

# MODE Transportation Vendor Brand Standards

January 2021





## GUIDELINES

When referring to MODE Transportation (MODE) in text, always use the text treatment: MODE Transportation.

The name of the company, MODE Transportation, should always remain in English, independent of the language in which it appears.

The MODE logos includes our icon and logotype, designed to work together to represent MODE Transportation.

When using a MODE trademark or logo, never modify the design, add or delete any elements or words, or change any colors or proportions.

Trademarks and logos should be used exactly as they appear in MODE's Brand Standards. The logo may not be obscured or distorted in any way.

Using the logo from any source other than the original file provided by MODE's corporate Marketing team is a violation of these guidelines.

MODE trademarks and logos should not be presented or used:

- In a manner that is misleading, defamatory, libelous, obscene, infringing or otherwise objectionable.
- In connection with any material infringing the trademark, copyright or the rights of a third party.
- As a part of a name of a product or service of a company other than MODE; in a manner that infringes, derogates, dilutes or impairs the rights of MODE.



## LEGAL NOTICE

MODE trademarks and logos are MODE's intellectual property. They are important and valuable assets of MODE. Follow these brand standards for using MODE's trademarks properly in all communications, documents and electronic messages.



## FOR GUIDANCE

If you have any questions about how to use the MODE brand or need prior authorization, please contact MODE's corporate Marketing team at [marketing@modetransportation.com](mailto:marketing@modetransportation.com).



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FIRST REFERENCE

# MODE Transportation

ALL OTHER INSTANCES- USE ALL CAPS

MODE

DO NOT WRITE NAME IN SENTENCE CASE

~~Mode~~

## DO

- Ensure when referring to our brand, "MODE Transportation" is the correct way to display the name. In cases where the company name is applied more than once in a single piece of communication, the name can be truncated and referred to as "MODE".
- Make a special note that when referencing the entity of the company in all instances, "MODE" should only be displayed in all caps.

## DO NOT

- Refer to the company name "MODE" in lowercase.

## NOTICE

- Legal entity should be displayed as MODE Transportation, LLC.

## TAGLINE

FIRST REFERENCE - ALL CAPS

**CONFIDENCE  
DELIVERED.**

ALTERNATIVE REFERENCE - ALL CAPS

**CONFIDENCE DELIVERED.**

USED IN BODY COPY

*Confidence Delivered* means you don't need to worry about getting your products from Point A to Point Z.

USED AS A HEADING

**CONFIDENCE DELIVERED.**

DO NOT WRITE TAGLINE IN SENTENCE CASE

~~Confidence  
Delivered.~~

## DO

- Display the brand tagline, "CONFIDENCE DELIVERED" in all caps when used as a heading.
- Display the brand tagline in all italics, capitalizing 'C' and 'D', when used in text or body copy/ paragraph.
- Ensure the tagline has a clear separation from other copy if there is additional text surrounding it (if not used in body copy).
- Always ensure the tagline is in MODE's primary teal.
  - Exception: Use white if on MODE's primary teal background.
  - All other exceptions will be made upon review and written approval by MODE's corporate Marketing team.

## DO NOT

- Refer to the company tagline "CONFIDENCE DELIVERED" in lowercase used in text or body copy/ paragraph.
- Rotate, skew, redraw, re-proportion, or otherwise alter or distort the MODE tagline or its elements in any way.
- Combine the MODE tagline with any other element – such as logos, words, graphics, photos, slogans or symbols.
- Use the tagline in conjunction with any other logo.
- Reproduce the MODE tagline in colors other than our primary teal.
- Place the MODE tagline on a patterned background that makes it difficult to read.
- Attempt to create your own sub-brand by adding text to the existing MODE tagline.

## NOTICE

- The objective of MODE's tagline:
  - To communicate the brand's unique value proposition (brand promise).
  - To be succinct and memorable.
  - To cause a person to want to know more about or interact further with the brand (MODE).

