



**Brand  
Standards**

## Logo

# Primary Usage

Under normal circumstances, the Primary Blue color version of the brand logo should be your first choice. Do not make exceptions to approved positioning and spacing of the logo, no matter how minor they seem.

Using the logo on a non-brand color, color with not enough contrast or cluttered background also detracts from a clean, consistent brand and should be avoided.

## Spacing

Use these spacing guidelines to ensure a balanced, consistent presentation that avoids crowding our identity



## Logo

# Color Options

Logo should be primary blue on white and white on darker backgrounds.

When the brand identity is reversed out, primary usage should be one of the brand colors.

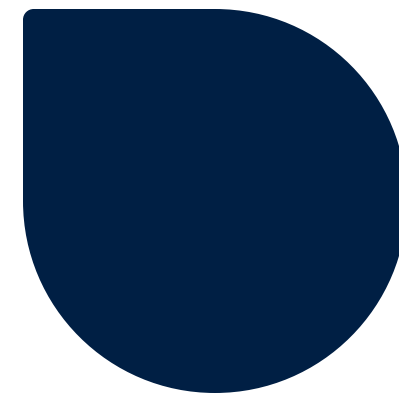
When applying the reversed brand logo on a neutral palette, be sure the background provides enough contrast for clear visibility.

The logo consists of the words "HWY" and "HAUL" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is dark blue on a white background.The logo consists of the words "HWY" and "HAUL" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is white on a dark blue background.The logo consists of the words "HWY" and "HAUL" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is white on an orange background.The logo consists of the words "HWY" and "HAUL" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is white on a green background.The logo consists of the words "HWY" and "HAUL" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is white on a blue background.The logo consists of the words "HWY" and "HAUL" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is white on a purple background.The logo consists of the words "HWY" and "HAUL" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is white on a teal background.The logo consists of the words "HWY" and "HAUL" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is white on a grey background.

## Color Palette

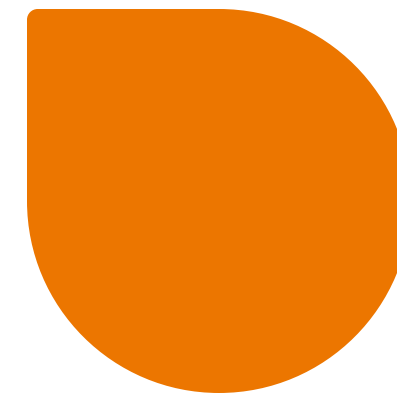
# Primary Brand Colors

Our primary brand colors are Navy Blue and Orange. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.



**Sapphire**

RGB — 4 30 66  
CMYK — 100 72 0 73  
HEX — 041E42  
PMS — 282 C



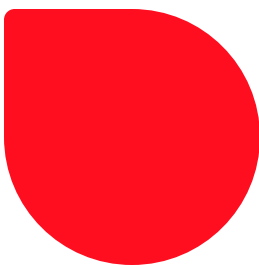
**Mango Tango**

RGB — 222 124 0  
CMYK — 0 54 100 1  
HEX — DE7C00  
PMS — 138 C

Color Palette

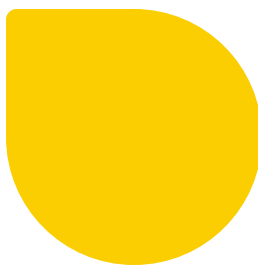
# Secondary Colors

Accent or secondary colors should be used sparingly — no more than one per design, throughout illustration, photography, and product in order to maintain meaning and potency. Accents should be secondary to the primaries, and should not overpower the design.



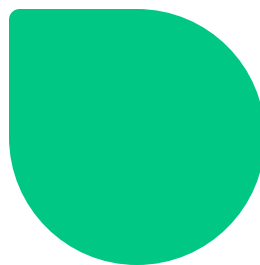
Cinnabar

RGB — 238 56 49  
CMYK — 0 88 94 0  
HEX — EE3831  
PMS — 3556 C



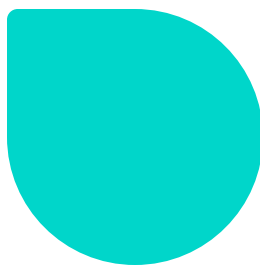
Saffron

RGB — 243 208 62  
CMYK — 0 10 80 0  
HEX — F3D03E  
PMS — 129 C



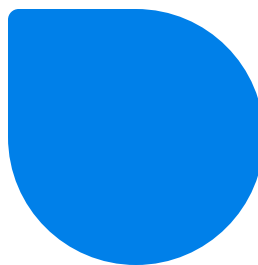
Caribbean Green

RGB — 0 195 137  
CMYK — 77 0 67 0  
HEX — 00C389  
PMS — 3395 C



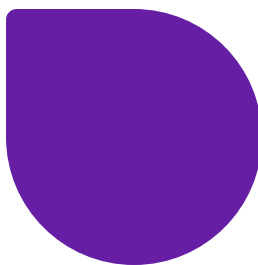
Turquoise

RGB — 42 210 201  
CMYK — 59 0 26 0  
HEX — 2AD2C9  
PMS — 3252 C



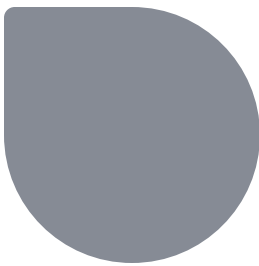
Royal Blue

RGB — 48 127 226  
CMYK — 75 45 0 0  
HEX — 307FE2  
PMS — 2727 C



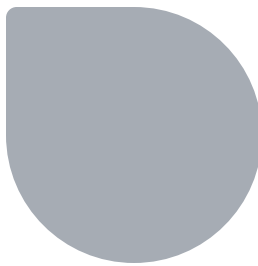
Purple Heart

RGB — 95 36 159  
CMYK — 81 99 0 0  
HEX — 5F249F  
PMS — 267 C



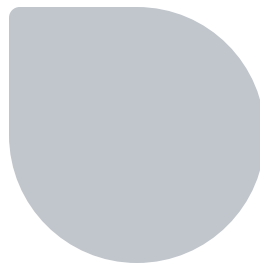
Grey1

HEX — 878C94



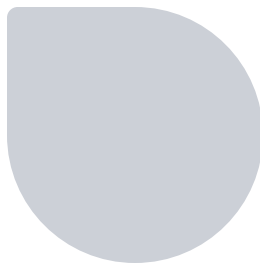
Grey2

HEX — A8ACB3



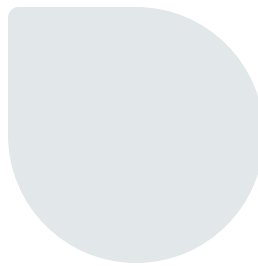
Grey3

HEX — C2C6CC



Grey4

HEX — CED1D6



Grey5

HEX — E4E7EB



Grey6

HEX — F2F4F7