

Ramps logistics limited

brand identity guidelines

our brand positioning statement

the Ramps brand expresses service-orientation in a caribbean context. our tone of voice is **easy-to-understand, direct,** and can **travel the world.**

we are not afraid to take on big and complicated projects, and know that our products and our services can stand up to any competitor anywhere in the world.

at the same time, we care about our stakeholders' interest and make sure that the Ramps brand always has an ethical component in all that we do and say.

the logo



your logo is your main brand recognition tool.
as such, it is vital that it is always used in a 100% recognisable way:
not distorted, not in the wrong colours, but strictly how it ought to be.
these guidelines will show you how.

the logo



the Ramps logo must never be depicted in any other way than how it is shown here. The word “Ramps” has to be depicted in a particular blue (see page ...) and the word “logistics limited” in 100% black. the width of the word “Ramps” has to be exactly the same as that of “logistics limited”, and the letters need to be spaced as shown. do not try to recreate the logo with your own computer typefaces - always use a proper jpeg or outlined illustrator file from this original logo.

never use the logo smaller than 0.35” high:



the logo - business units

RAMPS
logistics limited
guyana

RAMPS
logistics limited
trinidad & tobago

the business unit lockup of the logo has the name of the business unit written under the logo. the typestyle for the name of the business unit is “eurostyle”, the size is the same as “logistics limited”, in 50% black.

note that in the Ramps branding, with the exception of the word “Ramps”, most words are in common letters and not capitalised.

use the business unit lockup of the logo from the jpeg or illustrator file provided, and do not try to recreate it yourself.

the logo - don't try that!



the logo - yes, you can do this



exclusion zone:

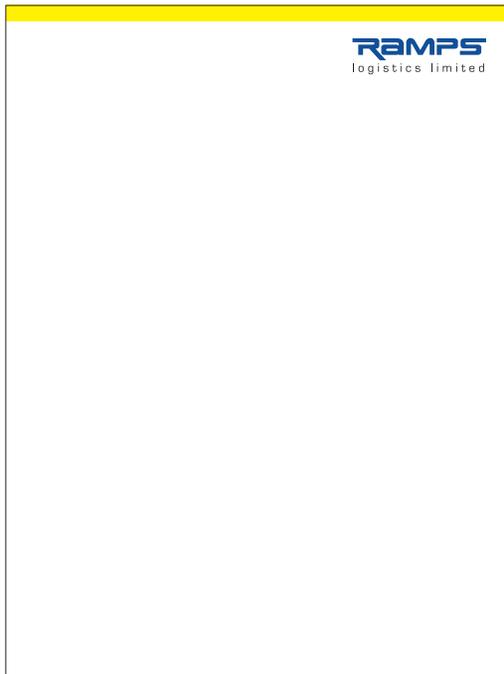
do not put any content (text or pictures) closer to the logo than shown here. the exclusion zone is the width of the "m" in "Ramps".



one-colour printing:
you can make the logo a one colour white or black (for example for foiling or screen printing)

opposite colour:
if the background is black, you can put the words "logistics limited" in white.
if the background is very similar blue to "Ramps", you can put the word "Ramps" in white.

