

Brand Standards

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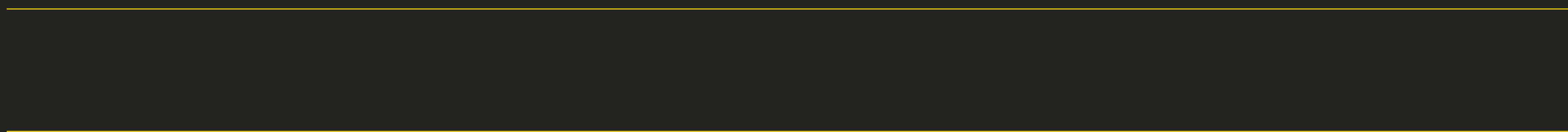
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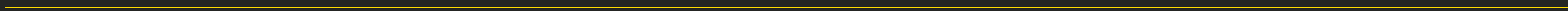
Mission

At VIZION, our mission is to help supply chains empower stakeholders by providing technology for equitable visibility and collaboration.

About Us

It's never been more challenging for shippers to simply know where their ocean freight is, when it will arrive, and why it was delayed. At Vizion API, we automatically push the most complete, standardized, and detailed container tracking events to any software system or spreadsheet so shippers get end-to-end visibility into the freight that drives their business.

02 Logo



Logo

Brand Logotype

The Brand Logotype is our primary means of representing the VIZION name. The VIZION logo needs to be used in optimal color ways for best legibility. The examples shown present the best use in contrast and should not be mixed outside of these parameters.

VIZION

VIZION

VIZION

VIZION

Logo Sizing

Clearspace and Minimum Size

The VIZION logo should be used consistently within every application. Leaving the correct space around all sides of the logo ensures legibility of the brand logotype.

Please be sure not to use the logo any smaller than what is noted on this page. If reproduced any smaller readability is an issue.



VIZION

Height 100 px

VIZION

Height 50 px

VIZION

MINIMUM SIZE
Height 16 px

Logo Misuse

Logo Misuse

In order to represent the VIZION brand accurately, the logo must be used consistently and correctly across all design platforms. The following examples show unacceptable alterations and should never be used under any circumstances.



VIZION

The word "VIZION" is displayed in a light, semi-transparent yellow color. A red diagonal line is drawn across the text from the bottom-left to the top-right.

Do **NOT** lower the opacity



VIZION

The word "VIZION" is displayed in an orange color. A red diagonal line is drawn across the text from the bottom-left to the top-right.

Do **NOT** change the color



VIZION

The word "VIZION" is displayed in a very tall and narrow font. A red diagonal line is drawn across the text from the bottom-left to the top-right.

Do **NOT** modify proportions



VIZION

The word "VIZION" is displayed at an angle, slanted upwards from left to right. A red diagonal line is drawn across the text from the bottom-left to the top-right.

Do **NOT** angle



VIZION

The word "VIZION" is displayed as an outline in yellow. A red diagonal line is drawn across the text from the bottom-left to the top-right.

Do **NOT** outline the logo



V I Z I O N

The word "VIZION" is displayed with wide spacing between each letter. A red diagonal line is drawn across the text from the bottom-left to the top-right.

Do **NOT** alter spacing

03

Color
Palette

Color Palette

Primary

The VIZION primary color palette is used for the majority of design applications.

