



**Craters & Freighters®**

BRAND STANDARDS  
2019

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# Introduction

To all Craters & Freighters staff:

In order to create the best brand recognition for Craters & Freighters, it is vital to create sales, marketing and even internal materials with a **consistent look and message** that will be recognized by those who come in contact with the company.

With that in mind, we are releasing this set of brand standards that are to govern all materials designed, created, and distributed for Craters & Freighters. These standards are meant to be a guide for design. They are not intended to hinder creativity, but rather to provide a consistent structure for Craters & Freighters' brand identity. There may be exceptions to the rules outlined in this document as different promotional pieces are being created. Needs can be assessed on a case-by-case basis as long as the overall look and feel retains Craters & Freighters' brand identity. Modifications can be made to the standards as the Craters & Freighters brand evolves. Franchisees should contact Tyler at the home office for approval on any creative design adjustments made to promotional pieces.

The Creative Alliance is available to answer any questions you may have or offer guidance as you implement these standards.

**Please contact Tyler Wilson at 303-399-8190 or email him at [tyler@cratersandfreighters.com](mailto:tyler@cratersandfreighters.com) with any questions.**



# Identity Logo Overview

## CRATERS & FREIGHTERS LOGO STANDARDS

1. The Craters & Freighters logo includes the words Craters & Freighters, a register mark and a dual-color rectangular box “mark.”
2. The C&F box mark and logo type should always maintain the same size relationship. It should not change for different applications.
3. When using the logo please do not change the logo shape, size, proportion (squish or stretch) or recolor.
4. Use the correct logo for the proper application. Using the incorrect logo could result in color shifts and poor output quality. If in doubt, use the CMYK EPS file.
5. **All new materials should properly utilize the new logo (seen on this page), or an alternative logo option outlined in this document. Do not worry about replacing all assets (truck artwork, apparel, etc.) right away, this is a transitional change that is meant to address all new materials as we go forward.**

## Correct Example:



Try to maintain open space around the logo. See above.



# Identity Logo

## PRIMARY CORPORATE LOGO

---

### 4-Color – CMYK (for Print)



**Craters & Freighters®**

cf\_primary\_logo\_cmyk.eps



**Craters & Freighters®**

cf\_primary\_logo\_cmyk\_lg.tif

---

### RGB (for the Web, E-mail and Microsoft Office)



**Craters & Freighters®**

cf\_primary\_logo\_rgb\_lg.png



**Craters & Freighters®**

cf\_primary\_logo\_rgb\_lg.jpg



**Craters & Freighters®**

cf\_primary\_logo\_rgb\_lg.gif

---

**In the following pages, we have provided alternative logos for special cases where the logo is being placed on a dark background or needs a more horizontal layout.**

**However, this primary logo should be able to be utilized on approximately 80% of applications.**

These logos are for print and web applications.

Each logo has been provided in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or e-mail, the PNG, JPG or GIF files should be used.

Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).

Due to file distortion when scaling graphics in some programs, three sizes for all TIFF, PNG, GIF and JPG logos have been included to provide more flexibility.



# Identity Logo

## PRIMARY HORIZONTAL CORPORATE LOGO

---

### 4-Color – CMYK (for Print)



cf\_primary\_hor\_logo\_cmyk.eps



cf\_primary\_hor\_logo\_cmyk\_lg.tif

---

### RGB (for the Web, E-mail and Microsoft Office)



cf\_primary\_hor\_logo\_rgb\_lg.png



cf\_primary\_hor\_logo\_rgb\_lg.jpg



cf\_primary\_hor\_logo\_rgb\_lg.gif

---

**This logo is an alternative option to be used in special cases, where there isn't enough vertical space for the primary logo to be used. For example, this logo is used at the top of the corporate website.**

These logos are for print and web applications.

Each logo has been provided in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or e-mail, the PNG, JPG or GIF files should be used.

Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).

Due to file distortion when scaling graphics in some programs, three sizes for all TIFF, PNG, GIF and JPG logos have been included to provide more flexibility.



