BLU JAY™

Soaring Performance

BluJay Solutions™ Brand Guidelines

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TABLE OF CONTENTS /

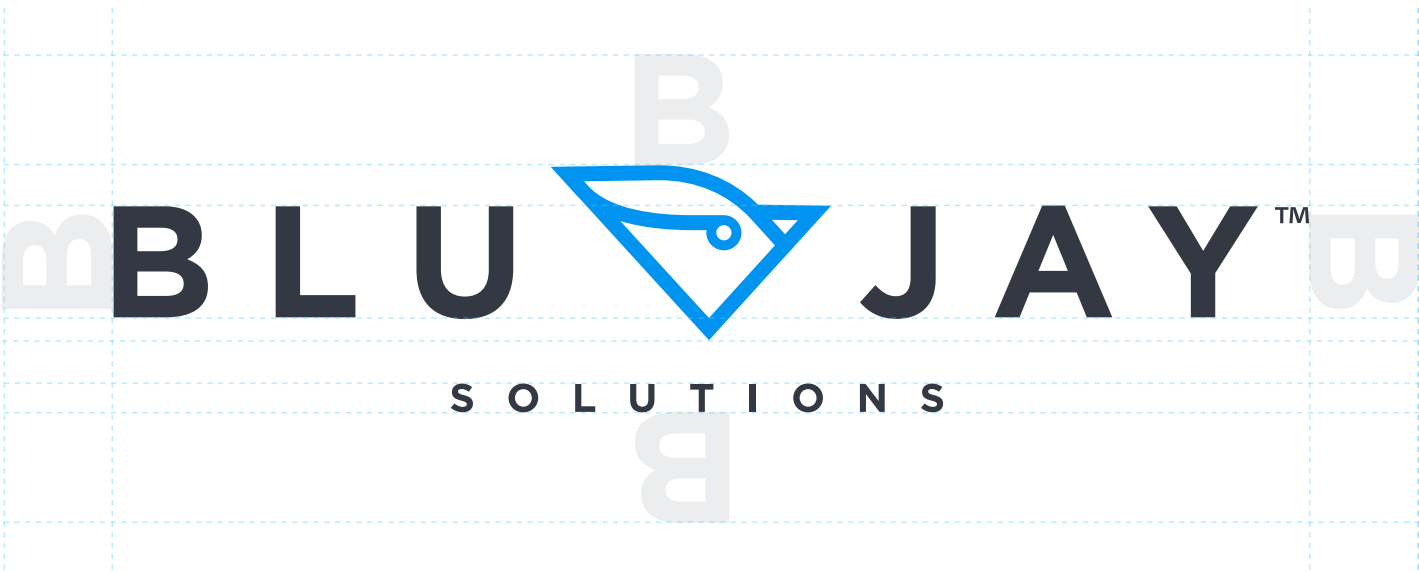# Logo / Primary

Logo / Primary

Our Logo and Tagline

This is the new logo of BluJay Solutions as it will appear in conjunction with the tagline. The logo and tagline lockup has been created as a unit onto itself. The tagline uses the typeface MARGOT.

Always position it for maximum impact and give it plenty of room to "breathe." This will ensure the logo's presence and legibility.

Clear Space

A minimum amount of clear space must surround the logo at all times. This space is equal to the cap-height of the BluJay logotype (e.g., the "B" in BluJay).

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials.

Horizontal Logo with Tagline

Logo appears to the left of tagline with a divider in between. Tagline will always be primary blue.

Vertical Logo with Tagline

Logo will always appear above the tagline "Soaring Performance." No divider will be used in this version.

Logo / Sizing

BluJay Sizing

When reproducing the logo, be conscious of its size and legibility. Once the BluJay Solutions logo becomes too small to read, we recommend using the BluJay bird icon to represent the company. The BluJay bird icon can be used on multiple platforms, including but not limited to: apps, product names, etc.

When the logo becomes smaller than 150 x 35 px, the icon should be used to represent the company name.

400 X 90 PX

300 X 70 PX

150 X 35 PX

18 X 25 PX

Logo / Color Variations

Logo Variations

Use the BluJay logo as the primary brand expression with our employees, customer and community audiences.

Consistent use of the BluJay logo will help build visibility and recognition for our company and will set BluJay apart from competitors.

The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise abstract it. Any modification of the logo confuses its meaning and diminishes its impact.

Note: BluJay functional units, lines of business, programs, products and services are not permitted to be shown as a direct lock-up with the BluJay logo, unless expressly identified by the BluJay Global Marketing team.

Note: There is no reversed color signature. Always reverse to white.

