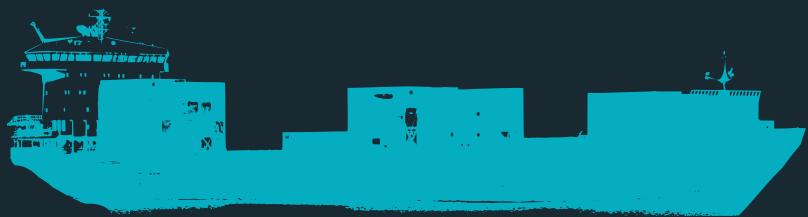


Brand Development Guide

CARGO.Turtle



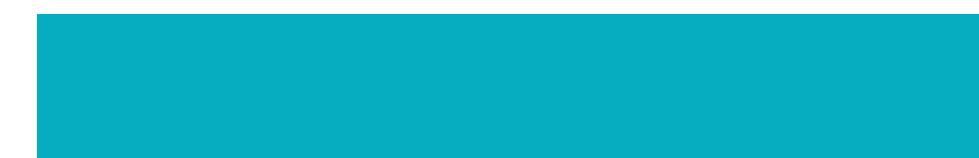
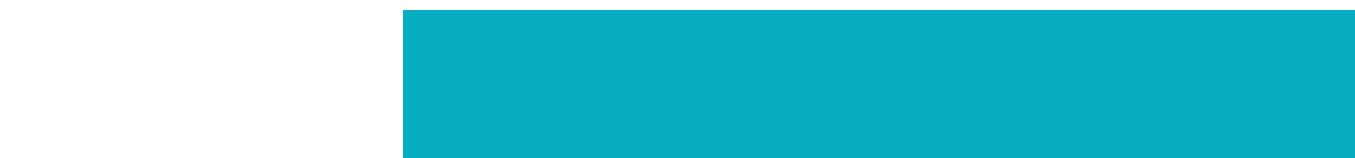
Trent N. Ford

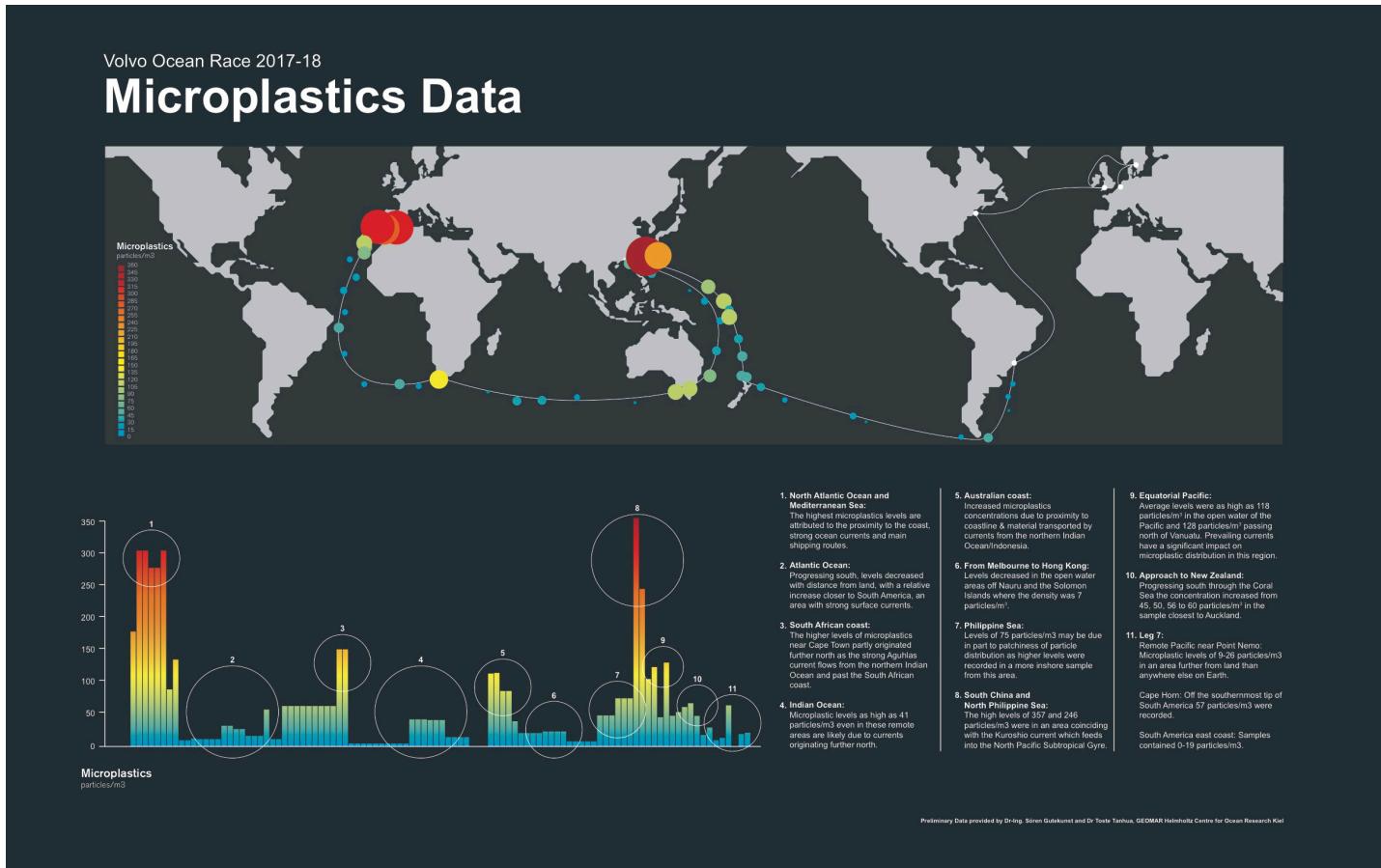
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My startup ships
cargo freight to
clean up the ocean.