# Identity Logo

## SECONDARY CORPORATE LOGO (FOR USE ON DARK BACKGROUNDS)

### 4-Color – CMYK (for Print)



cf\_secondary\_logo\_cmyk.eps



cf\_secondary\_logo\_cmyk\_lg.tif

### RGB (for the Web, E-mail and Microsoft Office)



cf\_secondary\_logo\_rgb\_lg.png



cf\_secondary\_logo\_rgb\_lg.jpg



cf\_secondary\_logo\_rgb\_lg.gif

**This secondary logo has been provided for use on apparel or web assets with a dark background such as purple or black.**

To ensure that the Craters & Freighters logo can be easily read and recognized when used on a dark background, we created a secondary version that switches the dark purple in the text with a yellow and the dark purple in the logo mark for a shade 70% of the original purple.

To the right is Craters & Freighters' primary logo on a dark background. This graphic shows that the primary logo does not read or pop well on a dark background, therefore making a secondary logo necessary. The purple has been lightened instead of switching it out for white because the purple color is a highly recognizable element of the Craters & Freighters brand.



These logos are for print and web applications.

Each logo has been provided in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or e-mail, the PNG, JPG or GIF files should be used.

Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).

Due to file distortion when scaling graphics in some programs, three sizes for all TIFF, PNG, GIF and JPG logos have been included to provide more flexibility.



# Identity Logo

## SECONDARY HORIZONTAL CORPORATE LOGO (FOR USE ON DARK BACKGROUNDS)

### 4-Color – CMYK (for Print)



cf\_secondary\_hor\_logo\_cmyk.eps



cf\_secondary\_hor\_logo\_cmyk\_lg.tif

### RGB (for the Web, E-mail and Microsoft Office)



cf\_secondary\_hor\_logo\_rgb\_lg.png



cf\_secondary\_hor\_logo\_rgb\_lg.jpg



cf\_secondary\_hor\_logo\_rgb\_lg.gif

**This secondary horizontal logo has been provided for use on apparel or web assets with a dark background such as purple or black, and when there is also a vertical space constraint.**

To ensure that the Craters & Freighters horizontal logo can be easily read and recognized when used on a dark background, we created a secondary version that switches the dark purple in the text with a yellow and the dark purple in the logo mark for a shade 70% of the original purple.

**To the right is Craters & Freighters' primary horizontal logo on a dark background. This graphic shows that the primary horizontal logo does not read or pop well on a dark background, therefore making a secondary logo necessary. The purple has been lightened instead of switching it out for white because the purple color is a highly recognizable element of the Craters & Freighters brand.**



These logos are for print and web applications.

Each logo has been provided in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or e-mail, the PNG, JPG or GIF files should be used.

Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).

Due to file distortion when scaling graphics in some programs, three sizes for all TIFF, PNG, GIF and JPG logos have been included to provide more flexibility.



# Identity Logo

## PRIMARY CORPORATE LOGOMARK

---

4-Color – CMYK (for Print)



cf\_primary\_logomark\_cmyk.eps

---

**This logomark is to be applied everywhere possible. In the following pages, we have provided one other alternative logomark for special cases where the logomark is being placed on a dark background.**

**This primary logomark should only be used on lighter apparel (see pages 18 and 19 for examples of use.)**

Each logomark has been provided in two formats for the sole application of apparel. The EPS file can be scaled to any size without loss of quality.



# Identity Logo

## SECONDARY CORPORATE LOGOMARK (FOR USE ON DARK BACKGROUNDS)

---

4-Color – CMYK (for Print)



cf\_secondary\_logomark\_cmyk.eps

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**This secondary logomark should only be used on darker apparel (see pages 18 and 19 for examples of use.)**

Each logomark has been provided in two formats for the sole application of apparel. The EPS file can be scaled to any size without loss of quality.



