



The smartest way to ship.

Table of Contents

3 Logo

4 Secondary Logos

5 Shipwell Icons

6 Area of Non-Encroachment

7 Corporate Colors

8 Typefaces

9 Stationary Package

10 Stationary Package Cont.

11 Stationary Package Cont.

12 Tradeshow Booth

13 Data Sheet

14 Data Sheet Cont.

15 PowerPoint Template

16 Website Home Page

17 Company Apparel

18 E-mail Newsletter

Logo

The Shipwell logo is comprised of both graphic elements and text. In its center there is an icon of a cardboard box to represent the products that Shipwell helps deliver around the United States. The box is encased in two large arrows pointing in opposite directions to show the many directions in which products will be shipped.

On each arrow is half of the company name in a bold, all caps sans serif typeface. Each arrow is a different shade of blue and the box in the center is green.

If the logo is not being printed in color, black and white options should be used in one of the two ways shown below.



Full Color Logo



Black Logo



Reverse Logo

Secondary Logos

In certain cases, the Shipwell logo can also be produced in white knocked out of one of the three corporate colors. Examples of this can be seen below. These can be used if printing on a solid background color that would impede the visibility or contrast of the original Shipwell logo. In most cases, this would be any color other than white.



Shipwell Icons

Below are the approved icons that can be used in Shipwell designs. They are all derivative from or variations of the full color logo. They are not to be used in place of the logo, only as additional branding in appropriate situations.



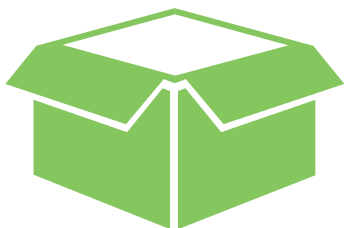
Full Color Icon

This icon takes the words Shipwell out of the full color logo. It should only be used on a white or light gray background and is meant for situations where small size would affect the readability of the regular full color logo.



Reverse Icon

This icon takes the box icon out of the center of the reverse logo. It can be used in the same color combinations as the Secondary Logos page. It should be used only on a small scale to aid visibility.