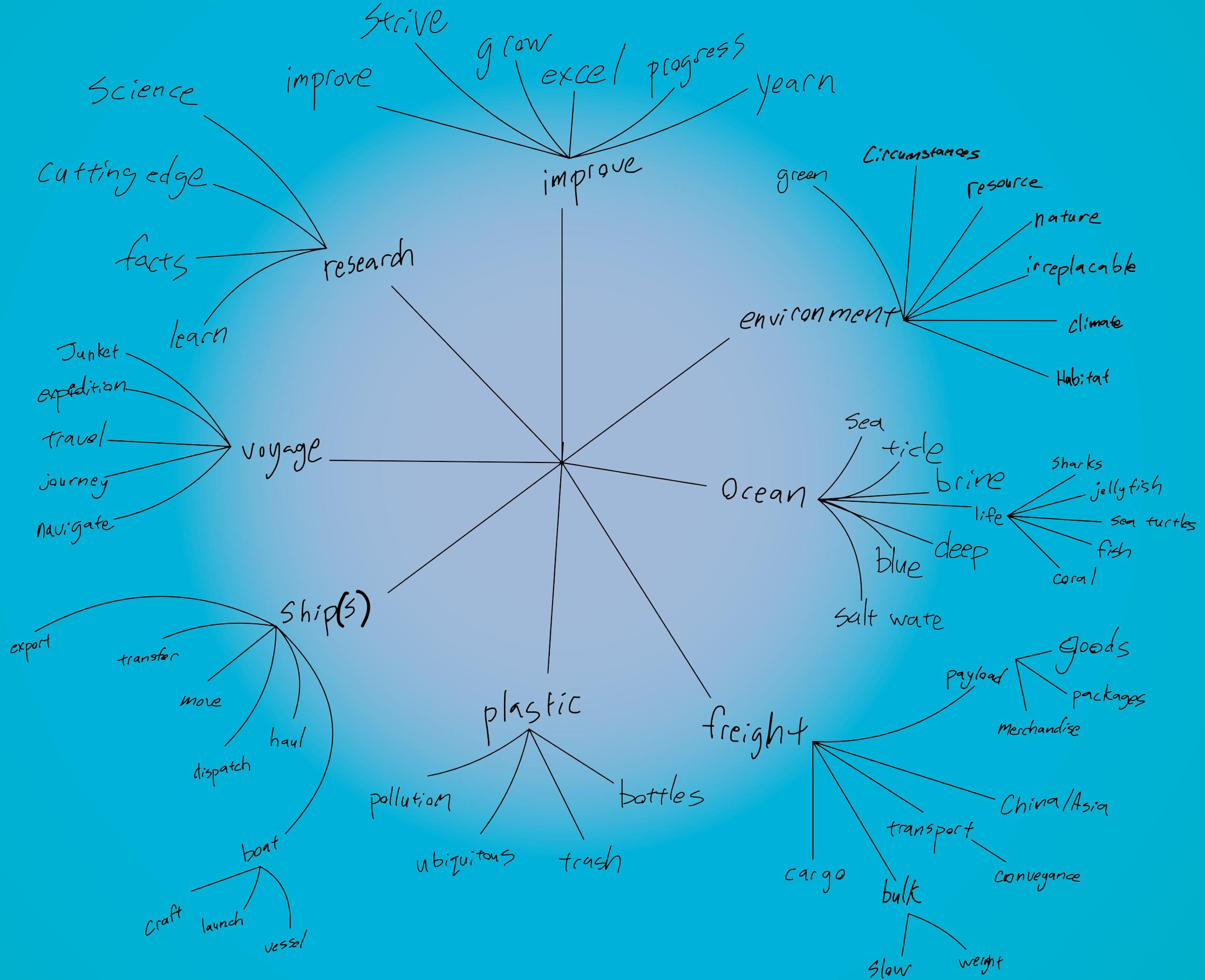


Terrence Rivercrosser was in Louisiana in March 2020, when the world hit the panic button on everything. With all of the societal upheaval that immediately followed, he was convinced that politics were not suited for completely handling the large problems such as climate change and environmental impact. He did research and learned about a new technology that could remove particulates from water, so Terrence contacted the inventor, Ramiro Heruka, and discussed how it could be commercialized.

Terrence and Ramiro did model tests, and ultimately hit upon the idea to line ocean vessels with this special material. No business would let them try it out, so together they created this company in September 2020. The company strives to use each voyage of shipping goods as a way to remove plastic and trash particulates from the water, thereby leaving the ocean cleaner with each shipping voyage. The goal of the company is two-fold. First, to improve the environment instead of polluting the environment. Second, out-compete competitors that have environmentally damaging practices and acquire their routes and contracts.



