The Bettermile

BRAND BOOK

How we think, build, and communicate at Bettermile

Bettermile

Why a Brand Book?



As Bettermile grows, our brand shows up in more places, through more people, and across more products. A brand book gives us a shared foundation so everything we create feels consistent, intentional, and recognizably Bettermile.

This is not about rules, it's about clarity. It helps us move faster and show up with confidence.



Brand

Fundamentals

01

About Bettermile

Last-Mile, made better.

Last-mile delivery is fast, complex, and shaped by thousands of decisions every day. Bettermile helps turn those decisions into **better results.**

We help high-volume logistics companies improve planning, execution, tracking, and operations through **user-centric technology** built for real-world logistics.

Today, Bettermile stands for **intelligent last-mile operations.** By combining data, automation, and industry expertise, we deliver better decisions, more reliable performance, and delivery experiences that serve operators, drivers, and consignees alike.



Kurzgesagt:

Bettermile brings intelligence into last-mile operations by combining data, automation, and industry expertise to drive better decisions and more reliable deliveries.

Our Mission

Our mission is to close the gap between operational productivity and delivery experience in parcel logistics.

We help logistics team improve performance, protect margins, and use resources more efficiently while delivering reliable experiences that build trust. By turning delivery data into shared operational intelligence, we help scale sustainably without forcing carriers to choose between efficiency and customer satisfaction.



Our Vision

Our vision is to lead the digital transformation of parcel logistics and close the gap between operational performance and delivery experience.

We guide carriers through this shift by turning delivery data into shared intelligence and embedding technology seamlessly into everyday operations. By helping logistics teams stay ahead of change, we enable stronger networks and better outcomes for everyone.



Brand Values

Users First

Designed for the people running high-volume delivery operations.

Connected Intelligence

Using AI and automation to move from fragmented data to decisive operational clarity.

Real-World Impact

Built from parcel logistics experience, proven in high-volume operations.

Future-Ready Innovation

Ready for tomorrow’s challenges without disrupting today’s performance.

Scalable by Design

Our systems scale with growth while maintaining control, visibility, and performance.

People-Powered Performance

High performance comes from empowered and diverse teams working together.

Graphic

Identity

02

Logotype

The logotype spells “Bettermile” and represents the main expression of the brand.

It should be used whenever possible in blue. When this is not feasible, the positive or negative version may be used.

The logotype must not be altered or recreated. Always use the official files provided within the Press Kit files.

Original



Positive



Negative



Logotype + Claim

The Bettermile can be paired with our new slogan, “Last mile, made better.”

This slogan reflects our shift toward a more user-centric and outcome-focused message, emphasizing improvement in daily operations rather than what we claim to do as a company.

Use the official logotype + claim files provided.

Original



Positive



Negative



Logomark

The logomark is the simplified version of our logo and consists of the “B” mark only. It’s used when the logotype is not required or cannot be applied.

The logomark is ideal for small formats, digital interfaces, product environments, and situations where space or readability is limited.

Please do not recreate, alter, or modify the logomark. Always use the official files provided.

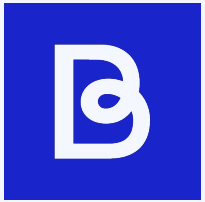
Original



Positive



Negative



Color Palette

Signature Colors

Used to express Bettermile's brand personality and to create recognition across touchpoints.

Apply to:

- → Key brand moments and hero areas
- → Primary actions and emphasis
- → Highlights and active states
- → Visual elements that differentiate Bettermile from competitors

***Operational Orange & City Cyan** are meant more as accent colors, not brand-defining.



Color Palette

Foundational Colors

Used to establish a calm and reliable visual foundation that supports clarity, focus, and trust across Bettermile touchpoints.

Apply to:

- → Backgrounds and surfaces
- → Text and typography
- → Layout, containers, and dividers
- → Dashboards and data-heavy views

Intelligent Indigo

#C0D7F4

Next-Gen Navy

#001642

Wise White

#FBFBFD

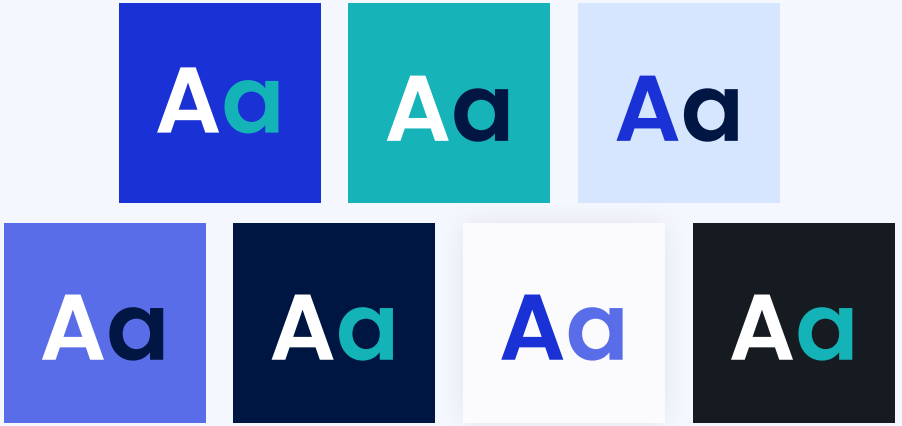
Bold Black

#161B21

Color Pairings

Color pairings are just some ideas of how fonts, icons, and brand elements appear on different backgrounds. **They are designed to maintain contrast, readability, and a consistent look across Bettermile touchpoints.**

The examples shown represent approved combinations for both foundational and expressive colors. Use them consistently and avoid custom pairings.



