

safe way carrier

Brand Guidelines | 2026

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01 Logos

Primary Logos

Secondary Logos

Badges

Initials



safe way carrier

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



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The badge logos apart from the full brand name should only be used in applications where the full brand name is also present or special cases such as apparel.



The secondary logo is a simplified version of the primary logo and should be used when a space is too small to allow for the more complex primary logo.



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The initials with the brand name is intended for applications that are square or rectangular in nature, such as a business card. When using this variation, ensure the full brand name remains legible at smaller sizes.



The initials are 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 initials.



Do not stretch or distort the logo in any way.



Do not use the logo on an angle.



Do not remove the icon from the logo.



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.

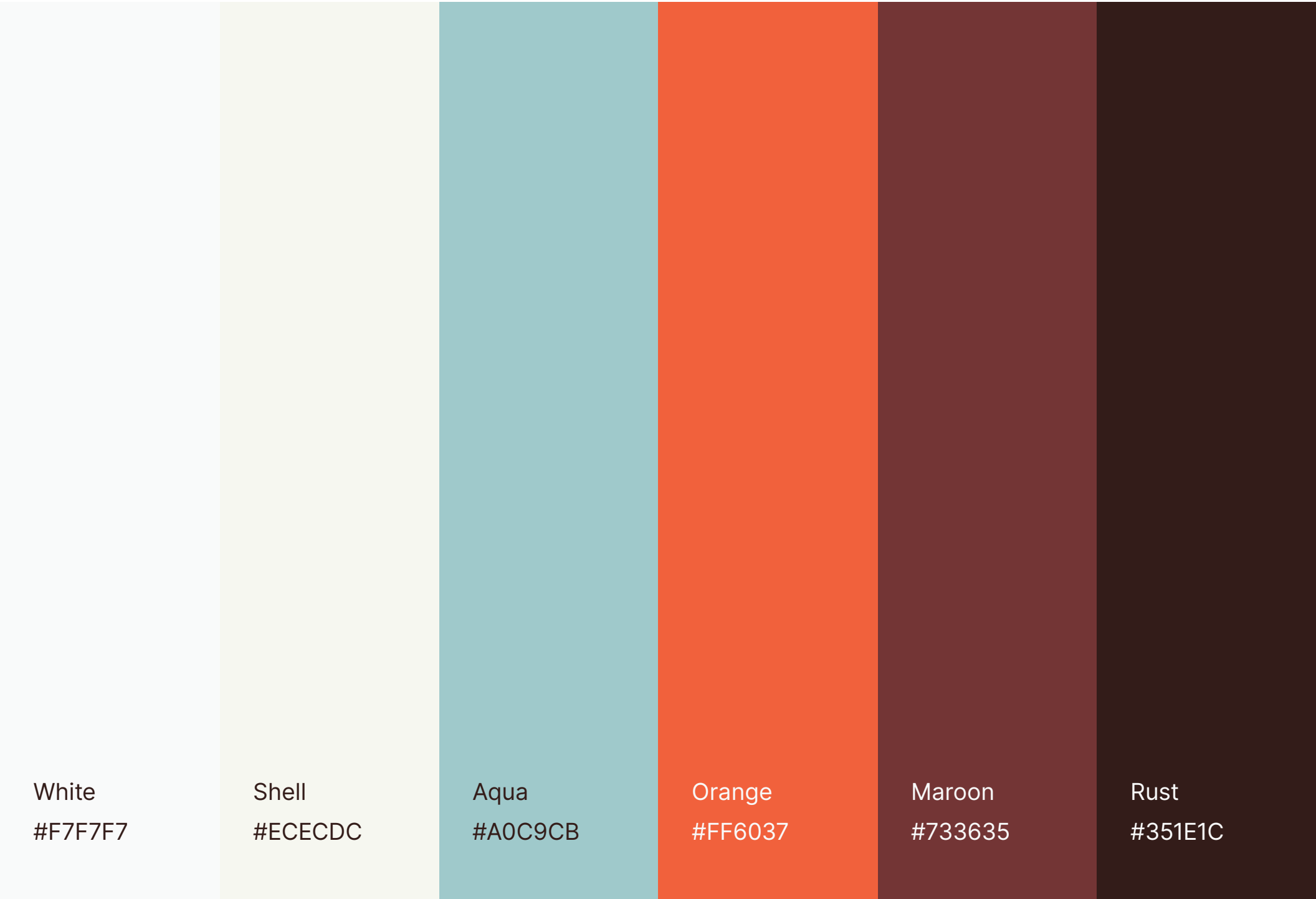
The logo must always be used according to the established guidelines. Do not alter colors, distort proportions, rotate, add effects, or place the logo on backgrounds that reduce legibility. Any deviation from these rules may compromise brand consistency and recognition.

02 Colors

Color Palette

Gradients

Color Usage


White
#F7F7F7
Shell
#ECECDC
Aqua
#A0C9CB
Orange
#FF6037
Maroon
#733635
Rust
#351E1C

Light Gradient

#A0C9CB #ECECDC #F7F7F7

Dark Gradient

#351E1C #733635 #FF6037



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.