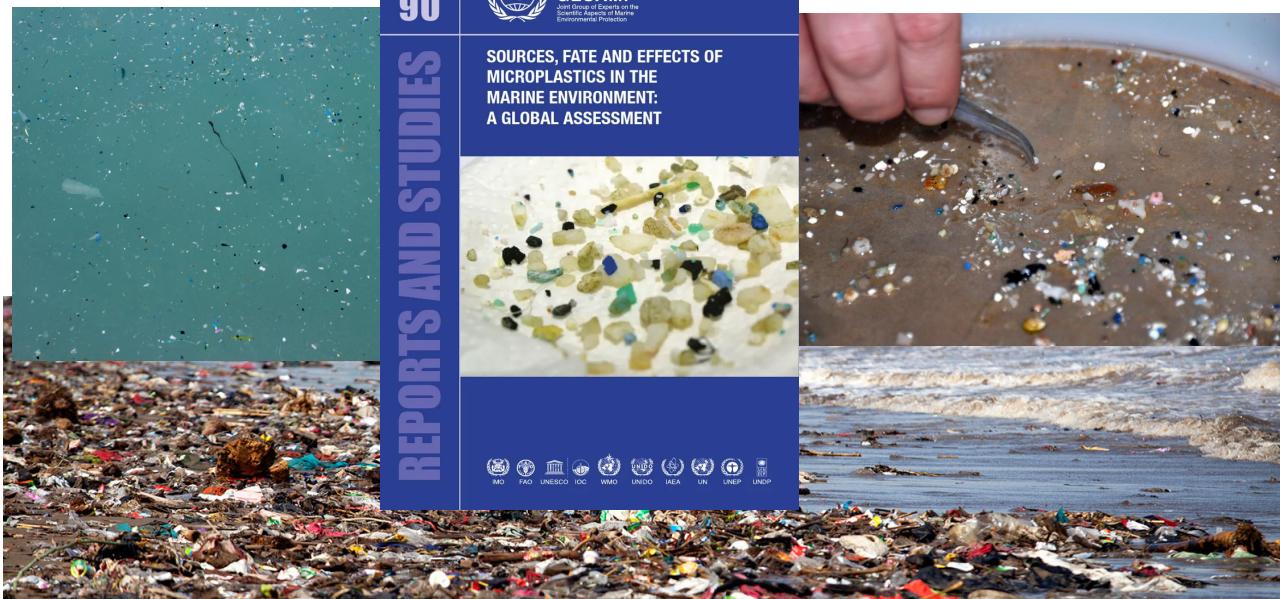
Brainstorming - Mind Map



- 1. Environmental
- 2. Cutting-edge
- 3. Efficient

- 1. Cargo Turtle**
- 2. Clean Cargo
- 3. Enviroship

Contemporary Moodboard



90

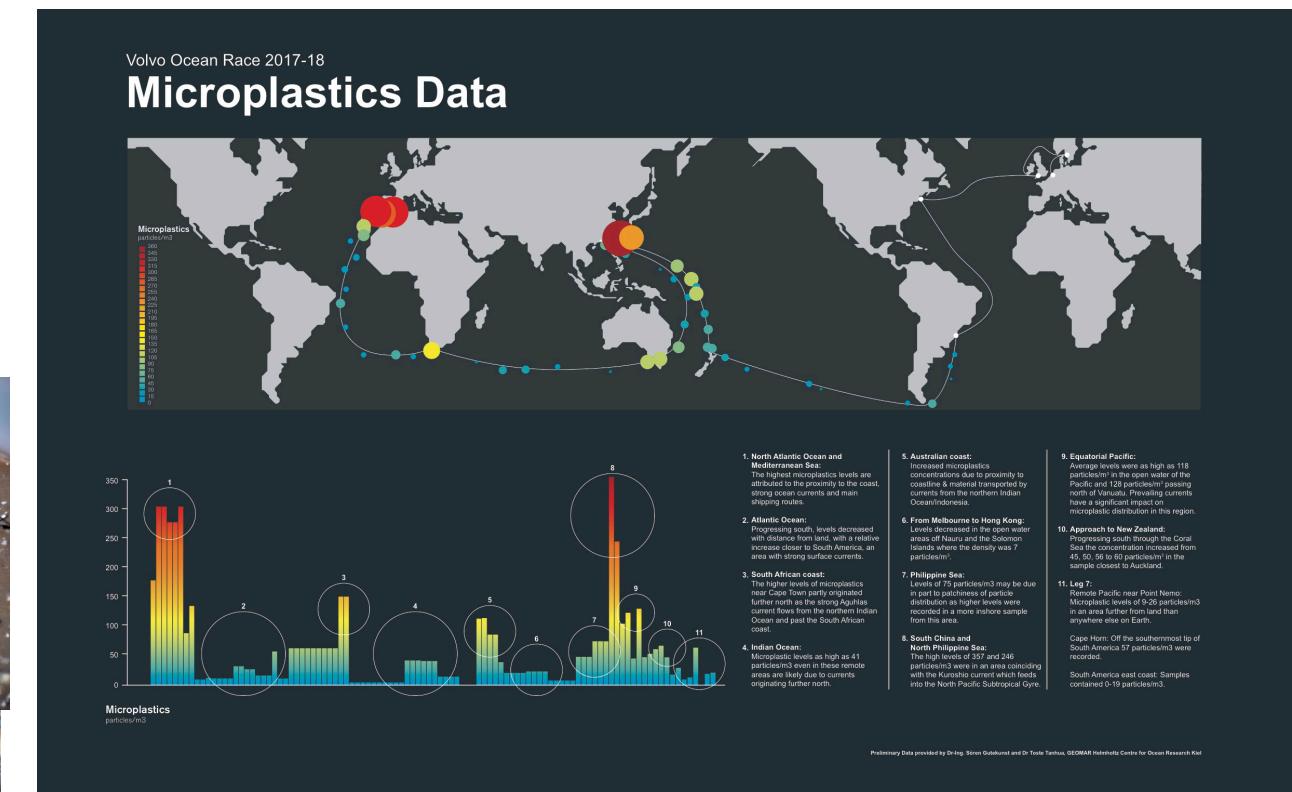


REPORTS AND STUDIES

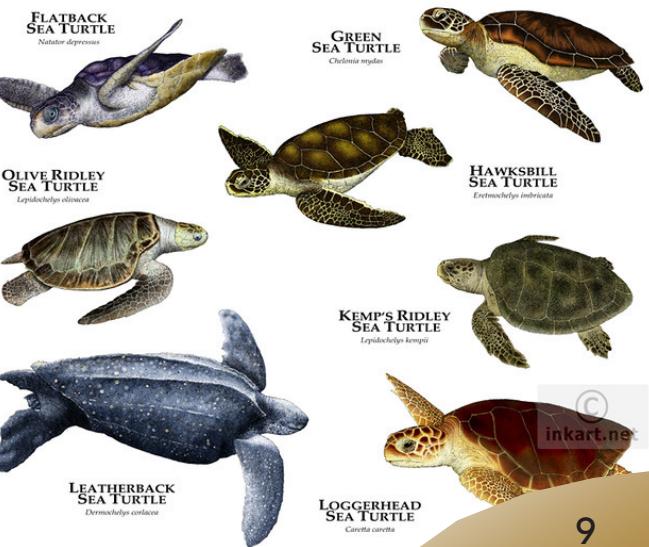
SOURCES, FATE AND EFFECTS OF MICROPLASTICS IN THE MARINE ENVIRONMENT: A GLOBAL ASSESSMENT