Gradients

Gradients are encouraged for backgrounds and marketing materials to add depth and express movement. They help convey a **sense of intelligence and flow** within the Bettermile brand.

The purple + blue and multi-color gradients are the primary expressions. The blue + teal combination forms the backbone of Bettermile's *Last-Mile Intelligence* identity and should be used consistently in that context.

General



LMI



Meetups



Typography

Poppins is Bettermile's primary typeface for headlines and titles. Its modern, geometric character gives the brand a clear and confident presence while remaining approachable and easy to read.

Poppins is used for headings across marketing materials, the website, and key brand expressions where visual clarity and impact are essential.

We use the font in semi-bold.

Poppins

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#$%&.,?:;)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#$%&.,?:;)

Typography

Inter is Bettermile's primary typeface for body text in web and external communications. It is designed specifically for digital interfaces and long-form reading, making it ideal for paragraphs, product copy, and editorial content.

Inter offers excellent legibility at small sizes and performs reliably across screens and devices, supporting a clean and consistent reading experience in data-rich and operational contexts.

Inter

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#$%&.,?:;)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#$%&.,?:;)

Typography

Roboto is used as a fallback typeface in environments where Inter is not available.

Its neutral design and high readability ensure content remains clear and accessible without disrupting the overall visual system.

Roboto should only be used when technical or platform limitations prevent the use of Inter, such as in some App applications.

Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#$%&.,?:;)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#$%&.,?:;)

Additional Branding

Elements

03

Product Icons

Product icons are used to represent Bettermile’s product portfolio. At the time of creating this branding system, the product suite includes five products.

The icons are designed as a cohesive system and share the same visual language, proportions, and line structure. This consistency ensures that each product is clearly identifiable while remaining **part of a unified brand experience.** They are available combined, white and black.



Better Tracking



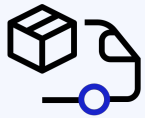
Back Office



Better Places



Better Planner



Better Route

Other color alternatives are provided in the press kit.

Product Descriptions

	**Better Places**	*Accurate, reliable delivery locations*
	**Better Planner**	*Smart route and load planning*
	**Better Route**	*Clear guidance for drivers on the road*
	**Better Tracking**	*Trusted, timely delivery updates*
	**Back Office**	*Live operations oversight and control*

Photography

Photography is used to showcase Bettermile's brand, culture, hands-on work and showcase it's focus on future, logistics and authenticity.

Use photographies that have **smiling or focused logistic workers**, warehouse ambient with work on computer, deliveries with blue accent colors on images and candid photographs rather than staged ones.

Access our **Photo library** for images we have selected for you to use where you see fit.

	Bad Example	Good Example
Prioritize in-house photography		
Avoid "dreamy" or warm colors		
Focus on people over background		

Branding for

Last Mile Intelligence

04

Last Mile Intelligence

Scalable decisions for flawless operations

Definition

What is it?

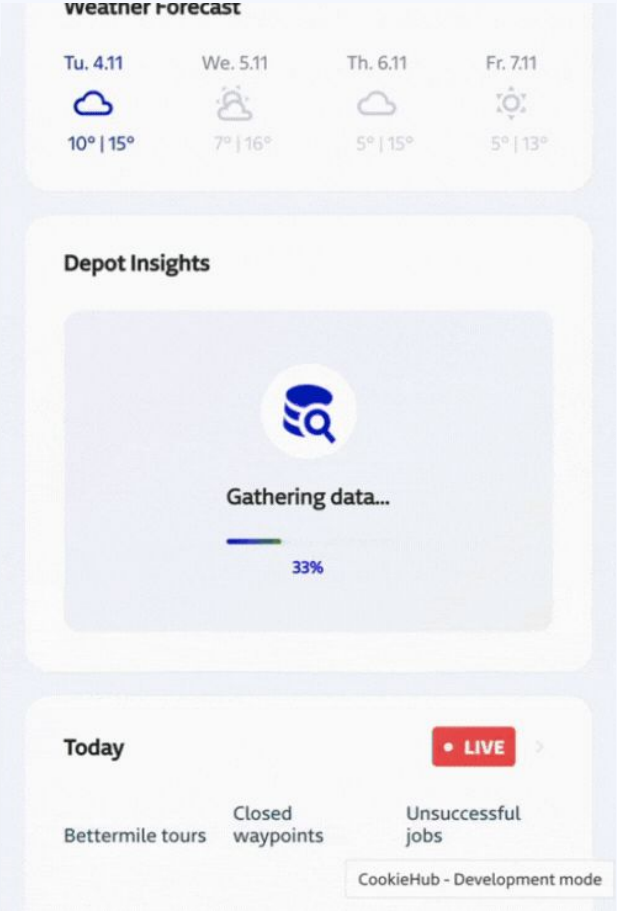
It's a **shared** operational AI/automation layer that learns continuously from the real-world.

