

ST  
COURIER

v1.0

March 2025

# Brand Guide



# Index

## 3. Introduction

- 4. What it is
- 4. Why we need it

## 5. The ST Brand

- 6. Our Goal
- 7. Brand Strategy
- 8. Vision, Mission, Values
- 9. Visual Overview

## 10. Verbal Identity

- 11. Introduction
- 12. Brand Story
- 13. Our Tone
- 14. Our Voice
- 15. Our Tagline

## 14. Color Palette

- 17. Color Library
- 18. Primary Colors
- 19. Secondary Colors
- 20. Tertiary Colors
- 21. Accent Color
- 26. Suggested Pairings
- 28. Avoid These Pairings

## 32. Logo System

- 33. Introduction
- 34. Primary Lockup
- 40. Secondary Lockup
- 46. Stampmark
- 49. Primary Sticker
- 53. Monogram
- 58. Wordmark
- 63. Brand Architecture
- 65. Primary Arabic

## 69. Typography

- 70. Introduction
- 71. Guidelines
- 72. Headline
- 74. Body Text
- 75. Variable Fonts

## 78. Brand Elements

- 79. Logistics Stamps
- 86. Brand Patterns
- 93. Shapes & Compositions

## 103. Applications

- 4. What it is
- 4. Why we need it

# Introduction

Welcome to the ST Courier Brand Guidelines. This document serves as the definitive reference for understanding and representing ST Courier's brand essence.

Inside, you'll find insights into our brand strategy, voice, and visual identity—guidelines that ensure ST Courier's identity remains authentic, clear, and consistent across all touchpoints.

By following these guidelines, we uphold a unified and customer-centered brand experience.

# What It Is

## The Heart of ST Courier

These guidelines define the core principles of ST Courier's brand, shaping a cohesive identity that reflects our promise of trust, efficiency, and affordability. They serve as the foundation for communicating who we are, ensuring our audience consistently experiences our commitment and values at every interaction.

## Clear and Consistent

We focus on clarity and alignment, ensuring that all brand messages emphasize ST Courier's unique benefits: reliability, affordability, and customer-first logistics. By staying true to these fundamentals, we create a lasting impact that resonates with our customers.

# Why We Need It

## To Define

ST Courier represents a dependable and customer-centric logistics partner.

## To Guide

Establishing a clear and recognizable voice across all markets

## To Communicate

Our dedication to reliability, affordability, and efficiency.

## To Inspire

Confidence and trust in ST Courier's ability to bridge communities and facilitate seamless logistics solutions.

# The ST Brand

- Our Goal
- Brand Strategy
- Visual Overview

Brand Guidelines

01

# Our Goal

Our primary goal at ST Courier is to be the most trusted logistics partner, ensuring seamless connectivity for individuals and businesses across borders.

In the short term, we aim to strengthen our presence in the UAE and GCC markets, offering affordable and efficient logistics solutions tailored to our target audience.

In the medium term, we plan to scale operations, expand service offerings, and integrate more technology-driven solutions to enhance efficiency and customer satisfaction.

Long-term, ST Courier envisions becoming a global leader in logistics, pioneering innovative, sustainable, and customer-focused shipping solutions.

## ST Courier Exists to

Simplify logistics by providing cost-effective, dependable, and customer-centric services that create lasting trust and build strong relationships within the communities we serve.

## Brand Strategy

To redefine logistics for the Indian diaspora, migrant workers, small business owners, and students by offering reliable, budget-friendly, and hassle-free shipping solutions. Our approach prioritizes superior customer care, transparent pricing, and operational excellence.

## What We Believe

- Logistics should be accessible and hassle-free for everyone.
- Trust is the foundation of long-term customer relationships.
- Technology and innovation drive logistics forward.
- Customer-centric service is key to sustained growth.

Brand Idea

# The People's Choice



## Our Vision

To be the leading and most trusted logistics partner, connecting people and businesses globally with unmatched service, sustainable solutions, and a customer-focused approach, while empowering the Indian diaspora to stay connected with their roots.



## Our Mission

To provide reliable, pocket-friendly, and hassle-free shipping solutions, ensuring exceptional customer service and fostering long-term relationships with the Indian diaspora.

## Our Values

### 1. Customer-Centricity:

Always prioritize needs and satisfaction of our customers.

### 2. Compassion:

Show empathy, understanding our audience's challenges

### 3. Familiarity:

Build trust by being approachable and relatable.

### 4. Passion:

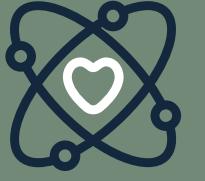
Deliver our services with enthusiasm and dedication.

### 5. Integrity:

Honesty, transparency, and fairness in all our dealings.

### 5. Sustainability:

Strive for environmentally friendly practices in our operations.



# Visual Overview

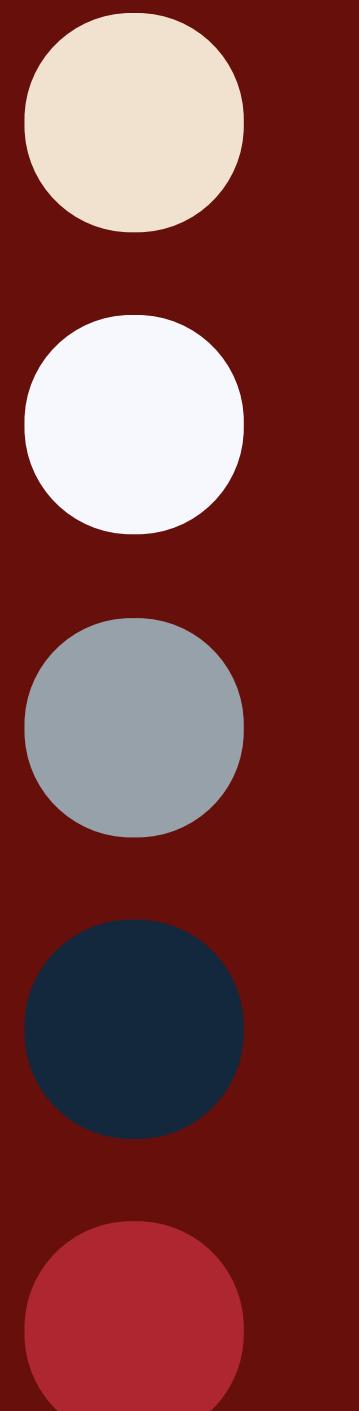
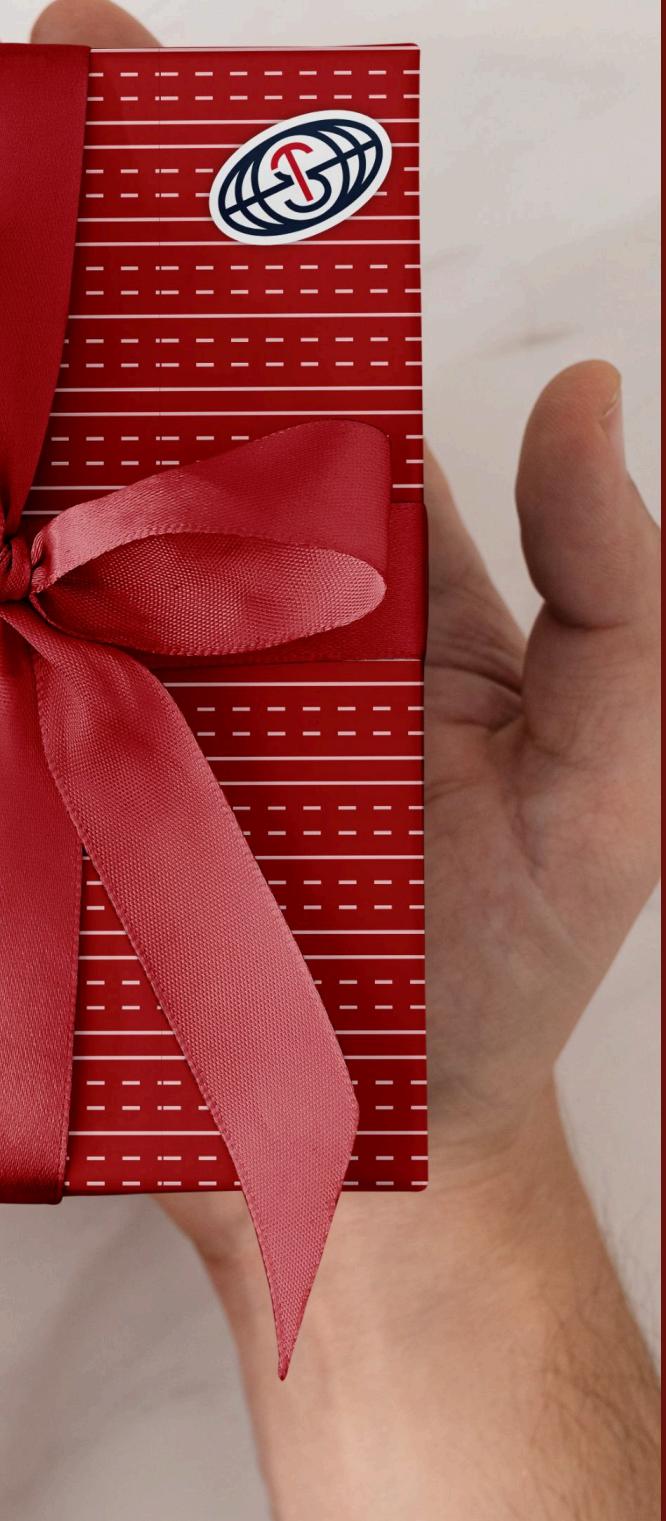
The ST Courier brand is visually represented through a modern, professional, and approachable identity.

Our brand colors reflect trust, efficiency, and affordability, ensuring a clean, welcoming aesthetic across all touchpoints.

ST Courier L.L.C



**The People's Choice**



# Verbal Identity

02

- Introduction
- Our Voice
- Brand Story
- Tagline
- Our Tone

Brand Guidelines



# Introduction

Just as we communicate differently with family, friends, and colleagues, ST Courier has a distinct way of engaging with its customers.

Our brand voice is key to building trust, ensuring consistency across all interactions—from social media to promotional materials.

# Brand Story

There was a time when shipping felt like a gamble—delays, unanswered calls, uncertainty. Customers weren't just losing shipments; they were losing trust.

We listened. We learned. And we transformed.

ST Courier UAE made a commitment to redefine cargo shipping with reliability, transparency, and care. We didn't just fix the gaps—we built a service people could depend on, with seamless tracking, proactive support, and on-time deliveries.

Today, every shipment carries more than goods—it carries emotions, responsibilities, and trust. A student's care package home, an entrepreneur's next big order, a family sending love across miles.

we don't just move packages—we connect lives. Because shipping isn't just logistics. It's about ensuring what matters most reaches where it's meant to be.

# Brand Voice: Tone

Voice	Description	✓ Do	✗ Don't
Relatable	Approachable, Understanding, Friendly	Use simple, clear, and empathetic language.	Use jargon or overly formal phrasing.
Passionate	Enthusiastic, Energetic, Engaged.	Communicate excitement about helping customers and solving their logistics challenges.	Sound robotic or uninspired.
Understanding	Thoughtful, Empathetic, Customer-Focused.	Show genuine care and address customer concerns with sincerity.	Be dismissive or impersonal.
Traditional	Rooted in cultural connections and familiarity.	Acknowledge and respect traditional values in messaging.	Alienate audiences with an overly modern or detached approach.

# Our Voice

Our brand's writing style

## Relatable

We communicate in a straightforward and friendly way, making complex logistics feel simple and accessible. Our tone is warm, customer-focused, and easy to understand.

Example: "Shipping shouldn't be stressful. We make it simple, so you can focus on what matters."

## Passionate

We convey our commitment to efficiency and exceptional service with enthusiasm. Our passion for logistics and customer satisfaction shines through in every message.

Example: "Every package matters. Every delivery counts. That's why we go the extra mile—every time."

Our brand voice is the essence of how we communicate with clarity, warmth, and a commitment to reliability.

It reflects our values and ensures that every interaction reinforces trust and professionalism.

## Understanding

We listen, acknowledge concerns, and provide solutions with care. Every customer interaction is an opportunity to build trust.

Example: "We know how important your shipment is. That's why we handle every package with care and commitment."

## Traditional

We honor our legacy and cultural roots while staying relevant to modern logistics. Our tone reflects time-tested values of trust, responsibility, and commitment.

Example: "Trusted for generations, delivering with care and commitment."

## Our Tagline

A powerful and impactful statement about us

"The People's Choice" reflects our deep connection with customers who rely on us for seamless, stress-free deliveries.

It embodies our commitment to putting people first, offering services that are not just efficient, but also customer-centric, transparent, and dependable.

# The People's Choice

# Colour Palette

- Colour library
- Primary Colors
- Secondary Colors
- Tertiary Colors
- Suggested pairings
- Avoid these pairings

Brand Guidelines

03

# Color Library

ST Courier UAE's brand colors convey trust, reliability, and a strong commitment to customer service. Our color palette is carefully chosen to ensure clarity, professionalism, and a visually cohesive identity across all platforms.

## PRIMARY

ST RED

C 0    M 78    Y 73    K 31  
R 174    G 39    B 47  
HEX AF272F  
PANTONE 1805 C

## PRIMARY

ST BLUE

C 69    M 34    Y 0    K 76  
R 19    G 41    B 62  
HEX 13293E  
PANTONE 2965 C

## SECONDARY

CHAMPAGNE

C 0    M 6    Y 14    K 5  
R 241    G 227    B 207  
HEX F1E3CF  
PANTONE 7499 C

## SECONDARY

CADET BLUE

C 11    M 5    Y 0    K 33  
R 152    G 162    B 171  
HEX 98A2AB  
PANTONE 7543 C

## SECONDARY

ROSEWOOD

C 0    M 84    Y 90    K 60  
R 103    G 16    B 10  
HEX 67100A  
PANTONE 188 C

# Primary Colors

Our primary colors form the foundation of our brand identity, ensuring strong recognition and visual consistency.

ST Red (#AF272F): A bold and dynamic hue symbolizing passion, urgency, and dependability. It reinforces our brand's energy and commitment to excellence.

ST Blue (#13293E): A deep, confident shade representing professionalism, reliability, and stability. It ensures trust and credibility in all brand communications.

SHADES

C 0 M 84 Y 90 K 60  
R 103 G 16 B 10  
HEX 67100A

CORE

ST RED

C 0 M 78 Y 73 K 31  
R 174 G 39 B 47  
HEX AF272F  
PANTONE 1805 C

TINTS

C 0 M 12 Y 11 K 5  
R 242 G 213 B 215  
HEX F2D5D7

C 90 M 40 Y 0 K 92  
R 2 G 12 B 20  
HEX 020C14

ST BLUE

C 69 M 34 Y 0 K 76  
R 19 G 41 B 62  
HEX 13293E  
PANTONE 2965 C

C 12 M 6 Y 0 K 5  
R 213 G 228 B 242  
HEX D5E4F2

# Secondary Colors

Our secondary colors provide versatility, complementing our primary hues while adding warmth, elegance, and approachability.

Rosewood (#660000): A rich, deep red that enhances the strength and heritage of our brand, adding depth and contrast.

Cadet Blue (#99A3AC): A neutral-toned blue that supports a calm and trustworthy visual identity, ideal for balancing bold colors.

Champagne (#F2E4D0): A soft, elegant hue representing sophistication, warmth, and approachability. It adds a touch of refinement to our brand palette.

SHADES	C 0 M 23 Y 54 K 55 R 115 G 89 B 53 HEX 735935	C 41 M 20 Y 0 K 73 R 41 G 55 B 69 HEX 293745	C 0 M 93 Y 100 K 84 R 41 G 3 B 0 HEX 290300
CORE	CHAMPAGNE	CADET BLUE	ROSEWOOD
	C 0 M 6 Y 14 K 5 R 241 G 227 B 207 HEX F1E3CF PANTONE 7499 C	C 11 M 5 Y 0 K 33 R 152 G 162 B 171 HEX 98A2AB PANTONE 7543 C	C 0 M 84 Y 90 K 60 R 103 G 16 B 10 HEX 67100A PANTONE 188 C

# Tertiary Colors

These colors enhance our visual identity, creating a harmonious and professional aesthetic.

Fresh Green (#D5F2DD): Symbolizes growth, renewal, and eco-consciousness, reflecting our commitment to sustainability.

Earthy Green (#728A78): Represents balance, stability, and resilience, reinforcing a sense of grounded reliability.

Sandstone (#DCCAAE): A warm, neutral tone that conveys stability and trust, ensuring a professional yet inviting appeal.

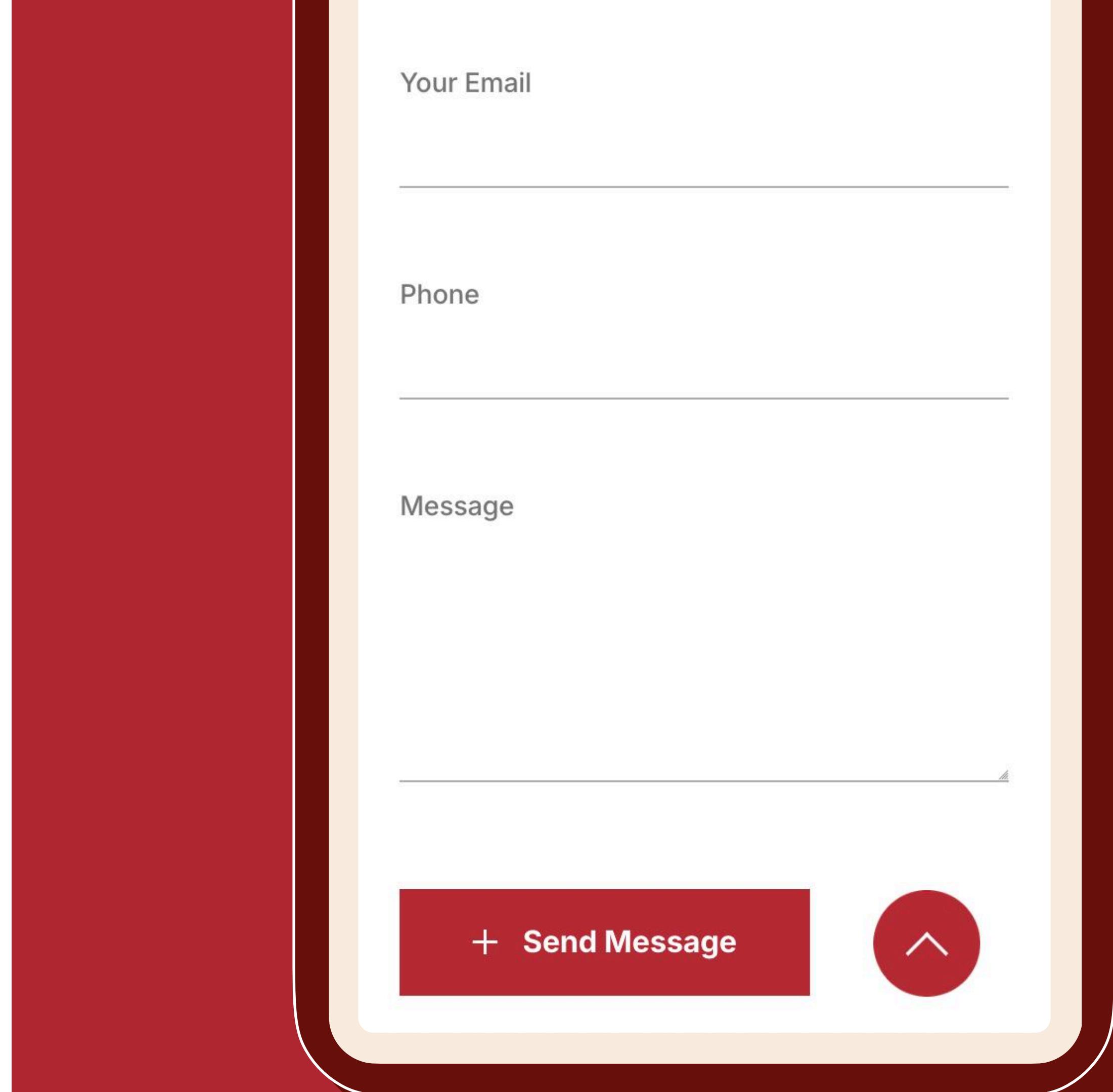
## Neutral Color

Ghost White (#F8F9FF): A clean, soft white that enhances readability and provides a neutral backdrop, ensuring clarity and sophistication in design.

CORE	FRESH GREEN	EARTHY GREEN	SANDSTONE
	<b>FRESH GREEN</b>	<b>EARTHY GREEN</b>	<b>SANDSTONE</b>
	<b>C 12 M 0 Y 9 K 5</b>	<b>C 17 M 0 Y 13 K 46</b>	<b>C 0 M 8 Y 21 K 14</b>
	<b>R 213 G 242 B 221</b>	<b>R 114 G 137 B 120</b>	<b>R 220 G 202 B 174</b>
	<b>HEX D5F2DD</b>	<b>HEX 728A78</b>	<b>HEX DCCAAE</b>
	<b>PANTONE 621 C</b>	<b>PANTONE 5625 C</b>	<b>PANTONE 4685 C</b>
SHADES			
	<b>C 42 M 0 Y 30 K 45</b>	<b>C 47 M 0 Y 36 K 86</b>	<b>C 0 M 20 Y 51 K 54</b>
	<b>R 81 G 140 B 98</b>	<b>R 19 G 36 B 23</b>	<b>R 117 G 94 B 57</b>
	<b>HEX 518C62</b>	<b>HEX 132417</b>	<b>HEX 755E39</b>

# Accent Colour

ST Red (#AF272F) serves as our primary accent, reinforcing brand recognition and ensuring a bold, distinctive presence.



# **Champagne**

A soft, warm, and elegant hue, Champagne adds a touch of sophistication and approachability to the brand.

It balances the strength of ST Red and ST Blue by introducing a sense of comfort and warmth, reflecting ST Courier's customer-centric approach.

Champagne conveys a feeling of premium service, attention to detail, and a welcoming experience.

**PANTONE  
7499 C  
Champagne**

## **ST Blue**

A deep, confident blue that represents reliability, professionalism, and stability. In color psychology, blue is associated with trust, intelligence, and a sense of security—key attributes in the logistics industry.

ST Blue strengthens the brand's credibility, ensuring customers that their packages are in safe hands while promoting a feeling of reassurance and dependability.