8

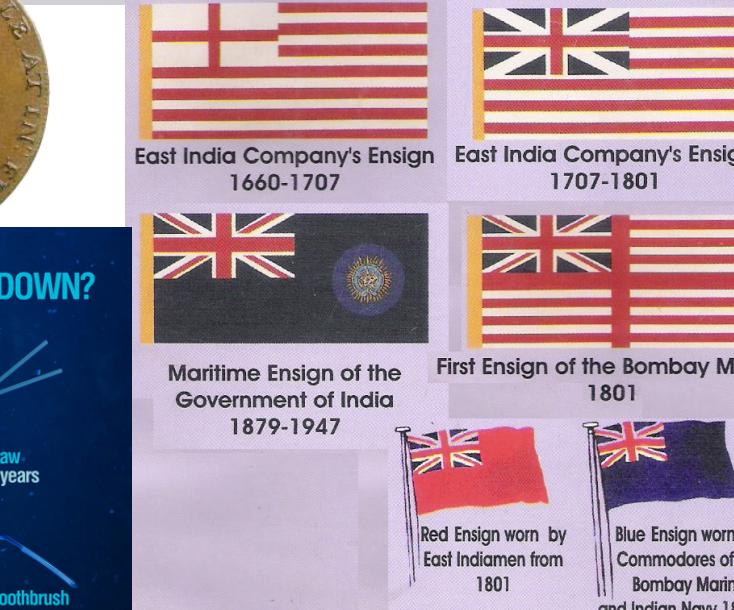
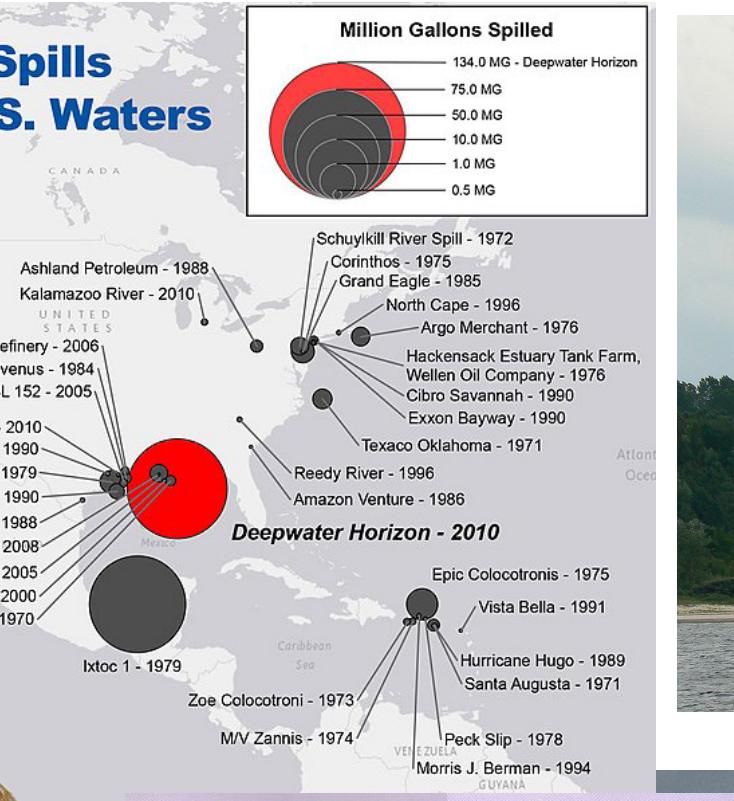
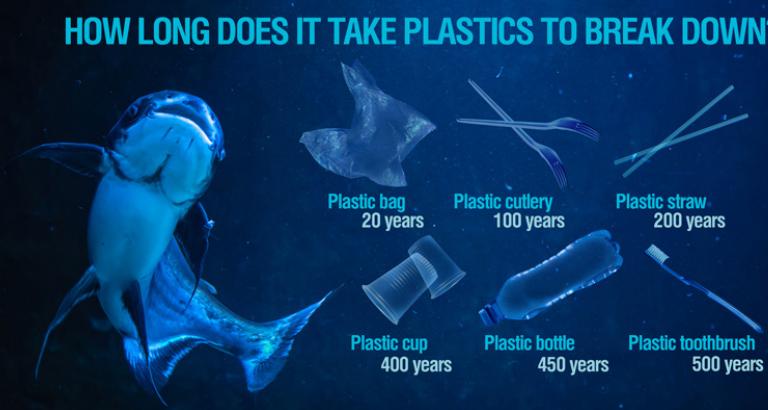
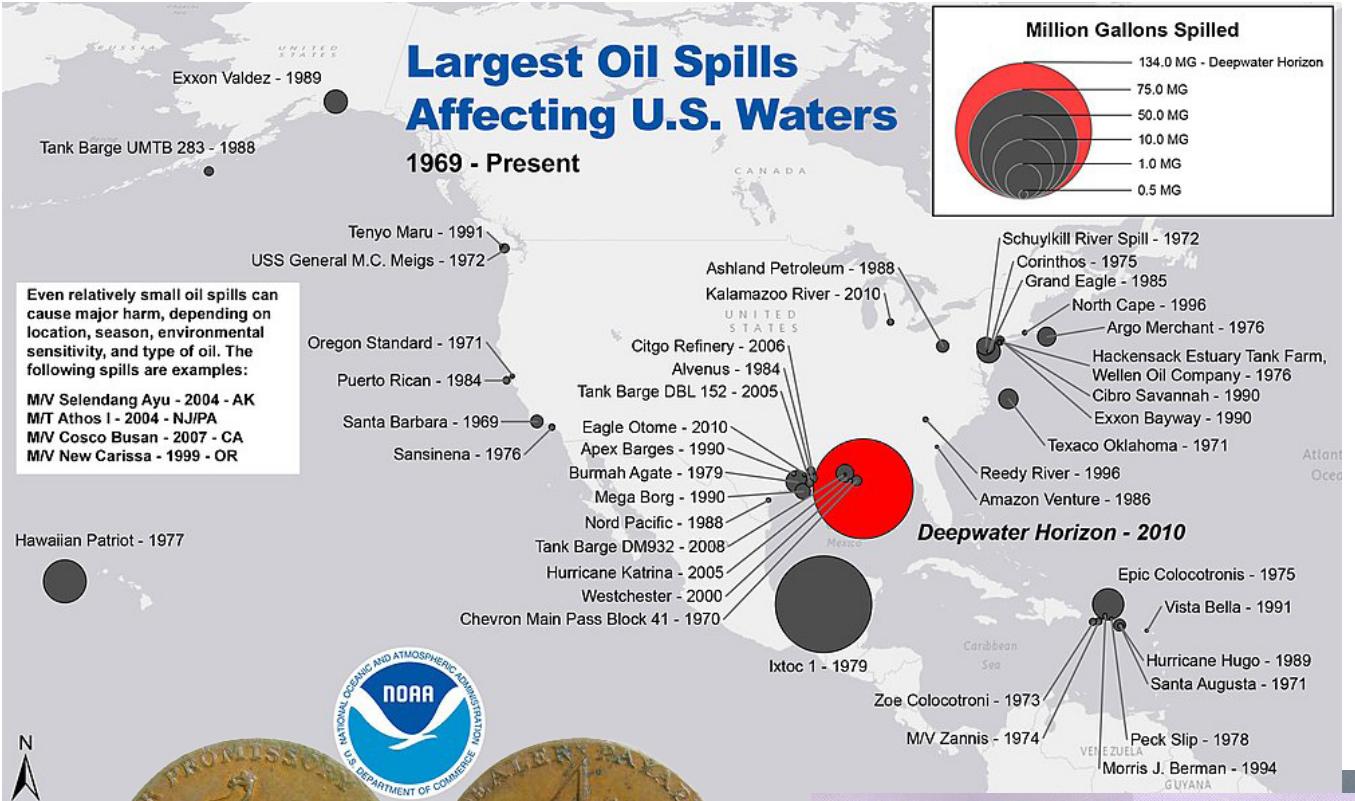
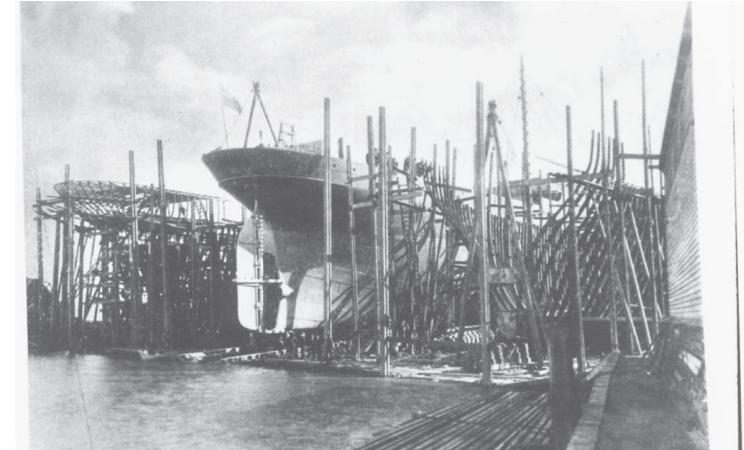


SEA TURTLES OF THE WORLD



9

Historical Moodboard



Overall Word Shape

cargoturtle cargo turtle
CargoTurtle ●CargoTurtle
CARGOTURTLE ●CARGO TURTLE

Letter Shapes

CCC CCC **C** CCC C C C C
AAA AAA **A** AAA A A A A
RRR RRR **R** RRR RRR RRR
GGG GGG **G** GGG GGG GGG
OOO OOO **O** OOO O O O O

TTT TTT **T** TTT TTT TTT
UUU UUU **U** UUU UUU UUU
RRR RRR **R** RRR RRR RRR
TTT TTT TTT TTT TTT TTT
LLL LLL **L** LLL LLL LLL
EEE EEE **E** EEE EEE EEE
• • • • • • •

c c c c c c c C c c c C c c c
a a a a a a a A a a a A a a a
r r r r r r r R r r r R r r r
g g g g g g g G g g g G g g g
o o o o o o o O o o o O o o o
t t t t t t t T t t t T t t t
u u u u u u u U u u u U u u u
r r r r r r r R r r r R r r r
t t t t t t t T t t t T t t t
l l l l l l l L l l l L l l l
e e e e e e e E e e e E e e e
• • • • • • •

Type Skeletons

Cargo Turtle Cargo Turtle
Cargo Turtle •Cargo Turtle
Cargo Turtle *Cargo Turtle*
Cargo Turtle **Cargo Turtle**