Full Color Logo

Reversed Logo

One Color Logo
Vivid Cerulean
No other colors should be used.
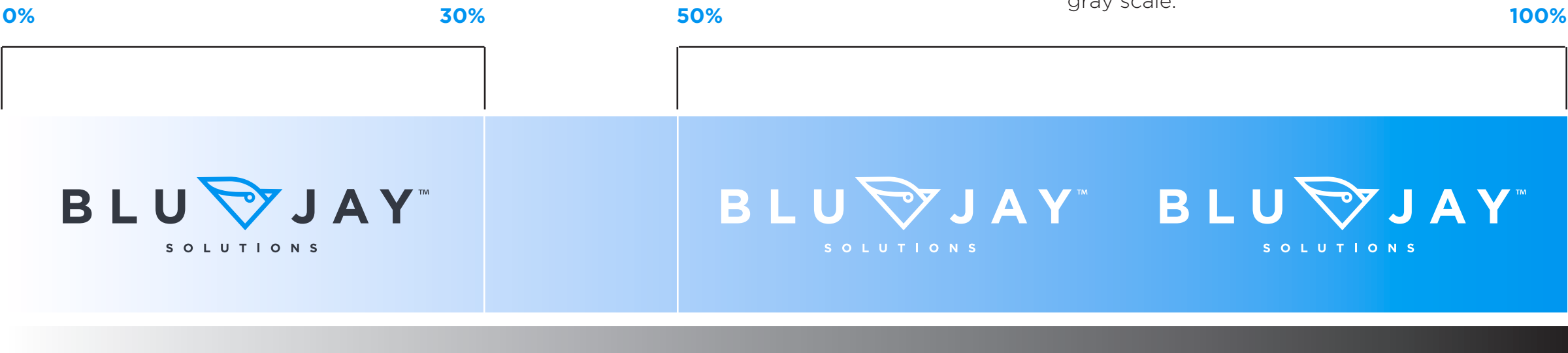
One Color Logo
Black

Logo / Background Contrast

Background Contrast

Use the FULL-COLOR LOGO when the background color value is between 0% and 30% after conversion to gray scale.

Use the REVERSED LOGO when the background color value is between 50% and 100% after conversion to gray scale.

0%   **30%**   **50%**   **100%**

Do not place the logo on a background when the color value is between 30% and 50% after conversion to gray scale.

Logo / Usage

Typography / Styles

Our PRIMARY logo and hero Typeface IS GOTHAM BOLD.

Our secondary headline typeface is MARGOT REGULAR.

The primary fonts to be used for all BluJay print materials and web are MARGOT REGULAR and SOURCE SANS PRO.

When setting hero headlines, use GOTHAM BOLD in all caps, tracked in to +60.

Body copy is set in SOURCE SANS PRO LIGHT for print and for web.

For computer-based documents, such as Microsoft Word, Powerpoint, Excel, etc., VERDANA should be used.

Default Font Color:

Normal text color should be BLACK CORAL (#545F66) on lighter backgrounds. If on colored backgrounds, font color should be WHITE.

THIS IS A HEADLINE SET IN GOTHAM BOLD FOR HERO IMAGES.
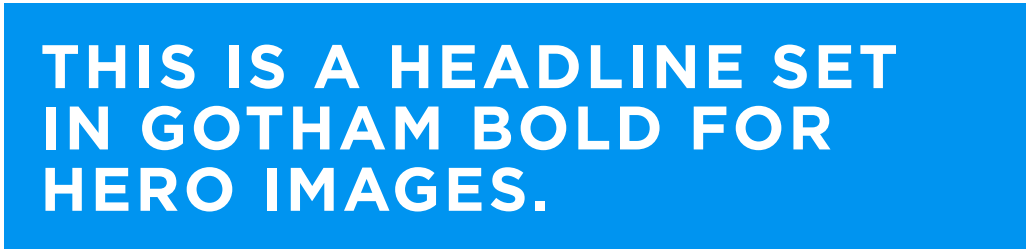
Gotham

Gotham Bold

MARGOT REGULAR will be used for our tagline and main print headlines outside of image heros.

Margot Regular

Margot Regular

This is a paragraph headline set in SOURCE SANS PRO SEMIBOLD.

Body copy would typically follow, and here is an example. It may vary in size, but this is set at 10 pt, with leading set at 13 pt. This ensures legibility while still allowing the focus to remain on the message and any visuals that may accompany it. It is using SOURCE SANS LIGHT.

Source Sans

Source Sans Pro Light
Source Sans Pro Semibold
Source Sans Pro Bold

This is a paragraph headline set in VERDANA BOLD.

Body copy would typically follow, and here is an example. It may vary in size, but this is set at 8 pt, with leading set at 11 pt. This ensures legibility while still allowing the focus to remain on the message and any visuals that may accompany it. It is using VERDANA REGULAR.

Verdana

Verdana Regular
Verdana Bold

Typography / Typeface

GOTHAM BOLD

* GOTHAM BOLD is only used to set headlines and logo. This font uses only upper characters. GOTHAM should only be used with Global Marketing Team approval.