**PANTONE  
2965 C**

ST Blue

## **ST Red**

A bold and commanding shade, ST Red symbolizes energy, urgency, and dependability. In the fast-paced world of logistics, red conveys a sense of movement and efficiency—ensuring customers that their shipments are handled with speed and priority.

It also evokes strong emotions of trust and passion, reinforcing ST Courier's unwavering commitment to excellence and customer satisfaction.

**PANTONE  
1805 C**

**ST Red**

## Rosewood

A rich, deep red that enhances the brand's heritage, strength, and boldness. Rosewood represents tradition, resilience, and a strong foundation—values that align with ST Courier's longstanding commitment to reliability.

It complements ST Red by adding depth and contrast, reinforcing the brand's authority while maintaining a sense of sophistication and legacy.

**PANTONE  
188 C**  
Rosewood

# Suggested Pairings

Maintain AAA contrast (7:1 or higher) for readability. Use ST Blue or ST Red as the primary color for brand consistency.

Secondary colors (Champagne, Rosewood, Cadet Blue) add balance in backgrounds or UI elements.

Tertiary colors (Fresh Green, Earthy Green, Sandstone) work as accents for depth.

Shades & tints help create hierarchy—lighter for backgrounds, darker for emphasis.

<b>C 0 M 78 Y 73 K 31</b> HEX #AE272F  <b>HELLO</b> #F2E4D0	<b>C 0 M 78 Y 73 K 31</b> HEX #AE272F  <b>HELLO</b> #F8F9FF	<b>C 69 M 34 Y 0 K 76</b> HEX #13293E  <b>HELLO</b> #F7F8FE
<b>C 69 M 34 Y 0 K 76</b> HEX #13293E  <b>HELLO</b> #F1E3CF cmyk(0%, 84.47%, 90.29%, 59.61%)	<b>C 69 M 34 Y 0 K 76</b> HEX #13293E  <b>HELLO</b> #D4F1DC	<b>C 0 M 84 Y 90 K 60</b> HEX #67100A  <b>HELLO</b> #F1E3CF
<b>C 0 M 84 Y 90 K 60</b> HEX #67100A  <b>HELLO</b> #F7F8FE	<b>C 11 M 5 Y 0 K 33</b> HEX #98A2AB  <b>HELLO</b> #13293E	<b>C 17 M 0 Y 12 K 46</b> HEX #728978  <b>HELLO</b> #F7F8FE
<b>C 2.76 M 2.36 Y 0 K 0.39</b> HEX #F7F8FE  <b>HELLO</b> #AE272F	<b>C 2.76 M 2.36 Y 0 K 0.39</b> HEX #F7F8FE  <b>HELLO</b> #13293E	<b>C 0 M 6 Y 14 K 5.49</b> HEX #F1E3CF  <b>HELLO</b> #67100A

## Colour Usage: Example



# Avoid These Pairings

Ensure AA contrast (4.5:1 for text, 3:1 for large text) for accessibility. Avoid low-contrast pairings (e.g., Champagne & Sandstone, Fresh Green & Earthy Green).

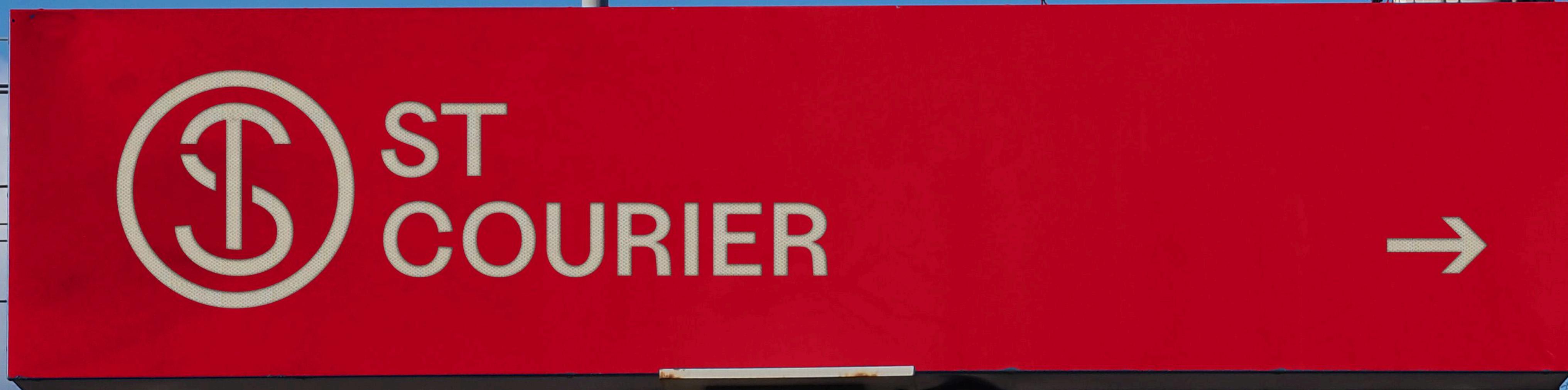
Prevent similar-toned clashes unless it's for backgrounds. (e.g., Rosewood & ST Red, Cadet Blue & ST Blue). Use neutral tones to balance bright or muted colors for clarity.



# Colour Usage: Example



## Colour Usage: Example



# Logo System

- Introduction
- Primary Lockup
- Secondary Lockup
- Stampmark
- Primary Sticker
- Monogram
- Wordmark
- Brand Architecture
- Primary Arabic

Brand Guidelines

04

# Introduction

The ST Couriers logo is the cornerstone of the brand's identity. Designed to be modern, timeless, and instantly recognizable, it seamlessly blends tradition with innovation.

At the heart of the logo is a monogram that fuses the letters "S" and "T" into a single, cohesive mark. This represents connection, reliability, and efficiency—key values that define ST Couriers' role in bridging distances and ensuring secure deliveries.

The circular enclosure symbolizes global reach, security, and trust, reinforcing ST Couriers' commitment to safe and seamless shipping solutions. By refining the previous logo, this design removes unnecessary details, gradients, and shadows, resulting in a clean, scalable, and versatile identity fit for digital and print applications.

This section outlines the different logo formats, variations, and best practices to maintain consistency and clarity across all brand touchpoints.

# Primary Lockup

The Primary Lockup is the official and most recognizable representation of the ST Couriers brand. It features the monogram and wordmark, symbolizing reliability, efficiency, and connection in logistics.

This version should be the first choice for brand representation across all digital and print applications.



Use this colour combination when on  
light background



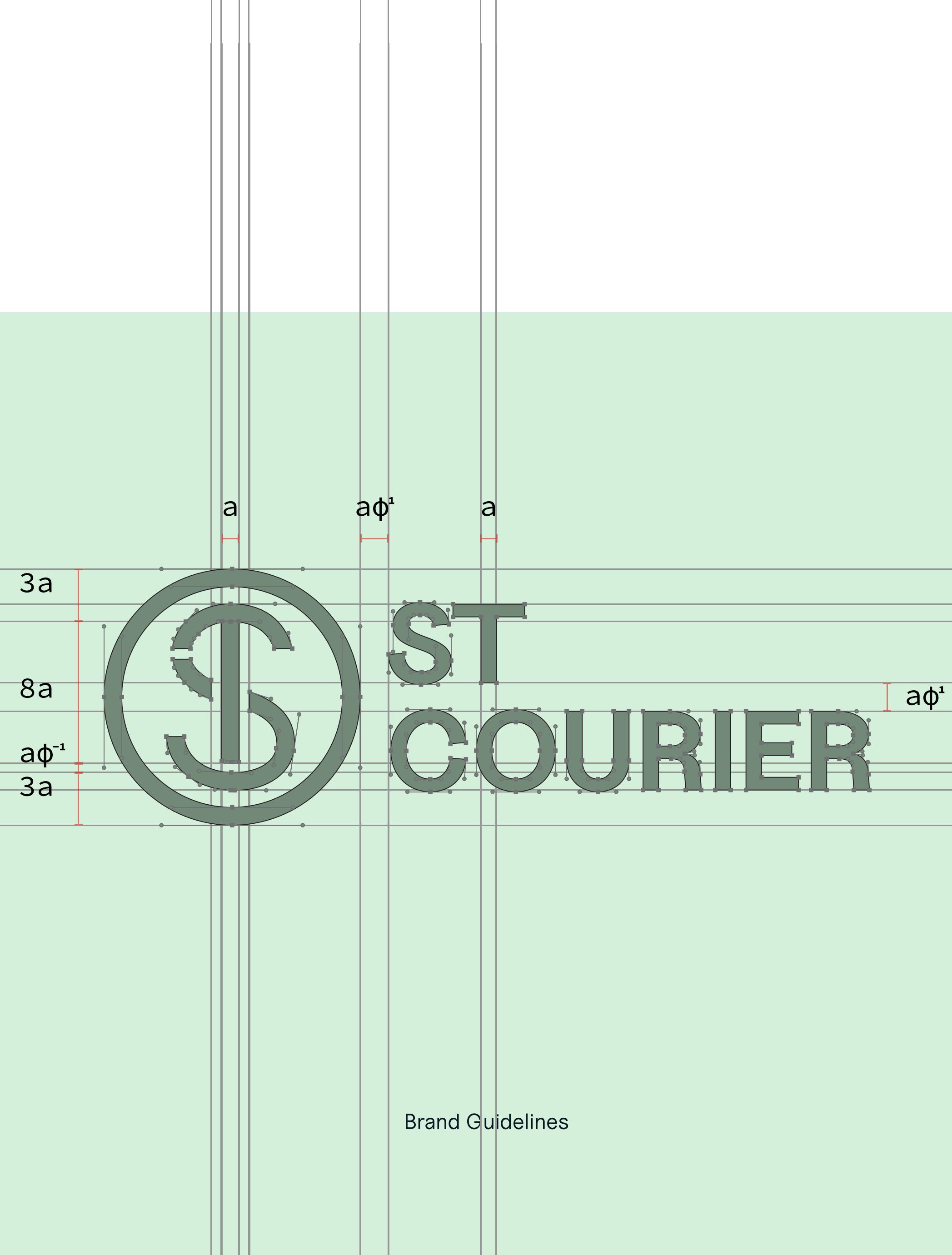
Use this colour combination when on  
ST Blue background



Use this colour combination when on ST  
Red background

# Size and Spacing Ratio

$a$  = Base Value  
 $\phi$  (phi)  $\approx 1.618$



# Print Limitations

For single-color printing or special print finishes, use the black or white version to ensure clarity and accessibility across all media.



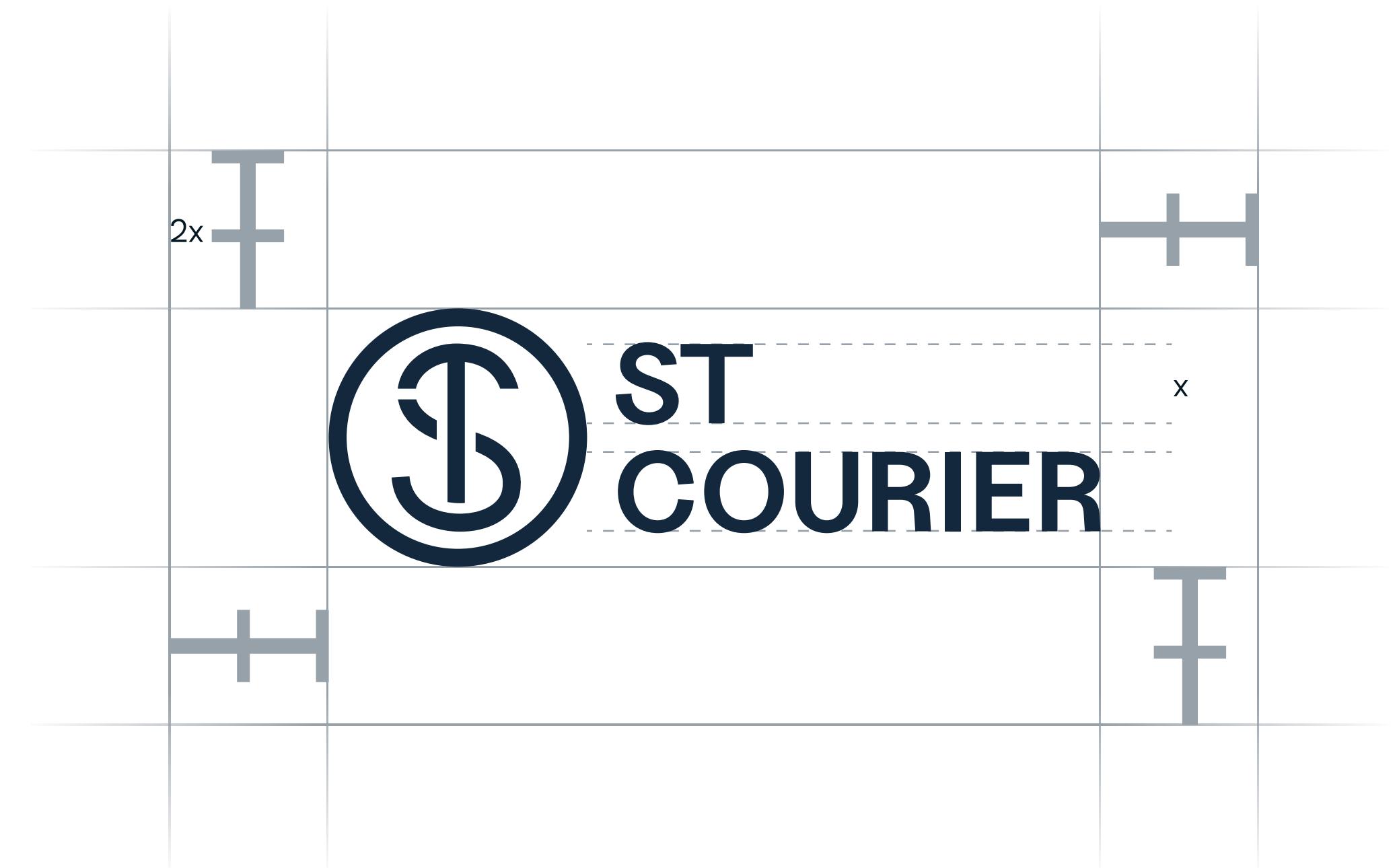
Use this colour when on  
light background



Use this colour when on  
Dark background

## Clear Space

The clear space is the area surrounding the entire Wordmark and must be kept free of any visual elements—text, graphics, borders, patterns, other wordmarks, etc. X is the height of T in ST. Clear Space is 2X in all sides.



# Variants

Our Primary Lockup has three variations, each designed for specific branding needs.

1. The Default Lockup serves as the core brand identifier.
2. The Combination Mark with Tagline reinforces our brand promise and messaging in marketing materials.
3. The Legacy Mark with "Est. 1998" highlights our long-standing expertise and credibility, establishing ST as a trusted industry name.

Each variant ensures flexibility across applications while maintaining brand consistency.



Default Lockup



The Tagline



The Legacy

ST Courier L.L.C



ST  
COURIER

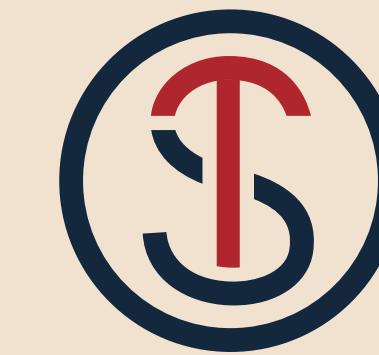
إس تي كورير ش.ذ.م.م

ST CARGO • ST COURIER  
SINCE 1998



# Secondary Lockup

The Secondary Lockup is a vertical version of our logo, designed for spaces with limited width. Use this format when the primary logo cannot fit comfortably without compromising legibility.



**STCOURIER**

The People's Choice

Use this colour combination when on  
light background



**STCOURIER**

The People's Choice

Use this colour combination when on  
ST Blue background



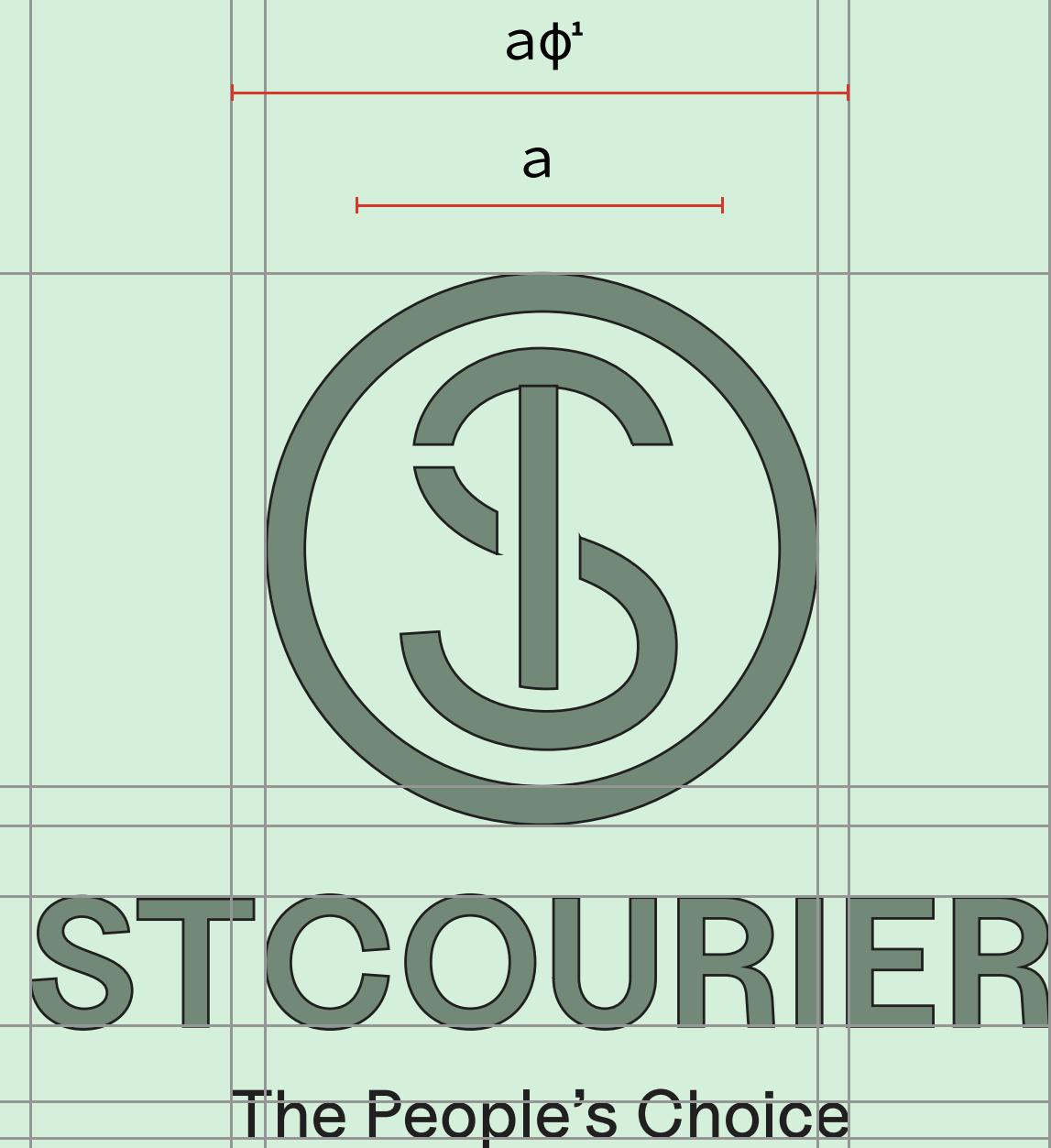
**STCOURIER**

The People's Choice

Use this colour combination when on  
ST Red background

# Size and Spacing Ratio

$a$  = Base Value  
 $\phi$  (phi)  $\approx 1.618$



# Print Limitations

For single-color printing or special print finishes, use the black or white version to ensure clarity and accessibility across all media.



**STCOURIER**  
The People's Choice

Use this colour when on  
light background

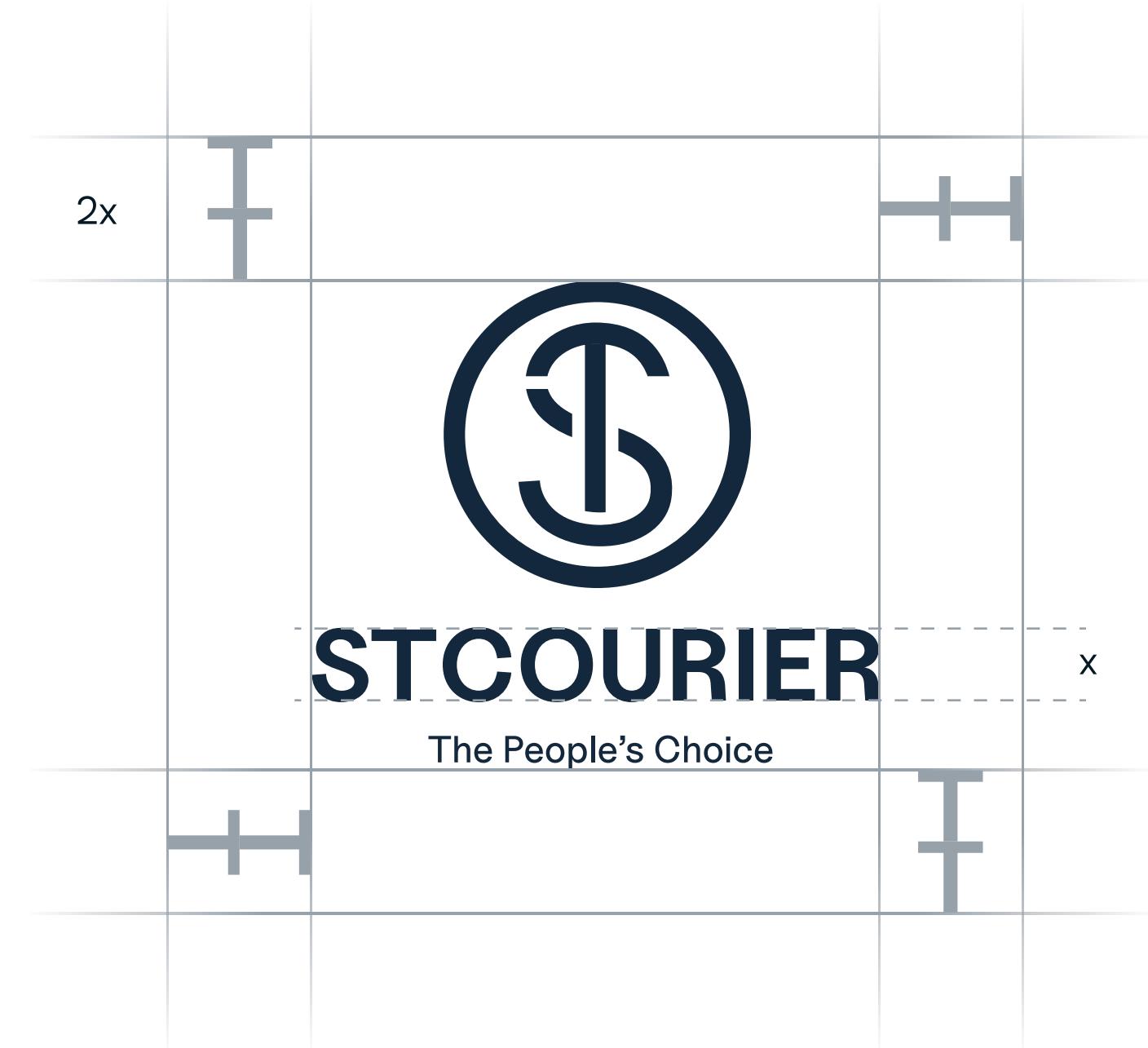


**STCOURIER**  
The People's Choice

Use this colour when on  
Dark background

## Clear Space

The clear space is the area surrounding the entire Wordmark and must be kept free of any visual elements—text, graphics, borders, patterns, other wordmarks, etc. X is the height of T in ST. Clear Space is 2X in all sides.



