

BY VIGNESH KUMAR RAJENDRAN

Branding Presentation.

LIVEASY LOGISTICS

Brand's Overview.

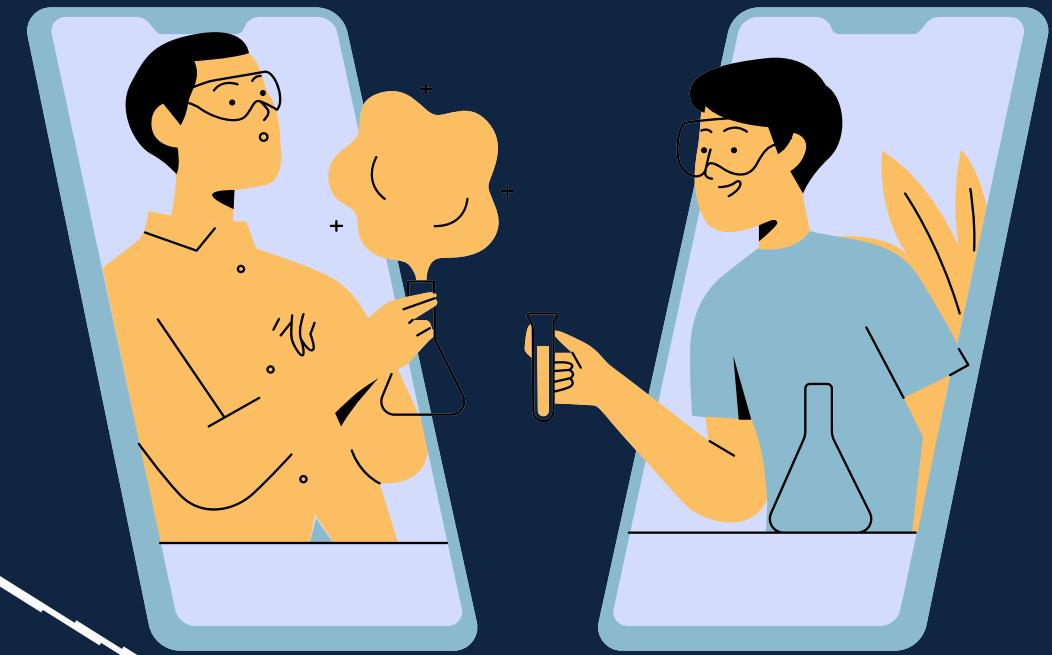
Name: Liveeasy Logistics

A leading TMS provider for freight and logistics management

Optimized Operations: Streamlines and automates supply chain processes

Key Solutions:

- Freight sourcing
- Indent management
- Complex financial processes
- Paper invoicing
- Outdated tracking systems



Brand's Mission.



DRIVING INDUSTRY TRANSFORMATION

ELEVATING LOGISTICS
STANDARDS THROUGH
INNOVATION.



ENABLING REAL-TIME VISIBILITY

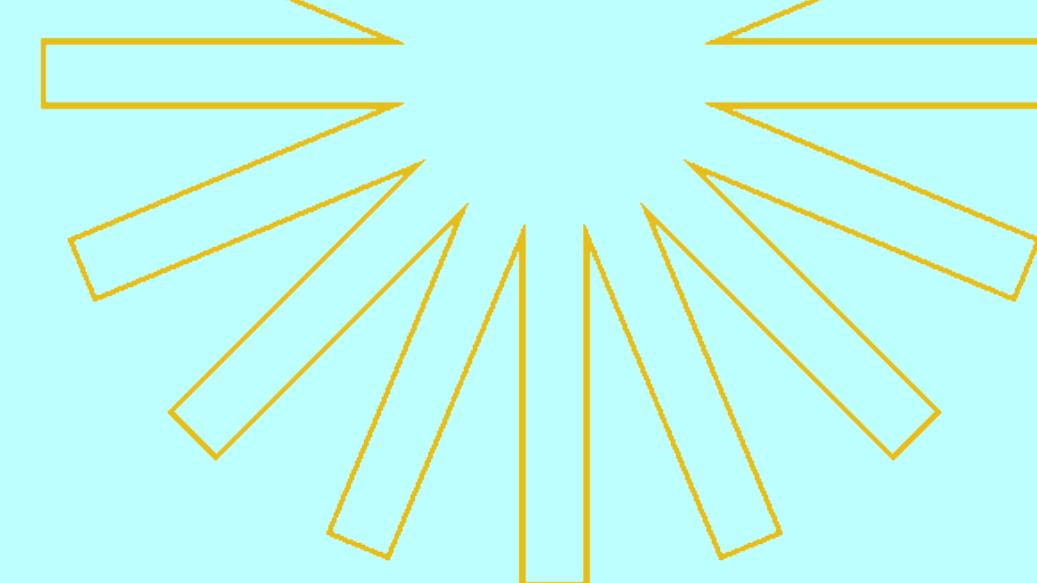
USING ADVANCED
TRACKING FOR REAL-
TIME LOGISTICS INSIGHTS.



EMPOWERING OPERATIONS

ENHANCING LOGISTICS
WITH CUTTING-EDGE
MANAGEMENT TOOLS.

Brand Keywords.



Keywords that help define our character, purpose and how we interact with each other, our clients and the rest of the world!

Trustworthy.
Dynamic.
Automation.
Transparent.
Digitalization.

Dependable.
Thoughtful.
Empowering.
Diverse.
Supportive.