A*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;?!£$&@*) 0123456789**

MARGOT REGULAR

All print headlines should be set using MARGOT REGULAR.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

SOURCE SANS

While subheads are set in **_SOURCE SANS PRO SEMIBOLD_**, all body copy in print should be set in SOURCE SANS PRO LIGHT.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

VERDANA

For computer-based documents, such as Microsoft Word, Powerpoint, Excel, etc., VERDANA should be used.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

Colors / Primary

Brand Colors

The primary colors of the BluJay brand are Vivid Cerulean and Blue Sapphire. They are to be used when developing assets for all print advertisements, web, social media, broadcast and display graphics.
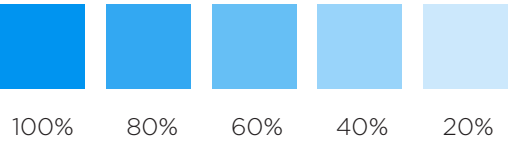
We use a minimal color palette to ensure that it creates a strong contrast to the complementary elements that it will live around it, such as photos, backgrounds, etc.

COLOR CODES

CMYK: 85, 21, 0, 0
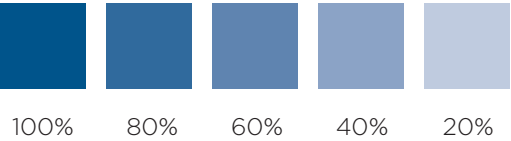RBG: 0, 156, 222
Pantone: 2925 c
Web Hex: 009cde

COLOR CODES

CMYK: 96, 54, 5, 27
RBG: 35, 97, 146
Pantone: 647 c
Web Hex: 236192

Vivid Cerulean

COLOR TONES:

| 100% | 80% | 60% | 40% | 20% |

GRADIENT:

Blue Sapphire

COLOR TONES:

| 100% | 80% | 60% | 40% | 20% |

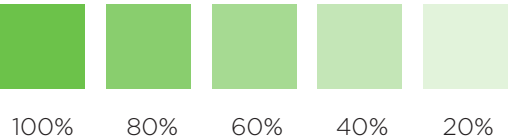**GRADIENT:**

Colors / Secondary

Complementary Colors

Secondary colors are to be used sparingly, in accent to the primary Vivid Cerulean and Blue Sapphire colors. Picton Blue will be used primarily as an accent color, while Paris Green will be used in items such as call-to-actions.

COLOR CODES

CMYK: 61, 0, 61, 24
RBG: 76, 193, 76
Pantone: 360 c
Web Hex: 4cc14c

Paris Green
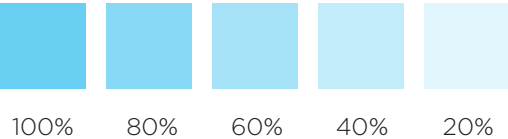
COLOR TONES:

100% 80% 60% 40% 20%

GRADIENT:

COLOR CODES

CMYK: 57, 15, 0, 5
RBG: 105, 205, 242
Pantone: 297 c
Web Hex: 66ccff

Picton Blue

COLOR TONES:

100% 80% 60% 40% 20%

GRADIENT:

Colors / Accent

Accent Colors

Accent colors are to be used rarely, in accent to the primary and secondary colors, and should never compose more than 10% of the page colors.

Examples of use would be in graphs and charts, buttons, call out boxes, etc.