# Variants

The Secondary Lockup also comes in three variations for adaptable branding:

1. The Tagline Variant reinforces our brand's commitment and positioning.
2. The Legacy Mark with "Since 1998" emphasizes our heritage and reliability in the logistics sector.

These variations allow for consistent yet dynamic usage across different touchpoints.



**STCOURIER**

The People's Choice

The Tagline



**STCOURIER**

Since 1998

The Legacy

# Secondary Lockup: Example



# Stampmark/Sticker

The Stamp-mark is a compact, circular version of the logo, ideal for stamps, stickers, and other small branding elements. It maintains brand identity in spaces where a compact format is essential.



# Print Limitations

When faced with printing limitations, it is crucial to adapt and make the most of available options for corporate communications. In such cases, the ST black or white logo serves as an ideal solution. Please choose the version that is most suitable to ensure brand stand out and ensure accessibility.



Use this colour when on  
light background



Use this colour when on  
Dark background

## Stampmark: Example



# Primary Sticker

Primary Sticker is an exclusive type used as a bridge between Old ST Logo to NEW ST ReBrand. This version retains old logos globe element but in simplified format. This signifies Global reach of ST Logistics (Currently ST Courier).

This Sticker is to be used as part of Refreshed Brand Identity. This can be used on every physical touchpoint like but not limited to: Packaging, Marketing Materials, Employee Laptops, etc.



## Print Limitations - 02

When faced with printing limitations, it is crucial to adapt and make the most of available options for corporate communications. In such cases, the black Sticker serves as an ideal solution. Please choose the version that is most suitable to ensure brand stand out and ensure accessibility.



Use this colour when on  
light background

## Sticker02: Example

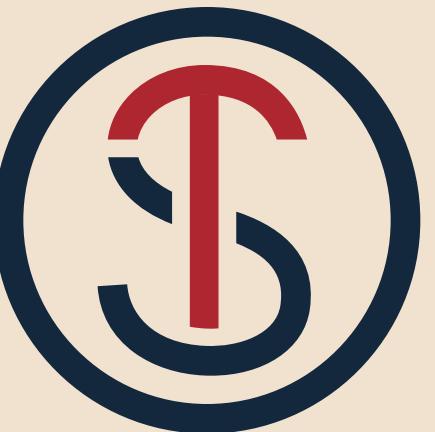


## Sticker02: Example



# Monogram

The Icomark is our logo symbol without any accompanying text, capturing the essence of our brand in its simplest form. This is perfect for app icons, social media profiles, or situations where the wordmark is not needed.



Use this colour combination when on  
light background



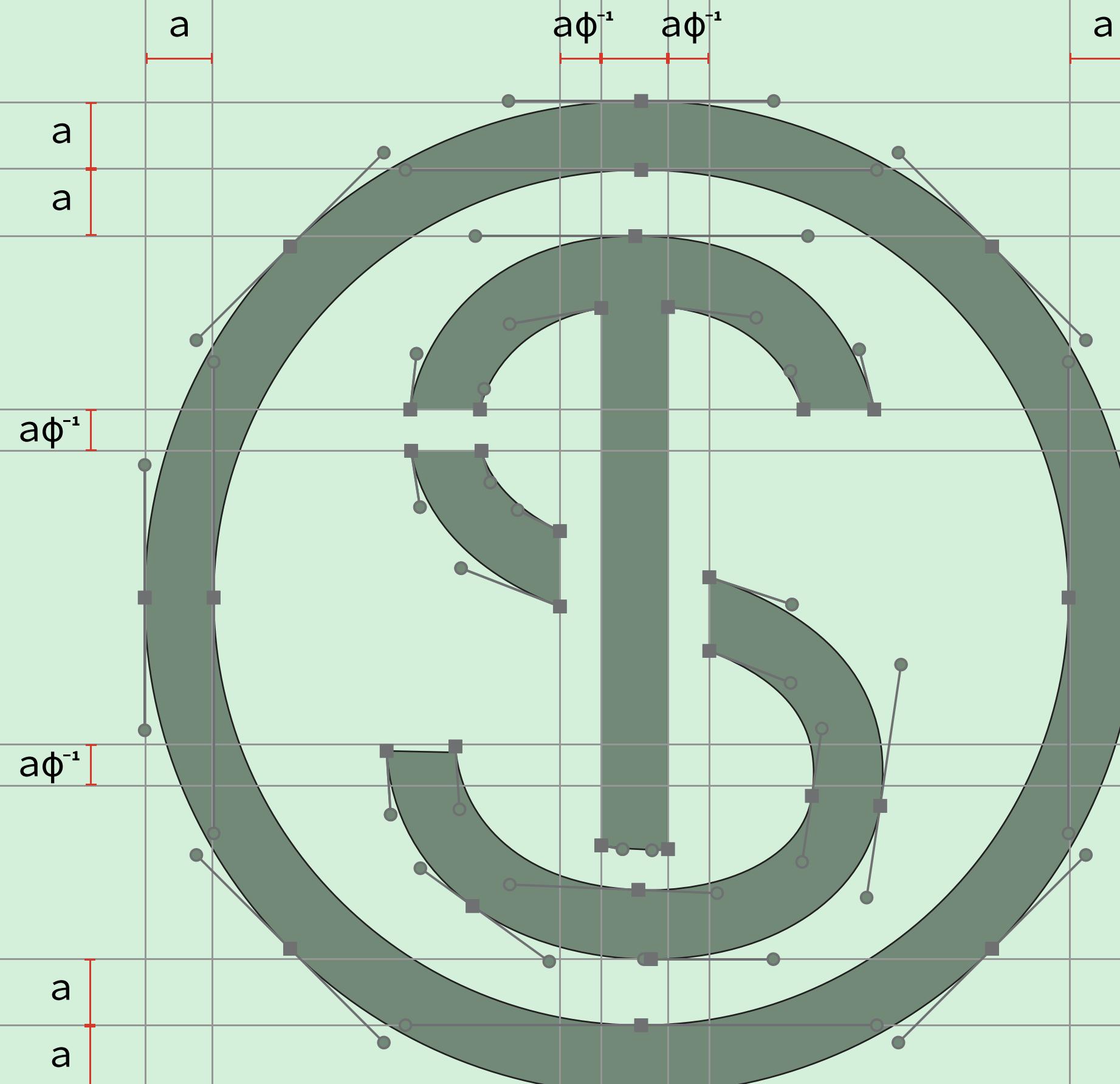
Use this colour combination when on  
ST Blue background



Use this colour combination when on  
ST Red background

# Size and Spacing Ratio

$a$  = Base Value  
 $\phi$  (phi)  $\approx 1.618$



# Print Limitations

When faced with printing limitations, it is crucial to adapt and make the most of available options for corporate communications. In such cases, the ST black or white Monogram serves as an ideal solution. Please choose the version that is most suitable to ensure brand stand out and ensure accessibility.



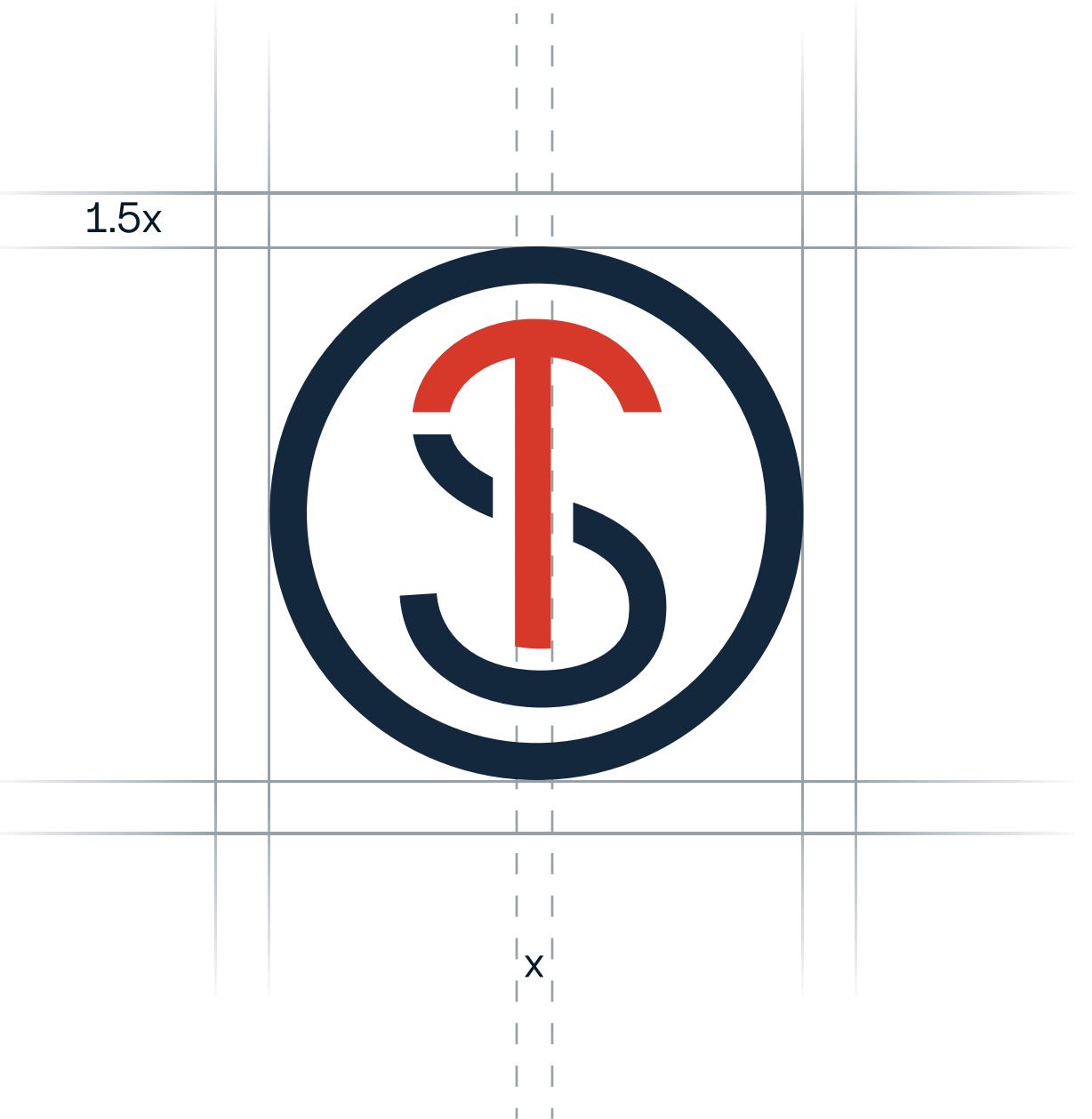
Use this colour when on  
light background



Use this colour when on  
Dark background

# Clear Space

The clear space is the area surrounding the entire Wordmark and must be kept free of any visual elements—text, graphics, borders, patterns, other wordmarks, etc. X is the thickness of all lines in ST Monogram. Clear Space is 1.5X in all sides.



# Monogram: Example



## Wordmark

The Wordmark is a typographic representation of ST Couriers. Used in formal documents, minimal branding needs, and where the monogram is unnecessary.

**ST  
COURIER**

Use this colour combination when on light background

**ST  
COURIER**

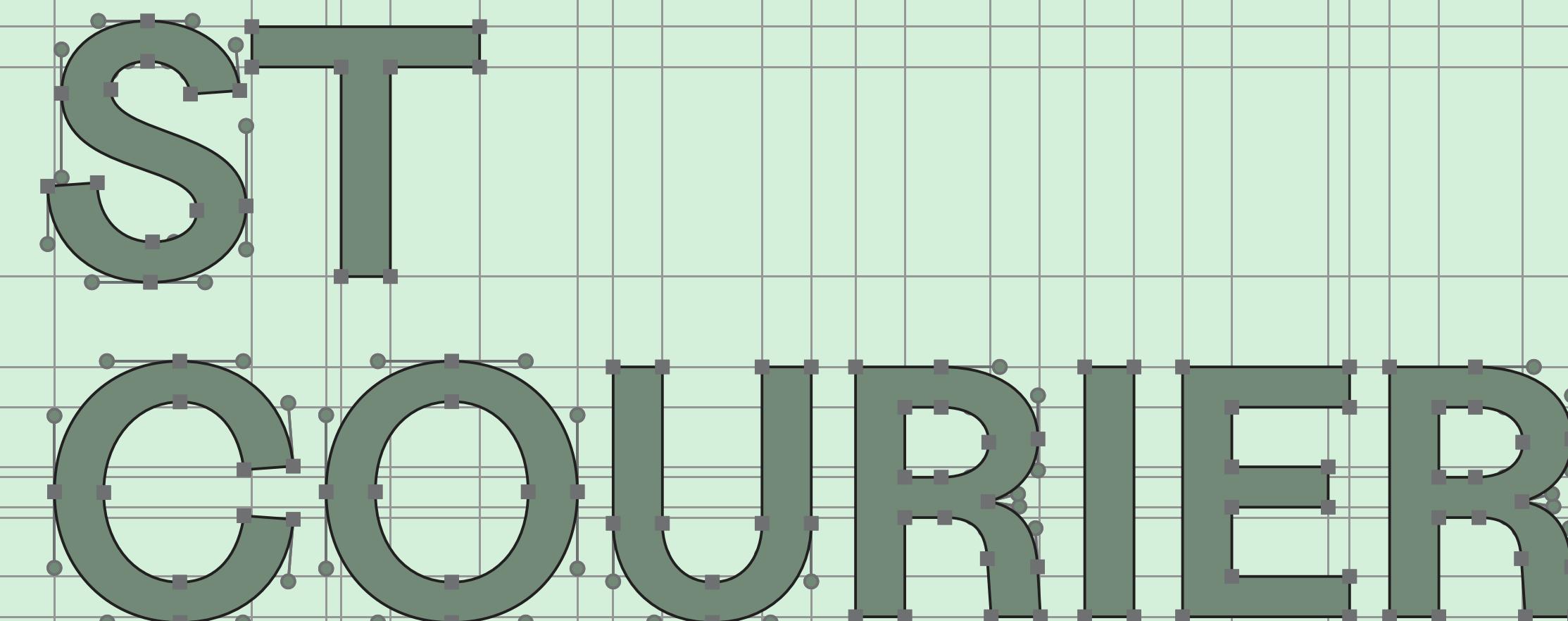
Use this colour combination when on ST Blue background

**ST  
COURIER**

Use this colour combination when on ST Red background

# Size and Spacing Ratio

$a$  = Base Value  
 $\phi$  (phi)  $\approx 1.618$



The image shows the ST COURIER logo. The letters are rendered in a dark teal color. The 'S' and 'T' are positioned above the word 'COURIER'. The entire logo is overlaid on a light green grid system consisting of horizontal and vertical lines, which serves as a visual representation of the size and spacing ratios mentioned in the slide title.

ST COURIER

# Print Limitations

When faced with printing limitations, it is crucial to adapt and make the most of available options for corporate communications. In such cases, the ST black or white Monogram serves as an ideal solution. Please choose the version that is most suitable to ensure brand stand out and ensure accessibility.

**ST  
COURIER**

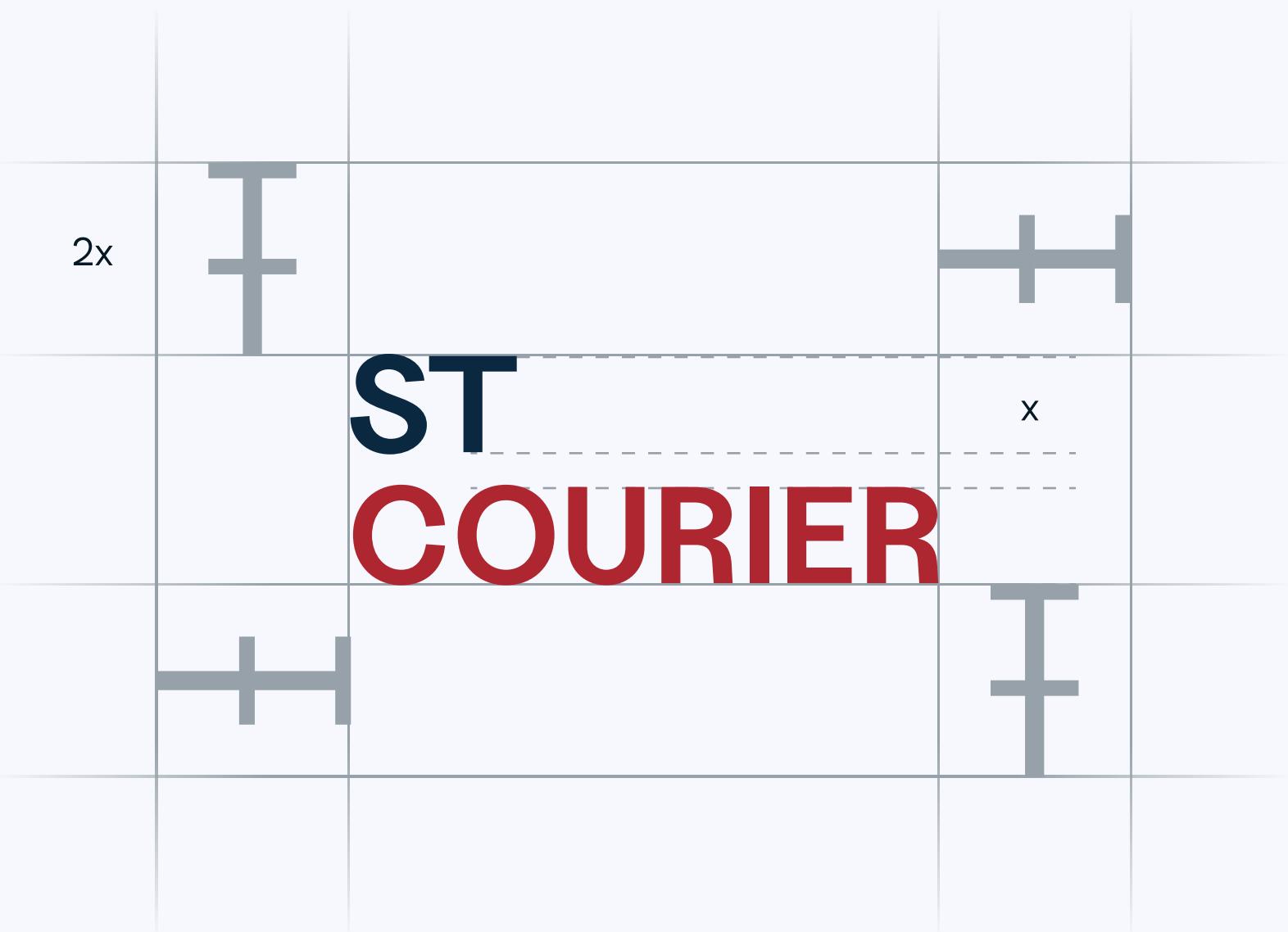
Use this colour when on  
light background

**ST  
COURIER**

Use this colour when on  
Dark background

## Clear Space

The clear space is the area surrounding the entire Wordmark and must be kept free of any visual elements—text, graphics, borders, patterns, other wordmarks, etc. X is the height of T in ST. Clear Space is 2X in all sides.

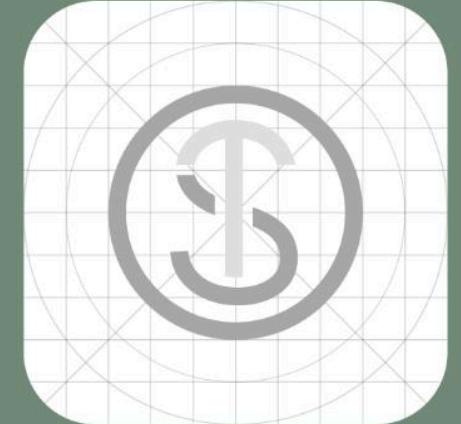




# ST COURIER

ST Courier L.L.C

Brand Guidelines



62

# ST Logistics Brand Architecture

ST Logistics serves as the envisioned parent brand, uniting its core divisions: ST Courier and ST Cargo. While ST Courier specializes in parcel deliveries and ST Cargo focuses on freight solutions, both operate under distinct brand identities due to regulatory requirements..

This structured approach ensures clarity in services while allowing for future expansion into broader logistics sectors. With ST Logistics as the overarching brand, the company remains adaptable to evolving market needs, reinforcing its commitment to efficiency, reliability, and seamless logistics solutions.





# Arabic Lockup

The Primary Arabic Lockup is our main logo format in arabic language, designed for high visibility and clear identification. This horizontal version is the preferred choice and should be used wherever possible for maximum brand recognition.



