



Brand Style Guides

2026

Our Mission

The mission of our company is to make transportation smart.

Our Vision

We aim to provide access to companies and entrepreneurs that aspire to eliminate waste across all areas of transportation by connecting everything that moves.



Logo Mark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



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Primary Orientation

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Secondary Orientation

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Logo on Alternative Backgrounds



Alternative color combinations



LOGO

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



Clearence Primary Orientation

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.



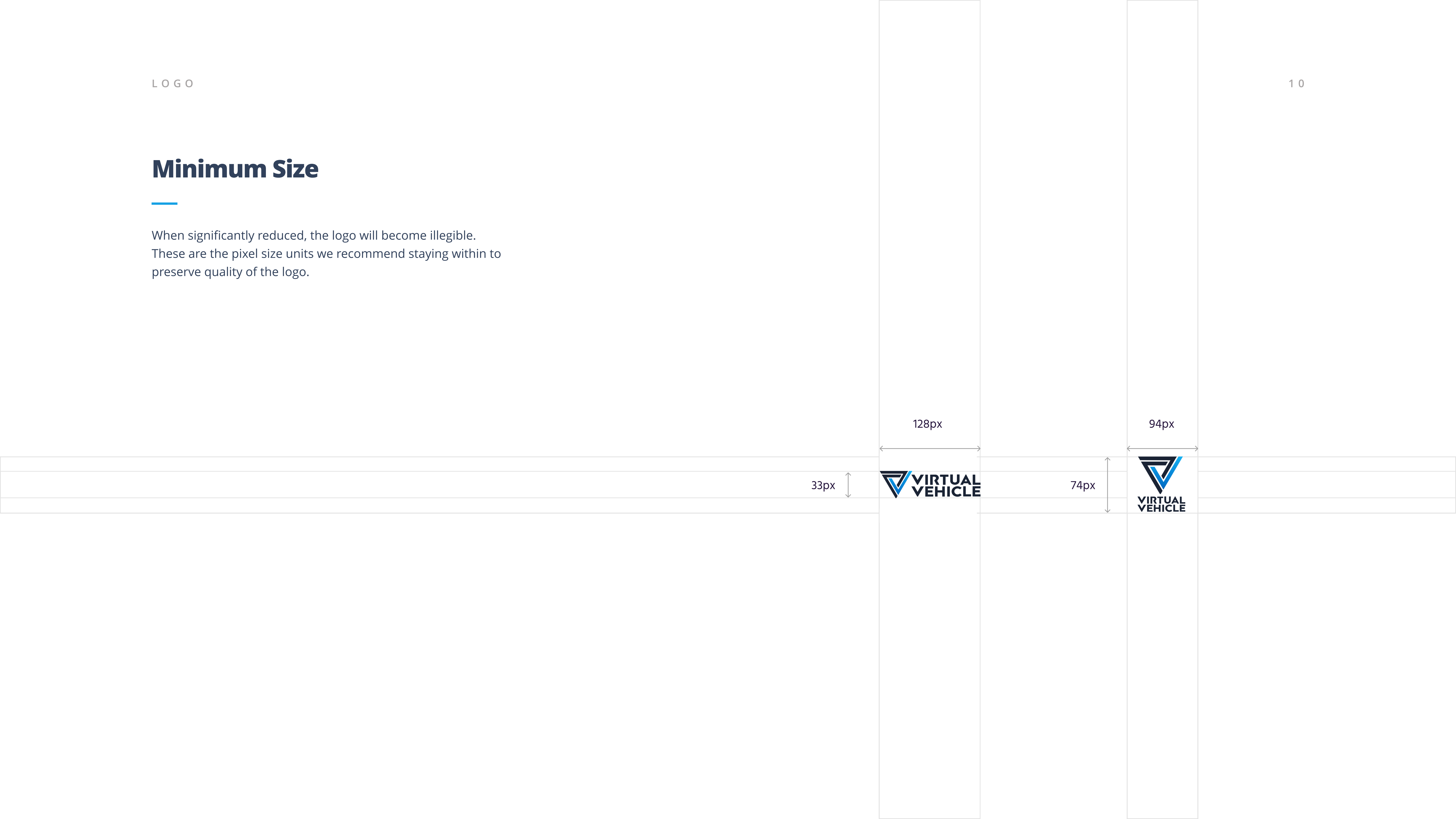
Clearence Secondary Orientation

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.



Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.



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