#FFDD00
VIZION YELLOW

#FFF9D5
LIGHT YELLOW

#F8F8F8
SOFT WHITE

#242624
VIZION GREY

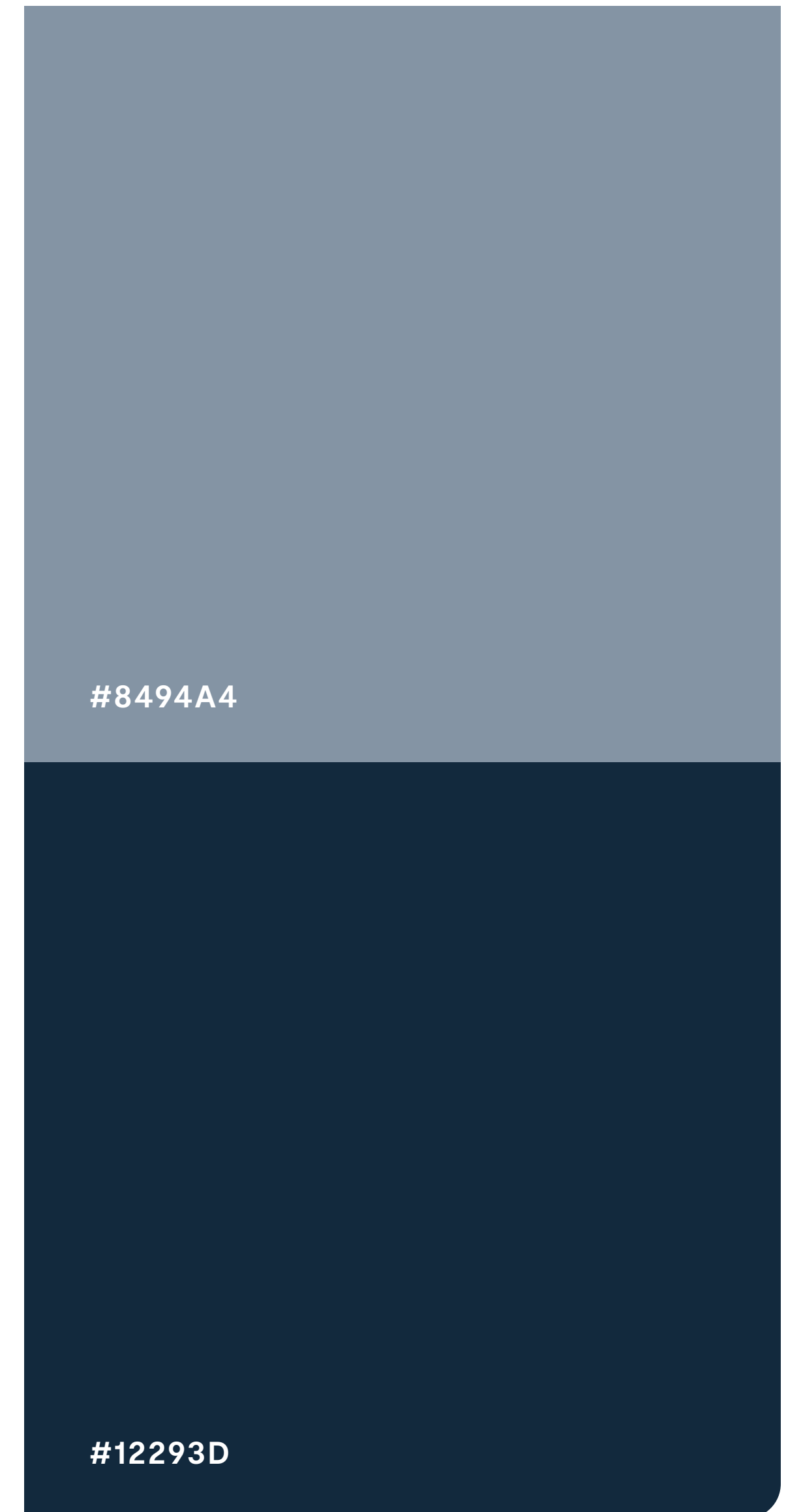
