

ST Courier Brand Guide

Version 1.0 | March 2025

Part 1: Brand Introduction & Strategy

Introduction

Welcome to the ST Courier Brand Guidelines. This document is the main reference for understanding and representing the brand's essence. It contains insights into the brand strategy, voice, and visual identity to ensure ST Courier's identity is authentic, clear, and consistent across all platforms. Following these guidelines helps maintain a unified and customer-focused brand experience.

What It Is & Why We Need It

- **The Heart of ST Courier:** These guidelines define the brand's core principles, creating a cohesive identity that reflects the promise of trust, efficiency, and affordability. They are the foundation for communicating who we are.
- **Clear and Consistent:** The focus is on clarity and alignment to ensure all messages highlight ST Courier's benefits: reliability, affordability, and customer-first logistics.
- **Purpose:**
 - **To Define:** ST Courier as a dependable, customer-centric logistics partner.
 - **To Guide:** By establishing a clear and recognizable voice in all markets.
 - **To Communicate:** Our commitment to reliability, affordability, and efficiency.
 - **To Inspire:** Confidence and trust in our ability to provide seamless logistics solutions.

Our Goal

The primary goal is to be the most trusted logistics partner, ensuring seamless connectivity for individuals and businesses.

- **Short-term:** Strengthen our presence in the UAE and GCC markets with affordable, efficient logistics.
- **Medium-term:** Scale operations, expand service offerings, and integrate technology to improve efficiency and customer satisfaction.
- **Long-term:** Become a global leader in logistics by pioneering innovative and sustainable shipping solutions.

Brand Strategy

ST Courier exists to simplify logistics by offering cost-effective, dependable, and customer-centric services that build trust and strong relationships. Our strategy is to redefine logistics for the Indian diaspora, migrant workers, small business owners, and students by providing reliable, budget-friendly, and hassle-free shipping. The approach emphasizes

superior customer care, transparent pricing, and operational excellence.

- **What We Believe:**
 - Logistics should be accessible and hassle-free.
 - Trust is the foundation of customer relationships.
 - Technology and innovation are key drivers.
 - Customer-centric service leads to growth.
- **Brand Idea:** The People's Choice.

Vision, Mission, and Values

- **Vision:** To be the leading and most trusted global logistics partner, connecting people and businesses with excellent service and sustainable solutions, while empowering the Indian diaspora to stay connected to their roots.
- **Mission:** To offer reliable, affordable, and hassle-free shipping solutions with exceptional customer service to foster long-term relationships with the Indian diaspora.
- **Values:**
 1. **Customer-Centricity:** Prioritizing customer needs and satisfaction.
 2. **Compassion:** Showing empathy and understanding customer challenges.
 3. **Familiarity:** Building trust by being approachable and relatable.
 4. **Passion:** Delivering services with enthusiasm.
 5. **Integrity:** Being honest, transparent, and fair.
 6. **Sustainability:** Striving for environmentally friendly practices.

Part 2: Verbal & Visual Identity

Verbal Identity

Our brand voice is crucial for building trust and ensuring consistency. It defines how we communicate with clarity, warmth, and a commitment to reliability.

- **Brand Story:** ST Courier UAE was created to redefine cargo shipping with reliability, transparency, and care, transforming a previously uncertain process. We moved beyond just fixing gaps to build a dependable service with seamless tracking and on-time deliveries. Today, every shipment carries emotions and trust, connecting lives across miles.
- **Tone of Voice:**
 - **Relatable:** Approachable and friendly; use simple, clear language.
 - **Passionate:** Enthusiastic and engaged; communicate excitement about helping customers.
 - **Understanding:** Empathetic and customer-focused; show genuine care.
 - **Traditional:** Rooted in cultural connections; respect traditional values in messaging.
- **Tagline:** "The People's Choice". This reflects our deep connection with customers and our commitment to putting people first with efficient, transparent, and dependable services.

Visual Overview

The brand's visual identity is modern, professional, and approachable. The brand colors reflect trust, efficiency, and affordability, creating a clean and welcoming aesthetic.

Part 3: Color Palette

The color palette is chosen to convey trust, reliability, and professionalism.

Primary Colors

These form the foundation of our brand identity.

- **ST Red:** A bold hue symbolizing passion and dependability.
 - **HEX:** #AF272F
 - **PANTONE:** 1805 C
 - **CMYK:** 0, 78, 73, 31
- **ST Blue:** A deep shade representing professionalism and stability.
 - **HEX:** #13293E
 - **PANTONE:** 2965 C
 - **CMYK:** 69, 34, 0, 76

Secondary Colors

These add versatility, warmth, and elegance.

- **Rosewood:** A rich, deep red that adds depth and contrast.
 - **HEX:** #67100A
 - **PANTONE:** 188 C
- **Cadet Blue:** A neutral blue that supports a calm, trustworthy identity.
 - **HEX:** #98A2AB
 - **PANTONE:** 7543 C
- **Champagne:** A soft, elegant hue representing sophistication and warmth.
 - **HEX:** #F1E3CF
 - **PANTONE:** 7499 C

Tertiary and Neutral Colors

These enhance the visual identity for a harmonious aesthetic.

