



# BRAND GUIDELINE

Swipe Right







#D42329

#1C315E

#FFFFFF

Aa Bb



# LOGO RATIONALE



## The Logo

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The GFR logo is a powerful visual identity designed to represent the brand's core strengths—speed, direction, and global logistics expertise. Each element of the logo has been carefully considered to align with the company's values and industry presence.



# TYPOGRAPHY

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## PRIMARY FONT

**Aa Bk**

**MONTSERRAT**

**BOLD**  
SEMIBOLD  
MEDIUM

FONT 1

**MONTSERRAT**  
BOLD

FONT 2

**MONTSERRAT**  
SEMIBOLD

FONT 3

**MONTSERRAT**  
MEDIUM



## SECONDARY FONT

**Aa Bb**

**RUBIK**

**BOLD**  
**SEMIBOLD**  
**MEDIUM**

**FONT 1**

**RUBIK**  
**BOLD**

**FONT 2**

**RUBIK**  
**SEMIBOLD**

**FONT 3**

**RUBIK**  
**MEDIUM**

# COLOR PALETTE

**#D42329**

**#FFFFFF**

**#1C315E**



# SOCIAL MEDIA BRANDING

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**GFR**  
GLOBAL FREIGHT RATES

**Ready to  
Ship Globally ?**

Let us make it easy for you!

Get in touch with us right now!

 [www.gfrlogistics.com](http://www.gfrlogistics.com)



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Export.**

Our products with world-class solutions  
in web control & business equipment.

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# LOGO CLEARSPACE

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The area that surrounds the logo known as "clear space" is as important as the logo itself

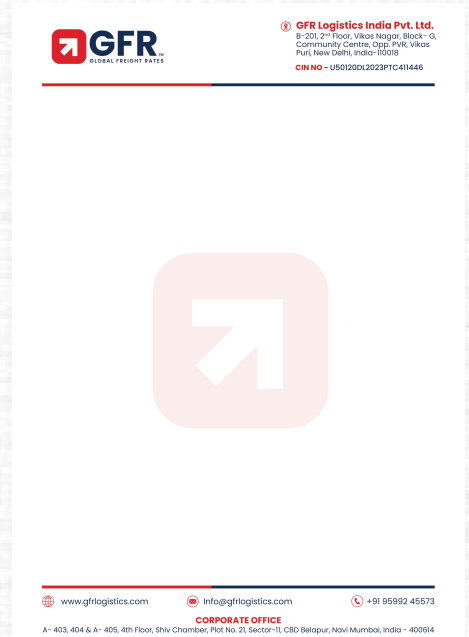


PLEASE ALLOW ADEQUATE SPACING AT ALL TIMES

# STATIONARY



VISITING CARD



LETTERHEAD



**THANK YOU!**