# LOGO PRIMARY USAGE

## PRIMARY LOGO



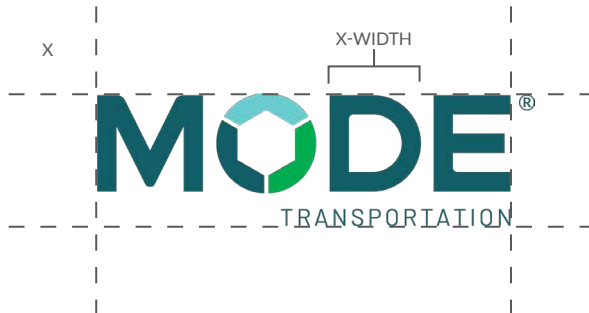
## SECONDARY LOGO



## STAND-ALONE LOGO



## CLEAR SPACE



## DO

- Use the full-color version of the brand logo as your first choice.
- Ensure legibility of MODE Transportation by using the secondary logo with "Transportation" the same width as the logotype "MODE" when image is less than 1-inch wide.

## DO NOT

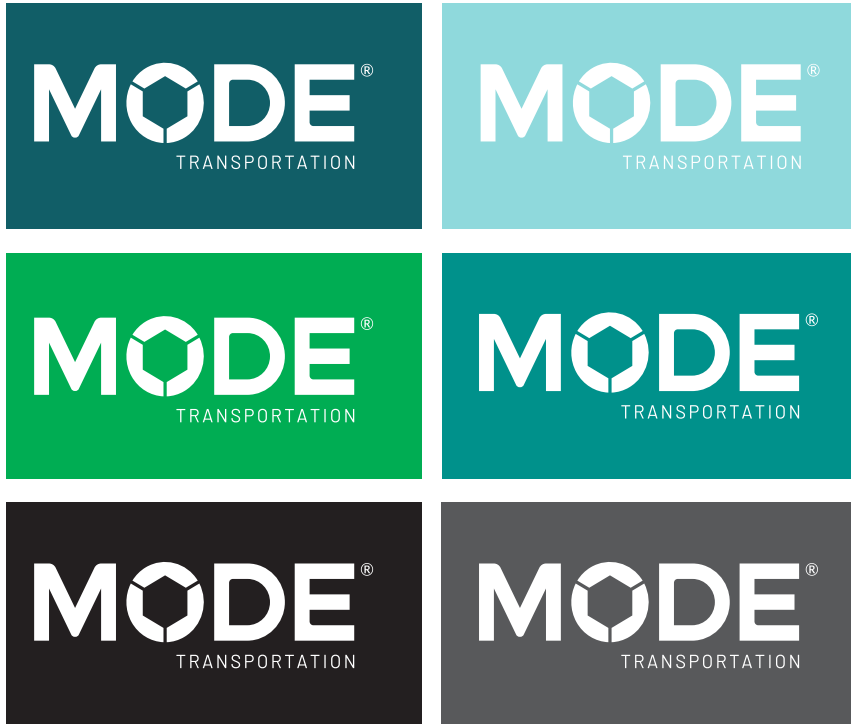
- Use the logo on a non-brand color, a color without enough contrast or cluttered background as this distracts from a clean consistent brand and should be avoided.
- Attempt to re-create any portion of the logo.
- Rotate, skew, redraw, re-proportion, or otherwise alter or distort the logo or its elements in any way.
- Combine the logo with any other element – such as logos, words, graphics, photos, slogans or symbols.
- Reproduce the logo in colors other than those suggested in the Brand Standards.
- Place the logo on a patterned background that makes it difficult to read.
- Create a pattern with the logo or animate the logo in any way.
- Attempt to create your own sub-brand by adding text to the existing logo.
- Make exceptions to approved positioning and spacing of the logo, no matter how minor they seem.
- Use the stand-alone logo without prior authorization from MODE's corporate Marketing team.

## NOTICE

- Consistent logo use ensures that our audience sees a consistent brand identity, every time.
- Maintaining clear space around the logo and logotype keeps the brand presence strong, clear and uncluttered.
- Alternate logo compositions may be necessary as size or space constraints require; reach out to MODE's corporate Marketing team for assistance.
- Using the logo with a ™ is a violation. You are required to only use a ® version of the logo.

## ONE-COLOR LOGO OPTIONS

**MODE**<sup>®</sup>  
TRANSPORTATION



### DO

- Only use a one-color logo when the medium necessitates one, such as promotional products or other printing. In one-color application, the logo should be converted to the deep teal PMS 2238.
- Ensure to place the reversed brand logo (solid white) on one of the approved brand colors.
- Ensure when applying the reversed brand logo (solid white) on a neutral palette, the background provides enough contrast for clear visibility.

