



DESIGN & BRAND GUIDELINES

Stagecoach Cartage and Distribution, LLC is an integrated company that provides a full range of transportation and warehousing services.

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LOCATIONS

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WEBPAGE



**WE
MAKE IT
WORK**




STAGECOACH
CARTAGE & DISTRIBUTION, LL

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LOGO

Stagecoach Cartage and Distribution, LLC logo uses **FUTURA DISPLAY** as main typeface for business name. The logo represents the business passion for the trucking and warehousing industry.

The main logo should be used on all public-facing materials (direct mail, advertisements, the homepage of the website, etc.). When in doubt of logo use please contact the MVT Marketing Department.

OFFICIAL LOGO IN COLOR



LOGO & APPLICATIONS

The Stagecoach Cartage and Distribution, LLC logo should be used appropriately with corresponding background colors.

COLOR LOGO



WHITE LOGO



WHITE LOGO



LOGO CLEAR SPACE

The clear space has been established to ensure logo visibility and impact. Always maintain the clear space zone between logo and other graphic elements.

X is the height of S (Stagecoach) apply this rule for all logo and icon options.



Logo should never be smaller than 3/4 in. It should always be readable to the eye.

INCORRECT & CORRECT LOGO USE

The logo should always be respected and never manipulated. Below are some examples of what NOT to do:

INCORRECT



1 Redesign, redraw, animate, modify, distort or alter the proportions of the logo. Rotate or render the logo three-dimensionally.

4 Replace the approved typeface with any other typeface.

2 Change the logo's color to a color not listed in the brand guidelines.

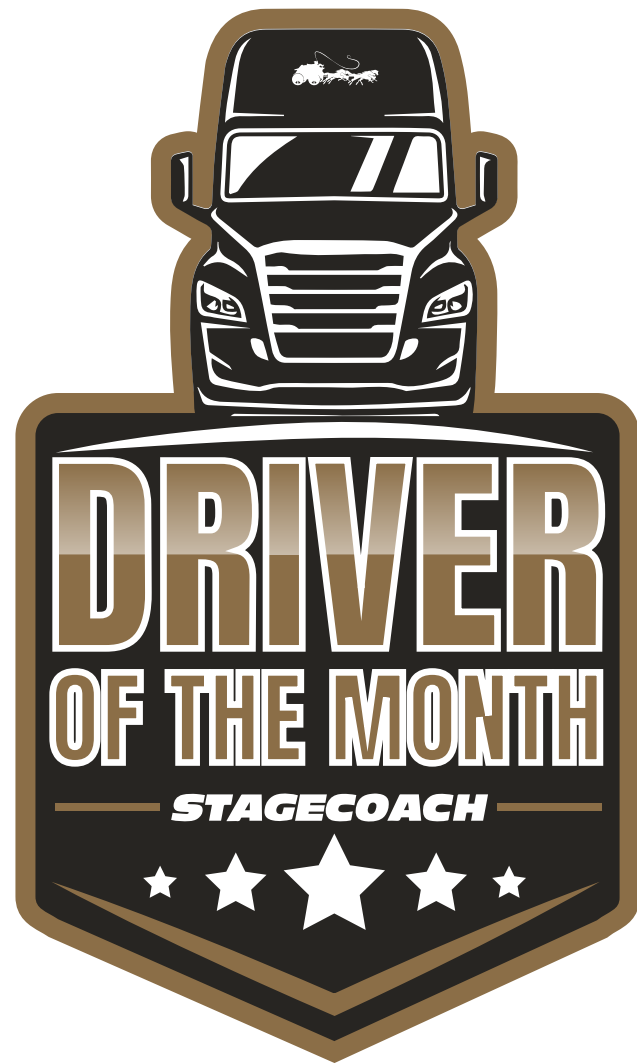
5 Add additional copy to the logo.

3 Place the logo on busy backgrounds. This will make the logo illegible.

6 Do not stretch logo.

OTHER IMPORTANT LOGOS

Driver of the **month**.



Example of new **DRIVER OF THE MONTH DESIGN**
Colors can change based on color Palette (Pg 7-9)



OTHER IMPORTANT LOGOS .2

Drive 4 Stagecoach.com logo.



PRIMARY COLORS

PRIMARY Primary colors take up 80% of artwork.