Use this colour combination when on  
light background



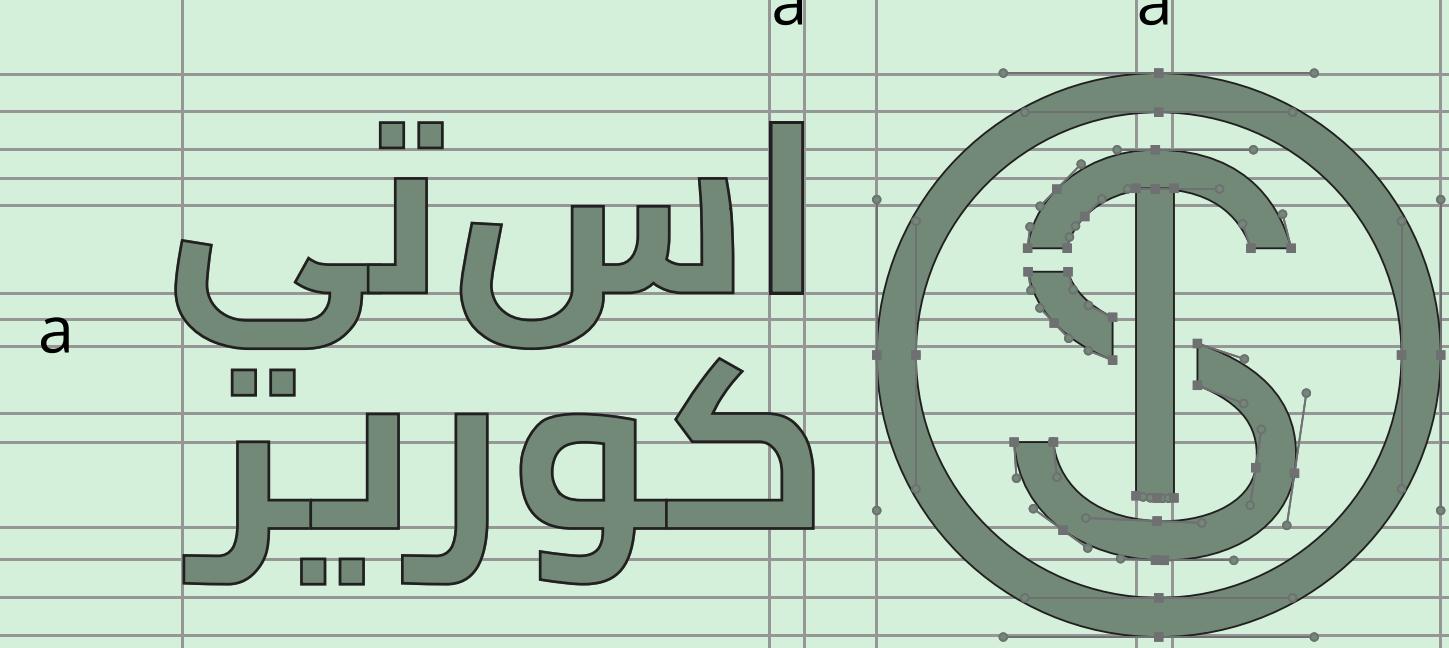
Use this colour combination when on  
ST Blue background



Use this colour combination when on  
ST Red background

# Size and Spacing Ratio

$a$  = Base Value  
 $\phi$  (phi)  $\approx 1.618$



# Print Limitations

For single-color printing or special print finishes, use the black or white version to ensure clarity and accessibility across all media.



Use this colour when on  
light background

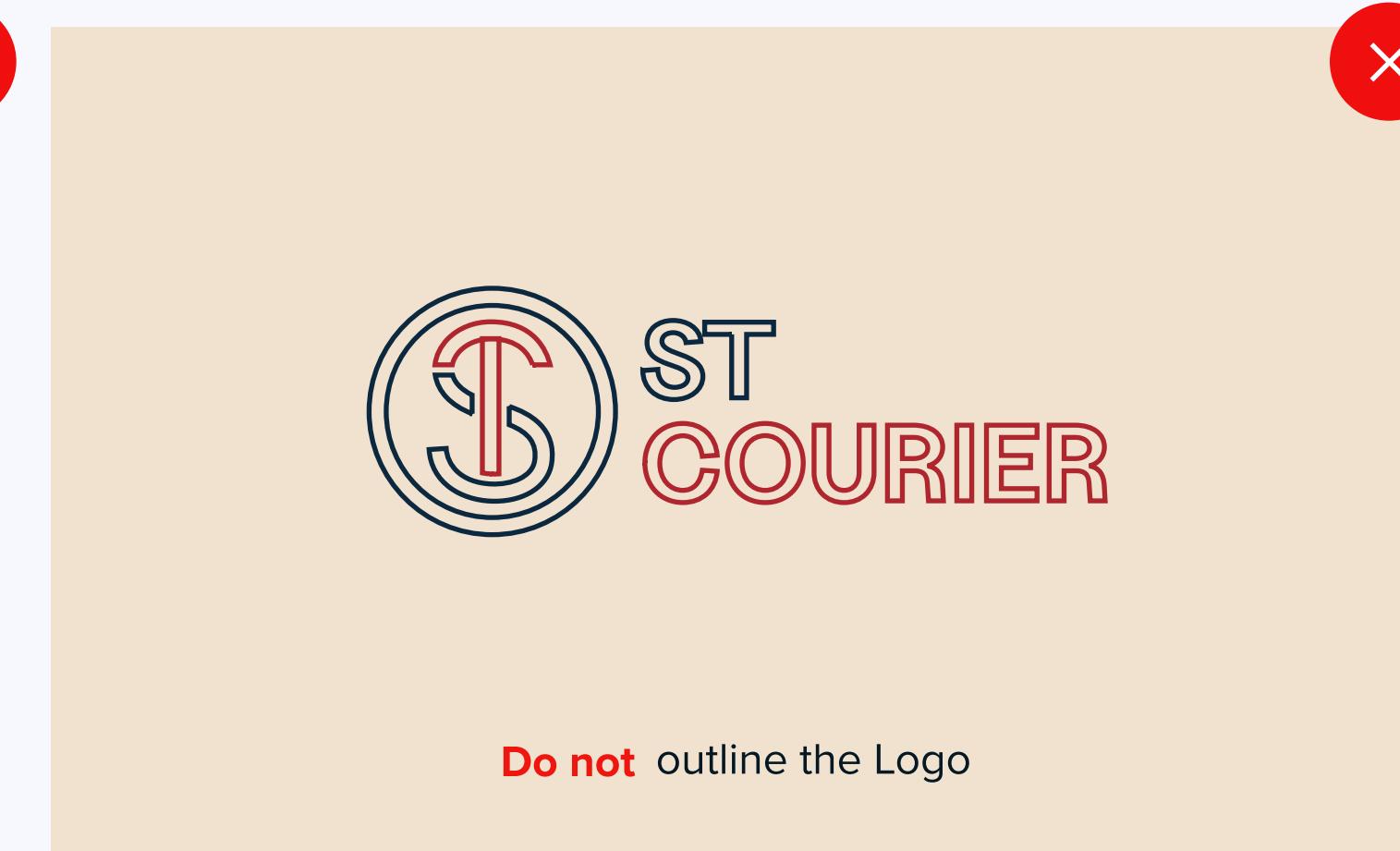


Use this colour when on  
Dark background

# Things to Avoid



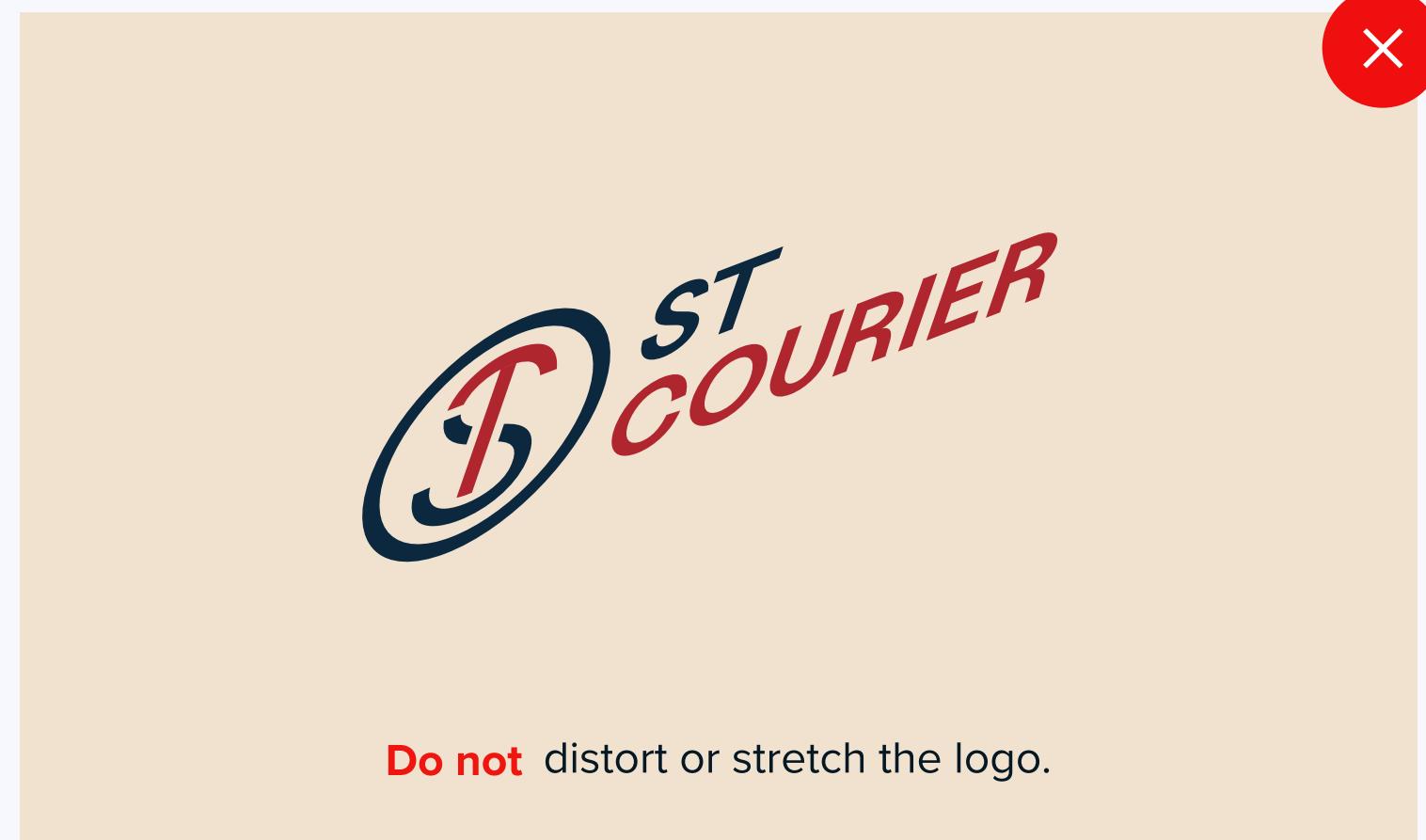
**Do not** use shadows, outline or effects



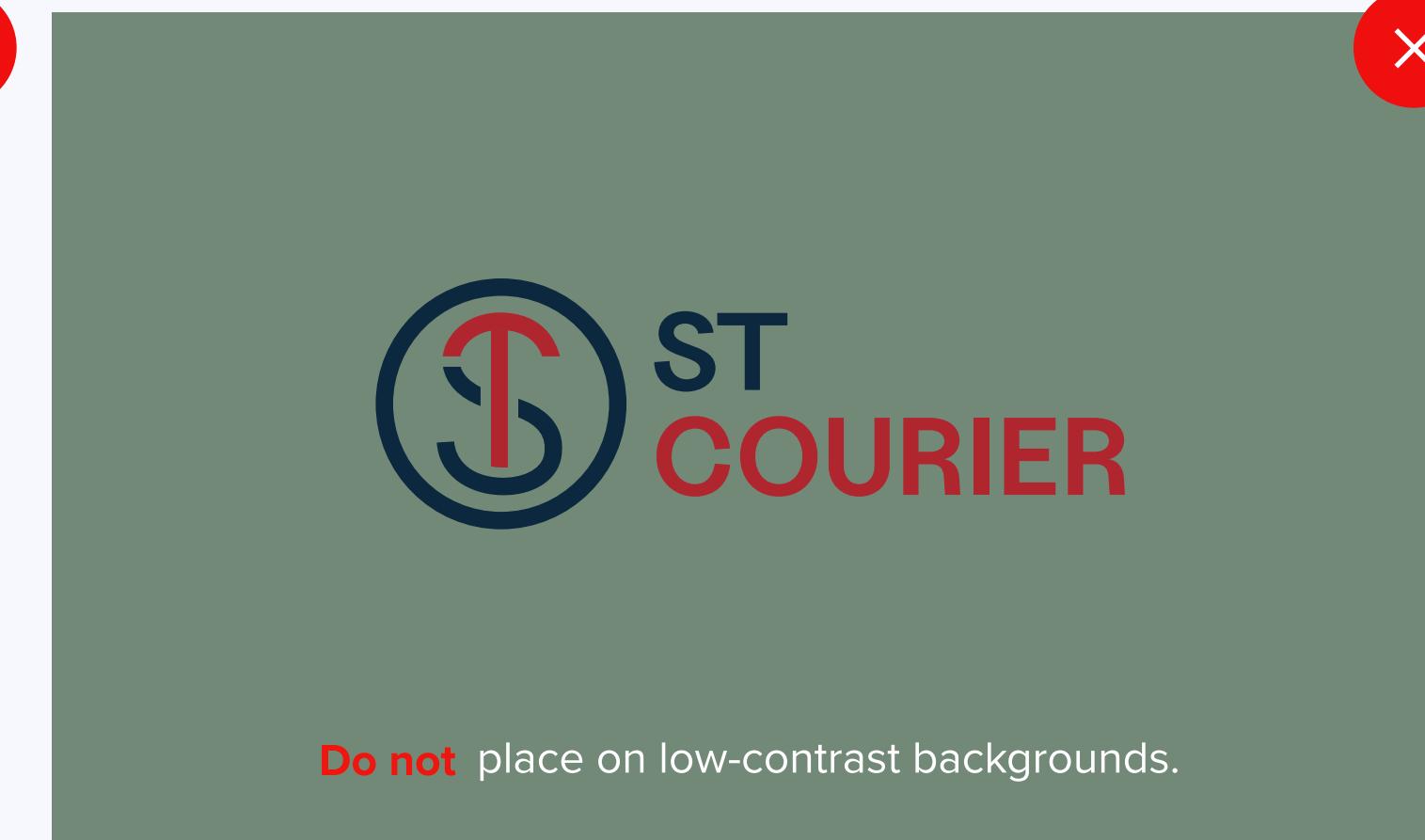
**Do not** outline the Logo



**Do not** alter logo colours



**Do not** distort or stretch the logo.



**Do not** place on low-contrast backgrounds.



**Do not** use the logo in a sentence.

# Typo- -graphy

05

- Introduction
- Guidelines
- Headline
- Body Text
- Variable Fonts & Accessibility
- Example

Brand Guidelines

# Introduction

Typography is a key element of ST Courier's brand identity, reinforcing its modern and professional personality.

The selected typefaces ensure consistency across all brand materials while maintaining a balance between approachability and reliability.

ST Courier's typography consists of Uncut Sans and Inter for English, and Cairo for Arabic. These fonts are chosen for their readability, clarity, and ability to align seamlessly with the brand's visual identity.

# Guidelines

Uncut Sans Bold is used for English headlines, creating a strong and confident presence.

Inter Regular is used for body text, ensuring readability across digital and print materials.

Cairo Bold is used for Arabic headlines, providing cultural relevance and legibility.

# Headline

Inter Regular is used for body text. Suspenisse otenti. Inte ger sedit efficitur agna, non posuere anterus. Nunc tortir dui, lobortis eget eros necumi, mollis temer aspus leo. Cras efficitur potir diam, acesim auctor uni dolor semper aliquetese condimentim at nunase.

Maecenas orcipe ligula, aliqu eu. Phasellus pellentesque sem justo, sed mollise velit tempor at. Donec in tristique sem, a aucir mauris. Maecenas tempus porttitor metus idu sodales. Pellentesque auctor ex eget mauris en luctus, fermentum faucibus augue pellentesque. Aliquam placerat nec metus ut malesuada cras eget quam dictum, convallis eros in."

# **Headline**

Uncut Sans is a modern sans-serif typeface with a contemporary structure, designed for clarity and impact. Its geometric yet approachable design makes it ideal for ST Courier's bold and trustworthy messaging.

## **Usage Rules:**

- Uncut Sans Bold should be used for English headlines, emphasizing strength and professionalism.
- Headlines should maintain a consistent weight to ensure a cohesive brand presence.
- For Arabic headlines, Cairo Bold should be used to maintain visual balance with English typography

# **Uncut Sans Bold**

IS OUR TYPEFACE FOR ENGLISH HEADLINES

# **Cairo Bold**

IS OUR TYPEFACE FOR ARABIC HEADLINES

## Uncut Sans Bold

Is Our Typeface For English Headlines

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

## Cairo Bold

Is Our Typeface For Arabic Headlines

ابٌٗتٌٗجٌٗجٌٗجٌٗجٌٗ  
سٌٗشٌٗصٌٗصٌٗصٌٗصٌٗ  
فٌٗقٌٗكٌٗلٌٗمٌٗهٌٗيٌٗ

## Body Text

Inter is a highly legible, modern sans-serif typeface designed for optimal readability in digital and print formats. It ensures smooth and clear text presentation, making it ideal for body copy and supporting text.

# Inter Regular

a b c d e f g h i j k l m n o p q r s t u v w x x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X X Y Z  
1 2 3 4 5 6 7 8 9 0

### يُستخدم خط كايرو Regular لنصوص الجسم العربية

نسخة نصية: سوبنديس بوتينتي. إنتير سيديت إفيسيلرور ماجنا، نون بوسويري أنتي. نونك تورتير دوي، لوبورتيس إيجيت إيروس نيك، موليس تيمر أسبوس ليو. كراس إفيسيلرور بورتتيلور ديام، آك أكتور أوني دولار سيمبر أليكت كونديمينتوم آت نوناسي. مايسيناس أورسي ليجولا، أليكوم إيو نيسل إيو، يوتيسى كونسيكوات إيست.

### Usage Rules:

- Inter Regular should be used for English body text, ensuring clarity and easy readability.
- Body copy should maintain appropriate spacing for an optimal reading experience across different platforms.

# Variable Fonts & Accessibility

Uncut Sans, Inter, and Cairo are available as open-source fonts, ensuring accessibility and flexibility across various design tools.

Uncut Sans and Inter are optimized for screen readability, making them ideal for web and mobile applications. Cairo is a variable Arabic typeface that adapts to different screen sizes for better accessibility.

**Uncut Sans Bold**

**Uncut Sans Semibold**

**Uncut Sans Medium**

**Uncut Sans Regular**

**Uncut Sans Book**

**Uncut Sans Light**

**Inter Black**

**Inter Bold**

**Inter Medium**

**Inter Light**

**Inter Extra Light**

**Inter Thin**

Inter Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Inter Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

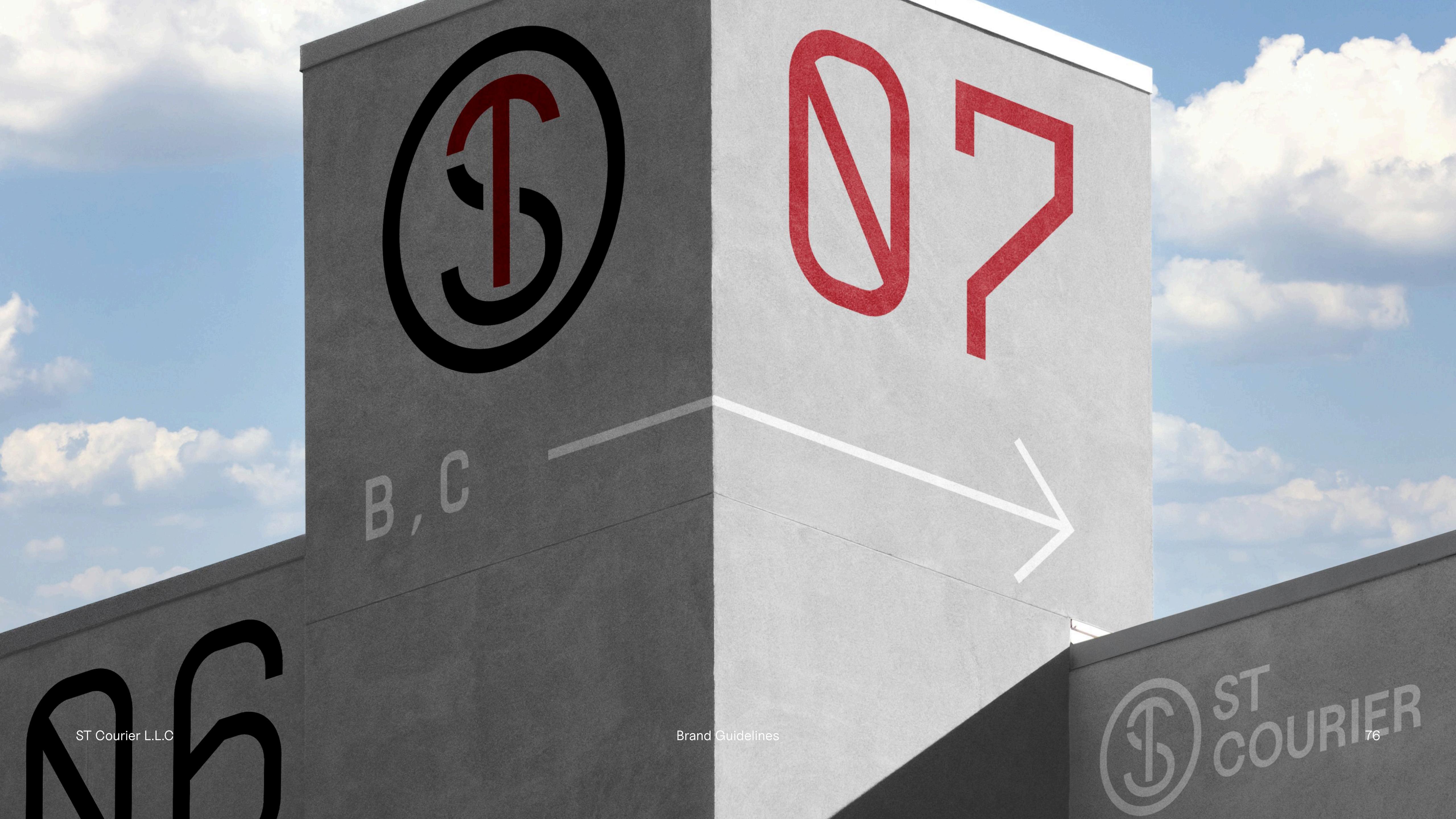
1 2 3 4 5 6 7 8 9 0

Inter Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



ST Courier L.L.C

Brand Guidelines

76



# Brand Elements

- Logistics Stamps
- Brand Patterns
- Shapes & Compositions

Brand Guidelines

06

# Logistics Stamps

To establish a distinctive and authoritative presence in the logistics industry, ST Cargo has developed a set of logistics stamps and stickers. These elements serve as both functional and brand-driven assets, reinforcing credibility and trust across shipments, packaging, and communication materials.

