



transerta»



Fast. Flexible

SIA “Transerta” is a logistic company

Mission

To deliver seamless, technology-driven logistics solutions that empower businesses to grow without limits.

Vision

To redefine logistics through innovation, operational excellence, and sustainable practices — becoming the most trusted logistics partner in every market we serve.

Brand Guidelines Introduction

Our visual identity — shaped by carefully chosen colors, typography, and design standards — reflects our dedication to reliability, operational excellence, and customer-focused service. It ensures a consistent, professional presence across every touchpoint, from fleet branding to digital platforms.

As we evolve from a dependable logistics provider into a recognized industry leader, this brand book serves as our strategic compass. More than a set of guidelines, it represents our purpose and core values, reinforcing our commitment to delivering efficient, secure, and high-quality logistics solutions that meet the dynamic needs of our partners and clients.

Inside, you'll find the fundamental components of our brand identity — from the colors that reflect our strength and reliability to the typography that communicates clarity and precision.

Each element has been carefully developed to provide clear direction and practical tools, ensuring our brand is represented with consistency, professionalism, and impact across every vehicle, facility, document, and digital platform.



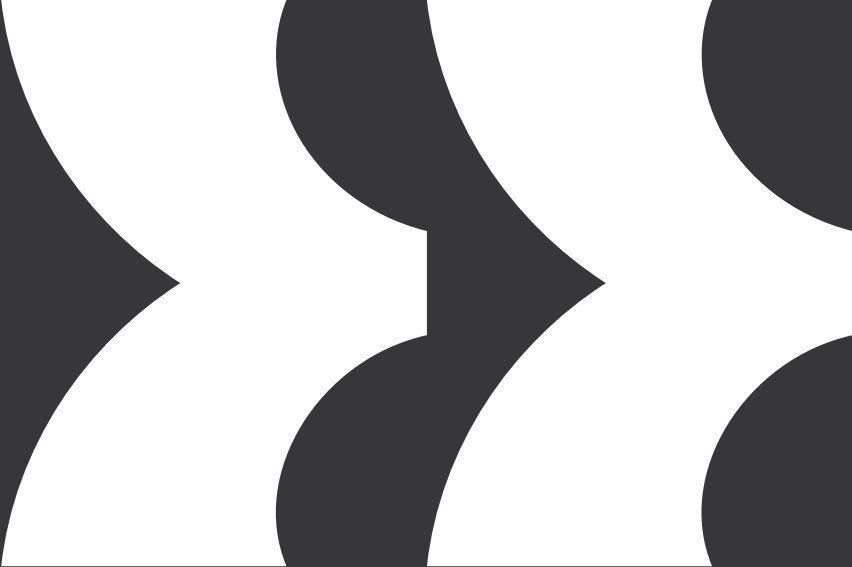


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Brand Logos

01

Primary | Can be used in any cases for both print and digital projects. No preferred location.



The logo combines strong, structured typography with a dynamic movement symbol to represent precision, reliability, and operational excellence in logistics. The bold letterforms convey stability, professionalism, and technical expertise, while the forward-moving icon reflects speed, connectivity, and seamless transportation. These elements express our commitment to delivering efficient, secure, and fully integrated logistics solutions — ensuring every shipment moves with confidence and control.

Secondary | Can be used as an alternative for smaller layouts, that require small size. Preferred location is bottom right or top right corner.



The logo for Transerta is written in font ‘Archivo Black’ to reflect the core values of the company, including stability, strong point of view, flexibility, seriousness. Logo is presented in dark grey (graphite) color and orange mark as an element of attention and a focal point of design. Logo variations are presented for various occasions of usage. Primary version is universall for any occasion.

Mark | Use mark for social media, as a design element, for icon, as a logo representation for limited, small spaced layouts.



The logo mark can be presented in orange, graphite, white colors. The background color must be contrasting to the mark. There is a white mark only allowed on colored background.

Logo Clearspace

02



The clear space is determined by the letter “t”

Maintaining adequate space around the logo is crucial to protect its visibility and effectiveness. This buffer area functions as a safeguard, keeping the logo separate from other visual elements so it stands out clearly.



Applying this spacing consistently enhances readability in every context and upholds the brand’s polished, confident image.