COLOR CODES

PANTONE P 19-6 U
R=162 G=118 B=64
C=30 M=51.93 Y=98.4 K=12.48
9E773A

COLOR CODES

PANTONE P 179-15 U
R=51 G=51 B=51
C=69 M=63 Y=62 K=58
333333

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%

PRIMARY COLORS .2

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30%

20%

10%

0%

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%

SECONDARY COLORS

SECONDARY COLORS Can be used for social media.

COLOR CODES

PANTONE P 7-8 U
R=162 G=118 B=64
C=30 M=51.93 Y=98.4 K=12.48
F1D54F

COLOR CODES

PANTONE P 24-16 U
R=205 G=125 B=47
C=12 M=62 Y=100 K=1
CD7D2F

COLOR CODES

PANTONE P 13-16 U
R=75 G=70 B=57
C=59 M=57 Y=71 K=46
4B4639

COLOR CODES

PANTONE P 169-6 U
R=175 G=170 B=154
C=33 M=28 Y=40 K=0
AFAA9A

PRIMARY FONTS

POSTER GOTHIC EXCOND ATF

HEAVY, BOLD & LIGHT

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

1 2 3 4 5 6 7 8 9 £ \$? ! < > { } [] # ¢ T M ®

OTHER ALTERNATIVES

Please make sure to use CONDENSED fonts.

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

1 2 3 4 5 6 7 8 9 £ \$? ! < > { } [] # ¢ T M ®

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

1 2 3 4 5 6 7 8 9 £ \$? ! < > { } [] # ¢ T M ®

A

A a

Ramsey Condensed Bold

Alternative typeface that includes caps and non-caps

USE

Poster Gothic Excond Atf font should be used for web and print presence.

Use Ramsey Condensed Bold as alternative font for caps and non-caps.

PRIMARY FONTS .2

SOURCE SANS VARIABLE

HEAVY, BOLD & LIGHT

Aa

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 1 2 3 4 5 6 7 8 9 £ \$? ! < >
{ } [] # ¢ T M

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 1 2 3 4 5 6 7 8 9 £ \$? ! < >
{ } [] # ¢ t m

USE

Poster Gothic Excond Atf font should be used for web and print presence.

SECONDARY FONTS

AVENIR NEXT CONDENSED

SEMIBOLD, BOLD & BLACK

Aa

**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 1 2 3 4 5 6 7 8 9 £ \$? ! < >
{ } [] # ¢ T M**

**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 1 2 3 4 5 6 7 8 9 £ \$? ! < >
{ } [] # ¢ t m**

USE

Please use Avenir Next Condensed for social media.

VOICE

The voice of Stagecoach Cartage and Distribution, LLC should portray the company as reliable, trustworthy and experienced.

STAGECOACH IS

Motivated
Efficient
Reliable
Trustworthy

**WE
MAKE IT
WORK**

BECOME A DRIVER TODAY!

STAGECOACH
CARTAGE & DISTRIBUTION, LLC.

The advertisement features a man in a white polo shirt and sunglasses, standing with his arms crossed. The background is white with a yellow L-shaped graphic element. The text is in a bold, sans-serif font. The Stagecoach logo, which includes a horse-drawn carriage, is in the bottom right corner.



WAREHOUSE & DISTRIBUTION

IMAGERY STYLE

USING PHOTOGRAPHY CORRECTLY

Images show Stagecoach trucks, drivers, and staff in real-life situations. They should convey emotions, atmosphere, and engage the audience. Images should feel observational and spontaneous rather than staged, and show the energy of the people who interact with Stagecoach. Only use images that are relevant and add value. **Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping.**



TECHNICAL CONSIDERATIONS

Images can be reproduced in full color, single color (monotone), and black and white. Images that are for use of web should be 72ppi-300ppi depending on size required by web. Print material 300ppi.



BUSINESS CARD

Pre-approved business card design.



NEW DESIGN FOR TRAILERS



DRIVER SIDE



CURB SIDE



 DESIGN CONCEPT	CLIENT NAME STAGECOACH CARTAGE & DISTRIBUTION	DESCRIPTION 53FT TRAILER OPT 3B	060921	DESIGNER DJN	SALES APPROVAL <input type="checkbox"/>	CUSTOMER SIGNATURE	DATE
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THANK YOU!




STAGECOACH
CARTAGE & DISTRIBUTION, LL