# Courier Stamps

Inspired by industry-standard shipping marks, our courier stamps reflect ST Cargo's core logistics services—Air Cargo, Road Cargo, and Sea Cargo. Designed to resemble traditional shipping stamps, they enhance the brand's authority, reliability, and authenticity across packaging, invoices, and marketing materials.

Currently, we have introduced three core stamps: Sea Cargo, Air Cargo, and Shipping. However, this is just the beginning. Future stamps will expand to include Road Freight, Express Courier, Fragile Handling, and more—ensuring consistency while covering all key logistics services.



Fast & Reliable  
Airmail Logistics



Trusted Global Shipping  
Across Oceans



Secure & Efficient  
Freight Solutions

# Print Limitations

In situations where printing constraints affect detail and color accuracy, courier stamps should be adapted to maintain clarity and legibility. For low-resolution or monochrome printing, simplified one-color versions (black or white) should be used to preserve their authoritative presence.

When embossing or foil stamping, ensure the design remains recognizable without losing key elements. Always choose the most suitable version to maintain brand integrity and visibility.



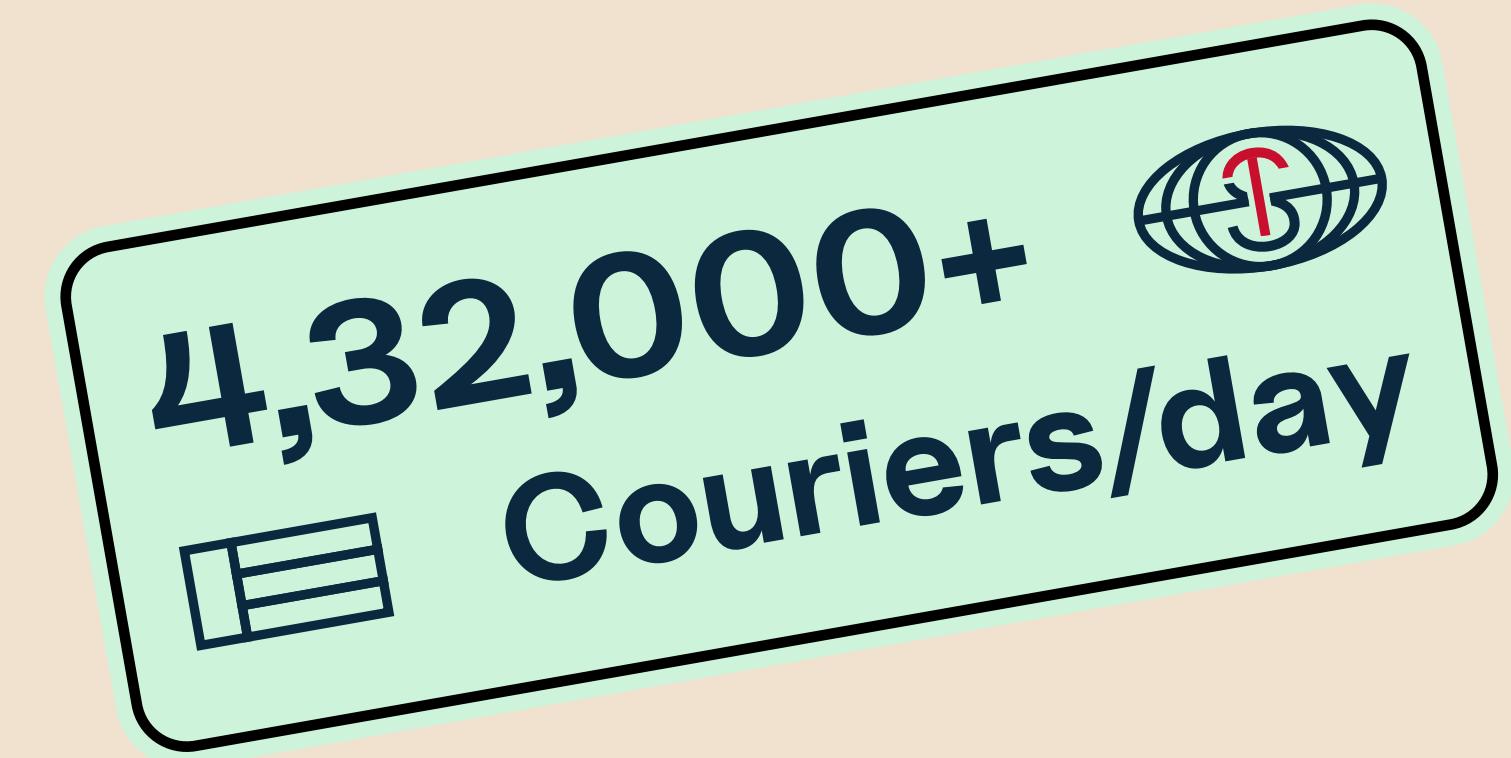
Use these Stamp-Stickers  
when on light background



Use these Stamp-Stickers  
when on Dark background

## Statistics Stickers

Quantifiable proof of reliability builds trust. Our statistics stickers highlight ST Cargo's operational scale and efficiency, such as '432,000+ Couriers Per Day.' These stickers reinforce credibility across marketing materials, office branding, and digital communication.

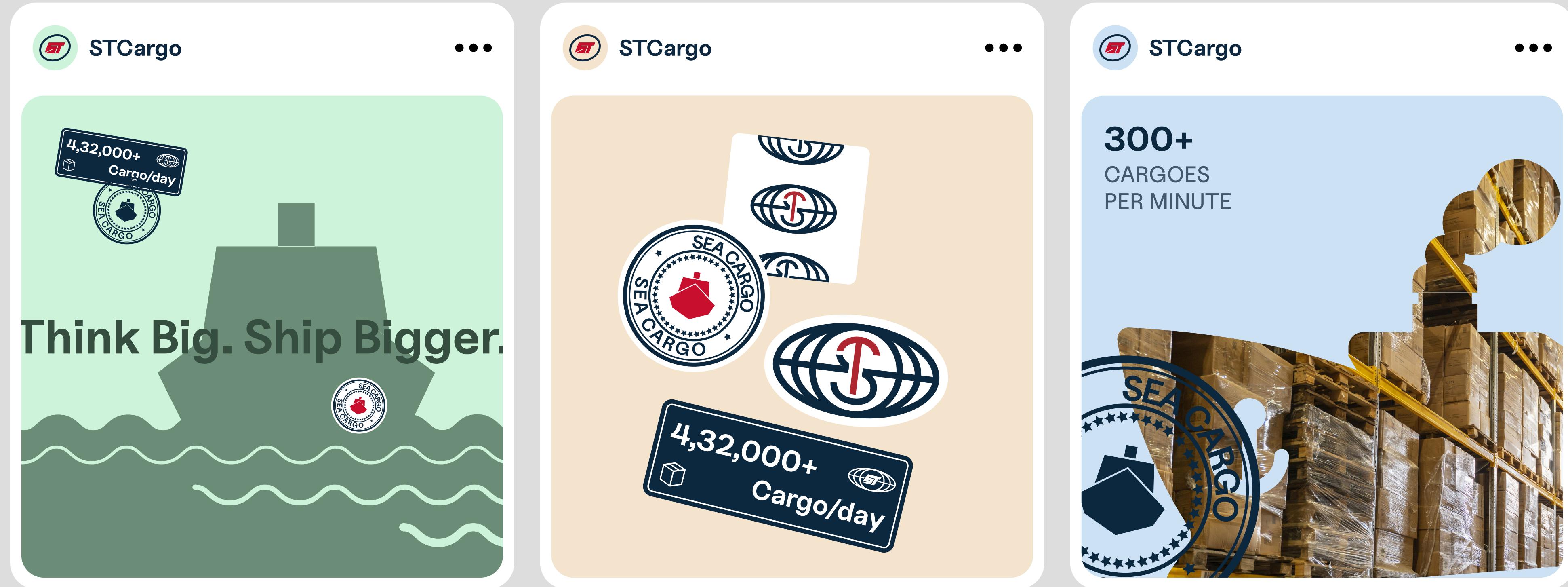


## Print Limitations

To ensure clarity and readability under various printing constraints, Statistics Stickers should be adapted accordingly. In cases of low-resolution or monochrome printing, a high-contrast, single-color version should be used to maintain legibility. When printing on textured or small surfaces, avoid intricate details that may become unclear. Always select the most appropriate format to preserve visibility and brand consistency.







# Brand Patterns

Patterns are an integral part of ST Cargo's visual identity, reinforcing consistency and our deep-rooted connection to logistics. Each pattern is uniquely crafted to represent a specific mode of transport—Air Freight, Road Freight, and Sea Freight—ensuring relevance and recognition across applications.

Strategically applied based on context, these patterns serve both functional and branding purposes—enhancing shipment packaging, labels, and tapes while also acting as a brand-building element across marketing materials, office interiors, and digital platforms.

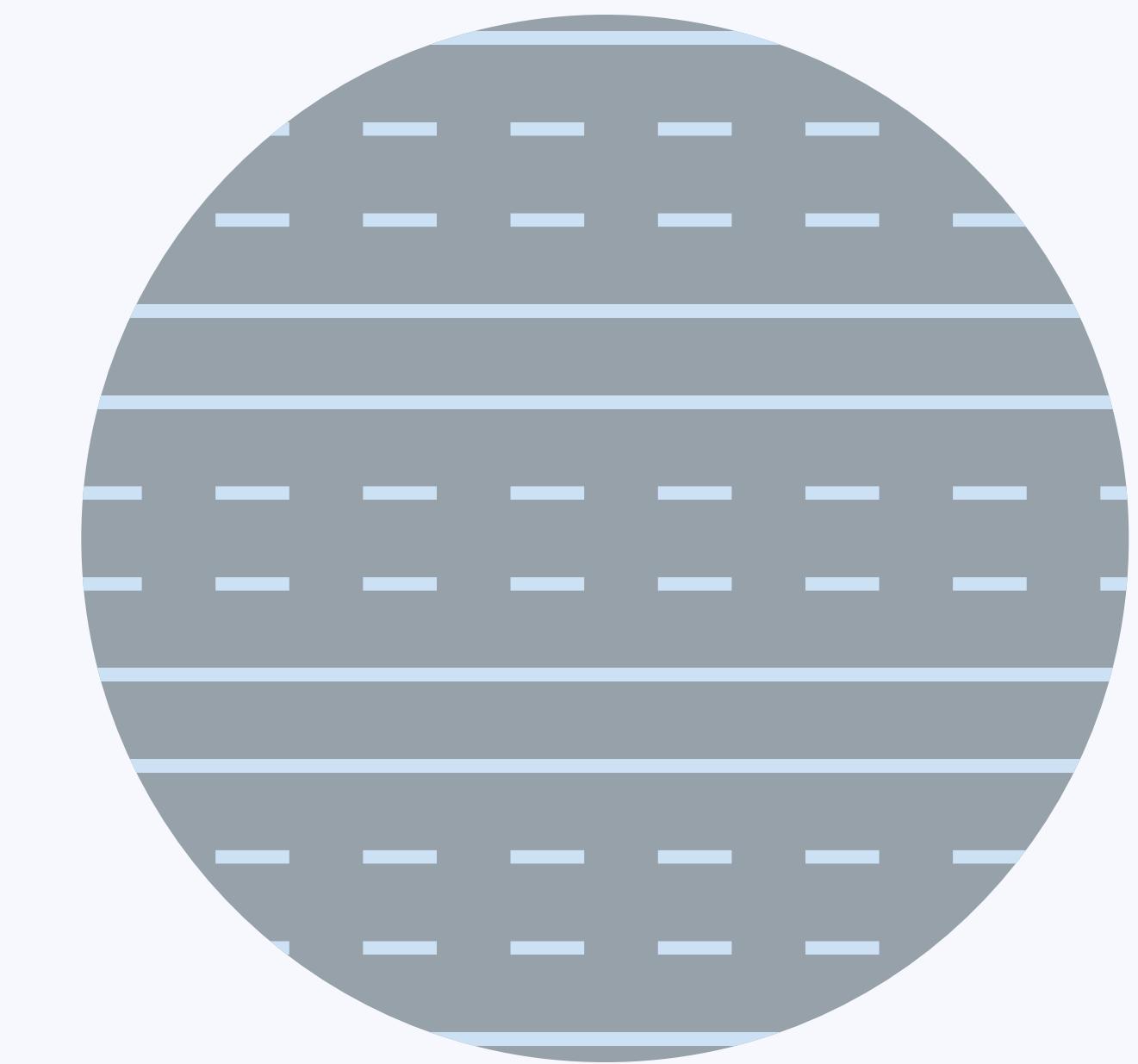
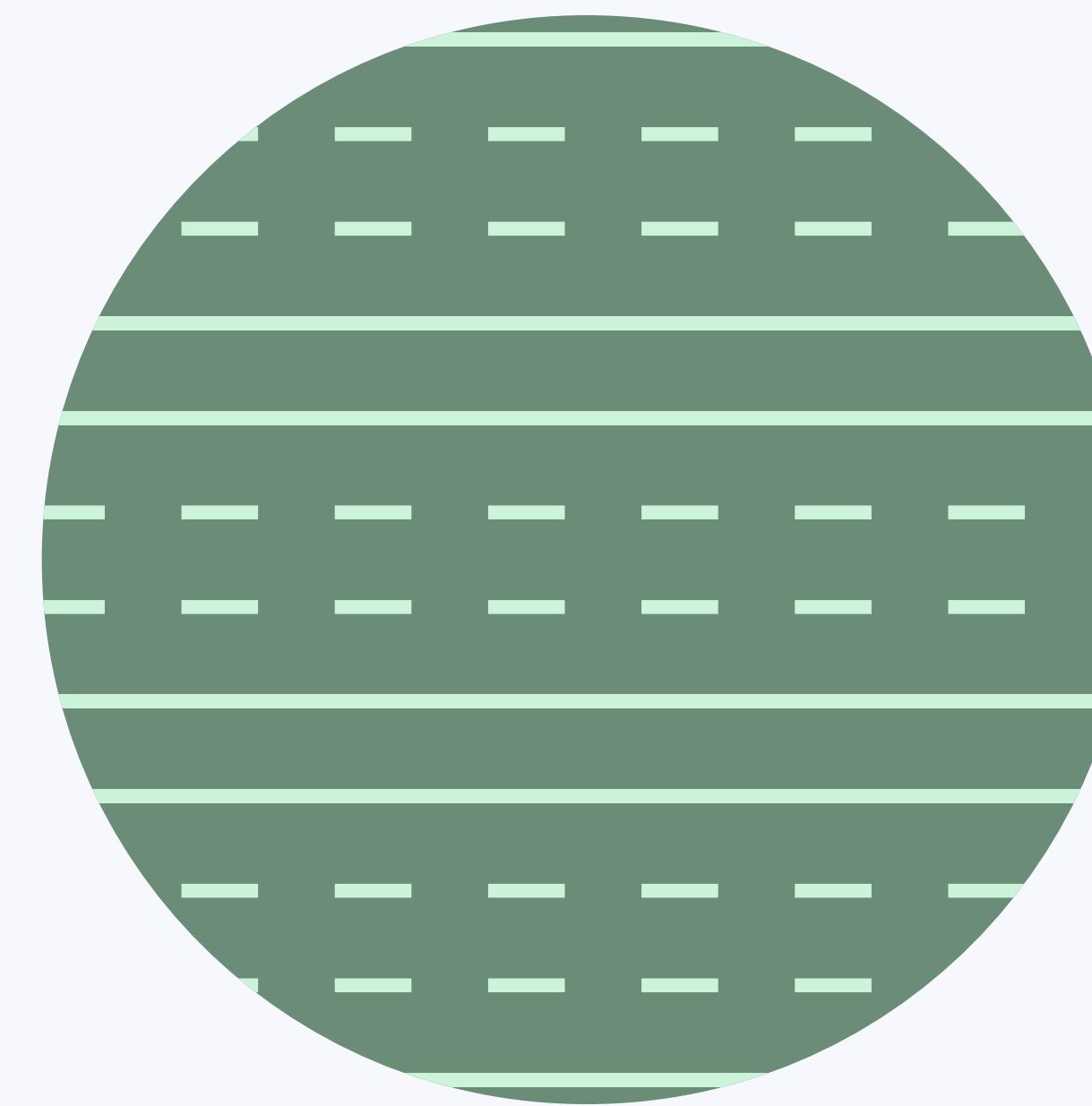
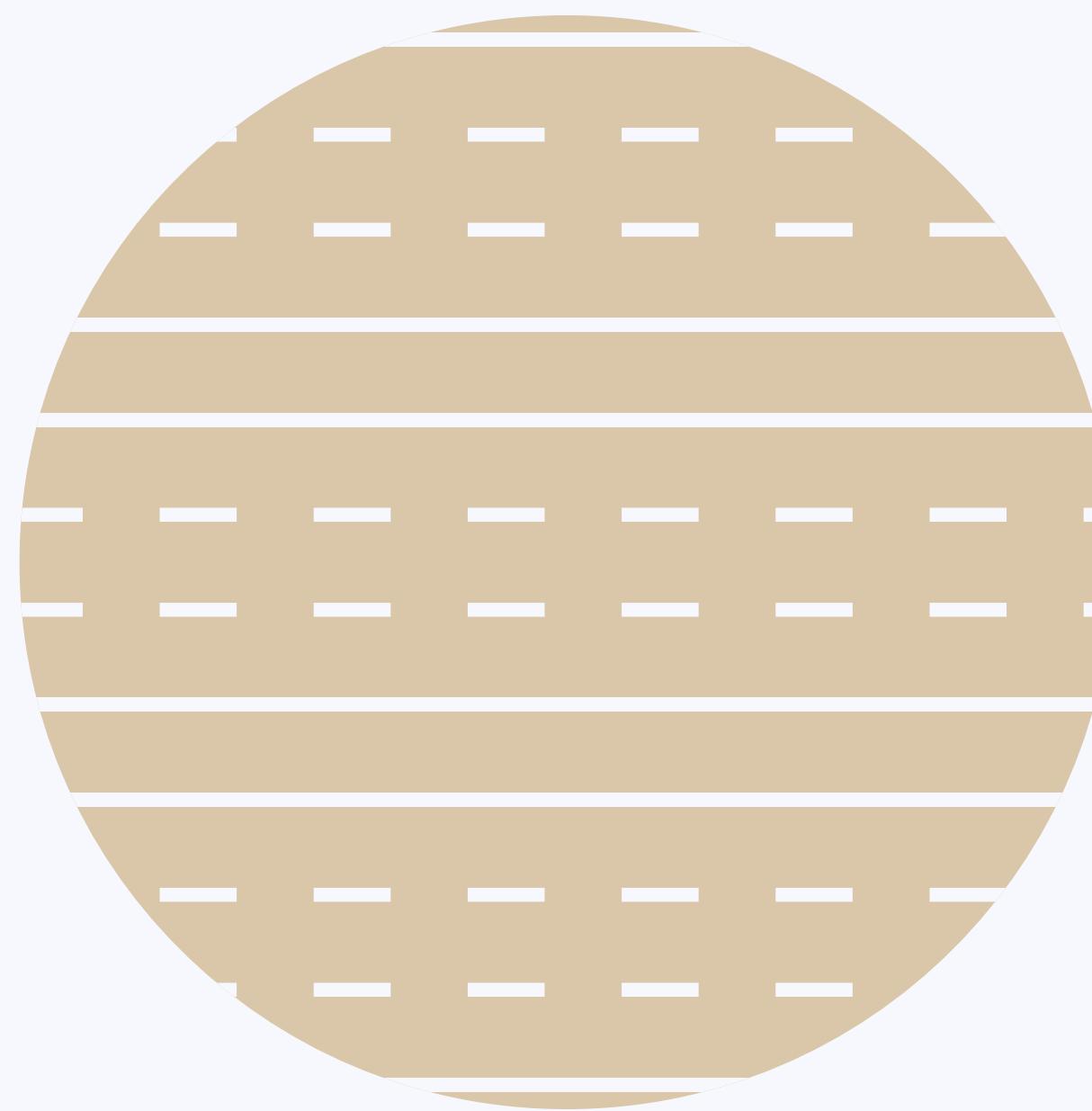
# Air Freight Pattern

The Air Freight pattern is inspired by aerodynamic motion and flight paths, symbolizing speed and efficiency. It is primarily used on materials related to air cargo, such as shipping labels, air waybills, and marketing assets that emphasize rapid global connectivity.