CARGO TURTLE
Cargo Turtle
Cargo Turtle
Cargo Turtle
Cargo Turtle

Cargo Turtle
CARGO Turtle
CARGO turtle

CARGOTURTLE	CARGOTURTLE
CARGOTurtle	CARGOTurtle
CARGO Turtle	CARGO Turtle
CARGO -Turtle	CARGO-Turtle
CARGO ~Turtle	CARGO~Turtle
CARGO _Turtle	CARGO_Turtle
CARGO .Turtle	CARGO.Turtle

CARGO
CARGO.
Turtle
.Turtle

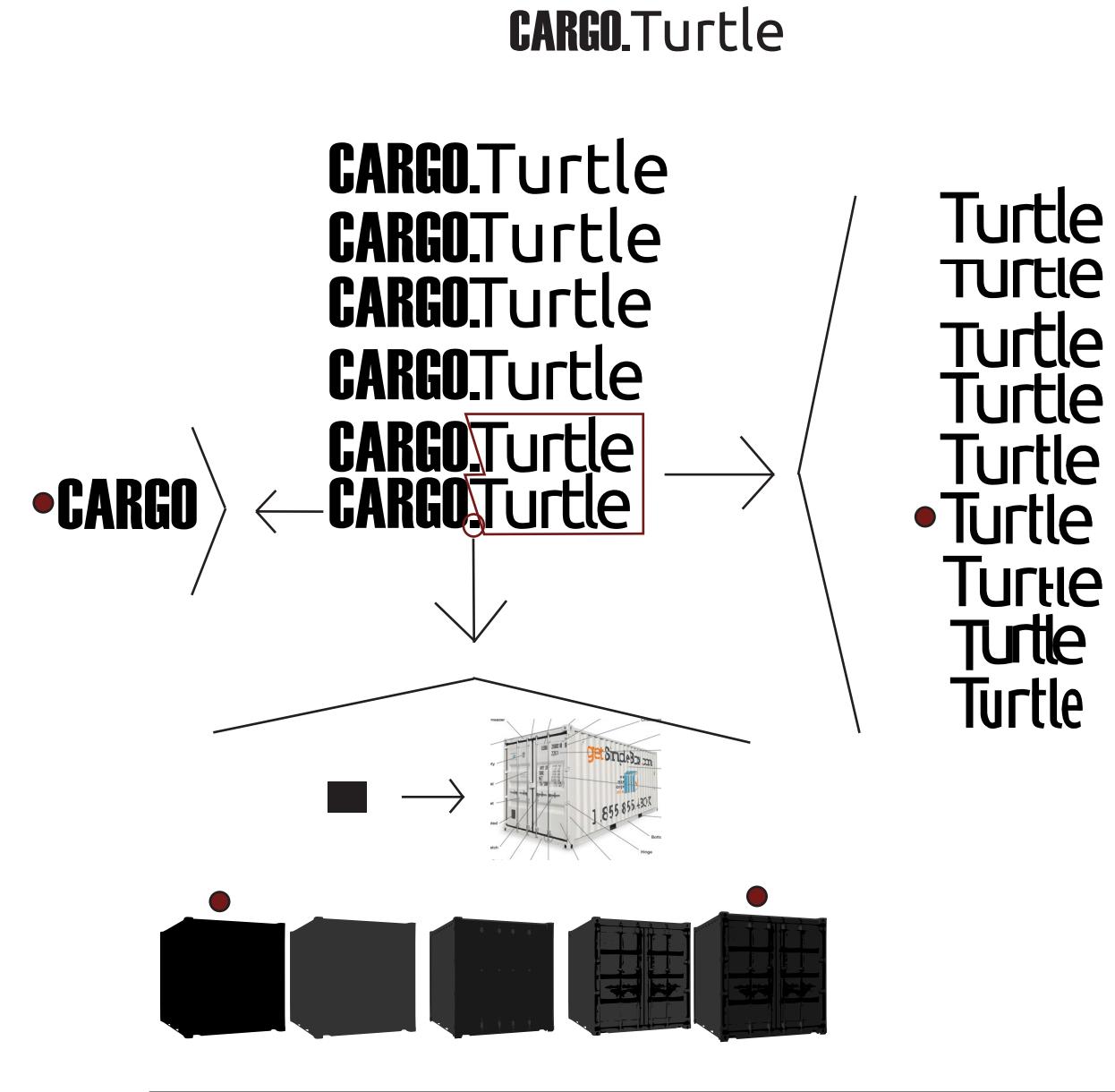
CARGO
Turtle

CARGO.Turtle

• CARGO.Turtle

CARGO.Turtle

CARGO.Turtle



CARGO.Turtle

CARGO.Turtle

• CARGO.Turtle
• CARGO.Turtle

CARGO  **Turtle**
CARGO  **Turtle**

Final Logotype

CARGO.Turtle
CARGO.Turtle

CARGO.Turtle
CARGO.Turtle

CARGO.Turtle
CARGO.Turtle

CARGO.Turtle

CARGO.Turtle

Color Palette



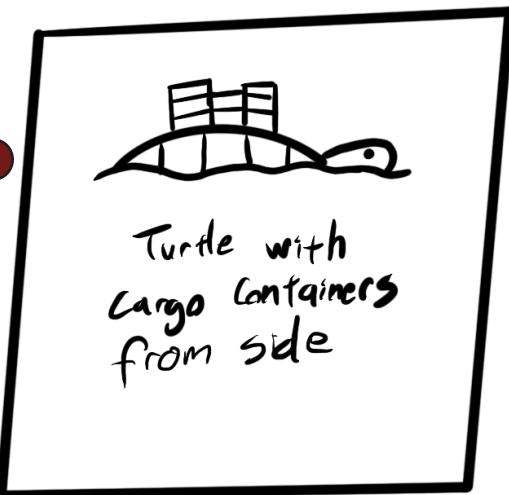
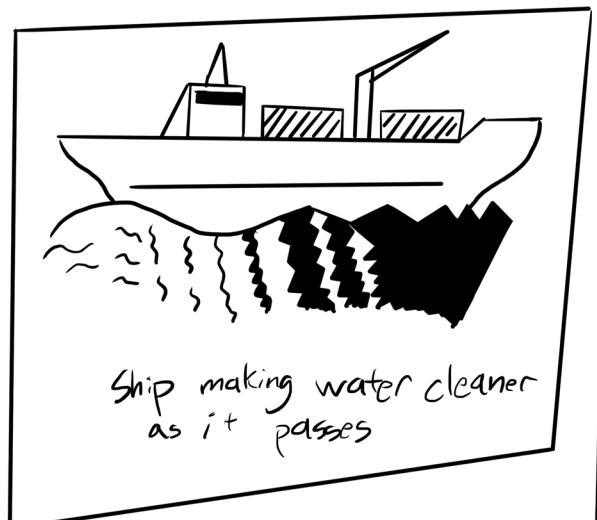
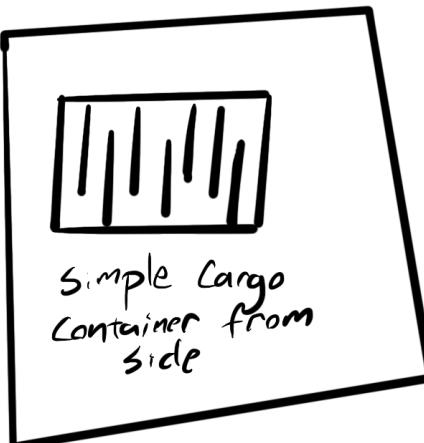
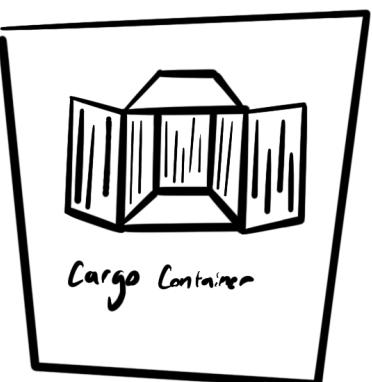
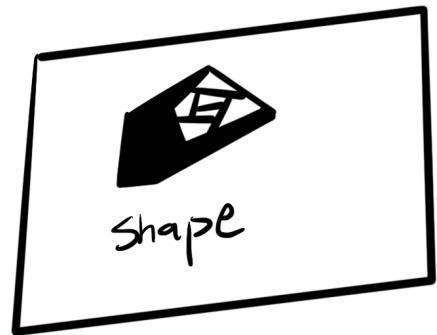
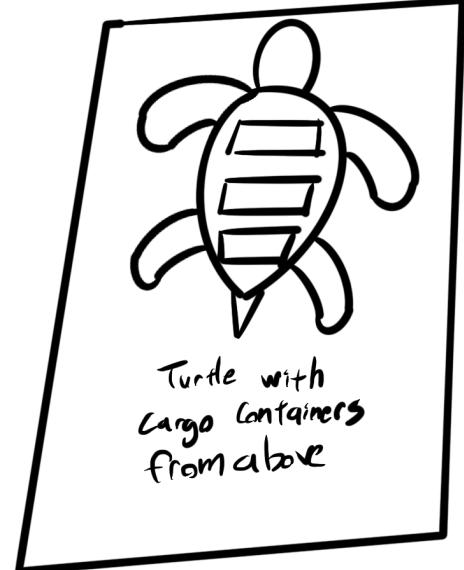
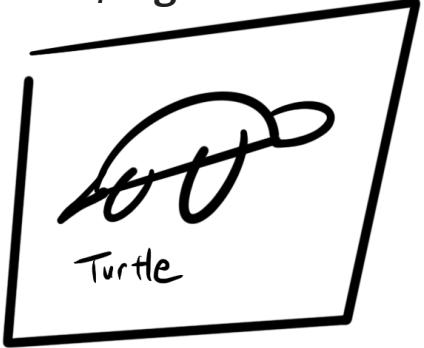