How does it work?

It transforms operational signals into **predictions, prioritization, and automations.**

What it's not (!)

Not a standalone product or feature, but a system layer embedded across the suite.



Foundation



Moving from data to decisions

We transform millions of last-mile **signals into clear, actionable intelligence** for managers and drivers.



Building a shared intelligence core

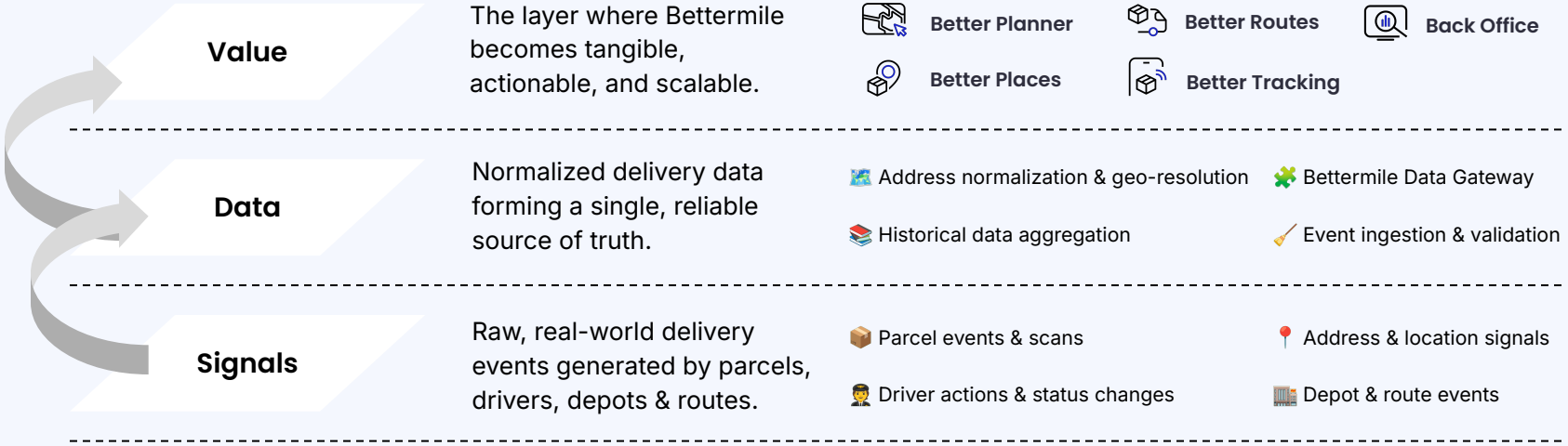
A single **intelligence layer** that lets **all products** learn from the same routes, events, constraints & input.



Turning intelligence into improvement

The system continuously learns from real operations and human decisions, **improving over time.**

System Architecture



System Architecture

Value

The layer where **Bettermile's intelligence** becomes tangible, actionable, and scalable.

- Better Planner
- Better Routes
- Back Office
- Better Places
- Better Tracking

Intelligence

Automated intelligence that turns data into insights.

- 👁️ Real-World Interpretation
- 🧭 Adaptive Optimization
- 🤝 Human-in-the-Loop Learning
- 🎯 Action Prioritization

Data

Normalized delivery data forming a single, reliable source of truth.

- 🗺️ Address normalization & geo-resolution
- 🧩 Bettermile Data Gateway
- 📚 Historical data aggregation
- 🧹 Event ingestion & validation

Signals

Raw, real-world delivery events generated by parcels, drivers, depots & routes.

- 📦 Parcel events & scans
- 📍 Address & location signals
- 👨‍✈️ Driver actions & status changes
- 🏬 Depot & route events

General Overview

Products	Current Benefits	With Last Mile Intelligence™	
 **Better Planner**	• Data-driven tour planning • Load balancing based on history • Operational consistency	• Inbound parcel prediction • Automatic load balancing	• Suggesting Areas and Zones
 **Better Places**	• Verified, normalized addresses • Accurate geocoding • Structured delivery locations	• Learns real handover points and parking spots • Last-meter guidance at scale	
 **Better Route**	• Algorithmic route optimization • Driver navigation & sequencing • Real-time adjustments	• Human-aware route optimization • Self-learning sequencing	• Learn 1st waypoint • Validation of Time Windows
 **Better Tracking**	• Live parcel tracking • Dynamic delivery windows • Branded consignee experience	• Predictive and adaptive ETAs • Intelligent time windows	• Smart alternative delivery options
 **Back Office**	• Real-time visibility • Performance dashboards • Operational control	• Depot insights & guidance • Summarize Consignee feedback	