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# Identity Colors

## CRATERS & FREIGHTERS PRIMARY COLORS - YELLOW AND PURPLE

1. The Craters & Freighters primary logo color palette consists of the colors shown to the right.
2. Because colors are rendered differently on PC/Mac monitors, desktop printers, software programs, etc., the colors assigned here will vary slightly depending on the final output.
3. Please use the values listed to the right consistently in all materials. Do not alter the color values.

## Logo Color Standards:

### CMYK Build

For print applications that are 4-color.

**C1 / M20 / Y88 / K0**

**C86 / M100 / Y3 / K0**

---

### RGB

For website, e-mail or digital applications only. Never use these for print!

**R254 / G203 / B56**

**R80 / G46 / B141**

---

### Web Hexadecimal

For website or e-mail applications only. Never use these for print!

**#FECB38**

**#502E8D**

---

### Pantone

For apparel or print applications.

**PANTONE 13-0758 TCX - DANDELION**

**PANTONE 19-3748 TCX - PRISM VIOLET**



# Color Standards

## CRATERS & FREIGHTERS SECONDARY COLORS - GRAY AND BLUE

1. The Craters & Freighters' accent color palette consists of the colors shown to the right.
2. Because colors are rendered differently on PC/Mac monitors, desktop printers, software programs, etc., the colors assigned here will vary slightly depending on the final output.
3. Please use the values listed to the right consistently in materials. Do not alter the color values.
4. **These accent colors are meant to be utilized sparingly. In order to strengthen the brand, the available color options had to be minimized. These two colors are to be used to provide some relief and variety when there is too much purple, yellow or black in a document or design.**
5. Please let Tyler Wilson know if you still have questions as to when these colors should be utilized.

## Accent Color Standards:

These colors are used as accents to compliment the primary color palette.

### CMYK Build

For print applications that are 4-color.

**C60 / M51 / Y51 / K20**

**C70 / M0 / Y29 / K0**

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### RGB

For website, e-mail or digital applications only. Never use these for print!

**R102 / G102 / B102**

**R0 / G112 / B201**

---

### Web Hexadecimal

For website or e-mail applications only. Never use these for print!

**#666666**

**#0070C9**



# Font Standards

## CRATERS & FREIGHTERS FONT STANDARDS

The Craters & Freighters font is Arial. To maintain a consistent look for all Craters & Freighters materials, only this font family should be used.

1. The various Arial typefaces are used to help create a distinctive element, such as a callout or quote.
2. Whatever sizes are used, the headline should always be the largest, followed by testimonials/quotes, subheads and then body copy.
3. Be aware that it can be illegal to improperly distribute fonts.

## Font:

Arial

## Layout Example:

THE CRATERS & FREIGHTERS NETWORK.

