

# Brand Identity & Design Standards

FEBRUARY 2022



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# U.S. XPRESS



Xpress Technologies *makes goods move better* by providing scalable capacity for shippers, dependable demand for carriers, and new innovations that drive overall brokerage marketplace growth.

**+\$1B Rev by 2026, ~3,000 LPD**



**Realize  
Business  
Excellence**



**Scale Digital  
Freight  
Marketplace**



**Mixed-asset  
offering driven  
by Synthetic  
Fleet**



**Enhance  
Customer  
Experience**

**Build a transportation business accelerator which enables all customers to WIN**



# Brand House

The Brand House is the backbone of Xpress Technologies and sets the voice, tone, and direction for all internal and external communications. Refer to this section to determine if an execution of the brand meets these requirements.

# The **XT** Manifesto

We are building a logistics community that reimagines the freight marketplace; supporting the diverse, entrepreneurial aspirations of ourselves, our carriers, and our shippers. We recognize the importance of hard work, grit, and loyalty. We are democratizing technologies that were once only available to the Goliaths in our industry, promoting ease, efficiency, and delight for ourselves and the people we serve, while fulfilling the promise of opportunity for those who demand it. We are humble yet set high expectations and through open feedback, we are setting new standards. Our time is invested to help others discover the joy of winning, because we know it's fun to win. We are pioneers who take pride in what we do and what we do is elevate each other: **One Journey at a Time.**





# The **XT** Mission Statement

## Why We Exist

We are building a logistics community that reimagines the freight marketplace; supporting diverse, entrepreneurial aspirations of our people, our carriers, and our shippers.



# The **XT** Brand Pillars

## Characteristics You Want People to Recognize In the Company

We are humble yet set high expectations and through open feedback, we are setting new standards. We recognize the importance of hard work, grit, and loyalty.

- customer-centric, joy of winning
- diverse, entrepreneurial
- ease, efficiency, and delight
- humble yet set high expectations, bold
- hard work, grit, and loyalty
- reliable community



# The **XT** Brand Positioning

## How We Are Perceived (Ideally)

Our time is invested to help others discover the joy of winning, because we know it's fun to win.

# The **XT** Value Proposition

## What We Can Do for the Customer

We are democratizing technologies that were once only available to the Goliaths in our industry, promoting ease, efficiency, and delight for ourselves and the people we serve, while fulfilling the promise of opportunity for those who demand it.



# The **XT** Commitment (who we serve)

- Employees** Xpress Technologies empowers its people to create value today while enhancing the professional skills that will lead to long-term career success.
- Shippers** Xpress Technologies empowers shippers to succeed with 24/7 personalized phone or online service that provides scalable logistics solutions.
- Carriers** Xpress Technologies empowers carriers by providing ease and efficiency that allow them to focus on running their fleet regardless of size.



A background image of a city skyline at sunset, with buildings silhouetted against a warm, orange and yellow sky. The water in the foreground is dark and calm.

# The **XT** Brand Voice

## Voice: What We Say

The Xpress Technologies voice is that of the Humble Expert. We focus on the audience, use “you” centered language, and invest in helping our customers to experience the joy of winning.

### Our voice is:

- Supportive
- Trusted
- Attentive
- Gritty
- Knowledgeable



# The **XT** Brand Tone

## **Tone: How We Say It**

When customers finish engaging with a piece of Xpress Technologies content, they should feel informed and empowered. We inform without being condescending, and offer support without being invasive.

### **Our tone is:**

- Empathetic
- Confident
- Approachable
- Direct
- Informative



# The **XT** Brand Promise

## The Truth of The Company

We are pioneers who take pride in what we do and what we do is elevate each other: One Journey at a Time.