COLOR CODES

CMYK: 18, 7, 0, 60
RBG: 84, 94, 102
Pantone: 445 c
Web Hex: 545f66

CMYK: 69, 0, 10, 17
RBG: 64, 212, 189
Pantone: 447 c
Web Hex: 41d3bd

CMYK: 0, 42, 76, 12
RBG: 225, 131, 53
Pantone: 164 c
Web Hex: e18335

CMYK: 0, 10, 68, 10
RBG: 230, 208, 73
Pantone: 611 c
Web Hex: e6d049

CMYK: 100, 22, 0, 44
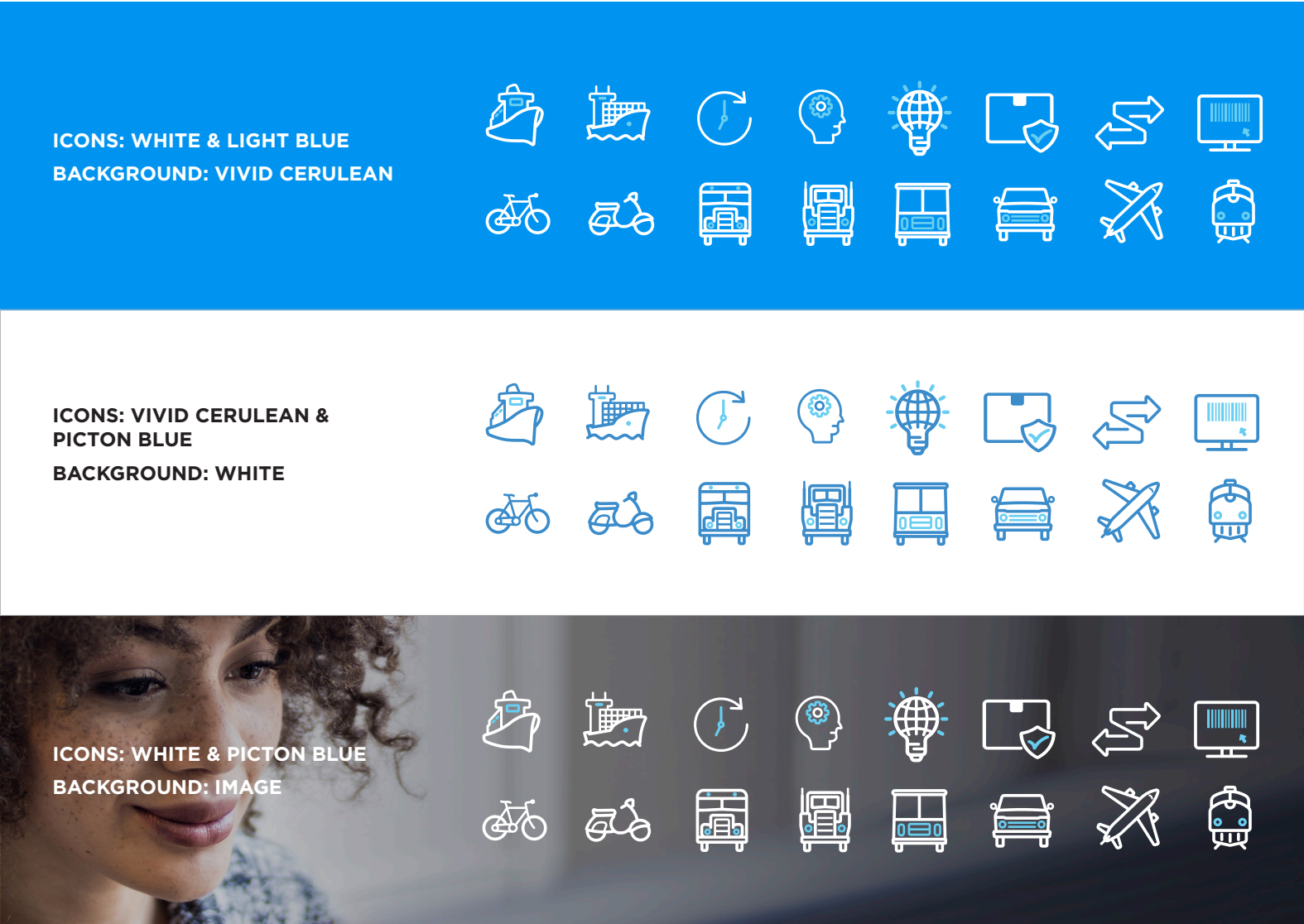RBG: 0, 112, 144
Pantone: 3015 c
Web Hex: 007090

CMYK: 28, 48, 0, 42
RBG: 106, 76, 147
Pantone: 668 c
Web Hex: 6a4c93

BLACK CORAL

MEDIUM TURQUOISE

TIGER'S EYE

SANDSTORM

SEA BLUE

DARK LAVENDER

Brand / Iconography

Icon Style

Icons for the BluJay brand will have a consistent look and feel. They should be a simplified representation of whatever they are identifying.

ICONS: WHITE & LIGHT BLUE
BACKGROUND: VIVID CERULEAN

ICONS: VIVID CERULEAN & PICTON BLUE

BACKGROUND: WHITE

ICONS: WHITE & PICTON BLUE
BACKGROUND: IMAGE

Photography /

The BluJay aerial photography style.

Photography is a main component for the BluJay brand. It is integral to the look and feel of BluJay and should be considered with a highly critical eye. It should convey our position of 'Soaring Performance.'

Camera position plays a key role. The camera should feel like it's elevated high above the action from a high vantage point. In some circumstances, a wider point of view (i.e. a helicopter shot) may be appropriate if it enhances the story.

Colors should be rich and vibrant, picking up natural light sources, such as an open sky or sunset. Photography should be used for the primary visual areas, but a designer should consider when it is appropriate to use an image to enhance the narrative while still leaving considerable white space.

Legal Note:

Only use properly licensed photography. For assistance with finding the perfect image for your needs, please contact the Global Marketing Team. We have a library of existing photos, or can help license new photography based on your project.

Photos are often juxtaposed.

One of the defining elements of the BluJay brand style is its treatment of the photography in layout. Aerial shots are positioned next to each other with plenty of contrast between them in order to make sure the line is defined.

It's best to use varying perspectives when combining the shots to provide a sense of space and color.

Photography /

People / Places.

A key component of the BluJay brand is the pairing of aerial photos of locations (shipyards, highways, docks, etc.) with the people that use our product. Images are paired together to create a contrast in juxtapostion and provide a simple narrative for how these worlds come together.

People should feel natural and unposed. Subjects should be authentic in their actions and caught in a natural moment in their environment. Avoid using subjects that are looking at the camera. They should have an expression that is real, nothing posed or forced. Subjects should represent a diverse range of ethnicities and work types (from a rural warehouse to an urban office).

Brand Visuals /

Connecting lines.