the logo - how to position it

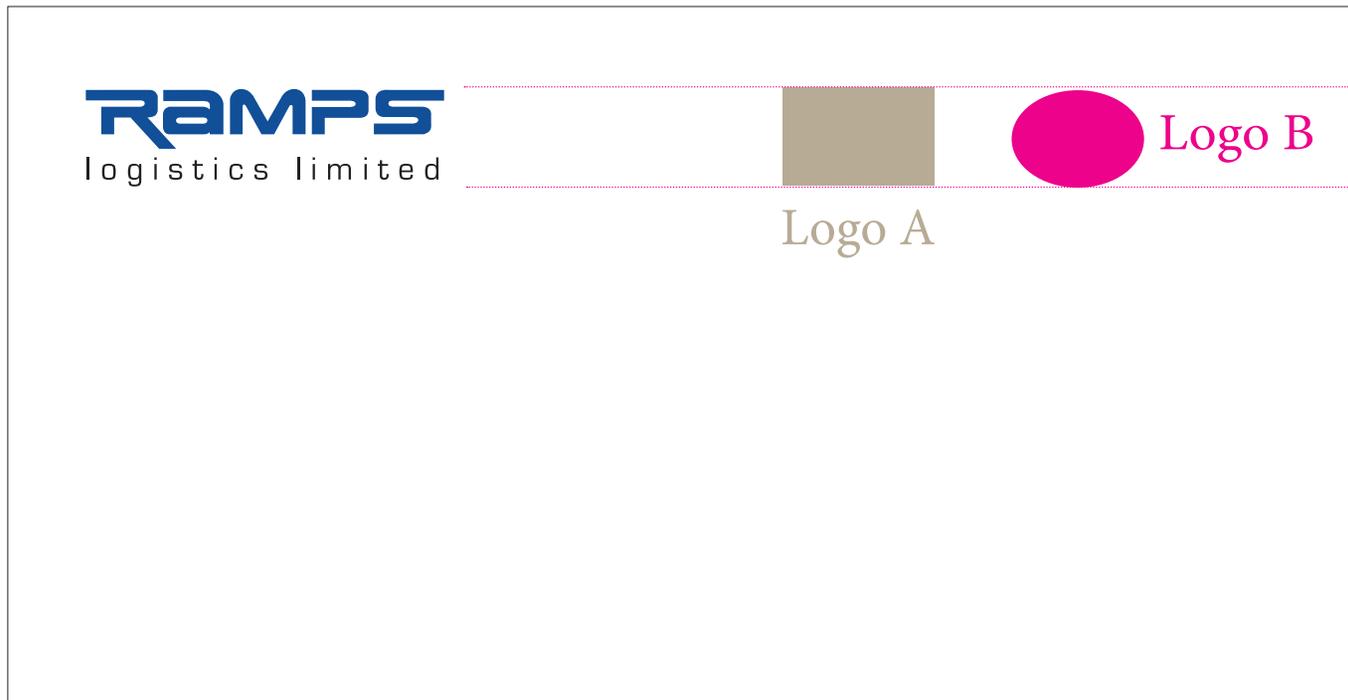


the preferred position for the logo is

TOP LEFT

however, for certain functionalities (e.g. the fact that a letterhead needs to be able to get punched on the left) the logo can move to the right.

the logo - co-branding



in co-branded documents, keep the Ramps logo to the left, and all other logos to the right.
depict the other logos in proportion to the Ramps logo.

the colours - primary colours



blue:

cmyk mix is
99c 79 m 9y 0k

rgb mix is
17r 29g 152b



yellow

cmyk
100 y

rgb mix is
255r 242g 0b



100% black
[for the type]



50% black
[for the type]

the colours - secondary colours



light blue:

cmyk mix is
49c 11m 0y 0k

rgb mix is
121r 189g 232b



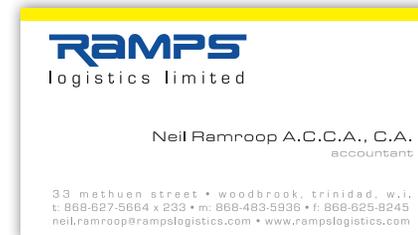
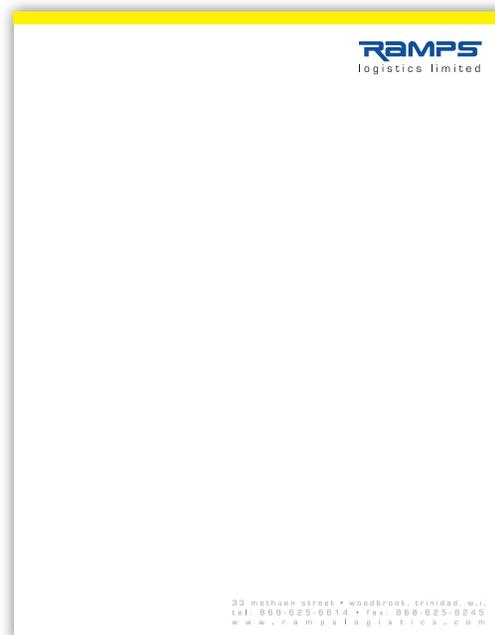
tan:

cmyk mix is
0c 8m 21y 32k

rgb mix is
185r 171g 151b

the yellow strip

the yellow strip at the top of everything is a must. it complements the logo and just adds that bit of caribbean sunshine to the Ramps brand. here are some examples on how it is to be used:



the typography

the main typestyle that we are using for all communications is

eurostile

this typeface is to be used in

- a) all lower case letters (even in names and designations - like “woodbrook” or “managing director”. only the word “Ramps” is always in caps (“logistics limited” is not)
- b) 50% of black as shown here.

The PC replacement type is open sans.

the photography

the photography for ramps should always tell a story. as a guiding sentence, the graphic artist should ask himself or herself the question:

what's shipping?

if you can answer with a story, then the photo is right for Ramps.



what's shipping?
medicine - a child's health - disease
prevention - a healthier society



what's shipping?
industrial equipment - dangerous
goods safely delivered - progress



what's shipping?
large gauge equipment - high cost
items - energy security of a nation

brand usage examples



premises
signage



thank you!