MAIN LOGO

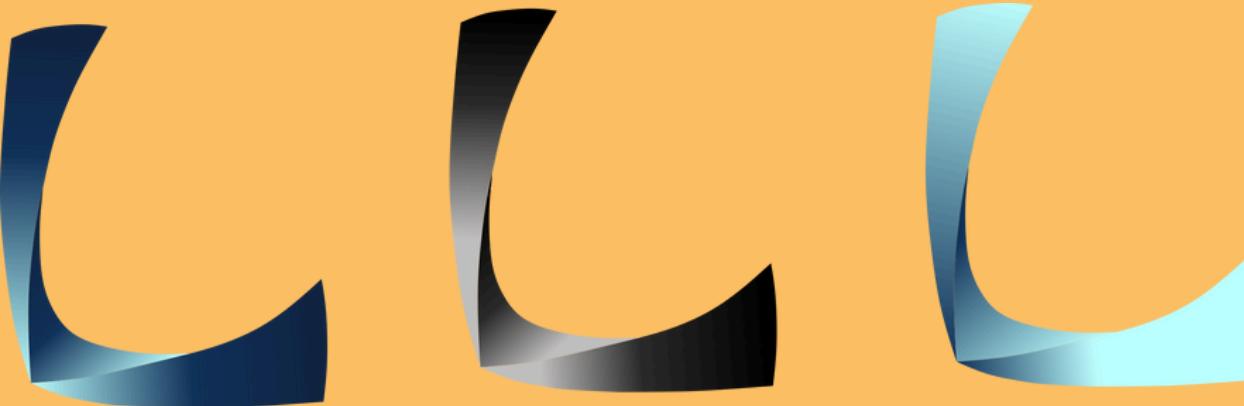


Logo Breakdown

06

L-shaped Outer Rings

Representing the initials of Liveeasy Logistics, the dynamic outer curves form a distinct "L", symbolizing structure, motion, and identity.



Earth and Infinite Road

The infinity-shaped road encircling the Earth reflects the brand's commitment to global connectivity and endless logistics solutions.



Primary Colors.

Brand colors are modern and bold with a touch of classic neutral grey and black. This versatile mixture allows to create both bright and subdued layouts.

Rich Navy

#102542

Night Black.

#000000

Ice Blue

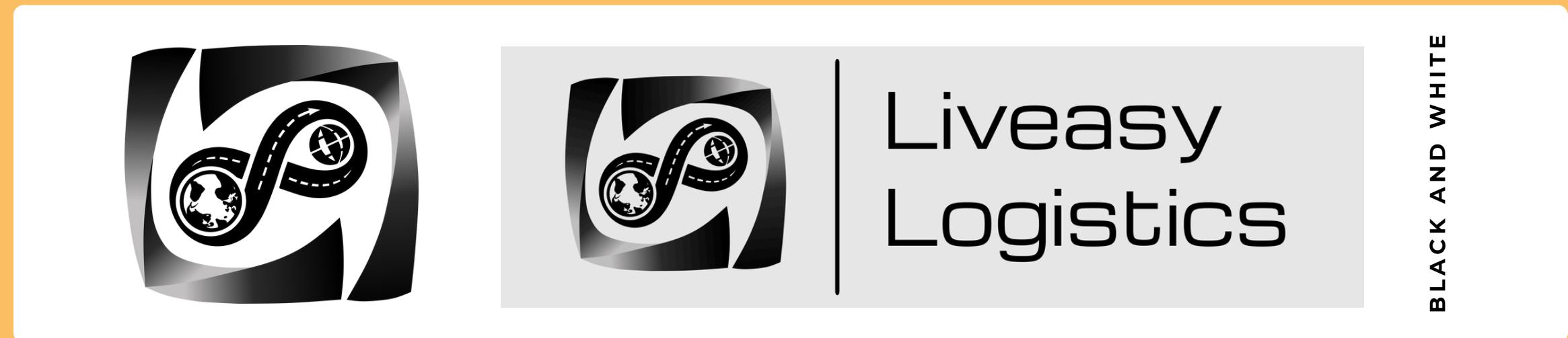
#BDFFFF

Midnight Indigo

#12335B

Logo Variations.

08



Typography.

MAIN HEADLINES

Michroma

SECONDARY HEADLINES

Montserrat Semibold

ALTERNATIVE HEADLINES

Montserrat Classic.

Web & Mobile.

The image displays three electronic devices—two smartphones and one tablet—arranged in a staggered, overlapping fashion against a light blue background. Each device screen shows a dark blue web or mobile interface for a company. The top-left smartphone and the tablet show the same landing page, while the bottom-left smartphone shows a different, simplified version of the same page.

Top Devices (Smartphones and Tablet):

- Header:** A small circular logo icon in the top-left corner.
- Text:** "We Create Meaningful Digital Experiences For Brands With Clear Vision."
- Call-to-Action:** A light blue button labeled "SIGN UP NOW".
- Image:** An aerial photograph of a parking lot filled with various vehicles, including several white delivery trucks parked in a row.
- Bottom Content:** The same main text and call-to-action as the top devices.

Bottom Device (Smartphone):

- Header:** A small circular logo icon in the top-left corner.
- Text:** "We Create Meaningful Digital Experiences For Brands With Clear Vision."
- Call-to-Action:** A light blue button labeled "SIGN UP NOW".

Have a Project in Mind?

Get in touch and let's make it happen!

VIGNESH KUMAR RAJENDRAN

VIGNESHKUMAR81OFFICIAL@GMAIL.COM

+91 6374368724

