



Brand Guidelines

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WWW.FOURKITES.COM

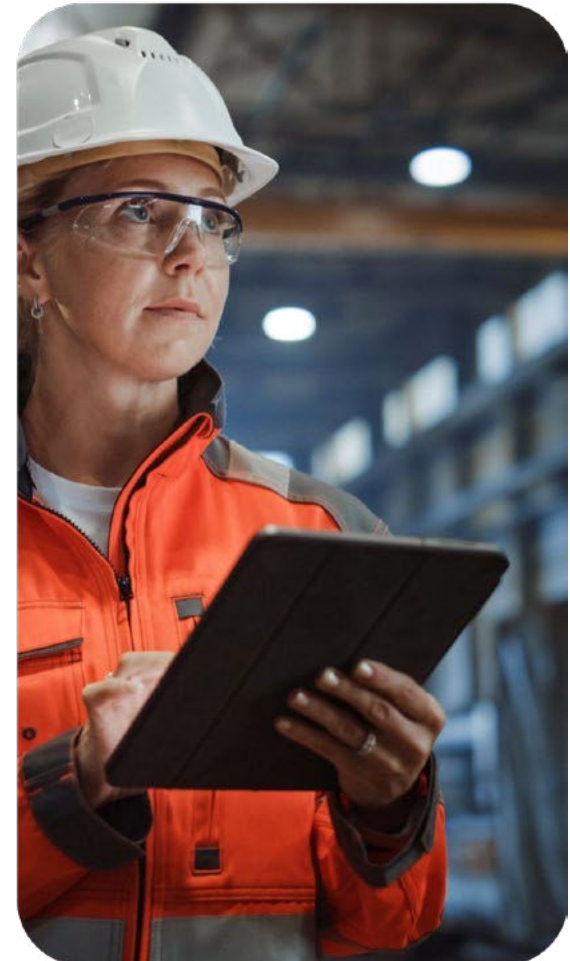
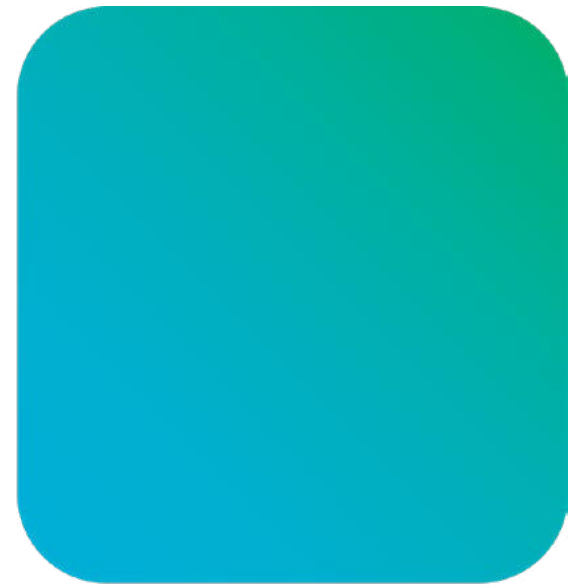
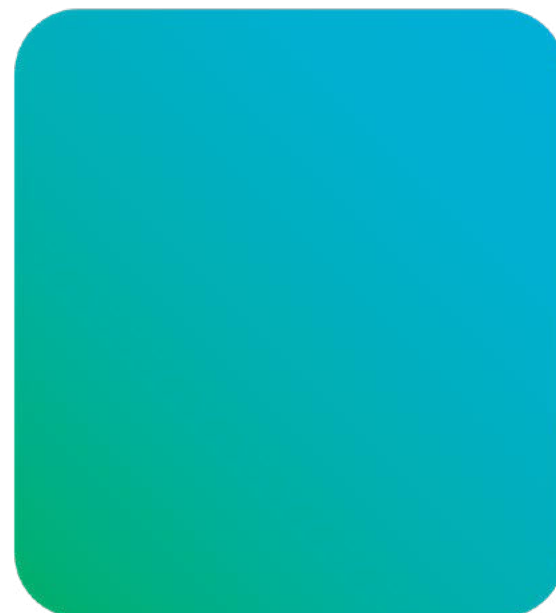


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Our Brand

The purpose of the FourKites brand guidelines is to create visual continuity throughout our physical space, printed material, and digital presence.

