



NordicWay
Logistics

Guidlines Logo Manual



The logo

The logo is created according to the trends of international cargo brands.

The main task was to form a brand of quality logistic services for a large target group.

The brand is associated with simplicity, safety, trust, accession.



Proportional dimension & protected space

Proportional dimensions are used to mount the logo consists of several elements (ex. facade). The protection space is used when placing the logo on the advertising materials.

Gilroy ExtraBold

Aa Xx Ăă

Poppins Font Family (Google free font)

Roboto Bold Aa Šš

Roboto Regular Aa Šš

Roboto Light Aa Šš

Logo font

Free for personal use.

Font family can be used for title or text.

Alternative free font

Google font free for commercial use.

Used for title & text on site, advertising materials etc.

Navy Blue

RGB 0 0 155

CMYK 100 90 0 10

00009b

Royal Blue

RGB 0 170 255

CMYK 90 10 0 0

00aaff

RGB 0 158 255

009eff

RGB 0 180 255

00b4ff

RGB 0 0 130

000082

RGB 0 0 170

0000aa

Used on dark color



NordicWay
Logistics

Used on white color



NordicWay
Logistics

Monochrome variant



NordicWay
Logistics

Monochrome variant



NordicWay
Logistics



Admissible forms

Logo colors can be replaced only with the appropriate gradient.

Icon formats can be used without a square



Incorrect logo usage

1. Do not stretch or distort the logo.
2. Do not add effects to the logo.
3. Do not outline the logo.
4. Do not use a low resolution version of the logo.
5. Do not change the placement of logo elements.
6. Do not use other colors in the logo
7. Do not place the logo on complex photos.
8. Use logo only on contrast photo