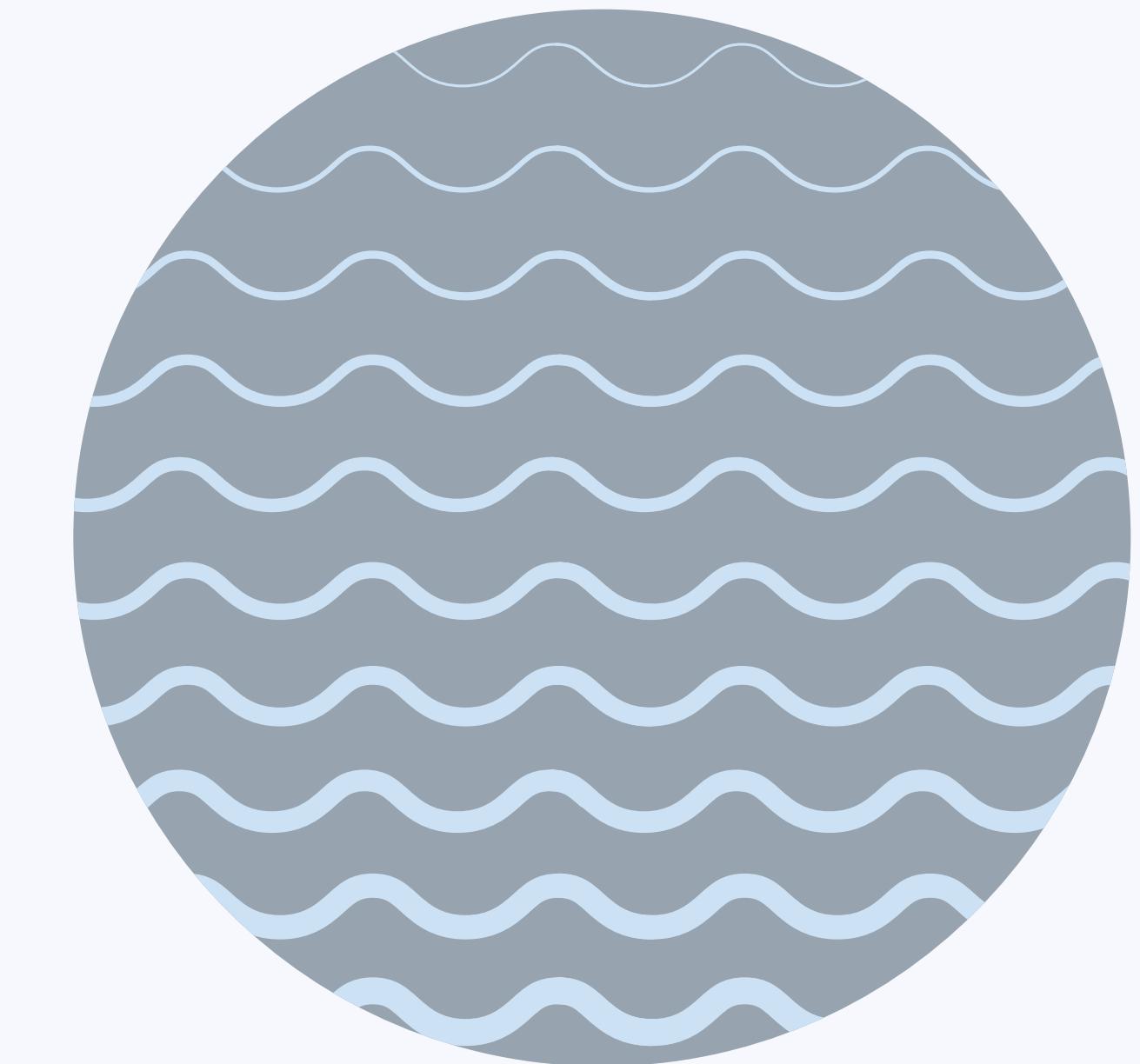
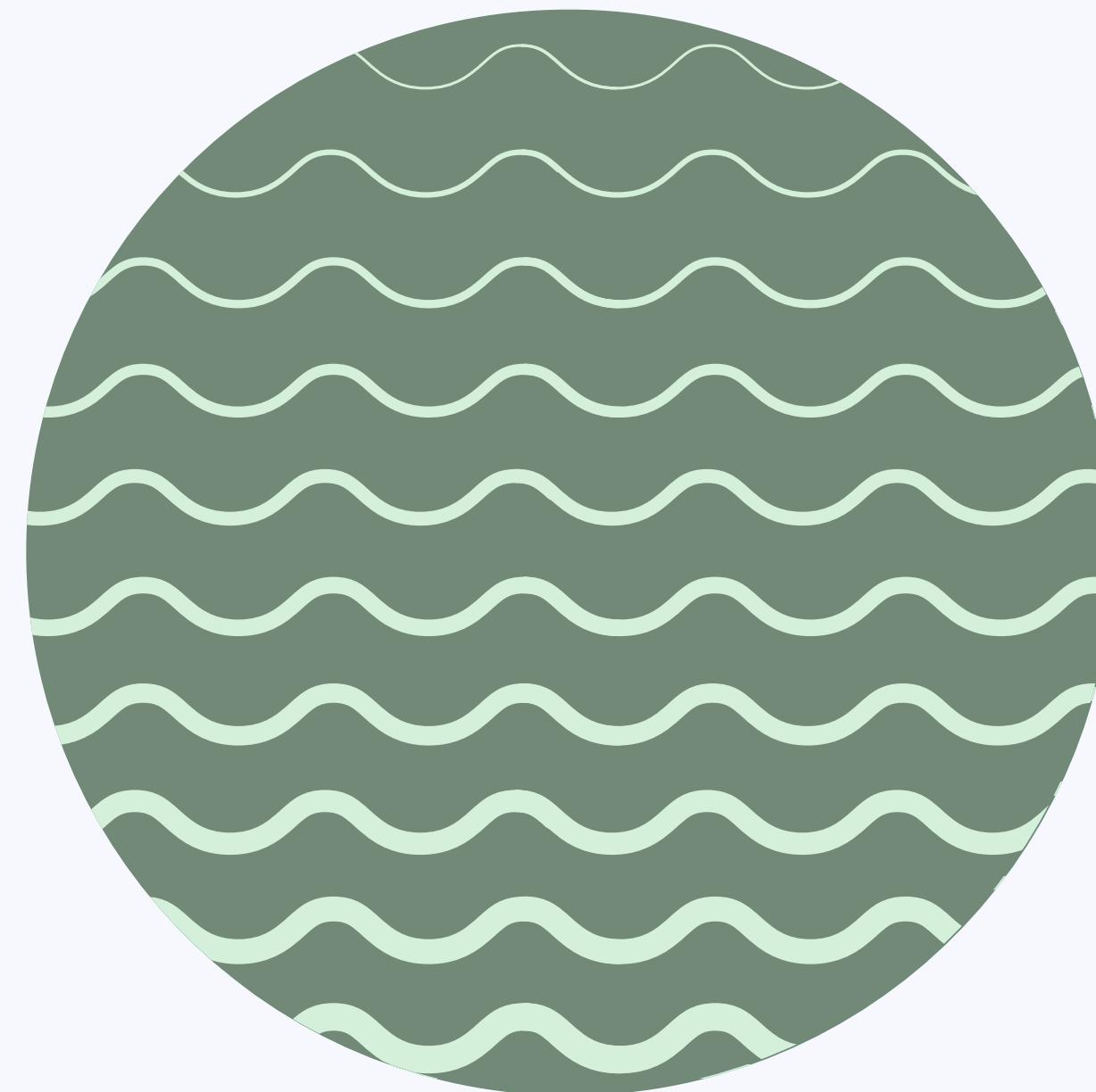
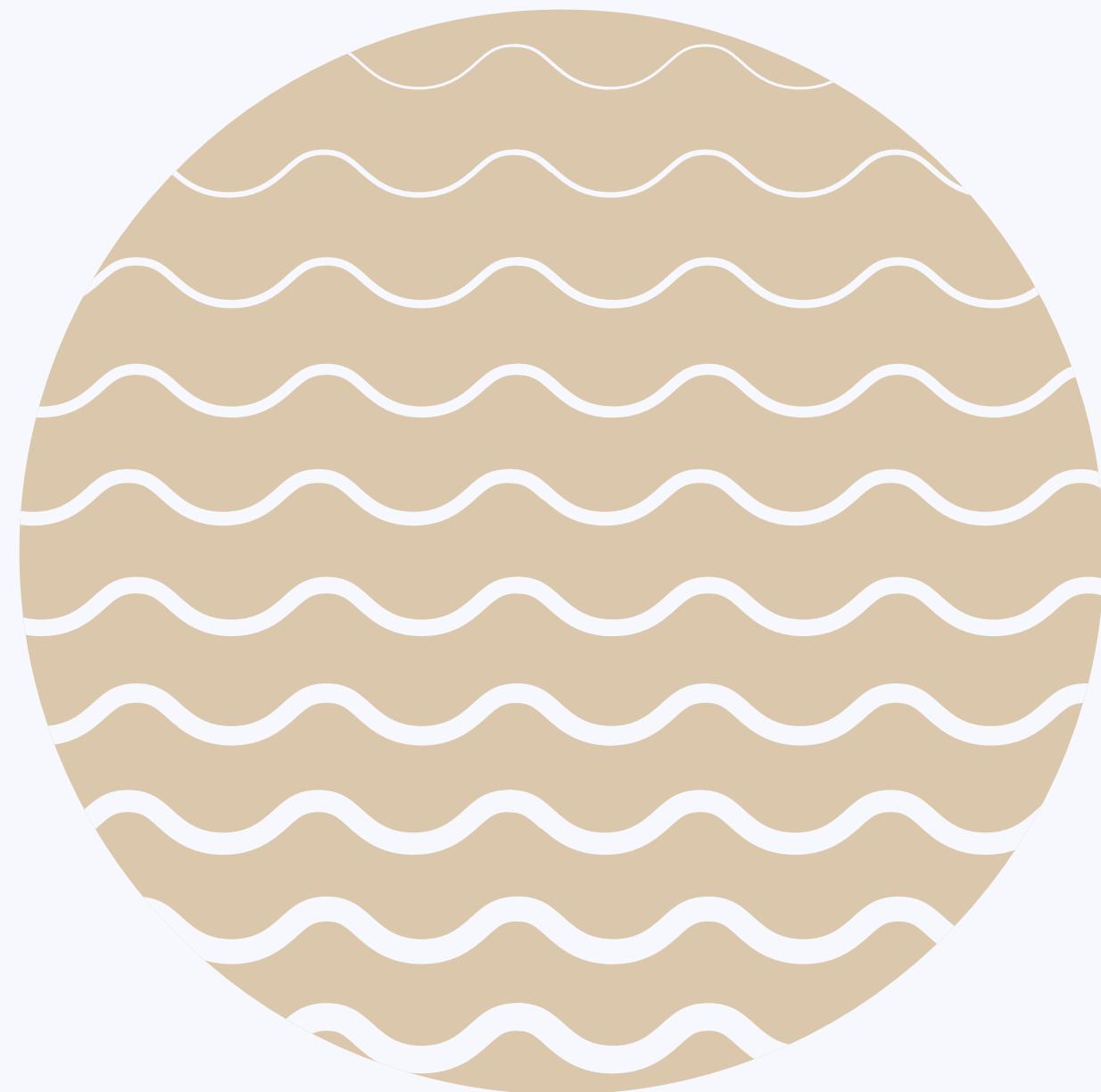
# Road Freight Pattern

Structured and directional, the Road Freight pattern represents transport routes and organized movement. This pattern is ideal for applications such as truck branding, delivery packaging, and marketing materials that highlight land-based logistics solutions.



# Sea Freight Pattern

Flowing and dynamic, the Sea Freight pattern reflects the movement of goods across oceans. Inspired by maritime transport, this pattern is used in branding elements related to port logistics, shipping containers, and packaging for sea-bound shipments.









# Shapes & Compositions

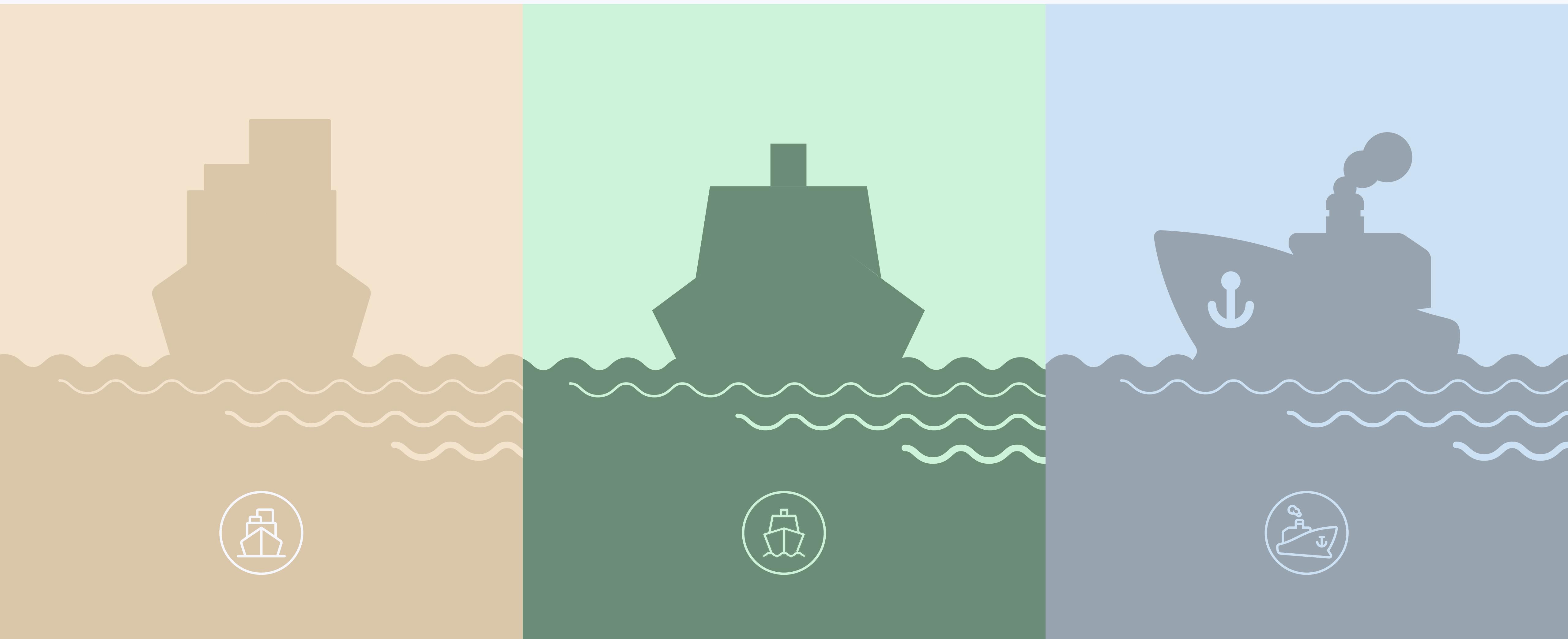
ST Cargo's brand shapes are inspired by the movement and essence of freight transportation. These dynamic silhouettes—ships, airplanes, and trucks—are directly connected to their respective freight patterns, reinforcing a cohesive and scalable visual system.

More than just representations of transport, these shapes bring motion and direction to our identity, mirroring the real-world journey of shipments and strengthening our brand's trust, efficiency, and reliability.

# Stability —Sea Freight

The ship silhouettes represent stability, reliability, and long-term sustainability, reflecting the steady and dependable nature of sea freight.

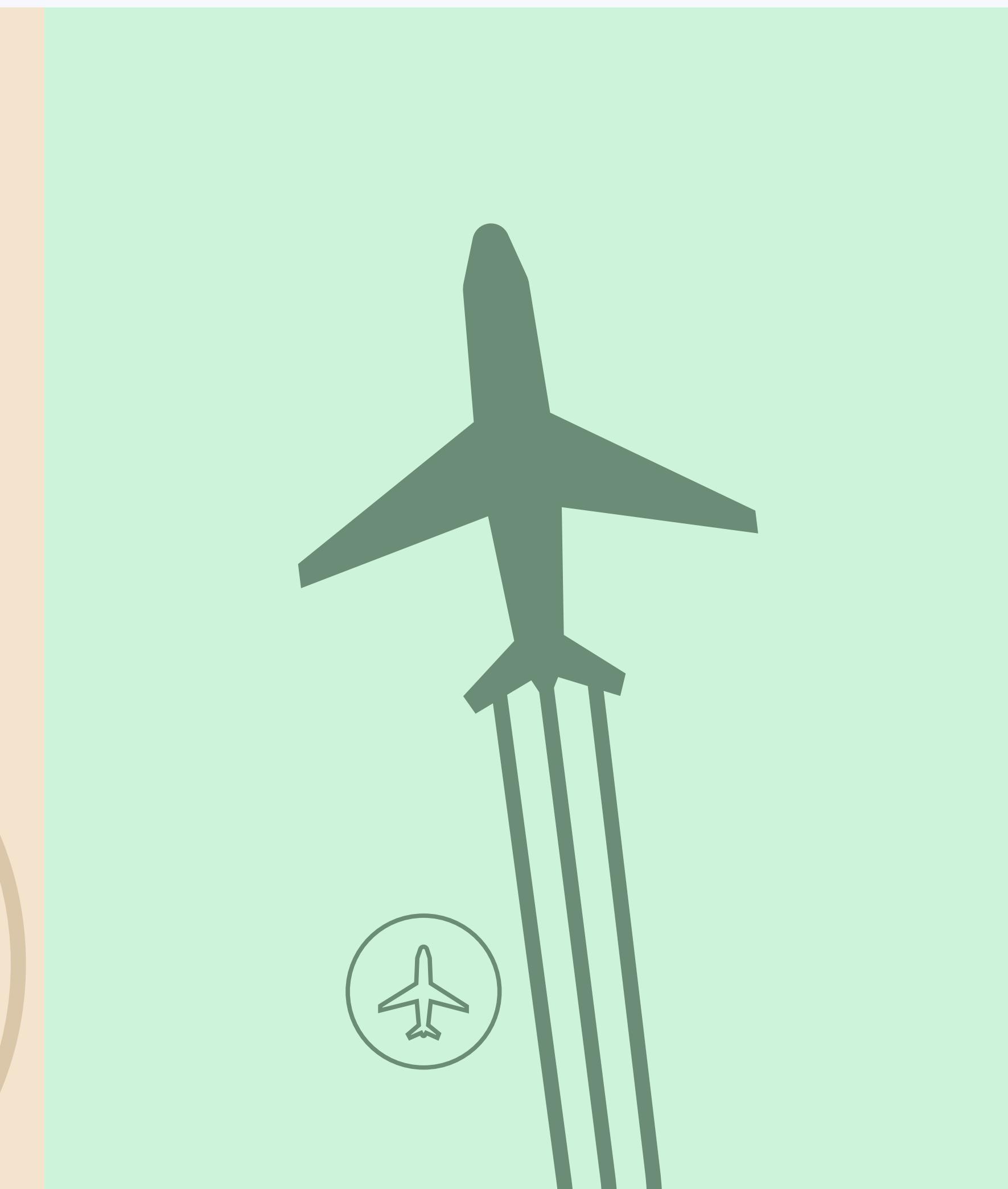
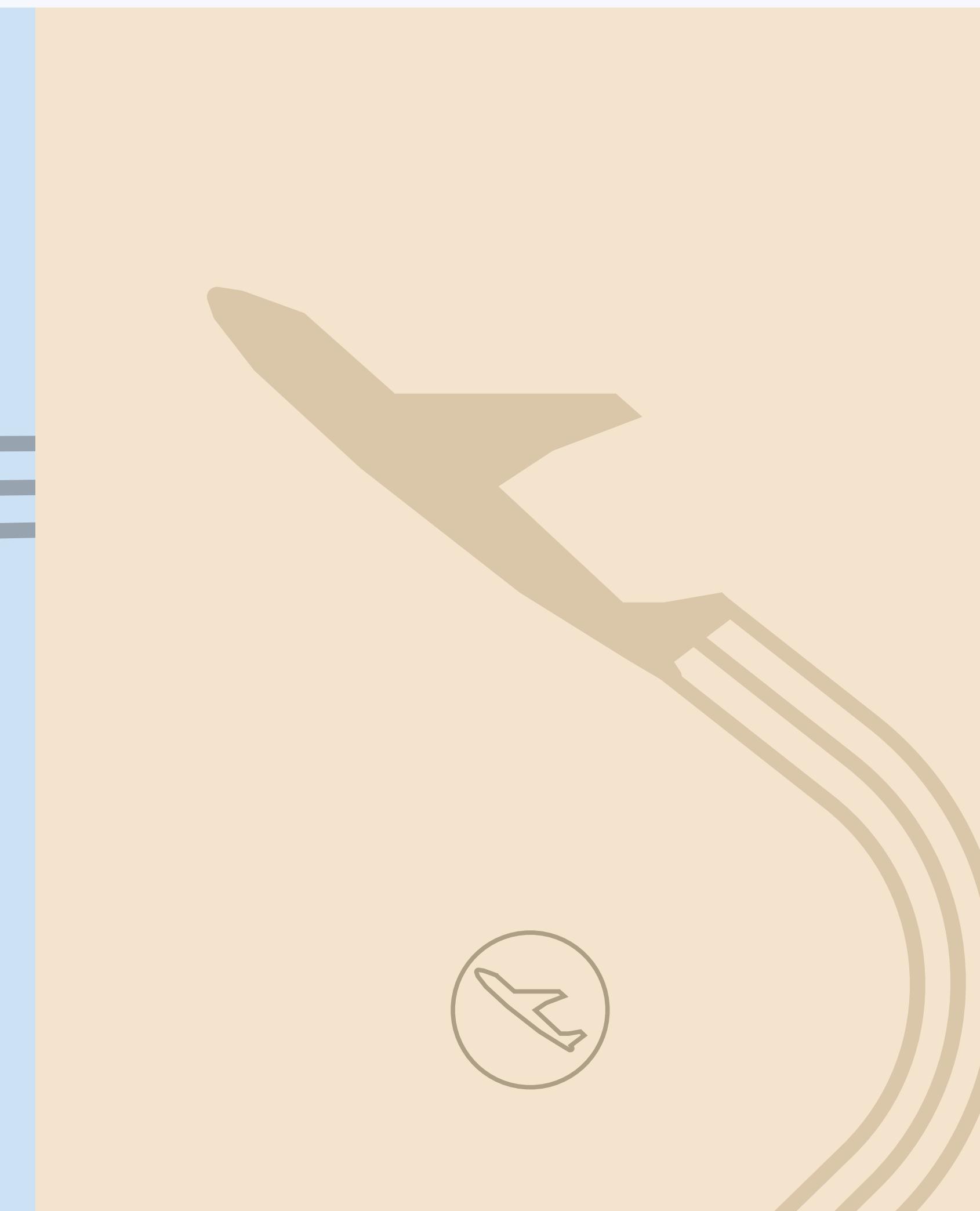
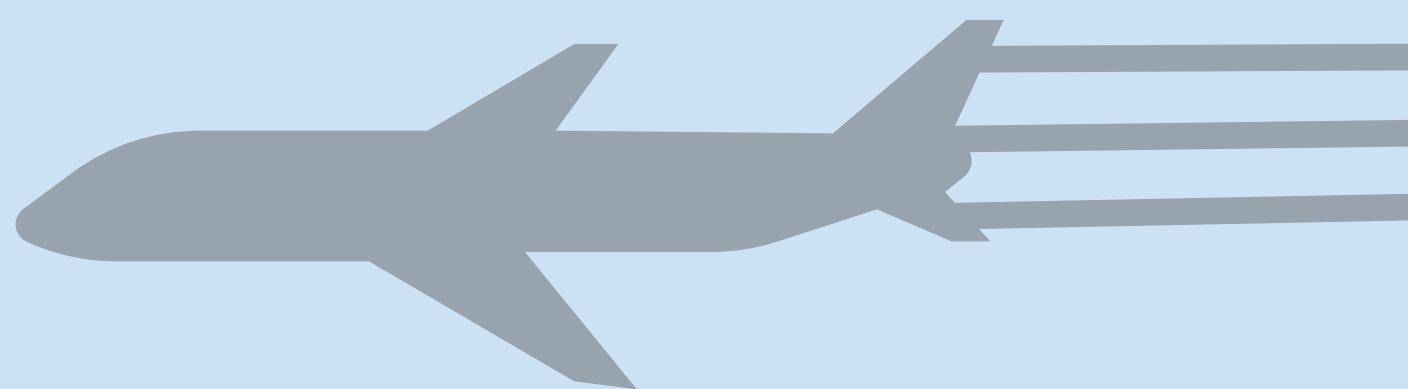
These shapes integrate with the wave pattern, emphasizing calm and controlled movement, making them ideal for reinforcing trust and assurance in long-haul shipping.