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Diamond Cut #EA8F1 R: 234 G: 232 B: 241	Light Skyway #C2E3E9 R:194 G:227 B:233	Light Sky Chase #B8D6DA R:184 G:214 B:218	Bleu Nattier #9BBFBF R:155 G:191 B:191	Tourmaline #84A2A6 R:132 G:162 B:166	Black Sheep #0D0D0E R:13 G:13 B:14
Baltic Bream #A1B9D9 R: 161 G: 185 B: 217	Forest Biome #174C47 R:23 G:76 B:71	Anchorman #2B3840 R:43 G:56 B:64	Abyssal Anchorfish Blue #182932 R:24 G:41 B:50	Black #000000 R:0 G:0 B:0	
Blue Atoll #00B2D9 R:0 G:178 B:217	Scuba Blue #00ADB# R:0 G:173 B:191				

Cargo Turtle Approved Palette

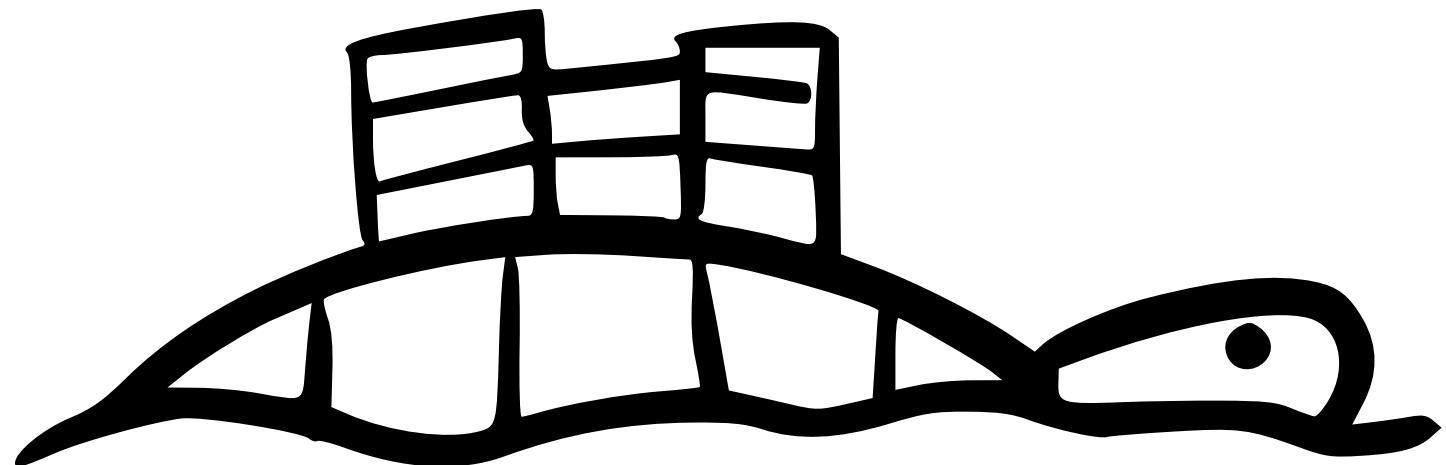
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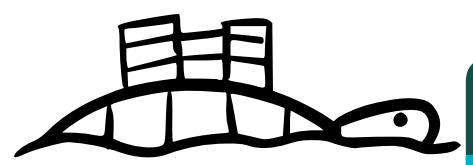
CARGO.Turtle

Mark/Logo Ideas



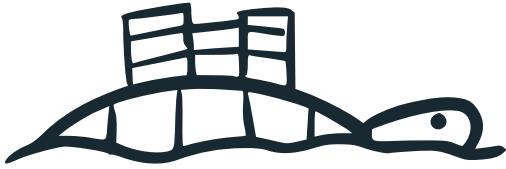
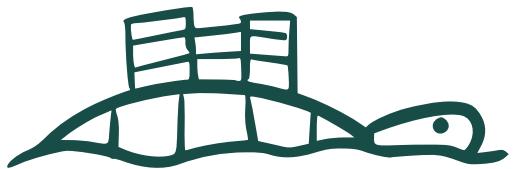
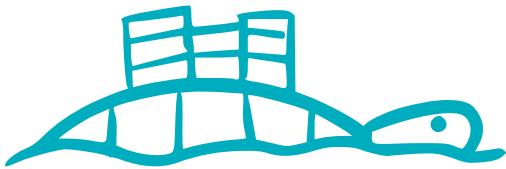
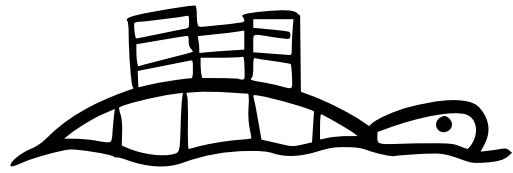
Final Mark/Logo