### **A National Powerhouse with Local Accountability.**

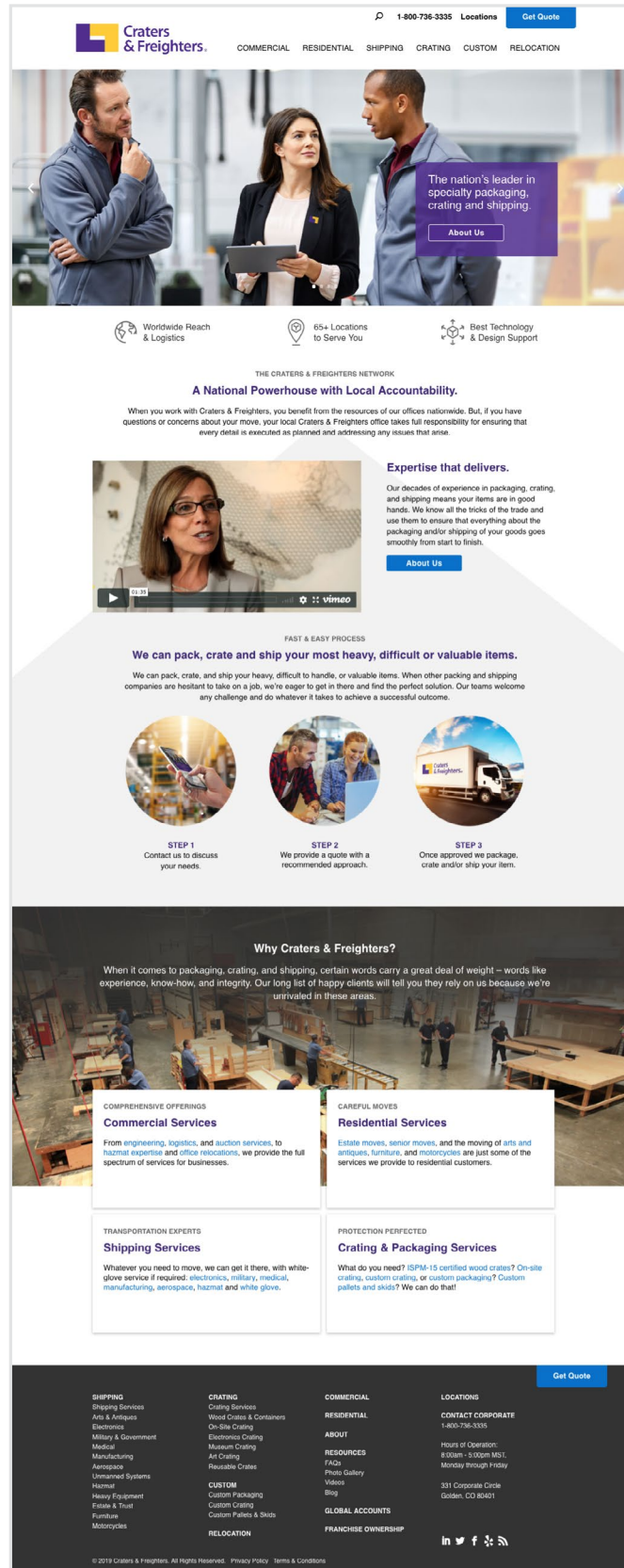
Craters & Freighters is a pioneer and leading expert in specialty crating, packaging, and shipping. Founded in 1990, we serve residential and business customers in all sectors including telecommunications, electronics, medical equipment, aerospace, biotechnology, and heavy machinery.

### **Expertise that delivers.**

We can pack, crate and ship your most heavy, difficult or valuable items.

[cratersandfreighters.com](http://cratersandfreighters.com)





# Email Signature Options

## CRATERS & FREIGHTERS - EMAIL SIGNATURE

1. Editable files for each of these designs have been provided as a packaged folder. You have the choice of which version you'd like to utilize, but one of the two versions should be utilized as soon as possible. When updating these with your information, be sure to maintain spacing and formatting as seen below.

### Short Version

**BETH BRADSHAW**  
**Social Media Marketing Strategist**

**Craters & Freighters Corporate**

Direct: 303.399.8190

331 Corporate Circle, Suite J, Golden, CO 80401

[cratersandfreighters.com](http://cratersandfreighters.com)

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### Long Version

**BETH BRADSHAW**  
**Social Media Marketing Strategist**



THE LEADER IN SPECIALTY CRATING, PACKAGING AND SHIPPING

**Craters & Freighters Corporate**

Direct: 303.399.8190

331 Corporate Circle, Suite J, Golden, CO 80401

[cratersandfreighters.com](http://cratersandfreighters.com)

[Facebook](#) | [Twitter](#) | [Instagram](#)

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# Business Card Options

## CRATERS & FREIGHTERS - BUSINESS CARDS

1. Editable files for each of these designs have been provided as a packaged folder. You have the choice of which version you'd like to utilize, but one of the two versions should be used when the time comes to order new business cards.
2. When updating one of these designs with your information, be sure to maintain spacing and formatting as seen below.
3. Both of these designs are one-sided, if you wish to have a second side design please contact Tyler at the home office.

