Brand Guidelines
2026

Onyx

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Logos

Primary Logos

Secondary Logo

Mark

01



The primary logo serves as the main representation of the brand and should be used in standard applications to maintain consistency and recognition.



The primary simple logo is available for use in limited applications when the full brand name is also present; however, the primary logo should be used in most cases to build brand



The secondary full logo can be used on busy backgrounds or stylized elements.



The secondary simple logo can be used on busy backgrounds or stylized elements where the full brand name is also present.



The mark is intended for use in applications such as a decorative background element, browser icon, or other small-scale placements. The primary logo should also be present when using the mark.



Do not stretch or distort the logo in any way.



Do not use the logo on an angle.



Do not use the logo in colors other than brand colors.



Do not apply any effect to the logo such as a drop shadow, emboss, etc.



Do not add an outline to the logo.

Do not place the logo on a background that does not provide sufficient contrast.

The logo must always be used according to the established guidelines. Do not alter colors, distort proportions, rotate, add effects, or place the logo on backgrounds that reduce legibility. Any deviation from these rules may compromise brand consistency and recognition.

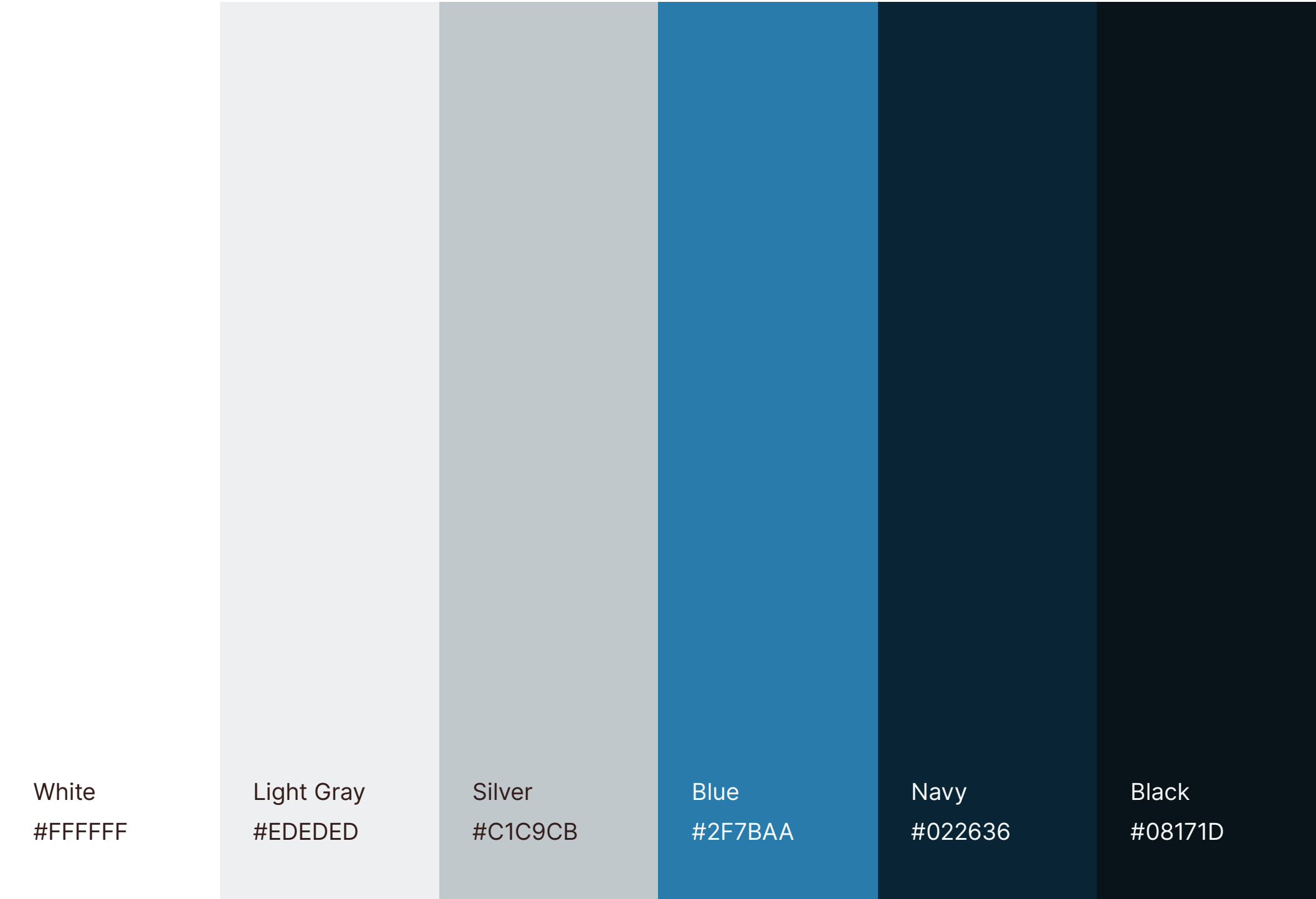
Colors

Color Palette

Gradients

Color Usage

02


White
#FFFFFF
Light Gray
#EDEDED
Silver
#C1C9CB
Blue
#2F7BAA
Navy
#022636
Black
#08171D

Gradient

#08171D #022636 #2F7BAA #C1C9CB



Designing effective color pairings can be challenging, as some combinations work better than others. The following suggested pairings are curated to ensure harmony, readability, and accessibility. These colors layer well together and provide adequate contrast for digital and print applications.

Typography

Brand Typefaces

Typography Hierarchy

03

Archivo

AaBb

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!.,:;”’/

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!.,:;”’/

Gala

AABB

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()&?!.,:;”’/

The brand typefaces share elements within the logo letterforms for a consistent brand image.