### DO NOT

- Place the reversed brand logo on any colors other than those listed in the Brand Standards.
- Place the brand logo on a patterned background that makes it difficult to read.
- Use the logo on a non-brand color, a color without enough contrast or cluttered background as this distracts from a clean consistent brand and should be avoided.

# TYPOGRAPHY - HEADLINE

## Barlow

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()-=+

STYLES
Light
<i>Light Italic</i>
Regular
<i>Italic</i>
Medium
<i>Medium Italic</i>
<b>Bold</b>
<b><i>Bold Italic</i></b>



Rounded edges mirror rounded  
edges in custom "MODE" logotype

## DO

- Download and install Barlow on your device to ensure brand consistency. Barlow is a free font available through several different online sources.
- Make headlines set in Barlow Medium.

## DO NOT

- Use any fonts other than what is listed within MODE's Brand Standards.

## NOTICE

- To help establish a consistent and credible brand style, two type style "families" have been chosen to allow for flexibility and individuality.
- Our primary headline font, Barlow, is a confident and strong typeface with a slightly industrial or technology feel. Subtle, rounded edges make it approachable.



## Lato

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()-=+

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis. Nam eareptat lantiati optatem cusandisto mo blabora alitate mporrym asim utae in re ea non nihiciam, doluptae venis prepe commiatiob sollab inist laut eum eum con nonse none magnam, inihilibus moditin et eictaspis aut ilibusam.



Geometric letterforms with a true circle "O" mirror the geometric shape of the "O" logo mark

STYLES
Regular
<i>Italic</i>
<b>Bold</b>
<b><i>Bold Italic</i></b>
<b>Black</b>
<b><i>Black Italic</i></b>

## DO

- Download and install Lato on your device to ensure brand consistency. Lato is a free font available through several different online sources.
- Make the body copy set to Lato Regular.
- Use Arial or Helvetica as substitutes for body copy font if Lato is unavailable.

## DO NOT

- Use any fonts other than what is listed within MODE's Brand Standards.

## NOTICE

- To help establish a consistent and credible brand style, two type style "families" have been chosen to allow for flexibility and individuality.
- Our primary body copy font, Lato, is a sans-serif typeface that's easy to read at any size. Lato is modern with geometric letterforms and friendly with subtle, curved details.

# TYPOGRAPHY HIERARCHY

HEADLINE

SLASH

*TECHNOLOGY THAT  
EMPOWERS YOU* BRAND-ALL CAPS

BODY COPY

Technology is a pillar of MODE's transportation and logistics strategy. We leverage supply chain information to unlock enormous value for you. Learn more about MODE's proprietary platform and ongoing commitment to forging the way with technology.

TAGLINE USED IN  
BODY COPY

*Confidence Delivered* means you don't need to worry about getting your products from Point A to Point Z.

TAGLINE USED AS  
HEADER

**CONFIDENCE DELIVERED.**

## DO

- Align headline over left of body copy and write headlines in all caps, when possible.
- Ensure when referring to our brand, "MODE Transportation" is the correct way to display the name. In cases where the company name is applied more than once in a single piece of communication, the name can be truncated and referred to as "MODE".
- Always provide the highest level of contrast.
- Use a white type on a teal background or teal type on a white background to obtain best legibility.
- Use slash before headlines.
  - Exceptions: PowerPoint & social media
- Provide a clear distinction between the tagline and/or logo with accompanying text or descriptors.
- Display the brand tagline in all italics, capitalizing 'C' and 'D', when used in text or body copy/paragraph.
- Use the neutral dark gray, [see page 11](#), for type as long as there is sufficient contrast between the background and the copy for optimal legibility.

## DO NOT

- Allow body copy to be smaller than 8 pt.
- Allow headlines to exceed 36 pt.
- Use contrast that does not allow legibility such as green type on a light blue background (or vice versa).

## NOTICE

- Alternate typography may be necessary as size or space constraints require; reach out to MODE's corporate Marketing team for assistance.