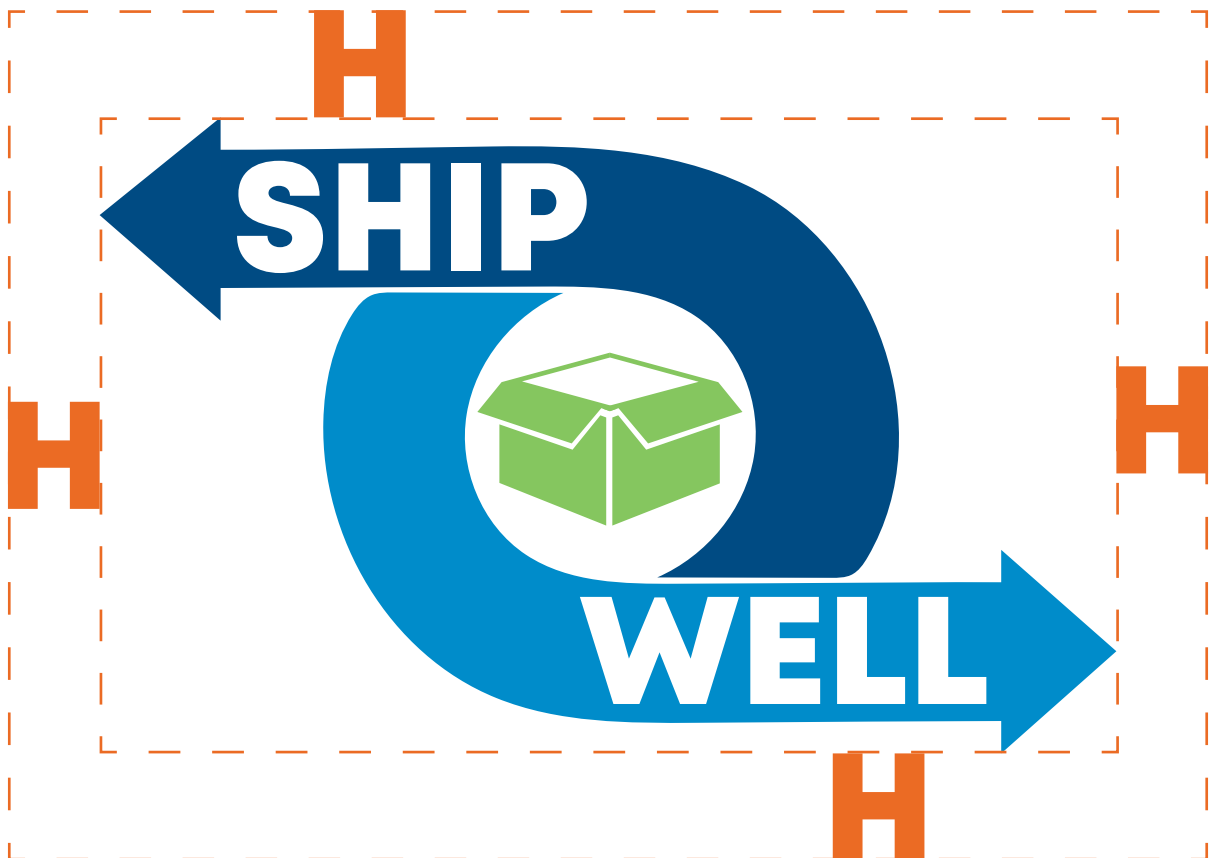
Shipping Box Icon

This icon is just the box from the center of the logo. It can also be used in the color combinations of the Secondary Logo page. It cannot be used as replacement for a logo, only a supplementary decorative item.

Area of Non-Encroachment

Wherever the Shipwell logo appears, it should remain clearly visible and not be covered by any images or text. The area of non-encroachment is the size of the H in Ship of Shipwell.

On all sides, the H remains standing up in the original orientation and should not be rotated for measuring purposes.

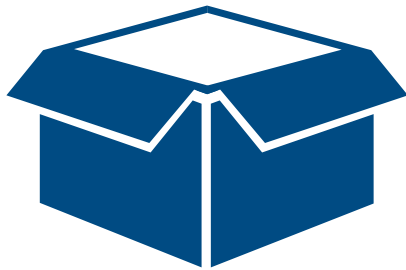


Corporate Colors

The colors for Shipwell are Pantone 107-16 Blue, Pantone 112-16 Blue and Pantone 154-7 Green. These exact colors are dictated by the Pantone PMS (Process Match System).

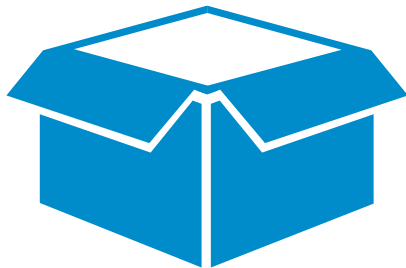
In the case that the color needs to be broken down into CMYK or RGB, the correct breakdowns are listed below. Solid black (#000000) and solid white (#FFFFFF) may also be used when appropriate.

Colors may be used at 75% opacity, but nothing lower is acceptable. A lower opacity should not be used for the logo, but only for solid color shapes that are overlaying an image.



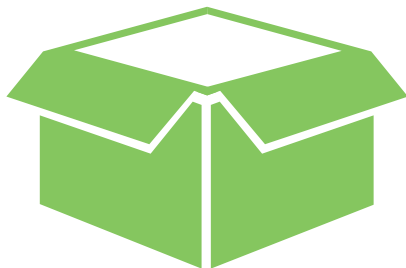
Pantone 107-16:

C	100	R	0
M	52	G	76
Y	0	B	131
K	37		



Pantone 112-16:

C	100	R	0
M	18	G	136
Y	0	B	197
K	12		



Pantone 154-7:

C	53	R	130
M	0	G	197
Y	85	B	91
K	0		

Typefaces

Shipwell's main typefaces for all collateral pieces are Century Gothic Pro and Montserrat. The only time that the typeface Mont should be used is in the Shipwell logo or for the word Shipwell on its own as a headline. This should always be used in Heavy and all caps.

For other headlines and displays, Century Gothic Pro should be used in Bold. For taglines and callouts, Montserrat should be used in Semibold Italic. Finally, for all body copy, Century Gothic Pro Regular should be utilized. Refer to individual spec pages for size and color usage.

