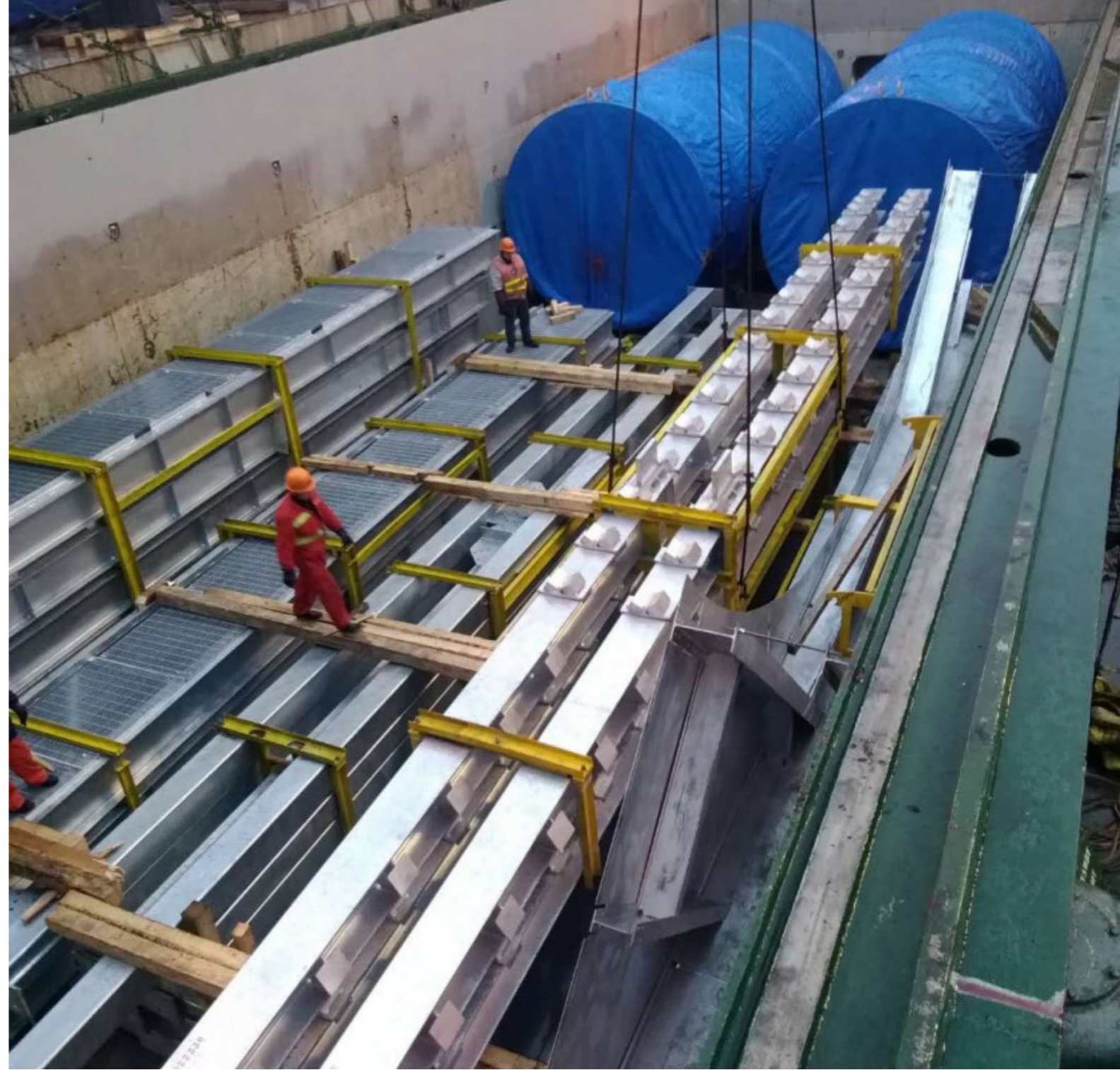




# BRAND STYLE GUIDE

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## Mission

This is our brand mission.

It is the mantra that we live by and guides everything that we do. If our activities and attitudes contribute towards this, then we are doing the right thing.