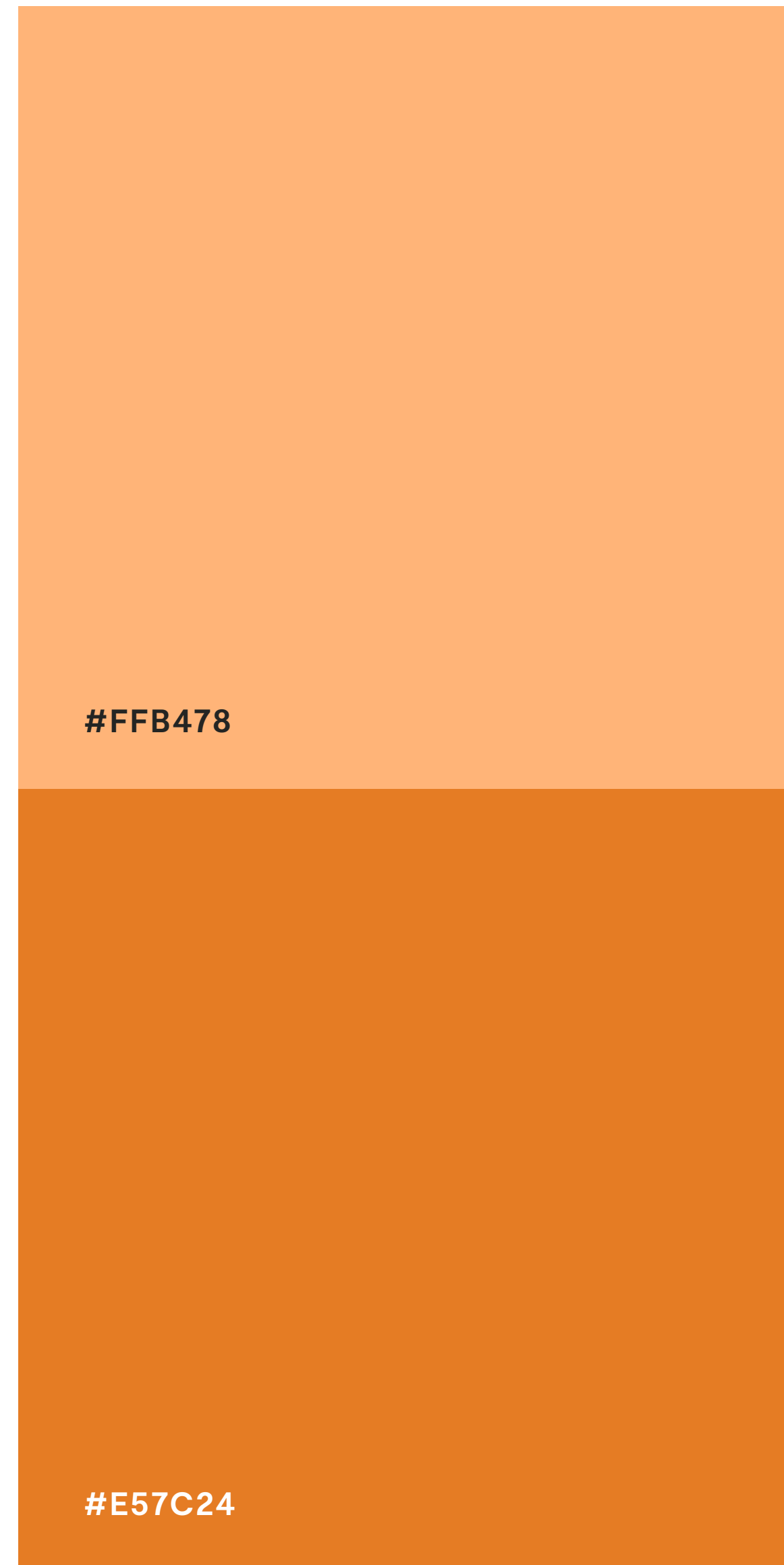
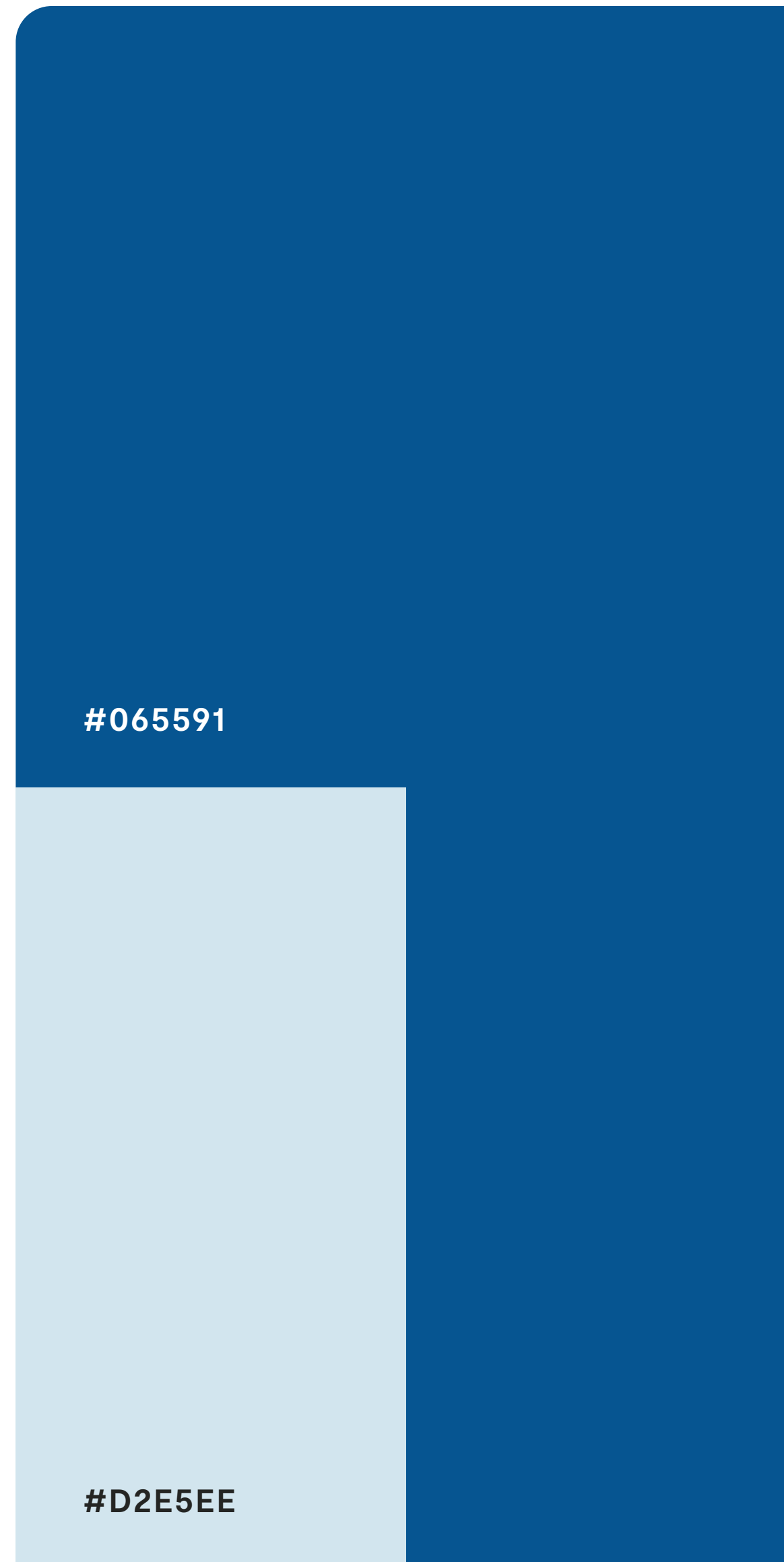
#C8C8C8
NEUTRAL GREY

