

CEPT



EDITE
e Link LTD

THE BRAND



Expedite Liners Trade Link LTD

A premier logistics and trucking firm providing comprehensive, client-centered, and tailored solutions, committed to excellence and integrity. We are a team of highly experienced professionals, possessing a deep understanding of the transportation industry and a strong passion for seamless delivery.

A new brand identity has been designed for Expedite Liners Trade Link LTD that captures the company's simplicity and ease of use. The new logo works consistently in different scales and contexts, with a more refined color palette that retains the brand's professional visual personality.

The new identity palette features three primary colors, more manageable, which have suffered against any background color other than white. These have been optimized to look better on all backgrounds.

ORIGIN



CONCEPT



EXPEDITE
Liners Trade Link LTD

THE BRAND



EXPEDITE

Liners Trade Link LTD

We're a dependable engine that drives commerce forward, providing peace of mind to clients who rely on their services





WHOM WE SERVE

Manufacturing and Industrial Companies:

Businesses that produce goods, from consumer products to heavy machinery, rely on logistics companies to transport raw materials and finished products.

Importers and Exporters:

Given Uganda's status as a landlocked country, businesses that engage in international trade are a key clientele. They need reliable partners to handle the complexities of customs, freight forwarding, and cross-border transport, particularly to and from major ports in neighboring countries like Kenya and Tanzania.

BRAND PILLARS

SWIFT • RELIABLE • ADAPTABLE

SWIFT

We are built for speed and efficiency. In the fast-paced world of logistics, we understand that time is money. Our promise is to deliver with urgency and precision, using optimized routes and cutting-edge technology to ensure every delivery is as quick as it is safe.

RELIABLE

You can count on us, no matter what. Reliability is the bedrock of our business. We commit to a meticulous, consistent process, from pickup to delivery. We provide transparent, real-time tracking so you're always in the loop, and we own our promises every step of the way.

ADAPTABLE

The world of logistics is unpredictable, and we thrive on challenges. We are flexible and agile, ready to pivot and find solutions to any obstacle that arises. Whether it's a last-minute change in route or a complex customs issue, we are ready with a smart, effective response. We don't just react; we find a way forward.

THE VOICE

OUR VALUES

1. Agility:

We move at the speed of business. Our operational flexibility and quick decision-making ensure we can pivot and adapt to any challenge, from traffic jams to last-minute reroutes, without missing a beat.

2. Dependability:

We are the backbone of our clients' supply chains. We stand by our promises, delivering every load on time and in perfect condition. Our reliability is not just a goal; it's our guarantee.

3. Ingenuity:

We are problem-solvers. We use our creativity and cutting-edge technology to navigate complex logistical puzzles and

HOW WE SOUND

Swift

We sound like a partner who is always ready—fast when you need action, dependable when you need assurance, and versatile when change calls.

Reliable:

We are a steady hand you can count on—consistent in our delivery, unwavering in our support, and always building trust through every interaction.

Adaptable:

We sound like a flexible ally—shaping our approach to fit your needs, adjusting with ease to change, and always finding the right way forward.

THE LOGO

OUR LOGO

The stacked logo is the primary logo, meaning it should be used more often

Always use the logo files given in the Logo Book, do not randomly recreate.



GUIDELINES

The Brand icon must always be used in simple applications, such as profile picture, App Icon etc.



can be used in Single color or original colors as above.

Brand Icon

USAGE & GUIDELINES

FOR SMALL USE

A 32x28 grid was used to create the vExpedite Liners Trade Link LTD icon for small use. The internal spacing is more open and holds up better for smaller applications, like the app icon.

Whenever placing the Expedite Liners Trade Link LTD logo or icon in a design that would render the icon at a size smaller than 30px, always use the Small connect icon



For Mobile Apps



For Print not more than 5cm



For website and Mobile Versions



For Desktop Version



USAGE ON BACKGROUNDS

A 15x15 grid was used to create the logo icon for small use. The internal spacing is more open and holds up better for smaller applications, like the app icon.