Another key visual component of the BluJay brand are the vector lines that carry over the photographs. These lines are similar to flight pattern lines and suggest connection from varying points. These points should be positioned on both sides of the composition in various parts of each image. The lines can also carry off the page to imply an endless series of points and connections.

The lines and points should generally be shown in white over a pair of colored photographs and should be drawn at a single point stroke with an opacity varying from 100% to 70% depending on the lightness and complexity of the image.

The lines can also be animated, moving from point to point.

TOGETHER, WE'LL SOAR.

WHAT IF YOUR SUPPLY CHAIN COULD FLY?
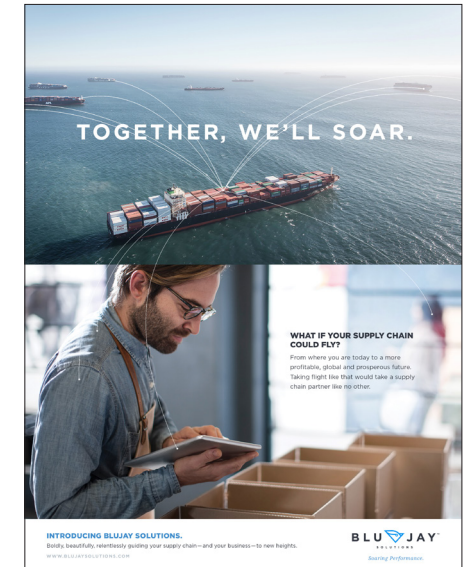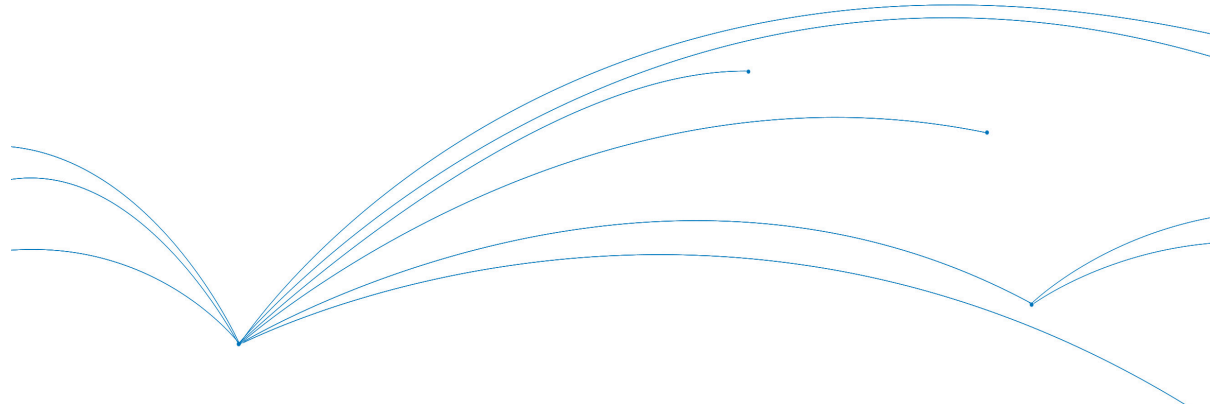
Sample of a print ad with connecting lines over the 2 images.

WE ARE:

Brand Messaging / Position

The supply chain solutions provider that enables you to optimize your future in the Global Trade Network.

Brand Messaging / Why Statement

AT THE MOST FUNDAMENTAL LEVEL, WHY DOES BLUJAY EXIST?

Because supply chain is the ultimate team sport.

Brand Messaging / Tagline

Soaring Performance™

Brand Messaging / Promise

We'll measure our success by yours.

THE EXPERIENCE WE WILL DELIVER TO ALL AUDIENCES, WHENEVER AND HOWEVER THEY ENCOUNTER THE BLUJAY BRAND.

Tone of Voice / Brand Personality

1. **Driven –** Gritty, Committed, Passionate, Fearless

2. **Open –** Creative, Global-Minded, Innovative, Inventive, Forward-Thinking

3. **Trustworthy –** Transparent, Reliable, Responsive, Authentic

4. **Collaborative –** Accessible, Empathetic, Approachable, Team-Oriented, Attentive

5. **Fun –** Playful, Engaging, Quirky, Creative, Friendly

6. **Community-Minded –** Giving, Generous, Caring

Tone of Voice /

Reasons To Believe our Brand Promise

1 A proven leader in supply chain solutions per Gartner and other top analysts

2 The transportation expertise of seasoned, passionate professionals

3 Advanced technologies that scale with your business: from point solutions to an integrated single end-to-end platform, and everything in between

4 Global Trade Network – BluJay's unrivaled, cloud-based solution set that gives shippers, carriers, forwarders and suppliers unprecedented power to transform their business economics, increase velocity and optimize their enterprises for future growth

5 Blue chip customer base – 7,500 customers in more than 100 countries

6 An industry-leading global trade network, with more than 40+K participants

7 The strength and financial stability that comes from being part a Francisco Partners company

8 Unmatched customs expertise – Over 45 million electronic customs declarations are cleared annually using BluJay's customs solutions, thanks in part to the expertise of our network of local customs experts

9 Building a truly customer-centric organization – Under the BluJay Solutions banner, and to ensure we deliver "soaring performance," personnel across the organization have been putting into place a refined set of practices for ensuring that BluJay delivers a best-in-class customer experience

Tone of Voice /

Above all else, BluJay's voice is confident, clear and direct. It speaks poignantly to the business value we offer—talking less about what we do, and more about how we do it. It also aligns well with the brand's position: "The supply chain solutions provider that enables you to optimize your future in the Global Trade Network."

