STANDARDS GUIDE

FLEETFOOT

delivery co.

A brighter choice

Fleetfoot Delivery Co. of Tampa, FL strives to establish better alternatives to our community's shipping needs. With more people migrating to the Florida region, especially areas along the Gulf, including Tampa, the rise in demand for shipping is increasing. Retirees make up a big portion of the population alongside the growing population of young adults. Both younger and older generations now rely on accountable and convenient delivery services. Fleetfoot Delivery Co. promises competitve costs while cutting the standard shipping days in half! So make the brighter choice with Fleetfoot!

A brighter choice

Contents

PANTONES 6

LOGOMARK STRUCTURE 7

LOGO MARK 8

TYPEFACES 9

OPACITIES 10

LETTERHEAD SPECS 11

BUSINESS CARD SPECS 12

PANTONES

PANTONE 308U

PANTONE 164C

PANTONE 308U

PANTONE P 1-92

LOGOMARK STRUCTURE

At no point should FLEETFOOT delivery co. be infringed upon. As shown in figure 1.1, half of the 'O' in FLEETFOOT is the unit of measurement used to separate the icon from the typeface. The same goes for the left and right sides of the wording. The wave is separated with the distance of an 'e' in 'delivery co.'

Figure 1.2

Figure 1.3

Figure 1.4

Figure 1.5

FLEETFOOT
delivery co.

Figure 1.6

FLEETFOOT
delivery co.

Figure 1.7

FLEETFOOT
delivery co.

Figures 1.2 - 1.4 depict how the Fleetfoot icon should not be depicted at any point in time.

Figures 1.5 - 1.7 also depict how the wording should not be used at any point in time.

AXIA BLACK

Axia Black is the sole typeface used for 'FLEETFOOT' as well as 'delivery co.'

Avenir Black

Avenir Black is the sole typeface for not only our tagline, "A brighter choice," but for the business card specs as well.

Avenir Medium

Avenir Medium is the sole typeface used for all body text including The Standards Guide, business cards as well as letterheads.

FLEETFOOT

A brighter choice

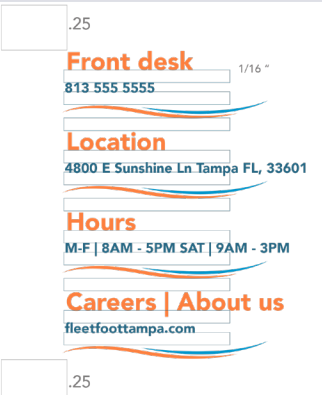
OPACITIES

For letterheads and envelopes, opacities should not exceed or be less than 20 percent.

LETTERHEAD SPECS

For letterheads and envelopes, opacities should not exceed or be less than 20 percent.

BUSINESS CARD SPECS



Business cards must follow the following measurements. Orange headings must be 9pt and blue type should be 5pt.