# COLOR PALETTE

## PRIMARY COLORS



Pantone	2238	Pantone	310	Pantone	2257
CMYK	90, 48, 50, 23	CMYK	54, 0, 21, 0	CMYK	87, 2, 96, 0
RGB	17, 94, 103	RGB	106, 204, 208	RGB	0, 173, 83
HEX	115e67	HEX	6accd0	HEX	00ad50

## SECONDARY COLORS



Pantone	3272	Pantone	7710	Pantone	2299
CMYK	83, 23, 49, 0	CMYK	72, 9, 29, 0	CMYK	41, 0, 100, 0
RGB	0, 145, 139	RGB	48, 174, 183	RGB	164, 210, 51
HEX	00918b	HEX	30aeb7	HEX	a4d233

## NEUTRAL COLORS



Pantone	7547	Pantone	715	Pantone	441
CMYK	40, 30, 20, 100	CMYK	0, 0, 0, 80	CMYK	0, 0, 0, 25
RGB	1, 0, 11	RGB	88, 89, 91	RGB	192, 192, 192
HEX	01000b	HEX	58595b	HEX	c0c0c0

## DO

- Always use the approved color palette shown in MODE's Brand Standards.
- Use the neutral dark gray (Pantone 715) for type as long as there is sufficient contrast between the background and the copy for optimal legibility.

## DO NOT

- Use colors other than approved colors shown in MODE's Brand Standards.
- "Mix and match" color palette elements.
- Deviate from MODE's true teal.
- Apply uneven gradients.
- Attempt to re-create any colors.
- Add texture or background visual elements.

## NOTICE

- Inspired by our multi-modal balance, our color palette brings in colors from the land, sea and air.
- The deep teal provides a solid base and differentiates us from our competitors.
- The secondary palette uses tonal variations of the primary colors and rounds out the modern blue to green palette.

PRIMARY COLORS



MANUFACTURER PPG  
 COLOR NUMBER PPG1146-7  
 COLOR NAME EMERALD POOL  
 GLOSS SATIN



MANUFACTURER SHERWINWILLIAMS  
 COLOR NUMBER SW 9048  
 COLOR NAME SURFIN'  
 GLOSS SATIN



MANUFACTURER SHERWINWILLIAMS  
 COLOR NUMBER SW 6926  
 COLOR NAME LUCKY GREEN  
 GLOSS SATIN

NEUTRAL COLORS



MANUFACTURER BENJAMIN MOORE  
 COLOR NUMBER CW-680  
 COLOR NAME MOPBOARD BLACK  
 GLOSS SEMI-GLOSS @ WOOD , FLAT @ WALL



MANUFACTURER SHERWINWILLIAMS  
 COLOR NUMBER SW 7674  
 COLOR NAME PEPPERCORN  
 GLOSS SEMI-GLOSS @ WOOD , FLAT @ WALL



MANUFACTURER SHERWINWILLIAMS  
 COLOR NUMBER SW 7064  
 COLOR NAME PASSIVE  
 GLOSS SEMI-GLOSS @ WOOD , FLAT @ WALL



MANUFACTURER BENJAMIN MOORE  
 COLOR NUMBER PM-3  
 COLOR NAME DECORATORS WHITE  
 GLOSS EGG SHELL @ WALLS , FLAT @ CEILINGS; SEMI-GLOSS @ WOOD

DO

- Place MODE’s full color logo on white or MODE’s approved neutral colors.
- Always use the approved color palette shown in MODE’s Brand Standards.
- Contact MODE’s corporate Marketing team for any assistance with design.

DO NOT

- Place MODE’s full color logo on MODE’s primary or secondary colors.
- Use colors other than approved colors shown in MODE’s Brand Standards.
- “Mix and match” color palette elements.
- Deviate from MODE’s true teal.
- Apply uneven gradients.
- Attempt to re-create any colors.
- Add texture or background visual elements.

NOTICE

- Inspired by our multi-modal balance, our color palette brings in colors from the land, sea and air.
- The deep teal provides a solid base and differentiates us from our competitors.
- The secondary palette uses tonal variations of the primary colors and rounds out the modern blue to green palette.



## BRAND SUPPORT

For questions and requests regarding the MODE brand components, please contact MODE's Corporate Marketing team at [marketing@modetransportation.com](mailto:marketing@modetransportation.com).

Please note: MODE's Vendor Brand Standards are subject to change.

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