EXPEDITORS

BRAND STANDARDS | 2023

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BRAND STATEMENT

The Expeditors brand is defined by consistent exceptional customer service backed by premium products and services. Our goal is to connect our quality and passion for excellence with a timeless visual appeal so our brand will be understood in every interaction with the company.

These brand standards are an effort to align Expeditors and its subsidiaries, building brand equity to support the network as we move forward in a united direction. The combination of our flag trademark, iconic colors, precise layouts, and carefully designed graphical elements allow us to establish a visual language we will carry into the future.

OUR LOGO

Anatomy & Variations

Usage & Placement

Dos & Don'ts

Company Name

OUR LOGO / ANATOMY & VARIATIONS

The Expeditors logo and flag are the most recognizable brand assets. They are clean and simple. No effects. Black, White, and Red.

Our logo consists of the type "Expeditors", set in Garamond 3, with the dot on the "i" represented by a custom designed red flag (PMS 185C). The registration mark is in superscript to the upper right of the "s".

Both the flag and logotype are predetermined grouping. The flag may be used alone only in approved circumstances. While there are particular instances the flag may be appropriate, generally it should not be used on its own. It should never be used as bullet points or as a marker on a map.

Additionally, the tagline "You'd be surprised how far we'll go for you." may be incorporated below the logotype. The tagline should start immediately after the "p" in the Expeditors and end at the "s". Only the tagline may be used in conjunction with the logo.

The registration mark should not be used at the end of the tagline unless you are using the tagline on its own.

LOGO

Flag

Logotype

Minimum Width
1.0" / 6p0 / 72 pixels

WITH TAGLINE

Tagline

Minimum Width (with Tagline)
2.5" / 15p0 / 180 pixels

5

OUR 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)

OUR LOGO / PLACEMENT

The Expeditors logo and flag can overlay spaces and images or be placed over other elements. The logo should always be presented so it can be perceived clearly and distinctly, no matter how it is used. Important information must not be covered by it and no other elements—such as typography—may be placed on top of the logo.

MINIMUM CLEARANCE
There should be a minimum of 0.5" / 3p0 / 36 pixels from the logo to other graphic elements or edges of the document.

ORIENTATION
The Expeditors logo and flag should be placed in their standard horizontal orientation. They may be rotated 90° counterclockwise ONLY in approved circumstances but no other orientations are permitted.

OUR LOGO / DOS & DON'TS

		PROBLEMATIC ✖	SUCCESSFUL ✔
A	Do not squish, compress, or manipulate the proportions of the logo.		
B	Do not add any other text under the logo where the tagline goes, or add text to the logo.		
C	Do not split the tagline, or display the tagline in any layouts other than the established format.		
D	Do not recreate the logo or use different fonts and colors.		
E	Do not cover the logo with graphics or place the logo on top of graphics or backgrounds that make it difficult to see clearly.		
F	The logo should always appear in its entirety, not extending beyond the page or screen.		

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, district greetings, letters, proposals to prospects or clients, voice mail greetings, and customer email correspondence should all use the single word.

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

COLOR PALETTE

Core Color Philosophy

Full Palette

COLOR PALETTE / CORE COLOR PHILOSOPHY

The core colors for Expeditors are black, white, and red.

Our colors play an important role and are the most memorable component of the brand. When used correctly, these colors reinforce brand recognition and support the message you want to convey. However, the layouts should not be too colorful.

The signature Pantone 185 Red used in the logo should be applied as an accent. Its saturation and brightness should not be adjusted in use.
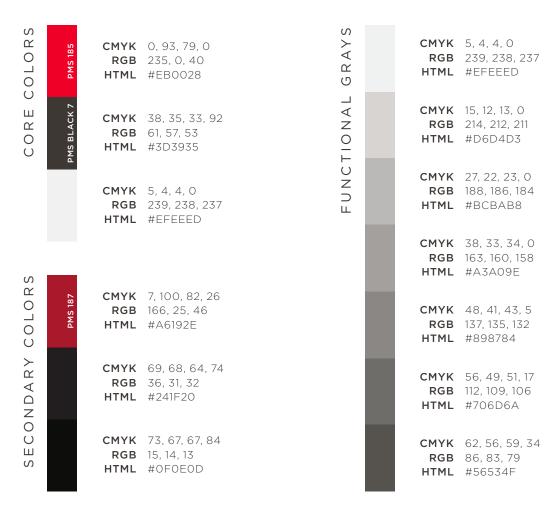
PANTONE 185

