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The purpose of the FourKites brand guidelines is to create visual continuity throughout our physical space, printed material, and digital presence.

These guidelines should be applied internally as well as externally to fully realize and establish the brand position. They are intended to aid in the development of new collateral, advertising, and other materials. Adhering to these guidelines will result in a recognizable, consistent, and appealing identity for FourKites.
The FourKites voice is plain and straightforward. It speaks directly to the needs of supply chain management. As the world’s largest network of shippers, carriers, and 3PLs, our voice is authoritative but not condescending, sophisticated but not arrogant.

It should be approachable and appealing as to engage clients and audiences in verbal, print, and digital media.
Our Logo

The FourKites logo is clean and sophisticated. It is the face of the FourKites brand. The primary logo is made up of two parts: the brand mark and word mark. An alternate version of the logo includes just the brand mark.

The logo is useless if not legible. For this reason, it should never be scaled down to a size where the text is too small to read. The FourKites logo should not be scaled down below a minimum of 1 inch.
Logo Colors

The FourKites logo should only be used in the color variations to the right. See page 7 for color codes.

Logos have been provided in PMS, RGB, and CMYK color formats. Always choose the correct color format for your purpose (PMS for custom printing, CMYK for process printing, and RGB for digital applications).

**Color Positive:** For use on light backgrounds that provide enough contrast for easy legibility.

**Color Negative:** For use on dark backgrounds that provide enough contrast for easy legibility. Note that the grey kite is a lighter value in the Color Negative mark than in the Color Positive mark.

**Black:** For use on light backgrounds only when Color Positive is not an option (limited ink capability, engraving, etc.).

**White:** For use on dark backgrounds only when Color Negative is not an option (limited ink capability, engraving, etc.).
Clear Space

When using the FourKites logo always maintain a clear space around the mark. The margin of clear space around the mark should be equal to or greater than the height of the FourKites word mark (set flush against the word mark vertically, flush against the brand mark on the left, and flush against the word mark on the right) as shown here.

When using the logo on photographic or textured backgrounds, make sure the photograph or texture does not impede the legibility of the logo itself.
Particular attention should be paid to how the logo is handled so as to prevent inconsistency within the brand.

**Dos & Don’ts**

- Do use the Color Positive logo on backgrounds that provide enough contrast with the logo for easy legibility.
- Do use the Color Negative logo on dark backgrounds providing enough contrast with the logo for easy legibility.
- Do use the One-Color logo when full color logo production is not an option.
- Do not stretch, squish, skew, or distort the logo in any way.
- Do not change the logo to an unapproved color.
- Do not rotate the logo.
- Do not add elements to the logo.
- Do not use the logo over a busy or complicated image that impedes its legibility.
- Do not add effects to the logo such as drop shadows, strokes, or gradients.
- Do not use outdated versions of the logo.
- Do not use the initials without the mark.
- Do not adjust logo layout or proportions other than approved lockups.
FourKites has two palettes: primary and secondary. The primary palette consists of the colors in the FourKites logo, as well as darker variants of those colors. The primary palette plays the leading role in brand collateral. The secondary palette plays as supporting role. It brings in additional colors for use in diagrams, infographics, and other supporting collateral, and should only be used when additional colors (beyond the primary palette) are required.

