

blue  
express

blue  
express

The logo for Blue Express features the word "blue" in a bold, rounded, blue sans-serif font. A small, light blue circle is positioned on the left side of the letter "b". Below "blue" is the word "express" in a blue sans-serif font, which is more condensed and has a slightly different style than the word above it.

blue  
express

bblue  
express

**b**lue  
express



PANTONE 286 C



PANTONE 637 C