SHIPWELL

Mont Heavy

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789

Headlines and Display

Century Gothic Pro Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789

Taglines/Callouts

Montserrat Semibold italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789

Body Copy

Century Gothic Pro Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789

Stationery Package

Every company depends on a variety of business documents. The following three pages provide examples of the approved stationery designs for Shipwell. Working with the approved Shipwell color palette, these documents represent the brand in a cohesive and professional manner through clean and simple designs.

Letterhead

Full color logo 2" wide in upper left corner
.3" from top and .7" from left side

515 Congress Avenue
Suite 2650 | Austin, TX 78701
512 333 0898
contact@shipwell.com
shipwell.com

Century Gothic Pro Regular
12 pt Pantone 107-16

4 pt rule Pantone 154-7

Montserrat Italic 15 pt
Pantone 112-16

The smartest way to ship.

Pantone 107-16
arrow flushed left at
5" wide and .4" tall
touching and on top
of arrow below

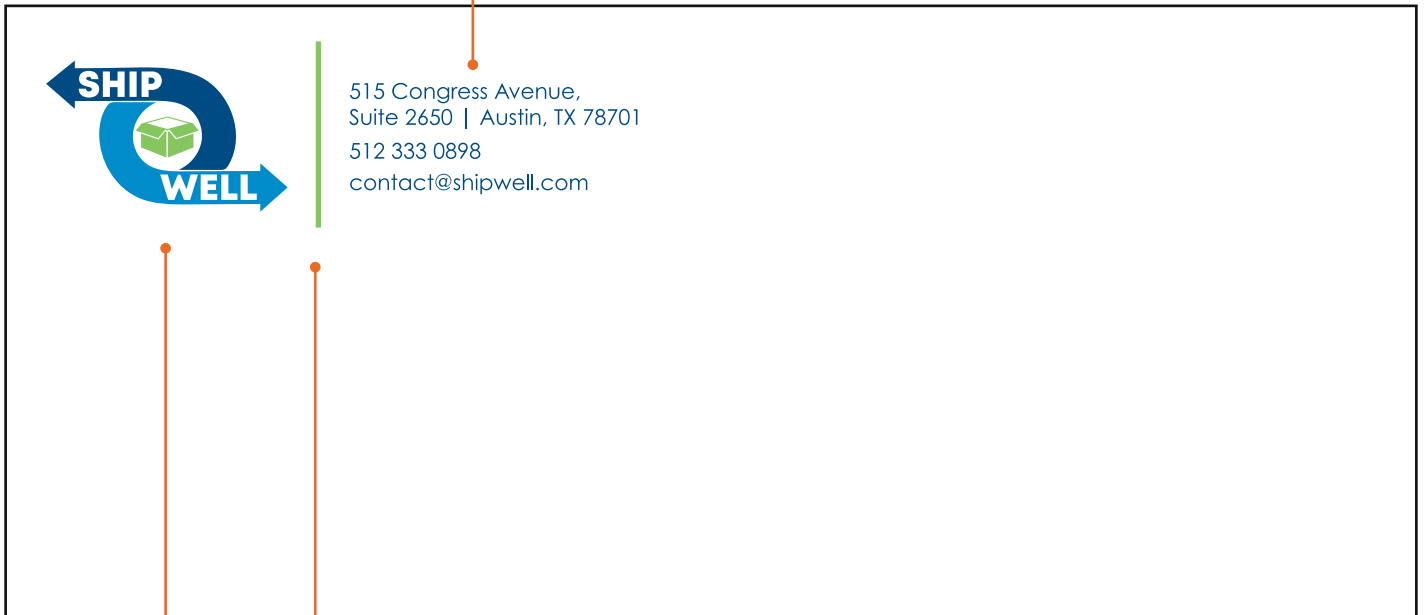
Pantone 112-16
arrow flushed left at
6" wide and .4" tall
.25" from bottom

Size: 8.5"x11" (flat)
Color: 4/0
Bleed: Left side

Stationery Package Cont.