But don't confuse direct, competitive and empowering, with boring. Tone of voice should also be fun, without being silly. Smart, without being snooty. We should use metaphoric language sparingly, so the connection between the company and the bird remains surprising and interesting, without becoming too cliché. As examples, the concepts of "soaring" and "new horizons" are welcome, as they add dimension to the narrative.

Tone of Voice / 60 Second Anthem

TOGETHER, WE'LL SOAR

The future is a beautiful thing.

Anything is possible.

And with the right partner by your side

The global economy is yours for the taking.

That partner...

A fearless, forward-thinking supply chain partner...
is everything.

That partner is BluJay Solutions.

With a cloud-based, global trade network that integrates
more than 40,000 players.

And a history of driving outstanding financial performance.

You'll find BluJay's innovative approach will bring remarkable
velocity to your supply chain.

And an uncanny ability to see beyond the horizon—and help
your business do the same.

At BluJay Solutions, we know that supply chain success isn't
just about optimizing your business...

It's about optimizing your future.

It's about taking the quickest, most profitable path from
where you are today...to where you want to be.

Your future is waiting.

Let's go there together.

Because together, we'll soar.

BluJay Solutions
Soaring performance.

Legal / Company Name Usage

Using our name in copy

The first mention of BluJay Solutions™ will always have a trademark on Solutions. After that, it is permissible to say BluJay without the trademark symbol.

BluJay should never be trademarked on its own.

The prefered usage is to run the name together using an initial cap for Blu and Jay.

It is acceptable to run both words together in all upper case.

☑ **BluJay Solutions™**

☑ **BLUJAY SOLUTIONS™**

☒ **Blu Jay Solutions™**

☒ **Blujay Solutions™**

☒ **BLU JAY SOLUTIONS™**

Example of usage in sentence.

You'll find BluJay's innovative approach will bring remarkable velocity to your supply chain.

Legal / Trademarks

Trademarks

BluJay Solutions Legal department will help you determine which trademark designation should be used. If, after reading the instructions provided below, you are uncertain as to when or how a trademark designation should be used, do not hesitate to contact the Legal department. Trademark designations must always be used exactly as determined by the Legal department.

All of our trademarks should be designated with one of the two following symbols:

®

For trademarks which have been granted registration by the U.S. Patent and Trademark Office, use the ® symbol.

As a general rule, the ® symbol should be used on the first or most prominent usage of the registered mark in copy.

In long documents, occasional use of the ® symbol will reinforce the importance and proprietary nature of the trademark to the reader.

The ® symbol should be placed immediately after the trademark – not after descriptive names.

TM

For trademarks which have not yet been granted registration by the U.S. Patent and Trademark Office, use the TM symbol.

As a general rule, the TM symbol should be used on the first or most prominent usage of the registered mark in copy. However, this requirement can be satisfied by the use of a logo which includes the TM symbol.

In long documents, occasional use of the TM symbol will reinforce the importance and proprietary nature of the trademark to the reader.

The TM symbol should be placed immediately after the trademark – not after descriptive names.

Software Product Standards

Consistency.

While the brand standards documented above are for BluJay Solutions, we wish to establish a brand relationship with our products that immediately bespeaks that they are part of our overall brand. Further, by creating a design system that applies to all of our software solutions, we will strengthen the brand and create brand recognition from within the products.