# Brand Mark

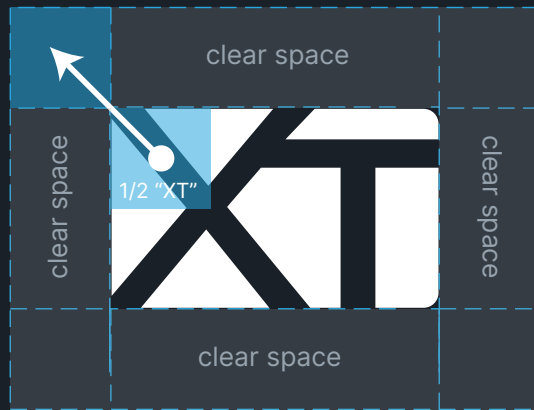
The U.S. Xpress-inspired “XT” lettermark in combination with the Xpress Technologies wordmark symbolizes the strength & direction of the brand.



## THE XT BRAND MARK

This hero logo is the key building block of our identity, the primary visual element that identifies us. This signature is a combination of the XT symbol itself, our company name, and should never be changed in any way. That includes (but is not limited to) skew, tilt, drop shadow, proportional relationships, color, etc.

In essence, DON'T MESS WITH THE LOGO.



## CLEAR SPACE

The logo should be surrounded with clear space to ensure its visibility and impact. No competing graphic elements should enter this zone.

This area is designated by 1/2 of the "X" height, as a square

### App Store Preview

This app is available only on the App Store for iPhone and iPad.



**Xpress Technologies** 4+  
Haulynx, Inc  
★★★★★ 4.5 • 19 Ratings  
Free

### Screenshots iPhone iPad

**The Right Load Everytime**

**Manage Your Load Schedule**

Take control of your load schedule for all the trucks in your fleet. Whether you're an owner-operator or manage multiple trucks, plan out your upcoming weeks directly from your mobile phone in a manner of minutes.

**Load Recommendations**

Have a lane you like to run? Got an available truck? The Xpress Technologies App will show you loads that match your preferences and availability, so you don't have to constantly search for the freight you want. Xpress Technologies does the searching for you.

**Built by Truckers for Truckers**

- ★ As an industry-leading freight brokerage, we use deep expertise in logistics and technology to help carriers succeed.
- ★ Self-service booking empowers carriers to manage their own time.
- ★ Complete dispatching and load life-cycle management
- ★ Best-in-class support, business optimization and education
- ★ A groundbreaking suite of technology products

# Brand Color System

Color plays an important role in the Xpress Technologies brand identity. These colors have been chosen to represent XT with a harmonious voice across various media.

## CORE COLOR SYSTEM

These swatches are the core of the XT Color System that when intermingled can yield dynamic results. In layout, the red color is intended to be used sparingly to provide emphasis on the XT logo as well as direct attention via callouts or graphic markers/devices.

NOTE: 7543C is the basis for color treatment of “silverized\*” photos.

