



Logo Guidelines

The brand identity is comprised of three basic elements: Logo, Colors, and Typeface.

Corporate

Logo



Colors:



PMS Blue 548



PMS Red 1797

When to use the corporate logo:

Use the corporate logo when sending any information that is from or about corporate.

Company name as text: Fleet One (2 separate words)

Company tagline: *Our way is the highway.*®

Company font: Verdana, 10 point
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Local

Logo



Colors:



PMS Blue 548



PMS Tangerine 165

When to use the Local logo:

Use the Local logo when sending out any promotional or informational correspondence pertaining to the Local program. An example of this is in advertising efforts targeting Local customers and prospects.

Company font: Verdana, 10 point
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Important Information – Any material printed must be approved by Marketing.
Contact Fleet One at marketing@FleetOne.com

Over The Road

Logo



Colors:



PMS Blue 548



PMS Green 355

When to use the OTR logo:

Use the Over The Road (OTR) logo when sending out any promotional or informational correspondence pertaining to the OTR program. An example of this is in advertising efforts targeting OTR customers and prospects.

OTR as text: Over The Road with first use, then OTR in subsequent use is acceptable.

Company font: Verdana, 10 point
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Factoring

Logo



Colors:



PMS Blue 548



PMS Light Blue 550

When to use the Factoring logo:

Use the Factoring logo when sending out any promotional or informational correspondence pertaining to the Factoring program.

Company font: Verdana, 10 point
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Holding Company: Fleet One Holdings, LLC

Incorrect Usage of the Logo

The brand logos should always be used as provided in all applications. Care should be taken to ensure the logo is presented properly. When reproducing the logo, the accuracy of both color and detail is extremely critical. Examples of incorrect usage are shown below.

DO NOT stretch the Fleet One Logo.



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DO NOT take logos from websites for use in materials. Website images are low resolution files meaning they are not print quality. The Marketing Department has all company and partner logos available at your request.



DO NOT change Fleet One Logo colors. Fleet One logos are available through the Marketing Department in color and black and white.



Usage of the Fleet One Local and OTR Bug

The Fleet One bug image is used only on plastic cards and in materials printed to identify fuel and maintenance locations. Below are the images for both Local and OTR bugs.



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