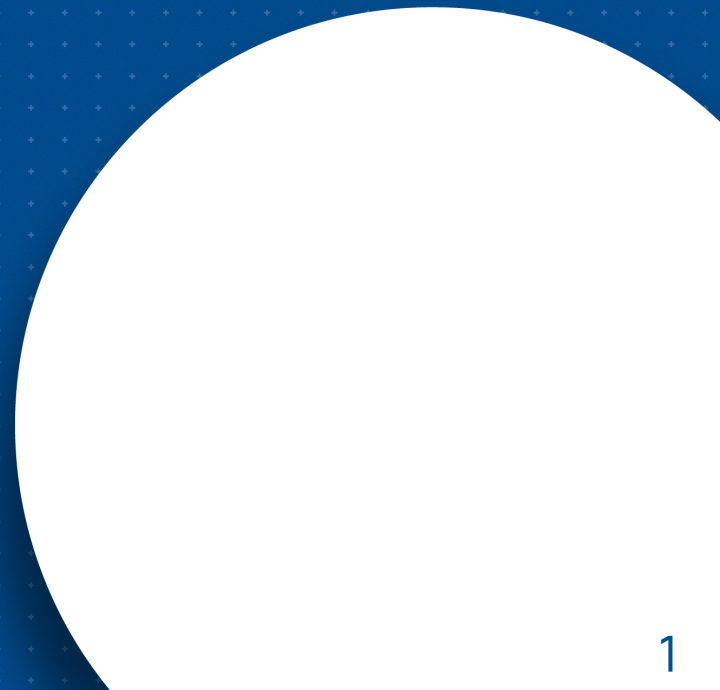
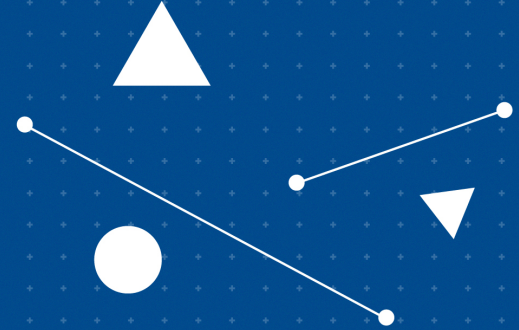