Logo Placement

03

Using this template as a reference allows the logo to be placed precisely and consistently across various layouts. It helps ensure that nearby elements—such as images and text—align seamlessly with the logo, resulting in a cohesive and well-balanced design.

Be sure to keep sufficient white space around the edges of the layout to maintain clarity, improve readability, and support a clean, high-quality visual presentation.



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Page margin

What not to do

04



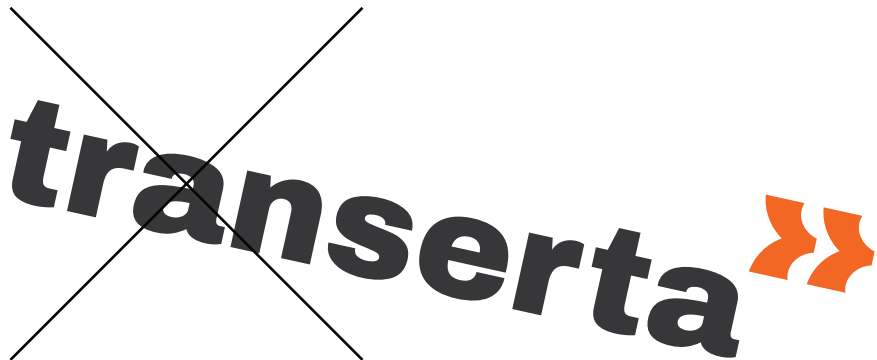
Do not distort



Do not recolor



No busy background



Do not rotate



Do not outline



No lack of contrast



Minimum Sizing

05



51px minimum width in digital
18 mm minimum width in print



28px minimum width in digital
10 mm minimum width in print



8px minimum width in digital
3 mm minimum width in print

To maintain legibility and ensure brand recognition, there are minimal sizes for logos and mark.

Follow these guides for digital and printing purposes.

Brand colors

06

Primary

Graphite grey	HEX: #383638 RGB: 56, 54, 56 CMYK: 0, 0, 0, 90
Orange	HEX: #f16722 RGB: 241, 103, 34 CMYK: 0, 74, 100, 0
White	HEX: #ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0

Each color within the palette is purposefully selected for its psychological impact and functional performance, ensuring high visibility and strong brand recognition across diverse environments. Designed to operate consistently in both digital and physical applications, the colors promote clarity, distinction, and immediate recognition — critical elements for effective communication in the logistics and transportation

Tones

Light grey	HEX: #b7b9bb RGB: 183, 185, 187 CMYK: 0, 0, 0, 32
Light orange	HEX: #ec936b RGB: 236, 147, 107 CMYK: 4, 50, 60, 0
Bright orange	HEX: #e54c33 RGB: 229, 76, 51 CMYK: 4, 85, 89, 0

By consistently using the defined color codes (HEX, RGB, and CMYK), the brand preserves a cohesive and professional look across both digital and printed materials, reinforcing reliability, functionality, and visual consistency in every application.