These guidelines should be applied internally as well as externally to fully realize and establish the brand position. They are intended to aid in the development of new collateral, advertising, and other materials. Adhering to these guidelines will result in a recognizable, consistent, and appealing identity for FourKites.

Our Voice

The FourKites voice is plain and straightforward. It speaks directly to the needs of supply chain management. As the world's largest network of shippers, carriers, and 3PLs, our voice is authoritative but not condescending, sophisticated but not arrogant.

It should be approachable and appealing as to engage clients and audiences in verbal, print, and digital media.

Boilerplate

FourKites®, the leader in AI-driven supply chain transformation for global enterprises and pioneer of real-time visibility, turns supply chain data into automated action. FourKites' Intelligent Control

Tower™ breaks down enterprise silos by creating a real-time digital twin of orders, shipments, inventory and assets. This comprehensive view, combined with AI-powered digital workers, enables companies to prevent disruptions, automate routine tasks, and optimize performance across their supply chain. FourKites processes over 3.2 million supply chain events daily — from purchase orders to final delivery — helping 1,600+ global brands prevent disruptions, make faster decisions and move from reactive tracking to proactive supply chain orchestration.

Our Logo

The FourKites logo is clean and sophisticated. It is the face of the FourKites brand. The primary logo is made up of two parts: the brand mark and word mark.

The logo is useless if not legible. For this reason, it should never be scaled down to a size where the text is too small to read. The primary FourKites logo should not be scaled down below a minimum of 1 inch. The secondary FourKites logo should not be scaled down below a minimum of 1.5 inches.

Primary Version
This logo is to be used the majority of the time.



Secondary (Tagline) Version
This logo is to be used whenever Intelligent Control Tower is being featured specifically.



Logo Colors

The FourKites logo should only be used in the color variations to the right. See page 10 for color codes.

Logos have been provided in PMS, RGB, and CMYK color formats. Always choose the correct color format for your purpose (PMS for custom printing, CMYK for process printing, and RGB for digital applications).



Color Positive: For use on light backgrounds that provide enough contrast for easy legibility.



Color Negative: For use on dark backgrounds that provide enough contrast for easy legibility. Note that the grey kite is a lighter value in the Color Negative mark than in the Color Positive mark.



Black: For use on light backgrounds *only* when Color Positive is not an option (limited ink capability, engraving, etc.).