Logo Identity Guidelines

Get tanx Trailers



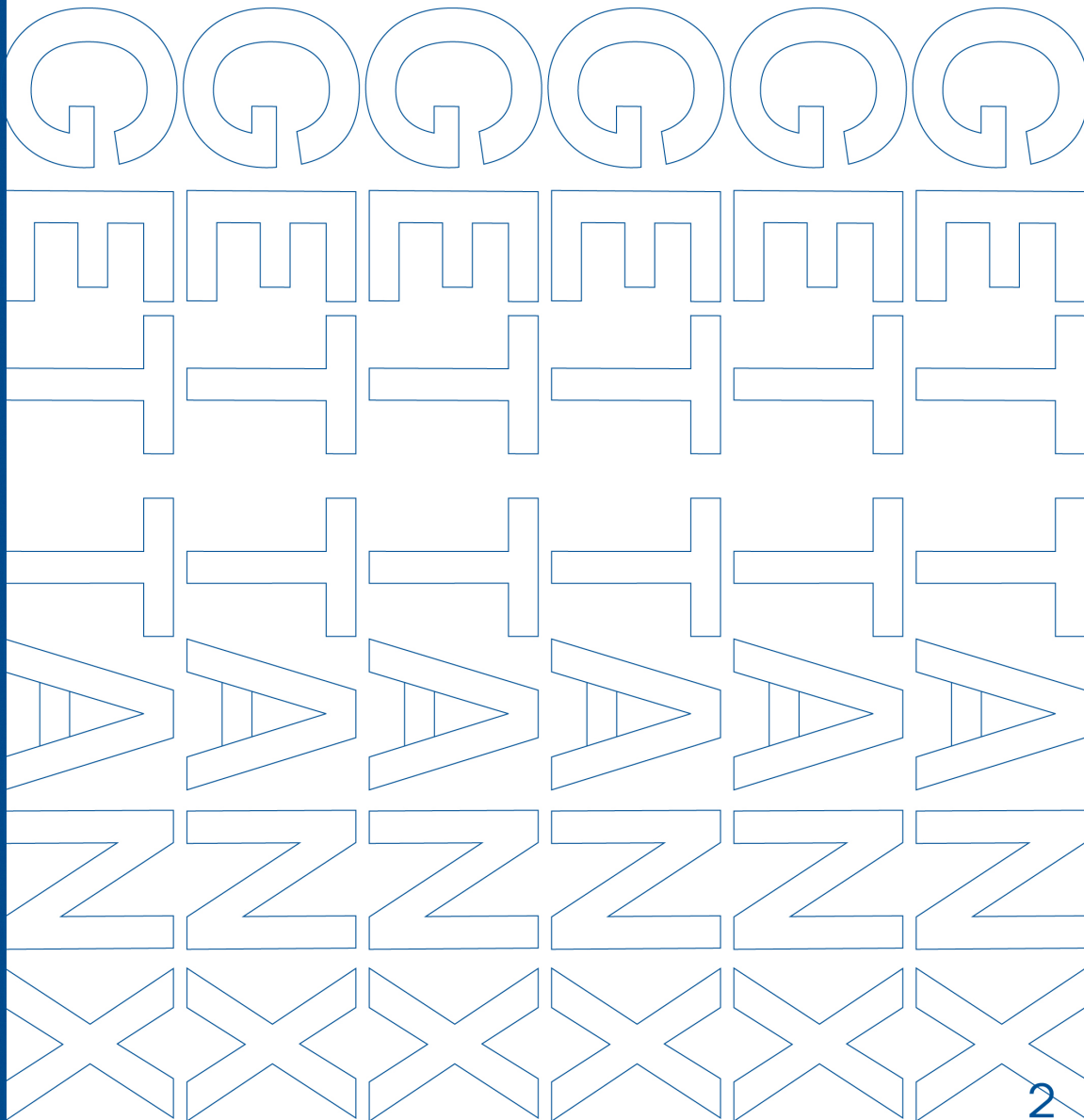


Contents

Logo

Colors

Typography





Overview

The logo features a silhouette of a large truck, specifically a tractor-trailer combination. The truck is colored in a solid blue with a prominent round tank attached to the trailer. Inside the tank, the words "GET TANX" are displayed in bold white letters, making them stand out against the blue background. Below the tank, the word "TRAILERS" is written in smaller white letters, maintaining the overall color scheme. The design is simple and clean, conveying a professional appearance related to the transportation or trailer industry.





Primary Logo

A **primary logo** is the main and most frequently used version of our logo. It serves as the core representation of the brand's identity

The logo showcases the outline of a substantial truck, specifically a tractor-trailer setup. It features a deep blue hue, with a notable cylindrical tank mounted on the trailer. Within the tank, the phrase "GET TANX" is rendered in striking white lettering, creating a strong contrast against the blue. Beneath the tank, the word "TRAILERS" appears in smaller white text, complementing the overall color palette. The design is straightforward and elegant, reflecting a polished image relevant to the transport or trailer sector.





Logo Safezone & Minimum Size

Our logo safezone prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

The minimum size allowable for logo use is 230 px for digital use online or in presentations.



One Colour Use

The two-color logo should be used on solid backgrounds that provide sufficient contrast, ensuring visibility and legibility.

When applied to photographs, ensure the background enhances the logo's clarity by avoiding cluttered or overly detailed areas.





Horizontal Logo

Horizontal logo: Typically wider than it is tall. Ideal for use on websites, headers, letterheads, and other wide-format applications.

Advantages:

- **Increased Visibility:** Larger text improves readability.
- **Versatility:** Adapts well to different media and formats.
- **Professional Look:** Conveys reliability and authenticity, instilling trust in customers.

In essence, horizontal logos are effective for establishing strong and consistent branding across diverse platforms.



Logomark

We use our icon as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol. Our icon should be used as the reduced form of our logo in tight spaces.

Ensure that you use the right logo mark variant at all times. Don't try to recreate or modify the existing logo mark. Rather, use as provided.





Wordmark

We prefer to use our primary logo most times. However, some use cases will steer you towards the sole use of the wordmark

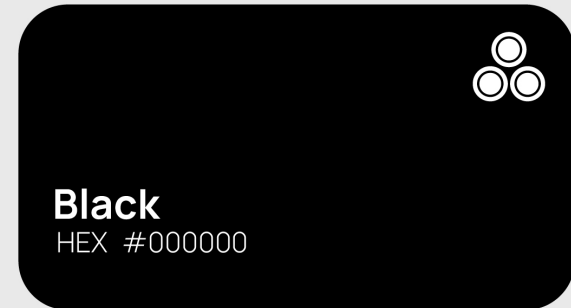
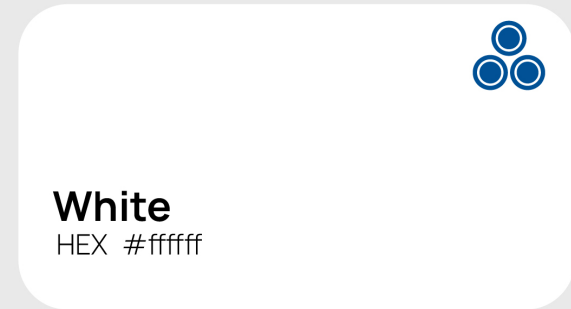
For example, this can happen when our icon is used elsewhere in the layout. Here are four ways of using our wordmark

GET TANX
T R A I L E R S

Primary Colors

Primary colors in brand identity are the core colors that define a brand's visual identity.

