Expeditors®

—

BRAND GUIDELINES

LOGO ANATOMY

Logo

With Tagline

Flag

Logotype

Expeditors®

Expeditors®
You'd be surprised how far we'll go for you.

Tagline

Minimum Widthwidth 1.0" / 6p0 / 72 pixels

Minimum Width **with tagline**
2.5" / 15p0 / 180 pixels

Expeditors

1.0"

Expeditors®
You'd be surprised how far we'll go for you.

2.5"

LOGO USAGE

Primary
Two Color & Two Color Reverse
Flag is Red: PMS 185

Secondary
Flag and Logotype all black
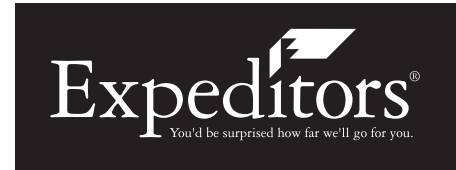(Used only when two colors is not an option)

Flag and Logotype all white
(Used only when two colors is not an option)

PLACEMENT

Top of Document
Minimum of 0.5" / 3p0 / 36 pixels
from the top edge of the document

Left-hand Side of the Document
Minimum of 0.5" / 3p0 / 36 pixels
from left-hand edge of document

Bottom of the Document
Minimum of 0.5" / 3p0 / 36pixels
from bottom edge of document

0.5"

0.5"

0.5"

3

LOGO USAGE (CONT.)

A Expeditors®

B Expeditors®

C Expeditors®
www.expeditors.com

D Expeditors®

E Expeditors®

F Expeditors®
You'd be surprised how far we'll go for you.

G Expeditors®

H Expeditors®

I Expedit

A Do not squish

B Do not compress

C Do not add any other text under the logo where the tagline goes, or add text to the logo

D Do not create the logo or use another font

E Do not place on a similarly-colored background

F Do not split the tagline, or display the tagline in any other than the intended use

G Do not change the color of the flag

H The logo should not be covered by graphics, or placed on top of graphics making it illegible

I It should appear in it's entirety, not fading off the written page or monitor

*Please do not emboss, color, skew, or apply effects to our logo. Do not separate the elements or create the logo yourself. The marketing team can provide you with the proper file.

HOW TO USE OUR COMPANY NAME: EXPEDITORS

Expeditors International of Washington, Inc. is the legal name of the company. Use this in all legal applications, including contracts.

Expeditors is the name we use in all other applications. For example, branch receptionist greetings, letters, proposals to prospects or clients, voice mail greetings and client email correspondence should all use the single word.

Do not refer to the company as EI, Expeditors International or Expeditors International of Washington.

USE OF THE FLAG

While there are particular instances it may be appropriate, generally the flag should NOT be used on its own. It should never be used as bullet points or as markers on a map.
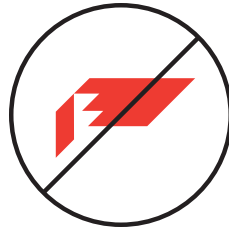
TAGLINE

When used with the logo, the tagline should start immediately after the "p" in Expeditors and end at the "s". When using the logo with the tag line, please use the provided file and do not attempt to recreate it yourself.

COMPANY COLORS

Our colors play an important role as color is the most memorable component of any brand. When used correctly they reinforce our brand recognition.

When possible, use Expeditors Red (Pantone 185). CMYK colors are used for print materials and RGB or web colors are used in a digital setting.
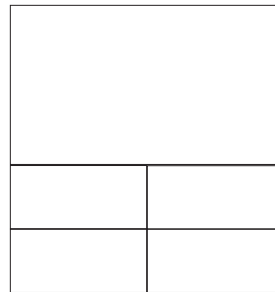
PRIMARY COLORS

Black	**Red**	**White**	**Gray**
Pantone: Black	Pantone: 185	Pantone: White	-
CMYK: 0/0/0/100	CMYK: 1/100/92/0	CMYK: 0/0/0/0	CMYK: 45/36/34/1
RGB: 0/0/0	RGB: 235/0/40	RGB: 255/255/255	RGB: 147/148/152
Web: #000000	Web: #FF6666	Web: #FFFFFF	Web: #939498

CONTACT US
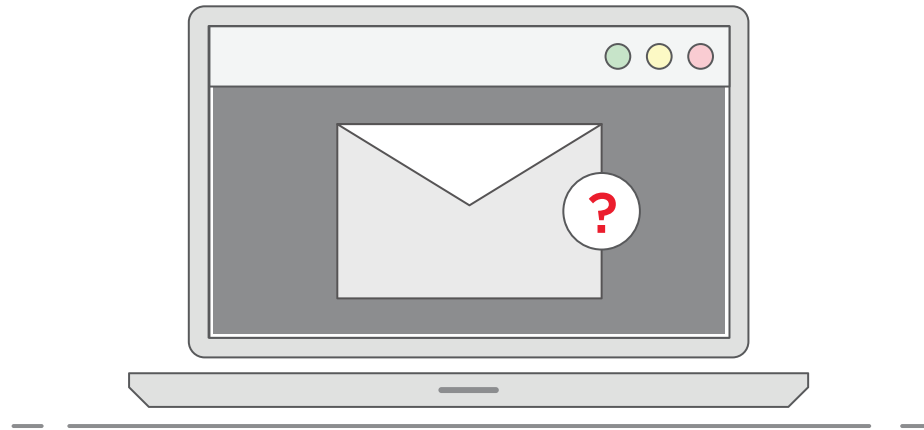
If you have any questions please feel free to email us at:

marcom.request@expeditors.com