#000507
MATURE BLACK

Color Palette

Secondary Scheme

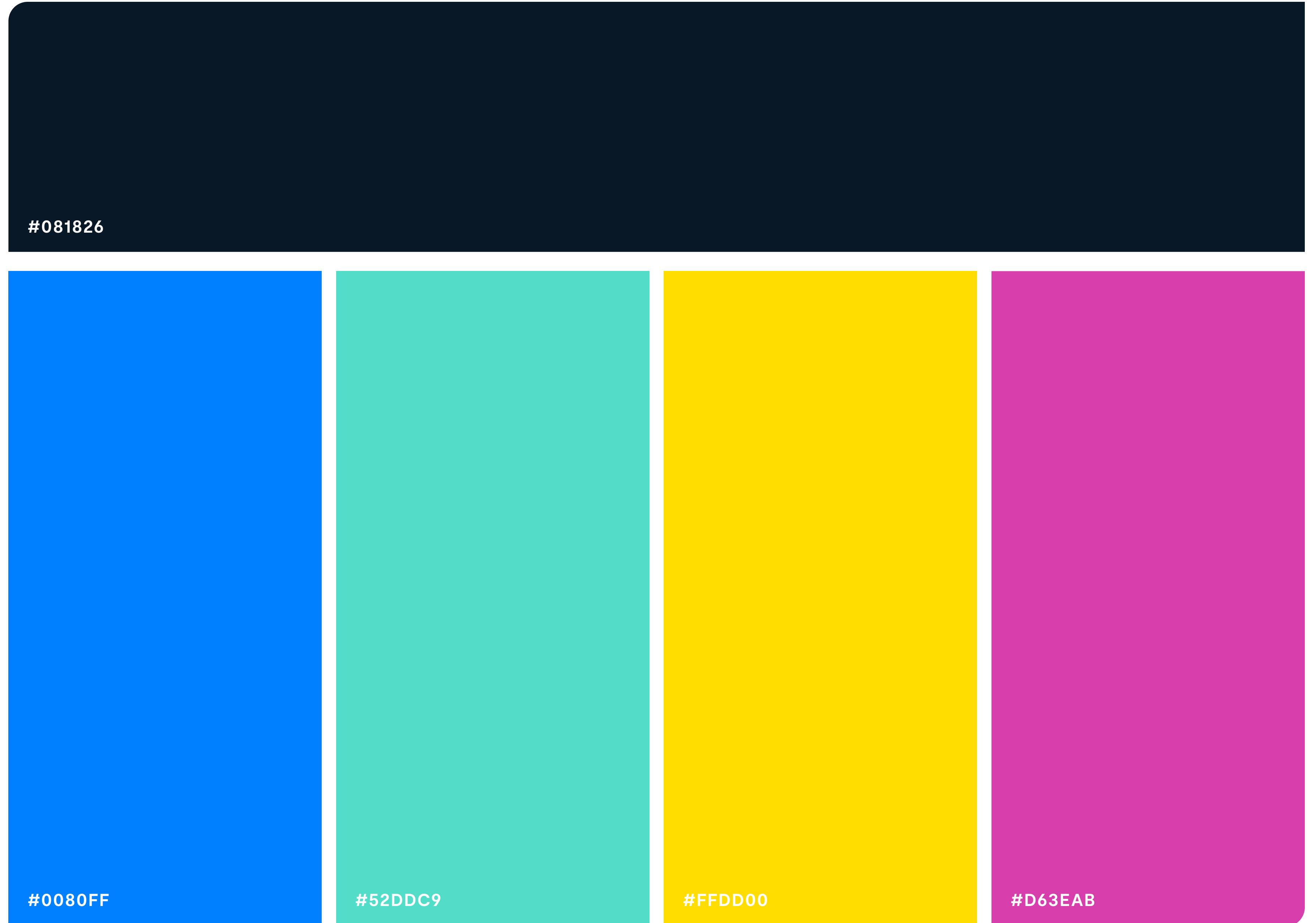
The secondary color palette should only be needed when usage calls for additional tones in the design per application. The secondary palette is never meant to be used alone.