# Efficiency —Air Freight

The airplane silhouettes symbolize efficiency, speed, and precision, aligning with ST Cargo's commitment to swift and seamless logistics solutions.

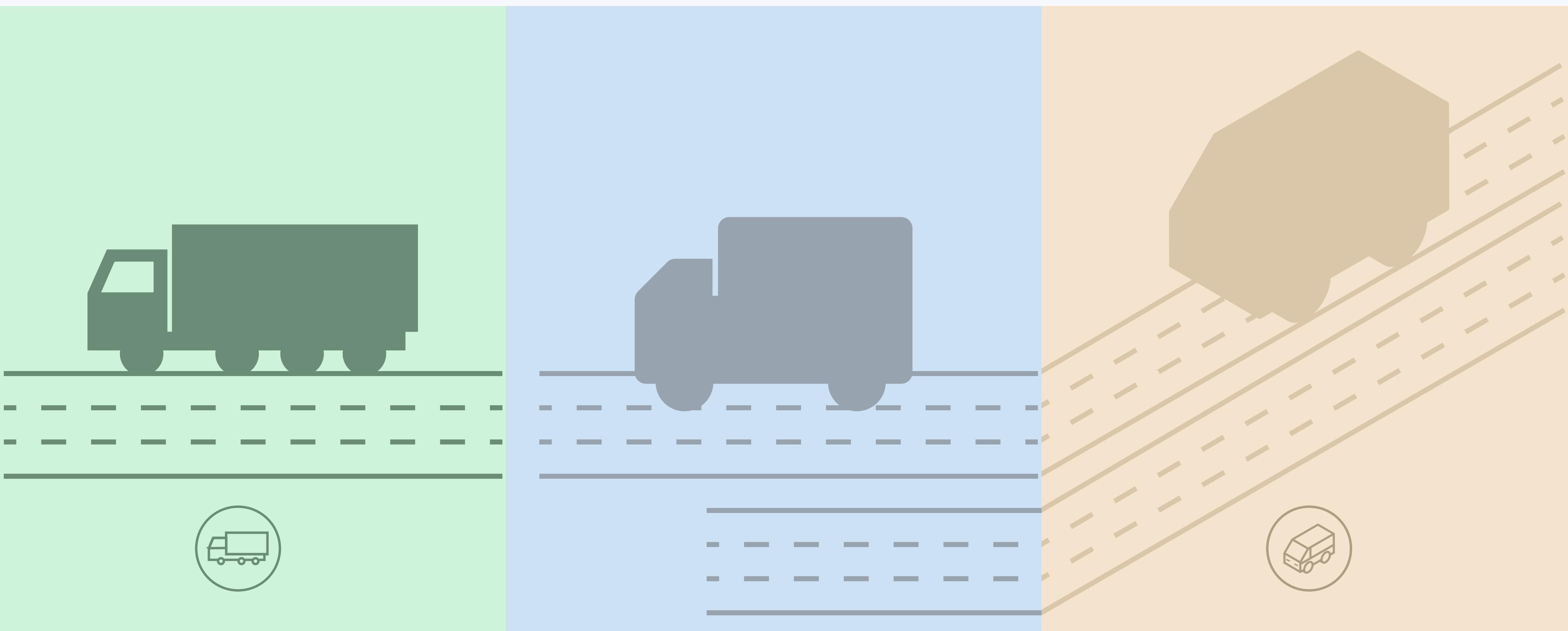
These shapes include motion trails, reinforcing the fast-paced and responsive nature of air freight, making them perfect for express services and high-priority shipments.



# Strength —Road Freight

The truck silhouettes embody strength, resilience, and accessibility, representing the backbone of land transportation.

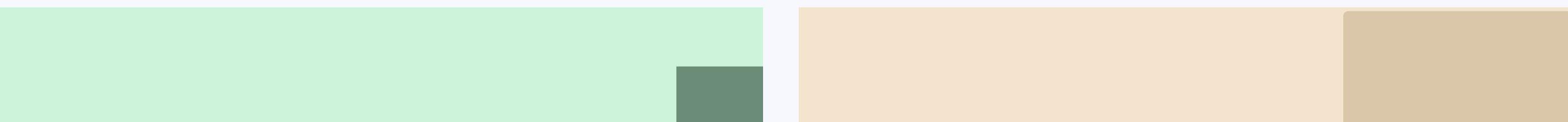
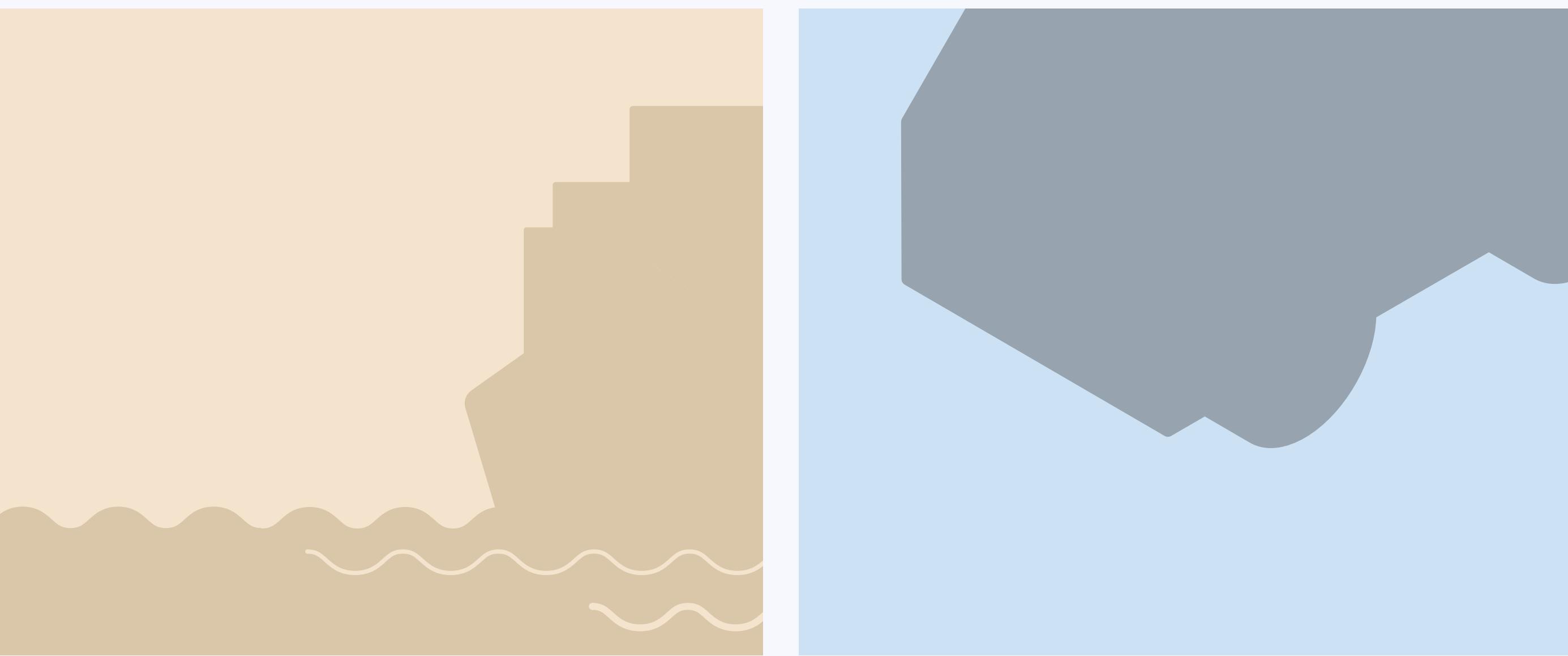
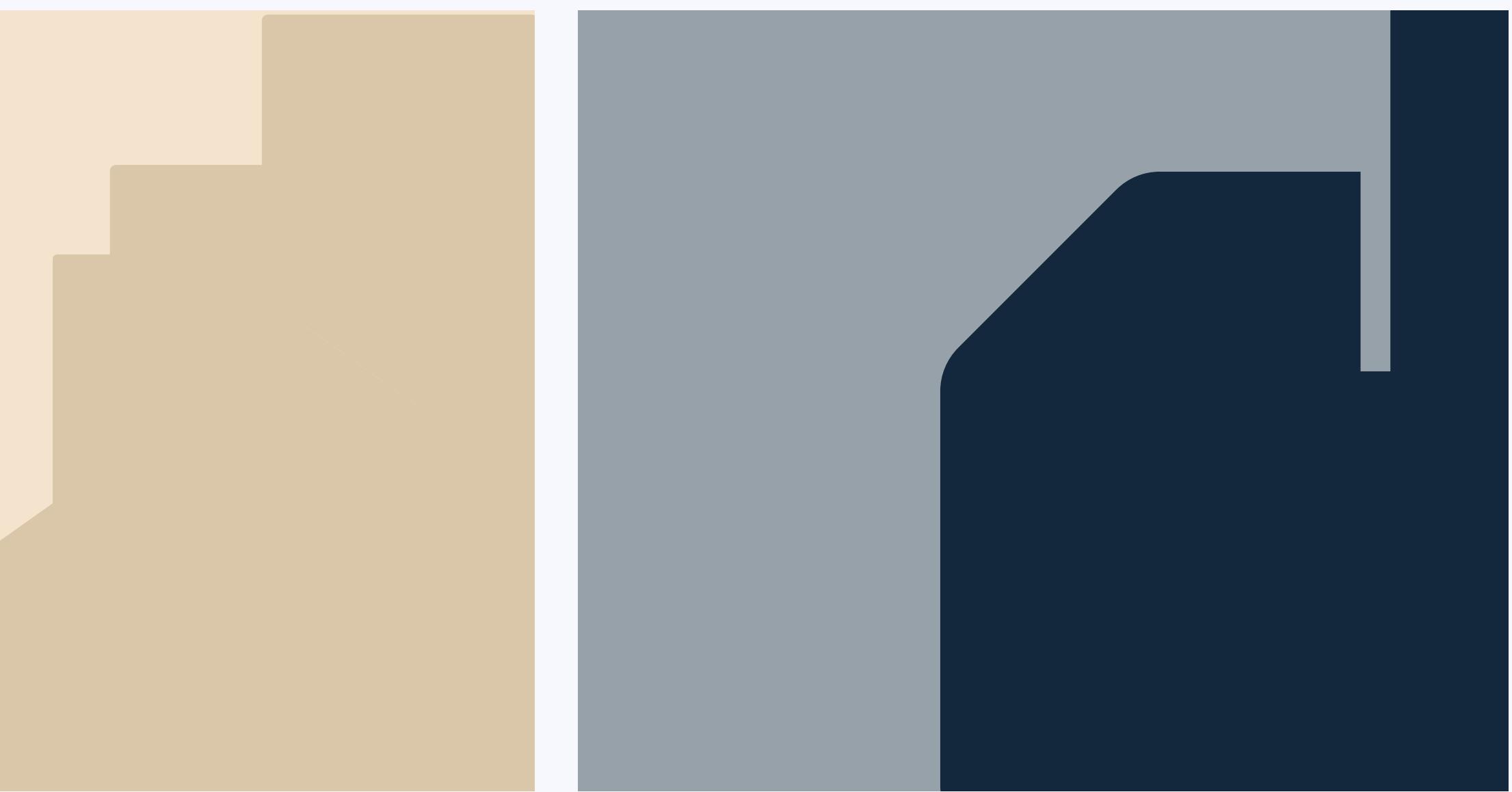
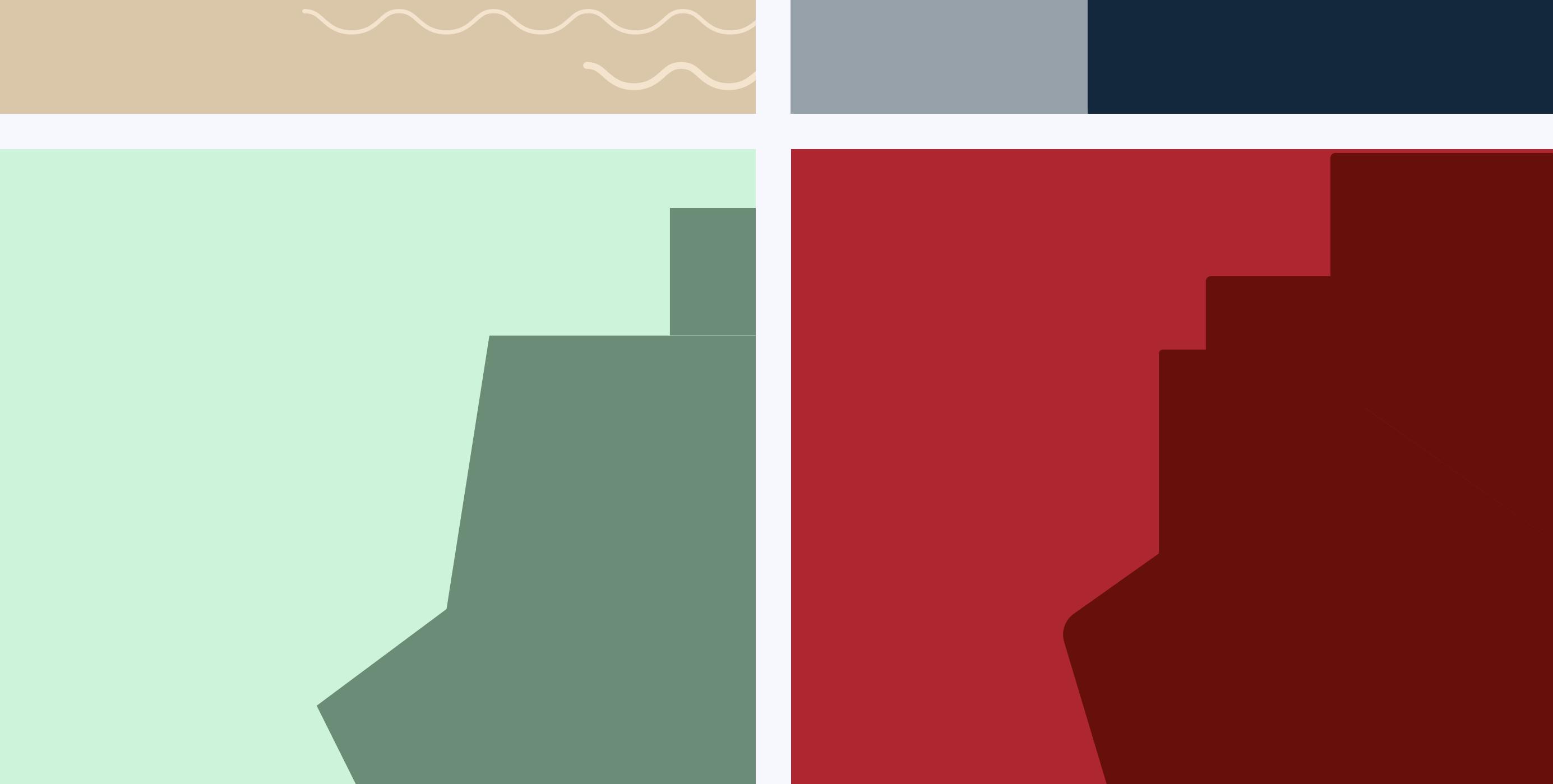
Integrated with the road pattern, these shapes communicate endurance and reach, ensuring our identity remains consistent across both urban and long-haul logistics networks.



# Cropped Variations

Cropping into our brand shapes allows us to create bold, dynamic layouts while maintaining consistency. This technique enhances the visual impact while ensuring the brand remains adaptable across different formats.

These cropped variations work well for Backgrounds & overlays, Branded merchandise & signage, and Website and digital interfaces



# Image Masks

Our brand shapes can serve as image masks, seamlessly integrating photography within the design. These masks enhance visual storytelling while ensuring brand consistency across all media.

- The point of focus within the image should always be centered for clarity and impact.
- Avoid cluttered backgrounds that reduce legibility and visual coherence.
- Apply strategically across marketing materials, advertisements, and digital assets.



# Holding Device for Text

Brand shapes can be used as containers for key messaging, ensuring legibility while reinforcing identity. This approach creates structured, engaging layouts that maintain brand clarity.

- Maintain clear space around the text for readability.
- Ensure contrast between text and background for visual clarity.
- Apply consistently across marketing materials, presentations, and digital assets.



# Graphic Elements

Beyond layouts, brand shapes function as standalone graphic elements, reinforcing ST Cargo's visual language. These structured yet flexible forms add depth, recognition, and cohesion to brand applications.

- Marketing campaigns & promotions
- Branded merchandise & signage
- Digital applications & website UI





## Welcome to ST Courier

ST Courier delivers on time, every time—locally or globally. Rely on our robust network for swift, safe transit and tailored, transparent service.





STCargo

•••



STCargo

•••

300+  
CARGOES  
PER MINUTE



STCargo

•••



# Identity Applications

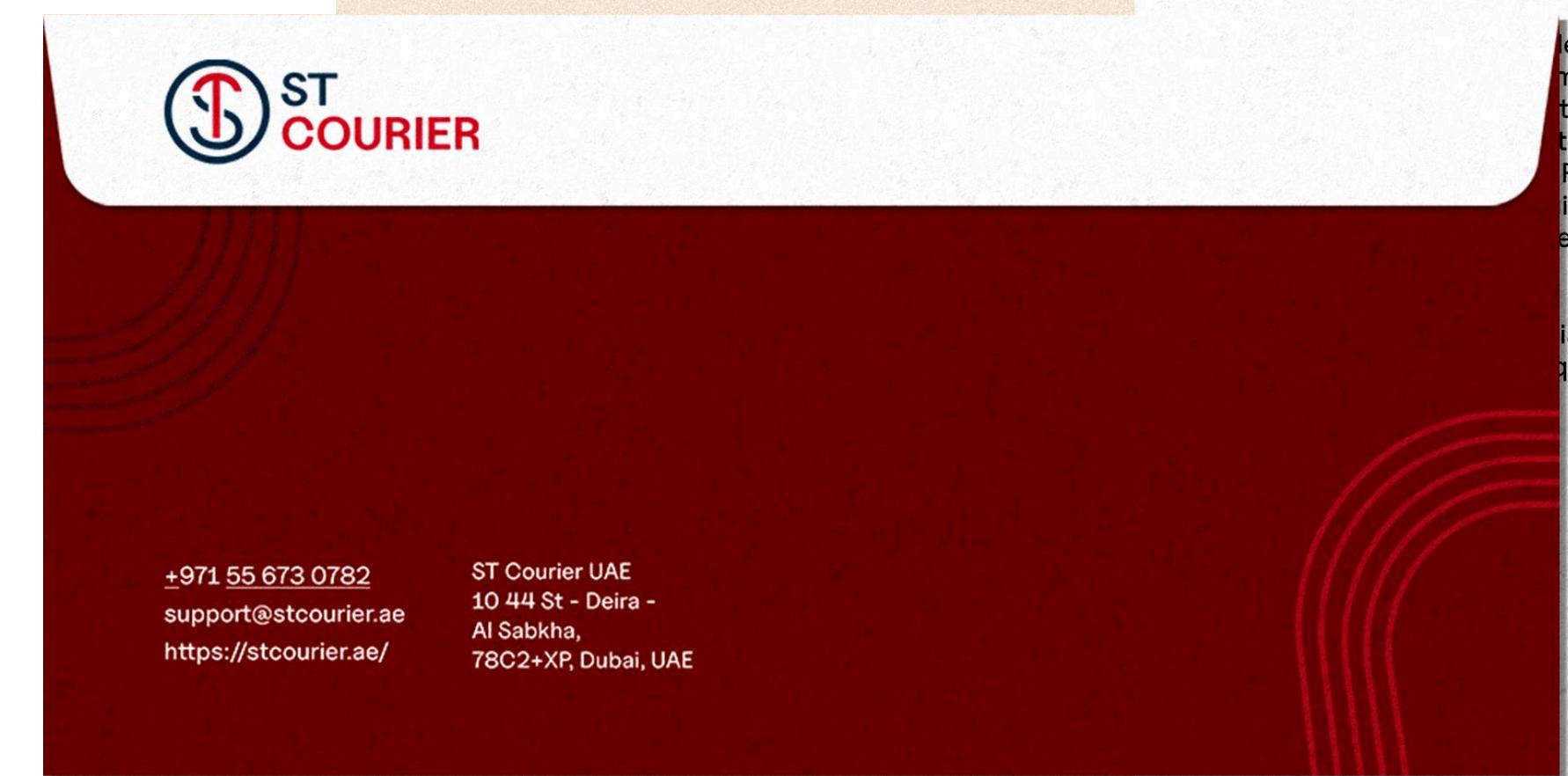
- Business Card
- Vehicle Branding
- Uniform Design
- Stampmark
- Primary Sticker
- Monogram

Brand Guidelines

07

# Letterhead & Envelope

ST Cargo's letterhead and envelope design embody minimalism, authenticity, and professionalism. The clean layout, combined with a refined color palette, reinforces ST's legacy as an industry leader. Every detail reflects reliability and stability, ensuring strong brand recognition in official communications. The design maintains a classic yet modern appeal, enhancing credibility across corporate and customer interactions.