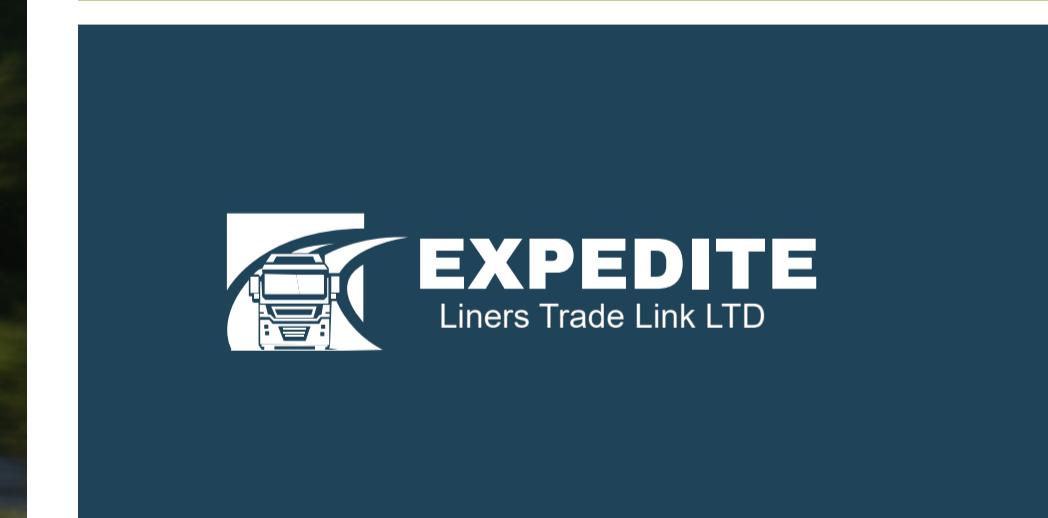
Whenever placing the logo or icon on any background that would render the logos original color use the guidelines below to clearly place the logo on the right background.



OTHER COLOR USES

the full-color logo will not perform well on photography and various background colors. In such cases, use mono-color logo.

The mono color logo must be used whenever it fits, The designer must ensure the logo colors do not counterract with the Background colors



LOGO CLEAR SPACES

Always ensure adequate space between the logo and the surrounding elements. For the horizontal logo, the clear space should always be greater than or equal to the log icon.

The mono color logo must be used whenever it fits, The designer must ensure the logo colors do not counterract with the Background colors



Do not crop the logo



Do not use stroked, drop shadows or any other effects



Do not change the logo opacity



Do not change the font or typeface of the logo



Do not shuffle around the logo colors.



Do not distort the logo



Do not use different colors



Do not rotate the logo



Do not change the size (more than 2cm) or orientation of the icon and logotype in relation to each other.



Do not use the Logo wrongly in any way



LOGO MISUSE

Ensure to always refer to this Brand Guide for any guidance and directions on how to use the logo for different scenarios

To maintain the Integrity of the Expdite Liners Trade Link LTD Logo, and to promote the Consistency of the Brand, the logo should not be used in these cases

COLOR



Primary colors

#22594F

RGB 34, 89, 79



#F2CB4B

RGB 242, 200, 75



Secondary colors

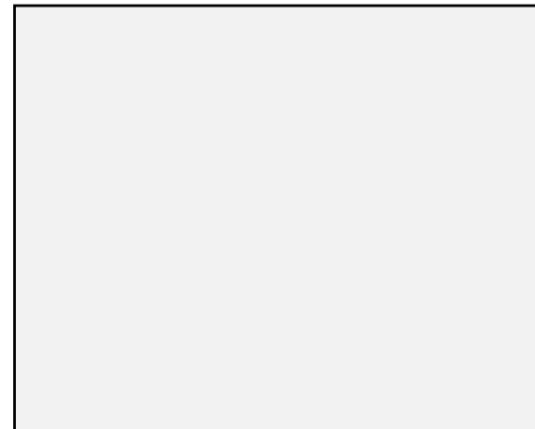
#BF9A2A

RGB 191, 154, 42



#F2F2F2

RGB 242, 242, 242



#ODODOD

RGB 13, 13, 13



LOGO CLEAR SPACES

Always ensure adequate space between the logo and the surrounding elements. For the horizontal logo, the clear space should always be greater than or equal to the log icon.