Color Palette

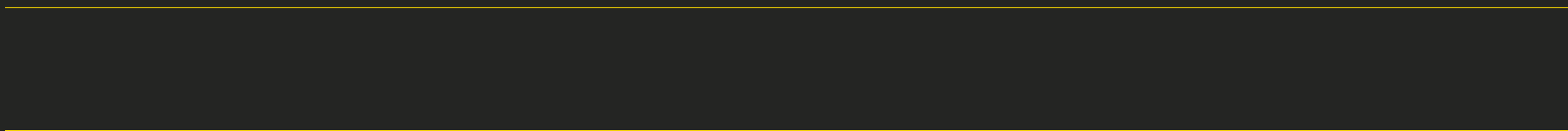
Tertiary Scheme

The secondary color palette should only be needed when usage calls for additional tones in the design per application. The secondary palette is never meant to be used alone.



04

Typography



Typography

Rubik

Rubik is the VIZION rounded san serif option in our typography system and works best for decorative headlines and elevated titling.

We use two typefaces within the Rubik font: Rubik Light and Rubik Bold. They should be used in the specific applications provided in the following pages.

Rubik Light

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

abcdefghijklmn
opqrstuvwxyz
1234567890

Rubik Bold

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

**abcdefghijkl
mnopqrstuv
wxyz 123456
7890**

Typography

Moderat

Moderat is the VIZION sans-serif option in our typography system and works best for clear and clean communication needs.

We use two typefaces within the Moderat Font: Moderat Regular and Moderat Bold.

They should be used in the specific applications provided in the following pages.

Moderat Regular

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

abcdefghijklmn
opqrstuvwxyz
1234567890

Moderat Bold

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

abcdefghijklmn
opqrstuvwxyz
1234567890

Typography

Headers

The specific styles presented here are to be used as our brand standards in typography, specifically headers, when approaching any design project.

H1
Rubik Light / Bold
Font Size: 64 pt
Leading: 72 pt
Tracking: 0 pt

Lorem ipsum dor sit amet,
dolo **consectetur**.

H2
Rubik Light / Bold
Font Size: 44 pt
Leading: 50 pt
Tracking: 0 pt

Lorem ipsum dor sit amet,
dolo **consectetur**.

H3
Rubik Light / Bold
Font Size: 32 pt
Leading: 40 pt
Tracking: 0 pt

Lorem ipsum dor sit amet,
dolo **consectetur**.

H4
Rubik Regular / Bold
Font Size: 24 pt
Leading: 32 pt
Tracking: 0 pt

Lorem ipsum dor sit amet,
dolo **consectetur**.

H5
Moderat Bold
Font Size: 20 pt
Leading: 28 pt
Tracking: 0 pt

Lorem ipsum dor sit amet,
dolo **consectetur**.

H6
Moderat Caps Bold
Font Size: 16 pt
Leading: 24 pt
Tracking: 60 pt

**LOREM IPSUM DOR SIT AMET,
DOLO CONSECTETUR.**

Typography

Body & CTA Copy

The specific styles presented here are to be used as our brand standards in typography, specifically body and call to action copy, when approaching any design project.

P1 / Standard Body Text

Moderat Regular
Font Size: 16 pt
Leading: 26 pt
Tracking: 0 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
elusomd tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud exercitation ullamco
laboris nisiut aliquip ex ea commodo consequat.

P2 / Large Body Text

Moderat Regular / Bold
Font Size: 18 pt
Leading: 28 pt
Tracking: 0 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
elusomd tempor incididunt ut labore et dolore magna aliqua. Ut
enim ad minim veniam, quis nostrud exercitation ullamco laboris
nisiut aliquip ex ea commodo consequat.

P3 / Small Body Text

Moderat Regular
Font Size: 14 pt
Leading: 20 pt
Tracking: 0 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
elusomd tempor incididunt ut labore et dolore magna aliqua. Ut
enim ad minim veniam, quis nostrud exercitation ullamco laboris
nisiut aliquip ex ea commodo consequat.

CTA & Eyebrow Text

Moderat Bold
Font Size: 16 pt
Leading: 24pt
Tracking: 60 pt

LOREM IPSUM

Typography

Headline Styles

Here are examples of explorations in combining our Header styles with CTA Button styles keeping the variety in weight and size in mind for optimal readability.

Headline Styles are not limited to the styles presented as examples.

Headline Style 1
CTA/Eyebrow, H3,
CTA Button

LOREM IPSUM
Lorem ipsum dor sit amet,
dolo **consectetur**.

LEARN MORE

Headline Style 2
H5, H3, CTA Button 2

Lorem ipsum
Lorem ipsum dor sit amet,
dolo **consectetur**.

LEARN MORE

Headline Style 2
H5, CTA Button

Lorem ipsum dor sit amet,
dolo **consectetur**.

LEARN MORE

Typography

Paragraph Styles

Here are examples of explorations in combining our Header styles, Paragraph Styles and CTA Button styles keeping the variety in weight and size in mind for optimal readability. Paragraph Styles are not limited to the styles presented as examples.

Paragraph Style 1
H2, Large Body, CTA Button

Paragraph Style 2
H4, Standard Body

Paragraph Style 3
H3, Standard Body,
CTA Button

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[LEARN MORE](#)

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[LEARN MORE](#)

05 Buttons

Buttons

CTA Buttons

Our CTA (Call-to-Action) Buttons used digitally are styled and refined keeping the user experience in mind. These standards ensure a consistent visual language that users learn and grow to understand visually and interactively.

