



Style Guide

May 2022

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Logo



1.

CargoX logo should always be written in same exact form as shown below. Logo is always a sensitive element therefore be gentle with it.

CargoX

CargoX logo main area

Bottom part of letter “g” is not part of main area.
Consider that when aligning logo inside a box.



Safe zones

1.

Logo needs to breathe therefore you should never place it to the edge of container. Always consider adding safe zone around it.



Logo variations

You can use 2 main color variations depending on background.



White variation can be used when background color is too similar to our green color and X is not visible enough.



Black variation can be only used in black & white print.



What you can do

When using logo follow these rules:

- ✓ Always use version that is most visible depending on background.
- ✓ You can rotate logo in any direction.
- ✓ You can resize logo to any size as long as it is readable.



What you shouldn't do

When using logo you must avoid:

- ✗ Using logo variation on background which makes logo invisible.
- ✗ Resizing logo without keeping its original ratio.
- ✗ Changing colors to any other than defined in logo variations.
- ✗ Adding special effects to logo such as drop shadow, glow, ...
- ✗ Removing parts of logo.
- ✗ Deforming it in any way.
- ✗ Rotating it (allowed only if it is really needed).



Typography



2.

Roboto and **Roboto Condensed** font family is our corporate font used in print and online materials.

Roboto is our main font used for text and headings.

Roboto Thin

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.,;&!/?€\$@%)

Roboto Light

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.,;&!/?€\$@%)

Roboto Regular

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.,;&!/?€\$@%)

Roboto Medium

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.,;&!/?€\$@%)

Roboto Bold

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.,;&!/?€\$@%)

Roboto Black

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.,;&!/?€\$@%)

Roboto Condensed is used for pictograms, icons, buttons, ...

It should never be used for regular text as it is harder to read since its letters are closer together. Sometimes it can be used for headings when there is not enough space. Always try to use Roboto for headings and text.

Roboto Condensed
Light

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.:;&!/?€\$@%)

Roboto Condensed
Regular

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.:;&!/?€\$@%)

**Roboto Condensed
Bold**

Aa

**ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
abcčdefghijklmnoprsštuvžž
0123456789 (.:;&!/?€\$@%)**

Colors



3.

Primary

C 100 M 90 Y 9 K 1

R 36 G 63 B 142

HEX
#243F8D

Secondary

C

80

M

8

Y

100

K

0

R

43

G

166

B

74

HEX

#2BA64A

Other color used

3.

Orange

<small>C</small>	<small>M</small>	<small>Y</small>	<small>K</small>
0	34	87	1
<small>R</small>	<small>G</small>	<small>B</small>	
255	170	0	
<small>HEX</small>			
#FFAA00			

Red

<small>C</small>	<small>M</small>	<small>Y</small>	<small>K</small>
2	94	94	7
<small>R</small>	<small>G</small>	<small>B</small>	
204	30	36	
<small>HEX</small>			
#CC1E24			

Dark Blue Gray for text

<small>C</small>	<small>M</small>	<small>Y</small>	<small>K</small>
86	75	44	43
<small>R</small>	<small>G</small>	<small>B</small>	
41	46	61	
<small>HEX</small>			
#292E3D			

Blue Gray

<small>C</small>	<small>M</small>	<small>Y</small>	<small>K</small>
64	48	14	2
<small>R</small>	<small>G</small>	<small>B</small>	
103	115	152	
<small>HEX</small>			
#677398			

Light Blue Gray

^C29 ^M21 ^Y7 ^K0

^R176 ^G182 ^B201

^{HEX}
#B0B6C9

Very Light Blue Gray

^C5 ^M3 ^Y1 ^K0

^R216 ^G24 ^B96

^{HEX}
#F2F4F7

Business cards

4.