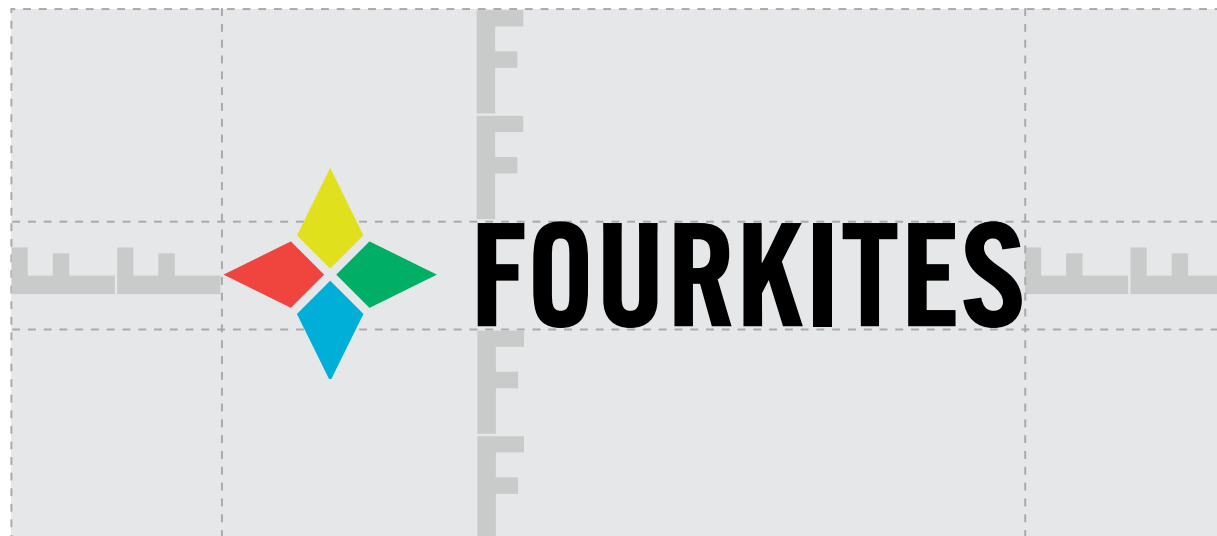


White: For use on dark backgrounds *only* when Color Negative is not an option (limited ink capability, engraving, etc.).

Clear Space

When using the FourKites logo always maintain a clear space around the mark. The margin of clear space around the mark should be equal to or greater than the height of the FourKites word mark (set flush against the brand mark on the left, and flush against the word mark on the right) as shown here.

When using the logo on photographic or textured backgrounds, make sure the photograph or texture does not impede the legibility of the logo itself.



Dos & Don'ts

Particular attention should be paid to how the logo is handled so as to prevent inconsistency within the brand.



Do use the Color Positive logo on backgrounds that provide enough contrast with the logo for easy legibility



Do use the Color Negative logo on dark backgrounds providing enough contrast with the logo for easy legibility



Do use the One-Color logo when full color logo production is not an option



Do not stretch, squish, skew, or distort the logo in any way



Do not change the logo to an unapproved color



Do not rotate the logo



Do not add elements to the logo



Do not use the logo over a busy or complicated image that impedes its legibility



Do not add effects to the logo such as drop shadows, strokes, or gradients



Do not use outdated versions of the logo



Do not use the initials without the mark



Do not adjust logo layout or proportions other than approved lockups

Color Palette

FourKites has two palettes: primary and secondary. The primary palette consists of the colors in the FourKites logo, as well as darker variants of those colors. The primary palette plays the leading role in brand collateral. The secondary palette plays as supporting role. It brings in additional colors for use in diagrams, infographics, and other supporting collateral, and should only be used when additional colors (beyond the primary palette) are required.

PRIMARY PALETTE

PMS 638 C	RGB 0 175 215 # 00AFD7	CMYK 86 0 9 0
LIGHT BLUE		
PMS 640 C	RGB 0 130 186 # 0082BA	CMYK 100 10 3 16
DARK BLUE		
PMS WARM RED C	RGB 249 66 58 # F9423A	CMYK 0 87 80 0
BRIGHT RED		
PMS 180 C	RGB 190 58 52 # BE3A34	CMYK 3 91 86 12
DARK RED		
PMS 396 C	RGB 225 224 0 # E1E000	CMYK 10 0 95 0
YELLOW		
PMS 399 C	RGB 160 146 0 # A09200	CMYK 16 9 100 36
GOLD		
PMS 425 C	RGB 84 88 90 # 54585A	CMYK 65 55 53 29
GRAY		
PMS 296 C	RGB 0 8 36 # 000824	CMYK 88 80 55 73
DARK BLUE		

SECONDARY PALETTE

PMS 520 C	RGB 100 47 108 # 642F6C	CMYK 69 94 27 13
PURPLE		
PMS 521 C	RGB 165 127 178 # A57FB2	CMYK 35 54 4 0
LILAC		
PMS 3405 C	RGB 0 175 102 # 00AF66	CMYK 92 0 85 0
GREEN		
PMS 359 C	RGB 161 216 132 # A1D884	CMYK 38 0 58 0
LIGHT GREEN		
PMS 393 C	RGB 240 236 116 # F0EC74	CMYK 6 0 55 0
PALE YELLOW		
PMS 420 C	RGB 199 201 199 # C7C9C7	CMYK 6 4 7 13
SILVER		
PMS 422 C	RGB 158 162 162 # 9EA2A2	CMYK 19 12 13 34
LIGHT GRAY		
PMS 424 C	RGB 112 115 114 # 707372	CMYK 58 47 48 14
MEDIUM GRAY		