### Color Palette

#### Brand Assets

<table>
<thead>
<tr>
<th>Primary Palette</th>
<th>Secondary Palette</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Light Blue</strong></td>
<td><strong>Purple</strong></td>
</tr>
<tr>
<td>PMS 638 C</td>
<td>PMS 520 C</td>
</tr>
<tr>
<td>RGB 0 175 215 #00AFD7</td>
<td>CMYK 86 0 9 0</td>
</tr>
<tr>
<td>RGB 0 130 186 #00828A</td>
<td>CMYK 100 10 3 16</td>
</tr>
<tr>
<td>DARK BLUE</td>
<td>LILAC</td>
</tr>
<tr>
<td>PMS Warm Red C</td>
<td>RGB 249 66 58 #F9423A</td>
</tr>
<tr>
<td>CMYK 3 91 86 12</td>
<td>CMYK 0 87 80 0</td>
</tr>
<tr>
<td>BRIGHT RED</td>
<td>GREEN</td>
</tr>
<tr>
<td>PMS 180 C</td>
<td>RGB 190 55 52 #BE3A34</td>
</tr>
<tr>
<td>CMYK 3 91 86 12</td>
<td>CMYK 3 91 86 12</td>
</tr>
<tr>
<td>DARK RED</td>
<td>LIGHT GREEN</td>
</tr>
<tr>
<td>PMS 396 C</td>
<td>RGB 225 224 0 #E1E000</td>
</tr>
<tr>
<td>CMYK 10 0 95 0</td>
<td>CMYK 10 0 95 0</td>
</tr>
<tr>
<td>YELLOW</td>
<td>PALE YELLOW</td>
</tr>
<tr>
<td>PMS 399 C</td>
<td>RGB 160 146 0 #A92000</td>
</tr>
<tr>
<td>CMYK 16 9 100 36</td>
<td>CMYK 16 9 100 36</td>
</tr>
<tr>
<td>GOLD</td>
<td>SILVER</td>
</tr>
<tr>
<td>PMS 425 C</td>
<td>RGB 84 88 90 #54585A</td>
</tr>
<tr>
<td>CMYK 65 55 53 29</td>
<td>CMYK 65 55 53 29</td>
</tr>
<tr>
<td>GRAY</td>
<td>LIGHT GRAY</td>
</tr>
<tr>
<td>PMS 426 C</td>
<td>RGB 37 40 42 #29282A</td>
</tr>
<tr>
<td>CMYK 74 66 62 67</td>
<td>CMYK 74 66 62 67</td>
</tr>
<tr>
<td>DARK GRAY</td>
<td>MEDIUM GRAY</td>
</tr>
<tr>
<td>RGB 37 40 42 #29282A</td>
<td>CMYK 47 48 48 14</td>
</tr>
</tbody>
</table>
Photography is an essential part of the FourKites brand. Photos should feel natural, well lit, and balanced. Subject matter should be relevant, such as modes of transport, technology, people, or geography.

For landscapes and modes of transportation, use aerial photography whenever possible, to keep a consistent visual treatment. For photographs of people, select only images that feel natural and candid, not rigid or posed.

Colored overlays can be added to mute the background image and better accommodate larger amounts of text.
Typography

The primary FourKites typeface is Proxima Nova. Its geometric curves, open counters, and many weights give it a modern and progressive tone while being extremely legible and flexible. Body copy should always be set in Regular or Light for ease of reading. Heavier weights should only be used to draw attention to short amounts of text such as headlines, call-to-actions, and key points.

FourKites’ accent typeface is Proxima Nova Extra Condensed Bold. This typeface does not render well at small sizes and should be reserved for headlines or callouts.

FourKites’ system font is Arial. It should only be used when the user doesn’t have access to Adobe Fonts, or when using Microsoft Office products such as Word and PowerPoint.

Both Proxima Nova and Open Sans are available through Adobe Fonts.
Iconography

FourKites uses iconography to help make dense copy digestible. Iconography can also be layered on photography to enrich a photo’s meaning and help tie the message of the image to the messaging it’s supporting.

Depending on the use case, there are various levels of icon complexity available. The basic icons should be used when space is limited or many icons are required. More complex icons should be saved for infographics or large callouts.

When creating icons that are not in the FourKites library, the following guidelines should be followed to maintain visual consistency and brand adherence:

> Keep icons clean and simple. Too many details can make an icon hard to read.

> Keep icon strokes consistent. This means that similarly sized icons should have the same stroke width.

> No more than two colors should be used.

For additional guidance and access to our full icon library, please contact Katie Ray.
Design Examples

Color, photography, typography, and illustration all come together to create a unique look for FourKites. Here are some examples of branded collateral.
Questions?

Contact us with any questions regarding the FourKites brand.

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CREATIVE DIRECTOR