Type: Archivo
Size: 60px
Line height: 60px
Weight: ExtraBold
Letter Spacing: 1px

Headline 1

Type: Archivo
Size: 48px
Line height: 48px
Weight: ExtraBold
Letter Spacing: 1px

Headline 2

Type: Archivo
Size: 36px
Line height: 36px
Weight: ExtraBold
Letter Spacing: 1px

Headline 3

Typography hierarchy should be applied consistently across all brand communications to guide the reader’s attention and ensure clarity. Headings, subheadings, body text, and captions should follow the specified styles and weights to maintain a structured and cohesive visual flow. The sizes may vary based on application, but should follow this hierarchy.

Type: Gala
Size: 26px
Line height:30px
Weight: Bold
Letter Spacing: 1px

01. SPECIAL CHARACTERS

Type: Archivo
Size: 12px
Line height: 18px
Weight: Regular
Letter Spacing: 0px

Paragraph: Lorem ipsum dolor sit amet consectetur. Tellus lorem odio tellus faucibus sed commodo dignissim augue. Adipiscing aliquam sit augue sit justo suspendisse commodo nunc metus eget faucibus.

Type: Archivo
Size: 10px
Line height: 15px
Weight: Regular
Letter Spacing: 0px

Captions: Lorem ipsum dolor sit amet consectetur. Tellus lorem odio tellus faucibus sed commodo dignissim augue. Adipiscing aliquam sit augue sit justo suspendisse commodo. Nunc metus eget faucibus auctor a purus diam tristique urna. Ut massa blandit ullamcorper nunc.

Typography hierarchy should be applied consistently across all brand communications to guide the reader’s attention and ensure clarity. Headings, subheadings, body text, and captions should follow the specified styles and weights to maintain a structured and cohesive visual flow. The sizes may vary based on application, but should follow this hierarchy.

Print Applications

Print Applications

Digital Applications

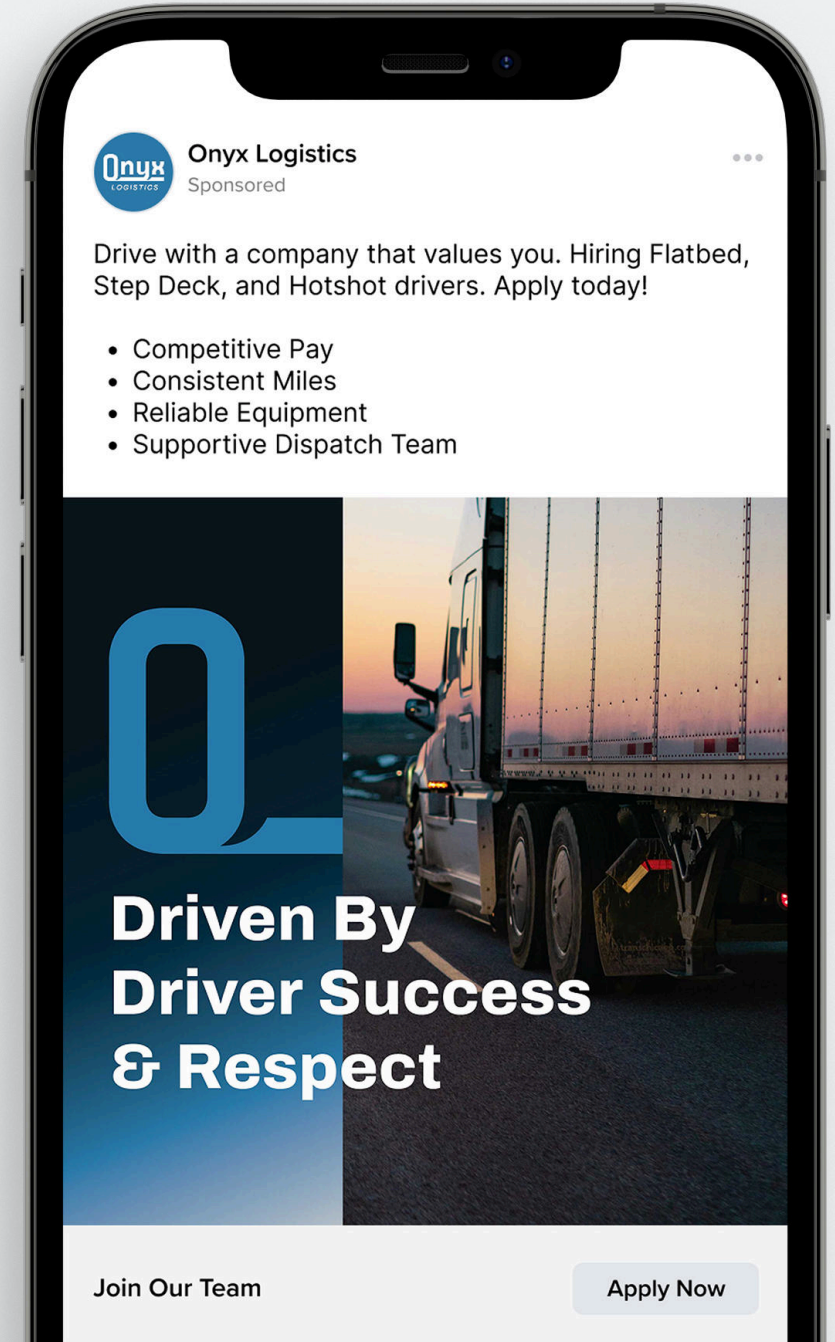
04


Onyx
LOGISTICS


Onyx


Onyx


Onyx
LOGISTICS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• Consistent Miles
• Reliable Equipment
• Supportive Dispatch Team
Driven By Driver Success & Respect
Join Our Team
Apply Now

Thank You

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