4950 Avenida Creel
Santa Teresa, NM. 88008

DESIGN LANDING PAGE

BRAND GUIDELINES

J.H. ROSE LOGISTICS

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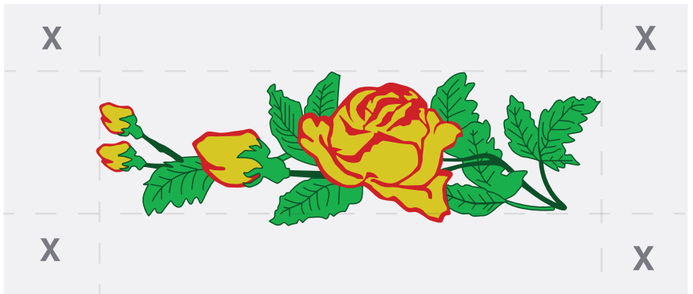
J.H. ROSE LOGISTICS

LOGO

The clear space has been established to ensure the logo's visibility and impact. Always maintain the clear space zone between the logo and other important graphic elements. **X** is the height of J.H. Rose's letter **H**. Apply this rule for all logo and icon options.

The logo should never be smaller than 3/4 in. Keep it readable to the eye and audience.

ICON



ICON

LOGO USE

J.H. ROSE LOGISTICS

J.H. ROSE LOGISTICS

J.H. ROSE LOGISTICS

J.H. ROSE LOGISTICS

3 INCORRECT LOGO USE

The logo should always be respected and never manipulated. Below are some examples of what NOT to do:

J.H. ROSE LOGISTICS

Redesign, redraw, animate, modify, distort or alter the portions of the logo. Rotate or render the logo three-dimensionally.

J.H. ROSE LOGISTICS

Change the logo's color to a color not listed in the brand guidelines.

J.H. ROSE LOGISTICS

Do not stretch the logo.

Place the logo on busy backgrounds. This will make the logo illegible.

J.H. ROSE LOGISTICS

Replace the approved typeface with any other typeface.

J.H. ROSE LOGISTICS
J.H.J.H

Add additional copy to the logo.

MAIN TYPEFACES

Please use main typefaces for web and print materials. Make sure to use fonts that are SANS SERIF.

USE ALL FONT WEIGHTS
ALL FONTS ARE AVAILABLE IN ADOBE FONTS

Aa

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

(Recommended for titles) ALL FONTS ARE AVAILABLE IN ADOBE FONTS

Aa

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

(Recommended for paragraphs)

Please use main typefaces for web and print materials. Make sure to use fonts that are SANS SERIF.

USE ALL FONT WEIGHTS

Forma DJR Greek

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

(Alternative for titles)

ALL FONTS ARE AVAILABLE IN ADOBE FONTS

Azo Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

(Alternative for paragraphs)

PRIMARY COLORS

CMYK: 3,2,1,0 RGB: 245, 245, 247

f5f5f7
PANTONE: P 99-1C

CMYK: 11,16,100,0 RGB: 228,203,53

e4cb35
PANTONE: P 1-16 C

CMYK: 51,51,62 RGB: 76,70,52,50

33333e
PANTONE: P 179-15 C

7 SECONDARY COLORS

CMYK: 205,40,68 RGB: 6,100,74,1

cd2844
PANTONE: P 57-16 C

CMYK: 13,100,98,3 RGB: 189,53,49

bd3531
PANTONE: P 48-16 C

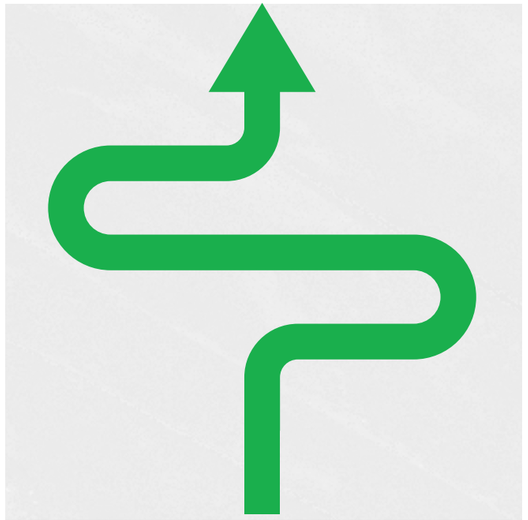
CMYK: 73,68,63,75 RGB: 29,29,31

1d1d1f
PANTONE: BLACK C

IMAGERY

The imagery should feature high-quality photographs of the company's facilities, vehicles, and employees working together to ensure the safe and efficient movement of goods.

CROPPED IMAGES



TEXTURES & ARROWS

DESIGN EXAMPLES

Using elements such as textures, overlap of images, and correct brand colors will provide consistency for all design materials. Textures provide a foundation for visuals and add depth. Overlap of lines and images guide the viewer's eye and create interest. Correct brand colors signal your J.H. Rose message and create an emotional connection. Consistency across channels creates a cohesive brand identity. Just like road design elements create a safe driving experience, these guidelines create a recognizable brand experience.

Design Example 1

JHROSE.COM

Talk to a member today

J.H. ROSE LOGISTICS

Design Example 1

JHROSE.COM

We Deliver Excellence

J.H. ROSE LOGISTICS

VOICE

J.H. ROSE LOGISTICS

J.H. Rose Logistics is a third-party logistics company providing transportation, warehousing, and distribution services. Our experienced staff and investment in technology allows us to respond to our customers' ever changing needs.

CONFIDENT **CUSTOMER FOCUSED**

PROFESSIONAL

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THANK YOU!

J.H. ROSE LOGISTICS