



TRUCK LADDERS

Development and Branding Document

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Logo Design



Logo Typeface

- Typeface used is Hovrage
- Must always be used in lowercase.

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

Colour Palette

HEX: #171717

RGB(23,23,23)

CMYK: 0, 0, 0, 91

HEX: #F5F6F7

RGB(245, 246, 247)

CMYK: 1, 0, 0, 3

Typeface

Poppins

- Used for large bodies of text.

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

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

(. , : ; ? ! \$ % & @ *) 0 1 2 3 4 5 6 7 8 9

Norwester

- Used for titles and site accents.

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

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

(. , : ; ? ! \$ % & @ *) 0 1 2 3 4 5 6 7 8 9

Company Colours

Header Backgrounds

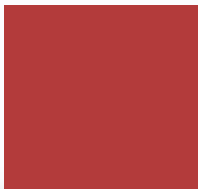


HEX: #171717

RGB(23,23,23)

CMYK: 0, 0, 0, 91

Accent Header Background

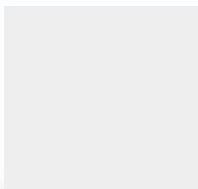


HEX: #B33B3B

RGB(179,59,59)

CMYK: 0, 67, 67, 30

Accent Box Background



HEX: #EEEEEE

RGB(238,238,238)

CMYK: 0, 0, 0, 7

Other Company Designs



Custom Map Pointer

Repeatable Truck BG