\* See slide 12



**PANTONE®**  
336 C

CMYK: 90 | 45 | 60 | 35  
RGB: 04 | 85 | 83  
HEX# 006450



TINTS MAY BE USED.  
EXAMPLES PMS 336 C @ 75% / 50% / 25% / 10%  
HEX# 75%-408B7C, 50%-7FB1A7, 25%-BFD8D3, 10%-E5EFED



**PANTONE®**  
296 C

CMYK: 80 | 70 | 60 | 70  
RGB: 26 | 32 | 39  
HEX# 051C2C



TINTS MAY BE USED.  
EXAMPLES PMS 296 C @ 75% / 50% / 25% / 10%  
HEX# 75%-B445561, 50%-828D95, 25%-C0C6CA, 10%-E6E8E9

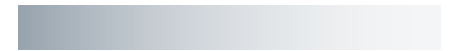


**PANTONE®**  
7543 C

CMYK: 58 | 41 | 34 | 04  
RGB: 151 | 163 | 174  
HEX# 97A3AE



TINTS MAY BE USED.  
EXAMPLES PMS 7543C @ 75% / 50% / 25% / 10%  
HEX# 75%-B1BAC2, 50%-CBD1D6, 25%-E5E8EB, 10%-F4F6F7



\* SILVERIZED PHOTO TREATMENT COLOR RAMP

**This is XT Gray**



**PANTONE®**  
180 C

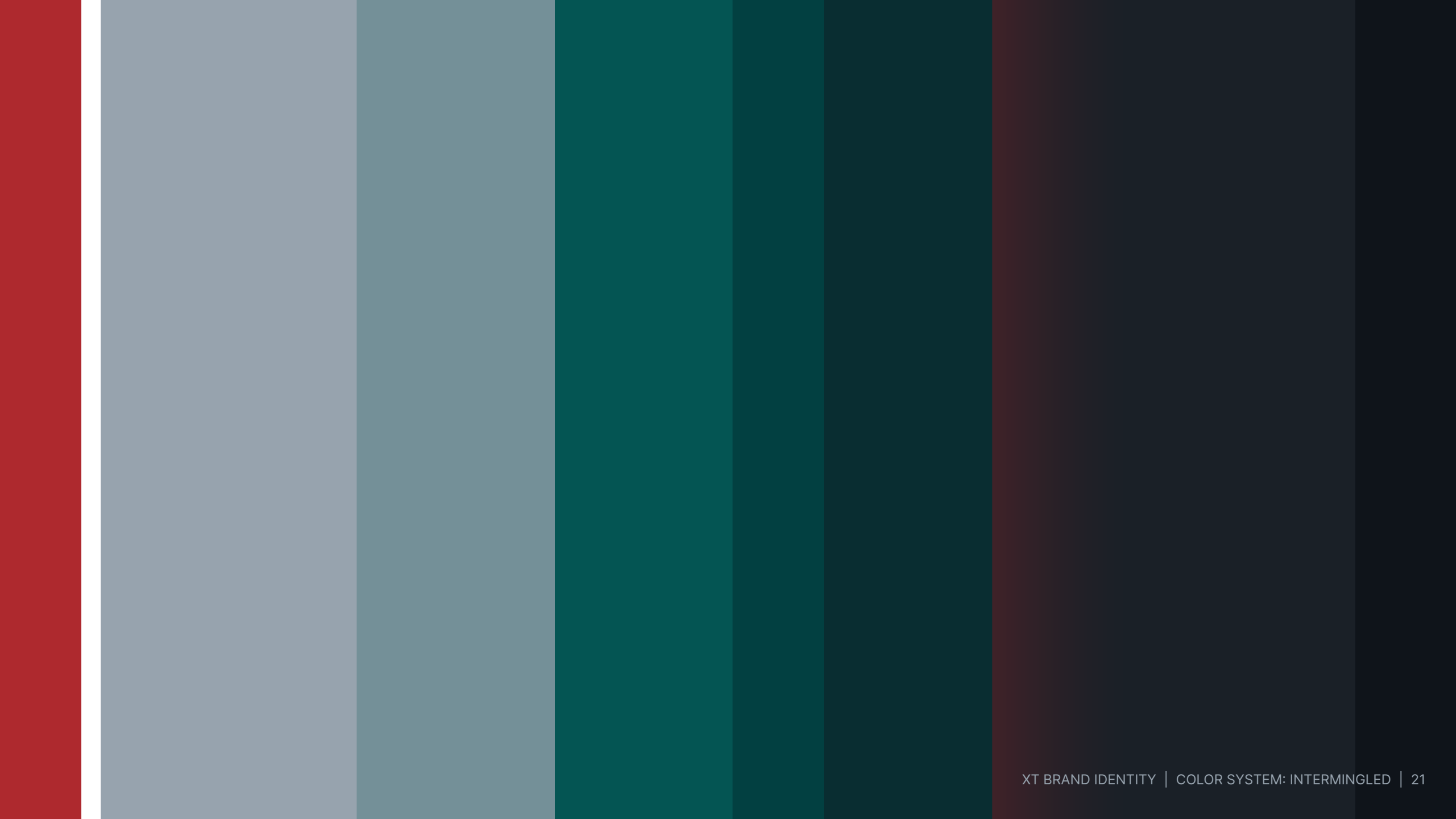
CMYK: 22 | 97 | 90 | 12  
RGB: 178 | 41 | 46  
HEX# AE292E