 CARGO.Turtle

 CARGO.Turtle





CARGO.Turtle

Cargo

Cargo consists of bulk goods conveyed by water, air, or land. In economics, freight is cargo that is transported at a freight rate for commercial gain. Cargo was originally a shipload but now covers all types of freight, including transport by rail, van, truck, or intermodal container.^[1] The term cargo is also used in case of goods in the cold-chain, because the perishable inventory is always in transit towards a final end-use, even when it is held in cold storage or other similar climate-controlled facility. The term freight is commonly used to describe the movements of flows of goods being transported by any mode of transportation.^[2]

Marine Cargo

Break bulk / general cargo are goods that are handled and stowed piecemeal to some degree, as opposed to cargo in bulk or in modern shipping containers. Typically bundled in batches for hoisting, either with cargo nets, slings, crates, or stacked on trays, pallets or skids; at best (and today mostly) lifted directly into and out of a vessel's holds, but otherwise onto and off its deck, by cranes or derricks present on the dock or on the ship itself. If hoisted on deck instead of straight into the hold, liftable or rolling unit loads, like bags, barrels/vats, boxes, cartons and crates, then have to be man-handled and stowed competently by stevedores.

Break Bulk

Securing break bulk and general freight inside a vessel, includes the use of dunnage. When no hoisting equipment available, break bulk would previously be man-carried on and off ship, over a plank, or by passing via human chain. Since the 1960s, the volume of break bulk cargo has enormously declined worldwide in favor of mass adoption of containers. Bulk cargo, such as salt, oil, tallow, but also scrap metal, is usually defined as commodities that are neither on pallets nor in containers. Bulk cargoes are not handled as individual pieces, the way heavy-lift and project cargoes are. Alumina, grain, gypsum, logs, and wood chips, for instance, are bulk cargoes. Bulk cargo is classified as liquid or dry.

Source for text:

<https://en.wikipedia.org/wiki/Cargo>

Sea Turtles



The seven existing species of sea turtles are the green sea turtle, loggerhead sea turtle, Kemp's ridley sea turtle, olive ridley sea turtle, hawksbill sea turtle, flatback sea turtle, and leatherback sea turtle.^[4] All six of the sea turtle species present in US waters (loggerhead, green sea turtle, hawksbill, Kemp's ridley, olive ridley, and leatherback) are listed as endangered and/or threatened under the Endangered Species Act.^[5] The seventh sea turtle species is the Flatback, which exists in the waters of Australia, Papua New Guinea and Indonesia.^[5] Sea turtles can be separated into the categories of hard-shelled (cheloniid) and leathery-shelled (dermochelyid).^[6] There is only one dermochelyid species which is the leatherback sea turtle.^[6]



Threats to Sea Turtles - Marine debris

Another danger to sea turtles comes from marine debris, especially plastics [137] which may be mistaken for jellyfish, and abandoned fishing nets in which they can become entangled.

Sea turtles in all types are being endangered by the way humans use plastic. Recycling is known of and people recycle but not everyone does. The amount of plastic in the oceans and beaches is growing every day. The littering [138] of plastic is 80% of the amount.

When turtles hatch from their eggs on the beach, they are already endangered with plastic. Turtles have to find the ocean by themselves and on their journey from land to sea, they encounter a lot of plastic. Some even get trapped in the plastic and die from lack of resources and from the sun being too hot. Sea turtles eat plastic bags [139] because they confuse them with their actual diet, jellyfish, algae and other components. The consumption of plastic is different for every breed of sea turtle, but when they ingest the plastic, it can clog their intestines and cause internal bleeding which will eventually kill them. In 2015, an olive ridley sea turtle was found with a plastic drinking straw lodged inside its nose.[140] The video of Nathan J. Robinson has helped raise considerable awareness about the threat posed by plastic pollution to sea turtles.

Research

The research into turtle consumption of plastic is growing. A laboratory of Exeter[141] and Plymouth Marine tested 102 turtles and found plastic in every one of their stomachs. The researchers found more than 800 pieces of plastic in those 102 turtles. That was 20 times more than what was found in the last research. Those researchers stated that the most common things found were cigarette buds, tire, plastic in many forms and fishing material.

There is a large quantity of plastic in the ocean, 80% of which comes from landfills; the ratio of plankton to plastic in the ocean is one to six. The “Great Pacific Garbage Patch” is a swirl of garbage in the Pacific Ocean that is 6 m (20 ft) deep and contains 3.5 million tons of garbage. This is also known as the “plastic island”.

The chemicals in the plastic that sea life eats damages their internal organs and can also clog their airway. The chemicals in the plastic that they eat is also a leading cause of the death of the turtles. If the turtles are close to laying eggs, the chemicals that they ingested from the plastic can seep into their eggs and affect their offspring. It is unlikely for the baby sea turtles to survive with those chemicals in their system.

Guideline System for Text Content

Big Headings: Ubuntu Bold

Condensed Headings: Haettenschweiler Regular

Body: Ubuntu Light,

For emphasis: Ubuntu Regular

Decorative/Other: Candara Regular

More scientific text

Headings: Haettenschweiler Regular

Body: Rustica Light,

For emphasis: Rustica Regular

Footnotes, Legal, etc.: CondorCond

Topical

Sea life, environment, etc.:

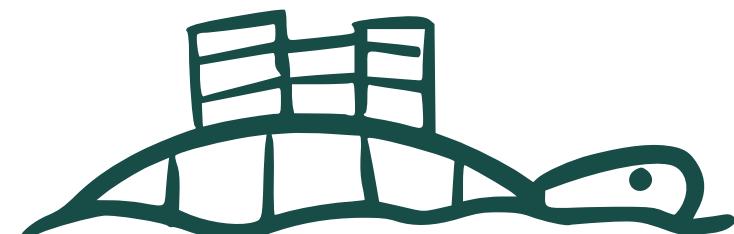
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Body: Candara Regular

Pollution, climate threats, etc.