#10 Envelope

Century Gothic Pro Regular
11 pt Pantone 107-16



515 Congress Avenue,
Suite 2650 | Austin, TX 78701
512 333 0898
contact@shipwell.com

2 pt rule Pantone 154-7 1.3" height

Full color logo 1.7" wide in
upper left corner .4" from top
and .3" from left side

Size: 9.5"x4.125" (folded)

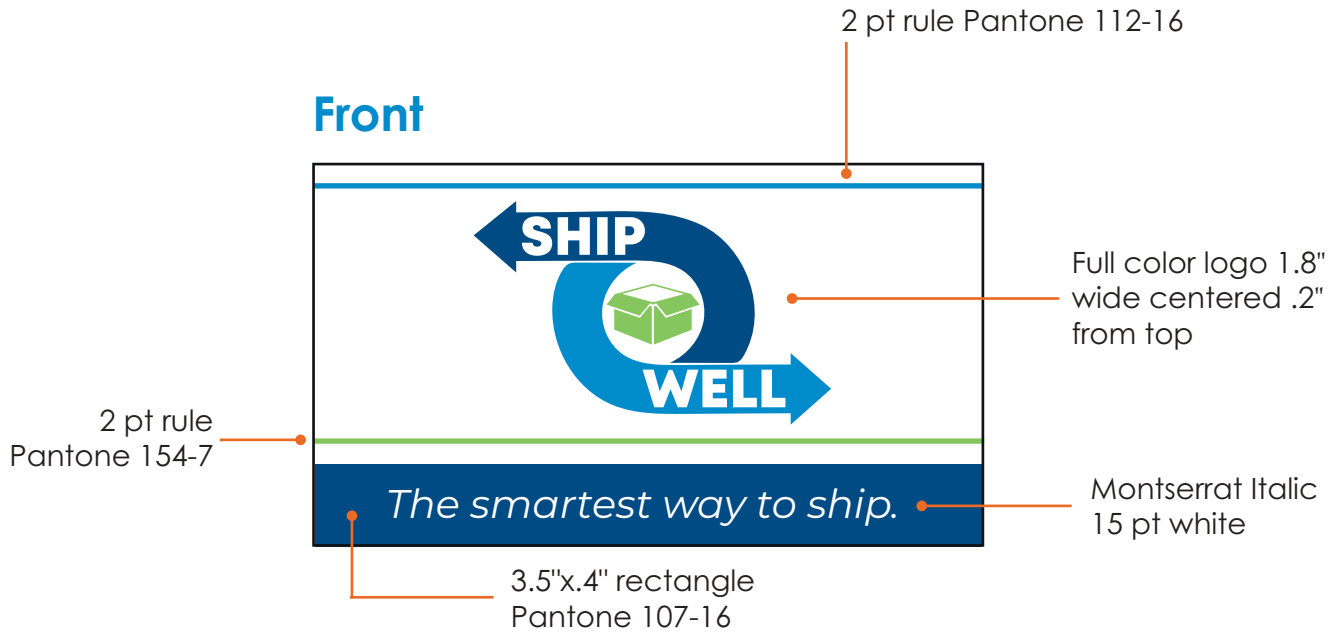
Color: 4/0

Bleed: 0

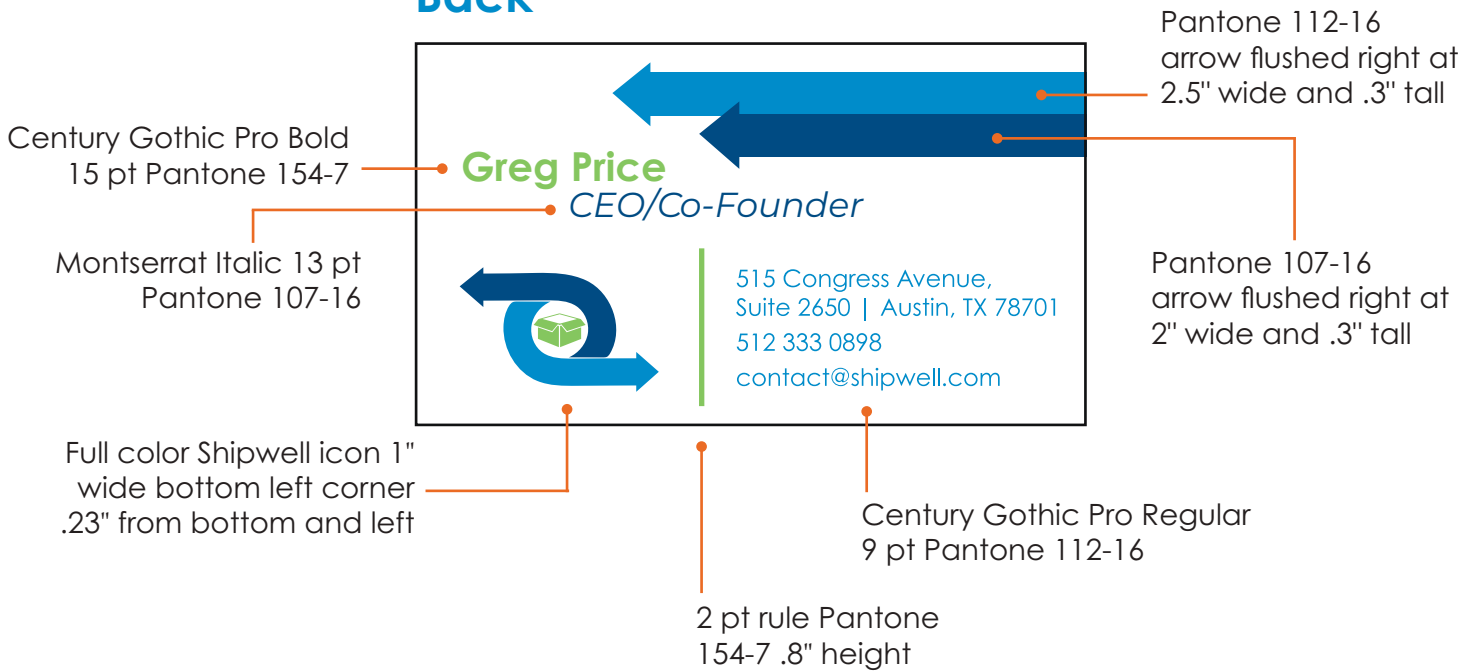
Stationery Package Cont.

Business card

Front



Back



Size: 3.5"x2" (flat)