This section outlines specific standards for software solutions. While Control Tower is used in the examples, the intention is to use the standards as a design system that applies to all software producs.
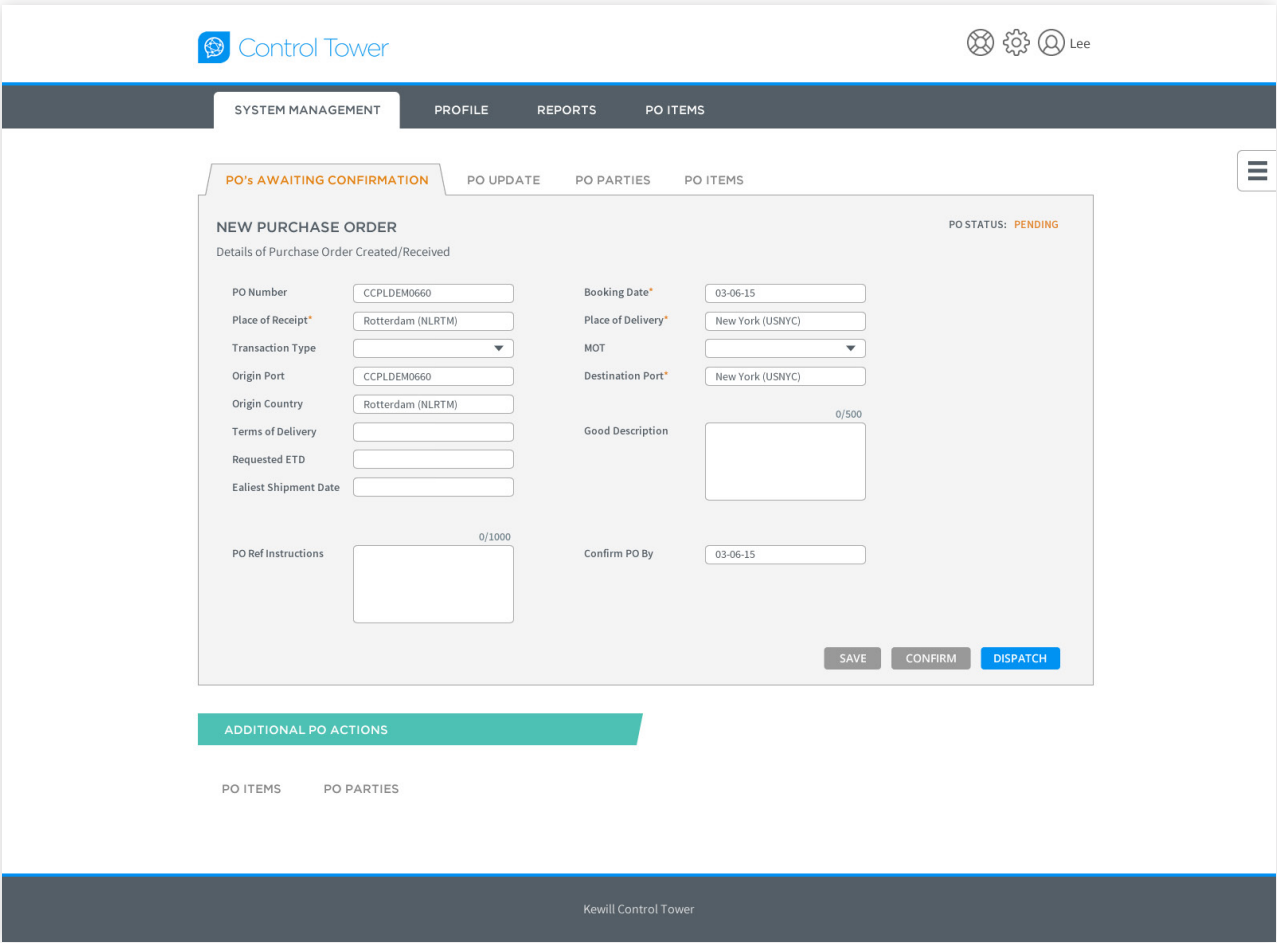

Control Tower Track & Trace Screen

Software Product Standards / Color

Brand Colors.

Software products adhere to the color standards set forth in this document. Many of our software products, however, allow for "branded instances," in which a version of the software is created and branded to the end-user. In such cases the software adopt the promary and secondary brand colors of the end-user.

The goal is to use brand-compliant color sets that reduce eye fatigue. For this reason, use the most neutral tone for larger elements and brighter tones for the smaller horizontal rules as shown in the example using FedEx colors.
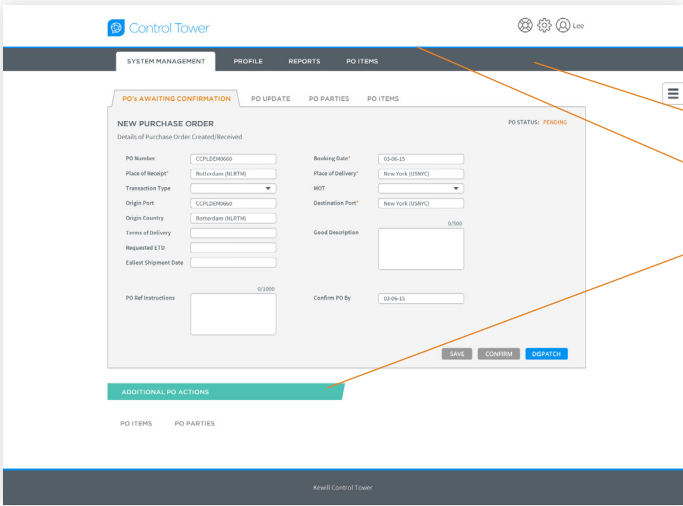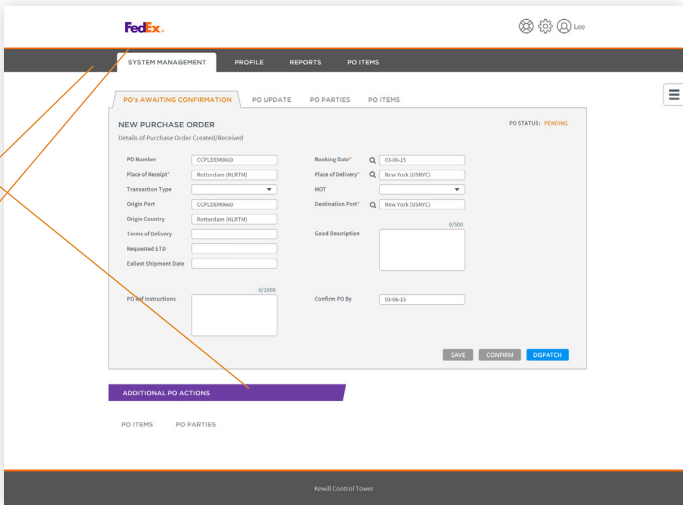