CTA Button
Padding: 24 px
Height: 36 px
Corners: 8px 0px



BUTTON

Enabled



Disabled



Hover



TEXT

Enabled

LEARN MORE

LEARN MORE

LEARN MORE >

LEARN MORE >

Disabled

LEARN MORE

LEARN MORE

LEARN MORE >

LEARN MORE >

Hover

LEARN MORE

LEARN MORE

LEARN MORE >

LEARN MORE >

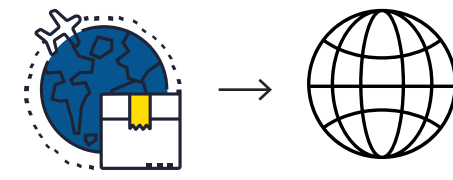
06 Iconography & Design Elements

Iconography

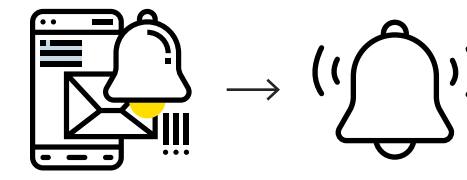
Icon Transformation

Our icon system design language is simplified for quick identification by our clients. These icons are meant to all work together or alone yet still remain consistent to our visual identity system no matter the application.

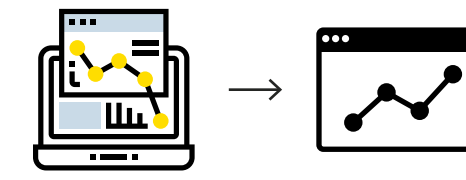
Globe Box



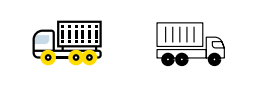
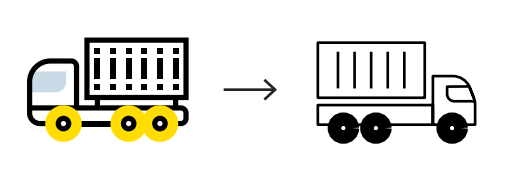
Alert



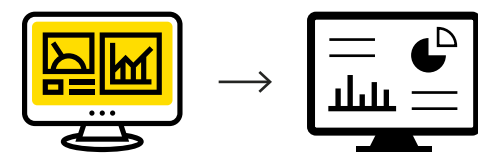
Analytics



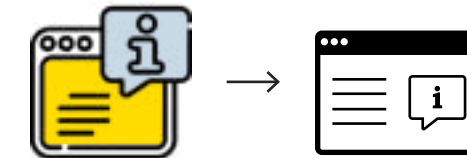
Cargo Truck



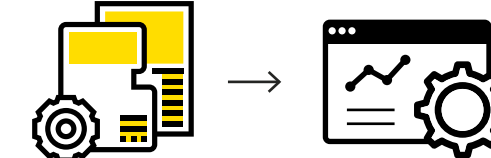
Dashboard



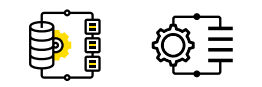
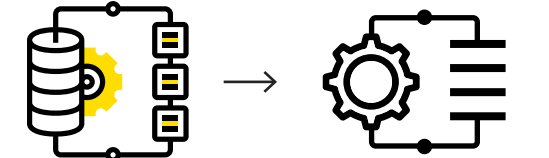
Visibility



Data Management



Data Integration

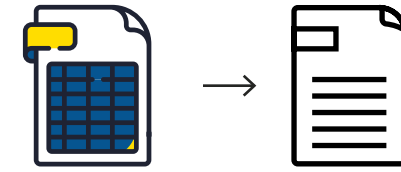


Iconography

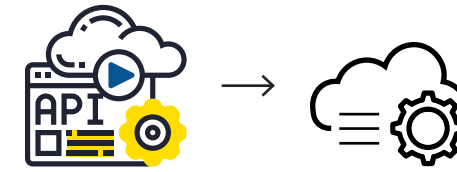
Icon Transformation

Our icon system design language is simplified for quick identification by our clients. These icons are meant to all work together or alone yet still remain consistent to our visual identity system no matter the application.