The mono color logo must be used whenever it fits, The designer must ensure the logo colors do not counterract with the Background colors

PRIMARY FONT

Archivo Black Regular

**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**

TYPEFACE

These fonts stated in this guide must always be used in creation of all Designs and materials for Expedite Liners Trade Link.

SECONDARY FONT

Montserrat

**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
0123456789**

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

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

They may not be changed unless otherwise
Always be cautious of the horizontal and vertical
scaling.

TYPEFACE

BRAND APPLICATION



Let's Move It

Trust us with your goods, they are in safe, swift and Strong hands.





Truck

BILLBOARD



EA

BACK



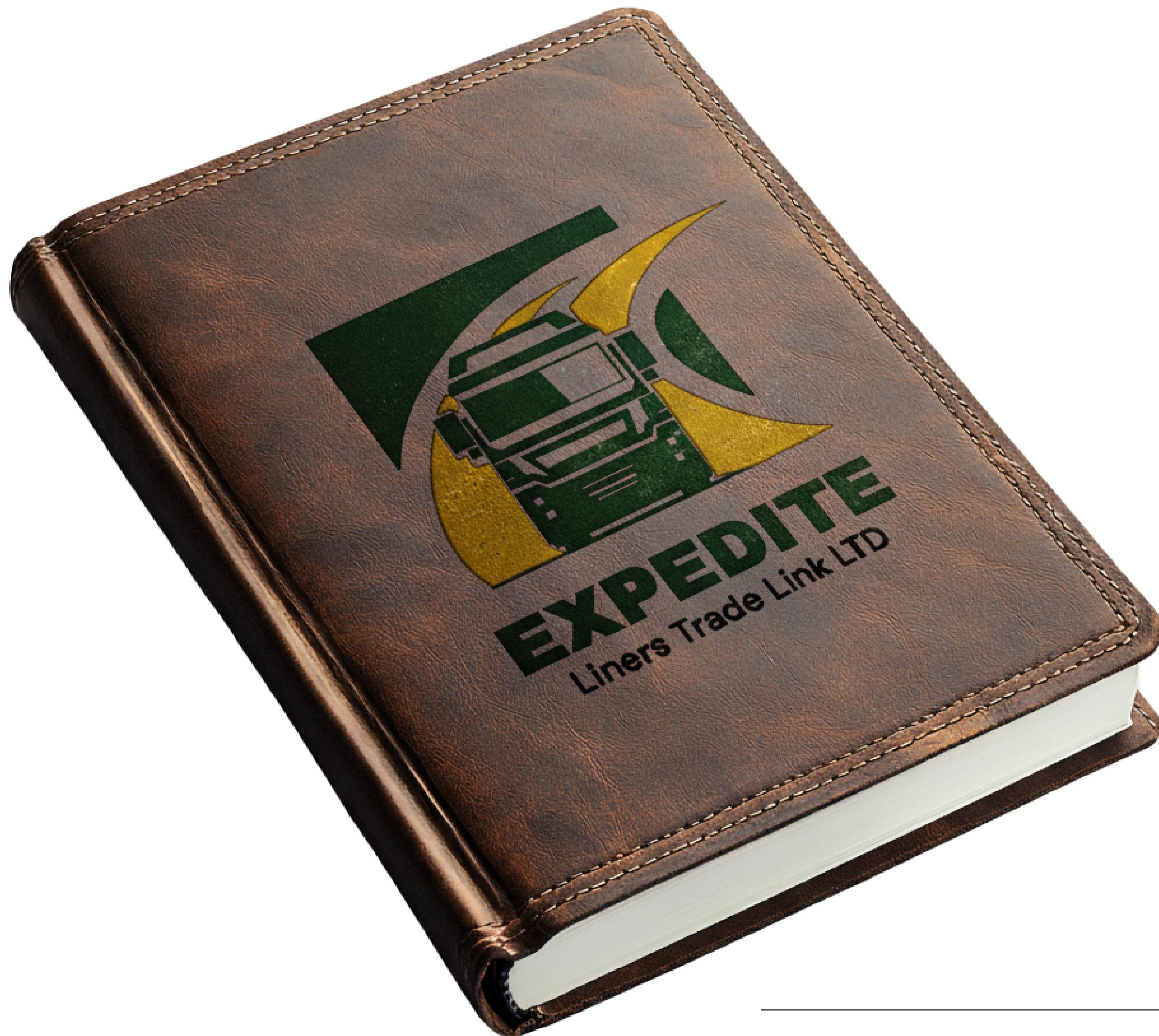
FRONT



JUMPER



PEN



NOTEBOOK



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**ROLLUP
BANNER**

BACK



FRONT



**T-SHIRT
DESIGN**



● ● ●


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Driver



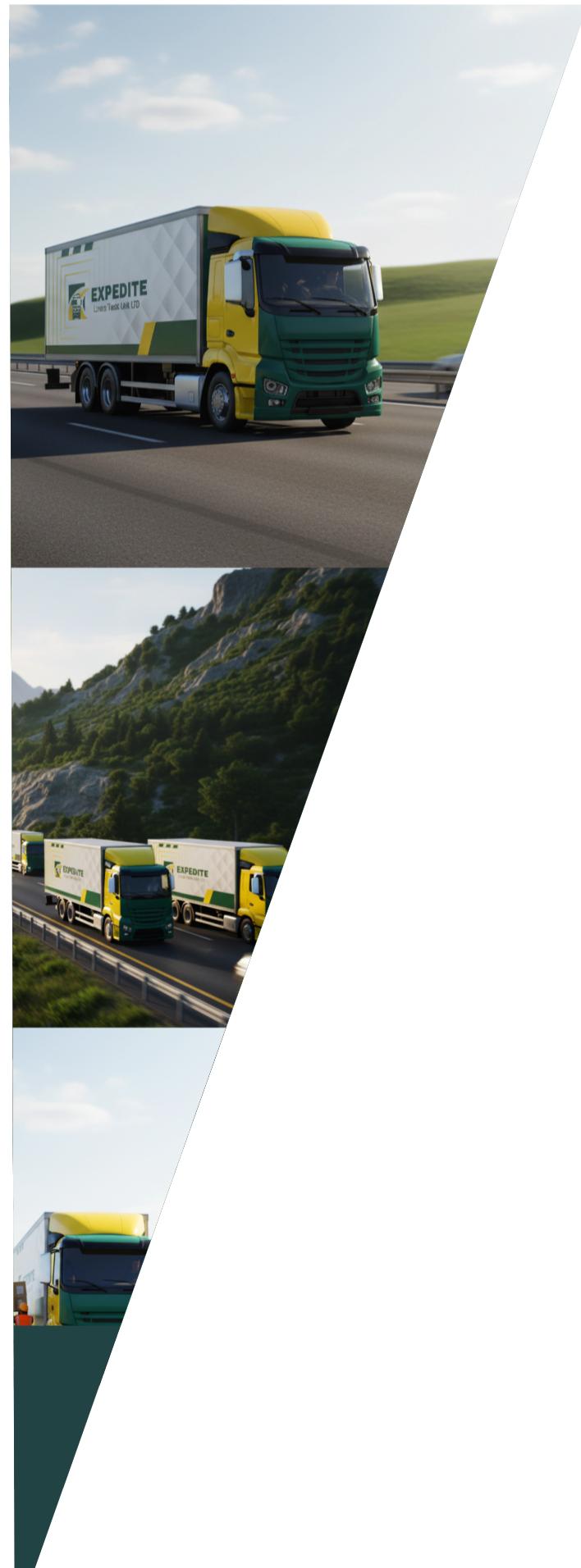
EXPEDITE
Liners Trade Link LTD

You handle the **business**, We handle the **logistics**

WORKER ID



**You Handle the
Business, We
handle Logistics**



**TEAR DROP
BANNER**



TRUCK DESIGN



EXPEDITE

Liners Trade Link LTD



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EXPEDITE
Liners Trade Link LTD

You handle the **business**, We handle the **logistics**

**BUSINESS
CARD**