BRAND GUIDELINES

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BUSINESS

OVERVIEW

We are a logistics company that move freight. We provide service to numerous companies who contract with us to move individual freight all over the U.S.

We target manufacturing companies that needs goods delivered. Our focus is getting manufacturing companies fright from one location to another -- in a SAFE and FAST way. We want manufacturing companies to trust us and to know that we will treat their freight with care as if it is our own.

TABLE OF

CONTENTS

01. Main Logo
02. Logomark
03. Logo Alternatives
04. Exclusion Zone
05. Favicon
06. App Icon
07. Logo Sizes
08. Logo Placement
09. Color Palette
10. Typography
11. Logo Don’t
12. Mockups

MAIN LOGO

01

The Jetson Designation logo features a distinctive interlocking "D" and "J" initials, creating a unique and memorable symbol. The overall design conveys a sense of professionalism and efficiency, reflecting the company's commitment to reliable freight solutions.

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LOGOMARK

02

The Jetson Designation logomark, featuring the interlocking "D" and "J" initials, is a distinctive symbol that represents the company's brand identity. It conveys a sense of professionalism, efficiency, and reliability, aligning with the company's core values.

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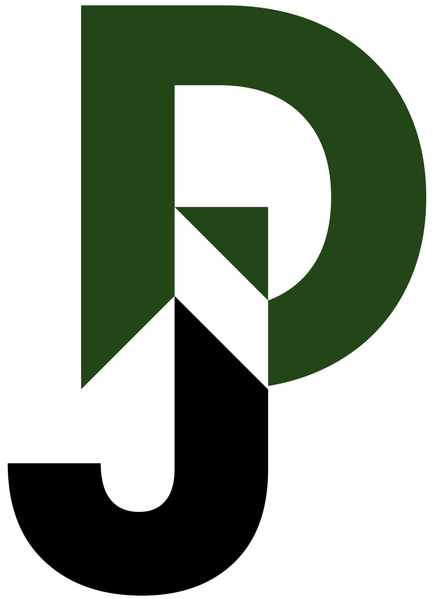

LOGO ALTERNATIVES

03

The Jetson Designation logo options, you can seamlessly integrate our full logo, accompanied by its Iconmark and wordmark, or opt for the sleek simplicity of just the logomark as an iconic respresentation, ensuring consistent recognition across all platforms and mediums

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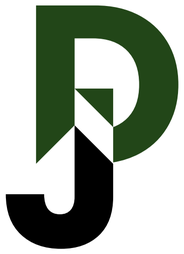
Full Logo

Wordmark

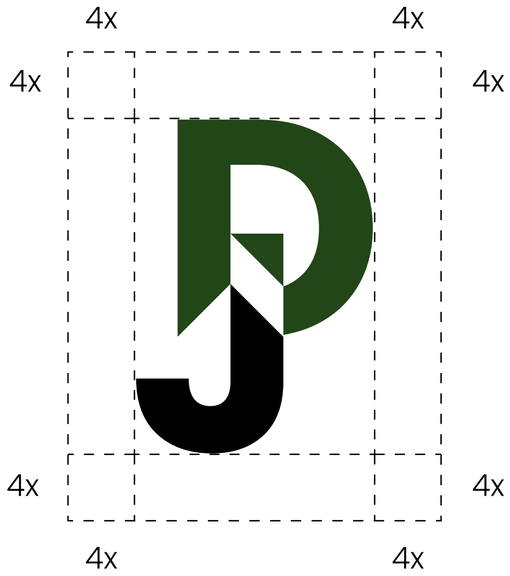


Iconmark

EXCLUSION ZONE

04

The exclusion zone consist 4x places around this logo. Using any graphics within 4x is prohibited. Using anything inside these 4x will break the brand guidelines.


4x
4x
4x
4x
4x
4x
4x
4x

4x
4x
4x
4x
4x
4x
4x
4x
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FAVICON

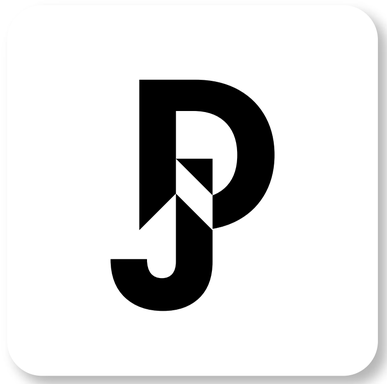
05

The favicon for Jetson Designation is a simplified version of the company's logo, featuring the interlocking "D" and "J" initials. This small icon will appear in browser tabs, enhancing brand recognition and providing a visual cue for users.

APP ICON

06

The app icon for Jetson Designation can be a simplified version of the company's logo, featuring the interlocking "D" and "J" initials. This icon will appear on mobile device screens, enhancing brand recognition and providing a visual cue for users.



LOGO SIZES

07

The Jetson Designation logo minimum size threshold optimal visibility and recognition. Maintaining a size no smaller than 15% guarantee clarity and preserves the integrity of brand guidelines.

100 %

75 %

50 %

25 %

15 %

LOGO PLACEMENT

08

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The Jetson Designation Logo should not be used anywhere on a page. The logo can lose its structure if used randomly anywhere on the page.

Top Left

Top Centered

Top Right

Centered

Bottom Left

Bottom Right

COLOR PALETTE

09

The Jetson Designation logo primarily uses a dark green and black color palette, evoking stability and professionalism. The dark green symbolizes growth and environmental consciousness. Secondary colors like light green, olive green, lime green and beige can be used to add visual interest and complement the primary palette.

#224618

RGB: 34, 70, 24
CMYK: 79, 45, 100, 51

#000000

RGB: 00, 00, 00
CMYK: 75, 68, 67, 90

#D9E5D7

RGB: 217, 229, 215
CMYK: 15, 03, 16, 00

#738A6E

RGB: 115, 138, 110
CMYK: 57, 32, 62, 09

#7DAD49

RGB: 125, 173, 73
CMYK: 57, 13, 95, 00

#C4C48C

RGB: 196, 196, 140
CMYK: 25, 15, 53, 00

TYPOGRAPHY

10

The Jetson Designation choses poppins font family as primary typeface. Specifically, brand utilize poppins extrabold for titles, headings and main main titles. And for general text poppins light have been used. With its clean lines and versatility, poppins effortlessly commands attention, ensuring your brand messaging stands out with elegance and clarity.

JETSON

Light

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm,
Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz
0, 1, 2, 3, 4, 5, 6, 7, 8, 9

Extrabold

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm,
Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz
0, 1, 2, 3, 4, 5, 6, 7, 8, 9

LOGO DON’T

When using the jetson designation logo, it's essential to maintain its integrity. Avoid altering the icon's orientation, resizing it disproportionately, or wrapping text around it. Ensure the logo is always crisp and clear, avoiding blurry or pixelated versions. Additionally, refrain from using gradients within the logo to preserve its clean and sophisticated aesthetic.

Don’t Flip The Logo

Don’t Change Width

Don’t Wrap

Don’t Use Blurry Logos

Don’t Change Height

Don’t Use Gradients In The Logo

MOCKUPS

12

Mockups boosts brand visual identity because the Jetson Designation logo will appear on various marketing materials by this it ensure consistent brand representation and professional image.

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