Logo on brand colors

07

Apply the same color logic to secondary logo and the mark



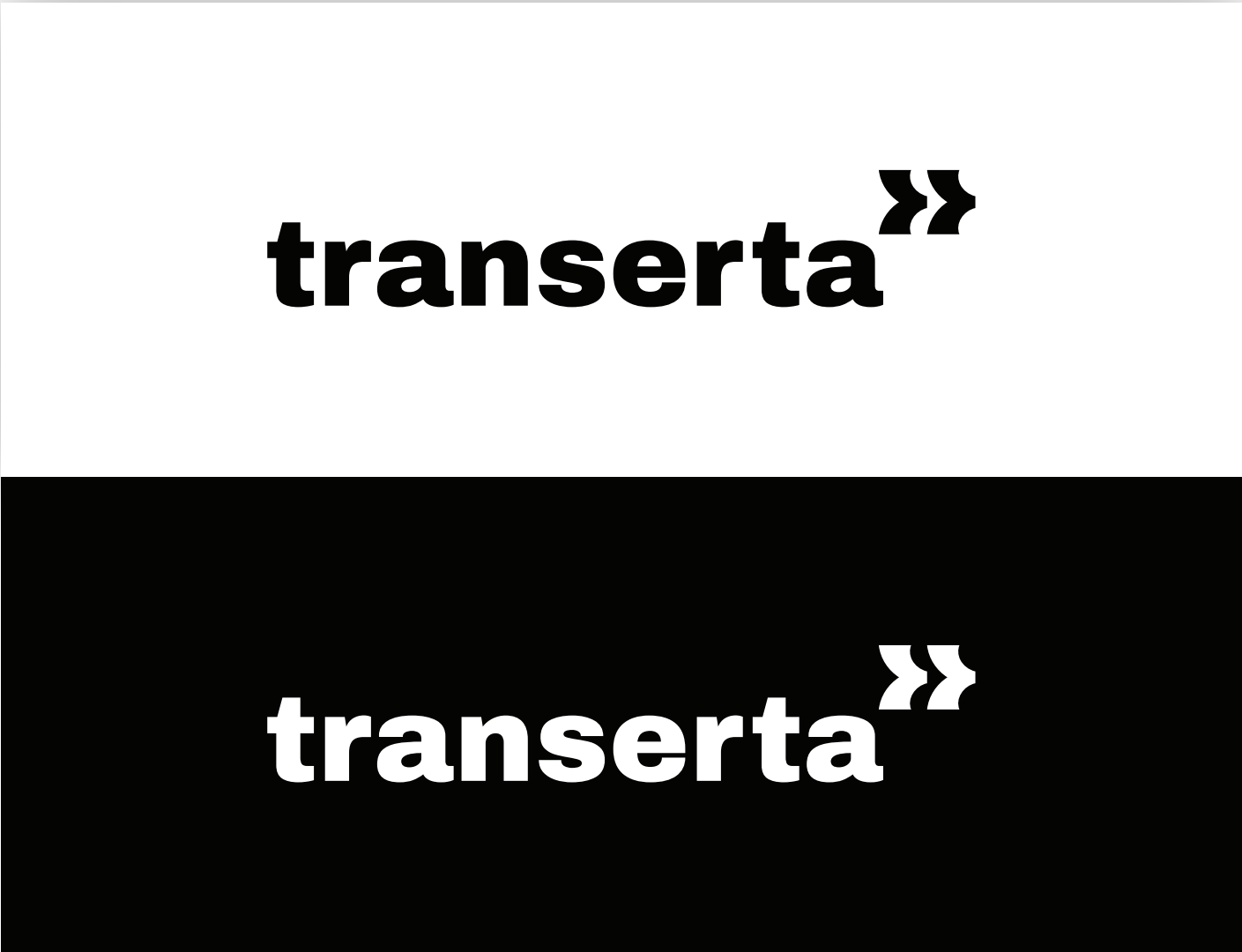
Logo on white background

On white background the logo should be used in its primary color version to ensure strong contrast and clear visibility. This application preserves legibility and reinforces brand recognition while maintaining a clean, professional appearance. This is the most common usage of it.



Logo on orange and graphite background

Both colors can be used for a background with combination of full white (100%) logo colors. This maintains readability, clear visibility and keeps the logo readable and legible from the distance.



Monochrome appearance

The white and black monochrome versions of the logo are intended for limited use in special circumstances, such as single-color printing, technical documentation, or environments where color application is restricted. In these cases, they preserve the logo's clarity.

Brand Typography

08

Aa

Typography is a fundamental element of the Transerta brand identity, helping to establish a strong, consistent presence across all communication platforms.

This section outlines the selected typefaces and guidelines for their application, ensuring clarity, professionalism, and a modern, dependable visual image.



Typefaces

09

The Archivo font family is a highly versatile sans-serif typeface designed to perform effectively across a wide range of applications. Its heavier weights provide a strong, solid presence that is ideal for headings, titles, and key messaging, while the regular and lighter weights ensure excellent readability for body text. This balance allows for clear visual hierarchy and consistent communication throughout both print and digital materials.

As part of the Google Fonts library, Archivo is optimized for web environments, ensuring reliable performance across browsers and devices. At the same time, its clean structure and carefully crafted letterforms maintain clarity and legibility in printed formats, making it equally suitable for brochures, reports, and corporate stationery.

Archivo combines elegance with a well-structured, contemporary design. Its geometric construction and confident appearance make it particularly fit for Transerta brand. The typeface conveys strength, precision, professionalism. These qualities are essential regarding efficiency, reliability, and strategic coordination. By communicating stability and a modern business approach, Archivo helps reinforce brand credibility and trust. Its clear, assertive character sends the right message to potential clients, reflecting operational excellence, forward-thinking strategy, and a strong commitment to quality service.