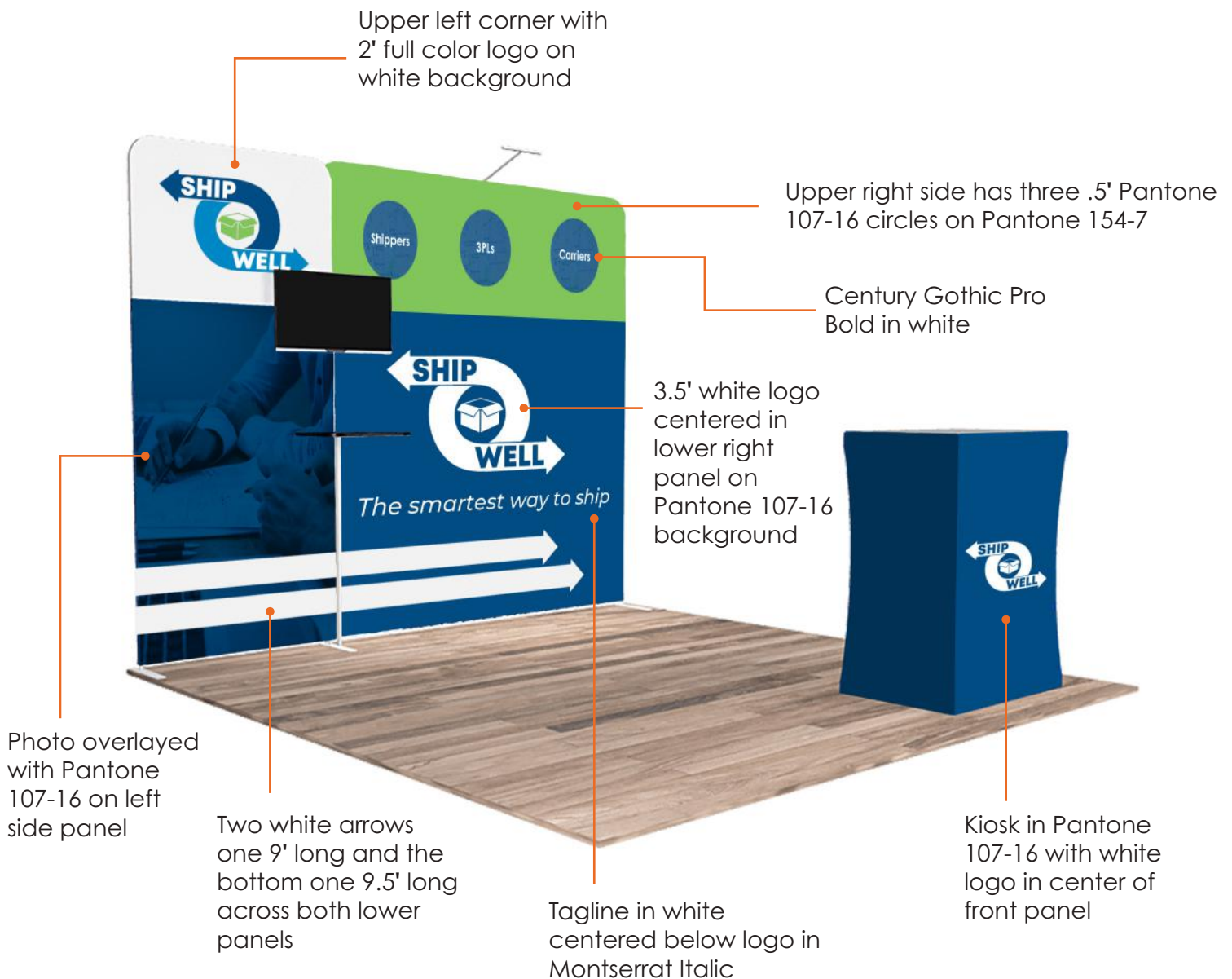
Color: 4/4

Bleed: 3 sides

Tradeshaw Booth

A good tradeshow booth is key for every company in order to attract attention at any sort of promotional event. Below is a mockup of a 10'x10' booth with a television on the back wall and a 4' kiosk in the front right of the set up.

10'x10' Tradeshow Booth



Data Sheet

The Shipwell data sheet provides important information about the products and services that the company offers as well as key benefits to using Shipwell's service over that of other brands. They also contain important contact information and are consistent with the overall corporate brand.

Front Side

8.5"x2" photo with Pantone 107-16 overlay

Mont Heavy UC 60pt white

Century Gothic Pro Bold 30pt white

Full color logo 2" wide in left column

Century Gothic Pro Bold 12pt white

5"x 2.5" Pantone 107-16 rectangle

Century Gothic Pro Bold 24pt Pantone 112-16

Century Gothic Pro Regular 13pt Pantone 107-16

Century Gothic Pro Regular 12pt white

White logo 1" wide in bottom left corner

8.5"x1" rectangle Pantone 107-16 on left and 112-16 on right

Size: 8.5"x11" (flat)
Color: 4/4
Bleed: 4 sides

Data Sheet Cont.

Back Side

Montserrat
Semibold Italic
26pt Pantone 107-16

Century
Gothic Pro
Bold 18pt
white

SHIPWELL
Solutions for Everyone

Your Centralized Supply Chain Solution

Shippers
Shipping made easy. In the Shipwell platform, shippers coordinate with their network of carriers and 3PLs – in a single solution. Book the best rates, track all freight, and manage your supply chain efficiently with smart tools and automation.

3PLs
Your customers' biggest pain points, solved by you. With Shipwell, 3PLs and brokers get a powerful platform to manage their customers' entire supply chain. Elevate your relationship with your customer, provide instant tracking, and become their trusted advisor.

Carriers
Shipwell's proprietary matching algorithm allows carriers to get loads faster. Gain access to load boards used by top 3PLs and shippers so you can get the freight you want. Carriers can view available loads that best match them, and submit bids or book instantly.

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7" arrow
Pantone
112-16

6" arrow Pantone
107-16

1.5" circles with
photo and
Pantone 154-7
overlay

Century Gothic
Pro Regular 14pt
Pantone 107-16

Size: 8.5"x11" (flat)