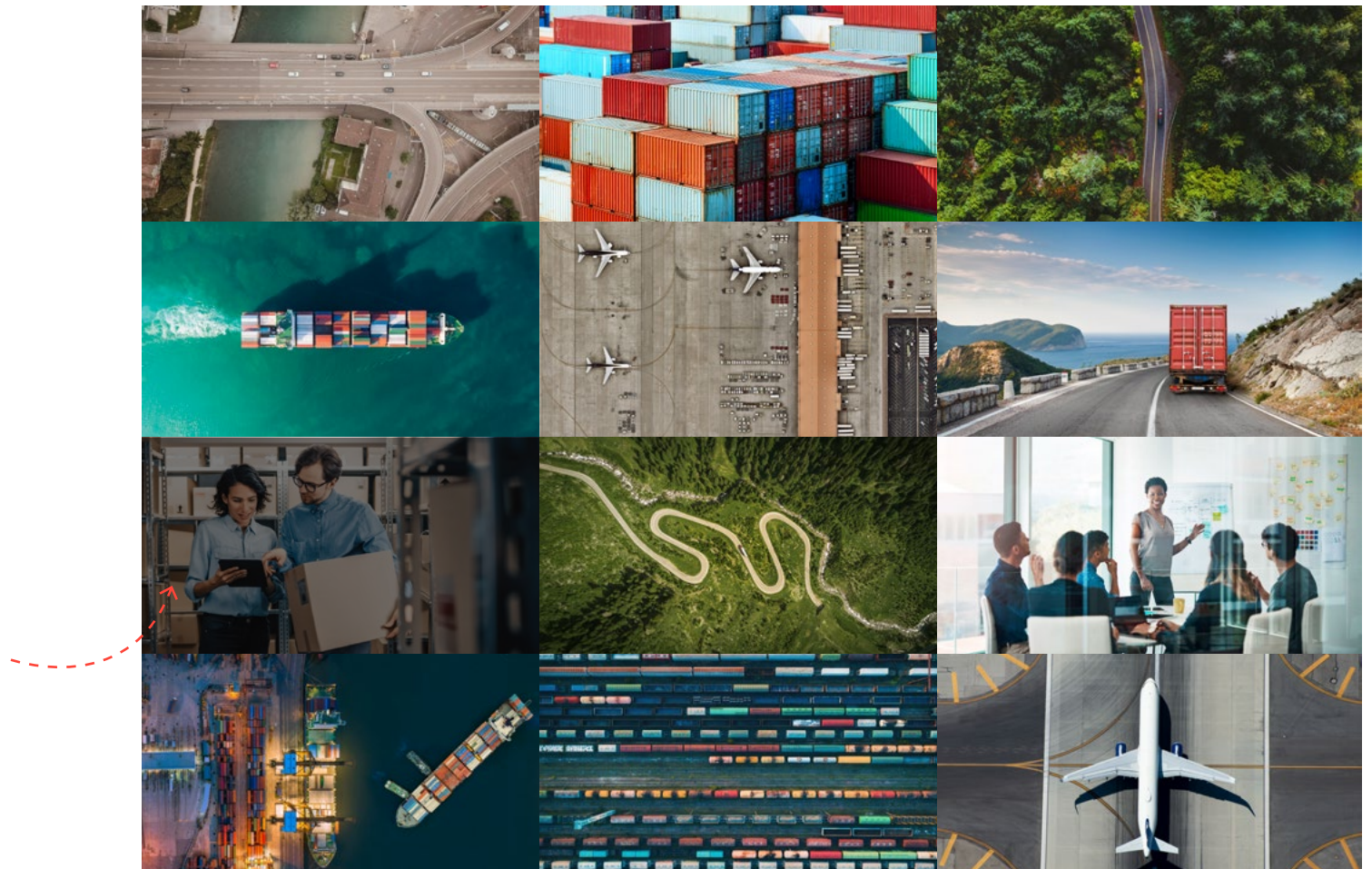
If using photography as a background behind copy, pay particular attention to how the photo engages with text. If it's too busy or complicated, find a new image of simpler composition.