We have designed this specifically to connect with our customers and partners who will share in our collective vision and the impact it will have.

**To Ensure a Smooth, Efficient  
and Seamless Service...**



# Values

These are the core 3 values that we live by.

They are the underlining pillars that when fulfilled will help us ensure we are on track to achieve our mission. They ultimately connect us with our customers and act as a guide for how we conduct our business.

## Dedication

Our experienced staff is always available to you "our Customer" anytime and anywhere for direct communication. We look after your cargo with personal attention and care - that is the R&L way.

## Safety

We are committed to implement, enforce and promote relevant best practices and processes to create a healthy, safe and secure workplace to its employees and involved stakeholders.

## Quality

We have a quality management system that exists as part of a larger strategy that has established, documented and implemented our processes, quality policies and objectives, whilst satisfying the requirements of ISO 9001:2015.



## Logo

Our logo is our flag. It is the symbol that instantly shows who we are and will make us stand out against the competition.

It is a symbol of our beliefs and core values. Alone, it will not gain meaning; this is delivered as we fulfill our promise to our customers and gain trust.

Logo



Icons



# Logo

Our logo must always be clearly legible and have the space to stand out. This means ensuring it is on backgrounds that contrast and don't hinder its impact. Use white color for "Rohde & Liesenfeld" on darker backgrounds. To maintain the integrity of the logo, do not add, alter or remove any elements from the design.





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# Color Palette

Color plays an incredibly important role in our brand identity system. Every color and shade has been chosen for a specific purpose to help build our brand.

Color consistency promotes visual continuity throughout our communications, leverages emotional connection with our brand, and heightens the impact of our storytelling.

**Primary**

Hex: #131566  
 RGB: 19,21,102  
 CMYK: 33,32,0,60

**Secondary**

Hex: #FFCC00  
 RGB: 255,204,0  
 CMYK: 0,20,100,0

**Highlight**

Hex: #F6A604  
 RGB: 246,166,4  
 CMYK: 0,31,95,4

**Light Neutral**

Hex: #D6D6D6  
 RGB: 214,214,214  
 CMYK: 0,0,0,16

**Dark Neutral**

Hex: #222222  
 RGB: 34,34,34  
 CMYK: 0,0,0,87



# Fonts

The fonts we use in our communications represent the distinct identity of our brand.

These have been chosen specifically because of the personality that they bring to the written word. Do not use fonts that are not defined here – to do so would be damaging to the overall perception of the brand we want to convey.

Heading font

## Montserrat

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  
1 2 3 4 5 6 7 8 9 0  
! @ £ \$ % ^ & \* ( ) \_ +  
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Supporting font

## Source Sans Pro

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  
1 2 3 4 5 6 7 8 9 0  
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## Typography

For consistency, we have set the following weighting of our fonts for headlines and paragraph copy. This is a deliberate design decision to ensure our audience's attention is drawn to the right place at the right time as they engage with our communications. Headlines especially should be used sparingly and brevity is preferred for strong impact.

# Heading

## Subheading

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# Photography

Our photography style represents who we are; providing an instant visual connection with our customers and their world.





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# Look Book

As we start out, the photography that we use will help give direction to the look and feel of our brand. This is a moodboard that represents our sense of style and art direction for imagery. Where we haven't been able to produce photography ourselves, we have supplemented with images that portray the world our brand will thrive in.





## Tone of Voice

The following are examples of how we bring our Brand Tone to life:

**Project Cargo Movements Start Here** – Fast Track Project Schedules, EPC Contracts and Worldwide Procurement Activities - today, more than ever - depend on effective transportation and logistics support systems.

**Direct Access to Experience** – Our greatest asset is our experienced staff - always available to you "our Customer" anytime and anywhere for direct communication. We look after your cargo with personal attention and care -that is the R&L way.

**Solid Reputation Since 1954 in the World of Project Freight Forwarding** – We offer a large portfolio of services and logistics solutions through our global network. Your every logistics need will be taken care of meeting the highest Health and Safety standards.



# ROHDE & LIESENFELD

PROJECT CARGO MOVEMENTS START HERE



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