

# BRANDING STANDARDS

## US Fleet Tracking

The following is a set of guidelines outlining the do's and don'ts of the US Fleet Tracking brand identity, across a wide range of applications.

## LOGO

It is very important to maintain the integrity of the US Fleet Tracking logo. Consistency and excellence keep the brand strong.

### DO'S

- 01** Standard full-color US Fleet Tracking logo on light background
- 02** Standard full-color US Fleet Tracking logo on dark background
- 03** One-color US Fleet Tracking logo on light background
- 04** One-color US Fleet Tracking logo on dark background

### DON'TS

- 01-02** Never separate the flag from the text.
- 03-06** Do not alter the colors of the flag.
- 07** Do not reverse-out the white stars and stripes of the flag when using the full-color version.
- 08-09** Do not alter the color of the text. It must be either black or white dependent upon the background.
- 10** Do not place the logo on busy and/or distracting backgrounds.
- 11** Do not stack the flag on top of the text.

## TRADEMARK

### DO'S

- 01** The corporate registered trademark for US Fleet Tracking is spelled out with a single space between US, Fleet, and Tracking.
- 02** If using the registered trademark symbol - ®, use on first reference only within the document.

### DON'TS

- 01** Do not run the US Fleet Tracking name together when spelling it out. It contains spaces between each word when written out.
- 02-03** Do not use any other variation of the registered trademark symbol - ®.
- 04** Do not place periods after the 'U' and 'S' in the US Fleet Tracking name.
- 05-06** Do not use the acronym or informal reference in formal and/or professional correspondence or collateral materials.

## COLORS

US Fleet Tracking's colors are bold, clean and noticeable. Consistency is important for brand recognition.



### RED

PMS: 192  
CMYK: 3 | 100 | 68 | 0  
RGB: 231 | 15 | 71  
Hex: E70F47



### BLUE

PMS: 293  
CMYK: 100 | 76 | 6 | 1  
RGB: 0 | 70 | 173  
Hex: 0046AD



### BLACK

PMS: Black  
CMYK: 0 | 0 | 0 | 100  
RGB: 0 | 0 | 0  
Hex: 000000



### GRAY

PMS: Cool Gray 8  
CMYK: 48 | 39 | 38 | 3  
RGB: 140 | 141 | 142  
Hex: 8C8D8E

## SCALE & SPACING

Logo recognition is vital to brand image. The size and readability of the US Fleet Tracking logo as well as its spacing among other elements contribute to this.

### PRINT SCALE

Do not use the US Fleet Tracking logo less than 1.5" wide.

### WEB SCALE

Do not use the US Fleet Tracking logo below 100-pixel width.

### SPACING

Using the flag for reference, allow at least a flag's distance between the US Fleet Tracking logo and other graphic elements. The descender (tail) of the 'g' does not factor into spacing.

### PRINT SCALE - 1.5"



### WEB SCALE - 100px



### SPACING



## FONTS

Typeface makes up the majority of the US Fleet Tracking logo and must remain consistent. Arial Regular is the standard typeface for US Fleet Tracking.

# AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## DIGITAL

### DO'S

- 01** The corporate website address for US Fleet Tracking is the full, spelled-out version. This plays an integral role with US Fleet Tracking's search engine optimization and search engine marketing efforts.
- 02** This list of sites are the official social properties in which US Fleet Tracking participates.

### DON'TS

- 01** Do not use the acronym version of the US Fleet Tracking website address in any reference. Although it resolves to the proper URL, it detracts from the corporation's search engine optimization and search engine marketing efforts.

### DO'S

- 01** <http://www.usfleettracking.com>
- 02** FACEBOOK  
<http://facebook.com/usfleettracking>
- TWITTER - @usfleettracking  
<http://twitter.com/usfleettracking>
- YOUTUBE  
<http://youtube.com/usfleettracking>
- LINKEDIN  
<http://www.linkedin.com/company/us-fleet-tracking>
- GOOGLE+  
<https://plus.google.com/+usfleettracking>
- VIMEO  
<http://www.vimeo.com/usfleettracking>

### DON'TS

- 01** ~~<http://www.usft.com>~~