



**WHITE
VERSION**

FILES PATH

 CG SYMBOL / CG SYM OG

04

THE LOGO COLORS VARIATIONS

We have different configurations and color versions of our logo, depending on where we're using it.

The logo has five color variations:

1. Primary - orange gradient version
2. Orange and black version
3. Orange and white version
4. Black version
5. White version

Wherever possible, the full-color with gradient should be used.

Black and white versions should be used when there is a restriction on the number of colors available for reproduction e.g. black and white printing materials or for stamps.

One color version can be also used on orange backgrounds.

FILES PATH

CG LOGO / CG LOGO OGB

PRIMARY LOGO - ORANGE GRADIENT VERSION



CARGUS



ORANGE & BLACK
VERSION



ORANGE & WHITE
VERSION



BLACK
VERSION



WHITE
VERSION

05

COLOR PALETTE

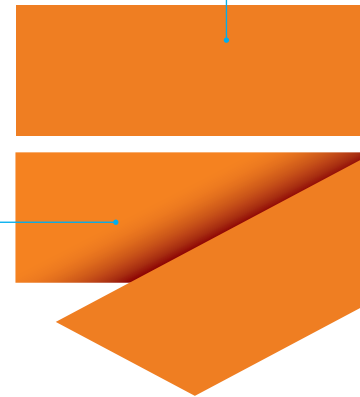
The primary logo should be used in most instances on white or light photographic backgrounds.

This version of the logo should be used whenever possible; however, additional marks are provided for situations where solid colors and black & white versions are needed for production.

FILES PATH
CG LOGO / CG LOGO OGB



C: 0%	C: 0%
M: 60%	M: 100%
Y: 100%	Y: 100%
K: 0%	K: 50%
R 243	R 137
G 130	G 6
B 48	B 13



C: 0%	R 243
M: 60%	G 130
Y: 100%	B 48
K: 0%	

CARGUS

C: 0%	R 30
M: 0%	G 30
Y: 0%	B 30
K: 100%	

05

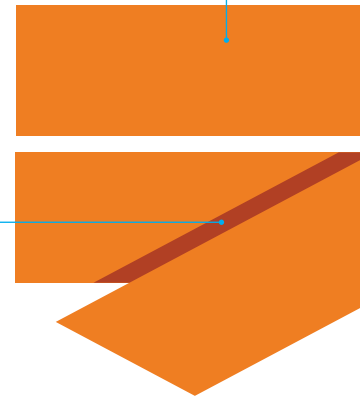
COLOR PALETTE

The solid color versions logo are used for: branding vehicles (foil wrapping), banners (foil), embroideries, engraving and on printing materials where the logo is tiny.

FILES PATH
CG LOGO / CG LOGO OB

C: 0% **R** 176
M: 80% **G** 63
Y: 100% **B** 22
K: 30%

PANTONE 1675 C



C: 0%
M: 60%
Y: 100%
K: 0%

R 243
G 130
B 48

PANTONE 152 C

CARGUS

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

R 30
G 30
B 30

PANTONE Process Black

06

LOGO WITH GRID

CARGUS trademark must always be protected by an exclusion zone, an empty area uncluttered by any interference from either text or graphics.