Photography

Photography is an essential part of the FourKites brand. Photos should feel natural, well lit, and balanced. Subject matter should be relevant, such as modes of transport, technology, people, or geography.

For landscapes and modes of transportation, use aerial photography whenever possible, to keep a consistent visual treatment. For photographs of people, select only images that feel natural and candid, not rigid or posed.

A multiply layer can be added to mute the background image and better accommodate larger amounts of text.



Typography

The primary FourKites typeface is Proxima Nova. Its geometric curves, open counters, and many weights give it a modern and progressive tone while being extremely legible and flexible. Body copy should always be set in Regular or Light for ease of reading. Heavier weights should only be used to draw attention to short amounts of text such as headlines, call-to-actions, and key points.

FourKites’ accent typeface is Proxima Nova Extra Condensed Bold. This typeface does not render well at small sizes and should be reserved for headlines or callouts.

FourKites’ system font is Arial. It should only be used when the user doesn’t have access to Adobe Fonts, or when using Microsoft Office products such as Word and PowerPoint.

Both Proxima Nova and Open Sans are available through Adobe Fonts.

PROXIMA NOVA BOLD

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 !?&\$%';,.

PROXIMA NOVA MEDIUM

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 !?&\$%';,.

PROXIMA NOVA LIGHT

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 !?&\$%';,.

PROXIMA NOVA EXTRA
CONDENSED BOLD

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1234567890 !?&\$%';,.

ARIAL

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890 !?&\$%';,.

Iconography

FourKites uses iconography to help make dense copy digestible. Iconography can also be layered on photography to enrich a photo’s meaning and help tie the message of the image to the messaging it’s supporting.

Depending on the use case, there are various levels of icon complexity available. The basic icons should be used when space is limited or many icons are required. More complex icons should be saved for infographics or large callouts.

When creating icons that are not in the FourKites library, the following guidelines should be followed to maintain visual consistency and brand adherence:

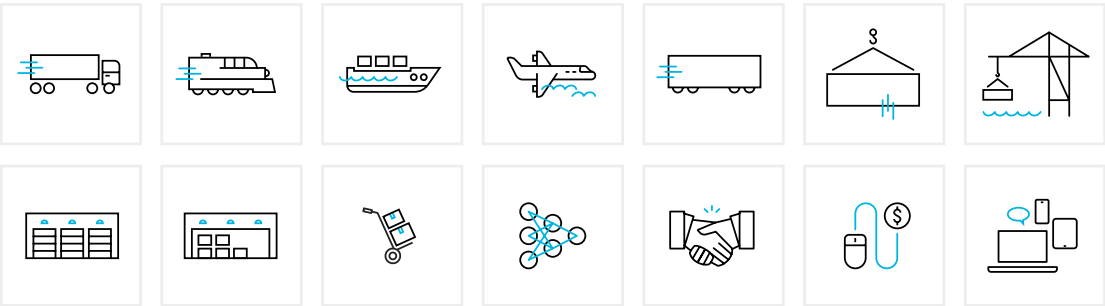
- ▶ Keep icons clean and simple. Too many details can make an icon hard to read.
- ▶ Keep icon strokes consistent. This means that similarly sized icons should have the same stroke width.
- ▶ No more than two colors should be used.

For additional guidance and access to our full icon library, please contact [Katie Ray](#).

Basic Icons - *SAMPLE*



Two-Color Icons - *SAMPLE*



Website Icons - *SAMPLE*



Questions?

Contact us with any questions regarding the FourKites brand.

CREATIVE DIRECTOR

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