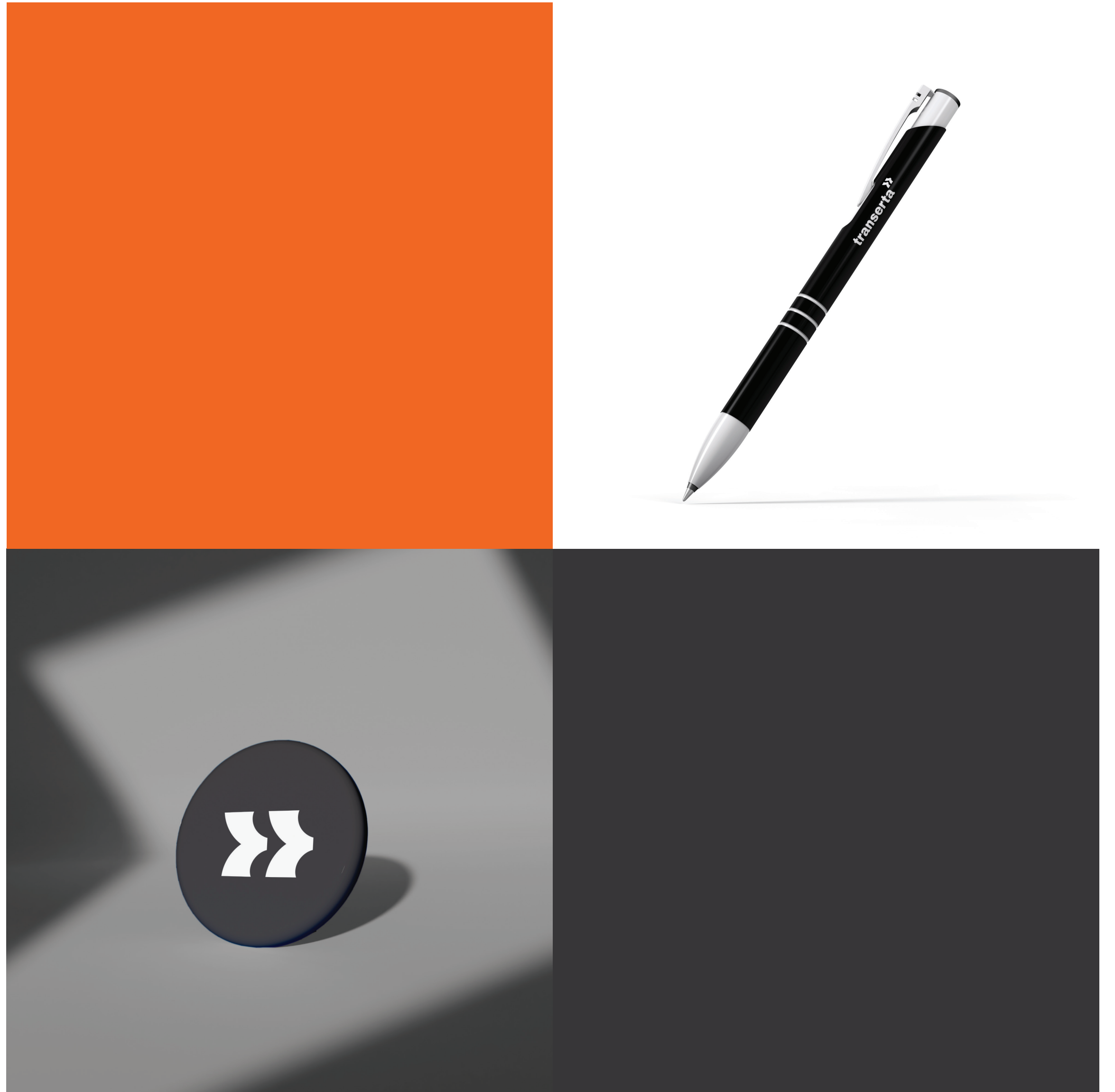
Archivo | Google font

Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Use for headings H1
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Use for headings H2+, subheadings, important information to highlight
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Use for body text, smallest texts

Promotional Goods

10

The brand elements presented in this section provide visual guidance for the consistent application of the Transerta identity. They define the overall aesthetic direction of the brand while maintaining flexibility for practical implementation. These elements should serve as a solid foundation, allowing for thoughtful adaptation and refinement to meet the specific needs and context of each project.