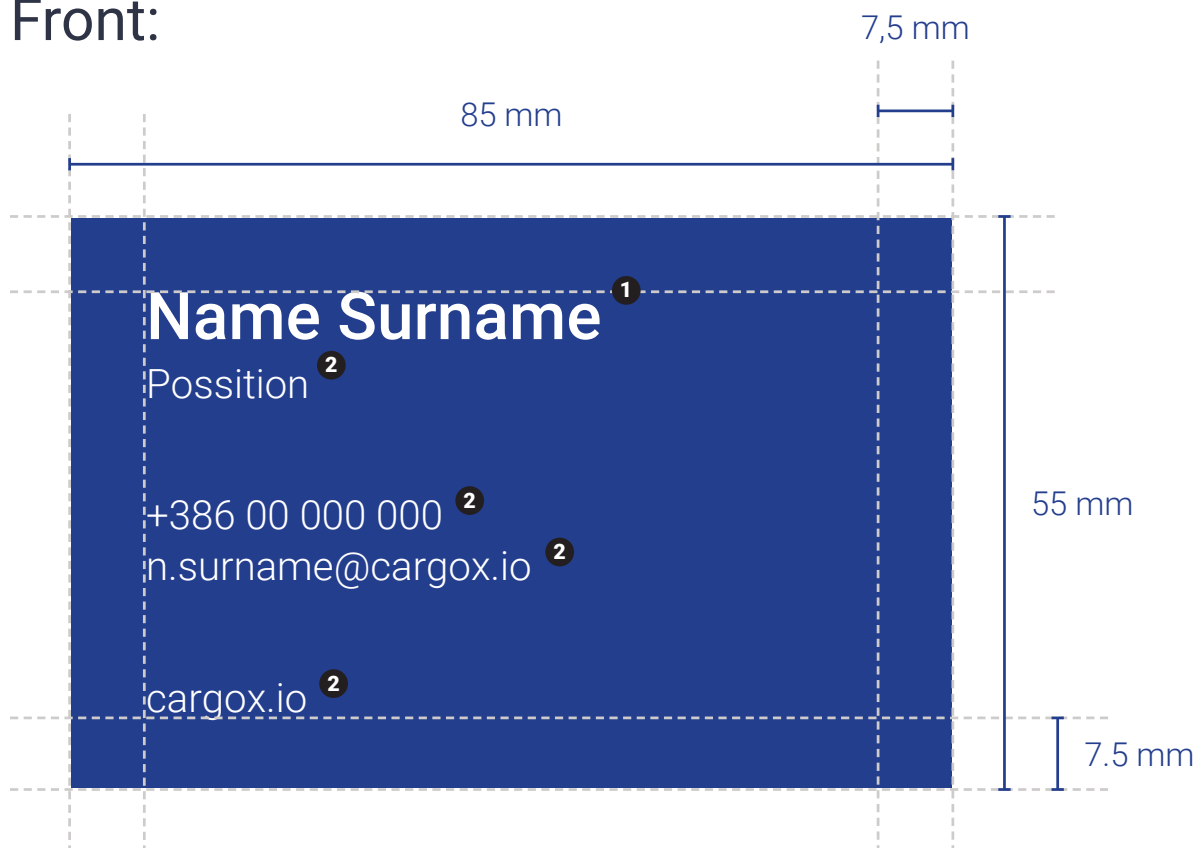


Paper/Cardboard:

Royal Blue 450g cardboard with sharp edges.

<https://arjowigginscreativepapers.com/en/catalog/keaykolour/keaykolour/royal-blue>

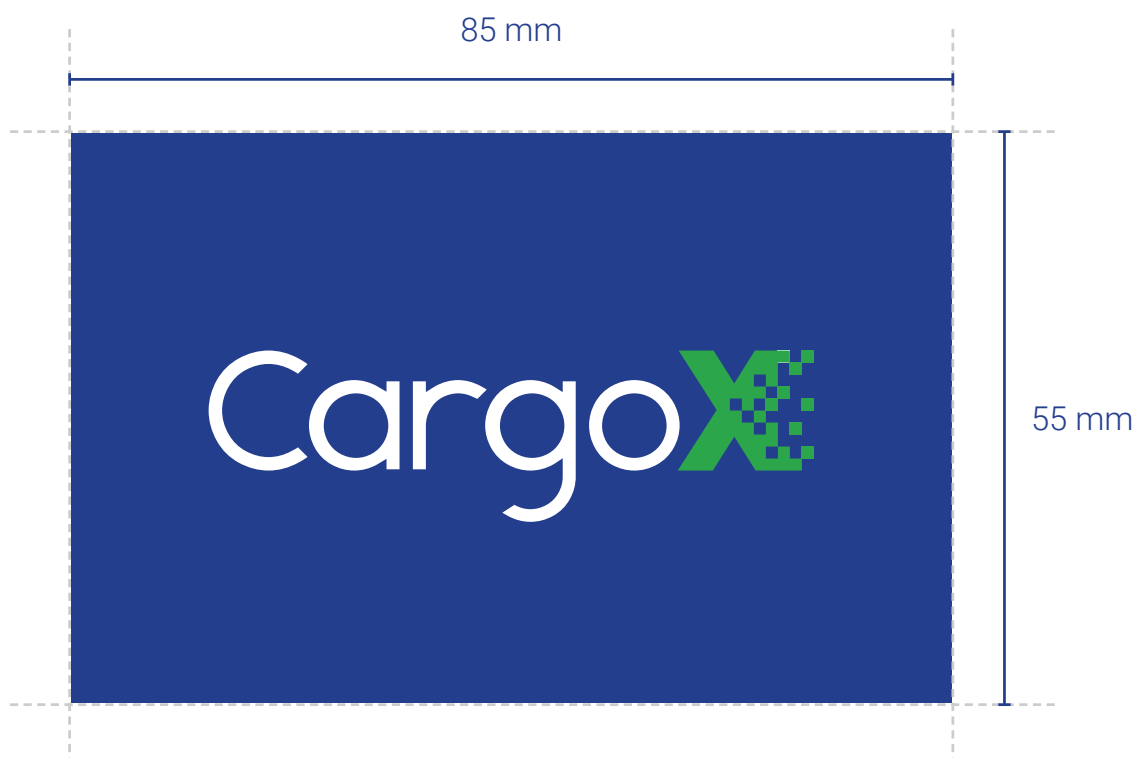
Front:



1 Font: Roboto Medium
Font size: 18 pt
Color: White

2 Font: Roboto Light
Font size: 11 pt
Color: White

Back:



Letterhead



5.