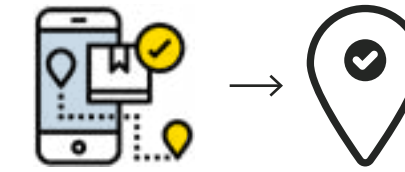
Spreadsheet



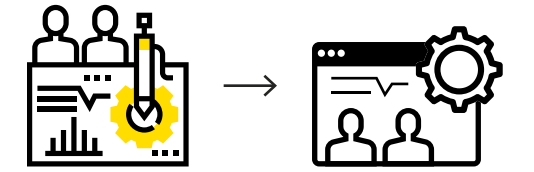
API



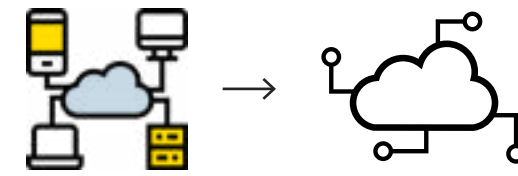
Track



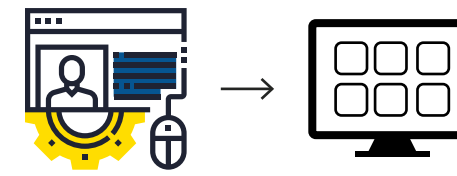
Collective



Integrations



Application



No Name

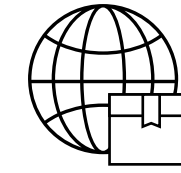


Iconography

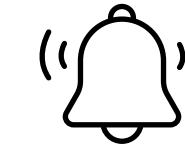
Icon System

Our icon system design language is simplified for quick identification by our clients. These icons are meant to all work together or alone yet still remain consistent to our visual identity system no matter the application.

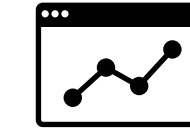
Globe Box



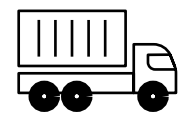
Alert



Analytics



Cargo Truck



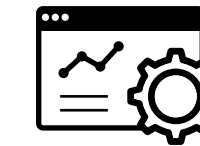
Dashboard



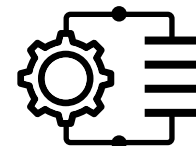
Visibility



Data Management



Data Integration



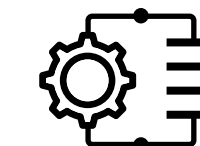
Spreadsheet



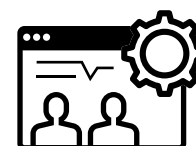
API



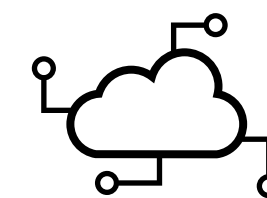
Data Integration



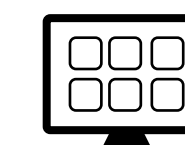
Collective



Integrations



Application



Track



No Name

Design Elements

Text Underline

Underline

Underline

Text Highlight

Highlight

Highlight

Bold Color Blocks



Rounded Rectangles




Design Usage

Here are examples of explorations in combining our design elements. Design styles are not limited to the styles presented as examples.

Helping you **adapt** and **thrive** in the new global economy.

Experience the many uses and benefits of VIZION API technology for ocean container tracking.

VIZION




VIZION

Helping you **adapt** and **thrive** in the new global economy.

Experience the many uses and benefits of VIZION API technology for ocean container tracking.

Be in the **know** and in **control**.



Get the most complete, standardized, and detailed container tracking events pushed via API to any software system or spreadsheet.

VIZION



Be in the **know** and in **control**.

Get the most complete, standardized, and detailed container tracking events pushed via API to any software system or spreadsheet.

VIZION

Be in the know and in control.

Get the most complete, standardized, and detailed container tracking events pushed via API to any software system or spreadsheet.



VIZION

Photography Usage

In order to represent the VIZION brand accurately, the photography must be used consistently and correctly across all design platforms. The following examples show acceptable use of stock photography that should be used as a baseline.

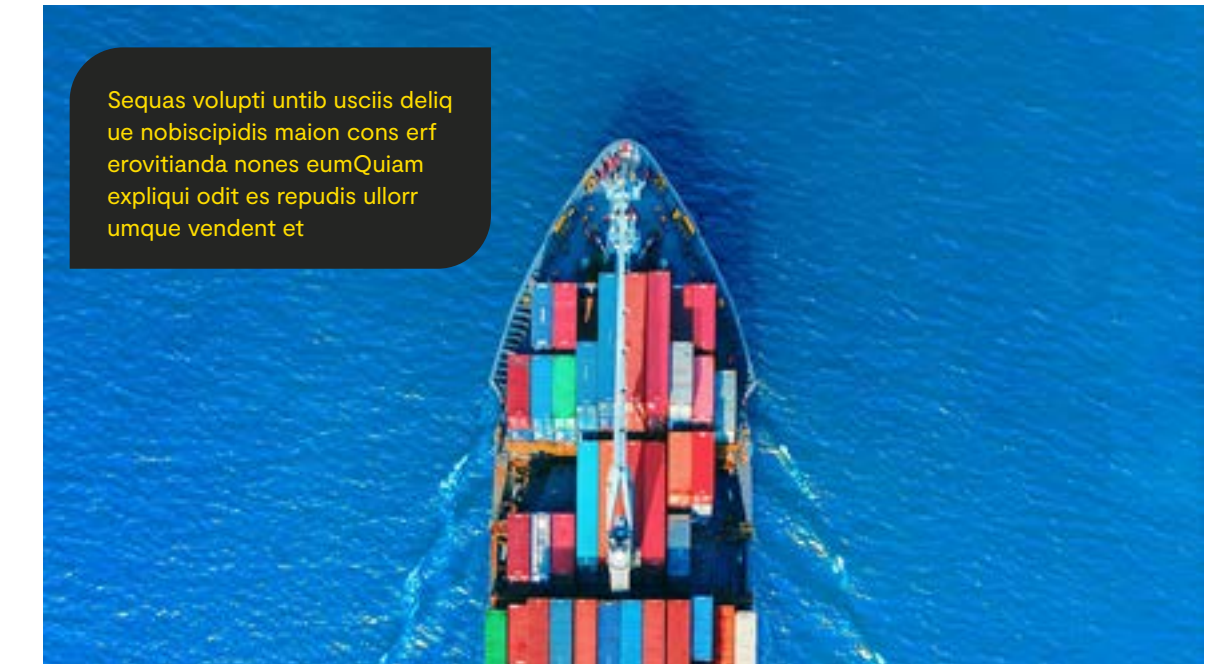
An overlay can be used on images. Here shown as VIZION Dark Grey, 80% Opacity, Multiply