- **Fresh Green:** Symbolizes growth and eco-consciousness. (HEX: #D5F2DD)
- **Earthy Green:** Represents balance and stability. (HEX: #728A78)
- **Sandstone:** A warm, neutral tone conveying trust. (HEX: #DCCAAE)
- **Ghost White:** A clean, soft white for readability and backdrops. (HEX: #F8F9FF)

Color Usage

- **Accent Color:** ST Red (#AF272F) is the primary accent color.

- **Suggested Pairings:** Maintain high contrast (AAA, 7:1) for readability. Use primary colors for brand consistency, secondary colors for balance, and tertiary colors as accents.
- **Avoid These Pairings:** Ensure minimum AA contrast (4.5:1). Avoid low-contrast pairings like Champagne with Sandstone or clashes between similar tones like Rosewood and ST Red.

Part 4: Logo System

The ST Courier logo is modern, timeless, and recognizable, blending tradition with innovation. The monogram fuses "S" and "T" to represent connection and efficiency, while the circular enclosure symbolizes global reach and security.

Logo Variations

- **Primary Lockup:** The main horizontal logo, featuring the monogram and wordmark. This is the preferred version.
- **Secondary Lockup:** A vertical version for spaces with limited width.
- **Monogram:** The circular "ST" symbol used alone, perfect for app icons and social media profiles.
- **Wordmark:** The typographic "ST COURIER" used in formal documents where the monogram isn't needed.
- **Stampmark/Sticker:** A compact, circular version with "ST CARGO ST COURIER" text, ideal for stamps and small branding elements.
- **Primary Sticker:** A special version that retains the globe element from the old logo in a simplified format to bridge the old and new branding.
- **Arabic Lockup:** The primary logo format adapted for the Arabic language.

Usage Rules

- **Clear Space:** A protected area must be kept free of any visual elements around the logo. For the primary lockup, this space is 2x the height of the "T" in "ST" on all sides.
- **Print Limitations:** For single-color or special printing, use the solid black or white versions of the logo to ensure clarity.
- **Things to Avoid:**
 - Do not use shadows, outlines, or other effects.
 - Do not outline the logo.
 - Do not alter the logo colors.
 - Do not distort or stretch the logo.
 - Do not place on low-contrast backgrounds.
 - Do not use the logo within a sentence.

Brand Architecture

ST Logistics is the envisioned parent brand, uniting two core divisions:

- **ST Courier:** Specializes in parcel deliveries.

- **ST Cargo:** Focuses on freight solutions.
This structure ensures service clarity while allowing for future expansion.

Part 5: Typography

Typography is a key element of the brand's modern and professional identity.

Primary Typefaces

- **English Headlines: Uncut Sans Bold.** A modern sans-serif designed for clarity and impact.
- **English Body Text: Inter Regular.** A highly legible sans-serif designed for readability in digital and print formats.
- **Arabic Headlines: Cairo Bold.** Used to provide cultural relevance and visual balance with the English typography.
- **Arabic Body Text: Cairo Regular.**

Guidelines

- The selected typefaces, Uncut Sans, Inter, and Cairo, are all open-source, ensuring accessibility.
- Uncut Sans and Inter are optimized for screen readability.
- Cairo is a variable font that adapts well to different screen sizes.

Part 6: Brand Elements

Logistics Stamps & Stickers

A set of stamps and stickers has been developed to establish a distinctive and authoritative presence.

- **Courier Stamps:** Inspired by traditional shipping marks, stamps for **Air Cargo**, **Sea Cargo**, and **Shipping** enhance the brand's authority. Future stamps will include Road Freight, Express Courier, and Fragile Handling.
- **Statistics Stickers:** These stickers highlight operational scale and efficiency (e.g., "4,32,000+ Couriers/day") to reinforce credibility and build trust.

Brand Patterns

Patterns reinforce the brand's visual identity and connection to logistics.

- **Air Freight Pattern:** Inspired by aerodynamic motion and flight paths to symbolize speed.
- **Road Freight Pattern:** A structured pattern representing transport routes and organized movement.
- **Sea Freight Pattern:** A flowing, dynamic pattern reflecting the movement of goods across oceans.

Shapes & Compositions

Dynamic silhouettes of ships, airplanes, and trucks are used to bring motion and direction to the brand identity.

- **Usage:**
 - **Stability (Sea Freight):** Ship silhouettes represent reliability.
 - **Efficiency (Air Freight):** Airplane silhouettes symbolize speed and precision.
 - **Strength (Road Freight):** Truck silhouettes embody resilience and accessibility.
- **Applications:** These shapes can be used in cropped variations for backgrounds, as image masks to integrate photography, as holding devices for text, or as standalone graphic elements.

Part 7: Applications

Letterhead & Envelope

The design for the letterhead and envelope is minimalist, authentic, and professional. The clean layout and refined color palette reinforce ST's legacy and credibility in all official communications.

- **Contact Information (from example):**
 - ST Courier UAE
 - 10 44 St - Deira - Al Sabkha, 78C2+XP, Dubai, UAE
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