03 Typography

Brand Typefaces

Typography Hierarchy

Zalando Sans SemiExpanded

AaBb

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!.,:;"'/

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!.,:;"'/

Inter

AaBb

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!.,:;"'/

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!.,:;"'/

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

Type: Zalando Sans SemiExpanded
Size: 60px
Line height: 60px
Weight: ExtraBold
Letter Spacing: 1px

Headline 1

Type: Zalando Sans SemiExpanded
Size: 48px
Line height: 48px
Weight: ExtraBold
Letter Spacing: 1px

Headline 2

Type: Zalando Sans SemiExpanded
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: Zalando Sans SemiExpanded
Size: 18px
Line height: 18px
Weight: Medium
Letter Spacing: 1px

OVERLINE

Type: Inter
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: Inter
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 eu eu.

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.

04 Applications

Print Applications

Digital Applications


ESTD
SW
2011
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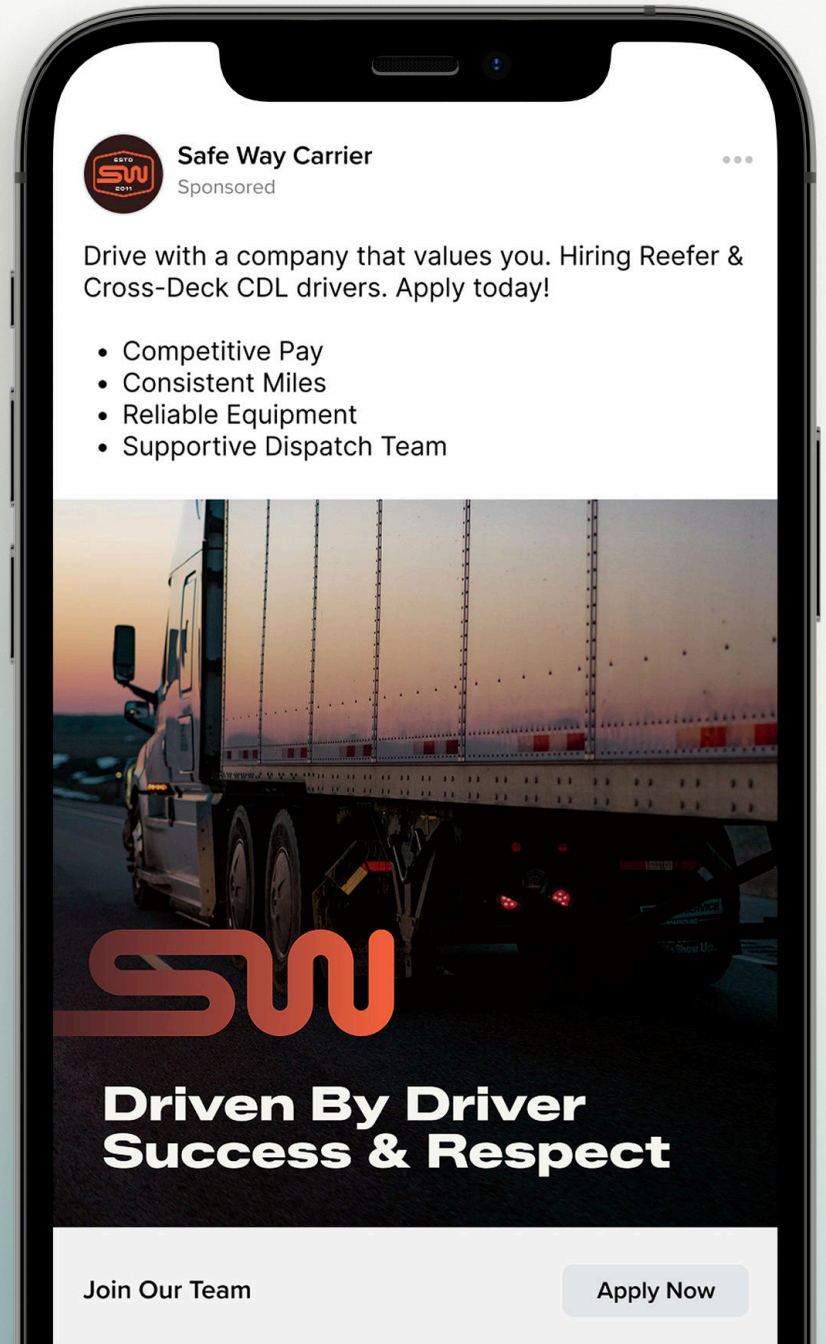
carrier


SW


ESTD
SW
2011


safe way
carrier


Safe Way Carrier
Sponsored
Drive with a company that values you. Hiring Reefer & Cross-Deck CDL drivers. Apply today!
• Competitive Pay
• Consistent Miles
• Reliable Equipment
• Supportive Dispatch Team
Driven By Driver Success & Respect
Join Our Team
Apply Now

Thank You