11



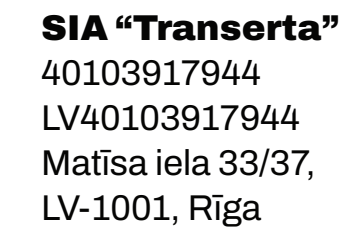
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Vārds Uzvārds
Jūsu amats



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Vārds Uzvārds
Jūsu amats

Business card

12



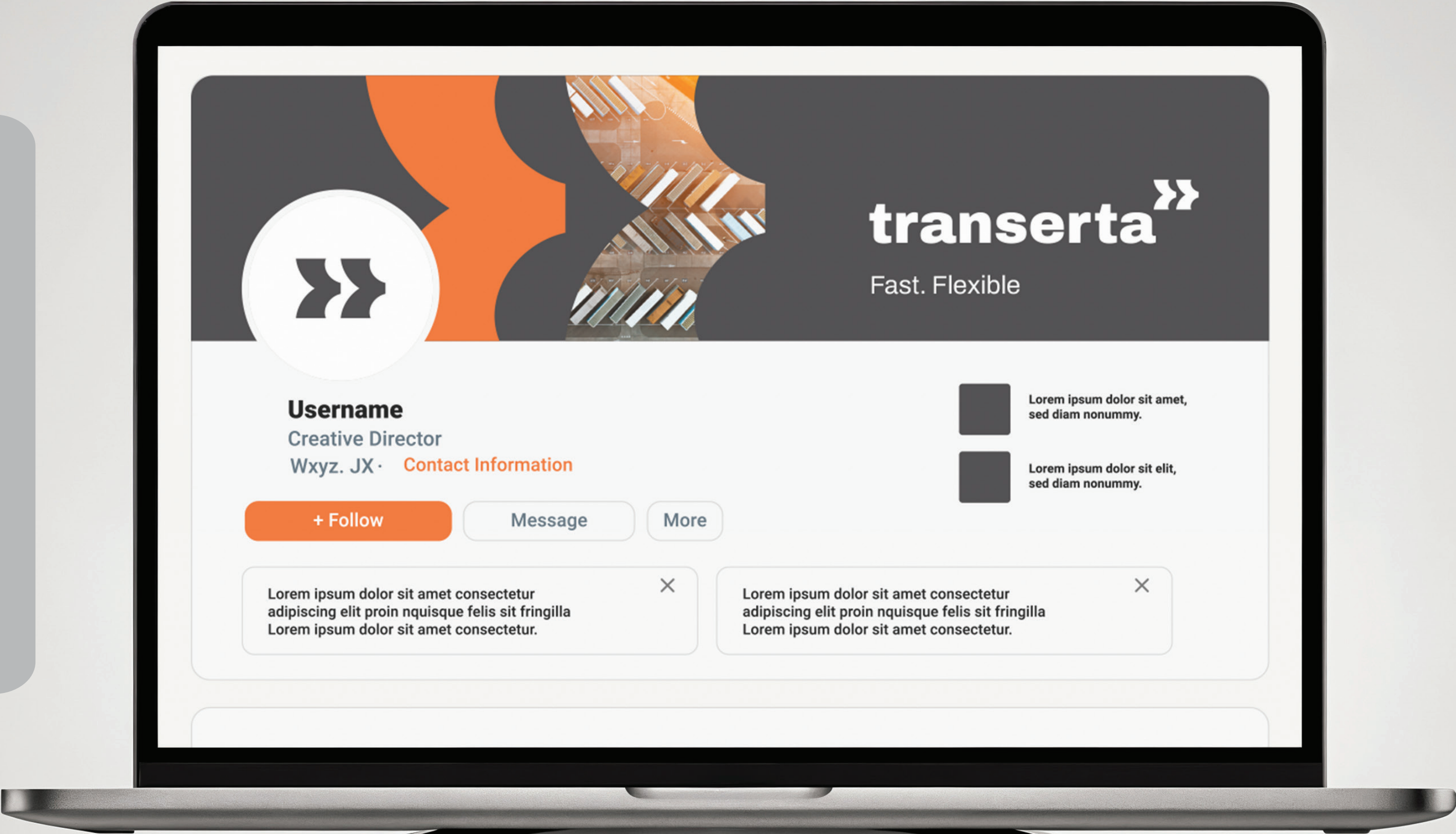
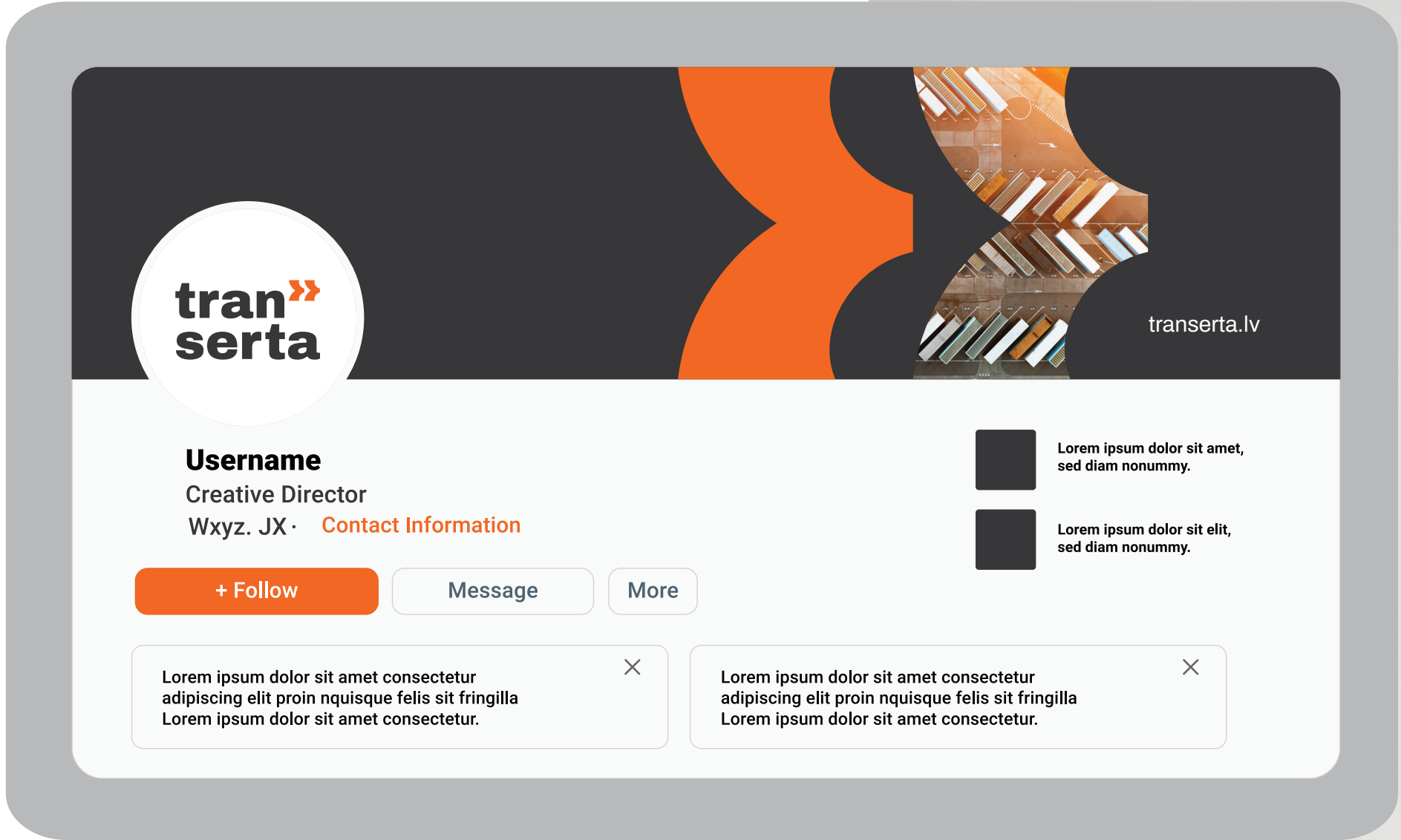
Stationery

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Social Platforms

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Document Folder

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Car Print

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Contact Us

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To access brand guidelines and other resources in this document:



<https://www.transerta.lv/>