



Fox International Parcel Service **Logo Identity Handbook**

Design by Yuanyuan Li



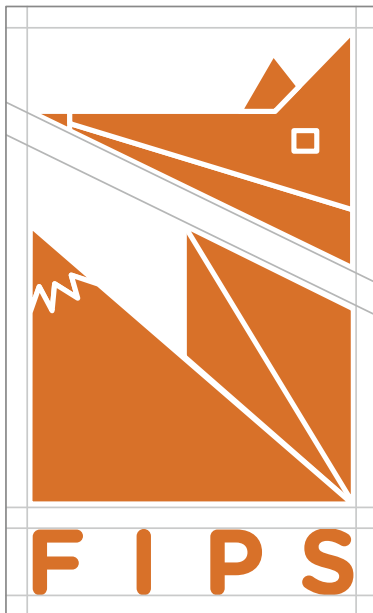
FIPS & Brand Logo

About the FIPS

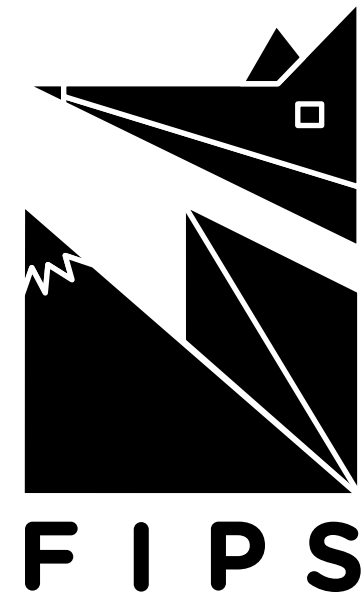
Fox International Parcel Service also known as the FIPS is a worldwide delivery and shipping company that just founded in April 2019. The company utilizes air, water, and ground transportation systems to deliver packages across the world. Two of the most recognizable characteristics of FIPS are the orange main color and the fox logo.



Primary Logo



Master Logo

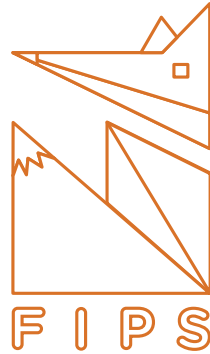


Brand Color and Values



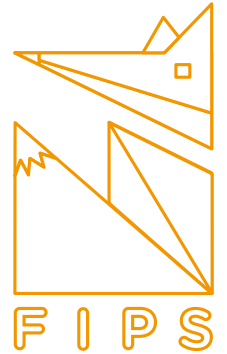
#D97228

CMYK C14 M66 Y89 K0
RGB R217 G114 B40



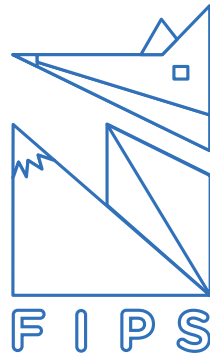
#F39800

CMYK C0 M50 Y100 K0
RGB R243 G152 B0



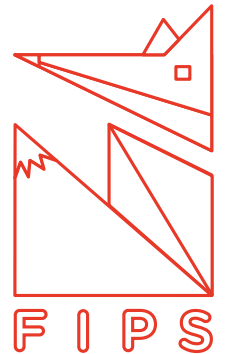
#3071B9

CMYK C80 M50 Y0 K0
RGB R48 G113 B115



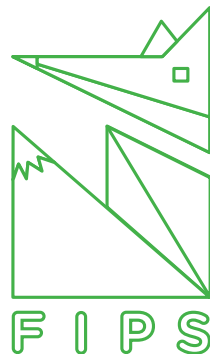
#E83828

CMYK C0 M90 Y85 K0
RGB R232 G56 B40



#43B149

CMYK C70 M0 Y90 K0
RGB R67 G177 B73



Color Usage

The color of primary logo is #D97228. Rest examples are the colors for sub-branding logo (FIPS ground-light orange or green, FIPS air-blue, FIPS express-red).

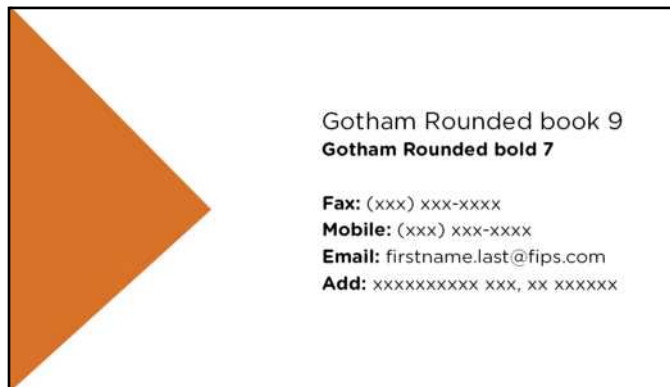
There are two options of the logo whether line only or shape only. For shape only, stroke must stay in white. And for line only, shape must stay in white.

Typeface Usage



Gotham Rounded font family are used for logo lettering, body text, bussinesscard and other applications of the FIPS brand.

Gotham Rounded bold is used for the FIPS lettering.



As an example the business card uses Gotham Rounded book for the name, **Gotham Rounded bold** as the title/position, **bold** for contact categories, book for detail information.



Dear valued customer:

Nessimo cus ut eveleste nescimus sunt quae. Igendent vid ma dolorporest as que nia et, utemporum velibuscit, ius, nienime ndanda samet aditis ratempe rernate corpore ctatium doloris sum, officab ilitest, con exero il moluptis est ad mil etur? Cabo. Ro maiorro cum cor simpore poressi mendaepudae eati excero blam quos ut debita dolorecum qui rem nissequam et lant ut ommolul fugit facessincte num repudipideni re velli quam hillecab il iuscius.

Ut oditatuscit fugia quae dolor sim quas deniam, soles similibusant aut aut hil el idest repratiunt volore, conse ne reris ea quatis enditat voluptatis moluptatur atia id mosam repudam nonet aut quam ariaectis doluptate ex et et fugias es sumquos imporundis in plia porum is debissi modigendi occae necataquo modi rat a dit que corpore riorit idenihi faccabo. Nam am si que culparum, ut remquati tem quam harchit asperi optaspe llesecea que nihiliscis excepta tatureprerum cullecaes rescipuditis vel molorero elit, ut ulloratiur molla quibusandit dolorem sequia volligendis et reptur? Cabo. Agnisit emolenest, coritasinim lanimendam il estia aut que volorerum untam aut dis velitincis sint reprovied eaturia autem ressimintium se occatiusa dolum aspis iditiur?

Nat. Turibus mi, qui aut od mi, utatur as con et, occus etur? Explissin platisq uiatio beat.

Officiis res doluptae natia quiam is dolut eos di blaccat iisimaio voluptam versperis iur, simo vel ide commoluptata venis remporem erit haruptur, con poribus totatem volore quatem fugit quasinv endaeatur?

Bset regard:

Fox International parcel service

(718)-990-5507
65-30 Kissena Blvd, Flushing, NY 11367

Gotham Rounded book is used for the large amount body text.

Brand Application

Stationery Set



Brand Application

Mailing Box



Brand Application

Uniform T-shirt



Brand Application

Vehicle



Brand Application

Store Front



Where can FIPS take you?