### Vertical



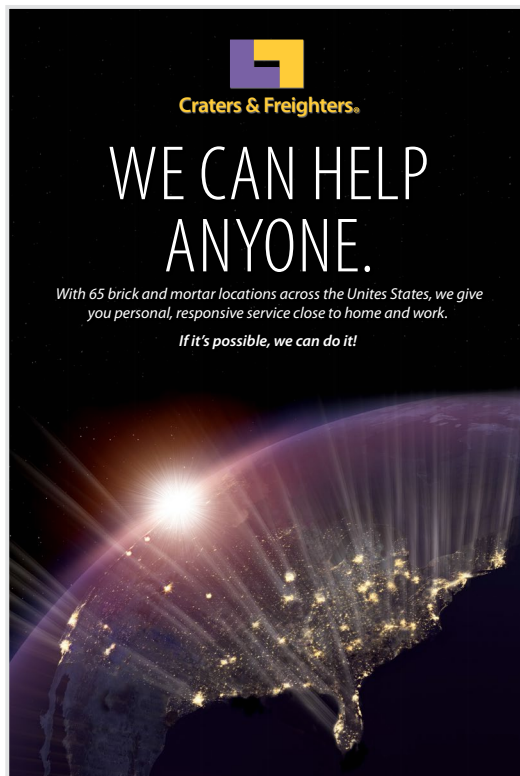
### Horizontal



# Posters, Ads, Etc.

## CRATERS & FREIGHTERS - POSTERS AND ADS

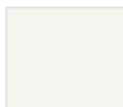
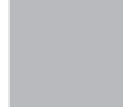
1. Editable files for each of these designs have been provided as a packaged folder. Should you choose to get these printed out to put up in your warehouse or office, the files provided are ready to be sent directly to the printer.



# Apparel - Light

## CRATERS & FREIGHTERS APPAREL

1. The primary Craters & Freighters logo looks best when used on white or grey apparel.
2. See below for suggested pantones to be used on apparel choices.
3. Recommended fabric colors:

|                                                                                    |                                     |
|------------------------------------------------------------------------------------|-------------------------------------|
|   | PANTONE 11-0601 TCX<br>Bright White |
|   | RGB: 244 245 240<br>HEX: F4F5F0     |
|   | PANTONE 14-4107 TCX<br>Quiet Gray   |
|  | RGB: 185 186 189<br>HEX: B9BABD     |



Remember to use either primary logo or primary logomark on light apparel.



# Apparel - Dark

## CRATERS & FREIGHTERS APPAREL

1. The secondary Craters & Freighters logo (with a lighter purple) looks best when used on Craters & Freighters' signature purple or black apparel.
2. Other apparel colors outside of the ones shown in this document are not recommended for use when applying the logo provided.
3. Recommended fabric colors:



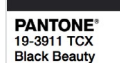
PANTONE 19-3748 TCX  
Prism Violet



RGB: 83 61 125  
HEX: 533D7D



PANTONE 19-3911 TCX  
Black Beauty



RGB: 38 38 42  
HEX: 26262A



Remember to use secondary logo  
or secondary logomark on dark  
apparel.



# Trucks

## CRATERS & FREIGHTERS - TRUCKS

1. A packaged folder has been provided for each of these designs to be sent to vendors. They should be able to use the fonts in the packaged folder to change the phone number and email text in the design to reflect a specific franchise's contact information.
2. Home office approval is required for all truck graphics.
3. These designs do not need to be enacted immediately, but as you decide to paint or repaint your trucks, be sure to utilize these designs.

### Back



### Side - Option 1



### Side - Option 2



# Vans

## CRATERS & FREIGHTERS - VANS

1. A packaged folder has been provided for each of these designs to be sent to vendors. They should be able to use the fonts in the packaged folder to change the phone number and email text in the design to reflect a specific franchise's contact information.
2. Home office approval is required for all van graphics.
3. These designs do not need to be enacted immediately, but as you decide to paint or repaint your trucks, be sure to utilize these designs.

### Back



### Side - Option 1



### Side - Option 2