They are typically used in the logo, website, marketing materials, and other brand touchpoints. These colors should evoke the desired emotions and associations with the brand.



Secondary Colors

Secondary colors complement the primary colors, adding depth and versatility to the brand's visual identity. They offer creative flexibility, allowing for diverse designs that remain consistent with the brand's personality and values.



★ Secondary Color

Midnight

HEX #000000



Green Vogue

HEX #012b53



Regal Blue

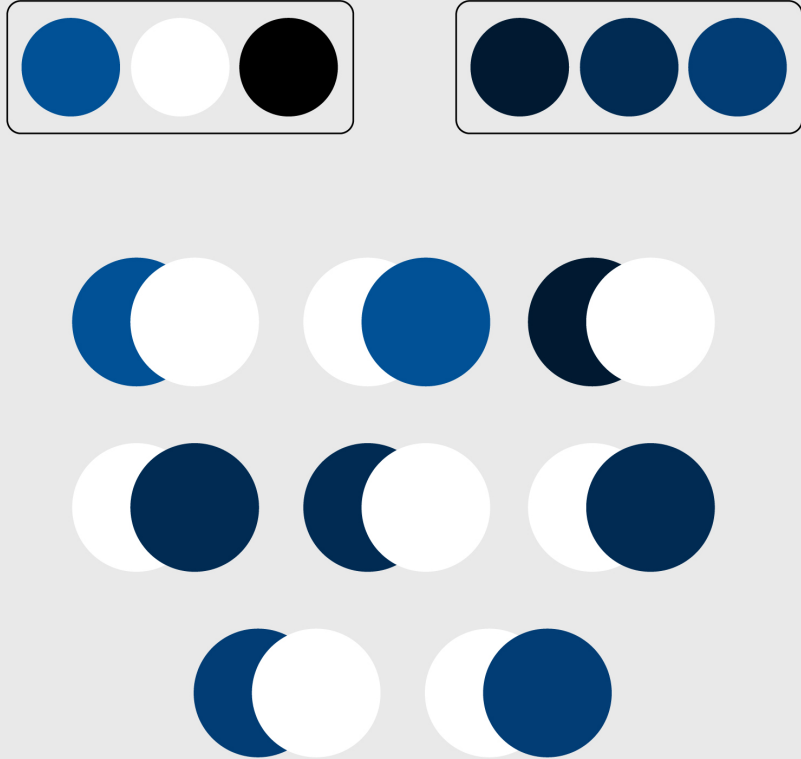
HEX #023d75

Color Usage

To maintain brand consistency, use the selected color combinations across all channels and platforms. Prioritize the primary color combinations, as they form the core of our brand identity, and use them prominently in all communications and materials. Always ensure accurate color reproduction and avoid unauthorized color deviations.

Primary Colours

Secondary Colors



The image displays color usage guidelines. At the top, two boxes define the color palettes: 'Primary Colours' (blue, white, black) and 'Secondary Colors' (three shades of blue). Below these, a grid of overlapping circles illustrates various combinations of these colors, including primary and secondary colors, and their interactions with white and black.

Color Usage Examples









Primary Font

The primary font is the typeface used for the majority of the text in a document or design. It's the font that forms the backbone of the content, ensuring readability and visual consistency. This is typically the font used for body text, paragraphs, and other main content areas.

The choice of a primary font is crucial as it significantly impacts the overall look and feel of the design. Factors like readability, aesthetics, and brand identity are considered when selecting a primary font.

Manrope (Family)

Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!*+(,.)

Ac

Secondary Font

The secondary font complements the primary font, adding variety and establishing hierarchy in visual content. It is used selectively for individual words or phrases that need to stand out and grab the reader's attention.

Montserrat

SemiBold

Secondary

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!*+(,.)

Ac

Dos

Follow Logo Usage Guidelines: Always adhere to the specified guidelines to maintain brand consistency and recognition.

Consistent Colors and Fonts: Use the approved color palette and typography across all materials for a cohesive brand identity.

Visual and Tonal Consistency: Apply the established style in all communications to reinforce brand recognition.

Review Guidelines Carefully: Familiarize yourself with the branding guidelines to ensure consistent application.

Dont's

Follow Guidelines: Stick to the established branding elements to avoid inconsistency and confusion.

Maintain Consistency: Avoid mixing different branding styles or elements, as this can weaken the brand's identity.

Avoid Inconsistent Materials: Don't create materials that stray from the guidelines, even if they look appealing. Consistency is key.

Ask for Help: If you face challenges, reach out to the agency or consultant for guidance.

Take Your Time: Don't rush the process—ensure all materials align with the guidelines before implementation.

Thank you

for reviewing the **Get Tanx Trailers** logo guidelines. Your adherence to these standards helps maintain our brand's integrity.