Use a rounded rectangle to place copy onto images



Use a rounded rectangle to place copy onto images



If the contrast is high enough, headlines can be placed on photography



Use a color blocks to ensure legibility of small body copy



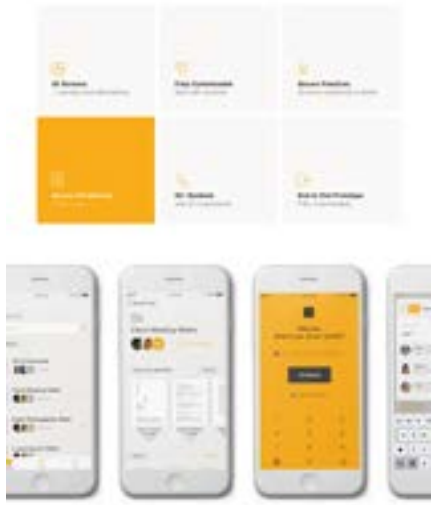
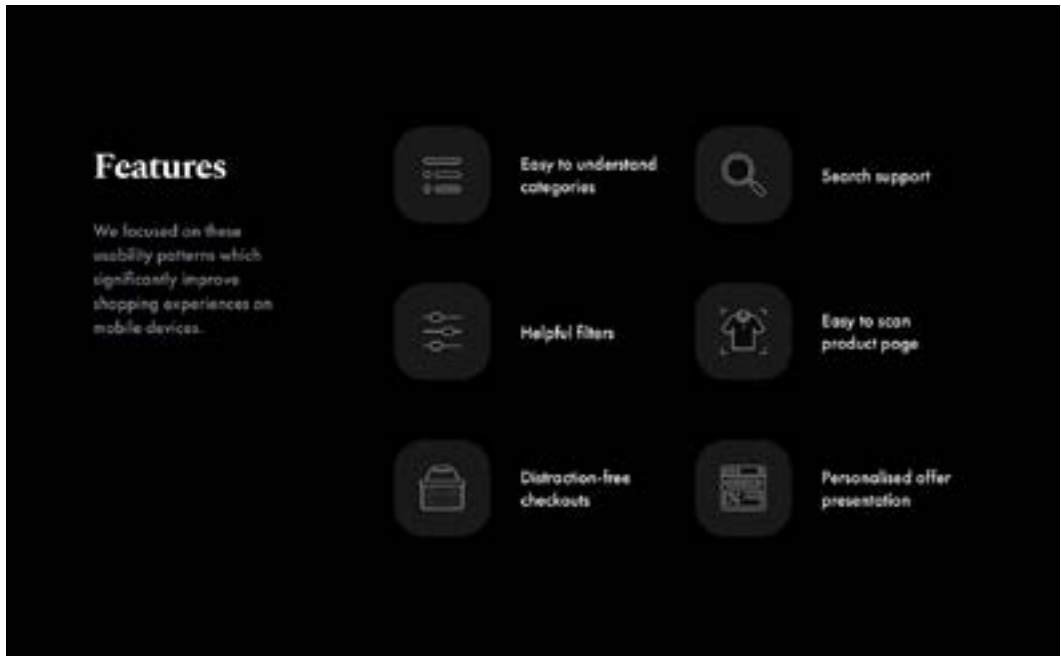
The logo can be placed in corners or center of images depending on contrast and legibility



Contact

For additional information or questions please contact
XXX

VIZION



Audit current site

Data
Confident
Transparent
Powerful
Dynamic
Quality
Empower
Problem-Solving
Status
Update
Realtime
Alerts
Tracking
Risk Tracking
Identify Potential Fees
Trace
Integration
Workflow
Visibility

Masculine
Simple
Gray
Conservative
Authoritative
Necessity
Serious
Professional
Modern
Elegant
Safe