Color: 4/4

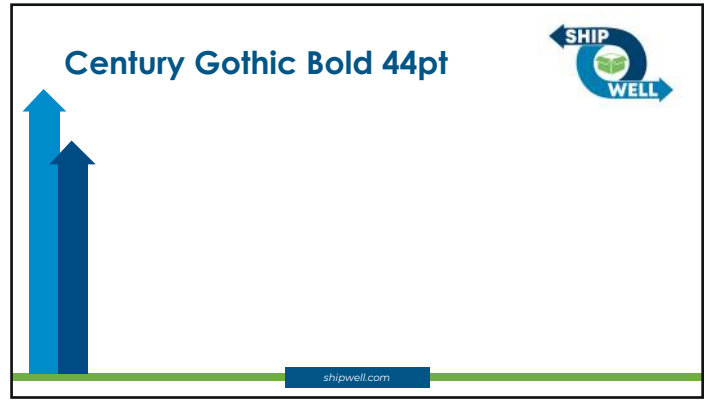
Bleed: 4 sides

PowerPoint Template

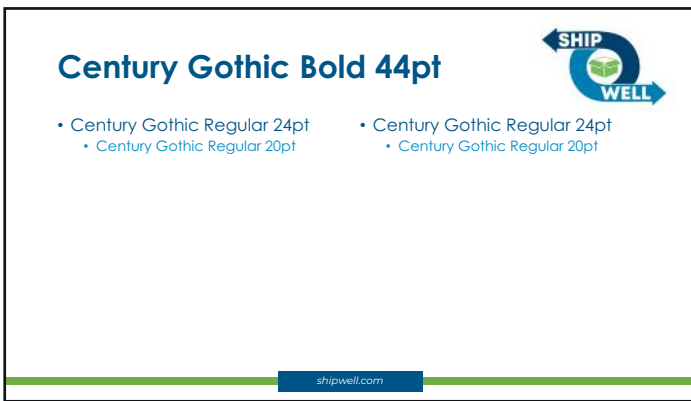
Every company needs a customized PowerPoint template to coordinate seamlessly with their brand image. This slide show features a footer with the company URL, a full color logo in the top right corner of most slides, and the repeated usage of the two arrows icon. It uses the three main corporate colors throughout.



