

CargoX

Style  
Guide



January 2024

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# Logo

CargoX logo should always be written in same exact form as shown below. Logo is a sensitive element therefore be gentle with it.



# CargoX logo main area

Bottom part of letter “g” is not part of main area. Consider that when aligning logo inside a box.



Example of how to center the logo:



# Safe zones

Logo needs to breathe therefore you should never place it to the edge of container. Always consider adding safe zone around it.



# Logo variations

You can use 2 main color variations depending on background.



CargoX



White variation can be used when background color is too similar to our green color and X is not visible enough.



Black variation can be only used in black & white print.



CargoX

# What you can do

When using logo follow these rules:

- Always use version that is most visible depending on background.
- You can rotate logo in any direction.
- You can resize logo to any size as long as it is readable.



# What you shouldn't do

When using logo you must avoid:

- Using logo variation on background which makes logo invisible.
- Resizing logo without keeping its original ratio.
- Changing colors to any other than defined in logo variations.
- Adding special effects to logo such as drop shadow, glow, ...
- Removing parts of logo.
- Deforming it in any way.
- Rotating it (allowed only if it is really needed).



# Typography

**Space Grotesk** and the **Roboto** font families are our corporate fonts used in print and online materials.

## Space Grotesk

This is the designated font for headings.

Space Grotesk  
Light

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:;&!/?€\$@%)

Space Grotesk  
Regular

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:;&!/?€\$@%)

Space Grotesk  
Medium

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:;&!/?€\$@%)

Space Grotesk  
SemiBold

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:;&!/?€\$@%)

Space Grotesk  
Bold

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:;&!/?€\$@%)

# Roboto

This is the designated font for text, pictograms, icons, buttons.

Roboto Thin

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:&!?€\$@%)

Roboto Light

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:&!?€\$@%)

Roboto Regular

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:&!?€\$@%)

Roboto Medium

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:&!?€\$@%)

Roboto Bold

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:&!?€\$@%)

Roboto Black

Aa

ABCČDEFGHIJKLMNOPRSŠTUVŽŽ  
abcčdefghijklmnoprsštuvžž  
0123456789 (.:&!?€\$@%)

# Colors

## Primary

C 100 M 90 Y 9 K 1

R 36 G 63 B 142

HEX  
#243F8D

PANTONE  
7687 C

## Secondary

C 80 M 8 Y 100 K 0

R 43 G 166 B 74

HEX  
#2BA64A

PANTONE  
7739 C

# Other colors used

## Orange

C M Y K  
0 34 87 1

R G B  
255 170 0

HEX  
#FFAA00

## Red

C M Y K  
2 94 94 7

R G B  
204 30 36

HEX  
#CC1E24

## Dark Blue Gray for text

C M Y K  
86 75 44 43

R G B  
41 46 61

HEX  
#292E3D

## Blue Gray

C M Y K  
64 48 14 2

R G B  
103 115 152

HEX  
#677398

## Light Blue Gray

C M Y K  
29 21 7 0

R G B  
176 182 201

HEX  
#B0B6C9

## Very Light Blue Gray

C M Y K  
5 3 1 0

R G B  
216 24 96

HEX  
#F2F4F7

# Business cards

We use 350g paper with matte finish and sharp edges.

## Front:



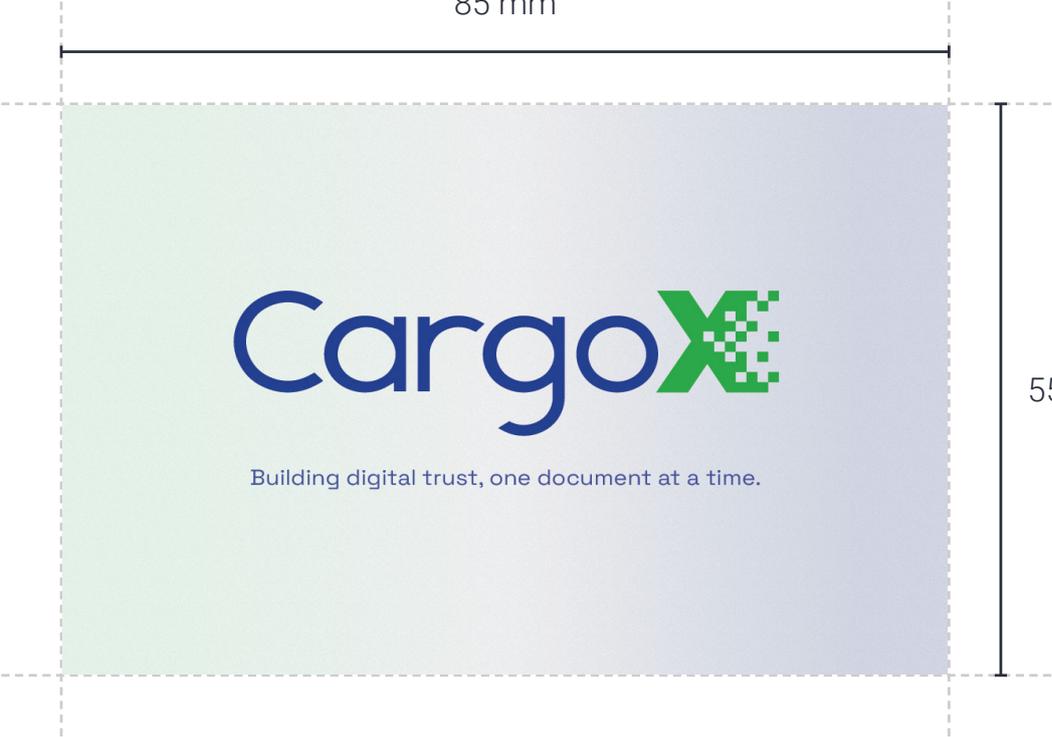
**1** Font: Space Grotesk Bold  
Font size: 14 pt  
Color: Gray/White

**2** Font: Roboto  
Font size: 8 pt  
Color: Gray

**3** Font: Roboto  
Font size: 10 pt  
Color: Gray

**Back:**

85 mm



55 mm

# Letterhead