Brand Guidelines





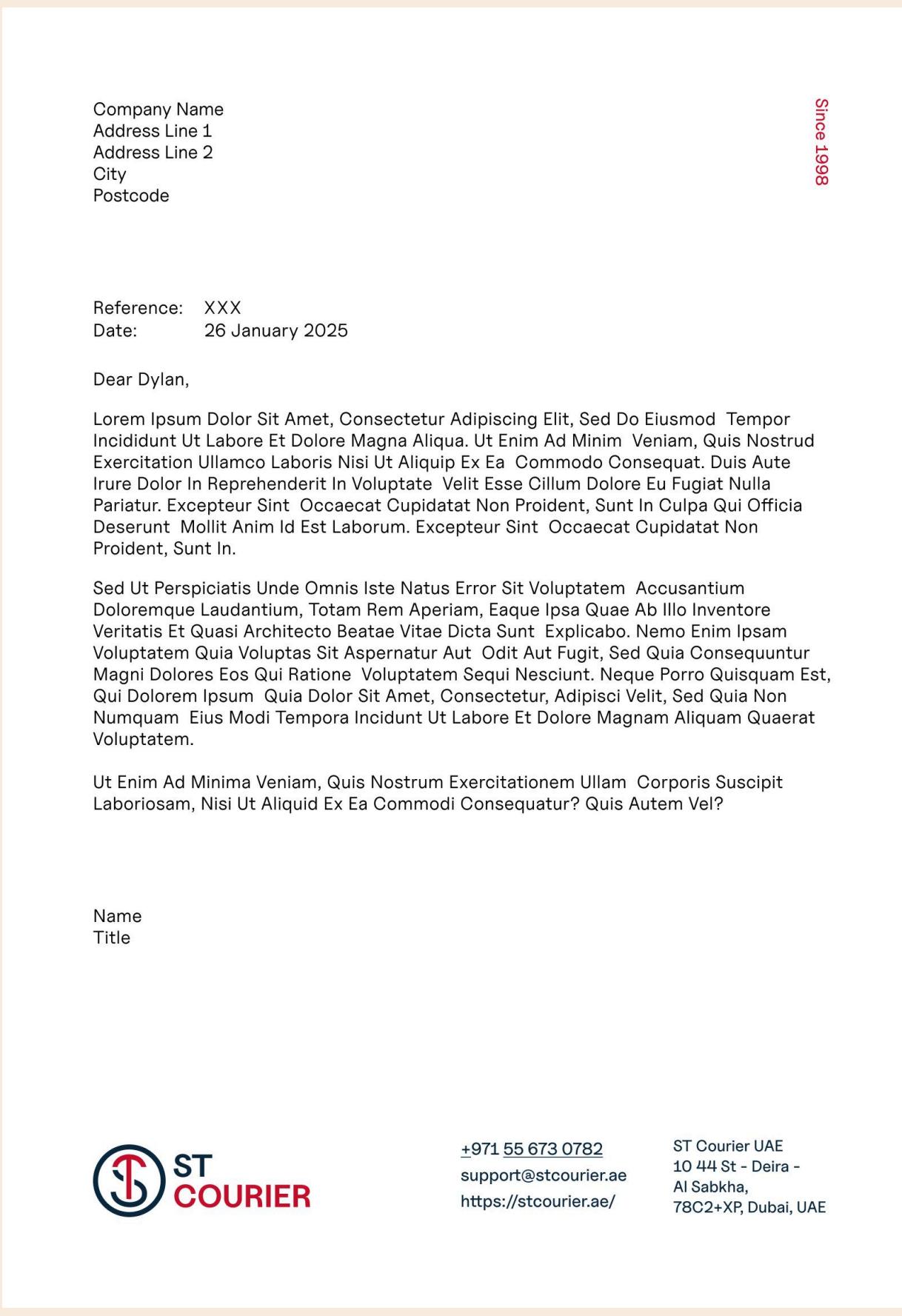
Letterhead Design - Empty



+971 55 673 0782  
support@stcourier.ae  
<https://stcourier.ae/>

ST Courier UAE  
10 44 St - Deira -  
Al Sabkha,  
78C2+XP, Dubai, UAE

Since 1998



Company Name  
Address Line 1  
Address Line 2  
City  
Postcode

Reference: XXX  
Date: 26 January 2025

Dear Dylan,

Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit, Sed Do Eiusmod Tempor Incidunt Ut Labore Et Dolore Magna Aliqua. Ut Enim Ad Minim Veniam, Quis Nostrud Exercitation Ullamco Laboris Nisi Ut Aliquip Ex Ea Commodo Consequat. Duis Aute Irure Dolor In Reprehenderit In Voluptate Velit Esse Cillum Dolore Eu Fugiat Nulla Pariatur. Excepteur Sint Occaecat Cupidatat Non Proident, Sunt In Culpa Qui Officia Deserunt Molit Anim Id Est Laborum. Excepteur Sint Occaecat Cupidatat Non Proident, Sunt In.

Sed Ut Perspiciatis Unde Omnis Iste Natus Error Sit Voluptatem Accusantium Doloremque Laudantium, Totam Rem Aperiam, Eaque Ipsa Quae Ab Illo Inventore Veritatis Et Quasi Architecto Beatae Vitae Dicta Sunt. Explicabo, Nemo Enim Ipsam Voluptatem Quia Voluptas Sit Aspernatur Aut Odit Aut Fugit, Sed Quia Consequuntur Magni Dolores Eos Qui Ratione Voluptatem Sequi Nesciunt. Neque Porro Quisquam Est, Qui Dolorem Ipsum Quia Dolor Sit Amet, Consectetur, Adipisci Velit, Sed Quia Non Numquam Eius Modi Tempora Incidunt Ut Labore Et Dolore Magnam Aliquam Quaerat Voluptatem.

Ut Enim Ad Minima Veniam, Quis Nostrum Exercitationem Ullam Corporis Suscipit Laboriosam, Nisi Ut Aliquid Ex Ea Commodo Consequatur? Quis Autem Vel?

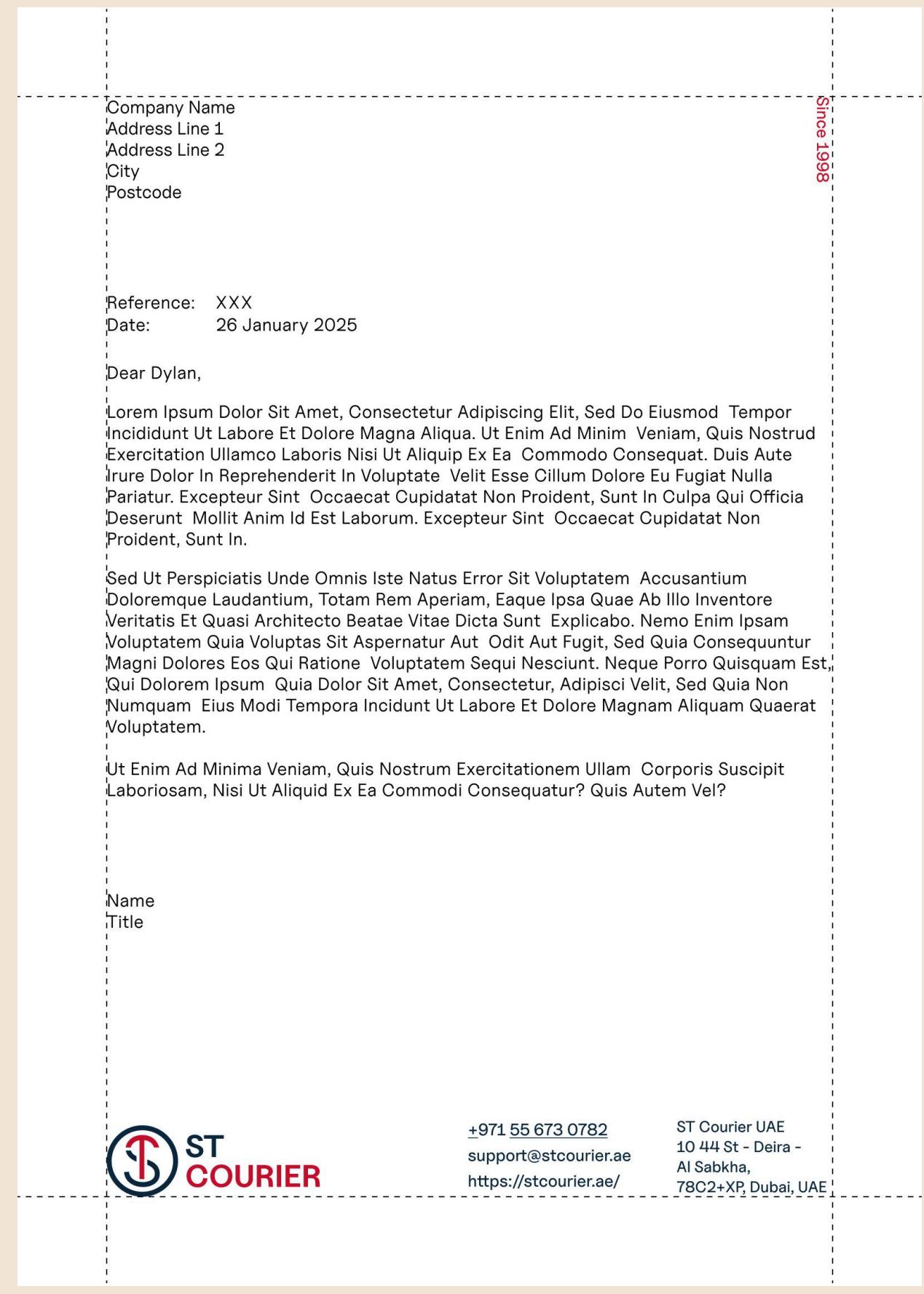
Name  
Title



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Since 1998



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Sed Ut Perspiciatis Unde Omnis Iste Natus Error Sit Voluptatem Accusantium Doloremque Laudantium, Totam Rem Aperiam, Eaque Ipsa Quae Ab Illo Inventore Veritatis Et Quasi Architecto Beatae Vitae Dicta Sunt. Explicabo, Nemo Enim Ipsam Voluptatem Quia Voluptas Sit Aspernatur Aut Odit Aut Fugit, Sed Quia Consequuntur Magni Dolores Eos Qui Ratione Voluptatem Sequi Nesciunt. Neque Porro Quisquam Est, Qui Dolorem Ipsum Quia Dolor Sit Amet, Consectetur, Adipisci Velit, Sed Quia Non Numquam Eius Modi Tempora Incidunt Ut Labore Et Dolore Magnam Aliquam Quaerat Voluptatem.

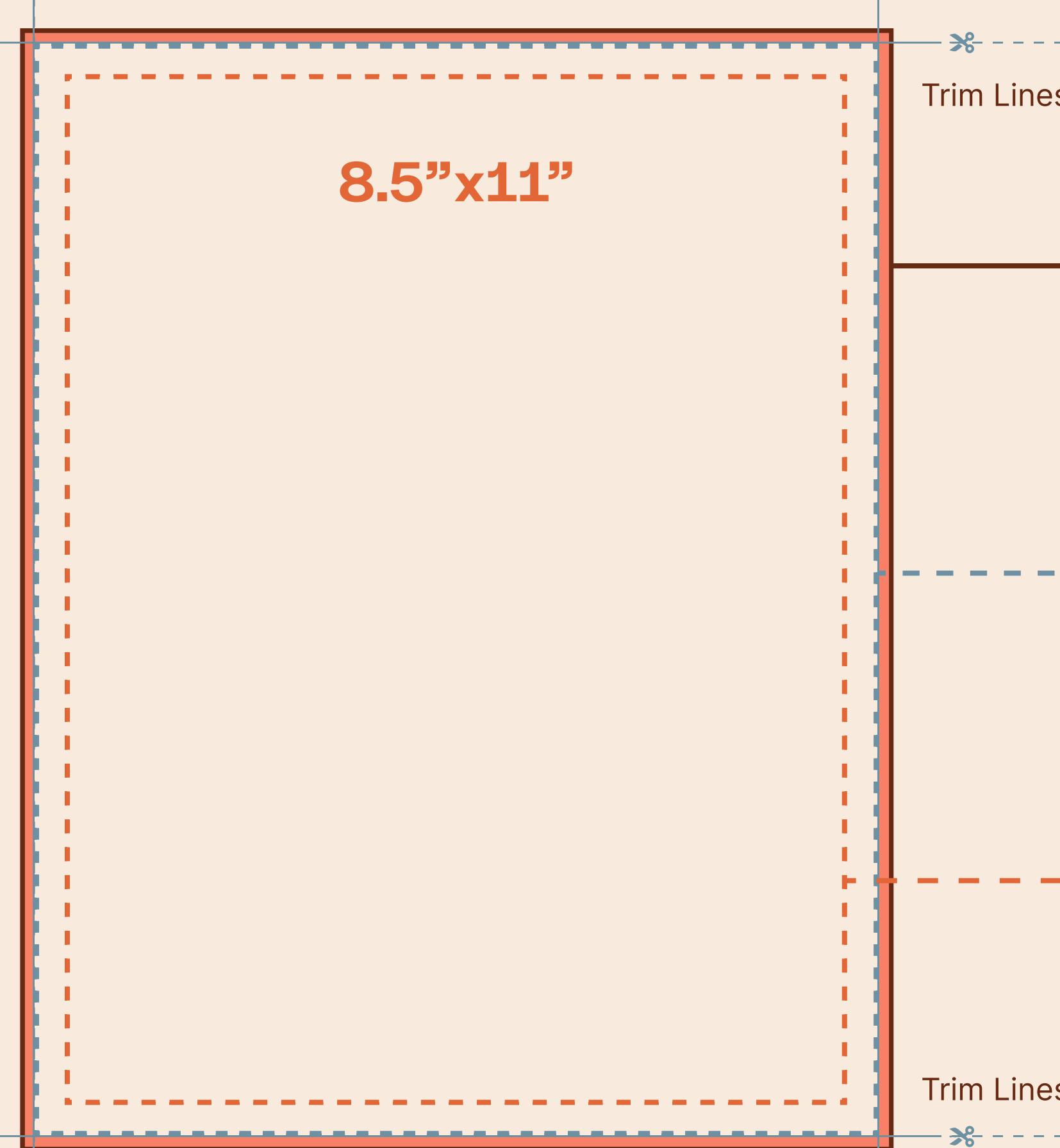
Ut Enim Ad Minima Veniam, Quis Nostrum Exercitationem Ullam Corporis Suscipit Laboriosam, Nisi Ut Aliquid Ex Ea Commodo Consequatur? Quis Autem Vel?

Name  
Title



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Trim Lines

8.5" x 11"

Bleed Zone 1/4"

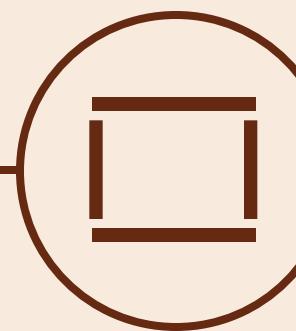
Trim Zone 5/16"

Safety Zone 5/16"

Trim Lines

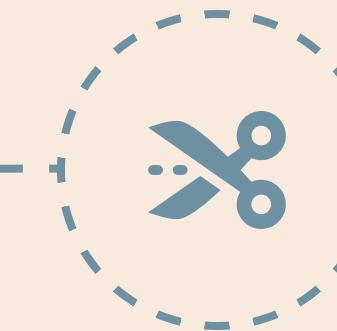
### Bleed Zone

This is where you extends images beyond the trim line, preventing white borders after printing.



### Trim Zone

This is where the business card will be cut after printing.

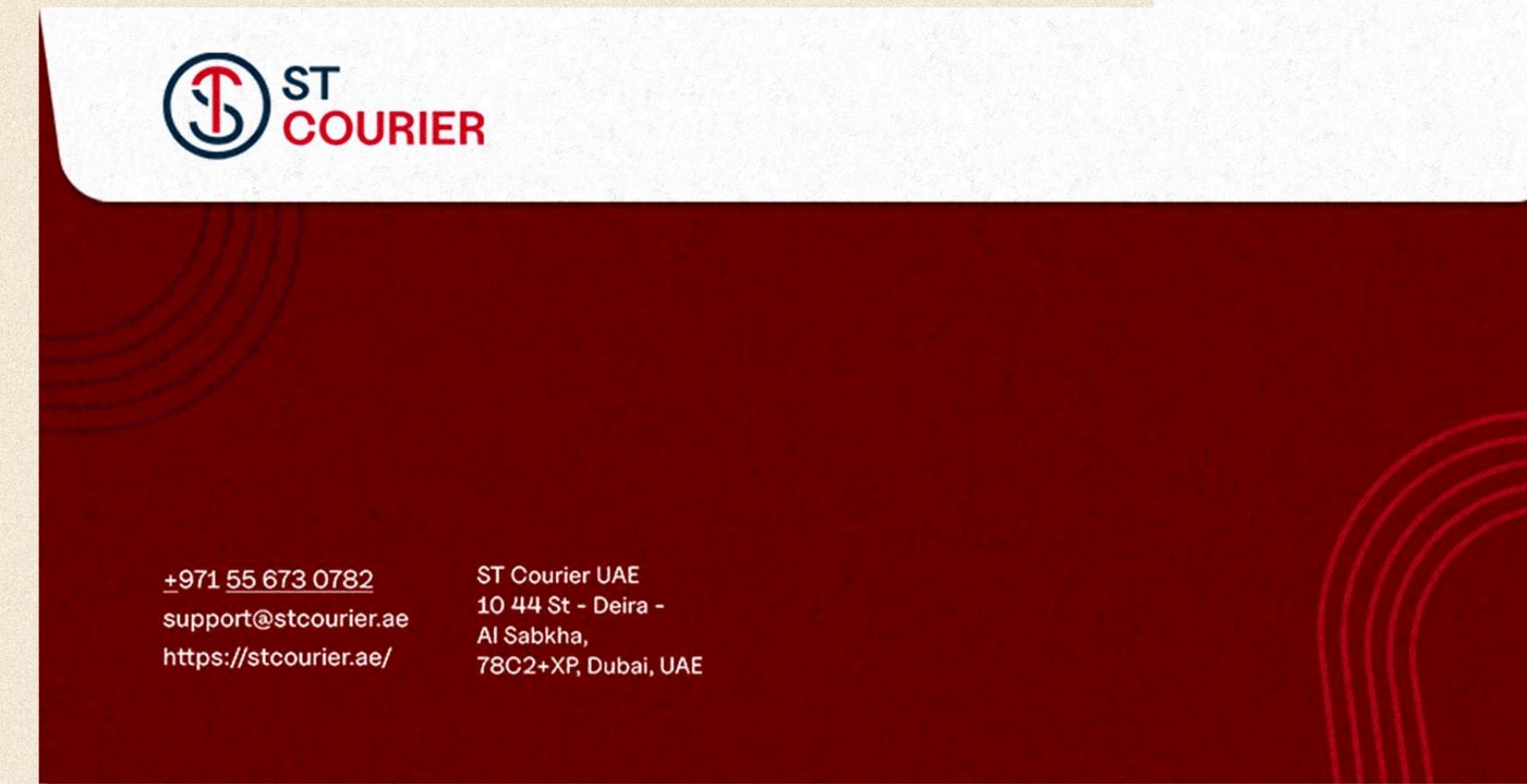


### Safety Zone

To avoid having crucial text or visuals cut off, refrain from positioning them beyond the dotted line.

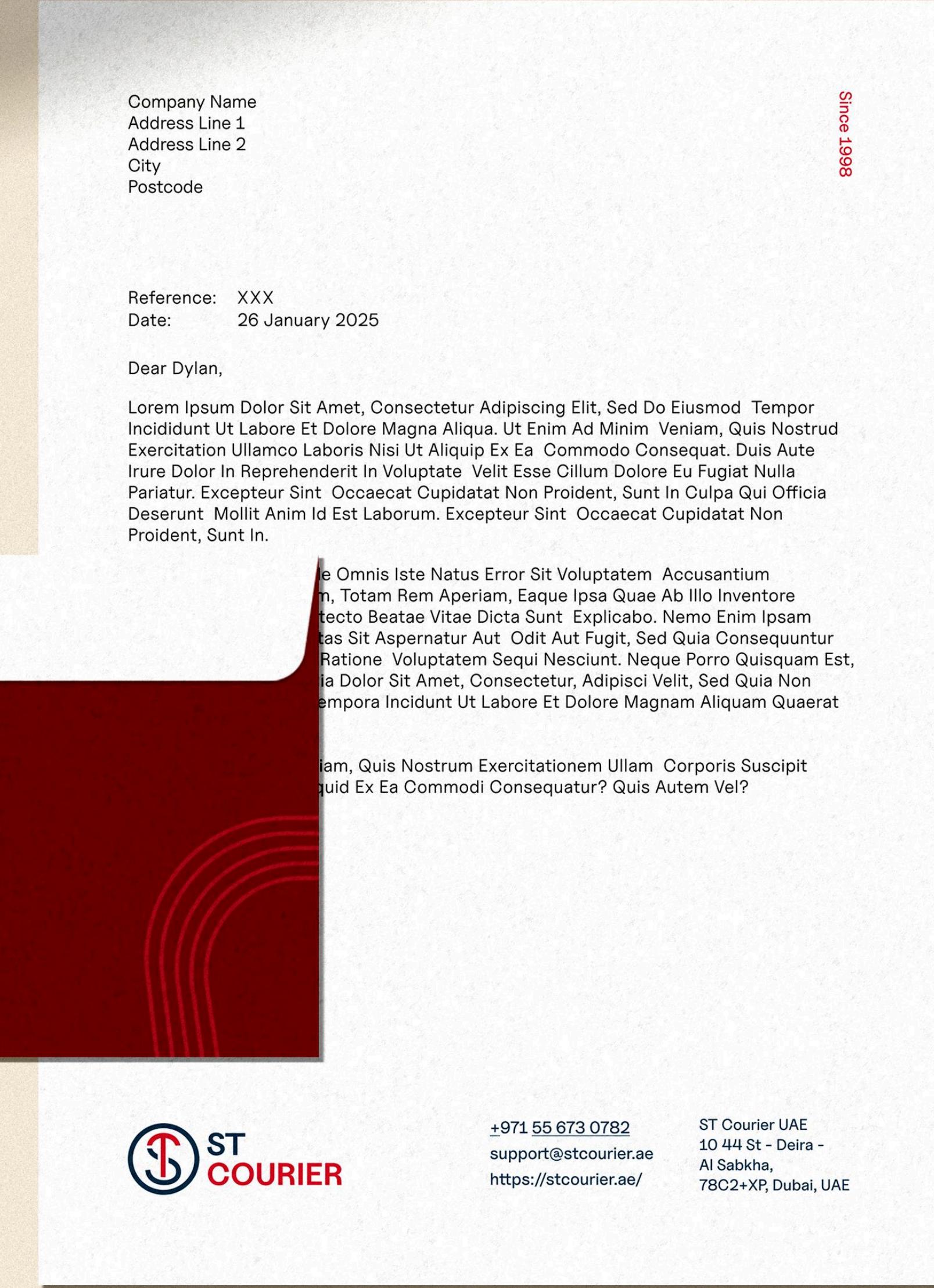






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support@stcourier.ae  
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ST Courier UAE  
10 44 St - Deira -  
Al Sabkha,  
78C2+XP, Dubai, UAE



# Contact Info

For further information, please contact the Brand Management team for assistance.

[sales@quickfly.ae](mailto:sales@quickfly.ae)  
+971 508661238

Office: Abdullah Building Shop no-2, Naif, Dubai, UAE.

Designed by  
WowStudio.io



ST  
COURIER

Спасибо  
Thank you

Obrigado

ありがとう

ଧ୍ୟବାଦ

Thank you

谢谢

ধ୍ୟବାଦ

Gracias

Merci  
شكراً

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WowStudio.io