**THIS COLOR IS TO BE USED AT 100%**

**This is XT Red.**





## SILVERIZATION

This image has been treated by simply altering the opacity of a photo over a solid color (7543C.) Other methods may be applied but note this is not a duotone or 100% colorization.





# Brand Typography

Typography serves an important role in communicating our overall tone and quality. Detailed use of typography reinforces our brand and ensures clarity in all Xpress Technologies communications.

## BRAND TYPOGRAPHY

Inter is a variable font family carefully crafted & designed for both digital and physical display. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

*Use italic versions as grammar dictates.*



Direct link to the Inter Google font:  
<https://qrgo.page.link/WWdjv>

– See *Inter* install instructions on slide 17

Inter Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Inter Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

Inter Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

## **BRAND TYPOGRAPHY (DISPLAY)**

Inter Black is the typeface of choice when you need to stand out and say something with volume. This “heavy weight” selection will stand up and hold contrast against most backgrounds when other fonts fail. It is to be displayed in ALL CAPS only.

### **Inter Black**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

**BRAND TYPOGRAPHY (DISPLAY)**

**EXAMPLE**

**Inter Black**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## ACCESSIBILITY

Adequate contrast in text and visual media can assist people with visual impairments navigate content. Web content Accessibility Guidelines provide an international set of guidelines developed by the worldwide Web Consortium, the governing body of the web.

AA level compliance is an important aim of contrast for background and foreground display of text, images, and graphics. Our goal is to help ensure online content is equally accessible and user-friendly to all.

		BACKGROUND COLOR					
		XT Red	XT Jade	XT Silver	XT Onyx	Pure Black	Pure White
TYPOGRAPHY COLOR	XT Red					✓	✓
	Xt Jade						✓
	XT Silver				✓	✓	✓
	XT Onyx			✓			✓
	Black	✓		✓			✓
	White	✓	✓		✓	✓	

✓ = Adequate contrast if the text is large text (at least 18 point or 14 point bold)

## INSTALL & EMBED FONTS

Whether you're on a PC or a Mac, Google has made downloading and installing fonts simple. Below is a direct link to the official Xpress Technologies typeface and we've supplied directions if you're new to installing fonts. Plus we've supplied a link to embedding fonts into PowerPoint on both PC and Mac



Direct link to the Inter Google font:  
<https://qrgo.page.link/WWdjv>



## HOW TO INSTALL GOOGLE FONTS ON PC

- Go to Google Fonts: <https://qrgo.page.link/WWdjv>
- Click on "Download family."
- Open the drawer at the bottom of the screen where your selection is saved.
- Once downloaded, extract the zip file.
- Open the font folder, select all variations and right click and choose "Install for all users."
- Enjoy using your fonts!



## HOW TO INSTALL GOOGLE FONTS ON MAC

- Go to Google Fonts: <https://qrgo.page.link/WWdjv>
- Click on "Download family."
- Open the dock at the bottom of the screen.
- Click the "Downloads" icon and choose "Open in Finder." The file will be there saved as a zip file.
- Double-click the zip file that you just downloaded. It will extract a folder.
- Open Font Book in Applications and drag your Inter font folder (not the zip file) over to Font Book.
- Enjoy using your fonts!!

## HOW TO EMBED FONTS IN POWERPOINT: PC & MAC

<https://qrgo.page.link/fb11o>





# Info:

This pdf may be opened in Adobe® Illustrator to obtain vector artwork of all displayed logos.

For further information please contact:

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