Headings: Tripper Pro Regular

Body: Condor Regular



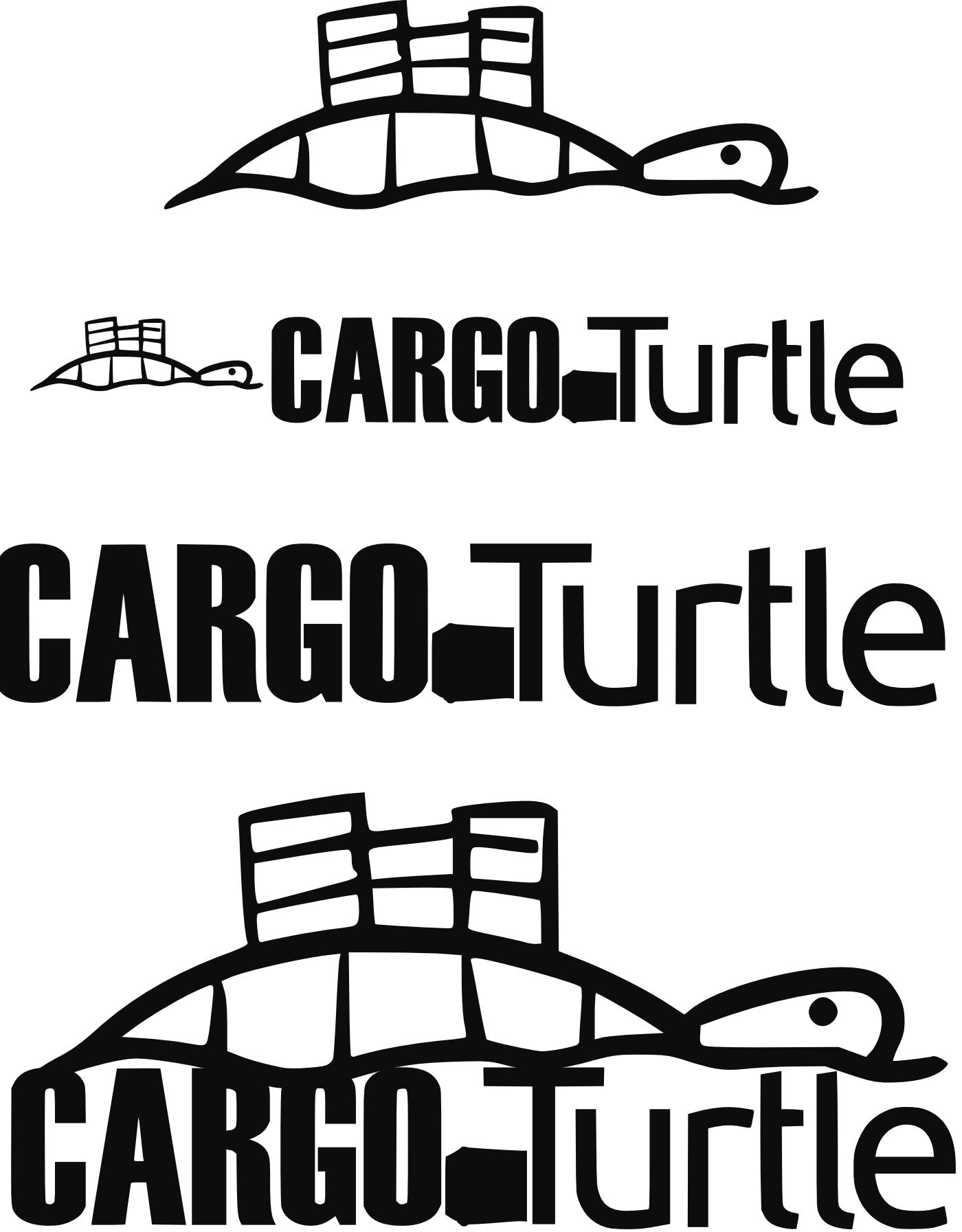
How
does
this

help
her?

Find out at
our website:

<https://drfretnot.github.io/cargoturtle>







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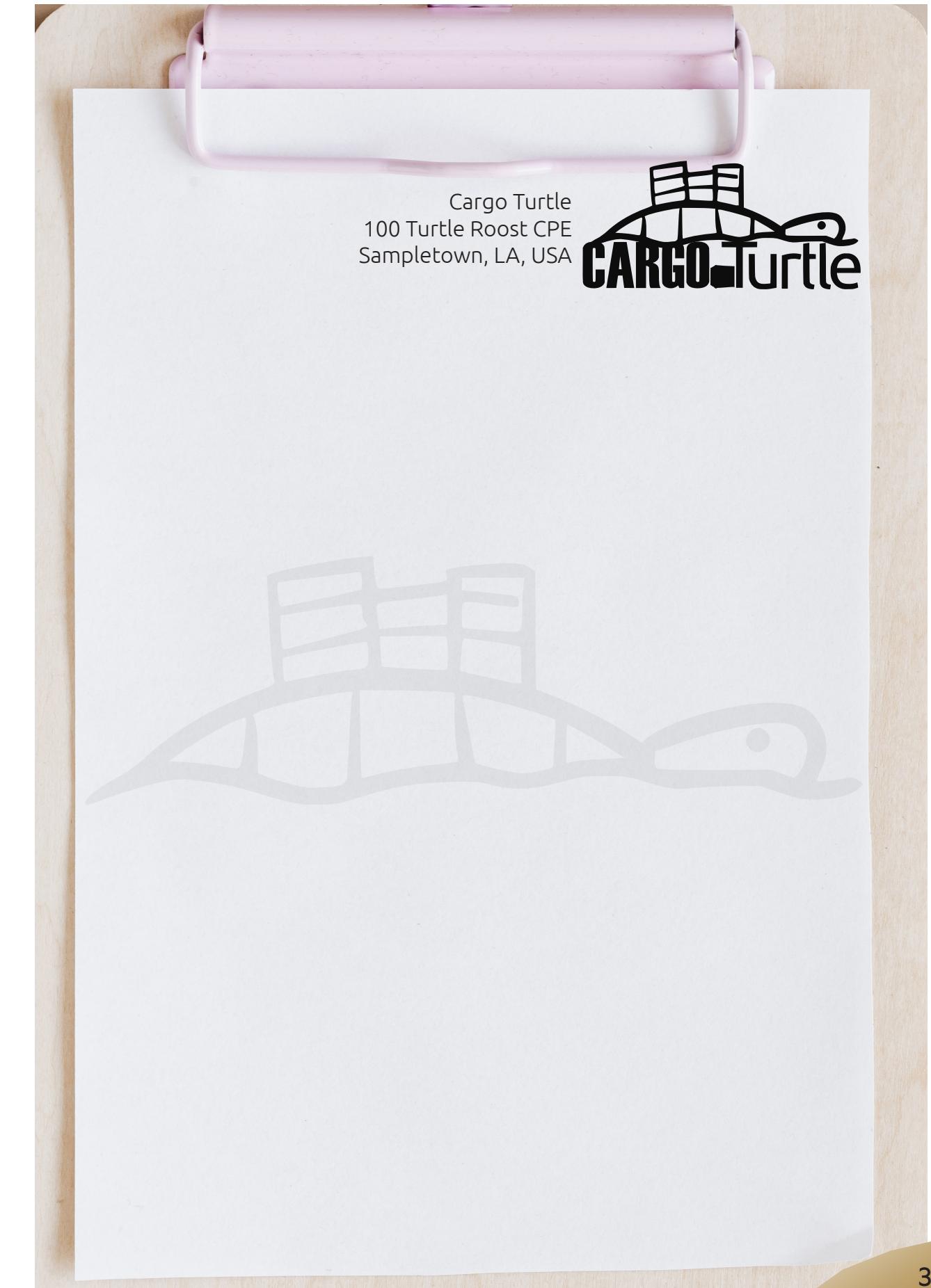
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31



Business and Collateral Branding Business Cards



34

Business and Collateral Branding Tote Bag



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