PANTONE BLACK 7

PANTONE WHITE

PANTONE 185

COLOR PALETTE / FULL PALETTE

Expeditors' full color palette includes the core of black, white, and red as well as an expanded set of grays to use as needed.

Pantone 187 is not a core color and should only be applied as a supporting color. When possible, use the core Expeditors Red (Pantone 185). CMYK colors are used for print materials and RGB or web colors are used in digital settings.

Expeditors data visualizations can utilize the two reds, the full range of Functional Grays, and the green and yellow trend accents. Red should be used to highlight data points and should never be used to signify negative trends. Other colors are not used.

CORE COLORS

PMS 185
CMYK 0, 93, 79, 0
RGB 235, 0, 40
HTML #EB0028

PMS BLACK 7
CMYK 38, 35, 33, 92
RGB 61, 57, 53
HTML #3D3935

CMYK 5, 4, 4, 0
RGB 239, 238, 237
HTML #EFEEED

SECONDARY COLORS

PMS 187
CMYK 7, 100, 82, 26
RGB 166, 25, 46
HTML #A6192E

CMYK 69, 68, 64, 74
RGB 36, 31, 32
HTML #241F20

CMYK 73, 67, 67, 84
RGB 15, 14, 13
HTML #0F0E0D

FUNCTIONAL GRAYS

CMYK 5, 4, 4, 0
RGB 239, 238, 237
HTML #EFEEED

CMYK 15, 12, 13, 0
RGB 214, 212, 211
HTML #D6D4D3

CMYK 27, 22, 23, 0
RGB 188, 186, 184
HTML #BCBAB8

CMYK 38, 33, 34, 0
RGB 163, 160, 158
HTML #A3A09E

CMYK 48, 41, 43, 5
RGB 137, 135, 132
HTML #898784

CMYK 56, 49, 51, 17
RGB 112, 109, 106
HTML #706D6A

CMYK 62, 56, 59, 34
RGB 86, 83, 79
HTML #56534F

DATA VISUALIZATION TREND ACCENTS

CMYK 15, 12, 13, 0
RGB 214, 212, 211
HTML D6D4D3

CMYK 5, 4, 4, 0
RGB 239, 238, 237
HTML EFEEED

TYPOGRAPHY

Brand Typefaces

Free Font Alternatives

aAbBcCdD
eEfFgGhH
iIjJkKlLmM

GOTHAM

nNoOpPqQ
rRsStTuUvV

GARAMOND

wWxXyYzZ

TYPOGRAPHY / BRAND TYPEFACES

Gotham

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

**Five or six big jet planes
zoomed quickly by the tower.**

a b c d e f g h i j k l m

n o p q r s t u v w x y z

~ ! @ # $ % ^ & * ( ) - + =

Garamond Premier Pro

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Five or six big jet planes zoomed
quickly by the tower.

a b c d e f g h i j k l m

n o p q r s t u v w x y z

~ ! @ # $ % ^ & * ( ) - + =

TYPOGRAPHY / FREE FONT ALTERNATIVES

Verdana

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Five or six big jet planes zoomed quickly by the tower.

a b c d e f g h i j k l m

n o p q r s t u v w x y z

~ ! @ # $ % ^ & * ( ) - + =

Garamond

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Five or six big jet planes zoomed quickly by the tower.

a b c d e f g h i j k l m

n o p q r s t u v w x y z

~ ! @ # $ % ^ & * ( ) - + =

Expeditors®

CONTACT US

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

marcom.request@expeditors.com