BluJay Solutions, Control Tower branding

Primary Brand Color

Secondary Brand Color

Tertiary Brand Color

End-User Branding

Primary Brand Color

Secondary Brand Color

Tertiary Brand Color

Software Product Standards / Color

Software Colors.

Software color refers to colors within the software interface that are consistent regardless of branded instance. These colors were carefully chosen to reduce eye fatigue and create a comfortable work environment for users. Do not substitute these colors.

NOTE: All buttons and active elements hover to orange identified here.
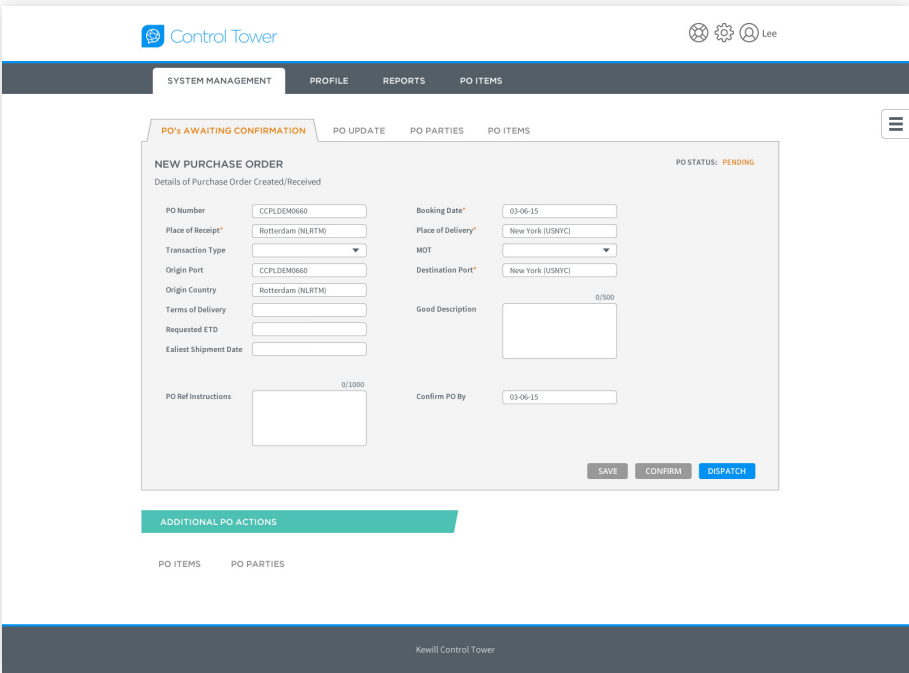
COLOR CODES

PRIMARY FLOOD
CMYK: 3, 2, 2, 0
RBG: 244,244,244
Web Hex: F4F4F4

BORDERS
CMYK: 40, 33, 33, 0
RBG: 160, 160, 160
Web Hex: 9F9F9F

ACTIVE ELEMENT & HOVER
CMYK: 8, 57, 100, 0
RBG: 228, 130, 102
Web Hex: E48211

PRIMARY BUTTON
CMYK: 73, 37, 0, 0
RBG: 0, 146, 243
Web Hex: 0092F3

SECONDARY BUTTON
CMYK: 43, 35, 36, 1
RBG: 152, 152, 152
Web Hex: 989898

Software Product Standards / Typeface

GOTHAM MEDIUM

GOTHAM MEDIUM is used for titles within software

A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
(. , : ; ? ! £ $ & @ *) 0 1 2 3 4 5 6 7 8 9

SOURCE SANS REGULAR

SOURCE SANS REGULAR is used for all body text and input text within software

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(. , : ; ? ! £ $ & @ *) 0 1 2 3 4 5 6 7 8 9

Type Color.

Typeface color is set by default as shown. This color may be altered to match the Primary Brand Color as shown above.

COLOR CODES

TYPE COLOR
CMYK: 69, 54, 47, 22
RBG: 84, 94, 102
Web Hex: 545E66
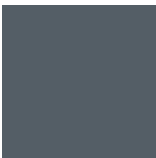
Please direct any brand-related questions or requests for assets
to the Global Marketing Team.