Title Slide



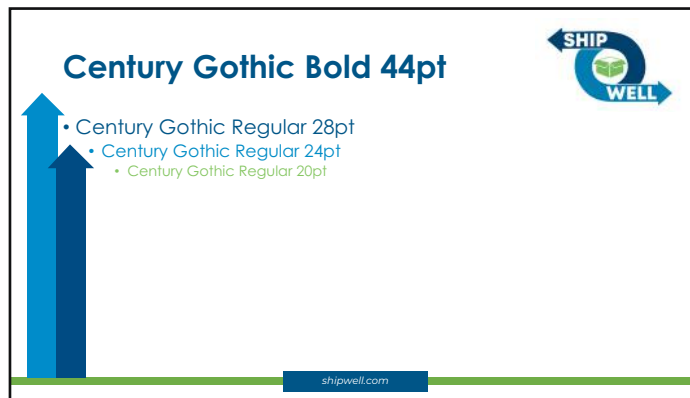
Title Only



Two Content



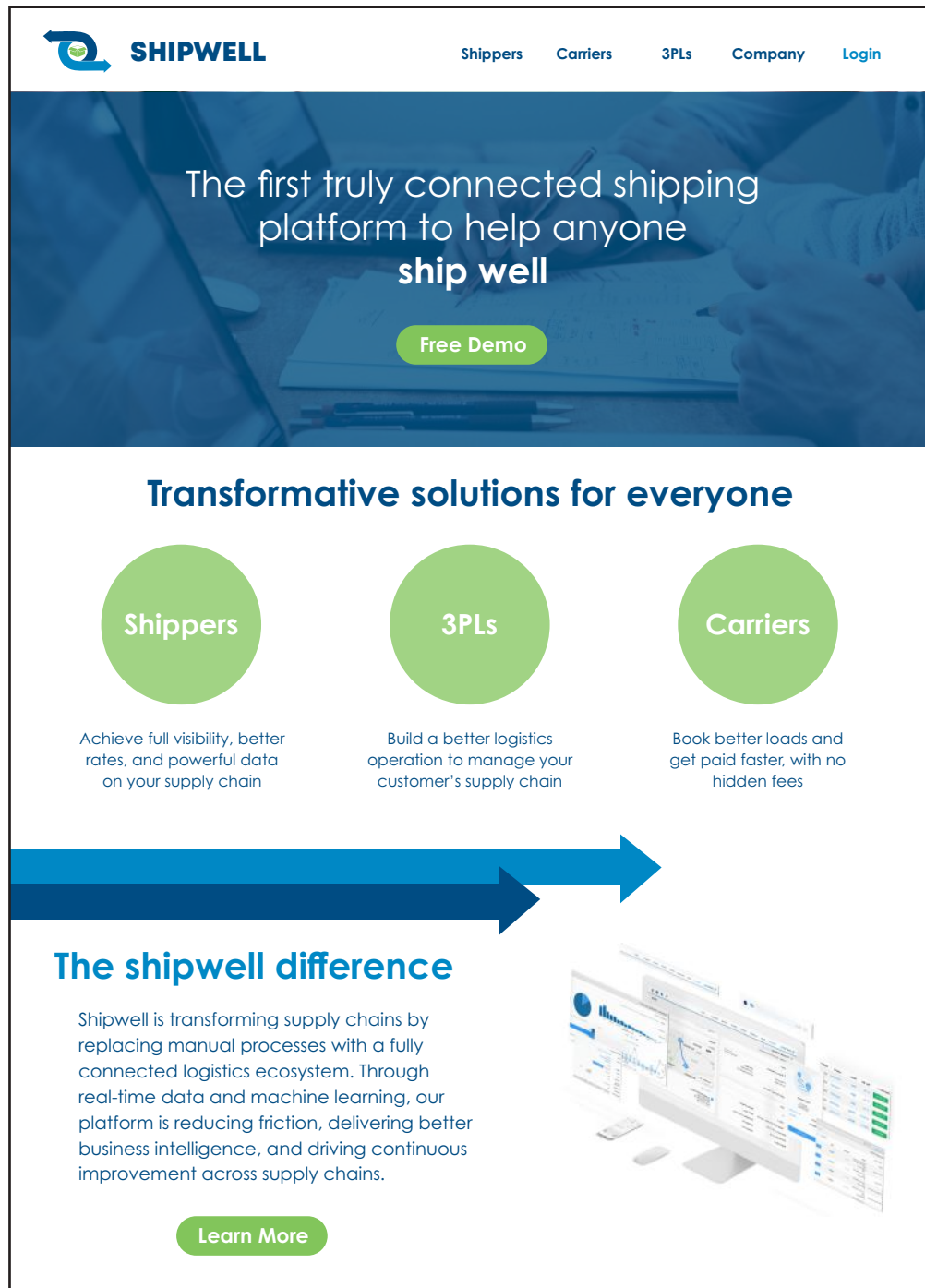
Blank



Title and Content

Website Home Page

A strong website design is key for any company, especially one that focuses on technology. The website's home page should be clear and informative and easy for any user to navigate. Below is an example of what Shipwell's home page would look like.



Company Apparel

Every company should have a variety of options of branded apparel for both employees and consumers to convey a sense of cohesiveness and brand loyalty. Below are two options for a more formal polo shirt as well as the front and back of a more casual t-shirt design. Both are unisex designs.



Polo in Pantone 107-16 with white logo on upper left side



Polo in Pantone 112-16 with white logo on upper left side



Front of t-shirt with full color logo in center and two arrows on bottom right



Back of t-shirt with Shipwell icon and tagline centered at the top and two stripes across bottom

E-mail Newsletter

E-mail newsletters are a great way for any company to maintain customer loyalty and keep consumers updated on the latest brand news. Below is an example of an email newsletter for one of Shipwell's newest features.

1" wide white logo icon on Pantone 107-16

1" wide white box icon

Century Gothic Pro Bold 18pt white on Pantone 154-7 button

2" wide full color logo

4" wide double arrow icon with Pantone 112-16 on top

6" wide image of website

White logo 1" wide in bottom left corner

The smartest way to ship

Your Centralized Supply Chain Solution

Get a Demo

What's New at Shipwell?

USPS is now available for parcel services!

When USPS is selected, users will see USPS specific packaging options in the packaging dropdown

When obtaining quotes, USPS specific rates are displayed on the platform

512 333 0898
contact@shipwell.com
shipwell.com

515 Congress Avenue,
Suite 2650 | Austin, TX 78701

Montserrat Semibold Italic 24pt white on 5" Pantone 112-16 rectangle

Montserrat Bold 24pt white on image with 75% Pantone 107-16 overlay

Century Gothic Pro Bold 36pt Pantone 154-7

Century Gothic Pro Bold 25pt Pantone 107-16

Century Gothic Pro Bold 18pt Pantone 154-7

Century Gothic Pro Regular 12pt white