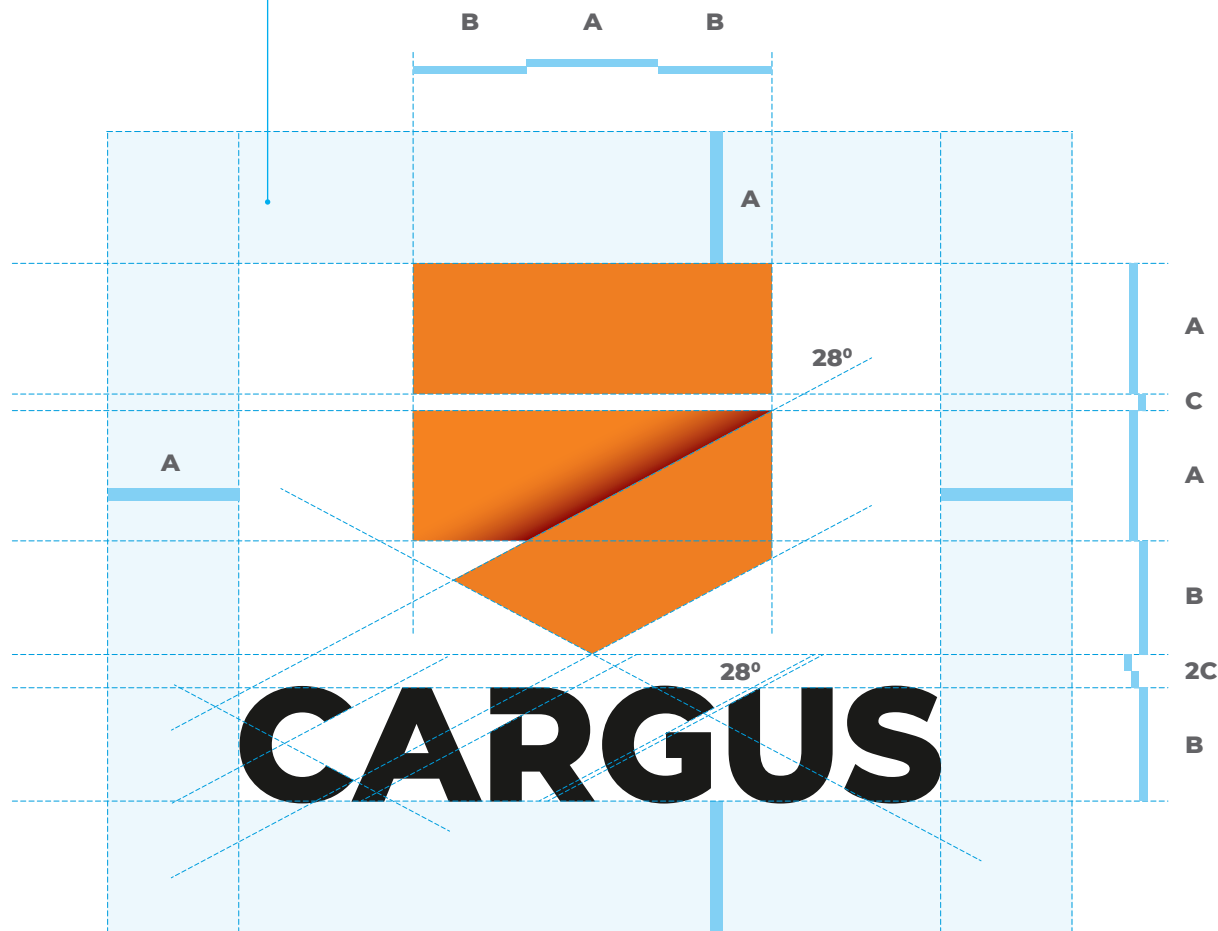
This rule has been made for the Printed and the Digital Communication, it is important to keep the logo clearly visible and free from any visual interference.

The clear space surrounding the logo must be equal to the height of A.

The letters were cut at the same angle as the fold in the symbol (28°).

CLEAR SPACE

A is equal to the height of the horizontal stripes in the symbol.



07

MINIMUM SIZE

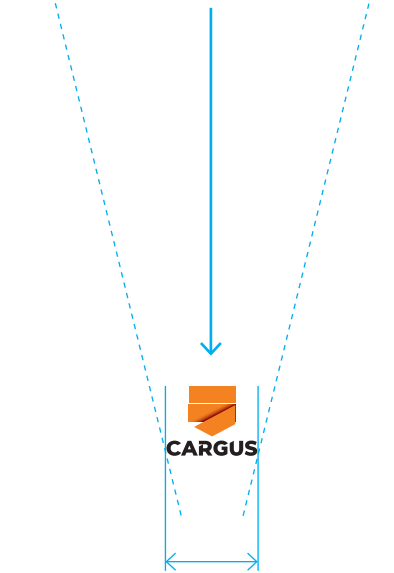
Minimum size refers to the smallest dimensions allowed for brandmark versions. It is stated as a minimum width.

The logo should never be used in sizes smaller than the specified minimum.

Note:
Although only the Full Color CARGUS logo is shown here, these rules apply to black and white versions as well.



CARGUS

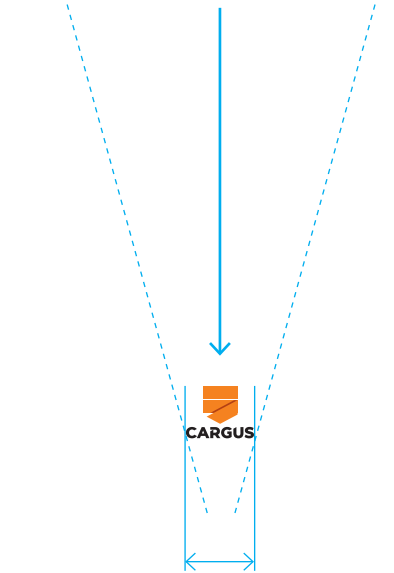


PRINT **12 MM**
12 x 9.25

DIGITAL **65 PIXELS**
65 x 50



CARGUS



PRINT **9 MM**
9 x 7

DIGITAL **39 PIXELS**
39 x 30

FILES PATH

 CG LOGO / CG LOGO OGB

08

TYPEFACES & TYPOGRAPHY

The corporate typeface is Montserrat.

Montserrat family fonts are approved for corporate and advertising communications.

This is a clean, contemporary type family that reflects the modern and sophisticated nature of the CARGUS brand.

FILES PATH

[www.FONTS.GOOGLE.COM](http://www.fonts.google.com)

COPY
on white
background

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?

COPY / COPY TITLE
on orange, colorful
background

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?

COPY
citations

MONTSERRAT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?

SUB-HEADLINES
important
informations

MONTSERRAT SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?

HEADLINES & TITLES
large, short
messages

MONTSERRAT EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?

09

LOGO ARTWORK

Always use the master logo artwork provided and never try to recreate the brandmarks or change them in any way.

FILE NAMING

CG_LOGO_COLOR_4C.ai

BRAND

CG
CARGUS

CGSG
CARGUS
SHIP & GO

SUBJECT

LOGO
LOGO

SYM
SYMBOL

COLOR

OGB
ORANGE
GRADIENT
+ BLACK

OGW
ORANGE
GRADIENT
+ WHITE

OB
ORANGE
+ BLACK

OW
ORANGE
+ WHITE

B
BLACK

W
WHITE

COLOR SPACE

1C
SPOT
COLOR

4C
CMYK

RGB
DIGITAL

FORMAT

AI
EPS
PDF
VECTOR
FILE

PNG
JPG
PSD
RASTER
FILE

09

LOGO ARTWORK

Always use the master logo artwork provided and never try to recreate the brandmarks or change them in any way.



ORANGE GRADIENT CARGUS LOGO PRIMARY LOGO

PRINT

CG_LOGO_OGB_4C.ai
CG_LOGO_OGB_4C.eps
CG_LOGO_OGB_4C.pdf

DIGITAL

CG_LOGO_OGB_RGB.psd
CG_LOGO_OGB_RGB.jpg
CG_LOGO_OGB_RGB.png



ORANGE GRADIENT CARGUS LOGO PRIMARY LOGO NEGATIVE

PRINT

CG_LOGO_OGW_4C.ai
CG_LOGO_OGW_4C.eps
CG_LOGO_OGW_4C.pdf

DIGITAL

CG_LOGO_OGW_RGB.psd
CG_LOGO_OGW_RGB.jpg
CG_LOGO_OGW_RGB.png



ORANGE CARGUS LOGO SOLID COLORS LOGO

PRINT

CG_LOGO_OB_4C.ai
CG_LOGO_OB_4C.eps
CG_LOGO_OB_4C.pdf

DIGITAL

CG_LOGO_OB_RGB.psd
CG_LOGO_OB_RGB.jpg
CG_LOGO_OB_RGB.png



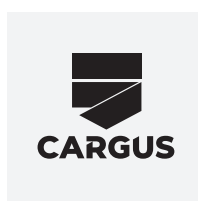
ORANGE CARGUS LOGO SOLID COLORS LOGO NEGATIVE

PRINT

CG_LOGO_OW_4C.ai
CG_LOGO_OW_4C.eps
CG_LOGO_OW_4C.pdf

DIGITAL

CG_LOGO_OW_RGB.psd
CG_LOGO_OW_RGB.jpg
CG_LOGO_OW_RGB.png



BLACK CARGUS LOGO ONE COLOR LOGO

PRINT

CG_LOGO_B_1C.ai
CG_LOGO_B_1C.eps
CG_LOGO_B_1C.pdf

DIGITAL

CG_LOGO_B_RGB.psd
CG_LOGO_B_RGB.jpg
CG_LOGO_B_RGB.png



WHITE CARGUS LOGO ONE COLOR LOGO

PRINT

CG_LOGO_W_1C.ai
CG_LOGO_W_1C.eps
CG_LOGO_W_1C.pdf

DIGITAL

CG_LOGO_W_RGB.psd
CG_LOGO_W_RGB.jpg
CG_LOGO_W_RGB.png

FILES PATH

CG LOGO

09

LOGO ARTWORK

Always use the master logo artwork provided and never try to recreate the brandmarks or change them in any way.



ORANGE GRADIENT CARGUS SYMBOL

PRINT

CG_SYM_OG_4C.ai
CG_SYM_OG_4C.eps
CG_SYM_OG_4C.pdf

DIGITAL

CG_SYM_OG_RGB.psd
CG_SYM_OG_RGB.jpg
CG_SYM_OG_RGB.png



ORANGE CARGUS SYMBOL

PRINT

CG_SYM_O_4C.ai
CG_SYM_O_4C.eps
CG_SYM_O_4C.pdf

DIGITAL

CG_SYM_O_RGB.psd
CG_SYM_O_RGB.jpg
CG_SYM_O_RGB.png



BLACK CARGUS SYMBOL

PRINT

CG_SYM_B_1C.ai
CG_SYM_B_1C.eps
CG_SYM_B_1C.pdf

DIGITAL

CG_SYM_B_RGB.psd
CG_SYM_B_RGB.jpg
CG_SYM_B_RGB.png



WHITE CARGUS SYMBOL

PRINT

CG_SYM_W_1C.ai
CG_SYM_W_1C.eps
CG_SYM_W_1C.pdf

DIGITAL

CG_SYM_W_RGB.psd
CG_SYM_W_RGB.jpg
CG_SYM_W_RGB.png

FILES PATH

 CG SYMBOL